

Views of the Canadian Armed Forces (CAF) 2022-2023 Tracking Study

Department of National Defence

Final Report

February 2023

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**Views of the Canadian Armed Forces – 2022-2023 Tracking Study
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This public opinion research report presents the results of 10 online focus groups and a national dual-mode survey conducted by Quorus Consulting Group on behalf of the Department of National Defence. The focus group sessions were held from September 8 to 15, 2022, with participants from two segments of the general population: those 18 to 34 years of age and those 35 years of age and older. One online focus group with each of these segments was held with participants located in the following cities and surrounding areas: Toronto, Moncton, Winnipeg, Montreal (in French) and Vancouver. The dual-mode survey was conducted from December 19, 2022, to January 15, 2023, with Canadian adults aged 18 and older. Approximately half of the data (1,001 completed surveys) was collected using an online panel of households, and the other half (1,000 completed surveys) via a stratified random sample of telephone interviews.

Cette publication est aussi disponible en français sous le titre : Points de vue sur les Forces armées canadiennes – Étude de suivi 2022-2023.

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Signed:

A handwritten signature in black ink, appearing to read "Rick Nadeau", is written over a light gray, dotted rectangular background.

February 2023
Rick Nadeau, President
Quorus Consulting Group Inc.

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Executive summary

Background and research objectives

DND and the CAF need to stay attuned to the views, perceptions and opinions of Canadians. Public opinion research (POR) assists the Government of Canada and the Department of National Defence (DND) in considering the views of Canadians when developing policies, programs, services and initiatives such as Canada's Defence Policy and Canada's international military role. The annual *Views of the Canadian Armed Forces Tracking Study* represents an important source of information to support decision making and enable informed communications strategies.

DND has used the *Views of the Canadian Armed Forces Tracking Study* to identify changes in Canadian public opinion on the Canadian Armed Forces (CAF) and related military issues since 1998. To maintain the validity of the study, some tracking questions will remain unchanged; however, some questionnaire modules on specific topics may be introduced, modified or removed to reflect Canada's current affairs and the Defence community. The last *Views of the Canadian Armed Forces Tracking Study* was conducted between July 2021 and January 2022.

DND and the CAF use the Tracking Study to understand Canadians' views, knowledge and expectations of the CAF in general. More specifically, the study examines issues such as the image of the CAF, the role of the CAF at home and abroad, perceptions of equipment procurement and the funding of the CAF, as well as views about Canada's operations, both domestically and internationally.

The objective of the research was to assess changes and see trends in the perspective of Canadians concerning the CAF and related military issues through quantitative and qualitative methods.

Specific objectives of the research include, but are not limited to, providing DND and the CAF with up-to-date data for the following purposes:

- The Treasury Board Secretariat's Directive on the Management of Communications requires departments to monitor and analyze the public environment as it relates to policies, programs, services and initiatives.
- The research supports the government's priority commitment to seek the feedback of Canadians, including those concerning national security issues.
- The research will benefit Canadians by means of improved communications regarding DND and the CAF.

Methodology

In order to provide reliable tracking data, Quorus used a similar approach to what was used in the previous waves, using both quantitative and qualitative research. More specifically, the study consisted of the following:

- **Qualitative phase:** This phase of the research project consisted of 10 online focus groups. These groups were completed with members of the general population located in five areas of Canada: Toronto and surrounding areas, Moncton and surrounding areas, Winnipeg and surrounding areas, Montreal and surrounding areas, and Vancouver and surrounding areas. In each of these regions, participants were segmented into two age groups: 18 to 34, and 35 years of age and older. Groups in Quebec were held in French while all groups in all other regions were held in English. Data collection took place from September 8 to 15, 2022. Each focus group lasted approximately 90 minutes. All participants were informed that the research was for the Government of Canada, and each received \$100 for participating. A total of 67 individuals participated in this study.
- **Quantitative phase:** This phase of the research project consisted of a national dual-mode survey with Canadian adults aged 18 and older. Approximately half of the data (1,001 completed surveys) was collected using an online panel of households, and the other half (1,000 completed surveys) via a stratified random sample of Computer Assisted Telephone Interviewing (CATI) interviews. The survey was conducted from December 19, 2022, to January 15, 2023. The questionnaire had an average survey duration of 15 minutes.

Research results

Qualitative research

Awareness, impressions and perceptions of the CAF

When participants were asked what first comes to mind when they think of the CAF, some were reminded of military-related terms and objects, peacekeeping and humanitarian help. Some of the participants were more critical of the institution, using terms such as “antiquated,” “underfunded” and “scandal.”

When specifically asked about the best aspects of the CAF, similar themes emerged, including peacekeeping, and helping other countries or Canadian communities in times of crisis / natural disaster. When specifically asked about the worst aspects of the CAF, many could not think of

anything in particular. Some felt they did not know enough about the CAF to comment and seemed to think that we typically hear more about other countries, including the United States.

Among those who could reflect on the worst aspects of the CAF, many referred to it being underfunded and using antiquated equipment. However, a few felt that the CAF was receiving too much funding and others referred to scandals, bad press, harassment, bullying, discrimination and abuse of power. Some were broadly reminded of “violence,” and others recalled mental health challenges that individuals in the CAF face.

For the remainder of the discussion, impressions and opinions related to the CAF were for the most part limited, as many participants felt they were generally uninformed regarding activities undertaken and roles played by the CAF. Few could recall anything from the media or elsewhere about the CAF. Among the few who had noticed something, it tended to pertain to allegations of misconduct and to activities related to the recent conflict in Ukraine.

While most participants were unfamiliar with the CAF’s roles and activities, particularly basic day-to-day activities, their overall impressions of the people who serve in the CAF were mostly positive. Several participants viewed those who seek out jobs in the CAF as well disciplined. For many, the “bad press” did not necessarily influence how they feel about those who serve in general.

To the extent to which they felt that the CAF was involved in peacekeeping, helping other countries in times of crisis and coming to the aid of local communities when natural disasters strike, participants also had a positive impression of the work performed by the people who serve in the CAF.

Participants tended to describe their level of trust in the CAF as moderate to high. Some felt they had no genuine reason to distrust the CAF, while others’ trust was based on knowing individuals in the CAF. A few mentioned having high overall trust for all of Canada, and thus the CAF. Those who were more neutral explained that they lack familiarity with the CAF. The few who mistrust the CAF generally tended to mistrust or be skeptical of any institution in a position of power.

When participants were asked whether the CAF’s job is easier or harder than it was 10 years ago, opinions were split. Some felt that improvements in technology and greater recognition of and support related to mental illness might make the job easier and improve members’ quality of life. Conversely, some felt that the increase in natural disasters requiring CAF involvement and a sense that there are more conflicts compared to 10 years ago might make CAF members’ job harder. A

few also felt that aging equipment and growing politicization of the military is also making their jobs harder.

Lastly, participants were asked for their opinion of what the primary or main role of the CAF was. Some felt that with the lack of war and conflict within Canada, the primary role for the CAF is to be on standby to help other countries when needed, which shows the international community that Canada is willing to play its role.

Domestic focus

Few participants could think of roles played by the CAF domestically beyond providing support to communities in times of need, including during natural disasters and, more recently, during the COVID-19 pandemic. A few thought that they are also conducting surveillance along our borders and in the Arctic. A few explained that those who serve are also conducting training exercises, learning, maintaining equipment, recruiting, educating the Canadian public about the importance of commemorating those who lost their lives in the line of duty, etc.

Participants were presented with a list of roles played by the CAF in Canada.¹ Most participants believed that it is important that the CAF play these roles in Canada. Beyond noticing that the CAF performs quite well when responding to natural disasters, participants did not feel sufficiently informed about the other roles to assess how well or poorly those roles were being performed.

Many had heard something about the CAF's deployment to help with the COVID-19 pandemic, especially supporting long-term care homes. However, participants were not overly familiar with what the CAF had done beyond this role. When provided with more details, participants had positive impressions of how the CAF handled the pandemic and the roles they were called upon to play.

International focus

Participants knew very little about the CAF's international roles. Although they think that the CAF is playing peacekeeping and support roles, participants did not know where this was happening, or the level of effort or resources being deployed for these purposes. For the most part, participants support this sort of role, and some admitted that their opinion might change for the better if they knew exactly what efforts are being deployed and where.

¹The list included responding to natural disasters, providing protection against terrorist threats, search and rescue, patrolling our borders, patrolling the Arctic, and, monitoring space.

Given their very limited awareness of where the CAF is present around the world, few participants could confidently suggest where it should be more or less involved. Some thought that supporting Ukraine should probably be a priority these days and that the CAF could be doing more international humanitarian aid, although they had limited awareness of what roles were currently being played in those areas.

There is a general understanding that the CAF works with various alliances to contribute to international peace and security. Most believe that the benefits of these types of collaborations outweigh the concerns associated with them. Participants felt that working together with other countries would lead to critical mass and sharing of best practices, as well as ensuring some protection in the event that support is ever needed in Canada. Few had concerns, but the main one was the possibility of becoming involved in conflicts which may not align with Canada's priorities.

That said, few seemed to believe that this type of alliance would ever be needed to defend Canada against an external threat. Few seemed to be able to think of a credible threat to the security and sovereignty of Canadians and Canada at this time. Among some of the comments shared, the more common ones included environmental threats or cyber-security concerns.

Care of military personnel and family

Most participants were not sufficiently familiar with what was being provided to active personnel and their families to share an opinion on how well the CAF is meeting their needs.

Some sensed that the level of internal support and benefits is not as good as it should be, given some of the recent headlines pertaining to allegations of misconduct. This impression was shared among those who know of individuals who previously served and are in the community suffering from serious mental illnesses. On the other hand, some believe that support for and recognition of mental illness among active personnel has been improving.

Some believe that the CAF does rather well in terms of providing education and training and taking care of moving expenses. Finally, a few seemed to believe that those who serve are not well paid and that more should be done about it.

Media coverage of the CAF

A few participants in the 18 to 34 age bracket had considered joining the CAF at some point. Several were intrigued by the job because it would pay for their education, and a few also perceived that joining the CAF would give them a sense of direction or discipline. Otherwise, few of the young adults would consider joining the CAF.

Few participants in either age segment felt that they would discourage a friend who was considering serving in the CAF. However, participants, especially women, were not convinced that it would be an advisable career option for a woman, mostly because of what they had recently heard regarding misconduct allegations.

Participants were asked whether their recommendation would be influenced in any way by their friend's gender identity, the colour of their skin or whether they identify as a member of the LGBTQ2S+ community. Some participants would outright discourage such friends from enlisting. However, many participants would simply ensure that their friend understood that they would likely be treated differently and that they might face more barriers.

Some participants had recently heard about the allegations of misconduct brought forth in the CAF. This had left an impression on some participants—especially, although not exclusively, among women in the groups. Participants were uncertain that the CAF would deal with those allegations appropriately. Many participants felt that the best solution was an independent external review of the allegations. Ultimately, seeing or hearing of more individuals being accused and seeing clear and appropriate consequences would convince many that the allegations are being dealt with appropriately. There is a sense that the culture within the CAF is changing but that the change is slow. There was a feeling that, much like society in general, as younger attitudes and belief systems replace older ones, the CAF will become more diverse and inclusive.

Quantitative research

Familiarity with the CAF

When asked to state their overall level of familiarity with the CAF, nearly half of respondents (45%) reported being at least somewhat familiar. Among each of the three environments of the CAF, familiarity with the Canadian Army was highest (45%), followed by the Royal Canadian Air Force (33%) and the Royal Canadian Navy (27%).

When the specific subsets of the CAF were compared, familiarity with the Regular Force (41%), the Reserves (33%) and Health Services (27%) was highest. Familiarity with the Rangers (15%) and the Canadian Special Operations Forces Command (14%) was lowest.

Recent awareness

Approximately two in five respondents (40%) had recently read, seen or heard something about the CAF. This result remains consistent with scores observed in the previous year (42%). Among

respondents having read, seen or heard something about the CAF, allegations of sexual misconduct was by far the leading topic (37%), followed by recruitment (19%), the F-35 fighter jets purchase (13%) and the ongoing conflict in Ukraine (9%).

Overall impressions

Overall impressions of the CAF were predominantly positive, with 64% describing their opinion as at least somewhat positive. When describing the biggest challenges facing the CAF, the most commonly mentioned were recruitment or retention (26%), followed by budget or funding issues (18%) and operating with outdated equipment (12%).

More than three quarters (77%) of respondents had an at least somewhat positive overall impression of those who serve in the CAF. When asked to specify their impression of care provided for active military personnel, 48% felt that the CAF was doing a good or very good job. Overall, results remain consistent with those observed in 2021.

Pride in the CAF

If a young person they knew told respondents that they were going to join the CAF, 53% of respondents would view that decision favourably. Overall, favourable results have continued to decline since 2018. Most notably, “very favourable” scores have decreased from 30% in 2018 to 20% in 2022.

Nearly half of respondents view the CAF as a source of pride for Canadians (49%), with one in five (20%) providing the highest rating (5 on a scale from 1 to 5). Results have remained stable since 2021.

Modern relevance of the CAF

More than one in five respondents (22%) felt that the CAF was modern, increasing slightly from the 2021 results (16%). Conversely, 29% felt that the CAF was outdated, a result that has remained relatively consistent since 2016.

Three quarters of respondents (75%) felt that the CAF is essential, a result that has remained consistent since 2020.

Workplace environment

When evaluating the inclusiveness of the workplace environment, 63% at least somewhat agreed that the CAF is as good a career choice for visible minorities as it is for anyone else. Slightly fewer agreed that it is as good a career choice for women as it is for men (58%). Agreement was much lower for members of the LGBTQ2+ community (41%) compared to any other subset.

A majority of respondents (54%) agreed that they were concerned with systemic racism in the CAF. A similar proportion agreed that racist or hateful attitudes are not tolerated in the CAF (52%). Slightly more than one third of respondents agreed that the CAF does a good job of addressing misconduct, including racist, sexist or hateful conduct (36%).

Moreover, 41% of respondents agreed that membership is as diverse as the Canadian population, while 39% agreed that the CAF is a respectful work environment for women.

Nearly half of respondents agreed that the CAF does a good job taking care of ill and injured members (48%). More than one in five respondents (22%) at least somewhat agreed that they could see themselves joining the CAF.

Results related to these themes were predominantly consistent with those observed in 2021. The largest improvement observed was regarding a sense of agreement that racist or hateful attitudes or behaviours are not tolerated in the CAF (52%, up from 46%).

Compared to the 2020 survey results, agreement with the CAF being a good career choice for visible minorities increased from 44% to 63%, while agreement for women decreased from 70% to 58% over the same period.

Trust in the CAF

More than one in three respondents (37%) trust the CAF, while an additional 40% were somewhat trustful. The extent to which respondents reported a high level of trust in the CAF decreased slightly from results observed in 2021 (from 43% to 37% in 2022).

Threats to Canada

Russia was viewed as the biggest threat to Canadian security by nearly one in five online respondents (16%). Nearly one in ten respondents cited China (9%), similar to the total observed since 2020. Conversely, more than two in five respondents did not know of or mention any threats currently facing Canada (42%).

Perceptions of CAF funding

When asked to provide their perceptions of CAF funding, 47% reported that Canada's military was underfunded, while 28% felt that the CAF receives the right amount of funding. Perceptions that Canada's military is being underfunded (47%) increased from the results observed in 2021 (40%).

Perceptions of CAF military equipment

More than a third agree that the CAF's military equipment purchases benefit local economies and that the CAF has the equipment it needs to do its job (35% for each statement). Overall, the perception that the CAF has the equipment it needs has declined from 50% in 2016.

The perceptions that the CAF is good at planning its future equipment needs has steadily decreased to 34% from 58% in 2016. Despite the overall decline since 2016, agreement with each statement increased compared to results observed in the previous wave of the survey. Most notably, agreement that purchases of military equipment tend to be well managed rose to 32%, up from 25% in 2021.

Agreement with CAF activities abroad

Overall, at least three in five respondents at least somewhat agreed that the CAF should participate in each international role explored in the survey. Agreement was strongest regarding participation in the following roles: disaster relief/humanitarian aid (81%) and peace support operations (80%).

Roughly three quarters of respondents at least somewhat agreed that the CAF should be participating in non-combat support missions (78%) and in surveillance and support in the North (75%).

Three in five respondents or more agreed with the remaining roles:

- Using satellites in space for monitoring purposes (70%).
- Combat support missions for the United Nations (UN) and the North Atlantic Treaty Organization (NATO) (68%).
- Missions that target illegal trafficking activities (67%).
- Training militaries or police of other countries (60%).

Compared to the 2021 results, agreement scores increased notably for the following roles:

- Combat missions in support of the UN and NATO (57% to 68%).
- Using satellites in space for monitoring purposes (61% to 70%).
- Training the militaries or police forces of other countries (54% to 60%).

In 2022, respondents were most likely to “strongly agree” with the following international roles:

- Missions that target illegal trafficking activities (48%).
- Peace support operations (46%).
- Non-combat support operations (46%).

Membership in international organizations

Canada’s membership in international organizations such as NATO and the North American Aerospace Defense Command (NORAD) continues to receive a high level of support, as more than four in five respondents at least somewhat agreed that membership is important for Canadian security (81%). This represents an increase compared to the previous year, including a notable increase among those who “strongly agree,” which rose from 43% to 57%.

Importance of the CAF’s domestic roles

Overall, more than half felt that each domestic role played by the CAF was at least important, with the following roles receiving the highest ratings:

- Responding to natural disasters (86%).
- Providing protection against terrorist threats (83%).
- Search and rescue (83%).

Nearly three quarters of respondents felt that protecting against cyber-security threats was an important CAF role (73%), followed by preventing illegal activity (72%) and patrolling the Arctic (68%). Importance ratings are lower for youth programs (59%) and for community assistance related to the COVID-19 pandemic (53%).

Results were consistent with those observed in 2021, notwithstanding the decrease observed regarding support related to the COVID-19 pandemic (69% down to 53%).

It is important to note that “very important” scores have decreased since 2016 for some roles, including the following:

- Responding to natural disasters (74% down to 64%).
- Providing protection against terrorist threats (75% down to 66%).
- Search and rescue (67% down to 59%).

Agreement regarding the domestic value of the CAF

When asked about their level of agreement that the CAF is doing a good job of performing duties in Canada, 78% at least somewhat agreed. More specifically, 33% strongly agreed with this statement. As well, 62% at least somewhat agreed that the CAF plays a valuable role in supporting Canada’s response to the COVID-19 pandemic.

Recall of the CAF’s role during the COVID-19 pandemic

Online respondents were subsequently asked to indicate the extent to which they recalled hearing anything about the CAF playing a role in dealing with the COVID-19 pandemic since its outbreak. More than two thirds at least vaguely recalled the role (68%), with 33% clearly recalling having heard of the role.

Misconduct allegations

In 2022, nearly half of online respondents reported paying at least some attention to news of alleged sexual misconduct in the CAF over the few months preceding the survey (48%). More than one in ten respondents reported paying a lot of attention (11%). Conversely, 19% had paid no attention at all to that news.

Percentages are lower compared to those observed in 2021, with those paying at least some attention falling from 59% to 48%.

More than one quarter of respondents (27%) were confident that the CAF would handle the allegations appropriately, while 44% were neutral. Conversely, 22% were not confident. Confidence that the CAF would appropriately address misconduct allegations increased from 2021 to 2022-23, rising from 21% to 27%.

Using the same confidence scale, respondents were asked to rate their confidence in the CAF’s ability to make positive changes in the future. Nearly one third of respondents (31%) were

confident that the CAF could move toward a more positive culture, while 47% were neutral and 15% were not confident. Confidence in the ability to make positive changes was higher than in 2021, increasing from 25% to 31%.

Qualitative research disclaimer

Qualitative research seeks to develop insight and direction rather than quantitatively projectable measures. The purpose is not to generate “statistics” but to hear the full range of opinions on a topic, understand the language participants use, gauge degrees of passion and engagement and leverage the power of the group to inspire ideas. Participants are encouraged to voice their opinions, whether or not those views are shared by others.

Due to the sample size, the special recruitment methods used and the study objectives themselves, it is clearly understood that the qualitative research under discussion is exploratory in nature. The findings are not, nor were they intended to be, projectable to a larger population.

Specifically, it is inappropriate to suggest or infer that few (or many) real-world users would behave in a certain way simply because few (or many) participants behaved in that way during the sessions. Such projections are strictly the prerogative of quantitative research.

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Detailed results

Research purpose and objectives

The Department of National Defence (DND)'s Assistant Deputy Minister (Public Affairs) (ADM(PA)), through the Director General, Marketing and E-Communications (DGMEC) and the Director, Marketing and Advertising (DMA), is responsible for the effective management and implementation of marketing and advertising initiatives for DND and Canadian Armed Forces (CAF) recruitment.

In a rapidly changing and increasingly volatile global security environment, Canada's military continues to protect Canada and Canadian interests and values at home and abroad. The Assistant Deputy Minister of Public Affairs (ADM(PA)) supports this objective by undertaking PA activities to promote operational success, capable personnel, and capability and capacity.

Within the ADM(PA) organization, DGMEC and DMA are responsible for conducting public opinion research (POR) to support these departmental activities with factual and evidence-based information reflecting Canadian values. POR also assists the Government of Canada and the Department of National Defence to communicate their roles, mission mandate and activities to Canadians effectively.

DND and the CAF need to stay attuned to the views, perceptions and opinions of Canadians. POR assists the Government of Canada and the Department of National Defence in considering the views of Canadians when developing policies, programs, services and initiatives such as Canada's Defence Policy and Canada's international military role. The annual *Views of the Canadian Armed Forces Tracking Study* represents an important source of information to support decision making and enable informed communications strategies.

Since 1998, DND has used the *Views of the Canadian Armed Forces Tracking Study* to identify changes in Canadian public opinion regarding the CAF and related military issues. To maintain the validity of the study, some tracking questions remain unchanged; however, some questionnaire modules on specific topics may be introduced, modified or removed to reflect Canada's current affairs and the Defence community. The most recent *Views of the Canadian Armed Forces Tracking Study* was conducted between July 2021 and January 2022.

DND and the CAF use the Tracking Study to understand Canadians' views, knowledge and expectations of the CAF in general. More specifically, the study examines issues such as the image of the CAF, the role of the CAF at home and abroad, perceptions of equipment procurement and the funding of the CAF, and views about Canada's operations, both domestically and internationally.

The primary objective of the research is to assess changes in the perspective of Canadians concerning the CAF and related military issues through quantitative and qualitative methods. To meet this objective, new data must be compared with that collected in previous years. A secondary objective is to qualitatively explore Canadians' perceptions of the CAF and their attitudes toward security and defence.

Specific objectives of the research include, but are not limited to, providing DND and the CAF with up-to-date data for the following purposes:

- The Treasury Board Secretariat's Directive on the Management of Communications requires departments to monitor and analyze the public environment as it relates to policies, programs, services and initiatives.
- The research supports the government's priority commitment to seek the feedback of Canadians, including on national security issues.
- The research will benefit Canadians by helping to improve communications regarding DND and the CAF.

The findings from this study will be used by DND and the CAF to do the following:

- Monitor the public environment.
- Inform decision making.
- Inform communication strategies and messages.
- Improve communications with Canadians.
- Report on departmental performance.

Qualitative research results

Awareness, impressions and perceptions of the CAF

A few top-of-mind exercises were used to kick off each focus group.

When participants were asked what first comes to mind when they think of the Canadian Armed Forces (CAF), some of the more common themes included the following:

- Military-related terms and objects, such as “army,” “navy,” “uniform,” “military,” “soldier,” “reserves,” “pilots,” “enrolment,” “tanks,” “planes,” “RCAF,” “guns,” etc.
- Themes of peace, peacekeeping or peacekeepers.
- Help to communities, aid and support in times of natural disasters.
- Broad roles, such as “protection,” “defend,” “fight,” “mission,” and “safety.”
- Characteristics of individuals who serve, such as “professional,” “heroes,” “discipline,” “honour,” “training,” “efficient,” “courage,” “brave,” and “selfless.”
- Critiques of the institution, such as “antiquated,” “underfunded,” “inadequate,” and “scandal.”

When participants were specifically asked to describe the best aspects of the CAF, many recurring themes emerged. In particular, there were positive mentions of community service, peacekeeping, and assistance to other countries in need and to Canadian communities in times of crisis or natural disaster. Many participants also alluded to broad traits, such as “respected,” “respectful,” “teamwork,” “reliable,” “disciplined,” “proud” and “dedicated.”

When asked what comes to mind regarding the worst aspects of the CAF, many participants could not think of any negative aspects. Among those who did, many referred to the CAF being underfunded and using antiquated equipment. Conversely, a few felt that the CAF was receiving too much funding. Some participants mentioned scandals, bad press, harassment, bullying, discrimination and abuse of power. Some were broadly reminded of “violence” or the challenges that individuals in the CAF face, such as PTSD, having to leave their families, and trauma. A few also viewed the CAF as “male-dominated.”

For the remainder of the discussion, impressions and opinions related to the CAF were for the most part limited, as many participants felt that they were generally uninformed regarding the CAF’s activities and roles. If anything, participants’ views and opinions were largely anchored around what they saw as the CAF’s “traditional” role of peacekeeping and its activities in

communities in times of natural disasters. Participants were also influenced by headlines about allegations of misconduct.

Few had seen, heard or read anything in the media or elsewhere about the CAF. Several participants mentioned how, when they heard news about the military or other armed forces, it often had to do with the US military. These participants did not necessarily differentiate between what was happening with the Canadian forces and the US military and may associate them with each other. Thus, they do not necessarily have a clear idea of what the CAF is currently doing, or what has been going on in the CAF in recent years.

The few participants who had noticed something tended to mention allegations of misconduct in the CAF, as well as activities related to the conflict in Ukraine.

While they may not know very much about the CAF's roles and activities, most participants were able to share their overall impressions of the people who serve in the CAF. Those impressions are mostly positive, with many participants stating that CAF members are hard-working, dedicated, honourable and self-sacrificing individuals. Many felt that some of the more recent "bad press" did not necessarily influence how they feel about those who serve in general.

"They sacrifice to put their lives on the line to protect Canadians, so I have a lot of respect for them for that. I just don't hear a lot about them." – Adult, male, Ontario

To the extent to which they felt that the CAF was involved in peacekeeping, helping other countries in times of crisis, and coming to the aid of local communities when natural disasters strike, participants also had a positive impression of the work performed by the people who serve in the CAF.

Participants tended to describe their level of trust in the CAF as moderate to high. Some felt they had no genuine reason to distrust the CAF. Others, who knew individuals who serve (or have served), felt that, based on the kinds of activities those individuals do, the CAF is trustworthy.

Those who were more neutral on the question explained that they lack familiarity with the CAF, including not knowing anyone who serves. A few explained that due to their neutrality and their lack of familiarity, they could be easily swayed one way or the other depending on what they might hear or learn about the CAF. A few also explained that they have trust in the people who serve, but not necessarily the organization as a whole.

The few who distrust the CAF generally tended to distrust any force or institution in a position of power. For example, some compared their trust in the CAF to their trust in the police. A few

explained that their apprehensiveness comes from having heard about how these organizations have treated Indigenous people and other racial minorities in the past.

Despite a lack of trust, these participants typically felt safe and believed that the CAF would be there to protect them.

“If anything ever happens, I would be 100% positive that they would be here to help Canadians in our time of need.” – Adult, female, Manitoba

However, a few worried that the organization may not always act in the best interests of Canadians. A few also compared their trust in the Canadian military to their trust in that of the United States, feeling that their trust in the CAF was higher.

Participants were split when asked whether the CAF’s job is easier or harder than it was 10 years ago. Some felt that improvements in technology and greater recognition of mental illness and support related to it might make CAF members’ jobs easier and improve their quality of life. As well, some were unsure whether the CAF currently had any troops serving outside of Canada, whereas they recalled troops being sent to Afghanistan about 10 years ago.

Conversely, some felt that the increase in natural disasters requiring CAF involvement and a sense that there are more conflicts compared to 10 years ago might make CAF members’ jobs harder. A few also felt that aging equipment and growing politicization of the military were making their jobs harder.

Domestic focus

After discussing participants’ overall awareness and perceptions of the CAF, the discussion shifted to explore views of the CAF’s domestic roles.

Few participants could think of roles played by the CAF domestically. Those who had an idea of domestic roles were aware that the CAF provides support to communities in times of need, including during natural disasters and, more recently, during the COVID-19 pandemic.

“We have the armed forces to be our defence. That’s their initial role and responsibility. But since that’s never thankfully been needed, they’re a body of people to be available to go into emergency situations... They have this secondary use because they are a workforce that can be deployed pretty expediently.” – Adult, male, British Columbia

A few thought that the CAF is also conducting surveillance along our borders and in the Arctic. As well, a few explained that those who serve are likely involved in other activities as well, such as conducting training exercises, learning, maintaining equipment, recruiting, and educating the

Canadian public about the importance of commemorating those who lost their lives in the line of duty.

Participants were then presented with the following list of six roles played by the CAF in Canada:

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

After being shown this list, most participants believed that it is important for the CAF to play these roles in Canada. The list was considered complete for the most part; in other words, very few participants would remove or add anything to the list.

Some participants were surprised to learn that the CAF provides protection against terrorist threats – some felt this was more of a role played by the RCMP or CSIS. Some were also surprised to learn that the CAF monitors space, as they had assumed that another agency was responsible for that, but, after reading the description provided, they understood the reasoning and importance.

"It's very important because it's things that are not necessarily top of mind for a lot of people, like monitoring space." – Adult, female, Manitoba

A few also felt that not having heard much about the CAF's involvement in some of these roles (such as patrolling our borders and monitoring space) may be a sign that the CAF are doing a good job.

"They're obviously doing it well enough where we don't even hear about it... If you're doing a good job you don't hear about it, but when you're doing a bad job, that's usually when it's all over the news." - Adult, male, Manitoba

Some were not certain that the CAF should be responsible for search and rescue, feeling that it was probably a role better suited to local EMS or law enforcement. Others felt that the role made

sense, as the CAF's search and rescue would be on a broader scale to protect Canadians across the country, rather than just municipally or provincially.

Beyond noticing that the CAF performs quite well when responding to natural disasters, participants did not feel sufficiently informed about the other roles to assess how well or poorly those roles were being performed.

Many had heard something about the CAF's deployment to help with the COVID-19 pandemic, especially supporting long-term care homes. A few also recalled the CAF's efforts to help rural communities, specifically in the Northern regions.

Participants were provided with the following list, stating that since March 2020 personnel from the CAF had

- been sent to long-term care homes;
- directly supported northern and remote communities;
- assisted the Public Health Agency of Canada in managing and distributing personal protective equipment; and
- helped Public Health Ontario with contact-tracing efforts.

Some recalled a few of the roles but, for the most part, participants were not familiar with what the CAF had done beyond supporting long-term care homes. Overall, participants had positive impressions of how the CAF had handled the roles they were called upon to play during the pandemic. There was a sense that the critical and highly unique nature of the crisis had warranted their involvement, and that they had fulfilled their role diligently and efficiently.

Later in the conversation, a few participants suggested that the CAF could be more involved with internal conflicts and issues, including the following:

- Assisting the Indigenous populations.
- Involvement with the opioid crisis (although the participant who mentioned this was not sure how – they felt that maybe assisting at the borders could help).
- Helping to control the growing economic divide within Canada, as well as the increasing polarization of politics in the country (including rallies or protests, which sometimes can become violent).

“One of the things I think is lacking is that they should help more, not just in pandemics. They should support the Northern and remote communities more, because we know about the food shortages, the water shortages...” – Adult, female, Manitoba

“In general, in our country I see a lot of ideological division that feeds into things like racism and violence. That could be something that in the future the armed forces may be called on to intervene with in some way.” – Young adult, male, Atlantic Canada

International focus

Next, participants’ awareness and views of the CAF’s international roles were discussed.

Overall, participants knew very little about the CAF’s roles on an international level. Although they were vaguely aware that CAF members are playing peacekeeping and support roles, participants did not know where this was happening or what level of effort or resources was being deployed for these purposes. For the most part, participants support this sort of role, with some admitting that they might support it more strongly if they were more informed – that is, if they knew exactly what international efforts are being deployed and where.

Given their very limited awareness of where the CAF is present around the world, few participants could confidently suggest where they should be involved. If anything, some think that the conflict in Ukraine should probably be a priority these days, although given their limited awareness of what roles are currently being played, they did not venture any suggestions on what more should be done. A few suggested that the CAF should be more involved in international humanitarian aid; again, though, these participants were not aware of what was currently being done on that front.

The issue of cyber-security was also mentioned, and it was identified as an important focus due to our reliance on the Internet. However, the participant who mentioned it did not know whether the issue was already a focus of the CAF or, if so, to what degree.

Some participants also suggested that the CAF should focus more on climate change and natural disasters, including raising awareness. A few felt that climate issues have become increasingly prevalent and important in recent years, and they viewed the CAF as more reactive than proactive on these issues. Those who felt that the CAF was reactive to climate disasters also acknowledged that this is a global issue, not just a domestic one. Some felt that increasing awareness of the seriousness of climate change would be an important step.

“I wouldn’t say that [the CAF] are addressing the threats, I think they’re more reactive. So, when something bad happens, they are reacting and helping, but it’s not addressing the root cause.” – Young adult, female, Atlantic Canada

When asked about the CAF's international priorities, some participants mentioned some areas where they felt the CAF should be most involved. Those suggestions included the following:

- In poor countries, helping with famine.
- Assisting with disaster relief in other countries where and when needed (for example, helping with floods in Pakistan).
- Providing both political and humanitarian help wherever needed.
- Assisting with COVID-19–related issues in countries that are struggling the most or have less access to vaccines.

On the other hand, participants were generally not able to make any recommendations about where the CAF should be less involved, due to their admitted lack of awareness of the CAF's current involvements.

There is a general understanding that the CAF works with various alliances to contribute to international peace and security. Most believe that the benefits of these types of collaborations outweigh their downsides. The main benefits mentioned included the following:

- Working together with other countries leads to critical mass, i.e., bigger together.
- Working together with other countries allows for sharing of best practices, technologies, knowledge, information, etc., i.e., better together.
- Being part of a large group of allies ensures some degree of protection, knowing that this same group will support Canada if support is ever needed.

“If we have allies that would retaliate in our favour if we were ever attacked, that makes it harder for someone to make a move against us.” – Young adult, male, British Columbia

Few had concerns, but the main one was the possibility of becoming *de facto* involved in conflicts which may not align with Canada's priorities. While we can rely on support from other countries, we are also obliged to support any other country within the alliance.

That said, few seemed to believe that this type of alliance would ever be needed to defend Canada against an external threat. Few seemed to be able to think of a current credible threat to the security and sovereignty of Canadians and Canada. For those who did comment on this, the most commonly mentioned threats included the following:

- Environmental threats, i.e., the increase in natural disasters in Canada and around the world.

- Cyber-attacks, which were seen as a growing threat to our economy and possibly our sovereignty.
- A few participants were concerned with the possibility of some countries eventually turning to Canada for the country's natural resources (e.g., water).
- A few felt that we are vulnerable in the Arctic and that we cannot rule out the possibility that some countries, notably Russia, might be interested in those territories because of the natural resources they contain.
- Others noted that the greatest threats did not necessarily come from outside Canada. A few felt that internal conflicts, such as the growing economic divide and the increasing polarization of politics in Canada, represented the most noteworthy threat to our way of life.

Care of military personnel and family

Participants were also asked about their impressions of how well the CAF looks after the needs of its active personnel and their families. Most participants were not sufficiently familiar with what was being provided to share an opinion on how well the CAF is meeting CAF members' needs.

Overall, opinions were somewhat split on whether CAF members have access to internal support and benefits. Some believed that the CAF does rather well at providing education and training and at taking care of moving expenses.

Some felt that not having heard anything on the topic, either good or bad, must mean that active personnel and their families are being sufficiently looked after.

"I haven't heard anything, so I assume no news is good news... I have a friend in active service... he hasn't complained...nor has he complimented or bragged... he seems content and happy" – Young adult, male, Ontario

However, others disagreed and felt that if these individuals were being well taken care of, the CAF would likely promote that as an incentive to join the forces by mentioning the mental health focus and good benefits in their recruitment campaigns – something these participants felt they had not seen or heard.

Some sensed that the level of support is not as good as it should be, given some of the recent headlines about allegations of misconduct. That impression was shared among those who know of individuals who previously served and are in the community suffering from serious mental

illnesses. On the other hand, some believe that support for and recognition of mental illness among active personnel has been improving.

Additionally, a few seemed to believe that those who serve are not well paid and that more should be done about that.

Media coverage of the CAF

A few participants in the 18 to 34 age bracket had considered joining the CAF at some point. They viewed it primarily as a particularly attractive option because it would have paid for their education. A few also described experiencing a lack of direction or discipline at some time in their life, and feeling that joining the CAF would help address those issues. Otherwise, few in the young adult groups would consider joining the CAF, mainly due to lack of interest in what they perceived as the “lifestyle” of the job (high level of discipline, training, time away from family) or to the commitment of serving for a required number of years.

A few female participants did mention that they would not consider joining the CAF because they would fear for their safety as a female, as a member of a racial minority group or a member of the LGBTQ2S+ community.

“I’ve definitely heard a lot about the military and mental health. I feel like I am definitely at risk for being a woman of colour – a black woman, and a woman at that... I would not risk it.” – Young adult, female, Ontario

That being said, a few others believed that although there have been allegations against the CAF in the past, there can be bad people in any career or organization.

“I think you can find prejudice in any field.” – Young adult, male, Ontario

Few participants in either age segment said that they would discourage a friend who was considering serving in the CAF. They felt that if the friend knew what they were getting into and they were passionate about it, they would not discourage that choice. However, participants, especially women, were not convinced that it would be an advisable career option for another woman, mostly because of what they had recently heard regarding misconduct allegations.

Participants were asked whether their recommendation would in any way be influenced by their friend's gender identity, the colour of their skin, or whether they identify as a member of the LGBTQ2S+ community. Some participants would outright discourage such friends from enlisting.

"It just doesn't seem like a good fit to me. I think there are so many other jobs out there, so many other opportunities... It just seems like an environment that wouldn't be that accepting of different people." – Young adult, female, British Columbia

However, many participants felt that insofar as their friend understood that they would likely be treated differently and might face more barriers, they would not discourage them from joining the CAF. A few also felt that the culture was slowly changing to become more inclusive, and that change can happen only if staffing becomes more diverse on all these fronts.

One participant mentioned that the CAF could actually be a good fit for some members of the LGBTQ2S+ community, in the sense that everyone wears the same uniform and is addressed by their title rather than by name. However, that participant could envision some challenges with living arrangements or with other colleagues who might not be as accepting.

Some participants had heard something recently about the allegations of misconduct brought forward in the CAF. As noted throughout this report, that news has left an impression on some participants, especially, though not exclusively, among women in the focus groups.

Participants were concerned that the CAF would not deal with the allegations appropriately, and many said that an independent external review of the allegations would be the best solution. Some felt that, in the past, these issues had not been handled as seriously as they should have been. Some also worried that the CAF is a powerful enough organization that it is capable of silencing issues or complaints or "sweeping them under the rug," particularly because they would affect its reputation. For that reason, these participants felt that the CAF would not willingly make any issues public and would only make efforts to resolve conflicts if the issue somehow became public.

"There's an image to maintain... and for all organizations... no one is going to put it out there themselves. Also, because they know that it would push people away from coming to them or joining the military. If it's public, then 100% they will kind of try to fix it, but it's very easy to sweep it under the rug." – Young adult, female, Ontario

One suggested that, as we look to the CAF to protect us, it is even more important that they take these issues seriously and protect their staff. This participant felt equally apprehensive about trusting any other large organization when it comes to handling these types of issues.

Ultimately, seeing or hearing of more individuals being accused of misconduct and seeing clear and appropriate consequences would convince many that the allegations are being dealt with appropriately.

There is a sense that the culture within the CAF is changing but that the change is slow. Younger participants seemed more optimistic in this respect. There was a feeling that, much like society in general, as newer attitudes and belief systems replace older ones, the CAF will become more diverse and inclusive.

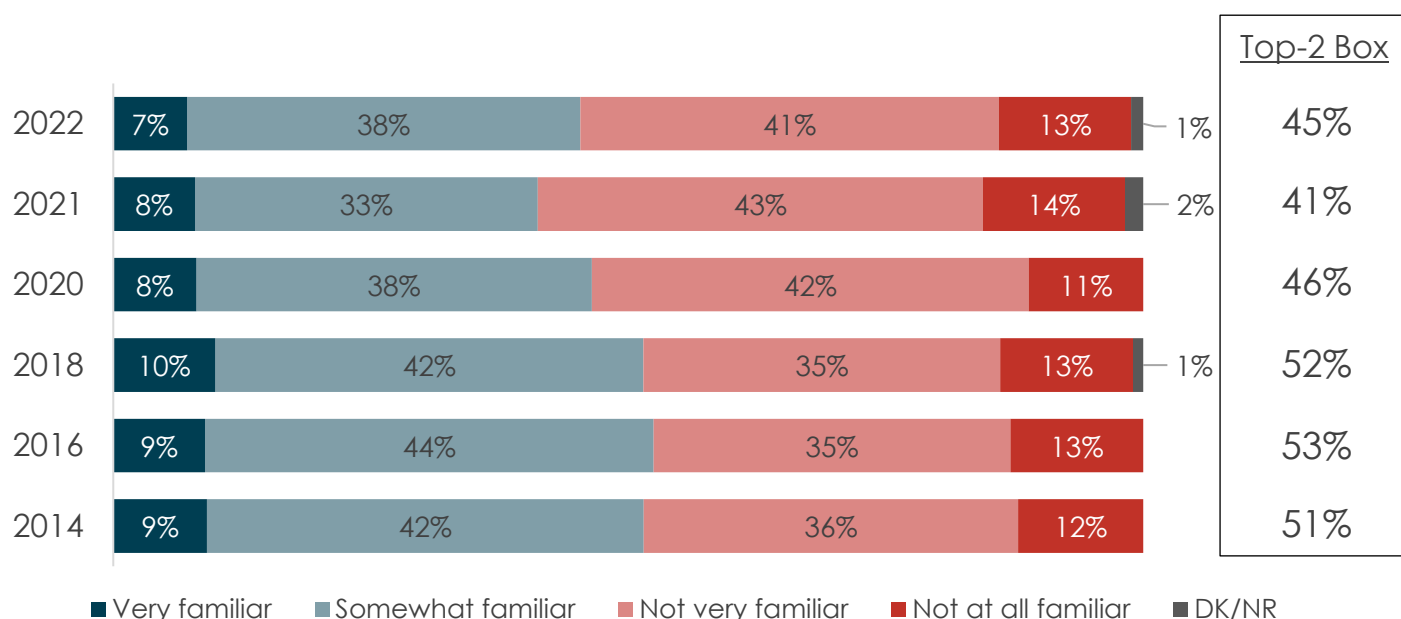
Quantitative research results

The quantitative report is divided into five sections: overall impressions of the CAF, funding and equipment, international roles, domestic roles, and misconduct allegations. Tracking data is included where applicable.

Overall impressions of the CAF

When asked about their overall level of familiarity with the CAF, nearly half (45%) of respondents reported being at least somewhat familiar. The results are relatively consistent with those observed since 2020.

Figure 1 – Overall familiarity with the CAF



Q10. Overall, how familiar would you say you are with the Canadian Armed Forces? [TELEPHONE ONLY] Would you say...? [READ/SHOW LIST.] Base: All respondents, 2022, n=2,001.

Key segments

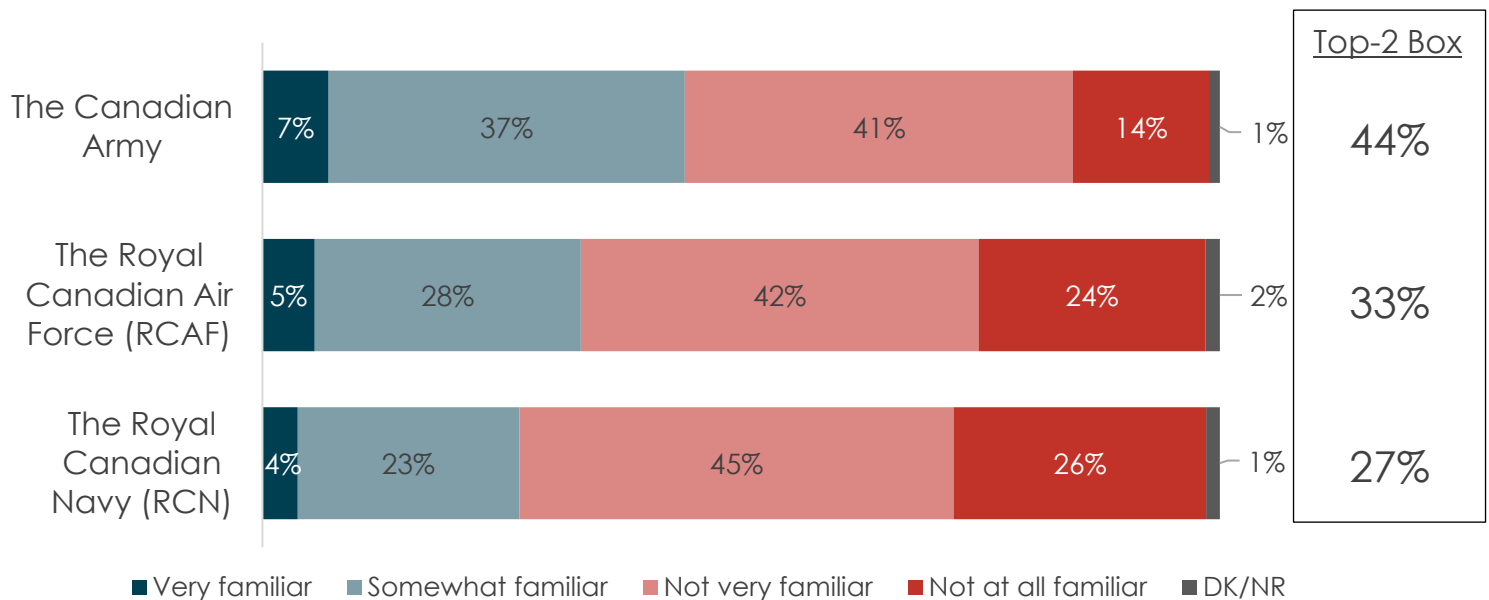
The following segments tended to be more likely to report being at least somewhat familiar with the CAF compared to their respective counterparts:

- Indigenous (59%), white (47%), and black (43%) respondents compared to Chinese respondents (20%).
- Men compared to women (54% vs. 37%).

- Respondents living in rural areas compared to those in urban areas (50% vs. 44%).
- Respondents aged 35 years or older compared to those 18 to 34 years old (49% vs. 35%).
- Respondents living outside of Quebec compared to those living in Quebec (49% vs. 34%).

Familiarity with the Canadian Army was highest among each of the broad environments of the CAF, with more than two in five respondents describing themselves as at least somewhat familiar (44%). Familiarity with both the Royal Canadian Air Force (RCAF) and the Royal Canadian Navy (RCN) was lower, with roughly one in three respondents (33%) at least somewhat familiar with the RCAF and approximately one in four respondents (27%) familiar with the RCN.

Figure 2 – Familiarity with broad environments of the CAF



Q11. And using the same scale, how familiar would you say you are with each of the following environments of the Canadian Armed Forces? [REPEAT LIST ONLY IF NEEDED/SHOW LIST.] Base: All respondents, 2022, n=2,001.

Key segments

Respondents living outside of Quebec tended to be more likely to report being at least somewhat familiar with the three CAF environments compared to those living in Quebec:

- The Canadian Army (47% outside of Quebec vs. 34% in Quebec).
- The Royal Canadian Navy (31% outside of Quebec vs. 13% in Quebec).
- The Royal Canadian Air Force (38% outside of Quebec vs. 17% in Quebec).

Those living in Atlantic Canada were more familiar with the Royal Canadian Navy compared to those living outside of Atlantic Canada (44% in Atlantic Canada vs. 26% outside of Atlantic Canada).

Men were generally more inclined to be at least somewhat familiar with each of the environments compared to women:

- The Canadian Army (53% of men vs. 36% of women).
- The Royal Canadian Navy (40% of men vs. 27% of women).
- The Royal Canadian Air Force (33% of men vs. 21% of women).

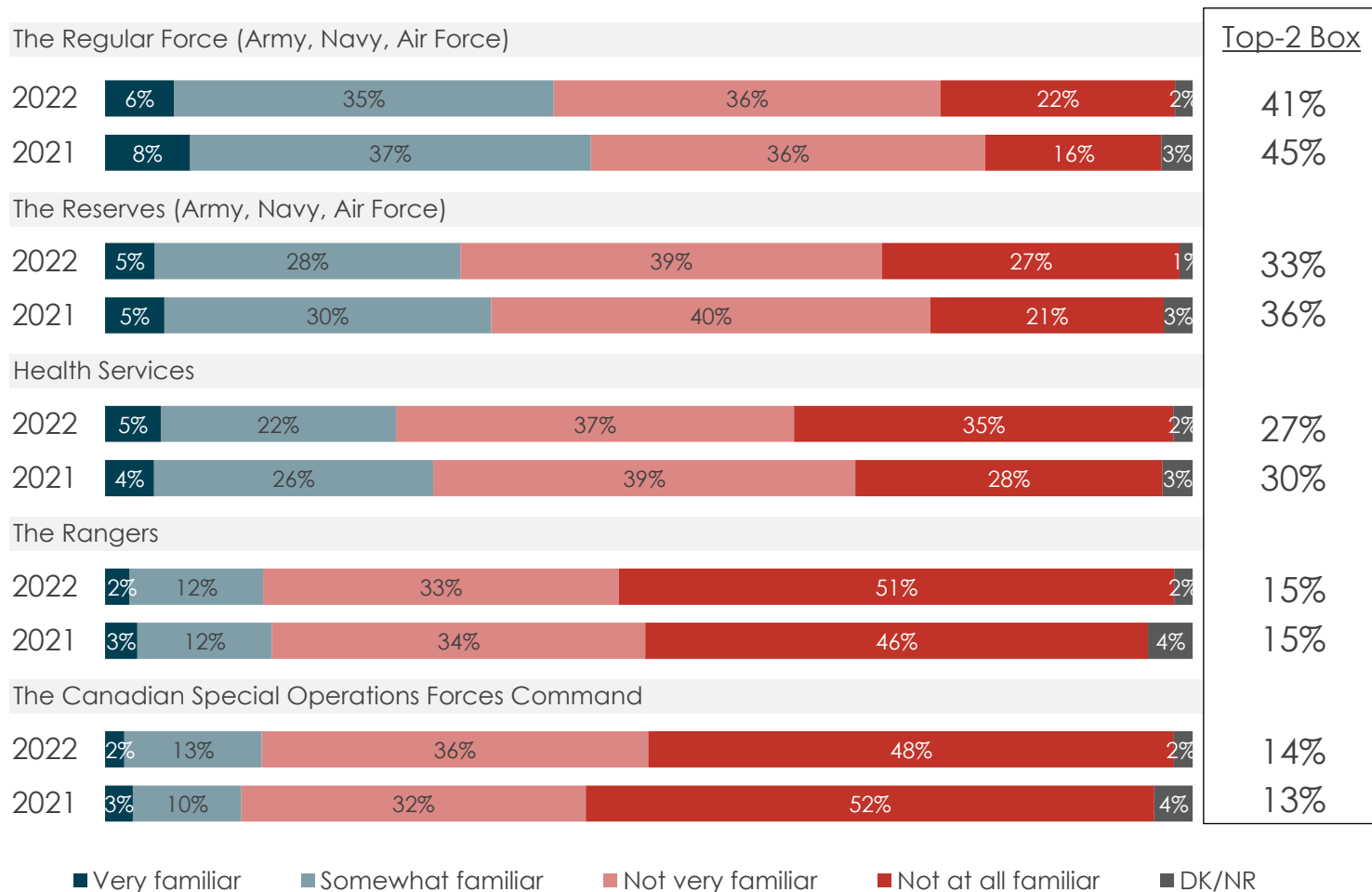
Indigenous and white respondents were more likely to be familiar with the following environments compared to Chinese respondents:

- The Canadian Army (57% of Indigenous respondents, 45% of white respondents and 25% of Chinese respondents).
- The Royal Canadian Navy (40% of Indigenous respondents, 34% of white respondents and 22% of Chinese respondents).
- The Royal Canadian Air Force (37% of Indigenous respondents, 27% of white respondents and 17% of Chinese respondents).

Familiarity was also gauged for more specific subsets of the CAF. Respondents' familiarity with the Regular Force was the highest, with more than two in five respondents describing themselves as at least somewhat familiar (41%). More than one quarter of respondents were at least somewhat familiar with the Reserves (33%) and Health Services (27%). Familiarity with the Rangers (15%) and the Canadian Special Operations Forces Command (14%) was lowest.

Overall results remained relatively consistent with those observed in 2021, with slight decreases among the most recognizable specific environments.

Figure 3 – Familiarity with specific environments of the CAF



Q12. How familiar would you say you are with each of the following parts of the Canadian Armed Forces? [TELEPHONE ONLY] Would you say ...? [RANDOMIZE LIST ONLY IF NEEDED? SHOW LIST.] Base: All respondents, 2022, n=2,001.

Key segments

Respondents living outside of Quebec tended to be more likely to report being at least somewhat familiar with the following specific environments compared to those living in Quebec:

- The Regular Force (46% outside of Quebec vs. 27% in Quebec).
- The Reserves (36% outside of Quebec vs. 21% in Quebec).
- The Rangers (17% outside of Quebec vs. 8% in Quebec).

Men were more likely to be at least somewhat familiar with each of the following specific environments compared to women:

- The Regular Force (50% of men vs. 33% of women).
- The Reserves (37% of men vs. 29% of women).
- The Rangers (20% of men vs. 10% of women).
- The Canadian Special Forces Command (20% of men vs. 9% of women).

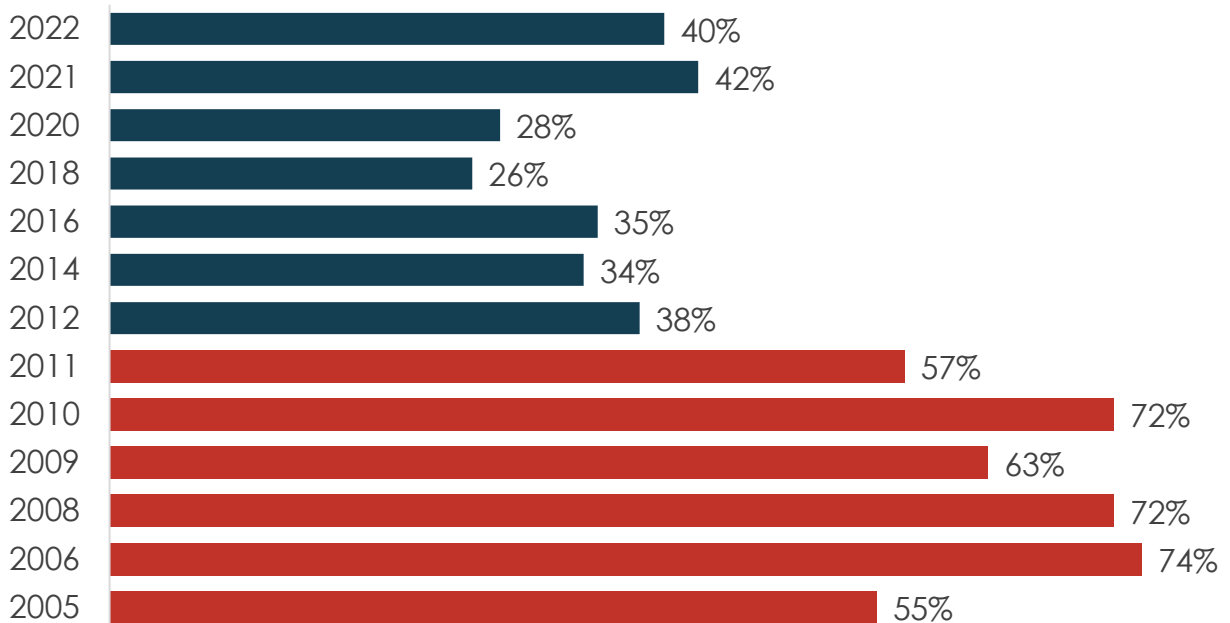
Those with an annual household income of \$80,000 or more tended to be more familiar with the Regular Force compared to those earning less than \$80,000 (45% earning \$80,000 or more vs. 39% earning less than \$80,000).

Indigenous respondents were more likely to be familiar with each specific environment compared to white and Chinese respondents:

- The Regular Force (54% of Indigenous respondents, 42% of white respondents, 21% of Chinese respondents).
- The Reserves (48% of Indigenous respondents, 33% of white respondents, 12% of Chinese respondents).
- Health Services (40% of Indigenous respondents, 25% of white respondents, 17% of Chinese respondents).
- The Rangers (31% of Indigenous respondents, 14% of white respondents, 6% of Chinese respondents).
- The Canadian Special Forces Command (29% of Indigenous respondents, 13% of white respondents, 9% of Chinese respondents).

Approximately two in five respondents (40%) had recently read, seen or heard something about the CAF. This result remains consistent with scores observed in the previous year (42%). The 2021 and 2022 scores are the highest observed since 2012 (38%).

Figure 4 – Recent awareness of the CAF



Q5. Many of the topics we will be covering are related to the Canadian military and defence issues. Have you recently seen, read or heard anything about the Canadian Armed Forces? Base: All respondents, 2022, n=2,001.

Key segments

Those most likely to recently recall hearing, reading or seeing something about the CAF include

- respondents 55 years or older compared to those 54 years or younger (51% vs. 32%);
- men compared to women (47% vs. 33%);
- respondents with a household income of \$80,000 or more compared to those earning less than \$40,000 (43% vs. 33%);
- respondents with a university education compared to those with a high-school education (43% vs. 35%); and
- white respondents (42%) compared to Chinese (27%) and Asian (17%) respondents.

Online respondents who recalled hearing, reading or seeing something about the CAF were then asked to describe the topics. Allegations of sexual misconduct was by far the leading topic among respondents, cited by nearly two in five online respondents (37%). General mentions of advertising or recruitment were cited by 19%, followed by the recent announcement about the purchase of F-35 fighter jets (13%). International roles relating to the ongoing conflict in Ukraine were cited by nearly one in ten online respondents (9%).

Figure 5 – Recalled topics related to the CAF

Specific mentions ²	2022 ³	2021	2020	2018
Allegations of sexual misconduct ⁴	37%	48%	3%	7%
Advertising/recruitment (in general)	19%	5%	10%	7%
F-35 fighter jets purchase	13%	-	-	-
Ukraine conflict/mission/support	9%	-	-	-
Veterans affairs (in general)	5%	<1%	2%	-
Increase in military spending	4%	-	-	-
Deployment/exercises (in general)	4%	1%	6%	12%
Gender equity/sexism issues	3%	2%	-	-
New military equipment announcement	2%	2%	1%	-
NATO agreements/involvement	2%	-	-	-
Lack of equipment	2%	2%	-	-
Veterans being offered medically assisted death	2%	-	-	-
Budgetary constraints	2%	1%	6%	3%
TV mentions (in general)	2%	<1%	-	1%
Word of mouth (in general)	1%	-	1%	3%
New warship project	1%	-	4%	2%
News mentions (in general)	1%	1%	3%	6%
Culture change underway / Equality in title names	1%	<1%	3%	-
Woke culture	1%	-	-	-
New aircraft project	1%	1%	3%	-
Veterans' mental health (care of military personnel)	1%	-	-	-
Other	8%	6%	8%	9%
DK/NR	11%	5%	14%	19%

Q6. [ONLINE ONLY] About what topic or topics regarding the Canadian Armed Forces have you recently seen, read or heard? Base: Online respondents who recently saw, read or heard of topics regarding the CAF, 2022, n=370.

² Excluding results of <1%.

³ Prior to 2022, responses included both online and telephone results.

⁴ Prior to 2021, coded as *Allegations of sexual harassment/assault*.

Key segments

The following groups tended to be more likely to cite allegations of sexual misconduct compared to their respective counterparts:

- Respondents aged 65 years or older compared to those 25 to 54 years old (59% vs. 30%).
- Those with a negative overall impression of the CAF (60%) compared to those with a neutral (43%) or positive impression of the CAF (27%).
- Respondents who do not view the CAF as a source of pride (53%) or were neutral (42%) compared to those who view the CAF as a source of pride (29%).
- Those whose view on others joining the CAF was unfavourable (57%) compared to those who were neutral (37%) or viewed others joining as positive (31%).

Men were more likely to reference the F-35 fighter jets purchase compared to women (17% vs. 6%).

Respondents living in suburban areas tended to cite the conflict in Ukraine to a greater extent than rural respondents (14% vs. 3%).

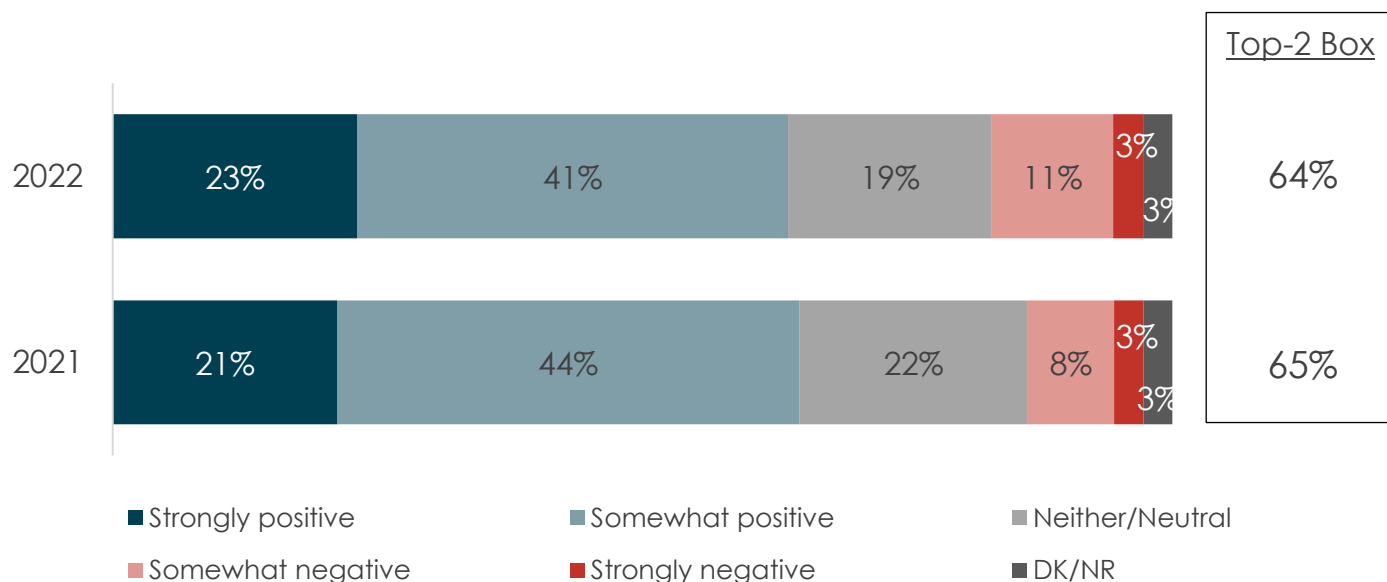
Respondents aged 35 years or older were more inclined to report the following topics compared to those 25 to 34 years old:

- Allegations of sexual misconduct (46% vs. 13%).
- F-35 jet fighter purchase (16% vs. 3%).
- Ukraine conflict (10% vs. 0%).

Conversely, those 25 to 34 years old more commonly described seeing military advertising or recruitment compared to those 35 years or older (36% vs. 15%).

Overall impressions of the CAF were predominantly positive, with nearly two in three respondents describing their opinion as at least somewhat positive (64%). Nearly a quarter of respondents had a strongly positive view of the CAF (23%), and results were consistent with those observed in 2021.

Figure 6 – Overall Impression of CAF



Q7. [TELEPHONE: ACCEPT NEITHER/NEUTRAL IF VOLUNTEERED] [ONLINE: SHOW ALL ANSWER CATEGORIES] 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]? Base: All respondents, 2022, n=2,001.

Key segments

The following segments tended to have a positive view of the CAF compared to their respective counterparts:

- Respondents living in Alberta (72%) compared to those living in Quebec (61%) and Ontario (61%).
- Those with a high-school education compared to those with a university education (71% vs. 61%).
- Indigenous respondents compared to Chinese respondents (72% vs. 49%).

Online respondents were asked to describe the biggest issues or challenges they feel the CAF is currently facing. More than one quarter described issues of recruitment or retention (26%), up from 10% in 2021. Nearly one in five respondents mentioned budget or funding issues (18%), while 12% felt that the CAF was operating with outdated equipment. Perceptions related to sexual misconduct (12%) decreased slightly from the previous year (18%), while perceptions of gender equity and sexism issues remained relatively consistent (8%).

Nearly two in five online respondents were unsure of any issues or challenges facing Canada's military (37%). This result remains quite consistent with the results observed in 2021.

Figure 7 – Challenges Facing the CAF

Specific Mentions ⁵	2022 ⁶	2021
Recruitment (need more people) / Retention	26%	10%
Funding issues / Budget	18%	15%
Lack of / aging / outdated equipment	12%	10%
Sexual misconduct	12%	18%
Gender equity / sexism issues	8%	10%
Leadership issues / Ethical leadership (lack of competence, accountability, quitting, removal, etc.)	5%	6%
Healthcare / Mental health support (Care of military personnel)	4%	3%
Poor image / Media image / Public image	4%	4%
Veteran assistance/support (Care of military personnel)	4%	2%
Government / Politics (unspecified)	3%	3%
Need better wages/benefits (Care of military personnel)	3%	2%
Discrimination	2%	1%
Security / Border security (including Arctic)	2%	1%
Relevance / purpose / direction / goal	2%	3%
War / Biological/chemical warfare	2%	1%
Hostile foreign countries (China, Russia, etc.)	2%	1%
Issues with morale	2%	1%
COVID-19 / COVID-19 protocols	1%	2%
Lack of support (unspecified)	1%	1%
Racism	1%	2%
More/Better training	1%	1%
Crime/Corruption	1%	1%
Lack of resources / human resources	1%	1%

⁵ Excluding results of <1%.

⁶ Prior to 2022, responses included both online and telephone results.

Old boys' club mentality / Golf course	1%	1%
NATO commitments/contribution	1%	-
Lack of transparency	1%	1%
Missions in other countries	1%	2%
Need better technology	1%	1%
Lack of peacekeeping	1%	1%
Homophobia	1%	1%
Lack of respect (various)	1%	2%
Woke culture	1%	1%
Other	8%	10%
None/Nothing	<1%	<1%
Don't know / Refused	37%	34%

Q8. [ONLINE ONLY] [OPEN-END. RECORD FIRST MENTION. ACCEPT UP TO 3.] What would you say are the biggest issues or challenges facing the Canadian Armed Forces these days? Base: Online respondents, 2022, n=1,001

Key segments

Respondents living in Quebec reported the highest scores across the following perceived issues or challenges:

- Recruitment and retention (37% of those living in Quebec).
- Sexual misconduct (17% of those living in Quebec).
- Gender equity and sexism issues (8% of those living in Quebec).

Those living in Manitoba or Saskatchewan were more likely to describe issues related to funding (30%) compared to those living in Ontario (17%) or Quebec (14%).

Men were more likely than women to describe the following issues:

- Recruitment and retention (31% of men vs. 21% of women).
- Funding and budget issues (23% of men vs. 14% of women).
- Lack of equipment (18% of men vs. 8% of women).

Those 35 years or older were more likely to name the following issues compared to younger respondents:

- Lack of equipment (17% of those aged 35 years or older vs. 4% of those aged 34 years or younger).
- Sexual misconduct (16% of those aged 35 years or older vs. 7% of those aged 34 years or younger).

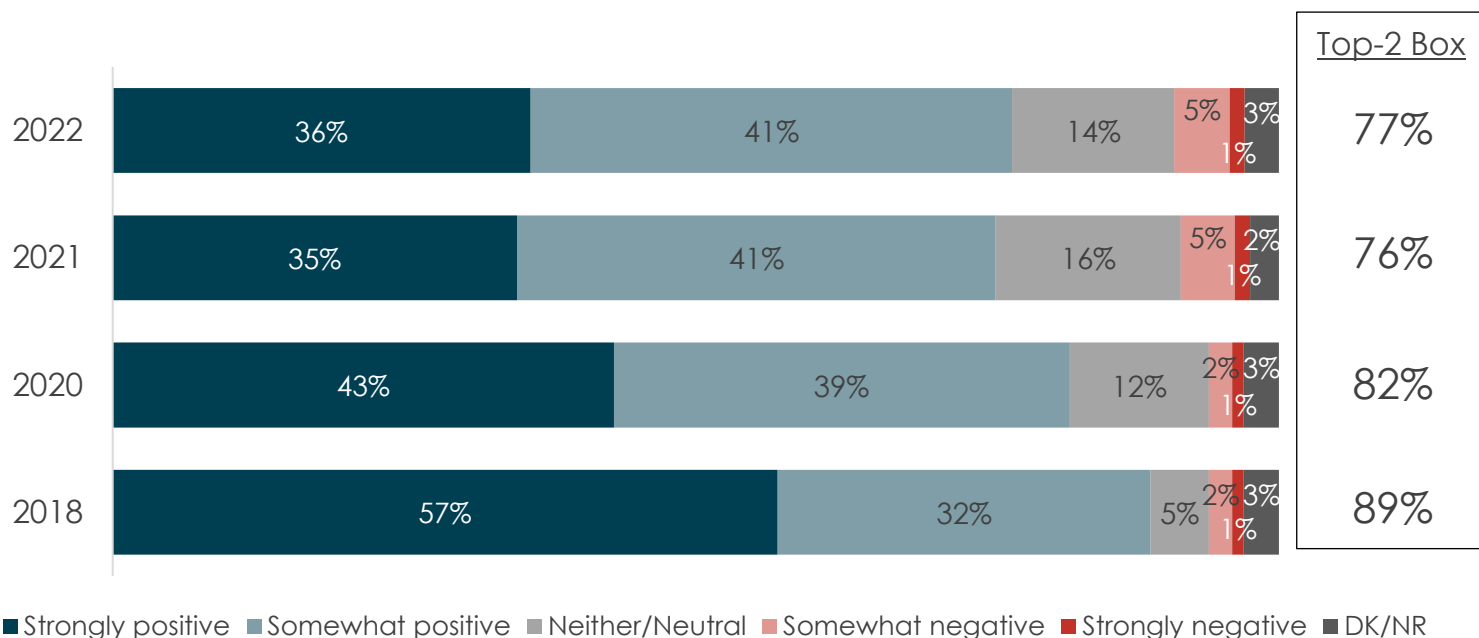
Respondents aged 65 or older were among the highest scores across the following issues:

- Recruitment and retention (38% of those aged 65 years or older).
- Funding issues (22% of those aged 65 years or older).
- Lack of equipment (21% of those aged 65 years or older).
- Sexual misconduct (19% of those aged 65 years or older).
- Gender equity and sexism issues (16% of those aged 65 years or older).

More than three quarters of respondents (77%) had an at least somewhat positive overall impression of those who serve in the CAF. More than one third (36%) described their impression as strongly positive, while fewer than one in ten (6%) reported a negative impression.

Overall, positive impressions of members of the CAF remained consistent with the 2021 results (76%).

Figure 8 – Overall Impressions of CAF members



Q9. [TELEPHONE: ACCEPT NEITHER/NEUTRAL IF VOLUNTEERED] [ONLINE: SHOW ALL ANSWER CATEGORIES] What is your overall impression of the people who serve in the Canadian Armed Forces? Would you say it is positive or negative? Would that be strongly or somewhat [positive/negative]? Base: All respondents, 2022, n=2,001.

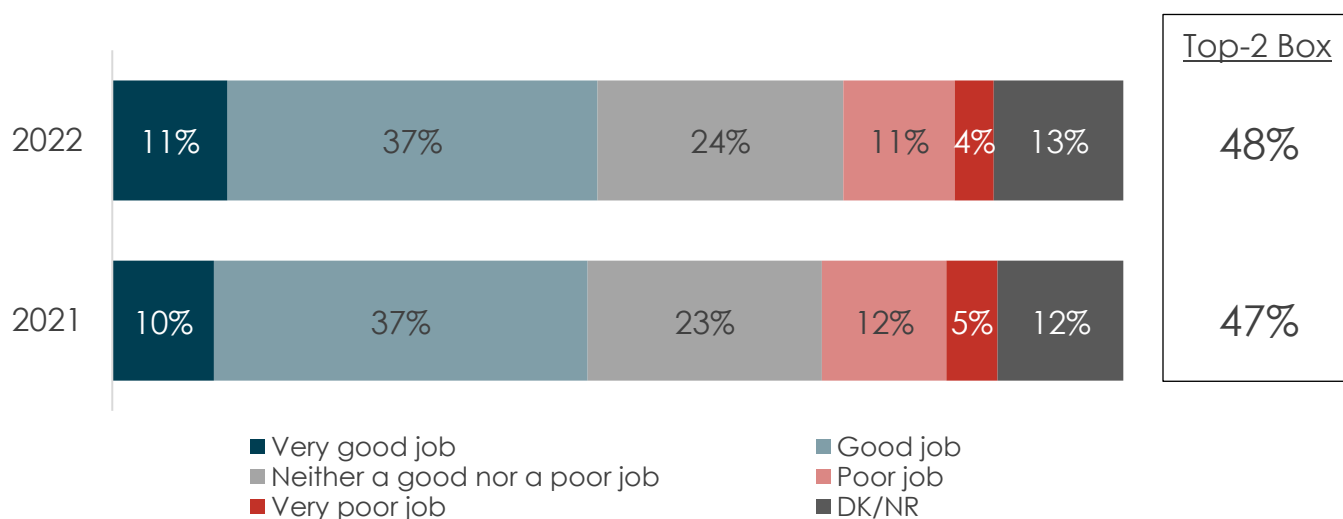
Key segments

The following segments tended to have a positive view of those who serve in the CAF compared to their respective counterparts:

- Respondents living in Manitoba or Saskatchewan (84%) and Alberta (83%) compared to those living in Quebec (76%), Ontario (75%) and British Columbia (75%).
- Rural respondents (83%) compared to suburban (78%) and urban (75%) respondents.
- Respondents 55 or older compared to those 34 or younger (82% vs. 69%).
- Respondents with a high-school education compared to those with a university education (82% vs. 75%).
- Men compared to women (80% vs. 75%).

When asked to evaluate their impression of care for active military personnel, nearly half of respondents felt that the CAF was doing a good or very good job (48%). Conversely, more than one in ten respondents (15%) felt that the CAF was performing poorly. Overall, the results remain consistent with those observed in 2021.

Figure 9 – Impressions of care for active military personnel



Q14. Generally speaking, when it comes to looking after active military personnel, would you say the Canadian Armed Forces does a very good job, a good job, neither a good job nor a poor job, a poor job, or a very poor job? Base: All respondents, 2022, n=2,001.

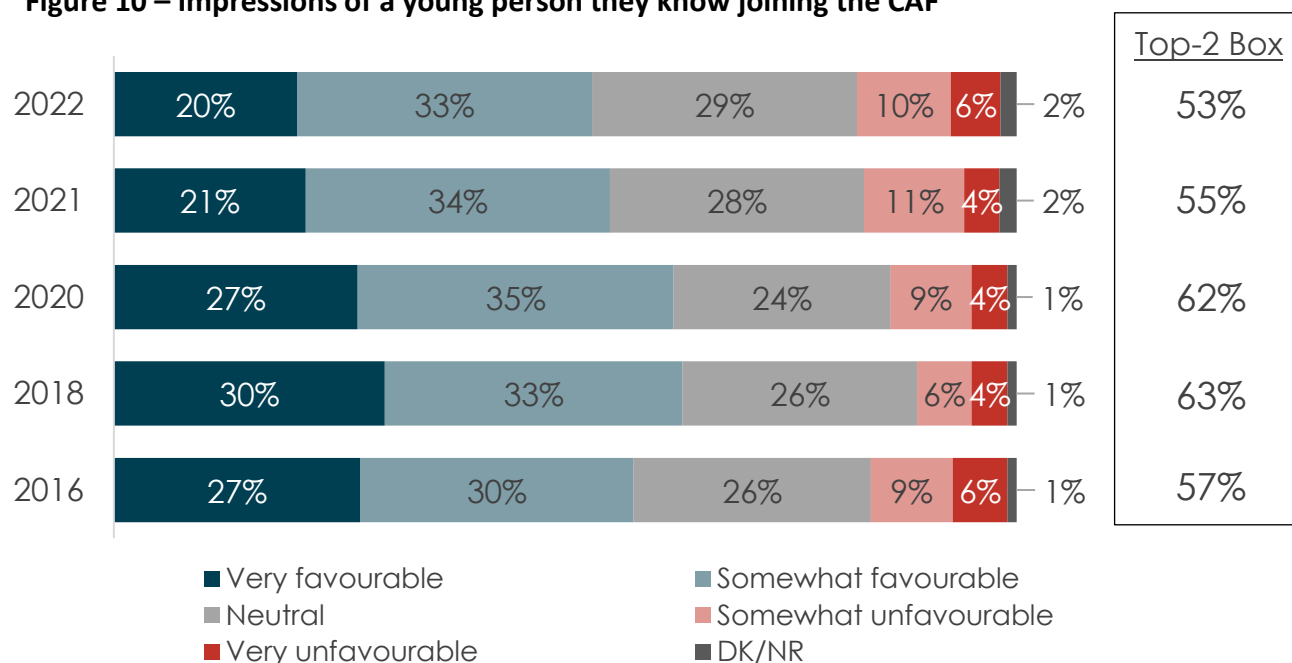
Key segments

The following segments tended to feel that the CAF was doing at least a good job caring for military personnel compared to their respective counterparts:

- Black respondents (68%) compared to white (47%) or Chinese (36%) respondents.
- Those living in Atlantic Canada (59%) or Quebec (55%) compared to those living in Ontario (45%), Alberta (43%) or British Columbia (42%).
- High school-educated respondents compared to university-educated respondents (56% vs. 44%).

If a young person they knew told them they were joining the CAF, 53% of respondents would view that decision favourably. Fewer than one in five respondents felt that the decision would be very or somewhat unfavourable (16%), while 29% would be neutral. Overall, favourable results have continued to decline since 2018. Most notably, “very favourable” scores have decreased from 30% in 2018 to 20% in 2022.

Figure 10 – Impressions of a young person they know joining the CAF



Q13. 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: All respondents, 2022, n=2,001.

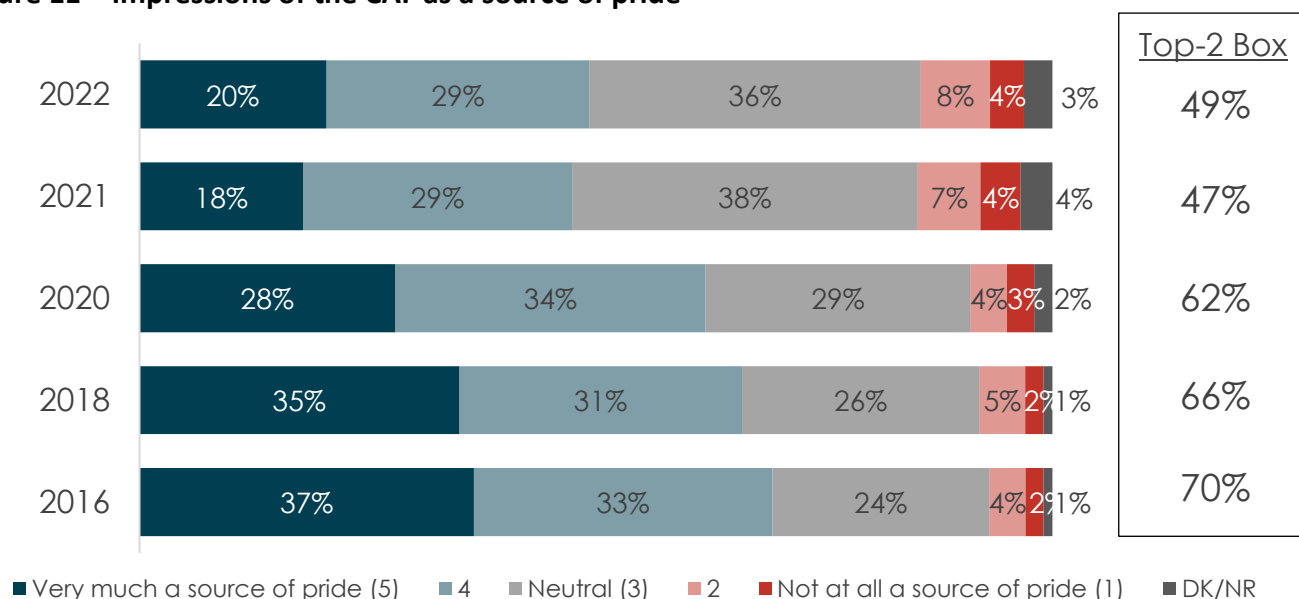
Key segments

The following segments tended to perceive the decision to join as at least somewhat favourable compared to their respective counterparts:

- Those 65 or older compared to those 54 or younger (64% vs. 50%).
- Respondents living in rural regions (60%) compared to those living in suburban (53%) or urban (50%) ones.
- Respondents with a high-school education compared to those with a university education (60% vs. 50%).
- Men compared to women (59% vs. 47%, respectively).
- Black (59%), Indigenous (56%) and white (53%) respondents compared to Chinese respondents (31%).
- Those who had recently heard something about the CAF compared to those who had not heard anything (59% vs. 49%).

Nearly half of respondents view the CAF as a source of pride for Canadians (49%), with one in five (20%) giving it the highest rating (5 on a scale from 1 to 5). More than one in ten respondents (11%) did not feel that the CAF was a source of pride. Results have remained stable since 2021.

Figure 11 – Impressions of the CAF as a source of pride



Q16. To what extent do you think the Canadian Armed Forces is a source of pride for Canadians? Please use a 5-point scale, where "1" means not at all a source of pride, "3" is neutral, and "5" means very much a source of pride. Base: All respondents, 2022, n=2,001.

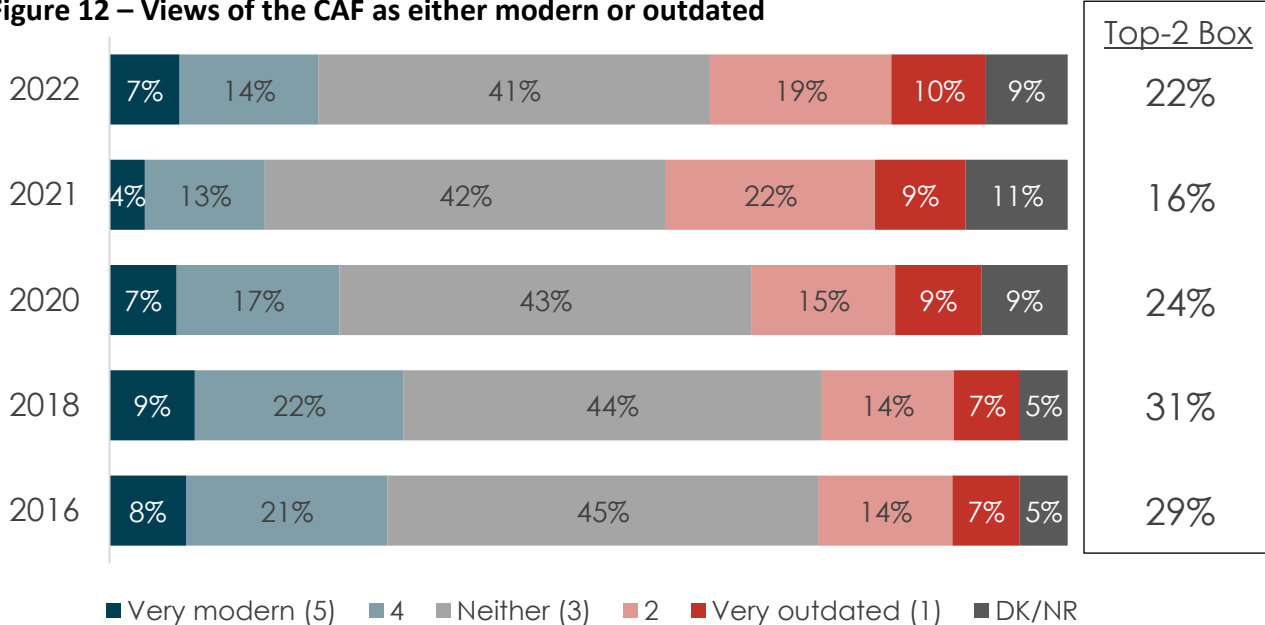
Key segments

The following segments were more inclined to view the CAF as a source of pride compared to their respective counterparts:

- Those living in Atlantic Canada (64%) compared to those living in British Columbia (49%), Alberta (49%), Ontario (48%) and Quebec (47%).
- Respondents who were at least somewhat familiar with the CAF compared to those who were not familiar with it (59% vs. 41%).
- Those with a family member serving in the CAF compared to those without one (58% vs. 48%).
- Respondents aged 55 or older compared to those 54 or younger (56% vs. 45%).
- Those who had recently heard something about the CAF compared to those who had not heard anything (53% vs. 47%).
- Men compared to women (53% vs. 46%).

More than one in five respondents (22%) felt that the CAF was modern (scores of 5 or 4 on a 5-point scale, where “1” means very outdated, “3” means neither outdated nor modern, and “5” means very modern), increasing slightly from results observed in 2021 (16%). Conversely, nearly a third of respondents (29%) felt that the CAF was outdated (scores of 1 or 2), a result that has remained relatively consistent since 2016.

Figure 12 – Views of the CAF as either modern or outdated



Q17. Do you think Canada's military is modern or outdated? Please use a 5-point scale, where "1" means very outdated, "3" means neither outdated nor modern, and "5" means very modern. Base: All respondents, 2022, n=2,001.

Key segments

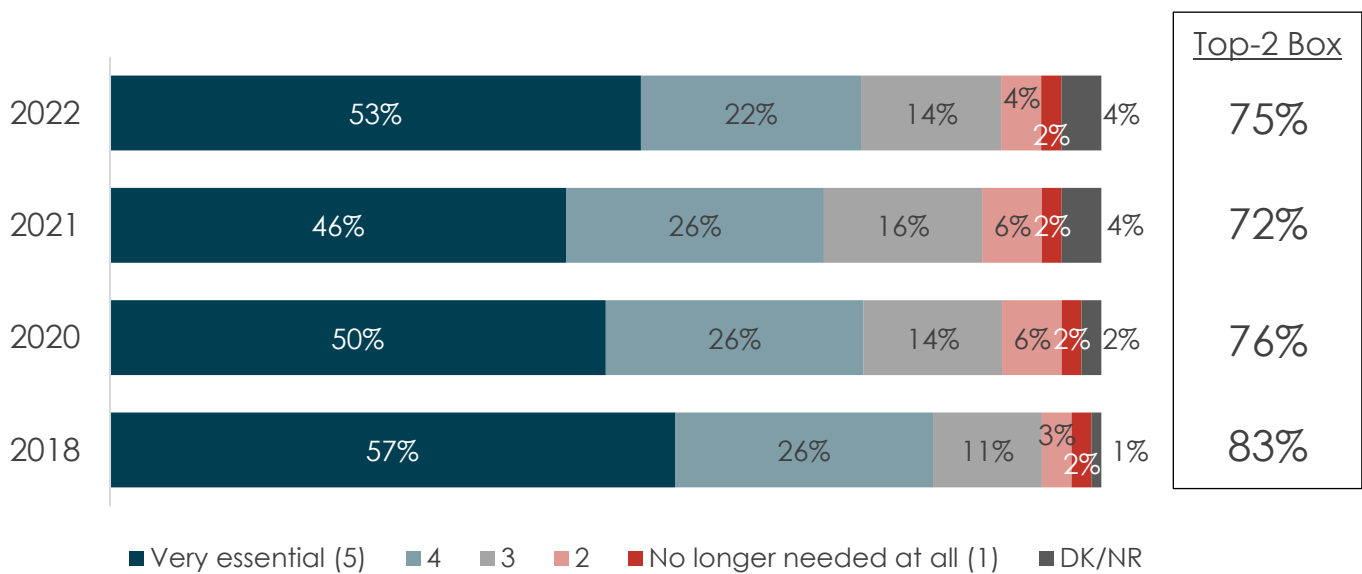
The following segments were more inclined to view the CAF as outdated compared to their respective counterparts:

- Those with a negative overall impression of the CAF compared to those with a positive impression (53% vs. 23%).
- Respondents who felt that the CAF was no longer needed versus those who felt that it was essential (46% vs. 28%).
- Respondents who had recently heard something about the CAF compared to those who had not heard anything (37% vs. 23%).
- Those living in Manitoba, Saskatchewan or Alberta compared to those living in Quebec or Ontario (35% vs. 27%, respectively).
- Men compared to women (34% vs. 23%).
- Those with an income of \$80,000 or more compared to those with an income of less than \$80,000 (34% vs. 25%).

- Respondents with a college education compared to those with a high-school education (33% vs. 24%).
- Respondents aged 35 or older compared to those 34 or younger (32% vs. 20%).

Three quarters of respondents (75%) felt that the CAF is essential (scores of 5 or 4 on a 5-point scale, where “1” means no longer needed at all and “5” means very essential), a result that has remained consistent since 2020. Conversely, fewer than one in ten respondents (7%) felt that the CAF was not needed (scores of 2 or 1).

Figure 13 – Perceived need for the CAF



Q18. 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: All respondents, 2022, n=2,001.

Key segments

The following segments were more inclined to view the CAF as essential compared to their respective counterparts:

- Respondents aged 65 years or older compared to those 64 years or younger (88% vs. 72%).
- Respondents living in Manitoba or Saskatchewan (86%) compared to those living in Alberta (77%), Quebec (76%), British Columbia (74%) or Ontario (72%).
- Those living in rural areas (84%) compared to those living in suburban (76%) or urban (72%) ones.

- Those aged 35 or older compared to those 34 or younger (81% vs. 60%).
- Men compared to women (78% vs. 73%).

Respondents were asked to provide their level of agreement with a series of statements surrounding the workplace environment of the CAF. When evaluating the inclusiveness of the workplace environment, 63% at least somewhat agreed that the CAF is as good a career choice for visible minorities as it is for anyone else. Slightly fewer agreed that it is as good a career choice for women as it is for men (58%). Agreement was much lower for members of the LGBTQ2+ community (41%) compared to anyone else.

A nearly identical proportion of respondents agreed that they were concerned about systemic racism in the CAF (54%) compared to those who agreed that racist or hateful attitudes are not tolerated in the CAF (52%). One third of respondents agreed that the CAF does a good job of addressing misconduct, including racist, sexist or hateful conduct (36%).

Moreover, 41% of respondents agree that CAF membership is as diverse as the Canadian population, while 39% agree that the CAF is a respectful workplace environment for women.

Nearly half of respondents (48%) agreed that the CAF does a good job taking care of ill and injured members. More than one in five respondents at least somewhat agreed that they could see themselves joining the CAF (22%).

Results were mostly consistent with those observed in 2021. The largest improvement observed was in the level of agreement that racist or hateful attitudes or behaviours are not tolerated in the CAF (52%, up from 46%).

When comparing to results observed in 2020, agreement that the CAF is a good career choice for visible minorities increased from 44% to 63%, but agreement that it is a good choice for women decreased from 70% to 58% over the same period.

Figure 14 – Perceptions of workplace environment

% AGREE	2022 ⁷	2021	2020	2018
The CAF is as good a career choice for visible minorities as it is for anyone else [n=1,563]	63%	60%	44%	-
The CAF is as good a career choice for women as it is for men [n=1,561]	58%	56%	70%	-
Systemic racism in the CAF is something I am concerned about [n=1,561]	54%	56%	54%	-
Racist or hateful attitudes or behaviours are not tolerated in the CAF [n=1,563]	52%	46%	61%	-
The CAF does a good job taking care of its ill and injured members [n=1,563]	48%	45%	-	-
The CAF is as good a career choice for people in the LBGTQ2+ community as it is for anyone else [n=1,563]	41%	42%	-	-
The membership of the CAF seems just as diverse as the Canadian population [n=1,561]	41%	42%	42%	50%
I think that the CAF workplace environment is respectful of women [n=1,561]	39%	36%	50%	53%
The CAF does a good job of addressing misconduct such as racist, sexist or hateful conduct [n=1,563]	36%	32%	-	-
I could see myself joining the CAF [n=1,561]	22%	23%	24%	25%

Q15. [ONLINE: RANDOMIZE & SHOW LIST] [TELEPHONE: SPLIT SAMPLE & READ LIST] To what extent do you agree or disagree with each of the following statements? Base: Sample sizes for each statement are indicated above.

Key segments

Respondents living in Quebec were more likely to at least somewhat agree with the following statements compared to those living outside of Quebec:

- The CAF does a good job of taking care of its ill and injured members (62% in Quebec vs. 43% outside of Quebec).
- The CAF is as good a career choice for people in the LBGTQ2+ community as it is for anyone else (52% in Quebec vs. 38% outside of Quebec).

Those living in rural populations were more likely to agree with the following statements compared to those living in urban populations:

- The CAF is as good a career choice for visible minorities as it is for anyone else (68% rural vs. 58% urban).

⁷ In 2022, telephone results were captured using a split sample approach.

- The CAF is as good a career choice for women as it is for men (65% rural vs. 53% urban).
- Racist or hateful attitudes or behaviours are not tolerated in the CAF (58% rural vs. 49% urban).
- The membership of the CAF seems just as diverse as the Canadian population (47% rural vs. 39% urban).

Men were more likely to agree with the following statements compared to women:

- The CAF is as good a career choice for visible minorities as it is for anyone else (72% of men vs. 54% of women).
- The CAF is as good a career choice for women as it is for men (63% of men vs. 53% of women).
- Racist or hateful attitudes or behaviours are not tolerated in the CAF (60% of men vs. 45% of women).
- I think that the CAF workplace environment is respectful of women (48% of men vs. 32% of women).
- The membership of the CAF seems just as diverse as the Canadian population (48% of men vs. 35% of women).
- The CAF is as good a career choice for people in the LGBTQ2+ community as it is for anyone else (45% of men vs. 37% of women).
- The CAF does a good job of addressing misconduct such as racist, sexist or hateful conduct (44% of men vs. 28% of women).
- I could see myself joining the CAF (32% of men vs. 12% of women).

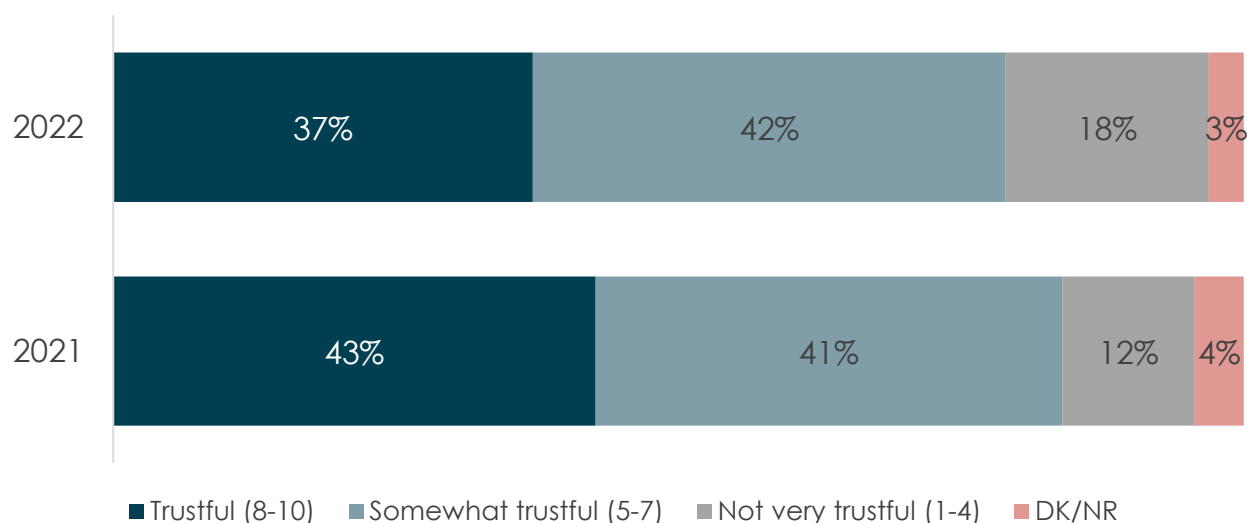
Conversely, women were more likely to agree that they were concerned with systemic racism in the CAF (57% of women vs. 51% of men).

Respondents aged 25 to 34 years old were more likely to agree that the CAF does a good job of taking care of its ill and injured members compared to those 35 years or older (57% of those aged 25 to 34 vs. 45% of those aged 35 years or older).

Respondents were asked to evaluate the extent to which they trusted that the CAF is prepared to keep Canadians safe (on a scale of 1 to 10, where “1” meant no trust at all and “10” meant complete trust). More than one in three respondents (37%) trust the CAF (scores of 8 to 10), while an additional two in five are somewhat trustful (scores of 5 to 7). Conversely, nearly one in five (18%) are not very trustful (scores of 1 to 4).

The extent to which respondents expressed a high level of trust in the CAF decreased slightly from the results observed in 2021 (from 43% to 37% in 2022).

Figure 15 – Trust in the CAF



Q20. 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: All respondents, 2022, n=2,001.

Key segments

The following segments tended to trust the CAF more compared to their respective counterparts:

- Respondents living in Atlantic Canada (46%) or Quebec (45%) compared to those living in Manitoba or Saskatchewan (34%), Ontario (33%) and British Columbia (33%).
- Respondents with a high-school education (46%) compared to those with a college (39%) or university education (33%).
- Respondents with a household income of less than \$40,000 compared to those earning \$40,000 or more (45% vs. 35%).
- Respondents who were at least somewhat familiar with the CAF compared to those who were not familiar with it (41% vs. 34%).
- Respondents who had not recently heard anything about the CAF compared to those who had (41% vs. 32%).

Online respondents were asked to list the greatest threats to Canada’s security and sovereignty in 2022. Russia was viewed as the biggest threat to Canadian security by nearly one in five online respondents (16%). Nearly one in ten respondents cited China (9%), which is similar to the results from 2020 and 2021.

War and conflict in general were among the most mentioned, in addition to threats to Arctic sovereignty (6% for each). Additional considerations included the leadership of the Canadian government (6%) and threats to cyber-security (5%).

Conversely, more than two in five respondents did not know of or mention any threats currently facing Canada (42%).

Figure 16 – Threats to Canada

Specific Mentions ⁸	2022 ⁹	2021	2020	2018	2016
Russia	16%	5%	5%	4%	-
China	9%	9%	10%	-	-
War/Attack/Conflicts	6%	2%	5%	-	-
Arctic sovereignty	6%	6%	6%	3%	-
Canadian government/Justin Trudeau	6%	6%	5%	2%	-
Cyber-security	5%	12%	10%	6%	3%
Canadians themselves / Extremists	4%	4%	3%	-	-
United States / Canada's proximity to the U.S	3%	6%	14%	16%	-
Terrorism	3%	10%	10%	29%	40%
Political interference / influence from foreign governments	3%	-	-	-	-
Hostile foreign countries (unspecified)	2%	2%	-	-	-
Lack of funding for the Canadian Armed Forces	2%	2%	2%	-	-
Immigration policies / Cultural tension	2%	2%	3%	2%	-
Civil unrest / Civil rights movement	1%	1%	1%	-	-
Government / Politicians (unspecified)	1%	2%	-	-	-
North Korea	1%	<1%	1%	3%	1%
Economy / inflation (unspecified)	1%	1%	-	-	-
Espionage	1%	1%	-	-	-
Border security	1%	1%	-	-	-
Natural resources	1%	1%	1%	-	-
Social impacts (hate, freedoms, etc.)	1%	2%	-	-	-

⁸ Excluding results of <1%.

⁹ Prior to 2022, responses included both online and telephone results.

Natural disasters / climate change ¹⁰	1%	2%	2%	4%	-
American government / Trump	1%	<1%	7%	5%	-
Other	16%	5%	6%	16%	12%
None / Nothing	1%	1%	-	-	-
Don't know / Prefer not to answer	42%	32%	24%	16%	10%

Q19. [ONLINE ONLY] 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] Base: Online respondents, 2022, n=1,001.

Key segments

Those 65 years or older were more likely to consider Russia as a threat compared to those 44 years or younger (24% aged 65 or older vs. 11% of those 44 years or younger).

Respondents 45 or older were more likely to cite China as a threat compared to those 44 or younger (14% of those aged 45 or older vs. 4% of those 44 or younger).

Men were more likely than women to cite the following perceived threats:

- China (12% of men vs. 5% of women).
- Threats to Arctic sovereignty (8% of men vs. 3% of women).

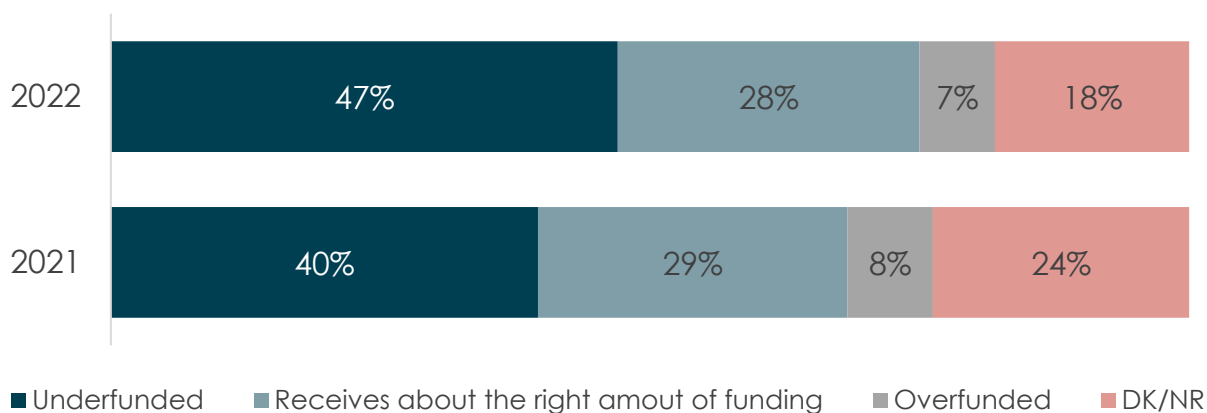
Funding and equipment

When asked about their perceptions of CAF funding, nearly half of respondents (47%) said that Canada's military was underfunded, while more than one quarter (28%) said that the CAF receives the right amount of funding. Conversely, fewer than one in ten respondents felt that the CAF was overfunded (7%).

The percentage who perceived Canada's military as underfunded has increased since 2021 (from 40% to 47%).

¹⁰ Prior to 2022, coded as *Natural disasters*.

Figure 17 – Perceptions of CAF funding



Q21. Do you feel that Canada's military is underfunded, overfunded, or receives about the right amount of funding? Base: All respondents, 2022, n=2,001.

Key segments

The following segments were more likely to agree that Canada's military is underfunded compared to their respective counterparts:

- Respondents who had a family member actively serving in the CAF compared to those who did not (64% vs. 43%).
- Respondents aged 55 or older compared to those 54 or younger (62% vs. 36%).
- Respondents who had recently heard something about the CAF compared to those who had not heard anything (62% vs. 37%).
- Respondents living in Manitoba or Saskatchewan (60%) compared to those living in Ontario (45%) and Quebec (41%).
- Respondents living in rural areas (58%) compared to suburban (46%) and urban (45%) areas.
- Men compared to women (55% vs. 39%).
- White respondents (52%) compared to Chinese (31%), Black (25%), and Asian (20%) respondents.

Four statements pertaining to the CAF's equipment were presented to respondents. More than one third agree that the CAF's military equipment purchases benefit local economies, and that the CAF has the equipment it needs to do its job (35% for each). Overall, the perception that the CAF has the equipment it needs has declined from 50% since 2016.

The perception that the CAF is good at planning its future equipment needs has steadily decreased since 2016 (from 58% to 34%). Despite the overall decline since 2016, agreement with each statement increased compared to the 2021 survey. Most notably, agreement that purchases of military equipment tend to be well managed rose to 32%, up from one quarter of respondents (25%) in 2021.

Roughly one quarter of respondents did not know whether the CAF is good at planning its future equipment needs (26%), whether purchases of military equipment tend to be well managed (25%) or whether equipment purchases benefit local economies (24%). However, fewer than one in five (15%) were unsure if the CAF has the equipment it needs.

Figure 18 – Views of various statements pertaining to the CAF’s military equipment

Statements	Strongly agree	Somewhat agree	Neither	Somewhat disagree	Strongly disagree	DK/NR	Agree 2022	Agree 2021	Agree 2020	Agree 2018	Agree 2016
When the Canadian Armed Forces purchases military equipment, it tends to benefit local economies	9%	25%	13%	17%	10%	24%	35%	29%	-	-	-
The Canadian Armed Forces has the equipment it needs to do its job	8%	27%	10%	24%	16%	15%	35%	31%	38%	41%	50%
The Canadian Armed Forces is good at planning its future equipment needs	8%	26%	13%	17%	10%	26%	34%	28%	42%	47%	58%
Purchases of military equipment by the Canadian Armed Forces tend to be well managed	7%	24%	11%	17%	14%	25%	32%	24%	-	-	-

Q22. 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]. Base: All respondents, 2022, n=2,001.

Key segments

Respondents living in Atlantic Canada were more likely than those in the rest of the country to agree that CAF military purchases tend to benefit local economies (49% in Atlantic Canada vs. 35% outside of Atlantic Canada).

Men were more likely than women to agree with the following statements:

- CAF military equipment purchases tend to benefit local economies (40% of men vs. 30% of women).
- The CAF is good at planning its future equipment needs (39% of men vs. 29% of women).
- Purchases of military equipment by the CAF tend to be well managed (35% of men vs. 28% of women).

Respondents aged 18 to 34 years old were more likely to agree with the following statements compared to those 35 years or older:

- The CAF has the equipment it needs to do its job (52% of those aged 18 to 34 vs. 29% of those aged 35 or older).
- Purchases of military equipment by the CAF tend to be well managed (41% of those aged 18 to 34 vs. 28% of those aged 35 years or older).

Respondents with a family member in the CAF were more likely to agree that CAF military equipment purchases tend to benefit local economies compared to those who do not have a family member who serves (42% vs. 34% respectively).

Respondents with a high-school education were more likely to agree with each statement compared to those with a college or university education:

- The CAF is good at planning its future equipment needs (47% high school vs. 30% college and 30% university).
- The CAF has the equipment it needs to do its job (46% high school vs. 31% college and 31% university).
- Purchases of military equipment by the CAF tend to be well managed (43% high school vs. 28% college and 29% university).
- CAF military equipment purchases tend to benefit local economies (42% high school vs. 35% college and 33% university).

International roles

Respondents were asked to what extent they agreed or disagreed that the CAF should play various international roles. Overall, at least three in five respondents at least somewhat agreed that the CAF should participate in each international role. More specifically, more than four in five respondents agreed with participation in the following roles:

- Disaster relief / humanitarian aid (81%).
- Peace support operations (80%).

More than three quarters of respondents at least somewhat agree that the CAF should be participating in non-combat support missions (78%), as well as surveillance and support in the North (75%).

At least three in five respondents agreed with the remaining roles:

- Using satellites in space for monitoring purposes (70%).
- Combat support missions for the UN and NATO (68%).
- Missions that target illegal trafficking activities (67%).
- Training militaries or police of other countries (60%).

Compared to the 2021 results, agreement scores notably increased for the following roles:

- Combat missions in support of the UN and NATO (57% to 68%).
- Using satellites in space for monitoring purposes (61% to 70%).
- Training the militaries or police forces of other countries (54% to 60%).

In 2022, respondents were most likely to “strongly agree” with the following international roles:

- Missions that target illegal trafficking activities (48%).
- Peace support operations (46%).
- Non-combat support operations (46%).

It is important to note that the overall scores for strong agreement have decreased since 2016 for the following roles:

- Disaster relief / humanitarian aid (67% to 33%).
- Peace support operations (59% to 46%).
- Non-combat support operations (58% to 46%).

Figure 19 – Agreement with CAF activities abroad

Activities abroad ¹¹	Strongly agree	Somewhat agree	Neither	Somewhat disagree	Strongly disagree	DK/NR	Net Agree 2022	Net Agree 2021
Disaster relief or humanitarian aid in response to a request for help from another country	48%	33%	8%	4%	2%	5%	81%	80%
Peace support operations	46%	34%	9%	3%	3%	6%	80%	76%
Non-combat support roles in support of UN and NATO missions. This could include things like medical assistance, communications and logistical support, or transportation	46%	32%	9%	3%	3%	7%	78%	75%
Surveillance and defence in the North	45%	30%	10%	4%	3%	8%	75%	73%
Using satellites in space to monitor territory, gather intelligence and/or identify targets	36%	34%	11%	5%	3%	10%	70%	61%
Combat roles in support of UN and NATO missions	33%	36%	13%	6%	5%	8%	68%	57%
Missions that target drug, weapons or other illegal trafficking activities in international waters	34%	33%	13%	7%	4%	8%	67%	65%
Training the militaries or police forces of other countries	25%	34%	15%	11%	7%	7%	60%	54%

Q23. 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 and “5” means strongly agree. How about? [TELEPHONE: SPLIT SAMPLE – a,b,c,d / e,f,g,h – ACCEPT “NEITHER” IF VOLUNTEERED] [ONLINE: RANDOMIZE LIST, SHOW ALL ANSWER CATEGORIES]. Base: All respondents, 2022, n=2,001.

¹¹ In 2022, telephone results were captured using a split sample approach [n=1,562] for each activity.

Key segments

Respondents living in Quebec were more likely to agree that the CAF should participate in disaster relief and humanitarian aid (87%), compared to those living in Ontario (81%), Alberta (78%), Manitoba or Saskatchewan (77%) and British Columbia (76%).

Those living in rural areas were more inclined to agree that the CAF should participate in the following international roles, compared to those living in urban areas:

- Surveillance and defence in the North (81% in rural areas vs. 73% in urban areas).
- Using satellites in space for monitoring purposes (76% in rural areas vs. 67% in urban areas).
- Missions that target illegal trafficking activities (72% in rural areas vs. 62% in urban areas).
- Training militaries or police of other countries (65% in rural areas vs. 58% in urban areas).

Men were more likely than women to agree that the CAF should participate in the following international roles:

- Surveillance and defence in the North (80% of men vs. 70% of women).
- Using satellites in space for monitoring purposes (76% of men vs. 65% of women).
- Combat support missions for the UN and NATO (71% of men vs. 66% of women).
- Training militaries or police of other countries (65% of men vs. 55% of women).

Respondents aged 65 years or older were more likely to agree that the CAF should participate in each role, compared to those 54 years or younger:

- Disaster relief / humanitarian aid (89% of those 65 or older vs. 79% of those 54 or younger).
- Peace support operations (89% of those 65 or older vs. 78% of those 54 or younger).
- Non-combat support operations (89% of those 65 or older vs. 75% of those 54 or younger).
- Surveillance and defence in the North (88% of those 65 or older vs. 72% of those 54 or younger)
- Using satellites in space for monitoring purposes (82% of those 65 or older vs. 67% of those 54 or younger).
- Combat support missions for the UN and NATO (79% of those 65 or older vs. 65% of those 54 or younger).
- Training militaries or police of other countries (76% of those 65 or older vs. 55% of those 54 or younger).

- Missions that target illegal trafficking activities (75% of those 65 or older vs. 64% of those 54 or younger).

Canada’s membership in international organizations such as NATO and NORAD continues to receive a high level of support, as more than four in five respondents at least somewhat agreed that membership is important for Canadian security (81%). This represents an increase when compared to results in the previous year: notably, “strongly agree” totals increased from 43% to 57%.

Figure 20 – Importance of membership in international organizations



Q24. I believe that Canada’s membership in international organizations, such as NATO and NORAD, is important for Canadian security. [Telephone: READ, ACCEPT “NEITHER” IF VOLUNTEERED.] Is that strongly agree/disagree or somewhat agree/disagree? [ONLINE: SHOW ALL CATEGORIES.] Base: All respondents, 2022, n=2,001.

Key segments

The following segments were more likely to at least somewhat agree that the CAF’s membership in international organizations is important for Canadian security, compared to their respective counterparts:

- Respondents aged 65 years or older compared to those 64 years or younger (92% vs. 77%).
- Those with a family member actively serving in the CAF compared to those who do not have a family member who serves (87% vs. 80%).
- Those living in rural areas compared to those living in urban ones (84% vs. 79%).
- Men compared to women (83% vs. 78%).

Domestic roles

Respondents were asked to rate the importance of various roles played in Canada by the CAF. Overall, more than half felt that each domestic role played by the CAF was at least important. Ratings were highest for the following roles:

- Responding to natural disasters (86%).
- Providing protection against terrorist threats (83%).
- Search and rescue (83%).

Nearly three quarters of respondents felt that protecting against cyber-security threats was an important role (73%), followed by preventing illegal activity (72%) and patrolling the Arctic (68%). Importance ratings are lower for youth programs (59%) and community assistance related to the COVID-19 pandemic (53%).

Overall, the results were consistent with those observed in 2021, notwithstanding the decrease observed for support related to the COVID-19 pandemic (69% down to 53%).

It is important to note that scores for “very important” have decreased since 2016 for certain roles, including the following:

- Responding to natural disasters (74% down to 64%).
- Providing protection against terrorist threats (75% down to 66%).
- Search and rescue (67% down to 59%).

Figure 21 – Perceived importance of the CAF’s domestic roles

Domestic roles ¹²	Very Important (5)	Important (4)	Neither (3)	Not very important (2)	Not important at all (1)	DK/NR	Net Important 2022	Net Important 2021
Responding to natural disasters, including catastrophic weather events	64%	22%	8%	2%	1%	3%	86%	88%
Search and rescue	59%	24%	10%	2%	1%	3%	83%	86%
Providing protection against terrorist threats	66%	17%	8%	3%	2%	3%	83%	84%
Providing protection against cyber-security threats	50%	24%	15%	4%	3%	5%	73%	75%
Helping prevent illegal activity such as drug/human smuggling or illegal immigration	48%	24%	15%	5%	4%	4%	72%	73%
Patrolling the Arctic	45%	22%	15%	6%	3%	7%	68%	68%
Delivering the Cadet and Junior Canadian Rangers programs for youth 12 to 18 years of age	29%	30%	23%	7%	5%	7%	59%	60%
Providing communities with support in dealing with the COVID-19 pandemic	29%	24%	23%	10%	9%	5%	53%	69%

Q25. 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 and 5 means very important. How about...? [TELEPHONE: SPLIT SAMPLE] [ONLINE : RANDOMIZE, SHOW LIST & ANSWER CATEGORIES]. Base: All respondents, 2022, n=2,001.

Key segments

Respondents living in Atlantic Canada more commonly cited the importance of various youth programs (69%) compared to those living in Quebec (59%), Ontario (58%), Alberta (55%) and British Columbia (55%).

Those living in rural areas tended to give higher importance ratings for the following domestic roles compared to those living in urban areas:

- Providing protection against terrorist threats (88% in rural areas vs. 80% in urban areas).
- Search and rescue (87% in rural areas vs. 80% in urban areas).
- Youth programs (66% in rural areas vs. 53% in urban areas).

¹² In 2022, telephone results were captured using a split sample approach, [n=1,562] for each activity.

Men were more likely to place importance on patrolling the Arctic compared to women (76% to 60%).

Respondents aged 65 or older gave the highest overall importance score for each domestic role presented. The general trend observed was that as age increases, importance placed on domestic roles of the CAF also increases.

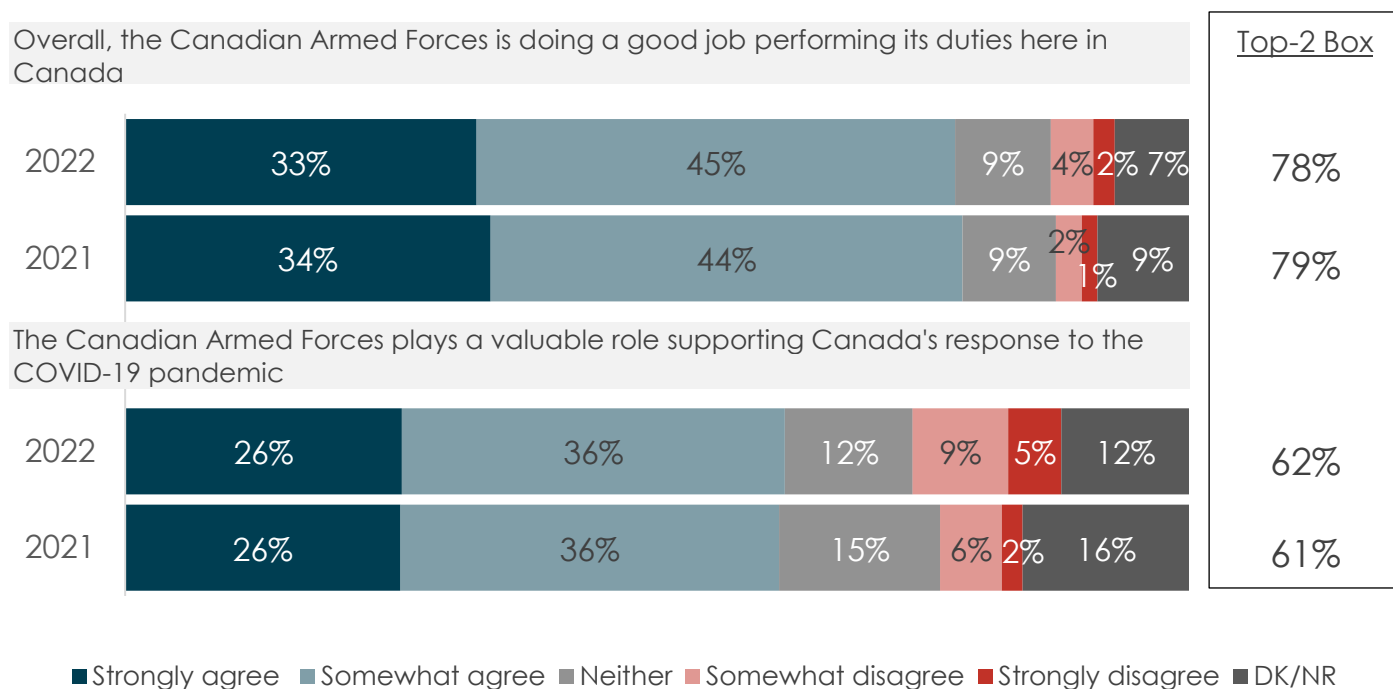
Those with a high-school education tended to place greater importance on the following roles compared to those with a university education:

- Providing protection against cyber-security threats (79% of high school-educated respondents vs. 71% of those who were university-educated).
- Helping prevent illegal activity (77% of high school-educated respondents vs. 67% of those who were university-educated).
- Youth programs (66% of high school-educated respondents vs. 53% of those who were university-educated).

When asked to provide their level of agreement that the CAF is doing a good job of performing its duties in Canada, 78% at least somewhat agreed. More specifically, 33% strongly agreed with this statement. Conversely, 62% at least somewhat agreed that the CAF plays a valuable role in supporting Canada's response to the COVID-19 pandemic.

Results remain nearly identical to those observed in 2021, with minor variations observed in the percentage of respondents who did not provide an opinion.

Figure 22 – Agreement with domestic value of the CAF



Q26. Please rate the extent to which you agree or disagree with each of the following statements. [TELEPHONE: ACCEPT "NEITHER" IF VOLUNTEERED] Is that strongly agree/disagree or somewhat agree/disagree? [ONLINE: SHOW ALL ANSWER CATEGORIES.] Base: All respondents, 2022, n=2,001.

Key segments

The following segments were more likely to at least somewhat agree that the CAF is doing a good job performing its domestic duties:

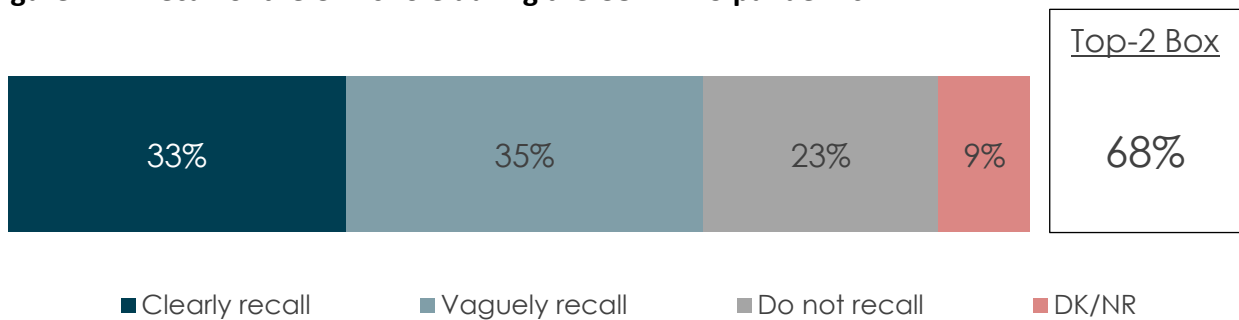
- Respondents 65 or older compared to those 45 years or younger (86% vs. 73%).
- Those who had a family member actively serving in the CAF compared to those who did not (84% vs. 77%).
- Respondents who were at least somewhat familiar with the CAF compared to those who were not familiar with it (83% vs. 74%).
- Respondents living in Quebec compared to those living in Ontario (83% vs. 76%).

The following segments were more likely to at least somewhat agree that the CAF plays a valuable role supporting Canada’s response to the COVID-19 pandemic:

- Respondents 65 or older compared to those 55 or younger (77% vs. 57%).
- Respondents living in Quebec (71%) compared to those living in Ontario (62%), Manitoba or Saskatchewan (59%), Alberta (56%) and British Columbia (51%).
- Respondents who had recently seen, read or heard of topics related to the CAF compared to those who had not (70% vs. 57%).
- Respondents who were at least somewhat familiar with the CAF compared to those who were not familiar with it (68% vs. 57%).
- Those who had a family member actively serving in the CAF compared to those who did not (68% vs. 61%).

Online respondents were subsequently asked to indicate the extent to which they recalled hearing anything about the CAF playing a role in dealing with the COVID-19 pandemic since its outbreak. More than two thirds at least vaguely recalled the role (68%), with 33% clearly recalling having heard of the role. Nearly one in ten were unsure (9%), while 23% did not recall hearing anything.

Figure 22 – Recall of the CAF’s role during the COVID-19 pandemic



Q27. [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? Base: Online respondents, 2022, n=1,001.

Key segments

The following segments were more likely to “clearly recall” hearing about the role of the CAF in response to the COVID-19 pandemic compared to their respective counterparts:

- Respondents aged 55 years or older compared to those 54 years or younger (51% vs. 24%).
- Those living in Quebec compared to those living in the rest of the country (46% vs 30%).
- Those who had a family member in the CAF compared to those who did not (46% vs. 31%).
- Those who have a college (37%) or university (35%) education compared to those with a high-school education (25%).

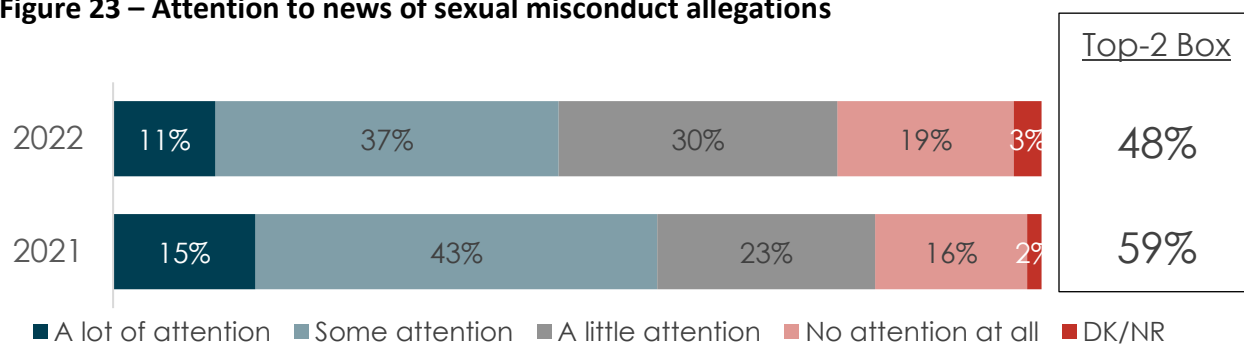
Misconduct allegations

Online respondents were given the option to either respond to or skip a series of questions related to sexual misconduct allegations brought forward in the CAF. The results presented in this section are based on the 934 (out of 1,001) online respondents who felt comfortable proceeding with the misconduct questions.

In 2022, nearly half of online respondents reported paying at least some attention to news of alleged sexual misconduct in the CAF over the previous few months (48%). More than one in ten respondents reported paying a lot of attention (11%). On the other hand, 19% had paid no attention at all to that news.

The percentages of respondents paying attention to this news are lower than in 2021, with the percentage who paid at least some attention falling from 59% to 48%.

Figure 23 – Attention to news of sexual misconduct allegations



Q28. How much attention have you paid over the past few months to news about alleged sexual misconduct in the Canadian Armed Forces? [TELEPHONE: READ ANSWER CATEGORIES]. Base: Online respondents, 2022, n=934.

Key segments

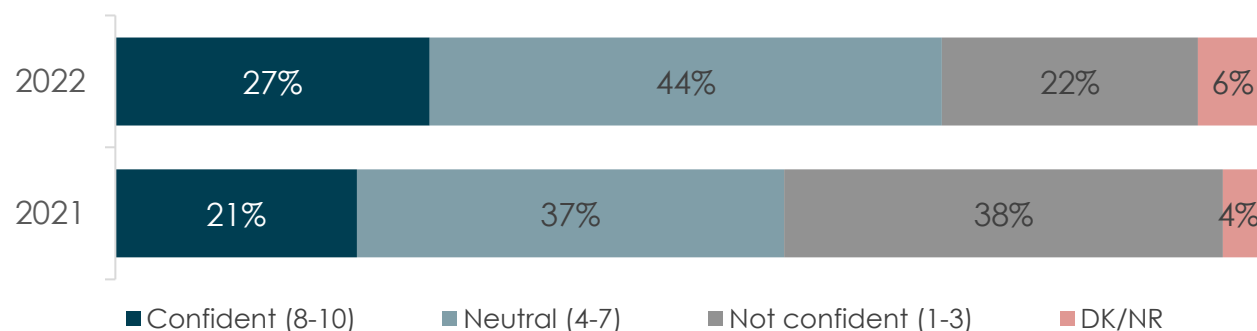
The following segments tended to have paid at least some attention to the allegations compared to their respective counterparts:

- Those 55 years or older compared to respondents 54 years or younger (69% vs. 36%).
- Respondents who had a family member serving in the CAF compared to those who did not (68% vs. 45%).
- Respondents living in Quebec (60%) compared to those living in Atlantic Canada (46%), British Columbia (46%), Ontario (44%) and Manitoba or Saskatchewan (40%).
- Men compared to women (54% vs. 43%).

Respondents were then asked to rate the extent to which they were confident that the CAF would deal with misconduct allegations appropriately (on a scale from 1 to 10, where 1 means not at all confident and 10 means extremely confident).

More than one quarter of respondents (27%) were confident (scores of 8 to 10) that the CAF would handle the allegations appropriately, while more than two in five (44%) were neutral (scores of 4 to 7). Conversely, 22% were not confident (scores of 1 to 3). Confidence that the CAF would appropriately address misconduct allegations was higher than in 2021, rising from 21% to 27%.

Figure 24 – Level of confidence: the CAF will appropriately address misconduct allegations



Q29. How confident are you that the Canadian Armed Forces will deal with misconduct 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: Online respondents, 2022, n=934.

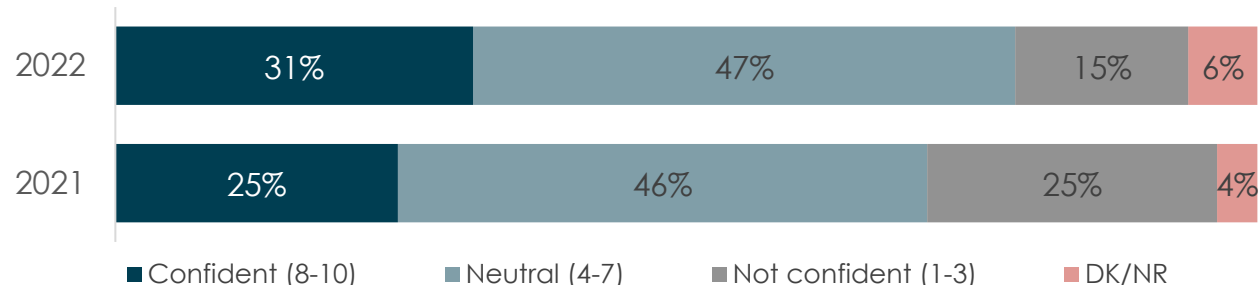
Key segments

The following segments tended to have more confidence in the CAF compared to their respective counterparts:

- Respondents who were at least somewhat familiar with the CAF compared to those who were not familiar (37% vs. 21% respectively).
- Those who reported paying at least some attention to the allegations compared to those paying little or no attention (34% vs. 21% respectively).
- Respondents with a college education compared to those with a university education (33% vs. 24% respectively).
- Men compared to women (32% vs. 23% respectively).

Using the same confidence scale, respondents were asked to rate their confidence in the ability of the CAF to make positive changes in the future. Nearly one third of respondents (31%) were confident (scores of 8 to 10) that the CAF would move toward a more positive culture, while 47% were neutral (scores of 4 to 7) and 15% were not confident (scores of 1 to 3). Confidence in the ability to make positive changes was higher than in 2021, increasing from 25% to 31%.

Figure 25 – Level of confidence: the CAF’s culture will make positive changes



Q30. How confident do you feel that the Canadian Armed Forces culture will make positive changes in the future? Please rate your answer on a scale of 1 to 10, where “1” means you are not at all confident that positive change will happen and “10” means you are extremely confident that positive change will happen. Base: Online respondents, 2022, n=934.

Key segments

The following segments tended to have more confidence in the CAF compared to their respective counterparts:

- Respondents 65 or older (44%) compared to those 18 to 34 and those 45 to 64 (27% for both).
- Those living in Alberta compared to those living in British Columbia (40% vs. 22%).
- Respondents who were at least somewhat familiar with the CAF compared to those who were not familiar (40% vs. 26%).
- Respondents with a college education compared to those with a university education (39% vs. 27%).
- Those who reported paying at least some attention to the allegations compared to those who had paid little or no attention (36% vs. 28%).

Respondent profile

The following tables detail the demographic composition of the overall survey sample across both modes of data collection.

Figure 26 – Gender

Gender	Unweighted	Weighted
Male	51%	48%
Female	49%	51%
Transgender	<1%	<1%
Prefer not to answer	<1%	<1%

Q1. What is your gender? Base: All respondents, 2022, n=2,001.

Figure 27 – Age

Age	Unweighted	Weighted
18-24	8%	10%
25-34	15%	17%
35-44	16%	17%
45-54	17%	16%
55-64	18%	18%
65+	26%	24%

Q2A. In what year were you born? / Q2B. In which age group do you belong? Base: All respondents, 2022, n=2,001.

Figure 28 – Region

Region	Unweighted	Weighted
British Columbia	13%	14%
Alberta	11%	11%
Saskatchewan	4%	3%
Manitoba	6%	4%
Ontario	33%	39%
Quebec	23%	23%
New Brunswick	4%	2%
Nova Scotia	4%	3%
Prince Edward Island	<1%	<1%
Newfoundland and Labrador	2%	1%
Northwest Territories	<1%	<1%
Yukon	<1%	<1%
Nunavut	<1%	<1%

Q3. Which province or territory do you live in? Base: All respondents, 2022, n=2,001.

Figure 29 – Education

Education	Unweighted	Weighted
Grade 8 or less	1%	1%
Some high school	4%	4%
High school diploma or equivalent	16%	16%
Registered Apprenticeship or other trades certificate or diploma	5%	5%
College, CEGEP or other non-university certificate or diploma	22%	22%
University certificate or diploma below bachelor's level	7%	7%
Bachelor's degree	27%	28%
Postgraduate degree above bachelor's level	15%	15%
Currently a student	2%	2%
Prefer not to answer	1%	1%

Q31. What is the highest level of formal education that you have completed? [READ/SHOW LIST.] Base: All respondents, 2022, n=2,001.

Figure 30 – CAF employee status

Current or Former Employee	Unweighted	Weighted
Yes	20%	19%
No	79%	80%
Don't know / Prefer not to answer	1%	1%

Q32. 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? Base: All respondents, 2022, n=2,001.

Figure 31 – Race

Race	Unweighted	Weighted
White	76%	74%
Indigenous	4%	4%
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	4%	4%
Chinese	3%	4%
Black	3%	4%
Filipino	1%	1%
Latin American	1%	2%
Arab	<1%	1%
Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian, etc.)	1%	2%
West Asian (e.g., Iranian, Afghan, etc.)	1%	1%
Korean	<1%	<1%
Japanese	<1%	<1%
Canadian	2%	2%
European	1%	1%
Other	1%	1%
Don't know / Prefer not to answer	2%	2%

Q33. Are you an Indigenous person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)? / Q34. **[IF NOT INDIGENOUS]** Are you ...? Base: All respondents, 2022, n=2,001.

Figure 32 – Household income

Household income	Unweighted	Weighted
Under \$20,000	6%	6%
\$20,000 to just under \$40,000	12%	11%
\$40,000 to just under \$60,000	14%	14%
\$60,000 to just under \$80,000	14%	14%
\$80,000 to just under \$100,000	12%	12%
\$100,000 to just under \$150,000	17%	18%
\$150,000 or more	15%	15%
Don't know / Prefer not to answer	10%	10%

Q35. Which of the following categories best describes your total household income? That is, the total of all persons in your household combined, before taxes. Base: All respondents, 2022, n=2,001.

Figure 33 – Survey completion mode

Completion mode	Unweighted	Weighted
Dual	23%	22%
Cell only	23%	24%
Landline only	4%	4%
Online	50%	50%

Q36. [ASK CELL SAMPLE] In addition to your cellular telephone, does your household currently have a traditional telephone or landline? Base: Cellphone respondents, 2022, n=661. / Q37. [ASK LANDLINE SAMPLE] In addition to your residential landline telephone, do you or someone else in your household also use one or more cellphone numbers? Base: Landline respondents, 2022, n=339.

Figure 34 – Community

Community	Unweighted	Weighted
Urban	44%	45%
Suburban	33%	34%
Rural	20%	18%
Remote	2%	2%
Don't know/Prefer not to answer	1%	1%

Q38. Would you describe the community you live in as... Base: All respondents, 2022, n=2,001.

Methodology

Summary: The study consisted of two phases of research: first a series of online focus groups, followed by a national telephone and online survey with Canadian households.

Quorus was responsible for coordinating all aspects of the research project, including designing and translating the research instruments; coordinating all aspects of participant recruitment and related logistics; collecting the data; and delivering the required reports. The research approach is outlined in greater detail below.

Qualitative research

The qualitative research methodology consisted of 10 online focus groups with Canadians aged 18 to 65. The online focus groups represented different regions across the country:

- Toronto and surrounding areas.
- Moncton and surrounding areas.
- Winnipeg and surrounding areas.
- Montreal and surrounding areas.
- Vancouver and surrounding areas.

The focus groups were conducted online from September 8 to 15, 2022. The groups lasted an average of 90 minutes. Groups were segmented by age, with one group in each region for participants aged 18-34 and another for participants aged 35-65. Quorus was responsible for coordinating all aspects of the research project, including designing and translating the recruitment screener and the moderation guide, coordinating all aspects of participant recruitment, coordinating the online focus group platform and related logistics, moderating all sessions, and delivering the required reports at the end of data collection.

Across all focus groups, recruitment efforts aimed for a mix across age, gender, employment status, urban and rural populations, and education level, with some representation of visible minorities.

People invited to participate in the focus groups were recruited by telephone from the general public as well as from an opt-in database.

In the design of the recruitment screener, specific questions were inserted to clearly identify whether participants qualified for the research program and to ensure a good representation across demographic dimensions.

In addition to the general participant-profiling criteria noted above, additional screening was done to ensure quality respondents. Screening criteria included the following:

- No participant (nor anyone in their immediate family or household) may work in an occupation that has anything to do with the research topic area, in related government departments/agencies, nor in advertising, marketing research, public relations or the media (radio, television, newspaper, film/video production, etc.), nor may respondents themselves ever have worked in such occupations.
- No participants acquainted with each other may be knowingly recruited for the same study, unless they are in different sessions that are scheduled separately.
- No participant may be recruited who has attended a qualitative research session within the past six months.
- No participant may be recruited who has attended five or more qualitative research sessions in the past five years.
- No participant may be recruited who, in the past two years, has attended a qualitative research session on the same general topic as defined by the researcher/moderator.

Data collection consisted of online focus groups, each lasting 90 minutes. For each focus group, Quorus recruited 8 participants to achieve 6 to 8 participants per focus group.

All focus groups were held in the evenings on weekdays using the Zoom web conferencing platform, allowing the client team to observe the sessions in real time. The research team used the Zoom platform to host and record sessions (through microphones and webcams connected to the moderator's and participants' electronic devices, specifically, laptops and tablets), enabling client remote viewing. Recruited participants were offered an honorarium of \$100 for their participation.

The recruitment of focus group participants followed the screening, recruiting and privacy considerations as set out in the *Standards for the Conduct of Government of Canada Public Opinion Research—Qualitative Research*. Furthermore, recruitment respected the following requirements:

- All recruitment was conducted in the participant's official language of choice, English or French, as appropriate.
- Upon request, participants were informed of how they could access the research findings.
- Upon request, participants were provided with Quorus's privacy policy.
- Recruitment confirmed that each participant had the ability to speak, understand, read and write in the language in which the session was to be conducted.

- Participants were informed of their rights under the *Privacy Act* and the *Access to Information Act*, and Quorus ensured that those rights were protected throughout the research process. This process included informing participants of the purpose of the research, identifying both the sponsoring department or agency and the research supplier, informing participants that the study would be made available to the public six months after field completion through Library and Archives Canada, and informing participants that their participation in the study was voluntary and that the information provided would be administered according to the requirements set out in the *Privacy Act*.

At the recruitment stage and at the beginning of each focus group, participants were informed that the research was for the Government of Canada/DND and the CAF. Participants were informed that their session would be recorded and that Government of Canada/DND employees and CAF personnel would be observing it. Quorus ensured that prior consent was obtained at the recruitment stage.

In all, 10 online focus groups were conducted with 67 Canadians participating, as shown in Figure 35 below:

Figure 35 – Focus group logistics

Location	Language	Segment	Date and Time (EDT)	Participants
Moncton and surrounding areas	English	Young Adults (18-34)	September 8, 4:00 pm	5
		Adults (35-65)	September 8, 6:00 pm	8
Toronto and surrounding areas	English	Young Adults (18-34)	September 12, 5:00 pm	8
		Adults (35-65)	September 12, 7:00 pm	4
Montreal and surrounding areas	French	Young Adults (18-34)	September 13, 5:00 pm	6
		Adults (35-65)	September 13, 7:00 pm	7
Winnipeg and surrounding areas	English	Young Adults (18-34)	September 14, 6:00 pm	8
		Adults (35-65)	September 14, 8:00 pm	7
Vancouver and surrounding areas	English	Young Adults (18-34)	September 15, 8:00 pm	6
		Adults (35-65)	September 15, 10:00 pm	8
Total	-	-	-	67

Qualitative research disclaimer

Qualitative research seeks to develop insight and direction rather than quantitatively projectable measures. The purpose is not to generate “statistics” but to hear the full range of opinions on a topic, understand the language participants use, gauge degrees of passion and engagement, and leverage the power of the group to inspire ideas. Participants are encouraged to voice their opinions, whether or not those views are shared by others.

Due to the sample size, the special recruitment methods used, and the study objectives themselves, it is clearly understood that the work under discussion is exploratory in nature. The findings are not, nor were they intended to be, projectable to a larger population.

Specifically, it is inappropriate to suggest or infer that few (or many) real-world users would behave in a certain way simply because few (or many) participants behaved in this way during the sessions. That kind of projection is strictly the prerogative of quantitative research.

Quantitative research

The quantitative phase of the research project consisted of a survey with Canadian adults at least 18 years of age. Approximately half of the data was collected using an online panel of households, and the other half via a stratified random sample of Computer Assisted Telephone Interviewing (CATI) interviews which involved a blend of landline and cellphone numbers for a representative final sample.

For the purposes of this research, the two data collection methods helped assess the consistency of the tracking data previously collected through telephone interviews, while assessing the robustness of the online sample in order to evaluate the possibility of a full transition to an online-only approach in the future. Results and methodological considerations related to the online survey are discussed in greater detail later in this report in the section titled “Online survey considerations.”

Data collection took place from December 19, 2022, to January 15, 2023, and yielded 2,001 completed surveys.

- in total, 1,000 responses were completed over the telephone, resulting in a margin of error of +/- 3.1%.
- In total, 1,001 completions were obtained online. A margin of error could not be calculated for the online results, due to the use of a non-probability sample, i.e., respondents were selected only from among those who had registered to participate in online surveys through a panel.

The telephone survey response rate was 3.8%, and the online survey participation rate was approximately 80%.

The data have been weighted to reflect the demographic composition of the Canadian general population. All research work was conducted in accordance with the professional standards established by the Government of Canada Public Opinion Research Standards.

Questionnaire design

Quorus designed the survey instrument in English to ensure that the research objectives were addressed, the tracking questions were included, and the results obtained were comparable to those from previous years. Quorus collaborated with DND to design and finalize the questions and

finalize the overall survey instrument. Although the same questions were asked in both the telephone and online versions of the questionnaire, Quorus ensured that the former was worded for completion led by the interviewers, while the latter was worded for self-completion.

A pre-test was conducted in both official languages to assess the flow of the survey, comprehension of the questions, language, data integrity, and particularly the length of the survey.

Figure 36 – Pre-test totals

Pre-test details	English	French
Total sample	33	21
CATI	10	11
Online	23	10

Similar to previous public opinion research of this nature conducted by DND, the survey instruments consisted of mostly closed-ended questions. The CATI questionnaire had an average survey duration of 22 minutes, while the online version took roughly 15 minutes to complete.

As a result, a series of edits were made to the CATI questionnaire to reduce overall length to roughly 15 minutes, including a restructured split sample approach for questions involving the evaluation of 8 or more statements. The approach also involved limiting the open-ended questions to the online data collection mode. Results limited to the online sample are labelled throughout the report. Since question wording was not a strategy used to condense the telephone survey, all results from the pre-test for both online and telephone data collection modes were kept.

Respondents had the choice of completing the interview in English or French. Quorus was responsible for translating the questionnaires into French.

Respondents were informed of their rights under the *Privacy Act*, the *Personal Information Protection and Electronic Documents Act*, and the *Access to Information Act*, and those rights were protected throughout the research process. That process included informing respondents of the purpose of the research; identifying the sponsoring department or the Government of Canada as a whole; and informing them that their participation was voluntary.

Lastly, all research work was conducted in accordance with professional standards, the *Standards for the Conduct of Government of Canada Public Opinion Research—Online Surveys*, the *Standards*

for the Conduct of Government of Canada Public Opinion Research—Telephone Surveys, and the Standard on Web Accessibility.

Sampling

A telephone and online survey approach was used for this study for the following reasons:

1. It remained consistent with the previous waves of research, allowing comparison of results from wave to wave.
2. It allowed for a fair comparison of results from the online versus the telephone method, providing similar sample sizes and time frames, in order to assess the possibility of completely turning to an online survey for future waves.

To ensure comparability with previous research waves, soft quotas were used, including provincial distribution, a 50/50 gender split in each province, and ensuring that no specific age cohort was underrepresented. Respondents completing the telephone survey would be categorized based on phone ownership type, involving a combination of traditional wireline telephone numbers and a sub-quota of cellphone-only households.

Figure 37 – Provincial distribution

Province	Expected sample per data collection mode	Online distribution (2022-23)	Telephone distribution (2022-23)
Atlantic	100	100	100
Quebec	230	230	230
Ontario	330	331	330
Manitoba/Saskatchewan/Nunavut	100	100	100
Alberta/NWT	110	110	110
British Columbia/Yukon	130	130	130
TOTAL	1,000	1,001	1,000

An overlapping sampling approach was used for the telephone survey. In this approach, the cellphone sample is not screened for dual landline and cell users. If a respondent used a cellphone, they were included in the sample, whether or not they also had a landline. While the overlapping sampling method does not explicitly screen dual-user households, it naturally reaches both cellphone-only residents and those living in households with both a cellphone and a landline.

For consistency with previous waves, approximately two thirds of all the telephone interviews were to be completed with cellphone numbers to appropriately correct for the shortcomings of a landline-only sampling approach. As such, approximately 650 telephone interviews were targeted with respondents via their cellphones.

Figure 38 – Survey mode distribution

Survey mode	Expected sample per data collection mode	Sample distribution (2022-23)
Online survey	1000	1,001
Telephone survey	1000	1,000
Landline	350	350
Cellphone	650	650
TOTAL	2,000	2,001

Administration

Once the final questionnaires and their translations were approved by DND, our data collection partners programmed the surveys for computer-based telephone data collection and for online data collection.

The surveys were programmed in both English and French. Respondents were formally invited to complete the survey in the official language of their choice. As well, at any point when completing the questionnaire, respondents had the option to change the questionnaire language to the other official language. Assistance in completing the survey was available from bilingual staff, as required.

Respondents were able to verify the legitimacy of the survey by contacting representatives of Quorus and/or DND, or via an email inquiry to the Canadian Research Insights Council.

Each programmed survey was tested to ensure that question order and skip patterns were properly implemented. Testing included Quorus researchers receiving the invitation via email just as a respondent would, to ensure accuracy of delivery, text, links and so on. DND staff were also provided with the pre-test link, and thus client feedback also was incorporated prior to the launch of the survey.

Participation

The rates below were derived using the principal elements of the formula recommended by the Public Opinion Research Directorate of the Government of Canada:

Figure 39 – Telephone survey response rate

A. Total numbers attempted	74,448
Total invalid numbers	46,047
B. Total unresolved numbers (U)	18,645
No answer / answering machine	18,645
C. In-scope non-responding units (IS)	8,664
Language barrier	261
Incapable of completing (ill/deceased)	107
Callback (respondent not available)	1,592
Refusal	6,511
Termination	193
D. Responding units (R)	1,092
Quota full / not completed	30
Completed interviews	1,000
NQ – Age	15
NQ – Employment/Industry	42
NQ – Refused Province	5
Rounded response rate: $R \div (U + IS + R) = 1,092 \div (18,645 + 8,664 + 1,092)$	3.84
Incidence	91.57

Figure 40 – Online panel participation rate

Total click-throughs (C)	1,308
Invalid cases (T)	0
Terminations	72
Responding units (R)	1,045
Completed surveys disqualified after the quota was filled	45
Completed surveys	1,001
Participation rate = $T + R / C$ (0 + 1,045 / 1,308)	80%

Representation

For the telephone survey, the margin of error provides a reflection of the sampling error and is presented in Figure 41 below:

Figure 41 – Telephone survey margin of error

Region	Completions	Margin of error
Atlantic Canada	100	± 9.8%
Quebec	230	± 6.5%
Ontario/Nunavut	330	± 5.4%
Prairies/NWT	210	± 6.8%
BC/Yukon	130	± 8.6%
Total	1,000	± 3.1%

Given that this telephone survey methodology entailed a probability sampling, the data collected can be extrapolated to the Canadian general public adult population 18 years of age or older, within the limitations of the attendant margins of error and the confidence interval.

A margin of error could not be calculated for the online results due to the use of a non-probability sample, as respondents were selected only from among those who had registered to participate in online surveys through a panel.

The data collected cannot be extrapolated to the overall population of Canadians. Further description of the non-probability sampling approach, including quotas and web panels, can be found here: <https://www150.statcan.gc.ca/n1/edu/power-pouvoir/ch13/nonprob/5214898-eng.htm>.

Weighting

After data collection was completed, distributions were verified and the data was appropriately weighted to ensure that the final distributions within the final sample mirror those of the Canadian population 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.

Figure 42 – Regional distribution

Region	Unweighted Sample	Weighted Sample
Atlantic	200	131
Quebec	460	461
Ontario/Nunavut	663	775
Manitoba/Saskatchewan	198	128
Alberta/Northwest Territories	220	224
British Columbia/Yukon	260	280

Figure 43 – Gender distribution

Gender	Unweighted Sample	Weighted Sample
Female	975	1,027
Male	1,016	964

Figure 44 – Age distribution

Age	Unweighted Sample	Weighted Sample
18-24	169	199
25-34	293	333
35-44	317	331
45-54	341	315
55-64	353	351
65+	528	473

Non-response bias considerations

Any survey that is conducted is potentially subject to bias or error. When a survey is conducted with a sample of the population, there are two general classes of bias or error: sampling error, which is quantifiable, and non-sampling error, which is typically not quantifiable. Sampling error arises from the fact that interviews are conducted with only a subset of the population, and thus it is possible that the results obtained from this group of respondents is not reflective of the population as a whole. In contrast, non-sampling error encompasses a number of different types of errors including coverage error, measurement error, non-response error and processing error. Sampling error cannot be measured for the results of the online survey, given that the contact records utilized in the data collection process were derived from an online panel of the target audience, which is to say, a non-probability sample source. However, targets were set to ensure robust geographic representation from across the country.

With respect to non-sampling error, a number of steps were taken to minimize bias. Both surveys utilized survey programming technology to ensure that proper survey skip patterns were followed and to minimize errors due to data entry and data capture. The French and English survey instruments themselves were pre-tested with a small sample of respondents to ensure that the survey material was easily understood by respondents and that the resulting data were being captured properly. Interviewers were also trained and supervised for the telephone survey.

In terms of coverage, the telephone survey was conducted from a random sampling of a robust sample frame of landline and cellular numbers. Quotas were established for demographic groups traditionally regarded as central in quantitative survey research: in this instance, region/province with soft quotas for gender and age.

The online survey was conducted with an online panel of the target audience, based on a randomized sampling of panel records for the target audience drawn from a reputable commercially available online general public panel.

The final data set was statistically weighted to closely match the true distribution of these dimensions as reflected in the 2021 Statistics Canada census. The statistical weights implemented were relatively small, given that the data collected already closely matched the actual distribution of adult Canadians along these demographic dimensions.

Appendices

Appendix A: Screener

Specifications

- Recruit 8 participants per group, for 6 to 8 to show.
- Groups are 90 minutes in length.
- Participants to be paid \$100.
- Efforts will be made to recruit women, visible minorities, and Indigenous participants for representation within the groups.
- Within each session, efforts will be made to ensure a mix in terms of age, household income and education.
- 10 online focus groups with participants at least 18 years of age, from five regions across Canada:
 - Toronto and surrounding areas (English).
 - Moncton and surrounding areas (English).
 - Winnipeg and surrounding areas (English).
 - Montreal and surrounding areas (French).
 - Vancouver and surrounding areas (English).
- All respondents must have been living in the specified market area for at least the past two years, and they qualify only if they live within a 100-km radius of one of these cities.
- 2 online groups will be held with participants in each region, split into the following two segments:
 - **Young Adults:** Canadians aged 18 to 34.
 - **Adults:** Canadians aged 35 to 65.

All times have been converted to the local time zone unless specified otherwise.

Group 1 Moncton and surrounding areas September 8 5:00 pm ADT Young Adults	Group 2 Moncton and surrounding areas September 8 7:00 pm ADT Adults	Group 3 Toronto and surrounding areas September 12 5:00 pm EDT Young Adults	Group 4 Toronto and surrounding areas September 12 7:00 pm EDT Adults	Group 5 Montreal and surrounding areas – FRENCH September 13 5:00 pm EDT Young Adults
Group 6 Montreal and surrounding areas – FRENCH September 13 7:00 pm EDT Adults	Group 7 Winnipeg and surrounding areas September 14 5:00 pm CDT Young Adults	Group 8 Winnipeg and surrounding areas September 14 7:00 pm CDT Adults	Group 9 Vancouver and surrounding areas September 15 5:00 pm PDT Young Adults	Group 10 Vancouver and surrounding areas September 15 7:00 pm PDT Adults

Questionnaire

A. Introduction

Hello/Bonjour, my name is [NAME] and I am with Quorus Consulting Group, a national public opinion research company. We're planning a series of online discussion groups on behalf of the Government of Canada with people in your area. Would you prefer to continue in English or French? / Préférez-vous continuer en anglais ou en français?

[INTERVIEWER NOTE 1 : FOR ENGLISH GROUPS, IF PARTICIPANT WOULD PREFER TO CONTINUE IN FRENCH, PLEASE RESPOND WITH, « Malheureusement, nous recherchons des gens qui parlent anglais pour participer à ces groupes de discussion. Nous vous remercions de votre intérêt.» FOR FRENCH GROUPS, IF PARTICIPANT WOULD PREFER TO CONTINUE IN ENGLISH, PLEASE RESPOND WITH, “Unfortunately, we are looking for people who speak French to participate in this discussion group. We thank you for your interest.”]

[INTERVIEWER NOTE 2: IF SOMEONE IS ASKING TO PARTICIPATE IN FRENCH/ENGLISH BUT NO GROUP IN THIS LANGUAGE IS AVAILABLE IN THIS AREA, TALK TO YOUR SUPERVISOR. EFFORTS WILL BE MADE TO INCLUDE THEM IN A GROUP IN THEIR PREFERRED LANGUAGE IN THE NEAREST TIME ZONE TO WHERE THEY LIVE. ONE-ON-ONE INTERVIEWS CAN ALSO BE ACCOMMODATED AS THE NEED ARISES.]

As I was saying – we are planning a series of online discussion groups on issues of importance on behalf of the Government of Canada with people in your area. The groups will last up to 90 minutes (one and a half hours) and people who take part will receive a cash gift to thank them for their time.

Participation is completely voluntary. We are interested in your opinions. No attempt will be made to sell you anything or change your point of view. The format is a group discussion held using an online web conferencing platform similar to Zoom, led by a research professional with about six to eight other participants invited the same way you are being invited. The use of a computer, a tablet or a smartphone in a quiet room is necessary for participation. All opinions will remain anonymous and will be used for research purposes only in accordance with laws designed to protect your privacy.

[INTERVIEWER NOTE: IF ASKED ABOUT PRIVACY LAWS, SAY: “The information collected through the research is subject to the provisions of the *Privacy Act*, legislation of the Government of Canada, and to the provisions of relevant provincial privacy legislation.”]

1. Before we invite anyone to attend, we need to ask you a few questions to ensure that we get a good mix of people in each of the groups. This will take 5 minutes. May I continue?

Yes	1	CONTINUE
No	2	THANK/DISCONTINUE

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.

B. Qualification

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

	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

What is your gender identity? [If you do not feel comfortable disclosing, you do not need to do so]
[DO NOT READ LIST]

- Woman 1
- Man 2
- Gender diverse (optional to specify: _____) 3
- Prefer not to say 9

AIM FOR 50/50 SPLIT OF WOMEN AND MEN, WHILE RECRUITING OTHER GENDER IDENTITIES AS THEY FALL

3. We are looking to include people of various ages in the group discussion. May I have your age please?
RECORD AGE: _____

AGE	GROUP	RECRUITMENT SPECIFICATIONS
18-34	Young Adults	Recruit a range of ages within this group Groups: 1, 3, 5, 7, 9
35-65	Adults	Recruit a range of ages within this group Groups: 2, 4, 6, 8, 10
66+		THANK AND TERMINATE

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

- Moncton, NB 1 Groups: 1, 2
- Montreal, QC 2 Groups: 5, 6
- Toronto, ON 3 Groups: 3, 4
- Winnipeg, MB 4 Groups: 7, 8
- Vancouver, BC 5 Groups: 9, 10
- None of the above 9 **THANK AND TERMINATE**

5. Have you lived in or within 100 km of this city for at least the last 2 years?

- Yes 1
- No 2 **THANK AND TERMINATE**

6. We want to make sure we speak to a diversity of people. Do you identify as any of the following?

- | | |
|--|---|
| An Indigenous person (First Nations, Inuit or Métis) | 1 |
| A member of an ethnocultural or a visible minority group other than an Indigenous person | 2 |
| None of the above | 3 |

RECRUIT MEMBERS OF VISIBLE MINORITIES IN EACH GROUP

7. [ASK ONLY IF Q7=2] What is your ethnic background? **RECORD**

ENSURE GOOD MIX

RECORD ETHNICITY: _____

8. Which of the following best describes your current employment status?

ENSURE GOOD MIX

- | | |
|-------------------------------|----|
| Full Time (35 hrs. +) | 1 |
| Part Time (under 35 hrs.) | 2 |
| Self-employed | 3 |
| Homemaker | 4 |
| Retired | 5 |
| Unemployed / Looking for work | 6 |
| Student – not working | 7 |
| Other/ Unable to work | 8 |
| Prefer not to say | 99 |

9. 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
Prefer not to say		9

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

ENSURE GOOD MIX

In the process of completing high school	1	
Completed high school		2
Currently in college		3
Graduated from college		4
Currently in university		5
Graduated from university	6	
Prefer not to say		9

11. Have you ever attended a discussion group or taken part in an interview on any topic that was arranged in advance and for which you received money for participating?

Yes	1	
No	2	GO TO Q16

12. When did you last attend one of these discussion groups or interviews?

Within the last 6 months	1	THANK & TERMINATE
Over 6 months ago		2

13. Thinking about the groups or interviews that you have taken part in, what were the main topics discussed?

RECORD: _____

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

14. How many discussion groups or interviews have you attended in the past 5 years?

Fewer than 5 1

Five or more 2 **THANK & TERMINATE**

15. Participants in group discussions are asked to voice their opinions and thoughts, how comfortable are you in voicing your opinions in an online group discussion with others your age? Are you... **READ OPTIONS**

Very comfortable 1 **MIN 4 PER GROUP**

Fairly comfortable 2

Not very comfortable 3 **THANK & TERMINATE**

Very uncomfortable 4 **THANK & TERMINATE**

16. Do you have access to a stable internet connection, capable of sustaining a 90-minute online video conference?

Yes 1

No 2 **THANK & TERMINATE**

17. Participants will be asked to provide their answers through an online web conferencing platform using a computer, a tablet or a smartphone in a quiet room. If you need glasses to read or a device for hearing, please remember to wear them. Is there any reason why you could not participate? (No access to computer, tablet or smartphone, internet, etc.)

Yes 1

No 2 **SKIP TO INVITATION**

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

Yes	1	ASK Q20
No	2	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE

19. What specifically? [OPEN END]

INTERVIEWER TO NOTE FOR POTENTIAL ONE-ON-ONE INTERVIEW

RECRUITER NOTE: WHEN TERMINATING AN INTERVIEW, SAY: “Thank you very much for your cooperation. We are unable to invite you to participate because we have enough participants who have a similar profile to yours.”

C. INVITATION TO PARTICIPATE

20. I would like to invite you to participate to the online focus group session scheduled for residents in your region. The discussion will be led by a researcher from the national public opinion research firm, Quorus Consulting. The group will be hosted using an online web conferencing platform, taking place on [DAY OF WEEK], [DATE], at [TIME]. It will last 90 minutes (one and a half hours). People who attend will receive \$100 to thank them for their time.

Would you be interested in taking part in this study?

Yes	1	
No	2	THANK & 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

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.

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

P2a) It is necessary for the research process for us to record the session as the researchers need this material to complete the report.

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 directly involved in this research project may also be online to observe the groups.

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

Yes 1 **THANK & GO TO FINAL INVITATION**
No 2

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 FINAL INVITATION
No	2	THANK & TERMINATE

FINAL INVITATION

To conduct the session, we will be using a screen-sharing application called Zoom. **We will need to send you by email the instructions to connect.**

We recommend that you click on the link we will send you a few days prior to your session to make sure you can access the online meeting that has been setup and repeat these steps at least 10 to 15 minutes prior to your session.

As we are only inviting a small number of people to attend, your participation is very important to us. If for some reason you are unable to attend, **you cannot send someone to participate on your behalf** - please call us so that we can get someone to replace you. You can reach us at **[INSERT NUMBER]** at our office. Please ask for **[INSERT NAME]**.

So that we can contact you to remind you about the focus group or in case there are any changes, can you please confirm your name and contact information for me? **[READ INFO AND CHANGE AS NECESSARY.]**

First name _____

Last Name _____

Email _____

Day time phone number _____

Night time phone number _____

Thank you!

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

Appendix B: Moderation guide

Introduction to procedures (10 minutes)

Thank you all for joining this online focus group!

- Introduce moderator/firm and welcome participants to the focus group.
 - Thanks for attending.
 - My name is [INSERT MODERATOR NAME] and I work with Quorus Consulting. 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.
 - The discussion will last approximately 90 minutes.
 - If you have a cellphone or other electronic device, please turn it off.
- Describe focus group.
 - A discussion group is a "round table" discussion. We will also be asking you to answer survey questions from time to time to help guide the discussion.
 - My job is to facilitate the discussion, keeping us on topic and on time.
 - Your job is to offer your opinions on the topics and questions I'll bring up tonight/today. Your honest opinion is valued.
 - There are no right or wrong answers. This is not a knowledge test.
 - Everyone's opinion is important and should be respected.
 - We want you to speak up even if you feel your opinion might be different from others'. Your opinion may reflect that of other Canadians.
 - To participate in this session, please make sure your webcam and your microphone are on and that you can hear me clearly. If you are not speaking, I would encourage you to mute your line to keep background noise to a minimum ... just remember to remove yourself from mute when you want to speak!
 - I will be sharing my screen to show you some things.
 - We will be making regular use of the chat function. [MODERATOR EXPLAINS HOW TO ACCESS THE ZOOM CHAT FEATURE DEPENDING ON THE DEVICE THE PARTICIPANT IS USING.] Let's do a quick test right now – please open the chat window and send the group a short message (e.g., "Hello everyone"). If you have an answer to a question and I don't get to ask you specifically, please type your response in there. We will be reviewing all chat comments at the completion of this project.

● Explanations.

- Please note that anything you say during these groups will be held in the strictest confidence. We do not attribute comments to specific people. Our report summarizes the findings from the groups but does not mention anyone by name. Please do not provide any identifiable information about yourself.
 - The final report for this session, and others, can be accessed through the Library of Parliament or the Library and Archives Canada website.
 - Your responses will in no way affect your dealings with the Government of Canada.
 - The session is being audio-video recorded for report writing purposes and to verify feedback.
 - Some of my colleagues from DND who are involved in this project are watching this session. This is only so that they can hear the comments first-hand.
- Please note that I am not an employee of the Government of Canada and I may not be able to answer questions about what we will be discussing. If questions do come up over the course of the group, we will try to get answers for you before we wrap up the session.

Any questions?

INTRODUCTIONS: Let's go around – please tell us your name and a little bit about yourself, such as where you live, who lives with you, what you do for a living or perhaps what you like to do in your spare time.

Warm-up and context setting (5 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.”

- 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?

Awareness, impressions and perceptions of the CAF (20 min)

- 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?
- 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?
- 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?

- In your opinion, what is the primary or main role of the Canadian Armed Forces? Why do you say that?
 - Do they perform combat, play a supportive role (for example: during natural disasters) or play peacekeeping roles?
 - Do you support them performing combat, providing support and playing a peacekeeping role? Why or why not?

Domestic focus (15 min)

- To the best of your knowledge, does the Canadian Armed Forces play a role **domestically** here in Canada? What roles do they play domestically?
- **[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 or perhaps play a bigger role? Which one(s)? Why?
 - Is there a role that should be added to the list?
- Do you have a sense as to how well or poorly they have performed these roles in the past? 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?
- **[DISPLAY ON SCREEN]** Since March 2020, personnel from the Canadian Armed Forces...
 - were sent to long-term care homes,
 - directly supported northern and remote communities,

- assisted the Public Health Agency of Canada in managing and distributing personal protective equipment, and
- helped Public Health Ontario with contact-tracing efforts.
- 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?

International focus (15 min)

- To the best of your knowledge, does the Canadian Armed Forces play a role **internationally**? What roles do they play internationally?
 - **[IF UKRAINE IS RAISED BY THE GROUP, PROBE AND KEEP AT HIGH LEVEL OF DISCUSSION]**
What have you heard about Ukraine?

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.

- How important is it that the Canadian Armed Forces play these roles **internationally**? Why?
- 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 are addressing these threats? Why do you say that?
 - What role *should they be playing* to address or mitigate these threats?
- At this time, where in the world do you think the Canadian Armed Forces should be most involved? Why?

- At this time, where in the world do you think the Canadian Armed Forces should be less involved? Why?
- How important is it for the Canadian Armed Forces to work with our allies and share responsibilities on the international stage? What makes this collaboration important?

For instance, when you think of Canada's efforts through the UN, NATO, NORAD...

- Do you see any benefits to those collaborations? **IF NEEDED:** For example, is there a benefit to 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)

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

Media attention around the CAF (13 min)

[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 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/recommending] the Canadian Armed Forces?

AS APPLICABLE: [Some of you have talked about / These next questions will focus on the topic of the misconduct allegations. I have a few final questions about this topic, and 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 if you feel that help would be useful to you in any way, Crisis Services Canada is available to assist all Canadians at 1-833-456-4566.

- **[HANDS UP]** Has anyone heard anything *recently* about the allegations of misconduct brought forth in the Canadian Armed Forces?

- How confident are you that the Canadian Armed Forces will deal with these allegations appropriately? Why do you feel that way?

- What do you need to see or hear to feel confident that the CAF is handling allegations of sexual misconduct 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?

Conclusion (2 min)

[MODERATOR TO REQUEST THAT ADDITIONAL QUESTIONS BE 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.

Appendix C: Survey instrument

DND CAF annual tracking survey 2022–23

Telephone survey introduction

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

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

Your participation in this survey is voluntary. Please be assured that your responses are confidential and will not be reported individually nor attributed to you personally. The information provided will be managed according to the requirements of the *Privacy Act*, the *Access to Information Act*, and any other pertinent legislation.

The survey is registered with the Canadian Research Insights Council through their Research Verification Service. May I continue?

Yes	1
No [THANK AND TERMINATE]	2

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

Landline	1
Cellphone	2
Don't know/Refused [THANK AND TERMINATE]	9

For your safety, are you currently driving?

Yes [SCHEDULE CALLBACK]	1
No	2
Don't know/Refused [THANK AND TERMINATE]	9

Online landing page

Welcome and thank you for your participation in this study. Quorus Consulting 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. The information provided will be managed according to the requirements of the *Privacy Act*, the *Access to Information Act*, and any other pertinent legislation. The survey is registered with the Canadian Research Insights Council through their Research Verification Service. Do you wish to continue?

Yes	1
No [TERMINATE]	2

[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)	77
Prefer not to say	99

2A. In what year were you born?

[INSERT YEAR. IF YOUNGER THAN 18 YEARS, TERMINATE]

[IF PREFER NOT TO SAY, ASK Q2B]

2B. In which age group do you belong?

18 to 24	1
25 to 34	2
35 to 44	3
45 to 54	4
55 to 64	5
65 or older	6
Prefer not to say [DO NOT READ. THANK & TERMINATE.]	9

3. Which province or territory do you live in?

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

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

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

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

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

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

Section 2: Overall impressions of the Canadian Armed Forces

5. Many of the topics we will be covering are related to the Canadian military and defence issues. Have you recently seen, read or heard anything about the Canadian Armed Forces?

Yes	1
No [SKIP TO Q7]	2
[DO NOT READ] Don't know / Prefer not to answer [SKIP TO Q7.]	9

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

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

7. 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

8. **[ONLINE ONLY]** 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

9. 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

10. 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

11. And using the same scale, how familiar would you say you are with each of the following environments of the Canadian Armed Forces? **[REPEAT LIST ONLY IF NEEDED / SHOW LIST.]**

- a) The Canadian Army
- b) The Royal Canadian Navy (RCN)
- c) The Royal Canadian Air Force (RCAF)

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

12. And how familiar would you say you are with each of the following parts of the Canadian Armed Forces? **[TELEPHONE ONLY]** Would you say...? **[RANDOMIZE. REPEAT LIST ONLY IF NEEDED /SHOW LIST.]**

- a) The Regular Force (Army, Navy, Air Force)
- b) The Reserves (Army, Navy, Air Force)
- c) The Rangers
- d) Health Services
- e) The Canadian Special Operations Forces Command

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

13. 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

14. Generally speaking, when it comes to looking after active 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? Please keep in mind we are asking about active personnel in this question, not veterans.

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

15. To what extent do you agree or disagree with each of the following statements? **[ONLINE: RANDOMIZE & SHOW LIST.] [TELEPHONE: SPLIT SAMPLE – a,b,c,d,e / f,g,h,i,j & READ LIST.]**

- a) I could see myself joining the Canadian Armed Forces.
- b) The membership of the Canadian Armed Forces seems just as diverse as the Canadian population.
- c) The Canadian Armed Forces is as good a career choice for women as it is for men.
- d) I think that the Canadian Armed Forces workplace environment is respectful of women.
- e) Systemic racism in the Canadian Armed Forces is something I am concerned about.
- f) Racist or hateful attitudes or behaviours are not tolerated in the Canadian Armed Forces.
- g) The Canadian Armed Forces does a good job of addressing misconduct such as racist, sexist or hateful conduct.
- h) The Canadian Armed Forces is as good a career choice for people in the LGBTQ2+ community as it is for anyone else.
- i) The Canadian Armed Forces is as good a career choice for visible minorities as it is for anyone else.
- j) 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

16. 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

17. 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

18. 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.

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

19. **[ONLINE ONLY]** 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
Natural disasters / climate change	2
Arctic sovereignty	3
Refugees	4
United States / Canada's proximity to the U.S*	5
Cyber-security	6
The COVID-19 pandemic / Global pandemics	7
Other [SPECIFY]	77
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.**

20. 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

21. Do you feel that Canada's military is underfunded, overfunded or receives about the right amount of funding?

Underfunded	3
Receives about the right amount of funding	2
Overfunded	1
[TELEPHONE: DO NOT READ] Don't know / Prefer not to answer	9

22. 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.]**

- a) The Canadian Armed Forces is good at planning its future equipment needs.
- b) The Canadian Armed Forces has the equipment it needs to do its job.
- c) Purchases of military equipment by the Canadian Armed Forces tend to be well managed.
- d) 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

23. 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 and “5” means strongly agree. How about ...?

[TELEPHONE: SPLIT SAMPLE – a,b,c,d / e,f,g,h – ACCEPT “NEITHER” IF VOLUNTEERED] [ONLINE: RANDOMIZE LIST, SHOW ALL ANSWER CATEGORIES.]

- a) Combat roles in support of the United Nations and NATO* missions
- b) Non-combat support roles in support of the United Nations and NATO* missions. This could include things like medical assistance, communications and logistical support, or transportation
- c) Peace support operations
- d) Disaster relief or humanitarian aid in response to a request for help from another country
- e) Training the militaries or police forces of other countries
- f) Missions that target drug, weapons, or other illegal trafficking activities in international waters
- g) Using satellites in space to monitor territory, gather intelligence and/or identify targets
- h) 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 April 4, 1949. If asked, the United Nations is an intergovernmental organization that promotes international cooperation.**

24. Please rate the extent to which you agree or disagree with the following statement: I believe that Canada's membership in international organizations, such as NATO and NORAD, is important for Canadian security. **[TELEPHONE: READ, ACCEPT "NEITHER" IF VOLUNTEERED.]** Is that strongly agree/disagree or somewhat agree/disagree?

[ONLINE: SHOW ALL ANSWER CATEGORIES.]

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

25. 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 and 5 means very important. How about...? **[TELEPHONE: SPLIT SAMPLE – a,b,c,d / e,f,g,h]** **[ONLINE : RANDOMIZE, SHOW LIST & ANSWER CATEGORIES.]**

- a) Responding to natural disasters, including catastrophic weather events such as floods, wildfires or ice storms
- b) Search and rescue
- c) Helping prevent illegal activity such as drug smuggling, human smuggling or illegal immigration
- d) Providing protection against terrorist threats
- e) Providing protection against cyber-security threats
- f) Patrolling the Arctic
- g) Delivering the Cadet and Junior Canadian Rangers programs for youth 12 to 18 years of age
- h) 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

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

- a) Overall, the Canadian Armed Forces is doing a good job performing its duties here in Canada
- b) The Canadian Armed Forces played a valuable role supporting Canada's response to the COVID-19 pandemic

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

27. **[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

[ONLINE ONLY] Section 6: Misconduct allegations

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

Are you comfortable to proceed with these questions?

Yes	1
No [SKIP TO Q31.]	2

28. How much attention have you paid over the past few months to news 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

29. How confident are you that the Canadian Armed Forces will deal with misconduct 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

30. How confident do you feel that the Canadian Armed Forces culture will make positive changes in the future? Please rate your answer on a scale of 1 to 10, where “1” means you are not at all confident that positive change will happen and “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 7: Demographics

The last few questions are for classification purposes only.

31. 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

32. 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

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

Yes [SKIP TO Q35]	1
No	2
[TELEPHONE: DO NOT READ] Don't know / Prefer not to answer	9

34. **[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]	77
[TELEPHONE: DO NOT READ] Don't know / Prefer not to answer	99

35. 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 or above	7
[TELEPHONE: DO NOT READ] Don't know / Prefer not to answer	9

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

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

37. **[ASK LANDLINE SAMPLE]** In addition to your residential landline telephone, do you or does someone else in your household also use one or more cellphone numbers?

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

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

Urban	1
Suburban	2
Rural	3
Remote	4
[TELEPHONE: DO NOT READ] Don't know / Prefer not to say	9

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

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

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

40. **(DO NOT ASK – RECORD LANGUAGE OF INTERVIEW)**

English	1
French	2

[PRE-TEST ONLY: ADD QUESTIONS A THROUGH J]

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

That concludes the survey. Thank you for your participation!

Appendix D: Online survey considerations

In the online survey, a higher proportion of respondents tended to select the “prefer not to say” or “don’t know” option than in the telephone survey. As the study was not particularly complex or technical, this impact was minor in many cases, based on the response options presented to respondents.

One of the most important differences between the two modes of data collection is the known availability of the option to select “prefer not to say” or “don’t know” when self-completing the online survey, as those response options are clearly visible on the screen. Although the option is available for the telephone interviewer if needed, the option is not proactively offered to telephone survey respondents. Both of these approaches are common practice in the research industry.

A factor that likely influenced the difference in the results between telephone and online data is the potential for telephone respondents to exhibit social desirability bias. Telephone respondents may feel some degree of social pressure to inflate the extent to which they are familiar with a given topic. They may also exhibit a greater level of support for a given issue, while their online counterparts may feel more comfortable providing negative feedback. This effect is weaker online, given the anonymity of the data collection process.

Lastly, the role the interviewer plays cannot be overlooked. Interviewers are trained to reassure respondents that the survey is not a test of their knowledge, but rather an opportunity to seek their general impressions. In many ways, this encourages telephone respondents to provide an opinion, even if it is an educated guess, rather than fall back on the “Don’t know” option. Reassurance of this kind is provided by the interviewer throughout a telephone survey. This behaviour was also witnessed in the focus groups, where participants would often offer an opinion or a reaction only after some prompting by the moderator. An online respondent may feel inclined to see the questions as a test of their knowledge, even though text is provided at the onset of the survey clearly indicating that this is not the case and that they are encouraged to provide general impressions.

In the end, the trends observed in the online results in 2021 continued to be observed in the 2022 online results, with similar scores across nearly all response options, particularly “don’t know” responses. As with the previous wave, the highest numbers of “don’t know” responses were found when evaluating specific areas of the CAF, including workplace culture or the status of funding and equipment, among others.

We believe that if the research subject matter and data collection methodology (specifically, a combination of telephone and online surveys) remain the same in future waves, the differences between the results obtained from telephone and online respondents will also persist. In other words, we do not expect results from these two data collection methods to converge over time.

The decision to use a telephone or an online data collection approach for future waves of this study rests entirely on what DND wants to measure, since both online and telephone approaches generate accurate results of public opinion related to the Canadian Armed Forces. The telephone survey obtains a more thoughtful perspective since the respondent cannot easily select a “don’t know” response choice and is encouraged by the interviewer to share an impression they might have in response to some of the questions. This largely explains why the average duration of the telephone interviews is significantly longer than the average amount of time it took online respondents to complete their survey. Online participants are providing a more immediate or automatic reaction to the questions, which in many ways also captures an honest view on the subject matter.