

Views of the Canadian Armed Forces (CAF) 2023–2024 Tracking Study

Department of National Defence

Final Report

February 2024

Prepared for:

Department of National Defence

Supplier name: Quorus Consulting Group Inc.

Contract award date: March 21, 2023

Delivery date: October 2023

Contract amount (incl. HST): \$119,780.00

Contract #: CW2297261

POR number: 146-22

For more information, please contact:

POR-ROP@forces.gc.ca

Ce rapport est aussi disponible en français.

Views of the Canadian Armed Forces – 2023–2024 Tracking Study

Final Report

Prepared for National Defence

Supplier name: Quorus Consulting Group Inc.

February 2024

This public opinion research report presents the results of a national online survey and 10 online focus groups conducted by Quorus Consulting Group on behalf of the Department of National Defence. The online survey was conducted from August 7 to August 17, 2023, with Canadian adults aged 18 and older. A total of 2,004 individuals completed the online survey. The focus group sessions were held from January 8 to January 15 with participants from two segments of the general population: those 18 to 34 years of age and those 35 to 65 years of age. 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.

Cette publication est aussi disponible en français sous le titre: Points de vue sur les Forces armées canadiennes – Étude de suivi 2023–2024.

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from the Department of National Defence. For more information on this report, please contact DND at POR-ROP@forces.gc.ca or at

Department of National Defence
60 Moodie Drive
Nepean, Ontario
K1A 0K2

Catalogue number:

D2-434/2024E-PDF

International Standard Book Number (ISBN):

978-0-660-69240-1

Related publications (registration number: POR #146-22):

Catalogue Number D2-434/2024F-PDF (Final Report, French)

978-0-660-69241-8

© His Majesty the King in Right of Canada, as represented by the Minister of National Defence, 2024.




Political neutrality statement

I hereby certify as Senior Officer of Quorus Consulting Group Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the [Policy on Communications and Federal Identity](#) and the [Directive on the Management of Communications – Appendix C](#).

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Signed:

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

February 2024
Rick Nadeau, President
Quorus Consulting Group Inc.

Table of contents

Executive summary	5
Detailed results	19
Research purpose and objectives	20
Quantitative research results	22
Overall impressions of the CAF	22
Funding and equipment	51
International roles	55
Domestic roles	60
Misconduct allegations	65
Qualitative research results	70
Awareness, impressions and perceptions of the CAF	70
Domestic focus	75
International focus	77
Care of military personnel and family	80
The CAF as a career option	81
Media attention related to the CAF	82
Methodology	85
Quantitative research	86
Respondent profile	91
Qualitative research	96
Appendices	99
Appendix A: Survey instrument	100
Appendix B: Screener	116
Appendix C: Moderation guide	128

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 assists the Government of Canada and the Minister 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 military role internationally. 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 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, such as international operations, 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 September 2022 and January 2023.

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 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, a comparative analysis of data, collected in previous waves, is required. A secondary objective is to explore, qualitatively, the perception of the CAF and 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 those concerning national security issues.

- The research will benefit Canadians by means of improved communications regarding the DND and 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:

- **Quantitative phase:** This phase of the research project consisted of a national online survey with Canadian adults aged 18 and older. In total, 2,004 individuals completed the survey. The survey was conducted from August 7 to August 17, 2023. The questionnaire had an average survey duration of 16 minutes.
- **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 / Nunavut, Moncton and surrounding areas, Winnipeg and surrounding areas / Nunavut / Northwest Territories, Montreal and surrounding areas, and Vancouver and surrounding areas / Yukon. 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 January 8 to 15, 2024. Each focus group lasted approximately 90 minutes. All participants were informed that the research was for the Government of Canada, and each received \$125 for participating. A total of 67 individuals participated in this study.

Research results

Quantitative research

Familiarity with the CAF

When asked about their overall level of familiarity with the CAF, roughly two in five (41%) respondents reported being at least somewhat familiar. The results are relatively consistent with those observed since 2020, noting a slight decrease in familiarity since the previous wave in 2022.

Among the three broad environments of the CAF, familiarity with the Canadian Army was highest, with two in five respondents describing themselves as at least somewhat familiar (40%).

Familiarity with both the Royal Canadian Air Force (RCAF) and the Royal Canadian Navy (RCN) was lower, with 33% at least somewhat familiar with the RCAF and 28% familiar with the RCN. These results are consistent with the 2022 wave.

Overall, familiarity across each subset of the CAF was slightly lower than what was observed in the 2022 wave.

Recent awareness

Just over one-third of respondents (34%) had recently read, seen or heard something about the CAF. This reflects a continued decrease compared to scores observed in recent year (40%), however it is still above the 28% observed in 2020.

Overall impressions

Overall impressions of the CAF were predominantly positive, with nearly two in three respondents describing their opinion as at least somewhat positive (64%). Just over one in five respondents had a strongly positive view of the CAF (21%), and results were consistent with those observed in 2021 and 2022.

More than three quarters of respondents (76%) had an at least somewhat positive overall impression of those who serve in the CAF.

Overall, positive impressions of members of the CAF remained consistent with results from 2022 (77%) and 2021 (76%).

When respondents were asked to evaluate their impression of care for active military personnel, nearly half believed that the CAF was doing a good or very good job (48%). Conversely, 14% felt that the CAF was performing poorly. Overall, the results remain consistent with those observed since 2021.

Pride in the CAF

If a young person they knew told them they were joining the CAF, 54% would view that decision favourably. These results are consistent with the previous wave conducted in 2022.

Nearly half of respondents view the CAF as a source of pride for Canadians (48%). Results have remained stable since 2021.

Modern relevance of the CAF

Less than one in five respondents (17%) felt that the CAF was modern. Conversely, over a third of respondents (35%) felt that the CAF was outdated (scores of 1 or 2), an increase of 14% since 2016.

Exactly seven in ten respondents (70%) felt that the CAF is essential, a decrease of 5% from the 75% observed in 2022. Conversely, 6% felt that the CAF was no longer needed.

Workplace environment

When evaluating the inclusiveness of the workplace environment, 60% at least somewhat agreed that the CAF is as good a career choice for visible minorities as it is for anyone else, while a similar proportion, 59%, agreed that it is as good a career choice for women as it is for men.

Agreement was much lower when considering whether the CAF was as good a career choice for members of the 2SLGBTQI+ community compared to anyone else (33%). This statement saw an 8% decrease in agreement from 41% in 2022.

Exactly half of respondents agreed that they were concerned about systemic racism in the CAF (50%), while a slightly larger proportion agreed that racist or hateful attitudes are not tolerated in the CAF (53%). Just under one third of respondents agreed that the CAF does a good job of addressing misconduct, including racist, sexist or hateful conduct (32%).

Moreover, 40% agreed that CAF membership is as diverse as the Canadian population, and the same proportion agreed that the CAF is a respectful workplace environment for women (40%).

Over two in five (46%) agreed that the CAF does a good job taking care of ill and injured members. One in five respondents at least somewhat agreed that they could see themselves joining the CAF (20%).

Results were mostly consistent with those observed in 2022.

Trust in the CAF

Just over two in five respondents (41%) trust the CAF (scores of 8 to 10), and the same proportion is somewhat trustful (scores of 5 to 7). The extent to which respondents expressed a high level of trust in the CAF increased slightly from the results observed in 2022 (from 37% to 41% in 2023); however, these findings are still slightly below the 43% observed in 2021.

Nearly a third of respondents (30%) trust the information provided to Canadians by the CAF (scores of 8 to 10), and another 46% are somewhat trustful (scores of 5 to 7).

Threats to Canada

Consistent with 2022, Russia was viewed as the biggest threat to Canadian security (15%). Another one in ten respondents mentioned China (11%), a finding consistent with the previous waves.

Funding and equipment

Consistent with results from 2022, more than two in five respondents (46%) said that Canada's military was underfunded, while 25% said that the CAF receives the right amount of funding.

More than one quarter of respondents agree that the CAF has the equipment that it needs to do its job (27%) and that the CAF's military equipment purchases benefit local economies (26%).

One quarter of respondents agree that the CAF is good at planning its future equipment needs (25%), a decrease from 34% in 2022. Slightly fewer agreed that purchases of military equipment tend to be well managed (23%).

Agreement with each of these statements has declined since 2022.

Less than one in five respondents were able to answer whether the CAF has the equipment it needs (18%). Close to three in ten respondents did not know whether the CAF's equipment purchases benefit local economies (29%), whether the CAF is good at planning its future equipment needs (29%), or whether purchases of military equipment tend to be well managed (28%).

International roles

Respondents were most in agreement that the CAF should have participation in disaster relief/humanitarian aid (71%) and peace support operations (69%).

Roughly two thirds of respondents at least somewhat agree that the CAF should be participating in surveillance and defence in the North (67%), as well as in non-combat support missions (66%).

At least half of respondents agreed with the following roles:

- using satellites in space for monitoring purposes (60%);
- missions that target illegal trafficking activities (56%); and

- combat support missions for the UN and NATO (54%).

Finally, slightly less than half of respondents said they at least somewhat agree that the CAF should be training militaries or police of other countries (48%).

Overall, agreement for the CAF's involvement in each of these international roles has declined since 2022.

More than seven in ten respondents (72%) at least somewhat agreed that Canada's membership in international organizations such as NATO and NORAD is important for Canadian security. Agreement has declined from the previous wave in 2022.

Domestic roles

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 (84%);
- search and rescue (82%); and
- providing protection against terrorist threats (81%).

More than two thirds of respondents felt that preventing illegal activity was an important role (71%), followed by protecting against cyber-security threats (70%) and patrolling the Arctic (67%). Importance ratings were lower for youth programs (54%).

Overall, the results were fairly consistent with those observed in 2021 and 2022.

When asked to provide their level of agreement that the CAF is doing a good job of performing its duties in Canada, nearly seven in ten (69%) at least somewhat agreed.

Misconduct allegations

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 1,871 (out of 2,004) respondents who felt comfortable proceeding with the misconduct questions.

In 2023, nearly half of respondents reported paying at least some attention to news of alleged sexual misconduct in the CAF over the previous few months (47%). On the one hand, nearly one

in ten respondents reported paying a lot of attention (9%). On the other hand, more than one in five (22%) had paid no attention at all to that news.

The proportion of respondents paying attention to this news is consistent with the 2022 findings.

Exactly two in five respondents (40%) at least somewhat agreed that the CAF takes misconduct allegations seriously. Conversely, one in five respondents (19%) disagreed.

More than one third of respondents agreed with the following statements regarding misconduct in the CAF:

- The misconduct allegations have led the Canadian Armed Forces to make positive changes (37%).
- I feel like the Canadian Armed Forces is taking concrete steps to make changes to evolve its culture (37%).
- I feel like the Canadian Armed Forces is taking concrete steps to prevent misconduct (36%).

Additionally, three in ten respondents at least somewhat agreed that the CAF deals with misconduct allegations appropriately (30%). Conversely, one quarter of respondents at least somewhat disagreed (25%).

Qualitative research

Awareness, Impressions and Perceptions of the CAF

When participants were asked what first comes to mind when they think of the Canadian Armed Forces (CAF), some were reminded of military-related terms, peacekeeping, disaster relief and protection.

When specifically asked what comes to mind regarding the best aspects of the CAF, many of the same themes were repeated, especially the themes pertaining to peacekeeping and helping others, and particularly, helping Canadian communities in times of crisis / natural disaster. Many also referred to access to good careers, good benefits and access to education. Protecting and keeping people safe was also a common theme.

When specifically asked what comes to mind regarding the worst aspects of the CAF, many could not think of anything in particular. Among those who could, many referred to the CAF as being too small, underfunded and using obsolete equipment. Issues related to culture were also raised.

Some were broadly reminded of the dangerous nature of being part of the CAF. Lastly, some brought up a lack of support for veterans.

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 by and roles played by the CAF. This limited awareness of the CAF's activities and roles is consistent with what has been observed in previous iterations of this qualitative research. If anything, participants' views and opinions were largely anchored around what they saw as the CAF's "traditional" role of peacekeeping, the CAF's activities in communities in times of natural disasters, and any headlines / news stories encountered over the past few years.

Few had seen, heard or read anything in the media or elsewhere about the CAF in general, or about CAF equipment and procurement, in particular. Among the few who had noted something, it tended to pertain to allegations of misconduct, shipping equipment to the Ukraine or the purchase of planes / used planes. A few had also seen recruitment-related initiatives.

Most would agree that the CAF lacks equipment or has obsolete equipment and that they are doing the best they can with what they have.

While they may not know very much about the CAF's roles and activities, most participants could share their overall impressions of the people who serve in the CAF. These were mostly positive, with many explaining that members of the CAF are viewed as hard-working, well-trained, dedicated and self-sacrificing individuals.

Few felt that they could easily weigh in on the work performed by those serving in the CAF. Based on their limited awareness of the CAF's activities and the extent to which they felt that the CAF was involved in peacekeeping and coming to the aid of Canadians when natural disasters strike, participants generally had a positive impression.

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, and others felt that, having known some individuals who serve (or have served), the CAF is trustworthy. When it came to trusting the information that the CAF provides to Canadians, most explained that they would instinctively mistrust such information or feel that they were not being told all the facts. This sentiment seemed to stem from an expectation that any military is likely to keep a lot of information "close to its chest" given the nature of its operations.

Most participants seemed to feel that the CAF's job is harder than it was 10 years ago. These participants explained that the increase in natural disasters requiring the CAF's involvement and

a sense that there are more conflicts around the world compared to 10 years ago might make the CAF's job harder. That being said, advances in technology left some feeling the CAF's work might be easier in some ways. However, some also felt these advances would make the CAF's work more challenging in other ways, especially when it comes to cybersecurity.

Domestic Focus

While many could think of roles played by the CAF domestically, they tended to focus entirely on the support provided during natural disasters. A few recalled certain roles they believed the CAF played during the COVID-19 pandemic and during the trucker convoy protest in Ottawa. A few participants also suspected that the CAF are conducting surveillance along Canada's borders and in the Arctic.

Participants were presented with the following 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, 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.)

The following themes emerged when discussing these specific roles:

- Most believed it is important that the CAF play these roles in Canada.
- Upon seeing the list, many explained how they take most of the roles the CAF play in Canada for granted.
- The list was, for the most part, complete – in other words, very few participants would change it by removing or adding anything.
- A few were surprised to learn that the CAF monitor space, although upon reading the description provided, they understood how that makes sense and is important.
- Beyond noticing that the CAF perform quite well when responding to natural disasters, participants did not feel sufficiently informed about the CAF's other roles in order to assess how well or poorly they were being performed.

International Focus

Participants knew very little about the CAF's roles on the international stage. Although they suspect the CAF are playing peacekeeping and support roles, other than some references to the Ukraine conflict, 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 the CAF playing a peacekeeping role since this aligns with an established area of expertise for Canada, and it is probably the best kind of role the CAF can take on given their limited size and limited equipment. Support for a combat role was much more mixed – some felt that if the cause(s) were right, then they would support it, however many were concerned about what is in fact “the right cause.” Most felt that they would need to know more information on the specific conflict for them to comfortably take a position on a combat role.

Given participants' very limited awareness of where the CAF are operating around the world, few could confidently suggest where they should be more or less involved.

There is a general understanding that the CAF work with various alliances to contribute to international peace and security and that participation in those alliances is important. Most believe that the benefits of those types of collaborations outweigh their concerns. The main benefits mentioned included:

- Working together with other countries leads to critical mass, meaning we are bigger/stronger together.
- Working together with other countries allows for the sharing of best practices, technologies, knowledge, information, and so on; in other words, we are better together.
- Being part of a large group of allies ensures some degree of protection, knowing that this same group will support Canada if ever needed.
- Being part of an alliance allows Canada to be “at the table” when decisions are made and to be visible to the international community.

These benefits are especially important for the CAF since most agreed that the CAF are too small to undertake anything on their own on the international stage.

Few had concerns, but the main one was the possibility of becoming *de facto* involved in conflicts that may not align with Canada's priorities or values.

When asked what they considered to be the biggest threat to the security and sovereignty of Canadians and Canada at this time, the most common themes included:

- Cybersecurity
- Retaliation against Canada, for our involvement in, or support for specific conflicts in other parts of the world, with particular concern for Russia
- General concerns about other countries with whom disagreements could escalate, including India, China and North Korea
- A few noted that the United States could become problematic depending on the outcome of this year's presidential election.

Care of Military Personnel and Family

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

Of the opinions shared, views were somewhat divided regarding access to internal support and benefits. Some sensed that the level of support is not as good as it should be given the headlines pertaining to allegations of misconduct. This sentiment was shared among those who know individuals who previously served and were now in the community suffering from serious mental illnesses.

- Views were also mixed when it came to compensation – some felt the CAF pay well, while others felt the opposite.
- Some believed that the CAF perform rather well in terms of providing education, career/skills development and training and taking care of moving expenses.
- A few mentioned how the quality of housing for CAF members and their families in Canada needs improvement.

Media Attention Around CAF

A few participants in the 18 to 34 age bracket had considered joining the CAF at one point. It was seen as an option among many others but was particularly attractive to the younger age bracket because it paid for their education and it offered interesting career options. Otherwise, few in the young adult groups would consider joining the CAF.

Few participants among both age groups felt they would discourage a friend who was considering serving in the CAF. They felt that if this person knew what they were getting into and they were passionate about it, far be it for them to discourage their choice. That said, a good number of

participants were not convinced that this would be an advisable career option for women, mostly because of what they had heard regarding misconduct allegations.

Participants were asked by the moderator 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 2SLGBTQI+ community. Some participants would discourage such friends from enlisting, with the biggest concerns expressed for individuals who are gender diverse or a member of the 2SLGBTQI+ community. Concerns on this front included challenges with discrimination within the CAF but also concerns with the international destinations in which these individuals might find themselves, some of which may not be open to gender- and sexually-diverse individuals.

While some felt that the culture was slowly changing to become more inclusive, there was a sense that this progress was happening slowly and that the CAF were still a very white male dominated environment.

Few participants had heard something over the past 12 months about the allegations of misconduct brought forth in the CAF. Participants were concerned that the CAF would not deal with these allegations appropriately. There was a sense that aspects of the CAF culture focused on "protecting our own", which would provide unnecessary obstacles when dealing with allegations. Some also questioned whether a military court system would generate the best outcomes for these allegations. Once informed that cases of sexual assault leading to criminal charges are now being transferred to the civilian court system, many felt this was a step in the right direction and would likely lead to appropriate outcomes. While still not a perfect solution, many felt that removing a part of the process from the CAF universe would be beneficial. Ultimately, seeing or hearing more individuals being accused of misconduct and seeing clear and appropriate consequences would convince many that the allegations are being dealt with appropriately.

Moving forward, few participants could propose strategies to reduce the likelihood of future misconduct within the CAF. Among the ideas proposed, some sensed that only time and the gradual disappearance of the "old guard" and the growing presence of more diverse and inclusive staff and mindsets will lead to improvements on this front. Some also felt that the introduction and promotion of reliable and safe avenues for victims to disclose abuse would be an improvement. Ultimately, it was suggested that only those within the CAF were in a position to propose strategies since they were the ones familiar with why and how abuse happens.

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.

As a result of 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.

Supplier name: Quorus Consulting Group Inc.

Contract number: CW2297261

Contract award date: March 21, 2023

Contract amount (including HST): \$119,780.00

For more information, please contact the Department of National Defence at por-rop@forces.gc.ca

Detailed results

Research purpose and objectives

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

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 ADM(PA) supports this objective by undertaking activities to promote operational success, capable personnel, and capability and capacity.

Within the ADM(PA) organization, DGCDC and DACC, are responsible for conducting public opinion research to support these departmental activities with factual and evidence-based information reflecting Canadian values. Public opinion research also assists the Government of Canada and the Minister 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. Public opinion research assists the Government of Canada and the Minister 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 military role internationally. 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 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, such as international operations, 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 September 2022 and January 2023.

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 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, a comparative analysis of data, collected in previous waves, is required. A secondary objective is to explore, qualitatively, the perception that Canadians have of the CAF and 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 those concerning national security issues.
- The research will benefit Canadians by means of improved communications regarding the DND and CAF.

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

- monitor the public environment;
- inform decision-making;
- inform communication strategies and messages;
- improve communications with Canadians; and
- report on departmental performance.

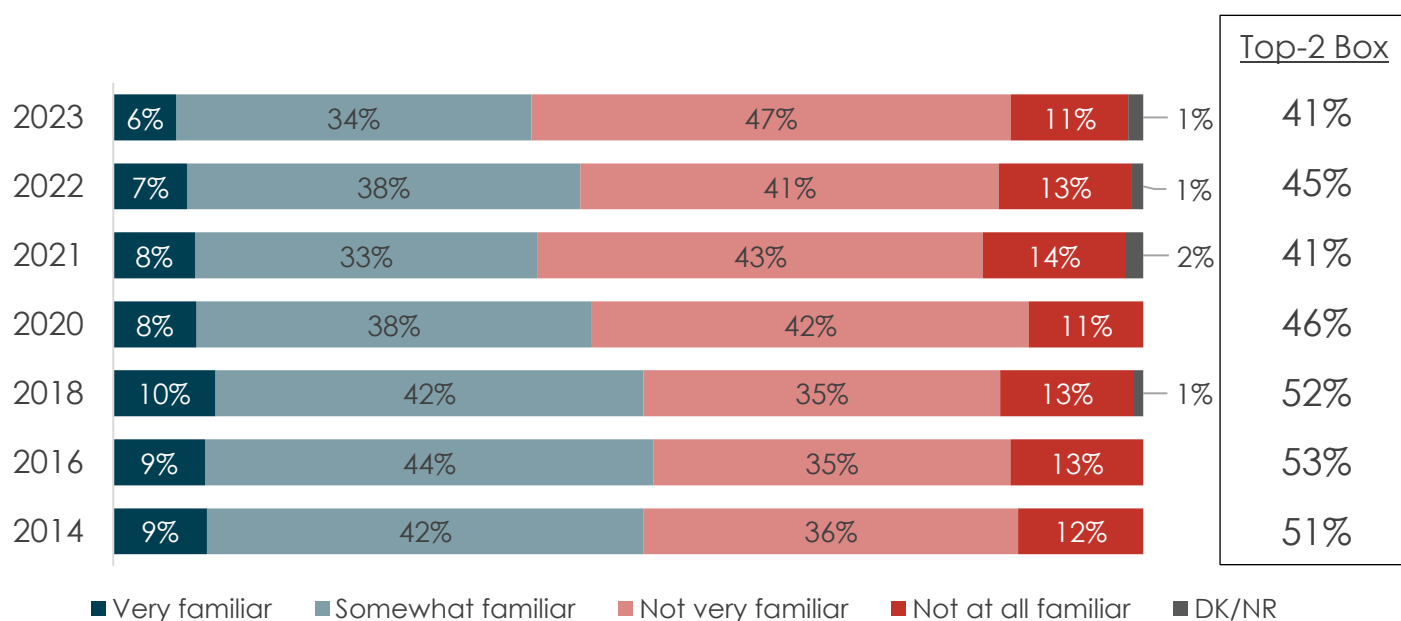
Quantitative research results

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, roughly two in five (41%) respondents reported being at least somewhat familiar. The results are relatively consistent with those observed since 2020, noting a slight decrease in familiarity since the previous wave in 2022. Most of the shift is noticed in the increase in the proportion of Canadians saying they are “not very familiar.”

Figure 1 – Overall familiarity with the CAF



Q10. Overall, how familiar would you say you are with the Canadian Armed Forces? Would you say...? Base: All respondents, 2023, n=2,004.

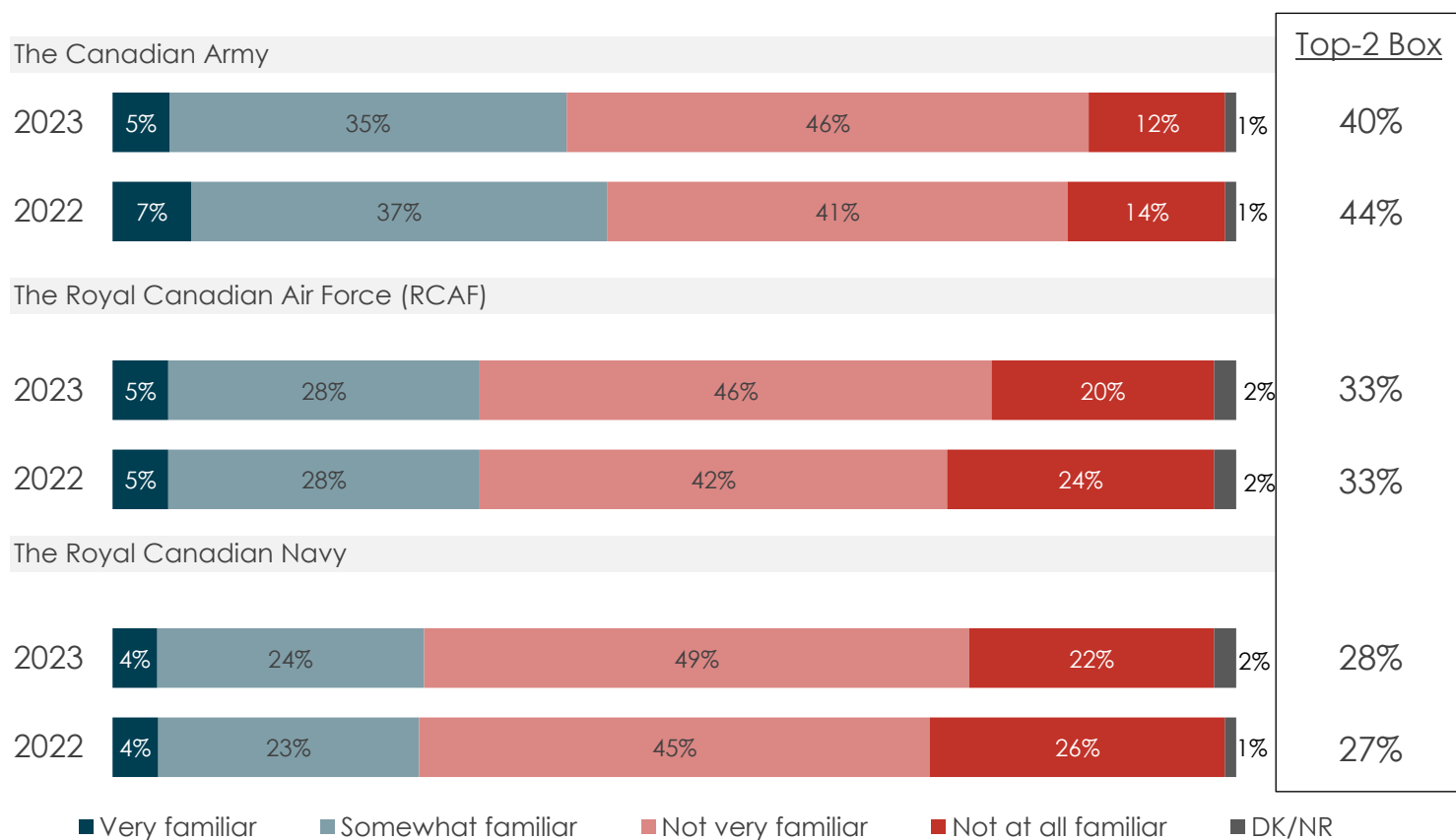
Key segments

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

- Indigenous (62%), white (41%), and black (49%) respondents compared to Chinese respondents (22%);
- men compared to women (48% vs. 33%);
- respondents who have a family member employed by DND or the CAF (67% vs. 35%);
- respondents aged 65 years or older (43%) and those aged 45–54 (43%) compared to those 18 to 24 years old (33%); and
- respondents living outside of Quebec compared to those living in Quebec (46% vs. 22%), with familiarity being the highest in Atlantic Canada (56%).

Among the three broad environments of the CAF, familiarity with the Canadian Army was highest, with two in five respondents describing themselves as at least somewhat familiar (40%). Familiarity with both the Royal Canadian Air Force (RCAF) and the Royal Canadian Navy (RCN) was lower, with 33% at least somewhat familiar with the RCAF and 28% familiar with the RCN. These results are consistent with the 2022 wave.

Figure 2 – Familiarity with specific 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? Base: All respondents, 2023, n=2,004.

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 (45% outside of Quebec vs. 24% in Quebec).
- The Royal Canadian Air Force (38% outside of Quebec vs. 12% in Quebec).
- The Royal Canadian Navy (32% outside of Quebec vs. 14% in Quebec).

Those living in Atlantic Canada were more familiar with the Royal Canadian Navy compared to those living outside of Atlantic Canada (43% 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 (48% of men vs. 32% of women).
- The Royal Canadian Navy (34% of men vs. 21% of women).
- The Royal Canadian Air Force (39% of men vs. 26% of women).

Respondents aged 25 and older tended to be more familiar with the Canadian Army compared to respondents aged 18–24 (41% of those aged 25 or older vs. 33% of those 18–24).

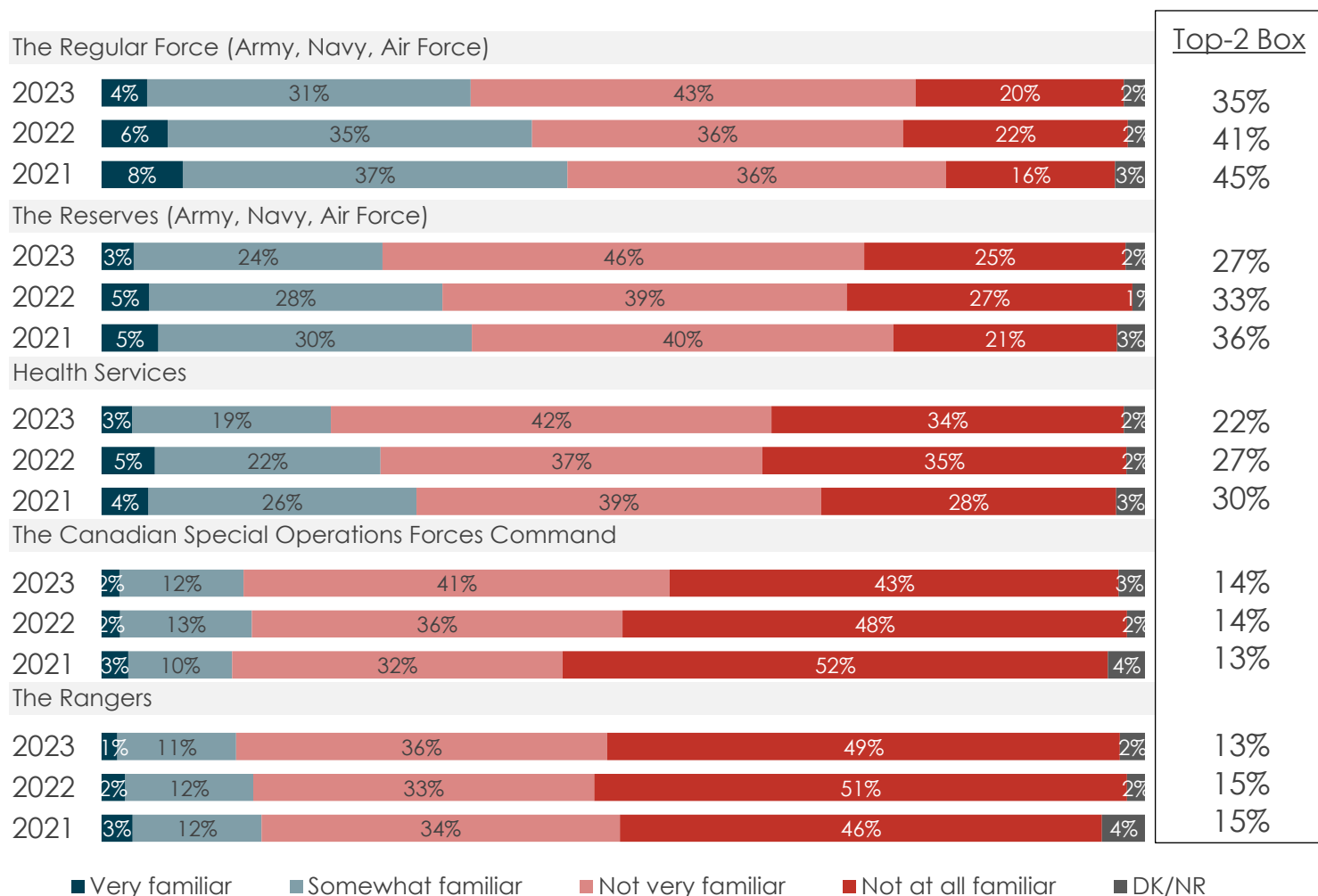
Indigenous and white respondents were more likely to be familiar with each of the environments compared to Chinese respondents:

- The Canadian Army (56% of Indigenous respondents, 41% of white respondents and 25% of Chinese respondents).
- The Royal Canadian Navy (45% of Indigenous respondents, 28% of white respondents and 11% of Chinese respondents).
- The Royal Canadian Air Force (52% of Indigenous respondents, 33% of white respondents and 18% of Chinese respondents).

Additionally, familiarity was also measured for more specific subsets of the CAF. Respondents' familiarity with the Regular Force was the highest, with more than one third of respondents describing themselves as at least somewhat familiar (35%). More than one quarter of respondents were at least somewhat familiar with the Reserves (27%) while slightly fewer were at least somewhat familiar with Health Services (22%). Familiarity was lowest for the Canadian Special Operations Forces Command (14%) followed by the Rangers (13%).

Overall, familiarity across each subset of the CAF was slightly lower than what was observed in the 2022 wave.

Figure 3 – Familiarity with specific environments of the CAF



Q12. And how familiar would you say you are with each of the following parts of the Canadian Armed Forces? [RANDOMIZE LIST.] Base: All respondents, 2023, n=2,004.

Key segments

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

- The Regular Force (39% outside of Quebec vs. 22% in Quebec).
- The Reserves (30% outside of Quebec vs. 18% 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 (43% of men vs. 28% of women).
- The Reserves (32% of men vs. 22% of women).
- The Rangers (18% of men vs. 10% of women).
- The Canadian Special Operations Forces Command (18% of men vs. 8% of women).

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

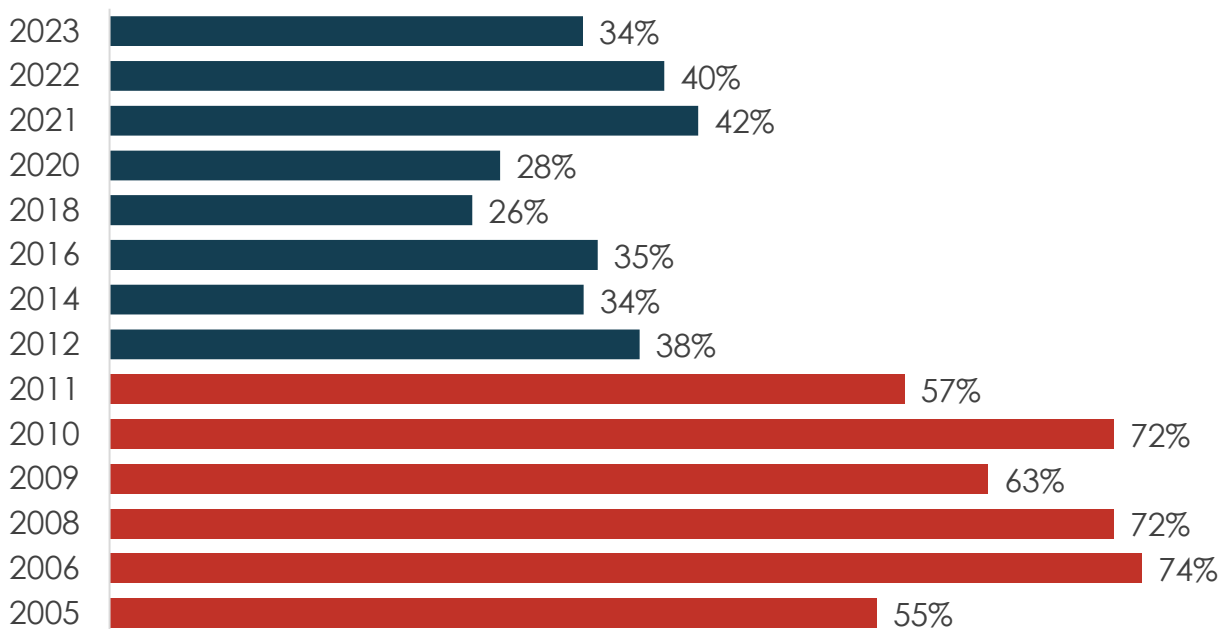
- The Regular Force (42% of Indigenous respondents, 42% of black respondents and 36% of white respondents vs. 15% of Chinese respondents).
- The Canadian Special Operations Forces Command (32% of Indigenous respondents, 23% of black respondents and 12% of white respondents vs. 4% of Chinese respondents).

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

- The Reserves (51% of Indigenous respondents, 27% of white respondents, and 14% of Chinese respondents).
- Health Services (37% of Indigenous respondents, 20% of white respondents, and 14% of Chinese respondents).
- The Rangers (29% of Indigenous respondents, 11% of white respondents, and 8% of Chinese respondents).

Just over one-third of respondents (34%) had recently read, seen or heard something about the CAF. This reflects a continued decrease compared to scores observed in recent year (40%), however it is still above the 28% observed in 2020.

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, 2023, n=2,004.

Key segments

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

- respondents in Manitoba/Saskatchewan compared to those in Quebec (40% vs. 28%);
- men compared to women (41% vs. 27%); and
- respondents with a university education (40%) compared to those with a college (31%) or high-school education (26%).

Respondents who recalled hearing, reading or seeing something about the CAF were then asked to describe the topics. General advertising and recruitment were the most recalled topic, mentioned by one in five respondents (20%), followed by allegations of sexual misconduct, cited by 11% of respondents (a large decrease from the 37% who cited this topic in 2022). Additionally,

respondents mentioned the Ukraine conflict (9%), helping with forest fires (9%), budgetary constraints (9%), and NATO agreements (8%).

Figure 5 – Recalled topics related to the CAF

Specific mentions ¹	2023	2022 ²	2021	2020	2018
Advertising/recruitment (in general)	20%	19%	5%	10%	7%
Allegations of sexual misconduct ³	11%	37%	48%	3%	7%
Ukraine conflict/mission/support	9%	9%	-	-	-
Helping with forest fires/wildfires	9%	-	11%	-	-
Budgetary constraints	9%	2%	1%	6%	3%
NATO agreements/involvement	8%	2%	-	-	-
New Chief of Defence	7%	-	-	-	-
Deployment/exercises (in general)	6%	4%	1%	6%	12%
Lack of equipment	5%	2%	2%	-	-
Changes in housing supports/benefits	4%	-	-	-	-
F-35 fighter jets purchase	4%	13%	-	-	-
New military equipment announcement	3%	2%	2%	1%	-
Gender equity/sexism issues	2%	3%	2%	-	-
News mentions (in general)	2%	1%	1%	3%	6%
Veterans' affairs (in general)	2%	5%	<1%	2%	-
Issues/delays with procurement	2%	-	-	-	-
Natural disaster help (unspecified)	2%	-	-	-	-
Increase in military spending	2%	4%	-	-	-
Leadership issues (lack of competence)	1%	-	13%	-	-
New warship project	1%	1%	-	4%	2%
COVID vaccine policy	1%	-	-	-	-
Helping with flood relief effort	1%	1%	-	-	-
Outdatedness of the Canadian Armed Forces	1%	-	-	-	-
Culture change under way/equality in title names	1%	1%	<1%	3%	-
TV mentions (in general)	1%	2%	<1%	-	1%
Degraded Navy warships	1%	<1%	-	-	-

¹ Excluding results of <1%.

² Prior to 2022, responses included both online and telephone results.

³ Prior to 2021, coded as *Allegations of sexual harassment/assault*.

Peacekeeping mission	1%	<1%	-	-	-
Underpaid/poor salaries	1%	-	-	-	-
Word of mouth (in general)	1%	1%	-	1%	3%
Veterans' mental health (care of military personnel)	1%	1%	-	-	-
Other	9%	8%	6%	8%	9%
DK/NR	11%	11%	5%	14%	19%

Q6. About what topic or topics regarding the Canadian Armed Forces have you recently seen, read or heard? Respondents who recently saw, read or heard of topics regarding the CAF, 2023, n=674.

Key segments

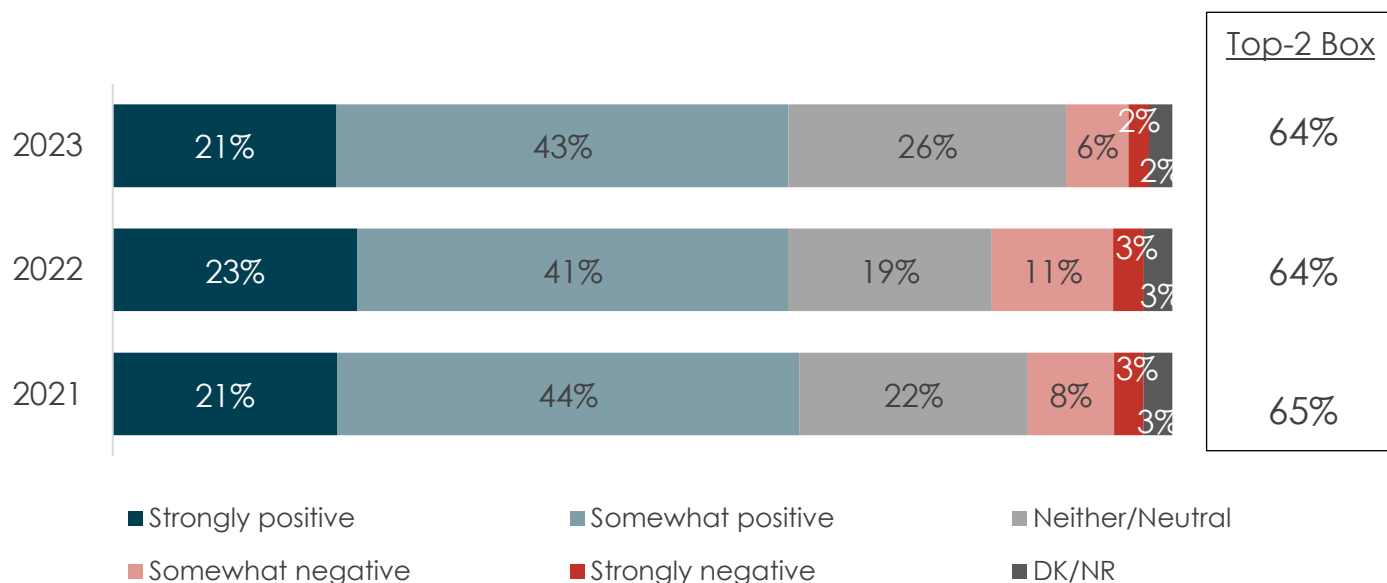
Respondents aged 65 and older were most likely to mention hearing about a new Chief of Defence (16%).

Those with a negative overall impression of the CAF tended to be more likely to cite allegations of sexual misconduct (29%) compared to those with a neutral (7%) or positive impression of the CAF (10%).

Respondents who view the CAF as essential were more likely to reference helping with forest fires compared to those who perceive the CAF as no longer needed (10% vs. 0%).

Overall impressions of the CAF were predominantly positive, with nearly two in three respondents describing their opinion as at least somewhat positive (64%). Just over one in five respondents had a strongly positive view of the CAF (21%), and results were consistent with those observed in 2021 and 2022.

Figure 6 – Overall impression of the CAF



Q7. What is your overall impression of the Canadian Armed Forces? Base: All respondents, 2023, n=2,004.

Key segments

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

- respondents living in Atlantic Canada (74%) compared to those living in Quebec (61%) and Ontario (63%);
- respondents aged 65 and older compared to those aged 64 or younger (74% vs. 61%);
- respondents with a family member employed by DND or the CAF (75% vs. 62%); and
- white respondents compared to Chinese respondents (66% vs. 45%).

Respondents were asked to describe the biggest issues or challenges they feel the CAF is currently facing. One in five respondents described issues of recruitment or retention (20%) while slightly fewer mentioned funding or budget issues (16%). Additionally, just under one in ten (9%) felt that the CAF was operating with outdated equipment. Perceptions related to sexual misconduct (6%) further decreased from what was observed in 2022 (12%) and 2021 (18%), as did perceptions of gender equity and sexism issues (5% compared to 8% in 2022 and 10% in 2021).

Nearly two in five respondents were unsure of any issues or challenges facing Canada’s military (37%), consistent with the previous two waves conducted in 2022 and 2021.

Figure 7 – Challenges facing the CAF

Specific mentions ⁴	2023	2022 ⁵	2021
Recruitment (need more people)/retention	20%	26%	10%
Funding issues/budget	16%	18%	15%
Lack of/aging/outdated equipment	9%	12%	10%
Sexual misconduct	6%	12%	18%
Gender equity/sexism issues	5%	8%	10%
Government/politics (unspecified)	3%	3%	3%
Need better technology	3%	1%	1%
Leadership issues/ethical leadership (lack of competence, accountability, quitting, removal, etc.)	2%	5%	6%
Relevance/purpose/direction/goal	2%	2%	3%
More/better training	2%	1%	1%
Need for better wages/benefits (care of military personnel)	2%	3%	2%
Poor image/media image / Public image	2%	4%	4%
Healthcare/mental health support (care of military personnel)	2%	4%	3%
Lack of resources/human resources	2%	1%	1%
Other	1%	8%	10%
None/nothing	1%	<1%	<1%
Don't know/refused	37%	37%	34%

Q8. What would you say are the biggest issues or challenges facing the Canadian Armed Forces these days? Base: All respondents, 2023, n=2,004

Key segments

Those living in British Columbia were more likely to describe issues related to recruitment and retention (25%) compared to those living in Alberta (15%).

The issue of funding was more likely to be mentioned by those living in Manitoba or Saskatchewan (22%), Alberta (22%), Ontario (18%) and British Columbia (16%) compared to those living in Quebec (9%).

⁴ Excluding results of <2%.

⁵ Prior to 2022, responses included both online and telephone results.

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

- funding and budget issues (22% of men vs. 11% of women); and
- lack of equipment (11% of men vs. 7% of women).

Conversely, women were more likely than men to describe gender equity or sexism issues (7% vs. 4%).

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

- recruitment and retention (31% of those aged 65 years or older);
- funding issues (21% of those aged 65 years or older);
- lack of equipment (13% of those aged 65 years or older); and
- sexual misconduct (9% of those aged 65 years or older).

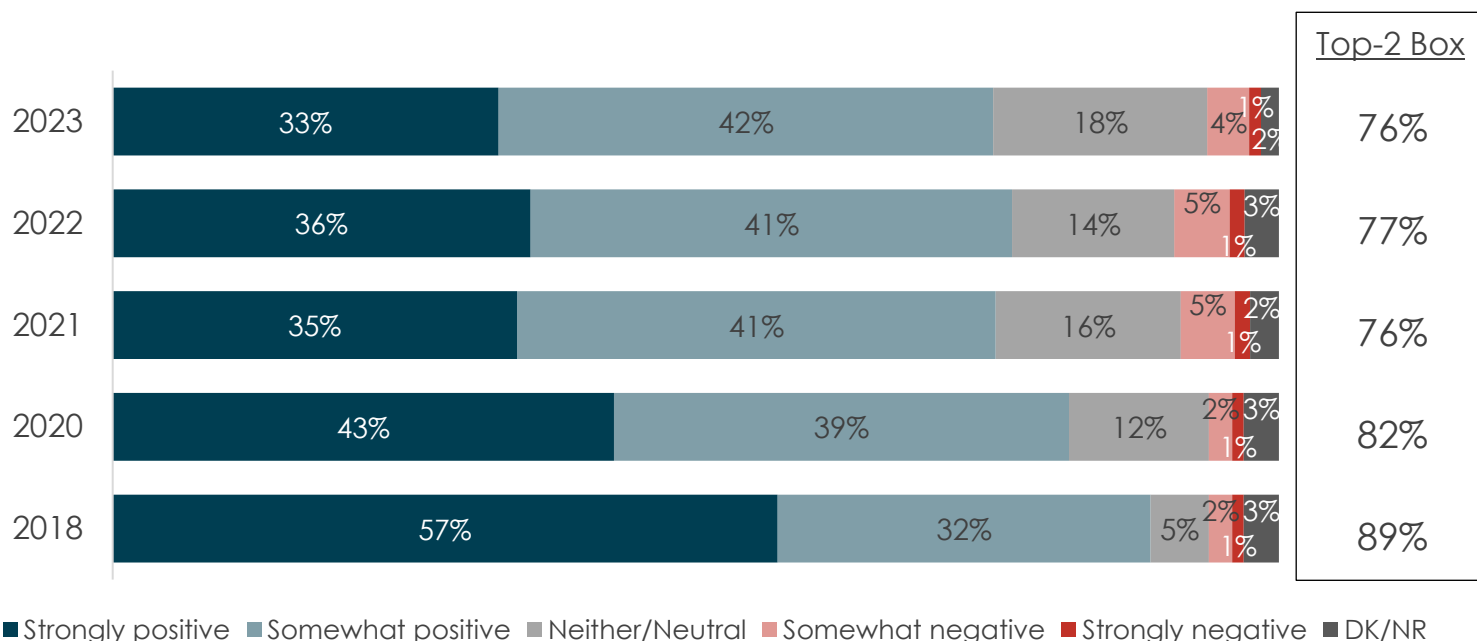
Respondents with a university education were more likely than those with a high-school education or less to describe the following issues:

- recruitment and retention (22% of those with a university education vs. 14% of those with a high school education); and
- sexual misconduct (8% of those with a university education vs. 2% of those with a high school education).

More than three quarters of respondents (76%) had an at least somewhat positive overall impression of those who serve in the CAF. One third (33%) described their impression as strongly positive, while 5% reported a negative impression.

Overall, positive impressions of members of the CAF remained consistent with results from 2022 (77%) and 2021 (76%).

Figure 8 – Overall impressions of CAF members



Q9. What is your overall impression of the people who serve in the Canadian Armed Forces? Base: All respondents, 2023, n=2,004.

Key segments

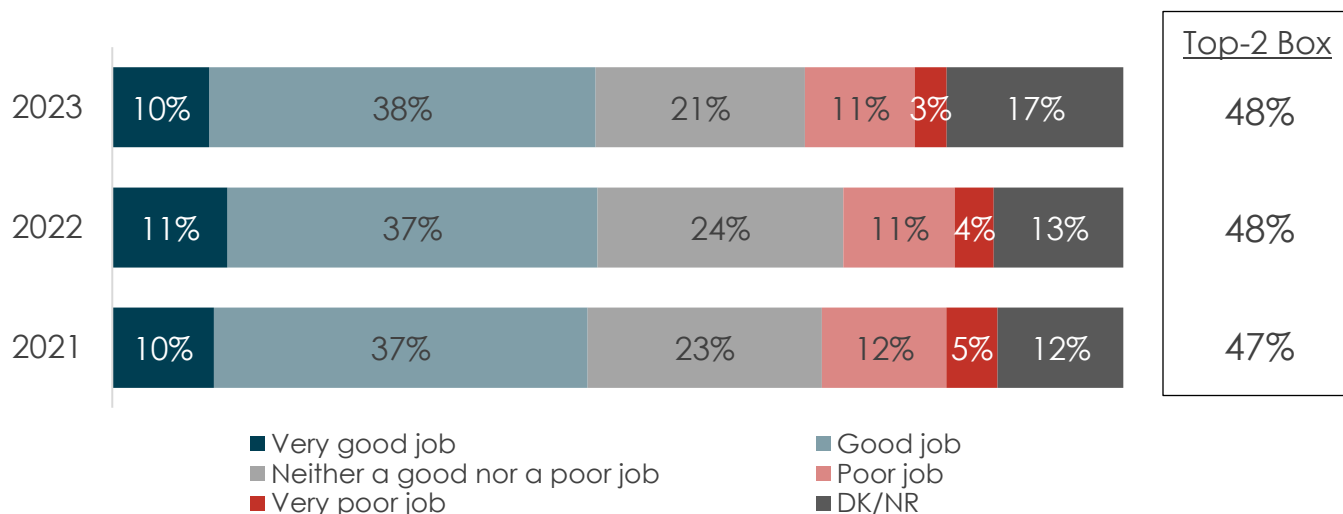
The following segments were more likely to have a positive view of those who serve in the CAF compared to their respective counterparts:

- respondents living in Atlantic Canada (82%), British Columbia (80%) and Alberta (80%) compared to those living in Quebec (69%); and
- respondents who had recently seen, read, or heard anything about the CAF compared to those who had not (80% vs. 73%).

Respondents aged 65 or older were the most likely to report a positive view of those who serve in the CAF (85%).

When respondents were asked to evaluate their impression of care for active military personnel, nearly half believed that the CAF was doing a good or very good job (48%). Conversely, 14% felt that the CAF was performing poorly. Overall, the results remain consistent with those observed since 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, 2023, n=2,004.

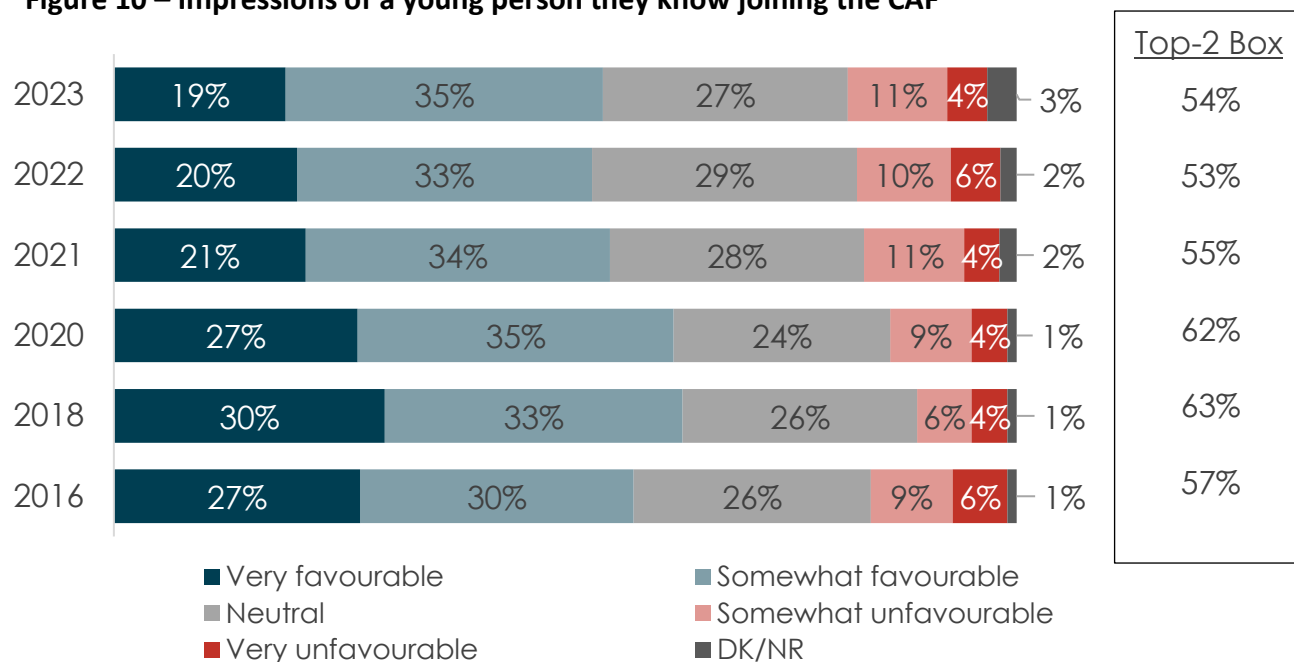
Key segments

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:

- those living in Atlantic Canada (57%) or Quebec (54%) compared to those living in Ontario (45%), Alberta (43%) or British Columbia (45%); and
- those with a family member employed by DND or the CAF compared to those without (55% vs. 47%).

If a young person they knew told them they were joining the CAF, 54% would view that decision favourably. Fewer than one in five respondents felt that the decision would be very or somewhat unfavourable (15%), while 27% would be neutral. These results are consistent with the previous wave conducted in 2022. Favourable results are still much lower than what was observed in the 2018 and 2020 waves. Most notably, “very favourable” scores have decreased from 30% in 2018 to 19% in 2023.

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, 2023, n=2,004.

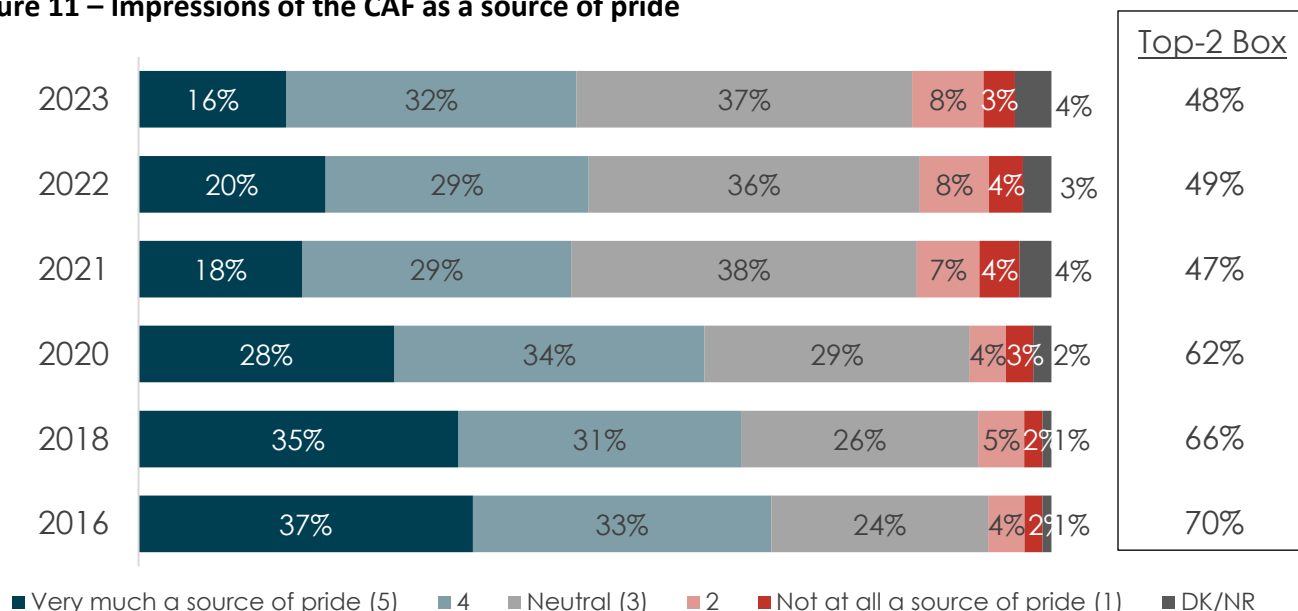
Key segments

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

- respondents living in Atlantic Canada (65%) compared to those living in Ontario (55%), Alberta (51%) or Quebec (50%);
- those 65 or older compared to those 64 or younger (66% vs. 51%);
- men compared to women (59% vs. 50%);
- Indigenous (62%) and white (55%) respondents compared to Chinese respondents (34%); and
- those who had recently heard something about the CAF compared to those who had not heard anything (61% vs. 50%).

Nearly half of respondents view the CAF as a source of pride for Canadians (48%) while 11% did not feel that the CAF was a source of pride. Results have remained stable since 2021; however, the proportion of respondents assigning the highest score (5 on a scale of 1 to 5) has decreased since 2022 (from 20% to 16%).

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, 2023, n=2,004.

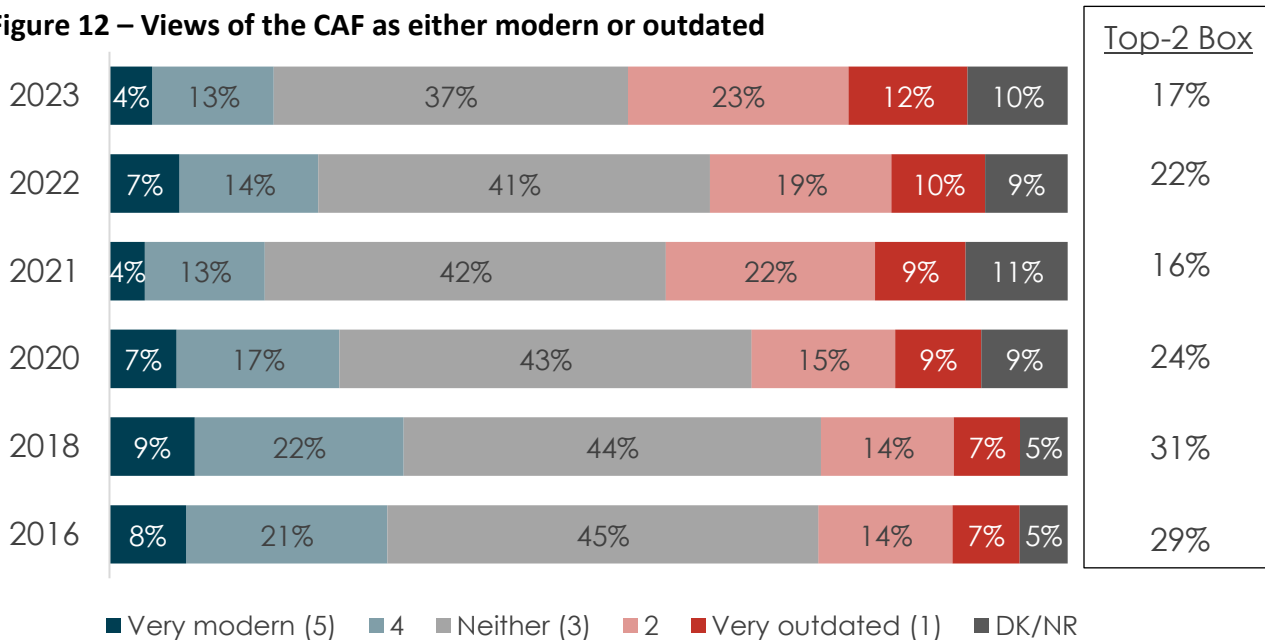
Key segments

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 (58%) and Manitoba or Saskatchewan (55%) compared to those living in Alberta (44%) and Quebec (42%);
- those with a family member serving in the CAF compared to those without one (59% vs. 46%);
- respondents aged 65 or older compared to those 44 or younger (56% vs. 42%); and
- those who had recently heard something about the CAF compared to those who had not heard anything (53% vs. 45%).

Less than one in five respondents (17%) 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). Conversely, over a third of respondents (35%) felt that the CAF was outdated (scores of 1 or 2), an increase of 14% 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, 2023, n=2,004.

Key segments

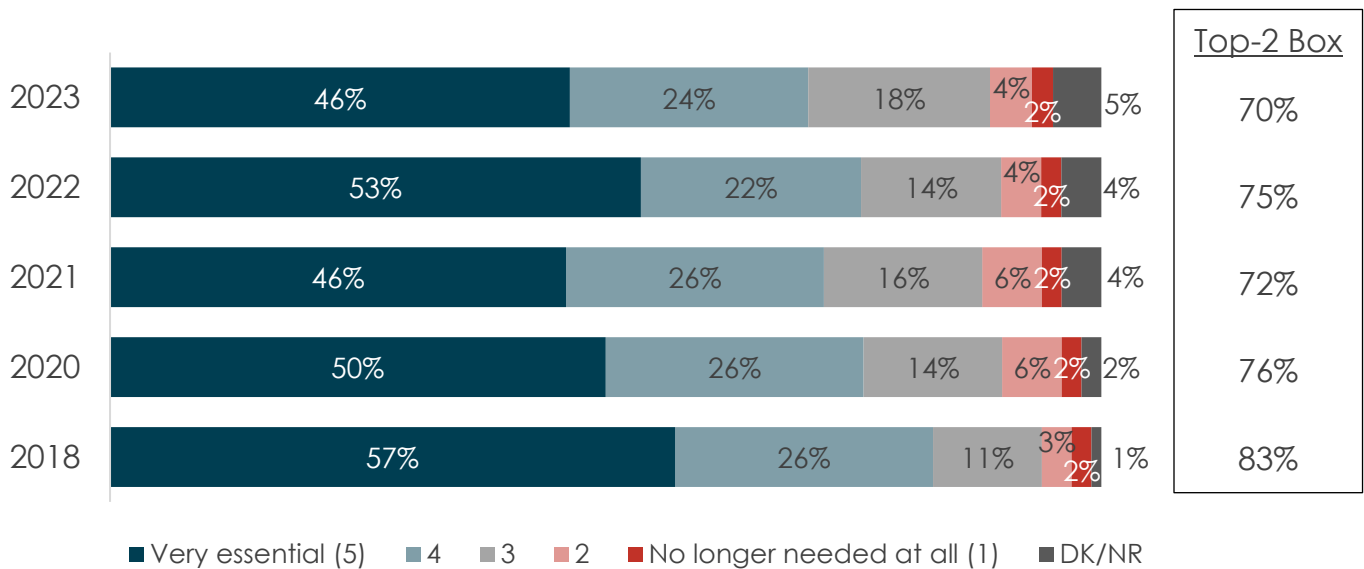
The following segments were more inclined to view the CAF as outdated compared to their respective counterparts:

- those with a negative overall impression of the CAF compared to those with a positive impression (77% vs. 29%);
- respondents who felt that the CAF was no longer needed versus those who felt that it was essential (58% vs. 36%);
- men compared to women (41% vs. 30%);
- respondents with a university (37%) or college education (36%) compared to those with a high school education (29%);
- those with an income of \$80,000 or more compared to those with an income of \$40,000 or less (39% vs. 30%); and

- white (38%), Chinese (35%) and Indigenous respondents (31%) compared to Black (6%) and Asian⁶ respondents (15%).

Exactly seven in ten respondents (70%) 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 decrease of 5% from the 75% observed in 2022. Conversely, 6% felt that the CAF was no longer 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, 2023, n=2,004.

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 (85% vs. 66%);
- respondents living in Atlantic Canada (78%) compared to those living in Ontario (70%) or British Columbia (67%);
- white respondents compared to Chinese respondents (73% vs. 52%);

⁶ In this report, Asian respondents refers to those who identified as either Filipino, Southeast Asian, Korean, or Japanese.

- those who had recently seen, read or heard anything about the CAF compared to those who had not (76% vs. 67%);
- respondents with a positive impression of the CAF (83%) compared to those with a neutral (50%) or negative impression (44%);
- those with a high school (73%) or college education (75%) compared to those with a university education (67%);
- those living in rural areas compared to those living in urban areas (74% vs. 68%).

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, 60% at least somewhat agreed that the CAF is as good a career choice for visible minorities as it is for anyone else, while a similar proportion, 59%, agreed that it is as good a career choice for women as it is for men.

Agreement was much lower when considering whether the CAF was as good a career choice for members of the 2SLGBTQI+ community compared to anyone else (33%). This statement saw an 8% decrease in agreement from 41% in 2022.

Exactly half of respondents agreed that they were concerned about systemic racism in the CAF (50%), while a slightly larger proportion agreed that racist or hateful attitudes are not tolerated in the CAF (53%). Just under one third of respondents agreed that the CAF does a good job of addressing misconduct, including racist, sexist or hateful conduct (32%).

Moreover, 40% agreed that CAF membership is as diverse as the Canadian population, and the same proportion agreed that the CAF is a respectful workplace environment for women (40%).

Over two in five (46%) agreed that the CAF does a good job taking care of ill and injured members. One in five respondents at least somewhat agreed that they could see themselves joining the CAF (20%).

Results were mostly consistent with those observed in 2022.

Figure 14 – Perceptions of workplace environment

% AGREE	2023	2022 ⁷	2021	2020	2018
The CAF is as good a career choice for visible minorities as it is for anyone else	60%	63%	60%	44%	-
The CAF is as good a career choice for women as it is for men	59%	58%	56%	70%	-
Racist or hateful attitudes or behaviours are not tolerated in the CAF	53%	52%	46%	61%	-
Systemic racism in the CAF is something I am concerned about	50%	54%	56%	54%	-
The CAF does a good job taking care of its ill and injured members	46%	48%	45%	-	-
The membership of the CAF seems just as diverse as the Canadian population	40%	41%	42%	42%	50%
I think that the CAF workplace environment is respectful of women	40%	39%	36%	50%	53%
The CAF is as good a career choice for people in the 2SLGBTQI+ community as it is for anyone else	33%	41%	42%	-	-
The CAF does a good job of addressing misconduct such as racist, sexist or hateful conduct	32%	36%	32%	-	-
I could see myself joining the CAF	20%	22%	23%	24%	25%

Q15. To what extent do you agree or disagree with each of the following statements? Base: All respondents, 2023, n=2,004.

Key segments

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 (65% of men vs. 56% of women).
- The CAF is as good a career choice for women as it is for men (63% of men vs. 55% of women).
- Racist or hateful attitudes or behaviours are not tolerated in the CAF (59% of men vs. 47% of women).
- The Canadian Armed Forces does a good job of taking care of its ill and injured members (49% of men vs. 44% of women).

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

- The membership of the CAF seems just as diverse as the Canadian population (48% of men vs. 33% of women).
- I think that the CAF workplace environment is respectful of women (48% of men vs. 32% of women).
- The CAF is as good a career choice for people in the 2SLGBTQI+ community as it is for anyone else (36% of men vs. 31% of women).
- The CAF does a good job of addressing misconduct such as racist, sexist or hateful conduct (38% of men vs. 27% of women).
- I could see myself joining the CAF (28% of men vs. 12% of women).

Conversely, women were more likely to agree that they were concerned with systemic racism in the CAF (54% of women vs. 46% of men).

Those with a high school education or less and those with a college education were more likely to agree with the following statements compared to those with a university education:

- The CAF is as good a career choice for visible minorities as it is for anyone else (66% high school, 67% college vs. 53% university).
- The CAF is as good a career choice for women as it is for men (67% high school, 65% college vs. 52% university).
- Racist or hateful attitudes or behaviours are not tolerated in the CAF (60% high school, 58% college vs. 47% university).
- The membership of the CAF seems just as diverse as the Canadian population (44% high school, 48% college vs. 34% university).
- I think that the CAF workplace environment is respectful of women (44% high school, 45% college vs. 34% university).
- The CAF is as good a career choice for people in the 2SLGBTQI+ community as it is for anyone else (40% high school, 37% college vs. 28% university).
- The CAF does a good job of addressing misconduct such as racist, sexist or hateful conduct (36% high school, 35% college vs. 29% university).

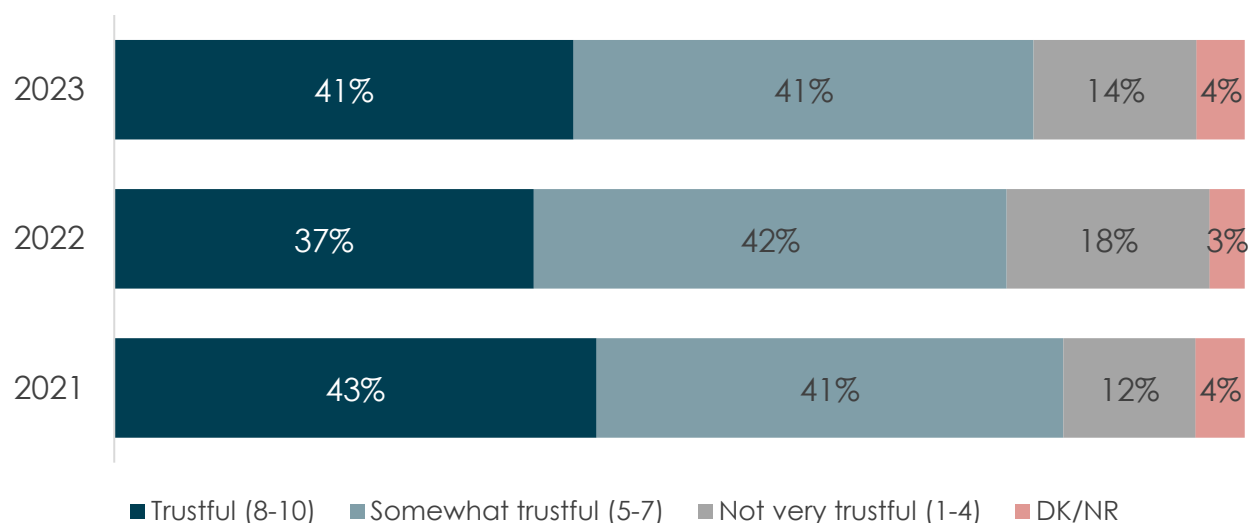
Conversely, those with a university education were more likely than those with a high school education to agree that they were concerned with systemic racism in the CAF (53% university vs. 45% high school).

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 (55% of those aged 25 to 34 vs. 44% 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). Just over two in five respondents (41%) trust the CAF (scores of 8 to 10), and the same proportion is somewhat trustful (scores of 5 to 7). A smaller proportion (14%) are not very trustful (scores of 1 to 4).

The extent to which respondents expressed a high level of trust in the CAF increased slightly from the results observed in 2022 (from 37% to 41% in 2023); however, these findings are still slightly below the 43% observed in 2021.

Figure 15 – Trust in the CAF to keep Canadians safe



Q20A. 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, 2023, n=2,004.

Key segments

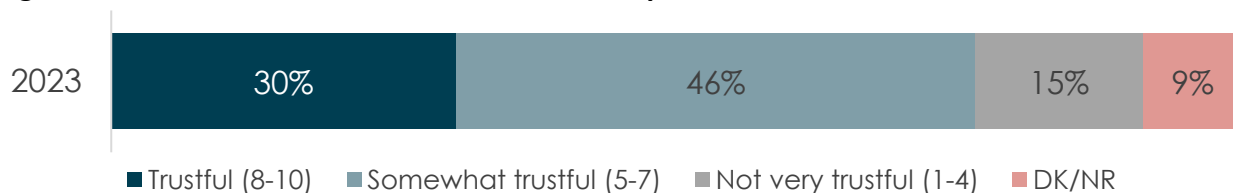
The following segments tended to trust the CAF more compared to their respective counterparts:

- respondents living in Atlantic Canada (45%) or Quebec (44%) compared to those living in Ontario (36%);

- those living in rural areas (48%) compared to those living in suburban (38%) or urban areas (40%);
- respondents with a high-school education (48%) compared to those with a college (39%) or university education (38%);
- those with a family member employed by DND or the CAF compared to those without (46% vs. 39%);
- black (59%), Indigenous (49%) and white respondents (41%) compared to Chinese respondents (26%);
- respondents who view the CAF as a source of pride compared to those who do not (60% vs. 12%); and
- respondents who view the CAF as essential compared to those who do not (51% vs. 8%).

Respondents were asked to evaluate the extent to which they trust the information that the CAF provides to Canadians (on a scale of 1 to 10, where “1” meant no trust at all and “10” meant complete trust). Nearly a third of respondents (30%) trust the information provided to Canadians by the CAF (scores of 8 to 10), and another 46% are somewhat trustful (scores of 5 to 7). A smaller proportion (15%) are not very trustful (scores of 1 to 4), while 9% were unsure.

Figure 16 – Trust in the information that the CAF provides to Canadians



Q20B. 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 in the information that the Canadian Armed Forces provides to Canadians? Base: All respondents, 2023, n=2,004.

Key segments

The following segments were more likely to trust the information that the CAF provides compared to their respective counterparts:

- respondents living in Atlantic Canada (40%) compared to those living in Quebec (30%), Ontario (30%), Alberta (27%) or British Columbia (30%);
- respondents who had a family member employed by DND or the CAF compared to those who did not (39% vs. 29%); and
- men compared to women (33% vs. 28%).

Respondents who reported low trust in the information that the CAF provides to Canadians (scores of 1 to 4 on a scale of 1 to 10) were asked to provide reasons for their low level of trust. The most common response pertained to a lack of transparency (20%), followed by political ties (10%) and dishonesty (10%). Other notable responses referred to barely knowing anything about the CAF (6%), too many cover ups or scandals (6%), limited resources (5%) and corruption (4%).

More than one in five respondents (22%) were unsure of the reasoning behind their low trust in the information that the CAF provides to Canadians.

Figure 17 – Reasons for low trust in information that the CAF provides to Canadians

Specific mentions ⁸	2023
Lack of transparency/many hidden facts/culture of secrecy	20%
Have political ties/state what the government allows them to say	10%
Dishonest/false/misleading information	10%
We barely know anything about them	6%
Too many cover ups/scandals	6%
They have limited resources/outdated equipment	5%
Corrupt/not trusted/unaccountable for their actions	4%
Poor leadership/internal conflicts	3%
The Prime Minister/I don't trust the government	3%
Weak military/not combat ready	2%
Recent controversies concerning treatment of women	2%
Concerned with the woke agenda	2%
Haven't heard anything positive/bad reputation	2%
It is manufactured to always say the positive thing	2%
How the pandemic was handled	1%
Personal experience	1%
Old boys' culture	1%
Racism	1%
They follow their own rules/court-martial	1%
Other	6%
Don't know/prefer not to answer	22%

Q21A. What is behind your low level of trust in the information that the Canadian Armed Forces provides to Canadians? Respondents who reported low trust in the information that the CAF provides to Canadians (score of 1–4 on a scale from 1 to 10), 2023, n=294.

⁸ Excluding results of <1%

Key segments

Respondents in Quebec were more likely to cite lack of transparency as their reason behind their low trust in the information that the CAF provides compared to those in Ontario (35% vs. 13%).

Respondents living in rural areas were more likely than those living in urban areas to attribute their low trust to the following reasons:

- political ties (18% vs. 6%);
- limited resources (12% vs. 2%).

Conversely, respondents living in urban (9%) or suburban areas (7%) were more likely to attribute their low trust to cover ups or scandals compared to those living in rural areas (0%).

Respondents who had a family member who was employed by DND or the CAF were more likely than those without to attribute their low trust to weak military (10% vs. 0%).

Respondents earning an income of more than \$80,000 were more likely than those with an income of \$40,000 to \$80,000 to mention limited or outdated resources as their reason for having low trust in the information that the CAF provides to Canadians (8% vs. 0%).

Respondents with a university education were more likely than those with a college education to attribute their low trust to the following:

- scandals/cover ups (9% vs. 3%); and
- lack of accountability for actions (6% vs. 1%).

Respondents who reported high trust in the information that the CAF provides to Canadians (scores of 8 to 10 on a scale of 1 to 10) were asked to provide reasons for their high level of trust. Among the reasons given, respondents felt that the CAF is trustworthy or has no reason to lie (6%), is here to protect (6%), and is honest (5%), and there was also an understanding that some information is kept secret for security reasons (5%).

More than two in five (44%) were unsure of the reasoning for their high level of trust.

Figure 18 – Reasons for high trust in information that the CAF provides to Canadians

Specific mentions ⁹	2023
Trustworthy/no reason to lie	6%
They are here to protect/the CAF ensures/provides safety	6%
Honest/transparent with the information they provide	5%
Some information must be kept secret from the public for security reasons/they know what they have to disclose	5%
Competent/well trained/do their job	4%
Good reputation/haven't heard anything negative	3%
They are doing a good job/positive experience with them	3%
They have a code of conduct/they have integrity	3%
I know people who are serving/have served in the Forces	3%
Negative comments	2%
Not corrupt/I believe that they are trying to do the right things	2%
Past history/its history of service	2%
They are regulated	1%
They are doing the best they can/hardworking	1%
Very responsive when needed	1%
Reliable	1%
They have our best interests in mind	1%
They're citizens like me/they are regular people	1%
There hasn't been any major threats/didn't participate in wars/conflicts	1%
It constantly informs the public of updated information	1%
Just a feeling	1%
Other	4%
None/nothing/no reason to not trust them	3%
Don't know/prefer not to answer	44%

Q21B. What is behind your high level of trust in the information that the Canadian Armed Forces provides to Canadians? Respondents who reported high trust in the information that the CAF provides to Canadians (score of 8–10 on a scale from 1–10), 2023, n=992.

⁹Excluding results of <1%.

Key segments

Respondents in Ontario were more likely than those living in British Columbia to say that they have high levels of trust because the CAF are here to protect and provide safety (8% vs. 3%).

Those earning an income of more than \$80,000 were more likely to suggest that the CAF's honesty and transparency is the reason for their high trust (9%) compared to those earning an income of \$40,000 to \$80,000 (1%) and those earning less than \$40,000 (4%).

Women were more likely than men to say that the reason for their high trust in the information that the CAF provides to Canadians is that they understand that some information is kept secret for security reasons (7% vs. 4%).

Conversely, men were more likely to attribute their trust to a perception that the CAF is doing a good job (4% vs. 2%).

Respondents were asked to list what they felt were the greatest threats to Canada's security and sovereignty in 2023. Consistent with 2022, Russia was viewed as the biggest threat to Canadian security (15%). Another one in ten respondents mentioned China (11%), a finding consistent with the previous waves.

A smaller proportion of respondents mentioned cyber security (6%), war (6%), Arctic sovereignty (6%), and political interference (5%). Additional considerations included the leadership of the Canadian government (4%), the United States (4%), and terrorism (4%).

More than one third of respondents did not know of or mention any threats currently facing Canada (36%).

Figure 19 – Threats to Canada

Specific mentions ¹⁰	2023	2022 ¹¹	2021	2020	2018	2016
Russia	15%	16%	5%	5%	4%	-
China	11%	9%	9%	10%	-	-
Cyber security	6%	5%	12%	10%	6%	3%
War/attack/conflicts	6%	6%	2%	5%	-	-
Arctic sovereignty	6%	6%	6%	6%	3%	-
Political interference/influence from foreign governments	5%	3%	-	-	-	-
Canadian government/Justin Trudeau	4%	6%	6%	5%	2%	-
United States/Canada's proximity to the U.S	4%	3%	6%	14%	16%	-
Terrorism	4%	3%	10%	10%	29%	40%
Lack of funding for the Canadian Armed Forces	3%	2%	2%	2%	-	-
Canadians themselves/extremists	3%	4%	4%	3%	-	-
Natural disasters / climate change ¹²	3%	1%	2%	2%	4%	-
Government/politicians (unspecified)	3%	1%	2%	-	-	-
Hostile foreign countries (unspecified)	2%	2%	2%	-	-	-
Border security	2%	1%	1%	-	-	-
Immigration policies/cultural tension	2%	2%	2%	3%	2%	-
Espionage	2%	1%	1%	-	-	-
Crimes/gun control/violence	1%					
Civil unrest/civil rights movement	1%	1%	1%	1%	-	-
Natural resources	1%	1%	1%	1%	-	-
American government/Trump	1%	1%	<1%	7%	5%	-
Economy/inflation (unspecified)	1%	1%	1%	-	-	-
Media/false information	1%					
Artificial intelligence/AI takeover	1%					
North Korea	1%	1%	<1%	1%	3%	1%
Social impacts (hate, freedoms, etc.)	1%	1%	2%	-	-	-
Other	4%	16%	5%	6%	16%	12%
None/nothing	1%	1%	1%	-	-	-
Don't know/prefer not to answer	36%	42%	32%	24%	16%	10%

¹⁰ Excluding results of <1%.

¹¹ Prior to 2022, responses included both online and telephone results.

¹² Prior to 2022, coded as *Natural disasters*.

Key segments

Respondents aged 65 and older were most likely to consider Russia to be a threat to Canadian security (25%).

Men were more likely than women to consider the following as threats:

- Russia (17% men vs. 13% women);
- China (14% men vs. 9% women); and
- Arctic sovereignty (8% men vs. 4% women).

Conversely, women were more likely than men to view war and conflicts as a threat (7% women vs. 4% men).

Those earning an income of \$40,000 to \$80,000 (15%) and those earning \$80,000 and above (17%) were more likely than those earning an income of less than \$40,000 (11%) to consider Russia as a threat.

Respondents with a university education were more likely to view the following as threats to Canadian security compared to those with a college education and those with a high school education or less:

- Russia (18% university vs. 13% college and 10% high school);
- Arctic sovereignty (7% university vs. 4% college and 3% high school); and
- the United States (6% university vs. 3% college and 2% high school).

Respondents with a university or college education were more likely to view the following as threats to Canadian security compared to those with a high school education or less:

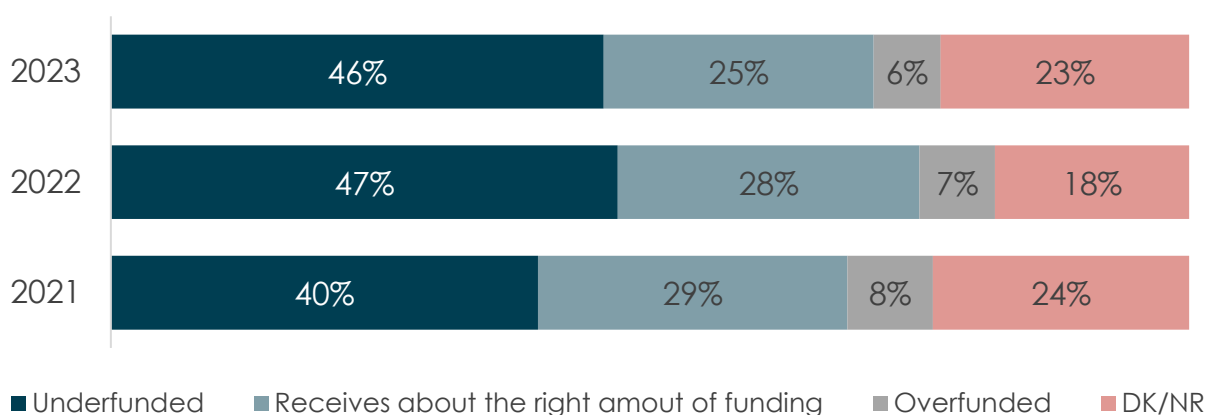
- China (13% university, 11% college vs. 7% high school).
- Cyber security (7% university, 6% college vs. 4% high school).

Funding and equipment

When asked about their perceptions of CAF funding, more than two in five respondents (46%) said that Canada’s military was underfunded, while 25% said that the CAF receives the right amount of funding. Fewer than one in ten respondents felt that the CAF was overfunded (6%).

These findings are consistent with those from 2022.

Figure 20 – Perceptions of CAF funding



Q22. Do you feel that Canada’s military is underfunded, overfunded, or receives about the right amount of funding? Base: All respondents, 2023, n=2,004.

Key segments

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

- respondents living outside of Quebec compared to respondents from Quebec (49% vs. 36%);
- respondents who had a family member actively serving in the CAF compared to those who did not (57% vs. 44%);
- respondents aged 65 or older compared to those 64 or younger (64% vs. 40%);
- respondents who had recently heard something about the CAF compared to those who had not heard anything (61% vs. 37%);
- respondents who view the CAF as essential compared to those who view the CAF as no longer needed (56% vs. 16%);

- men compared to women (54% vs. 38%);
- white (50%) and Indigenous respondents (39%) compared to Chinese respondents (32%); and
- those with an income of \$80,000 or more compared to those with an income of \$40,000 or less (48% vs. 40%).

Four statements pertaining to the CAF's equipment were presented to respondents. More than one quarter of respondents agree that the CAF has the equipment that it needs to do its job (27%) and that the CAF's military equipment purchases benefit local economies (26%). Agreement with each of these statements has declined since 2022.

One quarter of respondents agree that the CAF is good at planning its future equipment needs (25%), a decrease from 34% in 2022. Slightly fewer agreed that purchases of military equipment tend to be well managed (23%), which has also seen a decrease from the 32% observed in 2022.

Less than one in five respondents were able to answer whether the CAF has the equipment it needs (18%). Close to three in ten respondents did not know whether the CAF's equipment purchases benefit local economies (29%), whether the CAF is good at planning its future equipment needs (29%), or whether purchases of military equipment tend to be well managed (28%).

Figure 21 – Views of various statements pertaining to the CAF’s military equipment

Statements	Strongly agree	Somewhat agree	Neither	Somewhat disagree	Strongly disagree	DK/NR	Agree 2023	Agree 2022	Agree 2021	Agree 2020	Agree 2018	Agree 2016
The Canadian Armed Forces has the equipment it needs to do its job	5%	22%	14%	25%	16%	18%	27%	35%	31%	38%	41%	50%
When the Canadian Armed Forces purchases military equipment, it tends to benefit local economies	5%	20%	21%	16%	8%	29%	26%	35%	29%	-	-	-
The Canadian Armed Forces is good at planning its future equipment needs	8%	16%	22%	21%	4%	29%	25%	34%	28%	42%	47%	58%
Purchases of military equipment by the Canadian Armed Forces tend to be well managed	4%	19%	18%	17%	14%	28%	23%	32%	24%	-	-	-

Q23. Please rate the extent to which you agree or disagree with each of the following statements. Base: All respondents, 2023, n=2,004.

Key segments

Respondents living in Atlantic Canada were more likely to agree that the CAF’s military equipment purchases tend to benefit local economies (38%) compared to those in Quebec (21%), Ontario (27%), Alberta (26%), and British Columbia (21%)

Respondents living in Atlantic Canada were more likely to agree that the CAF is good at planning its future equipment needs (31%) compared to those in Quebec (19%) and British Columbia (22%).

Respondents living in Atlantic Canada were more likely than those in the rest of the country to agree that purchases of military equipment by the CAF tend to be well-managed (33% in Atlantic Canada vs. 22% outside of Atlantic Canada).

Those living in urban areas were more likely to agree that the CAF has the equipment it needs to do its job compared to those in suburban areas (30% vs. 23%).

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

- CAF military equipment purchases tend to benefit local economies (30% of men vs. 22% of women).
- The CAF is good at planning its future equipment needs (29% of men vs. 22% of women).

Respondents aged 18–24 were most likely to agree with the following statements:

- The Canadian Armed Forces has the equipment it needs to do its job (39%).
- Purchases of military equipment by the Canadian Armed Forces tend to be well-managed (34%).

Respondents with a family member in the CAF were more likely to agree with the following statements compared to those without a family member in the CAF:

- CAF military equipment purchases tend to benefit local economies (38% vs. 23%).
- The CAF is good at planning its future equipment needs (32% vs. 24%).

Respondents with a high-school education were more likely to agree with the following statements compared to those with a university education:

- CAF military equipment purchases tend to benefit local economies (29% high school vs. 23% university).
- The CAF is good at planning its future equipment needs (31% high school vs. 23% university).

Respondents with an income of \$40,000 or less were more likely to agree that purchases of military equipment by the Canadian Armed Forces tend to be well managed compared to those with an income of \$80,000 or more (30% vs. 22%).

International roles

Respondents were asked to what extent they agreed or disagreed that the CAF should play various international roles. Respondents were most in agreement that the CAF should have participation in disaster relief/humanitarian aid (71%) and peace support operations (69%).

Roughly two thirds of respondents at least somewhat agree that the CAF should be participating in surveillance and defence in the North (67%), as well as in non-combat support missions (66%).

At least half of respondents agreed with the following roles:

- using satellites in space for monitoring purposes (60%);
- missions that target illegal trafficking activities (56%); and
- combat support missions for the UN and NATO (54%).

Finally, slightly less than half of respondents said they at least somewhat agree that the CAF should be training militaries or police of other countries (48%).

Overall, agreement for the CAF's involvement in each of these international roles has declined since 2022.

Figure 22 – Agreement with CAF activities abroad

Activities abroad	Strongly agree	Somewhat agree	Neither	Somewhat disagree	Strongly disagree	DK/NR	Net agree 2023	Net agree 2022 ¹³	Net agree 2021
Disaster relief or humanitarian aid in response to a request for help from another country	42%	29%	18%	3%	2%	7%	71%	81%	80%
Peace support operations	40%	28%	18%	3%	2%	8%	69%	80%	76%
Surveillance and defence in the North	45%	22%	18%	3%	2%	10%	67%	75%	73%
Non-combat support roles in support of UN and NATO missions. This could include things like medical assistance, communications and logistical support, or transportation	39%	27%	18%	3%	3%	11%	66%	78%	75%
Using satellites in space to monitor territory, gather intelligence and/or identify targets	33%	27%	21%	5%	2%	12%	60%	70%	61%
Missions that target drugs, weapons or other illegal trafficking activities in international waters	29%	28%	26%	5%	3%	10%	56%	67%	65%
Combat roles in support of UN and NATO missions	27%	27%	25%	5%	5%	12%	54%	68%	57%
Training the militaries or police forces of other countries	22%	26%	27%	8%	6%	11%	48%	60%	54%

Q24. Shifting focus now to Canadian Armed Forces activities abroad, there are a number of roles the Canadian Armed Forces could play internationally. Please indicate 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. Base: All respondents, 2023, n=2,004.

¹³ 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 (77%), compared to those living in Ontario (70%), British Columbia (68%), Alberta (67%), and Manitoba or Saskatchewan (66%).

Respondents living in Quebec were more likely to agree that the CAF should participate in the following international roles compared to those living in Ontario:

- peace support operations (73% vs. 65%);
- surveillance and defence in the North (72% vs. 65%);
- combat support missions for the UN and NATO (58% vs. 50%); and
- training the militaries or police forces of other countries (55% vs. 44%).

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 suburban and urban areas:

- missions that target illegal trafficking activities (62% in rural areas vs. 55% in suburban areas and 55% in urban areas); and
- training militaries or police of other countries (54% in rural areas vs. 47% in suburban areas and 46% 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 (73% of men vs. 62% of women);
- non-combat support missions (69% of men vs. 63% of women);
- using satellites in space for monitoring purposes (66% of men vs. 56% of women);
- combat support missions for the UN and NATO (59% of men vs. 49% of women); and
- training militaries or police of other countries (53% of men vs. 43% of women).

Respondents aged 65 years or older were more likely to agree that the CAF should participate in the following international roles compared to those 64 years of age or younger:

- surveillance and defence in the North (86% of those 65 or older vs. 61% of those 64 or younger);
- non-combat support operations (79% of those 65 or older vs. 62% of those 64 or younger);

- using satellites in space for monitoring purposes (75% of those 65 or older vs. 56% of those 64 or younger); and
- missions that target illegal trafficking activities (71% of those 65 or older vs. 52% of those 64 or younger).

Respondents with a college education were more likely to agree that the CAF should participate in surveillance and defence in the North compared to those with a high-school education (70% vs. 63%).

Respondents with a university or college education were more likely to agree that the CAF should participate in the following international roles compared to those with a high-school education:

- non-combat support operations (68% university and 67% college vs. 59% high-school); and
- combat support missions for the UN and NATO (54% university and 58% college vs. 48% high-school).

Respondents with an income of more than \$80,000 were more likely to agree that the CAF should participate in peace support operations compared to those with an income of \$40,000 or less (71% vs. 64%).

Respondents with an income of \$40,000 or more were more likely to agree that the CAF should participate in the following international roles compared to those with an income of less than \$40,000:

- surveillance and defence in the North (71% vs. 59%);
- non-combat support operations (68% vs. 60%);
- combat support missions for the UN and NATO (57% vs. 46%); and
- training militaries or police of other countries (50% vs. 41%).

Indigenous (71%) and white (71%) respondents were more likely to agree that the CAF should be involved in surveillance and defence in the North compared to Chinese (54%) and Asian (53%) respondents.

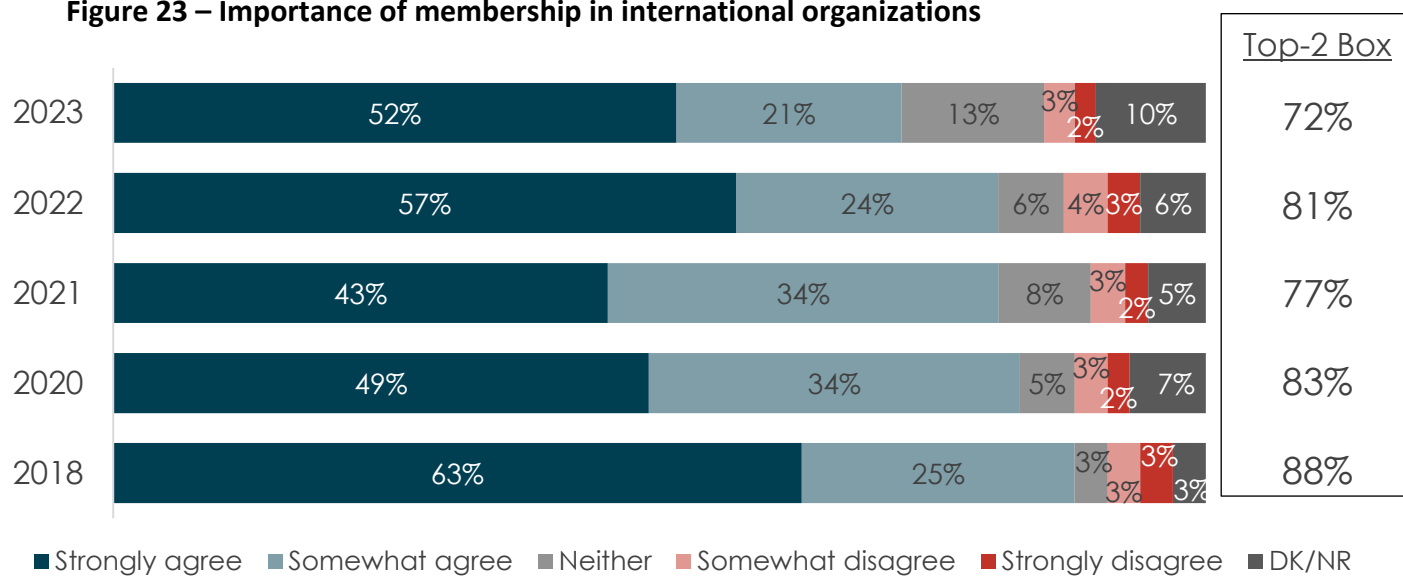
Indigenous (63%) and white (57%) respondents were more likely to agree that the CAF should be involved in missions that target illegal trafficking activities compared to Chinese respondents (37%).

White respondents were more likely to agree that the CAF should participate in the following international roles compared to Chinese respondents:

- disaster relief/humanitarian aid (73% vs. 60%);
- peace support operations (71% vs. 58%);
- non-combat support operations (68% vs. 57%);
- using satellites in space for monitoring purposes (62% vs. 48%);
- combat support missions for the UN and NATO (56% vs. 43%); and
- training militaries or police of other countries (50% vs. 36%).

More than seven in ten respondents (72%) at least somewhat agreed that Canada’s membership in international organizations such as NATO and NORAD is important for Canadian security. Agreement has declined from the previous wave in 2022.

Figure 23 – Importance of membership in international organizations



Q25. 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. Base: All respondents, 2023, n=2,004.

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 (89% vs. 68%);
- those with a family member actively serving in the CAF compared to those who do not have a family member who serves (79% vs. 72%);
- men compared to women (75% vs. 69%);
- respondents with a university (75%) or college education (74%) compared to those with a high-school education or less (64%);
- respondents with an income of \$40,000 or more compared to those with an income of less than \$40,000 (75% vs. 62%); and
- white respondents compared to Chinese respondents (75% vs. 63%).

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 (84%);
- search and rescue (82%); and
- providing protection against terrorist threats (81%).

More than two thirds of respondents felt that preventing illegal activity was an important role (71%), followed by protecting against cyber-security threats (70%) and patrolling the Arctic (67%). Importance ratings were lower for youth programs (54%).

Overall, the results were fairly consistent with those observed in 2021 and 2022.

Figure 24 – Perceived importance of the CAF’s domestic roles

Domestic roles	Very important (5)	Important (4)	Neither (3)	Not very important (2)	Not important at all (1)	DK/NR	Net important 2023	Net important 2022 ¹⁴	Net important 2021
Responding to natural disasters, including catastrophic weather events	63%	22%	10%	2%	<1%	4%	84%	86%	88%
Search and rescue	58%	24%	11%	2%	<1%	4%	82%	83%	86%
Providing protection against terrorist threats	62%	19%	11%	2%	1%	5%	81%	83%	84%
Helping prevent illegal activity such as drug/human smuggling or illegal immigration	45%	26%	17%	5%	2%	6%	71%	72%	73%
Providing protection against cyber-security threats	47%	23%	17%	4%	2%	7%	70%	73%	75%
Patrolling the Arctic	45%	22%	17%	5%	2%	10%	67%	68%	68%
Delivering the Cadet and Junior Canadian Rangers programs for youth 12 to 18 years of age	28%	26%	25%	6%	4%	11%	54%	59%	60%

Q26. There are a number of roles that the Canadian Armed Forces plays here in Canada. Please indicate 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...? Base: All respondents, 2023, n=2,004.

Key segments

Respondents living in Quebec were more likely to agree that the following roles were important for the CAF compared to respondents living in Ontario, Manitoba or Saskatchewan, Alberta, and British Columbia:

- responding to natural disasters (89% in Quebec vs. 83% in Ontario, 82% in Manitoba and Saskatchewan, 81% in Alberta and 82% in British Columbia); and
- search and rescue (87% in Quebec vs. 81% in Ontario, 80% in Manitoba and Saskatchewan, 77% in Alberta and 78% in British Columbia).

¹⁴ In 2022, telephone results were captured using a split sample approach, [n=1,562] for each activity.

Respondents living in Quebec were more likely than those living in Alberta to agree that the CAF should be involved in providing protection against terrorist threats (84% vs. 77%).

Respondents living in Atlantic Canada (77%) and Quebec (73%) were more likely than those living in Alberta (64%) to agree that the CAF should be involved in helping prevent illegal activities.

Respondents living in Quebec were more likely than those living in British Columbia to agree that the CAF should be involved in providing protection against cyber-security threats (74% vs. 66%).

Respondents living in Atlantic Canada (63%) were more likely than those living in Quebec (54%) or Ontario (52%) to agree that the CAF should be involved in youth programs.

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

- responding to natural disasters (88% in rural areas vs. 83% in urban areas); and
- helping prevent illegal activities (75% in rural areas vs. 69% in urban areas).

Those living in rural areas (63%) tended to give higher importance ratings for the CAF's involvement in youth programs compared to those living in suburban (55%) or urban areas (51%).

Women tended to place greater importance on the following roles compared to men:

- responding to natural disasters (86% of women vs. 82% of men);
- providing protection against terrorist threats (84% of women vs. 78% of men); and
- helping prevent illegal activities (74% of women vs. 68% of men).

Consistent with 2022, men were more likely to place importance on patrolling the Arctic compared to women (76% to 58%).

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.

Respondents with a college education were more likely than those with a university education to feel that the following domestic roles were important for the CAF to be involved in:

- providing protection against terrorist threats (84% college vs. 80% university); and
- helping prevent illegal activities (74% college vs. 68% university).

Those with a high-school (57%) or college education (62%) were more likely than those with a university education (49%) to feel that the CAF's involvement in youth programs was important.

Those with a household income of more than \$80,000 tended to place greater importance on the following roles compared to those with a household income of less than \$40,000:

- responding to natural disasters (86% vs. 82%); and
- providing protection against terrorist threats (84% vs. 78%).

Those with a household income of \$40,000 or more tended to place greater importance on patrolling the Arctic compared to those with a household income of less than \$40,000 (69% vs. 60%).

White respondents were more likely than Chinese and Asian respondents to place importance on the following domestic roles:

- responding to natural disasters (87% vs. 67% and 69% respectively);
- search and rescue (84% vs. 69% and 68% respectively); and
- patrolling the Arctic (69% vs. 57% and 57% respectively).

White respondents were more likely than Chinese respondents to place importance on the following domestic roles:

- providing protection against terrorist threats (83% vs. 69%); and
- youth programs (55% vs. 42%).

Indigenous respondents were more likely than Chinese respondents to give higher importance ratings to the CAF's involvement in the following roles:

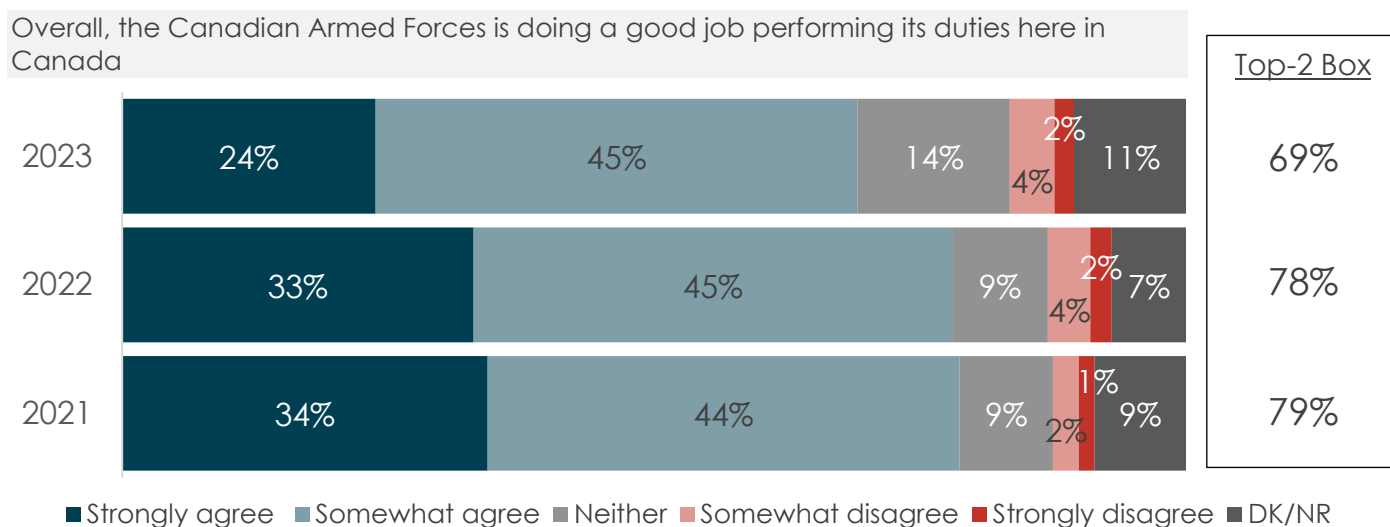
- responding to natural disasters (83% vs. 67%); and
- youth programs (66% vs. 42%).

Indigenous (82%) respondents were more likely than white (71%) and Chinese (63%) respondents to give higher importance ratings to the CAF's involvement in helping prevent illegal activities.

When asked to provide their level of agreement that the CAF is doing a good job of performing its duties in Canada, nearly seven in ten (69%) at least somewhat agreed. More specifically, nearly one quarter (24%) strongly agreed with this statement.

Strong agreement scores have declined from those observed in 2022.

Figure 25 – Agreement with domestic value of the CAF



Q27. Please rate the extent to which you agree or disagree with the following statement. Base: All respondents, 2023, n=2,004.

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 64 years or younger (81% vs. 65%);
- those who had a family member employed by DND or the CAF compared to those who did not (78% vs. 68%);
- respondents living in Atlantic Canada (75%) compared to those living in Ontario (67%) or Alberta (65%);
- respondents with a high-school education compared to those with a university education (73% vs. 67%);
- women compared to men (71% vs. 67%); and
- white (71%), black (73%) and Indigenous respondents (72%) compared to Chinese respondents (49%).

When looking specifically at those who strongly agreed, respondents in Atlantic Canada were most likely to strongly agree that the CAF is doing a good job at performing domestic duties compared to those living outside of Atlantic Canada (37% vs. 22%).

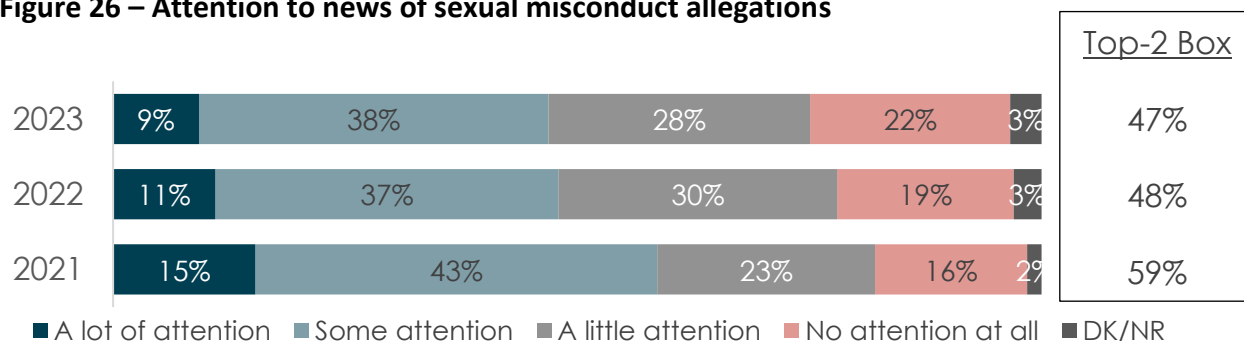
Misconduct allegations

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 1,871 (out of 2,004) respondents who felt comfortable proceeding with the misconduct questions.

In 2023, nearly half of respondents reported paying at least some attention to news of alleged sexual misconduct in the CAF over the previous few months (47%). On the one hand, nearly one in ten respondents reported paying a lot of attention (9%). On the other hand, more than one in five (22%) had paid no attention at all to that news.

The proportion of respondents paying attention to this news is consistent with the 2022 findings.

Figure 26 – 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? Base: Respondents who were comfortable answering misconduct questions, 2023, n=1,971.

Key segments

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

- those 65 years or older compared to respondents 64 years or younger (67% vs. 40%);
- respondents who had a family member employed by DND or the CAF compared to those who did not (59% vs. 45%);
- respondents living in Quebec (56%) compared to those living elsewhere in Canada (44%); and
- white (49%) and Indigenous (42%) respondents compared to Chinese respondents (26%).

Respondents were then asked to rate the extent to which they agreed or disagreed with a series of statements pertaining to misconduct allegations.

Exactly two in five respondents (40%) at least somewhat agreed that the CAF takes misconduct allegations seriously. Conversely, one in five respondents (19%) disagreed.

More than one third of respondents agreed with the following statements regarding misconduct in the CAF:

- The misconduct allegations have led the Canadian Armed Forces to make positive changes (37%).
- I feel like the Canadian Armed Forces is taking concrete steps to make changes to evolve its culture (37%).
- I feel like the Canadian Armed Forces is taking concrete steps to prevent misconduct (36%).

Additionally, three in ten respondents at least somewhat agreed that the CAF deals with misconduct allegations appropriately (30%). Conversely, one quarter of respondents at least somewhat disagreed (25%).

Figure 27 – Culture and response to misconduct allegations within the CAF

Statement	Strongly agree (5)	Somewhat agree (4)	Neither (3)	Somewhat disagree (2)	Strongly disagree (1)	DK/Prefer not to answer	Net agree 2023
The Canadian Armed Forces takes them seriously	14%	26%	28%	12%	7%	13%	40%
The misconduct allegations have led the Canadian Armed Forces to make positive changes within the military	11%	26%	27%	9%	4%	23%	37%
I feel like the Canadian Armed Forces is taking concrete steps to make changes to evolve its culture	11%	25%	27%	12%	4%	20%	37%
I feel like the Canadian Armed Forces is taking concrete steps to prevent misconduct	11%	25%	26%	13%	6%	19%	36%
The Canadian Armed Forces deals with them appropriately	9%	21%	27%	15%	10%	18%	30%

Q29. Please indicate how strongly you agree or disagree with the following statements pertaining to the response from the Canadian Armed Forces regarding misconduct? Base: Respondents who were comfortable answering misconduct questions, 2023, n=1,871.

*Tracking results are not included in this chart as the questions and response scales were updated for the 2023 wave of research.

Key segments

Respondents who had a family member employed by DND or the CAF were more likely to agree with each of the statements pertaining to the CAF’s response to misconduct allegations compared to those who did not:

- The Canadian Armed Forces takes them seriously (51% vs. 38%).
- The misconduct allegations have led the Canadian Armed Forces to make positive changes (46% vs. 35%).
- I feel like the Canadian Armed Forces is taking concrete steps to make changes to evolve its culture (46% vs. 35%).

- I feel like the Canadian Armed Forces is taking concrete steps to prevent misconduct (47% vs. 34%).
- The Canadian Armed Forces deals with them appropriately (41% vs. 28%).

Men were more likely to agree with each of the statements pertaining to the CAF's response to misconduct allegations compared to women:

- The Canadian Armed Forces takes them seriously (46% men vs. 34% women).
- The misconduct allegations have led the Canadian Armed Forces to make positive changes (43% men vs. 31% women).
- I feel like the Canadian Armed Forces is taking concrete steps to make changes to evolve its culture (43% men vs. 31% women).
- I feel like the Canadian Armed Forces is taking concrete steps to prevent misconduct (43% men vs. 29% women).
- The Canadian Armed Forces deals with them appropriately (39% men vs. 23% women).

Respondents with a high-school or college education were more likely to agree with each of the statements pertaining to the CAF's response to misconduct allegations compared to those with a university education:

- The Canadian Armed Forces takes them seriously (45% high school, 44% college vs. 36% university).
- The misconduct allegations have led the Canadian Armed Forces to make positive changes (42% high school, 42% college vs. 32% university).
- I feel like the Canadian Armed Forces is taking concrete steps to make changes to evolve its culture (43% high school, 40% college vs. 32% university).
- I feel like the Canadian Armed Forces is taking concrete steps to prevent misconduct (41% high school, 42% college vs. 30% university).
- The Canadian Armed Forces deals with them appropriately (37% high school, 33% college vs. 26% university).

Respondents who had recently seen, read or heard anything about the CAF were more likely to agree with each of the statements compared to those who had not:

- The Canadian Armed Forces takes them seriously (45% vs. 38%).

- The misconduct allegations have led the Canadian Armed Forces to make positive changes (44% vs. 33%).
- I feel like the Canadian Armed Forces is taking concrete steps to make changes to evolve its culture (42% vs. 34%).
- I feel like the Canadian Armed Forces is taking concrete steps to prevent misconduct (42% vs. 33%).
- The Canadian Armed Forces deals with them appropriately (35% vs. 28%).

Qualitative research results

Awareness, impressions and perceptions of the CAF

To kick off each focus group, a few top-of-mind exercises were used.

Participants were asked what came to mind first when they thought of the Canadian Armed Forces (CAF). Certain broad themes could be identified from this first exercise:

- Many participants referenced broad roles that members of the CAF play, such as peacekeeping, defense, disaster relief, protection, security and safety.
- Additionally, some were reminded of characteristics of individuals who serve, such as “brave,” “loyal,” “dedicated,” and “integrity.”
- Some were quickly reminded of military-related terms and objects such as army, military, uniform, soldier and veteran. Younger participants were more inclined to mention these types of words.
- A few also referred to “family,” and “family members” or mentioned someone they know that serves or served, such as their father. Older participants were more inclined to mention these types of words.
- Additionally, some thought of related institutions, such as “government” or “police.”
- On the other hand, some of the terms were more critical of the institution, such as “mystery,” “funding” and “broken down equipment.”
- Participants who live close to military bases tended to name them in this exercise – for instance, a few Quebecers mentioned Val Cartier while a few in New Brunswick mentioned Gagetown.

Participants were then asked what came to mind regarding the best aspects of the CAF. Many of the same themes were repeated, especially those pertaining to peacekeeping, protecting Canadians and keeping the country safe, as well as helping others. Specifically, the role of helping Canadian communities in times of crisis or during natural disasters came up frequently. Some also felt that the individuals who serve are one of the best aspects of the CAF, and mentioned diversity, discipline and honesty as characteristics.

Additionally, many also referred to the positive aspects of the job for CAF members, including access to good careers, good benefits and education.

Conversely, participants were also asked to share what came to mind regarding the worst aspects of the CAF. Many participants were unable to come up with any negative aspects. Among those who could, many referred to the CAF as being too small and underfunded (some mentioned budget cuts) and using old, broken down or obsolete equipment.

Some were broadly reminded of the dangerous nature of being part of the CAF and the risks that members face, particularly aspects related to serving in war. This included loss of life, losing a loved one, deployment overseas, danger, injuries or illness, the difficulty of CAF jobs, the high risk, mental health issues, PTSD, stress, exposure to harmful environments or substances, and time away from family. As well, some raised challenges faced by veterans, especially in terms of mental health and inadequate pensions.

Issues related to culture were also raised, such as scandals, discrimination, sexism and harassment, and a negative political environment.

“They need more funding; they need more veteran support. They just need more resources in general. And it can be a bit of a ‘boys club’.” – Female, 49, Ontario

“The things that have been in the media recently...the things that have been happening with women with respect to not being able to reach positions they want, or the abuse.” – Male, 39, Ontario

Overall, many participants felt they were generally uninformed regarding activities undertaken by and roles played by the CAF, which led them to have limited opinions for the remainder of the discussion. Views and opinions were largely based on what they saw as the CAF’s “traditional” role of peacekeeping, their activities in communities in times of natural disasters, and on any headlines or news stories they may have encountered over the past few years on either televised news or social media.

Few had seen, heard or read anything in the media or elsewhere about the CAF in general, or about CAF equipment and procurement in particular. Among the few who had noticed something, it most often pertained to allegations of misconduct or the CAF culture. Many brought up general allegations but were not aware of specific incidents or headlines. There was a general sense that there are issues with sexism and sexual harassment, and that women or minorities might not be

taken as seriously, or considered for higher ranks, compared to white men. Of those who did recall specific headlines, a few mentioned hearing about a member of the CAF who either resigned or was pushed out of a leadership position due to allegations of this nature.

- A few had also heard about equipment-related news. These participants seemed to recall efforts to ship military equipment to the Ukraine to aid in the conflict with Russia. Some mentioned hearing about the purchase of equipment, including second-hand planes or fighter jets. There were some concerns about buying this type of equipment second hand as some had heard of issues with securing replacement parts for outdated equipment. A few also mentioned hearing about delays in procuring new Navy ships.
- A few had also seen recruitment-related initiatives including advertisements and postings on job search websites or had come across recruitment booths at local fairs and post-secondary institutions. Additionally, some had heard about recruitment initiatives on the news or through social media.

When specifically asked whether they felt the CAF have the equipment they need to do their work, most agreed that the CAF lack equipment or have obsolete equipment, especially when considering advancements in technology or making comparisons to countries with larger militaries and greater funding, such as the United States. With that being said, there was a general impression that the CAF are doing the best they can with what they have.

“I think the last thing I heard was about broken-down planes. I seem to hear a lot about broken equipment or things that are old and need to be repaired, but they don’t have the money.” – Female, 49, Manitoba

Impressions of people who serve in the CAF

While participants admitted to having limited knowledge about the CAF’s roles and activities, most participants could share their overall impressions of the people who serve in the CAF, and these impressions were mostly positive. Many explained that members of the CAF are viewed as hard-working, disciplined, compassionate, motivated, well-trained, dedicated, noble, honourable and self-sacrificing individuals. There was a sense that a career in the CAF is not easy and so those who have joined must be physically and mentally strong and have self-determination. Similarly, a few felt that the level of training required by the CAF leaves its employees with a large and diverse skill set that can also benefit them outside of their career.

“They’re really brave. I feel like they are very motivated. They know what they want to do and they want to fight for that.” – Female, 20, Atlantic Canada

Participants’ limited knowledge of those who serve was often based on friends, family members, neighbours or acquaintances they knew who were in the CAF and on limited interactions. Despite limited familiarity, participants believed CAF members are patriotic and disciplined individuals due to the fact that they are protecting our country despite the challenges of their careers and the risks they face.

While there was awareness of misconduct, participants typically sensed that these issues pertained to a smaller number of certain individuals in higher ranks rather than the majority of those who serve in the CAF, especially on the front lines.

Those who had slightly less positive impressions of those who serve typically reflected individuals they knew who had joined the CAF for what may not have been the right reasons. Some discussed how individuals living in areas with fewer job opportunities may join the CAF simply because they feel they do not have many other options. Additionally, one participant mentioned that they had seen acquaintances get rejected from careers as police officers or firefighters and so they joined the CAF as a backup career.

Again, due to limited awareness about the CAF’s roles and activities, few participants felt that they could easily weigh in on the work performed by those who serve.

Impressions of the work performed

Based on their limited awareness of the CAF’s activities and the extent to which they felt that the CAF was involved in peacekeeping and coming to the aid of Canadians when natural disasters strike, participants generally had a positive impression of the work performed by those who serve in the CAF.

There was an impression that CAF members do not always have a say in where they are required or what role they need to carry out, but regardless of that, they always dedicate themselves entirely. Additionally, some felt that those who serve are performing a job that not a lot of people can or want to do and saw this work as selfless.

While there was a sense that Canada does not currently have a lot of threats, many participants shared that they felt that if a threat did arise, the CAF would be prepared to protect the country. Some participants described how negative news tends to spread more than positive news and so

if members of the CAF were not performing well, they would probably have heard more about their roles. Thus, they believed those who serve are probably doing just fine.

A few participants, particularly those from the Territories, had some encounters with members of the CAF due to specific circumstances where their community required aid and the CAF were there to help. This left them with a positive impression of the work performed by those in the CAF.

The small amount of criticism surrounding the work done by CAF members typically involved the idea that the organization as a whole acts as more of a follower than a leader. One participant discussed how the members of the CAF were very capable people but may not be provided with enough funding or opportunities to serve a leadership role.

Participants were asked, all things considered, whether they felt that the CAF's job is easier or harder than it was 10 years ago. Most participants seemed to feel that the CAF's job is harder than it was previously. These participants explained that the increase in natural disasters requiring CAF involvement and a sense that there are more conflicts around the world compared to 10 years ago might make their job harder. Additionally, advancements in technology could lead to a bigger challenge when it comes to cybersecurity.

That being said, a small number of participants felt that the advancement of technology might make the job easier, as there would be better equipment, which could enhance certain areas such as detecting threats to Canada.

Trust in the CAF

When the topic of trust came up, most participants tended to describe a moderate to high level of trust in the CAF. Some felt they had no genuine reason to distrust the CAF, with the sentiment that "no news is good news." Many also felt that if the country was in need or a threat was to arise, they would trust that the CAF was prepared to handle it.

Others felt that, having known some individuals who serve (or have served) and based on the kinds of activities they do in communities, the CAF is trustworthy.

Many who did not know anyone currently serving or who had served in the past also had high trust and believed that the screening and recruitment process was strict, meaning that members must be good people.

Some compared hearing about issues and scandals in other countries' military and felt that our military was, for the most part, in a good place as they had not heard of similar issues in Canada.

Those who had lower levels of trust typically felt that those who serve have good intentions; they had lower levels of trust in the politicians who make the decisions. For example, some felt that Canada's involvement in other countries may not always be in our best interest, and they suspected this may be due to poor political decisions or to economical motivations.

When it came to trusting the information that the CAF provide to Canadians, most explained that they would trust basic information (such as the CAF's involvement in domestic disaster relief, recruitment statistics, etc.). Several felt that similar to their trust in the people who serve, they have not been given a reason not to trust the CAF as a whole or the information the CAF share.

However, most assume that we are not being told all the facts and that Canadians are "sheltered" from most of what goes on, especially when it comes to international affairs. This sentiment seemed to stem from an expectation that any military is likely to keep a lot of information "close to its chest" given the nature of its operations and the need for national security.

For the most part, participants felt that only very little information is shared, and it often pertains to positive outcomes, recruitment initiatives or donations.

"I think it's stable, it's trustworthy, we are a stable nation. I assume that everything I read from every press release and from every organization has been passed through so many filters that it's a presentable version of the truth." – Male, 40, Ontario

"All the information that is being provided to us is to uphold whatever image they want to portray. They want you to think that you can trust them and that what they are doing is the right thing to do. But are you getting the whole picture? Probably not. I wouldn't say we can't trust the information that you are given, but as a whole, there is more to it than just the façade of what we are seeing." – Female, 26, British Columbia

Domestic focus

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

While many could think of roles played by the CAF domestically, they tended to focus entirely on the support provided during natural disasters. A few recalled certain roles they believed the CAF played during the COVID-19 pandemic, such as helping out in long-term care homes. Additionally,

some believed that the CAF played a supportive role during the trucker convoy protest in Ottawa in early 2023. A few participants also suspected that the CAF are conducting search and rescue missions and surveillance along our borders and in the Arctic.

“The last little while, they have been involved in forest fires (last summer). Floods and storms, they’re right there helping the people of different provinces. But besides that, you don’t hear much about the armed forces.” – Male, 63, Ontario

Participants were presented the following 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, 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.)

After participants were shown this list, most agreed that it is important that the CAF play these roles in Canada. There was a sense that if the CAF did not perform these duties, they may be overlooked. Participants felt that having these preventative measures in place was important for our protection and that if the CAF stopped doing one of these roles, it could impact our nation.

Upon seeing the list, many explained how they take most of the roles the CAF play in Canada for granted. The list was, for the most part, complete; in other words, very few participants would change anything on the list.

When specifically prompted regarding the support provided by the CAF during natural disasters, most participants felt this role was appropriate. There were some who felt that this support should only be provided as a measure of last resort and that if the local resources are so stretched that no other option is available, then involving the CAF makes sense. The combination of training, discipline, logistical capabilities, physical strength and number of individuals who can be quickly deployed all make the CAF a logical form of support in times of emergency.

A few were surprised to learn of some of these roles, such as monitoring space, admitting that when they think of the CAF, they imagine troops in combat. Upon reading the description provided, they understood how it made sense and was important. There were also some who were unfamiliar with the CAF's role in patrolling the borders, with some thinking this was something the Canada Border Services Agency took care of.

Beyond noticing that the CAF perform 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. For the most part, participants assumed the CAF must be doing a good job since they did not hear about their involvement in these roles. In other words, if we are not having border issues or terrorist threats, it probably means the CAF is performing their role in these areas well.

“My impression about the Arctic portion of this is that they sound pretty stretched thin when you just hear about budget cuts. Canada’s North is very vast, and you always hear about a lack of resources with military, so I question how effective they are in the Arctic. But they seem to do their best with what they have” – Male, 46, Northwest Territories

Many understood, when prompted, that certain activities are not shared with the public for security reasons, so they were not surprised by their own low level of familiarity with the roles played by the CAF.

International focus

Participants knew very little about the CAF's roles on the international stage. Most suspected they are playing peacekeeping and support roles, with many referencing the Ukraine conflict. There was also awareness that the CAF sometimes aids in disaster relief in other countries, such as years ago with the earthquakes in Haiti. Other than peacekeeping and support, participants did not know where the CAF was operating, or the level of effort or resources being deployed for these purposes.

For the most part, participants support the CAF playing a peacekeeping role since this aligns with an established area of expertise for our country and it is probably the best kind of role the CAF can take on given perceptions of its limited size and its limited equipment. There were a few participants who were skeptical about Canada's involvement as a peacekeeper in some cases.

“The peacekeeping is always in the best interest of Canada but may not be in the best interest of the country where they are attempting to keep the peace.” – Male, 23, British Columbia

Support for a combat role was much more mixed—some felt that if the cause(s) were right, then they would support them, however many were concerned about what was in fact “the right cause.” Most felt that they would need more information on a specific conflict to comfortably take a position on a combat role.

“It’s going to be very situational...I don’t necessarily support every combat role endeavor that Canada may put itself into.” — Male, 23, British Columbia

“They need to pick their battles. I don’t think it’s necessarily good for them to be in the middle of every situation.” – Male, 34, British Columbia

Given their very limited awareness of where the CAF is present around the world, few participants could confidently suggest where they should be more or less involved. Many admitted to not following the news; however, there was also a sense that the CAF tends to keep this information fairly private.

There was a general understanding that the CAF work with various alliances to contribute to international peace and security and that participation in those alliances is important.

The main benefits mentioned included:

- Working together with other countries leads to critical mass, i.e., we are bigger/stronger together.
- Working together with other countries allows for sharing of best practices, technologies, knowledge, information, etc., in other words, we are better together.

“I think that exposure that we give to our forces abroad is beneficial to us as well because I think there is a lot of learning. There are a lot of good things that they can pick up from other forces—that presence of being there, that exchange of ideas and that exposure. There are a lot of good practices that they could learn and adopt.” – Female, 57, Ontario

- Being part of a large group of allies ensures some degree of protection, knowing that this same group will come to Canada’s support if ever it is needed.

“We’re doing our part so that if it comes a time where we need that same protection, it’s there.” – Male, 39, Ontario

- Being part of an alliance allows Canada to be “at the table” when decisions are taken and to be visible to the international community.

These benefits are especially important for the CAF since most agreed that they are too small to undertake anything on the international stage on their own.

“Perhaps we don't have the latest and greatest technology. Maybe our allies have some of the bigger and better equipment, then they can step in. We don't need to have such bigger and better equipment, and we can then use our funds towards something else in some capacity that perhaps they're lacking.” – Female, 38, British Columbia

Few had concerns with alliances, with the main one being the possibility of becoming *de facto* involved in conflicts that may not align with Canada’s priorities or values. While we can rely on support from other countries, we are also obliged to support any other country within the alliance, which could make us more vulnerable or become a target in the event of retaliation.

Additionally, some worried that alliances could put our troops at risk of conflict in which Canada was not initially involved.

“If there is no reason to be there, why risk our troops over there?” – Male, 28, Atlantic Canada

Overall, most believed that the benefits of these types of collaborations outweigh their concerns.

When asked what they considered to be the biggest threat to the security and sovereignty of Canadians and Canada at this time, the most common themes included:

- Cybersecurity
- Retaliation against Canada given our involvement or support in specific conflicts in other parts of the world, with particular concern for Russia
- General concerns concerning other countries with whom disagreements could escalate, including India, China and North Korea
- The Palestinian/Israel conflict

- A few noted that the United States could become problematic depending on the outcome of this year's presidential election

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 active personnel and their families to share an opinion on how well the CAF was meeting their needs. Some felt that unless they had served themselves or had close family members or friends who were serving, there was no way to know whether those in active duty were being adequately cared for.

The few opinions shared on this topic had somewhat split views in terms of whether CAF members have access to internal support and benefits.

Some participants felt that those in active duty were well taken care of. Participants specifically pointed to access to good careers, health benefits, pensions, good salaries, education, solid training and professional development skills and care for family members, as well as moving expenses when members are deployed or relocated.

Alternatively, some felt that compensation was not as good as it should be. As well, a few mentioned how the quality of housing for CAF members and their families in Canada needs improvement.

Some also sensed that the level of support is not as good as it should be given some of the headlines pertaining to allegations of misconduct. Concerns were also shared among those who know individuals who previously served and were now in the community suffering from serious mental illnesses.

The CAF as a career option

The topic of joining the CAF was discussed with participants.

A few participants in the 18 to 34 age bracket had considered joining the CAF at one point. It was seen as an option among many others but was particularly attractive to the younger age bracket because it paid for their education, guaranteed full-time work and offered interesting career options. For some, it was seen as an attractive career and one that they would consider if they were not in a long-term relationship or did not have family ties, especially if they knew they would not be working on the front lines, but rather in more of a background role.

Otherwise, few in the young adult groups would consider joining the CAF. Many were simply deterred due to the level of screening and training required to get in, other interests, the risks involved, or because they did not feel that they had the physical or mental capacity to take on that kind of job.

Few participants among both age groups felt they would discourage a friend who was considering serving in the CAF. A career in the CAF was seen as respectable and rewarding to many with good benefits and the opportunity to retire early. Thus, they felt that if this person knew what they were getting into and they were passionate about it, they would have no reason to discourage their choice.

That said, a good number of participants were not convinced that this would be an advisable career option for women, mostly because of what they had heard regarding misconduct allegations.

Participants were asked by the moderator whether their recommendation would in any way be influenced by their friend's gender identity, the colour of their skin or if they identified as a member of the 2SLGBTQI+ community.

"I am an Indigenous woman, and I would definitely not recommend that any Indigenous women join the military. And the Indigenous men that I know who joined the military, it wasn't good for them.... If it was somebody who came to me that I knew really well, maybe I would say that is awesome, but it would really depend on who they were and how mature they were at the moment." – Female, 49, Manitoba

Some participants would discourage such friends from enlisting, with the biggest concerns expressed for individuals who are gender diverse or a member of the 2SLGBTQI+ community.

However, some felt that the organization was becoming more open and thus would not deter someone in a minority group to apply, so long as they knew what they were getting into.

“I think anybody who may be part of the queer community or is female or gender fluid or what have you, they already know if they are interested in a career in the military and that it does have a little bit of an old school mentality. So, they’re not going into it blind.” –

Female, 36, Ontario

Concerns on this front included challenges with discrimination within the CAF but also concerns about the international destinations in which these individuals might find themselves, some of which may not be open to gender- and sexually-diverse individuals.

While some felt that the culture was slowly changing to become more inclusive, there was a sense that this progress was happening slowly, and that the CAF were still a very white male-dominated environment.

Media attention related to the CAF

Next, participants were asked whether they had heard about any sexual misconduct allegations brought forth in the CAF over the course of the year. (Due to the sensitive nature of the topic, participants were also informed of resources they could access for support.)

Few participants had heard something over the past 12 months about the allegations of misconduct brought forth in the CAF. Those who discussed hearing about such allegations typically recalled widespread misconduct and culture issues rather than specific issues or headlines. They were not particularly aware of how these issues had been handled.

Participants were concerned that the CAF would not deal with these allegations appropriately. There was a sense that aspects of the CAF culture focused on “protecting our own,” which would provide unnecessary but important obstacles when dealing with allegations. Some also questioned whether a military court system would generate the best outcomes for these allegations.

“It depends on who did what, and where they rank in the army...the more important they are to the organization, I feel like the more likely it will just get shoved under the rug.” –

Male, 22, Atlantic Canada

Once informed that cases of sexual assault leading to criminal charges are now being transferred to the civilian court system, many felt this was a step in the right direction. It was especially seen as a way to obtain appropriate outcomes due to decreased bias and less opportunity for corruption or conflict of interest. While still not a perfect solution, many felt that removing a part of the process from the CAF universe would be beneficial. Ultimately, transparency was seen as a very important step. Seeing or hearing more individuals being accused and seeing clear and appropriate consequences would convince many that the allegations were being dealt with appropriately.

Not everyone felt that transferring these cases to the civilian court system would lead to appropriate outcomes. If the bulk of the investigation is still happening within the CAF, then only part of the “conflict of interest” issue is resolved—these participants were more interested in ensuring transparency in the entire process, not just when cases are transferred to the civilian court system. As well, while removing these cases from military courts was beneficial, some felt that the civilian court is also struggling to ensure appropriate outcomes for cases of sexual misconduct among civilians and that such a transfer is no guarantee of appropriate outcomes.

Moving forward, few participants could propose strategies to reduce the likelihood of future misconduct within the CAF. Among the ideas proposed, some sensed that only time and the gradual disappearance of the “old guard” and the growing presence of more diverse and inclusive staff and mindsets will lead to improvements on this front. Some also felt that the introduction and promotion of reliable and safe avenues for victims to disclose abuse would be an improvement.

Hearing more positive news about women and individuals in the CAF who are gender diverse or sexually diverse reaching positions of power would be encouraging. Making sure that appropriate outcomes are reached should also serve as a deterrent. Participants also felt that more training should be provided to teach members to treat everyone with respect and create a safe environment for all. Additionally, some suggested that a zero-tolerance policy should be in place.

“As a first world country, Canada should be an example where anybody and everybody, if they qualify, should be able to join the [Canadian] Armed Forces and be respected.” –

Female, 57, Ontario

Ultimately, it was suggested that only those within the CAF were in a position to propose strategies since they were the ones familiar with why and how abuse happens.

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 to leverage the power of the group to inspire ideas. Participants are encouraged to voice their opinions, irrespective of whether or not that view is 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 to infer that few (or many) real world users would behave in one way simply because few (or many) participants behaved in this way during the sessions. This kind of projection is strictly the prerogative of quantitative research.

Methodology

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

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.

Quantitative research

The quantitative phase of the research project consisted of an online survey with Canadian adults at least 18 years of age.

For previous waves of research, two data collection methods (both telephone and online survey methods) were used. This approach helped assess the consistency of the tracking data previously collected through telephone interviews, while assessing the robustness of the online sample to evaluate the possibility of a full transition to an online-only approach in the future. For the current research wave, this shift to online-only data collection was implemented.

Data collection took place from August 7 to August 17, 2023, and yielded 2,004 completed surveys.

A margin of error could not be calculated 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 survey response rate was approximately 85%.

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.

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 28 – Pre-test totals

Pre-test details	English	French
Total sample	33	21

Similar to previous public opinion research of this nature conducted by DND, the survey instruments consisted of mostly closed-ended questions. The questionnaire had an average survey duration of 16 minutes.

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* and the *Standard on Web Accessibility*.

Sampling

For the first time, an entirely online approach was used to conduct this study. To ensure comparability with previous research waves, soft quotas were used, including ensuring that there was provincial distribution, a 50/50 gender split in each province, and that no specific age cohort was underrepresented.

Figure 29 – Provincial distribution

Province	Expected sample	2023 distribution
Atlantic	200	200
Quebec	460	462
Ontario	660	661
Manitoba/Saskatchewan/Nunavut	200	200
Alberta/NWT	220	220
British Columbia/Yukon	260	261
TOTAL	2,000	2,004

Administration

Once the final questionnaire and the translation was approved by DND, our data collection partner programmed the survey for online data collection.

The survey was 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.

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

The 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 30 – Online panel participation rate

Total click-throughs (C)	3,128
Invalid cases (T)	139
Terminations	139
Responding units (R)	1,045
Completed surveys disqualified after the quota was filled	525
Completed surveys	2,004
Participation rate = $T + R / C$ (139 + 2,529 / 3,128)	85%

Representation

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 31 – Regional distribution

Region	Unweighted sample	Weighted sample
Atlantic	200	137
Quebec	462	460
Ontario/Nunavut	661	765
Manitoba/Saskatchewan	200	129
Alberta/Northwest Territories	220	231
British Columbia/Yukon	261	282

Figure 32 – Gender distribution

Gender	Unweighted sample	Weighted sample
Female	1,000	1,027
Male	993	965

Figure 33 – Age distribution

Age	Unweighted sample	Weighted sample
18–24	208	182
25–34	323	329
35–44	345	326
45–54	403	320
55–64	344	358
65+	381	488

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.

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.

Respondent profile

The following tables detail the demographic composition of the online survey sample.

Figure 34 – Gender

Gender	Unweighted	Weighted
Male	50%	48%
Female	50%	51%
Transgender	<1%	<1%
Prefer not to answer	<1%	<1%

Q1. What is your gender? Base: All respondents, 2023, n=2,004.

Figure 35 – Age

Age	Unweighted	Weighted
18–24	10%	9%
25–34	16%	16%
35–44	17%	16%
45–54	20%	16%
55–64	17%	18%
65+	19%	24%

Q2A. In what year were you born? / Q2B. In which age group do you belong? Base: All respondents, 2023, n=2,004.

Figure 36 – Region

Region	Unweighted	Weighted
British Columbia	13%	14%
Alberta	11%	11%
Saskatchewan	4%	3%
Manitoba	6%	4%
Ontario	33%	38%
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	-	-
Nunavut	-	-

Q3. Which province or territory do you live in? Base: All respondents, 2023, n=2,004.

Figure 37 – Education

Education	Unweighted	Weighted
Grade 8 or less	<1%	<1%
Some high school	3%	3%
High school diploma or equivalent	17%	17%
Registered apprenticeship or other trades certificate or diploma	6%	6%
College, CEGEP or other non-university certificate or diploma	25%	25%
University certificate or diploma below bachelor's level	6%	6%
Bachelor's degree	28%	27%
Currently a student + postgraduate degree above bachelor's level	14%	15%
Prefer not to answer	<1%	<1%

Q30. What is the highest level of formal education that you have completed? **[READ/SHOW LIST.]** Base: All respondents, 2023, n=2,004.

Figure 38 – CAF employee status

Current or former employee	Unweighted	Weighted
Yes	18%	18%
No	80%	80%
Don't know/prefer not to answer	2%	2%

Q31. 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, 2023, n=2,004.

Figure 39 – Race

Race	Unweighted	Weighted
White	77%	77%
Indigenous	4%	3%
South Asian (e.g. East Indian, Pakistani, Sri Lankan, etc.)	5%	5%
Chinese	5%	5%
Black	2%	2%
Filipino	1%	1%
Latin American	2%	2%
Arab	1%	1%
Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian, etc.)	1%	1%
West Asian (e.g. Iranian, Afghan, etc.)	1%	1%
Korean	<1%	<1%
Japanese	<1%	<1%
Canadian	1%	1%
European	<1%	<1%
Mixed/mixed ethnicities	<1	<1%
Other	1%	1%
Don't know/prefer not to answer	2%	2%

Q32. Are you an Indigenous person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)? / Q33. **[IF NOT INDIGENOUS]** Are you ...?
 Base: All respondents, 2023, n=2,004.

Figure 40 – Household income

Household income	Unweighted	Weighted
Under \$20,000	6%	6%
\$20,000 to just under \$40,000	12%	12%
\$40,000 to just under \$60,000	15%	15%
\$60,000 to just under \$80,000	13%	13%
\$80,000 to just under \$100,000	14%	14%
\$100,000 to just under \$150,000	20%	19%
\$150,000 or more	12%	12%
Don't know/prefer not to answer	9%	10%

Q34. 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, 2023, n=2,004.

Figure 41 – Community

Community	Unweighted	Weighted
Urban	43%	43%
Suburban	36%	38%
Rural	18%	18%
Remote	1%	1%
Don't know/prefer not to answer	1%	1%

Q35. Would you describe the community you live in as... Base: All respondents, 2023, n=2,004.

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 / Nunavut (English)
- Moncton and surrounding areas (English)
- Winnipeg and surrounding areas / Nunavut / NWT (English)
- Montreal and surrounding areas (French)
- Vancouver and surrounding areas / Yukon (English)

The focus groups were conducted online from January 8 to 15, 2024. 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 as well as representation from participants who live in the Territories.

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.

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 \$125 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 36 below:

Figure 42 – Focus group logistics

Location	Language	Segment	Date	Participants
Moncton and surrounding areas	English	Young Adults (18-34)	January 8, 2024	8
		Adults (35-65)	January 8, 2024	6
Toronto and surrounding areas	English	Young Adults (18-34)	January 9, 2024	8
		Adults (35-65)	January 9, 2024	8
Montreal and surrounding areas	French	Young Adults (18-34)	January 10, 2024	5
		Adults (35-65)	January 10, 2024	5
Winnipeg and surrounding areas	English	Young Adults (18-34)	January 11, 2024	7
		Adults (35-65)	January 11, 2024	6
Vancouver and surrounding areas	English	Young Adults (18-34)	January 15, 2024	8
		Adults (35-65)	January 15, 2024	6
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.

Because of 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.

Appendices

Appendix A: Survey instrument

DND CAF Annual Tracking Survey 2023–24 Survey Questionnaire

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

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?	
Under 18 years old [THANK & TERMINATE.]	0
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 [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 [THANK & TERMINATE.]	99
4. Do you, or does anyone in your family or household, work in any of the following areas?	
Advertising or market research [THANK & TERMINATE.]	1
The media (i.e. TV, radio, newspapers) [THANK & TERMINATE.]	2
Department of National Defence/Canadian Armed Forces [RECORD & CONTINUE.]	3
None of the above	7
Prefer not to answer [THANK & TERMINATE.]	9

***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.

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
Don't know/Prefer not to answer [SKIP TO Q7]	9

6. About what topic or topics regarding the Canadian Armed Forces have you recently seen, read or heard? **[PROGRAM AS OPEN-END W/ TEXT BOX]**

Don't know/Prefer not to answer	99
---------------------------------	----

7. What is your overall impression of the Canadian Armed Forces?

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

8. What would you say are the biggest issues or challenges facing the Canadian Armed Forces these days? **[PROGRAM AS OPEN-END W/ TEXT BOX]**

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?

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

10. Overall, how familiar would you say you are with the Canadian Armed Forces? Would you say...?

Very familiar	4
Somewhat familiar	3
Not very familiar	2
Not at all familiar	1
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?

- 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
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? **[RANDOMIZE 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
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?

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

15. To what extent do you agree or disagree with each of the following statements? **[RANDOMIZE 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 2SLGBTQI+ 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
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
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
Don't know/Prefer not to answer	9

19. What do you think is the biggest threat to the security and/or sovereignty of Canadians and Canada at this time? **[PROGRAM AS OPEN-END W/ TEXT BOX.]**

Don't know/Prefer not to answer 99

20. On a scale of 1 to 10, where "1" means you have no trust at all and "10" means you have complete trust...

- a) How much trust do you have that the Canadian Armed Forces is prepared to keep Canadians safe?
- b) How much trust do you have in the information that the Canadian Armed Forces provides to Canadians?

Complete trust	10
	9
	8
	7
	6
	5
	4
	3
	2
No trust at all	1
Don't know/Prefer not to answer	99

- 21.
- a) **ASK IF Q20B<5:** What is behind your low level of trust in the information that the Canadian Armed Forces provides to Canadians?
 - b) **ASK IF Q20B>6:** What is behind your high level of trust in the information that the Canadian Armed Forces provides to Canadians?

Don't know/Prefer not to answer 99

Section 3: Funding and equipment

22. 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

107

Overfunded	1
Don't know/Prefer not to answer	9

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

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

Section 4: International roles

24. Shifting focus now to Canadian Armed Forces activities abroad, there are a number of roles the Canadian Armed Forces could play internationally. Please indicate 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 ...?

[RANDOMIZE LIST.]

The United Nations is an intergovernmental organization that promotes international cooperation.

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.

- 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.

*The United Nations is an intergovernmental organization that promotes international cooperation.

*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.

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

25. 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.

*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.

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

Section 5: Domestic roles

26. 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 indicate 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...? **[RANDOMIZE LIST.]**

- 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.

Very important	5
4	4
3	3
2	2
Not important at all	1
Don't know/Prefer not to answer	9

27. Please rate the extent to which you agree or disagree with the following statement:

Overall, the Canadian Armed Forces is doing a good job performing its duties here in Canada.

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

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 Q30]	2

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

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

29. Please indicate how strongly you agree or disagree with the following statements pertaining to the response from the Canadian Armed Forces regarding misconduct allegations. Please use a 5-point scale, where “1” means strongly disagree and “5” means strongly agree. How about ...? **[PRESENT STATEMENTS A AND B FIRST, RANDOMIZE STATEMENTS C THROUGH E.]**

- a) The Canadian Armed Forces takes them seriously.
- b) The Canadian Armed Forces deals with them appropriately.
- c) The misconduct allegations have led the Canadian Armed Forces to make positive changes within the military.
- d) I feel like the Canadian Armed Forces is taking concrete steps to make changes to evolve its culture.
- e) I feel like the Canadian Armed Forces is taking concrete steps to prevent misconduct.

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

Section 7: Demographics

The last few questions are for classification purposes only.

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

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

31. 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
Don't know/Prefer not to say	9

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

Yes [SKIP TO Q34]	1
No	2
Don't know/Prefer not to answer	9

33. **[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
Don't know/Prefer not to answer	99

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

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

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

Urban	1
Suburban	2
Rural	3
Remote	4
Don't know/Prefer not to say	9

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

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

[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 B: Screener

Specifications

- Recruit 8 participants per group, for 6 to 8 to show
- Groups are 90 minutes in length
- Participants to be paid \$125
- Efforts will be made to visible minorities (2 in each region) and Indigenous participants (2 in each region) for representation
- 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 / Nunavut (English)
 - Moncton and surrounding areas (English)
 - Winnipeg and surrounding areas / Nunavut / NWT (English)
 - Montreal and surrounding areas (French)
 - Vancouver and surrounding areas / Yukon (English)
- All respondents must have been living in the specified market area for at least the past two years, and only qualify if they live within a 100 km radius of each of these cities
- Across the sessions, 1-4 participants must be recruited from the Territories
- 2 online groups will be held with participants in each region, split into the two following segments:
 - **Young Adults:** Canadians aged 18 to 34 years old;
 - **Adults:** Canadians aged 35 to 65 years old.

All times are stated in local area time unless specified otherwise.

Group 1 Moncton and surrounding areas January 8 5:00 pm AST Young Adults	Group 2 Moncton and surrounding areas January 8 7:00 pm AST Adults	Group 3 Toronto and surrounding areas / Nunavut January 9 5:00 pm EST Young Adults	Group 4 Toronto and surrounding areas / Nunavut January 9 7:00 pm EST Adults	Group 5 Montreal and surrounding areas - FRENCH January 10 5:00 pm EST Young Adults
Group 6 Montreal and surrounding areas - FRENCH	Group 7 Winnipeg and surrounding areas / Nunavut / NWT	Group 8 Winnipeg and surrounding areas / Nunavut / NWT	Group 9 Vancouver and surrounding areas / Yukon	Group 10 Vancouver and surrounding areas / Yukon

January 10
7:00 pm EST
Adults

January 11
5:00 pm CST
Young Adults

January 11
7:00 pm CST
Adults

January 15
5:00 pm PST
Young Adults

January 15
7:00 pm PST
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

3. 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

4. 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

5. In which province/territory do you live in?

RECORD _____

IF Q5 = NB, QC, ON, MB, BC OR THE TERRITORIES, CONTINUE, OTHERWISE, THANK AND TERMINATE

6.

A) [ASK IF Q5=NB] Do you live within 100 km of Moncton?

Yes	1	Groups: 1, 2
No	2	THANK AND TERMINATE

B) [ASK IF Q5=QC] Do you live within 100 km of Montreal?

Yes	1	Groups: 3, 4
No	2	THANK AND TERMINATE

C) [ASK IF Q5=ON] Do you live within 100 km of Toronto?

Yes	1	Groups: 5, 6
No	2	THANK AND TERMINATE

D) [ASK IF Q5=MB] Do you live within 100 km of Winnipeg?

Yes	1	Groups: 7, 8
No	2	THANK AND TERMINATE

E) [ASK IF Q5=BC] Do you live within 100 km of Vancouver?

Yes	1	Groups: 9, 10
No	2	THANK AND TERMINATE

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

An Indigenous person that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non-Status Indians.	1
A member of an ethnocultural or a visible minority group other than an Indigenous person	2
None of the above	3

**RECRUIT AT LEAST 2 MEMBERS OF VISIBLE MINORITIES IN EACH REGION
ON A BEST EFFORT BASIS, RECRUIT 2 INDIGENOUS PERSONS IN EACH REGION**

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

ENSURE GOOD MIX

RECORD ETHNICITY: _____

9. 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

10. 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 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	

ENSURE GOOD MIX

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

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

ENSURE GOOD MIX

12. 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 |

13. 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 | |

14. 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**

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

Fewer than 5 1

Five or more 2 **THANK & TERMINATE**

16. 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**

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

Yes 1

No 2 **THANK & TERMINATE**

18. 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**

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

Yes 1

No 2 **THANK AND TERMINATE**

20. 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

21. 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 \$125 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 C: 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 cell phone 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. The chat feature should only be used to respond to questions asked by the moderator.

- 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 Library and Archives Canada's 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 / verify feedback.
 - Some of my colleagues from DND involved in this project are watching this session and this is only so they can hear the comments first-hand. As observers, they are not allowed to do their own recording or take a screenshot of any part of the session, and neither can participants.
- Please note that I am not an employee of the Government of Canada and 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 YES]** Where did you see/hear/read about that?
- **IF NOT ALREADY DISCUSSED:** Have you seen, heard or read anything in the media or elsewhere about the Canadian Armed Forces’ equipment or anything about procurement?
 - Do you feel that the CAF has the equipment it needs to do its job? Why/why not?
- 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?
 - What would increase the level of trust you have in the Canadian Armed Forces?
- And how would you describe your level of trust in the information the Canadian Armed Forces provides to Canadians? Why?
 - **IF NEEDED:** Does this depend on the type of information that is being shared? ...what type of information would you be more likely to trust and what type would you be less likely to trust?
 - What would increase the level of trust you have in the information they share with you?
- 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?

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?
 - Do you support them providing support (for example: during natural disasters)? Why or why not?
 - 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?

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 CONFLICT IS RAISED BY THE GROUP, PROBE AND KEEP AT HIGH LEVEL OF DISCUSSION]** What have you heard about this?
 - **[IF ISRAEL-HAMAS CONFLICT IS RAISED BY THE GROUP, PROBE AND KEEP AT HIGH LEVEL OF DISCUSSION]** What have you heard about this?

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?
 - Do you support them performing a combat role? Why or why not?
 - And what about playing a peacekeeping role? Why or why not?
- What do you think is the biggest threat to the security and sovereignty of Canadians and Canada at this time? Why do you say that?
 - What is your perception of the seriousness of these threats – are they more or less pressing concerns than in the past? What makes you feel that way?
 - What role do you think the Canadian Armed Forces are playing to address or mitigate these threats?
 - How well do you feel the Canadian Armed Forces is addressing these threats? Why do you say that?
 - What role *should they be playing* to address or mitigate these threats?
- Based on what you know about where the Canadian Armed Forces are in the world, do you feel they are where they should be and doing what they should be doing? 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 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 2SLGBTQI+ 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 2SLGBTQI+ 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 the / These next questions will focus on the topic of] sexual 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 you feel it can help you in any way, the Wellness Together Canada Peer Support Warm Line is available to assist all Canadians at 1-888-768-2488. You can also visit wellnesstogether.ca¹⁵ for additional support.

- **[HANDS UP]** Did anyone hear anything in 2023 (the past 12 months) about allegations of sexual misconduct brought forth in the Canadian Armed Forces?
- How confident are you that the Canadian Armed Forces will deal with these allegations of sexual misconduct 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 does your level of confidence change knowing that cases of sexual assault leading to criminal charges are now being transferred to the civilian court system?
- What do you think needs to be done, and by whom, to reduce the likelihood of future misconduct or sexual misconduct within the CAF?
- Generally, are you feeling that the Canadian Armed Forces culture is going in the right direction or the wrong direction? Help me understand that a bit.
- A few moments ago, I asked you to raise your hand if you had heard anything in 2023 (the past 12 months) about allegations of sexual misconduct brought forth in the Canadian Armed Forces.
 - **MODERATOR WILL PROBE FOR DETAILS AS BEST AS POSSIBLE:** What exactly do you remember hearing?

¹⁵ EN: wellnesstogether.ca/en-ca/

FR: wellnesstogether.ca/fr-ca/

Conclusion (2 min)

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

- This concludes what we needed to cover tonight. Does anybody have any final thoughts or comments to pass along?

We really appreciate you taking the time to come down here to share your views. Your input is very important.