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DIRECTORATE OF SOCIAL AND ECONOMIC ANALYSIS

PROJECT REPORT 651

**NATIONAL ATTITUDE SURVEY RESULTS:
KNOWLEDGE OF THE RESERVES AND SOURCES OF INFORMATION**

by
DAWN MOLE

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OTTAWA, CANADA



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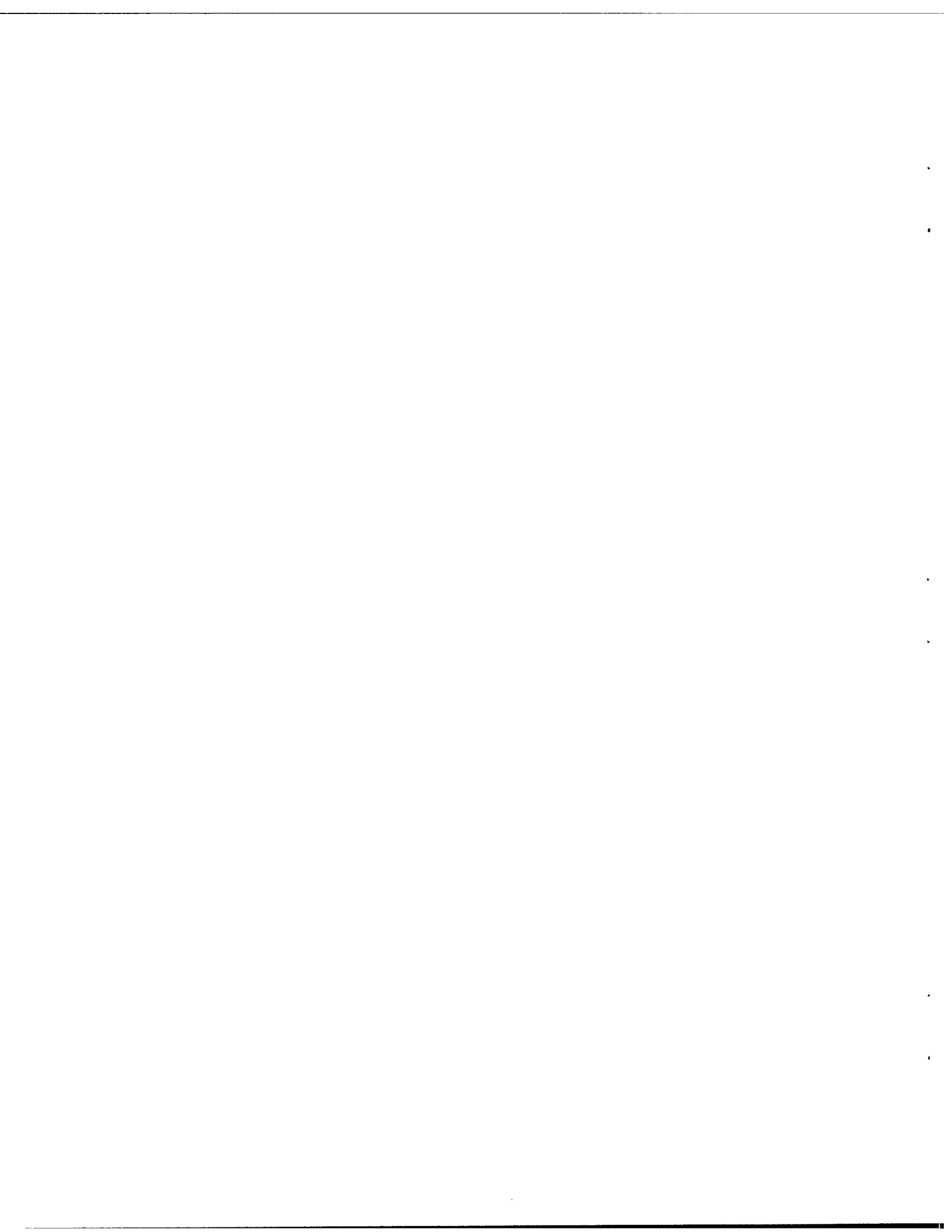
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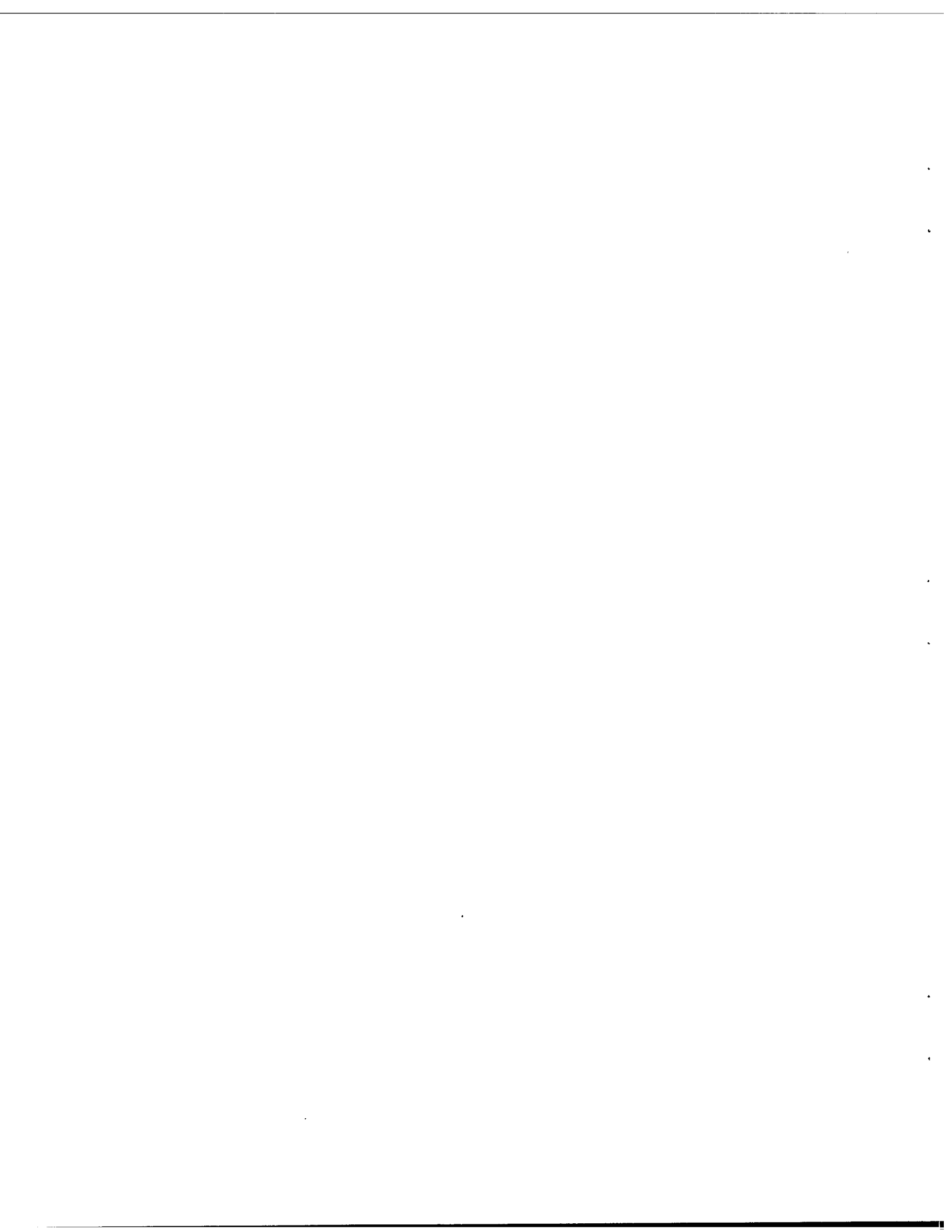


ABSTRACT

As the third and final phase in the sociological study of the Reserves, Chief of Reserves and Cadets requested that the Directorate of Social and Economic Analysis (DSEA) conduct a national attitude survey of Canadians toward the Reserves. The study commenced in 1990, and 6000 Canadians were interviewed that fall. A methodological report, including a tabular display of the data, was circulated in the spring of 1991. This report is the second in a series which provides detailed analyses on specific topics. The focus of this report is on the level of knowledge of the Reserves among Canadians, and sources of information on the organization. Some subgroups of the population have particularly low awareness of the Reserves. These subgroups often get their information from others, emphasizing the importance of informal sources of information.

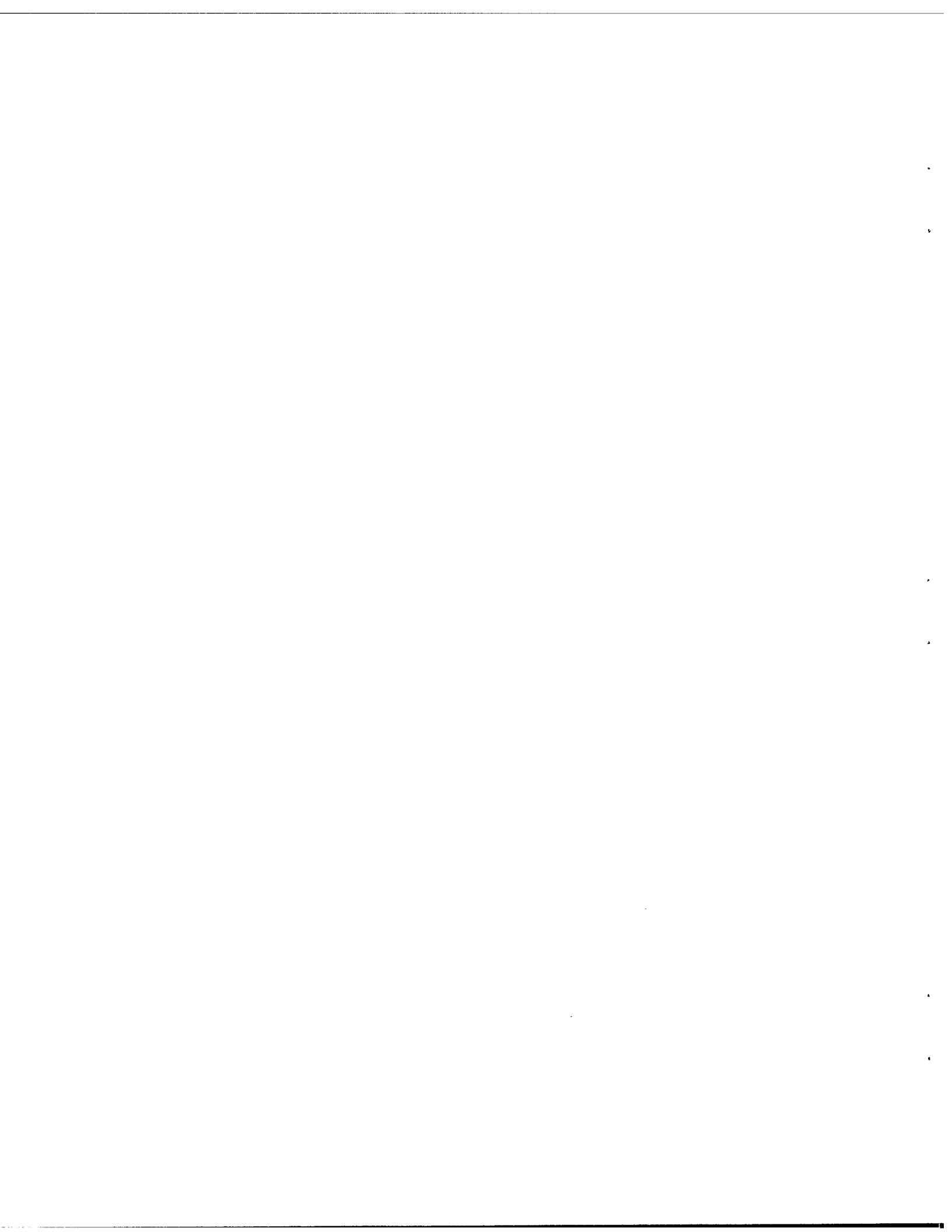
RÉSUMÉ ANALYTIQUE

Le Chef - Réserves et cadets a demandé que la Direction - Analyse socio-économique (DASE) enquête sur l'attitude des Canadiens à l'égard de la Réserve. Cette enquête constitue la troisième et dernière étape d'une étude sociologique sur le sujet. L'étude a débuté en 1990, et des entrevues ont été menées auprès de 6 000 Canadiens cet automne-là. Un rapport méthodologique, comprenant une présentation des données sous forme de tableaux, a été diffusé au printemps 1991. Il s'agit du deuxième d'une série de rapports qui fournissent des analyses détaillées sur des sujets précis. Il porte sur les connaissances des Canadiens à l'égard de la Réserve et sur les sources d'information à ce sujet. Certains sous-groupes de la population connaissent peu de choses sur la Réserve et obtiennent souvent leurs renseignements d'autres personnes, d'où l'importance des sources informelles d'information.



ACKNOWLEDGEMENT

The contributions made by Susan Truscott (the project officer responsible for this study) in advising on the content and supervising the analysis and writing of this report are gratefully acknowledged by the author.



EXECUTIVE SUMMARY

I. INTRODUCTION

As the final phase of a study of the Reserves, a survey of Canadian attitudes toward the Reserves was conducted by the Directorate of Social and Economic Analysis (DSEA). This is the second in a series of detailed analyses of the data. Knowledge of the Reserves among subgroups of the Canadian population is assessed in this report and sources of information which may be most effective in reaching underrepresented groups are suggested.

II. BACKGROUND

The Reserve Force plays an increasingly important role in meeting the defence needs of the 1990s, as the provisions of Total Force are implemented. The recruitment of Canadians into the Reserves has not received the same amount of attention as has recruitment for the Regular Force. To meet the personnel needs of a larger Reserve Force with enhanced roles requires specific information. The Sociological Study of the Reserves was designed to address questions about the recruitment potential of traditional and non-traditional groups.

III. METHODOLOGICAL OVERVIEW

A research company was selected by DSEA to conduct the survey and perform related tasks. The survey was carried out in the fall of 1990. Detailed analyses of these data are being conducted by DSEA.

IV. KNOWLEDGE OF THE RESERVES AND SOURCES OF INFORMATION

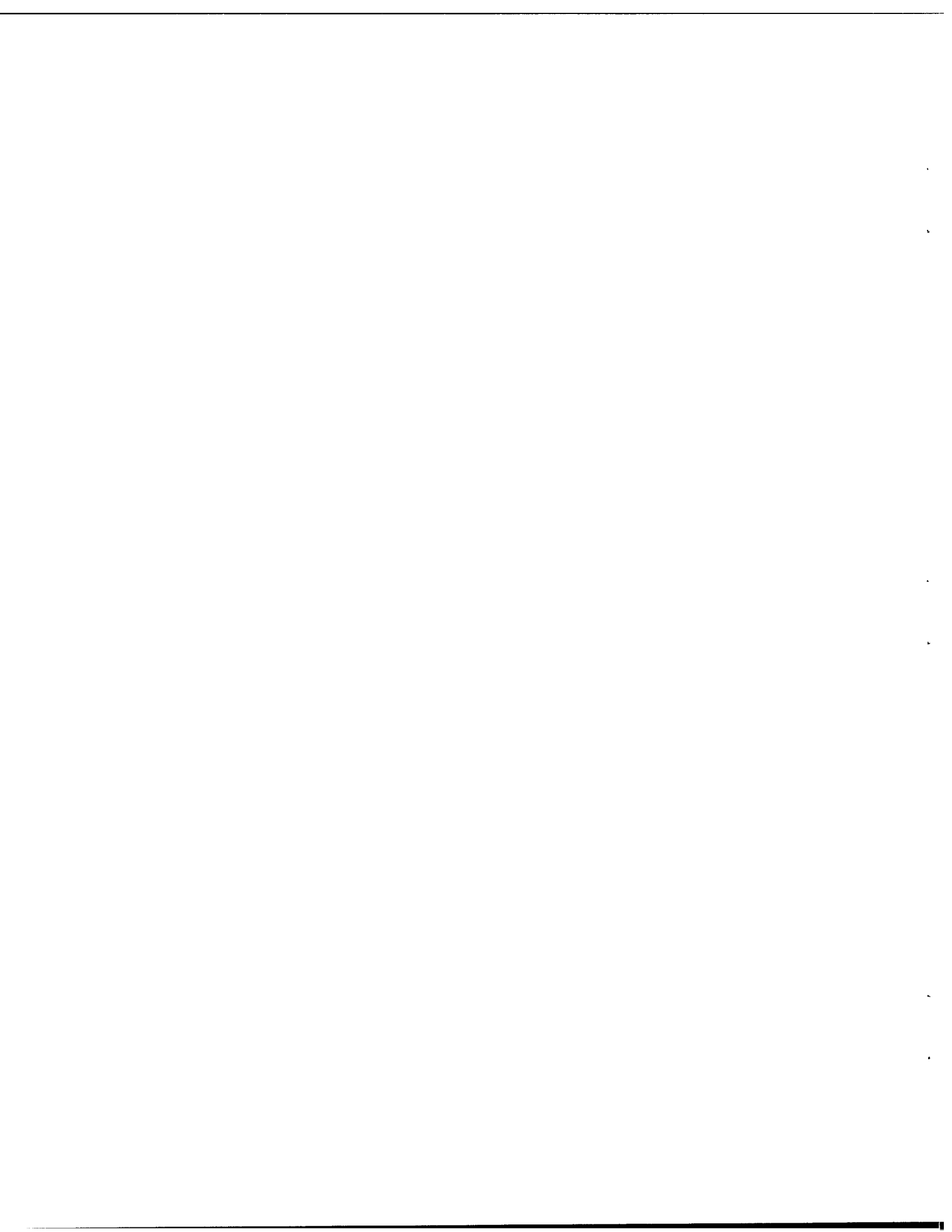
PREVIOUS RESEARCH

A review of previous research suggested that a significant percentage of the Canadian population is completely unaware of the Reserves (as much as 25%), and many more know very little about them. Important sources of information about the Reserves identified included the media, word of mouth and past experience.

FINDINGS OF DSEA NATIONAL ATTITUDE SURVEY

A. KNOWLEDGE OF CANADIAN RESERVES

Eighty percent of Canadians have heard of the Reserves. Subgroups most likely to have heard of the Reserves include: men; Anglophones; people with British, American, or North or Eastern European ancestry; people with higher levels of education; and those who have had previous contact with the Canadian Forces. Visible minority groups are less aware of the Reserves, however, a full 74% have heard of them. The remaining questions discussed in this report were asked only of those respondents who had heard of



the Reserves.

B. AWARENESS OF RESERVES

While most Canadians have heard of the Reserves, most admit knowing little about the organization. Awareness of the Reserves increases with age, education and income. Men, married respondents, English speaking Canadians, the full-time employed, people working in security, skilled or semi-skilled areas, and those having previous contact with the Canadian Forces also have significantly higher mean levels of awareness of the Reserves than other groups.

C. AWARENESS OF RESERVE ACTIVITIES

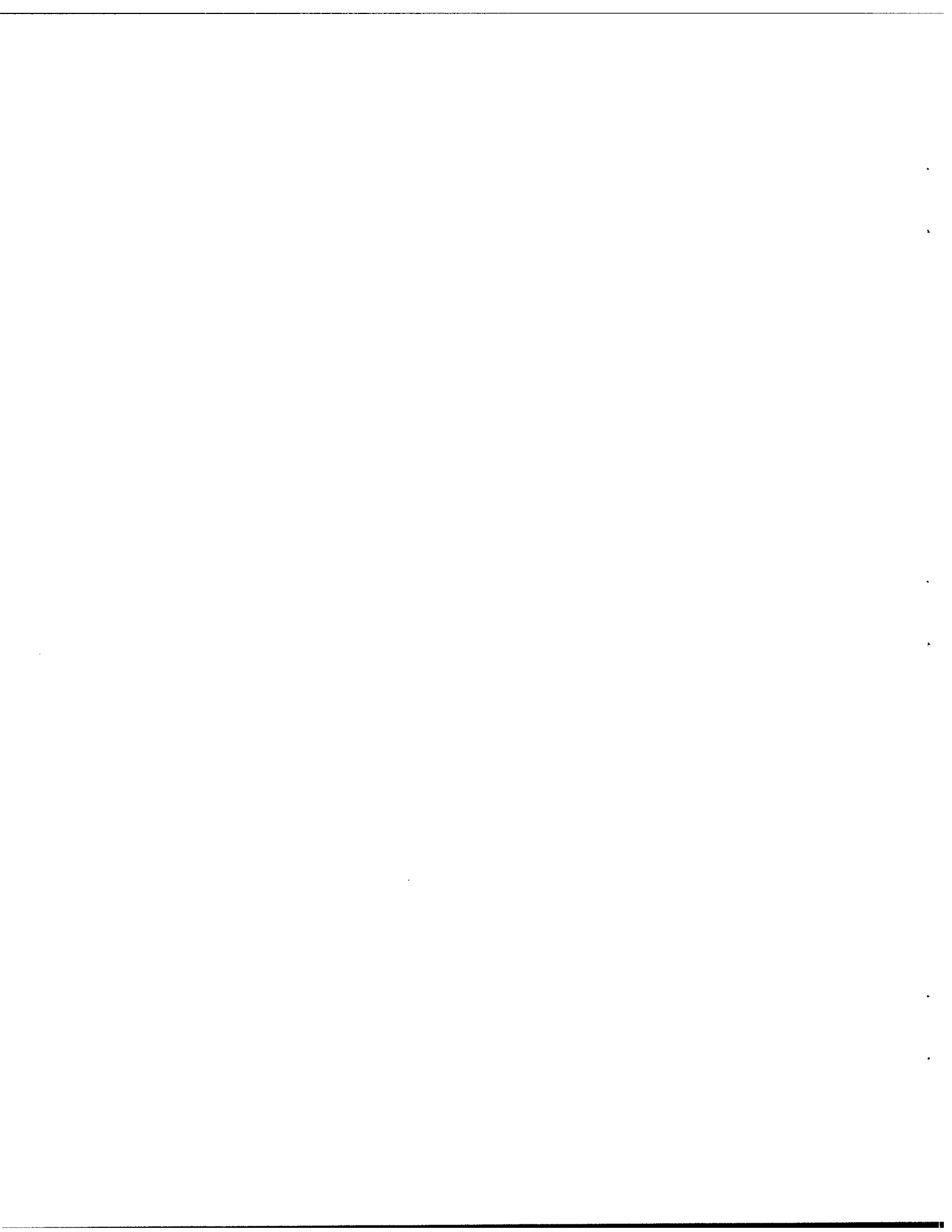
Only 20% of respondents who have heard of the Reserves are quite aware of Reserve activities. In contrast, about 45% of these respondents know very little about the activities of the Reserves. Awareness of Reserve activities is significantly higher among men, older people, married or previously married respondents, those whose families have not recently immigrated to Canada, and respondents having previous contact with the Canadian Forces. Given they form a large part of Reserve recruits, it is interesting to note that young, single respondents have a particularly low level of awareness of Reserve activities.

D. SOURCES OF INFORMATION ON THE RESERVES

About 45% of respondents who have heard of the Reserves obtain information on the Reserves through "word of mouth". A further 42% report a form of media (TV, radio, etc.) as their principal source of information on the Reserves. Formal DND Sources are reported by only 4% of these respondents. Differences in sources of information are notable by socio-demographic characteristics of the respondents. For example, *TV/Radio* is most often cited by young respondents, while *Newspaper/Magazine* is most often given by older people. Those with low levels of education often cite *School Teacher* as a source of information. Women more often cite *Relative/Family*. Students more often give *Friend* as a source of information on the Reserves. Respondents with any type of previous contact with the Canadian Forces choose *Knowledge/Experience* more often than others, especially when the respondent has been a member of the Cadets, Reserves or Regular Forces.

E. WHERE RESPONDENT EXPECTS TO FIND INFORMATION

Respondents were asked to identify the source to which they would go should they desire further information on the Reserves. Almost one third indicate they would contact a CF recruiting centre for further information, and a further 14% would contact a base. Fifteen percent of the respondents list employment centres as future information sources. Again this varies within subgroups of the population. For example, older respondents expect to find information at *Reserve Headquarters*. Men are more likely than women to expect to find information on the Reserves at a *CF Recruiting Centre*. *DND/Army Base* is more often chosen by those



with previous contact with the Canadian Forces as a place to go to find information. Young respondents are more likely than others to look for information at an *Employment Centre*. Those with low levels of education are more likely to go to a *School* for information on the Reserves.

V. SUMMARY

While the overwhelming majority of Canadians have heard of the Reserves, few admit to knowing a great deal about the Reserves or their activities. Women are less likely to have heard of the Reserves, and have a significantly lower level of awareness of them and their activities. Other groups who are poorly informed about the Reserves include teenagers, those with primary languages other than English, the part-time employed, students, and homemakers. Reserve recruiting is dependent on the public's awareness of the opportunities for part-time military service that are available. Many of these poorly informed groups frequently say that their most significant source of information about the Reserves was "word of mouth". This reemphasizes the importance of the informal sources of information and the message conveyed by those previously or currently involved in the CF. The analysis also revealed that various subgroups of the population would seek further information on the Reserves from different sources. For example, women and young students more frequently cite employment centres and schools as future information sources than do their counterparts. This information may be useful for future advertising or recruiting campaigns.

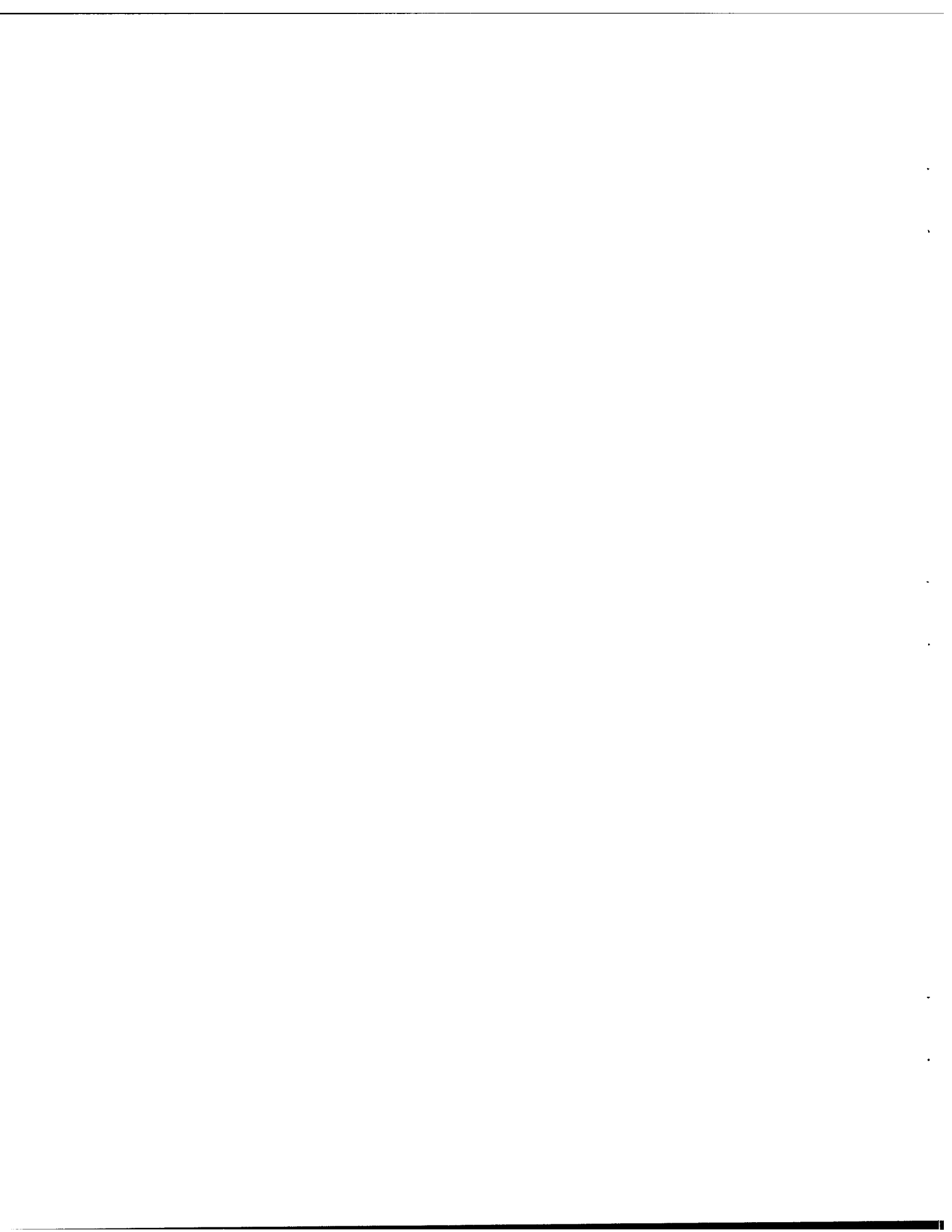
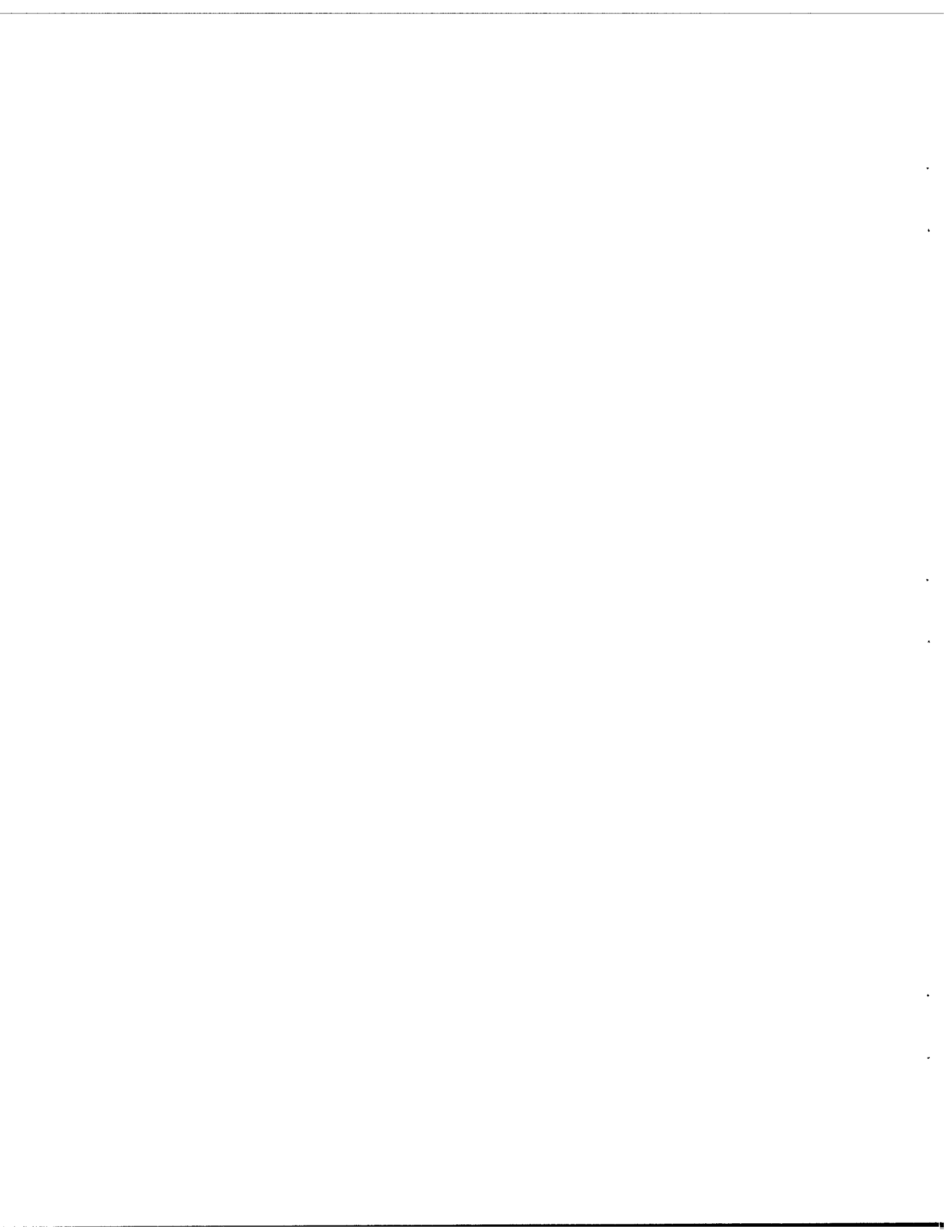


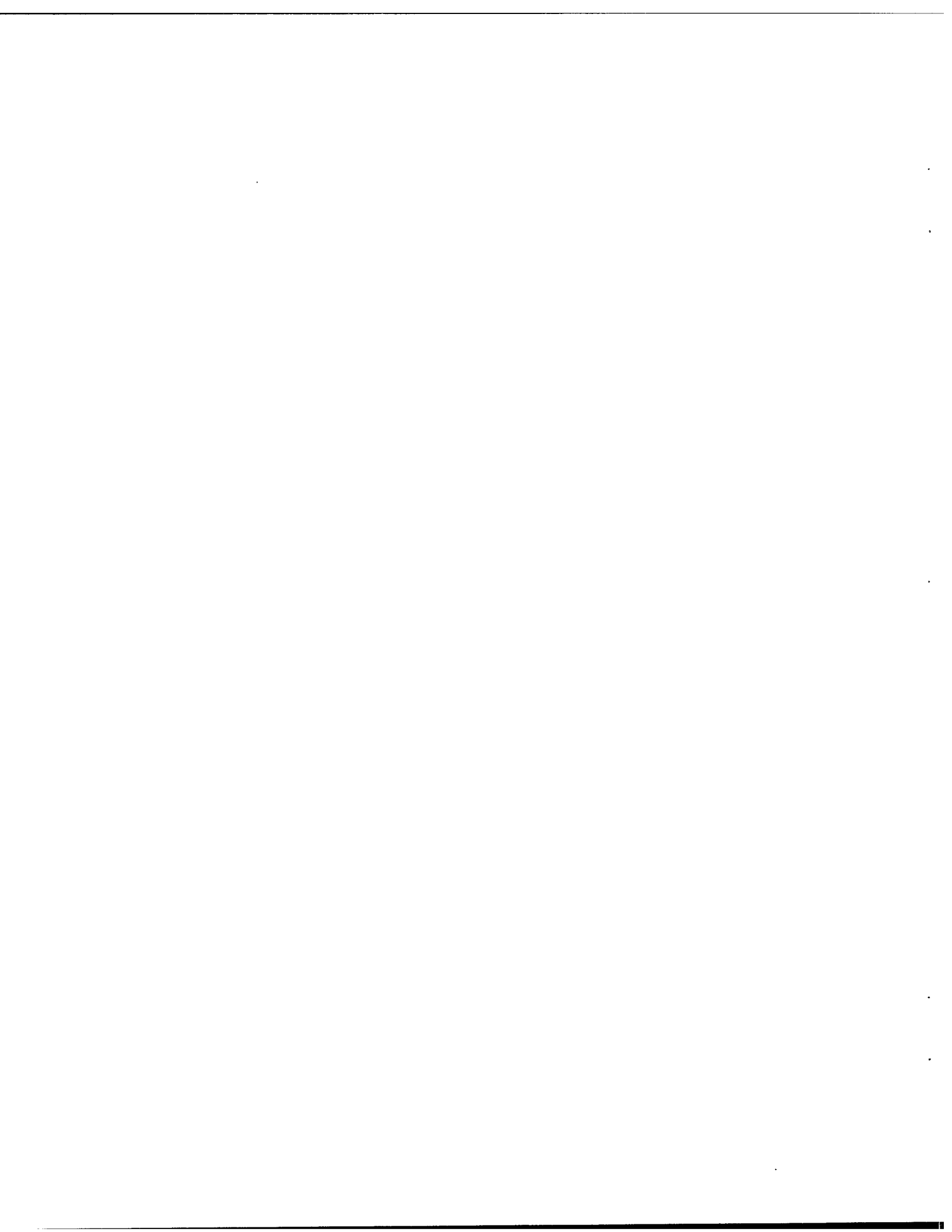
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**NATIONAL ATTITUDE SURVEY RESULTS:
KNOWLEDGE OF THE RESERVES AND SOURCES OF INFORMATION**

I. INTRODUCTION

1. In the early 1980s, the Directorate of Social and Economic Analysis (DSEA) began a three phase study of the Reserves for the Chief of Reserves and Cadets (C Res & Cdts). The third phase of the study involved a National Attitude Survey of the Canadian population, a detailed description of which was provided in an earlier report (see Ekos, 1990).

2. A number of detailed analyses of the data have been initiated on specific areas of interest to the sponsor. The first was a comparative analysis of the characteristics and attitudes of full-time employed and student respondents to the survey. The aim of this second paper is to identify the degree of awareness of the Reserves among subgroups of the Canadian population, (many of which are underrepresented in the Reserves) and suggest sources of information which may be effective in reaching these groups.

3. This report begins with a summary of the background of the National Attitude Survey and a brief discussion of the methodology employed. Previous research on related topics is discussed in the next section. Following this is a detailed discussion of this survey's findings regarding knowledge of the Reserves, levels of awareness of the Reserves and Reserve activities, and sources of information, which comprise the body of the report.

II. BACKGROUND

4. Over the past decade there have been considerable defence policy changes in response to domestic and international political, economic and social developments. Both the economic and social climate and new defence policies have impacted directly and indirectly on the Reserve Force. Some examples include the role

sharing between the Regular and Reserve Forces promoted by the Total Force structure; reductions in Regular Force strength; and the increasingly vital role played by Reserve personnel in peacekeeping operations. To meet the defence needs of the 1990s within current economic and operational constraints, the Reserve Force is likely to play an increasingly important role.

5. As a result of the changing structure and role of the Reserves, recent studies of the Reserves have been reviewed with renewed interest, and areas where further research is needed have been identified. Studies of Reservists can tell us a great deal about the type of people attracted to the Reserves, why they join, why they leave, and their assessments of the organization, its role, unit capability, etc. Phase One of DSEA's Sociological Study of the Reserves consisted of qualitative research and the administration of a preliminary questionnaire at selected Reserve units, examining demographics, attitudes and lifestyles of members (see Popoff, Gibson, and Truscott, 1985). In the second phase, this questionnaire was distributed to all Reserve units (see Truscott and Popoff, 1985; Truscott, 1987).

6. Studies of Reservists also point to subgroups of the population not represented in the Reserves, however, they do not say why these subgroups are underrepresented. To answer questions about the recruitment potential from non-traditional sources requires specific information. For example: Are these non-traditional groups aware of the opportunities for part-time military service? What is the propensity of these groups to join the Reserves? Why would they, or would they not consider involvement in the Reserves? Under what conditions would they consider joining the Reserves? What opinions do these groups hold toward the Reserves and the Canadian Forces?

7. Designing a study to address these types of questions was the final phase of DSEA's Sociological Study of the Reserves.

Information was specifically requested by the C Res & Cdts on the level of awareness of the Reserves among Canadians; their sources of information; their attitudes toward the Reserves and the Canadian Forces; the propensity of certain subgroups of the population to join the Reserves; the reasons for interest or lack of interest in joining; and factors influencing involvement. A National Attitude Survey of the Canadian population, developed through focus group discussions, was the approach used to address all the information requirements within the personnel and financial resource constraints.

III. METHODOLOGICAL OVERVIEW

8. A preliminary survey instrument based on previous public opinion research and surveys of Reservists was designed by DSEA to address these questions. A research company was selected (Ekos Associates Ltd.) to assist with the development of the survey instrument, conduct focus group sessions, pretest the survey, conduct telephone interviews, prepare the data for analysis, and conduct reliability and validity checks. About 6000 people between the ages of 15 and 50 were interviewed. For general analyses (i.e. those not directed toward a specific region or age group, for example), the sample was weighted to reflect the gender, age and regional proportions in the Canadian population. The data were collected in the fall of 1990 and preliminary results were published by Ekos and circulated within DND (Ekos, 1990).

9. The resulting data base has been used to respond to several quick-response requests on Reserve personnel and policy issues. Detailed analyses of the data focusing on topics of specific interest to the sponsor will also be conducted by DSEA. The second of these analyses, described in this report, discusses Canadians' knowledge of the Reserves (whether they have heard of them), levels of awareness of the Reserves and their activities (how much they know about them) and their sources of information. Following a

brief discussion of previous research on these topics, the results of the DSEA survey are discussed.

IV. KNOWLEDGE OF THE RESERVES AND SOURCES OF INFORMATION

PREVIOUS RESEARCH

10. Awareness of the Canadian Forces has traditionally been very high, virtually all Canadians knowing of them (see Long Group, 1992). A significant percentage of the population, however, (nearly 25%) were found to be unaware of the Reserve component (see Saine Marketing, 1991). Levels of knowledge of the Canadian Forces, that is, an understanding of the organization and its role, however, are relatively low. For example, recent surveys reveal that only 10 to 13% of Canadians claim to have a great deal of knowledge about the Canadian Forces, 62 to 69% claim a little bit of knowledge, and 20 to 28% indicate they know nothing about them (see Crop Inc., 1992; Crop and Environics, 1992; Long Group, 1992; Longwoods Research Group, 1990). A recent study in the United Kingdom revealed that only 71% of the adult population are aware of the Armed Forces Reserves in that country (NELC, 1993).

11. Media are most frequently cited as the most important source of information about the Canadian Forces, including television, radio, newspapers, and magazines (see Decima, 1986; Long Group, 1992; Crop Inc., 1980). In a 1987 study conducted by Decima, 45% of respondents indicated that television was their main source of information about defence issues or events, and 35% listed newspapers as a principal information source. Similar results were obtained in Decima's 1988 study. Surveys of serving personnel show "word of mouth" to be an important source of information. For example, in one study, 77% of reservists reported that they first learned about the Reserves through parents, relatives, friends and teachers (Popoff and Truscott, 1988). Past experience with the military is also frequently mentioned.

FINDINGS OF DSEA NATIONAL ATTITUDE SURVEY

A. KNOWLEDGE OF CANADIAN RESERVES

12. The final sample in DSEA's survey includes 5016 respondents (80%) who have heard of the Reserves and 1249 (20%) who have not heard of them. This is shown in Figure 1. These figures are slightly better than those noted in previous research where almost 25% of the sample was found to be unaware of the Reserves (see Saine Marketing, 1991). Knowledge of the Reserves was high among all subgroups of the population (see Table A-1). However, a number of socio-demographic characteristics appear to influence the respondent's likelihood of having heard of the Reserves. These include *Gender, Language, Citizenship, Ethnic Origin, and Education.*

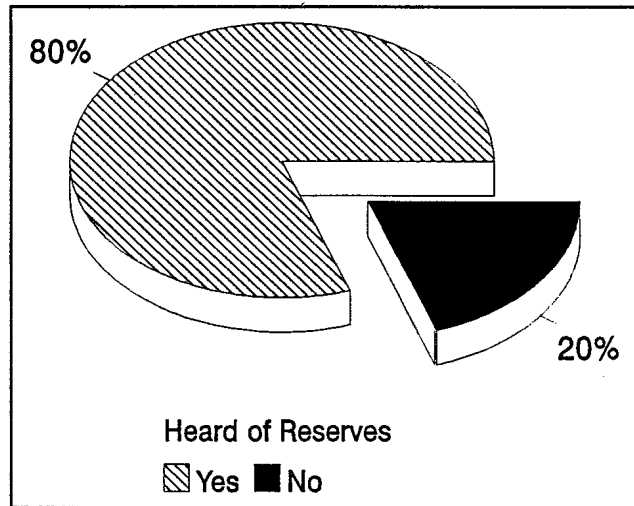


Figure 1: Knowledge of Canadian Reserves

13. Men are somewhat more likely than women (83% versus 77%) to be cognizant of the Reserves (see Figure 2). Knowledge of the Reserves is also more pronounced among English speaking respondents. Eighty-five percent of English speaking respondents, compared to 68% of French speaking respondents and 72% of those speaking other languages, were aware of the Reserves (see Figure 3). Respondents with British, American, or North or Eastern European ethnic origins are also among the subgroups of the population with greater awareness of the Reserves. Cognizance of the Reserves is also more apparent among those with higher levels of education. Members of visible minority groups are less likely

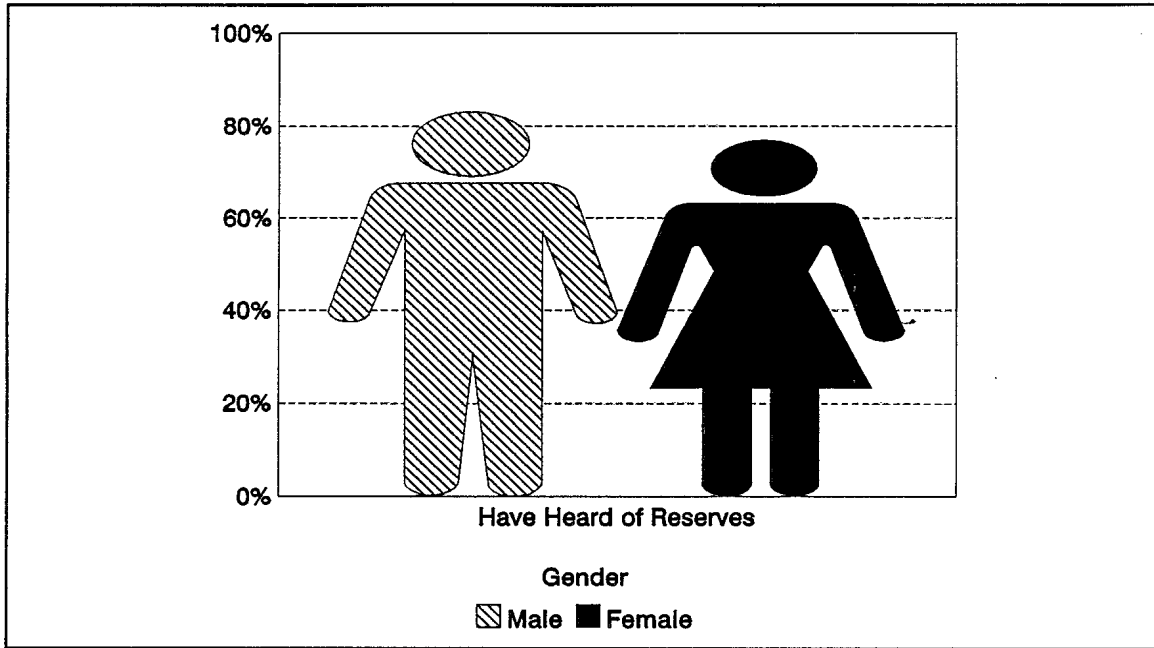


Figure 2: Knowledge of Reserves by Gender

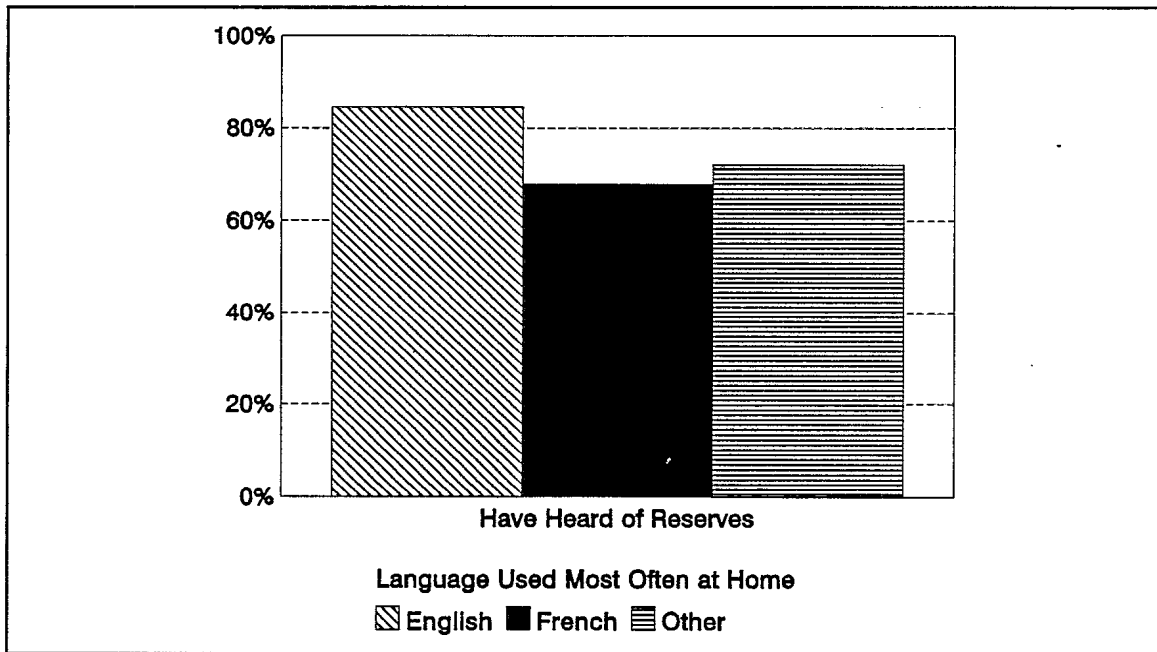


Figure 3: Knowledge of Reserves by Language Used Most Often at Home

than others to be aware of the Reserves, however a full 74% have heard of this component of the Canadian Forces (CF).

14. Many of the respondents indicate that they have had previous contact with the Canadian Forces. Specifically:

Have Relatives in the Reserves.....	1418	(23%)
Have Relatives in the Regular Forces.....	2961	(48%)
Have Friends in the Reserves.....	2559	(42%)
Have Friends in the Regular Forces.....	2912	(47%)
In Past Member of the Cadets.....	710	(11%)
In Past Member of the Reserves.....	201	(3%)
In Past Member of the Regular Forces.....	140	(2%)

Identical figures were obtained in 1992 by Long Group, and similar results were found by Crop (1992) and Crop and Environics (1992). As expected, these respondents are significantly more likely to have heard of the Reserves than those without previous contact with the CF (see Table A-2).

B. AWARENESS OF RESERVES

15. Respondents who have heard of the Reserves were asked to indicate on a seven point scale their level of awareness of the Reserves. Figure 4 shows the distribution of responses to this question. The response 'Not at All Aware', (a score of 1) is given by 543 people, or 11% of the sample. A further 30% (1520 respondents) have

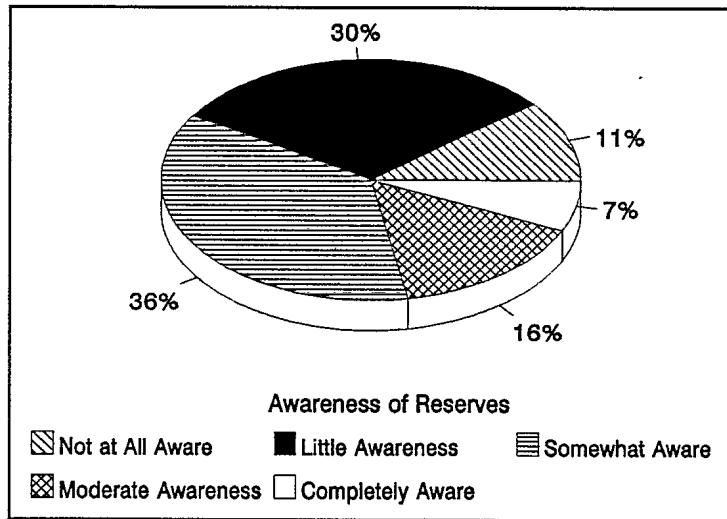


Figure 4: Awareness of Reserves

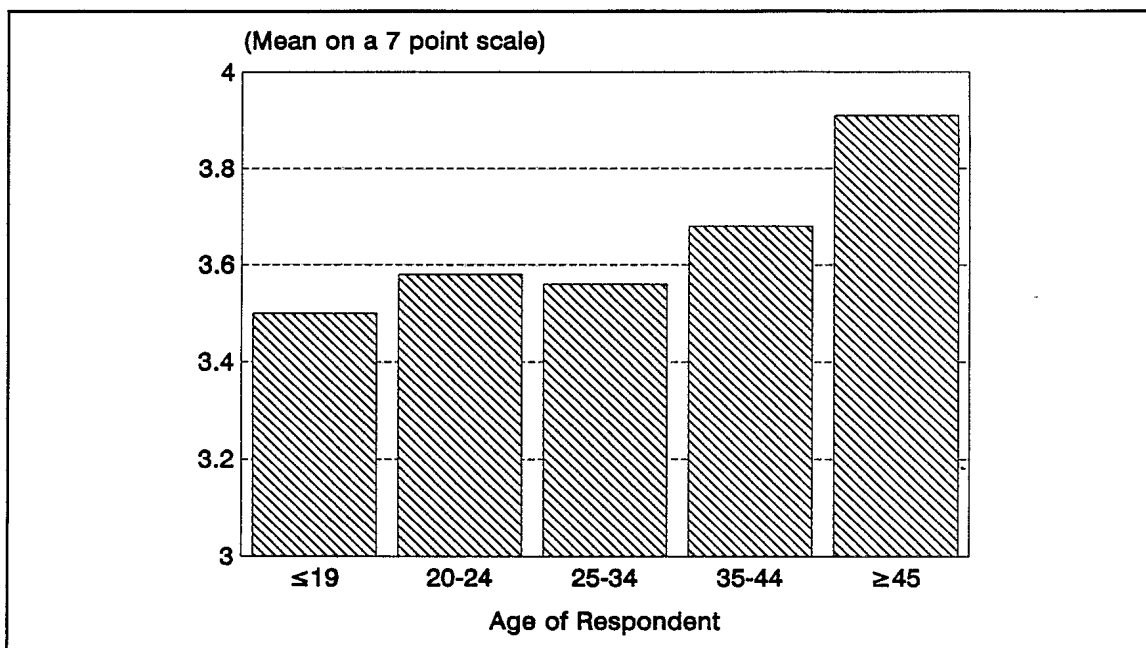


Figure 5: Awareness of Reserves by Age of Respondent

little awareness of the Reserves (a score of 2 or 3). 'Somewhat Aware', a score of four, is given by 1833 people or 38% of the sample. Sixteen percent of the respondents are moderately aware of the Reserves (a score of 5 or 6), while only 336 people, or 7% feel they are 'Completely Aware'. The mean level of awareness is 3.6, suggesting that Canadians are not very aware of this component of the CF.

16. Levels of awareness of the Canadian Reserves differ on the basis of several socio-demographic characteristics (see Table A-3). Significant differences in general awareness are noted when the following variables are considered: *Gender; Age; Education; Income; Marital Status; Language; Employment Status; and Occupation.*

17. Men report significantly higher levels of awareness of the Reserves than do women. The mean score for men on awareness of the

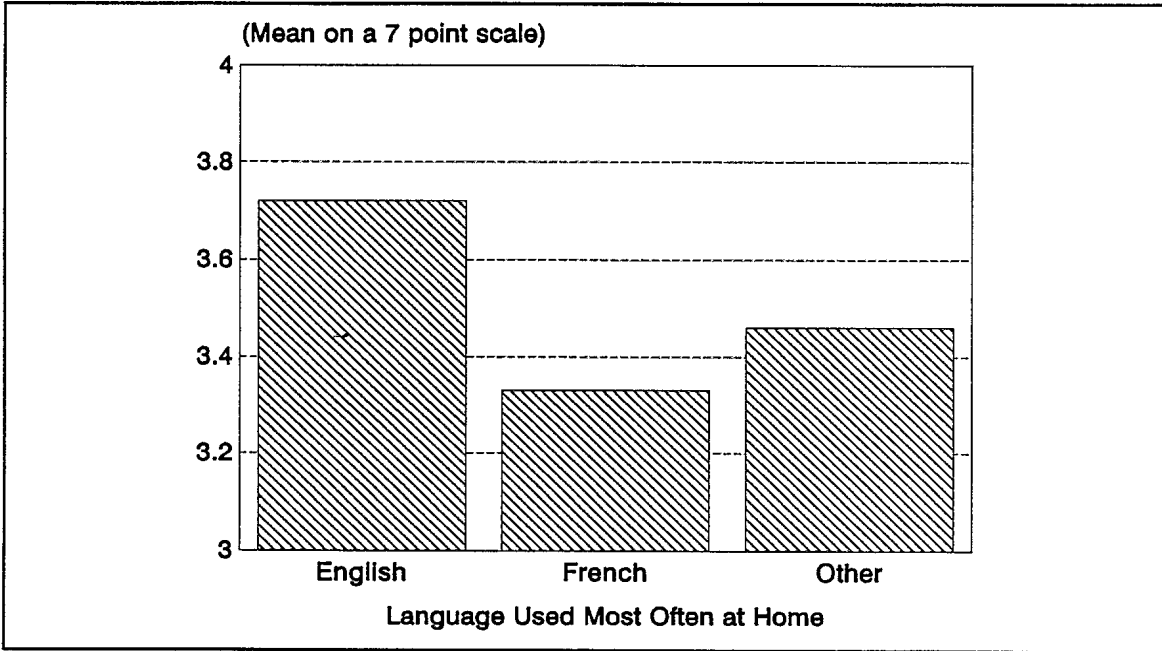


Figure 6: Awareness of Reserves by Language Used Most Often at Home

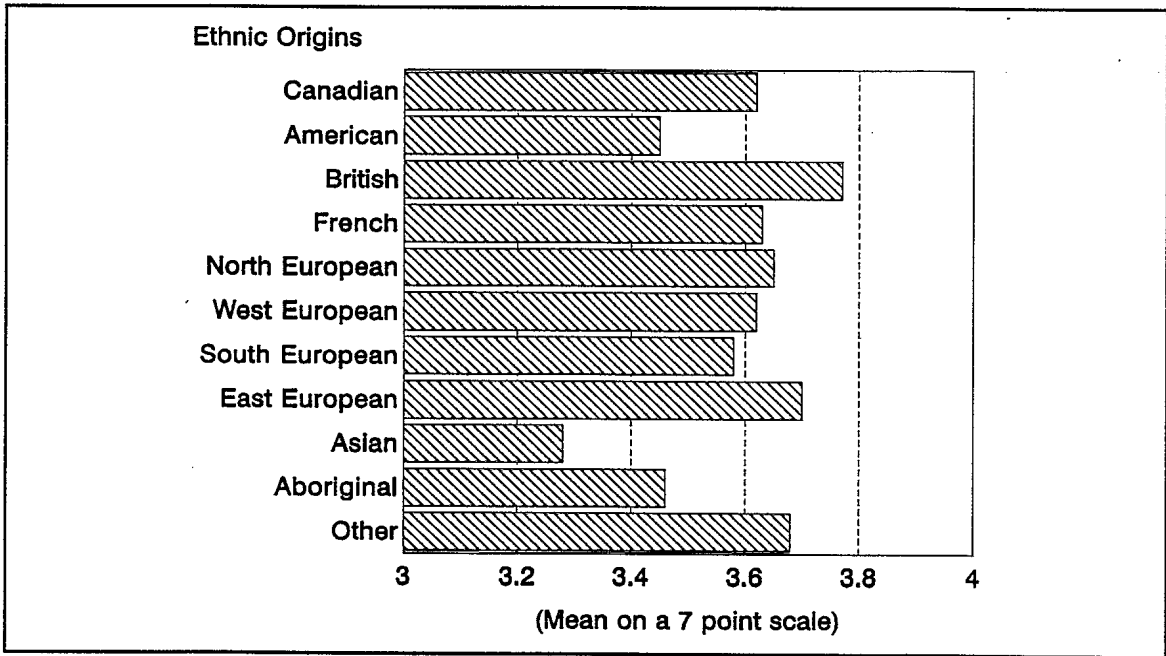


Figure 7: Awareness of Reserves by Ethnic Origin

Reserves is 3.8 whereas for women it is only 3.4. The mean level of awareness of the Reserves increases with age (from 3.5 to 3.9) as is seen in Figure 5. While the Reserves draw most of its membership from the young, the young are also a group with lower levels of awareness of the Reserves. Awareness of the Reserves also varies significantly by education, and income. Those with post-secondary education, and incomes greater than \$30000 have higher levels of awareness of the Reserves. Married and English speaking respondents are also generally more aware of the Reserves than are other respondents, as well as the full-time employed (3.7), people working in security (4.0) and those in skilled or semi-skilled occupations (3.8). Some groups with a particularly low awareness of the Canadian Reserves are females (3.4), post-graduates (3.3), those earning less than \$10000 (3.5) and French-speaking respondents (3.3). Figure 6 illustrates the differences in mean awareness of the Reserves by language, and Figure 7 shows mean awareness by ethnicity.

18. As might be expected, previous contact with the Canadian Forces has a positive effect on the mean level of awareness of the Reserves for the respondents to the survey (see Table A-4).

C. AWARENESS OF RESERVE ACTIVITIES

19. Respondents who have heard of the Reserves were also asked about their awareness of the activities of the Reserve Force. This was measured on a seven point scale as well. Figure 8 shows the distribution of responses to this question. The response 'Not at All Aware' (a score of 1) is given by 518 people, or 14% of the sample. A further 30% (1094 respondents) have little awareness of the Reserves (a score of 2 or 3). 'Somewhat Aware', a score of 4, is given by 1354 people or 37% of the sample. Fifteen percent of the respondents are moderately aware of the Reserves (a score of 5 or 6), while only 171 respondents or 5% feel they are 'Completely Aware' of the Reserves. The mean level of awareness of the Reserve

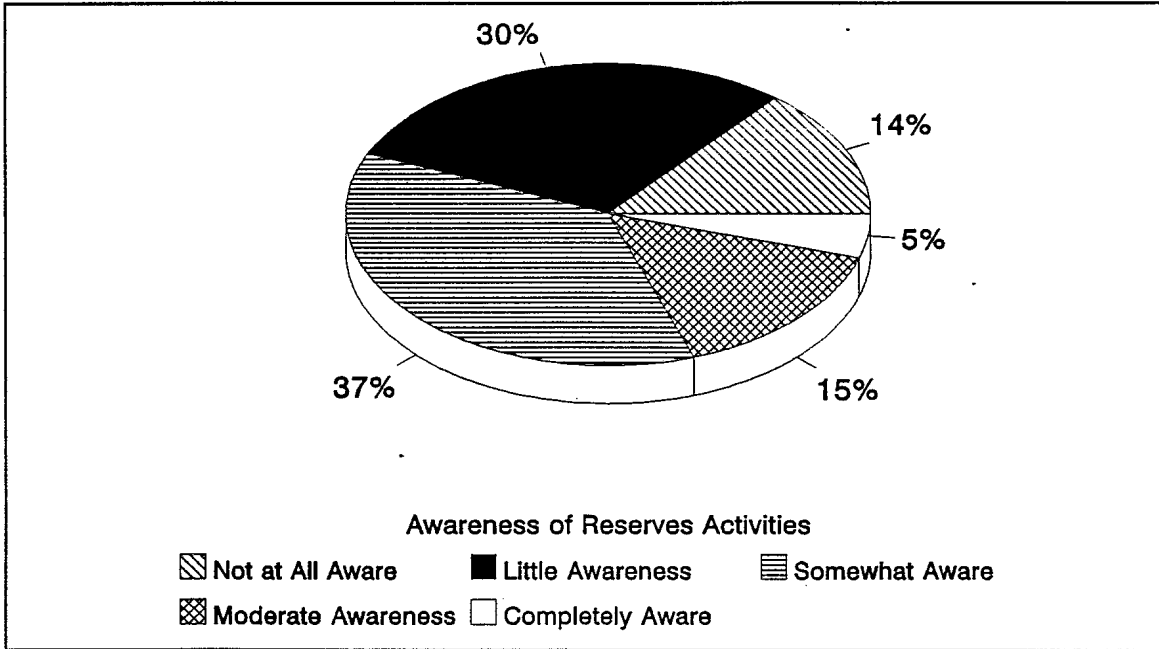


Figure 8: Awareness of Reserves Activities

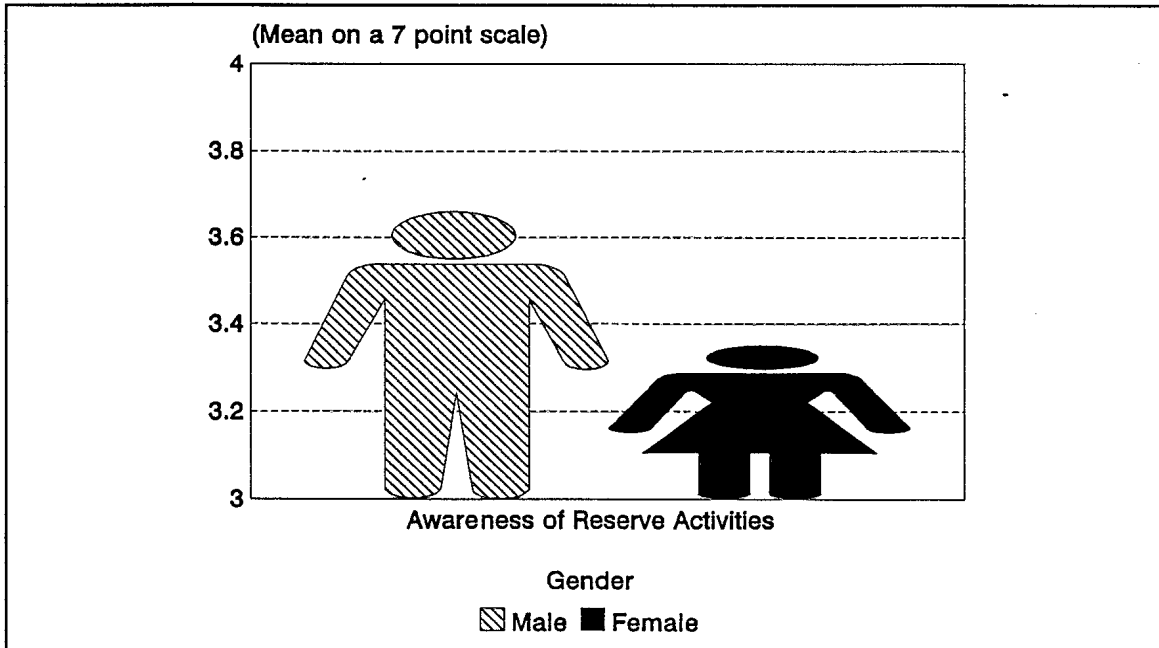


Figure 9: Awareness of Reserve Activities by Gender

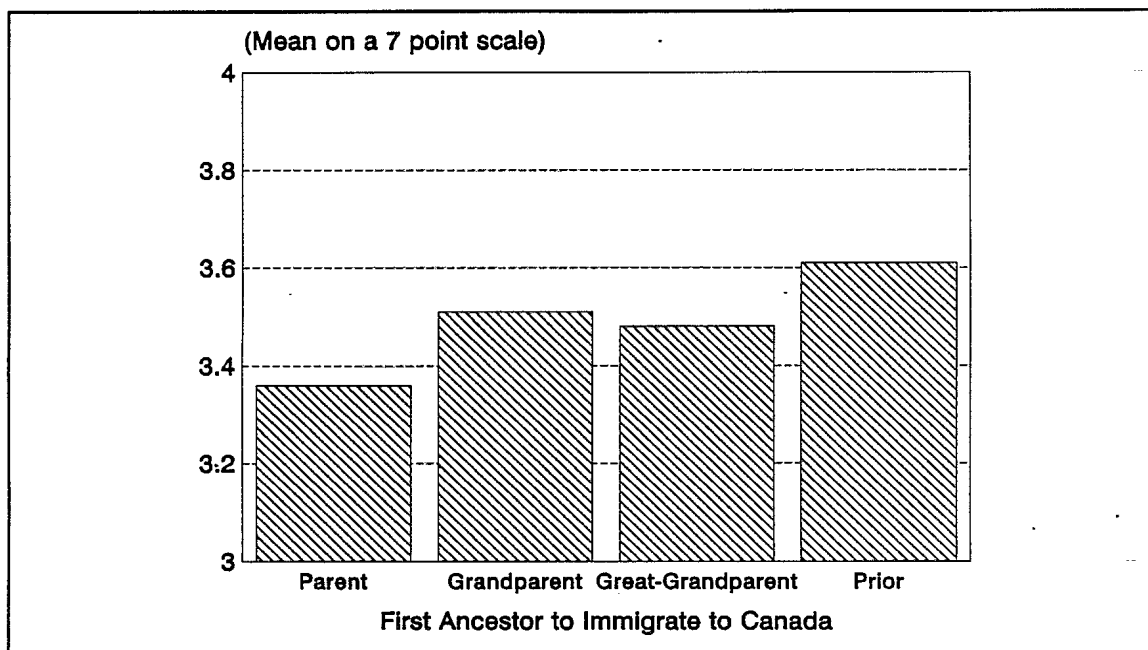


Figure 10: Awareness of Reserve Activities by First Ancestor to Immigrate to Canada

activities is 3.5, suggesting that Canadians have little knowledge of the types of tasks conducted by this component of the CF.

20. Awareness levels of Reserve activities are higher for some portions of the population than others. Significant differences in awareness of Reserve activities are noted by subgroups of *Gender*, *Age*, *Marital Status*, and *Ancestral Immigration*.

21. Men are significantly more aware of Reserve activities than are women, as is shown in Figure 9. The mean level of awareness for men is 3.7, while for women it is only 3.4 (see Table A-5). Older respondents are inclined to be more aware of Reserve activities than younger ones. Given that they form a large portion of recruits, it is interesting to note that young, single respondents have particularly low mean levels of awareness of Reserve activities. Figure 10 shows that those whose family recently immigrated to Canada have lower levels of awareness than

others. Respondents having previous contact with the Canadian Forces are more aware of Reserves activities than are those with no previous contact (see Table A-6). However, it is interesting to note that even past members of the Regular Force, Reserves and Cadets express only a moderate level of awareness of Reserve activities.

D. SOURCES OF INFORMATION ON THE RESERVES

22. To be aware of the Reserves and its activities, Canadians must be exposed to information on the organization. This information can come from many sources, including television, newspapers, other people, or formal DND sources. Data on where Canadians get their information on the Reserves is useful because it can be used to target

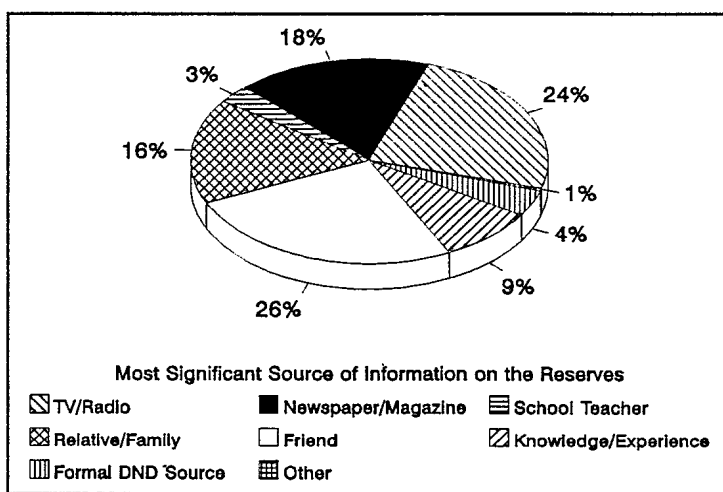


Figure 11: Sources of Information on the Reserves

particular groups in future campaigns. For example, if there was a desire to target a specific subgroup (i.e. women) DND would need to know where that group tended to obtain information. In this section, "first" sources of information are assessed, while in the next, where respondents would go for further information is examined.

23. Respondents' answers as to what they consider to be their most important source of information about the Reserves are as follows:

- | | |
|-------------------------------------|----------------------------------|
| <i>Friend.....26%;</i> | <i>TV/Radio.....24%;</i> |
| <i>Newspaper/Magazine.....18%;</i> | <i>Relative/Family.....16%;</i> |
| <i>Knowledge/Experience.....9%;</i> | <i>Formal DND Source.....4%;</i> |

School Teacher.....3%; *Another Source*.....1%.

This distribution is shown in Figure 11. Thus 45% of respondents obtain their information through word of mouth. The message conveyed by word of mouth, through previous or current CF members, is very important.

24. It is apparent that there are differences in the principal source of information on the Reserves across subgroups of the Canadian population (see Table A-7). This information can play an important role in the selection of appropriate mediums for future public awareness or recruiting campaigns.

25. Formal advertising is one way in which people can gain information on the Reserves. *TV/Radio* as a source of Reserve information is most frequently cited by the young (see Figure 12), those with lower levels of education, those living in rural areas, Francophones, the unemployed (see Figure 13) and office workers. Groups most often naming *Newspaper/Magazine* as a source of information include older respondents, those with higher levels of education and income, respondents speaking languages other than English or French, those born outside the country, and respondents whose family recently immigrated to Canada.

26. For many respondents, teachers, friends and relatives were key sources of information on the Reserves. *Teachers* as a source of information were most often cited by adolescents, those with low levels of education and income, single respondents, people living in semi-urban areas, and students. Groups most frequently citing *Relative/Family* as a source of information include women, older respondents, married or previously married respondents, those with children living at home, the part-time employed, homemakers, and government employees. Young respondents, those with higher levels of education, single respondents, students, and those working in health-related jobs are more likely to mention a *Friend* as being

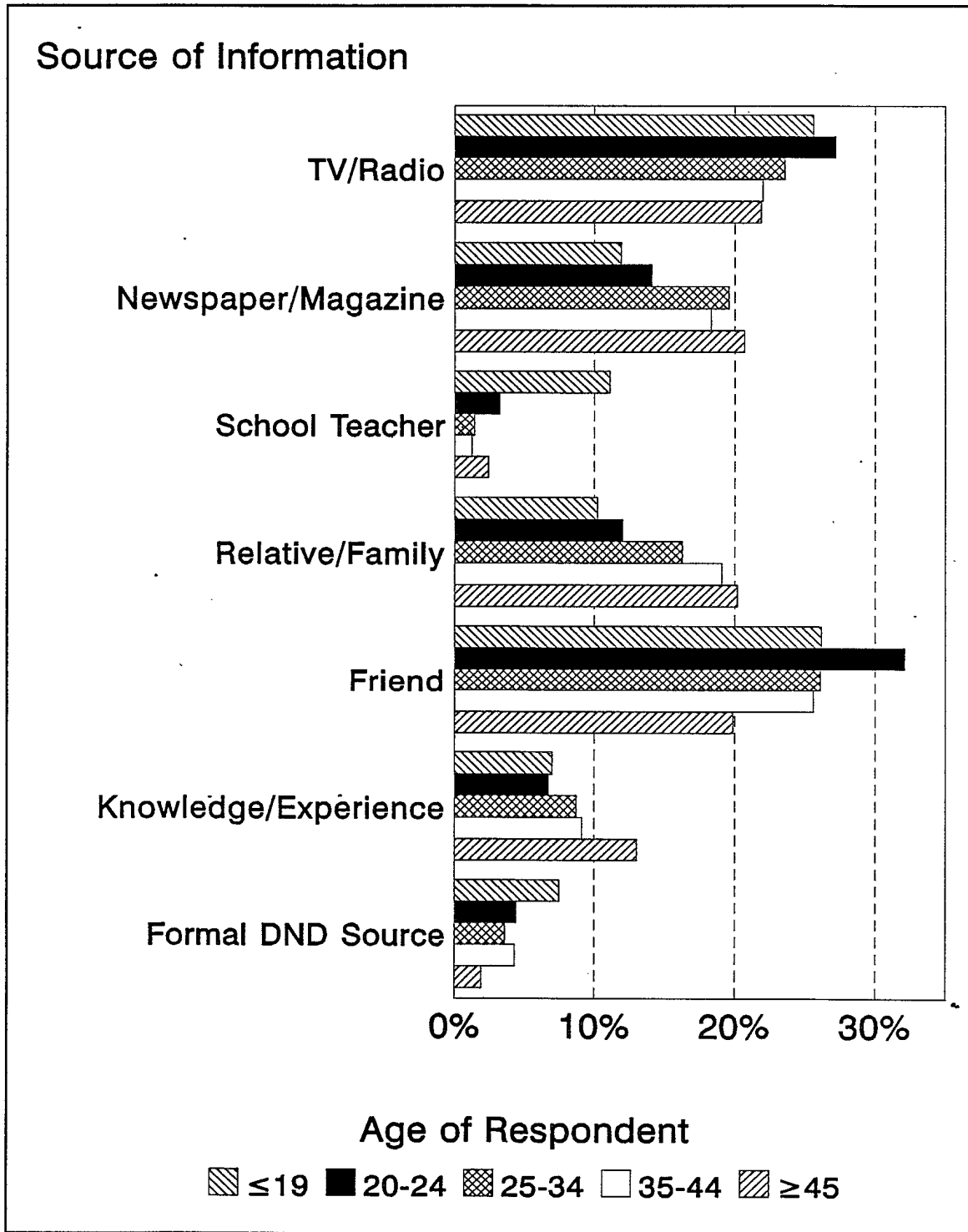


Figure 12: Sources of Information on the Reserves by Age of Respondent

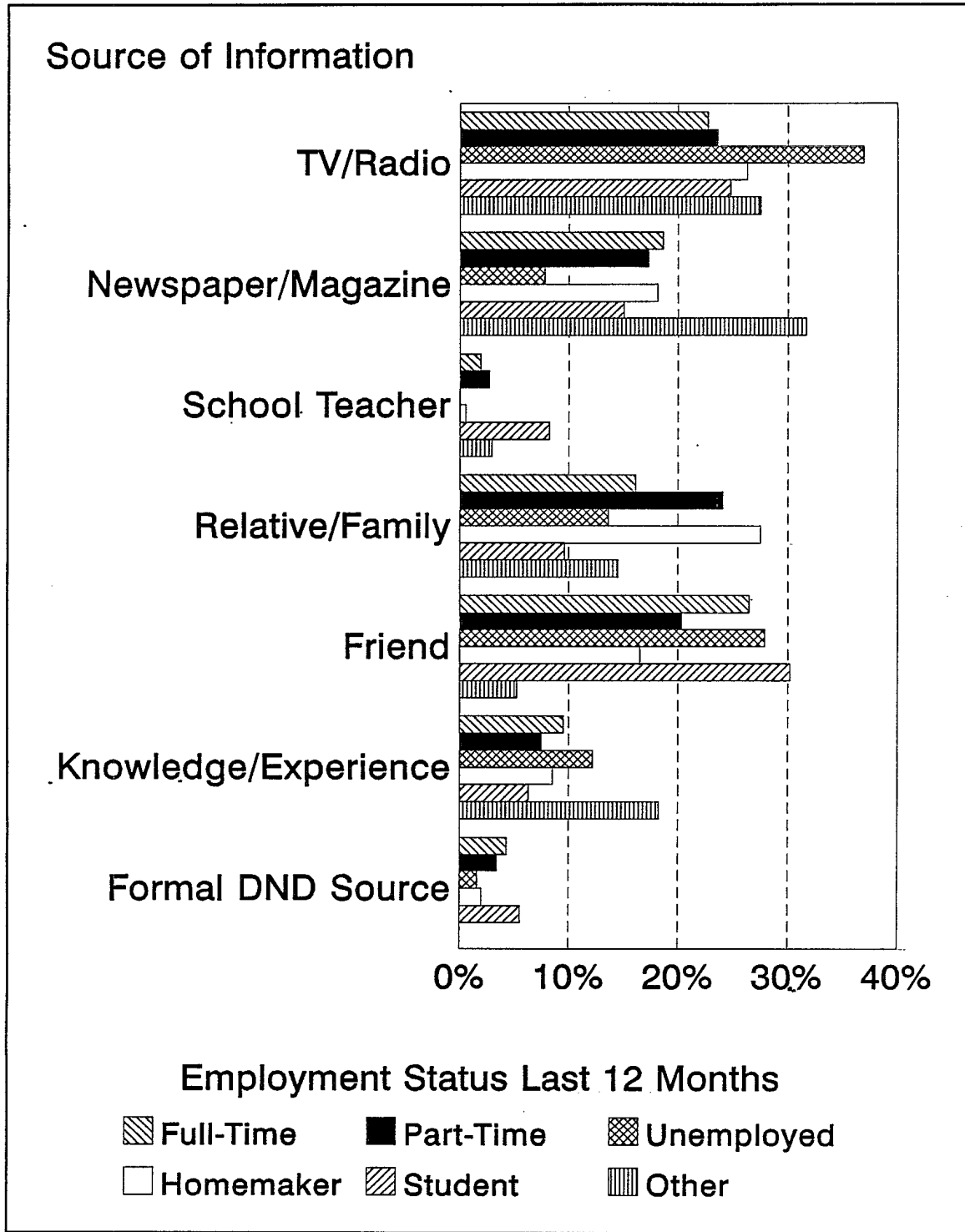


Figure 13: Sources of Information on the Reserves by Employment Status in the Last 12 Months

their most important source of information on the Reserves.

27. *Knowledge/Experience* is most frequently given as a source of information on the Reserves by those aged 45 and over, the unemployed, those working in security and skilled or semi-skilled workers. Those groups most frequently mentioning a *Formal DND Source* include adolescents, and those working in scientific or technical fields. The most important sources of information for respondents having previous contact with the Canadian Forces are displayed in Table A-8.

E. WHERE RESPONDENT EXPECTS TO FIND INFORMATION

28. Should a public awareness or recruiting campaign be launched for the Reserves, it is essential that an appropriate medium for the dispersal of information be selected for the intended target group. Survey respondents were asked to identify where they would access further information on the Reserves should it be desired. Respondents' answers to this question, as illustrated in Figure 14, are as follows:

<i>Reserve Headquarters</i>9%;	<i>CF Recruiting Centre</i>33%;
<i>DND/Army Base</i>14%;	<i>Government Office</i>8%;
<i>Phonebook</i>6%;	<i>Employment Centre</i>16%;
<i>School</i>3%;	<i>Other Places</i>11%.

29. Data in Table A-9 reveals that there are significant differences in the likely source of information, depending on the characteristics of the respondent. Subgroups more frequently citing *Reserve Headquarters* as the place they would go to look for information on the Reserves include those aged 45 and over, those with lower levels of education, the unemployed, those working in security and unskilled workers. Respondents who have had previous contact with the Canadian Forces are also more likely to choose this location.

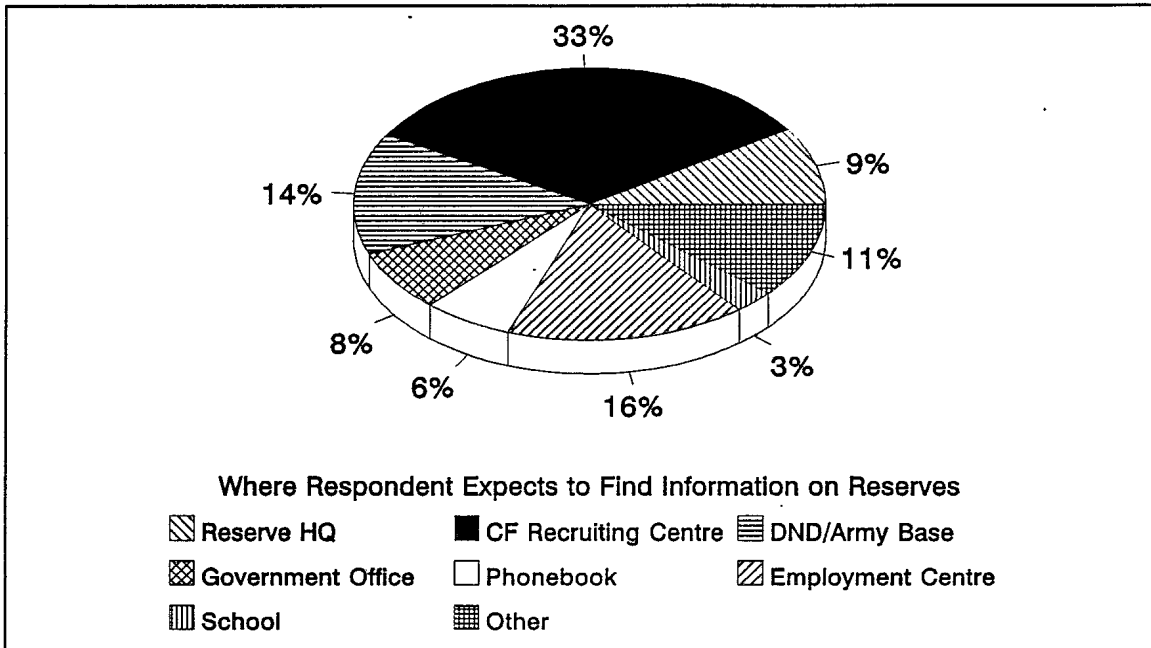


Figure 14: Where Respondent Expects to Find Information About the Reserves

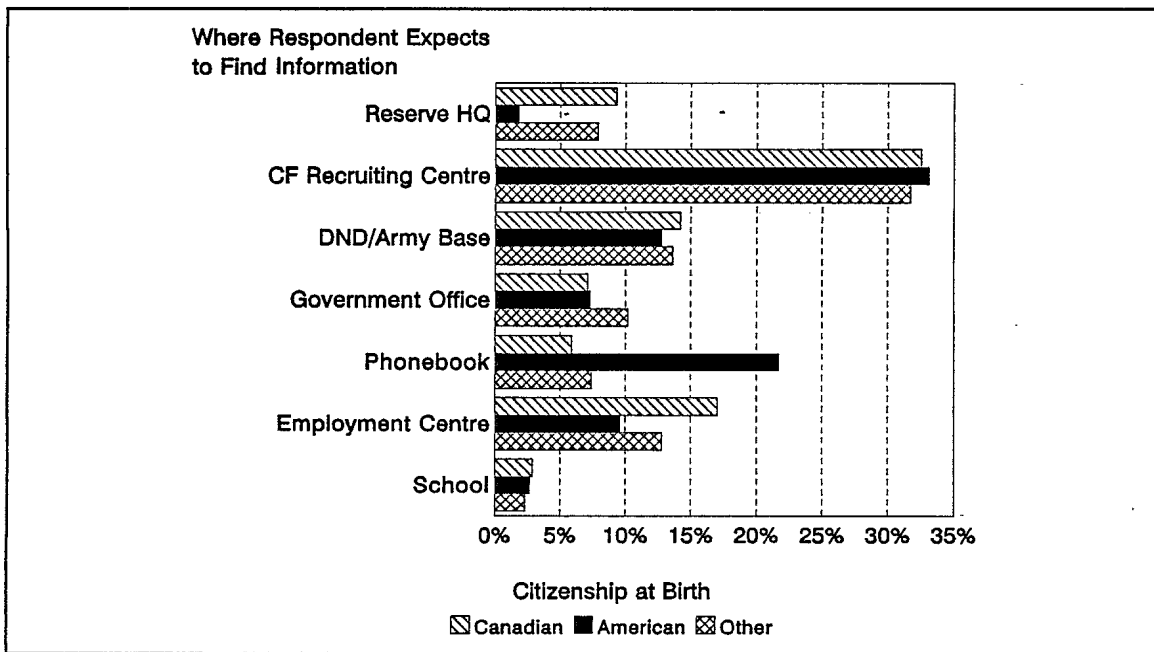


Figure 15: Where Respondent Expects to Find Information About the Reserves by Citizenship at Birth

30. A *CF Recruiting Centre* is more often given as a source of information by males, older respondents, those with higher levels of education and income, government employees, and those working in science and technical fields. This was also identified frequently by those who had previous contact with the Canadian Forces. Respondents who are 35 to 44 years of age, post-graduates, those whose income is more than \$100000, the unemployed, government employees, or entrepreneurs more frequently mentioned *DND/Army Base* as a place to find information on the Reserves.

31. Subgroups more likely to go to an *Employment Centre* for information include those aged 25 to 34, secondary school graduates, those living in rural areas, the part-time employed, homemakers, those employed 15 to 20 years, those involved in primary occupations, and skilled or semi-skilled workers. *Schools* are often identified as sources of information by young respondents, those with low education or income, single people, and students would go for information on the Reserves.

V. SUMMARY

32. Analysis of this DSEA National Attitude Survey data clearly reveals the Canadian population's level of knowledge of the Reserves. While an overwhelming majority have heard of the Reserves (80%), the level of awareness of the Reserves and their activities is low. Also, knowledge and awareness are not uniform across components of the Canadian population. For example, women are less likely to have heard of the Reserves than men, and they have a significantly lower awareness of the Reserves and its activities. A number of other groups also are poorly informed about the Reserves, including teenagers, people who use a language other than English, the part-time employed, students and homemakers. In order for such groups to be recruited, they must first be made aware of the opportunities for part-time military service which are available.

33. Data on principal sources of information on the Reserves can be used to channel information to the right places, control the quality of information, or target a particular group for recruiting. While a large percentage of the sample obtains their information through media sources, an equally large proportion cite informal "word of mouth" sources. Many of the groups identified as having low levels of awareness of the Reserves are more likely than others to select as their most significant source of information about the Reserves some form of word of mouth exchange, through relatives, family, school teachers and friends. This reemphasizes the importance of these sources of information in recruiting, as was also identified in the previous stage of the Sociological Study of the Reserves (see Popoff and Truscott, 1988).

34. Information may be directed to specific groups in the population, through different mechanisms. Respondents to the survey identified several sources to which they would go for further information on the Reserves. For example, some groups stated that they would expect to find information on the Reserves at a *School* or an *Employment Centre*. This suggests where future advertising campaigns could be focused in order to gain the attention of specific groups.

35. In the process of discussing awareness of the Reserves among subgroups of the Canadian population, this second analysis of the National Attitude Survey data has identified specific groups which could be targeted for recruiting purposes, and suggested possible ways of doing this. The propensity of these subgroups in the population to join the Reserves, however, is addressed in a subsequent report.

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TABLE A-1
 KNOWLEDGE OF CANADIAN RESERVES
 BY SOCIO-DEMOGRAPHIC CHARACTERISTICS

	EVER HEARD OF CANADIAN RESERVES				TOTAL SAMPLE	
	Yes		No		Count	Row %
	Count	Row %	Count	Row %		
TOTAL.....	5016	80.1%	1249	19.9%	6265	100.0%
GENDER						
Male.....	2610	83.0%	534	17.0%	3144	100.0%
Female.....	2406	77.1%	715	22.9%	3121	100.0%
AGE OF RESPONDENT						
19 and Under.....	660	76.0%	209	24.0%	869	100.0%
20-24.....	689	83.5%	136	16.5%	825	100.0%
25-34.....	1630	78.4%	448	21.6%	2078	100.0%
35-44.....	1362	79.9%	343	20.1%	1705	100.0%
45 and Over.....	608	84.4%	112	15.6%	720	100.0%
HIGHEST LEVEL OF SCHOOLING						
Primary.....	297	74.5%	102	25.5%	399	100.0%
Secondary.....	2042	79.3%	533	20.7%	2575	100.0%
Some Post-Secondary.	972	82.7%	204	17.3%	1175	100.0%
Post-Secondary.....	1223	82.8%	254	17.2%	1477	100.0%
Post-Graduate.....	244	81.7%	55	18.3%	299	100.0%
Other.....	210	70.3%	89	29.7%	299	100.0%
PERSONAL GROSS INCOME FOR 1989						
Less Than \$10000....	727	77.0%	217	23.0%	944	100.0%
\$10000-\$29999.....	1283	79.8%	326	20.2%	1609	100.0%
\$30000-\$49999.....	1050	82.3%	225	17.7%	1275	100.0%
\$50000-\$99999.....	461	88.5%	60	11.5%	520	100.0%
\$100000 or More.....	56	79.9%	14	20.1%	70	100.0%
PRESENT MARITAL STATUS						
Married.....	2536	80.0%	634	20.0%	3170	100.0%
Separated/Divorced..	366	81.1%	86	18.9%	452	100.0%
Single.....	2065	79.9%	518	20.1%	2583	100.0%
Other.....	36	79.2%	10	20.8%	46	100.0%
ANY CHILDREN OF OWN LIVING HERE						
Yes.....	2103	79.1%	554	20.9%	2657	100.0%
No.....	2854	80.8%	676	19.2%	3530	100.0%

(continued)

TABLE A-1 (continued)
 KNOWLEDGE OF CANADIAN RESERVES
 BY SOCIO-DEMOGRAPHIC CHARACTERISTICS

	EVER HEARD OF CANADIAN RESERVES				TOTAL SAMPLE	
	Yes		No		Count	Row %
	Count	Row %	Count	Row %		
COMMUNITY TYPE						
Rural.....	1331	78.3%	368	21.7%	1699	100.0%
Semi-Urban.....	921	80.1%	229	19.9%	1150	100.0%
Urban.....	2707	81.5%	614	18.5%	3322	100.0%
LANGUAGE USED MOST OFTEN AT HOME						
English.....	3826	84.5%	705	15.5%	4531	100.0%
French.....	1003	67.9%	475	32.1%	1477	100.0%
Other.....	171	72.0%	67	28.0%	238	100.0%
CITIZENSHIP AT BIRTH						
Canadian.....	4437	80.7%	1062	19.3%	5499	100.0%
American.....	54	71.2%	22	28.8%	75	100.0%
Other.....	514	77.1%	153	22.9%	668	100.0%
CONSIDER SELF TO BE VISIBLE MINORITY						
Yes.....	752	74.0%	264	26.0%	1016	100.0%
No.....	4171	81.2%	964	18.8%	5135	100.0%
FIRST ANCESTOR TO IMMIGRATE TO CANADA						
Parent.....	627	85.3%	108	14.7%	735	100.0%
Grandparent.....	943	86.6%	146	13.4%	1089	100.0%
Great-Grandparent...	854	81.8%	191	18.2%	1045	100.0%
Prior.....	1611	78.1%	452	21.9%	2063	100.0%
SINGLE AND MULTIPLE ETHNIC ORIGINS*						
Canadian.....	486	76.5%	149	23.5%	635	100.0%
American.....	58	85.9%	10	14.1%	68	100.0%
British.....	2442	85.9%	401	14.1%	2843	100.0%
French.....	900	73.8%	320	26.2%	1220	100.0%
North European.....	178	85.8%	29	14.2%	208	100.0%
West European.....	651	81.2%	151	18.8%	802	100.0%
South European.....	321	80.9%	76	19.1%	396	100.0%
East European.....	430	86.0%	70	14.0%	500	100.0%
Asian.....	134	67.4%	65	32.6%	199	100.0%
Aboriginal.....	127	67.4%	61	32.6%	188	100.0%
Other.....	110	75.9%	35	24.1%	145	100.0%
None.....	47	87.7%	7	12.3%	54	100.0%

* Based on total responses.

(continued)

TABLE A-1 (continued)
KNOWLEDGE OF CANADIAN RESERVES
BY SOCIO-DEMOGRAPHIC CHARACTERISTICS

	EVER HEARD OF CANADIAN RESERVES				TOTAL SAMPLE	
	Yes		No		Count	Row %
	Count	Row %	Count	Row %		
EMPLOYMENT STATUS						
LAST 12 MONTHS						
Full-Time.....	3062	81.8%	683	18.2%	3745	100.0%
Part-Time.....	440	76.0%	139	24.0%	579	100.0%
Unemployed.....	144	86.6%	22	13.4%	166	100.0%
Homemaker.....	373	74.1%	130	25.9%	503	100.0%
Student.....	900	78.6%	245	21.4%	1145	100.0%
Other.....	67	75.8%	21	24.2%	88	100.0%
NUMBER OF YEARS						
EMPLOYED						
1-5.....	952	79.6%	244	20.4%	1196	100.0%
6-10.....	744	78.8%	200	21.2%	944	100.0%
11-15.....	667	81.8%	148	18.2%	815	100.0%
16-20.....	580	84.3%	108	15.7%	688	100.0%
21 or More.....	1906	79.2%	501	20.8%	2407	100.0%
TYPE OF WORK MAJOR						
OCCUPATION						
Govt.....	58	79.4%	15	20.6%	74	100.0%
Entrepreneur.....	378	83.4%	75	16.6%	454	100.0%
Sales/Services.....	531	81.3%	122	18.7%	654	100.0%
Office.....	352	82.2%	76	17.8%	428	100.0%
Teacher.....	212	82.1%	46	17.9%	258	100.0%
Health.....	262	79.1%	69	20.9%	332	100.0%
Science/Technical...	239	81.9%	53	18.1%	291	100.0%
Security.....	166	81.8%	37	18.2%	203	100.0%
Primary.....	162	79.6%	41	20.4%	203	100.0%
Skilled/Semi-Skilled	781	81.0%	183	19.0%	964	100.0%
Unskilled.....	243	80.5%	59	19.5%	302	100.0%
Other.....	209	78.8%	56	21.2%	265	100.0%

TABLE A-2
 KNOWLEDGE OF CANADIAN RESERVES
 BY PREVIOUS CONTACT WITH THE CANADIAN FORCES

	EVER HEARD OF CANADIAN RESERVES				TOTAL SAMPLE	
	Yes		No		Count	Row %
	Count	Row %	Count	Row %		
TOTAL.....	4870	80.3%	1198	19.7%	6068	100.0%
HAVE RELATIVES IN RESERVES						
Yes.....	1284	90.6%	134	9.4%	1418	100.0%
No.....	3586	77.1%	1064	22.9%	4650	100.0%
HAVE RELATIVES IN REGULAR FORCES						
Yes.....	2516	85.0%	445	15.0%	2961	100.0%
No.....	2417	75.8%	772	24.2%	3189	100.0%
HAVE FRIENDS IN RESERVES						
Yes.....	2325	90.9%	233	9.1%	2559	100.0%
No.....	2611	72.9%	973	27.1%	3584	100.0%
HAVE FRIENDS IN REGULAR FORCES						
Yes.....	2493	85.6%	419	14.4%	2912	100.0%
No.....	2447	75.3%	804	24.7%	3251	100.0%
IN PAST MEMBER OF CADETS						
Yes.....	608	85.6%	102	14.4%	710	100.0%
No.....	4390	79.3%	1145	20.7%	5535	100.0%
IN PAST MEMBER OF RESERVES						
Yes.....	198	98.5%	3	1.5%	201	100.0%
No.....	4781	79.4%	1238	20.6%	6020	100.0%
IN PAST MEMBER OF REGULAR FORCES						
Yes.....	136	97.1%	4	2.9%	140	100.0%
No.....	4844	79.6%	1238	20.4%	6082	100.0%

TABLE A-3
 AWARENESS OF RESERVES BY SOCIO-DEMOGRAPHIC
 CHARACTERISTICS - SUMMARY STATISTICS AND ANOVA RESULTS

	AWARENESS OF RESERVES			
	Mean	Std Dev	Std Error	ANOVA Results
GENDER				
Male.....	3.81	1.62	0.03	68.53*
Female.....	3.44	1.51	0.03	
AGE OF RESPONDENT				
19 and Under.....	3.50	1.50	0.06	7.34*
20-24.....	3.58	1.52	0.06	
25-34.....	3.56	1.57	0.04	
35-44.....	3.68	1.59	0.04	
45 and Over.....	3.91	1.66	0.07	
HIGHEST LEVEL OF SCHOOLING				
Primary.....	3.59	1.72	0.10	5.06*
Secondary.....	3.56	1.60	0.04	
Some Post-Secondary.....	3.68	1.48	0.05	
Post-Secondary.....	3.78	1.57	0.04	
Post-Graduate.....	3.34	1.36	0.09	
Other.....	3.70	1.69	0.12	
PERSONAL GROSS INCOME FOR 1989				
Less Than \$10000.....	3.46	1.47	0.05	6.20*
\$10000-\$29999.....	3.60	1.59	0.04	
\$30000-\$49999.....	3.80	1.57	0.05	
\$50000-\$99999.....	3.78	1.59	0.07	
\$100000 or More.....	3.65	1.66	0.22	
PRESENT MARITAL STATUS				
Married.....	3.69	1.61	0.03	2.81*
Separated/Divorced.....	3.57	1.68	0.09	
Single.....	3.57	1.51	0.03	
Other.....	3.74	1.53	0.25	
ANY CHILDREN OF OWN LIVING HERE				
Yes.....	3.61	1.59	0.03	1.02
No.....	3.65	1.57	0.03	
COMMUNITY TYPE				
Rural.....	3.58	1.60	0.04	1.40
Semi-Urban.....	3.62	1.55	0.05	
Urban.....	3.67	1.58	0.03	

* significantly different at the 95% confidence level ($p \leq .05$).

(continued)

TABLE A-3 (continued)
 AWARENESS OF RESERVES BY SOCIO-DEMOGRAPHIC
 CHARACTERISTICS - SUMMARY STATISTICS AND ANOVA RESULTS

	AWARENESS OF RESERVES			
	Mean	Std Dev	Std Error	ANOVA Results
LANGUAGE USED MOST OFTEN AT HOME				
English.....	3.72	1.56	0.03	25.32*
French.....	3.33	1.61	0.05	
Other.....	3.46	1.56	0.12	
CITIZENSHIP AT BIRTH				
Canadian.....	3.64	1.58	0.02	1.03
American.....	3.62	1.32	0.18	
Other.....	3.54	1.60	0.07	
CONSIDER SELF TO BE VISIBLE MINORITY				
Yes.....	3.61	1.65	0.06	0.36
No.....	3.64	1.56	0.02	
FIRST ANCESTOR TO IMMIGRATE TO CANADA				
Parent.....	3.74	1.53	0.06	2.30
Grandparent.....	3.71	1.52	0.05	
Great-Grandparent.....	3.71	1.58	0.05	
Prior.....	3.59	1.59	0.04	
SINGLE AND MULTIPLE ETHNIC ORIGINS**				
Canadian.....	3.62	1.64	0.07	N/A
American.....	3.45	1.48	0.20	
British.....	3.77	1.58	0.03	
French.....	3.63	1.61	0.05	
North European.....	3.65	1.60	0.12	
West European.....	3.62	1.50	0.06	
South European.....	3.58	1.55	0.09	
East European.....	3.70	1.59	0.08	
Asian.....	3.28	1.59	0.14	
Aboriginal.....	3.46	1.55	0.14	
Other.....	3.68	1.46	0.14	
None.....	3.44	1.63	0.24	
EMPLOYMENT STATUS LAST 12 MONTHS				
Full-Time.....	3.72	1.58	0.03	5.79*
Part-Time.....	3.50	1.64	0.08	
Unemployed.....	3.50	1.71	0.14	
Homemaker.....	3.42	1.65	0.08	
Student.....	3.50	1.45	0.05	
Other.....	3.98	1.61	0.20	

* Significantly different at the 95% confidence level ($p \leq .05$).
 ** Based on total responses.

(continued)

TABLE A-3 (continued)
 AWARENESS OF RESERVES BY SOCIO-DEMOGRAPHIC
 CHARACTERISTICS - SUMMARY STATISTICS AND ANOVA RESULTS

	AWARENESS OF RESERVES			
	Mean	Std Dev	Std Error	ANOVA Results
NUMBER OF YEARS EMPLOYED				
1-5.....	3.58	1.58	0.05	1.19
6-10.....	3.59	1.52	0.06	
11-15.....	3.63	1.58	0.06	
16-20.....	3.75	1.54	0.06	
21 or More.....	3.62	1.59	0.04	
TYPE OF WORK MAJOR OCCUPATION				
Govt.....	3.54	1.39	0.18	2.23*
Entrepreneur.....	3.75	1.59	0.08	
Sales/Service.....	3.59	1.56	0.07	
Office.....	3.60	1.51	0.08	
Teacher.....	3.56	1.39	0.10	
Health.....	3.50	1.50	0.09	
Science/Technical.....	3.73	1.64	0.11	
Security.....	3.96	1.65	0.13	
Primary.....	3.43	1.68	0.13	
Skilled/Semi-Skilled.....	3.82	1.68	0.06	
Unskilled.....	3.74	1.65	0.11	
Other.....	3.61	1.54	0.11	

* Significantly different at the 95% confidence level ($p \leq .05$).

TABLE A-4
 AWARENESS OF RESERVES BY PREVIOUS CONTACT WITH THE
 CANADIAN FORCES - SUMMARY STATISTICS AND T-TEST RESULTS

	AWARENESS OF RESERVES			
	Mean	Std Dev	Std Error	T-test Results
HAVE RELATIVES IN RESERVES				
Yes.....	4.11	1.65	0.05	
No.....	3.48	1.52	0.03	12.20*
HAVE RELATIVES IN REGULAR				
Yes.....	3.85	1.61	0.03	
No.....	3.42	1.52	0.03	9.50*
HAVE FRIENDS IN RESERVES				
Yes.....	4.02	1.55	0.03	
No.....	3.31	1.52	0.03	16.27*
HAVE FRIENDS IN REGULAR				
Yes.....	3.89	1.59	0.03	
No.....	3.38	1.52	0.03	11.43*
IN PAST MEMBER OF CADETS				
Yes.....	4.33	1.72	0.07	
No.....	3.53	1.53	0.02	10.89*
IN PAST MEMBER OF RESERVES				
Yes.....	5.41	1.76	0.13	
No.....	3.55	1.52	0.02	14.61*
IN PAST MEMBER OF REGULAR FORCES				
Yes.....	4.90	1.67	0.14	
No.....	3.59	1.56	0.02	9.06*

* Significantly different at the 95% confidence level ($p \leq .05$).

TABLE A-5
 AWARENESS OF RESERVES ACTIVITIES BY SOCIO-DEMOGRAPHIC
 CHARACTERISTICS - SUMMARY STATISTICS AND ANOVA RESULTS

	AWARENESS OF RESERVES ACTIVITIES			
	Mean	Std Dev	Std Error	ANOVA Results
GENDER				
Male.....	3.66	1.58	0.04	36.88*
Female.....	3.35	1.47	0.04	
AGE OF RESPONDENT				
19 and Under.....	3.36	1.51	0.07	6.27*
20-24.....	3.52	1.48	0.07	
25-34.....	3.38	1.56	0.05	
35-44.....	3.62	1.51	0.05	
45 and Over.....	3.69	1.58	0.07	
HIGHEST LEVEL OF SCHOOLING				
Primary.....	3.50	1.66	0.12	1.44
Secondary.....	3.51	1.54	0.04	
Some Post-Secondary.....	3.54	1.50	0.06	
Post-Secondary.....	3.57	1.53	0.05	
Post-Graduate.....	3.47	1.24	0.09	
Other.....	3.23	1.80	0.14	
PERSONAL GROSS INCOME FOR 1989				
Less Than \$10000.....	3.46	1.48	0.06	2.01
\$10000-\$29999.....	3.46	1.51	0.05	
\$30000-\$49999.....	3.60	1.57	0.05	
\$50000-\$99999.....	3.67	1.54	0.08	
\$100000 or More.....	3.51	1.64	0.27	
PRESENT MARITAL STATUS				
Married.....	3.57	1.55	0.04	2.92*
Separated/Divorced.....	3.61	1.60	0.10	
Single.....	3.43	1.51	0.04	
Other.....	3.78	1.16	0.23	
ANY CHILDREN OF OWN LIVING HERE				
Yes.....	3.53	1.56	0.04	0.66
No.....	3.49	1.52	0.03	
COMMUNITY TYPE				
Rural.....	3.45	1.61	0.05	1.41
Semi-Urban.....	3.54	1.55	0.06	
Urban.....	3.55	1.49	0.03	

* Significantly different at the 95% confidence level ($p < .05$).

(continued)

TABLE A-5 (continued)
 AWARENESS OF RESERVES ACTIVITIES BY SOCIO-DEMOGRAPHIC
 CHARACTERISTICS - SUMMARY STATISTICS AND ANOVA RESULTS

	AWARENESS OF RESERVES ACTIVITIES			
	Mean	Std Dev	Std Error	ANOVA Results
LANGUAGE USED MOST OFTEN AT HOME				
English.....	3.50	1.54	0.03	
French.....	3.60	1.54	0.06	
Other.....	3.34	1.52	0.14	1.66
CITIZENSHIP AT BIRTH				
Canadian.....	3.52	1.55	0.03	
American.....	3.41	1.37	0.20	
Other.....	3.51	1.46	0.08	0.11
CONSIDER SELF TO BE VISIBLE MINORITY				
Yes.....	3.55	1.67	0.07	
No.....	3.52	1.51	0.03	0.25
FIRST ANCESTOR TO IMMIGRATE TO CANADA				
Parent.....	3.36	1.58	0.07	
Grandparent.....	3.51	1.51	0.06	
Great-Grandparent.....	3.48	1.51	0.06	
Prior.....	3.61	1.56	0.05	3.25*
SINGLE AND MULTIPLE ETHNIC ORIGINS**				
Canadian.....	3.80	1.57	0.09	
American.....	3.84	1.54	0.26	
British.....	3.54	1.51	0.03	
French.....	3.61	1.57	0.06	
North European.....	3.50	1.57	0.14	
West European.....	3.35	1.53	0.07	
South European.....	3.37	1.52	0.10	
East European.....	3.62	1.44	0.08	
Asian.....	3.11	1.54	0.16	
Aboriginal.....	3.66	1.47	0.15	
Other.....	3.63	1.51	0.17	
None.....	3.05	1.75	0.31	N/A
EMPLOYMENT STATUS LAST 12 MONTHS				
Full-Time.....	3.54	1.56	0.03	
Part-Time.....	3.58	1.57	0.09	
Unemployed.....	3.42	1.52	0.15	
Homemaker.....	3.49	1.62	0.10	
Student.....	3.40	1.43	0.06	
Other.....	3.73	1.54	0.21	1.22

* Significantly different at the 95% confidence level ($p \leq .05$).
 ** Based on total responses.

(continued)

TABLE A-5 (continued)
 AWARENESS OF RESERVES ACTIVITIES BY SOCIO-DEMOGRAPHIC
 CHARACTERISTICS - SUMMARY STATISTICS AND ANOVA RESULTS

	AWARENESS OF RESERVES ACTIVITIES			
	Mean	Std Dev	Std Error	ANOVA Results
NUMBER OF YEARS EMPLOYED				
1-5.....	3.52	1.51	0.06	3.85*
6-10.....	3.32	1.62	0.07	
11-15.....	3.43	1.50	0.07	
16-20.....	3.66	1.45	0.07	
21 or More.....	3.55	1.54	0.04	
TYPE OF WORK MAJOR OCCUPATION				
Govt.....	3.51	1.63	0.25	1.67
Entrepreneur.....	3.45	1.54	0.09	
Sales/Service.....	3.50	1.60	0.08	
Office.....	3.30	1.54	0.09	
Teacher.....	3.36	1.35	0.11	
Health.....	3.48	1.31	0.10	
Science/Technical.....	3.70	1.59	0.12	
Security.....	3.80	1.58	0.14	
Primary.....	3.57	1.53	0.15	
Skilled/Semi-Skilled.....	3.64	1.66	0.07	
Unskilled.....	3.60	1.61	0.12	
Other.....	3.60	1.39	0.11	

* Significantly different at the 95% confidence level ($p \leq .05$).

TABLE A-6
 AWARENESS OF RESERVES ACTIVITIES BY PREVIOUS CONTACT WITH
 THE CANADIAN FORCES - SUMMARY STATISTICS AND T-TEST RESULTS

	AWARENESS OF RESERVES ACTIVITIES			
	Mean	Std Dev	Std Error	T-test Results
HAVE RELATIVES IN RESERVES				
Yes.....	3.90	1.60	0.05	
No.....	3.36	1.49	0.03	9.43*
HAVE RELATIVES IN REGULAR				
Yes.....	3.68	1.57	0.04	
No.....	3.34	1.47	0.04	6.84*
HAVE FRIENDS IN RESERVES				
Yes.....	3.73	1.56	0.04	
No.....	3.28	1.48	0.04	8.99*
HAVE FRIENDS IN REGULAR				
Yes.....	3.70	1.56	0.04	
No.....	3.31	1.48	0.04	7.84*
IN PAST MEMBER OF CADETS				
Yes.....	4.21	1.68	0.08	
No.....	3.40	1.48	0.03	10.19*
IN PAST MEMBER OF RESERVES				
Yes.....	5.37	1.58	0.12	
No.....	3.42	1.47	0.03	16.24*
IN PAST MEMBER OF REGULAR FORCES				
Yes.....	4.68	1.68	0.15	
No.....	3.47	1.51	0.03	7.85*

* Significantly different at the 95% confidence level ($p \leq .05$).

TABLE A-7
SOURCES OF INFORMATION ON THE RESERVES
BY SOCIO-DEMOGRAPHIC CHARACTERISTICS

	MOST SIGNIFICANT SOURCE OF INFO ABOUT RESERVES							
	TV/ Radio	News paper/ Maga- zine	School Teach- er	Rela- tive/ Family	Friend	Know- ledge/ Exper- ience	Formal DND Source	Other
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
TOTAL.....	23.8%	17.7%	2.9%	16.3%	25.7%	8.9%	4.1%	0.5%
GENDER								
Male.....	22.9%	17.5%	3.1%	11.7%	28.0%	11.1%	5.1%	0.5%
Female.....	24.9%	17.9%	2.7%	21.8%	23.0%	6.2%	3.0%	0.5%
AGE OF RESPONDENT								
19 and Under.....	25.6%	11.9%	11.1%	10.2%	26.2%	7.0%	7.5%	0.4%
20-24.....	27.2%	14.1%	3.2%	12.0%	32.1%	6.7%	4.4%	0.4%
25-34.....	23.6%	19.6%	1.4%	16.3%	26.1%	8.7%	3.6%	0.8%
35-44.....	22.0%	18.3%	1.2%	19.1%	25.6%	9.1%	4.3%	0.6%
45 and Over.....	21.9%	20.7%	2.4%	20.2%	19.9%	13.0%	1.9%	-
HIGHEST LEVEL OF SCHOOLING								
Primary.....	32.4%	12.1%	7.9%	18.9%	15.4%	7.8%	5.4%	0.2%
Secondary.....	26.7%	14.3%	3.2%	19.0%	22.4%	9.3%	4.9%	0.3%
Some Post-Secondary.	22.4%	22.1%	1.9%	14.1%	27.1%	8.6%	3.1%	0.6%
Post-Secondary.....	17.7%	20.6%	2.1%	14.7%	30.7%	9.3%	3.8%	1.2%
Post-Graduate.....	21.4%	26.6%	2.2%	11.7%	29.6%	7.2%	1.2%	-
Other.....	31.3%	7.8%	4.7%	13.2%	29.8%	8.9%	4.4%	-
PERSONAL GROSS INCOME FOR 1989								
Less Than \$10000....	25.6%	12.4%	6.2%	13.8%	27.3%	8.2%	5.6%	0.9%
\$10000-\$29999.....	25.7%	17.8%	1.6%	17.9%	26.3%	6.5%	3.8%	0.5%
\$30000-\$49999.....	20.5%	20.2%	2.1%	16.6%	25.0%	11.9%	3.2%	0.5%
\$50000-\$99999.....	13.1%	22.9%	1.0%	13.1%	31.7%	12.5%	5.3%	0.4%
\$100000 or More.....	21.2%	23.7%	-	19.9%	20.8%	6.0%	8.4%	-
PRESENT MARITAL STATUS								
Married.....	22.5%	19.9%	1.2%	19.6%	23.3%	9.6%	3.7%	0.4%
Separated/Divorced..	25.8%	11.3%	2.6%	25.5%	20.3%	10.1%	3.7%	0.6%
Single.....	24.9%	16.1%	5.1%	10.8%	29.8%	7.7%	4.9%	0.7%
Other.....	28.7%	12.7%	1.9%	8.6%	29.1%	19.0%	-	-
ANY CHILDREN OF OWN LIVING HERE								
Yes.....	22.2%	18.5%	1.6%	20.4%	23.1%	9.2%	4.3%	0.5%
No.....	25.0%	17.1%	3.6%	13.4%	27.6%	8.8%	3.9%	0.5%

(continued)

TABLE A-7 (continued)
 SOURCES OF INFORMATION ON THE RESERVES
 BY SOCIO-DEMOGRAPHIC CHARACTERISTICS

	MOST SIGNIFICANT SOURCE OF INFO ABOUT RESERVES							
	TV/ Radio	News- paper/ Maga- zine	School Teach- er	Rela- tive/ Family	Friend	Know- ledge/ Exper- ience	Formal DND Source	Other
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
COMMUNITY TYPE								
Rural.....	27.2%	19.1%	3.1%	18.1%	20.5%	8.8%	2.9%	0.4%
Semi-Urban.....	22.0%	16.0%	5.6%	16.0%	26.1%	7.5%	5.8%	0.9%
Urban.....	22.5%	17.8%	2.0%	15.5%	28.1%	9.5%	4.2%	0.4%
LANGUAGE USED MOST OFTEN AT HOME								
English.....	22.6%	18.8%	3.3%	16.5%	26.1%	8.7%	3.6%	0.5%
French.....	28.9%	10.9%	1.5%	17.1%	24.8%	9.9%	6.2%	0.7%
Other.....	25.7%	28.9%	2.6%	6.6%	21.5%	10.4%	4.2%	-
CITIZENSHIP AT BIRTH								
Canadian.....	23.6%	16.5%	2.9%	17.1%	25.9%	9.2%	4.2%	0.5%
American.....	24.0%	30.0%	4.4%	18.0%	18.0%	4.0%	1.6%	-
Other.....	25.0%	27.6%	2.8%	9.1%	24.6%	6.3%	4.0%	0.5%
CONSIDER SELF TO BE VISIBLE MINORITY								
Yes.....	25.6%	18.1%	3.0%	13.3%	26.0%	9.0%	4.1%	1.0%
No.....	23.3%	17.7%	2.9%	16.9%	25.8%	8.9%	4.1%	0.5%
FIRST ANCESTOR TO IMMIGRATE TO CAN								
Parent.....	23.3%	21.4%	2.4%	13.3%	26.9%	9.8%	2.9%	-
Grandparent.....	23.8%	19.2%	3.0%	16.3%	25.4%	8.1%	3.7%	0.6%
Great-Grandparent...	25.5%	14.9%	3.0%	16.2%	25.5%	10.1%	4.3%	0.4%
Prior.....	21.4%	14.8%	2.6%	18.6%	27.3%	9.4%	5.0%	0.9%
SINGLE AND MULTIPLE ETHNIC ORIGINS*								
Canadian.....	27.1%	9.6%	5.4%	16.8%	24.2%	8.1%	8.3%	0.4%
American.....	29.2%	17.5%	-	20.8%	22.5%	5.7%	3.4%	0.9%
British.....	19.9%	18.7%	2.7%	18.8%	26.4%	8.8%	4.3%	0.4%
French.....	24.5%	13.7%	1.4%	18.0%	26.2%	11.6%	4.0%	0.6%
North European.....	22.0%	18.5%	5.0%	15.6%	27.4%	9.0%	2.6%	-
West European.....	25.7%	16.3%	2.7%	15.7%	29.2%	7.6%	2.2%	0.7%
South European.....	27.5%	20.8%	4.7%	11.7%	21.9%	9.3%	4.1%	-
East European.....	24.0%	18.7%	4.4%	14.8%	25.3%	8.3%	3.9%	0.6%
Asian.....	32.5%	27.5%	4.5%	2.7%	24.1%	1.7%	7.1%	-
Aboriginal.....	19.7%	16.3%	1.6%	15.0%	28.5%	12.0%	4.1%	2.8%
Other.....	30.5%	17.4%	3.0%	9.6%	21.3%	12.4%	5.8%	-
None.....	33.4%	12.6%	1.0%	19.2%	19.1%	13.7%	1.1%	-

* Based on total responses.

(continued)

TABLE A-7 (continued)
 SOURCES OF INFORMATION ON THE RESERVES
 BY SOCIO-DEMOGRAPHIC CHARACTERISTICS

	MOST SIGNIFICANT SOURCE OF INFO ABOUT RESERVES							
	TV/ Radio	News- paper/ Maga- zine	School Teach- er	Rela- tive/ Family	Friend	Know- ledge/ Exper- ience	Formal DND Source	Other
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
EMPLOYMENT STATUS LAST 12 MONTHS								
Full-Time.....	22.7%	18.6%	1.9%	16.1%	26.5%	9.5%	4.3%	0.5%
Part-Time.....	23.6%	17.3%	2.7%	24.1%	20.3%	7.5%	3.4%	1.2%
Unemployed.....	36.9%	7.8%	-	13.6%	27.9%	12.2%	1.6%	-
Homemaker.....	26.3%	18.1%	0.5%	27.5%	16.5%	8.5%	2.0%	0.5%
Student.....	24.8%	15.0%	8.2%	9.6%	30.2%	6.3%	5.5%	0.3%
Other.....	27.5%	31.7%	2.9%	14.5%	5.2%	18.2%	-	-
NUMBER OF YEARS EMPLOYED								
1-5.....	25.7%	15.4%	2.7%	14.7%	29.3%	7.8%	3.7%	0.8%
6-10.....	23.2%	19.5%	0.6%	15.8%	27.2%	8.7%	4.3%	0.8%
11-15.....	22.1%	17.4%	1.7%	17.7%	28.9%	8.2%	3.6%	0.5%
16-20.....	20.5%	22.4%	2.8%	15.2%	23.1%	10.9%	4.5%	0.6%
21 or More.....	24.7%	17.5%	4.6%	16.9%	23.0%	8.9%	4.1%	0.3%
TYPE OF WORK MAJOR OCCUPATION								
Govt.....	20.6%	7.8%	-	31.4%	28.6%	7.2%	4.5%	-
Entrepreneur.....	24.2%	17.4%	0.4%	19.5%	23.7%	8.1%	6.0%	0.8%
Sales/Services.....	21.7%	20.6%	2.0%	14.6%	26.8%	9.3%	4.2%	0.8%
Office.....	33.6%	16.7%	3.0%	16.0%	22.5%	6.1%	1.7%	0.4%
Teacher.....	24.2%	21.3%	4.3%	20.8%	19.9%	6.0%	3.5%	-
Health.....	22.4%	19.7%	0.3%	16.5%	34.1%	4.1%	2.9%	-
Science/Technical...	20.7%	20.2%	0.9%	10.9%	28.4%	9.3%	7.0%	2.7%
Security.....	21.9%	17.3%	0.8%	17.3%	24.2%	14.2%	3.8%	0.5%
Primary.....	27.3%	20.9%	1.2%	8.8%	27.8%	8.8%	5.0%	-
Skilled/Semi-Skilled	19.2%	16.6%	2.3%	17.3%	26.7%	13.6%	4.0%	0.2%
Unskilled.....	27.9%	15.6%	2.2%	19.1%	21.2%	10.2%	2.5%	1.4%
Other.....	17.7%	20.4%	2.9%	20.6%	27.2%	7.7%	3.5%	-

TABLE A-8
 SOURCES OF INFORMATION ON THE RESERVES
 BY PREVIOUS CONTACT WITH THE CANADIAN FORCES

	MOST SIGNIFICANT SOURCE OF INFO ABOUT RESERVES							
	TV/ Radio	News- paper/ Maga- zine	School Teach- er	Rela- tive/ Family	Friend	Know- ledge/ Exper- ience	Formal DND Source	Other
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
HAVE RELATIVES IN RESERVES								
Yes.....	14.3%	13.1%	2.1%	34.6%	20.8%	10.2%	4.6%	0.3%
No.....	27.7%	19.8%	3.2%	8.7%	27.9%	8.2%	3.9%	0.6%
HAVE RELATIVES IN REGULAR								
Yes.....	19.2%	15.1%	3.0%	22.8%	24.9%	10.7%	3.9%	0.5%
No.....	29.1%	21.2%	2.7%	8.6%	26.6%	6.9%	4.5%	0.6%
HAVE FRIENDS IN RESERVES								
Yes.....	16.5%	12.3%	3.0%	16.4%	35.9%	10.7%	4.8%	0.4%
No.....	32.0%	24.2%	2.9%	16.0%	14.1%	6.7%	3.4%	0.7%
HAVE FRIENDS IN REGULAR								
Yes.....	18.1%	14.2%	2.9%	18.0%	30.5%	11.5%	4.3%	0.5%
No.....	30.2%	22.1%	2.8%	14.2%	20.3%	5.9%	3.9%	0.6%
IN PAST MEMBER OF CADETS								
Yes.....	18.2%	13.0%	2.3%	15.3%	23.2%	22.6%	5.1%	0.3%
No.....	24.7%	18.5%	3.0%	16.4%	26.1%	6.8%	3.9%	0.6%
IN PAST MEMBER OF RESERVES								
Yes.....	11.0%	7.1%	3.3%	14.6%	12.1%	44.2%	6.3%	1.3%
No.....	24.5%	18.2%	2.9%	16.4%	26.6%	7.0%	3.9%	0.5%
IN PAST MEMBER OF REGULAR FORCES								
Yes.....	12.6%	10.5%	-	19.9%	13.7%	37.8%	5.4%	-
No.....	24.2%	18.0%	3.0%	16.2%	26.2%	7.9%	4.0%	0.5%

TABLE A-9
WHERE RESPONDENT EXPECTS TO FIND INFORMATION ABOUT
RESERVES BY SOCIO-DEMOGRAPHIC CHARACTERISTICS

	WHERE FIND INFO ON RESERVES							
	Res- erve HQ	CF Re- cruit- ing Centre	DND/ Army Base	Govern- ment Office	Phone- book	Employ- ment Centre	School	Other
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
TOTAL.....	9.1%	32.5%	14.1%	7.5%	6.3%	16.4%	2.8%	11.3%
GENDER								
Male.....	9.0%	38.6%	12.9%	6.7%	5.3%	14.9%	2.3%	10.3%
Female.....	9.3%	25.8%	15.4%	8.4%	7.3%	18.1%	3.4%	12.3%
AGE OF RESPONDENT								
19 and Under.....	8.7%	22.5%	12.4%	7.4%	4.0%	9.4%	14.2%	21.3%
20-24.....	10.7%	32.3%	12.2%	6.4%	8.8%	15.4%	3.1%	11.1%
25-34.....	9.5%	30.2%	12.4%	7.5%	8.0%	21.6%	1.7%	9.0%
35-44.....	7.1%	36.1%	18.0%	7.1%	5.3%	16.7%	0.5%	9.2%
45 and Over.....	12.0%	40.4%	12.9%	8.3%	3.8%	9.4%	0.8%	12.5%
HIGHEST LEVEL OF SCHOOLING								
Primary.....	14.6%	31.1%	14.5%	4.7%	2.0%	12.9%	5.6%	14.6%
Secondary.....	10.0%	30.7%	12.7%	6.9%	4.6%	19.8%	3.7%	11.6%
Some Post-Secondary.	8.4%	32.4%	13.4%	6.2%	8.8%	17.5%	1.9%	11.5%
Post-Secondary.....	8.1%	36.7%	14.9%	8.3%	7.9%	13.2%	1.4%	9.5%
Post-Graduate.....	5.4%	37.4%	18.3%	12.3%	4.7%	10.0%	1.8%	10.2%
Other.....	7.9%	21.8%	18.4%	10.1%	6.4%	14.1%	6.0%	15.3%
PERSONAL GROSS INCOME FOR 1989								
Less Than \$10000....	8.1%	27.3%	12.4%	9.8%	5.9%	12.2%	7.4%	16.8%
\$10000-\$29999.....	9.3%	30.5%	12.9%	7.2%	6.5%	21.6%	1.3%	10.5%
\$30000-\$49999.....	5.9%	38.6%	16.7%	6.8%	7.3%	14.1%	1.2%	9.4%
\$50000-\$99999.....	10.4%	37.4%	14.2%	8.2%	6.0%	14.6%	0.5%	8.7%
\$100000 or More.....	5.9%	29.9%	27.0%	15.3%	3.7%	15.5%	-	2.7%
PRESENT MARITAL STATUS								
Married.....	9.3%	33.0%	14.9%	8.0%	5.9%	17.4%	1.1%	10.4%
Separated/Divorced..	7.2%	32.6%	14.9%	5.9%	8.1%	21.0%	0.7%	9.6%
Single.....	9.0%	31.9%	12.9%	6.9%	6.5%	14.3%	5.6%	12.9%
Other.....	23.3%	22.9%	13.4%	9.5%	5.9%	21.0%	1.1%	2.9%
ANY CHILDREN OF OWN LIVING HERE								
Yes.....	8.3%	31.1%	15.1%	7.5%	5.7%	20.4%	1.1%	10.8%
No.....	9.7%	33.2%	13.6%	7.4%	6.8%	13.2%	4.2%	11.8%

(continued)

TABLE A-9 (continued)
 WHERE RESPONDENT EXPECTS TO FIND INFORMATION ABOUT
 RESERVES BY SOCIO-DEMOGRAPHIC CHARACTERISTICS

	WHERE FIND INFO ON RESERVES							
	Res- erve HQ	CF Re- cruit- ing Centre	DND/ Army Base	Govern- ment Office	Phone- book	Employ- ment Centre	School	Other
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
COMMUNITY TYPE								
Rural.....	7.2%	28.7%	14.9%	7.4%	4.6%	21.0%	3.6%	12.7%
Semi-Urban.....	8.6%	32.1%	14.0%	8.9%	5.9%	15.6%	4.7%	10.2%
Urban.....	10.2%	34.8%	13.7%	6.9%	7.3%	14.5%	1.8%	10.9%
LANGUAGE USED MOST OFTEN AT HOME								
English.....	8.9%	32.0%	14.5%	7.9%	6.9%	15.9%	2.9%	11.0%
French.....	10.4%	35.4%	13.4%	5.1%	3.7%	18.1%	2.1%	11.9%
Other.....	4.8%	22.7%	10.3%	15.6%	10.6%	15.5%	5.6%	14.8%
CITIZENSHIP AT BIRTH								
Canadian.....	9.3%	32.5%	14.2%	7.1%	5.9%	17.0%	2.9%	11.0%
American.....	1.8%	33.1%	12.8%	7.3%	21.7%	9.6%	2.7%	11.0%
Other.....	7.9%	31.7%	13.6%	10.2%	7.4%	12.8%	2.3%	14.1%
CONSIDER SELF TO BE VISIBLE MINORITY								
Yes.....	11.5%	28.8%	16.1%	7.0%	4.7%	15.3%	4.0%	12.6%
No.....	8.7%	33.3%	13.7%	7.6%	6.4%	16.6%	2.6%	11.1%
FIRST ANCESTOR TO IMMIGRATE TO CAN								
Parent.....	9.8%	32.0%	11.5%	8.8%	9.6%	13.6%	2.7%	11.9%
Grandparent.....	10.4%	32.8%	14.0%	8.7%	6.9%	15.7%	2.8%	8.7%
Great-Grandparent...	9.6%	31.3%	13.6%	7.7%	4.3%	18.6%	3.3%	11.6%
Prior.....	8.4%	34.8%	13.8%	6.0%	5.8%	16.9%	2.8%	11.5%
SINGLE AND MULTIPLE ETHNIC ORIGINS*								
Canadian.....	14.4%	40.6%	9.1%	3.2%	3.1%	18.8%	2.0%	8.7%
American.....	8.0%	29.0%	5.5%	5.0%	13.7%	26.5%	1.9%	10.3%
British.....	8.8%	33.7%	15.5%	6.7%	6.0%	16.6%	2.6%	10.1%
French.....	8.4%	35.4%	14.3%	6.2%	4.3%	17.6%	2.5%	11.3%
North European.....	10.4%	30.8%	18.9%	11.6%	6.9%	14.6%	1.3%	5.5%
West European.....	7.2%	32.3%	12.6%	8.7%	9.3%	15.5%	3.2%	11.4%
South European.....	10.2%	22.9%	12.9%	14.3%	7.0%	16.4%	4.9%	11.4%
East European.....	8.0%	33.7%	14.4%	8.6%	8.9%	12.2%	3.8%	10.5%
Asian.....	8.5%	27.8%	15.5%	9.4%	9.2%	10.6%	3.3%	15.7%
Aboriginal.....	2.8%	34.2%	17.5%	6.0%	4.8%	20.4%	4.4%	9.9%
Other.....	9.8%	26.0%	16.4%	9.9%	3.5%	10.8%	4.4%	19.2%
None.....	15.2%	31.5%	10.5%	6.9%	-	17.8%	3.4%	14.8%

* Based on total responses.

(continued)

TABLE A-9 (continued)
WHERE RESPONDENT EXPECTS TO FIND INFORMATION ABOUT
RESERVES BY SOCIO-DEMOGRAPHIC CHARACTERISTICS

	WHERE FIND INFO ON RESERVES							
	Res- erve HQ	CF Re- cruit- ing Centre	DND/ Army Base	Govern- ment Office	Phone- book	Employ- ment Centre	School	Other
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
EMPLOYMENT STATUS LAST 12 MONTHS								
Full-Time.....	8.7%	35.4%	14.8%	7.4%	6.2%	16.2%	1.3%	10.0%
Part-Time.....	10.3%	32.6%	12.8%	7.8%	5.7%	21.9%	1.2%	7.8%
Unemployed.....	18.6%	22.7%	19.6%	6.9%	4.4%	16.5%	0.6%	10.7%
Homemaker.....	9.9%	21.9%	14.7%	7.6%	7.9%	21.8%	1.0%	15.2%
Student.....	8.8%	27.8%	11.3%	7.7%	6.5%	10.6%	10.3%	17.0%
Other.....	3.1%	35.3%	12.5%	7.7%	3.8%	27.8%	3.8%	5.8%
NUMBER OF YEARS EMPLOYED								
1-5.....	10.7%	30.0%	13.7%	7.6%	6.8%	18.9%	2.1%	10.2%
6-10.....	7.3%	35.4%	14.4%	7.4%	8.2%	17.6%	1.6%	8.1%
11-15.....	9.2%	30.4%	15.8%	6.7%	5.7%	20.9%	1.3%	9.9%
16-20.....	8.4%	38.8%	16.0%	7.2%	4.3%	14.7%	-	10.6%
21 or More.....	8.6%	31.7%	12.8%	8.0%	6.1%	13.3%	5.2%	14.4%
TYPE OF WORK MAJOR OCCUPATION								
Govt.....	9.5%	48.9%	19.3%	2.4%	-	13.4%	-	6.5%
Entrepreneur.....	9.0%	35.6%	18.7%	6.7%	5.5%	14.0%	1.6%	9.0%
Sales/Services.....	9.0%	31.5%	13.8%	8.3%	7.1%	18.8%	1.0%	10.6%
Office.....	9.3%	29.7%	15.6%	5.2%	8.5%	19.2%	2.7%	9.8%
Teacher.....	4.8%	35.5%	15.7%	8.9%	9.3%	15.0%	3.9%	6.9%
Health.....	9.0%	34.1%	15.2%	8.6%	4.1%	17.7%	0.5%	10.9%
Science/Technical...	8.4%	37.3%	9.8%	10.2%	13.6%	11.9%	1.6%	7.1%
Security.....	12.7%	35.7%	14.2%	11.3%	6.2%	10.0%	0.1%	9.8%
Primary.....	9.2%	27.1%	16.5%	7.3%	4.5%	24.0%	1.4%	9.9%
Skilled/Semi-Skilled	9.1%	35.1%	13.5%	6.2%	4.4%	19.8%	0.6%	11.3%
Unskilled.....	12.0%	33.8%	12.0%	7.1%	2.5%	17.4%	2.6%	12.6%
Other.....	7.0%	41.5%	18.0%	8.0%	4.9%	11.6%	1.3%	7.8%

TABLE A-10
WHERE RESPONDENT EXPECTS TO FIND INFORMATION ABOUT
RESERVES BY PREVIOUS CONTACT WITH THE CANADIAN FORCES

	WHERE FIND INFO ON RESERVES							
	Res- erve HQ	CF Re- cruit- ing Centre	DND/ Army Base	Govern ment Office	Phone- book	Employ ment Centre	School	Other
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
HAVE RELATIVES IN RESERVES								
Yes.....	13.0%	31.4%	14.3%	6.3%	5.3%	15.6%	2.4%	11.8%
No.....	7.9%	32.9%	14.0%	8.0%	6.5%	16.7%	2.9%	11.0%
HAVE RELATIVES IN REGULAR								
Yes.....	9.6%	35.6%	14.0%	6.2%	5.5%	15.7%	2.4%	11.0%
No.....	8.5%	29.6%	14.2%	8.6%	7.1%	17.3%	3.1%	11.6%
HAVE FRIENDS IN RESERVES								
Yes.....	10.6%	34.6%	14.6%	5.7%	5.5%	14.3%	3.1%	11.5%
No.....	7.9%	30.7%	13.7%	8.9%	6.9%	18.0%	2.7%	11.1%
HAVE FRIENDS IN REGULAR								
Yes.....	10.3%	36.0%	14.0%	6.9%	4.6%	15.9%	2.4%	10.0%
No.....	7.9%	29.1%	14.2%	8.1%	7.8%	17.0%	3.2%	12.7%
IN PAST MEMBER OF CADETS								
Yes.....	11.3%	41.3%	12.8%	4.7%	3.0%	14.2%	1.3%	11.4%
No.....	8.8%	31.1%	14.3%	7.9%	6.7%	16.8%	3.0%	11.3%
IN PAST MEMBER OF RESERVES								
Yes.....	16.0%	40.4%	15.9%	2.4%	7.5%	8.7%	0.2%	9.0%
No.....	8.8%	32.1%	14.1%	7.7%	6.2%	16.8%	2.9%	11.4%
IN PAST MEMBER OF REGULAR FORCES								
Yes.....	14.8%	52.8%	12.7%	1.2%	1.3%	10.8%	0.8%	5.5%
No.....	8.9%	31.9%	14.2%	7.7%	6.3%	16.6%	2.9%	11.5%

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As the third and final phase in the sociological study of the Reserves, Chief of Reserves and Cadets requested that the Directorate of Social and Economic Analysis (DSEA) conduct a national attitude survey of Canadians toward the Reserves. The study commenced in 1990, and 6000 Canadians were interviewed that fall. A methodological report, including a tabular display of the data was circulated in the spring of 1991. This report is the second in a series which provides detailed analyses on specific topics. The focus of this report is on the level of knowledge of the Reserves among Canadians, and sources of information on the organization. Some subgroups of the population have particularly low awareness of the Reserves. These subgroups often get their information from others, emphasizing the importance of informal sources of information.

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Reserves
National Attitude Survey
Canadian Attitudes/Opinions
Knowledge/Awareness of Reserves
Sources of Information