

Views of the Canadian Armed Forces (CAF) 2024–2025 Tracking Study

Department of National Defence

Final Report

February 2025

Prepared for:

Department of National Defence
Supplier name: Quorus Consulting Group Inc.
Contract award date: June 5, 2024
Delivery date: February 2025
Contract amount (incl. HST): \$124,057.05
Contract #: CW2364056
POR number: 004-24

For more information, please contact:

POR-ROP@forces.gc.ca

Ce rapport est aussi disponible en français.

Views of the Canadian Armed Forces – 2024–2025 Tracking Study

Final Report

Prepared for National Defence

Supplier name: Quorus Consulting Group Inc.

February 2025

This public opinion research report presents the results of a national online survey and 12 online focus groups conducted by Quorus Consulting Group on behalf of the Department of National Defence. The online survey was conducted from August 8 to August 22, 2024, with Canadian adults aged 18 and older. A total of 2,317 individuals completed the online survey. The focus group sessions were held from January 6 to January 14, 2025, 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, National (in French), Vancouver and Northern Canada. A total of 89 individuals participated in the focus groups.

Cette publication est aussi disponible en français sous le titre: Points de vue sur les Forces armées canadiennes – Étude de suivi 2024–2025.

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:

D2-434/2025E-PDF

International Standard Book Number (ISBN):

978-0-660-75317-1

Related publications (registration number: POR #004-24):

Catalogue Number D2-434/2025F-PDF (Final Report, French)

978-0-660-75318-8

© His Majesty the King in Right of Canada, as represented by the Minister of National Defence, 2025.



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 4, 2025
Rick Nadeau, President
Quorus Consulting Group Inc.

Table of contents

Executive summary	5
Detailed results	20
Research purpose and objectives	21
Quantitative research results	23
Overall impressions of the CAF	23
Funding and equipment.....	56
International roles.....	59
Domestic roles	67
Misconduct allegations	72
Qualitative research results	77
Awareness, impressions and perceptions of the CAF.....	77
Domestic focus.....	86
International Focus	89
Care of Military Personnel and Family.....	91
The CAF as a career option	91
Media attention related to the CAF.....	93
Methodology	96
Quantitative research	97
Respondent profile	103
Qualitative research.....	108
Appendices	112
Appendix A: Survey instrument	113
Appendix B: Screener.....	131
Appendix C: Moderation guide	145

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 1999. 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 August 2023 and January 2024.

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, 2,317 individuals completed the survey. The survey was conducted from August 8 to August 22, 2024. The questionnaire had an average survey duration of 15 minutes.
- Newly introduced in 2024, an oversample of 300 surveys was included to improve representation among several key audiences, specifically members of racialized communities, members of Indigenous communities and individuals living in the Territories.
- Despite efforts to maximize participation among respondents from the Territories (n=60 unweighted respondents), the use of data weighting limits the extent to which responses of those who live in the Territories are likely to differ from responses of those living in other regions (such as Atlantic Canada, Manitoba or Saskatchewan, etc.). However, given the importance of capturing the views of these respondents, some results that apply to the Territories are included throughout the report wherever possible.
- **Qualitative phase:** This phase of the research project consisted of 12 online focus groups. These groups were completed with members of the general population across Canada. Two groups were completed in French with representation from across the country while all other groups were completed in English and included participants from the following regions: Toronto and surrounding areas, Moncton and surrounding areas, Winnipeg and surrounding areas, Vancouver and surrounding areas and Northern Canada. In each of these regions, participants were segmented into two age groups: 18 to 34, and 35 years of age and older. Data collection took place from January 6 to 14, 2025. 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 89 individuals participated in the focus groups.

Research results

Quantitative research

Familiarity with the CAF

When asked about their overall level of familiarity with the CAF, roughly two in five (44%) respondents reported being at least somewhat familiar. The results are relatively consistent with those observed since 2020, noting a slight increase in familiarity since the previous wave in 2023. Most of the shift is noticed in the increase in the proportion of Canadians saying they are “somewhat familiar.”

Among the three broad environments of the CAF, familiarity with the Canadian Army was highest, with just over two in five respondents describing themselves as at least somewhat familiar (42%). Familiarity with both the Royal Canadian Air Force (RCAF) and the Royal Canadian Navy (RCN) was lower, with 35% at least somewhat familiar with the RCAF and 29% familiar with the RCN. These results show a slight increase in familiarity across all three environments when compared to the 2023 wave.

Recent awareness

Just over one-third of respondents (35%) had recently read, seen or heard something about the CAF. This result remained consistent with the 2023 wave (34%), remaining lower than what was observed in the 2022 (40%) and 2021 waves (42%).

Overall impressions

Overall impressions of the CAF were mostly positive, with more than three in five respondents describing their opinion as at least somewhat positive (62%). Just over one in five respondents had a strongly positive view of the CAF (21%). While the proportion of those with a strongly positive view of the CAF was consistent with the 2023 wave, somewhat positive scores decreased slightly (40%) compared to 2023 (43%).

Nearly three quarters of respondents (73%) had an at least somewhat positive overall impression of those who serve in the CAF. One third (34%) described their impression as strongly positive, while 5% reported a negative impression. Overall, positive impressions of members of the CAF decreased slightly compared to results from 2023 (76%) and 2022 (77%).

When respondents were asked to evaluate their impression of care for active military personnel, more than two in five believed that the CAF was doing a good or very good job (45%). Conversely, 15% felt that the CAF was performing poorly. The proportion of those who felt the CAF was doing a good job at caring for active military personnel decreased slightly since the 2023 wave (48%).

One quarter of respondents felt that the CAF was at least somewhat involved in their community (25%). Conversely, just under two thirds of respondents felt that the CAF was not very or not at all involved in their community (65%).

Pride in the CAF

If a young person they knew told them they were joining the CAF, over half of respondents would view that decision favourably (55%). These results are consistent with the previous waves conducted in 2022 and 2023.

More than two in five respondents view the CAF as a source of pride for Canadians (44%) while 11% did not feel that the CAF was a source of pride. These results show a slight decrease in those who view the CAF as a source of pride compared to the 2023 wave (48%).

Modern relevance of the CAF

Less than one in five respondents (18%) felt that the CAF was modern. Conversely, over a third of respondents (34%) felt that the CAF was outdated. Perceptions that the CAF is modern increased slightly in the 2024 wave compared to results from 2023, however, the proportion of those who view the CAF as outdated remains 13% higher compared to the 2016 wave.

More than two thirds of respondents (68%) felt that the CAF is essential, a decrease from the 2023 (70%) and 2022 waves (75%). Conversely, 6% felt that the CAF was no longer needed.

Workplace environment

When evaluating the inclusiveness of the workplace environment, 62% at least somewhat agreed that the CAF is as good a career choice for visible minorities as it is for anyone else (a 2% increase from 2023). A similar proportion agreed that it is as good a career choice for women as it is for men (59%).

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 (34%).

More than half of respondents agreed that racist or hateful attitudes are not tolerated in the CAF (54%). Additionally, just under half of respondents agreed that they were concerned about systemic racism in the CAF (49%).

More than one third of respondents agreed that the CAF does a good job of addressing misconduct, including racist, sexist or hateful conduct (34%), a 2% increase since the 2023 wave.

Moreover, 42% agreed that CAF membership is as diverse as the Canadian population (up 2% from 2023), and the same proportion agreed that the CAF is a respectful workplace environment for women (41%).

Over two in five (45%) agreed that the CAF does a good job taking care of ill and injured members. Just over one in five respondents at least somewhat agreed that they could see themselves joining the CAF (22%), a 2% increase from 2023.

Results were mostly consistent with those observed in 2023.

Trust in the CAF

Two in five respondents (40%) highly trust that the CAF is prepared to keep Canadians safe, and a similar proportion (39%) reported moderate trust. A smaller proportion (15%) did not trust that the CAF is prepared. These findings are fairly consistent with those from the 2023 wave.

A third of respondents (33%) highly trust the information provided to Canadians by the CAF, and another two in five (42%) reported moderate trust. A smaller proportion (13%) did not trust the CAF in this regard. The proportion of those who are reporting high trust in the information that the CAF provides increased 3% from the 2023 wave.

Just under two in five respondents (39%) highly trust the CAF to rapidly respond to potential threats, while the same proportion (40%) reported moderate trust. Conversely, more than one in five (14%) are not very trustful in this regard.

More than a third of respondents (35%) have complete confidence in the CAF to modernize the recruitment process, while more than two in five respondents (42%) are somewhat confident. A smaller proportion (11%) are not very confident in the CAF when it comes to modernizing the recruitment process.

Threats to Canada

Consistent with the past two waves, Russia was viewed as the biggest threat to Canadian security (6%), however the extent to which surveyed Canadians cited this threat experienced a large decrease from results observed in 2023 (16%). Other perceived threats included terrorism (5%), arctic sovereignty (5%), war or conflicts (4%), Canada's proximity to the United States (4%) and immigration policies (4%).

Funding and equipment

Just under half of respondents (49%) felt that Canada's military was underfunded, while 22% said that the CAF receives the right amount of funding. Fewer respondents felt that the CAF was overfunded (7%). Perceptions that the CAF is underfunded increased by 3% since 2023.

More than one quarter of respondents agree that the CAF has the equipment that it needs to do its job (28%), and that the CAF is good at planning its future equipment needs (28%). A similar proportion agreed that the CAF's military equipment purchases benefit local economies (27%) while slightly fewer agreed that purchases of military equipment tend to be well managed (24%). Agreement with each of these statements increased slightly since 2023.

International roles

More than three in five respondents reported being at least somewhat familiar with NATO (63%), with 17% of these respondents citing being very familiar. Conversely, 31% of respondents were not very or not at all familiar with NATO (31%).

Just over two in five respondents reported being at least somewhat familiar with NORAD (41%), with 9% of these respondents citing being very familiar. Conversely, more than half of respondents were not very or not at all familiar with NORAD (51%).

When it comes to international roles, respondents were mostly in agreement that the CAF should have participation in disaster relief/humanitarian aid (76%), peace support operations (76%) and surveillance and defence in the North (73%).

More than two thirds of respondents at least somewhat agree that the CAF should be participating in non-combat support missions (71%) as well as using satellites in space for monitoring purposes (68%).

Slightly fewer agreed that the CAF should be participating in missions that target illegal trafficking activities (66%) and combat support missions for the UN and NATO (63%).

Finally, more than half of respondents said they at least somewhat agree that the CAF should be training militaries or police of other countries (54%).

Overall, agreement for the CAF's involvement in each of these international roles has increased since 2023 however they still remain lower than what was observed in 2022.

Just over three quarters of respondents (76%) at least somewhat agreed that Canada's membership in international organizations such as NATO and NORAD is important for Canadian security. Agreement has increased since the previous wave in 2023, however results remain lower than those observed in 2022.

More than one third of respondents (36%) at least somewhat agreed that the CAF does a good job of informing Canadians about foreign threats. Conversely, a quarter of respondents somewhat or strongly disagreed (25%). Nearly one in five (18%) were unsure how the CAF performs in this regard.

Domestic roles

Just over one in five respondents (21%) believe that at least three quarters of the CAF's roles are performed within Canada, while more than two in five respondents (45%) believe that between half and three quarters of the CAF's efforts are performed domestically. Roughly one quarter of respondents (24%) believe that somewhere between one quarter and one half of the CAF's efforts are performed domestically while 10% of respondents believe that less than one quarter of the CAF's efforts are performed domestically.

When it comes to the CAF's roles domestically, more than half of respondents felt that each role was at least important. Ratings were highest for the following roles:

- Providing protection against terrorist threats (82%).
- Responding to natural disasters (81%).
- Search and rescue (80%).

More than three in five respondents felt that preventing illegal activity was an important role (72%), followed by protecting against cyber-security threats (71%) and patrolling the Arctic (65%).

Importance ratings were lower for youth programs (56%). Overall, the results were fairly consistent with those observed since 2021.

Just under two thirds of respondents (65%) at least somewhat agreed that the CAF is doing a good job at perform its duties in Canada. More specifically, roughly one in five (19%) strongly agreed with this statement. Strong agreement scores have continued to decline since the 2022 wave.

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 2,155 (out of 2,317) respondents who felt comfortable proceeding with the misconduct questions.

In 2024, more than two in five respondents reported paying at least some attention to news of alleged sexual misconduct in the CAF over the previous few months (44%). On the other hand, a quarter of respondents (25%) had paid no attention at all to that news and slightly more paid only a little attention (27%). The proportion of respondents paying attention to this news has continued to decrease from findings observed since 2021.

More than half of respondents (52%) at least somewhat agreed that the CAF takes misconduct allegations seriously, an increase of 12% since 2023. Conversely, over one in five respondents (22%) disagreed.

Half of respondents at least somewhat agreed that the Canadian Armed Forces is taking concrete steps to make changes to evolve its culture (50%), an increase of 13% since 2023.

Nearly half of respondents at least somewhat agreed that the misconduct allegations have led the Canadian Armed Forces to make positive changes within the military (48%), an increase of 11% since 2023. A similar proportion at least somewhat agreed that the Canadian Armed Forces is taking concrete steps to prevent misconduct (47%), an increase of 11% since 2023.

Additionally, more than two thirds of respondents at least somewhat agreed that the CAF deals with misconduct allegations appropriately (37%), a 7% increase since 2023. Conversely, 28% of respondents at least somewhat disagreed (25%) with this statement.

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), many referenced broad roles of the CAF such as peacekeeping, defence, protection, safety, disaster relief and providing help. Some were reminded of the positive traits they perceived of those who serve (such as dedicated, brave, courage, etc.) while many others mentioned military-related items or terms (such as army, military, weapons, soldiers, etc.).

When specifically asked what comes to mind regarding the best aspects of the CAF, many of the same themes were repeated, especially the CAF's role in peacekeeping, protecting and keeping Canadians safe, and helping vulnerable communities. Many also referred to positive characteristics related to those who serve and how the CAF is highly regarded and respected across the globe.

When 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 underfunded, lacking equipment or using obsolete equipment and dealing with a lack of military personnel. Issues related to culture were also raised. Some were broadly reminded of the challenging aspects of being part of the CAF such as exposure to danger and time away from family.

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 recalled something, the most common themes related to recruitment advertising/postings they had seen or heard or to allegations of misconduct.

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 nearly entirely positive, with many explaining that they view members of the CAF as hard-working, brave,

passionate, well-trained, dedicated and selfless individuals for whom they have a very high level of respect.

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. For many, the roles of the CAF were viewed as important and essential.

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. Participants also explained that their trust in higher ranking officials and politicians who make key decisions was weaker, whereas they considered "file and rank" more trustworthy since their actions and intentions were less politically motivated. When it comes to the information the CAF provide to Canadians, many explained that they generally did not hear too much about the CAF and when they do, they had no reason to distrust the information provided.

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 the threats to national security, in global conflicts, and in natural disasters requiring the CAF's involvement combined with reduced or limited resources make the CAF's job harder.

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.

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.
- It was often said that if the CAF did not perform these duties, they could not think of who else would be able to do them.
- 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. For the most part, participants assumed the CAF must be doing a good job since they have not heard anything to the contrary.

Regarding a community presence, a few participants in each group recalled seeing members of the CAF in their community in the recent past, which tended to evoke positive sentiments, notably pride. They explained that seeing members of the CAF humanizes the organization. Despite this sentiment, reactions were somewhat mixed when asked whether the CAF should be more present in their community. While some would welcome a greater presence in certain locales or events (such as in schools, at recruitment booths, etc.), most would prefer the CAF be where they are most needed.

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, 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 is a positive-impact type of role, it 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 perceived 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.” Unlike a peacekeeping mission, 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.

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.

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.
- A general concern with "bad actors" and foreign interference – in other words countries that seek to disrupt Canada's social, economic and political systems.
- Terrorist cells within Canada.
- A few noted that the United States could become problematic given the outcome of the last presidential election.
- A lack of national commitment to the CAF, which results in a weaker military and by extension, a threat to Canada's national security.

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. The few opinions shared on this topic tended to be positive, with some focus on the quality of the careers, health benefits, salaries, and education and training (which is also paid for).

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, it represented an interesting career option and gave them some direction in life. 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 certain minority groups, mostly because of what they had heard regarding misconduct allegations. The biggest concerns were expressed for individuals who are gender diverse or a member of the 2SLGBTQI+ community. While some felt that the culture was slowly changing to become more inclusive and that change cannot be sustained if diverse individuals do not enlist, there was a sense that progress remained slow.

When it comes to diversity, the general impression is that the CAF does value diversity. Many referred to seeing diversity in the members they see in the community as well as in the recruitment campaigns they see online. The main concern that participants tended to express was not so much whether the CAF values diversity but whether they actually follow through and deliver on it. Meaningful indications of success included learning through statistics or reports that diversity is pervasive irrespective of rank, and hearing testimonials from individuals from various minority groups speaking to how they are treated in the CAF.

Few participants had heard something over the past 12 months about the allegations of misconduct brought forth in the CAF. Among these few, recall of specific cases or any details were quite weak. 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. None of the participants seemed aware that cases of sexual assault leading to criminal charges are now being transferred to the civilian court system. Given this information, 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.

Some suggested that a more reassuring indication that the CAF is managing these allegations appropriately would be news that the CAF has introduced measures to eliminate abuse.

Measures resulting in zero-tolerance, as difficult as some felt this might be in an environment like the CAF, would speak volumes about how the CAF wants to change its culture.

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: CW2364056

Contract award date: June 5, 2024

Contract amount (including HST): \$124,057.05

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 1999. 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 August 2023 and January 2024.

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.
- Report on departmental performance.

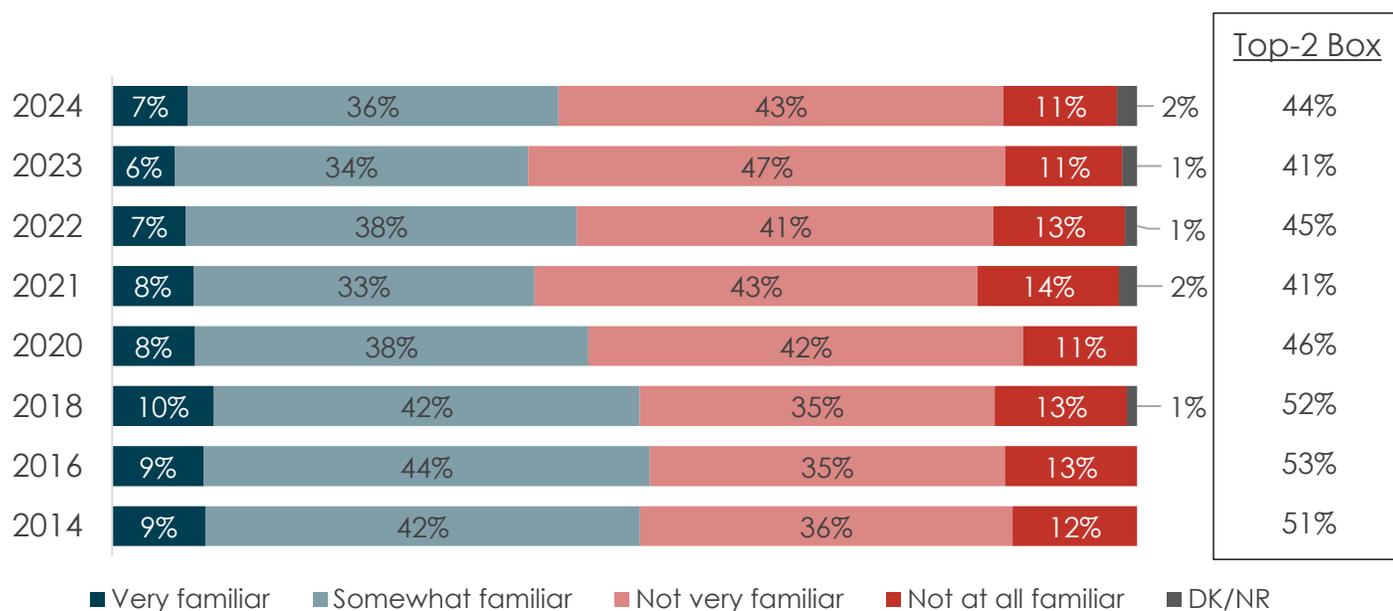
Quantitative research results

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 (44%) respondents reported being at least somewhat familiar. The results are relatively consistent with those observed since 2020, noting a slight increase in overall familiarity since the previous wave in 2023.

Figure 1 – Overall familiarity with the CAF



Q11. Overall, how familiar would you say you are with the Canadian Armed Forces? Would you say...? Base: All respondents, 2024, n=2,317.¹

¹ In this report, results of DK/NR refers to responses of Don't know/prefer not to answer.

Key segments

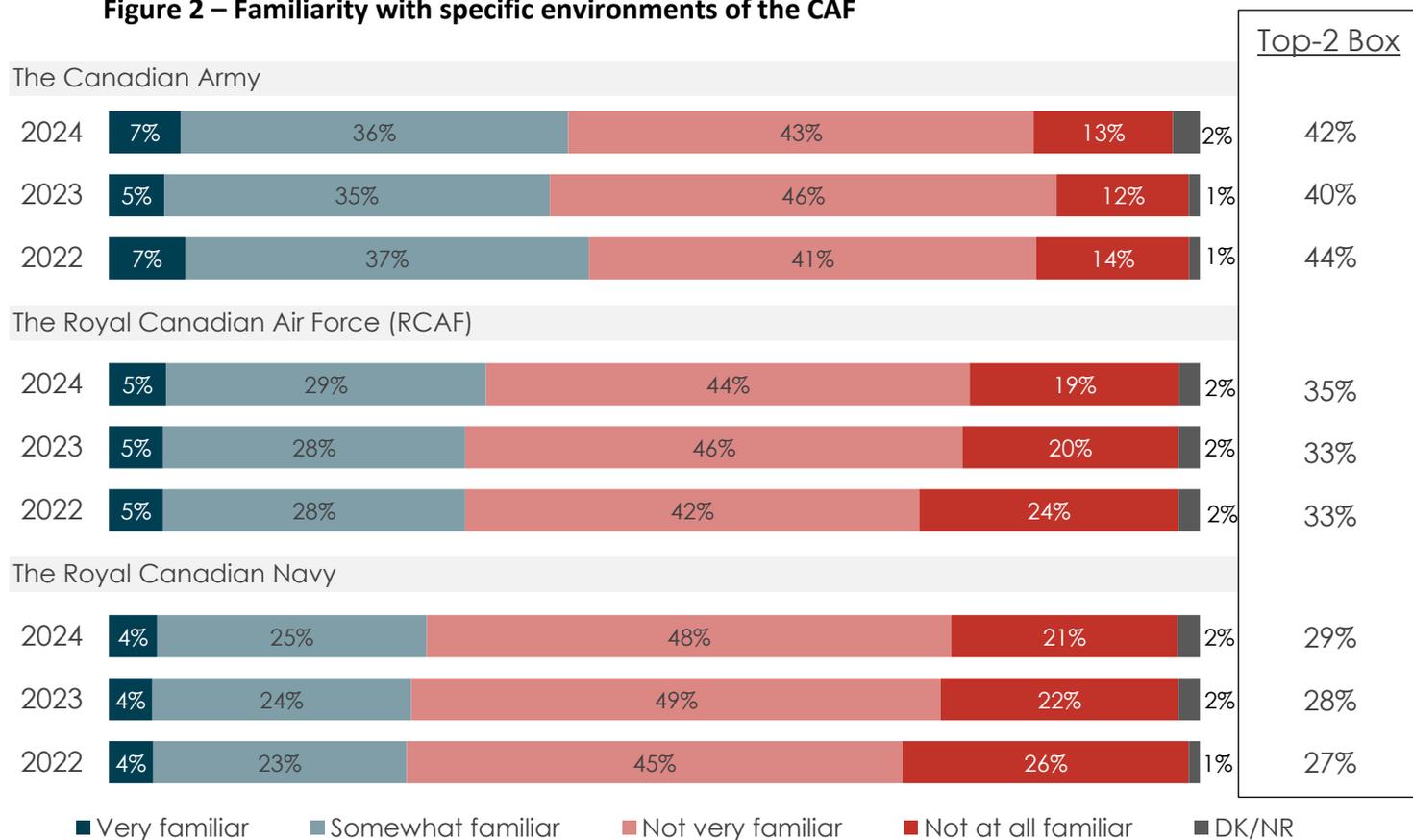
The following segments tended to be more likely to report being at least somewhat familiar with the CAF compared to their respective counterparts:

- Black (52%), white (45%), Indigenous (45%) and Asian² (43%) respondents compared to Chinese respondents (24%).
- Men compared to women (53% vs. 35%).
- Respondents with a university education (46%) compared to those with high-school education (39%).
- Those earning an income of \$80,000 or more compared to those earning less than \$80,000 (49% vs. 40%).
- Respondents living outside of Quebec compared to those living in Quebec (48% vs. 30%), with familiarity being the highest in Atlantic Canada (60%).

Among the three broad environments of the CAF, familiarity with the Canadian Army was highest, with just over two in five respondents describing themselves as at least somewhat familiar (42%). Familiarity with both the Royal Canadian Air Force (RCAF) and the Royal Canadian Navy (RCN) was lower, with 35% at least somewhat familiar with the RCAF and 29% at least somewhat familiar with the RCN. These results show a slight increase in familiarity across all three environments when compared to the 2023 wave.

² In this report, Asian respondents refers to those who identified as either Filipino, Southeast Asian, Korean, or Japanese.

Figure 2 – Familiarity with specific environments of the CAF



Q12. 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, 2024, n=2,317.

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 (46% outside of Quebec vs. 30% in Quebec).
- The Royal Canadian Air Force (40% outside of Quebec vs. 18% in Quebec).
- The Royal Canadian Navy (34% outside of Quebec vs. 13% in Quebec).

Respondents in British Columbia were more likely to be familiar with the Royal Canadian Navy compared to those living in Ontario (39% vs. 32%).

Respondents living in the Territories were most likely to be familiar with each environment of the CAF:

- The Royal Canadian Air Force (61%).
- The Canadian Army (55%).
- The Royal Canadian Navy (47%).

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

- The Canadian Army (51% of men vs. 34% of women).
- The Royal Canadian Air Force (43% of men vs. 27% of women).
- The Royal Canadian Navy (38% of men vs. 22% of women).

Respondents aged 25-34 were more likely to be familiar with the Royal Canadian Navy compared to those aged 35 and older (38% vs. 27%).

Respondents earning an income of \$40,000 or more were more likely to be familiar with the following environments compared to those earning an income of less than \$40,000:

- The Canadian Army (45% vs. 37%).
- The Royal Canadian Navy (32% vs. 23%).

Respondents earning an income of \$80,000 or more were more likely to be familiar with the Royal Canadian Air Force compared to those earning an income of less than \$40,000 (38% vs. 29%).

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

- The Canadian Army (48% of Indigenous respondents, 43% of Black respondents, 42% of white respondents and 27% of Chinese respondents).
- The Royal Canadian Navy (28% of Indigenous respondents, 35% of Black respondents, 29% of white respondents and 18% of Chinese respondents).

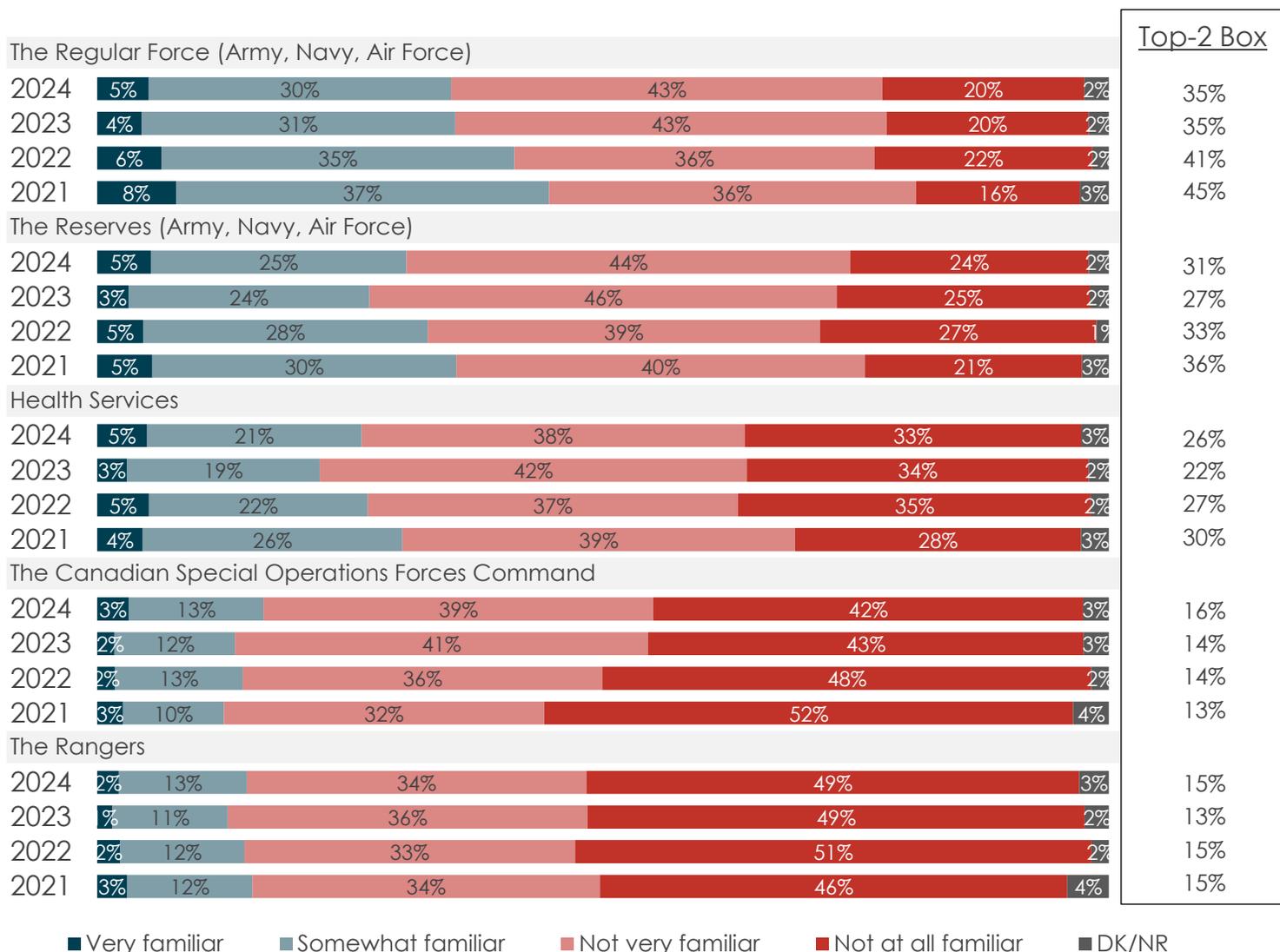
Black (41%), Asian (39%), Indigenous (35%) and white (34%) respondents were more likely to be familiar with The Royal Canadian Air Force compared to Chinese respondents (24%).

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%). Slightly fewer were at least somewhat familiar with the Reserves (31%) while 26% were at least somewhat familiar with Health Services. Familiarity was lowest for the Canadian Special Operations Forces Command (16%) followed by the Rangers (15%).

Overall, familiarity across each subset of the CAF was slightly higher than what was observed in the 2023 wave with the exception of the Regular Force, in which familiarity stayed consistent.

Figure 3 – Familiarity with specific environments of the CAF



Q13. And how familiar would you say you are with each of the following parts of the Canadian Armed Forces? [RANDOMIZE LIST.] Base: All respondents, 2024, n=2,317.

Key segments

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

- The Regular Force (39% outside of Quebec vs. 23% in Quebec).
- The Reserves (34% outside of Quebec vs. 18% in Quebec).
- Health Services (29% outside of Quebec vs. 16% in Quebec).
- The Rangers (17% outside of Quebec vs. 7% in Quebec).
- The Canadian Special Operations Forces Command (18% outside of Quebec vs. 10% in Quebec).

Respondents living in the Territories were most likely to be familiar with each of the specific environments of the CAF:

- The Regular Force (65%).
- The Rangers (62%).
- The Reserves (56%).
- Health Services (38%).
- The Canadian Special Operations Forces Command (35%).

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

- The Regular Force (45% of men vs. 26% of women).
- The Reserves (37% of men vs. 25% of women).
- Health Services (28% of men vs. 24% of women).
- The Canadian Special Operations Forces Command (23% of men vs. 10% of women).
- The Rangers (20% of men vs. 10% of women).

Respondents with a college (33%) or university education (32%) were more likely to be familiar with the Reserves compared to those with a high school education or less (25%).

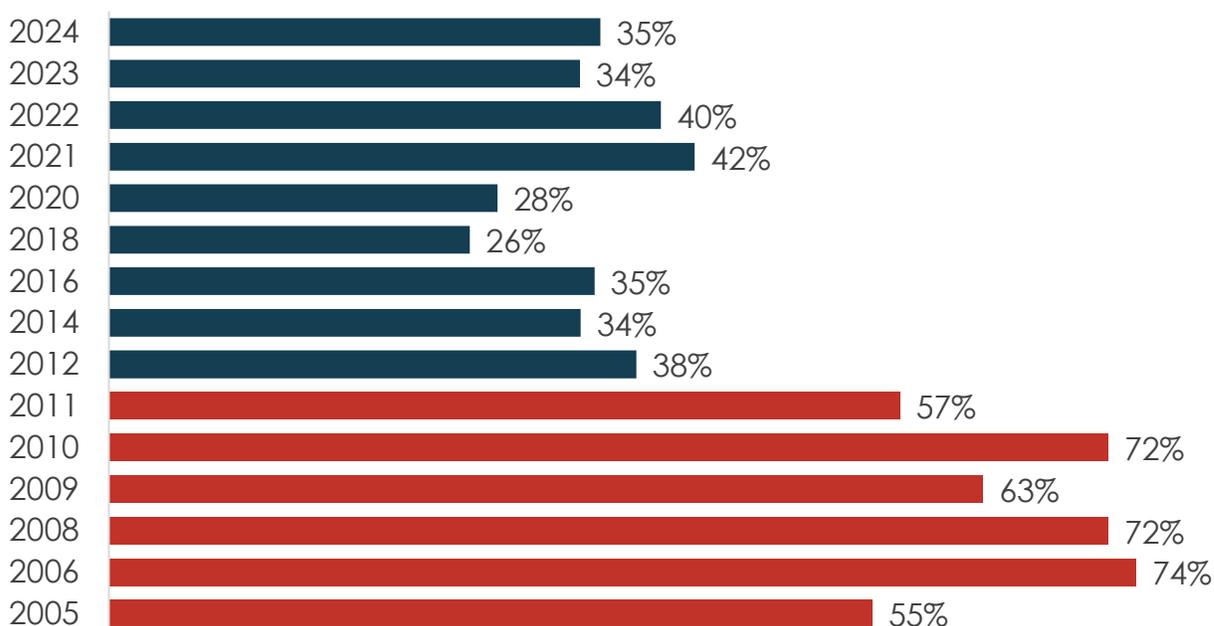
Black, Asian, Indigenous and white respondents were more likely to be familiar with the following environments compared to Chinese respondents:

- The Regular Force (42% of Black respondents, 38% of Asian respondents, 37% of Indigenous respondents, and 35% of white respondents vs. 20% of Chinese respondents).
- The Reserves (39% of Black respondents, 40% of Asian respondents, 34% of Indigenous respondents, and 29% of white respondents vs. 19% of Chinese respondents).

Black respondents (52%) were more likely to be familiar with Health Services compared to Indigenous (27%), white (22%) and Chinese respondents (20%).

Just over one-third of respondents (35%) had recently read, seen or heard something about the CAF. This result remained consistent with the 2023 wave (34%), remaining lower than what was observed in the 2022 (40%) and 2021 waves (42%).

Figure 4 – Recent awareness of the CAF



Q6. 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, 2024, n=2,317.

Key segments

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

- Men compared to women (45% vs. 26%).
- Respondents with a university (39%) or college education (36%) compared to those with a high-school education (26%).
- Respondents with a household income of \$40,000 or more compared to those with an income of less than \$40,000 (39% vs. 27%).
- Those with a family member within the CAF compared to those without one (48% vs. 33%).

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 16% of respondents. This was followed by news related to the CAF being short-staffed (11%), the new Chief of the Defence staff (10%), and involvement with NATO (10%).

Figure 5 – Recalled topics related to the CAF

Specific mentions ³	2024	2023	2022 ⁴	2021	2020	2018
Advertising/recruitment (in general)	16%	20%	19%	5%	10%	7%
Need to hire more staff/army is short staffed	11%	-	-	-	-	-
New Chief of the Defence Staff/first woman to take charge of the CAF	10%	-	-	-	-	-
Canada not meeting the NATO funding commitments / our contribution to the NATO ⁵	10%	8%	2%	-	-	-
Need of more equipment / under equipped / obsolete equipment ⁶	6%	5%	2%	2%	-	-
Lack of funding / Budgetary constraints	6%	9%	2%	1%	6%	3%
Deployment/exercises (in general)	6%	6%	4%	1%	6%	12%
Allegations of sexual misconduct ⁷	5%	11%	37%	48%	3%	7%
New warships/submarines purchase ⁸	5%	1%	1%	-	4%	2%

³ Excluding results of <1%.

⁴ Prior to 2022, responses included both online and telephone results.

⁵ Prior to 2023, coded as *NATO agreements/involvement*

⁶ Prior to 2024, coded as *Lack of equipment*

⁷ Prior to 2021, coded as *Allegations of sexual harassment/assault*.

⁸ Prior to 2024, coded as *New warship project*

Acquiring new equipment / Update of aging equipment ⁹	5%	3%	2%	2%	1%	-
Defence spending/funding discussions	3%	-	-	-	-	-
New aircraft's purchase	3%	4%	13%	-	-	-
Helping with forest fires/wildfires	3%	9%	-	11%	-	-
News/media/TV mentions (general)	3%	-	-	-	-	-
Ukraine conflict/mission/support	3%	9%	9%	-	-	-
Honouring our Canadian Armed Forces (various)	2%	-	-	-	-	-
Increase in military spending	2%	2%	4%	-	-	-
Need to be better prepared to defend the country / for future conflicts	2%	-	-	-	-	-
Northern defence/Canada's Arctic security	2%	-	-	-	-	-
Military standards	2%	-	-	-	-	-
Veterans' affairs (mental health support, financial support, etc. and unspecified)	2%	2%	5%	<1%	2%	-
Bad working conditions of military personnel/lack of morale	1%	-	-	-	-	-
Racism/Discrimination	1%	-	-	-	-	-
Problems related to some new military equipment (various)	1%	-	-	-	-	-
Evacuation in Lebanon/the Middle East	1%	-	-	-	-	-
Services and benefits for the military	1%	-	-	-	-	-
Gender equity / sexism issues	1%	2%	3%	2%	-	-
Leadership issues (lack of competence / accountability)	1%	1%	-	13%	-	-
Other	10%	9%	8%	6%	8%	9%
None/nothing	1%	-	-	-	-	-
DK/NR	17%	11%	11%	5%	14%	19%

Q7. 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, 2024, n=805.

⁹ Prior to 2024, coded as *New military equipment announcement*

Key segments

Respondents from Quebec (16%) were more likely to mention recently seeing, reading or hearing about the new Chief of Defence Staff than those from Ontario (9%), Alberta (6%), and Atlantic Canada (5%).

Men were more likely than women to mention recently seeing, reading or hearing about the following:

- Canada not meeting the NATO funding commitments (12% vs. 6%),
- New warships/submarines purchase (7% vs. 3%).

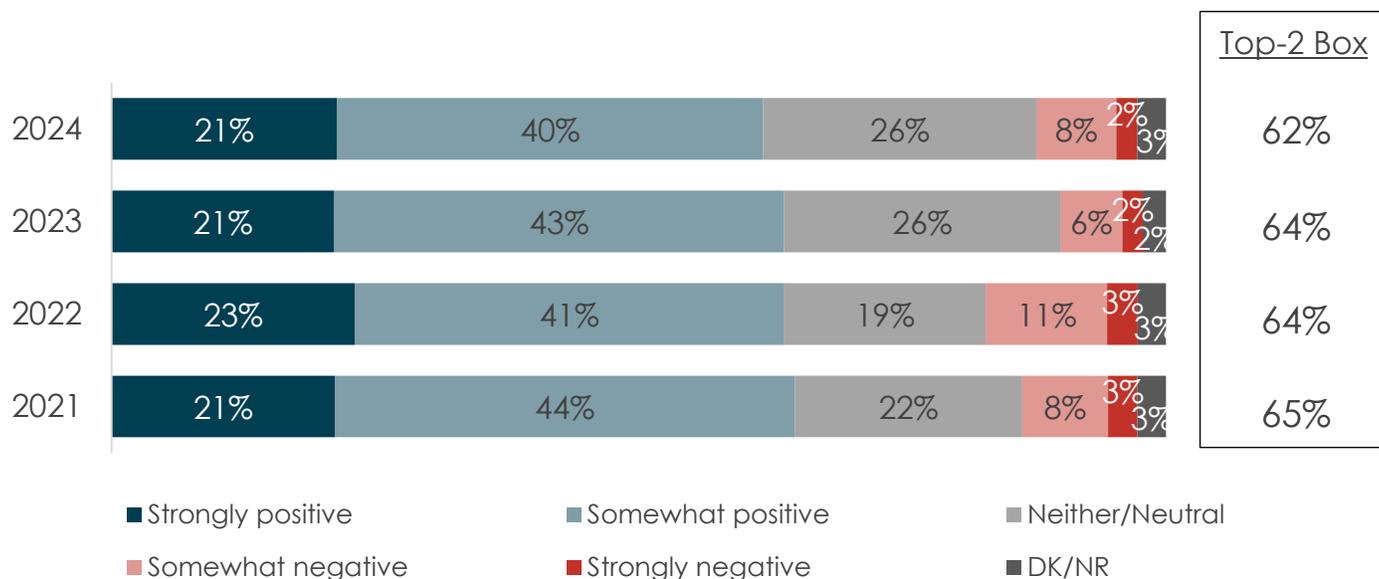
Women were more likely than men to mention allegations of sexual misconduct (8% vs. 4%).

Those with a negative impression of the CAF were more likely than those with a positive impression to mention recently seeing, reading or hearing about the following:

- Need to hire more staff / army is short staffed (20% vs. 9%).
- Need of more equipment / under equipped / obsolete equipment (17% vs. 5%).
- Allegations of sexual misconduct (15% vs. 4%).
- Lack of funding / budgetary constraints (12% vs. 6%).

Overall impressions of the CAF were mostly positive, with more than three in five respondents describing their opinion as at least somewhat positive (62%). Just over one in five respondents had a strongly positive view of the CAF (21%). While the proportion of those with a strongly positive view of the CAF was consistent with the 2023 wave, somewhat positive scores decreased slightly (40%) compared to 2023 (43%).

Figure 6 – Overall impression of the CAF



Q8. What is your overall impression of the Canadian Armed Forces? Base: All respondents, 2024, n=2,317.

Key segments

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

- Respondents living in Atlantic Canada (73%) compared to those living outside of Atlantic Canada (61%).
- Men compared to women (65% vs. 59%).
- Those with a college education compared to those with a university education (72% vs. 60%).
- Respondents with a family member employed by the CAF compared to those without (72% vs. 60%).
- Black (67%), Asian (66%), Indigenous (65%) and white (63%) respondents compared to Chinese respondents (50%).
- Those who had recently seen, read or heard something about the CAF compared to those who had not (66% vs. 60%).

Respondents were asked to describe the biggest issues or challenges they feel the CAF is currently facing. Issues related to recruitment or retention were mentioned most frequently (24%) followed by funding or budget issues (19%) and aging or outdated equipment (12%). Perceptions related to

sexual misconduct (4%) further decreased from what was observed in 2023 (6%), 2022 (12%) and 2021 (18%), as did perceptions of gender equity and sexism issues (4% compared to 5% in 2023, 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 2023 and 2022.

Figure 7 – Challenges facing the CAF

Specific mentions ¹⁰	2024	2023	2022 ¹¹	2021
Recruitment (need more people)/retention	24%	20%	26%	10%
Funding issues/budget	19%	16%	18%	15%
Lack of/aging/outdated equipment	12%	9%	12%	10%
Sexual misconduct	4%	6%	12%	18%
Gender equity/sexism issues	4%	5%	8%	10%
Domestic/foreign conflicts/armed conflicts	2%	-	-	-
Government/politics (unspecified)	2%	3%	3%	3%
Leadership issues/ethical leadership (lack of competence, accountability, quitting, removal, etc.)	2%	2%	5%	6%
Poor image/media image / Public image	2%	2%	4%	4%
Need for better wages/benefits (care of military personnel)	2%	2%	3%	2%
Security/Border security (including Arctic)	2%	-	-	-
Need to be military prepared/readiness	2%	-	-	-
Relevance/purpose/direction/goal	2%	2%	2%	3%
Other	3%	1%	8%	10%
None/nothing	1%	1%	<1%	<1%
Don't know/refused	37%	37%	37%	34%

Q9. What would you say are the biggest issues or challenges facing the Canadian Armed Forces these days? Base: All respondents, 2024, n=2,317.

¹⁰ Excluding results of <2%.

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

Key segments

Respondents living in Atlantic Canada (28%), Quebec (28%), Manitoba or Saskatchewan (28%) and Ontario (24%) were more likely to describe issues related to recruitment and retention compared to those living in British Columbia (18%).

Respondents living in Alberta (23%), British Columbia (23%) and Ontario (19%) were more likely to mention funding issues than those living in Quebec (15%).

Respondents in Quebec were most likely to mention gender equity issues (8%).

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

- Recruitment/retention (27% of men vs. 22% of women).
- Funding issues (25% of men vs. 14% of women).
- Lack of equipment or aging/outdated equipment (16% of men vs. 9% of women).

Conversely, women were more likely than men to describe gender equity or sexism issues (6% vs. 3%).

Respondents aged 65 or older were among the most likely to mention the following issues:

- Recruitment and retention (32% of those aged 65 years or older).
- Lack of equipment (22% of those aged 65 years or older).
- Sexual misconduct (7% 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 (29% of those with a university education vs. 18% of those with a high school education).
- Funding issues (21% of those with a university education vs. 14% of those with a high school education).
- Sexual misconduct (6% of those with a university education vs. 2% of those with a high school education).

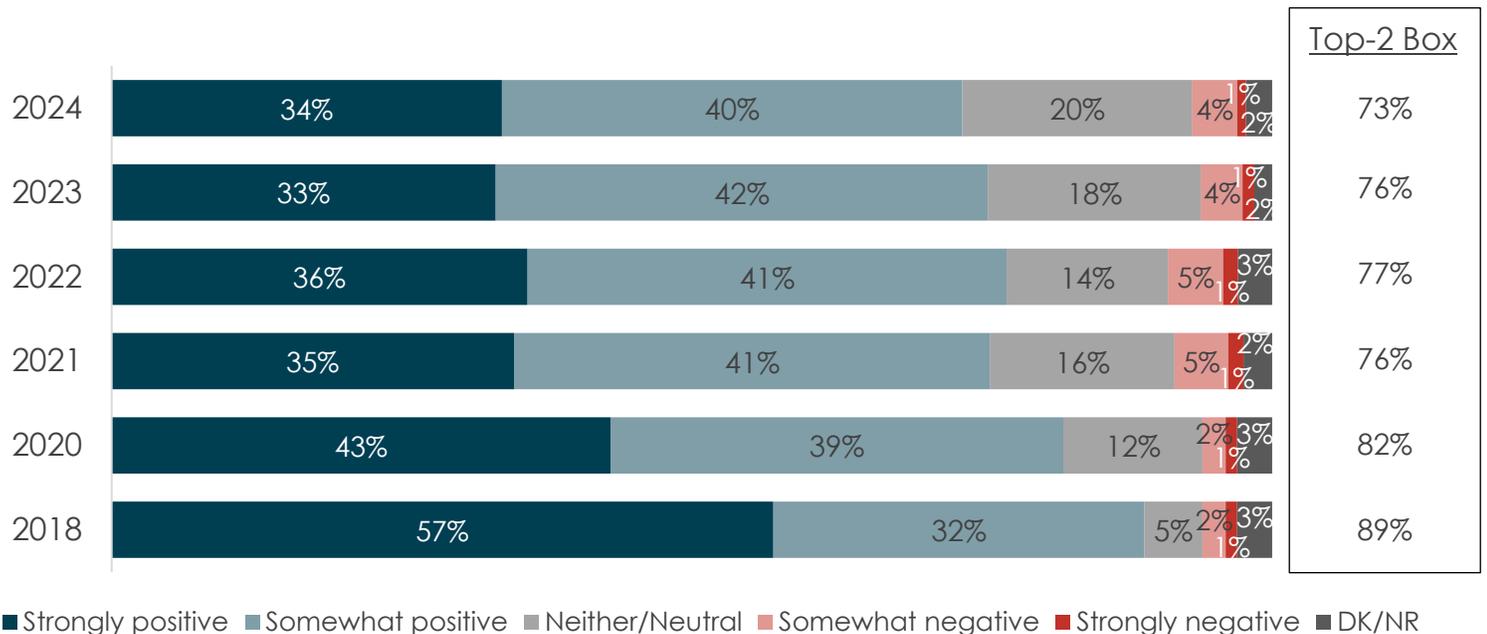
Respondents with a household income of more than \$80,000 were most likely to mention the following issues:

- Recruitment and retention (28%).
- Funding issues (24%).

Nearly three quarters of respondents (73%) had an at least somewhat positive overall impression of those who serve in the CAF. One third (34%) described their impression as strongly positive, while 5% reported a negative impression.

Overall, positive impressions of members of the CAF decreased slightly compared to results from 2023 (76%) and 2022 (77%).

Figure 8 – Overall impressions of CAF members



Q10. What is your overall impression of the people who serve in the Canadian Armed Forces? Base: All respondents, 2024, n=2,317.

Key segments

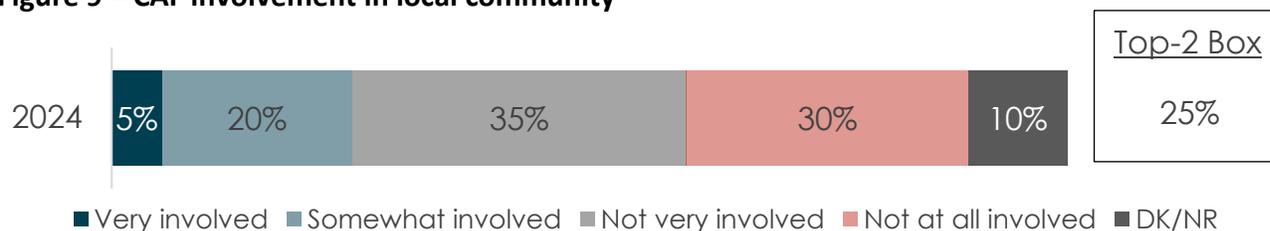
The following segments were more likely to have a positive view of those who serve in the CAF compared to their respective counterparts:

- Respondents living in Atlantic Canada (79%) and Alberta (77%) compared to those living in Quebec (69%).
- Men compared to women (76% vs. 71%).
- Respondents aged 35 and older compared to those aged 34 and younger (76% vs. 65%).
- Those with a college education (78%) compared to those with a high school (72%) or university education (71%).
- Respondents with a household income of \$40,000 or more compared to those with an income of less than \$40,000 (75% vs. 69%).
- Black (79%), Asian (70%), Indigenous (75%) and white (75%) respondents compared to Chinese respondents (54%).
- Respondents who had recently seen, read, or heard something about the CAF compared to those who had not (79% vs. 71%).
- Those with a positive impression of the CAF compared to those with a negative impression (94% vs. 38%).

Respondents aged 65 or older were the most likely to report a positive view of those who serve in the CAF (80%).

In the 2024 wave, perceptions of the CAF's community involvement were measured. One quarter of respondents felt that the CAF was at least somewhat involved in their community (25%). Conversely, just under two thirds of respondents felt that the CAF was not very or not at all involved in their community (65%).

Figure 9 – CAF involvement in local community



Q14. How involved would you say the Canadian Armed Forces are in your community? Base: All respondents, 2024, n=2,317.

Key segments

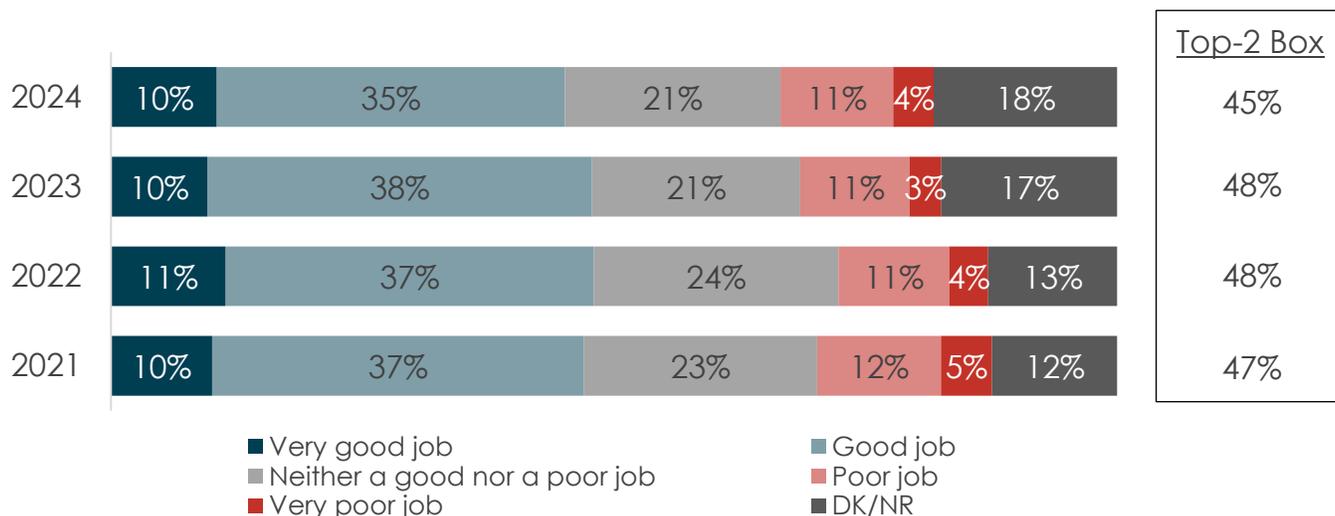
The following segments tended to feel that the CAF was at least somewhat involved in their community compared to their respective counterparts:

- Those living in Atlantic Canada (33%), Manitoba/Saskatchewan (31%), Alberta (30%) and British Columbia (27%) compared to those living in Quebec (19%).
- Those who live in urban areas (29%) compared to those who live in suburban (23%) and rural (22%) areas.
- Men compared to women (28% vs. 23%).
- Those who have a family member employed by the CAF compared to those without (35% vs. 23%).
- Black (40%), Asian (31%), Indigenous (31%), and white (24%) respondents compared to Chinese respondents (14%).
- Those who had recently seen, read or heard something about the CAF compared to those who had not (34% vs. 20%).

Those living in the Territories were the most likely to feel that the CAF was at least somewhat involved in their community (56%).

When respondents were asked to evaluate their impression of care for active military personnel, more than two in five believed that the CAF was doing a good or very good job (45%). Conversely, 15% felt that the CAF was performing poorly. The proportion of those who felt the CAF was doing a good job at caring from active military personnel decreased slightly since the 2023 wave (48%).

Figure 10 – Impressions of care for active military personnel



Q16. 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, 2024, n=2,317.

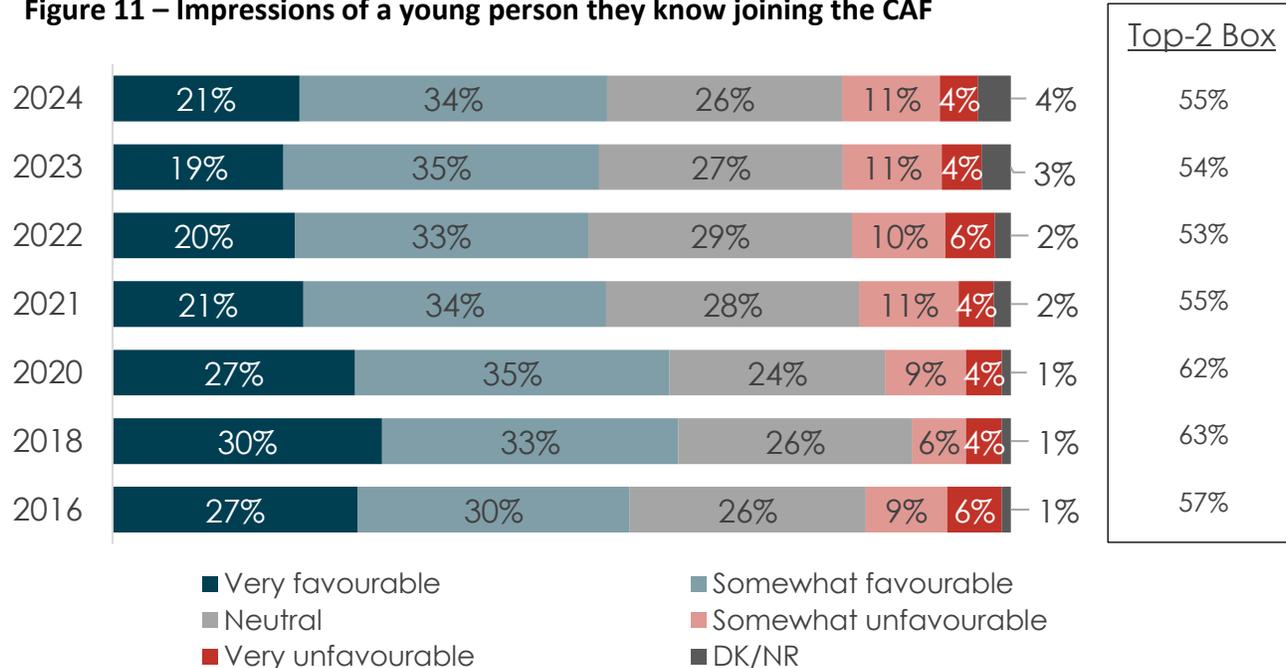
Key segments

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 (53%) compared to those living in Ontario (44%), British Columbia (42%) and Alberta (40%).
- Those with a family member employed by the CAF compared to those without (52% vs. 44%).
- Black respondents (75%) compared to Asian (46%), white (44%), Indigenous (42%) and Chinese respondents (32%).

If a young person they knew told them they were joining the CAF, over half of respondents would view that decision favourably (55%). Fewer than one in five respondents would view this decision very or somewhat unfavourably (15%), while 26% would be neutral. These results are consistent with the previous waves conducted in 2022 and 2023, however favourable scores remain lower than what was observed in the 2018 and 2020 waves.

Figure 11 – Impressions of a young person they know joining the CAF



Q15. 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, 2024, n=2,317.

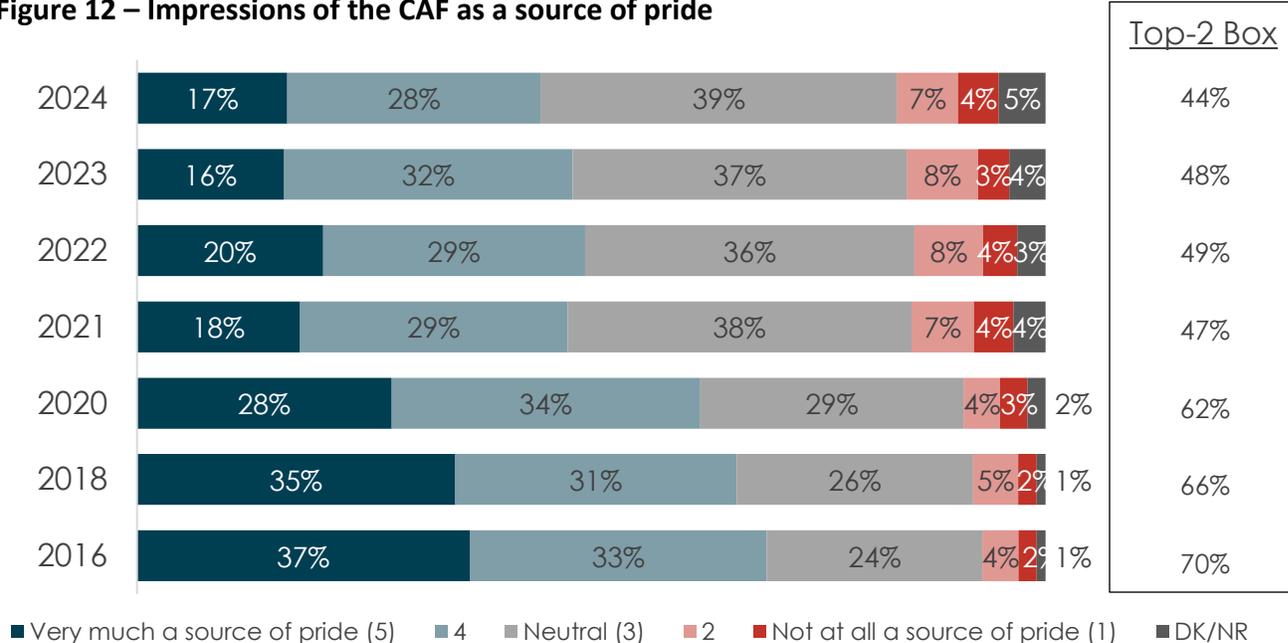
Key segments

The following segments tended to view the decision to join at least somewhat favourably compared to their respective counterparts:

- Respondents living in Atlantic Canada (65%) compared to those living in Quebec (55%), Ontario (54%) or British Columbia (51%).
- Those 65 or older compared to those 54 and younger (63% vs. 51%).
- Those with a family member employed by the CAF compared to those without (72% vs. 51%).
- Black (60%), white (57%), Indigenous (55%) and Asian (51%) respondents compared to Chinese respondents (36%).
- Those who had recently heard something about the CAF compared to those who had not heard anything (62% vs. 51%).

More than two in five respondents view the CAF as a source of pride for Canadians (44%) while 11% did not feel that the CAF was a source of pride. These results show a slight decrease in those who view the CAF as a source of pride compared to the 2023 wave (48%).

Figure 12 – Impressions of the CAF as a source of pride



Q18. 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, 2024, n=2,317.

Key segments

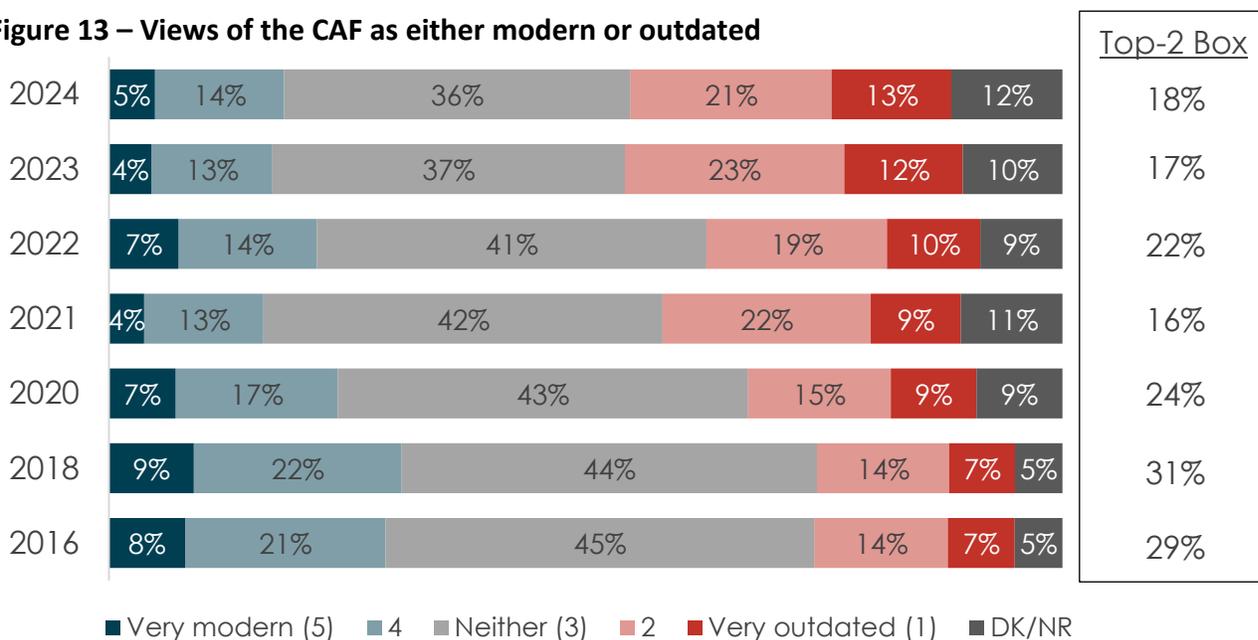
The following segments were more inclined to view the CAF as a source of pride compared to their respective counterparts:

- Those living in Atlantic Canada (57%) compared to those living in Alberta (46%), Ontario (43%), British Columbia (43%) and Quebec (41%).
- Respondents with a college (50%) or high school education (48%) compared to those with a university education (41%).
- Those with a family member serving in the CAF compared to those without one (54% vs. 43%).
- Respondents aged 65 or older compared to those 34 and younger (50% vs. 40%).

Less than one in five respondents (18%) 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 (34%) felt that the CAF was outdated (scores of 1 or 2). Perceptions that the CAF is modern increased slightly in the 2024

wave compared to results from 2023, however, the proportion of those who view the CAF as outdated remains 13% higher compared to the 2016 wave.

Figure 13 – Views of the CAF as either modern or outdated



Q19. 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, 2024, n=2,317.

Key segments

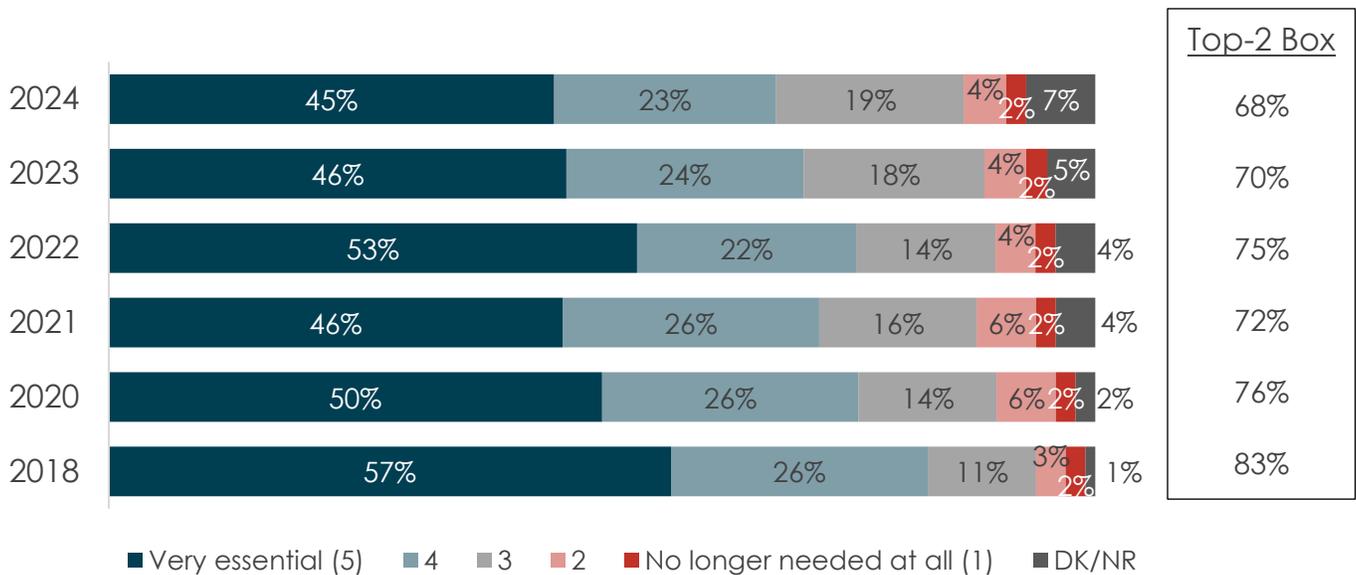
The following segments were more inclined to view the CAF as outdated compared to their respective counterparts:

- Respondents from Quebec (36%) and Alberta (36%) compared to those from Atlantic Canada (26%).
- Men compared to women (39% vs. 29%).
- Respondents aged 65 and older compared to those aged 44 and younger (42% vs. 27%).
- Those with a negative overall impression of the CAF compared to those with a positive impression (74% vs. 35%).
- Respondents who felt that the CAF was no longer needed vs. those who felt that it was essential (52% vs. 35%).
- Respondents with a university (37%) or college education (35%) compared to those with a high school education (25%).

- Those with an income of more than \$80,000 compared to those with an income of \$80,000 or less (39% vs. 30%).
- Respondents with a family member employed by the CAF compared to those without one (39% vs. 33%).
- White (38%) and Indigenous respondents (36%) compared to Chinese (25%) and Black respondents (16%).
- Those who had recently seen, read or heard something about the CAF compared to those who had not (44% vs. 28%).

More than two thirds of respondents (68%) 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 from the 2023 (70%) and 2022 waves (75%). Conversely, 6% felt that the CAF was no longer needed (scores of 2 or 1).

Figure 14 – Perceived need for the CAF



Q20. 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, 2024, n=2,317.

Key segments

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

- Those from Atlantic Canada (72%), Quebec (72%) and Alberta (70%) compared to those from British Columbia (61%).
- Those from Quebec (72%) compared to those from Ontario (66%).
- Men compared to women (70% vs. 66%).
- Respondents aged 55 and older compared to those 54 and younger (80% vs. 59%).
- Black (74%) and white respondents (72%) compared to Asian (53%) and Chinese respondents (43%).
- Those with a family member employed by the CAF compared to those without (76% vs. 66%).
- Those who had recently seen, read or heard something about the CAF compared to those who had not (74% vs. 65%).
- Respondents with a positive impression of the CAF (81%) compared to those with a neutral (47%) or negative impression (52%).
- Those living in rural areas compared to those living in urban areas (73% vs. 66%).

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, 62% at least somewhat agreed that the CAF is as good a career choice for visible minorities as it is for anyone else (a 2% increase from 2023). A similar proportion agreed that it is as good a career choice for women as it is for men (59%).

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 (34%).

More than half of respondents agreed that racist or hateful attitudes are not tolerated in the CAF (54%). Additionally, just under half of respondents agreed that they were concerned about systemic racism in the CAF (49%).

More than one third of respondents agreed that the CAF does a good job of addressing misconduct, including racist, sexist or hateful conduct (34%), a 2% increase since the 2023 wave.

Moreover, 42% agreed that CAF membership is as diverse as the Canadian population (up 2% from 2023), and the same proportion agreed that the CAF is a respectful workplace environment for women (41%).

Over two in five (45%) agreed that the CAF does a good job taking care of ill and injured members. Just over one in five respondents at least somewhat agreed that they could see themselves joining the CAF (22%), a 2% increase from 2023.

Results were mostly consistent with those observed in 2023.

Figure 15 – Perceptions of workplace environment

% AGREE	2024	2023	2022 ¹²	2021	2020	2018
The CAF is as good a career choice for visible minorities as it is for anyone else	62%	60%	63%	60%	44%	-
The CAF is as good a career choice for women as it is for men	59%	59%	58%	56%	70%	-
Racist or hateful attitudes or behaviours are not tolerated in the CAF	54%	53%	52%	46%	61%	-
Systemic racism in the CAF is something I am concerned about	49%	50%	54%	56%	54%	-
The CAF does a good job taking care of its ill and injured members	45%	46%	48%	45%	-	-
The membership of the CAF seems just as diverse as the Canadian population	42%	40%	41%	42%	42%	50%
I think that the CAF workplace environment is respectful of women	41%	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	34%	33%	41%	42%	-	-
The CAF does a good job of addressing misconduct such as racist, sexist or hateful conduct	34%	32%	36%	32%	-	-
I could see myself joining the CAF	22%	20%	22%	23%	24%	25%

Q17. To what extent do you agree or disagree with each of the following statements? Base: All respondents, 2024, n=2,317.

¹² In 2022, telephone results were captured using a split sample approach.

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 (66% of men vs. 59% of women).
- The CAF is as good a career choice for women as it is for men (62% of men vs. 57% of women).
- Racist or hateful attitudes or behaviours are not tolerated in the CAF (61% of men vs. 48% of women).
- The Canadian Armed Forces does a good job of taking care of its ill and injured members (48% of men vs. 43% of women).
- The membership of the CAF seems just as diverse as the Canadian population (47% of men vs. 37% of women).
- I think that the CAF workplace environment is respectful of women (49% of men vs. 34% of women).
- The CAF does a good job of addressing misconduct such as racist, sexist or hateful conduct (41% of men vs. 29% of women).
- I could see myself joining the CAF (30% of men vs. 14% of women).

Those with a college education were more likely than those with a university education to agree with the following statements:

- Racist or hateful attitudes or behaviours are not tolerated in the Canadian Armed Forces (58% college vs. 52% university).
- The membership of the Canadian Armed Forces seems just as diverse as the Canadian population (47% college vs. 40% university).
- The CAF is as good a career choice for people in the 2SLGBTQI+ community as it is for anyone else (38% college vs. 32% university).

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

- The Canadian Armed Forces is as good a career choice for women as it is for men (67% college, 55% university, 59% high school).
- I think that the Canadian Armed Forces workplace environment is respectful of women (47% college, 39% university, 38% high school).

Conversely, those with a university education were more likely than those with a college or high school education to agree that they were concerned with systemic racism in the CAF (55% university vs. 43% college and 43% high school).

Respondents living in Atlantic Canada (70%) were more likely to agree that the Canadian Armed Forces is as good a career choice for women as it is for men compared to those living in Ontario (59%), Manitoba or Saskatchewan (58%), Alberta (54%) and British Columbia (49%).

Respondents living in Atlantic Canada (56%) were more likely to agree that the membership of the CAF seems just as diverse as the Canadian population compared to those living in Quebec (42%), British Columbia (42%), Alberta (40%) and Ontario (39%).

Respondents living in Quebec (56%) were more likely to agree that The Canadian Armed Forces does a good job of taking care of its ill and injured members compared to those living in Manitoba or Saskatchewan (46%), Ontario (42%), British Columbia (41%) and Alberta (38%).

Respondents aged 18 to 24 were more likely than those aged 65 or older to agree with the following statements:

- The Canadian Armed Forces does a good job of taking care of its ill and injured members (50% of those aged 18 to 24 vs. 39% of those aged 65 or older).
- The membership of the CAF seems just as diverse as the Canadian population (47% of those aged 18 to 24 vs. 37% of those aged 65 or older).

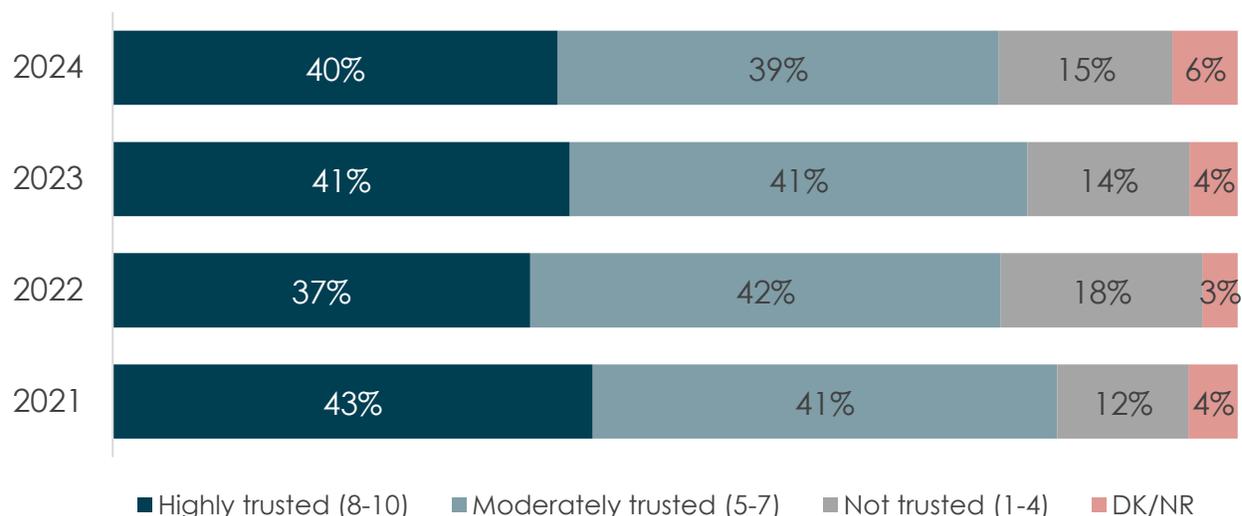
Respondents aged 18 to 54 were more likely to agree that the CAF workplace environment is respectful of women compared to those aged 55 and older (46% vs. 35%).

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). Two in five respondents (40%) highly trusted the CAF (scores of 8 to 10), and a

similar proportion (39%) moderately trusted the CAF (scores of 5 to 7). A smaller proportion (15%) did not trust the CAF in this regard (scores of 1 to 4).

These findings are fairly consistent with those from the 2023 wave.

Figure 16 – Trust in the CAF to keep Canadians safe



Q22A. 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, 2024, n=2,317.

Key segments

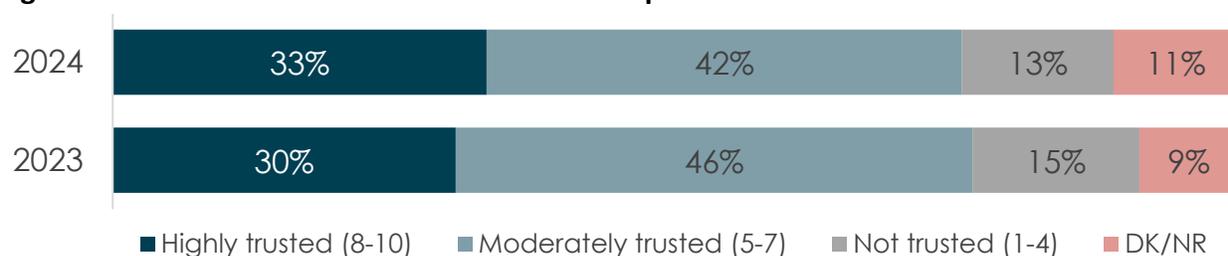
The following segments tended to highly trust the CAF more compared to their respective counterparts:

- Respondents living in Atlantic Canada (46%) or Quebec (43%) compared to those living in British Columbia (35%).
- Those living in urban areas (43%) compared to those living in suburban (37%) or rural areas (36%).
- Black respondents (64%) compared to Asian (46%), Indigenous (40%), white (38%) and Chinese respondents (33%).
- Respondents who view the CAF as a source of pride compared to those who do not (64% vs. 8%).
- Respondents who view the CAF as essential compared to those who do not (48% vs. 16%).

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). A third of respondents (33%) highly trusted the information provided to Canadians by the CAF (scores of 8 to 10), and another two in five (42%) reported moderate trust (scores of 5 to 7). A smaller proportion (13%) did not trust the information that the CAF provides to Canadians (scores of 1 to 4), while 11% were unsure.

The proportion of those reporting high trust in the information that the CAF provides increased 3% from the 2023 wave.

Figure 17 – Trust in the information that the CAF provides to Canadians



Q22B. 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, 2024, n=2,317.

Key segments

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

- Men compared to women (37% vs. 30%).
- Respondents who view the CAF as a source of pride compared to those who do not (55% vs. 7%).
- Respondents who view the CAF as essential compared to those who do not (41% vs. 12%).

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 (18%), followed by political ties (13%) and perceptions of a weak or unprepared military (10%). Other notable responses referred to leadership issues (8%), lack of trust in the government (8%), limited resources (6%), lack of funding (5%), too many cover ups or scandals (4%), and corruption (4%).

Just under one quarter of respondents (24%) were unsure of the reasoning behind their low trust in the information that the CAF provides to Canadians.

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

Specific mentions ¹³	2024	2023
Lack of transparency/many hidden facts/culture of secrecy	18%	20%
Have political ties/state what the government allows them to say	13%	10%
Weak military/not combat ready	10%	2%
Poor leadership/internal conflicts	8%	3%
The Prime Minister/I don't trust the government	8%	3%
They have limited resources/outdated equipment	6%	5%
Lack of funding	5%	-
Too many cover ups/scandals	4%	6%
Corrupt/not trusted/unaccountable for their actions	4%	4%
Haven't heard anything positive/bad reputation	3%	2%
Recent controversies concerning treatment of women	3%	2%
Racism/discrimination	3%	1%
Old boys' culture	3%	1%
Lack of integrity/professionalism	3%	-
Dishonest/false/misleading information	3%	10%
We barely know anything about them	2%	6%
Concerned with the woke agenda	2%	2%
Other	2%	6%
None/nothing/no reason	1%	-
Don't know/prefer not to answer	24%	22%

Q23A. 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), 2024, n=304.

Key segments

Respondents in Alberta were more likely to suggest that their low trust in the information that the CAF provides was because of political ties compared to those in Ontario (23% vs. 7%).

Men were more likely than women to attribute their low trust in the information that the CAF provides to political ties (18% vs. 8%).

¹³ Excluding results of <1%

Those who had recently seen, read or heard something about the CAF were more likely than those who had not to cite the following reasons for their low trust:

- Poor leadership (13% who had vs. 4% who had not).
- Limited resources / outdated equipment (11% who had vs. 3% who had not).

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 honest and transparent (9%), trustworthy or has no reason to lie (8%), is competent (7%) and is here to protect (7%).

Just over two in five (41%) were unsure of the reasoning for their high level of trust.

Figure 19 – Reasons for high trust in information that the CAF provides to Canadians

Specific mentions ¹⁴	2024	2023
Honest/transparent with the information they provide	9%	5%
Trustworthy/no reason to lie	8%	6%
Competent/well trained/do their job	7%	4%
They are here to protect/the CAF ensures/provides safety	7%	6%
I know people who are serving/have served in the Forces	5%	3%
They have a code of conduct/they have integrity	4%	3%
Good reputation/haven't heard anything negative	4%	3%
Some information must be kept secret from the public for security reasons/they know what they have to disclose	3%	5%
Very responsive when needed	2%	1%
They have our best interests in mind	2%	1%
Past history/its history of service	2%	2%
Lack of funding	2%	-
I respect our armed forces	2%	-
It constantly informs the public of updated information	1%	1%
They are modernizing/updating technologies	1%	-
They're citizens like me/they are regular people	1%	1%
They are doing the best they can/hardworking	1%	1%
They have limited resources / outdated equipment	1%	-
They are regulated	1%	1%

¹⁴Excluding results of <1%.

Good/change in leadership	1%	-
Just a feeling	1%	1%
Good presence in many areas	1%	-
Good accountability	1%	-
Reliable	1%	1%
Other	3%	4%
None/nothing/no reason to not trust them	<1%	3%
Don't know/prefer not to answer	41%	44%

Q23B. 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), 2024, n=1,449.

Key segments

Respondents in Ontario (10%) were more likely to say that they have high levels of trust because the CAF are here to protect and provide safety compared to those living in Quebec (4%), Atlantic Canada (4%), British Columbia (4%) and Manitoba or Saskatchewan (3%).

Respondents in Alberta (10%) and Ontario (8%) were more likely to attribute their trust to the competency and level of training that CAF members possess compared to those from British Columbia (3%).

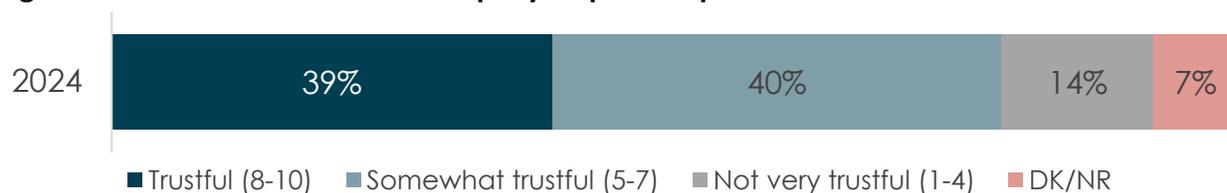
Those with a university education were more likely to suggest that the CAF's honesty and transparency is the reason for their high trust (11%) compared to those with a college education (6%) and those with high school or less (5%).

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 are here to protect (8% vs. 5%).

Conversely, men were more likely to attribute their trust to a perception that the CAF members are competent and well trained (9% vs. 4%).

Respondents were asked to evaluate the extent to which they trusted the CAF to rapidly respond to potential threats (on a scale of 1 to 10, where "1" meant no trust at all and "10" meant complete trust). Just under two in five respondents (39%) trust the CAF in this regard (scores of 8 to 10), while the same proportion (40%) are somewhat trustful (scores of 5 to 7). Conversely, more than one in five (14%) are not very trustful that the CAF will rapidly respond to potential threats (scores of 1 to 4).

Figure 20 – Trust that the CAF will rapidly respond to potential threats



Q22C. 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 Canadian Armed Forces to rapidly respond to potential threats?? Base: All respondents, 2024, n=2,317.

Key segments

The following segments tended to trust the CAF to rapidly respond to potential threats compared to their respective counterparts:

- Respondents living in Atlantic Canada (45%), Manitoba/Saskatchewan (44%), and Quebec (42%) compared to those living in Ontario (38%).
- Respondents living in urban areas (44%) compared to those living in suburban (36%) and rural areas (35%).
- Respondents earning a household income of \$40,000 to \$80,000 compared to those earning an income of more than \$80,000 (43% vs. 37%).
- Respondents with a family member employed by the CAF compared to those without (46% vs. 38%).
- Black respondents (60%) compared to Asian (42%), Indigenous (39%), white (38%) and Chinese respondents (25%).
- Respondents who have a positive impression of the CAF compared to those with a negative impression (53% vs. 11%).

Respondents were informed that the Canadian Armed Forces will be modernizing its recruitment process. This could include using digital technology to improve the applicant experience, speeding up required screenings, and connecting with new pools of applicants. Respondents were then asked to evaluate how confident they are that the CAF is able to modernize the recruitment process (on a scale of 1 to 10, where “1” meant not very confident and “10” meant complete confidence). More than a third of respondents (35%) have complete confidence in the CAF while 42% are somewhat confident (scores of 5 to 7). A smaller proportion (11%) are not very confident (scores of 1 to 4).

Figure 21 – Confidence in the CAF to modernize recruitment process



Q22D. The Canadian Armed Forces will be modernizing its recruitment process. This could include using digital technology to improve the applicant experience, speeding up required screenings, and connecting with new pools of applicants. On a scale of 1 to 10, where “1” means you have no confidence at all, and “10” means you have complete confidence... How much confidence do you have in the Canadian Armed Forces to successfully modernize its recruitment process? Base: All respondents, 2024, n=2,317.

Key segments

The following segments tended to be more confident in the CAF to modernize its recruitment process compared to their respective counterparts:

- Respondents living outside of Quebec compared to respondents from Quebec (39% vs. 34%).
- Respondents with a family member employed by the CAF compared to those without (40% vs. 34%).
- Black (64%) respondents compared to Asian (43%), Indigenous (36%), white (33%), and Chinese (23%) respondents.
- Respondents who have a positive impression of the CAF compared to who don’t (48% vs. 11%).
- Respondents who have a positive impression of those who serve compared to those who don’t (43% vs. 6%).
- Respondents who have a source of pride in the CAF compared to those who don’t (55% vs. 6%).
- Respondents who think Canada’s military is essential compared to those who think its outdated (43% vs. 16%).

Respondents were asked to list what they felt were the greatest threats to Canada’s security and sovereignty in 2024. Consistent with the past two waves, Russia was viewed as the biggest threat to Canadian security (6%), however the extent to which surveyed Canadians cited this threat experienced a large decrease from results observed in 2023 (16%). Other perceived threats included terrorism (5%), arctic sovereignty (5%), war or conflicts (4%), Canada’s proximity to the United States (4%) and immigration policies (4%).

Nearly two in five respondents did not know of or mention any threats currently facing Canada (39%).

Figure 22 – Threats to Canada

Specific mentions ¹⁵	2024	2023	2022 ¹⁶	2021	2020	2018	2016
Russia	6%	15%	16%	5%	5%	4%	-
Terrorism	5%	4%	3%	10%	10%	29%	40%
Arctic sovereignty	5%	6%	6%	6%	6%	3%	-
War/attack/conflicts	4%	6%	6%	2%	5%	-	-
United States/Canada's proximity to the U.S.	4%	4%	3%	6%	14%	16%	-
Immigration policies/cultural tension	4%	2%	2%	2%	3%	2%	-
Cyber security/attacks	3%	6%	5%	12%	10%	6%	3%
Canadian government/Justin Trudeau	3%	4%	6%	6%	5%	2%	-
Political interference/influence from foreign governments	3%	5%	3%	-	-	-	-
China and Russia	3%	-	-	-	-	-	-
Lack of funding for the Canadian Armed Forces	2%	3%	2%	2%	2%	-	-
China	2%	11%	9%	9%	10%	-	-
Canadians themselves/extremists/anti-democratic groups	2%	3%	4%	4%	3%	-	-
Border security	2%	2%	1%	1%	-	-	-
Donald Trump/Trump getting elected	2%	-	-	-	-	-	-
Politicians /political parties/ideologies (various)	1%	-	-	-	-	-	-
Attacks from foreign countries / potential conflict with other countries	1%	-	-	-	-	-	-
Natural disasters / climate change ¹⁷	1%	3%	1%	2%	2%	4%	-
Economy/inflation (unspecified)	1%	1%	1%	1%	-	-	-
Islamic terrorism/ISIS	1%	-	-	-	-	-	-
Foreign affairs/relations with other countries	1%	-	-	-	-	-	-
Lack of funding/cuts from the government	1%	-	-	-	-	-	-
Other	3%	4%	16%	5%	6%	16%	12%

¹⁵ Excluding results of <1%.

¹⁶ Prior to 2022, responses included both online and telephone results.

¹⁷ Prior to 2022, coded as *Natural disasters*.

None/nothing	1%	1%	1%	1%	-	-	-
Don't know/prefer not to answer	39%	36%	42%	32%	24%	16%	10%

Q21. What do you think is the biggest threat to the security and/or sovereignty of Canadians and Canada at this time? Base: All respondents, 2024, n=2,317.

Key segments

Respondents in Atlantic Canada (9%) and Alberta (9%) were more likely to view Russia as a threat compared to those in Ontario (4%) and British Columbia (4%).

Respondents from Quebec were most likely to view Arctic sovereignty as a threat (8%).

Respondents aged 65 and older were most likely to consider the following as threats to Canadian security:

- Russia (9%).
- Arctic sovereignty (9%).

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

- Russia (9% men vs. 4% women).
- Arctic sovereignty (7% men vs. 2% women).

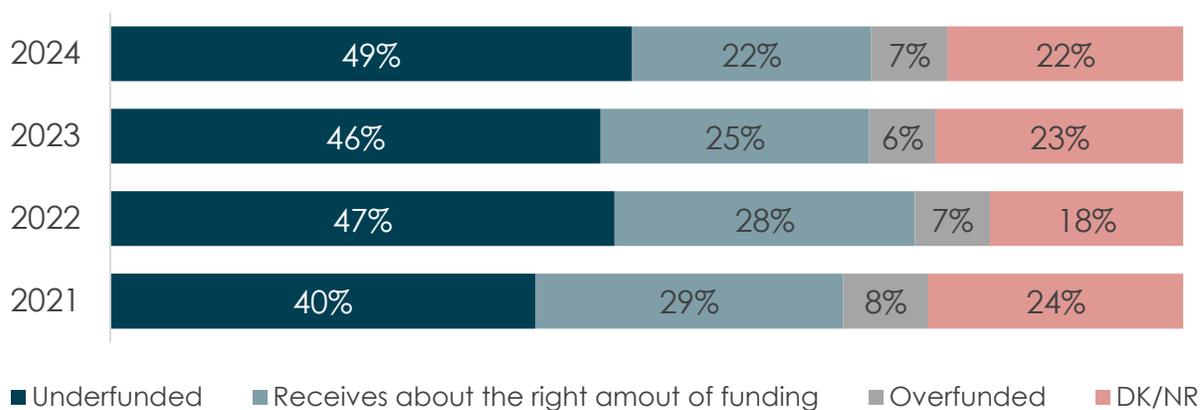
Conversely, women were more likely than men to view war and conflicts as a threat (5% women vs. 3% men).

Funding and equipment

When asked about their perceptions of CAF funding, just under half of respondents (49%) said that Canada's military was underfunded, while 22% said that the CAF receives the right amount of funding. Fewer respondents felt that the CAF was overfunded (7%).

Perceptions that the CAF is underfunded increased by 3% since 2023.

Figure 23 – Perceptions of CAF funding



Q24. Do you feel that Canada’s military is underfunded, overfunded, or receives about the right amount of funding? Base: All respondents, 2024, n=2,317.

Key segments

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

- Respondents living in Manitoba/Saskatchewan (56%), Alberta (54%) and British Columbia (54%) compared to those in Quebec (45%).
- Respondents living in rural (58%) and suburban communities (50%) compared to those living in urban communities (45%).
- Respondents aged 55 and older compared to those aged 54 and younger (65% vs. 37%).
- Respondents with a college education (54%) compared to those with a university education (48%) or high school or less (45%).
- Respondents with a family member employed by the CAF compared to those without (63% vs. 46%).
- Respondents who had recently heard something about the CAF compared to those who had not heard anything (60% vs. 42%).
- Respondents who view the CAF as essential compared to those who view the CAF as no longer needed (61% vs. 17%).
- Men compared to women (57% vs. 42%).
- Indigenous (55%) and white respondents (54%) compared to Asian (30%), Chinese (28%) and Black respondents (23%).

- Those with an income of \$80,000 or more compared to those with an income of less than \$80,000 (54% vs. 44%).

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 (28%), the CAF is good at planning its future equipment needs (28%) and that the CAF's military equipment purchases benefit local economies (27%). Slightly fewer agreed that purchases of military equipment tend to be well managed (24%).

Agreement with each of these statements increased slightly since 2023.

Less than one in five respondents were not able to provide an opinion on whether the CAF has the equipment it needs (18%). This increases to 30% for the other three statements.

Figure 24 – Views of various statements pertaining to the CAF's military equipment

Statements	Strongly agree	Somewhat agree	Neither	Somewhat disagree	Strongly disagree	DK/NR	Agree 2024	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	6%	21%	14%	24%	17%	18%	28%	27%	35%	31%	38%	41%	50%
The Canadian Armed Forces is good at planning its future equipment needs	6%	21%	20%	15%	7%	30%	28%	25%	34%	28%	42%	47%	58%
When the Canadian Armed Forces purchases military equipment, it tends to benefit local economies	6%	21%	18%	17%	9%	30%	27%	26%	35%	29%	-	-	-
Purchases of military equipment by the Canadian Armed Forces tend to be well managed	5%	19%	17%	18%	11%	30%	24%	23%	32%	24%	-	-	-

Q25. Please rate the extent to which you agree or disagree with each of the following statements. Base: All respondents, 2024, n=2,317.

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 Ontario (29%), Alberta (27%), British Columbia (23%) and Quebec (22%).

Respondents living in Atlantic Canada (31%) were more likely to agree that purchases of military equipment by the CAF tend to be well-managed compared to those in Quebec (22%), Manitoba or Saskatchewan (22%), Alberta (21%) and British Columbia (20%).

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

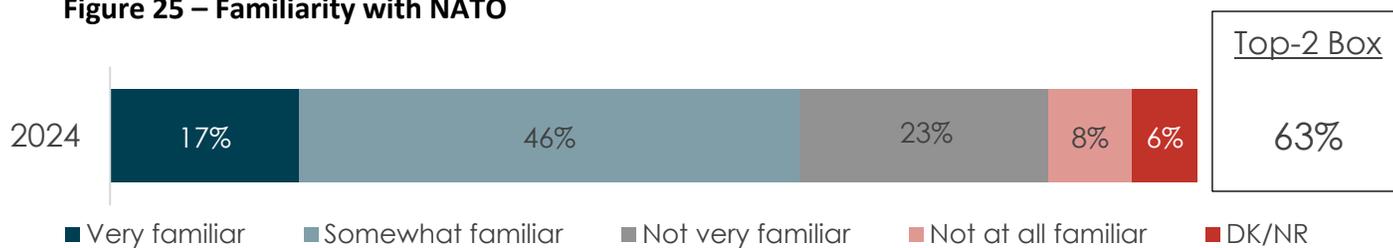
- CAF military equipment purchases tend to benefit local economies (32% of men vs. 23% of women).
- The CAF is good at planning its future equipment needs (32% of men vs. 24% of women).
- Purchases of military equipment by the Canadian Armed Forces tend to be well-managed (27% of men vs. 21% of women).

Respondents aged 18 to 24 were more likely to agree that the Canadian Armed Forces has the equipment it needs to do its job compared to those aged 25 and older (50% vs. 25%).

International roles

More than three in five respondents reported being at least somewhat familiar with NATO (63%), with 17% of these respondents citing being very familiar. Conversely, 31% of respondents were not very or not at all familiar with NATO (31%).

Figure 25 – Familiarity with NATO



Q26A. We will now turn our attention to the international stage. To begin, how familiar would you say you are with each of the following international alliances: NATO
Base: All respondents, 2024, n=2,317.

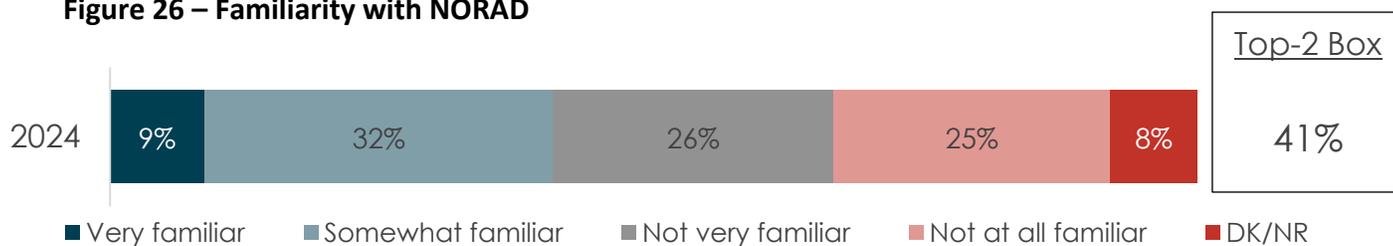
Key segments

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

- Respondents outside of Quebec compared to those living in Quebec (66% vs. 54%).
- Men compared to women (75% vs. 53%).
- Respondents aged 55 and older compared to those aged 54 and younger (71% vs. 58%).
- Respondents who have a university (72%) education compared to those with a college education (59%) or high school or less (51%).
- Respondents earning a household income of \$40,000 or more compared to those with an income of less than \$40,000 (67% vs. 51%).
- Black (75%), Asian (65%), and white respondents (64%) compared to Chinese respondents (49%).
- Those who had recently seen, read or heard about the CAF compared to those who had not (81% vs. 54%).

Familiarity with NORAD is notably lower compared to NATO. Just over two in five respondents reported being at least somewhat familiar with NORAD (41%), with 9% of these respondents citing being very familiar. Conversely, more than half of respondents were not very or not at all familiar with NORAD (51%).

Figure 26 – Familiarity with NORAD



Q26B. We will now turn our attention to the international stage. To begin, how familiar would you say you are with each of the following international alliances: NORAD
Base: All respondents, 2024, n=2,317.

Key segments

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

- Those living outside of Quebec compared to those living in Quebec (45% vs. 25%).
- Men compared to women (57% to 26%).

- Respondents aged 55 and older compared to those 54 and younger (49% vs. 35%).
- Respondents with a university education (48%) compared to those with a college education (36%) or high school or less (32%).
- Respondents earning a household income of more than \$80,000 compared to those with a household income of \$80,000 or less (49% vs 34%).
- Respondents who have a family member employed by the CAF compared to those without (50% vs. 39%).
- White (44%), Indigenous (40%), and Asian (39%) respondents compared to Chinese respondents (25%).
- Those who had recently seen, read or heard something about the CAF compared to those who had not (60% vs. 30%).

Those living in the Territories were the most likely to report being at least somewhat familiar with NORAD (58%).

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 (76%), peace support operations (76%) and surveillance and defence in the North (73%).

More than two thirds of respondents at least somewhat agree that the CAF should be participating in non-combat support missions (71%) as well as using satellites in space for monitoring purposes (68%).

Slightly fewer agreed that the CAF should be participating in missions that target illegal trafficking activities (66%) and combat support missions for the UN and NATO (63%).

Finally, just over half of respondents said they at least somewhat agree that the CAF should be training militaries or police of other countries (54%).

Overall, agreement for the CAF's involvement in each of these international roles has increased since 2023 however still remains lower than what was observed in 2022.

Figure 27 – Agreement with CAF activities abroad

Activities abroad	Strongly agree	Somewhat agree	Neither	Somewhat disagree	Strongly disagree	DK/NR	Net agree 2024	Net agree 2023	Net agree 2022 ¹⁸	Net agree 2021
Disaster relief or humanitarian aid in response to a request for help from another country	37%	39%	9%	4%	2%	8%	76%	71%	81%	80%
Peace support operations	40%	36%	11%	2%	2%	9%	76%	69%	80%	76%
Surveillance and defence in the North	43%	30%	11%	3%	2%	11%	73%	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	36%	36%	12%	3%	2%	12%	71%	66%	78%	75%
Using satellites in space to monitor territory, gather intelligence and/or identify targets	32%	36%	13%	4%	2%	12%	68%	60%	70%	61%
Missions that target drugs, weapons or other illegal trafficking activities in international waters	29%	37%	14%	7%	2%	11%	66%	56%	67%	65%
Combat roles in support of UN and NATO missions	25%	38%	14%	5%	4%	13%	63%	54%	68%	57%
Training the militaries or police forces of other countries	19%	35%	18%	10%	6%	12%	54%	48%	60%	54%

Q27. 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, 2024, n=2,317.

Key segments

Respondents living in Quebec were more likely to agree that the CAF should participate in disaster relief and humanitarian aid (81%), compared to those living in Ontario (74%) and Alberta (72%).

¹⁸ In 2022, telephone results were captured using a split sample approach [n=1,562] for each activity.

Respondents living in Atlantic Canada (81%) and Quebec (80%) were more likely to agree that the CAF should participate in peace support operations compared to those living in Ontario (73%).

Those living in Manitoba or Saskatchewan (79%) were more likely to agree that the CAF should participate in surveillance and defence in the North compared to those in Ontario (73%).

Those living in Atlantic Canada were more likely than those in Ontario and those in Manitoba or Saskatchewan to agree that the CAF should participate in the following:

- Non-combat support missions (79% Atlantic Canada vs. 69% Ontario and 69% Manitoba/Saskatchewan).
- Combat support missions for the UN and NATO (72% Atlantic Canada vs. 62% Ontario and 59% Manitoba/Saskatchewan).

Those living in Atlantic Canada (73%) and British Columbia (72%) were more likely to agree that the CAF should participate in missions that target illegal trafficking activities compared to those living in Ontario (65%) and Quebec (61%).

Those living in Quebec (60%) and Alberta (57%) were more likely to agree that the CAF should participate in training the militaries or police forces of other countries compared to those in Ontario (49%).

Those living in the Territories were most likely to agree that the CAF should be involved in non-combat roles in support of the United Nations and NATO missions (81%).

Those living in suburban (74%) and urban areas (73%) were more inclined to agree that the CAF should participate in non-combat support missions compared to those living in rural areas (66%).

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

- Surveillance and defence in the North (79% of men vs. 69% of women).
- Non-combat support missions (74% of men vs. 69% of women).
- Using satellites in space for monitoring purposes (72% of men vs. 64% of women).
- Missions that target illegal trafficking activities (69% of men vs. 63% of women).
- Combat support missions for the UN and NATO (69% of men vs. 58% of women).
- Training militaries or police of other countries (58% of men vs. 51% of women).

A general trend observed was that, as age increases, agreement with participation in international roles increases. Notably, respondents aged 65 years or older were most likely to agree that the CAF should participate with each of the roles:

- Disaster relief/humanitarian aid (88%).
- Peace support operations (87%).
- Surveillance and defence in the North (87%).
- Non-combat support missions (83%).
- Using satellites in space for monitoring purposes (80%).
- Combat support missions for the UN and NATO (75%).
- Missions that target illegal trafficking activities (72%).
- Training militaries or police of other countries (67%).

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

- Disaster relief/humanitarian aid (79% university vs. 72% high-school).
- Peace support operations (79% university vs. 71% high-school).
- Non-combat support missions (76% university vs. 64% high-school).

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 or less:

- Surveillance and defence in the North (78% university and 72% college vs. 64% high-school).
- Using satellites in space for monitoring purposes (70% university and 69% college vs. 62% high-school).
- Combat support missions for the UN and NATO (67% university and 64% college vs. 57% high-school).

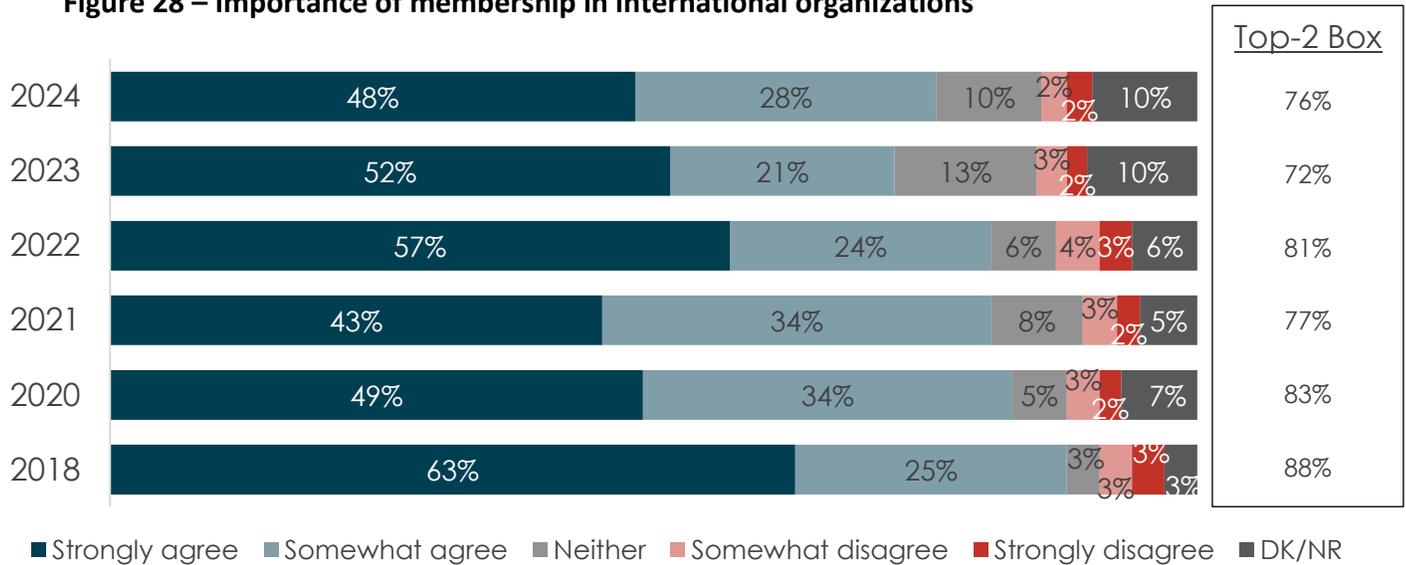
Respondents with an income of more than \$80,000 were more likely to agree that the CAF should participate in peace support operations compared to those with an income of \$40,000 or less (79% vs. 72%).

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 earning less:

- Disaster relief/humanitarian aid (79% vs. 71%).
- Surveillance and defence in the North (77% vs. 65%).
- Non-combat support operations (75% vs. 63%).
- Using satellites in space for monitoring purposes (71% vs. 61%).
- Missions that target illegal trafficking activities (69% vs. 58%).
- Combat support missions for the UN and NATO (67% vs. 55%).

Just over three quarters of respondents (76%) at least somewhat agreed that Canada’s membership in international organizations such as NATO and NORAD are important for Canadian security. Overall agreement has increased since the previous wave in 2023, with the increase among those who “somewhat agree” more than offsetting the decrease among those who “strongly agree.”

Figure 28 – Importance of membership in international organizations



Q28A. 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, 2024, n=2,317.

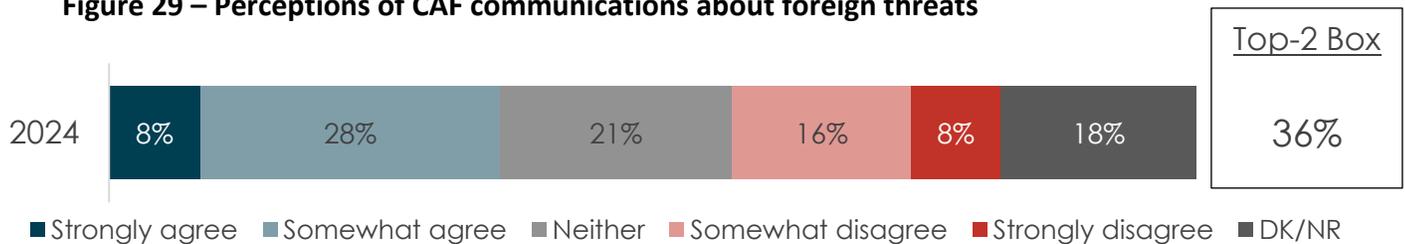
Key segments

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 in Atlantic Canada (84%) compared to those living in Quebec (75%), Ontario (75%) and Alberta (73%).
- Respondents aged 65 years or older compared to those 64 years or younger (90% vs. 72%).
- Those with a family member employed by the CAF compared to those without (82% vs. 75%).
- Men compared to women (79% vs. 73%).
- Respondents with a university (80%) compared to those with a college (75%) or high-school education or less (71%).
- Respondents with an income of \$80,000 or more compared to those with an income of less than \$80,000 (80% vs. 73%).
- White respondents (80%) compared to Indigenous (72%) and Chinese respondents (62%).

More than one third of respondents (36%) at least somewhat agreed that the CAF does a good job of informing Canadians about foreign threats to Canada and Canadians. Conversely, a quarter of respondents somewhat or strongly disagreed (25%) while 18% were unsure how the CAF performs in this area.

Figure 29 – Perceptions of CAF communications about foreign threats



Q28B. Please rate the extent to which you agree or disagree with the following statement: The Canadian Armed Forces does a good job of informing Canadians about foreign threats to Canada and Canadians. Base: All respondents, 2024, n=2,317.

Key segments

The following segments were more likely to at least somewhat agree that the CAF does a good job at informing Canadians about foreign threats compared to their respective counterparts:

- Respondents living in Atlantic Canada (46%) compared to those living in Alberta (35%), British Columbia (35%), Manitoba/Saskatchewan (34%) and Quebec (31%).
- Respondents living in Ontario (38%) compared to those living in Quebec (31%).
- Respondents living in urban (39%) or suburban (36%) areas compared to those who live in rural (29%) areas.

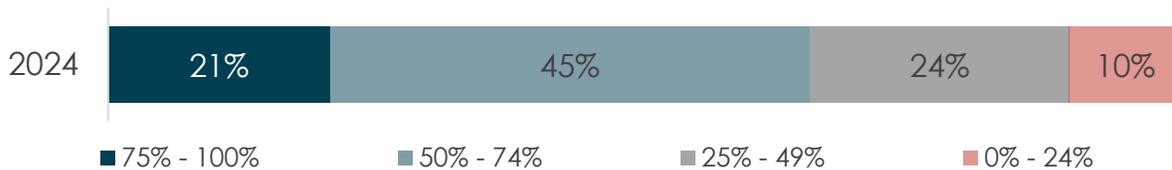
- Black respondents (57%) compared to Chinese (36%), Indigenous (35%), and white respondents (33%).
- Respondents who have a positive impression of the CAF compared to those with a negative impression (48% vs. 12%).
- Respondents who view the CAF as a source of pride compared to those who do not (55% vs. 12%).
- Respondents who view the CAF as essential compared to those who do not (43% vs. 16%).

Domestic roles

Respondents were asked to evaluate how much of the CAF’s efforts are spent on domestic roles (on a scale of 0% to 100%, where “0%” means none of their efforts are spent on domestic roles and “100%” means all their efforts are spent in Canada).

On average, respondents estimated that 53% of the CAF’s efforts are spent on domestic roles. Just over one in five respondents (21%) believe that at least three quarters of the CAF’s roles are performed within Canada, while 45% believe that between half and three quarters of the CAF’s efforts are performed domestically. Roughly 34% believe less than half of the CAF’s roles are performed domestically.

Figure 30 – Perceptions of CAF efforts spent on domestic roles



Q30. When you consider the various roles, the Canadian Armed Forces plays in Canada and on the international stage, how much of their overall role do you believe is spent on domestic roles? Enter a percentage below from 0 to 100, where “0” means you believe none of their efforts are spent on domestic roles (and all of it is international) and “100” means all their efforts are spent in Canada. Base: All respondents, 2024, n=2,317.

Key segments

Average estimates tended to be higher among those living in Quebec and the Territories (59% and 61% respectively).

The following segments were more likely to believe that the CAF spends at least 75% of their efforts on domestic roles compared to their respective counterparts:

- Respondents in Quebec compared to those living outside of Quebec (28% vs. 19%).
- Men compared to women (23% vs. 19%).
- Asian respondents compared to Chinese respondents (29% vs. 15%).
- Respondents who have a positive impression of the CAF (23%) compared to those with a neutral (17%) or negative impression (15%).

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:

- Providing protection against terrorist threats (82%).
- Responding to natural disasters (81%).
- Search and rescue (80%).

Perceived importance was lower when it comes to helping prevent illegal activity such as drug/human smuggling or illegal immigration (72%), protecting against cyber-security threats (71%) and patrolling the Arctic (65%). Importance ratings were lowest when it comes to delivering the Cadet and Junior Canadian Rangers programs for youth 12 to 18 years of age (56%).

Overall, the results were fairly consistent with those observed since 2021.

Figure 31 – 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 2024	Net important 2023	Net important 2022 ¹⁹	Net important 2021
Providing protection against terrorist threats	63%	19%	9%	1%	1%	7%	82%	81%	83%	84%
Responding to natural disasters, including catastrophic weather events	57%	23%	11%	2%	1%	6%	81%	84%	86%	88%
Search and rescue	54%	26%	11%	2%	1%	6%	80%	82%	83%	86%
Helping prevent illegal activity such as drug/human smuggling or illegal immigration	47%	25%	15%	3%	2%	8%	72%	71%	72%	73%
Providing protection against cyber-security threats	45%	26%	14%	4%	1%	10%	71%	70%	73%	75%
Patrolling the Arctic	44%	21%	16%	4%	2%	12%	65%	67%	68%	68%
Delivering the Cadet and Junior Canadian Rangers programs for youth 12 to 18 years of age	27%	28%	21%	5%	4%	15%	56%	54%	59%	60%

Q29. There are several 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, 2024, n=2,317.

Key segments

Respondents living in Quebec and Atlantic Canada were more likely than those living in Ontario to feel that it is important for the CAF to be involved in the following roles:

- Providing protection against terrorist threats in Canada (86% in Quebec and 85% in Atlantic Canada vs. 78% in Ontario).
- Search and rescue (83% in Quebec and 85% in Atlantic Canada vs. 78% in Ontario).

Respondents living in Atlantic Canada were more likely to believe that it is important for the CAF to be involved in search and rescue compared to those in British Columbia (85% vs. 77%).

¹⁹ In 2022, telephone results were captured using a split sample approach, [n=1,562] for each activity.

Those living in Quebec (87%) were more likely to feel that it is important for the CAF to be involved in responding to natural disasters compared to those living in British Columbia (81%), Alberta (79%), Ontario (77%) and Manitoba or Saskatchewan (76%).

Respondents living in Atlantic Canada were more likely to believe that it is important for the CAF to be involved in delivering the Cadet and Junior Canadian Rangers programs compared to those in Quebec (63% vs. 51%).

Those in the Territories were most likely to feel the following roles were important:

- Patrolling the Arctic (73%).
- Delivering the Cadet and Junior Canadian Rangers programs for youth 12 to 18 years of age (69%).

Those living in rural areas (62%) tended to give higher importance ratings for the CAF's involvement in delivering the Cadet and Junior Canadian Rangers programs compared to those living in suburban (56%) or urban areas (53%).

Consistent with 2022 and 2023, men were more likely to place importance on patrolling the Arctic compared to women (74% vs. 57%).

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

Those with a college education were more likely than those with a high school education or less to believe it is important for the CAF to be involved in providing protection against terrorist threats (84% college vs. 78% high school).

Those with a university or college education were more likely than those with a high school education or less to believe it is important for the CAF to be involved in responding to natural disasters (82% university and 82% college vs. 76% high school).

Those with a university education were more likely than those with a college education or high school education or less to believe it is important for the CAF to be involved in patrolling the arctic (70% university vs. 62% college and 60% high school).

Respondents with a college education were more likely than those with a university education to feel that it is important for the CAF to be involved in delivering the Cadet and Junior Canadian Rangers programs (61% college vs. 52% university).

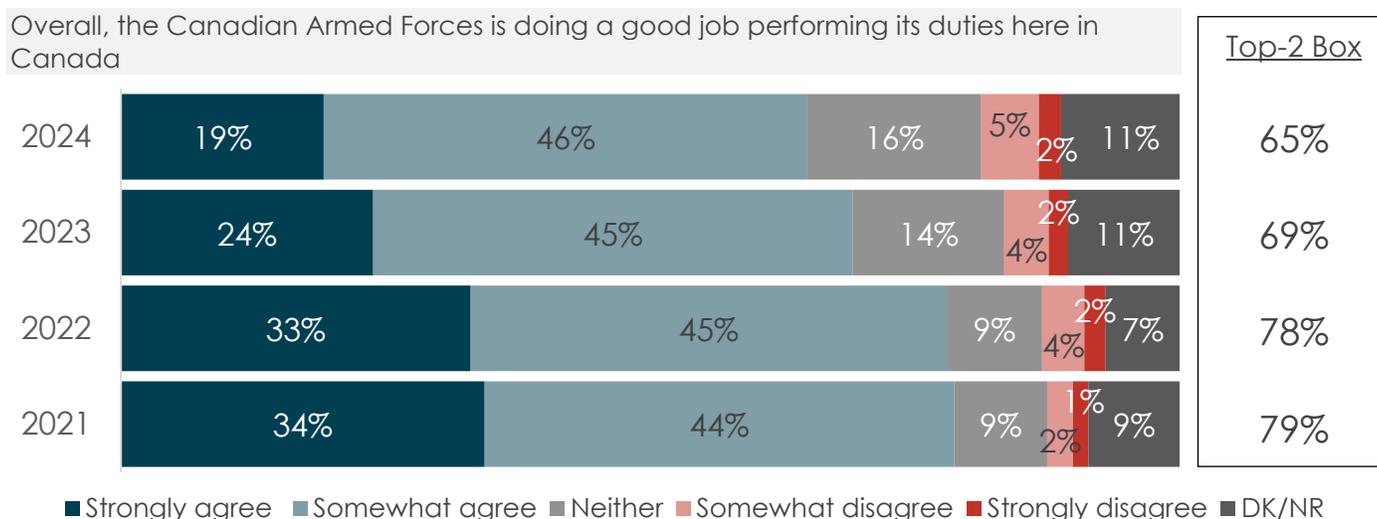
Those with a household income of more than \$80,000 were more likely to place greater importance on the following roles compared to those with a household income of less than \$40,000:

- Providing protection against terrorist threats (84% vs. 79%).
- Responding to natural disasters (83% vs. 77%).
- Patrolling the arctic (69% vs. 62%).

When asked to provide their level of agreement that the CAF is doing a good job of performing its duties in Canada, two thirds of respondents (65%) at least somewhat agreed. More specifically, roughly one in five (19%) strongly agreed with this statement.

Strong agreement scores have continued to decline since the 2022 wave.

Figure 32 – Agreement with domestic value of the CAF



Q31. Please rate the extent to which you agree or disagree with the following statement. Base: All respondents, 2024, n=2,317.

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 living in Atlantic Canada (72%) and Quebec (68%) compared to those living in Ontario (62%).
- Respondents living in Atlantic Canada (72%) compared to those living in British Columbia (62%).
- Respondents 65 or older compared to those 44 and younger (72% vs. 59%).
- Those with a family member employed by the CAF compared to those without one (71% vs. 64%).
- Black respondents (77%) compared to white (66%), Indigenous (59%) and Chinese respondents (55%).
- Respondents who had recently seen, read or heard something about the CAF compared to those who had not (69% vs. 62%).

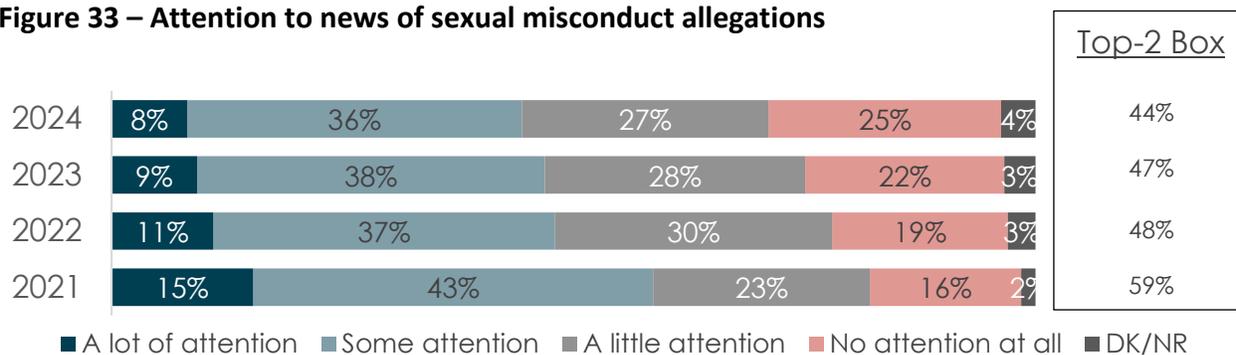
Misconduct allegations

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 2,155 (out of 2,317) respondents who felt comfortable proceeding with the misconduct questions.

In 2024, more than two in five respondents reported paying at least some attention to news of alleged sexual misconduct in the CAF over the previous few months (44%). More specifically, 8% of respondents reported paying a lot of attention. On the other hand, a quarter of respondents (25%) had paid no attention at all to that news and slightly more paid only a little attention (27%).

The proportion of respondents paying attention to this news has continued to decrease from findings observed since 2021.

Figure 33 – Attention to news of sexual misconduct allegations



Q32. 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, 2024, n=2,155.

Key segments

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

- Respondents living in Quebec (55%) compared to those living in British Columbia (43%), Ontario (40%), Manitoba or Saskatchewan (40%) and Alberta (40%).
- Men compared to women (50% vs. 40%).
- Those 65 years or older compared to respondents aged 18 to 64 (61% vs. 39%).
- Those with a university education (49%) compared to those with a college education (41%) or high school or less (39%).
- Respondents with a family member employed by the CAF compared to those without one (54% vs. 42%).
- White respondents (46%) compared to Black (34%) and Chinese respondents (29%).
- Asian (50%) and Indigenous respondents (45%) compared to Chinese respondents (29%).

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

More than half of respondents (52%) at least somewhat agreed that the CAF takes misconduct allegations seriously, an increase of 12% since 2023. Conversely, over one in five respondents (22%) disagreed.

Half of respondents at least somewhat agreed that the Canadian Armed Forces is taking concrete steps to make changes to evolve its culture (50%), an increase of 13% since 2023.

Nearly half of respondents at least somewhat agreed that the misconduct allegations have led the Canadian Armed Forces to make positive changes within the military (48%), an increase of 11% since 2023. A similar proportion at least somewhat agreed that the Canadian Armed Forces is taking concrete steps to prevent misconduct (47%), an increase of 11% since 2023.

Additionally, 37% at least somewhat agreed that the CAF deals with misconduct allegations appropriately, a 7% increase since 2023. Conversely, 28% of respondents somewhat or strongly disagreed with this statement.

Figure 34 – 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 2024	Net agree 2023
The Canadian Armed Forces takes them seriously	16%	36%	14%	16%	6%	12%	52%	40%
I feel like the Canadian Armed Forces is taking concrete steps to make changes to evolve its culture	12%	38%	18%	10%	4%	17%	50%	37%
The misconduct allegations have led the Canadian Armed Forces to make positive changes within the military	13%	35%	18%	9%	3%	21%	48%	37%
I feel like the Canadian Armed Forces is taking concrete steps to prevent misconduct	13%	34%	18%	12%	5%	19%	47%	36%
The Canadian Armed Forces deals with them appropriately	9%	28%	16%	19%	10%	18%	37%	30%

Q33. 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, 2024, n=2,155.

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

Key segments

Respondents living in Manitoba/Saskatchewan were more likely than those living in Quebec to agree with the following statements:

- I feel like the Canadian Armed Forces is taking concrete steps to make changes to evolve its culture (57% vs. 47%).
- I feel like the Canadian Armed Forces is taking concrete steps to prevent misconduct (53% vs. 43%).

Respondents living in Atlantic Canada (43%), Ontario (39%) and Alberta (39%) were more likely to agree that the Canadian Armed Forces deals with them appropriately compared to those living in Quebec (31%).

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 (58% men vs. 47% women).
- I feel like the Canadian Armed Forces is taking concrete steps to make changes to evolve its culture (54% men vs 47% women).
- The misconduct allegations have led the Canadian Armed Forces to make positive changes within the military (54% men vs 43% women).
- I feel like the Canadian Armed Forces is taking concrete steps to prevent misconduct (52% men vs. 42% women).
- The Canadian Armed Forces deals with them appropriately (43% men vs. 31% women).

Respondents who had a family member employed by the CAF were more likely to agree with the following statements pertaining to the CAF's response to misconduct allegations compared to those who did not:

- The Canadian Armed Forces takes them seriously (61% vs. 50%).
- The misconduct allegations have led the Canadian Armed Forces to make positive changes (58% vs. 49%).
- I feel like the Canadian Armed Forces is taking concrete steps to make changes to evolve its culture (54% vs. 47%).
- I feel like the Canadian Armed Forces is taking concrete steps to prevent misconduct (54% vs. 45%).

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

- The Canadian Armed Forces takes them seriously (57% vs. 49%).
- The misconduct allegations have led the Canadian Armed Forces to make positive changes (55% vs. 48%).
- I feel like the Canadian Armed Forces is taking concrete steps to make changes to evolve its culture (54% vs. 46%).
- I feel like the Canadian Armed Forces is taking concrete steps to prevent misconduct (54% vs. 43%).

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). Through this exercise, various themes emerged:

- Many referenced broad roles of the CAF such as peacekeeping, defence, protection, safety, disaster relief and providing help.
- Some mentioned positive traits they perceived of those who serve such as dedicated, brave, courage, disciplined, well-trained, self-sacrifice and patriotic.
- Several, particularly younger participants, mentioned military-related items or terms such as army, military, weapons, planes, uniform, soldiers, veterans, war, combat troops, green and camo.
- A few referenced terms that were more critical such as small, expensive, lack of equipment and toxic masculinity.
- A couple of participants also referenced current or former CAF bases such as Moose Jaw and Downsview.

Participants were then asked what came to mind regarding the best aspects of the CAF. Some of the same themes were repeated, with many referencing the CAF's role in peacekeeping, protecting and keeping Canadians safe, and helping vulnerable communities wherever needed. Specifically, many mentioned the CAF's role in times of emergencies, such as aiding in natural disaster relief and humanitarian aid.

The reputation of the CAF was mentioned frequently with many believing that the CAF is highly regarded and respected across the globe.

Again, many referred to positive characteristics related to those who serve such as their dedication, discipline, high level of training, skills, and physical abilities. Some also mentioned that the CAF offers a lot of career opportunities, especially to young people. Furthermore, many described specific employee benefits such as the educational benefits, pension plan, early retirement, good benefit packages, competitive wages, training opportunities and a diversity of roles/career opportunities.

A few mentioned the inclusivity of the CAF regarding its treatment of women and men and employment of those who are sexually diverse.

Afterwards, participants were asked to share what came to mind regarding the worst aspects of the CAF. Several participants were unable to come up with any negative aspects.

Among some of the worse aspects of the CAF mentioned, funding issues came up frequently with many suggesting that the CAF is under-funded. Additionally, many felt that the CAF is generally under-equipped or has outdated or obsolete equipment. Some also mentioned recruitment issues and a lack of soldiers. A few mentioned concerns about whether the CAF would be well equipped in the event of an attack.

Conversely, several referenced over-spending or unnecessary spending, with some specifying over-spending on the military.

Many mentioned negative aspects for CAF employees including deployment, time away from family, work-life balance, danger, uncertainty, poor care for veterans and mental health concerns.

Issues related to culture were also brought up often with references to abuse of power, assault allegations, bullying/harassment, “boys club” mentality, gender inequality/misogyny and discrimination.

A few also felt that the CAF was seen as “second-rate” compared to their U.S. counterpart as well as noting the potential for international conflict due to alliances.

Recent media recall

In each group, a few said they had recently seen, heard or read anything in the media or elsewhere about the CAF.

Many had seen/heard recruitment initiatives including ads on the radio or on social media, such as on Facebook, YouTube, Snapchat and X. Additionally others recalled seeing recruitment postings or ads on LinkedIn. One also mentioned seeing recruitment posters at the bus stop.

Participants also mentioned various articles related to misconduct. These articles were typically seen through CBC news whether online, on television or on the radio. Specific mentions included:

- Misconduct allegations.
- General poor treatment towards female soldiers.

- Results of internal misconduct story.
- Gender role advisors sent to Haiti and Ukraine.
- Retiring of senior employee following sexual misconduct allegations prior to court hearing.

Other news mentioned more sparingly included:

- Ukraine conflict.
- Canadian troops assisting Ukraine troops.
- Arctic defence initiatives.
- Transportation of goods in the Arctic.
- New CAF facility in Yellowknife.
- First female chief of defence staff.
- Canada not meeting military spending targets.
- Post-U.S. election concerns of international conflict.

A few participants explained that they felt they did not hear enough about what the CAF is doing, whether it be positive or negative things.

Additionally, a few brought up the CAF's lack of funding, lack of equipment or aging and broken equipment. When specifically probed on whether they had recently seen, heard or read anything about the CAF's equipment, a few then recalled headlines they had seen, including the following:

- Navy ships waiting for funding to continue being built.
- Purchase of planes and new helicopters (or purchase of used planes).
- Use of drones.
- Not meeting United Nations spending commitments.

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. Overall, impressions of those who serve in the CAF were immensely positive.

Many participants described a very high level of respect for those who serve in what they saw as a very admirable career. Participants often referred to those in the CAF as brave, dedicated, selfless, committed, passionate and patriotic. Additionally, many described these individuals as hard-working and highly trained.

There was a general perception that these individuals are reliable and self-sacrificing and put their lives on the line to serve and protect Canada. Many admitted that a career in the CAF was admirable, courageous and took a “special type of person”.

“I have a lot of respect for them. I think they're making a great sacrifice and potentially putting their lives at risk and putting the well being of their family at risk... The biggest and first thing in my head is just an outpouring of respect and gratitude toward anyone that's willing to do that.” – Male, 39, British Columbia

“They're full of courage and sacrifice. I know multiple people throughout my life that served in the Armed Forces, so you know, just their resilience and discipline to be in the army, and, you know, to put themselves in danger. It is such a contribution to society. It's mind blowing to me, because I honestly don't think that you could pay me enough to do such a job.” – Female, 40, Nunavut

Some explained that when they see CAF members in public such as in their community, they always appear to be friendly and professional. Seeing these individuals in public and in uniform generally led to positive impressions.

“I see somebody in uniform or hear that somebody either is a current or former member of the Armed Forces, it's a positive impression in my eyes. I have a number of friends who are former service members - somebody believing enough in the ideals of the nation to put their literal lives on the line, especially from somebody who serves in an operational role.” – Male, 40, Manitoba

These impressions typically stemmed from knowing others who have served in the CAF or are currently serving, from hearing about the CAF's involvement and support for the community or even seeing it first-hand when their own community has been affected by natural disasters.

There was also a sense that the CAF and its members are well respected by other countries.

With that said, a few explained that while they generally have a positive impression, it is somewhat dampened by hearing about instances of abuse of power by those in management positions as well as allegations of misconduct, discrimination or bullying. Similarly, a few said that while they did not particularly support the CAF or the use of force for conflict resolution, they felt that those who serve are well-intentioned and have good morals.

Impressions of the work performed

While awareness of the CAF's activities was limited, participants generally had a positive impression of the work performed by those who serve in the CAF.

Most viewed the work performed by the CAF as mostly a peacekeeping role as well as serving communities in times of natural disasters. A few also recalled the CAF's assistance during the COVID-19 pandemic.

Many believed that CAF members do not necessarily have a say in what roles they fulfill but are rather told when and where to respond. This led to a perception that those who serve are dedicated, adaptable and always willing to assist where needed and give it their all regardless of the direction in which they are pulled.

"They're not just soldiers, I mean, they're firefighters. They help out with natural disasters. They're there to help Canadians. It's not just, they have guns, and they go protect us. They're there to do pretty much everything we need them to in a disaster situation. They're kind of like our emergency services just on a national level... I appreciate that that they're there, I mean, without them, who else is there? I respect what they do." – Male, 42, British Columbia

"They're adaptable... they don't really have a choice of what their duties are. Some days they just kind of go wherever they're needed. Sometimes they're filling sandbags in Kelowna for floods or putting out fires or helping when there was like an ice storm in Quebec." – Male, 36, Northwest Territories

For many, the roles of the CAF were viewed as important and essential. Many felt that a career in the CAF, especially combat or operational roles were challenging jobs, which were viewed as admirable and respectable. There was also a sense that the CAF provides a high level of training which leads to high competence in the work performed.

Again, a few explained that they did not agree with the CAF's role in international conflict or the use of violence, however they could still commend those who serve.

"When it comes to responding to things like natural disasters and national crises, I feel really good about the work that they do in that respect. Not so positive about the conflict and wars and getting involved in international conflict. I definitely have more negative attitudes towards that. But I also understand that the individuals who join and then get

deployed overseas aren't like necessarily responsible for that. They're kind of more thinking that they're, you know, serving their country and protecting it. And it does take a lot of hard work to do what they do.” – Non-binary, 25, New Brunswick

Participants were asked, all things considered, whether they felt that the CAF's job is easier or harder than it was 10 years ago.

The general consensus was that the CAF's job is harder than it was previously. Many attributed this to an increase in threats to national security and international conflict/global unrest as well as increased geo-political uncertainty.

There was a sense that the CAF is pulled in many different directions between its role supporting local communities in times of need, aiding in disaster relief, protecting Canada from threats, peacekeeping in other countries and adapting to new technologies while also managing an internal culture change. Many also felt that there has been an increase in natural disasters in which the CAF were viewed as being responsible for responding to.

“I imagine it to be a lot more difficult... The world feels very complex, and threats feel very complex. You have cyber [threats] plus physical [threats], and it seems like everywhere is breaking out into war. I feels like it must be very hard to try and manage everything at once, while also trying to like, fix an organization, because I know they've been attempting cultural change.” – Female, 34, Ontario

Several believed the CAF has a smaller workforce these days and felt there were fewer young people interested in joining than in the past, leading to recruitment issues. As well, some referenced a lack of funding. Thus, there was a perception that the CAF has more roles to fulfil today with a smaller budget and fewer members.

As well, many discussed how the prevalence of social media can add challenges to the job as the CAF has to deal with increased scrutiny from the public which can add pressure. There was also a sense that the CAF receives less social support these days – similar to how certain citizens view many large organizations, there has been an erosion in trust over the past few years.

Additionally, a few mentioned that there is now more coastline for the CAF to monitor, as the Arctic becomes increasingly impacted by global warming.

Advancements in technology was said to make the job harder in some ways since it can create new challenges and requires the CAF to be more strategic and analytical. With that said, some felt that new technologies might make certain aspects of the job easier, so these challenges may be offset.

The few who felt the CAF's job was easier now than it previously was typically believed that the CAF was not currently involved in any war whereas the Afghanistan war was going on 10 years ago.

Trust in the CAF

When asked about their level of trust in the CAF, participants typically described a fairly high level of trust. Some participants distinguished between trust in those who were considered "file and rank" versus those in command positions. Participants explained that trust in higher ranking officials and politicians who make key decisions was weaker, mostly because of the strong potential for political influence. On the other hand, those considered "file and rank" were more trustworthy since their actions and intentions were less politically motivated.

["As far as militaries are concerned, I give them 9 out of 10. I think they are well-intentioned and acting for the right reasons. For those who give the orders, because the information they receive is questionable, I give 5 out of 10, for the lack of transparency"] – Male, 34, Quebec "Pour ce qui est des soldats, je donne neuf sur 10, Je pense qu'ils sont bien intentionnés, puis ils vont pour des bonnes raisons. Pour ceux qui donnent les ordres en haut, étant donné que les informations qu'on nous donne sont questionnables, je dirais un cinq sur 10 parce que c'est pas très, très transparent."

For the most part, participants explained that they had no reason to distrust the CAF. Many explained again that they were not very familiar with the day-to-day roles of the CAF, but they trusted that they were getting the job that is asked of them done. A few explained that the CAF has always been there to protect us in the past and help out in times of crisis, and they trust that the CAF will continue to do so.

However, some explained that they did not trust that the CAF had the funds or equipment to protect Canada's border against threats.

A few also admitted they did not fully trust the CAF when it comes to keeping its members safe due to stories of systemic issues of misconduct and discrimination. While there was a sense that

the culture is improving, some still had concerns for certain communities such as 2SLGBTQIA+ members and Indigenous Peoples.

Trust in information

After discussing their trust in the CAF as a whole, participants were then asked to describe their trust in the information provided to Canadians by the CAF.

Many explained that they generally did not hear too much about the CAF, although most felt they had no reason to distrust the CAF when it comes to the information they provide. Thus, there was generally a fairly high level of trust.

“I don't remember the last time I heard anything from the Canadian Armed Forces. But I think if I did hear something, I would trust it” – Male, 52, Manitoba

Many understood that due to the nature of the CAF, there is a lot of information that is kept confidential for national security purposes.

“I think that in general, I have a certain level of trust that they're sharing what they're able to share. I mean, whether we like it or not. I think there's information that we can't or will not be privy to.” -Female, 39, New Brunswick

“Due to the nature of their job. Like, you know, they're highly trained. I feel they're as transparent as they can be. You can't put national defense in jeopardy. But if there was a news article tomorrow that the Canadian Armed Forces said this and this, I feel like I would have no reason not to believe it.” – Female, 40, Nunavut

Several had a sense that when the CAF does release information, they would be a reputable source, and any information shared would be highly reviewed and fact-checked before being published. Some also said that they would trust information coming directly from the CAF over information from the media, as the media would be more likely to spin things or portray stories a certain way.

With that said, some felt that the CAF is not always transparent about certain things, or in some cases deals with issues behind closed doors. There were also some impressions that information shared by the CAF is probably framed in a way for them to avoid scrutiny from the public.

“When it comes to internal investigations about misconduct and stuff like that, it seems to be a bit of an issue where they deal with things behind closed doors. And we're not really that informed on that.” – Male, 21, Manitoba

“I would feel this way about any organization putting out information about itself, to take anything with a grain of salt, because of course people are never going to portray themselves in a negative light. But I've never had any explicit reason to distrust a statement made by the Armed Forces.” – Male, 23, New Brunswick

Some felt that they generally did not hear much from the CAF, or about the CAF and would want to have more communication from them in order to feel more informed and increase trust.

“It'd be nice to have some communication, and not just when there's an emergency or some big problem. But just to keep us informed in general.” – Male, 62, Manitoba

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 or helping with the shipment and delivery of vaccines. Additionally, a few seemed to recall that they believed 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.

“When I think about what I've heard, it often involves international missions, or even if it is domestic, it involves an international, an external threat. I know they are involved in generally protecting Canada, but often I think of it coming from external threats. In internal threats, you think of the RCMP, or your local police, or your provincial police. I think of those people in the internal domestic sphere, and I think of the Armed Forces in external spheres.” – Female, 34, 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. Similarly, it was often said that if the CAF did not perform these duties, they could not think of who else would be able to do them.

Upon seeing the list, many noted that the roles make complete sense and some also explained how they take most of the roles that 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, nearly all participants felt this role was appropriate and was well within their role of protecting Canadians. There did appear to be some confusion around whether the Armed Forces are first responders or if they are involved as a last resort. Irrespective, the common view was that the combination of training, discipline, logistical capabilities, physical strength and number of individuals who can be quickly and efficiently deployed all make the CAF a logical form of support in times of emergency.

A few were surprised to learn about some of these roles, especially when it comes to monitoring space. Some would sooner think that the Canadian Space Agency would be overseeing that role. For the most part though, participants understood how it might make sense for the CAF to be playing this role.

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 oversaw. Given more recent news headlines referring to a need to further monitor the Canada-U.S. border, some seemed to think that this role would become more important for the CAF moving forward.

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

those roles were being performed. For the most part, participants assumed the CAF must be doing a good job since they have not heard anything to the contrary. 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. Another common sentiment was that the CAF is “doing the best they can with what they have.”

CAF in the community

A few participants in each group recalled seeing members of the CAF in their community in the recent past. Recall was more common among those who live near a military base or in the Ottawa region. Participants noted seeing them in the following capacities: at a Remembrance Day event, seeing a convoy or a few military vehicles in transit on the highway, at a local grocery store, coffee shop or restaurant, at a recruitment booth at local events (such as Toronto Comicon), or on a personal level (a friend or family member serves).

For the most part, participants felt positive sentiments, notably pride, when they noticed members of the CAF or vehicles in their community. Some indicated that it was nice to see that they are just like everyone else and, among those who do not see them often, it felt good to put faces to such a large organization. That said, seeing members out of context did leave some participants curious if not concerned.

“I don't mind seeing them individually. It's kind of fun to see a soldier. I tell my kids oh, my goodness! So we actually enjoy seeing them, but I don't like seeing the military trucks driving in a convoy down the street. It felt scary. I wondered what was going on. I was just a little suspicious of that.” – Female, 42, Ontario

Although participants were comfortable seeing members of the CAF in their community, reactions were somewhat mixed when asked whether the CAF should be more present in their community. Many instinctively questioned: “Why would they be there?” Although it is nice to put a face to the organization and in some ways humanize it, participants did not seem to feel that the CAF needed to be more present in their community. For the most part, participants would prefer the CAF be where they are most needed. As well, some would become concerned or suspicious if they were to start randomly seeing CAF members in their community a bit more. That said, seeing a greater presence in certain locales or events doing specific types of activities would be welcomed by most. This would include visiting schools and attending local events talking about the work they do and recruiting, or supporting the community through such activities as food drives, sheltering homeless folks, etc.

International Focus

Participants knew very little about the CAF's roles on the international stage. Most suspected they are playing peacekeeping and support roles because that is the type of role they remember them playing in the past. Some also indicated that the CAF sometimes aids in disaster relief in other countries, such as years ago with the earthquakes in Haiti. Although participants suspected the CAF was still involved in these types of roles nowadays, they did not know where the CAF was operating, or the level of effort or resources being deployed for these purposes. A few mentioned that the CAF is sometimes deployed to train military forces in other countries or supplies equipment, with the conflict in Ukraine being a recent example of both of these types of roles.

For the most part, participants support the CAF playing a peacekeeping role internationally 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. Participants also explained that for them, a peacekeeping role is easy to accept since it aligns with their core belief that peace is better than war. Furthermore, participants would describe in general terms that peacekeeping typically involves roles that are beneficial and positive, such as helping keep the peace and supporting individuals in need. While quite popular, support for this role was not unanimous - there were a few participants who were skeptical about Canada's involvement as a peacekeeper in some cases.

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.” Unlike a peacekeeping mission, most felt that they would need more information on a specific conflict to comfortably take a position on a combat role. Furthermore, this type of role was seen by some as potentially challenging for the CAF given the perceived amount and quality of some of their equipment and what some saw as a dwindling force.

Views on alliances

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

The main benefits mentioned included:

- 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.

- 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.
- Having international alliances can also benefit international trade and international relations in general.

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.

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.

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.
- A general concern with "bad actors" and foreign interference – in other words countries that seek to disrupt Canada's social, economic and political systems.
- Terrorist cells within Canada.
- A few noted that the United States could become problematic given the outcome of the last presidential election.
- A lack of national commitment to the CAF, which results in a weaker military and by extension, a threat to Canada's national security.

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 tended to be more positive than negative.

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

A few 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, it represented an interesting career option and gave them some direction in life. 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, which they feel would be challenging given the travel requirements.

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.

["Personally, no. The only interesting elements are the salary and the conditions. It's good for physical fitness and mental health, in a sense. But no, because if they force me to go abroad, then it's no, for sure."] - Male, 34, Quebec "Personnellement, non. Les seuls éléments qui peuvent être intéressants c'est le salaire puis les conditions. C'est bon pour la forme physique et le mental dans un sens. Mais non parce que si on me force à aller à l'extérieur, la réponse est non, assurément."

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 an interesting career. 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.

"I think it'd be a very positive, very noble thing. I'd probably have a lot more questions than concerns. So no, I think...it'd be a positive thing." – Female, 33, Manitoba

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.

Reactions to this scenario were mixed. Some participants would either hesitate or outright 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 more inclusive and thus would not deter someone in a minority group to apply, so long as they knew what they were getting into. A few also felt that change within the CAF cannot happen unless individuals from these minority groups join.

« J'ai l'impression que les Forces armées canadiennes sont très inclusives et vraiment acceptent tout le monde, donc c'est pour ça que je ne pense pas que ce soit un problème par rapport à ça. » - Female, 33, British Columbia

"If I had a friend who is trans, or whatever going into the military, I'd have a talk with them. It's weird, you know. It's because I can't really name anything that I heard in the news recently about abuse or sexual misconduct within the military, but something comes up every 6 months, or something, or at least once a year. I hear about it. So I just kind of put it in the back of my head. I know there's a mess in the military - they're trying to figure it out. It seems like once people are allowed to be homosexuals in the military. Then finally, females are having a hard time in there and then now it's the trans population. So it seems

there's always bad actors and there's incidences that are happening. So definitely, if it was a family member or a friend that is transsexual, even gay, going into the military, I would talk to them and maybe...give them an opportunity to have a second thought about it.” –

Male, 43, New Brunswick

The general impression is that the CAF does value diversity. Many referred to seeing diversity in the members they see in the community as well as diversity in the recruitment campaigns they see online. Some also suspected that, as a federal institution, they are probably required to aim for representation from minority groups. The main concern that participants tended to express was not so much whether the CAF values diversity but whether they actually follow through and deliver on it. On that front, participants had more difficulty assessing whether the CAF is successful.

Some would see CAF leadership from diverse backgrounds as an indication that the CAF values diversity. A more meaningful indication for many would be hearing that diversity is pervasive, irrespective of rank. A few suggested that seeing statistics or reports related to diversity would be helpful in this respect. Many also explained that testimonials from individuals from various minority groups speaking to how they are treated in the CAF would be an impactful indication that diversity is alive and well in the CAF. Some concerns were raised around the idea of promoting diverse individuals within the CAF. The concern was related to whether these individuals were being promoted for the right reasons – it left participants questioning whether these individuals are being promoted because of how they identify rather than their competency. In a context of national security, some seemed to feel that competency should be the overriding consideration.

The conversation related to diversity led to a general conversation related to the CAF culture. This was a challenging topic for participants given how little they know about the CAF and that only a few participants knew anyone personally who had talked about their experiences. The consensus, and hope, was that the culture was on the right track and changing to become more inclusive. That said, this progress was seen as evolving slowly and imperfectly, a view in no small part influenced by the headlines related to sexual misconduct allegations over the past few years.

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. Among these few, recall of specific cases or any details were quite weak – these participants tended to just say they had read something related to the topic or that a high-ranking member of the CAF had been accused. Although a select few seemed to think that the accused had been given the opportunity to retire or that punishment had been light, for the most part participants 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. That said, there were a few participants who expected the CAF would deal with the allegations appropriately given the media coverage these incidents were garnering. The impression that a low member count was a growing concern for the CAF also suggested to a few that to be successful in their recruitment campaigns, they needed to demonstrate zero-tolerance of abuse.

Nobody was aware that cases of sexual assault leading to criminal charges are now being transferred to the civilian court system. Once informed of this, 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. 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.

Some suggested that a more reassuring indication that the CAF is managing these allegations appropriately would be news that the CAF has introduced measures to eliminate abuse. Measures resulting in zero-tolerance, as difficult as some felt this might be in an environment like the CAF, would speak volumes about how the CAF wants to change its culture.

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.

Readers should note that the U.S. presidential election was held on November 5, 2024, in between conducting the survey and focus groups for this study. With the heightened media coverage of this event, the possibility of media impact on opinions described in these findings should be considered.

Quantitative research

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

Prior to 2023, 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 continues to be utilized.

Data collection took place from August 8 to August 22, 2024, and yielded 2,317 completed surveys.

Newly introduced in 2024, an oversample of 300 surveys was included to improve representation among several key audiences, specifically members of a racialized community, Indigenous respondents and those living in the Territories.

Despite efforts to maximize participation among respondents from the Territories (n=60 unweighted respondents), the use of data weighting limits the extent to which responses of those who live in the Territories are likely to differ from responses of those living in other regions (such as Atlantic Canada, Manitoba or Saskatchewan, etc.) included throughout the report. According to the 2021 Canadian Census²⁰, those living in the Territories comprise less than one percent of the Canadian population, resulting in limited comparison across the total sample (n=2,317).

²⁰ Statistics Canada. <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=9810000101>

However, given the importance of capturing the views of these respondents, some results that apply to the Territories are included throughout the report wherever possible.

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 81%.

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 35 – Pre-test totals

Pre-test details	English	French
Total sample	13	13

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 15 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

To ensure comparability with previous research waves, soft quotas were used for the initial sample (n=2,000), including ensuring that there was provincial distribution, a 50/50 gender split in each province, and that no specific age cohort was underrepresented.

Upon completion of the initial 2,000 responses, an additional oversample of roughly 300 surveys was targeted, improving representation among members of a racialized community, Indigenous respondents and those living in the Territories.

Figure 36 – Provincial distribution

Province	Expected sample	2024 distribution
Atlantic	200	213
Quebec	460	539
Ontario	660	752
Manitoba/Saskatchewan/Nunavut	200	230
Alberta/NWT	220	275
British Columbia/Yukon	260	308
TOTAL	2,000	2,317

Figure 37 – Oversample distribution

Targets	Oversample target	Oversample distribution	Natural fallout	Total 2024 distribution
Territories	30	37	23	60
Indigenous	160	163	56	219
Racialized community	110	120	204	324

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 38 – Online panel participation rate

Total click-throughs (C)	3,621
Invalid cases (T)	549
Terminations	549
Responding units (R)	2,389
Completed surveys disqualified after the quota was filled	72
Completed surveys	2,317
Participation rate = $T + R / C$ (549 + 2,389 / 3,621)	81%

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 39 – Regional distribution

Region	Unweighted sample	Weighted sample
Atlantic	213	156
Quebec	539	534
Ontario	752	895
Manitoba/Saskatchewan/Nunavut	230	148
Alberta/Northwest Territories	275	259
British Columbia/Yukon	308	325

Figure 40 – Gender distribution

Gender	Unweighted sample	Weighted sample
Female	1,161	1,104
Male	1,134	1,189

Figure 41 – Age distribution

Age	Unweighted sample	Weighted sample
18–24	229	224
25–34	393	392
35–44	389	383
45–54	370	364
55–64	414	407
65+	522	547

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. Survey programming technology was utilized 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 42 – Gender

Gender	Unweighted	Weighted
Male	49%	48%
Female	50%	51%
Gender diverse	1%	1%
Transgender	<1%	<1%
Non-binary	<1%	<1%
Prefer not to answer	<1%	<1%

Q1. Which of the following best describes your gender identity?? Base: All respondents, 2024, n=2,347.

Figure 43 – Age

Age	Unweighted	Weighted
18–24	10%	10%
25–34	17%	17%
35–44	17%	17%
45–54	16%	16%
55–64	18%	18%
65+	23%	24%

Q2A. In what year were you born? / Q2B. In which age group do you belong? Base: All respondents, 2024, n=2,317.

Figure 44 – Region

Region	Unweighted	Weighted
British Columbia	12%	14%
Alberta	11%	11%
Saskatchewan	4%	3%
Manitoba	6%	3%
Ontario	32%	39%
Quebec	23%	23%
New Brunswick	3%	2%
Nova Scotia	4%	3%
Prince Edward Island	1%	<1%
Newfoundland and Labrador	1%	1%
Northwest Territories	1%	<1%
Yukon	1%	<1%
Nunavut	<1%	<1%

Q3. Which province or territory do you live in? Base: All respondents, 2024, n=2,317.

Figure 45 – Job Type

Job Type	Unweighted	Weighted
Advertising or Market Research	-	-
The media (i.e. TV, radio, newspapers)	-	-
Department of National Defence/ Canadian Armed Forces	2%	2%
None of the above	98%	98%
Prefer not to answer	-	-

Q4. Do you, or does anyone in your family or household, work in any of the following areas? Base: All respondents, 2024, n=2,317.

Figure 46 – Visible Minority

Job Type	Unweighted	Weighted
First Nations (North American Indian), Métis or Inuk (Inuit)	9%	10%
A member of a racialized community	14%	15%
None of the above	76%	75%
Prefer not to answer	1%	1%

Q5. Do you identify as any of the following? Base: All respondents, 2024, n=2,317.

Figure 47 – Education

Education	Unweighted	Weighted
Grade 8 or less	1%	1%
Some high school	3%	3%
High school diploma or equivalent	16%	16%
Registered apprenticeship or other trades certificate or diploma	6%	6%
College, CEGEP or other non-university certificate or diploma	24%	24%
University certificate or diploma below bachelor's level	7%	7%
Bachelor's degree	28%	29%
Post-graduate degree above bachelor's level	13%	13%
Currently a student	1%	1%
Prefer not to answer	1%	1%

Q34. What is the highest level of formal education that you have completed? Base: All respondents, 2024, n=2,317.

Figure 48 – CAF employee status

Current or former employee	Unweighted	Weighted
Yes	18%	18%
No	80%	81%
Don't know/prefer not to answer	2%	1%

Q35. 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, 2024, n=2,317.

Figure 49 – Race

Race	Unweighted	Weighted
White	75%	74%
Chinese	6%	7%
South Asian (e.g. East Indian, Pakistani, Sri Lankan, etc.)	5%	6%
Black	5%	4%
Filipino	2%	2%
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%

Q36. Are you ...? Base: Non-Indigenous respondents, 2024, n=2,098.

Figure 50 – Household income

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

Q37. 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, 2024, n=2,317.

Figure 51 – Community

Community	Unweighted	Weighted
Urban	44%	44%
Suburban	35%	37%
Rural	18%	17%
Remote	2%	1%
Don't know/prefer not to answer	1%	1%

Q38. Would you describe the community you live in as... Base: All respondents, 2024, n=2,317.

Qualitative research

The qualitative research methodology consisted of 12 online focus groups with Canadians aged 18 to 65. The online focus groups represented different regions across the country:

- Toronto and surrounding areas (English)
- Moncton and surrounding areas (English)
- Winnipeg and surrounding areas (English)
- National (French)
- Vancouver and surrounding areas (English)
- Northern Canada (NWT/YT/NT) (English)

The focus groups were conducted online among a total of 89 participants from January 6 to 14, 2025. 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, household income, and education level, with some representation of visible minorities and Indigenous communities. Through two national focus groups with francophones, the research also included views from francophones outside Quebec.

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, 12 online focus groups were conducted with 89 Canadians participating, as shown in Figure 52 below:

Figure 52 – Focus group logistics

Location	Language	Segment	Date	Participants
Toronto and surrounding areas	English	Young Adults (18-34)	January 6, 2025	7
		Adults (35-65)	January 6, 2025	7
Winnipeg and surrounding areas	English	Young Adults (18-34)	January 7, 2025	6
		Adults (35-65)	January 7, 2025	8
Vancouver and surrounding areas	English	Young Adults (18-34)	January 8, 2025	8
		Adults (35-65)	January 9, 2025	7
National representation	French	Young Adults (18-34)	January 8, 2025	8
		Adults (35-65)	January 9, 2025	8
Moncton and surrounding areas	English	Young Adults (18-34)	January 13, 2025	8
		Adults (35-65)	January 14, 2025	7
Northern Canada (NWT/YT/NT)	English	Young Adults (18-34)	January 13, 2025	7
		Adults (35-65)	January 14, 2025	8
Total	-	-	-	89

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 2024–25 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. Which of the following best describes your gender identity? *Gender refers to current gender which may be different from sex assigned at birth and may be different from what is indicated on legal documents.*

Man	1
Woman	2
Gender diverse (Optional to 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 AND 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

5. Do you identify as any of the following?

First Nations (North American Indian), Métis or Inuk (Inuit)	1
A member of a racialized community - Racialized refers to whether a person belongs to a visible minority group which is defined by the <i>Employment Equity Act</i> as persons, other than Indigenous peoples, who are non-Caucasian in race or non-white in colour.	2
None of the above	7
Prefer not to answer	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

6. 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 Q8]	2
Don't know / Prefer not to answer [SKIP TO Q8]	9

7. 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

8. 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

9. 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

10. 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

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

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 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

13. 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

14. How involved would you say the Canadian Armed Forces are in your community?

By involved, we mean you see members and booths at community events (such as at fairs, parades, etc.), in schools, offering support in response to natural disasters, etc.

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

15. 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

16. 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

17. 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

18. 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

19. 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

20. 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

21. 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

22. 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?
- c) How much trust do you have in the Canadian Armed Forces to rapidly respond to potential threats?

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

- d) The Canadian Armed Forces will be modernizing its recruitment process. This could include using digital technology to improve the applicant experience, speeding up required screenings, and connecting with new pools of applicants. How much confidence do you have in the Canadian Armed Forces to successfully modernize its recruitment process?

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

23.

- a) **ASK IF Q22B<5:** What is behind your low level of trust in the information that the Canadian Armed Forces provides to Canadians?
- b) **ASK IF Q22B>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

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

Underfunded	3
Receives about the right amount of funding	2
Overfunded	1
Don't know / Prefer not to answer	9

25. 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

26. We will now turn our attention to the international stage. To begin, how familiar would you say you are with each of the following international alliances? **[RANDOMIZE LIST.]**

- a) NATO
- b) NORAD

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

27. 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.

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

28. Please rate the extent to which you agree or disagree with the following statements:

- a) 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.]

- b) The Canadian Armed Forces does a good job of informing Canadians about foreign threats to Canada and Canadians.

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

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

There are several 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

30. When you consider the various roles the Canadian Armed Forces plays in Canada and on the international stage, how much of their overall role do you believe is spent on domestic roles?

Enter a percentage below from 0 to 100, where "0" means you believe none of their efforts are spent on domestic roles (and all of it is international) and "100" means all their efforts are spent in Canada.

Reminder – this is not a test! Please try your best to provide an estimate.

_____ % of CAF's efforts are spent on domestic roles

31. 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

The issue of sexual misconduct in the Canadian Armed Forces and the institution's efforts to address and prevent it have been the subject of media coverage. 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 Q34]	2

32. 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

33. 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.

34. 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

35. 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

36. [SKIP IF Q5=1] 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

37. 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

38. 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

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

Don't know / Prefer not to answer

99

[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 very much for your thoughtful feedback. It is much appreciated.

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
- 12 online focus groups with participants at least 18 years of age, from five regions across Canada:
 - Toronto and surrounding areas (English)
 - Moncton and surrounding areas (English)
 - Winnipeg and surrounding areas (English)
 - National (French)
 - Vancouver and surrounding areas (English)
 - Northern Canada (NWT/YT/NT)
- Where applicable, all participants must live within a 100 km radius of each of the cities of interest to this study
- 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
Toronto and
surrounding areas
January 6
5:00 pm EST
Young Adults

Group 2
Toronto and
surrounding areas
January 6
7:00 pm EST
Adults

Group 3
Winnipeg and
surrounding areas
January 7
5:00 pm CST
Young Adults

Group 4
Winnipeg and
surrounding areas
January 7
7:00 pm CST
Adults

Group 5
National - FRENCH
January 8
6:00 pm EST
Young Adults

Group 6
Vancouver and
surrounding areas
January 8
5:00 pm PST
Young Adults

Group 7
National - FRENCH
January 9
6:00 pm EST
Adults

Group 8
Vancouver and
surrounding areas
January 9
5:00 pm PST
Adults

Group 9
Moncton and
surrounding areas
January 13
5:00 pm AST
Young Adults

Group 10
Northern Canada
(NWT/YT/NT)
January 13
7:00 pm EST
Young Adults

Group 11
Moncton and
surrounding areas

January 14
5:00 pm AST
Adults

Group 12
Northern Canada
(NWT/YT/NT)

January 14
7:00 pm EST
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, 6, 9, 10
35-65	Adults	Recruit a range of ages within this group Groups: 2, 4, 7, 8, 11, 12
66+		THANK AND TERMINATE

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

RECORD _____

IF Q5=QUEBEC, SKIP TO Q8

6. **[FOR RESPONDENTS LIVING OUTSIDE OF QUEBEC]** Do you consider yourself to be a member of a Francophone minority community? A member of a Francophone minority community refers to individuals whose first language is French or whose preferred official language is French and who live outside of Quebec.

Yes	1	CONSIDER FOR FRENCH NATIONAL GROUPS
No	2	
Prefer not to say	3	

RECRUITER NOTE: FOR FRENCH NATIONAL GROUPS, AIM FOR ½ OF RESPONDENTS FROM QC AND ½ FROM OTHER PROVINCES/TERRITORIES (AT LEAST 2 OTHER REGIONS)

7. **[SKIP IF Q5=Quebec OR Q6=YES]**

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

Yes	1	Groups: 9, 11
No	2	THANK AND TERMINATE

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

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

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

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

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

Yes	1	Groups: 6, 8
No	2	THANK AND TERMINATE

8. 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 AND 2 INDIGENOUS PARTICIPANTS IN EACH REGION

9. **[ASK ONLY IF Q8=2]** What is your ethnic background?

RECORD ETHNICITY: _____

ENSURE GOOD MIX

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

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

ENSURE GOOD MIX

11. 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

12. 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

13. 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 Q17 |

14. 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 | |

15. 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**

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

Fewer than 5 1

Five or more 2 **THANK & TERMINATE**

17. 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**

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

Yes 1

No 2 **THANK & TERMINATE**

19. 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**

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

Yes 1

No 2 **THANK AND TERMINATE**

DK/NR 9 **THANK AND TERMINATE**

21. 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

22. 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?
- 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?

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?
- Have you personally seen the CAF in your community?
 - If so, in what capacity / what were they doing? How did that make you feel?
 - Should they be more present in your community or less present?
 - **[IF MORE PRESENT]** What would you like to see them doing more of in your community? Would this change how you view the CAF?

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?
- 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 (5 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 (18 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?

ASK ALL:

- Do you feel the CAF values diversity? What makes you say that?
- What do you see as the benefits, if any, of valuing diversity? ...and what concerns, if any, would you have with the CAF valuing diversity?
- What would be signs that would lead you to believe that the CAF values diversity?

TIME PERMITTING:

- **[AS NEEDED]** What if you saw CAF leadership from diverse backgrounds?
 - Would this suggest they value diversity? How do you feel the CAF is doing on this?

- **[AS NEEDED]** What if you were to learn that the CAF is promoting diverse individuals within the CAF?
 - Would this suggest they value diversity? How do you feel the CAF is doing on this?
- Can you think of anything else that would lead you to believe that the CAF values diversity?

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, please visit the following Government of Canada website to access a variety of mental health services and resources available in your region²¹.

- **[HANDS UP]** Did anyone hear anything in 2024 (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?
- 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 2024 (the past 12 months) about allegations of sexual misconduct brought forth in the Canadian Armed Forces.

²¹ EN: <https://www.canada.ca/en/public-health/services/mental-health-services.html>
FR: <https://www.canada.ca/fr/sante-publique/services/services-sante-mentale.html>

- **MODERATOR WILL PROBE FOR DETAILS AS BEST AS POSSIBLE:** What exactly do you remember hearing?

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.