

Views of the Canadian Armed Forces (CAF) 2025–2026 Tracking Study

Department of National Defence

Final Report

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POR-ROP@forces.gc.ca

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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 13 to August 22, 2025, with Canadian adults aged 18 and older. A total of 2,318 individuals completed the online survey. The focus group sessions were held from January 5 to January 24, 2026, 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 86 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 2025–2026.

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K1A 0K2

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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 17, 2026
Rick Nadeau, President
Quorus Consulting Group Inc.

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Executive summary

Background and research objectives

DND and the CAF need to stay attuned to the views, perceptions and opinions of Canadians. Public opinion research 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 2024 and January 2025.

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, 2,318 individuals completed the survey. The survey was conducted from August 13 to August 22, 2025. The questionnaire had an average survey duration of 18 minutes.
- Consistent with results captured 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 5 to 24, 2026. 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 86 individuals participated in the focus groups.

Research results

Quantitative research

Familiarity with the CAF

When respondents were asked about their overall level of familiarity with the CAF, roughly two in five (42%) reported being at least somewhat familiar. The results are relatively consistent with those observed since 2020, noting a slight decrease in overall familiarity since the previous wave in 2024.

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 33% at least somewhat familiar with the RCAF and 29% at least somewhat familiar with the RCN. Overall, these results remained consistent across all three environments when compared to those observed in 2024.

Awareness of recent media coverage of the CAF

More than two in five respondents (45%) reported awareness of recent media coverage of the CAF, an increase of 10% from the 2024 wave (35%). The most recalled topics were related to salary increases (39%), general advertising and recruitment (20%), and increases in defence spending and budget (17%).

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 (64%). Nearly a quarter of respondents had a strongly positive view of the CAF (23%), while 8% had a negative impression. Compared to the 2024 wave, positive impressions of the CAF increased slightly, rising from 62% to 64%, with strongly positive scores increasing from 21% to 23%.

Nearly three quarters of respondents (74%) 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 remained consistent with results observed in 2024 (up slightly from 73% to 74%).

When respondents were asked to evaluate their impression of care for active military personnel, nearly half believed that the CAF was doing a good or very good job (47%). Conversely, 13% 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 increased slightly compared to results in 2024 (up from 45% to 47%), remaining consistent with results observed since 2021.

More than a quarter of respondents felt that the CAF was at least somewhat involved in their community (26%). 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, nearly three in five respondents would view that decision favourably (57%). Favourable impressions increased slightly, rising from 55% in 2024 to 57%. However, favourable scores continue to remain lower than those observed in 2018 (63%) and 2020 (62%).

Nearly half of respondents view the CAF as a source of pride for Canadians (49%) while 10% did not feel that the CAF was a source of pride. These results represent an increase in the extent to which respondents view the CAF as a source of pride compared to the 2024 wave (up from 44% to 49%). Overall, pride results remain lower compared to those captured prior to 2021.

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 remained consistent with results from 2024, however, results are down compared to those captured prior to 2021.

Nearly three quarters (73%) felt that the CAF is essential. Conversely, 6% felt that the CAF was no longer needed. Perceived need for the CAF increased compared to the 2024 wave (up from 68% to 73%).

Workplace environment

When evaluating the inclusiveness of the workplace environment, 63% at least somewhat agreed that the CAF is as good a career choice for visible minorities as it is for anyone else (consistent with results observed since 2021). A similar proportion agreed that it is as good a career choice for women as it is for men (61%; a result that has trended upwards since 2021).

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 (36%).

Nearly three in five respondents agreed that racist or hateful attitudes are not tolerated in the CAF (56%). Additionally, fewer than half of respondents agreed that they were concerned about systemic racism in the CAF (46%, the lowest result captured among results dating back to 2020).

More than one third of respondents agreed that the CAF does a good job of addressing misconduct, including racist, sexist or hateful conduct (36%), a two percent increase since the 2024 wave.

Nearly half (48%) agreed that the CAF does a good job taking care of ill and injured members. A similar proportion agreed that the membership of the CAF seems just as diverse as the Canadian population (44%, the highest result captured since 2018).

More than one in five respondents at least somewhat agreed that they could see themselves joining the CAF (23%), a result that has remained generally consistent since 2018.

Results improved across each perception of the workplace environment of the CAF compared to those observed in 2024.

Trust in the CAF

Two in five respondents (40%) highly trust that the CAF is prepared to keep Canadians safe, and the same proportion (40%) reported moderate trust. A smaller proportion (15%) did not trust that the CAF is prepared. These findings remain consistent with those from the 2024 wave, with minimal changes observed since 2021.

Over one third of respondents (35%) highly trust the information provided to Canadians by the CAF, and another two in five (41%) reported moderate trust. A smaller proportion (12%) did not trust the CAF in this regard. The proportion of those reporting high trust in the information that the CAF provides has steadily increased from 30% in 2023 to 35% in 2025.

More than two in five respondents (41%) highly trust the CAF to rapidly respond to potential threats, while slightly fewer (39%) reported moderate trust. Conversely, 13% are not very trustful in this regard. The proportion of those reporting high trust that the CAF will rapidly respond to potential threats increased slightly from the 2024 wave (up from 39% to 41%).

Just under two in five respondents (39%) have complete confidence in the CAF to modernize the recruitment process, while the same proportion (39%) are somewhat confident. A smaller proportion (10%) are not very confident in the CAF when it comes to modernizing the recruitment process. The proportion of those reporting complete confidence in the CAF to modernize its recruitment process increased from the 2024 wave (up from 35% to 39%).

Threats to Canada

President Trump was viewed as the biggest threat to Canadian security (19%), followed by Canada's proximity to the United States (15%). Other perceived threats included Arctic sovereignty (4%), lack of funding for the CAF (3%) and President Trump wanting Canada to join the U.S. as the 51st State (3%). More than a quarter of respondents did not know of or mention any threats currently facing Canada (28%).

Funding and equipment

More than half of respondents (52%) felt that Canada's military was underfunded, while 21% said that the CAF receives the right amount of funding. Fewer respondents felt that the CAF was overfunded (6%). Perceptions that the CAF is underfunded increased an additional 3% since 2024 (up from 49% to 52%)¹.

More than one quarter of respondents agree that the CAF is good at planning its future equipment needs (29%) and that the CAF's military equipment purchases benefit local economies (29%). Slightly fewer agreed that the CAF has the equipment it needs (26%) and that purchases of military equipment tend to be well managed (24%). Agreement with each of these statements remained fairly consistent with the 2024 wave.

International roles

¹ This survey was fielded prior to the release of Budget 2025.

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, 32% of respondents were not very or not at all familiar with NATO. Results remained consistent with the 2024 wave.

Just under two in five respondents reported being at least somewhat familiar with NORAD (39%), with 8% of these respondents citing being very familiar. Conversely, more than half of respondents were not very or not at all familiar with NORAD (53%). Familiarity with NORAD decreased slightly from the 2024 wave (down from 41% to 39%).

When it comes to international roles, respondents were mostly in agreement that the CAF should have participation in disaster relief/humanitarian aid (74%), peace support operations (73%), surveillance and defence in the North (72%) and non-combat support missions (72%).

More than two thirds of respondents at least somewhat agree that the CAF should be using satellites in space for monitoring purposes (67%). Slightly fewer agreed that the CAF should be participating in missions that target illegal trafficking activities (65%) and combat support missions for the UN and NATO (64%).

Finally, more than half of respondents said they at least somewhat agree that the CAF should be training militaries or police of other countries (56%).

Overall, agreement for the CAF's involvement in each of these international roles has stabilized relative to results captured in 2024.

Over three quarters of respondents (77%) at least somewhat agreed that Canada's membership in international organizations such as NATO and NORAD are important for Canadian security. Results remained consistent with those captured in 2024.

Nearly two in five respondents (39%) at least somewhat agreed that the CAF does a good job of informing Canadians about foreign threats to Canada and Canadians. Conversely, less than a quarter of respondents somewhat or strongly disagreed (22%) while 18% were unsure how the CAF performs in this area. Agreement scores increased since the 2024 wave (up from 36% to 39%).

Domestic roles

More than one in five respondents (23%) believe that at least three quarters of the CAF's roles are performed within Canada, while 44% 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. These results are consistent with those observed in 2024.

When it comes to the CAF's roles domestically, nearly three in five felt that each domestic role played by the CAF was at least important. Ratings were highest for the following roles:

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

More than three in five respondents felt that preventing illegal activity was an important role (71%), followed by protecting against cyber-security threats (69%) and patrolling the Arctic (67%). Importance ratings were lower for youth programs (59%). Overall, the results have remained consistent with a slight decrease in perceived importance of domestic roles since 2021.

Two thirds of respondents (66%) at least somewhat agreed that the CAF is doing a good job at perform its duties in Canada. More specifically, over one in five (22%) strongly agreed with this statement. Conversely, 7% disagreed. Strong agreement scores increased compared to the 2024 wave (up from 19% to 22%).

Defence spending

Respondents were informed that Canada will be increasing defence spending to meet the 2% of GDP target by the end of 2025 (an increase of roughly \$9 billion). Just over two thirds of respondents (67%) at least somewhat support the increase in defence spending. Conversely, 9% of respondents oppose the increase in defence spending.

Respondents were informed that Canada and other NATO members agreed to increase their defence and security spending to 5% of GDP by 2035, as part of a new commitment (about an additional \$100 billion/year by 2035). Over half of respondents (56%) at least somewhat support the increase in defence spending. Conversely, less than one in five respondents (17%) oppose the increase in defence spending.

Respondents were asked to rate the extent to which they support or oppose the Government of Canada increasing defence and security across various areas. Overall, more than two thirds of respondents at least somewhat supported an increase in defence spending across each area. The following areas received the most support:

- Investing in Canada's defence industry (80%)
- Repairing and maintaining military equipment (80%).
- Improving Canada's digital capacity to protect against cyber threats (79%).
- Protecting our coasts more effectively (78%).
- Improving health care resources for military personnel (77%).

A slightly smaller proportion said they at least somewhat support an increase in defence spending on the following areas:

- Protecting Canada's Arctic more effectively (74%).
- Purchasing new military equipment (73%).
- Increasing the size of the Canadian military (71%).
- Providing pay raises for military personnel (67%).

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 2,110 (out of 2,318) respondents who felt comfortable proceeding with the misconduct questions.

In 2025, just over two in five respondents reported paying at least some attention to news of alleged sexual misconduct in the CAF over the previous few months (41%). More specifically, 8% of respondents reported paying a lot of attention. On the other hand, a quarter of respondents (26%) had paid no attention at all to that news and slightly more paid only a little attention (29%). The proportion of respondents paying attention to this news has continued to decrease from findings observed since 2021.

More than half of respondents (53%) at least somewhat agreed that the Canadian Armed Forces is taking concrete steps to make changes to evolve its culture while 14% disagreed.

Just over half of respondents (51%) at least somewhat agreed that the misconduct allegations have led the Canadian Armed Forces to make positive changes within the military, while 11% disagreed with this statement.

Half of respondents (50%) at least somewhat agreed that the CAF takes misconduct allegations seriously. Conversely, one in five respondents (20%) disagreed.

Just under half of respondents (49%) at least somewhat agreed that the Canadian Armed Forces is taking concrete steps to prevent misconduct while 16% disagreed.

Additionally, nearly two in five respondents (38%) at least somewhat agreed that the CAF deals with misconduct allegations appropriately. Conversely, 23% of respondents somewhat or strongly disagreed 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, many referenced broad roles played by the CAF including peacekeeping, disaster relief, military, protection, defence and security. Some were also reminded of the positive traits they perceived of those who serve such as strong, brave, courageous and disciplined.

When specifically asked what comes to mind regarding the best aspects of the CAF, many of the same themes emerged as participants frequently highlighted the CAF's role in peacekeeping and helping others, especially protecting citizens and supporting Canadian communities during times of crisis or natural disasters. Many also mentioned the positive reputation of the CAF internationally.

When asked what comes to mind regarding the worst aspects of the CAF, several participants were unable to identify anything in particular. Among those who did, common concerns included perceptions of recruitment and funding issues. Some pointed more generally to the sacrifices and inherent dangers of service and the risks members face while a few mentioned the CAF's history of culture issues.

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, which has been a consistent theme over past waves.

If anything, their views and opinions were largely anchored around what they saw as the CAF's "traditional" role of peacekeeping, their activities in communities in times of natural disasters, and by any headlines/news stories they may have encountered over the past few years.

In each group, a few said they had recently seen, heard or read something in the media or elsewhere about the CAF. Participants most commonly recalled recruitment advertisements. Several had heard about recruitment and retention issues within the CAF.

Many had seen or heard about NATO defence spending commitments including news about Canada's increased defence spending targets. Another commonly recalled topic related to new equipment purchases to replace aging and obsolete aircrafts and submarines.

While many participants explained that their knowledge about the CAF's roles and activities was limited, most participants could share their overall impressions of the people who serve in the CAF. These impressions were quite positive with many describing those who serve in the CAF as courageous, disciplined, selfless, and dedicated to protecting Canadians. Several participants felt that choosing a career in the CAF was noble and respectable.

Consistent with previous waves of research, awareness of the work performed by the CAF was somewhat limited. Despite limited awareness, participants generally had a positive impression of the work performed by those who serve in the CAF, believing their role was mostly related to peacekeeping as well as serving communities by contributing to rescue missions, disaster relief and community support.

Participants typically described a fairly high level of trust in the CAF, largely rooted in perceptions of Canada as a moral, democratic country with strong values and integrity. The CAF was seen as an institution that upholds and reflects these values and ethics. As well, many participants explained that they had not heard any news or stories that would give them a reason to distrust the CAF.

However, some questioned whether the CAF is large or strong enough to protect Canada against major threats, particularly given their reliance on the United States. Others noted that, because the CAF acts under government direction, their level of trust in the CAF depends partly on their level of confidence in the government at the time, which was not always high.

Many could not recall seeing much information shared by the CAF or even about the CAF, which contributed to their limited awareness of the CAF's activities and priorities. However, many felt they had no reason to distrust the CAF when it comes to the information they provide.

Domestic focus

When asked to think of roles played by the CAF domestically, most tended to focus on providing support during natural disasters. Some participants also suspected that the CAF are providing surveillance along our borders and in the Arctic.

Participants were then 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, the following themes emerged:

- Most agreed that it is important that the CAF play these roles in Canada.
- The list was, for the most part, complete – in other words very few participants would remove or add anything to the list.
- Some participants were unaware of some of these roles, but understood their importance.
- 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 that “no news is good news” – in other words, if we are not having border issues or terrorist threats, it probably means the CAF is performing their roles in these areas well.

International focus

Participants knew very little about the CAF's roles on the international stage. Although they suspect they 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.

While not unanimous, participants for the most part support the CAF playing a peacekeeping role since this aligns with a role in which Canada has historically performed well and since its underlying purpose is to maintain peace, something which few felt they could oppose. Any concerns related to Canada's involvement in peacekeeping was typically attributed to the financial implications of assisting in conflict that does not directly involve Canada or threaten Canadians.

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 is in fact "the right cause." Unlike a peacekeeping mission, most felt that they would need to know more information on each specific conflict for them to comfortably take a position on a combat role. For instance, participants were not inclined to support Canadian forces instigating conflict such as invading a country on its own. However, combat roles as part of alliance forces or involvement in conflict that could potentially impact Canada or become a more global issue seemed more acceptable to participants.

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. Most believe that the benefits of these types of collaborations outweigh their concerns. The main benefits mentioned included:

- Working together with other countries leads to critical mass. For example, we are bigger/stronger together.
- 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 allows for sharing of best practices, technologies, knowledge, information, etc.

These benefits were 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 the main one being the possibility of becoming *de facto* involved in conflicts which may not align with Canada's priorities or values due to these alliances.

When asked what they considered to be the biggest threat to the security and sovereignty of Canadians and Canada at this time, the near-unanimous theme was the United States. On this, the following themes emerged:

- Concerns with what participants felt was the generally unpredictable nature of the President of the United States.
- Concerns that Canada might become a target of countries in conflict with the United States, now or in the future, by virtue of Canada's proximity to the United States.
- Economic implications of current tensions with the United States given Canada's reliance on them for importing and exporting.

Defence spending

An additional topic explored in the 2025-26 wave of the research pertained to defence spending.

Participants were presented with high-level information regarding the most recent Government of Canada budget. Reactions to the increased budget were mostly positive, with many expressing that an investment in the CAF was long overdue, especially as most had heard news about general underfunding and outdated equipment.

When it came to the amount proposed, a majority of participants had a hard time conceptualizing whether this was an appropriate or reasonable amount to invest. To form a more fulsome opinion, many were interested in learning more about how much was allotted to the CAF in previous budgets and how it was previously allocated across different areas of the CAF.

It was generally agreed that the investment sounded necessary. Participants also generally supported the various areas in which this increased budget would be utilized. Participants felt that it was very important to strengthen Canada's defence and security for various reasons including to be prepared in case of threats, to strengthen our alliances as well as to decrease our reliance on the United States. A handful of participants were also aware that Canada had not historically met NATO spending commitments and felt that it was important to work towards meeting them.

Those who shared concerns about the proposed budget typically had questions about where this funding was coming from and what the implications or trade-offs would be for Canadians.

Care of military personnel and family

Most participants were not sufficiently familiar with what was being provided to active personnel and their families to share an opinion on how well the CAF was meeting their needs, a consistent view observed in past waves of this study.

Of those who provided feedback, views were generally mixed when it came to the compensation and benefits that active military personnel and their families receive. Some felt that members of the CAF were well compensated and received good benefits for themselves and their families including support for housing during deployment and good pensions.

However, a few had seen or heard about salaries of some careers within the CAF and felt they were underwhelming. There was a sense that there is room for improvement on this front especially considering the challenges of the career. A few sensed that perhaps the recent budget increases were helping to “catch up” salaries for those in the CAF, which would hopefully help boost morale and improve recruitment and retention for the organization.

The CAF as a career option

A few participants in the 18 to 34 age bracket had considered joining the CAF at one point. These individuals typically found a career within the CAF to be appealing because it paid for their education, it would help give them some direction in life, a sense of community and it offered interesting career options in which they could continue as civilians. These participants often expressed that there were many opportunities in the CAF beyond combat roles which they could see themselves doing. Otherwise, few in the young adult groups would consider joining the CAF. political aspect or being ordered to participate in a conflict with which they may not agree.

Few participants among both age segments felt they would discourage a friend or family member who was considering serving in the CAF. While it would certainly warrant a conversation, 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 few women were not convinced that this would be an advisable career option for other women because of what they had heard regarding misconduct allegations.

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

discourage such friends from enlisting, with the biggest concerns expressed for individuals who are gender diverse or a member of the 2SLGBTQI+ community. Concerns on this front mostly centered on potential challenges with discrimination within the CAF.

However, some felt that the CAF is much more inclusive these days and they would not have concerns in this regard. 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.

Many sensed that the CAF does and should value diversity. Several explained that they had not heard anything that would make them feel the CAF does not value diversity. 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, especially in terms of equal treatment. Meaningful indications that the CAF both values and delivers on diversity included learning through statistics or reports that diversity is pervasive irrespective of rank, and hearing testimonials from CAF members from various minority groups speaking to how they are treated in the CAF.

Media attention related to the CAF

Very 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.

While many were unsure how the CAF deals with these allegations, confidence that they would be dealt with appropriately was weak to moderate. Concerns with internal culture tended to limit how confident some of the participants felt about how allegations are genuinely dealt with.

Among those who were somewhat more confident, these participants tended to explain that something must be moving in the right direction in this respect because they do not hear about allegations nearly as much as they used to.

While many were unaware how allegations were currently being handled, they hoped there were external parties involved that do not have any ties to the CAF. Once informed that cases of sexual assault leading to criminal charges are now being transferred to the civilian court system, many felt this was a step in the right direction and would likely lead to appropriate outcomes. While still not a perfect solution, many felt that removing a part of the process from the CAF universe would be beneficial. Ultimately, extracting more of the investigation process out of the CAF world, seeing or hearing of more individuals being accused, and seeing clear and appropriate consequences

would convince many that the allegations are being dealt with appropriately and would encourage more people to speak up when misconduct occurs.

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.

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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 2024 and January 2025.

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.

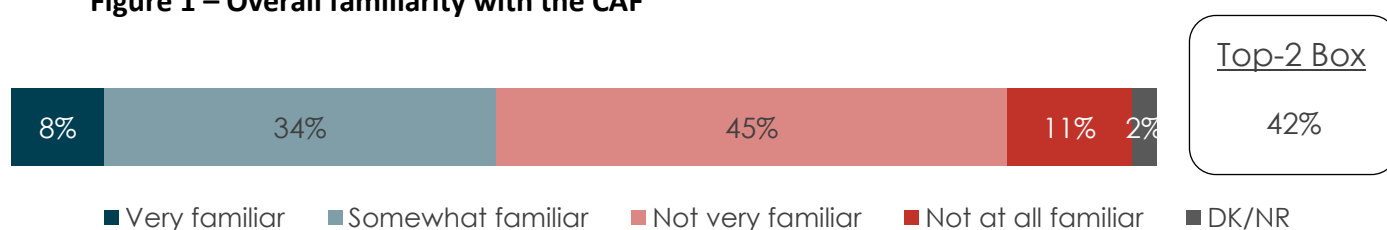
Quantitative research results

The section of the report dedicated to quantitative research results is divided into six sections: overall impressions of the CAF, funding and equipment, international roles, domestic roles, defence spending, 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 (42%) respondents reported being at least somewhat familiar.

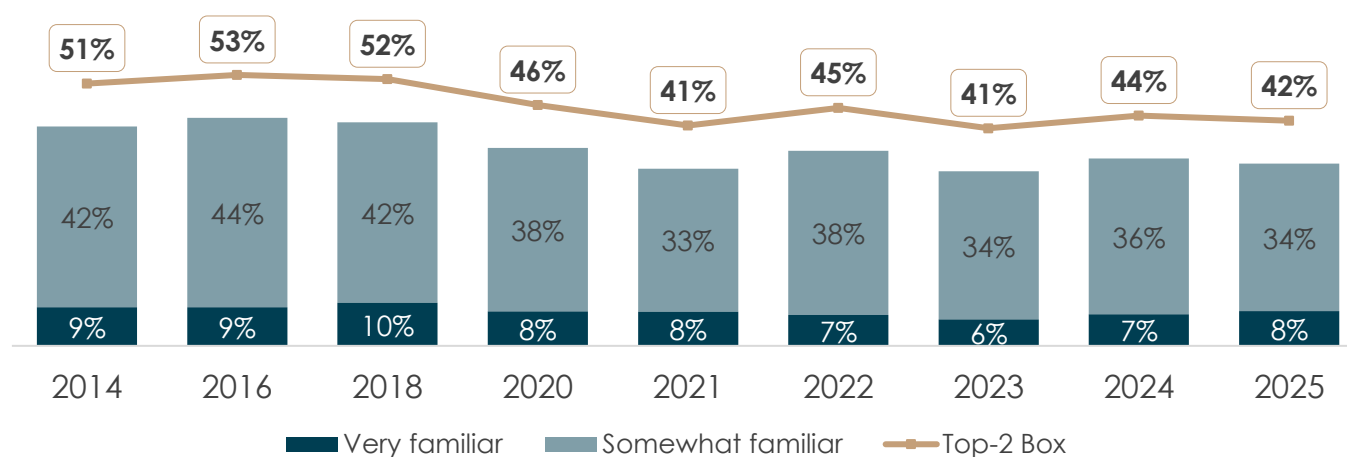
Figure 1 – Overall familiarity with the CAF



Q11. Overall, how familiar would you say you are with the Canadian Armed Forces? Would you say...? Base: All respondents, 2025, n=2,318.²

The results are relatively consistent with those observed since 2020, noting a slight decrease in overall familiarity since the previous wave in 2024.

Figure 2 – Overall familiarity with the CAF (tracking)



Q11. Overall, how familiar would you say you are with the Canadian Armed Forces? Would you say...? Base: All respondents, 2025, n=2,318.

² In this report, results of DK/NR refers to responses of Don't know/prefer not to answer.

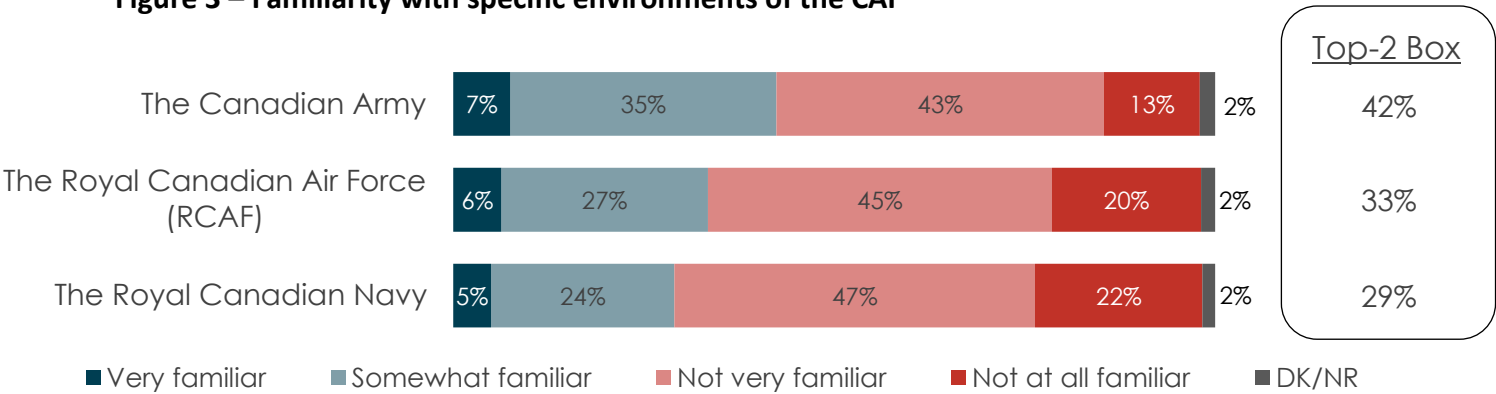
Key segments

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

- Indigenous respondents (55%) compared to white (42%) and Chinese respondents (31%).
- Men compared to women (53% vs. 33%).
- Respondents living outside of Quebec compared to those living in Quebec (46% vs. 31%), with familiarity being the highest in Atlantic Canada (62%).

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 33% at least somewhat familiar with the RCAF and 29% at least somewhat familiar with the RCN.

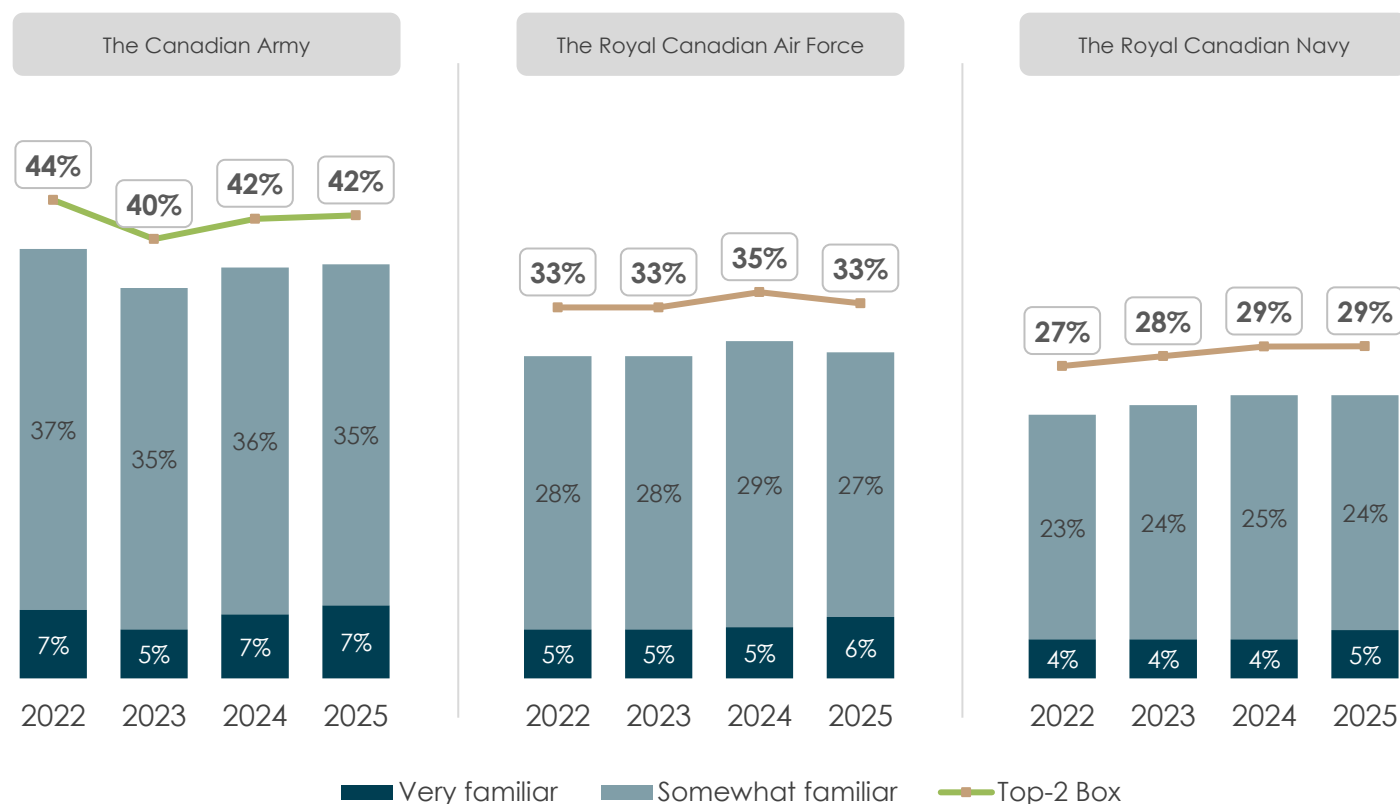
Figure 3 – Familiarity with specific environments of the CAF



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, 2025, n=2,318.

Overall, results across all three environments remained consistent when compared to those observed in 2024.

Figure 4 – Familiarity with specific environments of the CAF (tracking)



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, 2025, n=2,318.

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 (38% outside of Quebec vs. 18% in Quebec).
- The Royal Canadian Navy (33% outside of Quebec vs. 16% in Quebec).

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

- The Canadian Army (66%).
- The Royal Canadian Air Force (54%).

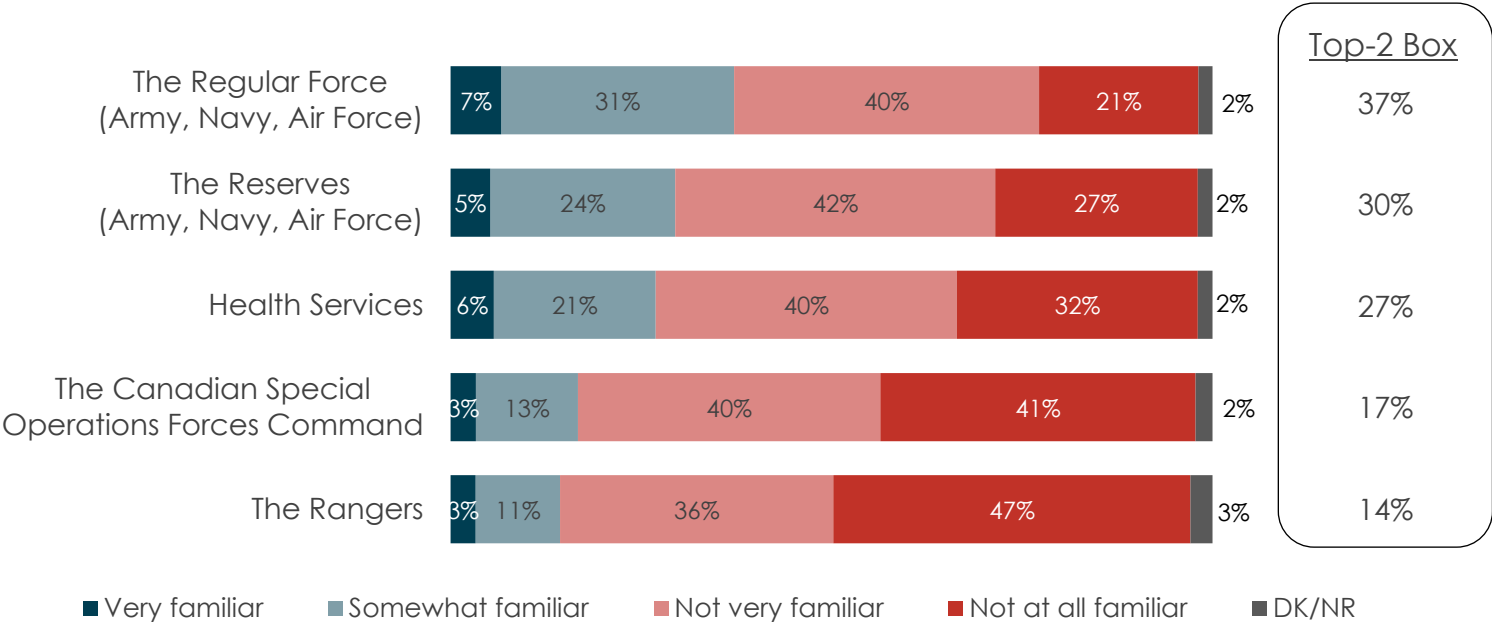
Men were more inclined to be at least somewhat familiar with each of the environments compared to women:

- The Canadian Army (51% of men vs. 35% of women).
- The Royal Canadian Air Force (42% of men vs. 25% of women).
- The Royal Canadian Navy (37% of men vs. 22% of women).

Indigenous (52%), Black (52%), Asian³ (45%) and white respondents (43%) were more likely to be familiar with the Canadian Army compared to Chinese respondents (26%).

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 (37%). Slightly fewer were at least somewhat familiar with the Reserves (30%) while 27% were at least somewhat familiar with Health Services. Familiarity was lowest for the Canadian Special Operations Forces Command (17%) followed by the Rangers (14%).

Figure 5 – Familiarity with specific environments of the CAF⁴



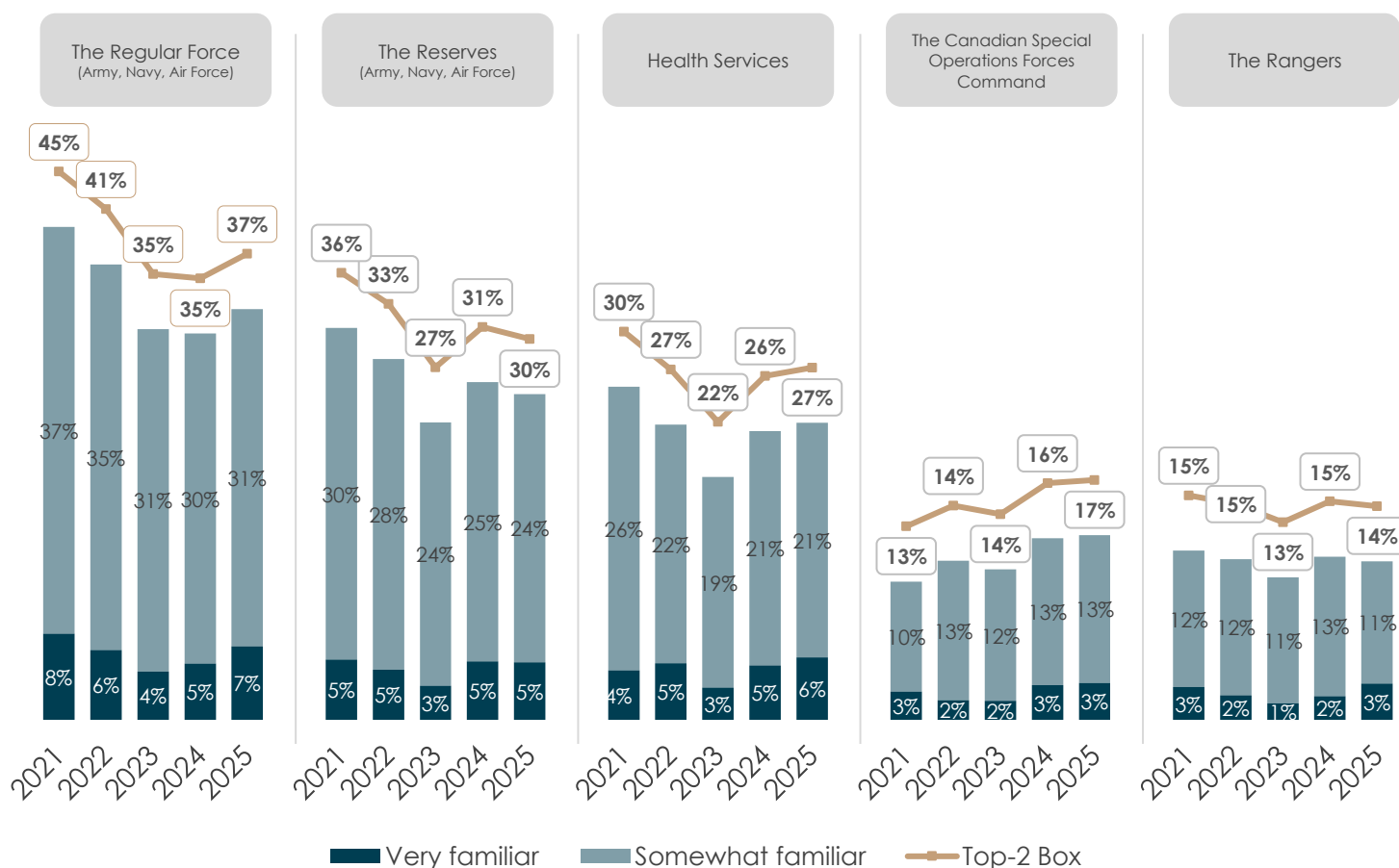
³ In this report, Asian respondents refers to those who identified as either Filipino, Southeast Asian, Korean, or Japanese.

⁴ The survey was completed prior to the Canadian Coast Guard (CCG) joining the CAF in September 2025.

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, 2025, n=2,318.

Familiarity with the Regular Force increased slightly compared to the 2024 wave, while familiarity remained consistent across the other subsets of the CAF over the same period.

Figure 6 – Familiarity with specific environments of the CAF (tracking)



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, 2025, n=2,318.

Key segments

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

- The Regular Force (41% outside of Quebec vs. 25% in Quebec).
- The Reserves (33% outside of Quebec vs. 19% in Quebec).
- Health Services (30% outside of Quebec vs. 17% in Quebec).

- The Rangers (17% outside of Quebec vs. 6% in Quebec).

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

- The Reserves (54%).
- The Rangers (46%).
- The Canadian Special Operations Forces Command (21%).

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

- The Regular Force (46% of men vs. 29% of women).
- The Reserves (36% of men vs. 23% of women).
- Health Services (29% of men vs. 25% of women).
- The Canadian Special Operations Forces Command (23% of men vs. 11% of women).
- The Rangers (20% of men vs. 9% of women).

Respondents aged 18 to 24 were more likely to be at least somewhat familiar with each of the following specific environments compared to those aged 35 and older:

- Health Services (44% vs. 23% of those 35 and older)
- The Canadian Special Operations Forces Command (27% vs. 14% of those 35 and older)

Respondents with a college or university education were more likely to be familiar with each of the following specific environments compared to those with a high school education or less:

- The Regular Force (39% university and 39% college vs. 32% high school or less)
- The Reserves (32% university and 30% college vs. 22% high school or less).

Respondents with a university education were more likely to be familiar with each of the following specific environments compared to those with a college or high school education or less:

- Health Services (30% university vs. 25% college and 23% high school or less).
- The Rangers (17% university vs. 12% college and 12% high school or less).

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

- The Regular Force (48% of Indigenous respondents and 44% of Black respondents vs. 29% of Chinese respondents).
- The Reserves (37% of Indigenous respondents and 40% of Black respondents vs. 24% of Chinese respondents).

Black respondents (46%) were more likely to be familiar with Health Services compared to Indigenous (30%), Chinese (28%) and white respondents (21%).

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

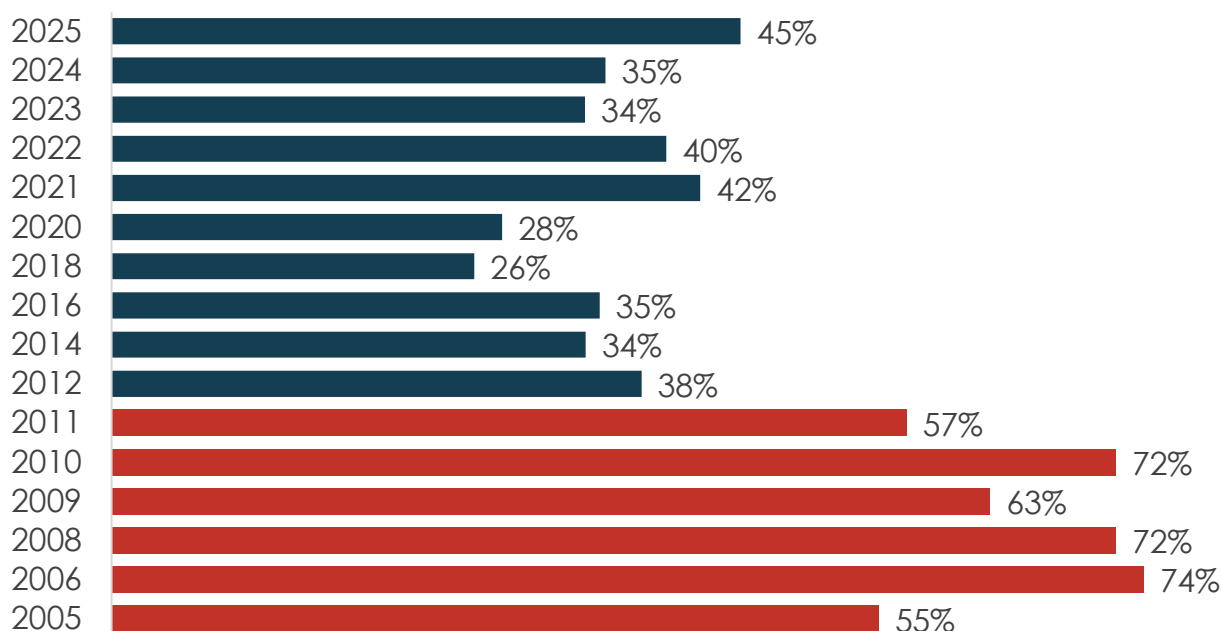
- The Regular Force (48% of Indigenous respondents vs. 36% of white respondents).
- The Reserves (37% of Indigenous respondents vs. 27% of white respondents).
- Health Services (30% of Indigenous respondents vs. 21% of white respondents).
- The Rangers (21% of Indigenous respondents vs. 11% of white respondents).

Students were more likely to be familiar with the following CAF environments compared to those who were not actively studying:

- Health Services (43% of students vs. 25% of non-students).
- The Reserves (37% of students vs. 29% of non-students).
- The Canadian Special Operations Forces Command (30% of students vs. 15% of non-students).
- The Rangers (24% of students vs. 13% of non-students).

More than two in five respondents (45%) reported awareness of recent media coverage of the CAF, an increase of 10% from the 2024 wave (35%). This represents the highest result observed since the announcement of the end of major combat roles in the War in Afghanistan, notably the departure from Kandahar in 2011.

Figure 7 – Awareness of recent media coverage 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, 2025, n=2,318.

Key segments

Those most likely to report awareness of recent media coverage of the CAF include:

- Men compared to women (57% vs. 34%).
- Respondents aged 65 and older compared to those aged 64 and younger (56% vs. 41%).
- Respondents with a university (49%) education compared to those with a college (42%) or high school education (39%).
- Respondents with a household income of \$80,000 or more compared to those with an income of less than \$40,000 (49% vs. 39%).
- Those with a family member within the CAF compared to those without one (66% vs. 41%).

Respondents who reported awareness of recent media coverage of the CAF were then asked to describe the topics. The most recalled topic was related to salary increases, mentioned by 39% of respondents. This was followed by general advertising and recruitment (20%) and increases in defence spending and budget (17%).

Figure 8 – Recalled topics related to the CAF

Specific mentions ⁵	2025	2024	2023	2022 ⁶	2021	2020	2018
Salary/pay increases	39%	-	-	-	-	-	-
Advertising/recruitment (in general)	20%	16%	20%	19%	5%	10%	7%
Increase in defence spending/funding/budget	17%	-	-	-	-	-	-
Increase in military spending	6%	2%	2%	4%	-	-	-
Acquiring new equipment / Update of aging equipment ⁷	5%	5%	3%	2%	2%	1%	-
Extremism on the rise	4%	-	-	-	-	-	-
New NATO commitment	4%	-	-	-	-	-	-
Purchase of new aircrafts	4%	3%	4%	13%	-	-	-
Employment opportunities / Job postings	3%	-	-	-	-	-	-
Deployment/exercises (in general)	3%	6%	6%	4%	1%	6%	12%
New warships/submarines purchase ⁸	2%	5%	1%	1%	-	4%	2%
Racism/Discrimination	2%	1%	-	-	-	-	-
Helping with forest fires/wildfires	2%	3%	9%	-	11%	-	-
News/media/TV mentions (general)	2%	3%	-	-	-	-	-
Allegations of sexual misconduct ⁹	1%	5%	11%	37%	48%	3%	7%
Procurement issues	1%	-	-	-	-	-	-
Ukraine conflict/mission/support	1%	3%	9%	9%	-	-	-
Peacekeeping mission	1%	-	1%	<1%	-	-	-
Gender equity / sexism issues	1%	1%	2%	3%	2%	-	-
Need of more equipment / under equipped / obsolete equipment ¹⁰	1%	6%	5%	2%	2%	-	-
Northern defence/Canada's Arctic security	1%	2%	-	-	-	-	-

⁵ Excluding results of <1%.

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

⁷ Prior to 2024, coded as *New military equipment announcement*

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

⁹ Prior to 2021, coded as *Allegations of sexual harassment/assault*.

¹⁰ Prior to 2024, coded as *Lack of equipment*

Veterans' affairs (mental health support, financial support, etc. and unspecified)	1%	2%	2%	5%	<1%	2%	-
Retention issues	1%	-	-	-	-	-	-
New Chief of the Defence Staff/first woman to take charge of the CAF	1%	10%	-	-	-	-	-
Need to hire more staff/army is short staffed	1%	11%	-	-	-	-	-
Housing issues	1%	-	-	-	-	-	-
Need to be better prepared to defend the country / for future conflicts	1%	2%	-	-	-	-	-
None/nothing	1%	1%	-	-	-	-	-
DK/NR	9%	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, 2025, n=1,044.

Key segments

Respondents from Alberta (30%) were more likely to report awareness of general advertising and recruitment compared to those from Quebec (19%), Ontario (18%), Manitoba or Saskatchewan (16%) and British Columbia (16%).

Women were more likely than men to report awareness of recent media coverage of the CAF related to the following:

- Increased extremism (6% vs. 3%).
- Gender equity or sexism issues (3% vs. <1%).

Conversely, men were more likely than women to mention new NATO commitments (5% vs. 2%).

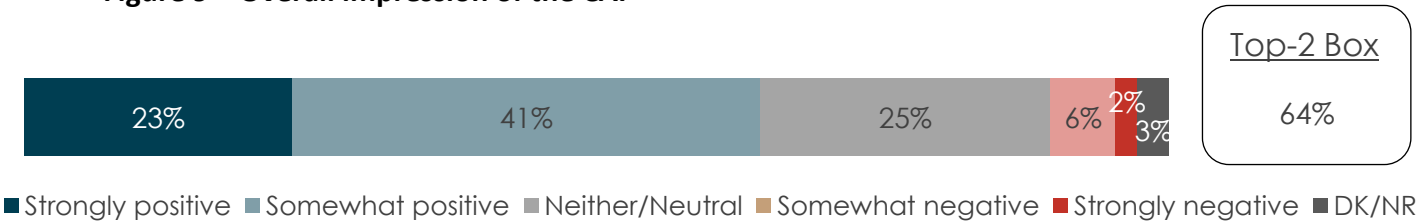
Respondents with a positive impression of the CAF were more likely than those with a negative impression to recall media coverage related to salary/pay increases within the CAF (43% vs. 27%).

Those with a negative impression of the CAF were more likely than those with a positive impression to report awareness of media coverage of the CAF related to the following:

- Increased extremism (11% vs. 4%).
- Racism / Discrimination (7% vs. 4%).

Overall impressions of the CAF were mostly positive, with more than three in five respondents describing their opinion as at least somewhat positive (64%). Nearly a quarter of respondents had a strongly positive view of the CAF (23%), while 8% had a negative impression.

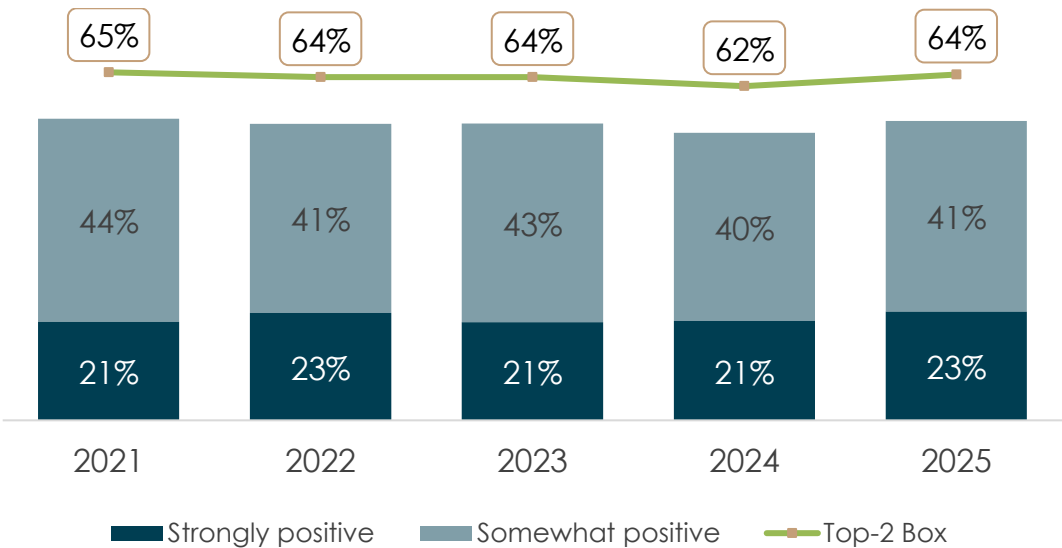
Figure 9 – Overall impression of the CAF



Q8. What is your overall impression of the Canadian Armed Forces? Base: All respondents, 2025, n=2,318.

Compared to the 2024 wave, positive impressions of the CAF increased slightly, rising from 62% to 64%, with strongly positive scores increasing from 21% to 23%.

Figure 10 – Overall impression of the CAF (tracking)



Q8. What is your overall impression of the Canadian Armed Forces? Base: All respondents, 2025, n=2,318.

Key segments

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

- Respondents aged 55 and older compared to those aged 54 and younger (75% vs. 58%).
- Respondents living in Atlantic Canada (73%) and Manitoba or Saskatchewan (71%) compared to those living in Ontario (63%) and Quebec (61%).
- Black (73%), Indigenous (67%) and white (66%) respondents compared to Chinese respondents (52%).
- Those with awareness of recent media coverage of the CAF compared to those without (71% vs. 58%).
- Men compared to women (68% vs. 61%).

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 (28%) followed by funding or budget issues (17%) and aging or outdated equipment (14%). Perceptions related to sexual misconduct (2%) further decreased from what was observed in 2024 (4%), 2023 (6%), 2022 (12%) and 2021 (18%), while perceptions of gender equity and sexism issues (4%) remained consistent with the previous wave (4% in 2024, down from 5% in 2023, 8% in 2022 and 10% in 2021).

A third of respondents were unsure of any issues or challenges facing Canada's military (33%), a slight decrease from 37% observed in the previous three waves.

Figure 11 – Challenges facing the CAF

Specific mentions ¹¹	2025	2024	2023	2022 ¹²	2021
Recruitment (need more people) /retention	28%	24%	20%	26%	10%
Funding issues/budget	17%	19%	16%	18%	15%
Lack of/aging/outdated equipment	14%	12%	9%	12%	10%
Gender equity/sexism issues	4%	4%	5%	8%	10%
Need for better wages/benefits (care of military personnel)	4%	2%	2%	3%	2%
More/better training	2%	1%	2%	1%	1%
Issues/pressures with President Trump/USA	2%	-	-	-	-
Lack of resources/human resources	2%	1%	2%	1%	1%
Sexual misconduct	2%	4%	6%	12%	18%
Healthcare/Mental health support (care of military personnel)	2%	1%	2%	4%	3%
Security/Border security (including Arctic)	2%	2%	-	-	-
Need to improve the quality of recruits	2%	-	-	-	-
None/nothing	1%	1%	1%	<1%	<1%
Don't know/refused	33%	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, 2025, n=2,318.

Key segments

Respondents living in Atlantic Canada (35%), Quebec (31%), British Columbia (28%) and Ontario (27%) were more likely to mention issues related to recruitment and retention compared to those living in Manitoba or Saskatchewan (18%).

Respondents living in Alberta (18%) were more likely to mention lack of equipment than those living in Ontario (12%).

Respondents living in the Territories (11%), Alberta (5%) and Ontario (4%) were more likely to describe the need for better wages or benefits compared to those living in Quebec (2%).

¹¹ Excluding results of <2%.

¹² Prior to 2022, responses included both online and telephone results.

Respondents living in Atlantic Canada (6%) were more likely to mention the need for more training compared to those living in Ontario (2%), Alberta (1%) and the Territories (1%).

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

- Recruitment and retention (31% of men vs. 25% of women).
- Funding issues (20% of men vs. 14% of women).
- Lack of equipment or aging/outdated equipment (17% of men vs. 11% of women).

Respondents aged 55 and older were among the most likely to mention the following issues:

- Recruitment and retention (35% of those aged 55 years and older).
- Lack of equipment (23% of those aged 55 years and older).

Those with a university education were most likely to mention the following issues:

- Recruitment and retention (30%).
- Funding issues (19%).
- Gender equity and sexism (5%).

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

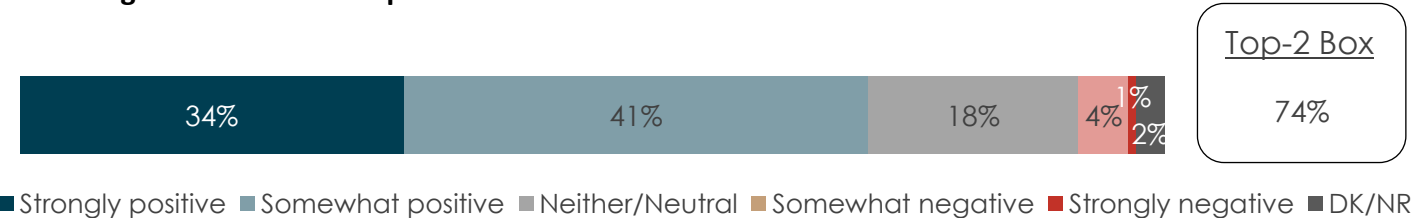
- Recruitment and retention (31%).
- Funding issues (20%).

Those who were not actively studying were more likely to describe issues related to aging equipment compared to students (15% vs. 5%).

Indigenous (18%) and white (16%) respondents were more likely to mention issues related to aging equipment compared to Chinese (8%) and Asian (6%) respondents.

Nearly three quarters of respondents (74%) 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.

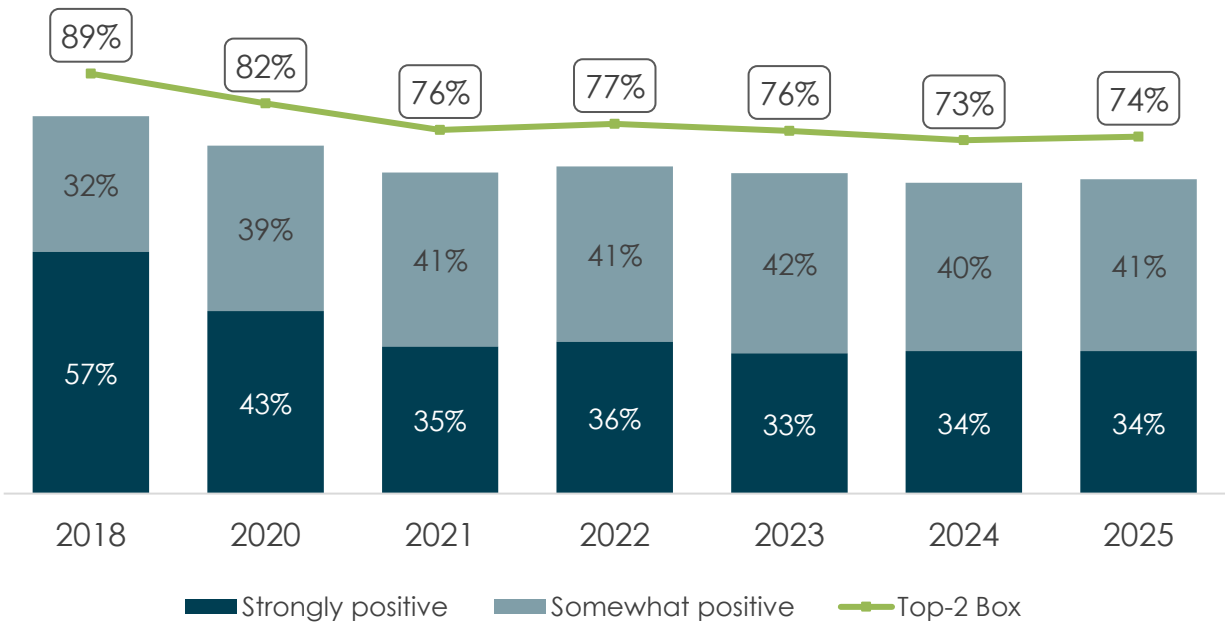
Figure 12 – Overall impressions of CAF members



Q10. What is your overall impression of the people who serve in the Canadian Armed Forces? Base: All respondents, 2025, n=2,318.

Overall, positive impressions of members of the CAF remained consistent with results observed in 2024.

Figure 13 – Overall impressions of CAF members (tracking)



Q10. What is your overall impression of the people who serve in the Canadian Armed Forces? Base: All respondents, 2025, n=2,318.

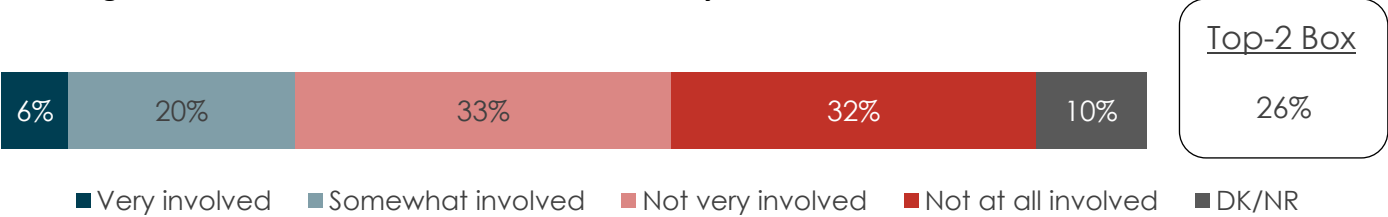
Key segments

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

- Respondents living in Atlantic Canada (82%) and Manitoba or Saskatchewan (78%) compared to those living in Quebec (70%).
- Men compared to women (77% vs. 72%).
- Respondents aged 55 and older compared to those aged 54 and younger (82% vs. 68%).
- Respondents with a household income of \$80,000 or more compared to those with an income of less than \$80,000 (79% vs. 71%).
- Black (85%), Indigenous (80%) and white (76%) respondents compared to Chinese respondents (64%).
- Respondents who had recently seen, read, or heard something about the CAF compared to those who had not (80% vs. 70%).
- Those with a family member serving in the CAF compared to those without one (80%) vs. 74%).
- Those with a positive impression of the CAF compared to those with a negative impression (96% vs. 26%).

More than a quarter of respondents felt that the CAF was at least somewhat involved in their community (26%). Conversely, just under two thirds of respondents felt that the CAF was not very or not at all involved in their community (65%).

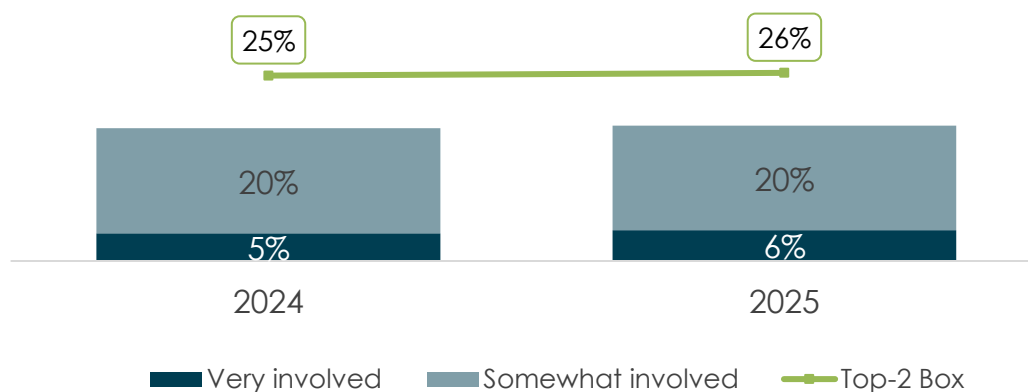
Figure 14 – CAF involvement in local community



Q14. How involved would you say the Canadian Armed Forces are in your community? Base: All respondents, 2025, n=2,318.

Overall, perceptions of the CAF’s involvement in the local community remained consistent compared to results from 2024.

Figure 15 – CAF involvement in local community (tracking)



Q14. How involved would you say the Canadian Armed Forces are in your community? Base: All respondents, 2025, n=2,318.

Key segments

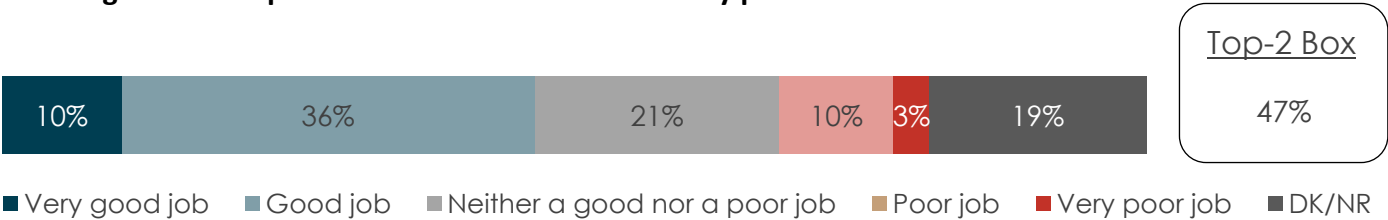
The following segments were more inclined to feel that the CAF was at least somewhat involved in their community compared to their respective counterparts:

- Those living in Atlantic Canada (39%), Manitoba/Saskatchewan (32%), and Alberta (32%) compared to those living in British Columbia (22%) and Quebec (19%).
- Those living in urban areas (27%) compared to those who live in rural areas (27% vs. 22%).
- Men compared to women (29% vs. 23%).
- Respondents with a university education compared to those with a high school education or less (28% vs. 22%).
- Respondents aged 44 and younger compared to those aged 55 and older (31% vs. 21%).
- Those who have a family member employed by the CAF compared to those without one (36% vs. 24%).
- Black (36%) and Indigenous (29%) respondents compared to Chinese respondents (18%).
- Those who had recently seen, read or heard something about the CAF compared to those who had not (32% vs. 20%).
- Those who view the CAF as a source of pride compared to those who do not (34% vs. 17%).

Those living in the Territories were the most likely to feel that the CAF was at least somewhat involved in their community (45%).

Nearly half believed that the CAF was doing a good or very good job (47%) when it comes to looking after active military personnel. Conversely, 13% felt that the CAF was performing poorly while 19% did not know how the CAF was performing in this area.

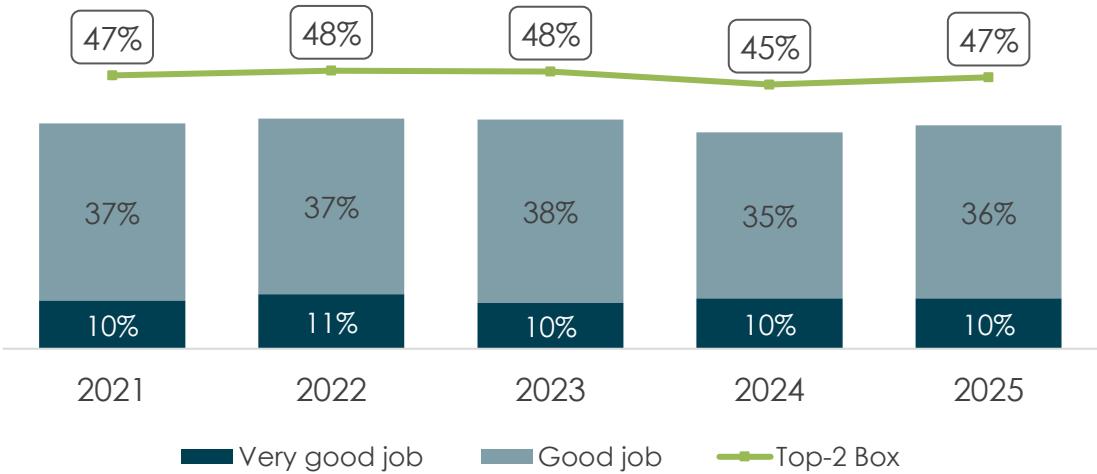
Figure 16 – Impressions of care for active military personnel



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, 2025, n=2,318.

The proportion who felt the CAF was doing a good job at caring for active military personnel increased slightly compared to results in 2024 (up from 45% to 47%), remaining consistent with results observed since 2021.

Figure 17 – Impressions of care for active military personnel (tracking)



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, 2025, n=2,318.

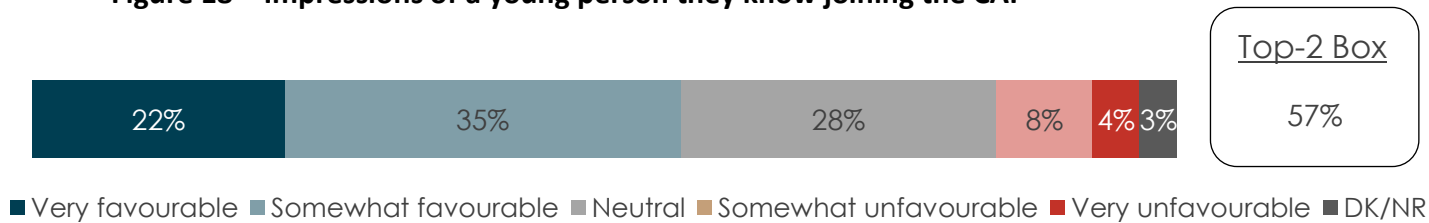
Key segments

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

- Those living in Atlantic Canada (57%) and Quebec (51%) compared to those living in British Columbia (43%) and Ontario (42%).
- Those with a family member employed by the CAF compared to those without one (53% vs. 46%).
- Black (55%), Indigenous (52%) and white respondents (46%) compared to Chinese respondents (36%).

If a young person they knew told them they were joining the CAF, nearly three in five respondents would view that decision favourably (57%), while 13% would view this decision very or somewhat unfavourably. More than a quarter of respondents would be neutral (28%).

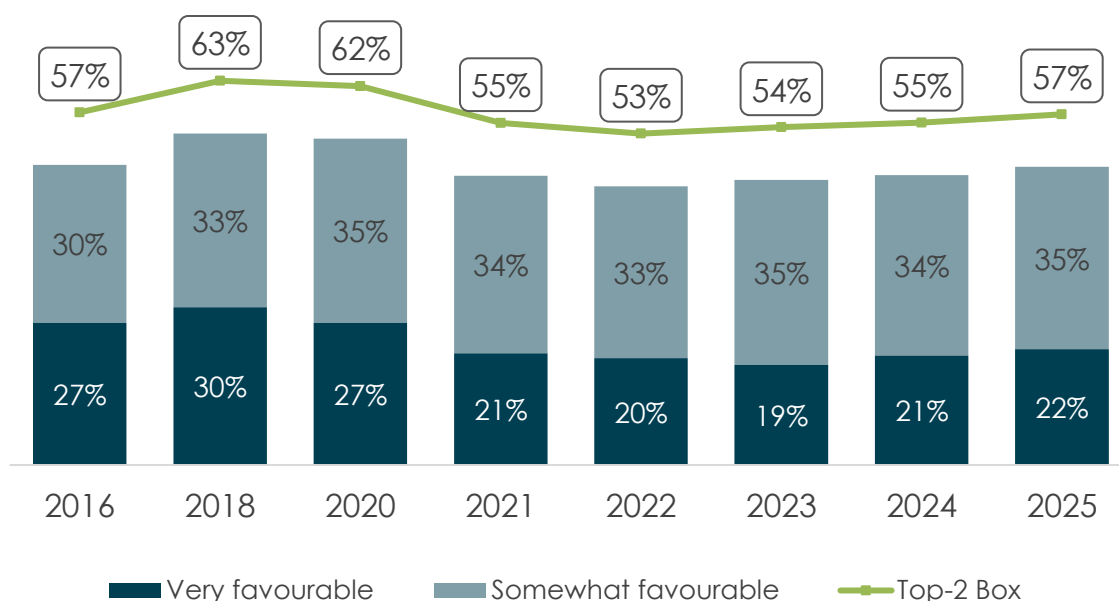
Figure 18 – Impressions of a young person they know joining the CAF



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, 2025, n=2,318.

Favourable impressions increased slightly, rising from 55% in 2024 to 57%. However, favourable scores continue to remain lower than those observed in 2018 (63%) and 2020 (62%).

Figure 19 – Impressions of a young person they know joining the CAF (tracking)



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, 2025, n=2,318.

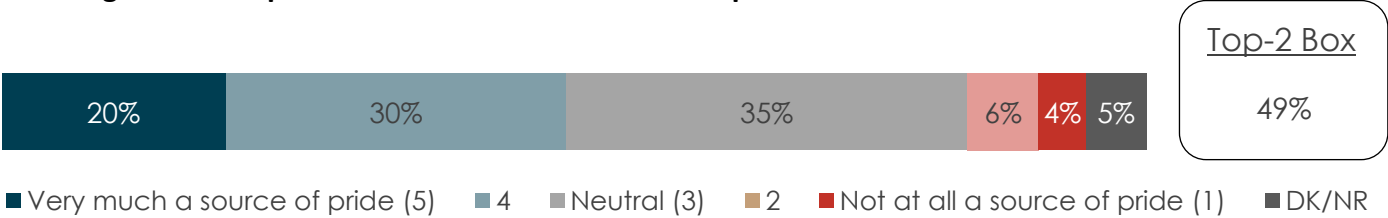
Key segments

The following segments were more likely to view the decision at least somewhat favourably compared to their respective counterparts:

- Respondents living in Atlantic Canada (63%) compared to those living in Quebec (54%) or British Columbia (53%).
- Men compared to women (61% vs. 53%).
- Those 45 and older compared to those 44 and younger (65% vs. 46%).
- Respondents who were not actively studying compared to students (58% vs. 47%).
- Those with a family member employed by the CAF compared to those without one (66% vs. 55%).
- Black (63%), white (59%), and Indigenous (59%) respondents compared to Chinese (46%) and Asian (44%) respondents.
- Those who had recently heard something about the CAF compared to those who had not heard anything (65% vs. 49%).

Nearly half of respondents view the CAF as a source of pride for Canadians (49%) while 10% did not feel that the CAF was a source of pride.

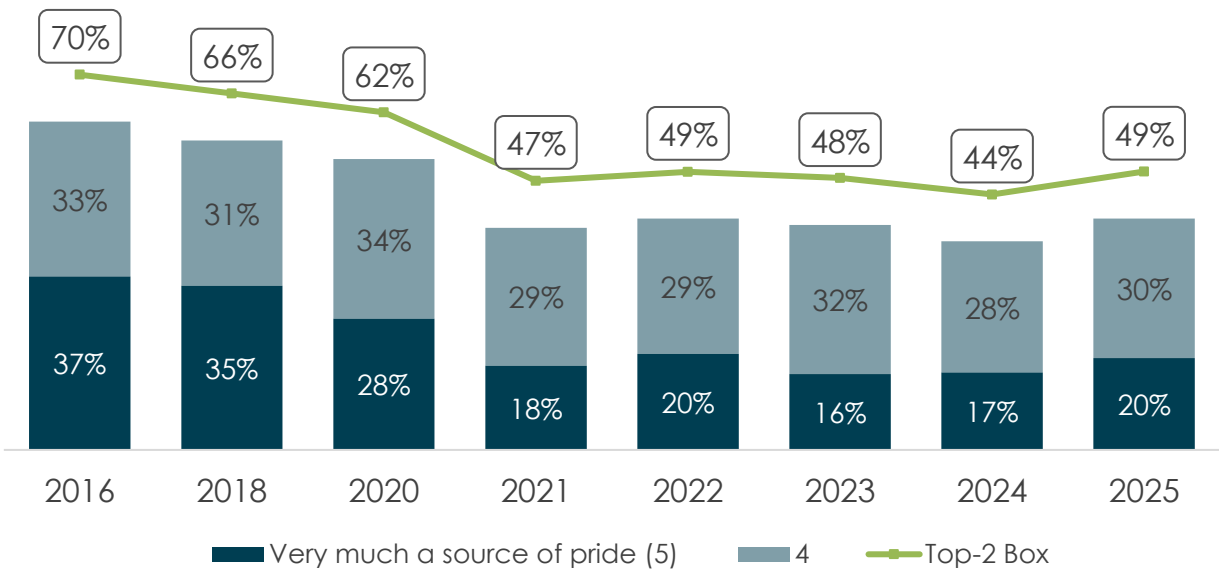
Figure 20 – Impressions of the CAF as a source of pride



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, 2025, n=2,318.

Compared to 2024 results, there has been a noteworthy increase among those who view the CAF as a source of pride (up from 44% to 49%). This represents a rebound to levels typical of the few waves prior to 2024, though lower than levels seen prior to 2021.

Figure 21 – Impressions of the CAF as a source of pride (tracking)



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, 2025, n=2,318.

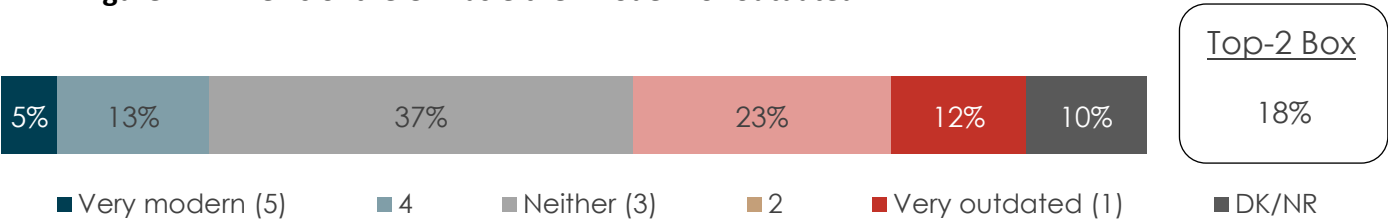
Key segments

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 (59%) compared to those living in Ontario (49%), British Columbia (47%) and Quebec (46%).
- Black (57%) and Indigenous (54%) respondents compared to Chinese respondents (40%).
- Men compared to women (54% vs. 45%).
- Those with awareness of recent media coverage of the CAF compared to those without (55% vs. 44%).
- Those with a family member serving in the CAF compared to those without one (58% vs. 48%).
- Respondents aged 55 and older compared to those 44 and younger (55% vs. 43%).

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 Canada’s military was outdated (scores of 1 or 2).

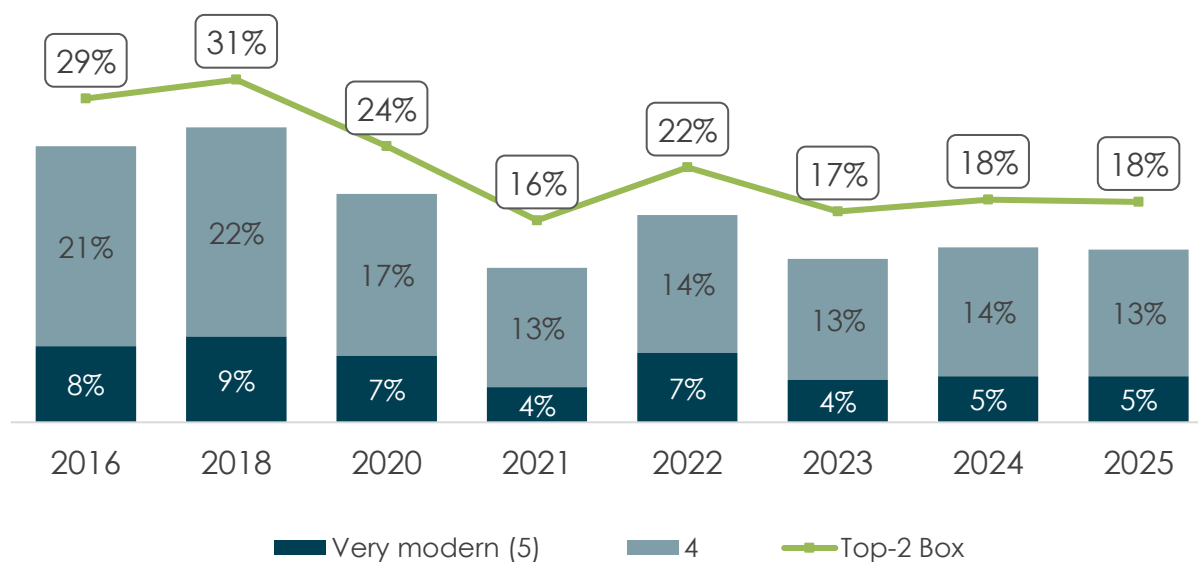
Figure 22 – Views of the CAF as either modern or outdated



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, 2025, n=2,318.

Perceptions that the CAF is modern remained consistent with results from 2024, however, results are down compared to those captured prior to 2021.

Figure 23 – Views of the CAF as either modern or outdated (tracking)



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, 2025, n=2,318.

Key segments

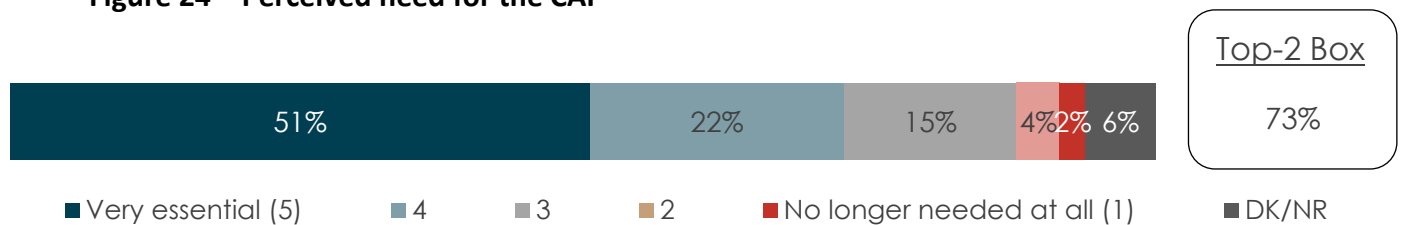
The following segments were more inclined to view the CAF as outdated compared to their respective counterparts:

- Men compared to women (40% vs. 29%).
- Respondents aged 55 and older compared to those aged 54 and younger (44% vs. 28%).
- Those with a negative overall impression of the CAF compared to those with a positive impression (72% vs. 32%).
- Respondents who felt that the CAF was no longer needed vs. those who felt that it was essential (64% vs. 36%).
- Those with an income of \$80,000 or more compared to those with an income of less than \$80,000 (39% vs. 30%).
- Respondents with a family member employed by the CAF compared to those without one (46% vs. 32%).
- Those who were not actively studying compared to students (37% vs. 13%).
- White (39%) and Indigenous respondents (38%) compared to Chinese (28%), Asian (24%) and Black respondents (20%).

- Those with awareness of recent media coverage of the CAF compared to those without (46% vs. 25%).
- Respondents who oppose the 2035 defence spending commitment (46%) compared to those who support the commitment (38%) and those who were neutral (23%).

Nearly three quarters (73%) 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). Conversely, 6% felt that the CAF was no longer needed (scores of 2 or 1).

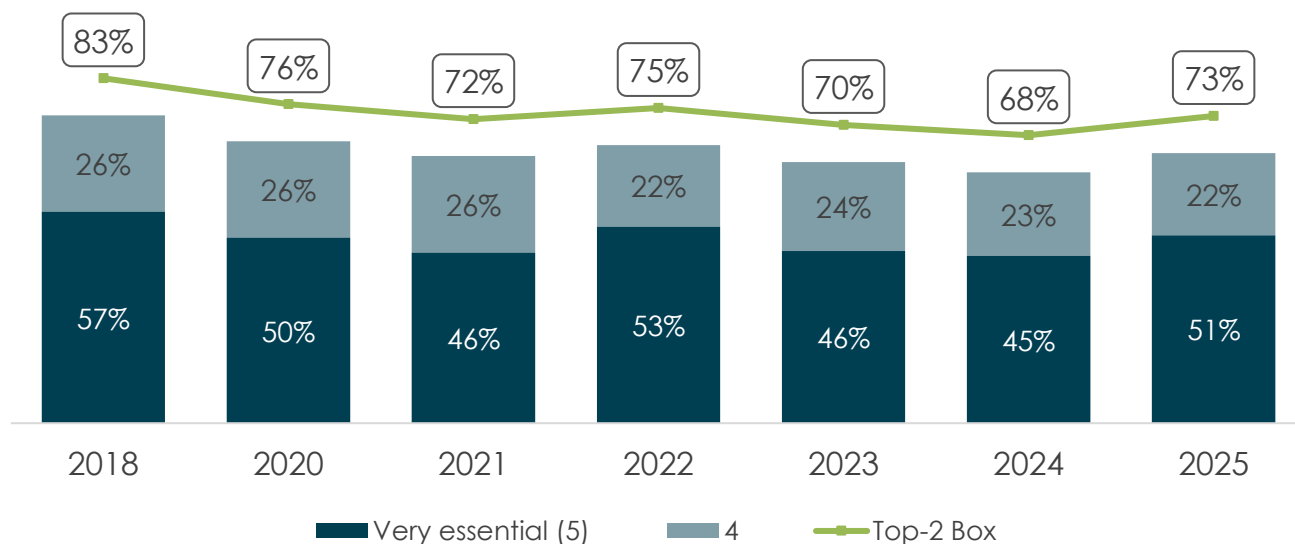
Figure 24 – Perceived need for the CAF



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, 2025, n=2,318.

Perceived need for the CAF increased compared to the 2024 wave (up from 68% to 73%), generally consistent with results observed since 2020.

Figure 25 – Perceived need for the CAF (tracking)



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, 2025, n=2,318.

Key segments

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

- Respondents living in Atlantic Canada (85%) compared to those living in Ontario (72%), Manitoba or Saskatchewan (71%), British Columbia (71%) and Quebec (70%).
- Respondents living in Alberta (78%) compared to those living in Quebec (70%).
- Respondents aged 65 and older compared to those 64 and younger (89% vs. 68%).
- Those who were not actively studying compared to students (75% vs. 53%).
- White (76%) and Indigenous respondents (76%) compared to Asian (63%) and Chinese respondents (61%).
- Those with a family member employed by the CAF compared to those without one (84% vs. 71%).
- Those with awareness of recent media coverage of the CAF compared to those without (79% vs. 67%).
- Respondents with a positive impression of the CAF (86%) compared to those with a neutral (53%) or negative impression (43%).
- Those who view the CAF as a source of pride compared to those who do not (91% vs. 46%).

Respondents were asked to provide their level of agreement with a series of statements surrounding the workplace environment of the CAF. When evaluating the inclusiveness of the workplace environment, 63% at least somewhat agreed that the CAF is as good a career choice for visible minorities as it is for anyone else (consistent with results observed since 2021). A similar proportion agreed that it is as good a career choice for women as it is for men (61%; a result that has trended upwards since 2021).

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 (36%).

Nearly three in five respondents agreed that racist or hateful attitudes are not tolerated in the CAF (56%). Additionally, fewer than half of respondents agreed that they were concerned about systemic racism in the CAF (46%, the lowest result captured among results dating back to 2020).

More than one third of respondents agreed that the CAF does a good job of addressing misconduct, including racist, sexist or hateful conduct (36%), a two percent increase since the 2024 wave.

Nearly half (48%) agreed that the CAF does a good job taking care of ill and injured members. A similar proportion agreed that the membership of the CAF seems just as diverse as the Canadian population (44%, the highest result captured since 2018).

More than one in five respondents at least somewhat agreed that they could see themselves joining the CAF (23%), a result that has remained generally consistent since 2018.

Results improved across each perception of the workplace environment of the CAF compared to those observed in 2024.

Figure 26 – Perceptions of workplace environment

% AGREE	2025	2024	2023	2022 ¹³	2021	2020	2018
The CAF is as good a career choice for visible minorities as it is for anyone else	63%	62%	60%	63%	60%	44%	-
The CAF is as good a career choice for women as it is for men	61%	59%	59%	58%	56%	70%	-
Racist or hateful attitudes or behaviours are not tolerated in the CAF	56%	54%	53%	52%	46%	61%	-

¹³ In 2022, telephone results were captured using a split sample approach.

The CAF does a good job taking care of its ill and injured members	48%	45%	46%	48%	45%	-	-
Systemic racism in the CAF is something I am concerned about	46%	49%	50%	54%	56%	54%	-
The membership of the CAF seems just as diverse as the Canadian population	44%	42%	40%	41%	42%	42%	50%
I think that the CAF workplace environment is respectful of women	43%	41%	40%	39%	36%	50%	53%
The CAF does a good job of addressing misconduct such as racist, sexist or hateful conduct	36%	34%	32%	36%	32%	-	-
The CAF is as good a career choice for people in the 2SLGBTQI+ community as it is for anyone else	36%	34%	33%	41%	42%	-	-
I could see myself joining the CAF	23%	22%	20%	22%	23%	24%	25%

Q17. To what extent do you agree or disagree with each of the following statements? Base: All respondents, 2025, n=2,318.

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 (69% of men vs. 57% of women).
- The CAF is as good a career choice for women as it is for men (66% of men vs. 57% of women).
- Racist or hateful attitudes or behaviours are not tolerated in the CAF (63% of men vs. 50% of women).
- The Canadian Armed Forces does a good job of taking care of its ill and injured members (52% of men vs. 44% of women).
- I think that the CAF workplace environment is respectful of women (51% of men vs. 36% of women).
- The membership of the CAF seems just as diverse as the Canadian population (49% of men vs. 40% of women).
- The CAF does a good job of addressing misconduct such as racist, sexist or hateful conduct (44% of men vs. 29% of women).
- The Canadian Armed Forces is as good a career choice for people in the 2SLGBTQI+ community as it is for anyone else (39% of men vs. 33% of women).

- I could see myself joining the CAF (33% 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:

- The Canadian Armed Forces is as good a career choice for visible minorities as it is for anyone else (68% college vs. 59% university).
- The Canadian Armed Forces is as good a career choice for women as it is for men (66% college vs. 58% university).
- The membership of the Canadian Armed Forces seems just as diverse as the Canadian population (48% college vs. 42% university).

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

- Systemic racism in the Canadian Armed Forces is something I am concerned about (53% university vs. 41% college and 36% high school).
- I could see myself joining the Canadian Armed Forces (26% university vs. 21% college and 19% high school).

Respondents living in Quebec (72%) were more likely to agree that the Canadian Armed Forces is as good a career choice for visible minorities as it is for anyone else compared to those living in Manitoba or Saskatchewan (64%), Alberta (60%), Ontario (59%) and British Columbia (58%).

Respondents living in Atlantic Canada (61%), Alberta (61%) and Quebec (58%) were more likely to agree that racist or hateful attitudes or behaviours are not tolerated in the Canadian Armed Forces compared to those living in Ontario (51%).

Respondents living in Atlantic Canada (53%) were more likely to agree that the Canadian Armed Forces workplace environment is respectful of women compared to those living in Ontario (42%), Alberta (42%), British Columbia (41%) and Quebec (41%).

Those living in Quebec 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 outside of Quebec (62% vs. 44%).

Those living in the Territories were most likely to agree that they could see themselves joining the Canadian Armed Forces (36%).

Respondents aged 45 or older were more likely to agree with the following statements compared to those aged 44 years and younger:

- The CAF is as good a career choice for visible minorities as it is for anyone else (68% of those aged 45 or older vs. 56% of those aged 44 and younger).
- The CAF is as good a career choice for women as it is for men (66% of those aged 45 or older vs. 54% of those aged 44 and younger).

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

- The Canadian Armed Forces does a good job of taking care of its ill and injured members (57%).
- Systemic racism in the Canadian Armed Forces is something I am concerned about (53%).
- The Canadian Armed Forces does a good job of addressing misconduct such as racist, sexist or hateful conduct (41%).

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 (45% vs. 36%).

Those with awareness of recent media coverage of the CAF were more likely to agree with each statement compared to those without.

Those who support the current defence spending budget or the 2035 defence spending commitment were more likely to agree with each of the presented statements compared to those who opposed (apart from similar concern for systemic racism in the CAF).

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 the same proportion (40%) 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).

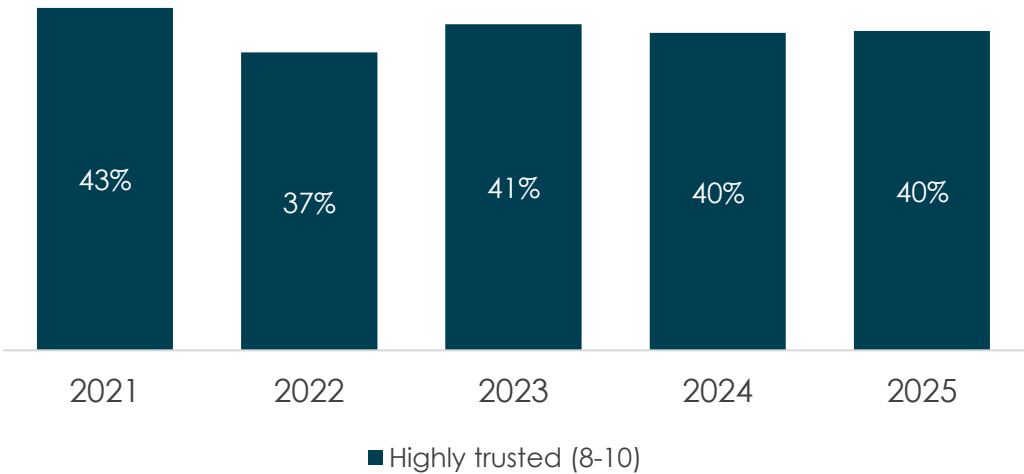
Figure 26 – Trust in the CAF to keep Canadians safe



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, 2025, n=2,318.

These findings remain consistent with those from the 2024 wave, with minimal changes observed since 2021.

Figure 27 – Trust in the CAF to keep Canadians safe (tracking)



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, 2025, n=2,318.

Key segments

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

- Respondents living in Atlantic Canada (48%) compared to those living in Ontario (38%) or British Columbia (37%).

- Respondents with a positive impression of the CAF (52%) compared to those with a neutral (20%) or negative impression (10%).
- Respondents who view the CAF as a source of pride compared to those who do not (61% vs. 8%).
- Respondents who view the CAF as essential compared to those who do not (49% vs. 7%).
- Those who support the current defence spending target compared to those who do not (47% vs. 18%).
- Those who support the 2035 defence spending commitment compared to those who do not (49% vs. 24%).

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).

Over one third of respondents (35%) highly trusted the information provided to Canadians by the CAF (scores of 8 to 10), and another 41% reported moderate trust (scores of 5 to 7). A smaller proportion (12%) did not trust the information that the CAF provides to Canadians (scores of 1 to 4), while 11% were unsure.

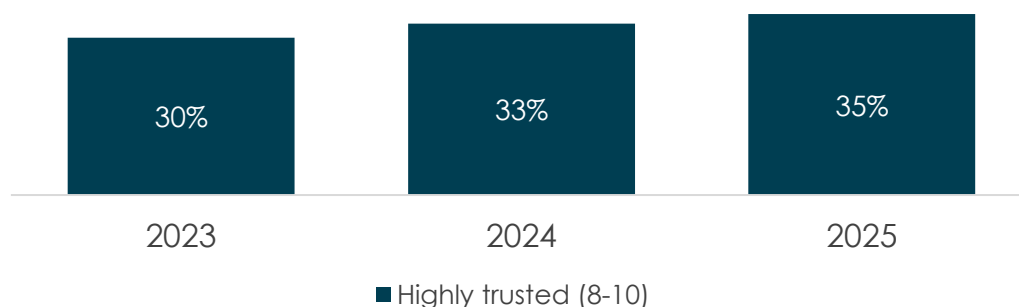
Figure 28 – Trust in the information that the CAF provides to Canadians



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, 2025, n=2,318.

The proportion of those reporting high trust in the information that the CAF provides has steadily increased from 30% in 2023 to 35% in 2025.

Figure 29 – Trust in the information that the CAF provides to Canadians (tracking)



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, 2025, n=2,318.

Key segments

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

- Respondents living in Atlantic Canada (41%), Alberta (41%) and Manitoba or Saskatchewan (40%) compared to those living in Quebec (31%).
- Respondents living in Alberta (41%) compared to those living in British Columbia (31%).
- Students compared to those who were not actively studying (43% vs. 34%).
- Black (40%) and white respondents (34%) compared to Chinese respondents (25%).
- Those with a family member employed by the CAF compared to those without one (43% vs. 34%).
- Men compared to women (39% vs. 32%).
- Those with awareness of recent media coverage of the CAF compared to those without (39% vs. 31%).
- Respondents with a positive overall impression of the CAF compared to those with a negative impression (47% vs. 7%).
- Respondents who view the CAF as a source of pride compared to those who do not (56% vs. 5%).
- Those who support the current defence spending target compared to those who do not (42% vs. 16%).

- Those who support the 2035 defence spending commitment compared to those who do not (43% vs. 21%).

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 explain their low level of trust. The most common response pertained to a lack of transparency (10%), followed by lack of trust in the government (9%) and political ties (8%). Other notable responses referred to lack of knowledge about the CAF (7%), too many cover ups or scandals (5%), leadership issues (5%), limited resources (5%), racism or discrimination (5%) and perceptions of a weak or unprepared military (5%).

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

Specific mentions ¹⁴	2025	2024	2023
Lack of transparency/many hidden facts / culture of secrecy	10%	18%	20%
The Prime Minister / I don't trust the government	9%	8%	3%
Have political ties / state what the government allows them to say	8%	13%	10%
We barely know anything about them	7%	2%	6%
Too many cover ups / scandals	5%	4%	6%
Poor leadership / internal conflicts	5%	8%	3%
They have limited resources / outdated equipment	5%	6%	5%
Racism / discrimination	5%	3%	1%
Weak military / not combat ready	5%	10%	2%
Lack of funding	4%	5%	-
Haven't heard anything positive / bad reputation	4%	3%	2%
Recent controversies concerning treatment of women	4%	3%	2%
Lack of integrity / professionalism	4%	3%	-
Understaffed / Need recruits	3%	-	-
Concerned with the woke agenda	3%	2%	2%
Some information must be kept secret from the public for security reasons/they know what they have to disclose	3%	<1%	-
Don't know / prefer not to answer	24%	24%	22%

¹⁴ Excluding results of <3%

Key segments

Respondents living in Quebec (19%) were more likely to suggest that their low trust in the information that the CAF provides was because of lack of transparency compared to those in Ontario (7%) and Alberta (5%).

Respondents living in Ontario were more likely to attribute their low trust to the following:

- Poor leadership / internal conflicts (11% vs. 1%).
- Too many cover ups/scandals (8% vs. 1%).

Respondents living in Alberta (20%) were more likely to suggest that their low trust was due to limited resources or outdated equipment compared to those living in Quebec (3%) or Ontario (2%).

Women were more likely than men to say they barely knowing anything about the CAF (11% vs. 4%).

Respondents earning a household income of less than \$40,000 were more likely to suggest that their low trust was due to lack of trust in the government compared to those earning an income of \$80,000 or more (22% vs. 3%).

White respondents were more likely to attribute their low trust to lack of transparency compared to Indigenous respondents (15% vs. 3%).

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:

- Racism / discrimination (8% who had vs. 2% who had not).
- Lack of funding (7% who had vs. 1% 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 explain their high level of trust. Among the reasons given, respondents felt that the CAF is honest and transparent (11%), trustworthy or has no reason to lie (9%), is competent (8%) and is here to protect (7%).

Just over one third (34%) were unsure of the reasoning for their high level of trust.

Perceptions of honesty and competency have gradually increased since 2023.

Figure 31 – Reasons for high trust in information that the CAF provides to Canadians

Specific mentions ¹⁵	2025	2024	2023
Honest / transparent with the information they provide	11%	9%	5%
Trustworthy / no reason to lie	9%	8%	6%
Competent / well trained / do their job	8%	7%	4%
They are here to protect / the CAF ensures / provides safety	7%	7%	6%
Good reputation / haven't heard anything negative	5%	4%	3%
I know people who are serving / have served in the Forces	4%	5%	3%
I respect our armed forces	3%	2%	-
Some information must be kept secret from the public for security reasons / they know what they have to disclose	3%	3%	5%
Very responsive when needed	3%	2%	1%
Past history / its history of service	3%	2%	2%
They are modernizing / updating technologies	3%	1%	-
They have a code of conduct / they have integrity	2%	4%	3%
They have our best interests in mind	2%	2%	1%
Don't know / prefer not to answer	34%	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), 2025, n=1,222.

Key segments

Respondents living in Ontario were more likely to say that they have high levels of trust because the CAF are honest and transparent compared to those living in Atlantic Canada (13% vs. 6%).

Respondents living in Atlantic Canada were more likely to attribute their high level of trust to CAF members being very responsive when needed compared to those living in British Columbia (7% vs. 1%).

Women were more likely than men to say that the reason for their high trust is that they are here to protect (9% vs. 4%).

¹⁵Excluding results of <2%.

Those with a university education were more likely to suggest that the CAF's honesty and transparency is the reason for their high trust compared to those with a college education (13% vs. 7%).

Those with a university education were more than those with a high school education or less to attribute their high trust to the following:

- Competent / well trained (9% vs. 4%).
- Good reputation (6% vs. 2%).

Respondents earning a household income of \$80,000 or more were more likely to attribute their high trust to the CAF's good reputation compared to those earning an income of less than \$80,000 (7% vs. 2%).

Asian (22%), Chinese (16%), Indigenous (14%) and white (11%) respondents were more likely to suggest their high trust was due to the CAF's honesty and transparency compared to Black respondents (2%).

Black (22%), Chinese (13%), Indigenous (9%) and white (7%) respondents were more likely to attribute their high trust to the CAF being competent and well trained compared to Asian respondents (0%).

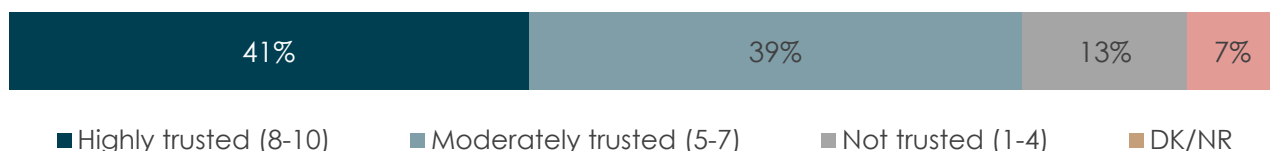
White respondents (5%) were more likely to suggest their high trust was due to the CAF's good reputation compared to Chinese (<1%) and Black respondents (0%).

Those with awareness of recent media coverage of the CAF were more likely to cite the following reasons for their high trust compared to those unaware of any media coverage:

- Honest / transparent with the information they provide (14% vs. 8%).
- Trustworthy (12% vs. 8%).
- Good reputation (6% vs. 3%).
- Know people who are serving / have served (6% vs. 3%).

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). More than two in five respondents (41%) trust the CAF in this regard (scores of 8 to 10), while slightly fewer (39%) were somewhat trustful (scores of 5 to 7). Conversely, 13% were not very trustful in this regard (scores of 1 to 4).

Figure 32 – 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, 2025, n=2,318.

The proportion of those reporting high trust that the CAF will rapidly respond to potential threats increased slightly from the 2024 wave (up from 39% to 41%).

Figure 33 – Trust that the CAF will rapidly respond to potential threats (tracking)



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, 2025, n=2,318.

Key segments

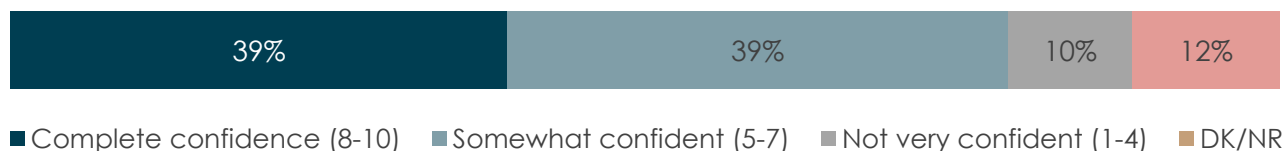
The following segments tended to exhibit greater trust in the CAF compared to their respective counterparts:

- Respondents living in Atlantic Canada (53%) compared to those living in Ontario (42%), Alberta (42%), British Columbia (38%) and Quebec (36%).
- Respondents living in Manitoba or Saskatchewan (48%) compared to those living in British Columbia (38%) and Quebec (36%).
- Respondents earning a household income of less than \$40,000 compared to those earning an income of \$80,000 or more (47% vs. 40%).
- Indigenous (43%) and white respondents (41%) compared to Chinese respondents (29%).
- Those with awareness of recent media coverage of the CAF compared to those without (44% vs. 38%).

- Respondents who have a positive impression of the CAF compared to those with a negative impression (54% vs. 9%).
- Those who support the current defence spending target compared to those who do not (49% vs. 19%).
- Those who support the 2035 defence spending commitment compared to those who do not (51% vs. 26%).

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 will successfully modernize the recruitment process (on a scale of 1 to 10, where “1” meant not very confident and “10” meant complete confidence). Just under two in five respondents (39%) have complete confidence in the CAF while the same proportion (39%) are somewhat confident (scores of 5 to 7). A smaller proportion (10%) are not very confident (scores of 1 to 4).

Figure 34 – 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, 2025, n=2,318.

The proportion of those reporting complete confidence in the CAF to modernize its recruitment process increased from the 2024 wave (up from 35% to 39%).

Figure 35 – Confidence in the CAF to modernize recruitment process (tracking)



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, 2025, n=2,318.

Key segments

The following segments tended to exhibit greater levels of confidence in the CAF’s ability to modernize its recruitment process compared to their respective counterparts:

- Indigenous (45%) and white (40%) respondents compared to Chinese respondents (28%).
- Those with awareness of recent media coverage of the CAF compared to those without (42% vs. 37%).
- Respondents who have a positive impression of the CAF compared to those who have a negative impression (52% vs. 7%).
- Respondents who have a positive impression of those who serve compared to those who have a negative impression (47% vs. 13%).
- Those who view the CAF as a source of pride compared to those who do not (59% vs. 9%).
- Respondents who think Canada’s military is essential compared to those who think its outdated (47% vs. 12%).
- Those who support the current defence spending target compared to those who do not (48% vs. 18%).
- Those who support the 2035 defence spending commitment compared to those who do not (49% vs. 26%).

Respondents were asked to list what they felt were the greatest threats to Canada's security and sovereignty in 2025. President Trump was viewed as the biggest threat to Canadian security (19%), followed by Canada's proximity to the United States (15%). Other perceived threats included Arctic sovereignty (4%), lack of funding for the CAF (3%) and President Trump wanting Canada to join the U.S. as the 51st State (3%).

More than a quarter of respondents did not know of or mention any threats currently facing Canada (28%).

Figure 36 – Threats to Canada

Specific mentions ¹⁶	2025	2024	2023	2022 ¹⁷	2021	2020	2018	2016
President Trump / President Trump getting elected	19%	2%	-	-	-	-	-	-
United States / Canada's proximity to the U.S.	15%	4%	4%	3%	6%	14%	16%	-
Arctic sovereignty	4%	5%	6%	6%	6%	6%	3%	-
Lack of funding for the Canadian Armed Forces	3%	2%	3%	2%	2%	2%	-	-
President Trump wanting Canada to join USA as 51st State	3%	-	-	-	-	-	-	-
USA and Russia	2%	-	-	-	-	-	-	-
Immigration policies / cultural tension	2%	4%	2%	2%	2%	3%	2%	-
Cyber security / attacks	2%	3%	6%	5%	12%	10%	6%	3%
Political interference / influence from foreign governments	2%	3%	5%	3%	-	-	-	-
Canadian government / Mark Carney ¹⁸	2%	3%	4%	6%	6%	5%	2%	-
China and Russia	1%	3%	-	-	-	-	-	-
Geopolitical tensions / uncertainty	1%	-	-	-	-	-	-	-
Wars / foreign / armed conflicts	1%	4%	6%	6%	2%	5%	-	-
Russia	1%	6%	15%	16%	5%	5%	4%	-
Trade / Tariff issue with USA	1%	-	-	-	-	-	-	-
Canadians extremists / anti-democratic groups	1%	2%	3%	4%	4%	3%	-	-
Terrorism	1%	5%	4%	3%	10%	10%	29%	40%
Domestic / far-right terrorism	1%	1%	-	-	-	-	-	-
Economy / inflation / cost of living	1%	1%	1%	1%	1%	-	-	-
Politicians / political parties / ideologies (various)	1%	1%	-	-	-	-	-	-
Crimes / Gun control / Violence	1%	-	1%	-	-	-	-	-
None / nothing	1%	1%	1%	1%	1%	-	-	-
Don't know / prefer not to answer	28%	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, 2025, n=2,318.

¹⁶ Excluding results of <1%.

¹⁷ Prior to 2022, responses included both online and telephone results.

¹⁸ Prior to 2025, coded as *Canadian government / Justin Trudeau*

Key segments

Respondents living in Atlantic Canada were more likely to view President Trump as a threat compared to those living in Alberta (24% vs. 15%).

Respondents living in Quebec (16%), Ontario (16%), Alberta (14%) and British Columbia (14%) were more likely to view the United States as a threat compared to those living in Manitoba or Saskatchewan (7%).

Respondents living in Quebec (16%) and Ontario (16%) were more likely to view the United States as a threat compared to those living in Atlantic Canada (9%).

Respondents living in Atlantic Canada (7%) were more likely to consider lack of funding for the CAF as a threat compared to those living in Ontario (3%), Manitoba or Saskatchewan (2%) and British Columbia (2%).

Those aged 45 and older were more likely to consider President Trump as a threat compared to those aged 44 and younger (25% vs. 10%).

Men were more likely than women to consider Arctic sovereignty as a threat (6% vs. 1%).

Those earning an income of \$40,000 or more were more likely to view the United States as a threat to Canadian security compared to those earning an income of less than \$40,000 (16% vs. 9%).

White respondents (22%) were more likely to view President Trump as a threat to Canadian security compared to Indigenous (15%) and Asian (12%) respondents.

White (5%) and Indigenous (5%) respondents were more likely to view Arctic Sovereignty as a threat compared to Chinese (1%) and Black (0%) respondents.

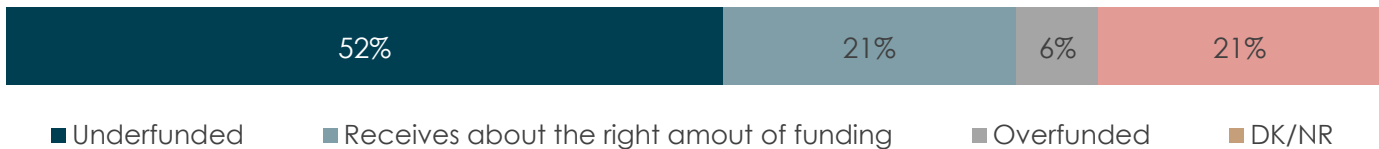
Those with awareness of recent media about the CAF were more likely to view the following as threats to Canadian security compared to those unaware of anything in the media:

- The United States (17% vs. 13%).
- Arctic sovereignty (6% vs. 2%).

Funding and equipment

When asked about their perceptions of CAF funding, more than half of respondents (52%) said that Canada’s military was underfunded, while 21% said that the CAF receives the right amount of funding. Fewer respondents felt that the CAF was overfunded (6%). Another one in five (21%) were unsure.

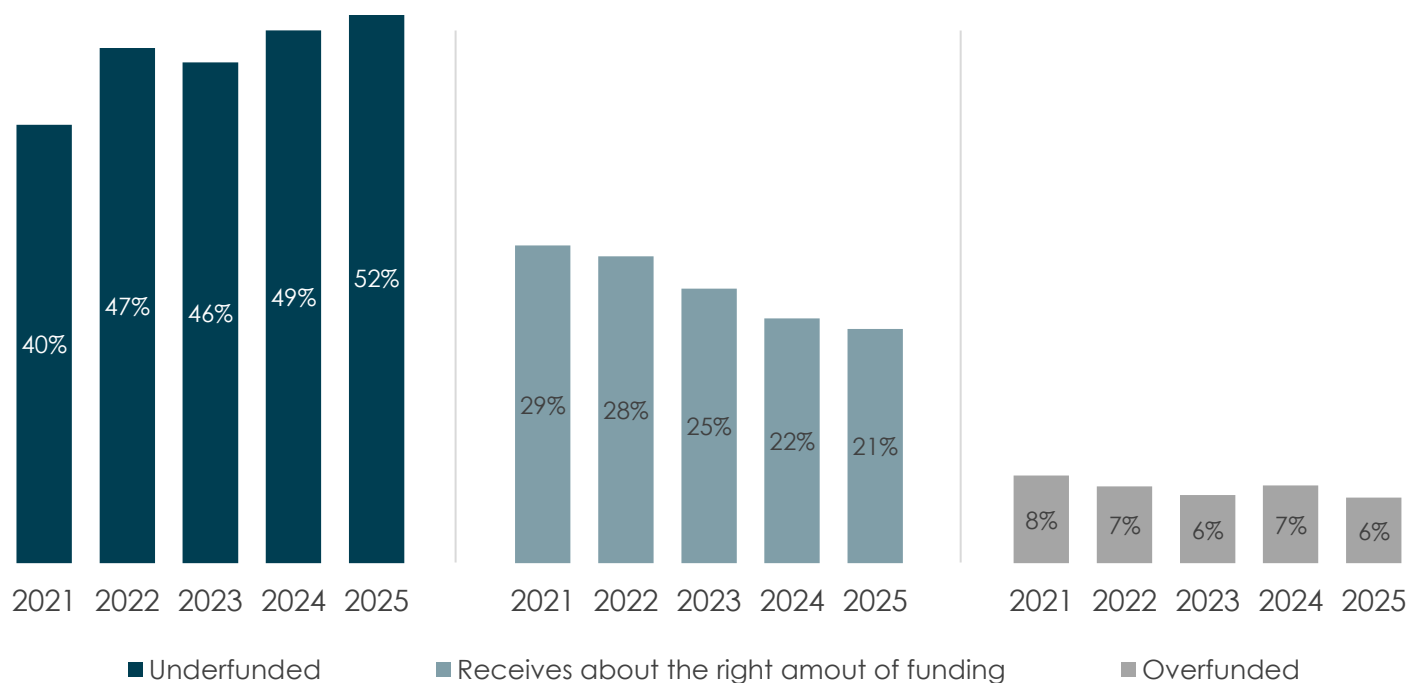
Figure 37 – Perceptions of CAF funding



Q24. Do you feel that Canada’s military is underfunded, overfunded, or receives about the right amount of funding? Base: All respondents, 2025, n=2,318.

Perceptions that the CAF is underfunded increased an additional 3% since 2024 (up from 49% to 52%), steadily rising from 40% reported in 2021.

Figure 38 – Perceptions of CAF funding (tracking)



Q24. Do you feel that Canada's military is underfunded, overfunded, or receives about the right amount of funding? Base: All respondents, 2025, n=2,318.

Key segments

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

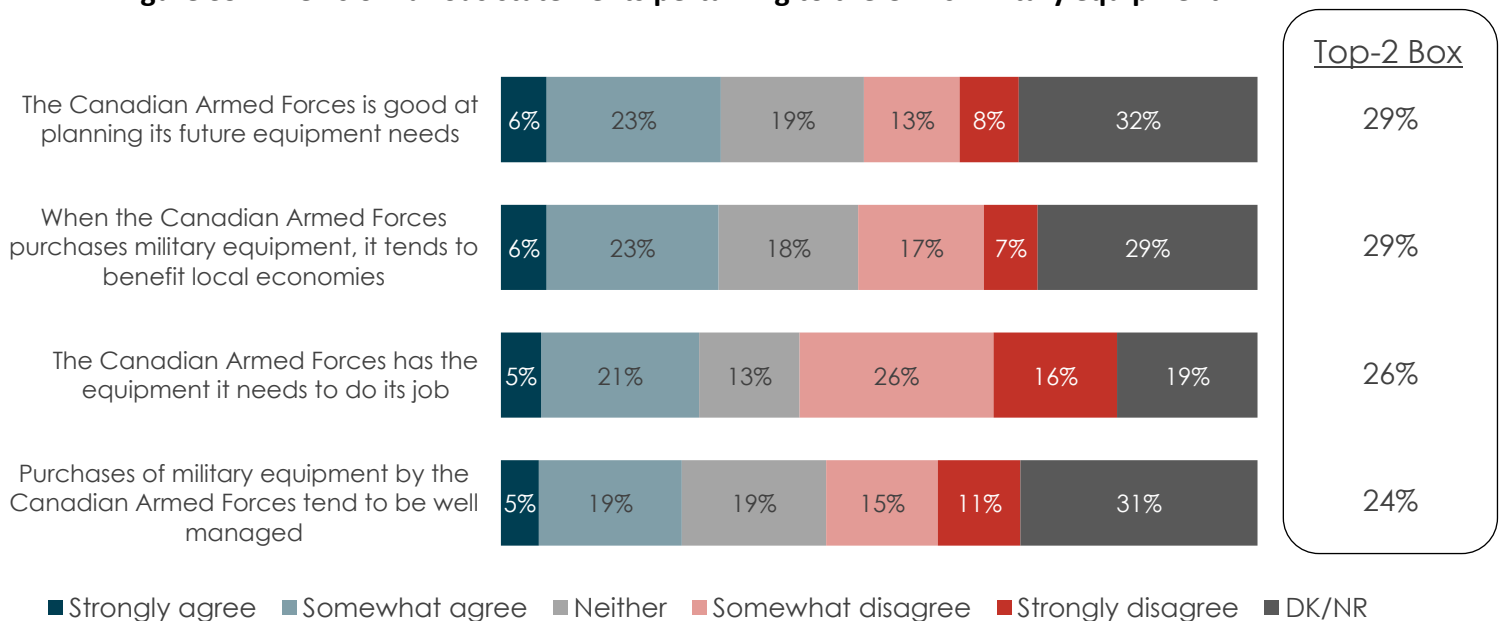
- Respondents living in Atlantic Canada (57%) and Ontario (55%) compared to those living in Quebec (48%) and British Columbia (47%).
- Respondents living in rural communities compared to those living in urban communities (58% vs. 51%).
- Men compared to women (60% vs. 45%).
- Respondents aged 55 and older compared to those aged 54 and younger (69% vs. 40%).
- Respondents with a college education (57%) compared to those with a university education (50%) or high school or less (50%).
- Those who were not currently studying compared to students (55% vs. 30%).

- Respondents with a family member employed by the CAF compared to those without one (70% vs. 49%).
- Indigenous (62%) and white respondents (58%) compared to Black (40%), Chinese (39%) and Asian respondents (38%).
- Those with awareness of recent media coverage of the CAF compared to those without (67% vs. 39%).
- Respondents who view the CAF as essential compared to those who view the CAF as no longer needed (64% vs. 15%).
- Those with an income of \$80,000 or more compared to those with an income of less than \$80,000 (56% vs. 49%).

Four statements pertaining to the CAF's equipment were presented to respondents. More than one quarter of respondents agree that the CAF is good at planning its future equipment needs (29%) and that the CAF's military equipment purchases benefit local economies (29%). Slightly fewer agreed that the CAF has the equipment it needs (26%) and that purchases of military equipment tend to be well managed (24%).

Nearly one in five respondents were not able to provide an opinion on whether the CAF has the equipment it needs (19%). This increases to nearly a third across the other three statements.

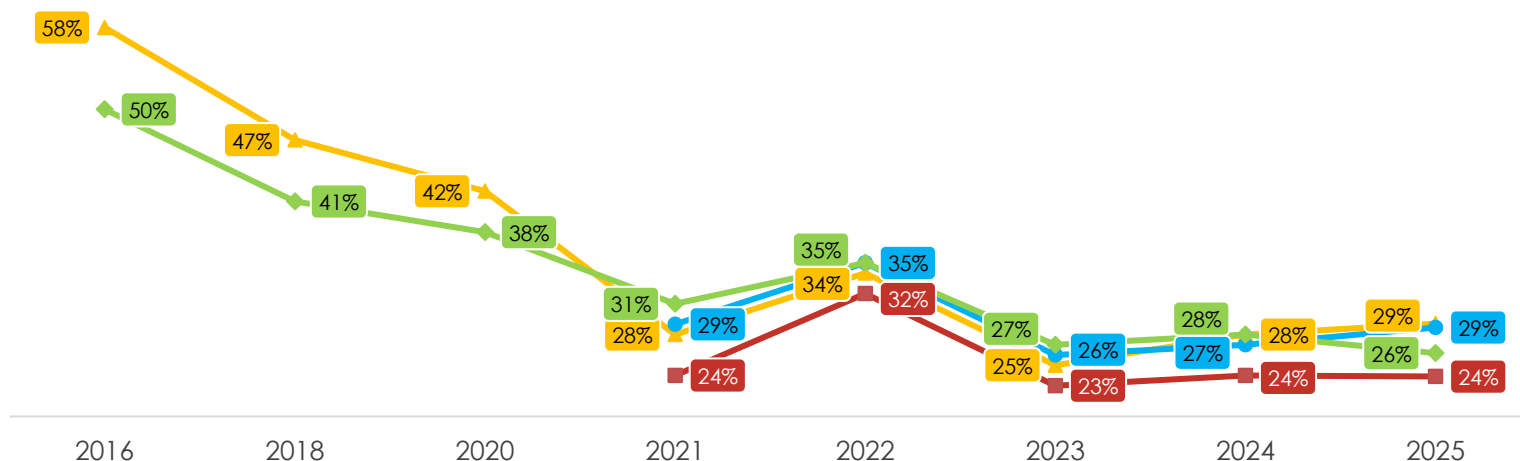
Figure 39 – Views of various statements pertaining to the CAF's military equipment



Q25. Please rate the extent to which you agree or disagree with each of the following statements. Base: All respondents, 2025, n=2,318.

Agreement with each of these statements remained fairly consistent with the 2024 wave. Most notably, the extent to which respondents agreed that the CAF's military equipment purchases benefit local economies increased (up from 27% to 29%) while agreement that the CAF has the equipment that it needs to do its job decreased from the previous wave (down from 28% to 26%).

Figure 40 – Views of various statements pertaining to the CAF's military equipment (tracking)



Top-2 Box

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

Q25. Please rate the extent to which you agree or disagree with each of the following statements. Base: All respondents, 2025, n=2,318.

Key segments

Respondents living in Alberta (35%), Ontario (32%), Manitoba or Saskatchewan (32%) and Atlantic Canada (31%) were more likely to agree that the CAF is good at planning its future equipment needs compared to those living in Quebec (22%).

Respondents living in Manitoba or Saskatchewan (32%) and Ontario (31%) were more likely to agree that the CAF's military equipment purchases tend to benefit local economies compared to those in Quebec (25%).

Respondents living in Alberta (32%), Atlantic Canada (31%), Ontario (28%), Manitoba or Saskatchewan (26%) and British Columbia (26%) were more likely to agree that the CAF has the equipment it needs to do its job compared to those in Quebec (22%).

Respondents living in the Territories were most likely to agree that the CAF has the equipment it needs to do its job (33%).

Respondents living in Manitoba or Saskatchewan were more likely to agree that purchases of military equipment by the CAF tend to be well managed compared to those in Quebec (32% vs. 21%).

Men were more likely than women to agree with all statements:

- The CAF is good at planning its future equipment needs (33% of men vs. 25% of women).
- CAF military equipment purchases tend to benefit local economies (33% of men vs. 25% of women).
- The CAF has the equipment it needs to do its job (29% 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 than those aged 25 and older to agree with the following statements:

- The CAF has the equipment it needs to do its job (48% vs. 24%).
- Purchases of military equipment by the CAF tend to be well managed (39% vs. 22%)

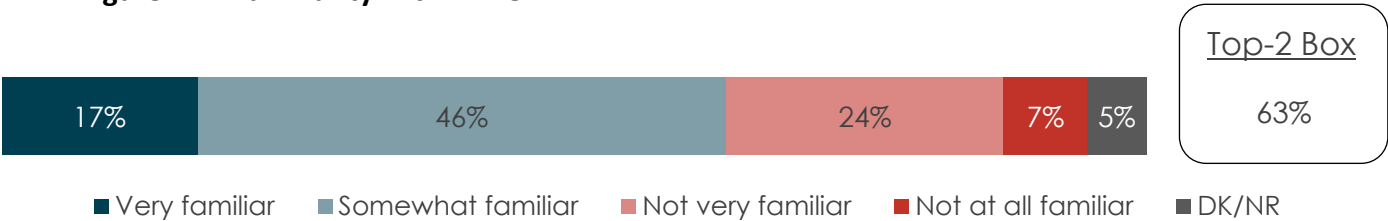
Those in support of the 2035 defence spending commitment were more likely to agree with the following statements compared to those who did not:

- The CAF is good at planning its future equipment needs (37% of supporters vs. 20% of those who oppose).
- CAF military equipment purchases tend to benefit local economies (37% of supporters vs. 19% of those who oppose).
- Purchases of military equipment by the Canadian Armed Forces tend to be well-managed (30% of supporters vs. 17% of those who oppose).

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, 32% of respondents were not very or not at all familiar with NATO.

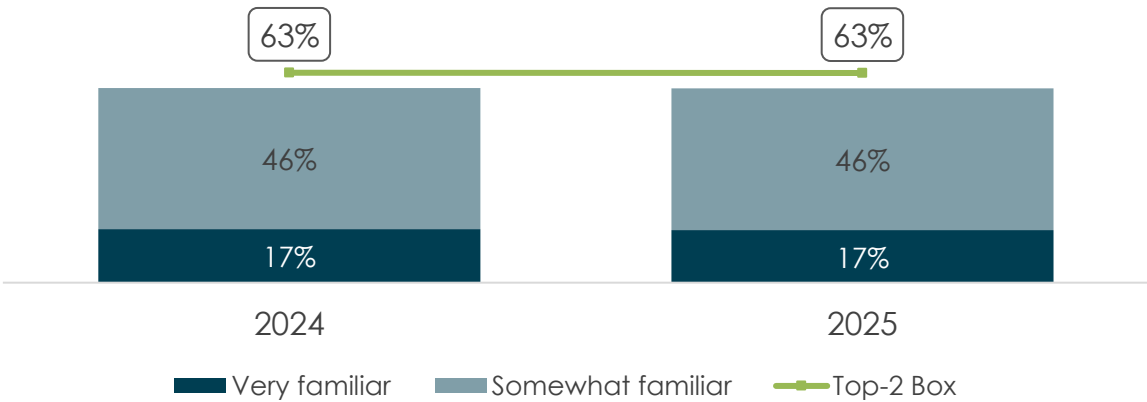
Figure 41 – Familiarity with NATO



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, 2025, n=2,318.

Familiarity with NATO remained consistent with results recorded in 2024 (63% respectively).

Figure 42 – Familiarity with NATO (tracking)



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, 2025, n=2,318.

Key segments

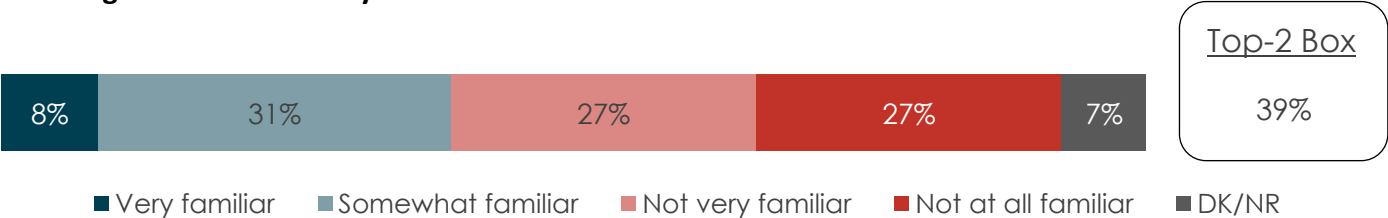
The following segments tended to be more familiar with NATO compared to their respective counterparts:

- Respondents living in Alberta (73%), Ontario (67%), British Columbia (67%) and Atlantic Canada (66%) compared to those living in Quebec (51%).
- Men compared to women (75% vs. 52%).
- Those living in urban (66%) or suburban (65%) communities compared to those living in rural communities (55%).
- Respondents who have a university (70%) education compared to those with a college education (58%) or high school or less (53%).
- Respondents earning a household income of \$80,000 or more compared to those with an income of less than \$40,000 (68% vs. 57%).
- Respondents who have a family member employed by the CAF compared to those without one (71% vs. 62%).
- Those with awareness of recent media coverage of CAF compared to those without (79% vs. 51%).

Those living in the Territories were most likely to report being at least somewhat familiar with NATO (70%).

Familiarity with NORAD was notably lower compared to NATO. Just under two in five respondents reported being at least somewhat familiar with NORAD (39%), with 8% of these respondents citing being very familiar. Conversely, more than half of respondents were not very or not at all familiar with NORAD (53%).

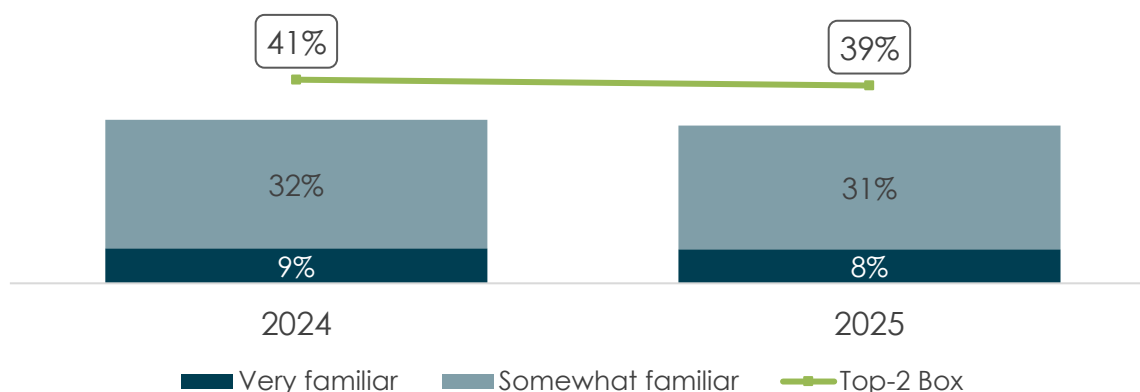
Figure 43 – Familiarity with NORAD



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, 2025, n=2,318.

Familiarity with NORAD decreased slightly from the 2024 wave (down from 41% to 39%).

Figure 44 – Familiarity with NORAD (tracking)



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, 2025, n=2,318.

Key segments

The following segments were more familiar with NORAD compared to their respective counterparts:

- Those living outside of Quebec compared to those living in Quebec (43% vs. 26%).
- Men compared to women (55% to 25%).
- Respondents aged 45 and older compared to those 44 and younger (44% vs. 33%).
- Respondents with a university education (44%) compared to those with a college education (35%) or high school or less (33%).
- Respondents earning a household income of \$80,000 or more compared to those with a household income of less than \$80,000 (45% vs. 35%).
- Respondents who have a family member employed by the CAF compared to those without one (50% vs. 37%).
- Indigenous (45%) and white (42%) respondents compared to Chinese (29%) and Black (28%) respondents.
- Those with awareness of recent media coverage of CAF compared to those without (56% vs. 26%).

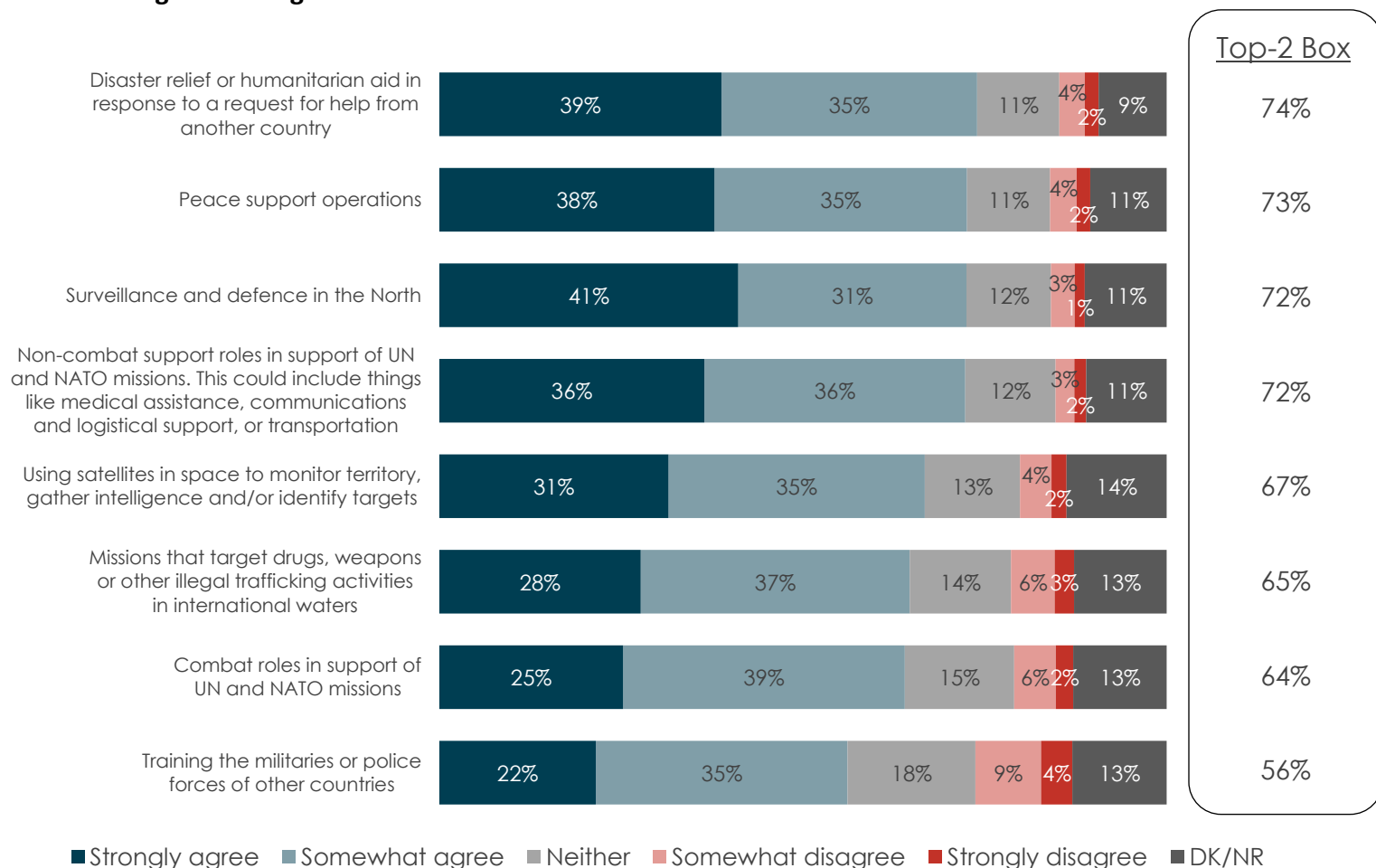
Those living in the Territories were the most likely to report being at least somewhat familiar with NORAD (53%).

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 (74%), peace support operations (73%), surveillance and defence in the North (72%) and non-combat support missions (72%).

Support slips to roughly two thirds of respondents when it comes to the CAF using satellites in space for monitoring purposes (67%), participating in missions that target illegal trafficking activities (65%) and combat support missions for the UN and NATO (64%).

Finally, more than half of respondents said they at least somewhat agree that the CAF should be training militaries or police of other countries (56%).

Figure 45 – Agreement with CAF activities abroad

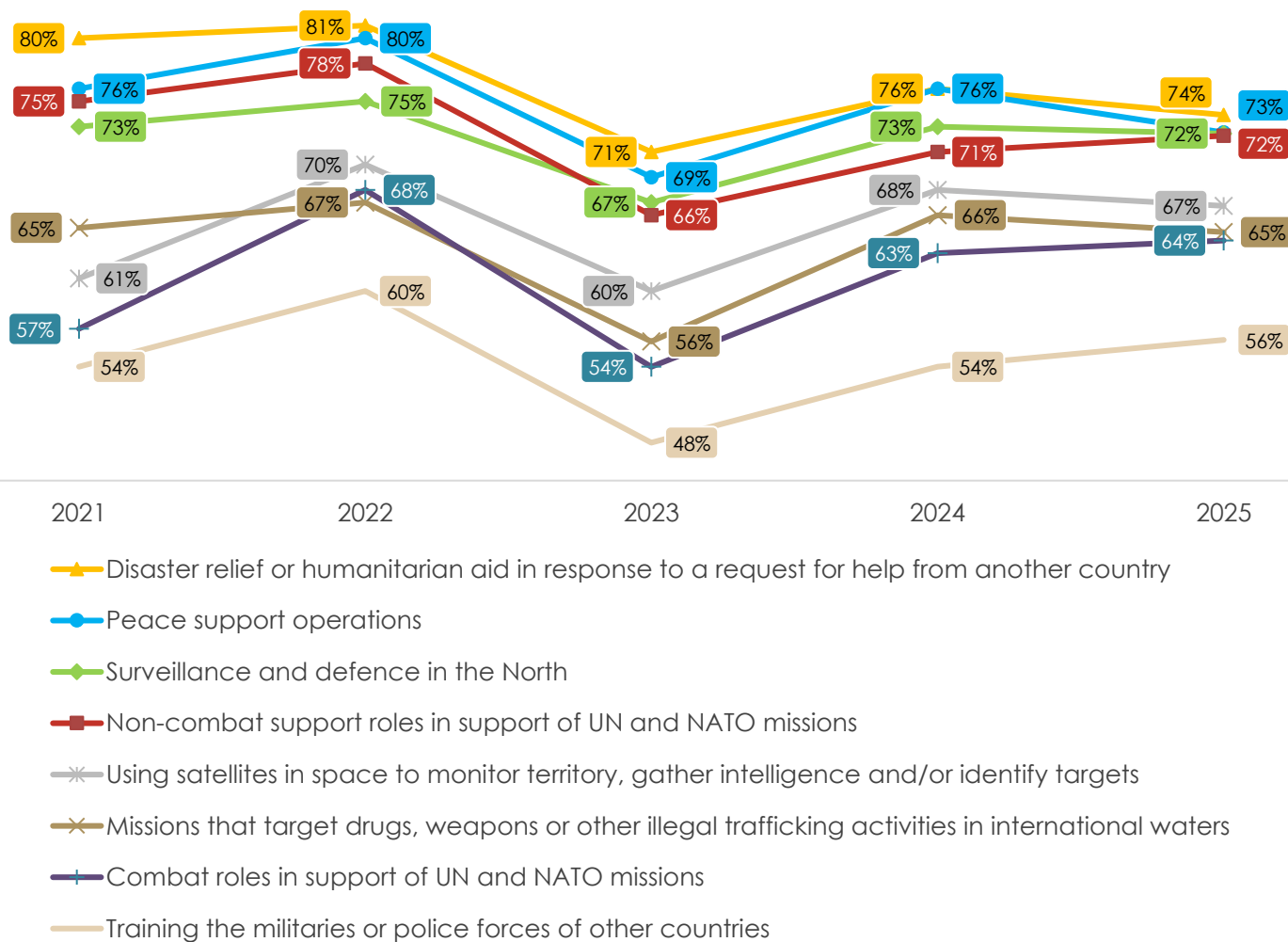


Q27. There are a number of roles the Canadian Armed Forces could play internationally. Please indicate how strongly you agree or disagree that the Canadian Armed Forces should participate in each of the following activities. To do so, use a 5-point scale, where “1” means strongly disagree and “5” means strongly agree. Base: All respondents, 2025, n=2,318.

Overall, agreement with the CAF's involvement in each of these international roles has stabilized relative to results captured in 2024, with a notable decrease compared to results captured in 2022, and an overall increase compared to 2023 results.

Figure 46 – Agreement with CAF activities abroad (tracking)

Top-2 Box



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, 2025, n=2,318.¹⁹

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

Key segments

Respondents living in Atlantic Canada (77%), Ontario (75%), Alberta (75%) and Quebec (74%) were more likely to agree that the CAF should participate in disaster relief and humanitarian aid compared to those living in Manitoba or Saskatchewan (65%).

Respondents living in Atlantic Canada were more likely to agree that the CAF should participate in peace support operations compared to those living in Manitoba or Saskatchewan (77% vs. 66%).

Those living in Alberta (68%) and Ontario (67%) were more likely to agree that the CAF should participate in missions that target illegal trafficking activities compared to those living in Quebec (59%).

Those living in Atlantic Canada were more likely to agree that the CAF should participate in combat support missions for the UN and NATO compared to those living in Ontario (71% vs. 63%).

Those living in urban (74%) and suburban areas (73%) were more inclined to agree that the CAF should participate in non-combat support missions compared to those living in rural areas (67%).

Those living in urban areas were more likely to agree that the CAF should participate in missions that target illegal trafficking activities compared to those living in rural areas (68% vs. 63%).

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

- Surveillance and defence in the North (77% of men vs. 68% of women).
- Using satellites in space for monitoring purposes (72% of men vs. 62% of women).
- Missions that target illegal trafficking activities (69% of men vs. 61% of women).
- Combat support missions for the UN and NATO (67% of men vs. 61% of women).
- Training militaries or police of other countries (63% of men vs. 50% of women).

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

- Disaster relief / humanitarian aid (82%).
- Peace support operations (82%).
- Surveillance and defence in the North (83%).

- Non-combat support missions (80%).
- Using satellites in space for monitoring purposes (76%).
- Combat support missions for the UN and NATO (73%).
- Missions that target illegal trafficking activities (72%).
- Training militaries or police of other countries (67%).

Those who were not actively studying were more likely to agree that the CAF should participate in the following international roles compared to students:

- Surveillance and defence in the North (74% of non-students vs. 62% of students).
- Using satellites in space for monitoring purposes (68% of non-students vs. 56% of students).
- Training militaries or police of other countries (57% of non-students vs. 49% of students).

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:

- Disaster relief / humanitarian aid (79% university and 72% college vs. 65% high school).
- Peace support operations (78% university and 70% college vs. 64% high school).
- Surveillance and defence in the North (77% university and 71% college vs. 64% high school).
- Using satellites in space for monitoring purposes (70% university and 66% college vs. 60% high school).
- Combat support missions for the UN and NATO (68% university and 64% college vs. 54% high school).

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 college education or high school or less:

- Non-combat support missions (79% university vs. 68% college and 62% high school).
- Missions that target illegal trafficking activities (69% university vs. 62% college and 58% high school).

Respondents with a university education were more likely to agree that the CAF should participate in training militaries or police of other countries compared to those with a high school education or less (58% vs. 50%).

Respondents with an income of \$80,000 or more were more likely to agree that the CAF should participate in peace support operations compared to those with an income of less than \$40,000 (77% vs. 67%).

Respondents with an income of \$80,000 or more were more likely to agree that the CAF should participate in surveillance and defence in the North compared to those with an income of less than \$40,000 (80% vs. 69%).

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 than \$40,000:

- Disaster relief / humanitarian aid (76% vs. 68%).
- Non-combat support operations (76% vs. 63%).
- Using satellites in space for monitoring purposes (71% vs. 56%).
- Missions that target illegal trafficking activities (68% vs. 56%).
- Combat support missions for the UN and NATO (68% vs. 55%).
- Training militaries or police of other countries (60% vs. 49%).

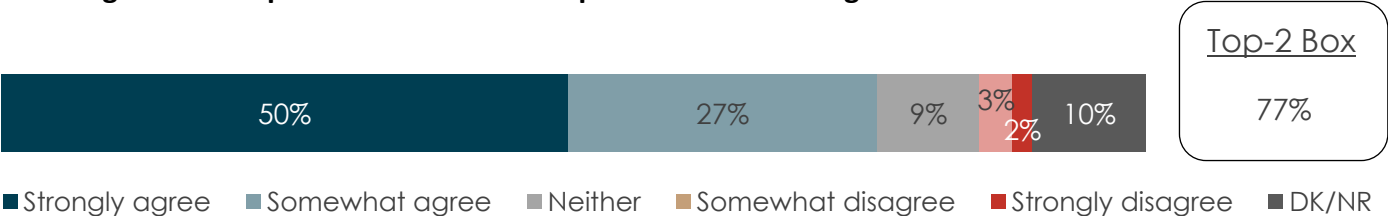
Indigenous respondents (73%) were more likely to agree that the CAF should participate in missions that target illegal trafficking activities compared to white (65%), Chinese (60%) and Asian (56%) respondents.

Those living in the Territories were most likely to agree that the CAF should participate in surveillance and defence in the North (80%).

Respondents who support the current defence spending budget or the 2035 defence spending commitment were more likely to agree that the CAF should participate in each international role compared to those who were neutral or did not support the increased budgets.

Over three quarters of respondents (77%) at least somewhat agreed that Canada’s membership in international organizations such as NATO and NORAD are important for Canadian security. Conversely, 5% disagreed with this statement.

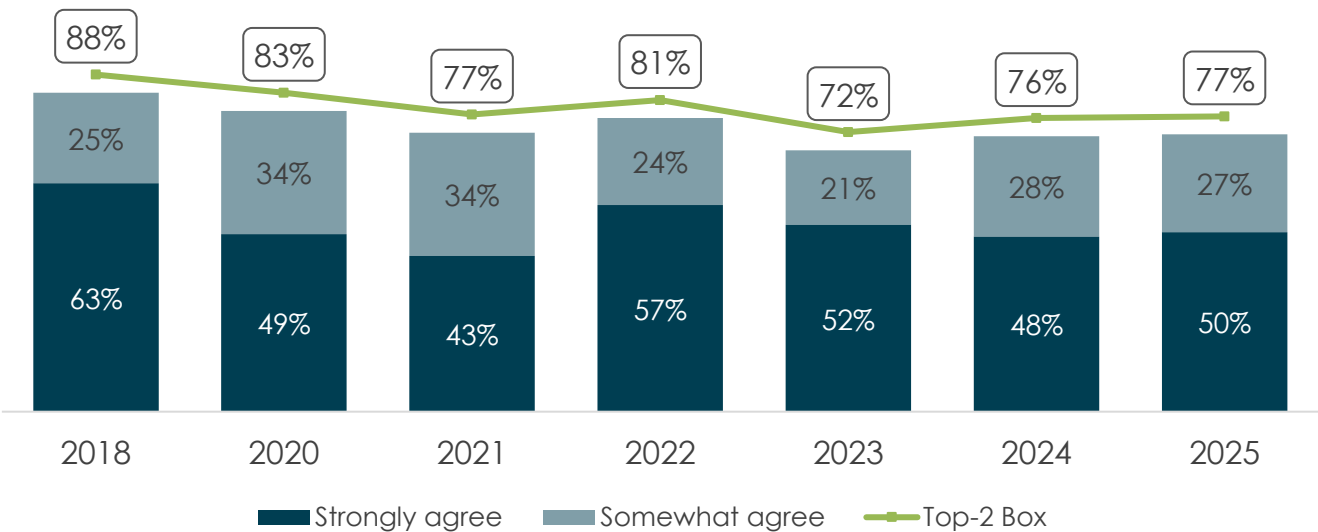
Figure 47 – Importance of membership in international organizations



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, 2025, n=2,318.

The extent to which respondents agreed that Canada’s membership in international organizations such as NATO and NORAD is important for Canadian security remained consistent with results captured in 2024 (up slightly from 76% to 77%).

Figure 48 – Importance of membership in international organizations (tracking)



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, 2025, n=2,318.

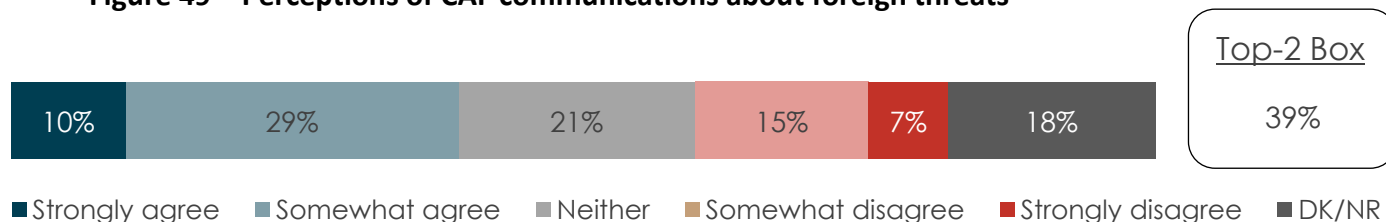
Key segments

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

- Respondents aged 65 years or older compared to those 64 years or younger (89% vs. 73%).
- Those who are not actively studying compared to students (78% vs. 68%).
- Those with a family member employed by the CAF compared to those without one (86% vs. 75%).
- Respondents with a university (81%) education compared to those with a college (73%) or high school education or less (70%).
- Respondents with an income of \$40,000 or more compared to those with an income of less than \$40,000 (79% vs. 70%).
- White (81%) and Indigenous (78%) respondents compared to Chinese (66%) and Asian (62%) respondents.
- Those with awareness of recent media coverage of the CAF compared to those without (85% vs. 69%).
- Those who support the current defence spending target compared to those who do not (90% vs. 52%).
- Those who support the 2035 defence spending commitment compared to those who do not (91% vs. 62%).

Nearly two in five respondents (39%) at least somewhat agreed that the CAF does a good job of informing Canadians about foreign threats to Canada and Canadians. Conversely, less than a quarter of respondents somewhat or strongly disagreed (22%) while 18% were unsure how the CAF performs in this area.

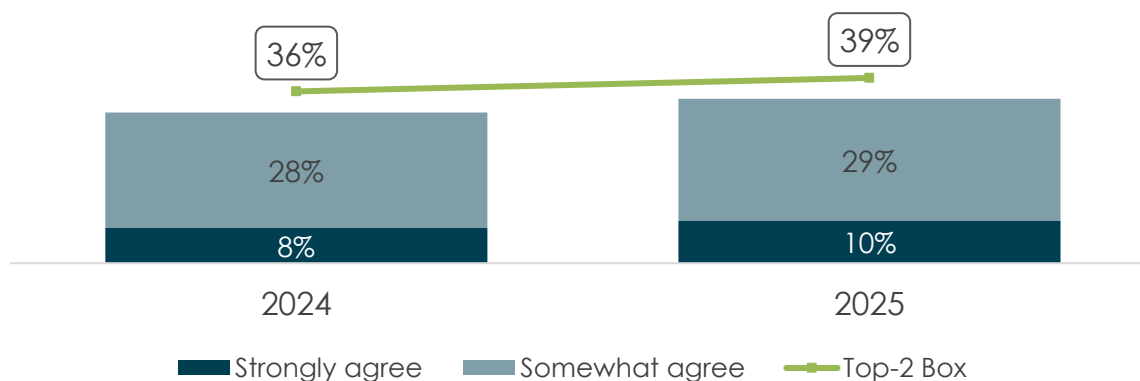
Figure 49 – Perceptions of CAF communications about foreign threats



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, 2025, n=2,318.

Perceptions that the CAF does a good job of informing Canadians about foreign threats to Canada and Canadians increased since the 2024 wave (up from 36% to 39%).

Figure 50 – Perceptions of CAF communications about foreign threats (tracking)



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, 2025, n=2,318.

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:

- Men compared to women (44% vs. 35%).
- Respondents living in urban areas compared to those who live in rural areas (42% vs. 34%).
- Black respondents (51%) compared to white (37%) and Chinese respondents (33%).
- Those with awareness of recent media coverage of the CAF compared to those without (43% vs. 36%).
- Respondents who have a positive impression of the CAF compared to those with a negative impression (52% vs. 11%).
- Respondents who view the CAF as a source of pride compared to those who do not (58% vs. 13%).
- Respondents who view the CAF as essential compared to those who do not (46% vs. 21%).
- Those who support the current defence spending target compared to those who do not (48% vs. 22%).
- Those who support the 2035 defence spending commitment compared to those who do not (49% vs. 29%).

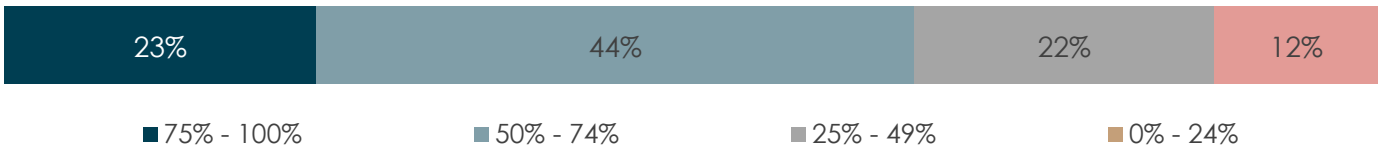
Respondents living in the Territories were most likely to agree that the CAF does a good job at informing Canadians about foreign threats (55%).

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. More specifically, 23% believe that at least three quarters of the CAF’s roles are performed within Canada, while 44% 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 51 – 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, 2025, n=2,318.

Perceptions of how much of the CAF’s efforts are spent on domestic roles remained consistent with the 2024 wave (53% respectively).

Figure 52 – Perceptions of CAF efforts spent on domestic roles (tracking)



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, 2025, n=2,318.

Key segments

Average estimates tended to be higher among those living in Quebec (59%).

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:

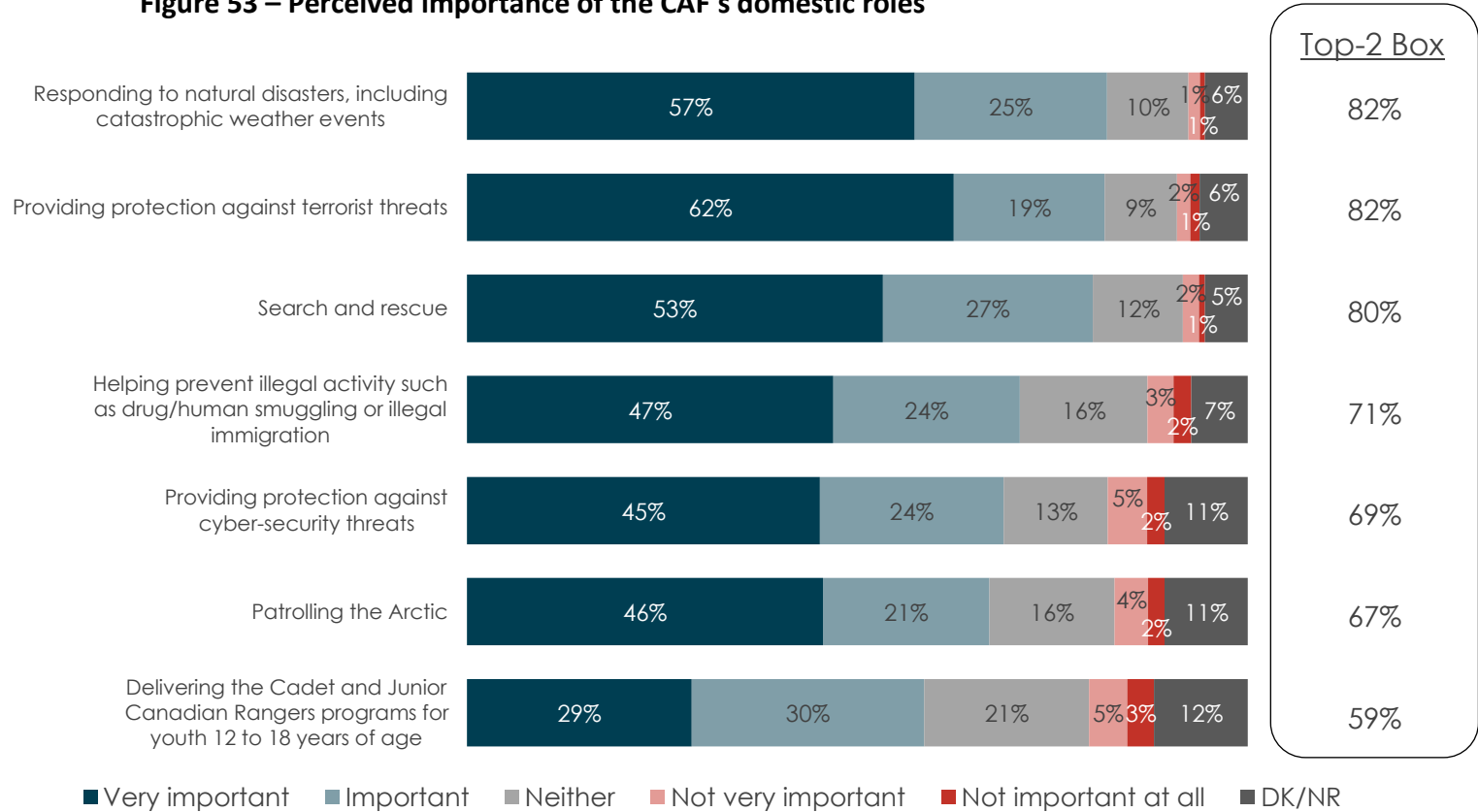
- Respondents in Quebec compared to those living outside of Quebec (32% vs. 20%).
- Those who view the CAF as a source of pride compared to those who do not (26% vs. 18%).
- Respondents who view the CAF as essential compared to those who do not (25% vs. 13%).

Respondents were asked to rate the importance of various roles played in Canada by the CAF. Overall, nearly three in five felt that each domestic role played by the CAF was important or very important. Ratings were highest for the following roles:

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

Perceived importance was lower when it comes to helping prevent illegal activity such as drug/human smuggling or illegal immigration (71%), protecting against cyber-security threats (69%) and patrolling the Arctic (67%). Importance ratings were lowest when it comes to delivering the Cadet and Junior Canadian Rangers programs for youth 12 to 18 years of age (59%).

Figure 53 – Perceived importance of the CAF’s domestic roles

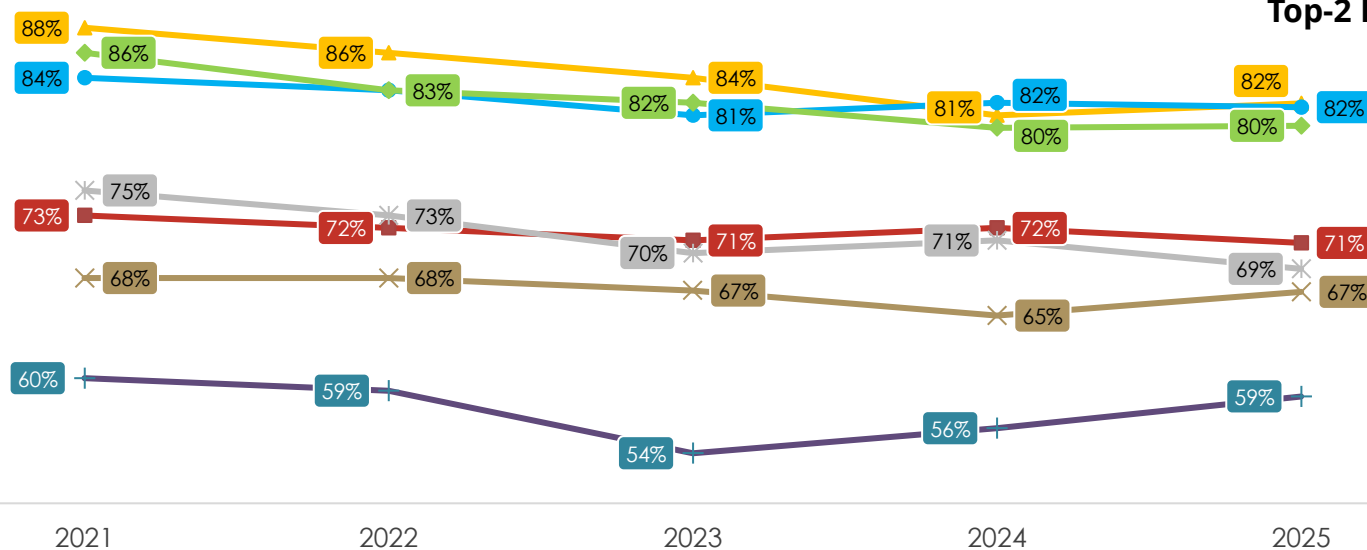


Q29. There are several roles that the Canadian Armed Forces plays here in Canada. Please indicate how important each of the following roles should be, in your opinion, using a 5-point scale, where 1 means not important at all and 5 means very important. How about...? Base: All respondents, 2025, n=2,318.

Overall, the results have remained consistent with a slight decrease in perceived importance of domestic roles since 2021.

Figure 54 – Perceived importance of the CAF’s domestic roles (tracking)

Top-2 Box



—▲— Responding to natural disasters, including catastrophic weather events

—●— Providing protection against terrorist threats

—◆— Search and rescue

—■— Helping prevent illegal activity such as drug/human smuggling or illegal immigration

—*— Providing protection against cyber-security threats

—×— Patrolling the Arctic

—+— Delivering the Cadet and Junior Canadian Rangers programs for youth 12 to 18 years of age

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, 2025, n=2,318.²⁰

²⁰ In 2022, telephone results were captured using a split sample approach, [n=1,562] for each activity.

Key segments

Respondents living in Atlantic Canada (86%) and Ontario (82%) were more likely to feel that it is important for the CAF to be involved in search and rescue compared to those living in British Columbia (75%).

Respondents living in Atlantic Canada were more likely to feel that it is important for the CAF to be involved in search and rescue compared to those living in Manitoba or Saskatchewan (86% vs. 77%).

Respondents living in Alberta (73%) and Ontario (71%) were more likely to feel that it is important for the CAF to be involved in providing protection against cyber-security threats compared to those living in Quebec (65%) and British Columbia (64%).

Respondents living in Atlantic Canada (74%) were more likely to believe that it is important for the CAF to be involved in patrolling the Arctic compared to those in Quebec (65%) and British Columbia (64%).

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

- Responding to natural disasters (91%).
- Search and rescue (91%).
- Patrolling the Arctic (79%).

Women were more likely than men to view the following domestic roles as important:

- Responding to natural disasters (84% of women vs. 80% of men).
- Helping prevent illegal activities (74% of women vs. 68% of men).

Consistent with results observed since 2022, men were more likely to place importance on patrolling the Arctic compared to women (73% vs. 61%).

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 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 the following domestic roles:

- Responding to natural disasters (83% university and 84% college vs. 77% high school).
- Patrolling the Arctic (68% university and 70% college vs. 60% high school).

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 search and rescue (83% college vs. 77% high school).

Those with a college education were more likely than those with a university education or high school education or less to believe it is important for the CAF to be involved in providing protection against cyber-security threats (74% college vs. 67% university and 67% 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 (63% college vs. 57% university).

Respondents who had a family member employed by the CAF were more likely to place importance on the following domestic roles:

- Responding to natural disasters (89% who had a CAF-employed family member vs. 81% who did not).
- Search and rescue (87% who had a CAF-employed family member vs. 79% who did not).
- Patrolling the Arctic (79% who had a CAF-employed family member vs. 65% who did not).
- Delivering the Cadet and Junior Canadian Rangers programs (69% who had a CAF-employed family member vs. 57% who did not).

Indigenous respondents were more likely to feel that it is important for the CAF to be involved in providing protection against terrorist threats compared to white respondents (88% vs. 82%).

Indigenous and white respondents were more likely to feel that it is important for the CAF to be involved in the following domestic roles compared to Chinese respondents:

- Search and rescue (Indigenous respondents, 83% and white respondents, 82% vs. Chinese respondents, 71%).
- Patrolling the Arctic (Indigenous respondents, 74% and white respondents, 71% vs. Chinese respondents, 49%).

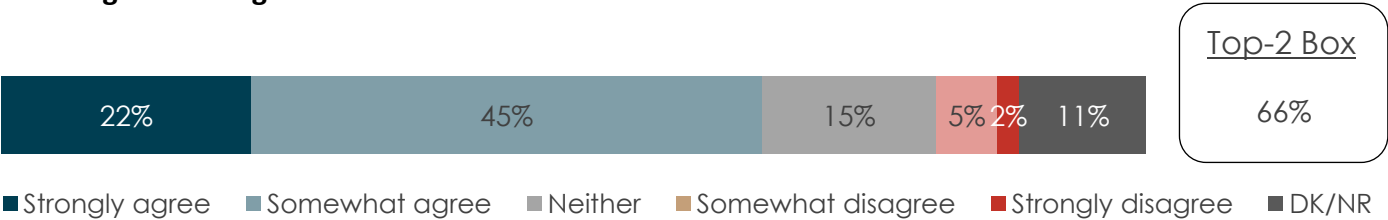
Indigenous (77%) respondents were more likely to feel that it is important for the CAF to be involved in helping prevent illegal activity compared to white (71%) and Asian (65%) respondents.

Indigenous (79%) respondents were more likely to feel that it is important for the CAF to be involved in providing protection against cyber-security threats compared to white (69%) and Chinese (60%) respondents.

Respondents who support the current defence spending budget or the 2035 defence spending commitment were more likely to place importance on each of the domestic roles of the CAF compared to those who were neutral or did not support the increased budgets.

When asked whether they agreed or not that the CAF is doing a good job of performing its duties in Canada, two thirds of respondents (66%) at least somewhat agreed. More specifically, 22% strongly agreed with this statement.

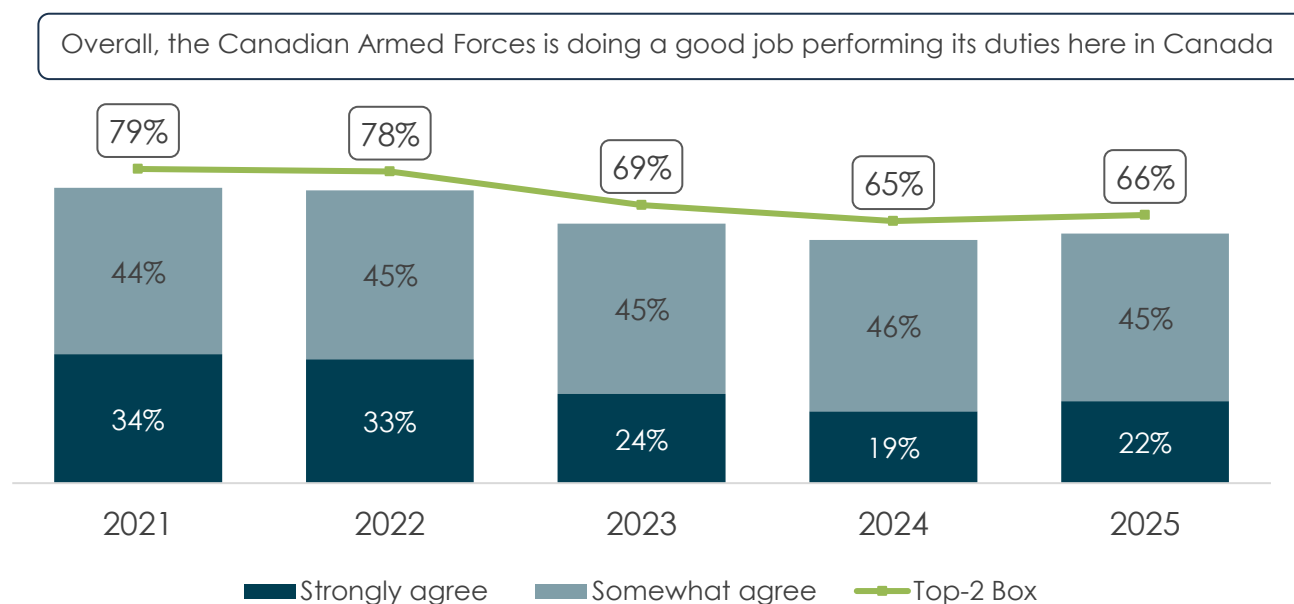
Figure 55 – Agreement with domestic value of the CAF



Q31. 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 Base: All respondents, 2025, n=2,318.

The proportion of respondents who strongly agreed that the CAF is doing a good job performing its duties here in Canada increased compared to the 2024 wave (up from 19% to 22%), with overall agreement remaining down compared to results observed since 2021.

Figure 56 – Agreement with domestic value of the CAF (tracking)



Q31. Please rate the extent to which you agree or disagree with the following statement. Base: All respondents, 2025, n=2,318.

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 (76%) compared to those living in Quebec (67%), Ontario (66%), Manitoba or Saskatchewan (65%) and British Columbia (62%).
- Respondents 65 or older compared to those 54 and younger (75% vs. 62%).
- Those with a family member employed by the CAF compared to those without one (72% vs. 66%).
- Black (74%) and white (69%) respondents compared to Chinese respondents (57%).
- Respondents with awareness of recent media coverage of the CAF compared to those without (72% vs. 62%).
- Those with a positive impression of the CAF (84%) compared to those with a neutral (39%) or negative (29%) impression.
- Those who view the CAF as a source of pride compared to those who do not (86% vs. 34%).
- Those who support the current defence spending target compared to those who do not (79% vs. 42%).

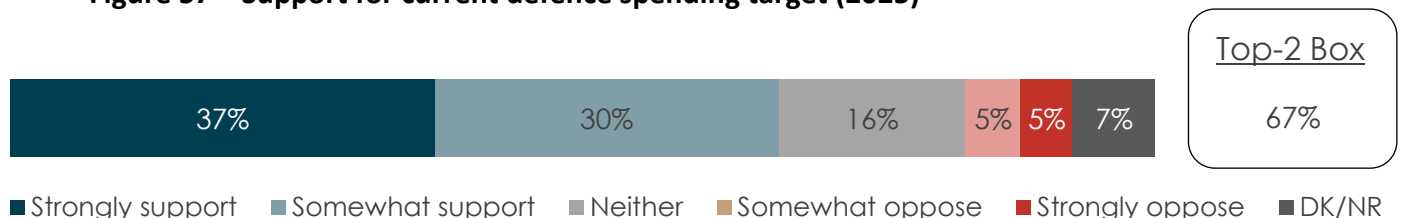
- Those who support the 2035 defence spending commitment compared to those who do not (80% vs. 51%).

Defence spending

Respondents were informed that Canada will be increasing defence spending to meet the 2% of GDP target by the end of 2025 (an increase of roughly \$9 billion). Respondents were then asked to rate the extent to which they support or oppose this increase.

Just over two thirds of respondents (67%) at least somewhat support the increase in defence spending. Specifically, 37% strongly support this increase while 30% somewhat support the increase. Conversely, 9% of respondents oppose the increase in defence spending.

Figure 57 – Support for current defence spending target (2025)



Last year, Canada spent about 1.4% of its GDP on national defence (about \$44 billion). As you may have heard, the Government of Canada recently announced that it will increase defence spending to meet the 2% of GDP target by the end of this year (about an additional \$9 billion).

Q32. Please rate the extent to which you support or oppose this increase. Base: All respondents, 2025, n=2,318.

Key segments

The following segments were more likely to at least somewhat support the CAF's increase in defence spending:

- Respondents living in Atlantic Canada compared to those living in Quebec (75% vs. 64%).
- Men compared to women (70% vs. 65%).
- Those earning an income of \$80,000 or more compared to those earning less than \$40,000 (71% vs. 63%).
- Respondents who were not actively studying compared to students (69% vs. 48%).
- Those with a family member employed by the CAF compared to those without one (80% vs. 65%).

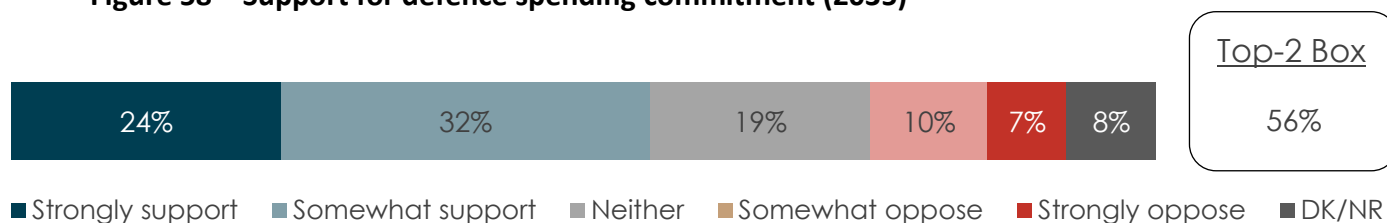
- White (72%) and Indigenous (70%) respondents compared to Asian (56%) and Chinese (52%) respondents.
- Those with awareness of recent media coverage of the CAF compared to those without (77% vs. 58%).
- Those with a positive impression of the CAF (80%) compared to those with a neutral (43%) or negative (51%) impression.

Respondents aged 65 or older gave the highest overall support score (84%), with support increasing with age from 46% among those aged 18 to 24 years old.

Respondents were informed that Canada and other NATO members agreed to increase their defence and security spending to 5% of GDP by 2035, as part of a new commitment (about an additional \$100 billion/year by 2035). Respondents were then asked to rate the extent to which they support or oppose this increase.

Over half of respondents (56%) at least somewhat support the increase in defence spending. Specifically, just under a quarter (24%) strongly support this increase while 32% somewhat support the increase. Conversely, 17% oppose the increase in defence spending while one in five (19%) neither support nor oppose.

Figure 58 – Support for defence spending commitment (2035)



Recently, Canada and other NATO members agreed to increase their defence and security spending to 5% of GDP by 2035, as part of a new commitment (about an additional \$100 billion/year by 2035).

Q33. Please rate the extent to which you support or oppose this increase. Base: All respondents, 2025, n=2,318.

Key segments

The following segments were more likely to at least somewhat support the CAF's defence spending commitment:

- Respondents living in Atlantic Canada (66%) compared to those living in Ontario (57%), British Columbia (56%), Manitoba or Saskatchewan (55%) and Quebec (50%).
- Respondents living in Ontario compared to those living in Quebec (57% vs. 50%).
- Those with a college education (61%) compared to those with a university (55%) education or high school or less (51%).
- Those with a family member employed by the CAF compared to those without one (70% vs. 53%).
- White (60%), Indigenous (60%) and Black (56%) respondents compared to Chinese (39%) respondents.
- Those with awareness of recent media coverage of the CAF compared to those without (64% vs. 49%).

As age increases, support for the CAF's defence spending commitment increases, rising from 39% among those aged 18 to 24 years old to 71% among those aged 65 years or older.

Respondents were asked to rate the extent to which they support or oppose the Government of Canada increasing defence and security across various areas. Overall, more than two thirds of respondents at least somewhat supported an increase in defence spending across each area. The following areas received the most support:

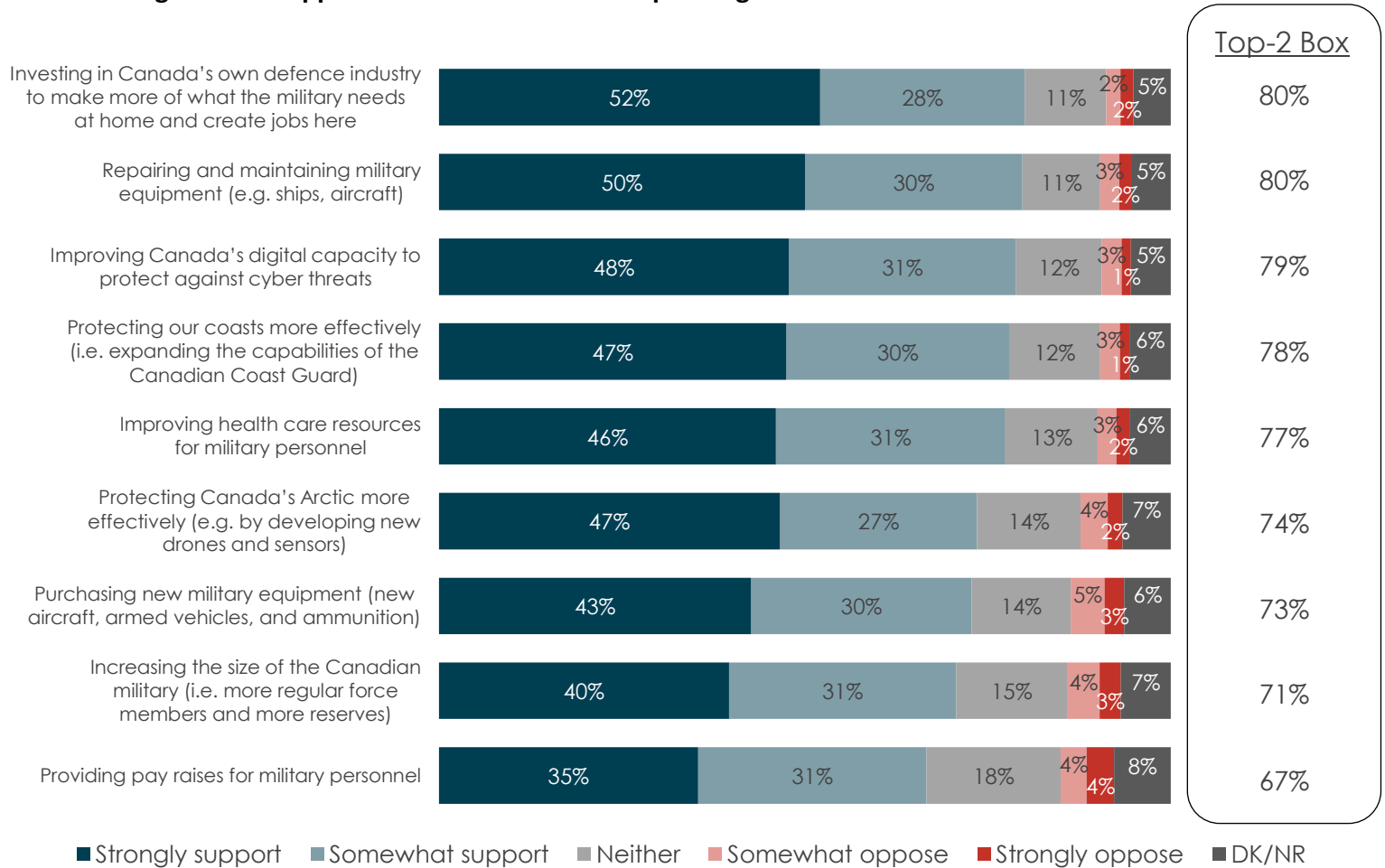
- Investing in Canada's defence industry (80%)
- Repairing and maintaining military equipment (80%).
- Improving Canada's digital capacity to protect against cyber threats (79%).
- Protecting our coasts more effectively (78%).
- Improving health care resources for military personnel (77%).

A slightly smaller proportion said they at least somewhat support an increase in defence spending on the following areas:

- Protecting Canada's Arctic more effectively (74%).
- Purchasing new military equipment (73%).
- Increasing the size of the Canadian military (71%).

- Providing pay raises for military personnel (67%).

Figure 59 – Support for increased defence spending on CAF activities



Q34. Please rate the extent to which you support or oppose the Government of Canada increasing defence and security spending on the following: Base: All respondents, 2025, n=2,318.

Key segments

Respondents living in Atlantic Canada were most likely to at least somewhat support increases in defence spending across all areas:

- Investing in Canada's defence industry (90%).
- Repairing and maintaining military equipment (88%).
- Protecting our coasts more effectively (85%).
- Improving Canada's digital capacity to protect against cyber threats (84%).

- Improving health care resources for military personnel (82%).
- Increasing the size of the Canadian military (81%).
- Purchasing new military equipment (79%).
- Protecting Canada's Arctic more effectively (79%).
- Providing pay raises for military personnel (77%).

Those living in rural areas were more likely to at least somewhat support increasing the size of the Canadian military compared to those living in urban areas (75% vs. 70%).

Men were more likely to at least somewhat support the Government of Canada increasing defence and security spending on the following:

- Protecting our coasts more effectively (81% of men vs. 75% of women).
- Protecting Canada's Arctic more effectively (78% of men vs. 69% of women).
- Purchasing new military equipment (77% of men vs. 69% of women).
- Providing pay raises for military personnel (71% of men vs. 62% of women).

A general trend observed was that, as age increases, support for increasing defence spending for each area increases. Notably, respondents aged 65 years or older were most likely to support an increase of spending on the following:

- Protecting our coasts more effectively (92%).
- Repairing and maintaining military equipment (91%).
- Investing in Canada's defence industry (91%).
- Improving Canada's digital capacity to protect against cyber threats (89%).
- Purchasing new military equipment (89%).
- Protecting Canada's Arctic more effectively (89%).
- Improving health care resources for military personnel (86%).
- Increasing the size of the Canadian military (84%).
- Providing pay raises for military personnel (81%).

Those who were not actively studying were more likely to support increases in most areas compared to students:

- Investing in Canada's defence industry (82% of non-students vs. 67% of students).
- Repairing and maintaining military equipment (81% of non-students vs. 69% of students).

- Improving Canada’s digital capacity to protect against cyber threats (80% of non-students vs. 69% of students).
- Protecting our coasts more effectively (80% of non-students vs. 64% of students).
- Protecting Canada’s Arctic more effectively (75% of non-students vs. 63% of students).
- Purchasing new military equipment (75% of non-students vs. 56% of students).
- Increasing the size of the Canadian military (72% of non-students vs. 57% of students).

Respondents with a family member in the CAF were more likely to support increasing defence spending for each activity compared to those who did not.

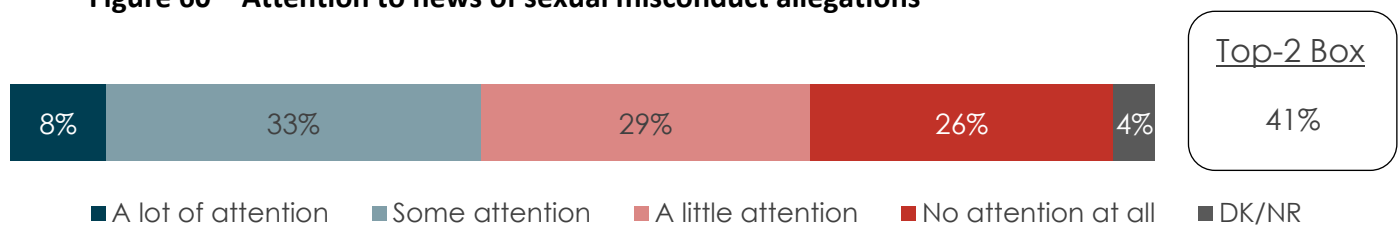
Indigenous and white respondents were more likely to support increasing defence spending for each activity compared to Chinese respondents.

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 2,110 (out of 2,318) respondents who felt comfortable proceeding with the misconduct questions.

In 2025, just over two in five respondents reported paying at least some attention to news of alleged sexual misconduct in the CAF over the previous few months (41%). More specifically, 8% of respondents reported paying a lot of attention. On the other hand, 26% had paid no attention at all to that news and slightly more paid only a little attention (29%).

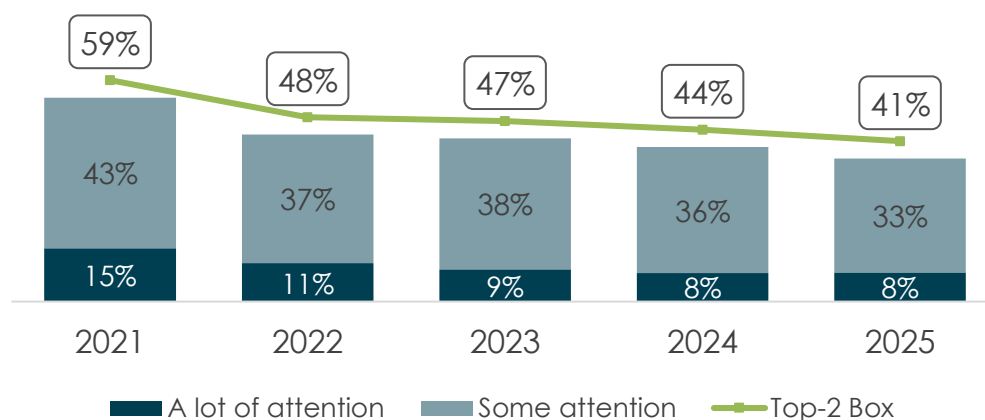
Figure 60 – Attention to news of sexual misconduct allegations



Q35. 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, 2025, n=2,110.

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

Figure 61 – Attention to news of sexual misconduct allegations (tracking)



Q35. 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, 2025, n=2,110.

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 compared to those living outside of Quebec (52% vs. 38%).
- Men compared to women (47% vs. 35%).
- Those 65 years or older compared to respondents 64 years or younger (55% vs. 37%).
- Respondents living in urban areas compared to those living in suburban areas (44% vs. 39%).
- Those with a university (43%) or college (42%) education compared to those with a high school education or less (34%).
- Respondents earning an income of \$80,000 or more compared to those earning less than \$40,000 (44% vs. 38%).
- Respondents with a family member employed by the CAF compared to those without one (57% vs. 38%).
- Indigenous respondents (49%) compared to Asian (36%) and Chinese respondents (35%).

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 (53%) at least somewhat agreed that the Canadian Armed Forces is taking concrete steps to make changes to evolve its culture while 14% disagreed.

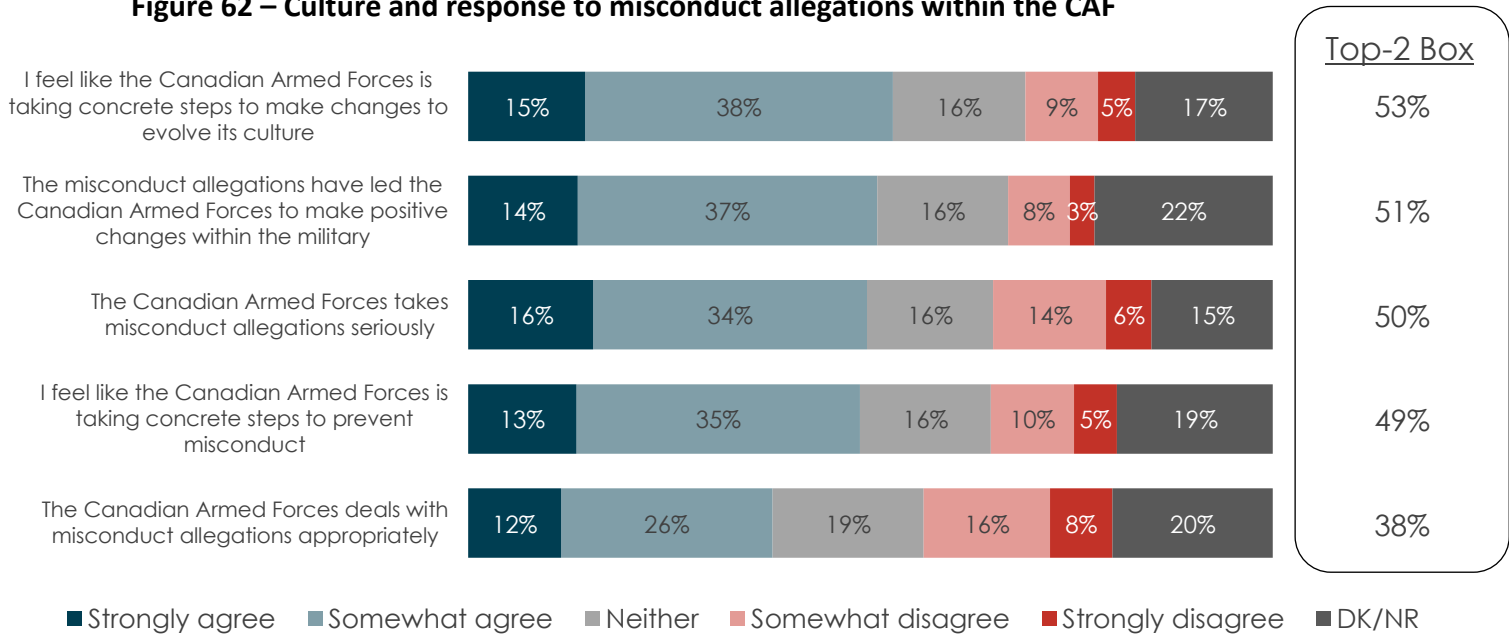
Just over half of respondents (51%) at least somewhat agreed that the misconduct allegations have led the Canadian Armed Forces to make positive changes within the military, while 11% disagreed with this statement.

Half of respondents (50%) at least somewhat agreed that the CAF takes misconduct allegations seriously. Conversely, one in five respondents (20%) disagreed.

Just under half of respondents (49%) at least somewhat agreed that the Canadian Armed Forces is taking concrete steps to prevent misconduct while 16% disagreed.

Finally, 38% at least somewhat agreed that the CAF deals with misconduct allegations appropriately. Conversely, 23% of respondents somewhat or strongly disagreed with this statement.

Figure 62 – Culture and response to misconduct allegations within the CAF

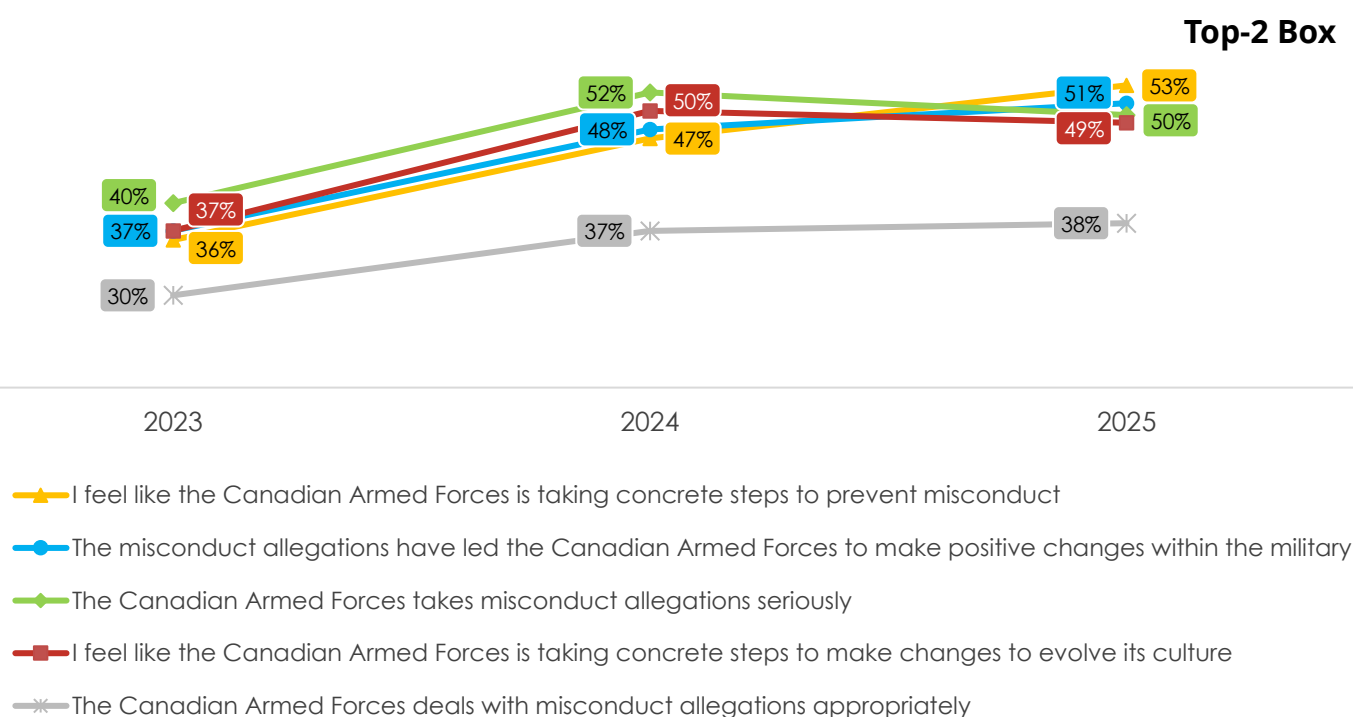


Q36. Please indicate how strongly you agree or disagree with the following statements pertaining to the response from the Canadian Armed Forces regarding misconduct?
Base: Respondents who were comfortable answering misconduct questions, 2025, n=2,110.

Results remained fairly consistent with those observed in the 2024 wave.

Most notably, the proportion of those who agreed that the CAF is taking concrete steps to prevent misconduct increased by 6% since 2024 (up from 47% to 53%). Levels of agreement that the misconduct allegations have led the CAF to make positive changes within the military increased by 3% since 2024 (up from 48% to 51%).

Figure 63 – Culture and response to misconduct allegations within the CAF (tracking)



Q36. 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, 2025, n=2,110.²¹

*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 Atlantic Canada (58%) and Quebec (56%) were more likely to agree that the misconduct allegations have led the CAF to make positive changes within the military compared to those living in Ontario (48%).

²¹ Prior to 2025, the following statements were used: *The Canadian Armed Forces takes them seriously*, and *The Canadian Armed Forces deals with them appropriately*.

Respondents living in Quebec (56%) were more likely to agree that the misconduct allegations have led the CAF to make positive changes within the military compared to those living in British Columbia (47%).

Respondents living in Alberta (54%) were more likely to agree that the CAF takes misconduct allegations seriously compared to those living in British Columbia (43%).

Respondents living in Alberta (54%), Atlantic Canada (52%) and Quebec (52%) were more likely to agree that the CAF is taking concrete steps to prevent misconduct compared to those living in British Columbia (42%).

Respondents living in Alberta (44%), Atlantic Canada (42%) and Ontario (39%) were more likely to agree that the CAF deals with misconduct allegations appropriately compared to those living in Quebec (33%).

Respondents living in Alberta (44%) were more likely to agree that the CAF deals with misconduct allegations appropriately compared to those living in British Columbia (33%).

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

- I feel like the Canadian Armed Forces is taking concrete steps to make changes to evolve its culture (57% of men vs. 49% of women).
- The Canadian Armed Forces takes them seriously (55% of men vs. 45% of women).
- The misconduct allegations have led the Canadian Armed Forces to make positive changes within the military (55% of men vs. 47% of women).
- I feel like the Canadian Armed Forces is taking concrete steps to prevent misconduct (54% of men vs. 44% of women).
- The Canadian Armed Forces deals with them appropriately (42% of men vs. 34% of women).

Respondents aged 55 and older were more likely to agree with the following statement compared to those aged 54 and younger:

- I feel like the Canadian Armed Forces is taking concrete steps to make changes to evolve its culture (58% of those 55 and older vs. 49% of those 54 and younger).
- The misconduct allegations have led the Canadian Armed Forces to make positive changes within the military (57% of those 55 and older vs. 47% of those 54 and younger).

Black respondents (62%) were more likely to agree that the CAF is taking concrete steps to prevent misconduct compared to white (48%) and Chinese respondents (37%).

Indigenous respondents were more likely to agree that the CAF takes misconduct allegations seriously compared to Asian respondents (57% vs. 40%).

Respondents who had a family member employed by the CAF were more likely to agree with each of the statements pertaining to the CAF's response to misconduct allegations compared to those without one:

- I feel like the Canadian Armed Forces is taking concrete steps to make changes to evolve its culture (63% who had a CAF-employed family member vs. 51% who did not).
- The Canadian Armed Forces takes them seriously (60% who had a CAF-employed family member vs. 48% who did not).
- The misconduct allegations have led the Canadian Armed Forces to make positive changes (58% who had a CAF-employed family member vs. 50% who did not).
- I feel like the Canadian Armed Forces is taking concrete steps to prevent misconduct (58% who had a CAF-employed family member vs. 47% who did not).
- The Canadian Armed Forces deals with misconduct allegations appropriately (44% who had a CAF-employed family member vs. 37% who did not).

Respondents with awareness of recent media coverage of the CAF were more likely to agree with each of the statements pertaining to the CAF's response to misconduct allegations compared to those without:

- I feel like the Canadian Armed Forces is taking concrete steps to make changes to evolve its culture (60% with recent awareness vs. 47% of those without).
- The misconduct allegations have led the Canadian Armed Forces to make positive changes (57% with recent awareness vs. 45% of those without).
- The Canadian Armed Forces takes them seriously (56% with recent awareness vs. 44% of those without).
- I feel like the Canadian Armed Forces is taking concrete steps to prevent misconduct (55% with recent awareness vs. 44% of those without).
- The Canadian Armed Forces deals with misconduct allegations appropriately (41% with recent awareness vs. 35% of those without).

Qualitative research results

Awareness, impressions and perceptions of the CAF

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

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

- For some, the first words that came to mind were military-related terms and objects such as military, war, uniform, army, camouflage, etc.
- Many referenced peace, peacekeeping or peacekeepers as well as serving or helping/aiding Canadians, including disaster relief.
- Some referred to broad roles such as “protection”, “defence”, “security” and “safety”. Sovereignty appeared a few times in groups in Northern Canada.
- A few were reminded of characteristics of individuals who serve, such as “strong”, “courage”, “brave”, “discipline”, “reliable”, etc.
- Some of the terms highlighted perceived challenges facing the institution, such as “underfunded”, “small” and “under-utilized”.

Participants were next asked what they felt were the best aspects of the CAF. Many of the same themes emerged as participants frequently highlighted the CAF’s role in peacekeeping and helping others, especially protecting citizens and supporting Canadian communities during times of crisis or natural disasters.

Many also mentioned the positive reputation of the CAF internationally, believing that the organization is well respected by other countries.

Some comments were specific to members of the CAF, highlighting that they are highly trained, disciplined, and have access to many career, travel and educational opportunities as well as benefits while serving.

A few also mentioned that the CAF plays an important role in protecting Canada and ensuring public safety and security.

When then asked what they perceived to be the worst aspects of the CAF, several participants were unable to identify anything in particular. Among those who did, common concerns included perceptions of recruitment and funding issues, leading to a small workforce with limited or

outdated equipment, especially compared to other counties. On the topic of funding, a few felt that the CAF did not spend their budget efficiently.

Some respondents pointed more generally to the sacrifices and inherent dangers of service and the risks members face, such as mental health challenges, time away from family and risk of injury or loss of life.

A few also mentioned the CAF's history of culture issues such as discrimination, sexism, abuse of power and harassment in the workplace.

Recent media recall

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, which has been a consistent theme over past waves. If anything, their views and opinions were largely anchored around what they saw as the CAF's "traditional" role of peacekeeping, their activities in communities in times of natural disasters, and by any headlines/news stories they may have encountered over the past few years.

In each group, a few said they had recently seen, heard or read something in the media or elsewhere about the CAF. Participants typically cited televised news (e.g., CTV, CBC) as well as online news (such as Globe and Mail) as well as news shared on social media including Facebook, Instagram, YouTube and X. A few also recalled hearing news about the CAF on the radio, including CBC and Cabin Radio.

Participants most commonly recalled recruitment initiatives including advertisements on television or social media such as on YouTube and Snapchat with some mentioning seeing posters as well. Similarly, several had heard about the recruitment and retention issues within the CAF on the news or radio with some recalling that recruitment targets/quotas were not being met. A few also mentioned hearing about Indigenous recruitment efforts such as the Bold Eagle Program.

Many had seen or heard about NATO defence spending commitments, for example, Canada not meeting these targets in the past as well as Prime Minister Carney's pledge to increase defence spending to meet the new NATO targets. This information was typically seen on televised or online news. A few others recalled hearing news related to the CAF's budget including the Canadian Coast Guard being assigned to the Department of National Defence as well as CAF members receiving wage increases.

Another commonly recalled topic related to new equipment purchases to replace aging and obsolete aircrafts and submarines including:

- Canada aiming to diversify military equipment purchases / decrease reliance on the United States
- Upcoming procurement of equipment (general)
- Procurement of new jets
- The CAF choosing whether to purchase aircrafts from Sweden or the United States
- Procurement of submarines

Other news mentioned more sparingly included:

- Responding to wildfires in Manitoba
- Repairing a water treatment facility in Northern Manitoba
- The CAF involvement in foreign countries
 - Helping train forces in Ukraine
 - Deployment of troops to Latvia
 - Humanitarian aid in Gaza
- Arctic defence/sovereignty efforts
 - Boosting military training in the Arctic and Inuvik/Operation Nanook-Nunaliut
 - Increase of helicopters in Whitehorse
 - Inuvik airport expansion
- Tensions with the United States/President Trump
- Discrimination cases to be dealt with by non-government organization
- Misconduct allegations against a soldier in New Brunswick
- A CAF officer accused of providing intelligence to a foreign country

Impressions of people who serve in the CAF

While many participants explained that their knowledge about the CAF's roles and activities was limited, most participants could share their overall impressions of the people who serve in the CAF.

Overall, impressions were quite positive with many describing those who serve in the CAF as courageous, disciplined, selfless, and dedicated to protecting Canadians. There was a general impression that most individuals who choose to join the CAF were well intentioned and passionate individuals who care about their country.

“I think they're brave people who are willing to put their lives on the line, if need be, to serve and protect, so definitely, I think they're patriotic, I think they're brave people, and I think good of them.” – Female, 55, Ontario

“I have a very positive view because they are people of courage and discipline, so for someone to venture into that kind of career path, he must have a strong sense of service, and he wants to serve his country, so it's a very positive view for me.” – Male, 34, Manitoba

Several participants expressed feelings of gratitude and pride when thinking about those who serve and felt that choosing a career in the CAF was noble and respectable. A few of these individuals stated that joining the CAF was not something they would personally do, which added to the admiration they had for those who serve, especially given the sacrifice taken by not only the members serving, but also their families.

Many positive views were driven by awareness of the CAF's contributions to humanitarian aid and disaster relief efforts. A handful of participants also had personal connections to friends or family who serve, which contributed to their positive perceptions of the CAF as a whole.

A smaller proportion of participants expressed neutral impressions, largely due to a lack of awareness around what roles the CAF is involved in. Some felt they did not hear enough about CAF activities to form a strong opinion, though a few interpreted “no news as good news.”

“I have a lot of respect for people in the military. They're doing a big deed by serving our country, and it can't be easy. But I also don't have that much information about the military.” – Female, 28, British Columbia

Others viewed CAF employment as similar to any other government job - simply a means to an end, leading to average or indifferent feelings rather than strong positive or negative views.

A select few expressed negative impressions of those who serve in the CAF, typically referencing a general opposition to military or concerns about the organization's history of misconduct and discrimination.

Impressions of the work performed

Consistent with previous waves of research, awareness of the work performed by the CAF was somewhat limited. Some participants felt that they typically hear more about the U.S. military than

the Canadian Armed Forces. While some felt they could be better informed, others viewed the lack of news as a positive sign that things are running smoothly.

Despite limited awareness of the work performed by the CAF, participants generally had a positive impression of the work performed by those who serve in the CAF. Even some who struggled to name specific activities often expressed a general “gut feeling” that the CAF plays a positive and necessary role.

Most viewed the work performed by the CAF as mostly a peacekeeping role as well as serving communities by contributing to rescue missions, disaster relief and community support, which was viewed as an effective resource that benefits society.

Some described the CAF as more of an ally than an instigator in global conflicts, which was seen as a positive by many.

“I don't think Canada gets enough credit. Compared to other countries, like the US, it's like we're put to the side for what we do sometimes. But I find that we're always one of the first to jump in to help other countries. Like with supplies or giving out our people to come there and help distribute the stuff.” – Female, 58, Ontario

“I feel like every day that we're not under attack by another country is an example of the work that they perform, of keeping the peace in Canada.” – Participant, 19, Manitoba

Neutral views were largely driven by lack of information - some participants felt unable to form a strong opinion because they were not sure of recent roles played by the CAF. Others felt that while they had positive impressions of the CAF's humanitarian work, they felt the CAF could be doing more in terms of being proactive, improving defence capabilities and that the organization should be quicker at responding to conflict or relief efforts. With that said, many felt the CAF was doing the best they could with the limited resources they have.

“It's hard for me to say what are they doing well because I don't know what they're doing.”
– Male, 65, New Brunswick

“My impression is that things like deployments for peacekeeping, deployments for natural disasters are too slow. And then I think I, in my head at least, can attribute that to partly being underfunded.” – Male, 37, Ontario

Those who shared less positive impressions typically felt that, while individual members are likely well-intentioned and doing their best with the limited resources they have, the institution itself is behind compared to other countries or limited by government leadership. As well, a handful also mentioned that the media attention they do encounter tends to be negative, often related to misconduct or harassment within the organization. A few also shared a general opposition to combat roles and military institutions which by extension impacted their perceptions of the CAF.

Trust in the CAF

When asked about their level of trust in the CAF, participants typically described a fairly high level of trust.

This high level of trust was largely rooted in perceptions of Canada as a moral, democratic country with strong values and integrity. The CAF was seen as an institution that upholds and reflects these values and ethics. This was especially said when comparing the government and military of Canada to other countries which may be more impacted by violence or corruption. Many also felt that the self-discipline and sense of duty required to join the military attract a certain type of person which further reinforced their trust in the organization.

Many participants explained that they had not heard any news or stories that would give them a reason to distrust the CAF. Despite many participants being unfamiliar with the day-to-day roles of the CAF, there was a high sense of trust that the CAF will do what is asked of them to the best of their abilities and with the resources and equipment they have.

However, while most said they trust the members of the CAF are well intentioned and will follow the orders they are given, some questioned whether the CAF is large or strong enough to protect Canada against major threats, particularly given their reliance on the United States. Others noted that, because the CAF acts under government direction, their level of trust in the CAF depends partly on their level of confidence in the government at the time, which was not always high.

“Whatever duties that have been assigned to them to deliver, I trust them that they will deliver it. They will. But again, they are under the control of a regime, good or bad.” –

Male, 43, Manitoba

“If you were to ask me, do I trust [the] government to use the military properly? Well, that's a different question. But I trust the military to do whatever our government asks them to do, to the best of their ability with the materials and the training and the equipment that

they have. I trust them to give it their all, I trust them to, you know, fight to the very end.” – Male, 65, New Brunswick

“So integrity, I think, you know, they're doing what they're supposed to do, but yeah, when it comes to, like, would I trust that our army could take care of our borders in the event that, let's say, the U.S. wanted to come up and take resources or whatever, I kind of doubt it, truthfully.” – Male, 51, British Columbia

A few also shared that hearing reports of internal misconduct, particularly towards women, skewed their trust somewhat, though they still maintained a moderate sense of trust as an organizational outsider.

Trust in information

After discussing their overall trust in the CAF, participants were then asked to describe their trust in the information that the CAF provides to Canadians.

Many could not recall seeing much information shared by the CAF or even about the CAF, which contributed to their limited awareness of the CAF's activities and priorities. However, many felt they had no reason to distrust the CAF when it comes to the information they provide.

“I haven't really heard of any large scandals, I guess, of the Canadian military being untruthful to its citizens.” – Female, 43, Yukon

Many said they rarely see information directly from the CAF and assume that what is shared is selective. Several believed that, if and when the CAF did announce information (for example, about threats), it would likely be framed in a way to avoid alarming Canadians. Participants assumed that the public would not be given full transparency but rather a sugar-coated or watered-down version of the full story.

“I think there is also a lot of Canadians who don't trust anything coming from the government, and also the media. We don't really get a lot of information, in my opinion, from the Canadian Armed Forces. So, when information does come out, I think it's highly filtered.” – Female, 45, British Columbia

“I think that maybe coming from their end, when they do share the information, [the CAF] want to make this sound as good as possible so they don't, like, scare people, so maybe that's always something that sits in the back of my mind.” – Female, 25, Ontario

While some would like to hear more updates to be more informed about what the CAF is involved in, there was some skepticism about news shared by the media or directly from the organization.

Domestic focus

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

When asked to think of roles played by the CAF domestically, most tended to focus on providing support during natural disasters. Some participants also suspected that the CAF are providing surveillance along our borders and in the Arctic.

Participants were then 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.

Compared to previous waves, there were noticeably more comments related to the importance of patrolling the Arctic with many discussing the implications of melting ice and the opening of new passages.

Upon seeing the list, many noted that the roles make complete sense. The list was, for the most part, complete – in other words very few participants would remove or add anything to the list.

Some participants were unaware of some of these roles. In particular, several were surprised to learn that the CAF monitors space, but felt this was an important role that “if they do not do it, who will?”

“Besides responding to natural disasters and protecting against terrorist threats, which Canada doesn't really get too much of, I didn't know that they did the rest of that. I guess it's important we have people trained to do these things living in Canada.” – Female, 35, Ontario

“I personally don't know much about the Canadian Armed Forces, but I'm just surprised to see what they do, and they do a lot... I never realized how much they did for us.” – Female, 35, Manitoba

A few also wondered whether the role of the CAF might overlap with other organizations/entities when it comes to certain roles. For example, a few thought that the local police would be the primary entity responsible for search and rescue. As well, in terms of patrolling our borders, some questioned how the CAF's role was different from what Canada Border Services Agency already does.

“Natural disasters, search and rescue, and patrolling our borders, I knew they did at some level. But seeing it in writing makes me question if it's most effective to have the military doing that, particularly search and rescue. Then something like patrolling our borders, we have border services, we have a Coast Guard.” – Male, 37, Ontario

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 that “no news is good news” – in other words, if we are not having border issues or terrorist threats, it probably means the CAF is performing their roles in these areas well. However, some felt that they could be more informed about what the CAF is doing in Canada and suggested community outreach could be added to the list to keep Canadians more informed.

“I think there's just not really a lot of information about what's actually happening, as we didn't really know all of these things.” – Female, 30, British Columbia

International focus

Participants knew very little about the CAF's roles on the international stage. Although they suspect they 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.

A few could recall hearing of the CAF's involvement in the Ukraine, including providing military equipment. As well, a few mentioned providing humanitarian relief and training militaries in other countries. There was also some general awareness of intelligence/terrorism protection roles, a perception that the CAF has a presence at embassies around the world, and that they protect the Prime Minister when they travel abroad.

While not unanimous, participants for the most part support the CAF playing a peacekeeping role since this aligns with a role in which Canada has historically performed well and since its underlying purpose is to maintain peace, something which few felt they could oppose. Any concerns related to Canada's involvement in peacekeeping was typically attributed to the financial implications of assisting in conflict that does not directly involve Canada or threaten Canadians.

"I have no hesitation, because I think it's one of the most important things we can do. It's one of the places our country can actually contribute the most." – Male, 62, Manitoba

Support for a combat role was much more mixed – this scenario was almost always met by participants with "it depends." Some felt that if the cause(s) were right, then they would support them, 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 each specific conflict for them to comfortably take a position on a combat role. For instance, participants were not inclined to support Canadian forces instigating conflict such as invading a country on its own. However, combat roles as part of alliance forces or involvement in conflict that could potentially impact Canada or become a more global issue seemed more acceptable to participants.

"Je pense que c'est aussi très nécessaire. Ça paraît moins évident, mais tout ce qui se passe à l'international va aussi affecter notre pays. Donc ça revient un peu à défendre la patrie, parce qu'il y a tellement de liens politiques qu'un conflit ou une situation politique ailleurs peut affecter. [...] Je pense que tout est assez bien connecté, donc je pense que c'est nécessaire d'être genre connecté à ça du point de vue militaire." - Male, 33, Quebec [*« I think it's necessary. It seems less obvious, but everything happening internationally will impact Canada. So it's like defending our country, because there are many political ties that*

a conflict or a political situation elsewhere can affect. I think it's all pretty much connected, so it is important to have a connexion from a military point of view. »]

"I think the priority should be always domestic, so...I think it would have to be some really important combat role for me to be okay with it. I would support the peace, but to a certain extent - I would not like to see Canadian soldiers dying in different countries' wars, just to say we're keeping peace, I'm not sure about the combat." – Male, 34, British Columbia

"I suppose it depends on if, in the circumstances, playing a combat role would enhance national security, or not. If the risk is worth the reward sort of thing. And if it's something that affects our own security, then I would say yes, and if it's something that doesn't really impact us, then I would say it really depends." – Male, 20, New Brunswick

"Combat, I support that 100%. Because hopefully if we are attacked, if there's any threat to Canada, our allies would also assist in combat to defend us." – Female, 55, Ontario

Views on alliances

There is 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. Most believe that the benefits of these types of collaborations outweigh their concerns. The main benefits mentioned included:

- Working together with other countries leads to critical mass. For example, we are bigger/stronger together.
- 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 allows for sharing of best practices, technologies, knowledge, information, etc.

"I think we need to be part of the alliances because every country needs to have an ally. At some point in time, you might need some help from another country. If there's an economic crisis, where you need something from another country, you have a little bit of give and take. If you're just singularly on your own, it's harder to get all those things yourself." – Female, 58, Ontario

“Having allies is an asset. It's better to have friends and strong partners in case things were to happen.” – Female, 27, Northwest Territories

These benefits were 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 the main one being the possibility of becoming *de facto* involved in conflicts which may not align with Canada's priorities or values due to these alliances. While we can rely on support from other countries, we are also obliged to support any other country within the alliance. Another concern was what some called “the price of admission” – in other words, the military spending needed to meet the commitments related to being a member of certain alliances, notably NATO.

“I guess one of the cons would be that forming alliances with certain countries would make you enemies of another country... So, it's kind of a double-edged sword.” – Male, 23, Ontario

When asked what they considered to be the biggest threat to the security and sovereignty of Canadians and Canada at this time, the near-unanimous theme was the United States. On this, the following themes emerged:

- Concerns regarding comments made by the President of the United States about Canada becoming “the 51st state,” especially given recent developments in Venezuela and well-known intentions of occupying Greenland.
- Concerns that Canada might become a target of countries in conflict with the United States, now or in the future, by virtue of Canada's proximity to the United States.
- Concerns with what participants felt was the generally unpredictable nature of the President of the United States.
- Economic implications of current tensions with the United States given Canada's reliance on them for importing and exporting.

Other perceived threats mentioned by fewer participants included Russia, particularly given our involvement in the Ukraine, as well as China.

Defence spending

An additional topic explored in the 2025-26 wave of the research pertained to defence spending.

Participants were presented the following high-level information regarding the most recent Government of Canada budget:

On November 4, 2025, *Canada Strong Budget 2025* was tabled by the Government of Canada. The budget was passed by the House of Commons on November 17. Budget 2025 proposes providing \$81.8 billion over five years to the Canadian Armed Forces (CAF), starting in 2025-26.

This includes:

- funds to recruit and retain CAF members;
- funds to repair and sustain CAF capabilities and invest in defence infrastructure;
- funds to upgrade the DND, CAF, and Communications Security Establishment digital infrastructure;
- funds to expand Canada's military capabilities;
- funds to develop and strengthen Canada's defence industry so that more of our military capabilities are procured within Canada;
- funds to expand Canada's defence partnerships; and
- providing funds to the Canadian Coast Guard, the Canadian Security Intelligence Service (CSIS), and Public Services and Procurement Canada to further support Canada's defence capabilities.

Reactions to the increased budget were mostly positive, with many expressing that an investment in the CAF was long overdue, especially as most had heard news about general underfunding and outdated equipment.

When it came to the amount proposed, a majority of participants had a hard time conceptualizing whether this was an appropriate or reasonable amount to invest. To form a more fulsome opinion, many were interested in learning more about how much was allotted to the CAF in previous budgets and how it was previously allocated across different areas of the CAF. Many also felt that knowing how much other countries invest in their militaries would be helpful.

While most felt that this seemed like a lot of money, it was generally agreed that the investment sounded necessary. Participants also generally supported the various areas in which this increased budget would be utilized, or at a minimum did not express any particular objections to any certain area considered. For most, their lack of knowledge about where or how investment in the military

could or should happen compelled them to defer to the experts who decided on the areas receiving funds. A few expressed specific support for investing in CSIS and improving cybersecurity defence.

“I don't know what that is relative to, you know, other parts of our budget and that sort of thing. It does seem like a lot of money, but I do think it's a necessary thing, especially in this wonky world. It's so unpredictable, we don't know what's gonna happen. I think it's a step in the right direction.” – Male, 51, British Columbia

“I think probably a budget is set, and there's a reason as to why they set those [...] allocations, because probably there's a need for it. I think we can't really... from my own perspective, I can't really say that, oh, I don't think they need this, or this, just because I don't have knowledge as to, you know, what's going on.” – Female, 22, Northwest Territories

“I mean, it's hard for me to, like conceptualize the amount, because this seems like a really big amount. But then again, it's a big country, so we do have to invest. I think that overall, the points that were listed in terms of how they're gonna be using it, it looks like a good split...I especially think that we should put more funds towards, like, CSIS and, the digital infrastructure and stuff like that, so... I'm not really sure if it makes sense to keep investing more in, like, equipment, like, physical arms? But I don't know. I'm not an expert on that, so maybe that's why they have this list, because it makes sense to do it that way.” – Female, 45, British Columbia

“Qu'est-ce qui très positif, c'est que c'est pas juste de la défense pure et dure, c'est pas juste des avions militaires, des tanks ou des chars blindés. Qu'est que le gouvernement...fédéral a fait c'est qu'ils ont vraiment imbriqué beaucoup de choses dans ce budget... Et c'est positif aussi parce que ça va aider les jeunes et toutes sortes de choses : infrastructures, technologies, établissement d'approvisionnement d'effectifs d'équipement, etc.” – Male, 57, Manitoba [« The good thing, it's not just about defence, military aircrafts, tanks or armoured tanks. The federal government has included several elements in that budget. It's positive because it will help young people, as well as infrastructure, technologies, procurement, staff, equipment, etc. »]

Participants felt that it was very important to strengthen Canada's defence and security for various reasons including to be prepared in case of threats, to strengthen our alliances as well as to decrease our reliance on the United States.

A handful of participants were also aware that Canada had not historically met NATO spending commitments and felt that it was important to work towards meeting them.

“If we're going to be a good NATO ally, and we expect people to help us, then we should be able to help others, and the only way we can help others is if we've got men, women, and equipment to be able to help others.” – Male, 65, New Brunswick

Some wondered if the increased budget was a response to recent tensions with the United States. A few also theorized that the government may have secret information to warrant an increase in spending on defence.

“It makes me think that they know things that we don't know, and that's why there's such a large budget that's been approved, and we should probably be aware of that.” – Female, 28, New Brunswick

“I would love to live in a world where we don't need this stuff. I'm not saying that we shouldn't have it. I know the value in it, and, like, obviously this is being budgeted because of concerns, and because of information that we don't know, and they think that we need it. So, that's scary.” – Female, 33, New Brunswick

Those who shared concerns about the proposed budget typically had questions about where this funding was coming from and what the implications or trade-offs would be for Canadians. For example, some expressed concerns about the economy given that the country is already operating under a deficit. Others wondered if there would be an increase to taxes or whether the budget would negatively impact other federal benefits, programs or services. There was a sense that Canadians should be made aware of any potential implications or trade-offs.

“I think my only concern with this is, like, the deficit, because it's, you know, I think since COVID, our deficit has grown significantly. But it seems necessary.” – Male, 48, Northwest Territories

“This is all really great, but I also am aware of our budget, and how much of a deficit we have in Canada, which is very concerning for me. Where are we gonna get this \$81 billion?” Female, 43, Yukon

“The very first thing I thought of is what else is gonna suffer?” Female, 56, New Brunswick

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, a consistent view observed in past waves of this study. Those able to comment on the topic usually had a friend or family member currently serving or who had served in the past or had been exposed to information through the media.

“My sense is, historically, they've done a good job, but my perception is, more recently, and I don't know what recent is, maybe 10 years, is that they've been doing a much poorer job. I think it's about budget. I think hearing that, like, military families aren't getting the supports that historically they're used to, and that's because budgets have been cut.” – Male, 37, Ontario

Of those who provided feedback, views were generally mixed when it came to the compensation and benefits that active military personnel and their families receive. Some felt that members of the CAF were well compensated and received good benefits for themselves and their families including support for housing during deployment and good pensions.

“I have a few friends in the military, and they seem very well looked after, as good as any other government employee. The compensation is good, the time off is good, the advancements, different opportunities, that kind of stuff is very good.” – Male, 46, Northwest Territories

However, a few had seen or heard about salaries of some careers within the CAF and felt they were underwhelming, especially compared to that of the same or similar positions outside of the CAF or when considering the drawbacks and risks associated with certain positions. There was a sense that there is room for improvement on this front especially considering the challenges of the career. A few sensed that perhaps the recent budget increases were helping to “catch up” salaries for those in the CAF, which would hopefully help boost morale and improve recruitment and retention for the organization.

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. These individuals typically found a career within the CAF to be appealing because it paid for their education, it would help give them some direction in life, a sense of community and it offered interesting career options in which they could continue as civilians. These participants often expressed that there were many opportunities in the CAF beyond combat roles which they could see themselves doing.

“Je dirais en général, le travail a l'air assez intéressant, il y a beaucoup d'options, beaucoup de choix et beaucoup d'impact qui est assez intéressant. Je dirais le seul point sur lequel je suis moins sûr, c'est juste combien de temps on passe dans une base, combien de temps on va être loin de chez nous, de notre famille, et tout ça. Donc c'est peut-être pas un style de vie pour tout le monde.” – Male, 28, Ontario [« Overall, the work seems interesting, there are a lot of options and interesting impact. The only thing I'm not sure of is how much time is spent on the base or away from the family. This lifestyle might not be suitable for everyone. »]

Otherwise, few in the young adult groups would consider joining the CAF, often due to limited interest or a perception that the lifestyle was not a good fit for them. A few also worried about the political aspect or being ordered to participate in a conflict with which they may not agree.

Few participants among both age segments felt they would discourage a friend or family member who was considering serving in the CAF. While it would certainly warrant a conversation, 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. Concerns were most often related to the safety of their family member or friend, however some said that they may encourage their loved ones to seek a non-combat role for this reason.

“If there was someone who's kind of lost, you know, they just don't know what they want in life, they don't know which direction... that's the type of person I think I would recommend it, because it would put them on a path.” – Male, 64, Ontario

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

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

discourage such friends from enlisting, with the biggest concerns expressed for individuals who are gender diverse or a member of the 2SLGBTQI+ community. Concerns on this front mostly centered on potential challenges with discrimination within the CAF.

However, some felt that the CAF is much more inclusive these days and they would not have concerns in this regard.

“I wouldn't have any concerns at all. I feel like the Canadian Armed Forces are very diverse these days. And when it comes to, I guess like, gender, ethnicity, skin color, it seems to me that it's very diverse... There seems to be a space for everybody.” – Female, 31, Manitoba

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. There was also a perception that while the organization was becoming more inclusive, there may be individual members who do not share the same mindset.

When it comes to diversity, the general impression is that the CAF does and should value diversity. Several explained that they had not heard anything that would make them feel the CAF does not value diversity. Many referred to witnessing diversity in the members they see in the community as well as in the recruitment campaigns they see online.

“You can see it on the flyers and the commercials and the advertisements. They are showing people of different cultures, backgrounds, ethnicities. So, I think they are trying.” – Female, 55, Ontario

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, especially in terms of equal treatment. Meaningful indications that the CAF both values and delivers on diversity included learning through statistics or reports that diversity is pervasive irrespective of rank, and hearing testimonials from CAF members from various minority groups speaking to how they are treated in the CAF. Other suggestions included the following:

- Information about diversity and inclusion initiatives that the CAF is doing/investing in.
- Hearing positive stories about how members of the CAF stand up for inclusivity.
- Transparency about how inclusivity is enforced or consequences for those within organization who do not respect others.

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 past year. (Due to the sensitive nature of the topic, participants were also informed of resources they could access for support.)

Very 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.

While many were unsure how the CAF deals with these allegations, confidence that they would be dealt with appropriately was weak to moderate. Many felt that the CAF *should* strive to deal with these allegations appropriately for a range of reasons, not the least out of respect for the victims but also to help bolster recruitment and retention efforts. That said, concerns with internal culture tended to limit how confident some of the participants felt about how allegations are genuinely dealt with. As well, for some having heard issues of misconduct issues not being taken seriously in the past, it was hard to imagine that the CAF could do a complete “180” and handle things entirely appropriately moving forward.

Among those who were somewhat more confident, these participants tended to explain that something must be moving in the right direction in this respect because they do not hear about allegations nearly as much as they used to.

Some also questioned whether a military court system would generate the best outcomes for these allegations. While many were unaware how allegations were currently being handled, they hoped there were external parties involved that do not have any ties to the CAF.

“I think there should be, you know, an absolute arm's length between, like, the military and the law. So, just, again, so they're not policing themselves.” – Male, 64, Ontario

“There should always be an outside party who has nothing to do with the military, and they should be the one to come in and do the investigation and then bring their findings forward. That would make me more confident.” – Female, 58, Ontario

Once informed that cases of sexual assault leading to criminal charges are now being transferred to the civilian court system, many felt this was a step in the right direction and would likely lead to appropriate outcomes. While still not a perfect solution, many felt that removing a part of the process from the CAF universe would be beneficial. Ultimately, extracting more of the

investigation process out of the CAF world, seeing or hearing of more individuals being accused, and seeing clear and appropriate consequences would convince many that the allegations are being dealt with appropriately and would encourage more people to speak up when misconduct occurs.

“If they do something, that they need to be reprimanded for or punished, they should face the same consequences as everyone else. I think it makes it more honest and more transparent.” - Male, 41, Ontario

Methodology

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

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

Quantitative research

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

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 13 to August 22, 2025, and yielded 2,318 completed surveys.

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 Census²², those living in the Territories comprise less than one percent of the Canadian population, resulting in limited comparison across the total sample (n=2,318). 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.

²² Statistics Canada. <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=9810000101>

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 93%.

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 64 – Pre-test totals

Pre-test details	English	French
Total sample	31	12

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 18 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 65 – Provincial distribution

Province	Expected sample	2025 distribution
Atlantic	200	219
Quebec	460	501
Ontario	660	752
Manitoba/Saskatchewan/Nunavut	200	260
Alberta/NWT	220	264
British Columbia/Yukon	260	322
TOTAL	2,000	2,318

Figure 66 – Oversample distribution

Targets	Oversample target	Oversample distribution	Natural fallout	Total 2025 distribution
Territories	30	39	21	60
Indigenous	160	166	55	221
Racialized community	110	118	209	327

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 67 – Online panel participation rate

Total click-throughs (C)	3,449
Invalid cases (T)	789
Terminations	789
Responding units (R)	2,427
Completed surveys disqualified after the quota was filled	109
Completed surveys	2,318
Participation rate = $T + R / C$ (789 + 2,427 / 3,449)	93%

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 68 – Regional distribution

Region	Unweighted sample	Weighted sample
Atlantic	219	156
Quebec	501	532
Ontario	752	898
Manitoba/Saskatchewan/Nunavut	260	151
Alberta/Northwest Territories	264	261
British Columbia/Yukon	322	321

Figure 69 – Gender distribution

Gender	Unweighted sample	Weighted sample
Female	1,143	1,186
Male	1,158	1,118

Figure 70 – Age distribution

Age	Unweighted sample	Weighted sample
18–24	234	235
25–34	362	385
35–44	415	379
45–54	373	363
55–64	413	407
65+	521	549

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 71 – Gender

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

Q1. Which of the following best describes your gender identity? Base: All respondents, 2025, n=2,318.

Figure 72 – Age

Age	Unweighted	Weighted
18–24	10%	10%
25–34	16%	17%
35–44	18%	16%
45–54	16%	16%
55–64	18%	18%
65+	22%	24%

Q2A. In what year were you born? / Q2B. In which age group do you belong? Base: All respondents, 2025, n=2,318.

Figure 73 – Region

Region	Unweighted	Weighted
British Columbia	12%	14%
Alberta	11%	11%
Saskatchewan	4%	2%
Manitoba	7%	4%
Ontario	32%	39%
Quebec	22%	23%
New Brunswick	3%	2%
Nova Scotia	4%	3%
Prince Edward Island	1%	1%
Newfoundland and Labrador	2%	1%
Northwest Territories	1%	<1%
Yukon	1%	<1%
Nunavut	<1%	<1%

Q3. Which province or territory do you live in? Base: All respondents, 2025, n=2,318.

Figure 74 – Job type

Job Type	Unweighted	Weighted
Advertising or Market Research	-	-
The media (i.e. TV, radio, newspapers)	-	-
Department of National Defence/ Canadian Armed Forces	1%	2%
None of the above	99%	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, 2025, n=2,318.

Figure 75 – Visible minority

Job Type	Unweighted	Weighted
First Nations (North American Indian), Métis or Inuk (Inuit)	10%	5%
A member of a racialized community	14%	26%
None of the above	76%	68%
Prefer not to answer	1%	1%

Q5. Do you identify as any of the following? Base: All respondents, 2025, n=2,318.

Figure 76 – Current education enrollment

Currently a student	Unweighted	Weighted
Yes	9%	9%
No	90%	90%
Prefer not to answer	1%	1%

Q37. Are you currently a student? Base: All respondents, 2025, n=2,318.

Figure 77 – Education

Education	Unweighted	Weighted
Grade 8 or less	<1%	<1%
Some high school	3%	2%
High school diploma or equivalent	18%	17%
Registered apprenticeship or other trades certificate or diploma	6%	6%
College, CEGEP or other non-university certificate or diploma	23%	22%
University certificate or diploma below bachelor's level	7%	7%
Bachelor's degree	28%	30%
Post-graduate degree above bachelor's level	14%	15%
Prefer not to answer	<1%	<1%

Q38. What is the highest level of formal education that you have completed? Base: All respondents, 2025, n=2,318.

Figure 78 – CAF employee status

Current or former employee	Unweighted	Weighted
Yes	19%	17%
No	80%	82%
Don't know/prefer not to answer	1%	1%

Q39. 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, 2025, n=2,318.

Figure 79 – Race

Race	Unweighted	Weighted
White	74%	67%
Chinese	6%	9%
South Asian (e.g. East Indian, Pakistani, Sri Lankan, etc.)	5%	6%
Black	4%	6%
Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian, etc.)	2%	3%
Latin American	2%	2%
Filipino	2%	2%
Arab	1%	2%
West Asian (e.g. Iranian, Afghan, etc.)	1%	1%
Canadian	1%	1%
Korean	1%	1%
Japanese	1%	1%
European	<1%	<1%
Mixed/mixed ethnicities	1%	1%
Other	1%	1%
Don't know/prefer not to answer	2%	2%

Q40. Are you ...? Base: Non-Indigenous respondents, 2025, n=2,097.

Figure 80 – Household income

Household income	Unweighted	Weighted
Under \$20,000	6%	5%
\$20,000 to just under \$40,000	12%	12%
\$40,000 to just under \$60,000	13%	13%
\$60,000 to just under \$80,000	13%	14%
\$80,000 to just under \$100,000	14%	14%
\$100,000 to just under \$150,000	21%	20%
\$150,000 or more	14%	14%
Don't know/prefer not to answer	8%	8%

Q41. 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, 2025, n=2,318.

Figure 81 – Community

Community	Unweighted	Weighted
Urban	44%	44%
Suburban	36%	38%
Rural	19%	17%
Remote	1%	1%
Don't know/prefer not to answer	1%	1%

Q42. Would you describe the community you live in as... Base: All respondents, 2025, n=2,318.

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 86 participants from January 5 to 24, 2026. 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 of 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, an online

media company or as a blog writer, or the media (radio, television, newspaper, magazine, 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 86 Canadians participating, as shown in Figure 82 below:

Figure 82 – Focus group logistics

Location	Language	Segment	Date	Participants
Toronto and surrounding areas	English	Young Adults (18-34)	January 5, 2026	8
		Adults (35-65)	January 5, 2026	8
Winnipeg and surrounding areas	English	Young Adults (18-34)	January 6, 2026	7
		Adults (35-65)	January 6, 2026	7
National representation	French	Young Adults (18-34)	January 7, 2026	8
		Adults (35-65)	January 8, 2026	7
Vancouver and surrounding areas	English	Young Adults (18-34)	January 7, 2026	7
		Adults (35-65)	January 8, 2026	8
Moncton and surrounding areas	English	Young Adults (18-34)	January 12, 2026	6
		Adults (35-65)	January 13, 2026	8
Northern Canada (NWT/YT/NT)	English	Young Adults (18-34)	January 24, 2026*	6
		Adults (35-65)	January 13, 2026	6
Total	-	-	-	86

*Due to recruitment challenges in the Territories, the focus group with young adults in Northern Canada, originally scheduled for January 10, was rescheduled for January 24.

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 2025–26 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
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No [TERMINATE]	2
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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: Defence spending

32. Last year, Canada spent about 1.4% of its GDP on national defence (about \$44 billion). As you may have heard, the Government of Canada recently announced that it will increase defence spending to meet the 2% of GDP target by the end of this year (about an additional \$9 billion).

Please rate the extent to which you support or oppose this increase.

Strongly support	5
Somewhat support	4
Neutral	3
Somewhat oppose	2
Strongly oppose	1
Don't know / Prefer not to answer	9

33. Recently, Canada and other NATO members agreed to increase their defence and security spending to 5% of GDP by 2035, as part of a new commitment (about an additional \$100 billion/year by 2035).

Please rate the extent to which you support or oppose this increase.

Strongly support	5
Somewhat support	4
Neutral	3
Somewhat oppose	2
Strongly oppose	1
Don't know / Prefer not to answer	9

34. Please rate the extent to which you support or oppose the Government of Canada increasing defence and security spending on the following: **[RANDOMIZE LIST.]**

- a) Providing pay raises for military personnel.
- b) Improving health care resources for military personnel.
- c) Increasing the size of the Canadian military (i.e. more regular force members and more reserves).
- d) Purchasing new military equipment (new aircraft, armed vehicles, and ammunition).
- e) Repairing and maintaining military equipment (e.g. ships, aircraft).
- f) Protecting Canada's Arctic more effectively (e.g. by developing new drones and sensors).
- g) Protecting our coasts more effectively (i.e. expanding the capabilities of the Canadian Coast Guard).
- h) Improving Canada's digital capacity to protect against cyber threats.
- i) Investing in Canada's own defence industry to make more of what the military needs at home and create jobs here.

Strongly support	5
Somewhat support	4
Neutral	3
Somewhat oppose	2
Strongly oppose	1
Don't know / Prefer not to answer	9

Section 7: 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 Q37]	2

35. 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

36. 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 misconduct allegations seriously.
- b) The Canadian Armed Forces deals with misconduct allegations 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 8: Demographics

The last few questions are for classification purposes only.

37. Are you currently a student?

Yes	1
No	2
Prefer not to answer	9

38. 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
Don't know / Prefer not to answer	99

39. 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

40. [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

41. 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

42. 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

43. 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 recruit 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 5 5:00 pm EST Young Adults	Group 2 Toronto and surrounding areas January 5 7:00 pm EST Adults	Group 3 Winnipeg and surrounding areas January 6 5:00 pm CST Young Adults	Group 4 Winnipeg and surrounding areas January 6 7:00 pm CST Adults	Group 5 National - FRENCH January 7 6:00 pm EST Young Adults
Group 6 Vancouver and surrounding areas January 7 5:00 pm PST Young Adults	Group 7 National - FRENCH January 8 6:00 pm EST Adults	Group 8 Vancouver and surrounding areas January 8 5:00 pm PST Adults	Group 9 Moncton and surrounding areas January 12 5:00 pm AST Young Adults	Group 10 Northern Canada (NWT/YT/NT) January 12 7:00 pm EST Young Adults
Group 11 Moncton and surrounding areas January 13 5:00 pm AST Adults	Group 12 Northern Canada (NWT/YT/NT) January 13 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 who 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, and will assist the Department of National Defence and the Canadian Armed Forces 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 confirm 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 during the discussion.
 - We will be using 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 other research conducted by the Government of Canada, 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 the Department of National Defence who are 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 (15 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?

Domestic Focus (10 min)

- To the best of your knowledge, does the Canadian Armed Forces play a role **domestically** here in Canada? What roles do they play in Canada?
 - **IF THE CANADIAN COAST GUARD (CCG) IS RAISED BY THE GROUP, PROBE:**
 - What have you heard about this?
 - To the best of your knowledge, what role does the Canadian Coast Guard play today?
- **[DISPLAY ON SCREEN]** The Canadian Armed Forces plays several roles in Canada, including:
 - Responding to natural disasters
 - Providing protection against terrorist threats
 - Search and rescue
 - Patrolling our borders
 - Patrolling the Arctic (this includes defending Canadian sovereignty, natural resources, etc.)
 - Monitoring space (this includes things like monitoring satellite communications, monitoring Canada's maritime approaches, space-based earth observations, space surveillance of debris and other threats, search and rescue, selection of targets for combat operations, etc.)

- How important is it that the Canadian Armed Forces play these roles here **in Canada**? Why?
 - Do you support them providing support (for example: during natural disasters)? Why or why not?
 - Are there any listed here for which you would prefer they did not play a role or perhaps play a bigger role? Which one(s)? Why?
 - Is there a role that should be added to the list?
- Do you have a sense as to how well or poorly they have performed these roles in the past? Why do you say that?

International Focus (15 min)

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

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

- How important is it that the Canadian Armed Forces play these roles **internationally**? Why?
 - Do you support them performing a combat role? Why or why not?
 - And what about playing a peacekeeping role? Why or why not?
- What do you think is the biggest threat to the security and sovereignty of Canadians and Canada at this time? Why do you say that?
 - What is your perception of the seriousness of these threats – are they more or less pressing concerns than in the past? What makes you feel that way?

- 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?

Defence Spending (10 min)

[MODERATOR TO SHARE ON SCREEN] On November 4, 2025, *Canada Strong Budget 2025* was tabled by the Government of Canada. The budget was passed by the House of Commons on November 17. Budget 2025 proposes providing \$81.8 billion over five years to the Canadian Armed Forces (CAF), starting in 2025-26. **[MODERATOR NOTE IF ASKED:** This includes the funding of over \$9 billion in 2025–26 that was announced by the Prime Minister in June 2025.]

This includes:

- funds to recruit and retain CAF members;
- funds to repair and sustain CAF capabilities and invest in defence infrastructure;
- funds to upgrade the DND, CAF, and Communications Security Establishment digital infrastructure;
- funds to expand Canada's military capabilities;
- funds to develop and strengthen Canada's defence industry so that more of our military capabilities are procured within Canada;
- funds to expand Canada's defence partnerships; and
- providing funds to the Canadian Coast Guard, the Canadian Security Intelligence Service (CSIS), and Public Services and Procurement Canada to further support Canada's defence capabilities.

- What are your initial thoughts/reactions to this information? Why?
- Would you say this is something you generally support or oppose? Why?

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 region²³.

- **[HANDS UP]** Did anyone hear anything in 2025 (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?

²³ 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>

- 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 2025 (the past 12 months) about allegations of sexual misconduct brought forth in the Canadian Armed Forces.
 - **MODERATOR WILL PROBE FOR DETAILS AS BEST AS POSSIBLE:** What exactly do you remember hearing?

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.