



National Défense
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Views of the Canadian Armed Forces (CAF) – Mobilization Baseline Study 2025-2026

Final report

Prepared for the Department of National Defence

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Canada

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This public opinion research report presents the results of focus groups and an online survey of Canadians conducted by Earncliffe Strategy Group on behalf of the Department of National Defence (DND). The first phase of qualitative research was conducted on November 27, 2025. The second phase of quantitative research was conducted from January 6 to January 19. The third and final phase of qualitative research was conducted on January 27 to January 29, 2026.

Cette publication est aussi disponible en français sous le titre : Opinions à l'égard des Forces armées canadiennes (FAC) – Étude de référence sur la mobilisation 2025-2026

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His Majesty the King in Right of Canada, as represented by the Minister of National Defense, 2026

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Executive summary

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to the Department of National Defence (DND) summarizing the results of qualitative and quantitative research to develop a baseline understanding of Canadians' views related to the potential future mobilization of the Canadian Armed Forces (CAF).

Context and research objectives

Every year, the CAF is required to enroll Regular Force (full-time) and Reserve Force (part-time) members to fulfill the Strategic Intake Plan of the Canadian Forces Recruiting Group (CFRG). The CAF competes with other Canadian employers for top quality applicants, and a highly competitive job market has posed significant challenges for the CAF recruitment initiatives.

Research is required to support 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 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 Mobilization Baseline Study is a new study with a specific focus on gauging Canadian public opinion related to the potential future mobilization of the CAF and other involved elements of government and industry when warranted. This is the first mobilization study to be conducted in recent years and will therefore form a current baseline level of understanding which will be revisited in future years as needed.

The total contract value of the multi-phased project was \$169,984.14 including HST.

Methodology

To meet the research objectives, Earnscliffe conducted a three-phased research study involving both qualitative and quantitative research.

The initial qualitative phase of the study involved focus groups to test and inform the initial survey questionnaire design. This initial qualitative phase involved a series of two online groups, one in French and one in English, that lasted up to ninety (90) minutes. The focus groups were conducted nationally on November 27, 2025, with adults 18-65 years old. Those who expressed preference to attend a group in another language were invited to participate in the group that fit their language and time zone preferences. The focus groups were conducted online using the Zoom meetings platform, with between six (6) and eight (8) participants in each session. Participants were asked for verbal consent for all sessions to be recorded. To encourage full participation, participants were given an honorarium of \$150. Arrangements were made to permit Government of Canada staff to observe all sessions virtually.

The second quantitative phase of research involved an online national survey of 2,303 adults living in Canada (i.e., general population). The final sample included 2,139 respondents who completed an online survey using Leger's opt-in panel and an additional 164 who completed a telephone survey. The telephone completes were exclusively deployed in the Northern Territories (Yukon, Northwest Territories, and Nunavut).

The field dates were from January 6 to January 19, 2026. Both online and telephone surveys were completed in either English or French, with the online survey taking an average of 16 minutes to complete and the telephone survey taking an average of 32 minutes to complete.

Respondents for the online survey were selected from among those who have volunteered to participate in online surveys through an opt-in panel. The data was weighted by age, gender and region to reflect the demographic composition of the Canadian population age 18 and up. Because the online sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated, and the results cannot be described as statistically projectable to the target population. The treatment here of the non-probability sample is aligned with the Standards for the Conduct of Government of Canada Public Opinion Research - Online Surveys. Appendix B provides full details on the survey methodology.

The third and final qualitative phase of the study involved a series of eight online focus groups conducted between January 27 and 29, 2026. The focus groups were conducted with Canadian residents aged 18 and older, segmented by age (18-34 and 35-65). Four groups were conducted with adults 18-34 who reside in Moncton (in English), Toronto (in English), Winnipeg (in English) and Vancouver/North (in English). The other four groups were conducted among adults 35-65 who reside in Moncton (in French), Toronto (in English), Winnipeg (in English), and Vancouver/North (in English). Participants were scheduled in groups based on their geographic location, to accommodate time zone differences, and language. Those who expressed preference to attend a group in another language were invited to participate in a different group that fit their language and time zone preferences.

The focus groups were up to 2 hours in length, conducted online using the Zoom meetings platform, with between six (6) and eight (8) participants in each session. Participants were asked for verbal consent for all sessions to be recorded. To encourage full participation, participants were given an honorarium of \$150. Arrangements were made to permit Government of Canada staff to observe all sessions virtually.

It is important to note that qualitative research is a form of scientific, social, policy and public opinion research. Focus group and interview research is not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences, and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn, and findings cannot reliably be generalized beyond their number.

Phase 1: Qualitative research

The initial phase of study involved focus groups to test and refine the draft survey questionnaire. The objective was to identify wording, structure, and conceptual issues and ensure the instrument was clearly understood to support reliable data collection.

- Participants found the draft questionnaire generally clear and accessible. The topic – national security, mobilization planning, and the supplementary reserve (later referred to as an “expanded reserve force”) – was viewed as timely and appropriate given the current geopolitical context.
- Participants expressed a strong preference for short, concise questions with closed-ended response options. Repetition, long preambles, and similarly worded items were flagged as potentially frustrating. Open-ended questions were seen as more demanding and best used selectively.
- Simplifying language and avoiding institutional or technical terminology were recurring suggestions. Definitions and examples were appreciated, particularly for less familiar terms such as “non-state groups”, and participants recommended hover-over explanations consistently.
- Both mobilization definitions provided helpful context, and participants generally understood their intent. Option A was preferred for its clarity and neutral tone, while Option B was viewed as more detailed but denser and more emotionally charged.
- The supplementary reserve definition was broadly understood as creating a pool of civilians who could be called upon in times of crisis. While accepted in principle, participants sought greater clarity regarding volunteering, compensation, deployment expectations, and the practical level of commitment involved.
- Importantly, no participant interpreted the concepts as implying conscription.

Phase 2: Quantitative research

The second phase consisted of a national survey of Canadians aged 18 and older, conducted primarily online with additional telephone interviews in the North. This phase established a baseline assessment of perceptions of the CAF, views of the current threat environment, and reactions to mobilization and expanded reserve force concepts.

- Cost of living and economic concerns are top of mind. When asked unaided, respondents most often cite cost of living/affordability (16%), followed by the economy (13%) and Canada–U.S. relations (13%). Defence and security issues remain low salience.
- Awareness of recent media coverage of the CAF is modest. Under four-in-ten respondents (38%) report recently seeing, reading, or hearing something about the Canadian Armed Forces, while over half (57%) have not.

- Familiarity and knowledge of the CAF remain limited. Fewer than half (45%) say they are at least somewhat familiar with the CAF, and over two thirds (68%) say they are not very or not at all knowledgeable about CAF roles.
- Despite the low familiarity and knowledge, impressions are positive. Three-quarters (75%) report a positive impression of the CAF, including 21% who say very positive.
- Threat perceptions are widespread. Three-in-five (61%) view other nations as at least a moderate threat, and nearly two-thirds say the same about non-state groups (63%).
- Support for reserve readiness is strong. Seven-in-ten (69%) say it should be an extremely or very high priority for the CAF to be ready to call upon reserve capabilities in a crisis.
- Testing a number of different scenarios, expanding military capacity receives broad backing. Support reaches 90% for defending Canada from a foreign attack or invasion and assisting during natural disasters, and 89% for responding to or preventing a terrorist threat or attack.
- Personal willingness to serve is limited. While 25% would consider periodic CAF service, interest drops to 10% for commitments of six years or more.
- An expanded reserve force concept is well received. Nearly three-quarters (74%) support the idea, and eight-in-ten (80%) say it would be useful for improving Canada's crisis response capability.
- Actual intent to join remains modest. Under a third (31%) say they would be likely to join the reserve if eligible, compared with 61% who say unlikely.
- Large majorities agree the government must ensure strong job protection for reservists (84%) and that Canada should strengthen its ability to defend its territory and citizens (83%).
- There is broad support for strengthening the military. Four-in-five (80%) agree Canada needs a stronger military to prepare for future crises or conflicts.
- An expanded reserve force is seen as a credible model, with eight-in-ten (79%) agreeing it is an effective way to contribute to national defence and that the CAF would provide the necessary training and support (79%).
- Institutional trust is positive but softer. Seven-in-ten (70%) agree the CAF can be trusted to use reserve volunteers responsibly and effectively.
- Flexibility could move some people with half (51%) saying they would be more willing to join if participation were flexible.
- Employer support is a perceived risk with half (49%) believing most employers would not support employees who join the reserve.
- One-third express follow-up interest. A total of 34% say they would be interested in receiving more information about joining an expanded reserve force.

Phase 3: Qualitative research

The final phase involved focus groups to explore Canadians' views on national security, preparedness, mobilization, and an expanded reserve force in greater depth. This phase examined how participants interpreted these concepts and assessed personal relevance and feasibility.

- When discussing the most important issues facing Canada, priorities differed somewhat by age. Younger participants (18-34) focused primarily on cost of living, housing affordability, and economic pressures, while older participants (35-65) more frequently raised geopolitical instability and global conflict as top-of-mind concerns.
- Across groups, the United States was most often identified as the primary external threat, with concerns centered on political volatility and Canada's economic and security interdependence. China and Russia were also mentioned, typically in connection with geopolitical instability, cyber threats, and Arctic sovereignty. Domestic threats, particularly climate-related disasters and cyber incidents, were widely viewed as tangible and increasingly likely.
- Familiarity with the CAF was limited, though impressions were generally positive. Participants expressed respect for those who serve and described the institution as credible and professional. Trust often reflected an absence of negative perceptions rather than deep familiarity.
- When considering the CAF's roles, participants most readily associated the military with national defence and international cooperation. Domestic roles, especially disaster response, were seen as clearly appropriate and relatable. The CAF's role in monitoring space was a common point of surprise but was generally viewed as logical once explained.
- Views on Canada's preparedness for major crises were mixed. Some assumed a baseline level of readiness, while others expressed concern, particularly older participants who referenced global instability, perceived equipment limitations and Canada's comparatively small scale. Across groups, participants emphasized the importance of scaling capacity quickly and working closely with allies.
- The concept of mobilization was initially unfamiliar but was broadly understood once defined. It was generally interpreted as proactive planning rather than a signal of imminent conflict. While a few participants questioned the timing or underlying motivations, reactions were largely pragmatic and measured.
- An expanded reserve force was understood as a mechanism to broaden Canada's capacity by drawing on civilian skills in exceptional circumstances. The concept was generally accepted in principle, and no participants ultimately interpreted it as implying conscription, though some sought clarification.

- Skepticism centered on execution rather than intent. Younger participants were more likely to question whether part-time or non-full-time members could maintain sufficient readiness, while older participants focused more on obligation, deployment expectations, and potential impacts on work and family responsibilities.
- Across groups, clarity regarding time commitments, compensation, deployment parameters, and the applicability of civilian skills was seen as essential. Distance from the concept was typically situational rather than ideological.
- Awareness of CAF advertising varied and recall of specific messages was limited. When asked how the CAF should communicate about mobilization or an expanded reserve force, participants emphasized the importance of clarity and grounded messaging. Participants suggested that communications perceived as alarmist, vague, or overly promotional could risk undermining credibility and recommended that preparedness messaging be framed as responsible planning and civic contribution.

Contract details and neutrality certificate

Research firm: Earnscliffe Strategy Group (Earnscliffe)

Contract number: CW2426566

Contract value: \$169,984.14

Contract award date: November 3, 2025

I hereby certify as a representative of Earnscliffe Strategy Group that the final deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. 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:

Date: February 23, 2026



Stephanie Constable
Principal

Introduction

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to the Department of National Defence (DND) summarizing the results of qualitative and quantitative research to develop a baseline understanding of Canadians' views related to the potential future mobilization of the Canadian Armed Forces (CAF).

Context and research objectives

Every year, the CAF is required to enroll Regular Force (full-time) and Reserve Force (part-time) members to fulfill the Strategic Intake Plan of the Canadian Forces Recruiting Group (CFRG). The CAF competes with other Canadian employers for top quality applicants, and a highly competitive job market has posed significant challenges for the CAF recruitment initiatives.

Research is required to support 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 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 Mobilization Baseline Study is a new study with a specific focus on gauging Canadian public opinion related to the potential future mobilization of the CAF and other involved elements of government and industry when warranted. This is the first mobilization study to be conducted in recent years and will therefore form a current baseline level of understanding which will be revisited in future years as needed.

The specific objective of the research is to identify a baseline level of understanding of mobilization, note the key areas of concern with respect to mobilization planning, and better inform future policy decisions relating to CAF mobilization. The intent is to continue to develop a baseline that can be tracked with periodic follow-up studies, as appropriate, to assess changes in the perspective of Canadians concerning CAF mobilization.

Methodology

To meet these objectives, Earnscliffe conducted a three-phased research study involving both qualitative and quantitative research.

The initial qualitative phase of the study involved focus groups to test and inform the initial survey questionnaire design. Given this was the first study on mobilization in some time, we wanted to identify any wording, formatting, or conceptual issues with the design and confirm the survey questionnaire was easily understood and that the overall structure and response options supported clear and reliable data collection.

This initial qualitative phase involved a series of two online groups, one in French and one in English, that lasted up to ninety (90) minutes. The focus groups were conducted nationally on November 27, 2025, with adults 18-65 years old. Those who expressed preference to attend a group in another language were invited to participate in a different group that fit their language and time zone preferences.

The focus groups were conducted online using the Zoom meetings platform, with between six (6) and eight (8) participants in each session. Participants were asked for verbal consent for all sessions to be recorded. To encourage full participation, participants were given an honorarium of \$150. Arrangements were made to permit Government of Canada staff to observe all sessions virtually.

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The field dates were from January 6 to January 19, 2026. Both online and telephone surveys were completed in either English or French, with the online one taking an average of 16 minutes to complete while the telephone survey took an average of 32 minutes to complete.

Respondents for the survey were selected from among those who have volunteered to participate in online surveys through an opt-in panel. The data was weighted by age, gender and region to reflect the demographic composition of the Canadian population age 18 and up. Because the online sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated, and the results cannot be described as statistically projectable to the target population. The treatment here of the non-probability sample is aligned with the Standards for the Conduct of Government of Canada Public Opinion Research - Online Surveys. Appendix B provides full details on the survey methodology.

The third and final qualitative phase of the study involved a series of eight online focus groups to understand the nuance of opinion on the key themes and topics of interest.

The focus groups were conducted between January 27 and 29, 2026 with Canadian residents aged 18 and older, segmented by age (18-34 and 35-65). Four groups were conducted with adults 18-34 who reside in Moncton (in English), Toronto (in English), Winnipeg (in English) and Vancouver/North (in English). The other four groups were conducted among adults 35-65 who reside in Moncton (in French), Toronto (in English), Winnipeg (in English), and Vancouver/North (in English). Participants were scheduled in groups based on their geographic location, to accommodate time zone differences, and language. Those who expressed preference to attend a group in another language were invited to participate in a different group that fit their language and time zone preferences.

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It is important to note that qualitative research is a form of scientific, social, policy and public opinion research. Focus group and interview research is not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences, and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn, and findings cannot reliably be generalized beyond their number.

About this report

The results of each phase of research are presented separately beginning with the qualitative results to test the initial survey questionnaire design; followed by the quantitative results to understand perceived important issues and unaided views of the Canadian Armed Forces, evaluation of current threat environment and preparedness, and willingness to join an expanded military reserve; and the final qualitative results which provide the nuance to understand what and how those views were informed.

The term “participant” and past tense is used when qualitative results (focus groups) are discussed and the term “respondent” and present tense is used when quantitative (survey) results are discussed.

Unless otherwise noted, the findings are consistent across groups. Details about the qualitative methodology can be found in Appendix A for Phase 1 and Appendix C for Phase 3. The recruitment screeners can be found in Appendix D for Phase 1 and Appendix H for Phase 3. The discussion guides can be found in Appendix E for Phase 1 and Appendix I.

As for the Phase 2 Quantitative results, quantitative results are shown for all respondents, and broken down into comparison subgroups based on two criteria:

1. Age: 18-24, 35-54, and 55+ years of age;
2. Live near a CAF facility (Yes, No, DK/NR): Based on the question “To the best of your knowledge, do you live within 100km of a Canadian Armed Forces base, wing, or Royal Military College?”

The response options “Don’t know” and “Prefer not to respond” are denoted by DK/NR. Due to rounding, results may not add to 100%.

Details about the survey design, methodology, sampling approach, and weighting of the results may be found in the quantitative methodology report for Phase 2 in Appendix B. The draft survey questionnaire tested in the initial qualitative phase (Phase 1) can be found in Appendix F.

The final survey questionnaire that was fielded can be found in Appendix G. Appended data tables (under a separate cover) provide results of findings across a much broader range of demographics and attitudes.

Detailed findings

The following report presents the analysis of the qualitative and quantitative research. It is divided into three sections:

- Phase 1: Qualitative research
- Phase 2: Quantitative research
- Phase 3: Qualitative research

Phase 1: Qualitative research

The initial qualitative phase of study involved focus groups to test and refine the draft survey questionnaire. As this was the first study on mobilization in some time, the objective was to identify any wording, formatting, or conceptual issues and to ensure that the questionnaire was clearly understood and appropriately structured to support reliable data collection.

Section A: Overall findings

Overall, participants found the questionnaire clear and generally easy to navigate. They reacted positively to the relevance of the survey topic and felt the issues explored – national security, mobilization planning, and the supplementary reserve – were timely and appropriate given the current geopolitical context. The subject matter was viewed as important and serious.

Although the concept of mobilization was unfamiliar to most at the outset, participants understood its purpose once defined and generally viewed it as a reasonable area for government planning.

Reaction to the supplementary reserve (later referred to as an “expanded reserve force”) was similarly measured and pragmatic. Participants broadly understood it as a mechanism to expand capacity in times of crisis. While personal interest in joining varied, the concept itself was generally accepted in principle as a potential tool to strengthen readiness.

“I feel Canada is coming up with a backup plan about supplementary reserve, and then this will be helping them to find the people who are interested in helping the Canadian Army to contribute their force and be there when they need. So I feel it’s very positive.” – National, English

Some participants expressed curiosity about how mobilization or the supplementary reserve would function in practice, including how civilians might be engaged and what participation would realistically involve. These questions reflected a desire for clarity and transparency rather than confusion about the survey’s intent. Notably, no one interpreted the content as implying conscription.

Section B: Specific feedback on the draft survey questionnaire

Beyond these overall impressions, participants offered concrete suggestions to improve clarity, neutrality, and ease of response.

Participants expressed a strong preference for short, concise questions with closed-ended response options (such as Likert scales). Open-ended questions were viewed as more demanding and best used selectively. Repetitive or similarly worded questions were flagged as potentially frustrating and unnecessary.

Several participants recommended shortening longer preambles and definitions to reduce cognitive load, particularly for respondents completing the survey by telephone. Simplifying language and avoiding institutional or technical terminology were recurring suggestions. While definitions and examples were appreciated, some DND- or CAF-specific terms were not immediately intuitive and benefited from clearer phrasing.

In addition, some participants cautioned against wording that could be perceived as leading or biased, emphasizing the importance of neutral phrasing to support credible data collection. A small number also noted sensitivity around personal information or strongly worded items, reinforcing the need for clear and balanced language.

Hover-over or clickable definitions were seen as helpful, particularly for less familiar terms, and participants recommended using these consistently throughout the questionnaire. The term “threat” was generally well understood and did not generate discomfort. While “nations” was clearly understood, “non-state groups” was less familiar. The examples provided to clarify this term were helpful, and participants suggested repeating them whenever the term appears. Several participants also recommended separating questions about threats from nations and non-state groups, as they felt their responses might differ between the two.

For questions that combined numeric and descriptive scales, participants recommended retaining the numeric scale while adding clear labels to anchor the end points.

Section C: Testing mobilization definitions

Two versions of a mobilization definition were tested:

Option A: Mobilization is part of the Canadian Armed Forces’ broader transformation and modernization efforts. We are still early in the “plan to build the plan” stage, where our focus is on identifying the skills we would need, exploring models that could work in Canada, and preparing feasible options for government consideration. At its core, this is about growing and strengthening our Reserve Force – both the Primary Reserve and the Supplementary Reserve – so that we have access to a wider pool of Canadians in times of crisis.

With the number of domestic events we're responding to each year, especially climate-driven emergencies, we need a more structured and scalable system that supports resilient communities.

It is important to note that joining the expanded reserve would be entirely voluntary.

Option B: The Department of National Defence and the Canadian Armed Forces have recognized that in the event of traditional large-scale conflict, Canada will require a more significant pool of personnel and equipment, that can be activated to support the defence of Canada and our allies. That is why the Canadian Armed Forces has started new planning to ensure Canada can quickly and effectively increase its ability to operate at a large scale – both at home and overseas – with help from all parts of society.

Through this defence mobilization plan, the Canadian Armed Forces aims to:

- Respond quickly and flexibly to emerging threats,
- Strengthen Canada's overall readiness and resilience,
- Build up Canada's defence industry, and
- Expand the Reserve Forces including creating a new volunteer national reserve for Canadians who want to contribute in times of need.

These preparations are key to making Canada stronger, more self-reliant, and better able to prevent conflict.

Both definitions were seen as helpful in providing context prior to the survey questions. Participants' unaided interpretations indicated they understood the intended meaning, and importantly, no one associated the definitions with conscription.

"It's very clear to me they need more people, and the people they're gonna get are gonna get paid, and probably not used in a real riot or something like that. They will be used in very rare situations or major crisis. So I think it's pretty clear." – National, English

Option A was generally preferred. It was described as clearer, more neutral, and more "civilian-friendly", with an emphasis on planning, skills and volunteerism. Participants found it easier to follow and more aligned with their preference for concise, more structured content.

Option B, while more detailed, was viewed as denser and more technical. Its references to large-scale conflict and whole-of-society readiness evoked stronger emotional reactions for some participants, and several described it as containing "a lot at once". While not rejected, it was seen as heavier in tone and potentially more overwhelming.

Section D: Testing the Supplementary Reserve definition

A definition of the Supplementary Reserve (subsequently referred to as an "expanded reserve force" in later phases) was also reviewed:

There is ongoing planning to expand the Supplementary Reserve to include a paid volunteer-based force of trained personnel who can be called upon to defend Canada, our values and interests, in the event of a crisis or conflict, including natural disasters in Canada.

It is designed to make it easier for more Canadians to serve Canada – including those who have useful civilian skills or who want to contribute part-time. Members may receive some military training or use their existing expertise to support Canada's defence and emergency response needs.

Most participation will be voluntary, allowing individuals to choose roles, times, and locations that work best for them. Only in very rare situations, like a major crisis, could the government ask some members to serve actively if absolutely necessary.

The definition was generally well understood, and participants recognized its primary purpose as creating a pool of civilians who could be called upon during a crisis. While reactions were broadly pragmatic and not oppositional, some participants raised questions about how volunteering would operate in practice, whether participation would be compensated, and what deployment might entail in terms of duration, location, and personal risk. These questions reflected a desire for transparency and practical detail rather than resistance to the concept itself.

« Pour moi, c'est très clair, car tous les points ont été définis. » / “For me, it's very clear because all of the points have been defined.” – National, French

Overall, feedback on the definition pointed to the importance of clarity around expectations, commitment, and operational realities to ensure consistent understanding.

Phase 2: Quantitative research

Building on refinements from the initial qualitative phase, the second phase consisted of a national quantitative survey. Conducted predominantly online among Canadians aged 18 and older, with additional telephone interviews in the Northern Territories, the survey was designed to provide a baseline assessment of perceptions of the Canadian Armed Forces, understand views of the evolving threat landscape, and gather reactions to the concepts of mobilization and an expanded reserve force.

Section A: Key Issues and unaided perceptions of CAF

When asked an open-ended question about the most important issue facing Canada today, the most cited issue raised by respondents was the cost of living and affordability (16%), followed by the economy (13%) and the Trump administration/Canada-U.S. relations (13%). Other issues included housing affordability (6%), immigration (6%), and health care (5%). Defence and security issues were not prominent mentions.

Respondents aged 18-34 were more likely than those aged 55+ to mention housing affordability (13%) and cost of living pressures (19%). Respondents 55+ were more likely to cite Canada-U.S. relations (21%) and the economy (15%).

Exhibit A1 – Q8: In your opinion, what is the most important issue facing Canada today? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Cost of living / Affordability	16%	19%	19%	11%	15%	14%	19%
Economy	13%	11%	13%	15%	14%	13%	14%
Trump administration / Canada-U.S. relations	13%	6%	10%	21%	16%	11%	12%
Access to housing / Affordable housing/rent	6%	13%	6%	3%	5%	7%	7%
Immigration	6%	8%	6%	4%	5%	8%	5%
Health care / Access to health care	5%	3%	4%	8%	4%	8%	5%
Interest rates/inflation	5%	8%	6%	3%	5%	6%	5%
U.S. tariffs/trade war	5%	2%	5%	7%	5%	6%	5%
Environment / Climate change	4%	4%	4%	3%	4%	4%	4%
Trade agreements / Diversification of trade partners	2%	0%	1%	4%	3%	1%	2%
Debt / Government spending	2%	2%	3%	2%	3%	3%	1%
Crime/public safety	2%	1%	3%	2%	2%	2%	4%
Employment / Job creation	2%	3%	2%	2%	2%	2%	3%
Homelessness/addictions	2%	3%	2%	1%	2%	1%	3%
Government leadership/governance issues	2%	1%	3%	2%	3%	1%	1%
Canadian sovereignty	2%	0%	1%	3%	3%	1%	1%
Taxes	2%	2%	2%	1%	2%	2%	1%
Poverty / Social supports	1%	1%	1%	1%	1%	2%	1%
Geopolitical instability	1%	1%	1%	1%	1%	1%	1%
National security / Defence / Threat of war	1%	0%	1%	1%	1%	1%	0%
Government accountability/transparency /corruption	1%	1%	1%	1%	1%	1%	1%

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Other	5%	7%	4%	4%	5%	5%	5%
DK/NR	1%	1%	1%	0%	1%	1%	0%
Sample size	2119	502	670	947	926	672	521

Other demographic differences:

- At almost a third (31%), respondents who identified as Chinese were more likely than all other demographic groups tested to identify cost of living and affordability as the top issue facing Canada.
- Concerns over affordability and the cost of living were also more present among respondents from B.C. (23%) and Ontario (20%).

Just under four-in-ten respondents (38%) report having recently seen, read, or heard something about Canada's military or the Canadian Armed Forces, while a majority (57%) say they have not.

Awareness of recent media coverage increases with age, with respondents 55+ being the most likely to report recent exposure (46%). Those living near a CAF facility are also more likely to report exposure (48% vs. 34% of those not living near a facility).

Exhibit A2 – Q9: Many of the topics we will be covering in this survey are related to defence issues and the Canadian Armed Forces, also referred to as the Canadian military. Have you recently seen, read or heard anything about Canada's military or the Canadian Armed Forces? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Yes	38%	32%	31%	46%	48%	34%	25%
No	57%	62%	62%	50%	48%	61%	66%
DK/NR	6%	6%	7%	4%	4%	4%	9%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- Respondents who identified as Chinese were the least likely to say they had heard, read, or seen anything about the CAF (with 28% saying that is the case).
- Respondents living in the Territories (49%) were the most likely to say they had heard, read, or seen something about the CAF.

Among those who have recently seen, read, or heard something about the CAF, the most commonly recalled topics relate to increasing defence spending or meeting NATO targets (30%). Smaller proportions mention expanding recruitment (15%), expanding the CAF (10%), or fighter jet procurement (7%).

Respondents 55+ are more likely to recall defence spending (40%), while respondents 18-34 are more likely to mention advertising (14%).

Exhibit A3 – Q10: What did you read, see or hear? Base: Those that read, saw, or heard anything about Canada's military or the Canadian Armed Forces

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Increase defence spending / meet NATO targets	30%	13%	28%	40%	31%	28%	32%
Expand recruitment / grow CAF size	15%	15%	12%	16%	14%	14%	17%
Expand the Canadian Armed Forces	10%	4%	7%	14%	11%	10%	8%
New fighter jet procurement (F-35 vs Gripen)	7%	6%	8%	8%	8%	7%	6%
Military pay and compensation issues	7%	8%	4%	7%	7%	6%	8%
General military equipment procurement	6%	2%	4%	10%	7%	6%	6%
Military deterioration / underfunding	6%	3%	8%	6%	6%	7%	5%
Increase Arctic defence	6%	0%	5%	9%	5%	8%	4%
Advertising	6%	14%	6%	1%	4%	5%	10%
Concerns about war or conflict	5%	7%	5%	3%	4%	8%	2%
Recruitment and staffing challenges	4%	1%	3%	6%	4%	3%	6%
Traditional media	4%	9%	3%	2%	4%	2%	6%
New military aircraft procurement	3%	1%	2%	5%	3%	4%	3%
New naval vessel procurement	3%	1%	3%	4%	2%	4%	3%
Military alliances with other countries	2%	0%	5%	2%	3%	2%	2%
Concern about reliance on U.S. military	2%	1%	3%	2%	3%	1%	3%
Development of Civil Defence Corps	2%	0%	2%	3%	3%	3%	0%

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
CAF support for Ukraine	2%	2%	1%	1%	1%	1%	3%
None / Nothing	1%	3%	1%	1%	1%	3%	1%
Social media / online sources	1%	2%	1%	1%	1%	1%	3%
Military misconduct scandals	1%	1%	1%	1%	1%	0%	1%
Other	8%	14%	10%	5%	10%	7%	6%
DK/NR	10%	21%	14%	3%	9%	13%	9%
Sample size	933	183	240	510	486	285	162

Familiarity with the CAF is moderate with under half (45%) saying that they are very or somewhat familiar. A similar proportion (43%) report being not very familiar while 11% say they are not at all familiar.

Familiarity is higher among those living near a CAF facility – with 55% saying they are at least somewhat familiar – than those who do not live near a one.

Exhibit A4 – Q11: Overall, how familiar would you say you are with the Canadian Armed Forces? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Very familiar	6%	7%	6%	4%	8%	6%	1%
Somewhat familiar	39%	38%	41%	38%	47%	37%	29%
Not very familiar	43%	40%	41%	46%	39%	42%	50%
Not at all familiar	11%	13%	11%	11%	5%	14%	17%
DK/NR	1%	2%	2%	1%	0%	1%	3%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- Respondents who identify as South Asian signaled the highest levels of familiarity, with 63% saying they are at least somewhat familiar, while merely 29% of respondents who identify as Chinese are at least somewhat familiar.
- Geographically, the number of respondents saying they are at least somewhat familiar is highest in Alberta (55%), Saskatchewan and Manitoba (55%), and Atlantic Canada (55%). It is lowest in Quebec (27%).

Impressions of the CAF are broadly positive. Three-quarters of respondents (75%) report a positive overall impression (21% very positive and 54% somewhat positive), while relatively few say their impression is not very or not at all positive (16%).

Positivity increases with age, with respondents 55+ most likely to hold very positive impressions (26%).

Exhibit A5 – Q12: What is your overall impression of the Canadian Armed Forces? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Very positive	21%	13%	21%	26%	25%	20%	15%
Somewhat positive	54%	57%	53%	52%	55%	53%	53%
Not very positive	13%	14%	13%	11%	14%	13%	11%
Not at all positive	3%	3%	3%	2%	3%	4%	1%
DK/NR	10%	13%	10%	9%	4%	11%	20%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- Respondents from Alberta (31%) are the most likely to say that they have a very positive view of the CAF.

More respondents view the CAF as a source of pride for Canadians than not. Over half rate it positively (55% rate 4 or 5 on the five-point scale), including about one quarter (24%) who say it is very much a source of pride.

Respondents 55+ are somewhat more likely to express strong pride (28% compared to 16% of respondents 18-34).

Exhibit A6 – Q13: To what extent do you think the Canadian Armed Forces is a source of pride for Canadians? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
5 - Very much a source of pride	24%	16%	25%	28%	27%	24%	20%
4	31%	33%	28%	32%	34%	29%	28%
3	26%	29%	26%	25%	25%	29%	26%
2	7%	7%	9%	6%	8%	7%	7%
1 - Not at all a source of pride	5%	6%	6%	4%	5%	6%	5%

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
DK/NR	6%	8%	6%	5%	1%	5%	13%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- On a scale out of five, respondents from Quebec are the least likely to say that the CAF is very much a source of pride (5) at 18%. Instead, a plurality (35%) rate it at 3 out of 5.

Perceptions of modernization are mixed. About one in five respondents (22%) rate the CAF as modern (ratings of 4 or 5), while roughly one-third (31%) view it as outdated (ratings of 1 or 2). A plurality (34%) selected the midpoint (a rating of 3).

Respondents 18-34 (29%) are more likely to view the CAF as modern (ratings of 4 or 5), while respondents 55+ (35%) are more likely to rate it as outdated (ratings of 1 or 2).

Exhibit A7 – Q14: Do you think Canada's military is modern or outdated? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
5 - Very modern	5%	7%	7%	2%	5%	6%	4%
4	17%	22%	16%	15%	18%	17%	17%
3	34%	35%	31%	37%	36%	36%	30%
2	20%	15%	19%	23%	23%	18%	17%
1 - Very outdated	11%	6%	12%	12%	12%	12%	8%
DK/NR	13%	16%	14%	10%	7%	12%	24%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- When rating the modernity of the CAF on a scale of one to five, those who identify as, Arab and West Asian (15%), Black (14%), South Asian (12%) and East and Southeast Asian (12%) are the most likely to say that the CAF is very modern (5).

Trust in the CAF to rapidly respond to threats is generally high. Over half of respondents (53%) rated trust in the CAF's rapid response capability between 7-10, including 10% who indicate complete trust. About one in five (19%) report lower levels of trust (ratings of 1-4).

Trust levels are slightly higher among those living near a CAF facility (58% vs. 53% who do not live near a CAF facility).

Exhibit A8 – Q15: How much trust do you have in the Canadian Armed Forces to rapidly respond to potential threats at home and abroad? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
10 - Complete trust	10%	8%	12%	10%	11%	11%	9%
7-9	43%	46%	39%	44%	47%	42%	38%
5-6	23%	22%	23%	23%	21%	23%	25%
2-4	15%	11%	16%	17%	17%	15%	12%
1- No trust at all	4%	3%	5%	4%	4%	5%	2%
DK/NR	5%	10%	5%	3%	2%	3%	13%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- The number of respondents saying they have complete trust in the CAF (10) is highest among those who identify as South Asian (19%).
- Geographically, those in Alberta are the most likely to say they have complete trust in the CAF (10) at 15%. At 6%, those in Quebec are the least likely to have complete trust in the CAF.

Section B: Current threat environment and preparedness

Most respondents perceive other nations as a moderate or major threat to Canada (61% combined), including 18% who view them as a major threat. About one-third (33%) consider them only a minor threat or not a threat at all.

Respondents 55+ are more likely to perceive a major threat (20%) from other nations.

Exhibit B1 – Q16: How much of a threat do you think the following pose to Canada today [other nations]? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Not a threat at all	5%	5%	4%	5%	3%	7%	4%
A minor threat	28%	27%	29%	27%	29%	26%	28%
A moderate threat	43%	44%	41%	44%	44%	44%	39%
A major threat	18%	13%	19%	20%	21%	18%	15%
DK/NR	7%	11%	7%	4%	2%	6%	14%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- While majorities in all demographic breaks tested say that other nations pose at least a moderate, if not a major threat, respondents who identify as South Asian (65%) and White (63%) are the most likely to say so.

Non-state groups, defined in the survey as terrorist or extremist organizations, are also widely viewed as a threat. Nearly two-thirds (63%) rate them as a moderate or major threat, including 22% who say they are a major threat.

The proportion perceiving a major threat from non-state groups increases with age.

Exhibit B2 – Q17: How much of a threat do you think the following pose to Canada today [Non-state groups (for example, terrorist or extremist organizations)]? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Not a threat at all	3%	5%	3%	3%	2%	5%	4%
A minor threat	26%	29%	26%	24%	27%	24%	26%
A moderate threat	41%	41%	39%	44%	43%	41%	39%
A major threat	22%	15%	24%	26%	24%	25%	17%
DK/NR	7%	10%	8%	4%	3%	5%	15%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- As with the threat posed by to Canada by other states, those who identify as South Asian (66%) and White (65%) are again the most likely to say that non-state groups pose a threat to Canada, similarly to 48% of respondents who identify as Chinese.

Among respondents who see other nations as at least a minor threat, the most commonly identified risks include economic threats (82%), followed by territorial or sovereignty threats (63%), social or political threats (60%), and cyber threats (57%). Half (50%) of respondents identify military threats.

Respondents 55+ (61%) are more likely to cite territorial and military risks than respondents 18-34 (41%).

Exhibit B3 – Q18: In what way(s) do you believe the following pose a threat to Canada today [other nations]? Base: Those who said other nations are at least a minor threat

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Economic threat (e.g., trade restrictions, supply chain disruptions, or attempts to harm Canada's economy)	82%	71%	83%	88%	87%	77%	78%
Territorial or sovereignty threat (e.g., disputes over borders, Arctic territory, or control of Canadian resources)	63%	47%	59%	77%	69%	57%	59%
Social or political threat (e.g., spreading misinformation, influencing elections, creating division or unrest in Canada)	60%	53%	60%	65%	66%	54%	57%
Cyber threat (e.g., hacking, data theft, attacks on government or business systems)	57%	48%	58%	63%	63%	52%	54%
Military threat (e.g., the use of threat or armed force against Canada or its allies)	50%	41%	45%	61%	56%	50%	43%
Other	1%	0%	2%	2%	2%	1%	1%
DK/NR	6%	9%	7%	4%	2%	8%	11%
Sample size	2202	551	697	954	936	686	580

Other demographic differences:

- Respondents who identify as White are the most likely to say that other nations pose a threat to Canada's territory or sovereignty (67%) – compared with 50% among South Asian and 46% among Chinese respondents.

For non-state groups, cyber threats are the most cited (65%), followed by social or political threats (56%). Smaller proportions mention economic (39%), military (34%), or territorial threats (32%).

Exhibit B4 – Q19: In what way(s) do you believe the following pose a threat to Canada today [non-state groups]? Base: Those who said non-state groups are at least a minor threat

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Cyber threat (e.g., hacking, data theft, attacks on government or business systems)	65%	53%	62%	75%	71%	63%	58%
Social or political threat (e.g., spreading misinformation, influencing elections, creating division or unrest in Canada)	56%	47%	55%	63%	64%	50%	50%
Economic threat (e.g., trade restrictions, supply chain disruptions, or attempts to harm Canada's economy)	39%	33%	45%	37%	42%	37%	36%
Military threat (e.g., the use of threat or armed force against Canada or its allies)	34%	32%	35%	34%	35%	32%	33%
Territorial or sovereignty threat (e.g., disputes over borders, Arctic territory, or control of Can	32%	33%	31%	33%	33%	34%	30%
Other	3%	1%	4%	3%	3%	2%	3%
DK/NR	9%	13%	9%	7%	5%	11%	15%
Sample size	2227	552	702	973	944	698	585

Other demographic differences:

- Those with a post-graduate education above a bachelor's level are the most likely to cite cyber threats (72%) as emanating from non-state groups.

When asked about how prepared the CAF is to respond to national security threats, views are moderate. About one-third of respondents (33%) rate the CAF as well prepared (ratings of 4 or 5), while one in five (20%) rate preparedness poorly (ratings of 1 or 2). The largest share (39%) selects the midpoint (rating of 3).

Exhibit B5 – Q20: In general, how well prepared do you think the Canadian Armed Forces are to respond to national security threats? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
5 - Very well prepared	7%	8%	10%	5%	8%	7%	7%
4	26%	26%	26%	27%	29%	23%	25%

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
3	39%	41%	35%	40%	39%	42%	36%
2	14%	11%	15%	15%	16%	13%	11%
1 - Not at all prepared	6%	4%	7%	7%	6%	7%	6%
DK/NR	8%	11%	7%	6%	2%	7%	16%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- Respondents who identify as South Asian (46%) are the most likely to say that the CAF is prepared (ratings of 4-5) to respond to national security threats. This compared with 25% of respondents who identify as Chinese.
- Respondents in B.C. are the least likely (28%) to assess the CAF's readiness to respond to a national security threat as prepared (ratings of 4-5).

There is strong support for prioritizing readiness to call upon reserve capabilities in a crisis scenario. Seven in ten respondents (69%) say this should be an extremely high (27%) or very high (42%) priority with almost no one (1%) saying this should not be a priority at all.

Respondents 55+ (36%) are more likely to assign the highest priority.

Exhibit B6 – Q21: How much of a priority should it be for the Canadian Armed Forces to be ready to quickly call upon various reserve capabilities in response to a crisis scenario? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Extremely high priority	27%	16%	27%	36%	30%	28%	22%
Very high priority	42%	40%	40%	44%	45%	40%	39%
Moderate priority	23%	30%	25%	16%	21%	24%	24%
Low priority	3%	3%	2%	2%	2%	3%	3%
Not at priority at all	1%	1%	1%	1%	1%	1%	0%
DK/NR	5%	10%	5%	2%	1%	3%	12%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- Those who identify as White are the most likely to say that the ability to quickly call on reserve capabilities should be an extremely high or very high priority at 71% – compared

with 42% of those who identify as Chinese. That said, this difference shrinks noticeably when you include those who list it as a moderate priority.

- Respondents in Alberta are the most likely to list this as an extremely high or very high priority (at 76%) whereas those in B.C. are the least likely to do so (62%).

When framed specifically as a crisis within Canada, importance increases further. A majority (70%) say readiness is very important domestically, with another 22% saying it is somewhat important. Again, almost no one (1%) says that this is not important at all.

Exhibit B7 – Q22: How much of a priority should it be for the Canadian Armed Forces to be ready to quickly call upon various reserve capabilities in response to a crisis scenario [within Canada]? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Very important	70%	56%	69%	79%	74%	64%	68%
Somewhat important	22%	28%	24%	17%	21%	26%	21%
Not very important	4%	7%	3%	3%	3%	7%	3%
Not at all important	1%	2%	1%	0%	1%	2%	0%
DK/NR	3%	7%	3%	1%	1%	2%	8%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- Respondents who identify as South Asian (59%) or Chinese (50%) are less likely than the national average (70%) to say that it is very important that the CAF be able to call on reserve capabilities in response to a crisis scenario within Canada.

Although lower, support for being able to quickly call upon reserve capabilities in response to a crisis scenario outside of Canada remains positive, with about one-third (33%) saying that it is very important and almost half (46%) saying that it is somewhat important.

Exhibit B8 – Q23: How much of a priority should it be for the Canadian Armed Forces to be ready to quickly call upon various reserve capabilities in response to a crisis scenario [outside Canada]? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Very important	33%	28%	33%	37%	35%	33%	29%
Somewhat important	46%	43%	45%	48%	47%	43%	46%
Not very important	13%	16%	13%	11%	13%	16%	10%
Not at all important	4%	5%	5%	3%	4%	6%	3%

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
DK/NR	5%	8%	5%	2%	1%	3%	11%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- Respondents from Alberta (41%) are the most likely to say that it should be very important that the CAF be ready to call upon reserve capabilities in response to a crisis scenario outside of Canada, in comparison to 21% of respondents from Quebec.

Respondents were provided with a definition of mobilization as follows:

Mobilization is part of the Canadian Armed Forces' (CAF) broader transformation and modernization efforts, to ensure its ability to respond to any scenario, both at home and abroad. At its core, mobilization is about growing and strengthening our Reserve Force, so that we have access to a wider pool of Canadians in times of crisis. This includes supporting the response to domestic emergencies, like wildfires.

It is important to note that joining the expanded reserve would be entirely voluntary and that members would be compensated for time spent on training and when agreeing to help support military activities, including military operations.

When compared to the issue that respondents identified as most important earlier in the study, views are mixed. About one in eight (13%) say expanding military capacity is more important, while one-third (33%) say it is of equal importance. Others rate it as somewhat (12%) or less important (12%).

Exhibit B9 – Q24: Earlier you indicated that [Q8 response] was the most important issue facing Canada today. How important would you say expanding Canada's military capacity (as described) is compared to that issue? Base: Those that mentioned an important issue at Question 8

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
More important	13%	10%	12%	15%	14%	14%	9%
Of equal importance	33%	27%	31%	37%	34%	34%	28%
Not as important but still very important	25%	25%	24%	27%	27%	22%	27%
Somewhat important	12%	16%	14%	9%	12%	11%	14%
Not very important at all	12%	17%	14%	8%	11%	14%	13%
This is the same issue I mentioned previously	2%	1%	2%	2%	1%	3%	2%

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
DK/NR	3%	5%	4%	2%	1%	3%	7%
Sample size	2119	502	670	947	926	672	521

Other demographic differences:

- Respondents from Quebec (18%) are the most likely to say that expanding Canada's military capacity is more important than the issue they originally identified as most important.

The perceived economic impact of expanding military capacity is generally positive. About half of respondents (51%) anticipate a somewhat (36%) or very positive (15%) impact, while 14% anticipate a somewhat (12%) or very negative (2%) impact. Nearly one quarter (23%) expect neither positive nor negative effects.

Respondents 18-34 are more likely to say neither (28%) than respondents 55+ (19%).

Exhibit B10 – Q25: What impact, if any, do you think expanding Canada's military capacity (as described) would have on Canada's economy? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Very positive	15%	10%	13%	19%	16%	16%	11%
Somewhat positive	36%	33%	35%	39%	38%	38%	32%
Neither	23%	28%	23%	19%	22%	25%	22%
Somewhat negative	12%	12%	13%	11%	13%	9%	12%
Very negative	2%	3%	3%	1%	2%	3%	2%
DK/NR	12%	14%	13%	10%	9%	9%	22%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- Almost two thirds (64%) of respondents from the Territories say that expanding Canada's military capacity will have a somewhat or very positive impact on the economy – the highest of any region.

Support for expanding military capacity varies by scenario but remains consistently high.

The strongest support is observed for: defending Canada from a foreign attack (90%), assisting during natural disasters in Canada (90%), and responding to terrorist threats (89%).

Support is somewhat lower, though still substantial, for international roles such as humanitarian aid (74%) and peacekeeping (76%). Across scenarios, respondents 55+ tend to express higher support.

Exhibit B11 – Q26-34: Please tell me whether you would support or oppose expanding Canada's military capacity (as described) in response to the following situations. Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Defend Canada from a foreign attack or invasion	90%	81%	90%	96%	95%	88%	87%
Respond to a significant international crisis or conflict	80%	71%	79%	86%	84%	78%	75%
Help defend Canada's allies in the event of war or attack	82%	70%	82%	90%	87%	80%	77%
Respond to or prevent a terrorist threat or attack	89%	79%	88%	95%	93%	85%	86%
Help protect Canadians during civil unrest or riots	80%	70%	79%	87%	82%	81%	76%
Provide humanitarian aid in other countries	74%	68%	71%	79%	76%	71%	73%
Take part in international peacekeeping missions	76%	66%	74%	84%	80%	74%	71%
Assist during natural disasters in Canada (e.g., floods, wildfires, ice storms)	90%	82%	90%	96%	94%	87%	88%
Support response efforts during a pandemic or major health emergency in Canada	82%	73%	81%	89%	86%	80%	77%
Sample size	2303	581	722	1000	969	725	609

Section C: Willingness to join a military reserve force

When asked about their likelihood of considering service in the CAF, willingness declines as the length of commitment increases. One quarter (25%) say they would consider periodic service, while fewer indicate willingness for longer full-time commitments (merely 10% for six years or more).

Interest is consistently higher among respondents 18-34 among all service periods.

Exhibit C1 – Q35-39: Today, how likely are you to consider service in the Canadian Armed Forces for the following periods? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Periodic service (i.e. evenings, weekends, or periods of full-time service when you are available to do so)	25%	35%	31%	15%	27%	26%	22%
1 year full-time service	16%	24%	20%	7%	16%	17%	13%
3 years full-time service	12%	21%	15%	5%	13%	14%	10%
5 years full-time service	11%	19%	14%	3%	10%	15%	9%
6 years or more full-time service	10%	17%	13%	2%	9%	13%	7%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- Those who identify as South Asian, or as another Asian ethnicity other than Chinese, are significantly more likely to consider service in the CAF for any time period tested than the national average.
- Similarly, those with a post-graduate degree above a bachelor's level are also more likely than the national average to consider any period of service.

About one in five respondents (22%) say they have previously considered joining the CAF (11% full-time, 11% part-time), while three-quarters (76%) have not.

Respondents 18-34 (29%) are more likely to say that they have considered joining than respondents 35-54 (21%) and respondents 55+ (17%).

Exhibit C2 – Q40: Have you ever considered joining the Canadian Armed Forces? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Yes, full-time	11%	13%	11%	10%	16%	10%	6%
Yes, part-time (e.g., reserve forces)	11%	16%	10%	7%	13%	8%	10%
No	76%	68%	75%	81%	70%	81%	78%
DK/NR	3%	3%	4%	2%	2%	1%	6%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- Over a third (36%) of those who identify as South Asian say they have considered joining the CAF either in a full- or part-time capacity.
- One third of respondents from the Northern Territories say they have considered service in some capacity, compared to 17% of respondents from Quebec.

Self-reported knowledge of CAF roles is limited. Seven in ten respondents (68%) say they are not very (44%) or not at all (24%) knowledgeable, compared with 30% who report at least some knowledge.

Exhibit C3 – Q41: How knowledgeable do you feel you are about the various roles and responsibilities of those who serve in the Canadian Armed Forces? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Very knowledgeable	4%	5%	4%	3%	5%	4%	1%
Somewhat knowledgeable	26%	29%	26%	23%	32%	28%	14%
Not very knowledgeable	44%	38%	42%	49%	46%	40%	44%
Not at all knowledgeable	24%	23%	25%	24%	16%	26%	34%
DK/NR	3%	4%	3%	1%	1%	2%	7%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- The number of respondents who say they are at least somewhat, if not very, knowledgeable is highest among those who identify as South Asian (48%).
- There is also regional variation, where respondents saying they are at least somewhat knowledgeable is highest in the Territories (51%), Saskatchewan and Manitoba (41%). It is lowest in Quebec (19%).

When asked whether CAF service would be a good choice for them personally, views skew negative. Nearly half (48%) rate it as poor (21%) or terrible (27%), while about one in five (22%) rate it as excellent (5%) or good (17%).

Respondents 55+ (35%) are the most likely to say it is terrible choice for them personally.

Exhibit C4 – Q42: Based on what you know right now, is serving in the Canadian Armed Forces an excellent, good, fair, poor or terrible choice for you? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Excellent	5%	5%	5%	4%	6%	6%	2%
Good	17%	23%	17%	13%	19%	18%	14%
Fair	17%	24%	20%	10%	17%	17%	17%
Poor	21%	17%	22%	22%	23%	19%	19%
Terrible	27%	19%	25%	35%	28%	28%	26%
DK/NR	13%	12%	11%	16%	8%	13%	21%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- Over half (54%) of those who identify as White say that serving in the CAF would be a poor or terrible choice for them, compared to 16% of those who identify as Black, 20% of those who identify as South Asian, 30% of those who identify as Southeast Asian, 38% of those who identify as Chinese, and 39% of those who identify as Arab and West Asian.

When asked whether they would recommend someone they knew to join the CAF, responses are mixed. About one quarter would each recommend full-time service (24%) or periodic service (26%). Over a quarter (28%) would not recommend joining while 22% are uncertain.

Despite being the most likely to rate a career in the CAF as a terrible personal choice, respondents 55+ (30%) are the most likely to recommend full-time service to someone else.

Exhibit C5 – Q43: Would you recommend someone you know to join the Canadian Armed Forces? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Yes, for a period of full-time service (Regular Force)	24%	15%	24%	30%	33%	22%	13%
Yes, for periodic service	26%	25%	26%	28%	29%	27%	22%
No	28%	38%	27%	21%	22%	36%	28%
DK/NR	22%	23%	23%	21%	16%	15%	37%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- Almost two thirds of respondents living in Atlantic Canada (64%) and the Territories (63%) are likely to recommend service in the CAF to someone they know, compared to two-in-five (43%) in Quebec.

Respondents were shown the following description providing details of what an expanded reserve force may entail.

There is ongoing planning to expand the Canadian Armed Forces' Reserve Force to include a wider base of trained personnel who can be called upon to defend Canada, our values and interests, in the event of a crisis or conflict, including natural disasters in Canada.

Members may receive some military training and will use their existing skills and expertise to support Canada's defence and emergency response needs.

Joining the expanded reserve would be on a volunteer basis and would be paid including for any training. Most participation would be voluntary, allowing individuals to choose roles, times, and locations that work best for them. Only in very rare situations, like a major crisis, could the government oblige members to serve. In these situations, members would be given additional training and equipment depending on the crisis.

Two thirds (65%) of respondents reported positive reactions, with another one-in-five (20%) offering a neutral response. Negative reactions were limited (7%).

While the overall positive reaction remains similar across age groups, the number of respondents who say they are very positive towards the idea increases with age and reaches a third (33%) of respondents 55+. Those who live near a CAF facility were also more positive overall (74%) than those who do not (59%).

Exhibit C6 – Q44: Based on this description, what is your overall reaction to this idea? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Very positive	22%	11%	18%	33%	27%	20%	17%
Somewhat positive	43%	44%	42%	42%	47%	39%	39%
Neither	20%	25%	22%	15%	16%	23%	23%
Somewhat negative	4%	5%	4%	3%	4%	5%	5%
Very negative	3%	4%	3%	2%	2%	5%	3%
DK/NR	8%	19%	8%	5%	4%	3%	14%
Sample size	2260	563	707	990	946	712	602

Other demographic differences:

- Majorities across all regions reported positive impressions of the idea, reaching a peak of four-in-five (80%) of those living in the Territories.

When asked to elaborate on their positions, respondents offered a wide range of explanations including Reservist availability for mobilization, incentive to join the CAF, to strengthen and expand the Reserves and to defend Canada. A plurality (37%) noted they did not know or did not offer a response. Please note, for this question, the responses are based on their selection at the previous question (Q44), both positive and negative.

Exhibit C7 – Q45: Why do you feel that way? Base: All respondents

Column %	Total	Very/Somewhat positive	Neither	Very/Somewhat negative
Reservists available for mobilization	6%	9%	0%	1%
Incentive to join the military	6%	8%	2%	0%
Strengthen and expand the Reserves	6%	9%	0%	1%
Protect and defend Canada	5%	7%	0%	1%
Global instability and security threats	4%	6%	1%	2%
Training and skill development opportunities	4%	6%	1%	1%
Voluntary participation	4%	5%	1%	3%
Flexible or part-time service options	4%	6%	0%	0%
Civic duty and service	3%	5%	0%	0%
Supporting the country	3%	4%	0%	0%
Need more information	3%	1%	9%	1%
Need for national preparedness	3%	4%	1%	0%
Importance of the CAF	3%	4%	1%	0%
Too old to serve or retired	2%	3%	4%	1%
CAF staffing shortages	2%	3%	1%	1%
Personal development and discipline	2%	3%	1%	0%
Support for the CAF	2%	3%	1%	1%
Employment and career opportunities	2%	3%	0%	0%
Opposition to war or violence	2%	0%	3%	14%
Use of transferable civilian skills	2%	3%	0%	0%
Good option for young Canadians	2%	3%	0%	0%
Paid service and training	2%	2%	0%	2%

Column %	Total	Very/Somewhat positive	Neither	Very/Somewhat negative
Distrust of government	2%	1%	2%	8%
Greater public awareness and involvement	1%	2%	0%	0%
Not interested in military service	1%	0%	4%	4%
CAF underfunding and equipment needs	1%	2%	1%	1%
Neutral / no strong opinion	1%	0%	4%	0%
National pride and patriotism	1%	2%	0%	0%
Disaster response and peacekeeping support	1%	2%	1%	1%
CAF needs cultural reform	1%	1%	2%	4%
Personal choice to join	1%	1%	1%	1%
Depends on individual suitability	1%	1%	2%	1%
Bad idea / other priorities	1%	0%	2%	6%
Unable to serve due to health	1%	1%	1%	1%
Funds better spent elsewhere	1%	0%	1%	8%
Perceived danger of service	1%	0%	0%	5%
Opposition to mandatory service	1%	0%	1%	5%
Concerns about misuse of military power	1%	0%	0%	5%
Support for mandatory service after high school	0%	1%	0%	0%
Other	4%	4%	3%	10%
None / Nothing	1%	0%	3%	1%
DK/NR	37%	26%	55%	31%
Sample size	2,260	1,504	435	164

Overall support for an expanded reserve force is strong. Nearly three-quarters (74%) support the idea (25% strongly, 49% somewhat), while about one in ten (11%) oppose.

Support is highest among respondents 55+ (81%) and those living near a CAF facility (83%).

Exhibit C8 – Q46: Would you say you generally support or oppose this idea? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Strongly support	25%	15%	21%	35%	30%	23%	19%

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Somewhat support	49%	50%	51%	46%	53%	47%	43%
Somewhat oppose	8%	13%	9%	5%	6%	11%	9%
Strongly oppose	3%	4%	3%	2%	2%	5%	2%
DK/NR	15%	19%	16%	12%	8%	14%	27%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- Support for an expanded reserve force is highest among those who have a post-graduate degree (78%), those who identify as South Asian (81%), and those who live in the Territories (85%).

Most respondents believe an expanded reserve force would be useful for improving Canada's ability to respond to major crisis or conflicts. Eight in ten (80%) say an expanded reserve force would be very (36%) or somewhat (44%) useful. One in ten respondents (10%) say that this would be not very (8%) or not at all (2%) useful.

Of note, respondents 55+ (50%) are more than twice as likely to say that an expanded reserve force would be very useful for improving response capability to major crises than respondents 18-34 (21%).

Exhibit C9 – Q47: How useful do you think an expanded reserve force would be for improving Canada's ability to respond to major crises or conflicts? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Very useful	36%	21%	32%	50%	43%	33%	29%
Somewhat useful	44%	52%	48%	37%	44%	44%	45%
Not very useful	8%	12%	8%	5%	7%	11%	7%
Not at all useful	2%	3%	3%	2%	2%	4%	2%
DK/NR	9%	13%	9%	7%	4%	9%	17%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- Nine-in-ten (91%) of respondents from the Territories say that an expanded reserve force would be at least somewhat, if not very, useful – the highest of any region in the country.

Despite the support and utility described above, when asked about the personal likelihood of joining an expanded reserve force, feelings remain limited. About three in ten (31%) say they would be very (10%) or somewhat (21%) likely to join if eligible, while a majority (61%) say they would be unlikely.

Exhibit C10 – Q48: How likely would you personally be to join this reserve if you were eligible? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Very likely	10%	10%	10%	11%	13%	9%	7%
Somewhat likely	21%	25%	23%	17%	22%	23%	18%
Not very likely	19%	22%	23%	13%	20%	17%	18%
Not at all likely	42%	31%	38%	52%	40%	43%	42%
DK/NR	8%	11%	6%	7%	4%	7%	15%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- Echoing the earlier question on personal fit, the highest proportion of those saying they are at least somewhat likely to join an expanded reserve force include respondents who identify as South Asian (56%), compared to respondents who identify as White (27%).
- Region patterns witnessed earlier also hold true, with those living in the Territories (43%) and Ontario (36%) having the highest proportion of respondents saying they are at least somewhat likely to join.

Top motivators for joining an expanded reserve force include serving Canada and helping others (34%), earning extra income (31%), and learning new skills (26%). Nearly three in ten (29%) say none of the listed factors would motivate them to join.

Consistent with the findings noted above about likelihood of joining, respondents 55+ (39%) are the most likely to say that none of the listed factors would motivate them to join an expanded reserve force.

Exhibit C11 – Q49: What, if anything, would most motivate you to consider joining this reserve? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
To serve Canada and help others	34%	28%	36%	37%	38%	31%	32%
To earn extra income	31%	40%	43%	16%	35%	26%	31%
To learn new skills	26%	29%	32%	19%	30%	21%	25%

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
To be part of something meaningful	26%	24%	28%	25%	29%	22%	25%
To gain training or experience	22%	27%	24%	16%	24%	20%	19%
To use my existing skills in a new way	20%	20%	20%	19%	23%	16%	18%
To gain unique experiences	19%	24%	19%	15%	22%	17%	16%
Flexible work environment	12%	14%	15%	9%	13%	11%	12%
Other (please specify)	1%	0%	1%	0%	1%	0%	1%
None of the above	29%	21%	21%	39%	26%	30%	32%
DK/NR	5%	7%	5%	5%	3%	5%	9%
Unweighted n	2303	581	722	1000	969	725	609
Weighted n	2303	615	742	946	1002	644	657

Other demographic differences:

- Respondents who identify as White were less likely than the national average across all possible motivators tested to select any of them and were the most likely to select none of the above (32%).
- The motivational value of service to Canada and helping others resonated most with those in the Territories (53%) and Alberta (41%).

Key barriers to joining an expanded reserve force include physical demands (44%), family or work commitments (30%), and lack of interest in military involvement (22%). Concerns about armed conflict and safety are also noted by about one in five (21% respectively).

Respondents 55+ (51%) see physical demands as more of a barrier than respondents 18-34 (36%) and 35-54 (43%). By contrast respondents 18-34 (30%) are most likely to cite safety concerns and lack of time compared to respondents 55+ (11%).

Exhibit C12 – Q50: What, if anything, would most motivate you not to consider joining this reserve? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Physical demands	44%	36%	43%	51%	46%	43%	44%
Family or work commitments	30%	39%	43%	14%	30%	27%	32%
Not interested in military involvement	22%	30%	24%	15%	21%	19%	26%
Possibility of engaging in armed conflict	21%	28%	26%	14%	23%	17%	24%
Safety concerns	21%	30%	26%	11%	21%	18%	24%

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Lack of time	18%	24%	26%	8%	18%	16%	19%
Concerns about mental health	17%	21%	21%	10%	17%	16%	17%
Required service and mandatory training commitment	14%	16%	15%	12%	15%	13%	14%
Lack of information or trust in government	12%	18%	15%	7%	11%	14%	12%
Pay is not competitive with civilian employment	10%	15%	13%	5%	11%	8%	11%
Other (please specify)	18%	4%	6%	37%	20%	18%	16%
None of the above	6%	5%	6%	8%	5%	10%	6%
DK/NR	4%	6%	3%	3%	1%	3%	7%
Unweighted n	2303	581	722	1000	969	725	609
Weighted n	2303	615	742	946	1002	644	657

Other demographic differences:

- Disinterest in participating in the military was selected more by those with a bachelor's degree (25%) and those living in B.C. (28%).
- Family or work commitments were more likely to be selected by those who identify as Chinese (41%), Black (41%), Arab and West Asian (41%), South Asian (42%), or East and Southeast Asian (45%), as well as those from Alberta (37%) and the Territories (45%).

Among respondents who indicate at least some openness to joining an expanded reserve force, comfort with potential deployment within Canada is generally positive. Seven-in-ten (70%) report being comfortable overall, including 31% who say they would be very comfortable and 39% somewhat comfortable. Roughly one-in-five (22%) express discomfort (12% not very and 10% not at all comfortable).

Comfort levels are somewhat higher among those respondents 55+, who are more likely to report being very comfortable (35%).

Exhibit C13 – Q51: Hypothetically, how comfortable would you be with the possibility of being deployed as part of this reserve [within Canada]...? Base: Those who indicated they were very likely, somewhat likely, or not very likely to join the reserve if eligible

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Not at all comfortable	10%	8%	10%	11%	8%	12%	11%
Not very comfortable	12%	12%	12%	12%	9%	14%	15%

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Somewhat comfortable	39%	40%	43%	33%	41%	42%	32%
Very comfortable	31%	29%	29%	35%	39%	24%	26%
DK/NR	9%	11%	7%	8%	4%	8%	17%
Sample size	1372	393	449	530	594	419	359

Among those who indicate at least some openness to joining an expanded reserve force, comfort levels are notably lower when deployment is framed as occurring outside Canada. Fewer than four-in-ten (35%) respondents report being comfortable overall, including just 9% who are very comfortable and 26% who are somewhat comfortable. A majority (55%) indicate they would be not very (27%) or not at all (28%) comfortable.

Exhibit C14 – Q52: Hypothetically, how comfortable would you be with the possibility of being deployed as part of this reserve [outside Canada]...? Base: Those who indicated they were very likely, somewhat likely, or not very likely to join the reserve if eligible

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Not at all comfortable	28%	22%	32%	30%	27%	27%	32%
Not very comfortable	27%	30%	27%	25%	28%	31%	23%
Somewhat comfortable	26%	29%	24%	25%	29%	25%	22%
Very comfortable	9%	7%	9%	11%	12%	9%	5%
DK/NR	9%	12%	8%	9%	5%	8%	17%
Sample size	1372	393	449	530	594	419	359

When asked about the type of commitment they would be willing to make, preferences tend to favour limited and flexible participation among those who indicate at least some openness to joining an expanded reserve force. The most commonly selected option is occasional periodic training (35%), followed by occasional full-time training periods (15%) and regular periodic service (14%).

Relatively few indicate willingness to commit to more intensive full-time service options. Notably, 14% say none of the listed options would be acceptable.

Respondents 18-34 are somewhat more likely to express willingness across most commitment types.

Exhibit C15 – Q53: Hypothetically, what type of commitment would you be willing to make as a member of this reserve? Base: Those who indicated they were very likely, somewhat likely, or not very likely to join the reserve if eligible

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Occasional full-time training (e.g., weeklong periods when available)	15%	16%	16%	13%	19%	13%	10%
Occasional periodic training (e.g., a few days per year when available)	35%	38%	38%	30%	37%	35%	33%
Regular periodic service (e.g., weekends or evenings)	14%	16%	16%	11%	15%	13%	13%
Full-time service during a crisis only	5%	4%	6%	6%	6%	6%	3%
Full-time periodic service (14-180 days) when opportunities are made available	6%	4%	4%	9%	6%	4%	6%
Other (please specify)	1%	0%	0%	1%	1%	1%	0%
None of the above	13%	11%	12%	20%	11%	17%	17%
DK/NR	10%	12%	8%	10%	5%	9%	18%
Sample size	1372	393	449	530	594	419	359

Among respondents who indicate at least some openness to joining an expanded reserve force, preferences for training duration tend to favour shorter commitments. About one-third (33%) say they would be willing to complete one to three months of formal training, while roughly one in five (21%) would accept less than one month. A similar share (18%) indicate a willingness to undertake more than three months of training.

A smaller proportion (10%) say they would not be willing to complete any formal training. Respondents 18-34 (41%) are more likely than respondents 55+ (27%) to express willingness to complete one to three months of training.

Exhibit C16 – Q54: Hypothetically, if joining this reserve required some initial training, how much time would you personally be willing to commit to training? Base: Those who indicated they were very likely, somewhat likely, or not very likely to join the reserve if eligible

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
More than three months	18%	19%	17%	17%	20%	19%	13%

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
One to three months	33%	41%	32%	27%	37%	35%	25%
Less than one month	21%	16%	25%	22%	22%	17%	22%
Would not be willing to do any formal training	10%	8%	12%	11%	8%	13%	12%
DK/NR	18%	16%	15%	23%	13%	16%	28%
Sample size	1372	393	449	530	594	419	359

In terms of willingness to participate in ongoing training, responses are distributed across several lower-intensity options among those who indicate at least some openness to joining an expanded reserve force. About one in five say they would participate one weekend each month (22%) or one weekend each quarter (20%), while 17% prefer only a few days per year.

A smaller proportion (11%) indicate they would not be willing to participate in ongoing training at all. Willingness to participate more frequently tends to be higher among those living near a CAF facility.

Exhibit C17 – Q55: And hypothetically, how often would you be willing to participate in ongoing training activities to maintain your readiness as part of this reserve? Base: Those who indicated they were very likely, somewhat likely, or not very likely to join the reserve if eligible

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
A few days per year	17%	17%	20%	15%	20%	14%	16%
One weekend each quarter	20%	21%	21%	18%	24%	18%	17%
One weekend each month	22%	23%	21%	22%	25%	23%	17%
One or more weekdays each month	11%	12%	10%	10%	11%	11%	10%
Only if called for a mission	5%	5%	5%	4%	3%	6%	5%
Would not be willing to participate in ongoing training	11%	9%	11%	12%	9%	13%	10%
DK/NR	14%	14%	11%	18%	7%	15%	25%
Sample size	1372	393	449	530	594	419	359

Among respondents who indicate at least some openness to joining an expanded reserve force, a majority express willingness to take time away from regular work, school, or family responsibilities, if needed.

Overall, six-in-ten respondents (59%) say they would be very (16%) or somewhat (43%) willing, while about one-in-three (32%) indicate they would be somewhat (16%) or very (10%) unwilling.

Willingness is somewhat higher among respondents 55+, who are more likely to say they would be very willing (21%).

Exhibit C18 – Q56: Hypothetically, if needed, how willing would you be to take time away from your regular work, school, or family responsibilities to serve with the expanded reserve? Noting that there is federal and provincial legislation and compensation for employers of reservists. Base: Those who indicated they were very likely, somewhat likely, or not very likely to join the reserve if eligible

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Very willing	16%	13%	13%	21%	20%	16%	9%
Somewhat willing	43%	45%	43%	39%	46%	43%	36%
Somewhat unwilling	16%	18%	20%	11%	17%	17%	14%
Very unwilling	10%	9%	12%	10%	10%	9%	13%
DK/NR	15%	15%	12%	19%	7%	15%	28%
Sample size	1372	393	449	530	594	419	359

Other demographic differences:

- Those who have a post graduate degree above a bachelor's level are the most likely to say they would be very or somewhat willing to take time away from regular work, school, or family responsibilities (66%), compared to half (51%) of those with a high school education.

Among those who indicate at least some openness to joining an expanded reserve force, two-thirds (68%) say it would be very (24%) or somewhat (44%) important to be able to use their current skills if called upon for crisis response.

Importance is higher among respondents 55+ and those living near a CAF facility with respondents 55+ being more likely to rate this as very important (28%), compared with respondents 18-34 (20%).

Exhibit C19 – Q57: Hypothetically, how important would it be for you to be able to use your current skills if you were a member of the expanded reserve and you were called upon for crisis response? Base: Those who indicated they were very likely, somewhat likely, or not very likely to join the reserve if eligible

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Very important	24%	20%	26%	28%	29%	22%	18%

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Somewhat important	44%	42%	46%	43%	46%	46%	39%
Not very important	15%	20%	13%	11%	17%	14%	14%
Not at all important	5%	5%	6%	4%	3%	9%	6%
DK/NR	11%	13%	9%	14%	6%	10%	23%
Sample size	871	274	396	201	382	268	221

Other demographic differences:

- On the importance of using existing skills as part of an expanded reserve force, respondents from Alberta are the most likely to say it is very important (34%), compared to Quebec (15%).

Overall, respondents express broad agreement with statements supporting Canada's defence capacity and a proposed expanded reserve force.

The strongest agreement is observed for the need to ensure strong job protection for Canadians who take time away from work to serve, with 84% agreeing. Similar majorities agree that Canada should strengthen its ability to defend its territory and citizens (83%) and that Canada needs a stronger military to prepare for future crises or conflicts (80%).

Roughly eight-in-ten also agree that an expanded reserve force is an effective way for Canadians to contribute to national defence without joining full-time (79%) and that the CAF would provide the training and support necessary for reserve members to succeed (79%). Three-quarters (75%) agree that recruiting volunteers to serve in an expanded reserve force is critical to ensuring sufficient capacity and capabilities.

Confidence in institutional stewardship is somewhat lower but still positive overall. Seven-in-ten (70%) agree that the CAF can be trusted to use reserve volunteers responsibly and effectively.

Attitudinal items tied to personal participation and perceived employer support are more mixed. About half of respondents (51%) say they would be more willing to join if participation were flexible, while a similar proportion (49%) agree that most employers would not support employees who join an expanded reserve force.

Across most statements, agreement increases with age. Respondents 55+ consistently report the highest levels of agreement – for example, 91% support strong job protection and 90% agree Canada needs a stronger military. Those living near a CAF facility also tend to express somewhat higher agreement across a number of statements.

Exhibit C20 – Q58-66: To what extent do you agree or disagree with each of the following statements?

[Those who agree with each statement] Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
The government would need to ensure strong job protection for Canadians who take time away from work to serve	84%	76%	83%	91%	90%	81%	79%
Canada should strengthen its ability to defend its territory and citizens against threats from foreign nations and non-state	83%	72%	81%	92%	90%	80%	77%
Canada needs a stronger military to be prepared for future crises or conflicts	80%	68%	78%	90%	88%	77%	73%
An expanded reserve is an effective way for Canadians to contribute to national defence without joining full-time	79%	70%	76%	88%	86%	77%	70%
The Canadian Armed Forces would provide the training and support necessary for reserve members to succeed	79%	69%	78%	87%	87%	76%	71%
Recruiting volunteers to serve in an expanded reserve is critical to ensuring we have the capacity and capabilities to meet potential threats	75%	65%	72%	85%	83%	73%	66%
The Canadian Armed Forces can be trusted to use reserve volunteers responsibly and effectively	70%	62%	68%	76%	77%	69%	59%
I would be more willing to join the reserve if participation were flexible - for example, choosing when and where to serve	51%	55%	56%	43%	55%	49%	46%
I don't think most employers would support employees who join the reserve	49%	49%	55%	46%	55%	47%	43%
Sample size	2303	581	722	1000	969	725	609

Section D: Communications preferences

A third of respondents (34%) say they would hypothetically be interested in receiving more information about joining an expanded reserve force – a number which increases to 39% of respondents 18-34 and 41% of those living near a CAF facility.

Exhibit D1 – Q67: Hypothetically, would you be interested in receiving more information about joining the expanded reserve? Base: All respondents

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Yes	34%	39%	39%	28%	41%	29%	30%
No	57%	51%	53%	63%	52%	63%	57%
DK/NR	9%	9%	8%	9%	7%	8%	13%
Sample size	2303	581	722	1000	969	725	609

Other demographic differences:

- Interest in receiving more information about joining an expanded reserve force echoes the trends noted above, with those who identify as South Asian (54%), those who have a post-graduate degree (43%), and those who are from the Territories (48%) being the most likely to say that they are interested.

Among those who are interested in receiving more information about joining an expanded reserve force, the top cited sources of information of interest to them include the Canadian Armed Forces website (57%), posts on social media (44%), and advertising (41%).

Exhibit D2 – Q68: What methods would be best for getting information to you about opportunities that might be of interest to you in the expanded reserve? Base: Those that were interested in receiving more information about joining the expanded reserve

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
The Canadian Armed Forces website (Forces.ca)	57%	54%	56%	62%	60%	52%	57%
Post(s) on social media	44%	47%	44%	40%	46%	39%	44%
Advertising	41%	37%	40%	46%	45%	34%	39%
Stories on the news about what the Reserves are doing	38%	33%	33%	47%	40%	35%	34%

Column %	Total	18-34	35-54	55+	Live near a CAF facility	Do not live near a CAF facility	DK/NR: live near a CAF facility
Open-house events at Canadian Armed Forces facilities near you	37%	32%	33%	44%	41%	33%	30%
Presentations at school or work	36%	37%	39%	32%	35%	41%	34%
Posted videos showing Reserve units in action and/or what it is like to be in the Reserves	35%	30%	36%	39%	36%	34%	34%
Running kiosks at or participating in events in your community	31%	26%	31%	36%	35%	28%	24%
One-on-one conversations with a Reserve recruiter	26%	25%	24%	29%	26%	28%	25%
Trade shows	23%	20%	24%	25%	24%	21%	22%
Other	1%	1%	0%	1%	1%	1%	1%
DK/NR	2%	4%	1%	1%	1%	3%	2%
Sample size	910	232	308	370	431	276	203

Phase 3: Qualitative research

The final phase of the study involved qualitative focus groups to explore Canadians' views on national security, preparedness, mobilization, and an expanded reserve force in greater depth. This phase explored how participants interpreted these concepts, reacted to them emotionally, and assessed their personal relevance and feasibility.

Section A: National priorities and perceived threats

The focus groups began with a general discussion to understand participants' views on Canada's current priorities and the threats they believe the country is facing today. This provided useful context and the lens through which to interpret the remainder of the discussions.

At the outset of the discussions, participants were asked about the most important issues facing Canada today. Responses differed somewhat by age cohort.

Younger participants (18–34) were more likely to focus on immediate, day-to-day pressures such as the cost of living, inflation, housing affordability, and job security. While national security and emergency preparedness were not dismissed, they tended to sit in the background relative to more immediate personal and economic concerns.

“The current economic situation, food and housing prices.” – Adult 18-34, Winnipeg, English

Older participants (35-65), by contrast, were more likely to spontaneously raise geopolitical instability and global conflict as top-of-mind issues. For this group, national security felt more immediate and closely tied to current events, shaping a more outward-looking framing of Canada’s challenges.

« Se défaire de sa dépendance sur les États-unis. » / “To free oneself from dependence on the United States.” – Adult 35-65, Moncton, French

When the discussion turned more explicitly to external threats, the United States was most frequently identified as the largest concern. Participants referenced political volatility, unpredictability, and Canada’s deep economic and security interdependence with the United States as key reasons for unease. Other countries volunteered included China and Russia, typically in connection with geopolitical instability, cyber threats, Arctic sovereignty, and concerns about aggressive or unpredictable leadership. These references tended to reflect perceptions of broader global tension and security risk, whereas concerns about the United States were more often framed in terms of proximity and interdependence.

“Donald Trump, terrorism, lack of sovereignty and monopolies.” – Adult 18-34, Toronto, English

“USA globalization, economic tariffs in the US.” – Adult 35-65, Toronto, English

Domestic threats, including natural disasters, climate-related emergencies, and cyber incidents, were widely seen as tangible and increasingly likely. Many participants described these risks as already occurring or becoming more frequent, making them feel more immediate and relatable than large-scale international conflict.

Section B: Familiarity with and impressions of the CAF and its roles

Participants were then asked about their familiarity with the CAF, their overall impressions of the institution and those who serve, and their perceptions of the CAF’s domestic and international roles.

Overall familiarity with the CAF was limited across groups. While most participants were aware of the institution at a high level, few described having detailed knowledge. Impressions were shaped primarily by media coverage, the CAF’s visible involvement in domestic emergencies, and personal or second-hand connections to military service. Younger participants (18-34) were somewhat more likely to frame their familiarity through recent media exposure or disaster response imagery, while older participants (35-65) occasionally referenced historical missions or long-standing international alliances.

“When wildfires are going on, I know we send troops out that way to help out. They help with the rural fire stations or whatnot up that way, or floods.” – Adult 18-34, Winnipeg, English

« Si tu ‘gardes le temps de la Deuxième Guerre mondiale, le Canada a fait beaucoup de contributions pour la grosse guerre. Je trouve qu’ils ont pas été assez reconnus. » / “If you look

at the time of the Second World War, Canada made a lot of contributions to the big war. I don't think they were recognized enough.” – Adult 35-65, Moncton, French

Despite this limited familiarity, impressions of the CAF and those who serve were generally positive across regions and age cohorts. Participants frequently expressed respect for CAF members, describing them as professional, capable, and committed to public service. Trust in the institution itself was relatively high, though for some participants, particularly those who acknowledged knowing very little about the CAF, this trust reflected more an absence of negative impressions than a strong relationship of trust.

When asked unaided about the CAF's role, participants most readily associated the military with defending Canada and contributing internationally, including peacekeeping missions or cooperation with allies.

Domestic roles were less consistently top-of-mind until prompted, though emergency response during severe weather events or other crises was commonly cited once discussed. The CAF's visible presence during natural disasters appeared to be one of the most relatable aspects of its mandate across audiences.

When shown a list of domestic and international roles performed by the CAF, participants generally viewed the range of responsibilities as reasonable and aligned with what the CAF “should” be doing. Domestic roles, particularly responding to natural disasters, addressing terrorist threats, conducting search and rescue operations, and protecting Canada's borders and sovereignty, were widely described as clearly important and easily understood as core responsibilities.

“All the domestic focuses are, extremely important, and I think the international focus of international peace and security is also another important aspect to their job.” – Adult 18-34, Winnipeg, English

Participants in the Vancouver/North groups were somewhat more likely to raise Arctic sovereignty and northern defence considerations in their discussion of priorities, though these themes were not limited to those regions.

“I think the Arctic has got to be a priority.” – Adult 35-65, Vancouver/North, English

A consistent point of surprise across multiple groups was the CAF's role in monitoring space. While not something participants typically associated with the military, most indicated that it “made sense” once described. For some, this served as a reminder that modern threats extend beyond traditional or terrestrial domains.

“What stands out for me is monitoring space, what are they doing? Like, we don't get that information, we don't know what they're surveilling.” – Adult 35-65, Toronto, English

Few participants suggested that the CAF should not be undertaking any of the roles presented. Where prioritization was discussed, it was generally framed as a question of emphasis depending on the current geopolitical context.

Section C: Perceptions of preparedness, mobilization and an expanded reserve force

The discussion then turned to perceptions of Canada's preparedness for major crises and national security threats, followed by reactions to the concepts of mobilization and an expanded reserve force.

Before any formal concepts were introduced, participants were asked to reflect on how prepared they felt Canada and the CAF are to respond to major crises or national security threats. Views were mixed. Some assumed a baseline level of readiness, particularly for domestic emergencies, while others expressed uncertainty or skepticism, noting that preparedness is difficult to assess from the outside and often only becomes visible during a crisis. Several participants suggested that readiness would likely vary depending on the scale and type of emergency.

Older participants (35-65) were somewhat more likely to express concern about Canada's preparedness. These concerns were often grounded in perceptions of growing global instability, Canada's comparatively small population, media coverage such as the purchase of older fighter jets from the United States, and a broader sense that Canada's military capacity and equipment may be outdated relative to its allies.

"I feel like we are more risk managers than, trying to figure out if we are ready for war." – Adult 35-65, Vancouver/North, English

"We don't have enough people. Like, even if all... every person in Canada joined the military, we still would have, like, probably less ground troops than China for sure. Maybe the U.S. even." – Adult 35-65, Winnipeg, English

Across groups, participants emphasized the importance of being able to scale up quickly in response to emergencies. Readiness was seen as particularly important for domestic crises such as natural disasters and climate-related events, which many felt were becoming more frequent and severe. International crises were also viewed as important, though often described as more abstract or less immediately tangible.

Participants also emphasized the importance of working with allies. Many felt that Canada is unlikely to be able to scale up sufficiently on its own to respond to every potential threat, and that cooperation with allies, including the United States and diversification of allies, forms a critical component of preparedness, particularly for larger or international crises. Participants in the Vancouver/North groups were somewhat more likely to reference Arctic sovereignty and northern defence considerations in this context.

"Having allies is pretty huge for us, I'd say. Like, that's why it's a bit scary with what's going on with the U.S. and NATO. I think the U.S. is a pretty big portion of NATO. I don't even know what would happen if that went sideways." – Adult 18-34, Winnipeg, English

When the concept of mobilization was introduced (the same as introduced in the quantitative phase), many participants noted that the term itself was unfamiliar; however, once defined, they generally understood mobilization as advance planning to organize people, skills, and resources in response to major crises. Mobilization was interpreted by most as a precautionary and proactive approach rather than a signal of imminent conflict. A few questioned why such planning was being emphasized at this time and whether there were underlying reasons not being publicly communicated, though this view was not widespread.

“I feel like it would make Canada more prepared for, like, an unforeseen situation.” – Adult 18-34, Toronto, English

“I think, having a reserve, especially when it comes to things like, search and rescue, wildfires, natural disaster responses, I think that's a really good idea, to have people trained in different towns and cities to be able to respond to those.” – Adult 35-65, Vancouver/North, English

Emotional reactions to mobilization were largely pragmatic. While some described the topic as serious or “heavy,” most felt it was reasonable and appropriate for the government to think through how it would respond to large-scale emergencies or security threats.

The introduction of an expanded reserve force (as defined in the quantitative phase) built naturally on these discussions. Participants generally understood the core intent as creating an additional pool of civilians with relevant skills who could be called upon in rare or exceptional circumstances. While no one ultimately interpreted the concept as implying conscription, a few sought clarification on this point.

“I like the idea, as long as it is voluntary. I don't like anybody being obliged to... to have to do anything in the military if, you know, even in times of major crisis.” – Adult 35-65, Vancouver/North, English

What resonated most strongly was the logic of planning ahead and having options in place before a crisis occurs. Many expressed comfort with broadening the pool of available skills, particularly where civilian expertise could complement traditional military roles. In several groups, this aspect became more salient as the discussion progressed and participants reflected further on how civilian skills might be applied in practice.

“If it is in crisis, that's when people would really want to step in and help defend. There's so many people that do step up for Canada.” – Adult 18-34, Vancouver/North, English

« Il y aurait comme un service de volontaires. Au moins on pourrait avoir une liste de personnes de plus, parce que tu peux pas juste ok, tout le monde participe, c'est pas réaliste. Il faut qu'il y ait du monde, et ils ont besoin du training. » / “There would be something like a volunteer service. At least we would have a list of additional people. Because realistically, you cannot just suddenly say okay everyone participates. That is not realistic. You need actual people, and they need training as well.” – Adult 35-65, Moncton, French

“If they go after maybe specific specialties that people work in, you know, technical skills or something like that that could be utilized.” – Adult 35-65, Winnipeg, English

At the same time, some participants expressed skepticism about whether an expanded reserve force composed of individuals who are not serving full-time would be sufficiently trained or ready for the seriousness of the role. Questions arose about whether part-time training and intermittent engagement could realistically prepare individuals for high-stakes situations.

« Aussi au début d'avoir des contrats parce que c'est le fun d'avoir tout ce monde là qui est prêt pour aider, mais moi, j'aimerais quand même voir qu'il grandisse les forces armées, comme on disait plutôt de recrutement pour être plus drôle seule face à lui à temps plein. » / There should be contracts. It's great to have all those people ready to help, but I would still like to see the armed forces grow, like we were saying earlier, through recruitment, so they can be stronger and more self-reliant with full-time personnel.” – Adult 35-65, Moncton, French

“I don't necessarily think it's a bad idea. I think it just needs to be very clear what people are signing up for.” – Adult 18-34, Toronto, English

This skepticism surfaced more often among younger participants (18–34), who were more likely to question how readiness and standards would be maintained. Older participants (35–65) were less likely to raise concerns about capability and instead focused on practical considerations such as obligation, deployment expectations, and potential impact on work and family responsibilities. Across both age groups, concerns were typically framed as requests for clarification rather than outright rejection.

Participants across groups sought greater clarity around how voluntary participation would function, whether training and deployment would be compensated, what deployment might involve in terms of location and duration, and how civilian skills would translate into defence or emergency contexts. These questions reflected a desire for transparency and practical detail.

Section D: Personal distance and feasibility

Participants were asked to reflect on how personally relevant the concepts of mobilization and an expanded reserve force felt to them, and to discuss the factors that might make participation feel more or less feasible for different individuals.

Across groups, participants drew a clear distinction between understanding and accepting the concepts in principle and seeing themselves as personally involved. Even those who described feeling distant from the idea of joining an expanded reserve force generally framed that distance as circumstantial rather than ideological. In other words, reluctance was rarely rooted in opposition to the concepts, but rather in practical considerations about personal capacity and life context.

Younger participants (18-34) were more likely to describe distance in terms of life-stage uncertainty, career mobility, financial instability, and competing priorities. Many referenced

school, early career development, or the need for flexibility as reasons participation might feel difficult at this stage of life. At the same time, some younger participants (18-34) acknowledged that their age and relative lack of long-term family responsibilities could, in theory, make participation more feasible compared to older cohorts.

“Younger people who haven't set their career in stone yet, so they have room to, try new things, and sort of be adventurous.” – Adult 18-34, Winnipeg, English

“If you're already employed somewhere, how is that going to work? How will the dynamics be for that? Will they be okay, or will they just, you know, let you go?” – Adult 18-34, Toronto, English

Older participants (35-65), by contrast, more often cited established work commitments, caregiving responsibilities, and family obligations as limiting factors. Concerns about disrupting stable employment, supporting dependents, or managing household responsibilities were prominent in this cohort. While older participants (35-65) were less likely to question the viability of the concept itself, they were more likely to focus on how participation could affect family life and financial stability.

“There needs to be some relief out of other parts of their lives, whether it's having access to affordable groceries, or affordable housing, or things like that, that make the other stresses manageable so they can do this important work is, I think, something that we're really, really missing right now.” – Adult 35-65, Toronto, English

« Moi personnellement, j'aimerais bien, mais ayant des enfants, c'est pas évident. » /
“Personally, I would be interested, but having children makes it difficult.” – Adult 35-65, Moncton, French

Across age groups, an expanded reserve force was generally seen as more feasible for individuals with relevant civilian skills, flexible employment arrangements, or fewer caregiving responsibilities. Participants frequently suggested that participation would be more realistic for those in careers that allow for temporary leave, those with specialized technical expertise, or those at life stages with fewer fixed obligations.

Conversely, perceived barriers included uncertainty about time commitments, questions about compensation, lack of clarity regarding deployment expectations, and self-doubt about one's physical readiness or whether one's skills would be applicable in a defence or emergency context. In many cases, distance stemmed not from unwillingness, but from uncertainty about what participation would realistically require.

Section E: Communications, recruitment strategy and engagement

Finally, participants discussed their awareness of CAF advertising and communications and shared their views, including through a projective exercise, on how the CAF might approach recruitment or engagement related to mobilization and an expanded reserve force.

When asked whether they had recently seen or heard advertising or communications from the CAF, awareness varied considerably. Some participants recalled advertising or social media content, though descriptions were often general rather than specific. Younger participants (18-34) were somewhat more likely to reference digital or social media exposure, while older participants (35-65) were more likely to recall traditional recruiting messages or general brand impressions. However, across groups, recall of specific messages, calls to action, or details was limited. Where advertising was remembered, it was more commonly associated with general recruitment rather than broader defence planning or reserve concepts.

“I think I saw it on either YouTube or TV somewhere. The message was more just, like, prideful. I think, like, come serve your country, and then, you know everyone's decked out in their operator gear.” – Adult 18-34, Winnipeg, English

Participants who recalled CAF advertising tended to describe it as professional and polished. At the same time, several noted that recruiting messages can blend together or feel generic, making it difficult to distinguish what the CAF is specifically asking of people or what participation would realistically involve.

When discussions shifted from recall to how the CAF should communicate about mobilization or an expanded reserve force, participants emphasized the importance of clarity and transparency. Messaging was seen as needing to explain expectations plainly, using accessible language and avoiding overly technical or militarized terminology. Given sensitivities around obligation, readiness, and deployment, participants felt it would be particularly important to clearly outline what participation would and would not entail.

Participants also suggested that effective communication should acknowledge uncertainty and practical limits rather than oversimplify the realities of participation. Overly promotional or idealized messaging was viewed as potentially undermining credibility. Instead, grounded and informative messaging was seen as more likely to build trust.

In the projective exercise, participants often envisioned recruitment approaches that focus on specific skills, experiences, or areas of expertise rather than broad appeals. Allowing individuals to self-identify interest without pressure and framing participation as supportive, clearly defined, and time-bound rather than open-ended, was seen as making the concept more approachable.

Across groups, participants cautioned against communications that could be perceived as alarmist, vague, or fear driven. Preparedness was more favourably received when positioned as responsible planning and civic contribution, rather than as an urgent response to imminent threat.

“You need to tell specific narrative stories about why them and why they should, both from their contribution and what's in it for them.” – Adult 35-65, Toronto, English

“Push for national unity and national image. Focus on Canadian history and greatness; patriotic without being American. Lots of red, white, and forestry.” – Adult 18-34, Toronto, English

Conclusions

Across three phases of research, this study provides a comprehensive baseline understanding of Canadians' views related to national security, mobilization, and the potential expansion of reserve capacity.

National security exists within a broader hierarchy of public priorities. Quantitative findings confirm that cost of living and economic pressures remain dominant concerns for Canadians, while defence and security issues are lower salience when asked unaided. However, qualitative findings demonstrate that Canadians are nonetheless attentive to evolving global instability and domestic risks, including climate-related emergencies and cyber threats. While not always top-of-mind, preparedness is viewed as necessary and legitimate.

Familiarity with the Canadian Armed Forces remains modest, yet impressions are consistently positive. Across both qualitative and quantitative phases, Canadians express respect for CAF members and view the institution as credible and professional. Trust levels are generally strong, though depth of knowledge is limited. This suggests that while the CAF benefits from a favourable baseline reputation, there remains opportunity to deepen public understanding of its roles and responsibilities.

The concept of mobilization, though initially unfamiliar, is broadly understood once defined and is generally interpreted as proactive planning rather than a signal of imminent conflict. Importantly, across research phases, there was no sustained interpretation of mobilization or an expanded reserve force as implying conscription. Public reactions are measured and pragmatic.

Support for strengthening reserve readiness and expanding military capacity is strong in principle. Quantitative results show broad backing for reserve capabilities in crisis scenarios, particularly in relation to defending Canada and responding to natural disasters within Canada. The idea of an expanded reserve force concept receives substantial approval, with agreement that it would enhance Canada's ability to respond to emergencies and contribute to national defence.

At the same time, personal willingness to serve remains more limited. While many Canadians support the idea of an expanded reserve force, fewer indicate personal intent to join. Qualitative findings clarify this dynamic: hesitation is typically rooted in practical considerations rather than ideological opposition. Questions about time commitments, compensation, deployment expectations, employer support, and readiness standards consistently emerge as factors influencing perceived feasibility. Younger participants tend to focus more on readiness and execution, while older Canadians emphasize family and employment implications.

Finally, communications emerge as a critical factor in shaping understanding and receptivity. Awareness of CAF advertising is uneven and recall of specific messaging is limited. Focus group participants consistently emphasized that communications related to mobilization or an expanded reserve force capacity should be clear, transparent, and grounded. Messaging

perceived as alarmist or overly promotional risks undermining credibility, whereas framing preparedness as responsible planning and civic contribution would likely resonate more positively.

Taken together, the research indicates that Canadians are broadly supportive of strengthening Canada's preparedness and reserve capacity in principle. However, translating conceptual support into personal engagement will depend on clarity, transparency, and credible communication regarding expectations, protections, and practical implementation.

Appendix A: Phase 1 Qualitative methodology report

Methodology

Earnscliffe conducted the first phase of qualitative research on November 27, 2025, with two national focus groups, one in French and one in English. The target audience was adults 18-65 years old. Groups were recruited based on the official language with which they were most comfortable, as well as their geographic location to accommodate time zone differences. Any participant recruited for one language group who expressed preference for the other was invited to a different group that fit their language and time zone preferences.

Schedule and composition of the focus groups

Group #	Audience	Region (Language)	No of participants
Thursday, November 27, 2025			
Group 1	Adults 18-65	Canada (FR)	8
Group 2	Adults 18-65	Canada (EN)	6

Recruitment

Participants were recruited using a five-minute screening questionnaire (included in Appendix D).

The screener contained a series of standard screening questions to ensure participants qualified based on their age, location, and influence with young Canadians, ensuring a good mix of other demographics such as gender, household income, vocation, etc.

Our fieldwork subcontractor, Quality Response, relied on panels and databases of Canadians. This is the approach employed most often. Quality Response reaches out to members of their database first via email and follows-up with telephone calls to pre-qualify respondents.

Quality Response’s database includes approximately 35,000 Canadians with profiling on a range of attributes including standard personal demographics, household composition, medical background, technology usage, financial services, health and wellness, business profiles, and other relevant criteria. Their database is constantly being updated and replenished and operates out of their own, onsite telephone room in Toronto, Ontario. Potential group participants are recruited to their database via mixed-mode: following a proprietary telephone survey, online, referral, social media and print advertising. Initial contact is often made via email or online pre-screening for speed and economies, followed up by personal telephone recruitment and pre-group attendance confirmation.

Quality Response understands the nuances of qualitative recruiting and the importance of locating qualified, interested respondents. Their recruiting is undertaken in strict accordance with the Standards for the Conduct of Government of Canada Public Opinion Research – Qualitative Research.

Reminder calls were made prior to the groups to confirm participants' intention to attend and to encourage higher rates of participation. As well, all participants received a cash honorarium of \$150 at the end of the group discussion.

A total of eight participants were recruited for each group. All participants agreed to the presence of observers and recording of the session during the screening process and at the beginning of the session (for those who attended).

A note about interpreting qualitative research results

We relied on two qualified moderators. Given the timeline for the project, using two moderators allowed us to conduct all of the focus groups over three nights. In our experience, there is value in using multiple moderators (within reason) as it ensures that no single moderator develops early conclusions. Each moderator takes notes and summarizes their groups after each night. The moderators each provide a debrief on their groups including the functionality of the discussion guide; any issues relating to recruiting, turnout, or technology; and key findings including noting instances where they were unique and where they were similar to previous sessions. Together, they discuss the findings both on an ongoing basis in order to allow for probing of areas that require further investigation in subsequent groups, and before the final results are reported.

Glossary of terms

Generalization	Interpretation
Few	Few is used when less than 10% of participants have responded with similar answers.
Several	Several is used when fewer than 20% of the participants responded with similar answers.
Some	Some is used when more than 20% but significantly fewer than 50% of participants with similar answers.
Many	Many is used when nearly 50% of participants responded with similar answers.
Majority/Plurality	Majority or plurality are used when more than 50% but fewer than 75% of the participants responded with similar answers.
Most	Most is used when more than 75% of the participants responded with similar answers.
Vast majority	Vast majority is used when nearly all participants responded with similar answers, but several had differing views.

Generalization	Interpretation
Unanimous/Almost all	Unanimous or almost all are used when all participants gave similar answers or when the vast majority of participants gave similar answers and the remaining few declined to comment on the issue in question.

Appendix B: Phase 2 Quantitative methodology report

Survey methodology

Earnscliffe's approach to the second phase, quantitative research, consisted of a national survey of 2,303 residents of Canada aged 18 and older conducted online and by telephone (in the North).

Questionnaire design

The questionnaire for this study was designed by Earnscliffe, in collaboration with the Department of National Defence (DND) and provided for fielding to Leger. The survey was offered to respondents in both English and French and was completed based on their preferences. All questions were mandatory.

Sample design and selection

The sampling plan for the study was designed by Earnscliffe in collaboration with the Department of National Defence (DND) and the sample was drawn by Leger based on Earnscliffe's instructions. The surveys were completed using Leger's opt-in panels as well as other opt-in panels subcontracted by Leger. Digital fingerprinting was used to help ensure that no respondent took the online survey more than once. The following table shows the target sample, and actual sample collected:

Province/Region	Male (%)	Female (%)	Male (quota)	Female (quota)	Male (n)	Female (n)	Other (n)	Total Target	Total n
BC	6.97%	6.78%	139	135	144	140	1	274	285
Alberta	6.01%	5.88%	120	118	121	125	1	238	247
Saskatchewan/M anitoba	3.52%	3.37%	70	68	72	66	0	138	138
Ontario	20.35%	19.62%	407	392	410	396	3	799	809
Quebec	10.77%	10.55%	215	211	219	219	1	426	439
Atlantic Canada	2.95%	2.87%	59	58	62	55	0	117	117
Territories (North)	.18%	.18%	4	4	-	-	-	8	-
Oversample	-	-	150	150	141	124	3	300	268
Total	50.75%	49.25%	1,164	1,136	1,169	1,125	9	2,300	2,303

Data collection

The survey was conducted in English and French from January 6 to 19, 2026 and took an average of 16 minutes to complete online and 32 minutes to complete by telephone. A majority of the sample was collected by Leger using their proprietary online panel, with additional completes in the Northern Territories (Yukon, Northwest Territories, and Nunavut) being collected computer assisted telephone interviews (CATI).

Please note that, due to a technical error affecting some respondents in Quebec on two questions (Q44 and Q45), those respondents were recontacted and the affected data were replaced. A total of 198 new completes were obtained through this recontact effort, conducted between February 10 and 17, 2026. As a result, the base size for Q44 and Q45 has been adjusted accordingly, while the original dataset has been retained for all other questions.

Weighting

In addition to setting quotas, the data was weighted based on age, gender and region, to reflect the population in Canada, as reported by Statistics Canada.

Quality controls

Leger’s panel is actively monitored for quality through a number of approaches (digital fingerprinting, in-survey quality measures, incentive redemption requirements, etc.) to ensure that responses are only collected from legitimate panel members.

Results

Final dispositions for the web completes are below. Final disposition for the telephone completes are not available.

A total of 2,947 individuals entered the online survey, of which 2,139 qualified as valid and completed the survey. The response rate for this survey was 9%.

Total entered survey: #	2947
Completed: #	2139
Not qualified/screen out: #	395
Over quota: #	100
Suspend/drop-off: #	313
Unresolved (U): #	21172
Email invitation bounce-backs: #	15

Email invitations unanswered: #	21157
In-scope non-responding (IS): #	313
Qualified respondent break-off: #	313
In-scope responding (R): #	2166
Completed surveys disqualified – quota filled: #	0
Completed surveys disqualified – other reasons: #	27
Completed surveys – valid: #	2139
Response rate = $R/(U+IS+R)$: %	9%

Nonresponse

Respondents for the online survey were selected from among those who have volunteered to participate in online surveys by joining an online opt-in panel. The notion of nonresponse is more complex than for random probability studies that begin with a sample universe that can, at least theoretically, include the entire population being studied. In such cases, nonresponse can occur at a number of points before being invited to participate in this particular survey, let alone in deciding to answer any particular question within the survey.

Margin of error

Respondents for the online survey were selected from among those who have volunteered or registered to participate in online surveys. Because the sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated. The results of such surveys cannot be described as statistically projectable to the target population. The treatment here of the non-probability sample is aligned with the Standards for the Conduct of Government of Canada Public Opinion Research - Online Surveys.

Appendix C: Phase 3 Qualitative methodology report

Methodology

Earnscliffe conducted the third and final phase of the research between January 27 to January 29, 2026. This phase involved a series of eight online qualitative groups. The focus groups were conducted with Canadian residents aged 18 and older, segmented by age (18–34 and 35–65). Four groups were conducted with adults 35-65 (Toronto EN; Winnipeg EN; Vancouver/North EN; Moncton FR). The other four groups were conducted among adults 18-34 (Toronto EN; Moncton EN; Winnipeg EN; Vancouver/North EN).

Groups were recruited based on the official language with which they were most comfortable, as well as their geographic location to accommodate time zone differences. Any participant recruited for one language group who expressed preference for the other was invited to a different group that fit their language and time zone preferences.

Schedule and composition of the focus groups:

Group #	Audience	Region (Language)	No of recruits	No of participants
Tuesday, January 27, 2026				
Group 1	Adults 35-65	Toronto (EN)	8	8
Group 2	Adults 35-65	Winnipeg (EN)	8	7
Group 3	Adults 35-65	Vancouver/North (EN)	8	7
Wednesday, January 28, 2026				
Group 4	Adults 18-34	Toronto (EN)	8	8
Group 5	Adults 18-34	Moncton (EN)	8	7
Group 6	Adults 18-34	Winnipeg (EN)	8	8
Group 7	Adults 18-34	Vancouver/North (EN)	8	6
Thursday, January 29, 2026				
Group 8	Adults 35-65	Moncton (FR)	8	8

Recruitment

Participants were recruited using a five-minute screening questionnaire (included in Appendix H).

The screener contained a series of standard screening questions to ensure participants qualified based on their age, location, and influence with young Canadians, ensuring a good mix of other demographics such as gender, household income, vocation, etc.

Our fieldwork subcontractor, Quality Response, relied on panels and databases of Canadians. This is the approach employed most often. Quality Response reaches out to members of their database first via email and follows-up with telephone calls to pre-qualify respondents.

Quality Response's database includes approximately 35,000 Canadians with profiling on a range of attributes including standard personal demographics, household composition, medical background, technology usage, financial services, health and wellness, business profiles, and other relevant criteria. Their database is constantly being updated and replenished and operates out of their own, onsite telephone room in Toronto, Ontario. Potential group participants are recruited to their database via mixed-mode: following a proprietary telephone survey, online, referral, social media and print advertising. Initial contact is often made via email or online pre-screening for speed and economies, followed up by personal telephone recruitment and pre-group attendance confirmation.

Quality Response understands the nuances of qualitative recruiting and the importance of locating qualified, interested respondents. Their recruiting is undertaken in strict accordance with the Standards for the Conduct of Government of Canada Public Opinion Research – Qualitative Research.

Reminder calls were made prior to the groups to confirm participants' intention to attend and to encourage higher rates of participation. As well, all participants received a cash honorarium of \$150 at the end of the group discussion.

A total of eight participants were recruited for each group. All participants agreed to the presence of observers and recording of the session during the screening process and at the beginning of the session (for those who attended).

A note about interpreting qualitative research results

We relied on two qualified moderators. Given the timeline for the project, using two moderators allowed us to conduct all of the focus groups over three nights. In our experience, there is value in using multiple moderators (within reason) as it ensures that no single moderator develops early conclusions. Each moderator takes notes and summarizes their groups after each night. The moderators each provide a debrief on their groups including the functionality of the discussion guide; any issues relating to recruiting, turnout, or technology; and key findings including noting instances where they were unique and where they were similar to previous

sessions. Together, they discuss the findings both on an ongoing basis in order to allow for probing of areas that require further investigation in subsequent groups, and before the final results are reported.

Glossary of terms

Generalization	Interpretation
Few	Few is used when less than 10% of participants have responded with similar answers.
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Most	Most is used when more than 75% of the participants responded with similar answers.
Vast majority	Vast majority is used when nearly all participants responded with similar answers, but several had differing views.
Unanimous/Almost all	Unanimous or almost all are used when all participants gave similar answers or when the vast majority of participants gave similar answers and the remaining few declined to comment on the issue in question.

Appendix D: Phase 1 Qualitative recruitment screener

Focus group summary

- Recruit 8 participants for 6-8 to show.
- Groups are up to 90 minutes.
- All groups will be conducted with adults 18-65 years of age.
- Aim for at least two women, visible minorities and Indigenous participants per group.
- Ensure good mix of other demos (age, income, education, etc.).
- Participants will receive an honorarium of \$150.

Group #	Audience	Region (Language)	Time
Thursday, November 27, 2025			
Group 1 (SC)	Adults 18-65	Canada (FR)	5:00 pm ET / 6:00 pm AT / 6:30 pm NT / 4:00 pm CT / 3:00 pm MT / 2:00 pm PT
Group 2 (SC)	Adults 18-65	Canada (EN)	7:00 pm ET / 8:00 pm AT / 8:30 pm NT / 6:00 pm CT / 5:00 pm MT / 4:00 pm PT

Hello/Bonjour, this is _____ calling on behalf of Earnscliffe, a national public opinion research firm. We are organizing a series of discussion groups on issues of importance on behalf of the Government of Canada, for the Department of National Defense more specifically. The discussion will be about understanding views related to the Canadian Armed Forces. We are looking for people who would be willing to participate in an up to 90-minute online discussion group. Up to 8 participants will be taking part and, for their time, participants will receive an honorarium of \$150. May I continue?

Yes Continue

No Thank and terminate

Participation is voluntary. We are interested in hearing your opinions; no attempt will be made to sell you anything or change your point of view. The format is a 'round table' discussion led by a research professional. All opinions expressed will remain anonymous and views will be grouped together to ensure no particular individual can be identified. I would like to ask you a few questions to see if you or someone in your household qualify to participate. This will take about three minutes. May I continue?

Yes Continue

No Thank and terminate

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.

1. Do you or does anyone in your immediate family or household work in any of the following areas?

	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.

2. Could you please tell me which of the following age categories you fall into? Are you...?
(Ensure good mix)

Under 18	1	[Thank and terminate]
18-24	2	
25-34	3	
35-44	4	
45-54	5	
55-65	6	
Over 65	7	[Thank and terminate]
Prefer not to say	99	[Thank and terminate]

3. Which province or territory do you live in? (Ensure good mix)

Newfoundland and Labrador	1	
Nova Scotia	2	
New Brunswick	3	
Prince Edward Island	4	
Quebec	5	
Ontario	6	
Manitoba	7	
Saskatchewan	8	
Alberta	9	
British Columbia	10	
Nunavut	11	
Northwest Territories	12	
Yukon	13	
None of the above	99	Thank and terminate

4. Are you...? (Aim for 50/50 split)

Male gender	1
Female gender	2
Other gender identity	3

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

Yes	1	[Go to Q7]
No	2	

Aim for a minimum of two Indigenous persons per group.

6. To make sure that we speak to a diversity of people, could you please tell me what is your ethnic background? (Do not read. Ensure good mix)

White	1
Chinese	2

South Asian (i.e., East Indian, Pakistani, etc.)	3
Black	4
Filipino	5
Latin American	6
Southeast Asian (i.e. Vietnamese, etc.)	7
Arab	8
West Asian (i.e. Iranian, Afghan, etc.)	9
Korean	10
Japanese	11
Other (please specify)	12
No response	13

Aim for a minimum of two visible minority [non-Caucasian] participants per group.

7. What is your current employment status? (Ensure good mix)

Working full-time	1	
Working part-time	2	
Self-employed	3	
Retired	4	
Unemployed	5	
Student	6	
Other	7	
No response	9	[Thank and terminate]

8. Which of the following categories best describes your total household income; that is, the total income of all persons in your household combined, before taxes? [Read list] Ensure good mix

Under \$20,000	1	
\$20,000 to under \$40,000	2	
\$40,000 to under \$60,000	3	
\$60,000 to under \$80,000	4	
\$80,000 to under \$100,000	5	
\$100,000 to under \$150,000	6	
\$150,000 or more	7	
No response	9	[Thank and terminate]

9. What is the last level of education that you have completed? (Ensure good mix)

Elementary/Middle school	1	
Some high school only	2	
Completed high school	3	
Some college/university	4	
Completed college/university	5	
No response	9	[Thank and terminate]

10. Have you participated in a discussion or focus group before? A discussion group brings together a few people in order to know their opinion about a given subject.

Yes	1	
No	2	[Skip to Q13]
Don't know/No response	9	[Thank and terminate]

11. When was the last time you attended a discussion or focus group?

If within the last 6 months	1	[Thank and terminate]
If not within the last 6 months	2	
Don't know/No response	9	[Thank and terminate]

12. How many of these sessions have you attended in the last five years?

If 4 or less	1	
If 5 or more	2	[Thank and terminate]
Don't know/No response	9	[Thank and terminate]

This research will require participating in a video call online.

13. Do you have access to a desktop or laptop computer with high-speed internet which will allow you to participate in an online discussion group?

Yes	
No	[Thank and terminate]

14. Does your desktop or laptop computer have a camera that will allow you to be visible to the moderator and other participants as part of an online discussion group?

Yes	
No	[Thank and terminate]

15. Do you have a personal email address that is currently active and available to you?

Yes	[Please record email]
No	[Thank and terminate]

INVITATION

16. Participants in discussion groups are asked to voice their opinions and thoughts. How comfortable are you in voicing your opinions in front of others? Are you...? (READ LIST)

Very comfortable	1	Minimum 4 per group
Fairly comfortable	2	
Comfortable	3	
Not very comfortable	4	[Thank and terminate]
Not at all comfortable	5	[Thank and terminate]

DK/NR	9	[Thank and terminate]
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17. Sometimes participants are asked to read text, review images, or type out answers during the discussion. Is there any reason why you could not participate?

Yes	1	[Ask Q18]
No	2	[Skip to Q20]
DK/NR	9	[Thank and terminate]

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

Yes	1	[Ask Q19]
No	2	[Thank and terminate]
DK/NR	9	[Thank and terminate]

19. What specifically? [OPEN END]

INTERVIEWER TO NOTE FOR POTENTIAL ONE-ON-ONE INTERVIEW

20. Based on your responses, it looks like you have the profile we are looking for. I would like to invite you to participate in a small group discussion, called an online focus group, we are conducting at [TIME], on [DATE]

As you may know, focus groups are used to gather information on a particular subject matter. The discussion will consist of 6 to 8 people and will be very informal.

It will last up to up to 90 minutes and you will receive \$150.00 as a thank you for your time. Would you be willing to attend?

Yes	1	Recruit
No	2	Thank and terminate
Don't know/Prefer not to say	9	Thank and 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 (screening 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	Go to 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.

P1a) 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 transcribed using Artificial Intelligence and 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	Read respondent info below & go to P2a

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

P2a) 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 may also be online to observe the groups. Do you agree to be observed by Government of Canada employees?

Yes	1	Thank & Go to invitation
No	2	Go to P3a

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 invitation
No	2	Thank & terminate

INVITATION:

Wonderful, you qualify to participate in one of our discussion sessions. As I mentioned earlier, the group discussion will take place on [DATE] at [TIME] for up to 90 minutes.

Group #	Audience	Region (Language)	Time
Thursday, November 27, 2025			
Group 1 (SC)	Adults 18-65	Canada (FR)	5:00 pm ET / 6:00 pm AT / 6:30 pm NT / 4:00 pm CT / 3:00 pm MT / 2:00 pm PT
Group 2 (SC)	Adults 18-65	Canada (EN)	7:00 pm ET / 8:00 pm AT / 8:30 pm NT / 6:00 pm CT / 5:00 pm MT / 4:00 pm PT

Can I confirm your email address so that we can send you the link to the online discussion group?

We ask that you login a few minutes early to be sure you are able to connect and to test your sound (speaker and microphone). If you require glasses for reading, please make sure you have them handy as well.

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get someone to replace you. You can reach us at [INSERT PHONE NUMBER] at our office. Please ask for [NAME]. Someone will call you in the days leading up to the discussion to remind you.

So that we can call you to remind you about the discussion group or contact you should there be any changes, can you please confirm your name and contact information for me?

First name

Last Name

email

Daytime phone number

Evening phone number

If the respondent refuses to give his/her first or last name, email 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 discussion group. If they still refuse thank and terminate.

Appendix E: Phase 1 Qualitative discussion guide

Introduction

Section time: 10 minutes / Cumulative time: 10 minutes

Moderator introduces herself/himself and her/his role: role of moderator is to ask questions, make sure everyone has a chance to express themselves, keep track of the time, be objective/no special interest.

- The name of the firm the moderator works for, and the type of firm that employs them (i.e., an independent marketing research firm).
- Role of participants: speak openly and frankly about opinions, remember that there are no right or wrong answers and no need to agree with each other.
- Results are confidential and reported all together/individuals are not identified/participation is voluntary.
- The length of the session (up to 90 minutes).
- The presence of any observers, their role and purpose, and the means of observation (observers viewing and listening in remotely).
 - 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.
- The presence and purpose and intended use of any recording or artificial intelligence.
- Confirm participants are comfortable with the platform and some of the specific settings such as: how to mute and unmute themselves; where the hand raise button is; and, the chat box.
- 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, more specifically. The purpose of the research is to gather your thoughts and views related to a draft survey questionnaire.

Moderator will go around the table and ask participants to introduce themselves.

- To get started, please tell us your first name, where you are joining us from, what you do during the day, and one of your favourite interests or hobbies.

Warm-up / General approach to surveys

Section time: 5 minutes / Cumulative time: 15 minutes

We're conducting research on behalf of the Department of National Defence (DND) and the Canadian Armed Forces, more specifically. The purpose of the research is to gather your thoughts and views related to a draft survey questionnaire. The survey explores Canadians' views on a number of issues facing the Canadian Armed Forces today.

Before we start looking at the questions, I'd like to begin with a couple of general questions about your experience answering surveys.

- When you take surveys, what makes a question easy or hard to answer?
- Have you ever taken a survey and felt unsure how to respond? What made it unclear?

Questionnaire pre-test

Section time: 50 minutes / Cumulative time: 65 minutes

Alright, with that, let's take a look at the draft survey questionnaire.

This survey will be conducted with 2,000 Canadians online and 300 Canadians (in the North), by telephone. The survey will take about 15 minutes to complete online and about 22 minutes by telephone, which is fairly typical for public opinion research.

Before we field that survey, we'd like your help to make sure the questions are clear, easy to understand, communicate what we intend, and are easy to answer. We are not judging your knowledge, vocabulary, or opinions. Please feel free to point out anything that seems confusing, unclear, or difficult. That's exactly what we're here to understand.

Also, for now, we're not interested in how you personally would answer the survey – only whether the questions are understandable and answerable.

I am going to share my screen so we can walk through the questionnaire section by section.

As we go, I'd like you to think about the following:

[moderator to use consistently as each section/question is reviewed]

- Overall, what is this question asking you?
- What did you think of how the question was worded?
 - Would the wording make it difficult to answer?
- Did you feel you would need more information to answer the question?
- Was anything confusing or unclear?
- Did any words, terms, or feel unfamiliar, too technical or too formal?
- Did the response options make sense?
 - Would you be able to answer the question in a way that reflects your view?
 - Were any options missing?
- Did the scale feel too narrow, too broad, or unclear?

Additional topic-specific probes:

[moderator to explore if not raised organically]

Current threat environment and preparedness

- Q16-Q18: Are you comfortable with the use of the word "threat" in the survey?

- [if no] How would you phrase these questions to feel more comfortable?
- Q16-Q17: Is the term, “nations” understandable? Would it be better if it said, “countries”?
- Q16-Q17: Is the term, “non-state groups” understandable? Do the examples help make it clearer? What, if anything, would make it clearer?
 - For Q17, should the examples in brackets be repeated?
 - What do you think of the following alternative instead, “How much of a threat do you think other nations, criminal networks (cyber/narcotics/human trafficking, etc.), foreign and domestic extremists, terrorists and other non-state groups pose to Canada today?”
- Q18: What does the phrase “national security threats” mean to you? Is it clear or confusing?
 - [if confusing] How would you phrase this question to make it clearer?
- Q19: What does the phrase “to be ready to quickly mobilize ready and reserve capability in response to a crisis scenario” mean to you?
- Mobilization definition [moderator to ask for both versions]: In your own words, what is the main message of this description?
 - Do you prefer one over the other? Which one? Why?
- Q24-32: What does the phrase “initiating military mobilization” mean to you?
 - How did it make you feel?

Willingness to join a military reserve force

- Preamble: What do you think of the preamble introducing this section?
 - Probe: Is there any information missing from this preamble?
- Supplementary Reserve definition: In your own words, what is the main message of this description? How does it make you feel?
- Q46-Q63: What do you think of the use of the word, “hypothetically” at the start of each question?
 - Why do you think it was included?
 - Is it effective or distracting?
- Q53: What does the term “civilian job” mean to you?

Overall thoughts/reactions

Section time: 10 minutes / Cumulative time: 75 minutes

Thinking about the questionnaire as a whole...

- Did the overall flow - the order of the questions – make sense to you?
- Did anything feel repetitive or redundant?
- Were there questions where you might feel pressured to answer a certain way?
 - Did any questions feel like they were leading you toward a particular answer?
- Were there any questions that felt too sensitive or personal?
- If you could improve one thing about this survey (besides specific suggestions we’ve uncovered), what would it be?

- Are there questions you wish we would have asked?

Final thoughts

Section time: 10 minutes / Cumulative time: 85 minutes

- Thinking about everything you have read/considered here today/tonight, what do you think about the topic of the survey?
- Is there anything else you'd like to share about the topics explored in the questionnaire?

Conclusion

Section time: 5 minutes / Cumulative time: 90 minutes

[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 share your views. Your input is very important.

Appendix F: Phase 1 Quantitative survey questionnaire tested

Research approach

The research will begin with a quantitative phase which will involve a national online and telephone survey of 2,300 adults aged 18 and older. The survey will be approximately 15 minutes (online) and 22 minutes (telephone) in length and will be offered to respondents in English and French. It will include up to four open-ended questions. Members of news media and market research organizations, as well as members and immediate family of DND and those serving in the CAF will be screened out and excluded from the research.

The survey will be conducted online among a base sample of 2,000 Canadians and will include a telephone oversample of 300 residents of the North. The sample will be designed to be reflective of the Canadian population in terms of region, age and gender, as per the most recent Census data (outlined below).

Province/Region	Male (%)	Female (%)	Male (quota)	Female (quota)	Total
BC	6.97%	6.78%	139	135	274
Alberta	6.01%	5.88%	120	118	238
Saskatchewan/Manitoba	3.52%	3.37%	70	68	138
Ontario	20.35%	19.62%	407	392	799
Quebec	10.77%	10.55%	215	211	426
Atlantic Canada	2.95%	2.87%	59	58	117
Territories (North)	.18%	.18%	4	4	8
Oversample	-	-	150	150	300
Total	50.75%	49.25%	1,164	1,136	2,300

Introduction

Welcome and thank you for your participation in this study. Earnscliffe Strategies, 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 [insert as appropriate: 15 minutes (online) / 22 minutes (telephone)] in length to complete and is voluntary and completely confidential.

[For telephone completions] Is this a safe and convenient time for you to take part in the survey? May I continue?

Yes

No [offer to schedule a callback]

[For online completions] Click here if you wish to verify the authenticity of this survey [link to CRIC registration].

If you have any questions about the survey, or if you require accommodations or an alternative format to complete it, please contact Earnscliffe Strategies at info@earnsccliffe.ca.

This survey is for research purposes only, to gather your honest opinions, and is not intended to persuade, market to, or recruit you in any way.

Your responses to this survey will be kept entirely anonymous and any information you provide will be administered in accordance with the Privacy Act and other applicable privacy laws. Leger's privacy policy can be accessed here [Leger to insert link]. Do you wish to continue?

Yes

No

Section 1: Screening

1. Do you or does anyone in your immediate family work for any of the following organizations?

A marketing research firm	1
A magazine or newspaper	2
An advertising agency or graphic design firm	3
A political party	4
A radio or television station	5
A public relations company	6
The federal government or a provincial government	7
The Canadian Armed Forces	8
None of the above	9

[If none of these organizations, continue, otherwise thank & terminate.]

2. 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)	3
Prefer not to answer [thank & terminate]	9
3. What is your current age (in years)?	
[Insert age. If younger/older than 18-65 years, thank & terminate.]	
Prefer not to answer	99
4. [If respondent refuses to provide age, ask:] Into which of the following age categories do you fit?	
Younger than 18 [thank & terminate]	1
18-24	2
25-34	3
35-44	4
45-54	5
55-64	6
65+	7
Older than 65 [thank & terminate]	8
[If younger/older than 18-65 or still refusal, thank & terminate]	
5. 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 answer [thank & terminate]	99

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

Working full-time, that is, 30 or more hours per week	1
Working part-time, that is, less than 30 hours per week	2
Self-employed	3
Unemployed, but looking for work	4
A student attending school full-time	5
A student attending school part-time	6
Not in the workforce (e.g., full-time homemaker, unemployed, not looking for work)	7
Prefer not to answer	9

7. [if working full-time, part-time or self-employed] Which career field are you in? [Accept only one response.]

Information technology/Cybersecurity	1
Entrepreneur/Business	2
Public service/Government	3
Banking/Finance	4
Engineering/Technical	5
Architecture	6
Sports/Entertainment	7
Education	8
Medical/Healthcare	9
Legal profession	10
Skilled trades (e.g., electrician, mechanic, plumber)	11
Police/Law enforcement	12
Military [thank & terminate]	13
Retail or service industry	14
Manufacturing	15
Distribution	16
Marketing/Advertising/Media	17
Mining	18
Travel & Tourism	19
Research & Development	20
Other (please specify)	77
Don't know/Prefer not to answer	99

Most important issue and unaided views of the Canadian Armed Forces

8. In your opinion, what is the most important issue facing Canada today – in other words, the issue or problem that concerns you most? [open end]

[Open end]	
[telephone: do not read] Don't know/Prefer not to answer	9
9. Many of the topics we will be covering in this survey are related to defence issues and the Canadian Armed Forces, also referred to as the Canadian military. Have you recently seen, read or heard anything about Canada's military or the Canadian Armed Forces?	
Yes	1
No [skip to Q11]	2
[telephone: do not read] Don't know/Prefer not to answer [skip to Q11]	9
10. What did you read, see or hear? [open end. record first mention. Accept up to 3.]	
[Open end]	
[telephone: do not read] Don't know/Prefer not to answer	9
11. Overall, how familiar would you say you are with the Canadian Armed Forces? [telephone only] Would you say...? [read/show list]	
Very familiar	4
Somewhat familiar	3
Not very familiar	2
Not at all familiar	1
[telephone: do not read] Don't know/Prefer not to answer	9
12. What is your overall impression of the Canadian Armed Forces?	
Very positive	4
Somewhat positive	3
Not very positive	2
Not at all positive	1
[telephone: do not read] Don't know/Prefer not to answer	9
13. To what extent do you think the Canadian Armed Forces is a source of pride for Canadians? Please use a 5-point scale, where "1" means not at all a source of pride, "3" is neutral, and "5" means very much a source of pride.	
Very much a source of pride	5
4	4
Neutral	3

2	2
Not at all a source of pride	1
[telephone: do not read] Don't know/Prefer not to answer	9
14. Do you think Canada's military is modern or outdated? Please use a 5-point scale, where "1" means very outdated, "3" means neither outdated nor modern, and "5" means very modern.	
Very modern	5
4	4
Neither outdated nor modern	3
2	2
Very outdated	1
[telephone: do not read] Don't know/Prefer not to answer	9
15. 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 at home and abroad?	
Complete trust	10
9	9
8	8
7	7
6	6
5	5
4	4
3	3
2	2
No trust at all	1
[telephone: do not read] Don't know/Prefer not to answer	9

Current threat environment and preparedness

16. How much of a threat do you think other nations or non-state groups (for example, terrorist or extremist organizations) pose to Canada today?	
A major threat	4
A moderate threat	3
A minor threat	2
Not a threat at all	1
[telephone: do not read] Don't know/Prefer not to answer	9

17. [Unless not a threat at all] In what way(s) do you believe other nations or non-state groups pose a threat to Canada? Please select all that apply.

Economic threat (e.g., trade restrictions, supply chain disruptions, or attempts to harm Canada's economy)	1
Cyber threat (e.g., hacking, data theft, attacks on government or business systems)	2
Territorial or sovereignty threat (e.g., disputes over borders, Arctic territory, or control of Canadian resources)	3
Social or political threat (e.g., spreading misinformation, influencing elections, creating division or unrest in Canada)	4
Military threat (e.g., the use of threat or armed force against Canada or its allies)	5
Other (please specify)	7
[telephone: do not read] Don't know/Prefer not to answer	9

18. In general, how well prepared do you think the Canadian Armed Forces are to respond to national security threats?

Very well prepared	4
Somewhat well prepared	3
Not very prepared	2
Not prepared at all	1
[telephone: do not read] Don't know/Prefer not to answer	9

19. How much of a priority should it be for the Canadian Armed Forces to be ready to quickly mobilize ready and reserve capability in response to a crisis scenario?

Extremely high priority	5
Very high priority	4
Moderate priority	3
Low priority	2
Not at priority at all	1
[telephone: do not read] Don't know/Prefer not to answer	9

And how important do you think it is for the Canadian Armed Forces to maintain a state of readiness to respond to crises...?

20. Within Canada
21. Outside Canada

Very important	4
Somewhat important	3
Not very important	2

Not at all important	1
[telephone: do not read] Don't know/Prefer not to answer	9

[mobilization definition – Option A]

Mobilization is part of the Canadian Armed Forces' broader transformation and modernization efforts. We are still early in the "plan to build the plan" stage, where our focus is on identifying the skills we would need, exploring models that could work in Canada, and preparing feasible options for government consideration. At its core, this is about growing and strengthening our Reserve Force – both the Primary Reserve and the Supplementary Reserve – so that we have access to a wider pool of Canadians in times of crisis.

With the number of domestic events we're responding to each year, especially climate-driven emergencies, we need a more structured and scalable system that supports resilient communities.

It is important to note that joining the expanded reserve would be entirely voluntary.

[mobilization definition – Option B]

The Department of National Defence and the Canadian Armed Forces have recognized that in the event of traditional large-scale conflict, Canada will require a more significant pool of personnel and equipment, that can be activated to support the defence of Canada and our allies. That is why the Canadian Armed Forces has started new planning to ensure Canada can quickly and effectively increase its ability to operate at a large scale – both at home and overseas – with help from all parts of society.

Through this defence mobilization plan, the Canadian Armed Forces aims to:

- Respond quickly and flexibly to emerging threats,
- Strengthen Canada's overall readiness and resilience,
- Build up Canada's defence industry, and
- Expand the Reserve Forces including creating a new volunteer national reserve for Canadians who want to contribute in times of need.

These preparations are key to making Canada stronger, more self-reliant, and better able to prevent conflict.

22. Earlier you indicated that [insert response at Q8] was the most important issue facing Canada today. How important would you say expanding Canada's military capacity (as described) [programmer note: make "mobilization definition" available as a hover over option] is compared to that issue?

More important	1
Of equal importance	2
Not as important but still very important	3
Somewhat important	4
Not very important at all	5
This is the same issue I mentioned previously	6
[telephone: do not read] Don't know/Prefer not to answer	9

23. What impact, if any, do you think expanding Canada's military capacity (as described) [programmer note: make "mobilization definition" available as a hover over option] would have on Canada's economy?

Very positive	5
Somewhat positive	4
Neither	3
Somewhat negative	2
Very negative	1
[telephone: do not read] Don't know/Prefer not to answer	9

Please tell me whether you would support or oppose Canada initiating military mobilization (as described) [programmer note: make "mobilization definition" available as a hover over option] in response to the following situations. [randomize]

24. To defend Canada from a foreign attack or invasion
25. To respond to a significant international crisis or conflict
26. To help defend Canada's allies in the event of war or attack
27. To respond to or prevent a terrorist threat or attack
28. To help protect Canadians during civil unrest or riots
29. To provide humanitarian aid in other countries
30. To take part in international peacekeeping missions
31. To assist during natural disasters in Canada (e.g., floods, wildfires, ice storms)
32. To support response efforts during a pandemic or major health emergency in Canada

Strongly support	4
Somewhat support	3
Somewhat oppose	2
Strongly oppose	1
[telephone: do not read] Don't know/Prefer not to answer	9

Willingness to join a military reserve force

[programmer note: please program the following sentence on its own screen] Before we continue, we want to remind you that this survey is for research purposes only, to gather your honest opinions, and is not intended to persuade, market to, or recruit you in any way.

33. Today, how likely are you to consider a full-time career in the Canadian Armed Forces?

Very likely	4
Somewhat likely	3
Not very likely	2
Not at all likely	1
[telephone: do not read] Don't know/Prefer not to answer	9

34. And, how likely are you to consider a part-time career in the Canadian Armed Forces?

Very likely	4
Somewhat likely	3
Not very likely	2
Not at all likely	1
[telephone: do not read] Don't know/Prefer not to answer	9

35. [if not very likely or not at all likely to either Q33 or Q34] Have you ever considered joining the Canadian Armed Forces?

Yes, full-time	3
Yes, part-time (e.g., reserve forces)	2
No	1
[telephone: do not read] Don't know/Prefer not to answer	9

36. How knowledgeable do you feel you are about the various roles and responsibilities of those who serve in the Canadian Armed Forces?

Very knowledgeable	4
Somewhat knowledgeable	3
Not very knowledgeable	2
Not at all knowledgeable	1
[telephone: do not read] Don't know/Prefer not to answer	9

37. Based on what you know right now, is serving in the Canadian Armed Forces an excellent, good, fair, poor or terrible career choice for you?

Excellent	5
Good	4
Fair	3
Poor	2
Terrible	1
[telephone: do not read] Don't know/Prefer not to answer	9

38. Would you recommend someone you know to join the Canadian Armed Forces?

Yes, for full-time service	1
Yes, for part-time (reserve) service	2
No	3
[telephone: do not read] Don't know/Prefer not to answer	9

[Supplementary Reserve definition]

There is ongoing planning to expand the Supplementary Reserve to include a paid volunteer-based force of trained personnel who can be called upon to defend Canada, our values and interests, in the event of a crisis or conflict, including natural disasters in Canada.

It is designed to make it easier for more Canadians to serve Canada – including those who have useful civilian skills or who want to contribute part-time. Members may receive some military training or use their existing expertise to support Canada's defence and emergency response needs.

Most participation will be voluntary, allowing individuals to choose roles, times, and locations that work best for them. Only in very rare situations, like a major crisis, could the government ask some members to serve actively if absolutely necessary.

39. Based on this description, what is your overall reaction to this idea?

Very positive	5
Somewhat positive	4
Neither	3
Somewhat negative	2
Very negative	1
[telephone: do not read] Don't know/Prefer not to answer	9

40. Why do you feel that way? [open end]

[open end]

[telephone: do not read] Don't know/Prefer not to answer [skip to Q8] 9

41. Would you support or oppose the expansion of the Supplementary Reserve [programmer note: make "Supplementary Reserve definition" available as a hover over option] of trained volunteers who can be called upon in times of crisis or conflict?

Strongly support 4

Somewhat support 3

Somewhat oppose 2

Strongly oppose 1

[telephone: do not read] Don't know/Prefer not to answer 9

42. How useful do you think an expanded Supplementary Reserve [programmer note: make "Supplementary Reserve definition" available as a hover over option] would be for improving Canada's ability to respond to major crises or conflicts?

Very useful 4

Somewhat useful 3

Not very useful 2

Not at all useful 1

[telephone: do not read] Don't know/Prefer not to answer 9

43. How likely would you personally be to join this reserve if you were eligible? [programmer note: make "Supplementary Reserve definition" available as a hover over option]?

Very likely 4

Somewhat likely 3

Not very likely 2

Not at all likely 1

[telephone: do not read] Don't know/Prefer not to answer 9

[randomize order of Q44 and Q45]

44. What, if anything, would most motivate you to consider joining this reserve? [programmer note: make "Supplementary Reserve definition" available as a hover over option] Please select all that apply.

To serve Canada and help others 1

To gain training or experience	2
To earn extra income	3
To be part of something meaningful	4
To use my existing skills in a new way	5
To learn new skills	6
To gain unique experiences	7
Flexible work environment	8
Other (please specify)	77
[telephone: do not read] Don't know/Prefer not to answer	99

45. What, if anything, would most motivate you not to consider joining this reserve?
[programmer note: make "Supplementary Reserve definition" available as a hover over option] Please select all that apply.

Lack of time	1
Family or work commitments	2
Physical demands	3
Safety concerns	4
Lack of information or trust in government	5
Not interested in military involvement	6
Possibility of combat	7
Required service and mandatory training commitments	8
Concerns about mental health	9
Pay is not competitive with civilian employment	10
Potentially having to relocate	11
Other (please specify)	77
[telephone: do not read] Don't know/Prefer not to answer	99

[unless not at all likely at Q43] Hypothetically, how comfortable would you be with the possibility of being deployed as part of this reserve...? [programmer note: make "Supplementary Reserve definition" available as a hover over option]

46. Within Canada
47. Outside Canada

Very comfortable	4
Somewhat comfortable	3
Not very comfortable	2
Not at all comfortable	1
[telephone: do not read] Don't know/Prefer not to answer	9

48. [unless not at all likely at Q43] Hypothetically, what type of commitment would you be willing to make as a member of this reserve? [programmer note: make “Supplementary Reserve definition” available as a hover over option]

Occasional training (e.g., a few days per year)	1
Regular part-time service (e.g., weekends or evenings)	2
Full-time service during a crisis only	3
Other (please specify)	7
[telephone: do not read] Don't know/Prefer not to answer	9

49. [unless not at all likely at Q43] Hypothetically, if joining this reserve [programmer note: make “Supplementary Reserve definition” available as a hover over option] required some initial training, how much time would you personally be willing to commit?

Less than one month	1
One to three months	2
More than three months	3
Would not be willing to do any formal training	4
[telephone: do not read] Don't know/Prefer not to answer	9

50. [unless not at all likely at Q43] And hypothetically, how often would you be willing to participate in ongoing training activities to maintain your readiness as part of this reserve? [programmer note: make “Supplementary Reserve definition” available as a hover over option]

A few days per year	1
One weekend each quarter	2
One weekend each month	3
One or more weekdays each month	4
Only if called for a mission	5
Would not be willing to participate in ongoing training	6
[telephone: do not read] Don't know/Prefer not to answer	9

51. [unless not at all likely at Q43] Hypothetically, if needed, how willing would you be to take time away from your regular work, school, or family responsibilities to serve with the Supplementary Reserve? [programmer note: make “Supplementary Reserve definition” available as a hover over option]

Very willing	4
Somewhat willing	3
Somewhat unwilling	2
Very unwilling	1

[telephone: do not read] Don't know/Prefer not to answer 9

52. [unless not at all likely at Q43] [for those working full-time, part-time, or self-employed]
Hypothetically, how important would it be for you to be able to use your current skills if you were a member of the Supplementary Reserve and you were called upon for crisis response?

Very important 4
Somewhat important 3
Not very important 2
Not at all important 1
[telephone: do not read] Don't know/Prefer not to answer 9

53. [unless not at all likely at Q43] [for those working full-time, part-time, or self-employed] And hypothetically how important would it be to have legislated job protection ensuring that you could return to your civilian job at the same rate of pay after serving either full-time or part-time in the Supplementary Reserve during a crisis?

Very important 4
Somewhat important 3
Not very important 2
Not at all important 1
[telephone: do not read] Don't know/Prefer not to answer 9

To what extent do you agree or disagree with each of the following statements? [programmer note: make "Supplementary Reserve definition" available as a hover over option] [randomize]

54. Canada needs a stronger military to be prepared for future crises or conflicts
55. Canada should strengthen its ability to defend its territory and citizens against threats from foreign nations and non-state actors
56. Recruiting volunteers to serve in an expanded Supplementary Reserve is critical to ensuring we have the capacity and capabilities to meet potential threats
57. An expanded Supplementary Reserve is an effective way for Canadians to contribute to national defence without joining full-time
58. The government would need to ensure strong job protection for Canadians who take time away from work to serve
59. The Canadian Armed Forces can be trusted to use reserve volunteers responsibly and effectively
60. The Canadian Armed Forces would provide the training and support necessary for reserve members to succeed

61. I don't think most employers would support employees who join the Supplementary Reserve	
62. I would be more willing to join the reserve if participation were flexible – for example, choosing when and where to serve	
Strongly agree	4
Somewhat agree	3
Somewhat disagree	2
Strongly disagree	1
[telephone: do not read] Don't know/Prefer not to answer	9
63. Hypothetically, would you be interested in receiving more information about joining the expanded Supplementary Reserve? Again, this is for research purposes only and you will not be contacted as a result of your response to this question.	
Yes	1
No	2
[telephone: do not read] Don't know/Prefer not to answer	9
64. [if yes] What methods would be best for getting information to you about opportunities that might be of interest to you in the expanded Supplementary Reserve? Please select all that apply.	
Trade shows	1
Presentations at school or work	2
The Canadian Armed Forces website (Forces.ca)	3
Open-house events at Canadian Armed Forces facilities near you	4
Advertising	5
Post(s) on social media	6
Running kiosks at or participating in events in your community	7
One-on-one conversations with a Reserve recruiter	8
Stories on the news about what the Reserves are doing	9
Posted videos showing Reserve units in action and/or what it is like to be in the Reserves	10
Other (SPECIFY)	77
[telephone: do not read] Don't know/Prefer not to answer	99

Demographics

The following questions are for statistical purposes only.

65. Do you identify as any of the following? Please select all that apply.

An Indigenous person, that is, First Nations, Métis or Inuk (Inuit)	1
---	---

A member of an ethno-cultural or a visible minority group	2
A member of the 2SLGBTQ+ community	3
A person living with a disability	4
None of the above	5
[telephone: do not read] Don't know/Prefer not to answer	9

66. [Ask if Q65>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	77
[telephone: do not read] Don't know/Prefer not to answer	99

67. What is your legal status in Canada?

Canadian citizen (by birth, born in Canada)	1
Canadian citizen (granted citizenship after moving to Canada)	2
Permanent resident (landed immigrant)	3
None of the above (e.g., work or study permit, refugee claimant, visitor)	4
[telephone: do not read] Don't know/Prefer not to answer	9

68. 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
[telephone: do not read] Don't know/Prefer not to answer	9

69. 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 and above	7
[telephone: do not read] Don't know/Prefer not to answer	9

70. Which of the following best describes the size of community in which you live?

Population of 100,000 or more	1
Population of between 30,000 and 99,999 residents	2
Population of between 1,000 and 29,999 residents	3
Population of less than 1,000 residents	4
[telephone: do not read] Don't know/Prefer not to answer	9

71. Are there any children under the age of 18 currently living in your household?

Yes	1
No	2
[telephone: do not read] Don't know/Prefer not to answer	9

72. To the best of your knowledge, do you live within 100km of a Canadian Armed Forces base, wing, or Royal Military College?

Yes	1
No	2
[telephone: do not read] Don't know/Prefer not to answer	9

73. Please indicate whether you know someone who is a current or former member the Canadian Armed Forces?

Know at least one current member, but have never known a veteran (that is, a former Canadian Armed Forces member)	1
Know or have known a veteran, but do not know a current Canadian Armed Forces member	2

Know both at least one current Canadian Armed Forces member and have known or know at least one veteran

I have never known anyone who was ever been in the Canadian Armed Forces 3

[telephone: do not read] Don't know/Prefer not to answer 9

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

Appendix G: Phase 2 Quantitative survey questionnaire

Introduction

Welcome and thank you for your participation in this study. Earnscliffe Strategies, 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 [insert as appropriate: 15 minutes (online) / 22 minutes (telephone)] in length to complete and is voluntary and completely confidential.

[For telephone completions] Is this a safe and convenient time for you to take part in the survey? May I continue?

Yes

No [offer to schedule a callback]

[For online completions] Click here if you wish to verify the authenticity of this survey [link to CRIC registration].

If you have any questions about the survey, or if you require accommodations or an alternative format to complete it, please contact Earnscliffe Strategies at info@earnsccliffe.ca.

This survey is for research purposes only, to gather your honest opinions, and is not intended to persuade, market to, or recruit you in any way.

Your responses to this survey will be kept entirely anonymous and any information you provide will be administered in accordance with the Privacy Act and other applicable privacy laws. Leger's privacy policy can be accessed here [Leger to insert link]. Do you wish to continue?

Yes

No

Section 1: Screening

1. Do you or does anyone in your immediate family work for any of the following organizations?

A marketing research firm	1
A magazine or newspaper	2
An advertising agency or graphic design firm	3
A political party	4
A radio or television station	5
A public relations company	6
The federal government or a provincial government	7

The Canadian Armed Forces	8
None of the above	88

[If none of these organizations, continue, otherwise thank & terminate.]

2. 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)	3
Prefer not to answer [thank & terminate]	9

3. What is your current age (in years)?

[Insert age. If younger than 18 years, thank & terminate.]	
Prefer not to answer	99

4. [If respondent refuses to provide age, ask:] Into which of the following age categories do you fit?

Younger than 18 [thank & terminate]	1
18-24	2
25-34	3
35-44	4
45-54	5
55-64	6
65 years or older	7
Prefer not to answer [thank & terminate]	9

5. 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 answer [thank & terminate]	99

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

Working full-time, that is, 30 or more hours per week	1
Working part-time, that is, less than 30 hours per week	2
Self-employed	3
Unemployed, but looking for work	4
A student attending school full-time	5
A student attending school part-time	6
Not in the workforce (e.g., full-time homemaker, unemployed, not looking for work)	7
Prefer not to answer	9

7. [if working full-time, part-time or self-employed] Which career field are you in? [Accept only one response.]

Information technology/Cybersecurity	1
Entrepreneur/Business	2
Public service/Government	3
Banking/Finance	4
Engineering/Technical	5
Architecture	6
Sports/Entertainment	7
Education	8
Medical/Healthcare	9
Legal profession	10
Skilled trades (e.g., electrician, mechanic, plumber)	11
Police/Law enforcement	12
Military [thank & terminate]	13
Retail or service industry	14
Manufacturing	15
Distribution	16
Marketing/Advertising/Media	17
Mining	18
Travel & Tourism	19
Research & Development	20

Other (please specify)	77
Don't know/Prefer not to answer	99

Most important issue and unaided views of the Canadian Armed Forces

8. In your opinion, what is the most important issue facing Canada today? [open end]	
[Open end]	
[telephone: do not read] Don't know/Prefer not to answer	9
9. Many of the topics we will be covering in this survey are related to defence issues and the Canadian Armed Forces, also referred to as the Canadian military. Have you recently seen, read or heard anything about Canada's military or the Canadian Armed Forces?	
Yes	1
No [skip to Q11]	2
[telephone: do not read] Don't know/Prefer not to answer [skip to Q11]	9
10. What did you read, see or hear? [open end. record first mention. Accept up to 3.]	
[Open end]	
[telephone: do not read] Don't know/Prefer not to answer	9
11. Overall, how familiar would you say you are with the Canadian Armed Forces? [telephone only] Would you say...? [read/show list]	
Very familiar	4
Somewhat familiar	3
Not very familiar	2
Not at all familiar	1
[telephone: do not read] Don't know/Prefer not to answer	9
12. What is your overall impression of the Canadian Armed Forces?	
Very positive	4
Somewhat positive	3
Not very positive	2
Not at all positive	1
[telephone: do not read] Don't know/Prefer not to answer	9

13. To what extent do you think the Canadian Armed Forces is a source of pride for Canadians? [telephone only] Please use a 5-point scale, where “1” means not at all a source of pride and “5” means very much a source of pride.

5 - Very much a source of pride	5
4	4
3	3
2	2
1 - Not at all a source of pride	1
[telephone: do not read] Don't know/Prefer not to answer	9

14. Do you think Canada's military is modern or outdated? [telephone only] Please use a 5-point scale, where “1” means very outdated and “5” means very modern.

5 - Very modern	5
4	4
3	3
2	2
1 - Very outdated	1
[telephone: do not read] Don't know/Prefer not to answer	9

15. How much trust do you have in the Canadian Armed Forces to rapidly respond to potential threats at home and abroad? [telephone only] Please use a scale of 1 to 10, where “1” means you have no trust at all and “10” means you have complete trust.

10 - Complete trust	10
9	9
8	8
7	7
6	6
5	5
4	4
3	3
2	2
1- No trust at all	1
[telephone: do not read] Don't know/Prefer not to answer	99

Current threat environment and preparedness

How much of a threat do you think the following pose to Canada today?

16. Other nations

17. Non-state groups (for example, terrorist or extremist organizations)

A major threat	4
A moderate threat	3
A minor threat	2
Not a threat at all	1
[telephone: do not read] Don't know/Prefer not to answer	9

[Unless not a threat at all to either Q16 or Q17] In what way(s) do you believe the following pose a threat to Canada today? Please select all that apply.

18. Other nations

19. Non-state groups (for example, terrorist or extremist organizations)

Economic threat (e.g., trade restrictions, supply chain disruptions, or attempts to harm Canada's economy)	1
Cyber threat (e.g., hacking, data theft, attacks on government or business systems)	2
Territorial or sovereignty threat (e.g., disputes over borders, Arctic territory, or control of Canadian resources)	3
Social or political threat (e.g., spreading misinformation, influencing elections, creating division or unrest in Canada)	4
Military threat (e.g., the use of threat or armed force against Canada or its allies)	5
Other (please specify)	7
[telephone: do not read] Don't know/Prefer not to answer	9

20. In general, how well prepared do you think the Canadian Armed Forces are to respond to national security threats?

5 - Very well prepared	5
4	4
3	3
2	2
1 - Not at all prepared	1

[telephone: do not read] Don't know/Prefer not to answer	9
--	---

21. How much of a priority should it be for the Canadian Armed Forces to be ready to quickly call upon various reserve capabilities in response to a crisis scenario?

Extremely high priority	5
Very high priority	4
Moderate priority	3

Low priority	2
Not a priority at all	1
[telephone: do not read] Don't know/Prefer not to answer	9

And how important do you think it is for the Canadian Armed Forces to maintain a state of readiness to respond to crises...?

- 22. Within Canada
- 23. Outside Canada

Very important	4
Somewhat important	3
Not very important	2
Not at all important	1
[telephone: do not read] Don't know/Prefer not to answer	9

[mobilization definition – Option A]

Mobilization is part of the Canadian Armed Forces' (CAF) broader transformation and modernization efforts, to ensure its ability to respond to any scenario, both at home and abroad. At its core, mobilization is about growing and strengthening our Reserve Force, so that we have access to a wider pool of Canadians in times of crisis. This includes supporting the response to domestic emergencies, like wildfires.

It is important to note that joining the expanded reserve would be entirely voluntary and that members would be compensated for time spent on training and when agreeing to help support military activities, including military operations.

- 24. Earlier you indicated that [insert response at Q8] was the most important issue facing Canada today. How important would you say expanding Canada's military capacity (as described) [programmer note: make "mobilization definition" available as a hover over option] is compared to that issue?

More important	1
Of equal importance	2
Not as important but still very important	3
Somewhat important	4
Not very important at all	5
This is the same issue I mentioned previously	6
[telephone: do not read] Don't know/Prefer not to answer	9

25. What impact, if any, do you think expanding Canada’s military capacity (as described) [programmer note: make “mobilization definition” available as a hover over option] would have on Canada’s economy?

Very positive	5
Somewhat positive	4
Neither	3
Somewhat negative	2
Very negative	1
[telephone: do not read] Don’t know/Prefer not to answer	9

Please tell me whether you would support or oppose expanding Canada’s military capacity (as described) [programmer note: make “mobilization definition” available as a hover over option] in response to the following situations. [randomize]

26. To defend Canada from a foreign attack or invasion
27. To respond to a significant international crisis or conflict
28. To help defend Canada’s allies in the event of war or attack
29. To respond to or prevent a terrorist threat or attack
30. To help protect Canadians during civil unrest or riots
31. To provide humanitarian aid in other countries
32. To take part in international peacekeeping missions
33. To assist during natural disasters in Canada (e.g., floods, wildfires, ice storms)
34. To support response efforts during a pandemic or major health emergency in Canada

Strongly support	4
Somewhat support	3
Somewhat oppose	2
Strongly oppose	1
[telephone: do not read] Don’t know/Prefer not to answer	9

Willingness to join a military reserve force

[programmer note: please program the following sentence on its own screen] Before we continue, we want to remind you that this survey is for research purposes only and is not intended to persuade, market to, or recruit you in any way.

Today, how likely are you to consider service in the Canadian Armed Forces for the following periods?

35. Periodic service (i.e. evenings, weekends, or periods of full-time service when you are available to do so)	
36. 1 year full-time service	
37. 3 years full-time service	
38. 5 years full-time service	
39. 6 years or more full-time service	
Very likely	4
Somewhat likely	3
Not very likely	2
Not at all likely	1
[telephone: do not read] Don't know/Prefer not to answer	9
40. Have you ever considered joining the Canadian Armed Forces?	
Yes, full-time	3
Yes, part-time (e.g., reserve forces)	2
No	1
[telephone: do not read] Don't know/Prefer not to answer	9
41. How knowledgeable do you feel you are about the various roles and responsibilities of those who serve in the Canadian Armed Forces?	
Very knowledgeable	4
Somewhat knowledgeable	3
Not very knowledgeable	2
Not at all knowledgeable	1
[telephone: do not read] Don't know/Prefer not to answer	9
42. Based on what you know right now, is serving in the Canadian Armed Forces an excellent, good, fair, poor or terrible choice for you?	
Excellent	5
Good	4
Fair	3
Poor	2
Terrible	1
[telephone: do not read] Don't know/Prefer not to answer	9
43. Would you recommend someone you know to join the Canadian Armed Forces?	
Yes, for a period of full-time service (Regular Force)	1

Yes, for periodic service (i.e., evenings, weekends and longer periods when available) (Reserve Force)	2
No	3
[telephone: do not read] Don't know/Prefer not to answer	9

[Expanded Reserve definition]

There is ongoing planning to expand the Canadian Armed Forces' Reserve Force to include a wider base of trained personnel who can be called upon to defend Canada, our values and interests, in the event of a crisis or conflict, including natural disasters in Canada.

Members may receive some military training and will use their existing skills and expertise to support Canada's defence and emergency response needs.

Joining the expanded reserve would be on a volunteer basis and would be paid including for any training. Most participation would be voluntary, allowing individuals to choose roles, times, and locations that work best for them. Only in very rare situations, like a major crisis, could the government oblige members to serve. In these situations, members would be given additional training and equipment depending on the crisis.

44. Based on this description, what is your overall reaction to this idea?

Very positive	5
Somewhat positive	4
Neither	3
Somewhat negative	2
Very negative	1
[telephone: do not read] Don't know/Prefer not to answer	9

45. Why do you feel that way? [open end]

[open end]	
[telephone: do not read] Don't know/Prefer not to answer	9

46. Would you say you generally support or oppose this idea? [programmer note: make "Expanded Reserve definition" available as a hover over option]

Strongly support	4
Somewhat support	3
Somewhat oppose	2
Strongly oppose	1
[telephone: do not read] Don't know/Prefer not to answer	9

47. How useful do you think an expanded reserve force [programmer note: make “Expanded Reserve definition” available as a hover over option] would be for improving Canada’s ability to respond to major crises or conflicts?

Very useful	4
Somewhat useful	3
Not very useful	2
Not at all useful	1
[telephone: do not read] Don’t know/Prefer not to answer	9

48. How likely would you personally be to join this reserve if you were eligible? [programmer note: make “Expanded Reserve definition” available as a hover over option]?

Very likely	4
Somewhat likely	3
Not very likely	2
Not at all likely	1
[telephone: do not read] Don’t know/Prefer not to answer	9

[randomize order of Q49 and Q50]

49. What, if anything, would most motivate you to consider joining this reserve? [programmer note: make “Expanded Reserve definition” available as a hover over option] Please select all that apply.

To serve Canada and help others	1
To gain training or experience	2
To earn extra income	3
To be part of something meaningful	4
To use my existing skills in a new way	5
To learn new skills	6
To gain unique experiences	7
Flexible work environment	8
Other (please specify)	77
None of the above	88
[telephone: do not read] Don’t know/Prefer not to answer	99

50. What, if anything, would most motivate you not to consider joining this reserve? [programmer note: make “Expanded Reserve definition” available as a hover over option] Please select all that apply.

Lack of time	1
--------------	---

Family or work commitments	2
Physical demands	3
Safety concerns	4
Lack of information or trust in government	5
Not interested in military involvement	6
Possibility of engaging in armed conflict	7
Required service and mandatory training commitments	8
Concerns about mental health	9
Pay is not competitive with civilian employment	10
Other (please specify)	77
None of the above	88
[telephone: do not read] Don't know/Prefer not to answer	99

[unless not at all likely at Q48] Hypothetically, how comfortable would you be with the possibility of being deployed as part of this reserve...? [programmer note: make “Expanded Reserve definition” available as a hover over option]

51. Within Canada

52. Outside Canada

Very comfortable	4
Somewhat comfortable	3
Not very comfortable	2
Not at all comfortable	1
[telephone: do not read] Don't know/Prefer not to answer	9

53. [unless not at all likely at Q48] Hypothetically, what type of commitment would you be willing to make as a member of this reserve? [programmer note: make “Expanded Reserve definition” available as a hover over option]

Occasional full-time training (e.g., weeklong periods when available)	1
Occasional periodic training (e.g., a few days per year when available)	2
Regular periodic service (e.g., weekends or evenings)	3
Full-time service during a crisis only	4
Full-time periodic service (14-180 days) when opportunities are made available	5
Other (please specify)	7
None of the above	8
[telephone: do not read] Don't know/Prefer not to answer	9

54. [unless not at all likely at Q48] Hypothetically, if joining this reserve [programmer note: make “Expanded Reserve definition” available as a hover over option] required some initial training, how much time would you personally be willing to commit to training?

- | | |
|--|---|
| Less than one month | 1 |
| One to three months | 2 |
| More than three months | 3 |
| Would not be willing to do any formal training | 4 |
| [telephone: do not read] Don't know/Prefer not to answer | 9 |
55. [unless not at all likely at Q48] And hypothetically, how often would you be willing to participate in ongoing training activities to maintain your readiness as part of this reserve? [programmer note: make "Expanded Reserve definition" available as a hover over option]
- | | |
|--|---|
| A few days per year | 1 |
| One weekend each quarter | 2 |
| One weekend each month | 3 |
| One or more weekdays each month | 4 |
| Only if called for a mission | 5 |
| Would not be willing to participate in ongoing training | 6 |
| [telephone: do not read] Don't know/Prefer not to answer | 9 |
56. [unless not at all likely at Q48] Hypothetically, if needed, how willing would you be to take time away from your regular work, school, or family responsibilities to serve with the expanded reserve? [programmer note: make "Expanded Reserve definition" available as a hover over option] Noting that there is federal and provincial legislation and compensation for employers of reservists.
- | | |
|--|---|
| Very willing | 4 |
| Somewhat willing | 3 |
| Somewhat unwilling | 2 |
| Very unwilling | 1 |
| [telephone: do not read] Don't know/Prefer not to answer | 9 |
57. [unless not at all likely at Q48] [for those working full-time, part-time, or self-employed] Hypothetically, how important would it be for you to be able to use your current skills if you were a member of the expanded reserve and you were called upon for crisis response?
- | | |
|--|---|
| Very important | 4 |
| Somewhat important | 3 |
| Not very important | 2 |
| Not at all important | 1 |
| [telephone: do not read] Don't know/Prefer not to answer | 9 |

To what extent do you agree or disagree with each of the following statements? [programmer note: make “Expanded Reserve definition” available as a hover over option] [randomize]

58. Canada needs a stronger military to be prepared for future crises or conflicts
59. Canada should strengthen its ability to defend its territory and citizens against threats from foreign nations and non-state actors
60. Recruiting volunteers to serve in an expanded reserve is critical to ensuring we have the capacity and capabilities to meet potential threats
61. An expanded reserve is an effective way for Canadians to contribute to national defence without joining full-time
62. The government would need to ensure strong job protection for Canadians who take time away from work to serve
63. The Canadian Armed Forces can be trusted to use reserve volunteers responsibly and effectively
64. The Canadian Armed Forces would provide the training and support necessary for reserve members to succeed
65. I don’t think most employers would support employees who join the reserve
66. I would be more willing to join the reserve if participation were flexible – for example, choosing when and where to serve

Strongly agree	4
Somewhat agree	3
Somewhat disagree	2
Strongly disagree	1
[telephone: do not read] Don’t know/Prefer not to answer	9

67. Hypothetically, would you be interested in receiving more information about joining the expanded reserve? [programmer note: make “Expanded Reserve definition” available as a hover over option] Again, this is for research purposes only and you will not be contacted as a result of your response to this question.

Yes	1
No	2
[telephone: do not read] Don’t know/Prefer not to answer	9

68. [if yes] What methods would be best for getting information to you about opportunities that might be of interest to you in the expanded reserve? [programmer note: make “Expanded Reserve definition” available as a hover over option] Please select all that apply.

Trade shows	1
Presentations at school or work	2
The Canadian Armed Forces website (Forces.ca)	3

Open-house events at Canadian Armed Forces facilities near you	4
Advertising	5
Post(s) on social media	6
Running kiosks at or participating in events in your community	7
One-on-one conversations with a Reserve recruiter	8
Stories on the news about what the Reserves are doing	9
Posted videos showing Reserve units in action and/or what it is like to be in the Reserves	10
Other (SPECIFY)	77
[telephone: do not read] Don't know/Prefer not to answer	99

Demographics

The following questions are for statistical purposes only.

69. Do you identify as any of the following? Please select all that apply.

An Indigenous person, that is, First Nations, Métis or Inuk (Inuit)	1
A member of an ethno-cultural or a visible minority group	2
A member of the 2SLGBTQ+ community	3
A person living with a disability	4
None of the above	5
[telephone: do not read] Don't know/Prefer not to answer	9

70. [Ask if Q69>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	77
[telephone: do not read] Don't know/Prefer not to answer	99

71. What is your legal status in Canada?

Canadian citizen (by birth, born in Canada)	1
Canadian citizen (granted citizenship after moving to Canada)	2
Permanent resident (landed immigrant)	3
None of the above (e.g., work or study permit, refugee claimant, visitor)	4
[telephone: do not read] Don't know/Prefer not to answer	9

72. 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
[telephone: do not read] Don't know/Prefer not to answer	9

73. 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 and above	7
[telephone: do not read] Don't know/Prefer not to answer	9

74. Which of the following best describes the size of community in which you live?

Population of 100,000 or more	1
Population of between 30,000 and 99,999 residents	2
Population of between 1,000 and 29,999 residents	3
Population of less than 1,000 residents	4
[telephone: do not read] Don't know/Prefer not to answer	9

75. Are there any children under the age of 18 currently living in your household?

Yes	1
No	2
[telephone: do not read] Don't know/Prefer not to answer	9

76. To the best of your knowledge, do you live within 100km of a Canadian Armed Forces base, wing, or primary reserve unit facility?

Yes	1
No	2
[telephone: do not read] Don't know/Prefer not to answer	9

77. Please indicate whether you know someone who is a current or former member the Canadian Armed Forces?

Know at least one current member, but have never known a veteran (that is, a former Canadian Armed Forces member)	1
Know or have known a veteran, but do not know a current Canadian Armed Forces member	2
Know both at least one current Canadian Armed Forces member and have known or know at least one veteran	
I have never known anyone who was ever been in the Canadian Armed Forces	3
[telephone: do not read] Don't know/Prefer not to answer	9

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

[Pre-test only add questions A through J.]

- A. Did you find any aspect of this survey difficult to understand? Y/N
- B. [If yes] Please describe what you found difficult to understand.
- C. Did you find the way any of the questions in this survey were asked made it difficult for you to provide your answer? Y/N
- D. [If yes] Please describe the problem with how the question was asked.
- E. Did you experience any difficulties with the language? Y/N
- F. [If yes] Please describe what difficulties you had with the language.
- G. Did you find any terms confusing? Y/N
- H. [If 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 yes] What are they?

This concludes the survey. Thank you for your participation!

Appendix H: Phase 3 Qualitative recruitment screener

Focus group summary

- Recruit 8 participants for 6-8 to show.
- Groups are up to 2 hours.
- Groups will be conducted with adults 18-34 and 35-65 years of age.
- Aim for at least two women, visible minorities and Indigenous participants per group.
- Ensure good mix of other demos (age, income, education, etc.).
- Participants will receive an honorarium of \$150.

Group #	Audience	Region (Language)	Time
Tuesday, January 27, 2026			
Group 1 (SC)	Adults 35-65	Toronto (EN)	5:00 pm ET
Group 2 (SC)	Adults 35-65	Winnipeg (EN)	7:30 pm ET / 6:30 pm CT
Group 3 (GS)	Adults 35-65	Vancouver/North (EN)	8:00 pm ET / 7:00 pm CT / 6:00 pm MT / 5:00 pm PT
Wednesday, January 28, 2026			
Group 4 (SC)	Adults 18-34	Toronto (EN)	5:00 pm ET
Group 5 (GS)	Adults 18-34	Moncton (EN)	5:00 pm ET / 6:00 pm AT
Group 6 (SC)	Adults 18-34	Winnipeg (EN)	7:30 pm ET / 6:30 pm CT
Group 7 (GS)	Adults 18-34	Vancouver/North (EN)	8:00 pm ET / 7:00 pm CT / 6:00 pm MT / 5:00 pm PT
Thursday, January 29, 2026			
Group 8 (SC)	Adults 35-65	Moncton (FR)	4:00 pm ET / 5:00 pm AT

Hello/Bonjour, this is _____ calling on behalf of Earnscliffe, a national public opinion research firm. We are organizing a series of discussion groups on issues of importance on behalf of the Government of Canada, for the Department of National Defense more specifically. The discussion will be about understanding views related to the Canadian Armed Forces. We are looking for people who would be willing to participate in an up to 2-hour online discussion group. Up to 8 participants will be taking part and, for their time, participants will receive an honorarium of \$150. May I continue?

Yes Continue

No Thank and terminate

Participation is voluntary. We are interested in hearing your opinions; no attempt will be made to sell you anything or change your point of view. The format is a 'round table' discussion led by

a research professional. All opinions expressed will remain anonymous and views will be grouped together to ensure no particular individual can be identified. I would like to ask you a few questions to see if you or someone in your household qualify to participate. This will take about three minutes.

May I continue?

Yes Continue

No Thank and terminate

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.

1. Do you or does anyone in your immediate family or household work in any of the following areas?

	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/territorial 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.

2. Could you please tell me which of the following age categories you fall into? Are you...?
(Ensure good mix)

Under 18	1	[Thank and terminate]
18-24	2	
25-34	3	
35-44	4	
45-54	5	
55-65	6	
Over 65	7	[Thank and terminate]
Prefer not to say	99	[Thank and terminate]

3. Which province or territory do you live in? (Ensure good mix)

Newfoundland and Labrador	1	[Thank and terminate]
Nova Scotia	2	[Thank and terminate]
New Brunswick	3	[Continue for Moncton]
Prince Edward Island	4	[Thank and terminate]
Quebec	5	[Thank and terminate]
Ontario	6	[Continue for Toronto]
Manitoba	7	[Continue for Winnipeg]
Saskatchewan	8	[Thank and terminate]
Alberta	9	[Thank and terminate]
British Columbia	10	[Continue for Vancouver]

- | | | |
|-----------------------|----|--------------------------|
| Nunavut | 11 | [Continue for the North] |
| Northwest Territories | 12 | [Continue for the North] |
| Yukon | 13 | [Continue for the North] |
| None of the above | 99 | [Thank and terminate] |
4. Do you live within a 100 km radius of [insert: Moncton / Toronto / Winnipeg / Vancouver]?
- | | | |
|---------------------------------|---|---------------------------------|
| Yes | 1 | |
| No | 2 | [Thank them and terminate call] |
| Don't know/Prefer not to answer | 9 | |
- For groups with residents of Vancouver/North (Groups 3 and 7), minimum of three residents of the North in each group.
5. Are you...? (Aim for 50/50 split)
- | | | |
|-----------------------|---|--|
| Male gender | 1 | |
| Female gender | 2 | |
| Other gender identity | 3 | |
6. Are you an Indigenous person, that is, First Nations (Status or non-Status) (North American Indian), Métis, or Inuk (Inuit)?
- | | | |
|-----|---|------------|
| Yes | 1 | [Go to Q8] |
| No | 2 | |
- Aim for a minimum of two Indigenous persons per group.
7. To make sure that we speak to a diversity of people, could you please tell me what is your ethnic background? (Do not read. Ensure good mix)
- | | |
|--|---|
| White | 1 |
| Chinese | 2 |
| South Asian (i.e., East Indian, Pakistani, etc.) | 3 |
| Black | 4 |
| Filipino | 5 |
| Latin American | 6 |
| Southeast Asian (i.e. Vietnamese, etc.) | 7 |

Arab	8
West Asian (i.e. Iranian, Afghan, etc.)	9
Korean	10
Japanese	11
Other (please specify)	12
No response	13

Aim for a minimum of two visible minority [non-Caucasian] participants per group.

8. What is your current employment status? (Ensure good mix)

Working full-time	1	
Working part-time	2	
Self-employed	3	
Retired	4	
Unemployed	5	
Student	6	
Other	7	
No response	9	[Thank and terminate]

9. Which of the following categories best describes your total household income; that is, the total income of all persons in your household combined, before taxes? [Read list] Ensure good mix

Under \$20,000	1	
\$20,000 to under \$40,000	2	
\$40,000 to under \$60,000	3	
\$60,000 to under \$80,000	4	
\$80,000 to under \$100,000	5	
\$100,000 to under \$150,000	6	
\$150,000 or more	7	
No response	9	[Thank and terminate]

10. What is the last level of education that you have completed? (Ensure good mix)

Elementary/Middle school	1	
Some high school only	2	
Completed high school	3	
Some college/university	4	
Completed college/university	5	
No response	9	[Thank and terminate]

11. Have you participated in a discussion or focus group before? A discussion group brings together a few people in order to know their opinion about a given subject.

Yes	1	
No	2	[Skip to Q14]
Don't know/No response	9	[Thank and terminate]

12. When was the last time you attended a discussion or focus group?

If within the last 6 months	1	[Thank and terminate]
If not within the last 6 months	2	
Don't know/No response	9	[Thank and terminate]

13. How many of these sessions have you attended in the last five years?

If 4 or less	1	
If 5 or more	2	[Thank and terminate]
Don't know/No response	9	[Thank and terminate]

This research will require participating in a video call online.

14. Do you have access to a desktop or laptop computer with high-speed internet which will allow you to participate in an online discussion group?

Yes	
No	[Thank and terminate]

15. Does your desktop or laptop computer have a camera that will allow you to be visible to the moderator and other participants as part of an online discussion group?

Yes	
No	[Thank and terminate]

16. Do you have a personal email address that is currently active and available to you?

Yes [Please record email]

No [Thank and terminate]

NOTE: A MOBILE PHONE WILL NOT WORK FOR THIS PROJECT

INVITATION

17. Participants in discussion groups are asked to voice their opinions and thoughts. How comfortable are you in voicing your opinions in front of others? Are you...? (READ LIST)

Very comfortable 1 Minimum 4 per group

Fairly comfortable 2

Comfortable 3

Not very comfortable 4 [Thank and terminate]

Not at all comfortable 5 [Thank and terminate]

DK/NR 9 [Thank and terminate]

18. Sometimes participants are asked to read text, review images, or type out answers during the discussion. Is there any reason why you could not participate?

Yes 1 [Ask Q19]

No 2 [Skip to Q21]

DK/NR 9 [Thank and terminate]

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

Yes 1 [Ask Q20]

No 2 [Thank and terminate]

DK/NR 9 [Thank and terminate]

20. What specifically? [OPEN END]

INTERVIEWER TO NOTE FOR POTENTIAL ONE-ON-ONE INTERVIEW

21. Based on your responses, it looks like you have the profile we are looking for. I would like to invite you to participate in a small group discussion, called an online focus group, we are conducting at [TIME], on [DATE]

As you may know, focus groups are used to gather information on a particular subject matter. The discussion will consist of 6 to 8 people and will be very informal.

It will last up to up to 2 hours and you will receive \$150.00 as a thank you for your time. Would you be willing to attend?

Yes	1	Recruit
No	2	Thank and terminate
Don't know/Prefer not to say	9	Thank and 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	Go to 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.

P1a) 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 transcribed using Artificial Intelligence and 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 Read respondent info below & go to P2a

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

P2a) 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 may also be online to observe the groups.

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

Yes 1 Thank & Go to invitation

No 2 Go to P3a

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 invitation

No 2 Thank & terminate

INVITATION:

Wonderful, you qualify to participate in one of our discussion sessions. As I mentioned earlier, the group discussion will take place on [DATE] at [TIME] for up to 2 hours.

Group #	Audience	Region (Language)	Time
Tuesday, January 27, 2026			
Group 1 (SC)	Adults 35-65	Toronto (EN)	5:00 pm ET
Group 2 (SC)	Adults 35-65	Winnipeg (EN)	7:30 pm ET / 6:30 pm CT
Group 3 (GS)	Adults 35-65	Vancouver/North (EN)	8:00 pm ET / 7:00 pm CT / 6:00 pm MT / 5:00 pm PT
Wednesday, January 28, 2026			
Group 4 (SC)	Adults 18-34	Toronto (EN)	5:00 pm ET
Group 5 (GS)	Adults 18-34	Moncton (EN)	5:00 pm ET / 6:00 pm AT

Group 6 (SC)	Adults 18-34	Winnipeg (EN)	7:30 pm ET / 6:30 pm CT
Group 7 (GS)	Adults 18-34	Vancouver/North (EN)	8:00 pm ET / 7:00 pm CT / 6:00 pm MT / 5:00 pm PT
Thursday, January 29, 2026			
Group 8 (SC)	Adults 35-65	Moncton (FR)	4:00 pm ET / 5:00 pm AT

Can I confirm your email address so that we can send you the link to the online discussion group?

We ask that you login a few minutes early to be sure you are able to connect and to test your sound (speaker and microphone). If you require glasses for reading, please make sure you have them handy as well.

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get someone to replace you. You can reach us at [INSERT PHONE NUMBER] at our office. Please ask for [NAME]. Someone will call you in the days leading up to the discussion to remind you.

So that we can call you to remind you about the discussion group or contact you should there be any changes, can you please confirm your name and contact information for me?

First name

Last Name

email

Daytime phone number

Evening phone number

If the respondent refuses to give his/her first or last name, email 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 discussion group. If they still refuse thank and terminate.

Appendix I: Phase 3 Qualitative discussion guide

Introduction

Section time: 10 minutes / Cumulative time: 10 minutes

Moderator introduces herself/himself and her/his role: role of moderator is to ask questions, make sure everyone has a chance to express themselves, keep track of the time, be objective/no special interest.

- The name of the firm the moderator works for, and the type of firm that employs them (i.e., an independent marketing research firm).
- Role of participants: speak openly and frankly about opinions, remember that there are no right or wrong answers and no need to agree with each other.
- Results are confidential and reported all together/individuals are not identified/participation is voluntary.
- The length of the session (approximately two hours).
- The presence of any observers, their role and purpose, and the means of observation (observers viewing and listening in remotely).
 - 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.
- The presence and purpose and intended use of any recording or artificial intelligence.
- Confirm participants are comfortable with the platform and some of the specific settings such as: how to mute and unmute themselves; where the hand raise button is; and, the chat box.
- 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, more specifically. The purpose of the research is to gather your thoughts and views related to the Canadian Armed Forces and issues of preparedness and response.

Today's discussion is not about persuading you of any particular view. We are interested in how you understand and react to certain ideas, and the language used to describe them.

Moderator will go around the table and ask participants to introduce themselves.

- To get started, please tell us your first name, where you are joining us from, what you do during the day, and one of your favourite interests or hobbies.

Warm-up / Awareness and impressions of the CAF

Section time: 15 minutes / Cumulative time: 25 minutes

- [chat box] First, as far as you're concerned, what is the most important issue facing Canada today – in other words, the problem or issue that concerns you most? Please write your answer in the chat. You can share your response with everyone.

- [chat box] And, as far as you're concerned, what is the biggest threat to Canada right now? Again, please write your answer in the chat and share your response with everyone.
- [show of hands] Has anyone recently seen, read or heard anything in the media or elsewhere about Canada's military or the Canadian Armed Forces?
 - If so, what did you see, read or hear?
 - Where did you see, read or hear this?
 - What stood out to you?
 - How did it make you feel?
- In general, how familiar would you say you are with the Canadian Armed Forces and its activities?
- What is your overall impression of the Canadian Armed Forces and the people who serve in it – positive, negative or neutral? Why?
- How would you describe your level of trust in the Canadian Armed Forces? What shapes that trust?
- To the best of your knowledge, does the Canadian Armed Forces play a role domestically? Internationally? What kinds of roles?

Role of the CAF

Section time: 15 minutes / Cumulative time: 40 minutes

- What kinds of situations do you think Canada needs to be prepared for today? Why?

Domestic focus

[share on screen] The Canadian Armed Forces plays a number of roles in Canada, including:

- Responding to natural disasters
- Providing protection against terrorist threats
- Search and rescue
- Patrolling our borders
- Patrolling the Arctic (this includes defending Canadian sovereignty, natural resources, etc.)
- Monitoring space (this includes things like monitoring satellite communications, monitoring Canada's maritime approaches, space-based earth observations, space surveillance of debris and other threats, search and rescue, selection of targets for combat operations, etc.)
- Looking at this list, what stands out to you most?
- Which, if any, surprised you?
- Which of these feel most central to the Canadian Armed Forces' role today?
- How important is it that the Canadian Armed Forces play these roles here in Canada? Why?
 - Are there any listed here for which you would prefer they did not play a role? Which one(s)? Why?

International focus

In addition to defending Canada, the Canadian Armed Forces also contributes to defending North America and international peace and security.

- What do you see as the biggest threats to Canada's security today? Why?
- Do these threats feel more or less serious than in the past? What makes you feel that way?
- What role do you think the Canadian Armed Forces plays in addressing these threats?
- How important is it for the Canadian Armed Forces to work with our allies internationally? Why?
- Do you have any concerns about working with allies? What are they?

Preparedness for national security threats

Section time: 30 minutes / Cumulative time: 70 minutes

- In general, how prepared do you think the Canadian Armed Forces is to respond to major crises or national security threats? Why?
 - [if not well prepared] What should they be doing differently?
- How important is it for the Canadian Armed Forces to be able to scale up quickly in response to crisis? Why?

I would like to introduce a concept and get your reactions to it.

[share on screen]

Mobilization is part of the Canadian Armed Forces' (CAF) broader transformation and modernization efforts, to ensure its ability to respond to any scenario, both at home and abroad. At its core, mobilization is about growing and strengthening our Reserve Force, so that we have access to a wider pool of Canadians in times of crisis. This includes supporting the response to domestic emergencies, like wildfires.

It is important to note that joining the expanded reserve would be entirely voluntary and that members would be compensated for time spent on training and when agreeing to help support military activities, including military operations.

- Having heard this description, what are your initial thoughts/reactions to this idea?
- How does it make you feel?
- Would you say you generally support or oppose this idea? Why?
 - [if oppose] What would have to happen for you to support this idea? Why?
- What questions, if any, do you have about this idea? Why?

Let's look at a bit more information.

[share on screen]

There is ongoing planning to expand the Canadian Armed Forces' Reserve Force to include a wider base of trained personnel who can be called upon to defend Canada, our values and interests, in the event of a crisis or conflict, including natural disasters in Canada.

Members may receive some military training and will use their existing skills and expertise to support Canada's defence and emergency response needs.

Joining the expanded reserve would be on a volunteer basis and would be paid including for any training. Most participation would be voluntary, allowing individuals to choose roles, times, and locations that work best for them. Only in very rare situations, like a major crisis, could the government oblige members to serve. In these situations, members would be given additional training and equipment depending on the crisis.

- Having heard this description, what are your initial thoughts/reactions to this idea?
- How does it make you feel?
- Would you say you generally support or oppose this idea? Why?
 - [if oppose] What would have to happen for you to support this idea? Why?
- What questions, if any, do you have about this idea? Why?

Personal distance and feasibility

Section time: 10 minutes / Cumulative time: 80 minutes

- Who do you think this type of reserve would appeal to?
- Who would it be least appealing to?
- What would make this feasible for someone like you? Why?
 - (18-34-year-olds) Would you consider joining? Why or why not?
 - (35+-year-olds) Would you support a friend or family member joining? Why or why not?
- What would make this unrealistic? Why?
- What would you need to hear to feel comfortable? Why?

Communications

Section time: 10 minutes / Cumulative time: 90 minutes

The Canadian Armed Forces wants to encourage more Canadian adults to join the Forces or the expanded reserve force (described earlier).

- [show of hands] Has anyone ever seen an ad for the Canadian Armed Forces?
- Where did you see it?
 - What messages stood out?
 - What channels would be most effective for reaching you with information like this?Please probe for specific details/examples.

- What information would you need or want to see to feel informed about joining the Canadian Armed Forces?

[chat box] I would like you to use your imagination... If you were in charge of recruitment for the Canadian Armed Forces, and it was your job to encourage Canadians to join the expanded reserve, what would be your approach? Please take a moment to describe in the chat your approach/campaign?

- What would you say?
- What would the tone/feel of your approach be?
- What visuals would you use?
- What channels would you use? How would you communicate your message? Where would you place your ads?
- Are there any words or phrases you would avoid?

Conclusion

Section time: 10 minutes / Cumulative time: 100 minutes

[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.

- Is there anything we didn't ask that you think is important?
- After this discussion, how do you feel about Canada planning for these kinds of scenarios?
- What is the one thing you think Canadians should understand about the ideas proposed here?

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