



# The Interest and Propensity of Designated Groups to Join the Canadian Forces

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## Abstract

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This report presents the results of a public opinion survey conducted to determine the interest and propensity of designated group members (DGMs), including women, visible minorities, and Aboriginal people, to join the Canadian Forces. With the previous administration of the interest and propensity survey having been conducted in 2000, there was a need to conduct another survey, to ensure that estimates are based on current and accurate figures. The aim of this research was to assess the familiarity of DGMs with the CF; to assess the level of interest and propensity of DGMs to join the CF overall, as well as to join specific elements within the CF (e.g. Regular versus Primary Reserve Force); and to provide a comparative analysis of the 2000 and 2006 results. The results of the survey are based on telephone interviews conducted with a representative sample of 1,985 Canadians.

## Résumé

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Ce rapport présente les résultats d'un sondage d'opinion publique visant à déterminer l'intérêt et la propension des membres de groupes désignés (MGD), notamment les femmes, les minorités visibles et les Autochtones, à s'enrôler dans les Forces canadiennes. Le dernier sondage d'opinion à ce sujet ayant été administré en 2000, il était nécessaire de mener une nouvelle enquête pour veiller à ce que les estimations soient fondées sur des données actuelles et précises. Le but de cette étude était d'évaluer dans quelle mesure les MGD connaissent les FC et de déterminer leur intérêt et leur propension à s'enrôler dans les FC en général, et dans certains éléments des FC en particulier (p. ex. la Force régulière par rapport à la Première réserve). L'étude visait aussi à comparer les résultats de 2000 et de 2006 au moyen d'une analyse comparative. Les résultats du sondage proviennent d'entrevues téléphoniques menées auprès d'un échantillon représentatif de 1 985 Canadiens.

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## Executive summary

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The aim of this research was to assess the familiarity of designated group members (DGMs) with the CF; to assess the likelihood of designated group members to join the CF overall in order to estimate what proportion of the Canadian population that are likely to join the CF are women, visible minorities, and Aboriginal people; to assess the level of interest and propensity of DGMs to join specific elements within the CF (e.g., Regular versus Primary Reserve Force); and to provide a comparative analysis of the 2000 and 2006 results. The results of the survey are based on telephone interviews conducted with a representative sample of 1, 985 Canadians.

Familiarity with the CF has increased across all designated groups, with over half (56%) of Canadians being very or somewhat familiar with the CF (as compared to 52% in 2000). Men are more likely than women to be at least somewhat familiar with the CF. Further, whites are most familiar with the CF, followed by Aboriginals, with visible minorities having the least familiarity.

One in five Canadians are at least somewhat interested in joining the CF (19%), down slightly from 2000 (22%). Men (22%) are more likely than women (16%) to be at least somewhat interested in joining the CF, but the gender gap has narrowed since 2000, with males being slightly less interested and females being marginally more interested in joining than in 2000 (29% of males and 14% of females indicated being at least somewhat interested in joining in 2000). Interest in joining has increased among Aboriginal persons (from 30% to 43%) and visible minorities (from 31% to 35%), which, as in 2000, remain the groups most likely to be interested (as compared to 15% of whites).

Those not interested in joining the CF give a variety of reasons, but these fall mainly into two categories. Half (50%) give a reason connected to a specific barrier (e.g., family, job, age) whereas two in ten (18%) cite a more personal reason, indicating a lack of fit between the CF and the individual's values, interests or beliefs. Men are more likely than women to give a lack-of-fit reason for not being interested, whereas women are more likely than men to cite family or children as a barrier. Aboriginal respondents who are not interested in joining are slightly less likely than whites or visible minorities to cite lack of fit with their values or identity as the reason.

For those who indicated any interest in joining the CF, there is a strong preference for the Primary Reserve (72%) over the Regular Force (24%). Interest in the Regular Force is stronger among men than women, and visible minorities and Aboriginal people are slightly more likely than whites to indicate an interest in the Regular Force.

Canadians with any interest in joining the CF are more divided in their occupational stream of interest, with over half (55%) showing interest in Officer occupations, and 41% being interested in the NCM occupations. Women were much more interested in Officer (60%) than NCM (34%) occupations, whereas men were only slightly more interested in Officer (50%) than NCM (47%) occupations. Visible minorities were much more interested in Officer (61%) than NCM occupations (34%), as were white respondents, albeit to a lesser degree (53% and 42%), whereas Aboriginals indicated a slight preference for NCM (50%) over Officer (45%) occupations.

Respondents with any interest in joining show the greatest preference for the support occupations, followed by the Air Force occupations, and then the Army occupations, with the Navy occupations being of least interest. Men are more likely than women to be interested in each of these occupations with the exception of support occupations, in which women express slightly greater interest than men. Aboriginals indicate slightly greater interest for the Army, Navy, and Air Force trades as compared to the other two groups, whereas visible minorities indicate a slightly greater interest in support occupations as compared to white Canadians and Aboriginals.

Overall, 13% indicate that they may visit a recruiting centre in the next year. Men (14%) were slightly more likely than women (12%) to indicate that they may visit a recruiting centre. Visible minorities (30%) were somewhat more likely than Aboriginals (24%), and significantly more likely than whites (10%), to indicate that they may visit a recruiting centre in the next year.

When respondents who were at least somewhat interested in joining the CF were specifically asked how likely they would be to join the CF in the next year, about one in five indicated that it is at least somewhat likely that they might join. A slightly greater proportion of men (20%) than women (18%) indicate being at least somewhat likely to join in the next year. A greater proportion of visible minorities (27%) and Aboriginals (33%) indicated being at least somewhat likely to join as compared to whites (16%).

The first interest and propensity measure was calculated by combining responses to two questions and is similar to the one used in 2000: a) calculated as the proportion of the population that indicates being at least somewhat interested in joining the CF and b) who have also either visited a recruiting centre in the past or who possibly might visit a recruiting centre in the next year (i.e., satisfy both conditions). Overall, 11% of respondents have an interest and propensity to join according to this measure. Interest and propensity was higher among males (15%) than females (10%). Further, interest and propensity was highest among Aboriginals (27%), followed by visible minorities (20%), and was significantly lower among white Canadians (11%). Based on these results, taking the subset of the Canadian population which is at least somewhat interested in joining the CF and is likely to have visited a recruiting centre or to visit a recruiting centre in the next year, it is calculated that 40 percent of the Canadian population are women and 60

percent are men, and that 8 percent are Aboriginal, 27 percent are visible minorities, and 65 percent are white Canadians.

The second interest and propensity measure was also calculated by combining responses to two questions, including a) those at least somewhat interested in joining the CF and b) those at least somewhat likely to join the CF in the next year (i.e., satisfy both conditions). Overall, 6% of respondents have an interest and propensity to join according to this measure, which is lower than the proportion calculated by the first interest and propensity measure. However, consistent with the first measure, interest and propensity was higher among males (9%) than females (5%), and was highest among Aboriginals (17%), followed by visible minorities (13%), and was lowest among white Canadians (6%). Based on these results, taking the subset of the Canadian population which is at least somewhat interested in joining the CF and is at least somewhat likely to join in the next year, it is calculated that 40 percent of the Canadian population are women and 60 percent are men, and that 10 percent are Aboriginal, 31 percent are visible minorities, and 59 percent are white Canadians.

It is of note that the overall proportion of the Canadian population that indicates being interested and likely to join the CF varies depending on how interest and propensity is assessed. However, the proportions of women and men, and of visible minorities, Aboriginals, and whites within each of these respective estimates of the Canadian population are quite consistent across the two measures.

The results of this study will be used to continue to monitor DGMs' interest and propensity to join the CF in order to inform the CF's efforts to recruit members of designated groups, and to provide an important piece of the data used in the estimation of labour market availabilities of DGMs (Goldenberg, 2005). Further, specific preferences of DGMs, such as preference for Officer versus NCM occupations, can be used to provide strategic information for the targeted recruiting of individuals from these groups. It is encouraging that the 2006 results indicate that interest in joining has increased among all three designated groups assessed since 2000. Expectantly, increases in the representation rates of these groups will follow.

## Sommaire

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Cette recherche avait divers objectifs : déterminer dans quelle mesure les membres de groupes désignés (MGD) connaissent les FC; évaluer la probabilité que des membres de groupes désignés s'enrôlent dans les FC en général, afin d'estimer dans quelles proportions les femmes, les minorités visibles et les Autochtones, dans la population canadienne, sont susceptibles de s'enrôler dans les FC; évaluer l'intérêt et la propension des MGD à s'enrôler dans certains éléments des FC (p. ex. la Force régulière par opposition à la Première réserve); faire une analyse comparative des résultats de 2000 et de 2006. Les résultats de l'enquête ont été obtenus au moyen d'entrevues téléphoniques menées auprès d'un échantillon représentatif de 1 985 Canadiens.

On dénote un accroissement de la connaissance des FC dans tous les groupes désignés, plus de la moitié (56 %) des Canadiens ayant déclaré connaître les FC très bien ou plutôt bien (comparativement à 52 % en 2000). Les hommes sont plus susceptibles que les femmes de connaître les FC assez bien ou davantage. Par ailleurs, les personnes de race blanche sont celles qui connaissent le plus les FC, suivies par les Autochtones. Les minorités visibles constituent le groupe qui connaît le moins bien les FC.

Un Canadien sur cinq (19 %) se dit intéressé, du moins quelque peu, à s'enrôler dans les FC, ce qui représente un résultat légèrement inférieur à celui de 2000 (22 %). Les hommes (22 %) sont plus susceptibles que les femmes (16 %) d'être au moins quelque peu intéressés à s'enrôler dans les FC. Toutefois, l'écart entre les sexes s'est rétréci depuis 2000, les hommes étant légèrement moins intéressés et les femmes légèrement plus intéressées à s'enrôler qu'en 2000 (29 % des hommes et 14 % des femmes avaient déclaré être au moins quelque peu intéressés à s'enrôler en 2000). Par rapport à l'an 2000, l'intérêt à s'enrôler dans les FC s'est accru chez les Autochtones (de 30 % à 43 %) et les minorités visibles (de 31 % à 35 %), ces groupes demeurant les plus susceptibles d'être intéressés à s'enrôler (comparativement aux personnes de race blanche, avec une proportion de 15 %).

Les personnes non intéressées à s'enrôler dans les FC ont expliqué leur manque d'intérêt par diverses raisons que l'on peut regrouper en deux grandes catégories. La moitié des personnes non intéressées (50 %) font référence à un obstacle précis (p. ex. la famille, le travail, l'âge), tandis que deux personnes sur dix (18 %) citent une raison plus personnelle, indiquant une incompatibilité entre les FC et leurs valeurs, intérêts et croyances personnels. Les hommes sont plus susceptibles que les femmes d'expliquer leur manque d'intérêt par des motifs d'incompatibilité, tandis que les femmes ont davantage tendance à déclarer que la famille ou les enfants constituent un obstacle. Les répondants autochtones qui ne sont pas intéressés à s'enrôler

sont légèrement moins enclins que les personnes de race blanche ou les minorités visibles à donner comme raison une incompatibilité avec leurs valeurs ou leur identité.

En ce qui concerne les personnes ayant déclaré un intérêt quelconque à s'enrôler dans les FC, on a observé une nette préférence pour la Première réserve (72 %) par rapport à la Force régulière (24 %). Cette dernière intéresse davantage les hommes que les femmes. D'autre part, les minorités visibles et les Autochtones sont légèrement plus enclins que les personnes de race blanche à manifester un intérêt pour la Force régulière.

Les Canadiens ayant indiqué un intérêt quelconque à s'enrôler dans les FC sont plus divisés en ce qui a trait au choix de carrière qui les intéresse. En effet, plus de la moitié des répondants (55 %) manifestent un intérêt pour les groupes professionnels réservés aux officiers, et 41 % s'intéressent à ceux des militaires du rang (MR). Les femmes sont beaucoup plus intéressées par les postes d'officier (60 %) que par ceux de MR (34 %). Chez les hommes, cet écart est moindre : 50 % pour les postes d'officier et 47 % pour les postes de MR). Les minorités visibles (61 %) s'intéressent beaucoup plus aux postes d'officier qu'à ceux de MR (34 %), tout comme les répondants de race blanche, bien qu'à un degré moindre (53 % et 42 %). Quant aux Autochtones, ils ont indiqué une légère préférence pour les postes de MR (50 %) par rapport aux postes d'officier (45 %).

Les répondants ayant un intérêt quelconque à s'enrôler ont indiqué que leur préférence allait surtout aux groupes professionnels de soutien. Viennent ensuite les groupes professionnels de la Force aérienne, ceux de l'Armée de terre et ceux de la Marine, ce dernier corps suscitant le moins d'intérêt entre tous. Les hommes sont plus susceptibles que les femmes d'être intéressés à l'un ou l'autre de ces groupes professionnels, exception faite des postes de soutien pour lesquels les femmes manifestent un intérêt légèrement supérieur par rapport aux hommes. Les Autochtones manifestent un intérêt légèrement plus marqué pour les groupes professionnels de l'Armée de terre, de la Marine et la Force aérienne comparativement aux deux autres groupes, considérant que les minorités visibles ont indiqué un intérêt légèrement plus marqué pour les postes de soutien que les Canadiens de race blanche et les Autochtones.

Dans l'ensemble, 13 % des répondants ont indiqué qu'ils pourraient visiter un bureau de recrutement au cours de la prochaine année. Les hommes (14 %) étaient légèrement plus enclins que les femmes (12 %) à déclarer qu'ils visiteraient peut-être un bureau de recrutement. Les membres des minorités visibles (30 %) étaient un peu plus susceptibles que les Autochtones (24 %), d'indiquer qu'ils pourraient visiter un bureau de recrutement au cours de la prochaine année et beaucoup plus susceptibles de le faire que les personnes de race blanche (10 %).

Lorsqu'on demandait aux répondants qui étaient intéressés, du moins quelque peu, à s'enrôler dans les FC dans quelle mesure il était probable qu'ils le

fassent au cours de la prochaine année, environ un sur cinq a indiqué que c'était quelque peu probable, pour le moins. Les hommes (20 %) ont déclaré dans une proportion légèrement supérieure à celle des femmes (18 %) qu'ils étaient au moins quelque peu susceptibles de s'enrôler au cours de la prochaine année. Chez les minorités visibles (27 %) et les Autochtones (33 %), cette proportion était plus grande comparativement aux personnes de race blanche (16 %).

On a calculé la première mesure relative à l'intérêt et à la propension en combinant les réponses à deux questions, suivant une méthode similaire à celle utilisée en 2000. On a pris la proportion de la population a) ayant déclaré être au moins quelque peu intéressée à s'enrôler dans les FC, et on l'a combinée b) et ayant également visité un bureau de recrutement dans le passé ou qui pourraient en visiter un au cours de la prochaine année (c.-à-d. qui remplissent les deux conditions). Suivant cette mesure, on a déterminé que 11 % de l'ensemble des répondants avaient un intérêt et une propension à s'enrôler. L'intérêt et la propension étaient plus marqués chez les hommes (15 %) que chez les femmes (10 %). D'autre part, l'intérêt et la propension étaient les plus prononcés chez les Autochtones (27 %), suivis des membres des minorités visibles (20 %) et enfin des Canadiens de race blanche (11 %), chez qui la proportion était considérablement inférieure. Compte tenu de ces résultats, si l'on prend le sous-ensemble de la population canadienne qui est au moins quelque peu intéressé à s'enrôler dans les FC et qui est susceptible d'avoir visité un bureau de recrutement ou de le faire au cours de la prochaine année, on calcule que cette population est composée à 40 % de femmes et à 60 % d'hommes. Par ailleurs, 8 % de ce sous-ensemble est composé d'Autochtones, 27 % de membres de minorités visibles et 65 % de Canadiens de race blanche.

On a également calculé la deuxième mesure de l'intérêt et de la propension en combinant les réponses à deux questions. Cette fois, on a tenu compte a) des personnes ayant déclaré être au moins quelque peu intéressées à s'enrôler dans les FC et b) des personnes ayant déclaré être au moins susceptibles de s'enrôler dans les FC au cours de la prochaine année (c.-à-d. qui remplissent les deux conditions). Suivant cette mesure, 6 % de l'ensemble des répondants ont indiqué avoir un intérêt et une propension à s'enrôler, ce qui est inférieur à la proportion calculée selon la première mesure de l'intérêt et de la propension. Toutefois, comme pour la première mesure, l'intérêt et la propension étaient plus élevés chez les hommes (9 %) comparativement aux femmes (5 %), et atteignaient la proportion la plus élevée chez les Autochtones (17 %), suivis des membres des minorités visibles (13 %). Quant aux Canadiens de race blanche, ils enregistraient la proportion la plus faible (6 %) à ce chapitre. Compte tenu de ces résultats, si l'on prend le sous-ensemble de la population canadienne qui est au moins quelque peu intéressé à s'enrôler dans les FC et au moins quelque peu enclin à s'enrôler au cours de la prochaine année, on calcule que cette population est composée à 40 % de femmes et à 60 % d'hommes. Par ailleurs, les Autochtones

représentent 10 % de ce sous-ensemble, les membres de minorités visibles, 31 %, et les Canadiens de race blanche, 59 %.

Il est important de mentionner que la proportion globale de la population canadienne ayant indiqué être intéressée et encline à s'enrôler dans les FC varie en fonction de la façon dont l'intérêt et la propension sont évalués. Toutefois, les proportions de femmes et d'hommes ainsi que de membres de minorités visibles, d'Autochtones et de personnes de race blanche dans chaque estimation respective de la population canadienne sont assez cohérentes d'une mesure à l'autre.

On utilisera les résultats de cette étude pour continuer de surveiller l'intérêt et la propension des MGD à s'enrôler dans les FC afin de contribuer aux efforts de recrutement de membres de groupes désignés, et pour produire une bonne partie des données qui serviront à estimer les taux de disponibilité des MGD sur le marché du travail (Goldenberg, 2005). En outre, il est possible d'utiliser des préférences particulières des MGD, comme celle pour les groupes professionnels des officiers par rapport à ceux des MR, pour fournir des renseignements stratégiques relativement au recrutement ciblé de personnes appartenant à ces groupes. Il est encourageant de constater que les résultats de 2006 indiquent que l'intérêt à s'enrôler a augmenté dans les trois groupes désignés évalués depuis 2000. On s'attend à ce que les taux de représentation de ces groupes augmentent en conséquence.

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# 1. Introduction

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## 1.1 Background

According to the Employment Equity Act (EEA) (1995), employers must compare their internal representation of designated group members (DGMs) (i.e., women, visible minorities, and Aboriginal people)<sup>1</sup> with the portion of the Canadian workforce that is qualified. Due to the nature of the work required of those who choose to enter the Canadian Forces (e.g., working conditions, postings, deployments, inherent danger of the job), interest and propensity to join the military needs to be incorporated when comparing internal CF representation with labour force availability (Goldenberg, 2005; Holden, 2004). As such, this research endeavors to estimate what proportions of the Canadian population that are likely to join the CF are women, visible minorities, and Aboriginal people. This data is one piece of information, along with other data, that will be used to establish workforce availability estimates of DGMs to join the Canadian Forces (CF) (Goldenberg, 2005).

Public opinion research (POR) is a direct and timely way to gauge the “interest and propensity” factor. This is particularly important for the CF because the only way to affect change in representation levels is through recruitment – there is no lateral entry from outside the CF to the higher ranks.

Although general studies of interest and propensity exist (GPC Public Affairs, 2005; US Department of Defence Joint Advertising Market Research and Studies, 2005), these do not focus on the interest and propensity of DGMs in particular. Furthermore, these studies are more general in that they focus on factors such as general attitudes, interests and values of respondents and assess respondents’ sources of information about the military, whereas the main purpose of this study was to estimate what proportion of the Canadian population that are likely to join the CF are women, visible minorities, and Aboriginal people.

For example, the *Young Adults in the Canadian Forces* study was conducted in order to provide information on the attitudes, interests, and life and career aspirations of young adults toward the CF (GPC Public Affairs, 2005). The *Youth Poll Report*, conducted by the US Department of Defence Joint Advertising Market Research Studies (2005), is administered in order to measure the likelihood of youth to join the military and to identify the sources of information that influence their decisions, their sources of impressions about the military, and how influential each source is on a youths’ likelihood to join.

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<sup>1</sup> It should be noted that persons with disabilities have been excluded from this analysis because, due to bona fide occupational requirements, the CF does not actively recruit persons with disabilities (Goldenberg, 2005).

With the previous administration of the interest and propensity survey having been conducted in 2000 (Tanner & Holden, 2002), there was a need to conduct another interest and propensity survey, to ensure that estimates of the proportions of the Canadian population that are likely to be women, visible minorities, and Aboriginal people, are based on current and accurate figures. The 2006 survey was similar to the 2000 survey, with some questions omitted to make the survey shorter and more focused, and with changes to the wording of several other questions.

## **1.2 Aim**

The aim of this research was to:

1. Assess the familiarity of designated group members with the CF;
2. Assess the likelihood of designated group members to join the CF overall in order to estimate what proportion of the Canadian population that are likely to join the CF are women, visible minorities, and Aboriginal people;
3. Assess interest in joining specific elements within the CF [e.g. Regular versus Reserve Force components; officer versus Non-Commissioned Member (NCM) occupations; the distinctive environments (Army, Navy, Air Force), as well as the operational versus support occupations]; and
4. Provide a comparative analysis of 2000 and 2006 results.

## 2. Methodology

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The results of the survey are based on telephone interviews conducted with a representative sample of 1,985 Canadians aged 17 to 57, from November 16 to December 2, 2005 and from February 1 to March 2, 2006. The interviewing period was suspended due to federal government regulations regarding POR during the 39<sup>th</sup> General Election.

### 2.1 Questionnaire

The 2006 questionnaire was based largely on the 2000 version, with some questions removed and some reworded. A copy of the 2000 questionnaire is provided in Annex A. A copy of the 2006 questionnaire is provided in Annex B<sup>2</sup>.

### 2.2 Sampling

The objective of this study was to complete interviews with a representative sample of Canadians, drawn from selected segments of the Canadian population. The sample was designed to provide adequate sample sizes in each of four regions (Atlantic, Quebec, Prairies, and BC). Quotas were also established by ethnic status, gender and age, to ensure adequate sub-samples from low incidence populations.

The margin of sampling error for the total sample is plus or minus 2.2 percentage points (at the 95% confidence level). All data were weighted to the actual population distribution based on ethnicity, age, gender, and region.

Eligibility requirements. Respondents were considered eligible for participation in the survey if they met all of the following conditions to join the Canadian Forces:

- Aged 17 to 57<sup>3</sup>
- Canadian citizen or landed immigrant
- Not a current member of the CF

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<sup>2</sup> The 2006 survey had two slightly different versions (A and B) to randomly position a descriptive statement about CF operations, to assess its impact on response to the questions following it. The results of presenting the descriptive statement about CF operations in these two different positions will be presented under a different cover.

<sup>3</sup> In 2000, the cut-off for qualification for the survey participation was 52, due to earlier mandatory retirement age in effect at that time.

- Have at least a Grade 10 education
- Employed, retired, student, or looking for work
- Not convicted of a criminal offence (that has not been pardoned)

In 2000, a total of 1, 826 interviews were completed, with quotas set for Aboriginal people and specific visible minority group samples. For the 2006 POR, a total of 1, 985 interviews were completed, again with sample quotas for these two groups. Table 1 contains the actual and the weighted sample size for each of the target populations upon which the results of the study are based.

**Table 1. Actual and Weighted<sup>4</sup> Sample Size for Target Populations**

	2000				2006			
	Actual		Weighted		Actual		Weighted	
	#	%	#	%	#	%	#	%
<b>Visible Minorities</b>	907	50%	182	10%	857	43%	272	14%
<b>Aboriginal People</b>	302	17%	64	4%	488	25%	64	3%
<b>Whites</b>	617	34%	1,580	86%	640	32%	1649	83%
<b>Women</b>	819	45%	915	50%	913	46%	1012	51%
<b>Men</b>	1007	55%	911	50%	1072	54%	973	49%
<b>Total</b>	1,826	100%	1,826	100%	1,985	100%	1,985	100%

Ethnic/Minority Status. The 2006 sample contained targets for specific ethnic/minority groups:

Of the 488 Aboriginal people surveyed, there were:

- 131 residing on a reservation
- 357 not residing on a reservation.

Of the 857 visible minorities surveyed, there were:

- 205 Chinese
- 205 South Asians
- 186 Blacks
- 171 West Asians/Arabs
- 90 from other visible minority backgrounds

<sup>4</sup> Weighted columns reflect the proportions of these groups in the Canadian population.

Gender and Age. A disproportionate sample design was employed, targeting a representative proportion of men and women, and to ensure an oversample of respondents in the 17 to 24 age group (40% of the total unweighted sample), and to a lesser extent, an oversample of respondents in the 25-35 age group (33% of the total unweighted sample).

Other Demographic Information. The primary purpose of the project was to determine the interest and propensity of designated group members to join the CF, and specific occupational groups in the CF. However, using the demographic information collected during the administration of this survey, a profile based on age, employment status, education, language, and region could also be constructed. This information is presented in Annex C.

Sampling Strategy. Given the low incidence of most of the minority subsample groups covered in this survey, the approach used to reach these groups was multi-tiered and proceeded in three stages:

Random telephone dialing for those groups most prevalent in society. Any respondents reached by this method who qualified for any specific ethnic group needed were, however, surveyed and included in the survey.

Telephone dialing from lists constructed for research purposes. This method was primarily used for specific ethnic communities. Appropriate reference material was employed to assist in developing these lists.

Use of targeted telephone dialing for those groups where census data show a sufficient density of the target group to allow for interviewing. This allowed for contacting some ethnic communities based on Statistics Canada data available at the enumeration and census tract level.

## **2.3 Survey Administration**

Fieldwork was conducted at Environics' central facilities in Toronto and Montreal. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set out by the Marketing Research and Intelligence Association (MRIA). Seven callbacks were made to a household before classifying it as a "no answer."

The interviewing was carried out in the official language of choice of the respondent. The survey took an average of nine minutes to administer.

### 3. Results<sup>5</sup>

Results signify weighted numbers of respondents, based on each group's representation in the Canadian population.

#### 3.1 Familiarity with the Canadian Forces

Respondents were asked to indicate their level of familiarity with the CF (Figure 1). Over half are very familiar (12%) or somewhat (44%) familiar with the CF. The rest say they are not very (31%) or not at all (13%) familiar.

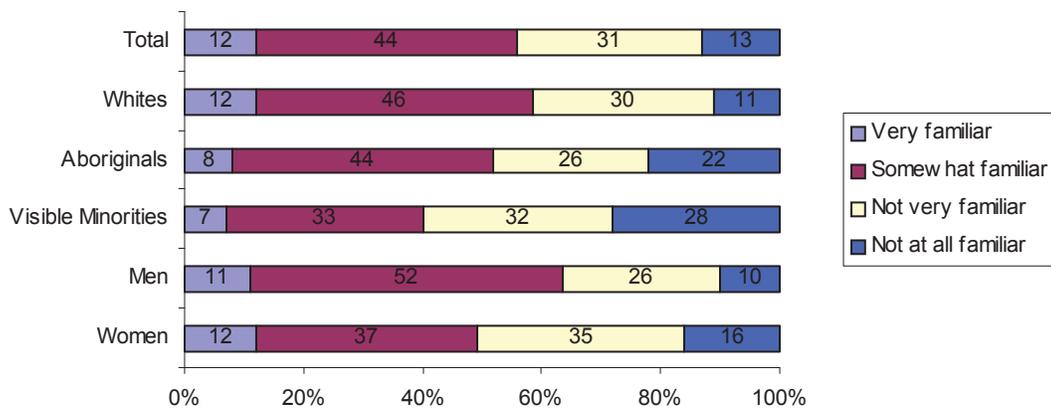


Figure 1. Familiarity with the Canadian Forces

Men (63%) are much more likely than women (49%) to be at least somewhat familiar with the CF. Further, whites (58%) are most likely to be at least somewhat familiar with the CF, followed by Aboriginals (52%), with visible minorities (40%) being the group with the lowest percentage of at least somewhat familiar with the CF.

Overall familiarity with the CF increased from 2000 (52%) to 2006 (56%) (Table 2). Familiarity increased among all groups, with the greatest increase in familiarity being evidenced by Aboriginal people.

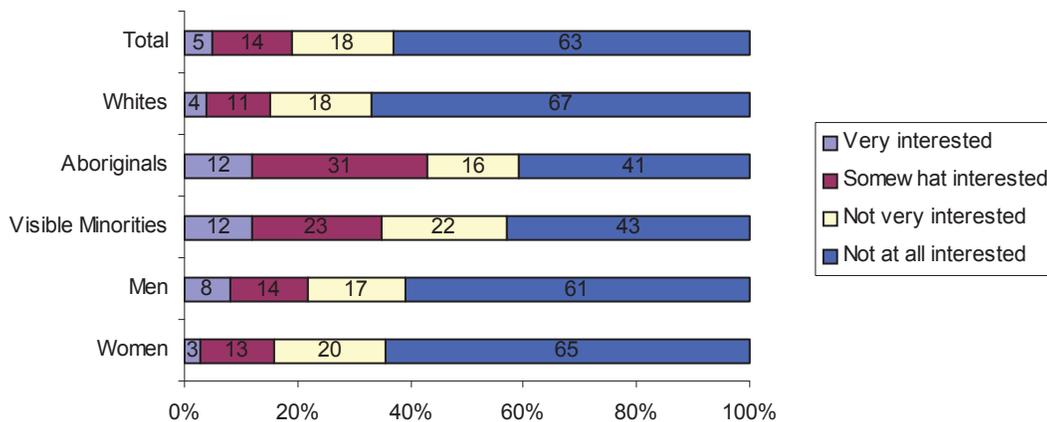
<sup>5</sup> Percentages may not add to 100 due to rounding.

**Table 2 Percentage at Least Somewhat Familiar with the CF in 2000 and 2006**

	2000		2006	
	#	%	#	%
<b>Women</b>	421	46%	497	49%
<b>Men</b>	519	57%	612	63%
<b>Visible Minorities</b>	63	35%	109	40%
<b>Aboriginal People</b>	27	43%	33	52%
<b>Whites</b>	853	54%	968	58%
<b>Total</b>	950	52%	1109	56%

### 3.2 Overall Interest in Joining the Canadian Forces

Respondents were asked, in general, how interested they would be in joining the CF. Approximately one in five are either very (5%) or somewhat (14%) interested in joining the CF (Figure 2). The rest say they are not very (18%) or not at all (63%) interested in joining.



*Figure 2. Overall Interest in the Joining the Canadian Forces*

Men (22%) are considerably more likely than women (16%) to be at least somewhat interested in joining the CF. Further, Aboriginals (43%) were most likely to be at least somewhat interested in joining, followed by visible minorities (35%), with whites (15%) least likely to be at least somewhat interested in joining.

Overall interest in joining the CF has decreased from 2000 (22%) to 2006 (19%) (Table 3). The proportion of those at least somewhat interested in joining the CF has increased slightly for women, but has decreased a fair bit

for men. Further, the proportion of those at least somewhat interested in joining the CF has increased slightly for visible minorities, and has increased considerably for Aboriginal people, but has decreased somewhat for white Canadians.

**Table 3. Percentage at Least Somewhat Interested in Joining the CF in 2000 and 2006**

	2000		2006	
	#	%	#	%
<b>Women</b>	128	14%	156	16%
<b>Men</b>	264	29%	215	22%
<b>Visible Minorities</b>	56	31%	93	35%
<b>Aboriginal People</b>	19	30%	28	43%
<b>Whites</b>	316	20%	250	15%
<b>Total</b>	402	22%	371	19%

### 3.3 Reasons for Not Being Interested in Joining

Respondents who said that they were not very or not at all interested in joining the CF were asked their main reason for not being interested. Those who indicate this lack of interest offer a number of reasons (Table 4), but most fall into two broad categories. The largest category involves specific barriers to joining, such as family, age, work, or other obligations, with about half of the non-interested respondents citing these types of reasons. The second category consists of reasons related to what respondents see as a lack-of-fit between the military and their own values and personal interests, including philosophical or ideological objections (such as being anti-war or disliking the military). These types of reasons are mentioned by almost 20 percent of the non-interested respondents. Close to 20 percent of respondents also say that they are simply not interested, without offering any further reason for this.

Men (20%) are more likely than women (15%) to give a lack-of-fit reason for not being interested in the military, whereas women (19%) are more likely than men (14%) to cite family or children as a barrier.

Members of a visible minority who are not interested in joining are as likely as others to cite a lack-of-fit reason, but this is more likely to be personal (they oppose fighting, or the military life doesn't suit their personality) than for cultural or religious reasons. Similar to the other groups, half of the Aboriginal respondents who are not interested in joining cite a specific barrier for their lack of interest, but are slightly less likely than whites or visible minorities to cite lack-of-fit with their values or identity.

Table 4 Reasons for Not Being Interested in Joining the CF<sup>6</sup>

	Total	Male	Female	Aboriginal	Visible minority	White Canadians
<b>Net: barriers to joining</b>	<b>50</b>	<b>51</b>	<b>50</b>	<b>51</b>	<b>45</b>	<b>51</b>
Too old	23	28	19	14	16	24
Family, children reasons	16	14	19	21	15	16
Employed, working	7	9	6	7	6	7
Have physical/health limitations	6	5	8	7	5	6
Other personal obligations/interests	5	6	4	9	6	5
<b>Net: Lack of fit with values/identity</b>	<b>18</b>	<b>20</b>	<b>15</b>	<b>15</b>	<b>20</b>	<b>17</b>
Against war/fighting	9	11	8	7	9	9
Doesn't suit personality	7	7	7	7	8	7
Dislike military	2	2	1	1	1	2
Religious reasons	*	1	*	1	1	*
Racism/culture doesn't usually join	*	*	*	1	*	-
Not interested (non-specific)	19	17	21	18	18	19
Don't want to leave Community	4	3	4	3	2	4
Afraid of fighting/injury/death	3	3	4	4	4	3
Other career interests	2	2	2	2	3	2
Never considered it	1	1	1	1	2	1
Low pay/not enough pay	1	2	*	-	*	1
Have family in forces/already served	1	1	1	1	1	1
Inconvenience	1	1	1	-	1	1
Other reasons (net)	5	6	4	2	4	5
DK/NA	4	4	5	9	6	4

### 3.4 Component of Interest

Respondents with any interest in joining the CF<sup>7</sup> were provided with a brief description of the two components:

There are two ways to serve in the Canadian Forces: As a member of the Regular Force, where you serve full-time; or as a member of the Primary Reserve, where you serve part-time.

They were then asked, *if* they were to join the Canadian Forces, which of the two options they would be most likely to consider. Just under three-quarters (72%) say they would be most likely to serve in the Primary Reserve, compared to a quarter (24%) who are more drawn to the Regular Force (Figure 3).

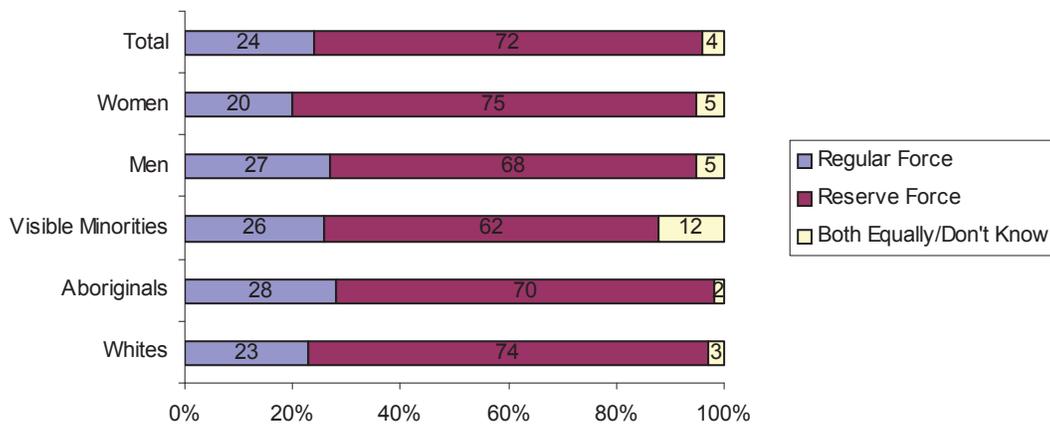


Figure 3. Component of Interest

Interest in the Regular Force is stronger among men (27%) than women (20%), whereas women are more likely to be interested in the Reserve Force (75%) than men (68%). Visible minorities (26%) and Aboriginal people (28%) are slightly more likely than white Canadians (23%) to indicate an interest in the Regular Force. Further, Visible minorities (62%) are somewhat less likely than are white Canadians (74%) and Aboriginal people (70%) to be interested in the Primary Reserve, and more likely to say both equally or that they do not know.

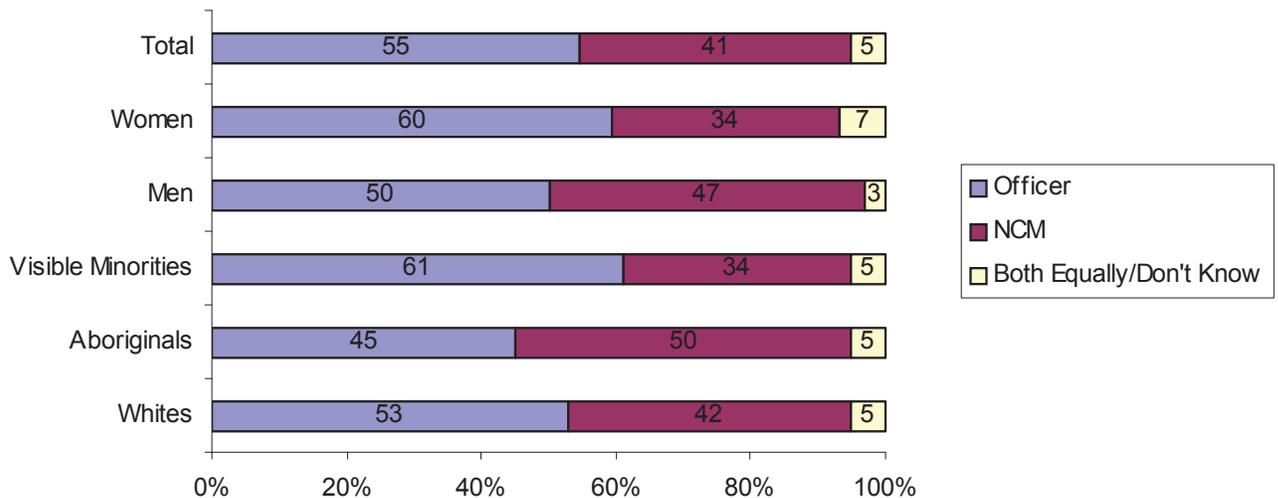
Interest in the Regular Force has decreased from 33% in 2000 to 24% in 2006 whereas interest in the Primary Reserve Force has increased from 61% in 2000 to 72% in 2006. This pattern of change in component of interest holds amongst all groups, but is greatest for white respondents, who are even more likely to be interested in the Primary Reserve Force, and even less likely to be interested in the Regular Force in 2006 as compared to their interest in 2000 (Table 5).

**Table 5. Component of Interest in 2000 and 2006**

	2000				2006			
	Regular Force		Reserve Force		Regular Force		Reserve Force	
	#	%	#	%	#	%	#	%
<b>Women</b>	79	29%	178	65%	71	20%	271	75%
<b>Men</b>	158	36%	254	58%	103	27%	257	68%
<b>Visible Minorities</b>	27	32%	54	60%	41	26%	96	62%
<b>Aboriginal People</b>	10	36%	16	63%	11	28%	26	70%
<b>Whites</b>	198	33%	360	60%	122	23%	405	74%
<b>Total</b>	235	33%	434	61%	174	24%	527	72%

### 3.5 Occupational Stream of Interest

Respondents with any interest in joining the CF were asked if they would be more interested in a professional (i.e., Officer) or in a technical or administrative (i.e., NCM) occupation within the CF. Overall, there was somewhat greater interest in Officer (55%) than in NCM (41%) occupations (Figure 4).



*Figure 4. Occupational Stream of Interest*

Women were much more interested in Officer (60%) than NCM (34%) occupations, whereas men were only slightly more interested in Officer (50%) than NCM (47%) occupations. Visible minorities were much more interested in Officer (61%) than NCM occupations (34%), as were white respondents, albeit to a lesser degree (53% and 42% for Officer and NCM occupations,

respectively), whereas Aboriginals indicated a slight preference for NCM (50%) over Officer (45%) occupations.

Interest in the Officer occupations has decreased from 68% in 2000 to 55% in 2006, whereas interest in the NCM occupations has increased from 28% in 2000 to 41% in 2006. This pattern of change holds amongst all groups, but is greatest for women and white respondents (Table 6).

**Table 6. Component of Interest in 2000 and 2006**

	2000				2006			
	Officer		NCM		Officer		NCM	
	#	%	#	%	#	%	#	%
<b>Women</b>	214	78%	52	19%	215	60%	120	34%
<b>Men</b>	276	63%	149	34%	188	50%	179	47%
<b>Visible Minorities</b>	57	67%	30	29%	95	61%	53	34%
<b>Aboriginal People</b>	15	55%	11	41%	17	45%	19	50%
<b>Whites</b>	414	69%	162	27%	291	53%	227	42%
<b>Total</b>	484	68%	199	28%	402	55%	299	41%

### 3.6 Distinctive Environment and Operational Versus Support Occupations

Survey respondents with any interest in joining the CF were asked whether they would be interested in each of the Navy, the Army, the Air Force, and support occupations. All respondents were given a brief description of the work involved in each (see below).<sup>8, 9</sup>

Support occupations held the greatest interest to respondents, followed by the Air Force, and then the Army, with the Navy trades remaining of least interest. Overall, the order of preference is the same as that measured in 2000 (Figure 5). There has been a small decrease in interest in the Air Force (down 6%), a marginal increase in interest for the Navy (up one point), and a small increase in interest for support occupations (up 5%).

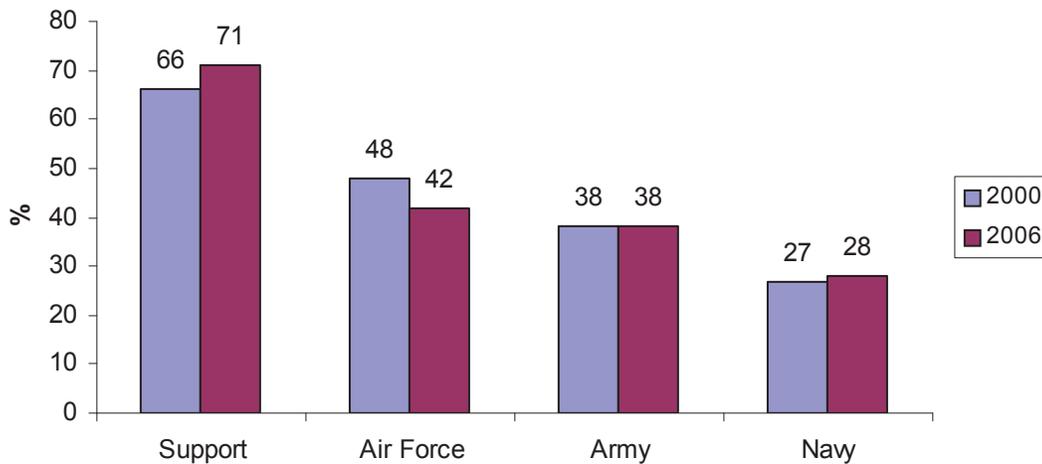


Figure 5. Element of Interest

### 3.7 Percentage Interested in Joining the Navy

Prior to being asked if respondents would be interested in the Navy, the following description of the Navy was read:

Being in the Navy includes serving in a variety of occupations aboard ships at sea. You would spend a lot of your time on ships on Canada's coasts, working in a variety of weather conditions, by night or day, and your ship could go anywhere in the world. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for.

Among those who express any interest at all in joining the CF, less than 30 percent indicate that they would want to join the Navy (Figure 6). Men (34%) are much more likely than women (23%) to be interested in a naval career. Interest in the Navy is highest among Aboriginal respondents (41%), but varies very little between whites (28%) and visible minorities (25%).

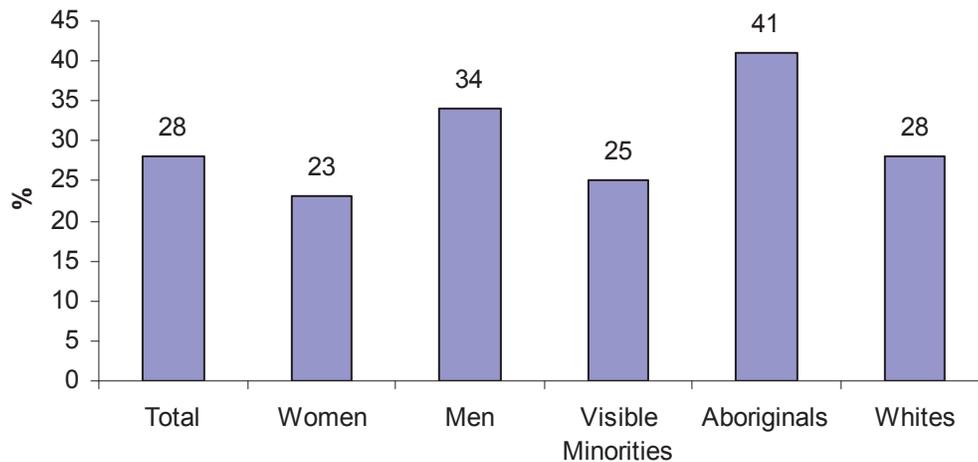


Figure 6. Interest in the Navy

Level of interest in the Navy has increased very slightly since 2000 (Table 7). Level of interest increased most among women (up 5 points) and Aboriginals (up 11 points), although the level of interest among visible minorities has decreased (down 7 points).

Table 7. Interest in the Navy in 2000 and 2006

	2000		2006	
	#	%	#	%
<b>Women</b>	49	18%	82	23%
<b>Men</b>	140	32%	127	34%
<b>Visible Minorities</b>	27	32%	39	25%
<b>Aboriginal People</b>	8	30%	15	41%
<b>Whites</b>	156	26%	154	28%
<b>Total</b>	192	27%	208	28%

### 3.8 Percentage Interested in Joining the Army

The following description of the Army was provided to respondents prior to asking them about their interest:

Being in the Army involves serving in a variety of occupations in the field. This work often takes place outdoors in all kinds of weather, by night as well as by day, and you can be expected to have to keep working for a long time with little chance of rest.

And you can expect to spend much of your career outside Canada. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for.

Among those who express any interest at all in joining the CF, just over a third (38%) indicate that they would want to join the Army (Figure 7). Men (49%) are much more likely than women (27%) to be interested in an Army career. Interest in the Army is highest among Aboriginal respondents (50%), but varies very little between whites (38%) and visible minorities (37%).

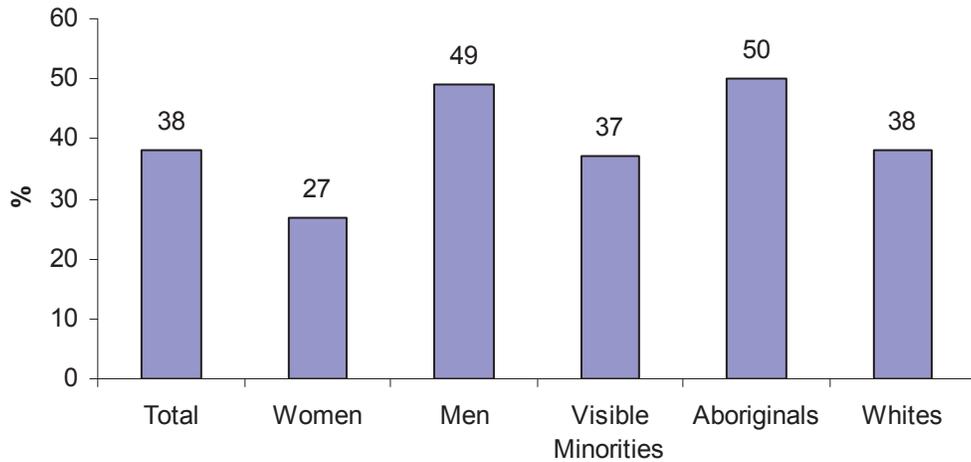


Figure 7. Interest in the Army

Level of interest in the Army has remained virtually the same since 2000 among all of the target groups (Table 8), with the greatest increase being evidenced among men (up 4 points).

Table 8. Interest in the Army in 2000 and 2006

	2000		2006	
	#	%	#	%
<b>Women</b>	71	26%	96	27%
<b>Men</b>	197	45%	186	49%
<b>Visible Minorities</b>	31	37%	58	37%
<b>Aboriginal People</b>	14	51%	19	50%
<b>Whites</b>	222	37%	205	38%
<b>Total</b>	271	38%	282	38%

### 3.9 Percentage Interested in Joining the Air Force

The following description of the Air Force was provided to respondents prior to asking them about their interest:

Being in the Air Force involves a variety of occupations related to flying and to aircraft maintenance or navigation. You could serve on bases in Canada and take part in flying missions that go almost anywhere in the world. Some of this work is done outdoors, in various weather conditions. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for.

Among those who express any interest at all in joining the CF, 42 percent indicate that they would want to join the Air Force (Figure 8). Men (54%) are much more likely than women (30%) to be interested in a career with the Air Force. Interest in the Air Force is highest among Aboriginal respondents (49%), followed by white respondents (43%) and then visible minority respondents (40%).

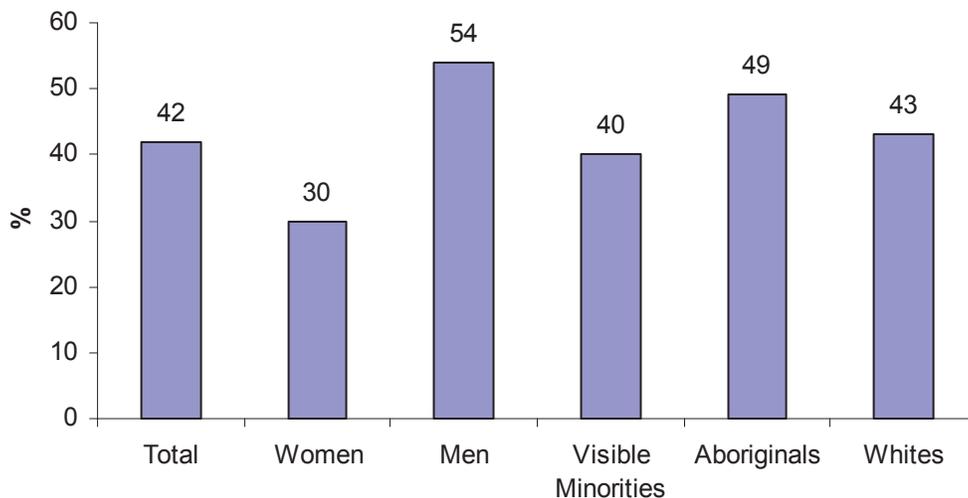


Figure 8. Interest in the Air Force

Level of interest in the Air Force has decreased by 6 points since 2000, from 48% to 42% (Table 9). This decreased interest was reported by most of the target groups, with the exception of Aboriginal people, where there has been some increase in interest in an Air Force occupation (7 points).

**Table 9. Interest in the Air Force in 2000 and 2006**

	2000		2006	
	#	%	#	%
<b>Women</b>	82	30%	96	30%
<b>Men</b>	254	58%	186	54%
<b>Visible Minorities</b>	42	49%	62	40%
<b>Aboriginal People</b>	11	42%	18	49%
<b>Whites</b>	288	48%	231	43%
<b>Total</b>	342	48%	312	42%

### 3.10 Percentage Interested in Joining Support Occupations

The description of support occupations read to respondents was as follows:

There are a variety of support occupations in the Canadian Forces, such as communications, health care and administration. Your career would be spent supporting Army, Navy or Air Force units and their missions, in the field or aboard ships, throughout Canada and the world. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for.

Among those who express any interest at all in joining the CF, almost three quarters (71%) indicate that they would want to engage in a support occupation (Figure 9). There is little difference between women's (73%) and men's (70%) interest in the support occupations. This element is unique in that it is the only element in which women express a higher interest than men. Interest in support occupations is somewhat higher among visible minorities (78%), but varies very little between Aboriginal (70%) and white (69%) respondents.

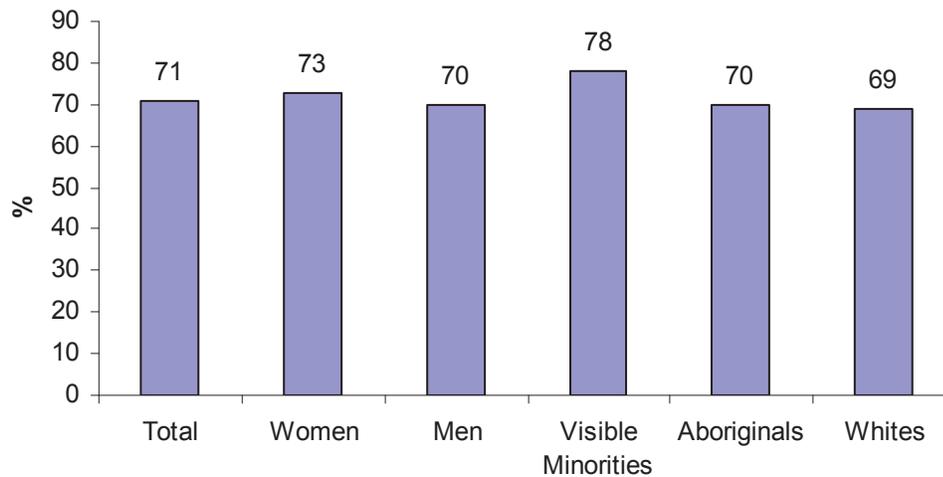


Figure 9. Interest in the Support Occupations

Overall level of interest in support occupations has increased by 5 points since 2000, from 66 percent to 71 percent (Table 10). This may be attributed largely to increased interest in these types of occupations among men, as level of interest for women has changed very little since 2000. Further, level of interest in support occupations has increased slightly among visible minorities and whites, but has decreased somewhat among Aboriginal respondents.

Table 10. Interest in the Support Occupations in 2000 and 2006

	2000		2006	
	#	%	#	%
<b>Women</b>	203	74%	261	73%
<b>Men</b>	267	61%	263	70%
<b>Visible Minorities</b>	63	74%	122	78%
<b>Aboriginal People</b>	21	76%	26	70%
<b>Whites</b>	390	65%	376	69%
<b>Total</b>	470	66%	524	71%

### 3.11 Propensity to Join the Canadian Forces

To aid in assessing interest in and propensity for joining the CF, respondents with any interest in joining the CF were asked “Have you ever visited a Canadian Forces recruiting centre?” and “Is it possible that you might visit a Canadian Forces Recruiting Centre in the next year?”<sup>10</sup> In addition, these respondents were asked “How likely is it that you might join the Canadian Forces within the next year?”

### 3.11.1 Visiting a CF Recruiting Centre

When respondents (regardless of their level of interest in joining the CF) are asked if they have ever visited a Canadian Forces Recruiting Centre, 15 percent say they have done so, which is identical to the proportion who, in previous studies, indicated they had ever spoken to a recruiter.<sup>11</sup> In 2006, men (20%) were much more likely than women (10%) to report ever having visited a CF recruiting centre. Further, Aboriginal (17%) and white (16%) respondents were approximately equally likely to report ever having visited a CF recruiting centre, and were much more likely than visible minorities (9%) to report having done so. The reported rates of having ever spoken to a recruiter in 2000 or ever having visited a recruiting centre in 2006 are almost identical across all target groups.

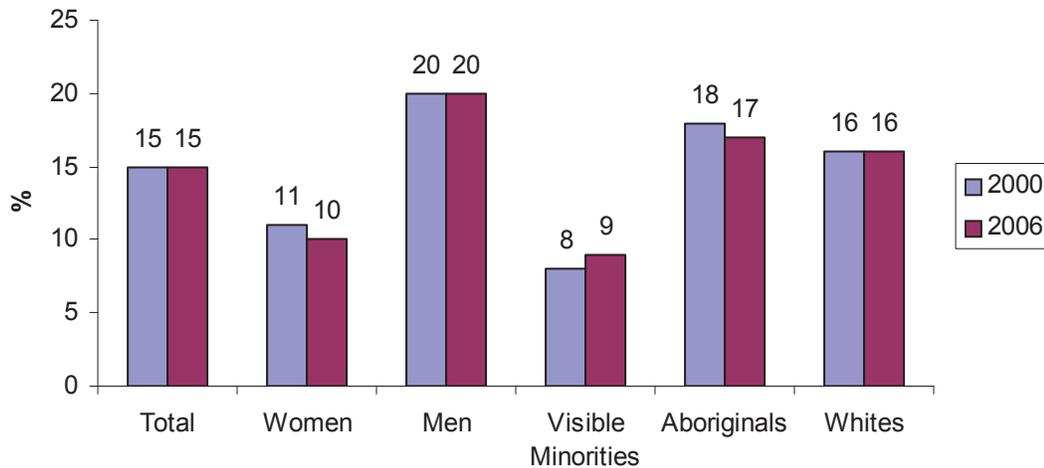


Figure 10. Percentage Ever Spoken with a Recruiter or Visited a CF Recruiting Centre

### 3.11.2 Likelihood of Visiting a CF Recruiting Centre in the Next Year

When respondents (regardless of their level of interest in joining the CF) were asked “Is it possible that you might visit a Canadian Forces recruiting centre in the next year,” 13 percent indicated that they might do so. Men (14%) were slightly more likely than women (12%) to indicate that they may visit a recruiting centre. Visible minorities (30%) were somewhat more likely than Aboriginals (24%), and significantly more likely than whites (10%) to indicate that they may visit a recruiting centre in the next year.

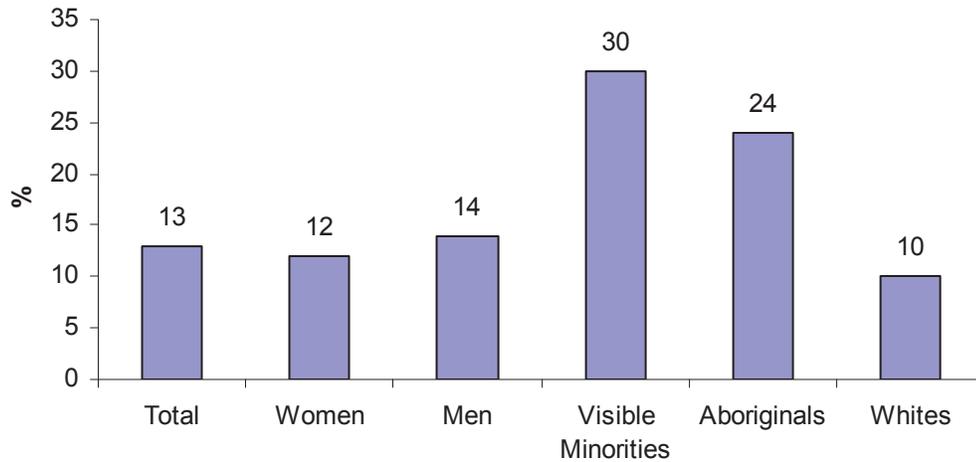


Figure 11. Likelihood of Visiting a CF Recruiting Centre in the Next Year

### 3.11.3 Likelihood of Joining the CF

Canadians with any interest in joining the CF were specifically asked how likely they would be to join the Canadian Forces in the next year.<sup>12</sup> About one in five indicate it is very likely (3%) or somewhat (16%) likely they might join in this time frame, with most saying it is not very likely (27%) or at all likely (52%). Men (18%) were more likely to say they are at least somewhat likely to join the CF in the next year than women (14%), although women (4%) were actually more likely than men (2%) to indicate being very likely to join in the next year. A greater proportion of visible minorities (21%) and Aboriginals (27%) indicated being somewhat likely to join as compared to whites (14%), and a greater proportion of visible minorities (6%) and Aboriginals (6%) also indicated being very likely to join as compared to whites (2%).

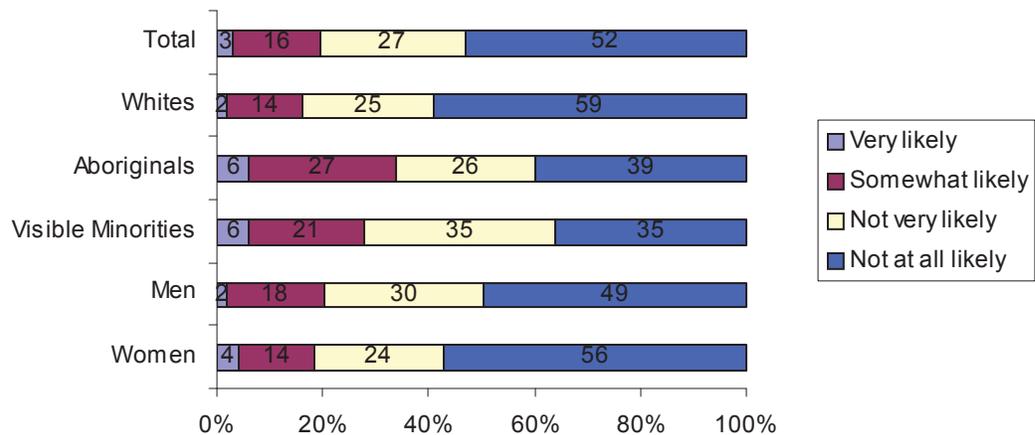


Figure 12. Likelihood of Joining the CF in the Next Year

### 3.12 Interest and Propensity

Interest and propensity was estimated using two slightly different approaches, as described below.

#### 3.12.1 Interest and Propensity 1 (I&P1)<sup>13</sup>

The first interest and propensity measure was calculated by combining responses to two questions and is similar to the one used in 2000: a) calculated as the proportion of the population that indicate being at least somewhat interested in joining the CF and b) who have also either visited a recruiting centre in the past or who possibly might visit a recruiting centre in the next year.

Overall, 11 percent of respondents have an interest and propensity to join according to this measure (Figure 13). Interest and propensity was higher among men (15%) than women (10%). Further, interest and propensity was highest among Aboriginals (27%), followed by visible minorities (20%), and was significantly lower among white Canadians (11%).

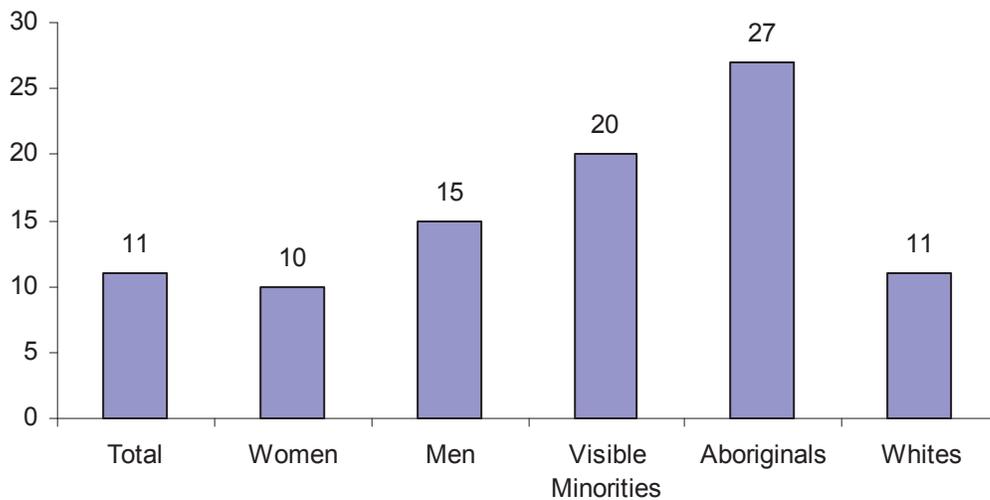


Figure 13. Interest and Propensity 1

Based on these results, taking the subset of the Canadian population which is at least somewhat interested in joining the CF and is likely to have visited a recruiting centre or to visit a recruiting centre in the next year, it is calculated that 40 percent are women and 60 percent are men, and that 8 percent are Aboriginal, 27 percent are visible minorities, and 65 percent are white Canadians (Table 11).

Table 11. Proportions of the Canadian Population Interested and Likely to Join the CF (I&P1)

Women	Men	Visible Minorities	Aboriginals	Whites
40	60	27	8	65

### 3.12.2 Interest and Propensity 2 (I&P2).

The second interest and propensity measure was also calculated by combining responses to two questions by respondents who: a) were at least somewhat interested in joining the CF and b) were at least somewhat likely to join the CF in the next year. It was reasoned that simply asking respondents how likely they are to join the CF in the next year (in combination with how interested they are to join the CF) would be a more accurate and direct way of assessing interest and propensity, as compared to asking them if they have ever visited or may visit a recruiting centre in the next year.

Overall, 6 percent of respondents have an interest and propensity to join according to this measure (Figure 14), which is lower than the proportion calculated by the first interest and propensity measure. However, consistent with I&P1, I&P2 was higher among men (9%) than women (5%), and was highest among Aboriginals (17%), followed by visible minorities (13%), and was lowest among white Canadians (6%).

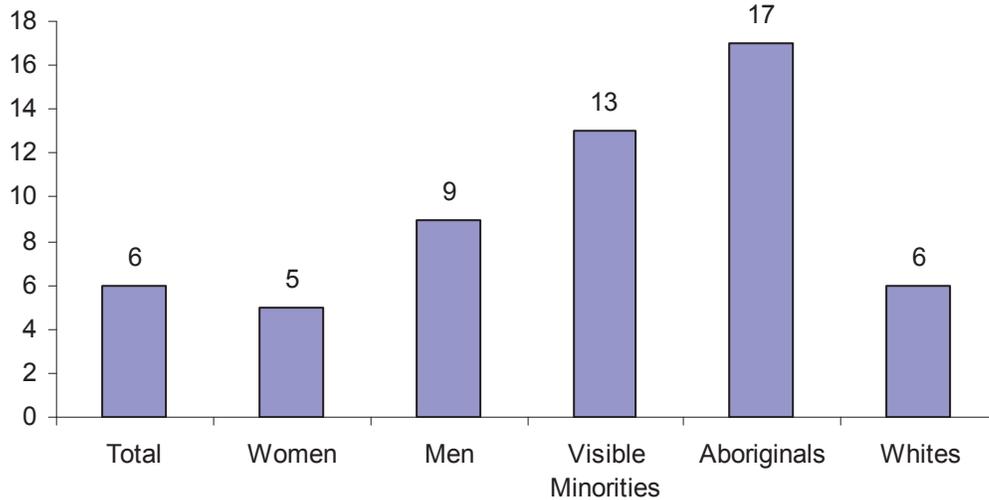


Figure 14. Interest and Propensity 2

Based on these results, taking the subset of the Canadian population which is at least somewhat interested in joining the CF and is at least somewhat likely to join in the next year, it is calculated that 40 percent are women and 60 percent are men, and that 10 percent are Aboriginal, 31 percent are visible minorities, and 59 percent are white Canadians (Table 12).

Table 12. Proportions of the Canadian Population Interested and Likely to Join the CF (I&P2)

Women	Men	Visible Minorities	Aboriginals	Whites
40	60	31	10	59

It is of note that the overall proportion of the Canadian population indicating being interested and likely to join the CF varies depending on which questions are asked, or how interest and propensity is assessed. However, the proportions of women and men, and of visible minorities, Aboriginals, and whites within each of these respective estimates of the Canadian population are quite consistent across the two measures.

## 4. Summary

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Familiarity with the CF has increased across all designated groups, with over half (56%) of Canadians being very or somewhat familiar with the CF (as compared to 52% in 2000). Men are more likely than women to be at least somewhat familiar with the CF. Further, whites are most familiar with the CF, followed by Aboriginals, with visible minorities having the least familiarity.

One in five Canadians are at least somewhat interested in joining the CF (19%), down slightly from 2000 (22%). Men are more likely than women to be at least somewhat interested in joining the CF, but the gender gap has narrowed since 2000, with males being slightly less interested and females being marginally more interested in joining than in 2000. Interest in joining has increased among Aboriginal persons (to 43%) and visible minorities (35%), which, as in 2000, remain the groups most likely to be interested (as compared to 15% of whites).

Those not interested in joining the CF give a variety of reasons, but these fall mainly into two categories. Half (50%) give a reason connected to a specific barrier (e.g., family, job, age) whereas two in ten (18%) cite a more personal reason, indicting a lack-of-fit between the CF and the individual's values, interests or beliefs. Men are more likely than women to give a lack-of-fit reason for not being interested, whereas women are more likely than men to cite family or children as a barrier. Aboriginal respondents who are not interested in joining are slightly less likely than whites or visible minorities to cite lack of fit with their values or identity as the reason.

Among those with any interest in joining the CF, there is a strong preference for the Primary Reserve (72%) over the Regular Force (24%). Interest in the Regular Force is stronger among men than women, and visible minorities and Aboriginal people are slightly more likely than whites to indicate an interest in the Regular Force.

Canadians with any interest in joining are more divided in their occupational stream of interest, with over half (55%) showing interest in Officer occupations, and 41% being interested in the NCM occupations. Women were much more interested in Officer (60%) than NCM (34%) occupations, whereas men were only slightly more interested in Officer (50%) than NCM (47%) occupations. Visible minorities were much more interested in Officer (61%) than NCM occupations (34%), as were white respondents, albeit to a lesser degree (53% and 42%), whereas Aboriginals indicated a slight preference for NCM (50%) over Officer (45%) occupations.

The element that holds the greatest interest to respondents with any interest in joining the CF is the support occupations, followed by the Air Force, and then the Army, with the Navy being the element of least interest. Men are more

likely than women to be interested in each of these elements with the exception of support occupations, in which women express slightly greater interest than men. Aboriginals indicate slightly greater interest for the Army, Navy, and Air Force as compared to the other two groups, whereas visible minorities indicate a slightly greater interest in support occupations as compared to whites and Aboriginals.

When respondents were asked “Is it possible that you might visit a Canadian Forces recruiting centre in the next year,” 13% of respondents indicated that they might do so. Men (14%) were slightly more likely than women (12%) to indicate that they may visit a recruiting centre. Visible minorities (30%) were somewhat more likely than Aboriginals (24%), and significantly more likely than Whites (10%) to indicate that they may visit a recruiting centre in the next year.

When respondents who were at least somewhat interested in joining the CF were specifically asked how likely they would be to join the CF in the next year, about one in five indicate it is very (3%) or somewhat (16%) likely they might join. Men (18%) were more likely to say that they are at least somewhat likely to join than women (14%), although women (4%) were actually more likely than men (2%) to indicate being very likely to join in the next year. A greater proportion of visible minorities (21%) and Aboriginals (27%) indicated being somewhat likely to join as compared to whites (14%), and a greater proportion of visible minorities (6%) and Aboriginals (6%) also indicated being very likely to join as compared to whites (2%).

The first interest and propensity measure was calculated by combining responses to two questions and is similar to the one used in 2000: a) calculated as the proportion of the population who indicate being at least somewhat interested in joining the CF and b) who have also either visited a recruiting centre in the past or who possibly might visit a recruiting centre in the next year. Overall, 11% of respondents have an interest and propensity to join according to this measure. Interest and propensity was higher among males (15%) than females (10%). Further, interest and propensity was highest among Aboriginals (27%), followed by visible minorities (20%), and was significantly lower among white Canadians (11%). Based on these results, taking the subset of the Canadian population which is at least somewhat interested in joining the CF and is likely to have visited a recruiting centre or to visit a recruiting centre in the next year, it is calculated that 40 percent are women and 60 percent are men, and that eight percent are Aboriginal, 27 percent are visible minorities, and 65 percent are white Canadians.

The second interest and propensity measure was also calculated by combining responses to two questions by respondents who a) were at least somewhat interested in joining the CF and b) were at least somewhat likely to join the CF in the next year. Overall, 6% of respondents have an interest and propensity to join according to this measure, which is lower than the proportion calculated by the first interest and propensity measure. However, consistent

with the first measure, interest and propensity was higher among males (9%) than females (5%), and was highest among Aboriginals (17%), followed by visible minorities (13%), and was lowest among white Canadians (6%). Based on these results, taking the subset of the Canadian population which is at least somewhat interested in joining the CF and is at least somewhat likely to join in the next year, it is calculated that 40 percent are women and 60 percent are men, and that ten percent are Aboriginal, 31 percent are visible minorities, and 59 percent are white Canadians.

It is of note that the overall proportion of the Canadian population that indicates being interested and likely to join the CF varies depending on which questions are asked, or how interest and propensity is assessed. However, the proportions of women and men, and of visible minorities, Aboriginals, and whites within each of these respective estimates of the Canadian population are quite consistent across the two measures.

## 5. Implications and Recommendations

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The results of this study will be used to continue to monitor DGMs' interest and propensity to join the CF in order to inform the CF's efforts to recruit members of designated groups. In addition, the estimated proportions of the Canadian population that are likely to join the CF that are women, visible minorities, and Aboriginal people are one important piece of information, along with other data, that will be used to establish workforce availability estimates of DGMs to join the CF. The ways in which this interest and propensity data is used to inform workforce availability estimates of DGMs is further elaborated in Goldenberg (2005).

In addition, specific preferences of DGMs, such as preference for Officer versus NCM occupations, can be used to provide strategic information for the targeted recruiting of individuals from these groups. It is encouraging that the 2006 results indicate that interest in joining has increased among all three designated groups assessed since 2000. Expectantly, increases in the representation rates of these groups will follow.

The interest and propensity of DGMs to join the CF should be assessed regularly (e.g. every three years) in order to ensure that estimates of the proportions of the Canadian population that are likely to join the CF that are women, visible minorities, and Aboriginal people, are based on current and accurate figures. However, several major methodological changes should be considered prior to initiating another phase of this study.

If public opinion research continues to be used to assess the interest and propensity of DGMs to join the CF, it is suggested that this survey be combined with the more general public opinion research assessing interest and propensity, conducted through the Assistant Deputy Minister of Public Affairs, such as the *Young Adults and the CF* survey, rather than carrying these out as separate initiatives. With some additions to the questions and sampling frames (e.g., over-sampling of DGMs), the general public opinion survey can accomplish the secondary purpose of estimating the proportion of the Canadian population that are likely to join the CF are DGMs, and thereby save time and resources.

However, an alternative to using public opinion research to estimate what proportion of the Canadian population likely to join the CF are DGMs is to use data from the Canadian Forces Prospect Survey (CFPS), a possibility that is

elaborated in Goldenberg (2007). As compared to Interest and Propensity Survey data, in which individuals from the recruitable Canadian population are polled by telephone regarding their likelihood of joining the CF, the CFPS results speak to those members of the population who have actually taken tangible steps to inquire about joining the CF. Consequently, these latter rates may yield more accurate information. This would stem from the fact that Interest and Propensity Survey estimates are based on people's reports of their attitudes and intentions towards a particular behaviour. By contrast, prospect survey estimates are based on people's actual behaviour – that is, actually visiting a CF recruiting centre. Thus, these latter estimates are likely a better proxy with respect to estimating the demographic characteristics of those who would join the organization at any point in time than people's reported intentions.

Indeed, an ongoing concern of social scientists is that despite the strong reliance on self-reports, we possess only a moderate amount of knowledge regarding their accuracy (Belli, Traugott, Young, & McGonagle, 1999; Manfredo & Shelby, 1987; Presser & Taugott, 1992). As noted by Manfredo and Shelby (1987), "Using self-reports as indicators of actual behaviour is a recurring problem in the study of attitude-behaviour relationships. However, it is frequently unethical, logistically not possible, or prohibitively expensive to employ research designs that obtain measures of actual behaviour. Instead, researchers use self-reports and assume they are a reasonable representation of actual behaviour. Some degree of uncertainty is generally recognized in this assumption" (p. 731).

Because, in essence, the main aim of collecting Interest and Propensity Survey data is to approximate what proportions of CF prospects are likely to be women, visible minorities, and Aboriginal people, it makes sense to use the prospect survey data directly. This is because, as compared to Interest and Propensity Survey data, CFPS data is not as vulnerable to error and response bias. In addition, given that CFPS data is already collected, this would not result in any extra effort or resources. Thus, in this particular case, obtaining the direct behavioural data via the CFPS is actually less expensive and logistically onerous than collecting the self-report data via the Interest and Propensity Survey. As a result, once the completion and return rates of the CFPS are improved, it is recommended that the replacement of Interest and Propensity Survey data with CFPS data be considered. At present, there is much variability among recruiting centres with respect to their return rates of the CFPS data. Some centres have very high response rates, whereas other centres have not even begun to administer the CFPS or to return it for analysis (personal communication with Capt Charles, CFRG Borden, 27 April 2005). Consequently, it is unclear to what extent existing results are generalizable to a national level at this time.

More in-depth analyses of specific racial or ethnic communities, such as through focus group research, would be a useful complement to these

quantitative findings. This would help to elucidate some of the reasons for the results reported herein, such as why Aboriginals and visible minorities report greater interest and propensity in joining the CF as compared to their white counterparts. In addition, visible minorities are the most under-represented designated group in the CF, and with decreasing natural population growth and increasing immigration, greater proportions of the Canadian population will be visible minorities in the future (Statistics Canada, 2001). However, visible minorities are not a homogeneous group, but rather, may be as different from each other as they are from Caucasians. Thus, efforts are needed to understand the relations between these groups and the CF (such as awareness and conceptions or misconceptions of the CF, awareness of opportunities in the CF, and an examination of what factors would be useful in increasing interest and actual decisions to join).

## 6. References

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## **Annex A – 2000 Public Opinion Survey to Determine Interest and Propensity of Designated Groups to Join the CF**

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(Annex A to follow)

**INTEREST AND PROPENSITY SURVEY**  
**Final Post Pretest**  
**January 18, 2000 pn4584**

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Hello my name is \_\_\_\_\_ from Environics Research Group. We are conducting a survey to better understand important issues facing various groups of people in Canada. Please be assured that we are not selling or soliciting anything. We are only interested in people's opinion.

Our survey is looking at the opinions of various types of Canadians. To be sure I have the right number in each group, I need to ask you a few questions about yourself.

May I speak with someone in your household who is between the ages of 17 and 52.

**Initial Screening**

1. Could you please tell me in what year you were born? \_\_\_\_\_ **IF YOUNGER THAN 17 OR OLDER THAN 52, GO TO Q9**

**IF RESPONDENT IS 17, SEEK APPROVAL OF PARENT OR GUARDIAN BEFORE PROCEEDING WITH THE INTERVIEW**

2. To begin with, could you please tell me which ethnic or cultural group you belong to, that is your background, not your present nationality or citizenship?

<b>Group</b>	<b>Includes</b>
Aboriginal	Indian, Inuit, Metis. If even part aboriginal, respondent is considered aboriginal
Chinese	China, Hong Kong, Taiwan
South Asian East Indian	Bangladeshi, Bengali, Brunei, Gujarati, East Indian, Indo Pakistani, Mauritius, Mayotte, Mongolian, Pakistani, Punjabi, Singhalese, Sri Lankan, Tamil
Black	Angolan, Anguillan, Antiguan, Aruba/Netherlands Antiles, Bahuanan, Barbadian, Belizan, Benin, Bermudan, Botswanan, West Indian, Burkina Faso, Burundi, Cameroon, Cape Verde Islands, Cayman Islands, Central African Republic, Chad, Cornoros Islands, Congo, Dominica, Equatorial Guinea, Ethiopian, Gabonese, Gambian, Ghanian, Grenadian, Guadeloupe, Guinea, Guinea-B issau, Guyanese, 1-laitian, Ivory Coast, Jamaican, Kenyan, Lesotho, Liberia, Madagascar, Malawi, Mali, Martinique/French Guiana, Montserrat, Mozambique, Namibian, Nevisitian, Niger, Nigerian, Rwandan, Vjcentjan/Grenadines, Saint Lucian. Senegalese, Trinidadian, Tobagonian, West Indian, Other Caribbean, Other African
West Asian/ North African/ Arab	Afghan, Algerian, Armenian, Bahrain, Bhutanese, Egyptian, Iranian, Iraqi, Israeli, Jordanian, Kurdish, Kuwaiti, Lebanese, Libyan, Maghrebi origins, Mauritanian, Moroccan, Nepalese, Oman, Palestinian, Republic of Yemen, Saudi Arabian, Syrian, Turk
Other Visible Minorities	Bolivian, Burmese, Cambodian, Colombian, Costa Rican, Cuban, Dominican Republic, Ecuadorian, El Salvadorian, Fijian, Guatemalan, Honduran, Indonesian, Karnpucmean, Laotian, Malaysian, Melanesian, Mexican, Micronesian, Nicaraguan, Panama, Peruvian, Polynesian, Puerto Rican, Singaporean, Thai, Tonga, Tuvalu, Vietnamese, Wake Island, Western Samoa, American Samoa, Coral Sea Islands, Territory, Kiribati, Nauru, Norfolk Island, Northern Mariana Island, Tokelau, Pitcairn Islands, Trust Territory of the Pacific Islands, Vanuatu, Wallis and Futuna Island, Cook Islands, Johnston Atoll, Guam, Midway Islands, New Caledonia, Non-White Latm American, Person of Mixed Origin, Other Visible Minority Group, Brazil, Japanese, Philippines
White	Non Visible Minority

3. Are you a Canadian citizen, a landed immigrant or do you have another status in Canada?

**CODE ONLY ONE**

1 - Canadian citizen >**CONTINUE**

2 - Landed immigrant >**CONTINUE**

3 - Other >**GO TO Q9**

? – Don't know/Not applicable

4. Which of the following best describes your present employment status?

**READ - CODE ONLY ONE**

1 - Working full-time

2 - Working part-time

3 - Going to school and working

4 - Going to school and not working

5 - Unemployed or laid off

6 - Stay at home full-time

7 - Volunteer without pay

8- Retired

**VOLUNTEERED - DO NOT READ**

9 - Disability pension

? –DK/NA

5. Regardless of whether you have a job or not, are you looking for either

**READ - CODE ONLY ONE**

1 - Part-time work, or >**CONTINUE**

2 - Full-time work? >**CONTINUE**

**VOLUNTEERED - CODE ONLY ONE**

- 3 - No - not at all >GO TO Q9 ONLY IF 5 OR DOWN IN Q4
- 4 - Both >**CONTINUE**
- ? - DK/NA >GO TO Q9 ONLY IF 5 OR DOWN IN Q4

6. Are you a member of the Canadian Forces?

- 1 - Yes >**GOTOQ9**
- 2 - No >CONTINUE

7. What is the highest level of education YOU have completed?

DO NOT READ - CODE ONLY ONE

PROBE FOR HIGHEST APPROPRIATE RESPONSE

- 1 - Grade 9 or less >**GO TO Q9**
- 2 - Grade 10 but not completed high school >**CONTINUE**
- 3 - Completed high school >**CONTINUE**
- 4 - At least some post-secondary >**CONTINUE**
- ? - DK/NA >**GO TO Q9**

8. Blank

9. For our study, it is important that we have a certain number of people who are Canadian citizens or landed immigrants, who are between the ages of 17 and 52, who are in the workforce but not a member of the Canadian Forces, who have not been convicted of a criminal offense, and who have also completed Grade 10 or above. Is there anyone in your household who would qualify?

RESCHEDULE INTERVIEW OR RESTART FROM BEGINNING IF NECESSARY

## Interest

As you may know, the mission of the Canadian Forces is to defend Canada and Canadian interests and values while contributing to international peace and security. Again, we are only interested in your opinions - we are not soliciting your participation in the Forces.

10. In general, how interested would you be in joining the Canadian Forces?

READ - CODE ONLY ONE

- 1 - Very interested     **>GO TO Q11**
- 2 - Somewhat interested     **>GO TO Q11**
- 3 - Not very interested     **>GO TO Q11**
- 4 - Not at all interested     **>GO TO Q18**
- ? - DK/NA     **>GO TO Q18**

11. To the extent that you have even a little interest in joining the Canadian Forces, what is your most important reason for being interested in joining the Canadian Forces?

DO NOT READ - CODE ALL THAT APPLY

- 01 - To gain discipline
- 02 - For the travel
- 03 - For career opportunities
- 04 - To work with good leadership
- 05 - To serve my country
- 06 - For the pay and benefits
- 07 - For challenging work
- 08 - To learn a trade or profession
- 09 - For the comradeship
- 10 - For a job with responsibility

- 11 - To become more independent
- 12 - To learn a second language
- 13 - For the education opportunities
- 14 - Because jobs are scarce
- 15 - For the job security
- 16 - To live in different places
- 17 - To help pay for my education
- 18 - Family tradition
- 19 - Excitement/adventure
- 20 - Other (specify) \_\_\_\_\_
- ? - DK/NA

12. People joining the Canadian Forces may consider the Regular Force or the Primary Reserve. Members of the Regular Force are enrolled for a period of full-time service. Members of the Primary Reserve are enrolled for a period of part-time service. Which of these components of the Canadian Forces holds the most interest for you?

READ AND ROTATE - CODE ONLY ONE

- 1 - The Regular Force
- 2 - The Primary Reserve
- DO NOT READ
- 3 - Both equally
- ? - DK/NA

13. People who join the Canadian Forces are classified as officers or non-commissioned members. Officers include occupations equivalent to management and professional occupations like engineers, pilots, lawyers and administrative positions. A university education is normally required and is frequently paid for by the Canadian Forces. Non-commissioned members are infantry soldiers, aircraft and ship technicians and other occupations equivalent to trades like electricians or plumbers. Necessary training is provided by the Canadian Forces. Which group within the Canadian Forces holds the most interest for you?

READ AND ROTATE - CODE ONLY ONE

1 - Officer

2 - Non-commissioned member

DO NOT READ

3 - Both equally/no preferences

? - DK/NA

The Canadian Forces has a wide variety of occupations from which to choose. Regardless of the type of occupation you are in, you could become part of an operational response in Canada or anywhere in the world. You may be involved in domestic missions, such as search and rescue operations or evacuations of communities facing natural disasters like floods or forest fires, or you may be involved in NATO or UN commitments, such as peacekeeping missions, humanitarian relief, or combat situations such as the Gulf War or Kosovo.

Now I would like to know if you would be interested in specific types of occupations, which I will describe to you the first one is

**READ AND ROTATE THE ORDER OF Q14 TO Q17. DESCRIPTIONS MUST BE READ, DO NOT ABBREVIATE THEM**

14. Navy occupations include serving aboard sea-going vessels as a ship's navigator, a marine engineer, a sensor operator or a ship's technician. You would spend a major portion of your career aboard ships based in Halifax NS or Victoria BC, where you could be deployed anywhere in the world. As a member of the ship's crew, you would be expected to work in a variety of conditions, inside and outside of the ship, carrying out both occupational tasks and shared ship maintenance duties. Would you be interested in a Navy occupation?

1 - Yes

2 - No

? - DK/NA

15. Army occupations include serving in the field as part of the infantry, a tank driver, or operating weaponry. This work entails performing your duties outdoors, by day or night, exposed to all weather conditions. The work can be

physically and mentally challenging and is often carried out for long periods of time with little chance of rest. A substantial proportion of your career would be spent on operational activities outside the country. In addition to occupation-related duties, junior members are employed in out of-occupation duties, such as driving, radio-communication, regimental police work, instructing, Base Defence Force activities, aid to Civil Authorities, etc. Would you be interested in an Army occupation?

1 - Yes

2 - No

? - DK/NA

16. Air Force occupations include being part of a helicopter or fixed wing aircrew as a pilot, air navigator, or aircraft technician. You might find yourself working from land-based locations across Canada, including Northern Canada, in sea based operations with the Navy, or in flying missions throughout the world. As an aircraft technician, you could expect to work in workshops and hangars or outdoors on aircraft flightlines, exposed to a variety of weather conditions. Would you be interested in an Air Force occupation?

1 - Yes

2 - No

? - DK/NA

17. Support occupations include a wide variety of careers from communications to medical or dental occupations to administrative or clerical jobs. Most of your career would be spent supporting operational units, in the field or aboard ships. You would work on military bases throughout Canada and around the world in support of Canadian Forces military missions. Would you be interested in a support occupation?

1 - Yes

2 - No

? - DK/NA

AWARENESS: ASK ALL

18. How familiar would you say you are with the Canadian Forces?

READ - CODE ONLY ONE

- 1 - Very familiar
- 2 - Somewhat familiar
- 3 - Not very familiar
- 4 - Not at all familiar
- ? - DK/NA

19. What are the sources of information on which you base most of your opinions about the Canadian Forces?

DO NOT READ - CODE ALL THAT APPLY

- 1 - Media reports (news stories in either print or electronic media)
- 2 - Advertising in any media
- 3 - Recruiting displays or exhibits/recruiter
- 4 - From friends or relatives who are associated with the CF
- 5 - From friends or relatives who have no association with the CF
- 6 - From personal hand experience with the Canadian Forces
- 7 - From experience with military organizations in other countries
- 8 - Educational Advisor (teacher/councillor)
- 9 - School/courses
- 10 - Other (specify)

20. Have you ever seen advertising for the Canadian Forces?

1 - Yes >**CONTINUE**

2 - No >GO TO Q23

? - DK/NA >**GO TO Q23**

21. Where was that?

DO NOT READ — CODE ALL THAT APPLY

1 - Newspapers

2 - Television

3 - Radio

4 - Magazines

5 - Posters

6 - Billboards

7 - Pamphlets

8 - On public transit

9 - Other (specify)

22. IF RESPONDENT MENTIONS A SPECIFIC NEWSPAPER, MAGAZINE, ETC, RECORD NAME \_\_\_\_\_

### **Propensity**

23. Have you ever spoken to a Canadian Forces recruiter?

1 - Yes

2 - No >GO TO Q25

? - DK/NA >**GO TO Q25**

24. Where was that?

DO NOT READ - CODE ALL THAT APPLY

1 - School

2 - On a Reserve

3 - Career Fair

4 - Recruiting Centre >MARK Q20 AS YES. GO TO Q21

5 - Recruiting exhibit at community event/CNE/PNE/etc

6 - Other (specify)

25. Have you ever visited a Canadian Forces Recruiting Centre or is it possible that you might visit one in the next year?

1 - Yes

2 - No

? - DK/NA

## Demographics

And now we have just a few questions for statistical purposes only.

26. DO NOT ASK — RECORD RESPONDENT'S SEX

1 - Male

2 - Female

27. A person with a disability (i) has a long-term or recurring condition or health problem which limits the kind or amount of work he or she can do in the workplace; OR (ii) feels that he or she may be perceived as limited in the kind of work which he or she can do because of a physical, mental, sensory, psychiatric, or learning impairment.

Are you a person with a disability?

1 - Yes

2 - No

? - DK/NA

28. What is the specific nature of your disability?

DO NOT READ - CODE ALL THAT APPLY

1 - Coordination or dexterity (difficulty using hands or arms, for example, grasping, or handling a stapler or using a keyboard). Specify \_\_\_\_\_

2 - Mobility (difficulty moving around, for example, from one office to another or up and down stairs). Specify \_\_\_\_\_

3 - Blind or visual impairment (unable to see or difficulty seeing)

4 - Deaf or hard of hearing (unable to hear or difficulty hearing)

5 - Speech impairment (unable to speak or difficulty speaking and being understood)

6 - Other disability (including learning disabilities, developmental disabilities, and all other types of disabilities) Specify \_\_\_\_\_

? - DK/NA

! - Refuse

29. What language do you speak most often at home?

DO NOT READ — CODE ONLY ONE

1 - English

2 - French

3 - Other (specify) \_\_\_\_\_

30. Outside the home, what language do you speak most often in your day-to-day life outside the home?

DO NOT READ — CODE ONLY ONE

1 - English

2 - French

3 - Other (specify)

31. In order for us to group answers of people in specific geographical regions, could you please tell me your postal code? \_\_\_\_\_

32. And finally, in order to be eligible to join the Canadian Forces, an individual:

- must satisfy a number of requirements;
- They must be either a Canadian citizen or a landed immigrant;
- They must be between 17 and 52 years of age;
- They must have at least a grade 10 education;
- They must be either a student, currently employed or looking for work, and
- They cannot have a criminal record for which they have not been pardoned.

33. Based on these requirements, would you be eligible to join the Canadian Forces?

- 1 - Yes
- 2 - No
- ? - DK/NA

**END OF QUESTIONNAIRE  
THANK RESPONDENT FOR THEIR INPUT AND TIME**

## **Annex B – 2006 Public Opinion Survey to Determine Interest and Propensity of Designated Groups to Join the CF**

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(Annex B to follow)

**Department of National Defence**  
**2005-2006 Interest and Propensity Survey**  
**Questionnaire**

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**Introduction**

Hello my name is \_\_\_\_\_ from the Environics Research Group. We are conducting a survey to better understand important issues facing various groups of people in Canada. Please be assured that we are not selling or soliciting anything. We are only interested in people's opinion. This survey is registered with the national survey registration system.

To be sure I have the right number in each group, may I speak with someone in your household who is between the ages of 17 and 57?

IF ASKED: The survey will take about 10 minutes to complete.

IF ASKED: I can tell you at the end who sponsored this survey.

IF ASKED: The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry or register a complaint. The registration systems toll-free telephone number is 1-800-554-9996.

**Initial Screening**

1. Could you please tell me in what year you were born? RECORD: \_\_\_\_\_

IF YOUNGER THAN 17 OR OLDER THAN 57, GO TO Q8

IF RESPONDENT IS 17, SEEK APPROVAL OF PARENT OR GUARDIAN BEFORE PROCEEDING

2. Could you please tell me your ethnic or cultural background? IF MULTIPLE ETHNIC ORIGINS OFFERED, ASK FOR PRIMARY, BUT ACCEPT VISIBLE MINORITY FIRST OVER WHITE/CAUCASION

<b>Group</b>	<b>Includes</b>
Aboriginal	Indian, Inuit, Metis. If even part aboriginal, respondent is considered aboriginal
Chinese	China, Hong Kong, Taiwan
East Asia	Japanese, Korean
South Asian/ East Indian	Bangladeshi, Bengali, Brunei, Gujarati, East Indian, Indo Pakistani, Mauritius, Mayotte, Mongolian, Pakistani, Punjabi, Singhalese, Sri Lankan, Tamil
South East Asian	Vietnamese, Cambodian, Malaysian, Laotian, Indonesian, Singaporean, Burmese, Kampuchean, Thai
Filipino	
Black (Africa, Caribbean)	Angolan, Anguillan, Antiguan, Aruba/Netherlands Antilles, Bahamian, Barbadian, Belizean, Benin, Bermudan, Botswanan, Burkina Faso, Burundi, Cameroon, Cape Verde Islands, Cayman Islands, Central African Republic, Chad, Comoros Islands, Congo, Dominica, Equatorial Guinea, Ethiopian, Gabonese, Gambian, Ghanaian, Grenadian, Guadeloupe, Guinea, Guinea-Bissau, Guyanese, Haitian, Ivory Coast, Jamaican, Kenyan, Lesotho, Liberia, Madagascar, Malawi, Mali, Martinique/French Guiana, Montserrat, Mozambique, Namibian, Nevisian, Niger, Nigerian, Rwandan, Vicentian/Grenadines, Saint Lucian, Senegalese, Trinidadian, Tobagonian, West Indian, Other Caribbean, Other African
Latin American	All Central and South American countries, Mexico, Cuba, Puerto Rico
West Asian/ North African/ Arabs	Afghan, Algerian, Armenian, Bahrain, Bhutanese, Egyptian, Iranian, Iraqi, Israeli, Jordanian, Kurdish, Kuwaiti, Lebanese, Libyan, Maghrebi origins, Mauritanian, Moroccan, Nepalese, Oman, Palestinian, Republic of Yemen, Saudi Arabian, Syrian, Turk
Pacific Islands	Fijian, Melanesian, Micronesian, Polynesian, Tonga, Tuvalu, Wake Island, Western Samoa, American Samoa, Coral Sea Islands, Territory, Kiribati, Nauru, Norfolk Island, Northern Mariana Island, Tokelau, Pitcairn Islands, Trust Territory of the Pacific Islands, Vanuatu, Wallis and Futuna Island, Cook Islands, Johnston Atoll, Guam, Midway Islands, New Caledonia
Other Visible Minorities	RECORD _____
White/Caucasian	Non - Visible Minority (Includes English, Irish, Scottish, German, French, Italian)
REFUSE/NO ANSWER	SKIP TO Q8

3. Legally, are you considered a Canadian citizen, a landed immigrant, or do you have another status in Canada?

CODE ONLY ONE

1 - Canadian citizen

2 - Landed immigrant

3 - Other **SKIP TO Q.8**

9 - REFUSE/DK/NA **SKIP TO Q.8**

4. Which of the following best describes your present employment status?

READ - CODE ONLY ONE

01 - Working full-time

02 - Working part-time

03 - Going to school and working

04 - Going to school and not working

05 - Unemployed or laid off

06 - Stay at home full-time

07 - Volunteer without pay, or

08 - Retired

VOLUNTEERED - DO NOT READ

97 - Disability pension

98 - Other (Specify \_\_\_\_\_)

99 – Don't know/Not applicable

5. Regardless of whether you have a job or not, are you looking for either full time or part time work, or both, or not at all?

READ ONLY IF NECESSARY - CODE ONLY ONE

1 - Part-time work

2 - Full-time work

3 - No - not at all    SKIP TO Q8 ONLY IF 05 – 08 IN Q4

4 - Both

9 - DK/NA            SKIP TO Q8 ONLY IF 05 – 08 IN Q4

6. Are you currently a member of the Canadian Forces?

1 - Yes                **SKIP TO Q8**

2 - No

9 - DK/NA

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

DO NOT READ - CODE ONLY ONE

1 - Grade 9 or less        **SKIP TO Q8**

2 - Grade 10 but not completed high school

3 - Completed high school

4 - At least some post-secondary

9 - DK/NA                **SKIP TO Q8**

ASK Q.8 IF PARTICIPANT DOES NOT QUALIFY FOR RECRUITMENT  
BASED ON RESPONSES TO QUESTIONS 1-7 (OTHERWISE, SKIP TO  
GENERAL OCCUPATION INTRO)

8. For our study, it is important that we talk with a certain number of people who are Canadian citizens or landed immigrants, who are between the ages of 17 and 57, who are in the workforce but not a member of the Canadian Forces, and who have also completed Grade 10 or above. Is there anyone in your household who would qualify?

01 - Yes ASK TO SPEAK TO THIS PERSON AND  
RESCHEDULE INTERVIEW IF NECESSARY

02 - No THANK AND TERMINATE

99 - DK/NA THANK AND TERMINATE

READ IF QUALIFY BASED ON RESPONSES TO QUESTIONS 1-7

As you may know, the mission of the Canadian Forces is to defend Canada and Canadian interests and values while contributing to international peace and security.

RANDOMLY ASSIGN SAMPLE TO VERSION A OR B

**READ IF VERSION A – VERSION B SKIP TO SECTION B**

The Canadian Forces has a wide variety of occupations from which to choose, many of which are similar to civilian occupations. Regardless of the type of occupation someone is in, they could:

- Become part of an operational response in Canada or anywhere in the world and deployed to various locations for periods of time ranging from a few weeks to many months
- Be involved in Canadian missions, such as search and rescue operations or assisting with natural disasters such as the Ice Storm or the forest fires in the West
- Participate in NATO or UN commitments abroad, providing humanitarian assistance
- And they may also be involved in combat situations, such as in the Middle East or Bosnia.

## Interest

The following questions are asked only for the purpose of getting your opinions  
- we are not promoting participation in the Canadian Military.

9. In general, how interested would you be in joining the Canadian Forces?  
Would you say you are:

READ - CODE ONLY ONE

1 - Very interested           **SKIP TO Q11**

2 - Somewhat interested   **SKIP TO Q11**

3 - Not very interested

4 - Not at all interested

9 - DK/NA

10. What is the main reason you would not be interested in joining the  
Canadian Forces?

DO NOT READ - CODE ALL THAT APPLY

01 - Afraid of being injured

02 - Afraid of death

03 - Afraid of fighting

04 - Attending school

05 - Bad image of the Canadians Forces generally

06 - Because I'm a woman

07 - Canada is not at war

08 - Dislike authority

09 - Dislike, against war and fighting, don't believe in it

10 - Don't want to be away from my (ethnic) community

11 - Family, children reasons

- 12 - For religious reasons
- 13 - Have obligations, other interests (unspecified)
- 14 - Have physical or health limitations
- 15 - I'm employed, working
- 16 - Inconvenience
- 17 - Mobility
- 18 - No reason
- 19 - Not interested
- 20 - Not my duty to defend the country
- 21 - Racism
- 22 - People of my race/culture don't join the CF
- 23 - There are no people of my race/culture in the CF
- 24 - Scandals (e.g., Somalia; Bosnia)
- 25 - Too old
- 26 - Wouldn't suit my personality, not the military type
- 98 - Other (specify) \_\_\_\_\_
- 99 - DK/NA

SKIP TO Q.17 IF NOT AT ALL INTERESTED IN Q.9; OTHERWISE  
CONTINUE

11. There are two ways to serve in the Canadian Forces: As a member of the Regular Force, where you serve full time; or as a member of the Primary Reserve, where you serve part-time. If you were to join the Canadian Forces, which of these two options would you be most likely to consider?

READ AND ROTATE - CODE ONLY ONE

- 1 - Regular Force - that is, a full-time commitment
- 2 - Primary Reserve - that is, a part-time commitment

VOLUNTEERED

3 - Both equally

4 - Depends

9 - DK/NA

12. There are different career streams in the Canadian Forces. There are professional occupations, which usually require a university degree, and there are technical and administrative occupations, many of which require a college diploma or another type of certification. In many cases, this training is provided when you join the Canadian Forces. Would you be more interested in a professional, or a technical occupation within the Canadian Forces?

READ AND ROTATE - CODE ONLY ONE

1 - Professional

2 - Technical/Administrative

VOLUNTEERED

3 - Both equally/no preferences

4 - Depends

9 - DK/NA

**READ IF VERSION B – VERSION A SKIP TO Q.13<sup>14</sup>**

The Canadian Forces has a wide variety of occupations from which to choose, many of which are similar to civilian occupations. Regardless of the type of occupation someone is in, they could:

- Become part of an operational response in Canada or anywhere in the world and deployed to various locations for periods of time ranging from a few weeks to many months
- Be involved in Canadian missions, such as search and rescue operations or assisting with natural disasters such as the Ice Storm or the forest fires in the West
- Participate in NATO or UN commitments abroad, providing humanitarian assistance
- And they may also be involved in combat situations, such as in the Middle East or Bosnia.

READ AND ROTATE Q.13 – Q.16 - DESCRIPTIONS MUST BE READ - DO NOT ABBREVIATE

I would now like to ask you about specific types of occupations within the Canadian Forces.

13. Being in the Navy includes serving in a variety of occupations aboard ships at sea. You would spend a lot of your time on ships on Canada's coasts, working in a variety of weather conditions, by night or day, and your ship could go anywhere in the world. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for.

Would you be interested in a Navy occupation?

1 - Yes

2 - No

9 - DK/NA

14. Being in the Army involves serving in a variety of occupations in the field. This work often takes place outdoors in all kinds of weather, by night as well as by day, and you can be expected to have to keep working for a long time with little chance of rest. And you can expect to spend much of your career outside Canada. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for.

Would you be interested in an Army occupation?

1 - Yes

2 - No

9 - DK/NA

15. Being in the Air Force involves a variety of occupations related to flying and to aircraft maintenance or navigation. You could serve on bases in Canada and take part in flying missions that go almost anywhere in the world. Some of this work is done outdoors, in various weather conditions. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for.

Would you be interested in an Air Force occupation?

1 - Yes

2 - No

9 - DK/NA

16. There are a variety of support occupations in the Canadian Forces, such as communications, health care and administration. Your career would be spent supporting Army, Navy or Air Force units and their missions, in the field or aboard ships, throughout Canada and the world. As well as your own job, you would also take part in general duties that everyone in your unit is responsible for.

Would you be interested in a support occupation?

1 - Yes

2 - No

9 - DK/NA

### **Propensity**

17 a. Have you ever visited a Canadian Forces Recruiting Centre?

1 - Yes

2 - No

9 - DK/NA

17 b. Is it possible that you might visit a Canadian Forces Recruiting Centre in the next year?

1 – Yes

2 – No

9 – DK/NA

SKIP TO Q19 IF NOT AT ALL INTERESTED IN Q.9

18. How likely is it that you might join the Canadian Forces within the next year? Are you:

1 - Very likely

2 - Somewhat likely

3 - Not very likely, or

4 - Not at all likely

VOLUNTEERED

5 - Depends

9 - DK/NA

### **Awareness**

19. How familiar are you with the Canadian Forces? Are you:

READ - CODE ONLY ONE

1 - Very familiar

2 - Somewhat familiar

3 - Not very familiar

4 - Not at all familiar

VOLUNTEERED

9 - DK/NA

### **Respondent Profile**

To finish up, I would like to ask you a few questions about you and your household for statistical purposes only. Please be assured that your answers will remain completely confidential.

20. Of Canada's two official languages, which do you speak most often?

DO NOT READ – CODE ONE ONLY

01 - English

02 - French

99 - NA/REFUSE

21. Do you have a long term or recurring mental or physical disability?

1 - Yes

2 - No

9 - DK/NA

22. And finally, in order to be eligible to join the Canadian Forces, an individual

Must satisfy a number of requirements. He or she must:

Be either a Canadian citizen or a landed immigrant;

Be between 17 and 57 years of age;

Have at least a grade 10 education;

Be either a student, currently employed or looking for work, and

Not have a criminal record for which they have not been pardoned.

Based on these requirements, would you be eligible to join the Canadian Forces?

1 - Yes

2 - No

9 - DK/NA

23. And to better understand how results vary by region, may I have your 6-digit postal code?

ACCEPT FIRST THREE DIGITS IF THAT IS ALL RESPONDENT IS WILLING TO GIVE

\_\_\_\_-\_\_\_\_-\_\_\_\_ - \_\_\_\_-\_\_\_\_-\_\_\_\_  
999999 - DK/NA

24. Would you be interested in participating in any future surveys on other topics sometime in the future?

1 - Yes

2 - No

This completes the survey. In case my supervisor would like to verify that I conducted this interview,

May I please have your first name?

First Name: \_\_\_\_\_

Thank you very much for your time and assistance. This survey was conducted on behalf of the Department of National Defence, and will be registered under the Federal Access to Information Act.

THANK AND TERMINATE

## **Record**

### 1. Gender

01 - Male

02 - Female

### 2. Language of interview

01 - English

02 - French

### 3. Province

01 - British Columbia

02 - Alberta

03 - Saskatchewan

04 - Manitoba

- 05 - Ontario
- 06 - Quebec
- 07 - Newfoundland and Labrador
- 08 - Nova Scotia
- 09 - New Brunswick
- 10 - Prince Edward Island

#### 4. Community size

- 01 - 1 million plus
- 02 - 100,000 to 1 million
- 03 - 25,000 to 100,000
- 04 - 10,000 to 25,000
- 05 - 5,000 to 10,000
- 06 - Less than 5,000

## **Annex C – Survey Responses by Other Demographic Factors**

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(Annex C to follow)

**Table C1: Sample Size for Other Demographic Factors**

		Unweighted		Weighted	
		#	%	#	%
<b>Age</b>	17 - 24 Yrs Old	785	39.5	357	18.0
	25 - 29 Yrs Old	370	18.6	213	10.7
	30 - 34 Yrs Old	280	14.1	235	11.9
	35 - 57 Yrs Old	550	27.7	1180	59.4
<b>Employment</b>	Full-time	941	47.4	1272	64.1
	Part-time	512	25.8	393	19.9
	Looking for Work	382	19.2	221	11.1
<b>Education</b>	Less Than High School	285	14.4	166	8.4
	High School Grad	483	24.3	482	23.3
	Post Secondary	1217	61.3	1357	68.4
<b>Language</b>	Anglophone	1648	83.0	1557	78.5
	Francophone	331	16.7	428	21.5
<b>Region</b>	British Columbia	208	10.5	260	13.1
	Prairies	378	19.0	334	16.8
	Ontario	812	40.1	753	37.9
	Quebec	447	22.5	486	24.5
	Atlantic Provinces	140	7.1	152	7.7
<b>TOTAL</b>		1985	100.0	1985	100.0

**Table C2: Percentage At Least Somewhat Familiar with the CF**

		#	%
<b>Age</b>	17 - 24 Yrs Old	173	48.5
	25 -29 Yrs Old	91	42.5
	30 - 34 Yrs Old	110	46.9
	35 - 57 Yrs Old	736	62.4
<b>Employment</b>	Full-time	774	60.9
	Part-time	195	49.5
	Looking for Work	94	42.3
<b>Education</b>	Less Than High School	93	56.1
	High School Grad	239	51.9
	Post Secondary	777	57.2
<b>Language</b>	Anglophone	921	59.1
	Francophone	188	44.1
<b>Region</b>	British Columbia	166	63.7
	Prairies	203	60.7
	Ontario	425	56.5
	Quebec	205	42.2
	Atlantic Provinces	111	72.6
<b>TOTAL</b>		1109	55.9

**Table C3: Percentage At Least Somewhat Interested in Joining the CF**

		#	%
<b>Age</b>	17 - 24 Yrs Old	90	25.2
	25 - 29Yrs Old	33	15.4
	30 - 34 Yrs Old	43	18.2
	35 - 57 Yrs Old	205	17.4
<b>Employment</b>	Full-time	195	15.4
	Part-time	82	20.8
	Looking for Work	75	33.7
<b>Education</b>	Less Than High School	65	39.0
	High School Grad	99	21.3
	Post Secondary	208	15.3
<b>Language</b>	Anglophone	307	19.7
	Francophone	63	14.9
<b>Region</b>	British Columbia	48	18.7
	Prairies	74	22.3
	Ontario	131	17.4
	Quebec	87	17.9
	Atlantic Provinces	29	19.5
<b>TOTAL</b>		371	18.7

**Table C4: Most Frequently Cited Reasons for Not Being Interested in the CF<sup>15</sup>**

		#	%
<b>17 - 24 Yrs Old</b>	1. Doesn't suit my personality	35	13.2
	2. Against war/fighting	33	12.2
	3. I'm employed/working	24	9.0
<b>25 -29 Yrs Old</b>	1. Family, children reasons	36	20.2
	2. Against war/fighting	23	12.5
	3. Other personal obligations/interests	17	9.4
<b>30 - 34 Yrs Old</b>	1. Family, children reasons	60	31.0
	2. Against war/fighting	19	10.1
	3. Other personal obligations/interests	15	7.8
<b>35 - 57 Yrs Old</b>	1. Too old	366	37.5
	2. Family, children reasons	150	15.3
	3. Physical or health limitations	74	7.6
<b>Full-time</b>	1. Too old	283	26.3
	2. Family, children reasons	170	15.8
	3. Against war/fighting	103	9.6
<b>Part-time</b>	1. Family, children reasons	68	22.0
	2. Too old	65	20.8
	3. I'm employed, working	30	9.7
<b>Looking for Work</b>	1. Against war/fighting	17	11.9
	2. Doesn't suit my personality	17	11.8
	3. Too old	17	11.4
<b>Less Than High School</b>	1. Too old	18	17.9
	2. Physical or health limitations	15	15.0
	3. Family, children reasons	10	10.1
<b>High School Grad</b>	1. Too old	104	28.5
	2. Family, children reasons	49	13.5
	3. Against war/fighting	38	10.4
<b>Post Secondary</b>	1. Too old	252	21.9
	2. Family, children reasons	203	17.7
	3. Against war, fighting	105	9.1
<b>Anglophone</b>	1. Too old	310	24.8
	2. Family, children reasons	219	17.5
	3. Against war/fighting	112	9.0
<b>Francophone</b>	1. Too old	64	17.5
	2. Family, children reasons	44	12.1
	3. Doesn't suit my personality	39	10.7

**Table C4 Continued: Most Frequently Cited Reasons for Not Being Interested in the CF<sup>16</sup>**

		#	%
<b>British Columbia</b>	1. Too old	60	28.3
	2. Family, children reasons	34	16.1
	3. Other personal obligations/interests	22	10.4
<b>Prairies</b>	1. Too old	61	23.5
	2. Family, children reasons	42	16.1
	3. Against war/fighting	28	10.9
<b>Ontario</b>	1. Too old	140	22.5
	2. Family, children reasons	127	20.4
	3. Against war/fighting	67	10.8
<b>Quebec</b>	1. Too old	58	14.6
	2. Doesn't suit my personality	49	12.2
	3. Family, children reasons	42	10.4
<b>Atlantic Provinces</b>	1. Too old	55	44.7
	2. Family, children reasons	19	15.1
	3. Physical or health limitations	12	9.6
<b>Total</b>	1. Too old	374	23.2
	2. Family/children reasons	263	16.3
	3. Against war/fighting	148	9.2

**Table C5: Percentage Most Interested in the Regular Force, Primary Reserve, or Both Equally<sup>17</sup>**

		#	%
<b>Age</b>			
<b>17 - 24 Yrs Old</b>	Regular Force	40	20.0
	Primary Reserve	160	79.3
	Both Equally	0	0.1
<b>25 - 29 Yrs Old</b>	Regular Force	20	24.6
	Primary Reserve	56	69.4
	Both Equally	2	2.2
<b>30 - 34 Yrs Old</b>	Regular Force	12	14.7
	Primary Reserve	63	75.0
	Both Equally	0	0.4
<b>35 - 57 Yrs Old</b>	Regular Force	101	27.3
	Primary Reserve	249	66.9
	Both Equally	5	1.5
<b>Employment</b>			
<b>Full-Time</b>	Regular Force	99	25.1
	Primary Reserve	269	68.2
	Both Equally	5	1.4
<b>Part-Time</b>	Regular Force	25	15.1
	Primary Reserve	139	84.4
	Both Equally	0	0.1
<b>Looking for Work</b>	Regular Force	41	31.0
	Primary Reserve	84	62.6
	Both Equally	2	1.7
<b>Education</b>			
<b>Less Than High School</b>	Regular Force	10	11.1
	Primary Reserve	81	86.5
	Both Equally	2	2.0
<b>High School Grad</b>	Regular Force	49	28.1
	Primary Reserve	114	65.6
	Both Equally	1	0.4
<b>Post Secondary</b>	Regular Force	114	24.4
	Primary Reserve	332	70.6
	Both Equally	5	1.1
<b>Language</b>			
<b>Anglophone</b>	Regular Force	124	20.6
	Primary Reserve	451	75.2
	Both Equally	1	0.2
<b>Francophone</b>	Regular Force	49	36.0
	Primary Reserve	76	55.6
	Both Equally	7	4.9

**Table C5 Continued: Percentage Most Interested in the Regular Force, Primary Reserve, or Both Equally<sup>18</sup>**

		#	%
<b>Region</b>			
British Columbia	Regular Force	12	13.5
	Primary Reserve	75	86.2
	Both Equally	0	0.1
Prairies	Regular Force	37	28.9
	Primary Reserve	87	68.8
	Both Equally	0	0.0
Ontario	Regular Force	54	18.9
	Primary Reserve	215	75.4
	Both Equally	0	0.0
Quebec	Regular Force	57	33.5
	Primary Reserve	98	56.9
	Both Equally	7	4.1
Atlantic Provinces	Regular Force	14	21.0
	Primary Reserve	52	78.1
	Both Equally	1	0.8
TOTAL	Regular Force	174	23.6
	Primary Reserve	527	71.5
	Both Equally	8	1.1

**Table C6: Percentage Most Interested in Officer Status, NCM Status or Both Equally<sup>19</sup>**

		#	%
<b>Age</b>			
17 - 24 Yrs Old	Officer Status	101	50.0
	NCM Status	91	45.1
	Both Equally/No Preference	1	0.5
25 - 29 Yrs Old	Officer Status	39	48.3
	NCM Status	39	48.2
	Both Equally/No Preference	2	2.7
30 - 34 Yrs Old	Officer Status	48	57.4
	NCM Status	27	31.9
	Both Equally/No Preference	3	3.4
35 - 57 Yrs Old	Officer Status	215	57.7
	NCM Status	143	38.5
	Both Equally/No Preference	10	2.7
<b>Employment</b>			
Full-Time	Officer Status	236	59.9
	NCM Status	144	36.6
	Both Equally/No Preference	4	1.0
Part-Time	Officer Status	84	51.2
	NCM Status	72	43.8
	Both Equally/No Preference	5	3.2
Looking for Work	Officer Status	65	48.6
	NCM Status	59	44.2
	Both Equally/No Preference	4	3.3
<b>Education</b>			
Less Than High School	Officer Status	35	37.8
	NCM Status	52	55.7
	Both Equally/No Preference	1	0.5
High School Grad	Officer Status	77	44.1
	NCM Status	88	50.7
	Both Equally/No Preference	2	1.3
Post Secondary	Officer Status	290	61.8
	NCM Status	159	33.8
	Both Equally/No Preference	13	2.8
<b>Language</b>			
Anglophone	Officer Status	332	55.4
	NCM Status	239	39.9
	Both Equally/No Preference	14	2.3
Francophone	Officer Status	69	50.5
	NCM Status	60	43.8
	Both Equally/No Preference	2	1.7

**Table C6 Continued: Percentage Most Interested in Officer Status, NCM Status or Both Equally<sup>20</sup>**

		#	%
<b>Region</b>			
British Columbia	Officer Status	44	50.0
	NCM Status	43	49.0
	Both Equally/No Preference	0	0.4
Prairies	Officer Status	82	64.2
	NCM Status	34	26.4
	Both Equally/No Preference	9	6.8
Ontario	Officer Status	145	50.7
	NCM Status	127	44.7
	Both Equally/No Preference	4	1.4
Quebec	Officer Status	90	52.5
	NCM Status	72	41.9
	Both Equally/No Preference	3	1.5
Atlantic Provinces	Officer Status	42	63.4
	NCM Status	24	35.7
	Both Equally/No Preference	0	0.6
TOTAL	Officer Status	402	54.5
	NCM Status	299	40.6
	Both Equally/No Preference	16	2.2

**Table C7: Percentage Interested in the Navy<sup>21</sup>**

		#	%
<b>Age</b>	17 - 24 Yrs Old	64	31.7
	25 - 29Yrs Old	27	33.5
	30 - 34 Yrs Old	22	26.7
	35 - 57 Yrs Old	95	25.6
<b>Employment</b>	Full-time	98	24.9
	Part-time	49	29.9
	Looking for Work	53	39.6
<b>Education</b>	Less Than High School	43	45.4
	High School Grad	49	27.9
	Post Secondary	117	25.0
<b>Language</b>	Anglophone	165	27.5
	Francophone	43	31.7
<b>Region</b>	British Columbia	30	34.0
	Prairies	50	39.3
	Ontario	57	20.1
	Quebec	53	31.1
	Atlantic Provinces	18	27.5
<b>TOTAL</b>		208	28.3

*Table C8: Percentage Interested in the Army<sup>22</sup>*

		#	%
<b>Age</b>	<b>17 - 24 Yrs Old</b>	<b>75</b>	<b>37.1</b>
	<b>25 - 29Yrs Old</b>	<b>21</b>	<b>26.2</b>
	<b>30 - 34 Yrs Old</b>	<b>29</b>	<b>34.7</b>
	<b>35 - 57 Yrs Old</b>	<b>157</b>	<b>42.1</b>
<b>Employment</b>	<b>Full-time</b>	<b>158</b>	<b>40.2</b>
	<b>Part-time</b>	<b>53</b>	<b>32.4</b>
	<b>Looking for Work</b>	<b>56</b>	<b>42.2</b>
<b>Education</b>	<b>Less Than High School</b>	<b>56</b>	<b>59.4</b>
	<b>High School Grad</b>	<b>69</b>	<b>39.7</b>
	<b>Post Secondary</b>	<b>157</b>	<b>33.4</b>
<b>Language</b>	<b>Anglophone</b>	<b>216</b>	<b>36.0</b>
	<b>Francophone</b>	<b>65</b>	<b>47.4</b>
<b>Region</b>	<b>British Columbia</b>	<b>35</b>	<b>40.6</b>
	<b>Prairies</b>	<b>52</b>	<b>40.8</b>
	<b>Ontario</b>	<b>89</b>	<b>31.3</b>
	<b>Quebec</b>	<b>79</b>	<b>46.2</b>
	<b>Atlantic Provinces</b>	<b>26</b>	<b>38.7</b>
<b>TOTAL</b>		<b>282</b>	<b>38.2</b>

**Table C9: Percentage Interested in the Air Force<sup>23</sup>**

		#	%
<b>Age</b>	17 - 24 Yrs Old	86	42.5
	25 - 29Yrs Old	30	37.1
	30 - 34 Yrs Old	30	36.3
	35 - 57 Yrs Old	166	44.7
<b>Employment</b>	Full-time	161	40.9
	Part-time	69	42.0
	Looking for Work	62	46.1
<b>Education</b>	Less Than High School	51	54.4
	High School Grad	68	38.9
	Post Secondary	193	41.1
<b>Language</b>	Anglophone	240	40.0
	Francophone	71	52.2
<b>Region</b>	British Columbia	33	38.2
	Prairies	61	48.1
	Ontario	111	38.9
	Quebec	82	47.7
	Atlantic Provinces	25	37.0
<b>TOTAL</b>		312	42.3

**Table C10: Percentage Interested in Support Occupations<sup>24</sup>**

		#	%
<b>Age</b>	17 - 24 Yrs Old	112	55.6
	25 - 29Yrs Old	53	66.0
	30 - 34 Yrs Old	69	83.2
	35 - 57 Yrs Old	289	77.7
<b>Employment</b>	Full-time	280	71.0
	Part-time	112	67.9
	Looking for Work	104	77.6
<b>Education</b>	Less Than High School	64	67.9
	High School Grad	107	61.5
	Post Secondary	353	75.2
<b>Language</b>	Anglophone	421	70.2
	Francophone	102	74.6
<b>Region</b>	British Columbia	59	67.3
	Prairies	88	69.0
	Ontario	202	71.0
	Quebec	128	74.3
	Atlantic Provinces	47	71.2
<b>TOTAL</b>		524	71.0

**Table C11: Percentage That Have Ever Visited a Canadian Forces Recruiting Centre**

		#	%
<b>Age</b>	17 - 24 Yrs Old	60	17.0
	25 - 29Yrs Old	29	13.8
	30 - 34 Yrs Old	33	14.3
	35 - 57 Yrs Old	162	14.4
<b>Employment</b>	Full-time	187	15.4
	Part-time	54	14.0
	Looking for Work	30	13.9
<b>Education</b>	Less Than High School	37	22.3
	High School Grad	79	17.4
	Post Secondary	168	13.0
<b>Language</b>	Anglophone	217	14.6
	Francophone	66	15.6
<b>Region</b>	British Columbia	36	14.5
	Prairies	51	15.4
	Ontario	94	13.2
	Quebec	74	15.1
	Atlantic Provinces	29	21.5
<b>TOTAL</b>		284	14.8

**Table C12: Percentage That Might visit a Canadian Forces Recruiting Centre in the next year**

		#	%
<b>Age</b>	17 - 24 Yrs Old	69	19.4
	25 - 29Yrs Old	25	12.0
	30 - 34 Yrs Old	24	10.8
	35 - 57 Yrs Old	128	11.3
<b>Employment</b>	Full-time	90	7.4
	Part-time	67	17.4
	Looking for Work	75	35.0
<b>Education</b>	Less Than High School	40	24.1
	High School Grad	52	11.5
	Post Secondary	154	11.8
<b>Language</b>	Anglophone	188	12.6
	Francophone	58	13.6
<b>Region</b>	British Columbia	29	11.6
	Prairies	45	13.6
	Ontario	88	12.3
	Quebec	74	15.2
	Atlantic Provinces	10	7.1
<b>TOTAL</b>		246	12.8

**Table C13: Percentage That Have Ever Visited a Canadian Forces Recruiting Centre or might visit one in the next year**

		#	%
<b>Age</b>	17 - 24 Yrs Old	113	31.8
	25 - 29Yrs Old	47	22.4
	30 - 34 Yrs Old	54	23.6
	35 - 57 Yrs Old	263	23.4
<b>Employment</b>	Full-time	249	20.5
	Part-time	107	27.7
	Looking for Work	95	44.3
<b>Education</b>	Less Than High School	67	40.7
	High School Grad	117	25.9
	Post Secondary	292	22.5
<b>Language</b>	Anglophone	367	24.6
	Francophone	108	25.6
<b>Region</b>	British Columbia	58	23.2
	Prairies	81	24.7
	Ontario	169	23.6
	Quebec	134	27.6
	Atlantic Provinces	34	25.1
<b>TOTAL</b>		476	24.9

**Table C14: Percentage At Least Somewhat Likely to Join the Canadian Forces within the Next Year<sup>25</sup>**

		#	%
<b>Age</b>	17 - 24 Yrs Old	34	37.7
	25 - 29Yrs Old	13	38.7
	30 - 34 Yrs Old	17	39.3
	35 - 57 Yrs Old	57	27.5
<b>Employment</b>	Full-time	55	27.8
	Part-time	28	34.4
	Looking for Work	36	46.6
<b>Education</b>	Less Than High School	17	26.6
	High School Grad	41	41.3
	Post Secondary	63	29.9
<b>Language</b>	Anglophone	87	28.2
	Francophone	33	52.8
<b>Region</b>	British Columbia	23	46.7
	Prairies	19	25.0
	Ontario	34	25.4
	Quebec	41	46.3
	Atlantic Provinces	4	15.9
<b>TOTAL</b>		121	32.4

**Table C15: Interest and Propensity 1<sup>26</sup>**

		#	%
<b>Age</b>	17 - 24 Yrs Old	55	15.8
	25 - 29 Yrs Old	20	10.3
	30 - 34 Yrs Old	24	11.3
	35 - 57 Yrs Old	104	9.9
<b>Employment</b>	Full-time	105	9.0
	Part-time	45	12.7
	Looking for Work	46	23.4
<b>Education</b>	Less Than High School	39	25.5
	High School Grad	57	13.2
	Post Secondary	107	8.7
<b>Language</b>	Anglophone	172	12.3
	Francophone	30	7.5
<b>Region</b>	British Columbia	35	15.1
	Prairies	40	12.7
	Ontario	69	10.1
	Quebec	47	10.0
	Atlantic Provinces	13	11.0
<b>TOTAL</b>		203	11.2

**Table C16: Interest and Propensity 2<sup>27</sup>**

		#	%
<b>Age</b>	17 - 24 Yrs Old	34	9.7
	25 - 29 Yrs Old	13	6.3
	30 - 34 Yrs Old	13	6.1
	35 - 57 Yrs Old	49	4.4
<b>Employment</b>	Full-time	54	4.4
	Part-time	25	6.8
	Looking for Work	29	14.1
<b>Education</b>	Less Than High School	17	11.0
	High School Grad	36	8.3
	Post Secondary	56	4.3
<b>Language</b>	Anglophone	82	5.6
	Francophone	27	6.7
<b>Region</b>	British Columbia	23	9.5
	Prairies	18	5.8
	Ontario	30	4.2
	Quebec	33	7.2
	Atlantic Provinces	5	3.4
<b>TOTAL</b>		109	5.8

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This report presents the results of a public opinion survey conducted to determine the interest and propensity of designated group members (DGMs), including women, visible minorities, and Aboriginal people, to join the Canadian Forces. With the previous administration of the interest and propensity survey having been conducted in 2000, there was a need to conduct another survey, to ensure that estimates are based on current and accurate figures. The aim of this research was to assess the familiarity of DGMs with the CF; to assess the level of interest and propensity of DGMs to join the CF overall, as well as to join specific elements within the CF (e.g. Regular versus Primary Reserve Force); and to provide a comparative analysis of the 2000 and 2006 results. The results of the survey are based on telephone interviews conducted with a representative sample of 1,985 Canadians.

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- Employment Equity
- Designated Groups
- Propensity to Serve
- Recruiting
- Workplace availability