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Final Report CANADA FIRST DEFENCE STRATEGY AND MILITARY PROCUREMENT – 2009

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Ce rapport est aussi disponible en français sur demande.

Executive Summary

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Methodology

- ◆ *The Strategic Counsel* fielded a series of questions on behalf of the Department of National Defence (DND) pertaining to perceptions of the Canadian Forces and awareness of plans to invest in defence infrastructure and equipment procurement.
 - These questions were administered as part of an omnibus survey among 1,000 Canadians, aged 18 years and older. Two waves of surveying were conducted.
 - The first wave, between Mar. 5th and Mar. 8th, 2009, established benchmark levels of awareness prior to an active communications program being launched. The second wave of surveying took place between Sept. 4th and Sept. 9th, 2009.
 - The margin of error (MOE) for results at the national level is +/- 3.1%, 19 times out of 20. Regional findings have a higher associated MOE.

Support for the Canadian Forces

- ◆ A majority of Canadians in all regions of the country continue to express high levels of support for the Canadian Forces. Overall support is relatively unchanged from March to September (81% vs. 83% respectively), but it is notable that those who now “strongly support” the CF has increased from 52 per cent to 57 per cent.
 - While support remains lowest in Quebec (70%), compared to all other regions of Canada, there has been a considerable increase since March 2009 in the percentage of Quebecers who now support the CF (up 8 points, from 62%), following the deployment of the Royal 22e Regiment to Afghanistan. Of particular interest is the fact that there has been a noticeable shift in the intensity of Quebecers’ support, with those who now say they “strongly support” the CF having jumped a full 14 points over the six-month period (from 25% to 39%).
 - In every other region, at least eight-in-ten respondents continue to support the CF and at least half in each of these regions “strongly” supports the CF.
 - Support among women has also risen during the intervening period, from 78 per cent to 84 per cent. Again, it is the group of “strong” supporters that has seen the largest increase (from 44% to 52%).



Executive Summary (cont'd.)

Awareness of Plans to Invest in Equipment and Infrastructure

- ◆ Communications on new defence infrastructure and the purchase of military equipment appears to be penetrating the public consciousness, as measured by Canadians' increased awareness of CF plans in these areas.
- ◆ Awareness of the Government of Canada's plans to purchase new defence equipment has moved in a positive direction and now sits at 48%, up 8 points from March.
 - However, awareness continues to remain relatively muted, with just under one-third (29%) of Canadians claiming a high degree of certainty that they have seen, read or heard something about such plans (compared to 21% in March). Slightly fewer (19%) say they recall “vaguely” hearing something, unchanged from the previous results.
 - Levels of awareness vary markedly by gender, with men (56%) more aware than women (41%) and by age, with those 50 years and older (59%) more likely to report having seen, read or heard something compared to those 18 to 29 years of age (38%). That said, awareness has improved across the board, most notably among the 18 to 29 age group (an increase of 12 points since March).
 - Regional variations in awareness continue to be apparent and all regions, with the exception of Alberta and BC, have shown improvements in awareness levels.
 - Awareness remains highest in Atlantic Canada (58%). By contrast, awareness is lowest in Manitoba/Saskatchewan (40%), although this represents an 11-point increase from March (29%). In Quebec, awareness of plans to purchase military equipment has increased by a full 14-points, from 39 per cent to 53 per cent.
- ◆ Communications about plans to build new defence infrastructure continues to have a lower impact. Public awareness currently registers at 22 per cent, although this is up from 14 per cent in March.
 - Awareness of these plans has risen most dramatically in Quebec (from 13% to 28%) and, to a lesser extent in Ontario (from 13% to 22%). Residents of British Columbia (13%) and Manitoba/Saskatchewan (15%) remain least aware of plans to upgrade or build new runways, housing and training facilities for the Canadian Forces.

Executive Summary (cont'd.)

Support for defence Spending

- ◆ Support for significant investment in the Canadian Forces is relatively unchanged between the two time periods in which surveys were conducted (74% in March vs. 77% in Sept.).
 - While support for investment in the CF remains lower in Quebec, compared to other regions, there has been a significant increase in six months (from 46% to 63%). While in March, almost as many Quebecers supported (46%) as opposed (50%) investment, opinion has shifted in a more positive direction. Supporters now lead those opposed by a ratio of almost 2:1 (63% vs. 34%).
- ◆ When asked the more direct question as to whether the CF have the equipment needed to do the job, whereas the public was somewhat split in March, the balance of opinion has swung more firmly toward disagreement with this proposition (52% disagree vs. 34% agree).
 - The strongest levels of disagreement are among men (58% disagree, up 9 points from March) and those in the 50+ age group (56% disagree, up 9 points).
 - There has also been a notable shift in opinion among residents of Quebec (46% disagree, up 14 points) and those aged 18 to 29 years (41% disagree, up 9 points).
- ◆ There is a stronger public consensus that spending on infrastructure provides economic benefits at the local level (80% agree, up from 74% in March), versus spending on military equipment, such as ships, aircrafts or vehicles (62% agree this is a good use of public funds, relatively unchanged from 59% in March).
 - As we found in March, while it appears the public is more inclined to rally around Defence spending on infrastructure and the economic spin-off at the local level, they remain much less likely to have heard anything about such plans as compared to plans to procure new equipment. Clearly, the communications “cut-through” on announcements related to infrastructure spending is more problematic than it is with respect to the purchase of military hardware.



Executive Summary (cont'd.)

- Again, as was the case in March, those who are more aware of plans to purchase new equipment also tend to be more supportive of spending on defence infrastructure and more in agreement that spending on defence equipment is generally an appropriate use of public funds.
 - Agreement that spending on defence infrastructure yields positive economic benefits to local economies is higher among those who are aware of plans to purchase new military equipment (86% “agree” with this position) compared to those who are not aware of such plans (73% “agree”). Nevertheless, the gap in the level of agreement, between those aware and not aware of plans, remains unchanged since March, a 13-point difference; and
 - Agreement that spending on defence equipment is a good use of public funds is also somewhat higher among those aware of plans to purchase ships, aircraft and vehicles (66% “agree”) versus those who are not aware (58% “agree”).
- ◆ As was recommended, based on the March findings, the current findings continue to support a stronger communications effort promoting the local economic benefits as an offshoot of increased defence spending. Many of the communities in which the Canadian Forces have a presence are smaller to mid-sized centers which have been particularly adversely affected by plant closures resulting from the current economic downturn and are experiencing some of the highest unemployment rates in Canada.



Executive Summary (cont'd.)

Public Views on CF Environmental Efforts and Impact

- ◆ Canadians remain relatively unfamiliar with DND's and the CF's commitment to the environment. Views have not shifted to any great extent since the March polling.
 - Roughly half (49%) of the public agrees that DND and the CF are taking action to clean up past environmental impacts, and about the same numbers (47%) agree that they are actively minimizing their impact on the environment.
 - There are no significant regional or demographic variations in views with respect to DND's and CF's environmental record, nor does awareness of plans to invest have any strong impact on views on this issue.

Sommaire

Sommaire

Méthodologie

- ◆ *The Strategic Counsel* a posé une série de questions pour le compte du ministère de la Défense nationale (MDN) afin d'évaluer la perception des Forces canadiennes et la sensibilisation aux plans visant à investir dans les infrastructures de défense et pour l'acquisition d'équipement.
 - Ces questions ont été administrées dans le cadre d'un sondage omnibus effectué auprès de 1 000 Canadiens âgés de 18 ans et plus. Le sondage s'est déroulé en deux volets :
 - Le premier, qui s'est déroulé entre le 5 et le 8 mars 2009, a permis d'établir des niveaux de comparaison pour la sensibilisation avant le lancement d'un programme de communication actif. Le deuxième volet du sondage a eu lieu entre le 4 et le 9 septembre 2009.
 - La marge d'erreur des résultats à l'échelle nationale s'établit à +/- 3,1%, 19 fois sur 20. Les résultats régionaux affichent une marge d'erreur plus élevée.

Appui à l'endroit des Forces canadiennes

- ◆ Une majorité de Canadiens de toutes les régions du pays continue d'exprimer un fort degré de soutien à l'endroit des Forces canadiennes. Dans l'ensemble, le degré d'appui demeure relativement inchangé entre mars et septembre (81 % par rapport à 83 % respectivement), mais il faut souligner que le pourcentage de ceux qui appuient maintenant « fortement » les FC est passé de 52 pour cent à 57 pour cent.
 - Bien que le soutien demeure le plus faible au Québec (70 %), comparativement aux autres régions du Canada, le pourcentage de Québécois qui appuient les FC a énormément augmenté depuis mars 2009 (de 8 points de pourcentage, passant de 62 % à 70 %) suite au déploiement du Royal 22^e Régiment en Afghanistan. Fait à souligner, il y a eu un changement notable dans le degré de soutien des Québécois alors que le nombre de répondants qui affirment qu'ils « appuient fortement » les FC a augmenté de 14 points de pourcentage au cours de la période de six mois (passant de 25 % à 39%).
 - Dans presque toutes les régions, au moins huit répondants sur dix continuent d'appuyer les FC, et au moins la moitié d'entre eux de chacune de ces régions les appuient « fortement ».
 - Le soutien chez les femmes a aussi augmenté au cours de la période intermédiaire, passant de 78 pour cent à 84 pour cent. De nouveau, c'est le groupe de répondants qui appuie « fortement » les FC qui a connu la plus forte augmentation (passant de 44 % à 52 %).

Sommaire (suite)

Connaissance des plans d'investissement dans l'équipement et les infrastructures

- ◆ Comme l'indique la sensibilisation accrue des Canadiens aux plans des FC dans ces domaines, les communications sur les nouvelles infrastructures de défense et l'achat d'équipement militaire semblent bien pénétrer la conscience populaire.
- ◆ La connaissance des plans du gouvernement du Canada d'acheter du nouvel équipement militaire a pris une tangente positive et se situe maintenant à 48 %, soit une hausse de 8 points de pourcentage depuis mars.
 - Cependant, la connaissance continue de demeurer relativement voilée, alors que seulement un peu moins d'un tiers des Canadiens (29 %) affirment avec un fort degré de certitude qu'ils ont vu, lu ou entendu quelque chose à propos des plans (comparativement à 21 % en mars). Un peu moins de répondants (19 %) affirment qu'ils se souviennent « vaguement » d'avoir entendu quelque chose, soit la même proportion que lors des résultats précédents.
 - Le degré de sensibilisation varie de façon significative selon le sexe, alors que les hommes (56 %) sont beaucoup plus au fait que les femmes (41 %), et l'âge, alors que les 50 ans et plus (59 %) sont plus susceptibles de dire qu'ils ont vu, lu ou entendu quelque chose, comparativement aux répondants âgés de 18 à 29 ans (38 %). Cela étant dit, la sensibilisation a augmenté dans l'ensemble, surtout au sein du groupe des 18 à 29 ans (une augmentation de 12 points de pourcentage depuis mars).
 - Les écarts régionaux quant à la sensibilisation continuent d'être apparents, et toutes les régions, à l'exception de l'Alberta et de la C.-B., affichent une amélioration du taux de sensibilisation.
 - La sensibilisation demeure la plus élevée dans les provinces de l'Atlantique (58 %). En comparaison, elle est la plus faible au Manitoba et en Saskatchewan (40 %), même si ce résultat représente une augmentation de 11 points de pourcentage par rapport aux résultats de mars (29 %). Au Québec, la connaissance des plans d'achat d'équipement militaire a augmenté de 14 points, passant de 39 pour cent à 53 pour cent.
- ◆ Les communications au sujet des plans de construction de nouvelles infrastructures de défense continuent d'avoir un impact moindre. La sensibilisation du public se situe présentement à 22 pour cent, mais c'est malgré tout une hausse par rapport au résultat de 14 pour cent enregistré en mars.
 - La connaissance de ces plans s'est surtout améliorée au Québec (passant de 13 % à 28 %) et, dans une moindre mesure, en Ontario (passant de 13 % à 22 %). Les résidents de la Colombie-Britannique (13 %), du Manitoba et de la Saskatchewan (15 %) demeurent les moins informés des plans de surclassement ou de construction de nouvelles pistes, de logements et d'installations de formation pour les Forces canadiennes.



Sommaire (suite)

Soutien à l'endroit des dépenses pour la défense

- ◆ Le soutien à l'endroit de dépenses importantes pour les Forces canadiennes demeure pratiquement inchangé entre les deux périodes de sondage (74 % en mars et 77 % en septembre).
 - Bien que l'appui aux Forces canadiennes demeure faible au Québec par rapport aux autres régions, on remarque une hausse importante au cours des six derniers mois (passant de 46 % à 63 %). Alors qu'en mars pratiquement autant de Québécois appuyaient (46 %) les investissements qu'y étaient opposés (50 %), l'opinion a changé de façon positive. Les répondants qui appuient les investissements dépassent maintenant ceux qui y sont opposés par un ratio de près de 2 contre 1 (63 % par rapport à 34 %).
- ◆ Lorsqu'on leur a posé une question plus directe pour savoir si les FC possèdent le matériel dont elles ont besoin pour accomplir leur travail, les répondants, dont l'opinion était quelque peu divisée en mars, étaient maintenant davantage en désaccord avec l'énoncé (52 % sont en désaccord par rapport à 34 % en accord).
 - Le plus fort taux de désaccord se retrouve chez les hommes (58 % d'entre eux sont en désaccord, soit une hausse de 9 points de pourcentage par rapport aux résultats de mars), et les répondants âgés de 50 ans ou plus (56% d'entre eux sont en désaccord, soit une hausse de 9 points de pourcentage).
 - On remarque aussi un important changement d'opinion chez les Québécois (46 % des répondants sont en désaccord, soit une hausse de 14 points de pourcentage), et les répondants âgés de 18 à 29 ans (41 % sont en désaccord, soit une hausse de 9 points de pourcentage).

Sommaire (suite)

- ◆ Le consensus public que des dépenses en infrastructures entraînent des bénéfices économiques au niveau local est plus élevé (80 % des répondants sont d'accord, par rapport à 74 % en mars) que pour les dépenses au niveau de l'équipement militaire comme des navires, des avions ou des véhicules (62 % des répondants sont d'accord qu'il s'agit d'un bon usage des fonds publics, un résultat très comparable à celui de mars, soit 59%).
 - Comme l'ont indiqué les résultats du mois de mars, si le public semble appuyer davantage les dépenses en infrastructures de défense et leurs retombées économiques au niveau local, il semble beaucoup moins informé au sujet des plans à ce niveau que des plans d'acquisition de nouvel équipement. De toute évidence, la pénétration des annonces liées aux dépenses d'infrastructures est plus problématique que celle des annonces liées à l'achat d'équipement militaire.
 - De nouveau, tout comme en mars, les répondants les plus au fait des plans d'achat de nouvel équipement ont aussi tendance à appuyer davantage les dépenses en infrastructures de défense et à être plus d'accord que les dépenses en équipement de défense constituent généralement un usage approprié des fonds publics.
 - L'accord quant au fait que les dépenses en infrastructures de défense sont bénéfiques pour les économies locales est plus élevé chez les répondants au fait des plans d'achat de nouvel équipement militaire (86 % d'entre eux sont « d'accord » avec cet énoncé), comparativement à ceux qui ne sont pas au courant de ces plans (73 % d'entre eux sont « d'accord »). Malgré tout, l'écart entre le degré d'accord de ceux qui sont au courant des plans et de celui de ceux qui ne le sont pas demeure inchangé depuis mars, soit un écart de 13 points de pourcentage, et
 - L'accord que les dépenses en équipement de défense sont une bonne façon d'utiliser les fonds publics est aussi un peu plus élevé chez les répondants au courant des plans d'achat de navires, d'avions et de véhicules (66 % d'entre eux sont « d'accord ») que chez les répondants qui ne sont pas au courant de ces plans (58 % d'entre eux sont « d'accord »).
- ◆ Comme nous le recommandions en fonction des résultats du mois de mars, les résultats actuels continuent de soutenir un plus grand effort de communication pour promouvoir les bénéfices économiques locaux de dépenses accrues pour la défense. Plusieurs communautés où les Forces canadiennes maintiennent une présence sont de petits centres ou des centres de taille moyenne qui ont été très touchés par les fermetures d'usines découlant du repli économique actuel et affichent certains des taux de chômage les plus élevés au Canada.



Sommaire (suite)

Perception du public des efforts environnementaux des FC et de leur impact

- ◆ Les Canadiens demeurent relativement peu au fait des engagements du MDN et des FC envers l'environnement. L'opinion n'a pas changé de façon notable depuis le sondage de mars.
 - En gros, environ la moitié des répondants (49 %) est d'accord que le MDN et les FC prennent des mesures pour rétablir leur impact antérieur sur l'environnement, et environ le même nombre de répondants (47 %) est d'accord qu'ils prennent des mesures pour minimiser leur impact sur l'environnement.
 - Il n'y a pas d'écart régional ou démographique notable quant à la perception du dossier environnemental du MDN et des FC; de même la connaissance des plans d'investissement n'a pas non plus un impact élevé sur l'opinion quant à cette question.

Methodology



Methodology

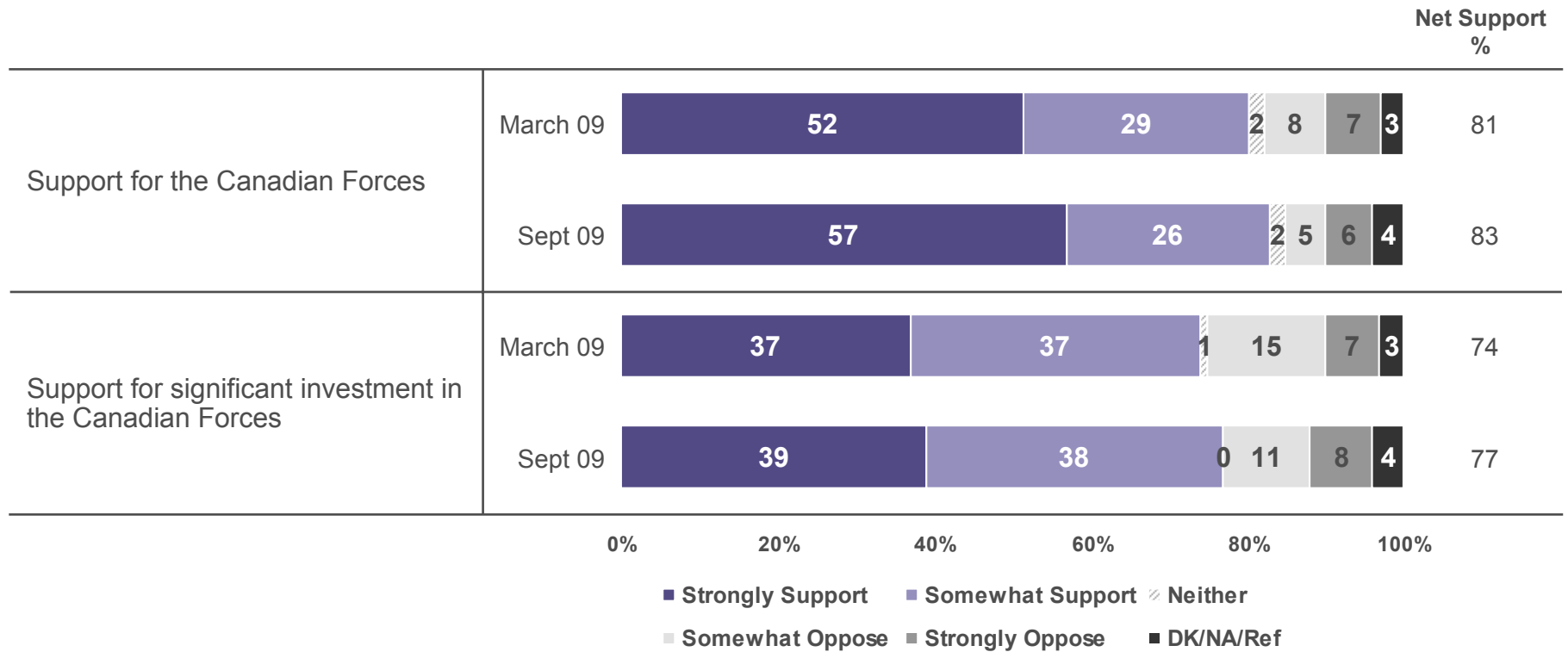
- ◆ This report presents the findings of questions placed on two waves of a telephone omnibus survey conducted among a national random sample of 1,000 adults, comprising 500 men and 500 women 18 years of age and older, living in Canada.
- ◆ The most advanced probability sampling techniques were employed in the selection of households for telephone interviewing. The random digit dialing method was utilized to draw the national sample frame. Each random telephone number generated is put through an appropriate series of validation procedures before it is retained as part of a sample. Each number generated is looked up in a current electronic phonebook database to retrieve geographic location, business indicator and “do not call” status. The postal code for listed numbers is verified for accuracy and compared against a list of valid codes for the sample stratum. Non-listed numbers are assigned a “most probable” postal code (FSA) based on the data available for all listed numbers in the phone exchange. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.
- ◆ The sampling model relies on stratification of the population by 10 regions (Atlantic Canada, Montreal CMA, the rest of Quebec, Toronto CMA, the rest of Ontario, Manitoba, Saskatchewan, Alberta, Vancouver CMA and the rest of British Columbia) and by four community sizes (1,000,000 inhabitants or more, 100,000 to 1,000,000 inhabitants, 5,000 to 100,000 inhabitants, and under 5,000 inhabitants). Interviews were disproportionately allocated by region as follows:

Atlantic - 125 interviews	Manitoba/Saskatchewan - 125 interviews
Quebec - 250 interviews	Alberta - 125 interviews
Ontario - 250 interviews	British Columbia - 125 interviews
- ◆ The sample was weighted in tabulation according to 2006 Census data to replicate actual population distribution by sex and age within region. The Yukon, Nunavut and Northwest Territories are excluded from the sample selection.
- ◆ Interviews were conducted over two time periods: Wave 1 – March 5th – 8th, 2009, Wave 2 - Sept. 4th – 9th, 2009.
- ◆ *Note to the Reader: Proportions shown in the following charts may not sum to exactly 100% due to rounding.*

Detailed Tables



General Support for the CF and for Significant Investment in the CF



Q1. Overall, do you support or oppose the Canadian Forces? Would you say that you ...
 Q2. Overall, do you support or oppose significant government investment in the Canadian Forces? Would you say that you ...
 Base: All respondents



Support for the Canadian Forces

	TOTAL		GENDER				AGE					
			Male		Female		18-29		30-49		50+	
	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09
n=	1000	1000	483	483	517	517	198	198	370	369	432	434
	%	%	%	%	%	%	%	%	%	%	%	%
NET Support	81	83	84	84	78	84 ↑	79	75	81	87 ↑	81	84
Strongly support	52	57	60	63	44	52	47	44	50	56	55	64
Somewhat support	29	26	24	21	34	32	32	31	31	31	26	20
Neither (<i>Volunteered</i>)	2	2	2	2	3	3	2	4	1	3	3	1
Somewhat oppose	8	5	7	4	10	6	13	9	8	6	6	2
Strongly oppose	7	6	6	7	7	4	5	7	7	3	7	7
NET Oppose	15	11	13	11	17	10	18	16	15	9	13	9
DK/NA/Ref	3	4	1	3	3	4	1	5	3	2	3	5

	REGION											
	Atlantic		Quebec		Ontario		MB/SK		Alberta		BC	
	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09
n=	125	125	250	250	250	250	125	125	125	125	125	125
	%	%	%	%	%	%	%	%	%	%	%	%
NET Support	88	90	62	70 ↑	87	89	82	89	93	87	80	82
Strongly support	63	68	25	39	63	67	56	54	68	63	46	55
Somewhat support	25	22	37	31	24	22	26	35	25	24	34	27
Neither (<i>Volunteered</i>)	2	-	4	6	2	1	3	-	1	2	1	1
Somewhat oppose	7	2	20	11	2	2	5	5	5	4	10	5
Strongly oppose	2	5	13	11	7	4	8	2	1	3	1	4
NET Oppose	9	7	33	22	9	6	13	7	6	7	11	8
DK/NA/Ref	1	3	1	1	2	4	3	5	1	4	8	9

Q1. Overall, do you support or oppose the Canadian Forces? Would you say that you ...

Base: All respondents



Support for Significant Government Investment in the CF

	TOTAL		GENDER				AGE					
			Male		Female		18-29		30-49		50+	
	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09
n=	1000	1000	483	483	517	517	198	198	370	369	432	434
	%	%	%	%	%	%	%	%	%	%	%	%
NET Support	74	77	75	79	72	76	72	68	74	77	74	81
Strongly support	37	39	44	44	30	35	33	26	37	34	38	49
Somewhat support	37	38	31	35	42	41	39	42	37	43	36	32
Neither (<i>Volunteered</i>)	1	<1	1	-	1	<1	1	-	1	-	2	<1
Somewhat oppose	15	11	15	10	16	12	17	15	17	14	14	7
Strongly oppose	7	8	7	8	7	8	5	14	7	5	8	7
NET Oppose	22	19	22	18	23	20	22	29	24	19	22	14
DK/NA/Ref	3	4	2	3	4	4	5	3	2	4	2	4

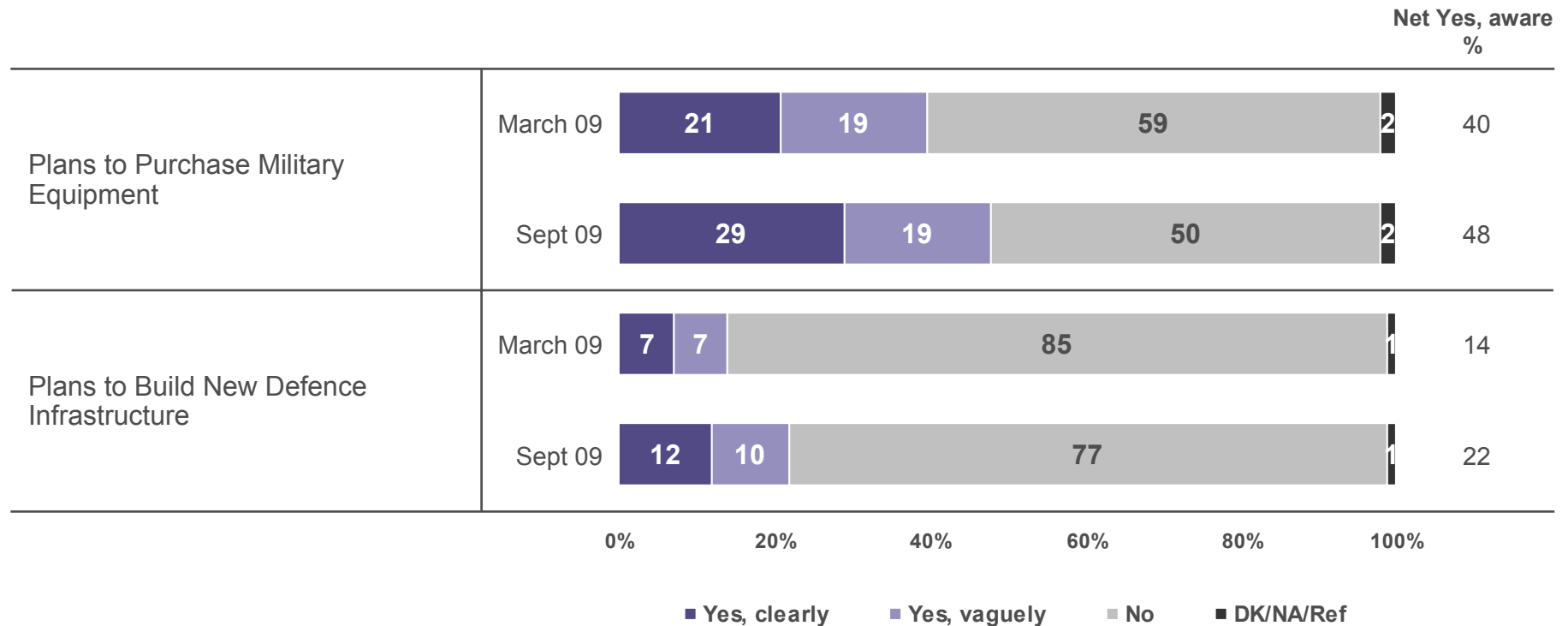
	REGION											
	Atlantic		Quebec		Ontario		MB/SK		Alberta		BC	
	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09
n=	125	125	250	250	250	250	125	125	125	125	125	125
	%	%	%	%	%	%	%	%	%	%	%	%
NET Support	79	84	46	63 ↑	84	83	83	75	87	85	78	78
Strongly support	46	44	14	22	48	50	39	34	51	50	28	30
Somewhat support	33	40	32	41	36	33	44	41	36	35	50	48
Neither (<i>Volunteered</i>)	-	-	3	1	<1	-	-	-	-	-	2	-
Somewhat oppose	12	4	35	21	8	7	10	12	6	9	11	11
Strongly oppose	6	9	15	13	5	6	3	6	2	5	7	4
NET Oppose	18	13	50	34	13	13	13	18	8	14	18	15
DK/NA/Ref	3	3	<1	2	3	4	4	7	5	1	2	8

Q2. Overall, do you support or oppose significant government investment in the Canadian Forces? Would you say that you ...

Base: All respondents



Awareness of...



Q3. In the past six months have you seen, read or heard anything about plans to purchase new defence equipment such as ships, aircraft or vehicles for the Canadian Forces?
 Q4. In the past six months have you seen, read or heard anything about plans to build new defence infrastructure such as runways, housing, or training facilities for the Canadian Forces?
 Base: All respondents



Awareness of Plans to Purchase Military Equipment

	TOTAL		GENDER				AGE					
			Male		Female		18-29		30-49		50+	
	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09
n=	1000	1000	483	483	517	517	198	198	370	369	432	434
	%	%	%	%	%	%	%	%	%	%	%	%
NET Yes	40	48 ↑	48	56 ↑	33	41 ↑	26	38 ↑	35	42 ↑	51	59 ↑
Yes, clearly	21	29	30	38	13	21	13	22	18	24	28	38
Yes, vaguely	19	19	18	18	20	20	13	16	17	18	23	21
No	59	50	51	42	65	56	74	62	62	58	48	37
DK/NA/Ref	2	2	1	2	2	2	-	-	2	1	1	4

	REGION											
	Atlantic		Quebec		Ontario		MB/SK		Alberta		BC	
	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09
n=	125	125	250	250	250	250	125	125	125	125	125	125
	%	%	%	%	%	%	%	%	%	%	%	%
NET Yes	49	58	39	53 ↑	38	46 ↑	29	40 ↑	49	50	40	43
Yes, clearly	32	39	19	28	22	29	16	23	24	36	19	24
Yes, vaguely	17	19	20	25	16	17	13	17	25	14	21	19
No	51	40	60	47	60	51	70	55	49	50	59	55
DK/NA/Ref	-	2	1	1	2	3	1	5	2	-	1	2

Q3. In the past six months have you seen, read or heard anything about plans to purchase new defence equipment such as ships, aircraft or vehicles for the Canadian Forces?
Base: All respondents



Awareness of Plans to Build New Defence Infrastructure

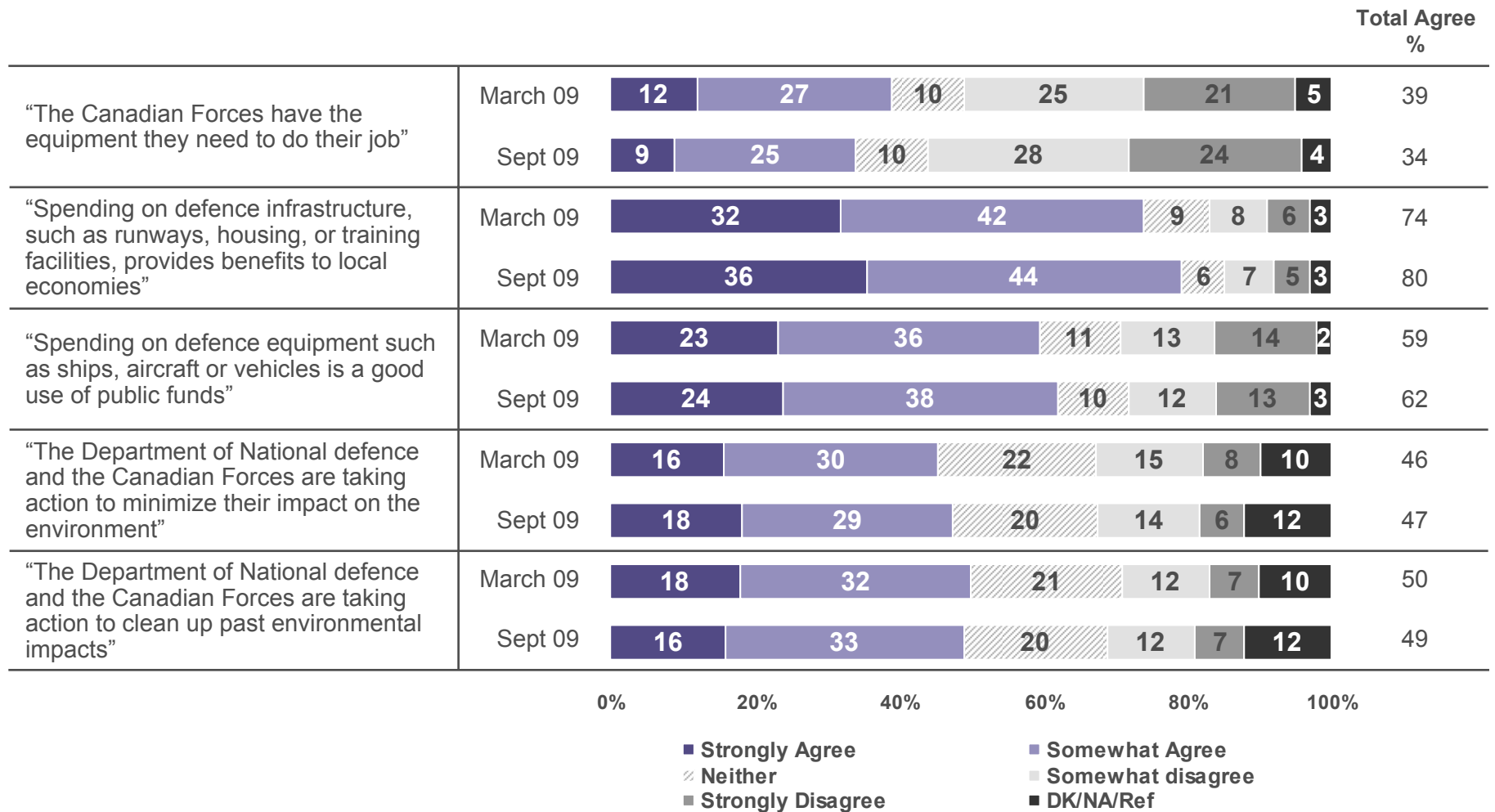
	TOTAL		GENDER				AGE					
			Male		Female		18-29		30-49		50+	
	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09
n=	1000	1000	483	483	517	517	198	198	370	369	432	434
	%	%	%	%	%	%	%	%	%	%	%	%
NET Yes	14	22 ↑	15	26 ↑	13	18 ↑	11	22 ↑	14	20 ↑	16	23 ↑
Yes, clearly	7	12	10	16	5	8	6	10	8	10	8	14
Yes, vaguely	7	10	5	10	8	10	5	12	6	10	8	9
No	85	77	83	73	86	81	89	77	85	80	82	75
DK/NA/Ref	1	1	2	1	1	1	-	-	1	1	2	1

	REGION											
	Atlantic		Quebec		Ontario		MB/SK		Alberta		BC	
	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09	March 09	Sept 09
n=	125	125	250	250	250	250	125	125	125	125	125	125
	%	%	%	%	%	%	%	%	%	%	%	%
NET Yes	25	17	13	28 ↑	13	22 ↑	6	15	19	24	12	13
Yes, clearly	13	8	7	16	7	12	2	3	8	14	6	7
Yes, vaguely	12	9	6	12	6	10	4	12	11	10	6	6
No	75	82	86	71	85	77	92	83	78	76	86	85
DK/NA/Ref	-	1	1	1	1	<1	2	2	3	-	1	2

Q4. In the past six months have you seen, read or heard anything about plans to build new defence infrastructure such as runways, housing, or training facilities for the Canadian Forces?
Base: All respondents



Public Views on...



Q5. Now I'm going to read you a series of statements. For each, I'd like you to tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree.

Base: All respondents



Public Views on Adequacy of CF Equipment

“The Canadian Forces have the equipment they need to do their job”

	TOTAL		GENDER – SEPT. 2009		AGE – SEPT. 2009		
	March 09	September 09	Male	Female	18-29	30-49	50+
n=	1000	1000	483	517	198	369	434
	%	%	%	%	%	%	%
NET Agree	39	34 ↓	31	37	44	34	30
Strongly agree	12	9	9	9	7	8	10
Somewhat agree	27	25	22	29	38	26	20
Neither	10	10	8	11	14	11	7
Somewhat disagree	25	28	32	24	28	30	26
Strongly disagree	21	24	26	23	13	24	30
NET Disagree	46	52	58	46	41	53	56
DK/NA/Ref	5	4	3	6	2	2	7

	REGION – SEPT 2009					
	Atlantic	Quebec	Ontario	MB/SK	Alberta	BC
n=	125	250	250	125	125	125
	%	%	%	%	%	%
NET Agree	30	43	31	36	27	32
Strongly agree	5	15	6	9	8	6
Somewhat agree	25	29	25	27	19	26
Neither	12	8	9	6	10	15
Somewhat disagree	28	30	28	29	28	25
Strongly disagree	25	16	28	23	30	25
NET Disagree	53	46	55	52	58	50
DK/NA/Ref	5	3	5	6	5	3

Q5. Now I'm going to read you a series of statements. For each, I'd like you to tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree.

Base: All respondents



Public Views on Spending on defence Infrastructure

“Spending on defence infrastructure, such as runways, housing, or training facilities, provides benefits to local economies”

	TOTAL		GENDER – SEPT. 2009		AGE – SEPT. 2009		
	March 09	September 09	Male	Female	18-29	30-49	50+
n=	1000	1000	483	517	198	369	434
	%	%	%	%	%	%	%
NET Agree	74	80 ↑	82	78	73	78	84
Strongly agree	32	36	45	28	25	33	43
Somewhat agree	42	44	37	50	47	45	41
Neither	9	6	5	8	8	9	3
Somewhat disagree	8	7	7	7	12	6	6
Strongly disagree	6	5	5	4	5	4	4
NET Disagree	14	11	12	11	18	10	10
DK/NA/Ref	3	3	1	4	2	3	3

	REGION – SEPT 2009					
	Atlantic	Quebec	Ontario	MB/SK	Alberta	BC
n=	125	250	250	125	125	125
	%	%	%	%	%	%
NET Agree	87	68	86	80	83	76
Strongly agree	43	30	40	26	43	31
Somewhat agree	44	38	47	54	39	44
Neither	2	9	4	4	11	6
Somewhat disagree	2	13	4	10	5	10
Strongly disagree	6	8	4	2	<1	5
NET Disagree	7	20	7	11	5	15
DK/NA/Ref	3	3	3	5	2	3

Q5. Now I'm going to read you a series of statements. For each, I'd like you to tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree.

Base: All respondents



Public Views on Spending on Defence Infrastructure by Awareness of Plans to Purchase Equipment

“Spending on defence infrastructure, such as runways, housing, or training facilities, provides benefits to local economies”

	TOTAL		Awareness of Plans to Purchase Equipment (Q3) – Sept. 09	
	March 09	September 09	Aware*	Not Aware
n=	1000	1000	483	497
	%	%	%	%
NET Agree	74	80	86	73
Strongly agree	32	36	46	26
Somewhat agree	42	44	40	47
Neither	9	6	4	8
Somewhat disagree	8	7	4	10
Strongly disagree	6	5	4	5
NET Disagree	14	11	8	15
DK/NA/Ref	3	3	2	4

*Combines those who responded “clearly” aware as well as those “vaguely” aware in Q3.

Q3. In the past six months have you seen, read or heard anything about plans to purchase new defence equipment such as ships, aircraft or vehicles for the Canadian Forces?
 Q5. Now I'm going to read you a series of statements. For each, I'd like you to tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree.

Base: All respondents



Public Views on Spending on Defence Equipment

“Spending on defence equipment such as ships, aircraft or vehicles is a good use of public funds”

	TOTAL		GENDER – SEPT. 2009		AGE – SEPT. 2009		
	March 09	September 09	Male	Female	18-29	30-49	50+
n=	1000	1000	483	517	198	369	434
	%	%	%	%	%	%	%
NET Agree	59	62	64	59	45	60	71
Strongly agree	23	24	29	19	10	19	35
Somewhat agree	36	38	35	40	35	41	36
Neither	11	10	10	11	15	13	6
Somewhat disagree	13	12	10	14	17	15	8
Strongly disagree	14	13	13	13	22	10	12
NET Disagree	27	25	23	27	39	25	19
DK/NA/Ref	2	3	3	3	2	2	4

	REGION – SEPT 2009					
	Atlantic	Quebec	Ontario	MB/SK	Alberta	BC
n=	125	250	250	125	125	125
	%	%	%	%	%	%
NET Agree	68	43	68	69	70	64
Strongly agree	26	12	28	22	40	23
Somewhat agree	43	31	40	47	30	41
Neither	12	14	9	4	7	12
Somewhat disagree	7	22	9	15	6	10
Strongly disagree	7	19	11	11	14	14
NET Disagree	14	41	20	26	20	23
DK/NA/Ref	6	2	4	1	3	1

Q5. Now I'm going to read you a series of statements. For each, I'd like you to tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree.

Base: All respondents



Public Views on Spending on Defence Equipment by Awareness of Plans to Purchase Equipment

“Spending on defence equipment such as ships, aircraft or vehicles is a good use of public funds”

	TOTAL		Awareness of Plans to Purchase Equipment (Q3) – Sept. 09	
	March 09	September 09	Aware*	Not Aware
n=	1000	1000	483	497
	%	%	%	%
NET Agree	59	62	66	58
Strongly agree	23	24	30	18
Somewhat agree	36	38	36	40
Neither	11	10	10	11
Somewhat disagree	13	12	10	14
Strongly disagree	14	13	11	15
NET Disagree	27	25	22	15
DK/NA/Ref	2	3	3	3

*Combines those who responded “clearly” aware as well as those “vaguely” aware in Q3.

Q3. In the past six months have you seen, read or heard anything about plans to purchase new defence equipment such as ships, aircraft or vehicles for the Canadian Forces?
 Q5. Now I'm going to read you a series of statements. For each, I'd like you to tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree.
 Base: All respondents



Public Views on DND/CF Efforts to Minimize Environmental Impact

“The Department of National defence and the Canadian Forces are taking action to minimize their impact on the environment”

	TOTAL		GENDER – SEPT. 2009		AGE – SEPT. 2009		
	March 09	September 09	Male	Female	18-29	30-49	50+
n=	1000	1000	483	517	198	369	434
	%	%	%	%	%	%	%
NET Agree	46	47	48	46	46	45	50
Strongly agree	16	18	19	17	16	15	22
Somewhat agree	30	29	29	30	30	30	28
Neither	22	20	20	21	24	27	13
Somewhat disagree	15	14	14	15	20	13	13
Strongly disagree	8	6	7	5	5	7	6
NET Disagree	23	20	21	20	25	19	19
DK/NA/Ref	10	12	12	13	5	9	18

	REGION – SEPT 2009					
	Atlantic	Quebec	Ontario	MB/SK	Alberta	BC
n=	125	250	250	125	125	125
	%	%	%	%	%	%
NET Agree	54	47	48	48	47	39
Strongly agree	9	22	21	12	17	9
Somewhat agree	45	25	27	36	30	29
Neither	18	15	19	31	29	23
Somewhat disagree	13	20	13	6	14	15
Strongly disagree	4	9	6	4	3	6
NET Disagree	17	29	18	10	17	20
DK/NA/Ref	12	9	14	11	7	18

Q5. Now I'm going to read you a series of statements. For each, I'd like you to tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree.

Base: All respondents



Public Views on DND/CF Efforts to Remediate Environmental Impacts

“The Department of National defence and the Canadian Forces are taking action to clean up past environmental impacts”

	TOTAL		GENDER – SEPT. 2009		AGE – SEPT. 2009		
	March 09	September 09	Male	Female	18-29	30-49	50+
n=	1000	1000	483	517	198	369	434
	%	%	%	%	%	%	%
NET Agree	50	49	52	45	47	47	52
Strongly agree	18	16	20	13	14	14	19
Somewhat agree	32	33	33	33	33	32	33
Neither	21	20	19	21	26	24	14
Somewhat disagree	12	12	10	14	18	11	11
Strongly disagree	7	7	8	6	5	8	6
NET Disagree	19	19	18	20	23	19	17
DK/NA/Ref	10	12	10	14	5	10	17

	REGION – SEPT 2009					
	Atlantic	Quebec	Ontario	MB/SK	Alberta	BC
n=	125	250	250	125	125	125
	%	%	%	%	%	%
NET Agree	63	46	51	41	50	43
Strongly agree	18	18	20	7	13	8
Somewhat agree	44	28	31	33	37	35
Neither	16	17	21	24	22	22
Somewhat disagree	7	23	6	13	16	12
Strongly disagree	8	5	8	9	4	5
NET Disagree	14	28	14	22	20	17
DK/NA/Ref	7	10	14	14	8	17

Q5. Now I'm going to read you a series of statements. For each, I'd like you to tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree.

Base: All respondents

Appendix A

English Survey



SUPPORT FOR FORCES STUDY

1. Overall, do you support or oppose the Canadian Forces? Would you say that you ___? [READ LIST – RECORD ONE RESPONSE]

	Strongly support	5
	Somewhat support	4
	Somewhat oppose	2
	Strongly oppose	1
[VOLUNTEERED]	NEITHER	3
[VOLUNTEERED]	DON'T KNOW	?

2. Overall, do you support or oppose significant government investment in the Canadian Forces? Would you say that you ___? [READ LIST – RECORD ONE RESPONSE]

	Strongly support	5
	Somewhat support	4
	Somewhat oppose	2
	Strongly oppose	1
[VOLUNTEERED]	NEITHER	3
[VOLUNTEERED]	DON'T KNOW	?

3. In the past six months have you seen, read or heard anything about plans to purchase new defence equipment such as ships, aircraft or vehicles for the Canadian Forces? [RECORD ONE RESPONSE]

[INTERVIEWER NOTE: IF RESPONDENT SAYS 'YES', ASK: Is that clearly or vaguely?]

	Yes, clearly	1
	Yes, vaguely	2
	No	3
[VOLUNTEERED]	DON'T KNOW	?



SUPPORT FOR FORCES STUDY

4. In the past six months have you seen, read or heard anything about plans to build new defence infrastructure such as runways, housing, or training facilities for the Canadian Forces? [RECORD ONE RESPONSE]
[INTERVIEWER NOTE: IF RESPONDENT SAYS 'YES', ASK: Is that clearly or vaguely?]

- Yes, clearly 1
- Yes, vaguely 2
- No 3

[VOLUNTEERED] DON'T KNOW ?

5. Now I'm going to read you a series of statements. For each, I'd like you to tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree. The first is ___? [READ AND ROTATE SERIES]

- Strongly agree 5
- Somewhat agree 4
- Neither agree or disagree 3
- Somewhat disagree 2
- Strongly disagree 1

[VOLUNTEERED] DON'T KNOW ?

- a. Spending on defence equipment such as ships, aircraft or vehicles is a good use of public funds.
- b. Spending on defence infrastructure, such as runways, housing, or training facilities, provides benefits to local economies.
- c. The Department of National Defence and the Canadian Forces are taking action to minimize their impact on the environment.
- d. The Department of National Defence and the Canadian Forces are taking action to clean up past environmental impacts.
- e. The Canadian Forces have the equipment they need to do their job.

Appendix B

French Survey



ÉTUDE SUR LE SOUTIEN AUX FORCES

1. Dans l'ensemble, est-ce que vous appuyez ou est-ce que vous êtes opposé aux Forces canadiennes? Diriez-vous que vous ___?
[LIRE LA LISTE – NOTER UNE RÉPONSE]

	Les appuyez fortement	5
	Les appuyez quelque peu	4
	Leur êtes quelque peu opposé	2
	Leur êtes fortement opposé	1
[RÉP. SPONTANÉE]	NI L'UN NI L'AUTRE	3
[RÉP. SPONTANÉE]	NE SAIT PAS	?

2. Dans l'ensemble, êtes-vous pour ou contre que le gouvernement investisse de façon importante dans les Forces canadiennes?
Diriez-vous que vous êtes ___? [LIRE LA LISTE – NOTER UNE RÉPONSE]

	Tout à fait pour	5
	Plutôt pour	4
	Plutôt contre	2
	Tout à fait contre	1
[RÉP. SPONTANÉE]	NI L'UN NI L'AUTRE	3
[RÉP. SPONTANÉE]	NE SAIT PAS	?

3. Au cours des six derniers mois, avez-vous vu, lu ou entendu quelque chose au sujet de projets d'achat de nouveau matériel de défense tels que des navires, des avions ou des véhicules pour les Forces canadiennes? [NOTER UNE RÉPONSE]
[NOTE À L'INTERVIEWEUR : SI LE RÉPONDANT DIT « OUI », DEMANDER : Est-ce clairement ou vaguement?]

	Oui, clairement	1
	Oui, vaguement	2
	Non	3
[RÉP. SPONTANÉE]	NE SAIT PAS	?



ÉTUDE SUR LE SOUTIEN AUX FORCES

4. Au cours des six derniers mois, avez-vous vu, lu ou entendu quelque chose au sujet de projets de construction de nouvelles infrastructures de défense telles que des pistes, des logements ou des installations de formation pour les Forces canadiennes?
[NOTER UNE RÉPONSE]

[NOTE À L'INTERVIEWEUR : SI LE RÉPONDANT DIT « OUI », DEMANDER : Est-ce clairement ou vaguement?]

	Oui, clairement	1
	Oui, vaguement	2
	Non	3
[RÉP. SPONTANÉE]	NE SAIT PAS	?

5. Je vais maintenant vous lire une série d'énoncés. Veuillez me dire si vous êtes tout à fait d'accord, plutôt d'accord, ni d'accord ni en désaccord, plutôt en désaccord ou tout à fait en désaccord avec chacun d'eux. Le premier se lit comme suit ____? [LIRE ET ALTERNER LA SÉRIE D'ÉNONCÉS]

	Tout à fait d'accord	5
	Plutôt d'accord	4
	Ni d'accord ni en désaccord	3
	Plutôt en désaccord	2
	Tout à fait en désaccord	1
[RÉP. SPONTANÉE]	NE SAIT PAS	?

- Dépenser pour du matériel de défense tels que des navires, des avions ou des véhicules est une bonne façon d'utiliser les fonds publics.
- Dépenser pour des infrastructures de défense telles que des pistes, des logements ou des installations de formation est bénéfique pour les économies locales.
- Le ministère de la Défense nationale et les Forces canadiennes prennent des mesures pour minimiser leur impact sur l'environnement.
- Le ministère de la Défense nationale et les Forces canadiennes prennent des mesures pour rétablir leur impact antérieur sur l'environnement.
- Les Forces canadiennes possèdent le matériel dont elles ont besoin pour accomplir leur travail.