



Ipsos Reid

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Views of the Canadian Forces 2011 Tracking Study

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Political Neutrality Statement

I hereby certify as Senior Officer of Ipsos Reid that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

A handwritten signature in purple ink, appearing to read 'Alexandra Evershed', is written over a light blue horizontal line.

Alexandra Evershed
Senior Vice President
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Executive Summary

Background and Methodology

While the potential threats and missions of the future are uncertain, the Canadian Forces (CF) is required to deliver a broad range of modern capabilities and equipment that is ready to respond to a wide range of threats in Canada and North America – from natural disasters to security threats – and ready to contribute to international peace, security and stability.

Defending our sovereignty and national security and demonstrating leadership abroad are critical roles for government. To deliver on these core responsibilities, the Government introduced the *Canada First* Defence Strategy (CFDS) in 2008 – a 20-year comprehensive plan for modernizing the military by ensuring the Canadian Forces have the people, equipment, and support they need to meet Canada’s long-term domestic and international security challenges. Three years into the 20-year plan, implementation of the CFDS continues with balanced investments across the four pillars that underpin military capabilities: equipment, infrastructure, personnel and readiness.

In order for DND and the Canadian Forces to continue to meet its objectives, it must stay attuned to the views, perceptions and opinions of Canadians, and must communicate to Canadians its roles, mission mandates, needs and activities as effectively as possible.

DND and the Canadian Forces have commissioned eleven annual tracking studies since 1998, interviewing over 15,000 Canadians aged 18 and older by telephone. Since 2006, the department has systematically fielded a battery of questions specifically on Canada’s mission in Afghanistan to gauge the public’s awareness, knowledge and support. The 2011 iteration represents the fourth consecutive year that Ipsos Reid has conducted this study.

Conducting this tracking study has become one of the main research priorities of DND. It is a key source of information to support decision-making and inform communications activities, and supports its ongoing commitment to listening to the views of Canadians. More specifically, the study examines issues such as the image of the Canadian Forces, the role of the Canadian Forces at home and abroad, perceptions of the equipment and the funding of the Canadian Forces and Canada’s mission in Afghanistan. This year’s study also looked at awareness and views relating to Arctic sovereignty and the Canadian North.

The objective of the research is to assess changes in the perspectives of Canadians about the Canadian Forces and related military issues, with a comparative analysis that measures movement in opinion and perception over time. In addition to the baseline questions, subsequent question-modules were developed in the 2011 iteration to augment understanding of topical subject areas, such as Afghanistan and Arctic sovereignty.

Keeping in mind that a number of Afghanistan-related tracking questions were included in the *Views of Canadians 2010 – Afghanistan Mission* study fielded in September 2010, the 2011 annual tracking study did not field an Afghanistan-only questionnaire as was done in 2009 and 2010. Consequently, the 2011 iteration added to the five core questions on



Afghanistan, ensuring that questions regarding the transition to a training mission and other aspects were covered in the baseline questionnaire.

The section of questions related to Arctic sovereignty and the North was expanded upon in the 2011 survey. These questions directly reflected the content of a survey conducted for DND by Environics (March 2009) entitled *Canadian Public Opinion on Arctic Sovereignty and the North*, and the 2008 Ipsos-Reid report *Views of the Canadian Forces Tracking Survey*.

Quantitative

For the quantitative survey, we conducted a 15-minute custom CATI telephone survey between March 11th and 25th, 2011, with Canadians aged 18 and older using random digit dialling as the method of household selection.

The sampling scheme in this research was geographically-stratified to include a sample of n=1,201 respondents in Southern Canada (south of the 60th parallel) and 450 respondents in the North (north of the 60th parallel, including the Yukon, Northwest Territories, and Nunavut as well as the regions of Nunavik and Labrador). The final data was formatted in two separate data sets; both were weighted according to 2006 Census data by region, age and gender. The first data set includes national data for all 1,651 cases, and the second provides the findings for the 450 cases in the North.

The national sample of 1,651 cases was weighted to accurately reflect the total population by region, age and gender according to the 2006 Census. Most notably, as a result of the weighting, the Northern sample of 450 cases represents 0.4% of the weighted national total (reflecting the population of the North as a percentage of the national population).

Prior to launching the study, thirty pre-test interviews were conducted, with fifteen conducted in each official language. The pre-test went smoothly, with no apparent issues or difficulties in the questionnaire in either official language. However, the interview length was excessive (over twenty minutes) and the questionnaire was therefore shortened to an average length of sixteen minutes, in consultation with the Project Authority.



The sample sizes and margins of error by region are as follows:

REGION	SAMPLE SIZE	MARGIN OF ERROR
Southern Canada	1,201	±2.8
British Columbia	158	±7.8
Alberta	125	±8.8
Saskatchewan/Manitoba	78	±11.1
Ontario	456	±4.6
Quebec (excluding Nunavik)	300	±5.7
Atlantic Provinces (excluding Labrador)	84	±10.7
The North	450	±4.6
Yukon	100	±9.8
Northwest Territories	125	±8.8
Nunavut	100	±9.8
Nunavik	50	±13.8
Labrador	75	±10.6

The following response rate calculation for this research has been completed according to the MRIA's Empirical Calculation for Data Collection:

EMPIRICAL CALCULATION FOR DATA COLLECTION	
Total Numbers Attempted	35,016
Invalid (NIS, fax/modem, business/non-res.)	17,499
Unresolved (U) (Busy, no answer, answering machine)	7,109
In-scope - non-responding (IS)	8,523
Language problem	339
Illness, incapable, deaf	97
Household refusal	6,935
Respondent refusal	249
Qualified respondent break-off	903
In-scope - Responding units (R)	1,885
Over quota	35
No one 18+	82
Screened out as having someone in household who works in advertising or the media	117
Completed interviews	1,651
Response Rate = R/(U+IS+R)	11%



When summarizing the results of the quantitative study, the following conditions apply:

- Responses of 'don't know' are only reported when values are 10% or greater
- Base sizes for previous reports are as follows:
 - 2010 (n=1,503)
 - 2010 Afghanistan-only (n=1,001)
 - 2009 (n=1,300)
 - 2008 (n=3,000)
- Summary values of combined categories (e.g. 'strongly agree' and 'somewhat agree' reported as 'agree') sometimes add to a value a percentage point higher or lower than the sum of the reported individual categories, as a consequence of rounding.

Qualitative

Between March 21th and March 24th, 2011, Ipsos Reid carried out 10 focus groups nationwide, with two focus groups held in each of the following five cities:

- Montreal;
- Toronto;
- Calgary;
- Iqaluit; and,
- Yellowknife.

The locations for the focus groups were selected by DND on the basis of a number of variables, including:

- proximity and accessibility of research facilities to intended target audiences;
- the desire to rotate qualitative projects conducted by DND to a number of communities of various sizes and locations across Canada;
- the desire to ensure that Canadians with views on Northern issues were represented;
- expected and known variation in regional perceptions and views; and,
- proximity to military bases or wings.

Each of the 10 focus groups was two hours in length. Quotas were set for gender, education level and other relevant socio-demographic variables, as well as ensuring a minimum level of awareness of media.

There were 10 participants recruited for each group with the expectation that eight would attend. Within each group, recruitment was structured to meet the following criteria:

- A range of ages between 18 and 64, with one focus group in each city held with 18 to 34 year olds and the other with those aged 35 to 64;
- A mix of men and women;
- A range of educational attainment levels;



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- A range of income levels; and,
- A range of attitudes towards the Canadian Forces.

Participants in Montreal, Toronto and Calgary were paid an honorarium of \$75 to thank them for their time. Participants in Yellowknife received \$100 and participants in Iqaluit received \$150.

A Note on the Field Dates

The period of fieldwork for both the quantitative and qualitative research was a fairly newsworthy one. Notably, the following events occurred during the field periods:

- The tsunami in Japan (March 11);
- Six CF-18 fighter aircraft deployed to support the U.N. sanctioned no-fly zone over Libyan territory (March 18). This deployment was in addition to HMCS Charlottetown, already patrolling the waters north of the Libyan coast.



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Key Findings

Focus on the Canadian Forces

Nearly three in five (57%) Canadians have recently seen, read or heard something about the Canadian Forces. This represents a significant decline from 72 percent in 2010.

The six in ten (57%) Canadians who recall recent coverage of the Canadian Forces were asked what they could recall. Among these respondents, one in four (25%) recall something about sending troops into Libya; this proportion grew to 50% following the March 18th deployment of CF-18s to support the U.N. no-fly zone over Libya. One in five mentioned something about Canada's presence in Afghanistan (20%). The purchase of new fighter jets and helicopters were mentioned by 15% of respondents. Other things Canadians recall seeing, reading, or hearing about this year include media mentions in general (14%) and the current capabilities of Canadian military equipment (11%). Canadians were much less likely to mention the deaths of Canadian soldiers this year than in the past (3%, versus 14% in 2010).

Nearly nine in ten Canadians (88%) say they have a positive impression of the people who serve in the Canadian Forces, including 56% who say they have a very positive impression. This high proportion of positive views towards members of the Forces is consistent with the results found in 2010, 2009 and 2008.

Nine in ten (91%) Canadians believe that Canada's military is essential (including 59% who say it is very essential). While they consider the military essential, Canadians less often describe the military as modern (57%, including only 12% very modern).

Funding and investment in the Canadian Forces

Canadians are split between those who say Canada's military is under-funded (41%) and those who say the funding is about right (40%). The proportion of respondents who say that the Canadian military is under-funded has decreased significantly since 2010 (when 50% said Canada's military is underfunded). Conversely, the proportion of respondents who indicate that funding is 'just right' has increased by five percentage points since 2010 (40%, versus 35% in 2010). Only 7 percent say the military receives too much funding, consistent with 2010.

The 41% of Canadians who say Canada's military is under-funded were asked what tells them this is the case. References to the equipment used by the military top the list of reasons, including nearly two in five (39%) attributing their view to out-of-date equipment, 16 percent to a lack of proper equipment, and 15 percent to the poor quality of military vehicles.

The seven percent of Canadians who say the military is over-funded were asked why they think so. Among these respondents, 13 percent explain that the Canadian Forces' budget is disproportionately large relative to its size and relative to other government spending. An additional 13 percent say that the money would be better spent on other priorities

(13%). Others who perceive Canada's military as over-funded say that the Canadian military is unnecessary (11%), and that the Canadian Forces spends money wastefully (11%).

During the focus groups, participants often mentioned poor and outdated equipment as evidence that the military was underfunded, referring to specific issues such as the purchase of used British submarines. Several expressed the view that the Canadian Forces needed to catch up from not spending enough in previous years when the defence budget had been cut. Relatively few participants felt that the military was overfunded. Among these, a few participants seemed to object to military spending as a matter of principle, with some complaining about the lack of public debate as to how military funds were spent.

Relatively few (16%) Canadians think it is wasteful to invest in Canada's military (including 4% who strongly agree). By contrast, over three quarters (77%) disagree with this statement, including 35 percent who strongly disagree. These results have remained consistent since 2008.

When asked whether they agree or disagree that purchases of military equipment are well planned, one in three Canadians (34%) agree that they are, while nearly two in five (39%) say they are not.

Just over half (56%) of Canadians have recently seen, read or heard of plans to purchase new defence equipment, as compared with 40% awareness in 2009. The 56% of Canadians who have recently heard about new defence equipment purchases were asked what they had seen, read or heard. Among these respondents, one in three mentioned the purchase of the F-35 fighter jet (32%), while another third reported the purchase of new aircraft/ planes in general (31%).

During the focus groups several participants referred to the purchase of F-35 jets, with several participants citing the unanticipated maintenance costs as an example of poor planning. Some felt, however, issues external to the Canadian Forces - political structures or political involvement - were at the root of perceived problems with budget management, referring to previous purchases as evidence.

Role of the Canadian Forces

Canadians were asked whether the Canadian Forces should focus its efforts internationally, domestically or primarily on the North American continent. Among these options, two in five Canadians (42%) say the top priority for the Canadian Forces should be international, while 39% believe its focus should be domestic and an additional 15% say the North American continent. The tracking shows a significant shift away from an international focus this year compared to earlier years.

Canadians were asked whether they agree or disagree with several statements about the role of the Canadian Forces abroad. Among the statements tested, Canadians widely agree that it is important that the Canadian Forces play a role in responding to international situations requiring humanitarian assistance (92% agree, including 52% saying strongly agree). Canadians less often agree that it is important for Canada's military to play a leadership role abroad when responding to international situations,



although nearly three in four do agree with this idea (72%, including 30% who strongly agree). Fewer Canadians agree that a significantly stronger military is crucial to achieving our foreign policy goals and advancing our place in the world, though a majority does agree with this view (58%, including 22% who strongly agree).

Comparisons to past surveys suggest that views on the role of Canadian Forces abroad, as measured by these statements, have remained fairly stable.

Canadians are split on the issue of whether a peacekeeping or a peacemaking role is more appropriate for the Canadian Forces to take, with 52% who support an active role for the Canadian Forces abroad, which includes a fighting role, and 44% who think the role of the Canadian Forces should be limited to observation duties or monitoring a ceasefire or truce between two conflicting parties. The results have been largely split on this question since it was first asked in 2008 with slight shifts back and forth; last year, a greater proportion favoured a peacekeeping role for the Canadian Forces.

During the focus groups, participants tended to agree that the Canadian Forces should serve internationally, specifically in terms of a peacekeeping role, with some arguing that it was part of Canada's image abroad. While several participants felt the Canadian Forces should return to its traditional peacekeeping role, others indicated that the role of peacekeeping had changed in recent years, and that the Canadian Forces has become a more combat-focused organization. Several participants suggested that the Canadian Forces should take a more proactive role in the future, helping to prevent future conflicts rather than trying to address the fallout of conflicts. Others saw the possibility of the Canadian Forces taking on a different role, specializing in a particular area, such as military technology, when taking part in international missions.

Some focus group participants felt that the Canadian Forces should be deployed more selectively. In particular, these participants felt the Canadian Forces should become more independent of other countries, particularly the U.S.

When describing Canada's international role, focus group participants referred to Canada's alliances with the UN and NATO, and referred to specific missions, such as Rwanda and more recently, the enforcement of the no-fly zone in Libya. Others referred to humanitarian efforts in Haiti, and disaster relief, specifically the Disaster Assistance Response Team (DART). Others suggested that given Canada's wealth and standing on the world stage, that Canada has a responsibility to offer assistance.

Canada's mission in Afghanistan

Three in four (73%) Canadians recall having seen, read or heard something about Canadian Forces operations currently taking place in Afghanistan. This includes two in five (42%) who clearly recall and one in three (31%) who vaguely recall. Recollection of Canada's Afghanistan mission has dropped significantly over the last year (down 13 points from 55% saying 'yes, clearly' in 2010).

The three in four (73%) Canadians who recall seeing, reading or hearing something about the mission in Afghanistan were asked what they recall. These respondents most often recall something about Canadian reconstruction and training efforts in Afghanistan (15%), followed closely by something related to a withdrawal of soldiers from Afghanistan (14%)



and mentions of the deaths of Canadian soldiers (13%; mentions of deaths have declined significantly from 21% in 2010).

Three in five Canadians (60%) support the mission in Afghanistan (including 20% who strongly support it). Just over one in three (35%) say they oppose the mission (including 17% who strongly oppose it). Support for the mission in Afghanistan has decreased from a high of 67 percent measured in 2008 to the 60 percent measured this year.

While support for the mission in Afghanistan has decreased, pride in Canada's role there has not, with over three in four Canadians (77%) saying they are proud of the role that the Canadian Forces has played in Afghanistan (largely unchanged from 74% measured in 2010).

During the focus groups, participants were asked to describe the mission in Afghanistan in two or three words. Many participants used words or phrases with negative connotations: "dangerous," "expensive," "failure," "deadly," "underfunded," "endless," and expressed the sense that it was no longer worth it. Many also had questions and expressed confusion about the mission. There was also a sense of "enough is enough". In general, many participants seemed to feel that they were under-informed about the Canadian Forces' role in Afghanistan, and that they did not know why the Canadian Forces was still there.

Two in three Canadians (66%) are aware that Canada's role in Afghanistan is shifting from a combat role to one focussed on training Afghan troops until 2014. Over a quarter of Canadians (27%) believe that Canada still plans on withdrawing all of its troops from Afghanistan in 2011. Fewer than one in ten (7%) say that they do not know.

When told the Government of Canada has announced that the Canadian Forces will conclude combat operations in Afghanistan in July 2011 and will transition to a mission focused on training the Afghan National Security Forces until 2014, nearly three quarters (73%) of Canadians say that they support this mission (including 30% who strongly support the mission). A quarter of Canadians (24%) oppose the new training mission.

The three quarters (73%) of respondents who support the training mission were asked why they support the new mission. Respondents most often say that it is because the Canadian Forces should assist with training in order to help the Afghan government to stand on its own (31%). An additional 14 percent cite the need to support our allies.

Those one in four (24%) Canadians who oppose the training mission were asked why they oppose it. These respondents most often say simply that Canadian troops should withdraw (25%). Others say that they oppose the mission because they see no point in training the Afghan people, as it will not make a difference (14%). An additional 12 percent say that it is too risky and that soldiers will get hurt. Ten percent say that the war has gone on too long.

Overall, two thirds (64%) of Canadians agree that Canada's shifting role in Afghanistan from a combat role to training Afghan troops will result in fewer Canadian Forces casualties. Just fewer than one in five (18%) disagree that the training mission will result in fewer casualties.

When participants in the focus groups were asked if the Canadian Forces' role was changing, the level of awareness among participants varied. Some participants thought

that the Canadian Forces would be leaving in 2011, while others thought that the Canadian Forces would remain in Afghanistan, but in another role. Some participants had heard that the mission was changing from combat mission to a more reconstructive role, such as building schools, while others were aware of the shift to a training role.

Focus group participants were asked to read and then respond to an excerpt about the change in Canada's role in Afghanistan, which described the transition from a combat role to a training role to last until 2014. There was a wide range of reactions; in general, many participants seemed to express ambivalence about the mission, with some participants questioning the length of time allocated for the training. Some wondered what would happen afterwards. Others felt that it was time to leave, mentioning that many other countries had ceased to be involved.

Overall, 58 percent of Canadians recall (yes or maybe) seeing, reading, or hearing something about issues faced by returning Canadian soldiers and their families or by the families of Canadian soldiers who died in Afghanistan. This represents a decline from 65 percent measured in 2010.

The 58 percent of Canadians who recalled seeing, reading or hearing something about Canadian troops were asked what they recalled. These respondents most often recall something about post-traumatic stress disorder (19%), while over one in ten recalled something about soldiers dying (13%). Other mentions include a lack of support offered to returning soldiers (12%), the repatriation or return of troops (11%), and families who have lost their loved ones (10%).

Focus on the North

Over two in five Canadians (43%), including 54% among Northern Canadians, claim to have recently seen, read, or heard something about Arctic sovereignty.

The two in five (43%) Canadians who recall seeing, reading or hearing anything about Arctic sovereignty were asked what they recalled. These respondents most often recall something about claims made on the Arctic by other countries (43%, compared to 48% in 2010). Other mentions include the additional presence of the Canadian Navy in the North (8%), the impact of global warming on the Northwest Passage (7%), increased patrols in the North (6%) and mineral resources (6%).

The issues mentioned by Northern residents differ slightly from those mentioned in the rest of Canada. Residents of the North are less likely to mention claims made by other countries (24%), and more often mention the presence of the Canadian Navy (12%) and the Canadian Rangers (9%), the effect of global warming on the Northwest Passage (9%), and the build-up of Canadian sovereignty in the Arctic (8%).

Seven in ten (70%) Canadians are concerned about challenges to Arctic sovereignty from other countries, with three in ten (31%) reporting that they are very concerned about other countries challenging Canadian sovereignty in the Arctic North. Over a quarter (28%) of Canadians report that they are not concerned by Arctic sovereignty challenges. Concern is greater in the North, with 77% reporting concern (including 37% who are very concerned).



When provided a choice of three statements, six in ten Canadians (62%) say that Arctic sovereignty is important, but should not take precedence over other federal issues, such as healthcare or the environment. One in four Canadians (24%) feel that Arctic sovereignty is a critical priority that the federal government needs to address, while one in ten (11%) feel that Arctic sovereignty is clearly less important than other federal issues. Northern Canadians (28%) are slightly more likely to indicate that Arctic sovereignty is a critical priority that the federal government needs to address.

Not surprisingly, focus group participants from the North (Iqaluit and Yellowknife) were in general more knowledgeable of the issues concerning the North, particularly Arctic sovereignty. They saw Northern issues as having increased in prominence in recent years because of interest of other nations in Arctic resources.

Presence of the Canadian Forces in the North

When asked whether it is important for Canada to carry out security patrols in the North, nearly four in five Canadians (78%) agree that it is. Northern Canadians are more likely to agree (83%), including 50% who strongly agree.

While still substantial, support for increasing patrols is significantly lower than basic support for security patrols. A majority of Canadians overall (58%) and two in three Northern Canadians (66%) support *increasing* security patrols in the North.

Nearly three in five (58%) Canadians are confident that the Canadian military has the resources necessary to establish more of a presence in the Arctic North, including ten percent who feel very confident. Northern Canadians (62%) are more confident in Canada's ability to establish a greater presence in the North, including 16% who feel very confident.

Northern Canadians were asked whether the presence of the Canadian Forces has increased, decreased, or remained the same over the last five years. On this basis, over half (53%) say that the Canadian Forces presence has remained the same, while one in three (33%) say the military presence has increased. Just five percent think the military presence has decreased.

Conclusions

- Canadians are less likely to recall recent media coverage of the Canadian Forces than they have been since tracking began in 2008. However, they are still resoundingly positive about the Canadian Forces, especially with regard to the people who serve in the Forces, and are apt to see their Canadian Forces as an essential institution.
- A repeated theme in the focus groups was the desire to see more positive stories in the media about the Canadian Forces, rather than what they perceive as a focus on the negative.
- The Canadian Forces continues to be a standard bearer of Canadian identity. Canadians want the Canadian Forces to embody and advance the country's reputation as a friendly, helpful provider of humanitarian assistance or peacekeeping services.
- Participants in focus groups consistently evoked their perceptions of the American Forces as the counterpoint to their preferred role for the Canadian Forces; another frequent theme was the desire for more independence in Canada's foreign policy decisions.
- While this year's study was very consistent with previous years' findings with regard to the esteem in which military personnel are held and the desire to see our military act as an ambassador for Canada in the world, shifts in opinion that have been observed over the past couple of years have intensified.
 - Examples of old and inadequate equipment have become a cliché (mentions of aged planes and defective submarines continue to pepper focus group discussions). However, perceptions of the Canadian Forces as underfunded continue to decrease, with views now equally divided between those who say the Canadian Forces are underfunded and those who say funding is 'about right.' Widespread knowledge of defence equipment purchases, especially the F-35 jets, doubtless contributes to the shift in opinion.
 - While the country remains divided on the issue of whether or not international missions should ever include a combat role, with the balance tipping this year towards allowing that they should, Canadians, while remaining nostalgic for their peacekeepers, seem more ready to describe the Canadian Forces as "fighters", recognizing that they are increasingly called upon for combat roles. There is an acknowledgement by many that this role is regrettably necessary.
- That being said, there is evidence that Canadians may be growing fatigued of international involvement, and are ready to see their Canadian Forces spending more time in Canada. This year, more Canadians are embracing the notion of a domestic role for the Canadian Forces, rather than an international one. Many participants in the focus groups indicated that they wanted to see the Canadian Forces be more visible on home soil, and made the point that domestic needs should, in most cases, take precedence.
- In what is undoubtedly a linked finding, while Canadians are still very proud of the role the Canadian Forces have played in Afghanistan, overall support for the mission continues to decline, despite the fact that most Canadians are aware of the shift from a combat to a training mission and support this transition.
- While again this year there is some awareness of potential issues faced by returning soldiers and their families, of which the most frequently mentioned is post-traumatic

stress disorder, awareness has slightly declined. Participants in the focus groups referenced the issue during discussions of funding for the military, expressing the hope that enough was being done to support returning personnel and the families of those who would not return.

- While many Canadians, both Northern and Southern, say that they are concerned about other countries challenging Canada's sovereignty in the Arctic North, Arctic sovereignty is not a critical priority for most Canadians. Most participants in the focus groups in Southern Canada were not very knowledgeable about the issues, but when others brought forward the question of challenges to Canadian sovereignty, rival claims to natural resources, or the need to control the Northwest Passage for economic and environmental reasons, most were quick to say that Canada needs to take action and protect its sovereignty.
- While Canadians broadly support the Canadian Forces carrying out patrols in the North, their support for an increased military presence is slightly less firm.
- Despite a focus by the Government of Canada and the Canadian Forces on increasing the presence of the Canadian military in the Arctic, a majority of Northern Canadians feel that military presence in the North has stayed the same over the last few years. Participants in the Northern focus groups, which took place in two Northern capitals, took an opposite view saying that they noted an increased military presence in the North.
- Northerners were very supportive of the Rangers. They described the existence of the Rangers as being of benefit to Canada and to local communities, but would like them to have a greater presence.

Detailed Findings

Views of the Canadian Forces

In this section, we focus on perceptions of the Canadian Forces, including perceptions of military funding and investment, and recall of recent media coverage.

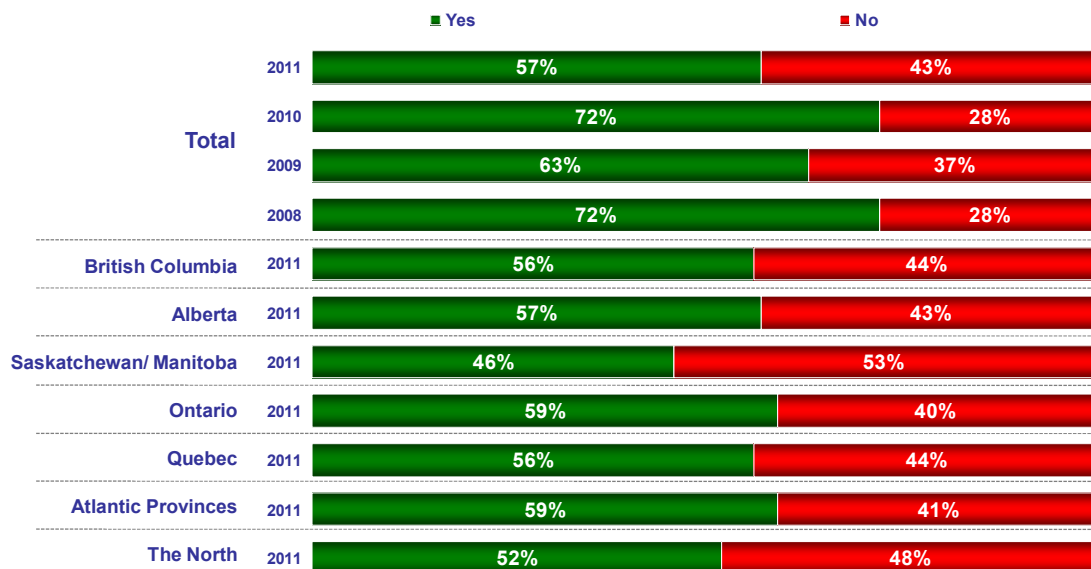
Awareness and recent coverage of the Canadian Forces

Nearly three in five (57%) Canadians have recently seen, read or heard something about the Canadian Forces. This represents a significant decline from 72 percent in 2010.



The proportion who have recently seen, read or heard something about the Canadian Forces has dropped 15% from 2010

Many of the topics we will be covering deal with the Canadian Forces and defence issues. Have you recently seen, read or heard anything about the Canadian Forces?



Base: All respondents (n=1,651)

The ability to recall recent media coverage about the Canadian Forces is similar across the country, though awareness tends to be higher in Ontario and the Atlantic Provinces (59%), compared to Saskatchewan and Manitoba (46%).

Recall varies by other demographic factors, including:

- Age: recall rises with age (ranging from 41% among those 18-24 years old to 69% among those 55 years of age or older);
- Gender: 63% among men, as compared to 51% among women;



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- Formal education: those with university education (62%) are more likely to recall media coverage, as compared to a low of 46% among those with high school education; and,
- Citizenship status: 58% among those born in Canada, as opposed to 42% among landed immigrants.

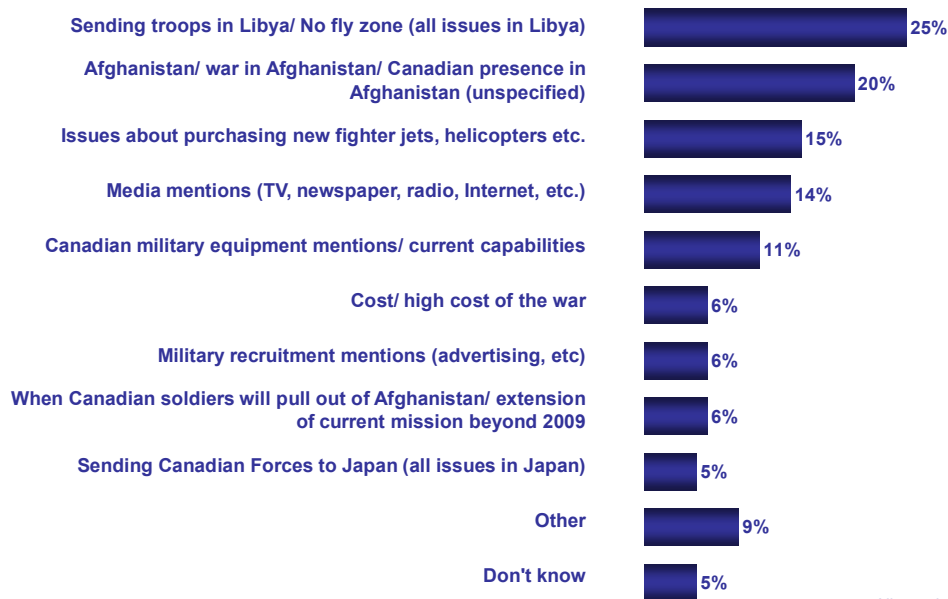
The six in ten (57%) Canadians who recall recent coverage of the Canadian Forces were asked what they could recall. Among these respondents, one in four (25%) recall something about sending troops into Libya (this proportion grew to 50% following the March 18th deployment of CF-18s to support the U.N. no-fly zone over Libya). One in five mentioned something about Canada’s presence in Afghanistan (20%). The purchase of new fighter jets and helicopters were mentioned by 15% of respondents. Other things Canadians recall seeing, reading, or hearing about this year include media mentions in general (14%) and the current capabilities of Canadian military equipment (11%). Canadians were much less likely to mention the deaths of Canadian soldiers this year than in the past (3%, versus 14% in 2010).



Those who have recently seen, read, or heard something about the Canadian Forces most often mention Libya and Afghanistan

What did you see, read or hear?

[Asked of the 57% who have recently seen, read or heard anything about the Canadian Forces]



All mentions of 5% or above

Base: Recent awareness of the Canadian Forces, 2011 (n=965)

Sending Canadian troops to Libya is more frequently mentioned by those with higher incomes (29% among those earning \$60,000 or more, as opposed to 12% among those earning less than \$30,000).



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Canadians continue to have a positive impression of those who serve in the Canadian Forces

Nearly nine in ten Canadians (88%) say they have a positive impression of the people who serve in the Canadian Forces, including 56% who say they have a very positive impression. This high proportion of positive views towards members of the Forces is consistent with the results found in 2010, 2009 and 2008. Fewer than one in ten Canadians (7%) say that they have a negative impression of those who serve in the Canadian Forces, with only 3% indicating a strongly negative impression.



Nine in ten Canadians continue to have a positive impression of those who serve in the Canadian Forces

What is your overall impression of the people who serve in the Canadian Forces? Would you say it is positive or negative?



Base: All respondents (n=1,651)

Regionally, residents of the Atlantic Provinces (99%), Saskatchewan and Manitoba (94%) express overwhelmingly positive views of the Canadian Forces, compared to residents of Quebec (81%).

Canadians 45 years of age or older are more likely to express strongly positive views towards members of the Canadian Forces than are younger Canadians (63% among those 45 to 54 years and 60% among those 55 years and older, compared to a low of 38% among those 18 to 24 years of age).

Those from rural areas (93%) are somewhat more likely than those from urban areas (86%) to have positive impressions of Canadian Forces members. Not surprisingly, those who support the Canadian military's actions in Afghanistan (93%) are more likely than those who do not (80%) to have positive impressions of those serving in the Canadian



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Forces. Those born in Canada (89%) are more likely than those who immigrated (72%) to have a positive impression of Canadian Forces members.

Qualitative Perspectives: Attributes of the Canadian Forces

Focus group participants were asked to imagine the Canadian Forces as a person and to describe that person. Participants frequently defaulted to terms that reflect their view of Canadian Forces personnel. They generally used positive terms such as brave, strong, patriotic, disciplined, dedicated, and team-oriented. However, some participants did offer words that described the Canadian Forces in physical terms, such as being tall and athletic, although there was some variation on age and the traits associated with it. In providing these descriptions, comparisons to the American armed services were frequently made in their descriptions:

I think of it more as a mentality than a physical thing. You've got to have a strong will as to what you're doing, not necessarily brute force. That's how I see the Canadian Armed Forces versus the U.S.

A less commonly expressed view was that members tended to come from less affluent families, and that they were interested in obtaining an education or training.

Some participants expanded on their choice of terms by referring to specific missions, such as humanitarian efforts, assistance with the crisis in Libya, assistance with disaster relief at home, and peacekeeping. Others elaborated by explaining that these were based on their personal knowledge of someone in the military, such as a family member, or from the visibility of Canadian Forces members in their community.

[Having your] family being involved in it, so of course you're going to support anything your family does; it's positive because your cousin or brother's in there.

[Ils sont] pas mal populaires....ce sont les gens que l'on croise dans le métro. Ici, on n'a pas ce mépris-là.

I thought of someone I know who's in the Forces. He's a pretty strong guy and really, really organized and he kind of represents to me what a lot of people seem to be like in the Forces.

Generally, there were few negative comments. One of the more frequent criticisms was directed more at the Canadian Forces as an organization rather than at its members, i.e., that the Canadian Forces was underequipped, and that the equipment that they did have was poor. Other comments related to perceived negative traits of members, such as being stubborn, militant, rigid, and of liking guns, as well as being followers (in terms of people who follow orders or authority). In one group, the perceived recruitment of youth was criticized. One participant, however, made a distinction between the views that one might have of the soldiers, compared to the Canadian Forces as an institution:

Seulement la Force canadienne, c'est le négativisme ... toute l'hierarchie qui n'est pas toujours positive dans ce cas-là. Si on regarde un individu...Bravo, c'est super, mais la machine...

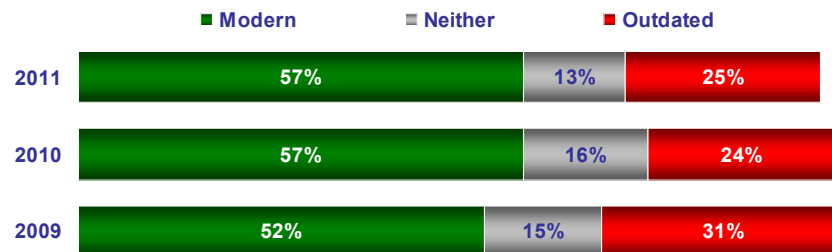
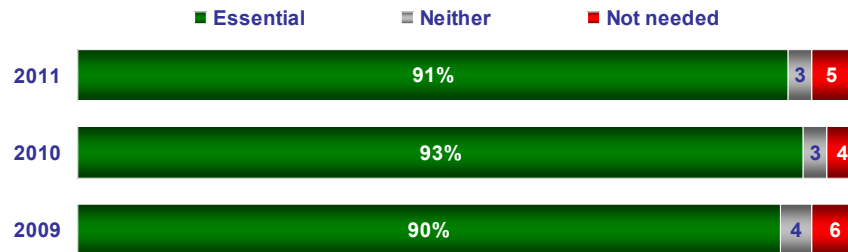
Canadians are more likely to see their military as essential than as modern

Nine in ten (91%) Canadians believe that Canada's military is essential (including 59% who say it is very essential). While they consider the military essential, Canadians less often describe the military as modern (57%, including only 12% very modern). These results are consistent with views expressed in 2010 and 2009. However, it is worth noting the significant trending in views of the Canadian Forces as modern, which saw a 31 percentage point increase between 2005 and 2010: from 26% in 2005, to 34% in 2008, 52% in 2009 and 57% in 2010. The 2011 result suggests that the trend of seeing the CF as modern has levelled off.



Canadians are more likely to see their military as essential than as modern

When you think of Canada's military, do you think of it as an organization that is:



Base: All respondents (n=1,651)

By region, residents of Saskatchewan and Manitoba (70%) are more likely to view the Canadian Forces as *very* essential, while residents of Quebec (43%) are least likely to do so. Residents of Saskatchewan and Manitoba are also more likely to view the Canadian military as modern (71%), while British Columbians (52%) are less apt to say so.

Canadians 45 years of age or older are more likely to see the Canadian Forces as essential (93% among those 45 to 54 years and 94% among those 55 years and older, compared to a low of 81% among those aged 18 to 24 years). Although they are less likely to view the Canadian Forces as essential, younger respondents (18 to 24 years) are more likely to see the military as modern than others (80%, compared to a low of 50% among those aged 45 to 54).



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Those with lower levels of education and income are more likely than those with higher levels of education and income to view the Canadian Forces as modern.

Qualitative Perspectives: Views on the Future of the Canadian Forces

During the focus groups, participants were asked to describe how they saw the Canadian Forces evolving over the next ten years. Several themes emerged with respect to the future of the Canadian Forces.

One theme that emerged from their descriptions referred to the evolution of peacekeeping, viewed as a key role for the Canadian Forces. While several participants felt the Canadian Forces should return to its traditional peacekeeping role, others indicated that the role of peacekeeping had changed in recent years, and that the Canadian Forces has become a more combat-focused organization. Several participants suggested that the Canadian Forces should take a more proactive role in the future, helping to prevent future conflicts rather than trying to address the fallout of conflicts. Others saw the possibility of the Canadian Forces taking on a different role, specializing in a particular area, such as military technology, when taking part in international missions.

A second theme when considering the future of the Canadian Forces referred to kinds of missions in which the Canadian Forces participates. Some participants felt that the Canadian Forces should be deployed more selectively. In particular, these participants felt the Canadian Forces should become more independent of other countries, particularly the U.S. Many participants expressed the view that the Canadian Forces tends to follow the U.S. military (often mistakenly referring to the Iraq conflict as an example). Many participants felt that the missions the Canadian Forces is engaged in should increasingly focus on humanitarian efforts and disaster relief, including domestic disaster relief. Some participants referred to the likelihood of more disasters as a result of climate change. [Note: the tsunami in Japan had taken place at around the time of the focus group interviews.]

Moins impliqués: parce qu'il me semble que vous disiez tout à l'heure, en Afghanistan et en Irak, les soldats sont allés, mais il me semble que ce n'est pas de nos affaires, c'est loin de chez nous, de dépenser de l'argent pour aller se battre là. C'est sûr que ce n'est pas drôle et essayer de faire des miracles, cela ne donne pas grand-chose.

A third theme related to strengthening the Canadian Forces. Several participants expressed the view that the Canadian Forces is currently underequipped or poorly equipped, to the point of embarrassment, hindering the Canadian Forces' ability to effectively participate in international missions and risking an over-reliance on the resources of other nations. In this light, several thought the Canadian Forces should become better equipped, with more technologically-advanced equipment, over the next 10 years.

Funding and investment in the Canadian Forces

Two in five Canadians view the military as under-funded, a significant decrease from 2010

Canadians are split between those who say Canada's military is under-funded (41%) and those who say the funding is about right (40%). The proportion of respondents who say that the Canadian military is under-funded has decreased significantly since 2010 (when 50% said Canada's military is under-funded). Conversely, the proportion of respondents who indicate that funding is 'just right' has increased by five percentage points since 2010 (40%, versus 35% in 2010). Only 7 percent say the military receives too much funding, consistent with 2010.

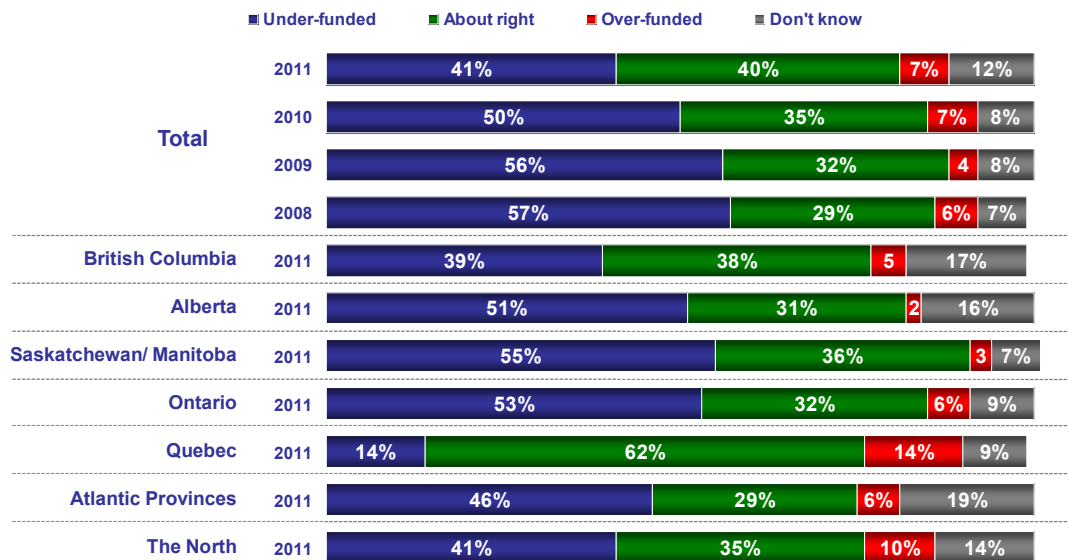
Regionally, residents of Quebec are most likely to say the level of funding is about right (62%) and are least likely to say it is under-funded (14%). Residents of Saskatchewan and Manitoba, meanwhile, most often say the military is under-funded (55%) and are less likely to say the funding is about right (36%).

The proportion of Atlantic Canadians who say the military is under-funded declined steeply this year to 46% from 78% in 2010.



Fewer Canadians view the military as under-funded than in previous years

Do you feel that Canada's military is under-funded, over-funded or receives about the right amount of funding?



Base: All respondents (n=1,651)



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Perceptions towards the level of military funding also vary by age and citizenship status. Specifically, those who are more likely to say Canada’s military is under-funded include:

- Those Canadians 45 years of age or older (50% compared to 31% among those 18 to 24 years); and,
- Those born in Canada (43%, compared to a low of 31% among landed immigrants).

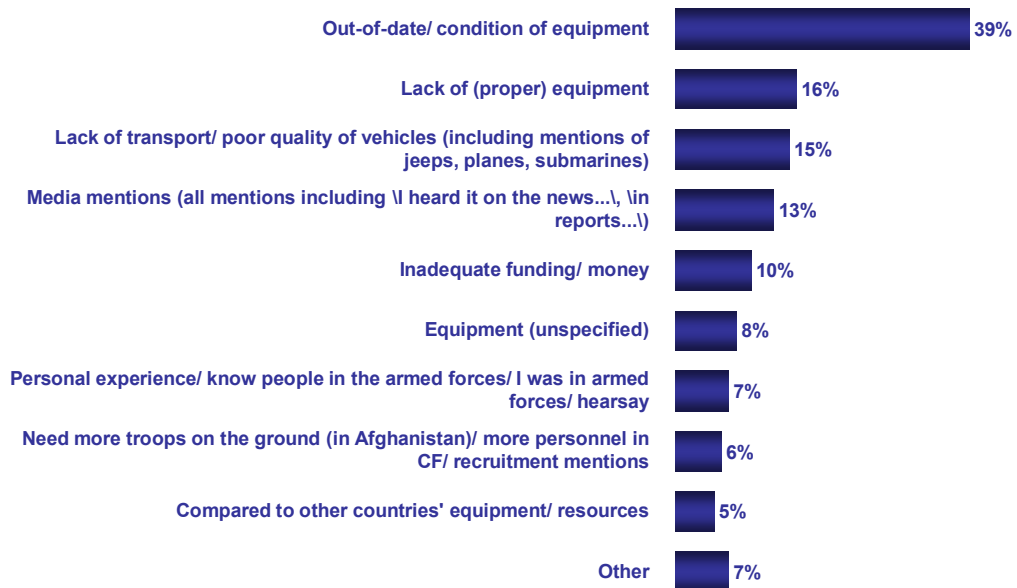
Views that the Canadian Forces are under-funded mostly stem from perceptions that their equipment is outdated or lacking

The 41% of Canadians who say Canada’s military is under-funded were asked what tells them this is the case. References to the equipment used by the military top the list of reasons, including nearly two in five (39%) attributing their view to out-of-date equipment, 16 percent to a lack of proper equipment, and 15 percent to the poor quality of military vehicles.



Views that military is under-funded mostly stem from perceptions that equipment is outdated or lacking

What tells you that Canada’s military is under-funded?
 [Asked of the 41% who believe that the military is under-funded]



All mentions of 5% or above

Base: Feel that Canada’s military is under-funded (n=733)

Residents of the Atlantic Provinces are far more likely to mention the lack of proper transport equipment than are those in other regions (27%, compared to a low of 6% in British Columbia), as are those who are middle-aged (23% among those 45 to 54 years of age, compared to 13% among those over 55, and 9% among those aged 18 to 24).



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Those with higher levels of education and income are more likely to mention out-of-date/condition of equipment than those with lower levels of education and income (43% among those with university education, compared to 25% among those with less than high school, and 45% among those earning \$60,000 or more, compared to 28% among those earning less than \$30,000).

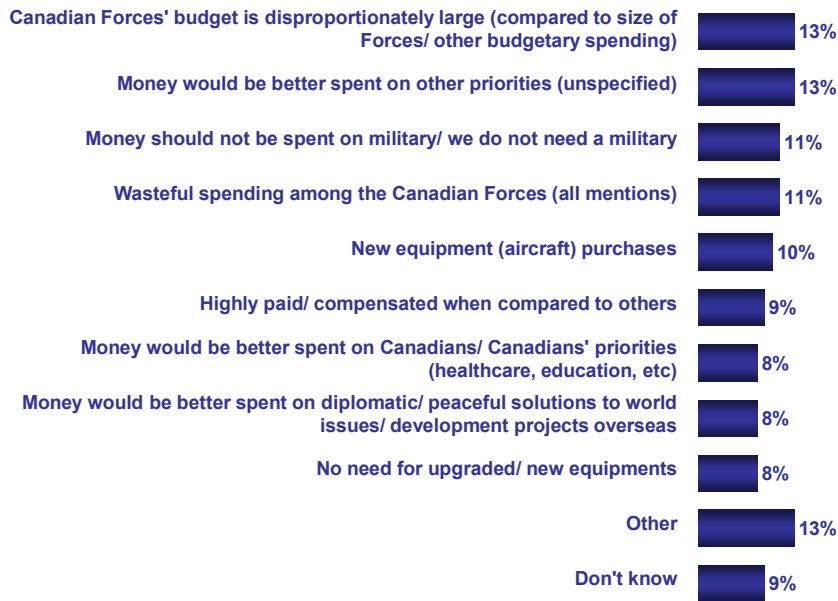
Views that the Canadian Forces are over-funded mostly stem from the perception that funding would be better spent on other priorities

The seven percent of Canadians who say the military is over-funded were asked why they think so. Among these respondents, 13 percent explain that the Canadian Forces’ budget is disproportionately large relative to its size and relative to other government spending. An additional 13 percent say that the money would be better spent on other priorities (13%). Others who perceive Canada’s military as over-funded say that the Canadian military is unnecessary (11%), and that the Canadian Forces spends money wastefully (11%).



Views that military is over-funded mostly stem from the perception that funding would be better spent on other priorities

What tells you that Canada’s military is over-funded?
 [Asked of the 7% who believe that the military is over-funded]



All mentions of 8% or above

Base: Feel that Canada’s military is over-funded (n=128)



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Qualitative Perspectives: Views on Funding for the Canadian Forces

During the focus groups, participants were asked whether they felt that the amount of funding the Canadian Forces received was “too much”, “too little”, or “just enough”. While some participants qualified their responses by stating they were not knowledgeable about the current funding levels, many nevertheless had the impression that military funding was either “just right” or that the military was underfunded

Participants often mentioned poor and outdated equipment as evidence that the military was underfunded, referring to specific issues such as the purchase of used British submarines. Several expressed the view that the Canadian Forces needed to catch up from not spending enough in previous years when the defence budget had been cut.

Trente-cinq à quarante ans sans rien faire et maintenant, on fait tout en même temps.

Several participants said that the Canadian Forces should be better funded in order to be able to stand shoulder-to-shoulder with Canada’s allies, and, because they are not now able to do so, they lack international respect. One participant stated that the Canadian Forces was lagging behind, because other countries were perceived as having equipment that was more technologically advanced. One participant made references to other countries when discussing Canada’s military spending; noting for example, that as a function of GDP, Canada’s spending was low.

Relatively few participants felt that the military was overfunded. Among these, a few participants seemed to object to military spending as a matter of principle, with some complaining about the lack of public debate as to how military funds were spent.

In some cases, participants noted that the public dislikes spending money on the military because of the perception that Canada is a “peace-loving country”, resulting in a disinclination to spend money on the military. Other participants acknowledged the need for more funding, but were concerned that spending on the military might compromise spending in other areas, such as healthcare or education. Several participants drew comparisons with the U.S. in emphasizing that they preferred to not spend as much as them.

They should be properly equipped, so that when we’re on the world stage we can stand shoulder-to-shoulder with our allies, but I don’t think that it should be at the expense of other social services as is the case in the [United] States.

I agree, give them funding, but to pull it from somewhere else, I don’t know.

Fewer than one in five Canadians say it is wasteful to invest in Canada's military

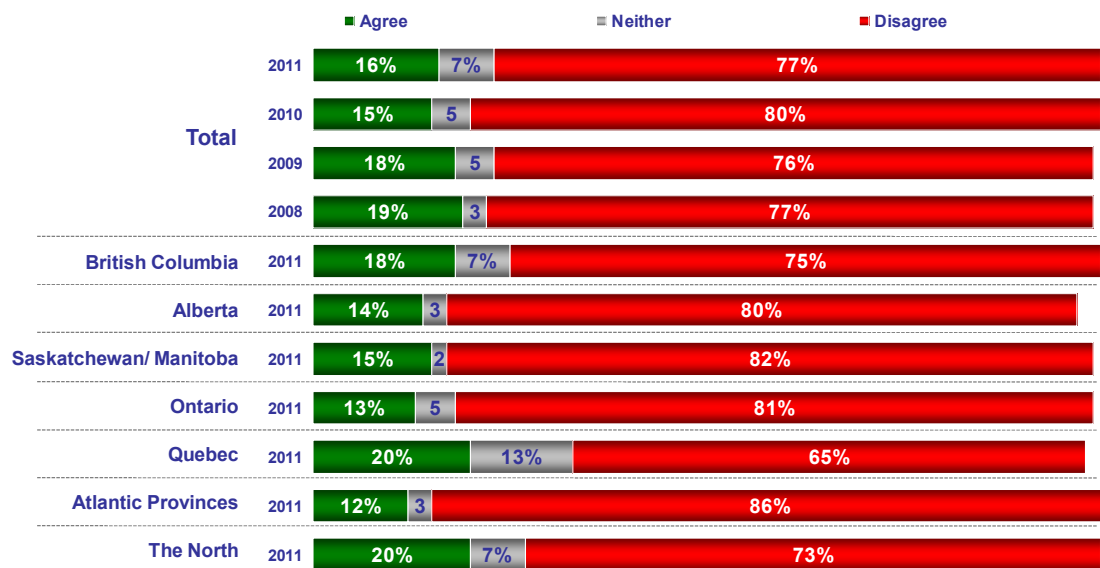
Relatively few (16%) Canadians think it is wasteful to invest in Canada's military (including 4% who strongly agree). By contrast, over three quarters (77%) disagree with this statement, including 35 percent who strongly disagree.

These results have remained consistent since 2008.



Fewer than one in five Canadians say that it is wasteful to invest in Canada's military

Please rate the extent to which you agree or disagree with each of the following statements:
[It is wasteful to invest in Canada's military]



Base: All respondents (n=1,651)

Regionally, residents of Quebec and the North are significantly more likely to think it is wasteful to invest in Canada's military (20%) than are those of Ontario (13%).

Those more likely to think it is wasteful to invest in Canada's military include:

- Those with less than a high school education (27%, compared to a low of 12% among those with some post-secondary education);
- Lower income households (21% among those earning less than \$30,000 and 18% among those earning \$30,000 to less than \$60,000, compared to 11% among those earning \$60,000 or more); and,
- Those not born in Canada (29% among landed immigrants, compared to 13% among those born in Canada).



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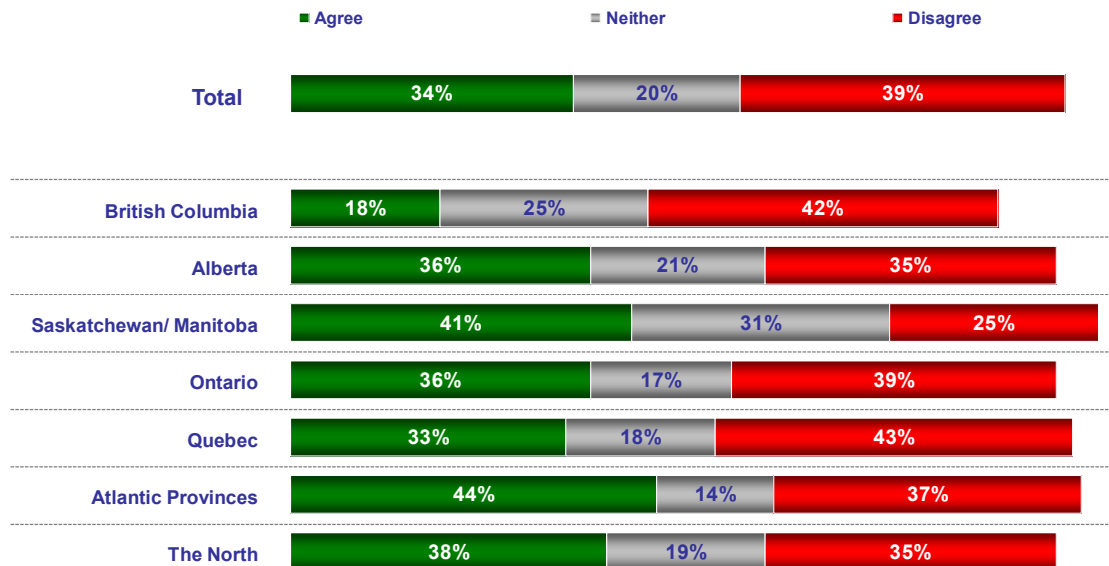
Canadians are divided on whether or not the purchases of military equipment are well-planned

When asked whether they agree or disagree that purchases of military equipment are well planned, one in three Canadians (34%) agree that they are, while nearly two in five (39%) say they are not.



Canadians are divided on whether or not the purchases of military equipment are well-planned

Please rate the extent to which you agree or disagree with each of the following statements:
[Purchases of military equipment are well-planned]



Base: All respondents (n=1,651)

Those more likely to think that military equipment purchases are well-planned include:

- Residents of Atlantic Canada (44%) compared to residents of British Columbia (18%);
- Younger Canadians (49% among those aged 18 to 24 years, compared to a low of 32% among those over 55);
- Those with lower levels of education (49% among those with less than a high school education, compared to 28% among those with university education; and,
- Lower income households (48% among those earning less than \$30,000, compared to 29% among those earning \$60,000 or more).

Those born in Canada (41%) are significantly more likely to disagree that military equipment purchases are well-planned, as compared to landed immigrants (28%).



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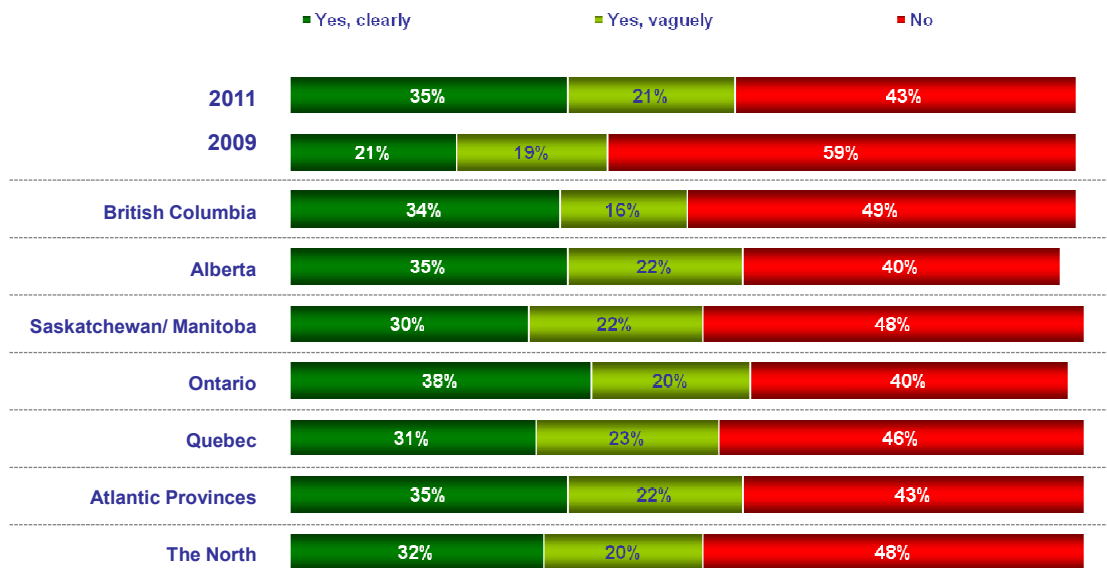
A majority of Canadians have heard of recent defence equipment purchases

Just over half (56%) of Canadians have recently seen, read or heard of plans to purchase new defence equipment. Awareness among Canadians regarding defence equipment purchases has increased since 2009, when 40% had heard, seen or read about new defence equipment purchases, as compared to 56% in 2011.



Proportion who have heard of defence equipment purchases has increased since 2009

Have you recently seen, read or heard plans to purchase new defence equipment such as ships, aircraft or vehicles for the Canadian Forces?



Base: All respondents (n=1,651)

Those who are more likely to have heard, seen or read about new defence equipment purchases include:

- Older individuals (74% among those over 55 years of age, as compared to 27% among 18 to 24 year olds);
- Males (67%, compared to 45%);
- Those with more formal education (61% among those with university education, as compared with 45% among those with less than high school education); and,
- Those with greater income (60% among those earning over \$30,000, compared with 41% among those earning under \$30,000).



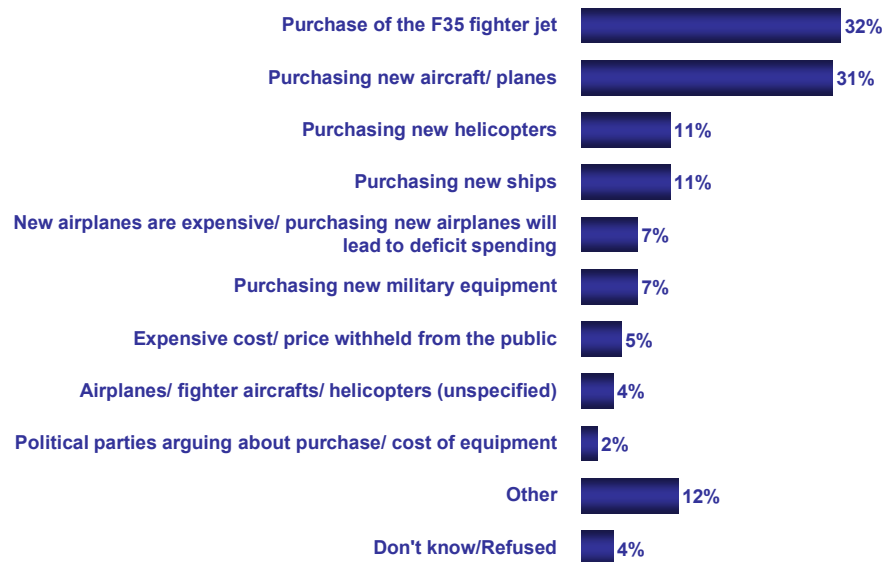
The 56% of Canadians who have recently heard about new defence equipment purchases were asked what they had seen, read or heard. Among these respondents, one in three mentioned the purchase of the F-35 fighter jet (32%), while another third reported the purchase of new aircraft/ planes in general (31%).



The purchase of military fighter jets and aircraft receive the most mentions

What did you see, read or hear?

[Asked of the 56% who are aware of plans to purchase new equipment for the Canadian Forces]



Base: Aware of plans to purchase new equipment for the Canadian Forces (n=989)

The purchase of the F35 fighter jet is more frequently mentioned by residents of British Columbia (52%), men (43%, compared to 17% among women), and those with higher incomes (36% among those earning \$60,000 or more).



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Qualitative Perspectives: Views on the Canadian Forces ability to manage its budget and plan purchases

During the focus groups participants were asked questions about the Canadian Forces' ability to manage its budget and plan its major purchases. This discussion was peppered with references to the purchase of F-35 jets, with several participants citing the unanticipated maintenance costs as an example of poor planning. Other participants thought that the budget planning was poor, possibly outdated in terms of its approach, while others referred to the purchase of used or inadequate equipment as an example of poor decision making. Some felt, however, that issues external to the Canadian Forces - political structures or political involvement - were at the root of perceived problems with budget management, referring to previous purchases as evidence.

While a few participants had heard of other equipment purchases, such as helicopters, discussion of the F-35s was predominant. However, the degree of familiarity with the specifics of the F-35 fighter jet purchase varied widely, from passing familiarity to more active engagement. Those more knowledgeable about the F-35 fighter jet purchase tended to be ambivalent about it: while equipping the Canadian Forces is a positive thing, they must be equipped in the right way. While there was a perception among some participants that the jets needed to be replaced, others raised questions regarding the need for jets vis-à-vis other spending priorities, including priorities for other types of equipment more suited to the role of the Canadian Forces or priorities for other kinds of government spending altogether (such as healthcare). Others questioned the process by which the F-35s were purchased, with a few of the more knowledgeable participants mentioning the sole-sourced nature of the purchase and/or the increase in costs due to unforeseen maintenance costs.

I think we have to define our role and then it would be easier to comment on whether we should be spending all that money on fighter jets when we're not really fighters.

It's not the money being spent, but the way it was spent as a sole-source. It didn't go through a competitive bid process.

Role of the Canadian Forces

This section addresses the role of the Canadian Forces, both in terms of current functions and also what Canadians think this role should be. This includes views on whether the Canadian Forces should serve abroad or stay in Canada and the types of missions they should undertake.

Geographic focus for the Canadian Forces: international or domestic?

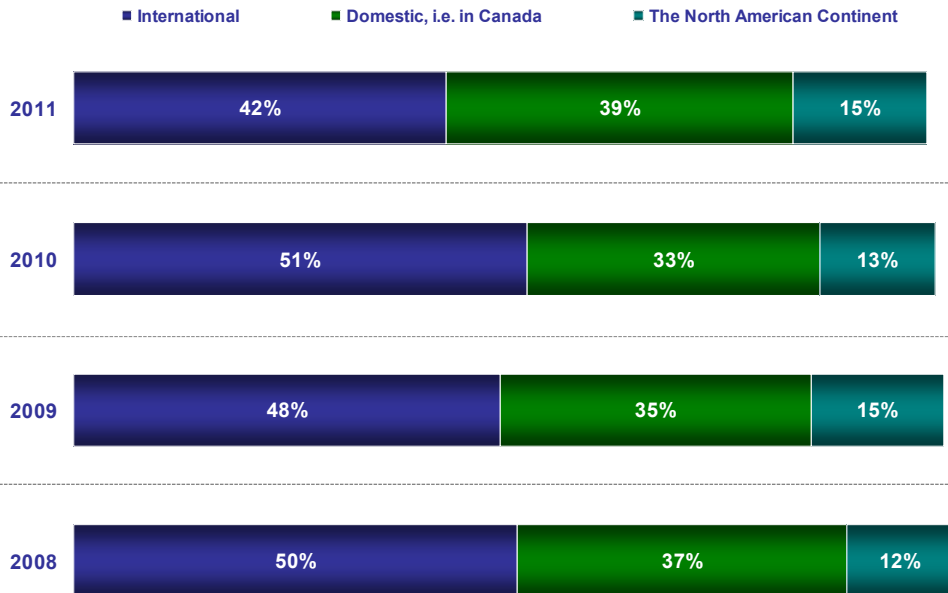
Canadians were asked whether the Canadian Forces should focus its efforts internationally, domestically or primarily on the North American continent. Among these options, two in five Canadians (42%) say the top priority for the Canadian Forces should be international, while 39% believe its focus should be domestic and an additional 15% say the North American continent.

The tracking shows a significant shift away from an international focus this year compared to earlier years.



In 2011, Canadians are more divided between whether the priority of the Canadian Forces should be international or domestic

There are a number of possible areas where the Canadian Forces could focus their efforts. Which of the following areas do you think should be their TOP priority?



Base: All respondents (n=1,651)

Residents of Quebec are more likely than residents of Ontario or Alberta to think the Canadian Forces should focus its efforts domestically (48%, as compared to 34% and 36%, respectively).

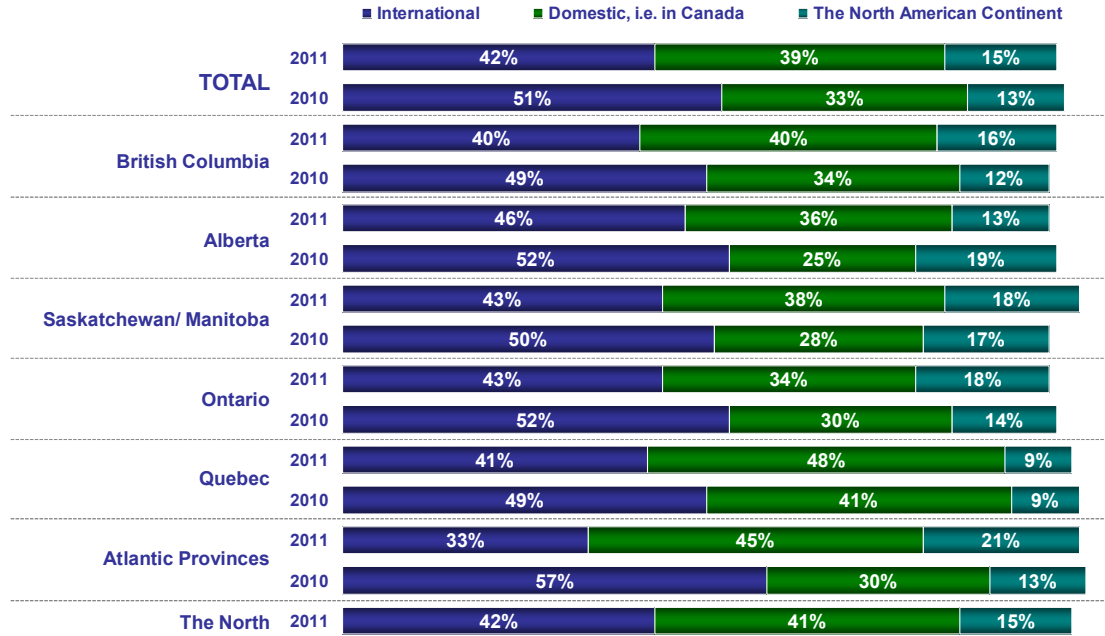


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All regions have experienced a shift in the past year to greater support of the domestic role of the Canadian Forces

There are a number of possible areas where the Canadian Forces could focus their efforts. Which of the following areas do you think should be their TOP priority?



Base: All respondents (n=1,651)

Support for a domestic focus is higher in those with lower levels of income (53% among those earning less than \$30,000, as compared to 35% among those earning \$60,000 or more). Support for an international role has declined most among Atlantic Canadians (to 33% in 2011, from 57% in 2010).



Role of the Canadian Forces abroad

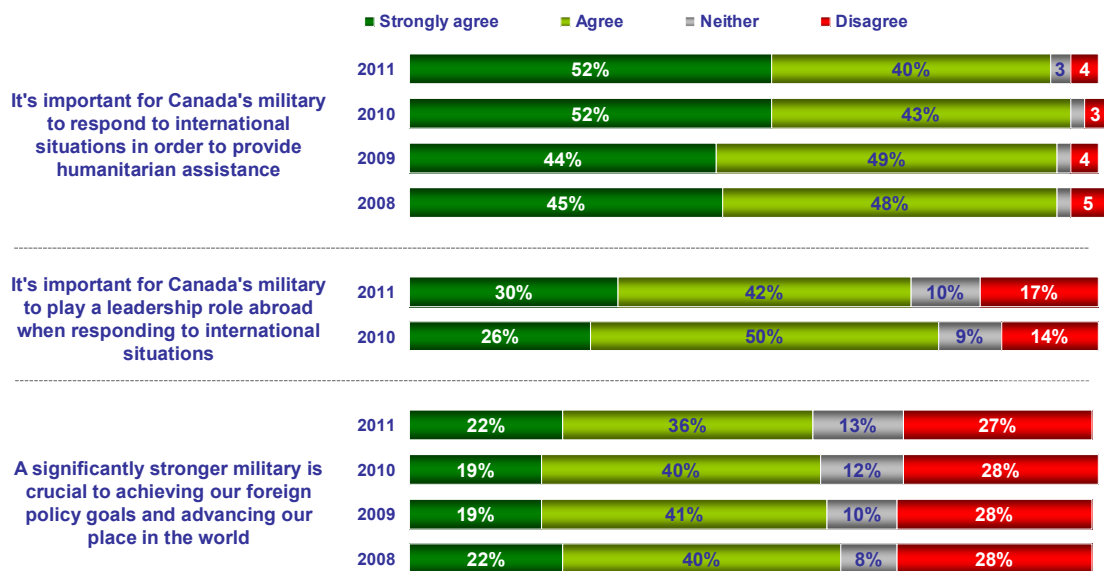
Canadians were asked whether they agree or disagree with several statements about the role of the Canadian Forces abroad. Among the statements tested, Canadians widely agree that it is important that the Canadian Forces play a role in responding to international situations requiring humanitarian assistance (92% agree, including 52% saying strongly agree). Canadians less often agree that it is important for Canada's military to play a leadership role abroad when responding to international situations, although nearly three in four do agree with this idea (72%, including 30% who strongly agree). Fewer Canadians agree that a significantly stronger military is crucial to achieving our foreign policy goals and advancing our place in the world, though a majority does agree with this view (58%, including 22% who strongly agree).

Comparisons to past surveys suggest that views on the role of Canadian Forces abroad, as measured by these statements, have remained fairly stable.



Canadians are nearly unanimous on the importance of Canadian Forces response in humanitarian assistance abroad

I would now like to ask you some questions about the role of Canada's military abroad. Please rate the extent to which you agree or disagree with each of the following statements:



Base: All respondents (n=1,651)

Analysis by key demographics shows that agreement with these statements varies among different segments of the population. Below, we look at each statement in closer detail.

It's important for Canada's military to respond to international situations in order to provide humanitarian assistance

Majorities of Canadians from all regions agree that it is important for Canada's military to respond to international situations requiring humanitarian assistance. Residents of



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Saskatchewan and Manitoba are most likely to think that Canada's military should provide humanitarian assistance in response to international situations (63% strongly agree, as compared to 45% among those in British Columbia and the Atlantic Provinces).

Urban Canadians are more likely to strongly agree (53%) that Canada should provide humanitarian assistance than are rural Canadians (45%).

It's important for Canada's military to play a leadership role abroad when responding to international situations

Regionally, residents of Saskatchewan and Manitoba (80%), Alberta (78%) and the North (78%) are most likely to agree that Canada should play a leadership role abroad, while residents of British Columbia (68%) and Quebec (67%) are the least likely to say so.

Those with lower levels of education are more likely to agree that Canada's military should play a leadership role abroad (80% among those with less than a high school education, compared to 69% among those with a university education).

A significantly stronger military is crucial to achieving our foreign policy goals and advancing our place in the world

Atlantic Canadians are most likely to think that Canada needs a significantly stronger military in order to achieve foreign policy goals and advance our place in the world (67%, although this value has declined from 81% in 2010). Quebec residents are the most likely to *disagree* (43%, compared to a low of 16% among those in Saskatchewan and Manitoba).

Agreement with this statement is higher among:

- Those with lower levels of education (76% among those without high school education, compared to 52% among university graduates); and,
- Those with lower levels of income (68% among those earning less than \$30,000, compared to 57% among those earning \$60,000 and over).

Males (31% versus 23% among women) and younger respondents (18 to 24 years: 44%) are more likely to *disagree* that Canada needs a significantly stronger military in order to achieve foreign policy goals.

Peacekeeping and peacemaking

Canadians are split on the issue of whether a peacekeeping or a peacemaking role is more appropriate for the Canadian Forces to take, with 52% who support an active role for the Canadian Forces abroad, which includes a fighting role, and 44% who think the role of the Canadian Forces should be limited to observation duties or monitoring a ceasefire or truce between two conflicting parties. The results have been largely split on this question since it was first asked in 2008 with slight shifts back and forth; last year, a greater proportion favoured a peacekeeping role for the Canadian Forces.

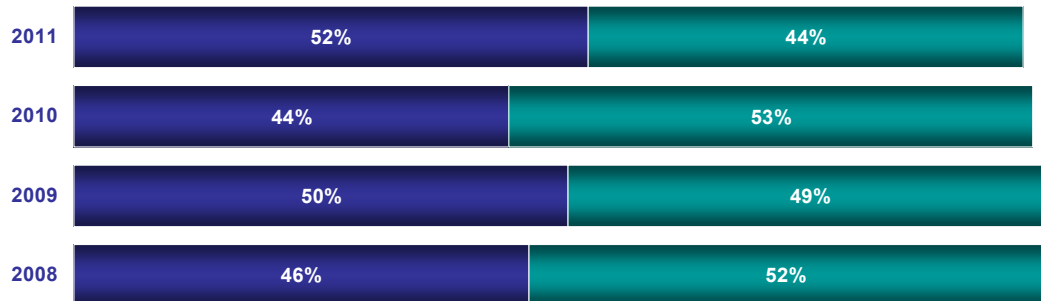


Support for an international role for the Canadian Forces that includes fighting has increased

Which of the following two statements is CLOSEST to your own point of view?

“The Canadian Forces should participate in operations around the world that could include security patrols, development assistance and fighting alongside allied troops to implement peace in an unstable area.”

“Canadian Forces should only participate in operations around the world that involve observation duties or monitoring a ceasefire or truce between two conflicting parties.”



Base: All respondents (n=1,651)

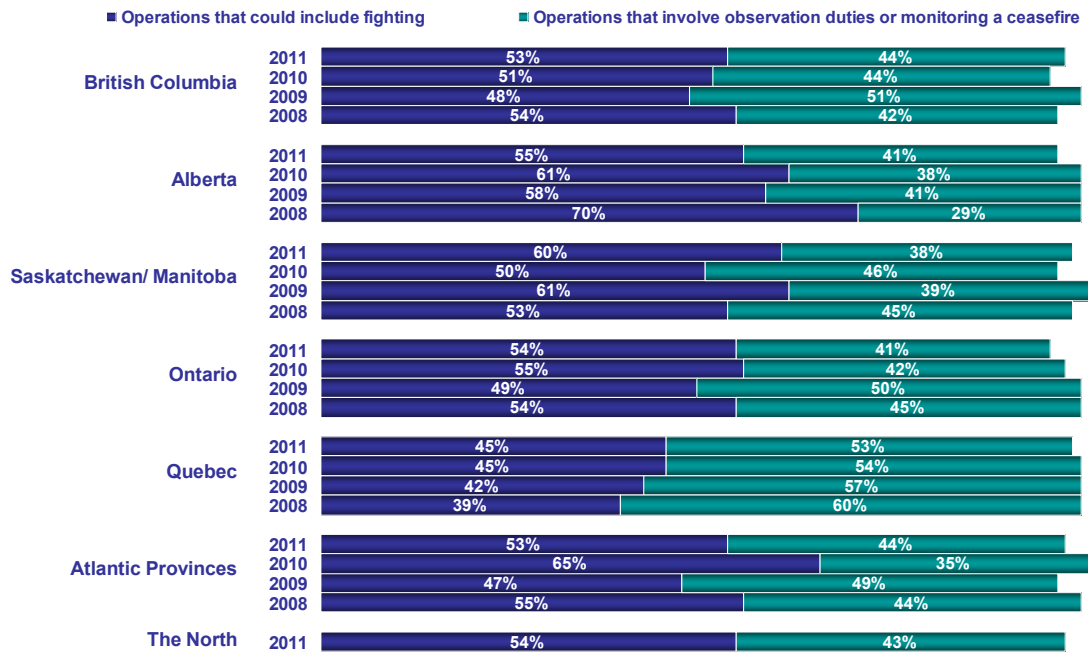


Regionally, residents of Saskatchewan and Manitoba are most likely to support a more active role for the Canadian Forces that includes fighting, while residents of Quebec are more apt to prefer a more limited role (though Quebec residents are more likely to accept a fighting role than in 2008).



Support for fighting role by region

Which of the following two statements is CLOSEST to your own point of view?



Base: All respondents (n=1,651)

Those born in Canada (54%) are more likely than are landed immigrants (43%) to believe that the peacekeeping role is more appropriate.



Qualitative Perspectives: The Role of the Canadian Forces

Participants in the focus groups were asked whether the Canadian Forces should serve domestically or internationally. Most participants agreed that the Canadian Forces should serve internationally, specifically in terms of a peacekeeping role, with some arguing that it was part of Canada's image abroad. The importance attributed to peacekeeping was consistent with the views expressed earlier in participants' generally positive perceptions of the Canadian Forces and their view of the Canadian Forces in ten years.

When describing Canada's international role, participants referred to Canada's alliances with the UN and NATO, and referred to specific missions, such as Rwanda and more recently, the enforcement of the no-fly zone in Libya. Others referred to humanitarian efforts in Haiti, and disaster relief, specifically the Disaster Assistance Response Team (DART). Others suggested that given Canada's wealth and standing on the world stage, that Canada has a responsibility to offer assistance.

Ultimately, the world's getting smaller and smaller, and Canada, as a country, we're a member of G7, and we're considered an economic power. We have an ethical and moral responsibility to do the DART thing and help in tsunamis, and that's part of Canadian culture, part of our nature. It's a required part of what we do.

Types of missions

Some participants viewed past peacekeeping missions as part of the Canadian identity and Canada's historic role in the world. While generally more in favour of peacekeeping than combat operations, several participants recognized the increasing difficulty of distinguishing between the two. Others were willing to make an exception to protect civilian populations, such as in instances of civil war or genocide. They also made a distinction between what they perceived to be Canada's role as primarily one of peacekeeping and of taking care of civilians, and that of other countries as more combat-oriented or as aggressors.

I like that my military is perceived as being a military that [is] going to try to take care of people while the war goes on. And using [the military] to protect people rather than overthrow the tyrants.

Less combat, more peacekeeping, more humanitarian. It's expensive to drop more bombs. Targeting ammo sheds in Libya, it's not about firing on people, it's about disarming them so it can't continue.

Specific roles for Canada

Some participants felt that Canada should be selective in determining whether to participate in missions, while others suggested that Canada could have a niche role, perhaps one involving a mediating or diplomatic role. Several participants agreed that it was important to have a stronger or clearer mandate, referring to past missions such as that in Rwanda, where some felt that Canadian Forces lacked power to do more than observe.

Location of mission

Some participants generally disagreed that Canada's participation in a mission should be a function of Canada's interests in a particular geographical area, preferring that participation should be based on need. However, some participants felt that involvement in the Americas was more likely because of their proximity, while one participant felt that helping a Third World country with disaster relief was more likely than helping a European country because of the former's limited resources. A handful of participants questioned the motive behind participation in certain missions, such as Libya in that they believed that oil or other financial concerns played a role:

If we have a no-fly zone in Libya, then why not in Bahrain and Yemen? Same thing as there was in Eastern Europe; they don't always go away that quickly like Mubarak in Egypt. Do we only help them because they have oil? We're not in Sudan.

Support for NATO/UN-led missions and importance of alliances

Despite not seeing Canada as a target for attack, participants agreed that the collective security offered through membership in NATO and the UN was important, with some mentioning that in such types of reciprocal agreement, other countries would be there to support Canada in times of need. Most participants also agreed that participating in missions under the umbrella of such organizations offered legitimacy, and they seemed to be more comfortable with missions led by the collective security forces.

If 9/11 happened in Toronto instead of New York, we'd want people to back us. We'd want the Americans to back us.

[U.N. involvement is] usually humanitarian, based on my belief and not necessarily resource-based...I'd rather fight for people than tar in the ground.

Ce sont du monde de plusieurs pays, ce n'est pas juste un pays. Ils vont y aller plus au niveau défense qu'au niveau attaque.

Most participants could not imagine a scenario where Canada would be first on the ground in a UN or NATO mission, with some doubting that Canada had the resources or the personnel to do so. Several participants agreed that they could imagine being first on the ground if it were in the national interest, although a few thought that this term needed to be defined, and others did not feel that economic self-interest was a valid reason to do so.

We're not in a position to be an aggressor. The U.S. is more equipped for that situation. We tend to wait for the UN or NATO to get involved. At the moment, I don't see any situation where Canada needs to be in that situation and to take the funding for that.

Je ne pense pas que l'on pèse assez lourd par rapport à d'autres pays.



Importance of balancing domestic and international priorities

When asked about the relative importance of Canada's international and domestic roles, some participants noted that while both were important, the latter should take precedence, and that Canada could be doing more at home. Some felt that they heard more about Canada's international role than the domestic role. Others felt that more money was spent on the former than on the latter, and questioned whether this was appropriate.

We shouldn't stretch ourselves too thin, like we're serving overseas and a natural disaster happens here and we don't have the trained military here at home.

S'il y a quelque chose au Canada, il faut que l'armée soit ici en premier, mais s'il y a un pays qui a besoin d'aide, des sacs de sable pour les maisons ou désarmer les enfants de 6 ans, je pense que leur job est là-bas.

When asked what they saw as the Canadian Forces' role domestically, many participants referred to the Canadian Forces' role in providing assistance during natural disasters such as forest fires and flooding, the coast guard, defending Canada's presence in the North, search and rescue, and defence of resources. Some referred to specific disasters and crises in the discussion, such as the ice storm in Eastern Canada in the late 1990s and the 1970 October Crisis, as well as the more recent Russian plans in the North. Views were mixed about whether border patrol was part of the Canadian Forces' domestic role and there was also some apparent confusion among a handful of participants in terms of the functions performed by the police and by the Canadian Forces. Some participants felt that Canada had to be self-reliant in terms of its domestic role, and not rely on international organizations in the case of natural disasters. Others participants felt that the Canadian Forces' domestic activities were largely unknown, and suggested that the Canadian Forces ought to do a better job of publicizing its roles.

We only hear about the international stuff, the American version of the world, and that's what we get the attention from, but we do a ton of stuff domestically that we don't know about.

Similarly, most participants were wary of relying exclusively on other countries for the protection of its borders or of resources, arguing that Canada should be able to protect itself.

We have a lot of resources and we need to defend them and the way we live.

C'est important pour préserver notre indépendance, comme dans le cas du Grand nord et pour assurer la surveillance des frontières et c'est important de ne pas dépendre des États-Unis.

Canada's mission in Afghanistan

This section evaluates views of Canada's mission in Afghanistan, including awareness of Canadian Forces operations, overall impressions of the mission, understanding of the rationale for the mission, support or opposition to Canada's activities in Afghanistan, and views on the end and aftermath of the mission.

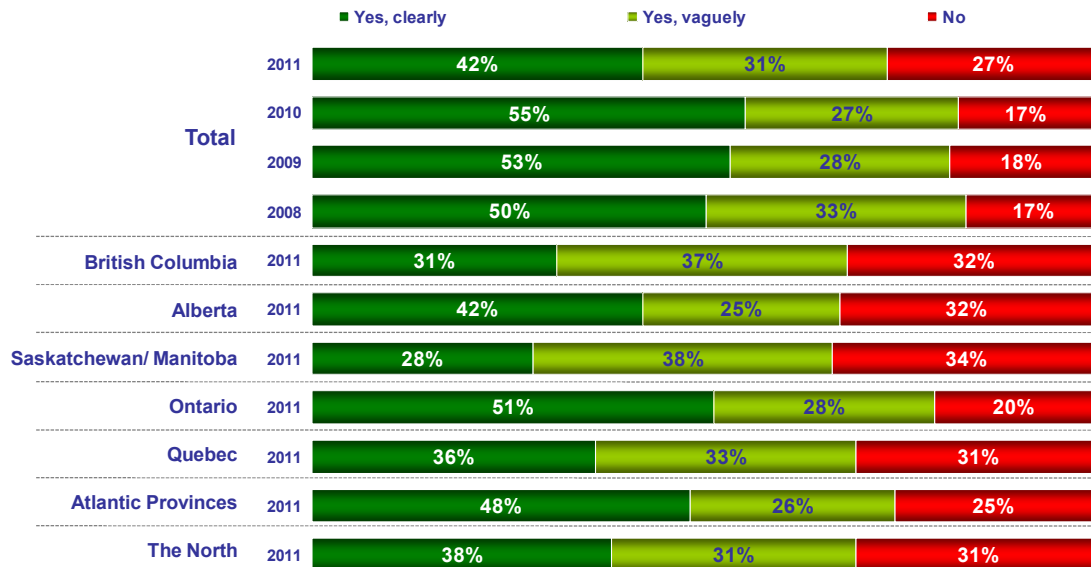
Awareness of Canadian Forces operations in Afghanistan

Three in four (73%) Canadians recall having seen, read or heard something about Canadian Forces operations currently taking place in Afghanistan. This includes two in five (42%) who clearly recall and one in three (31%) who vaguely recall. Recollection of Canada's Afghanistan mission has dropped significantly over the last year (down 13 points from 55% saying 'yes, clearly' in 2010).



In 2011, fewer respondents recall seeing, reading, or hearing something about the Afghanistan mission

Do you recall seeing, reading or hearing anything about Canadian Forces operations currently taking place in Afghanistan?



Base: All respondents (n=1,651)

Those more likely to express awareness of the mission in Afghanistan include:

- Residents of Ontario (79%);
- Older Canadians (79% among those 55 years and older, compared to 61% among those 18 to 24 years); and,



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- Those with higher income (74% among those earning \$30,000 to less than \$60,000 and 75% among those earning more than \$60,000, compared to 61% among those earning under \$30,000).

Those more likely to clearly recall reports of the Canadian Forces include men (47%, compared with 38% among women), and those university education (49%).

The three in four (73%) Canadians who recall seeing, reading or hearing something about the mission in Afghanistan were asked what they recall. These respondents most often recall something about Canadian reconstruction and training efforts in Afghanistan (15%), followed closely by something related to a withdrawal of soldiers from Afghanistan (14%) and mentions of the deaths of Canadian soldiers (13%; mentions of deaths have declined significantly from 21% in 2010).



Canadian training role and assistance in Afghanistan is top mention

What did you see, read or hear about Canada's military operations in Afghanistan?
 [Asked of the 73% who recall seeing, reading or hearing something about the mission]



All mentions of 4% or above

Base: Aware of Canadian Forces operations in Afghanistan (n=1,227)



Support for the Afghanistan mission is declining

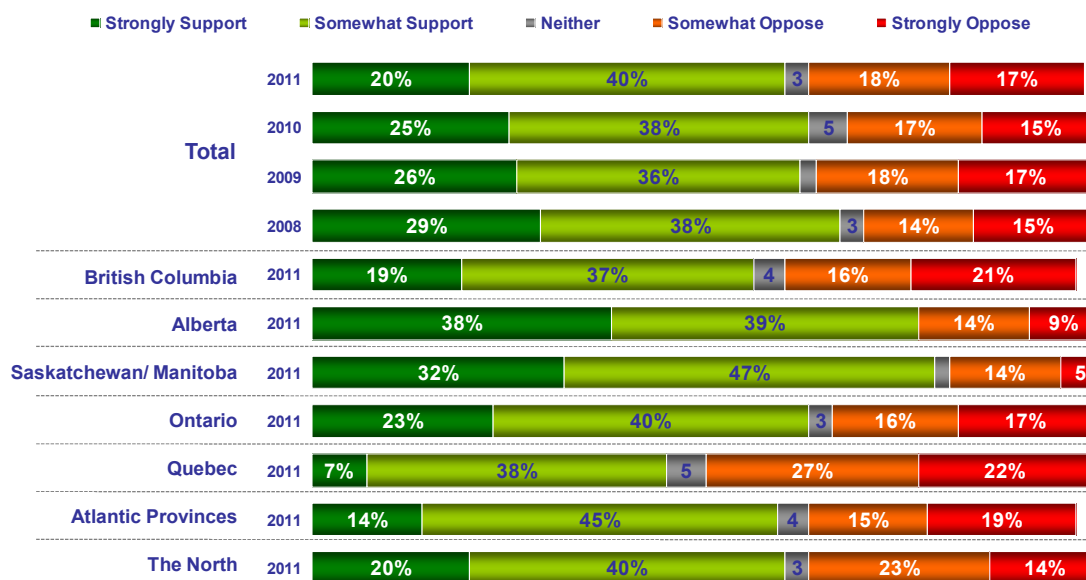
Three in five Canadians (60%) support the mission in Afghanistan (including 20% who strongly support it). Just over one in three (35%) say they oppose the mission (including 17% who strongly oppose it).

Support for the mission in Afghanistan has decreased from a high of 67 percent measured in 2008 (including 29% strongly support) to the 60 percent measured this year. The decline in support has been most evident among those who strongly support the mission (declining nine percentage points from 29% in 2008 to 20% this year).



Overall support for the mission in Afghanistan continues to decline

Overall, do you support or oppose Canada's activities in Afghanistan? Would you say that you...



Base: All respondents (n=1,651)

Regionally, support for the mission in Afghanistan is highest among residents of Alberta (77%), Saskatchewan and Manitoba (79%), while it is lowest among residents of Quebec (45%).

Support for the mission in Afghanistan is higher among those with higher levels of income (64% among those earning \$60,000 or more, compared to 54% among those earning \$30,000 or less).



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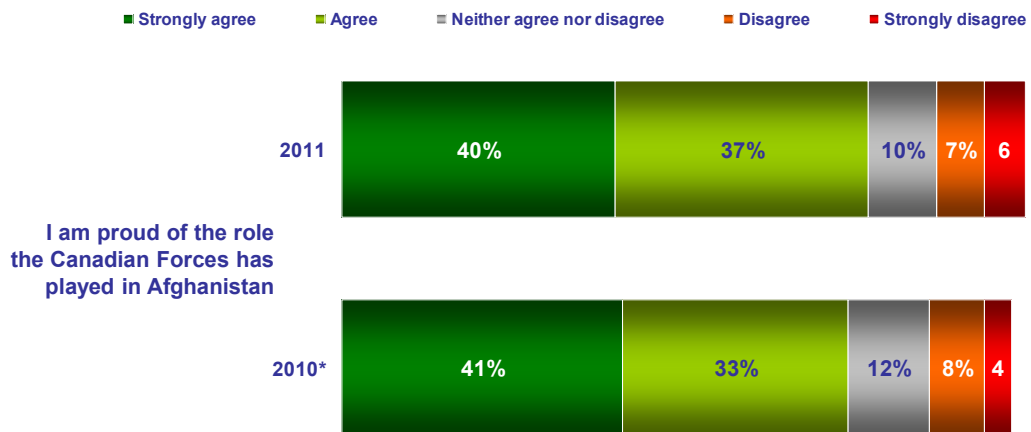
Perceptions of Canada's role in Afghanistan

While support for the mission in Afghanistan has decreased, pride in Canada's role there has not, with over three in four Canadians (76%) saying they are proud of the role that the Canadian Forces has played in Afghanistan (largely unchanged from 74% measured in 2010).



Three in four Canadians are proud of the role the Canadian Forces has played in Afghanistan

To what extent do you agree or disagree with the following statements about Canada's activities in Afghanistan:



Base: All respondents (n=1,651); *was asked during the 2010 study focusing on the mission in Afghanistan

Consistent with their higher levels of support for the Afghanistan mission, residents of Alberta (89%), Saskatchewan and Manitoba (90%) are more likely to express pride in the role Canada has played there. Residents of Quebec are least likely to do so (64%).

Younger Canadians are less likely to express pride in Canada's role in Afghanistan (65% among those 18 to 24 years, compared to 80% among those 45 to 54 years of age and 81% among those aged 55 or older).

Those with less than high school education (89%) are significantly more likely to say that they are proud of Canada's role in Afghanistan than are others.



Qualitative Perspectives: Canada's Role in Afghanistan

During the focus groups, participants were asked to describe the mission in Afghanistan in two or three words. Many participants used words or phrases with negative connotations: "dangerous," "expensive," "failure," "deadly," "underfunded," "endless," and expressed the sense that it was no longer worth it. Many also had questions and expressed confusion about the mission. There was also a sense of "enough is enough". In general, many participants seemed to feel that they were under-informed about the Canadian Forces' role in Afghanistan, and that they did not know why the Canadian Forces was still there.

I watch the news every day, and I can't remember the last time I saw a story about Afghanistan. I don't see anything. I don't know what's happening in Kandahar.

From a military perspective, I have no idea why we're there.

A few participants used positive terms, such as "honourable," while others specifically cited the type of work that the Canadian Forces was doing in terms of assistance, training, women's rights, building schools and reconstruction. Some participants stressed that it would take time before the mission would be complete. Other participants felt that more information was needed to let Canadians know what was taking place.

Un travail de reconstruction, éducation et soignant. Soignant au niveau de l'éducation, les femmes n'avaient pas le droit à l'éducation : en prendre soin et de leur permettre le droit à l'éducation. Cela se fait tranquillement. On sait que cela va être long.

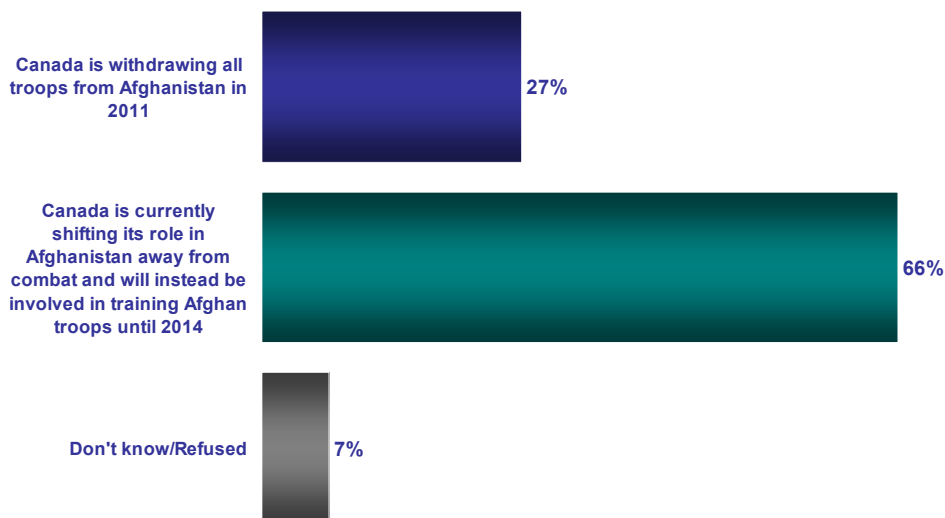
Canada's withdrawal from Afghanistan

Two in three Canadians (66%) are aware that Canada's role in Afghanistan is shifting from a combat role to one focussed on training Afghan troops until 2014. Over a quarter of Canadians (27%) believe that Canada still plans on withdrawing all of its troops from Afghanistan in 2011. Fewer than one in ten (7%) say that they do not know.



Two thirds of Canadians are aware that the Afghanistan mission is shifting to a training role, rather than a complete withdrawal

In your opinion, which of the following statements is most correct?



Base: All respondents (n=1,651)

Regionally, residents of Saskatchewan and Manitoba (79%), Alberta (72%) and Ontario (72%) are the most likely to know that Canada's commitment in Afghanistan is shifting to a training role. In comparison, only half of those in Quebec (50%) are aware of this.

Among other demographic subgroups, awareness that Canada's role is shifting to a training role is highest among:

- Men (70%, compared to 63% among women);
- Those with higher levels of education (ranging from a high of 73% among university graduates to a low of 53% among high school graduates);
- Those with higher household incomes (70% among those earning \$60,000 or more, compared to 56% among those earning \$30,000 or less); and,
- Those born in Canada (69%), as compared with landed immigrants (55%).



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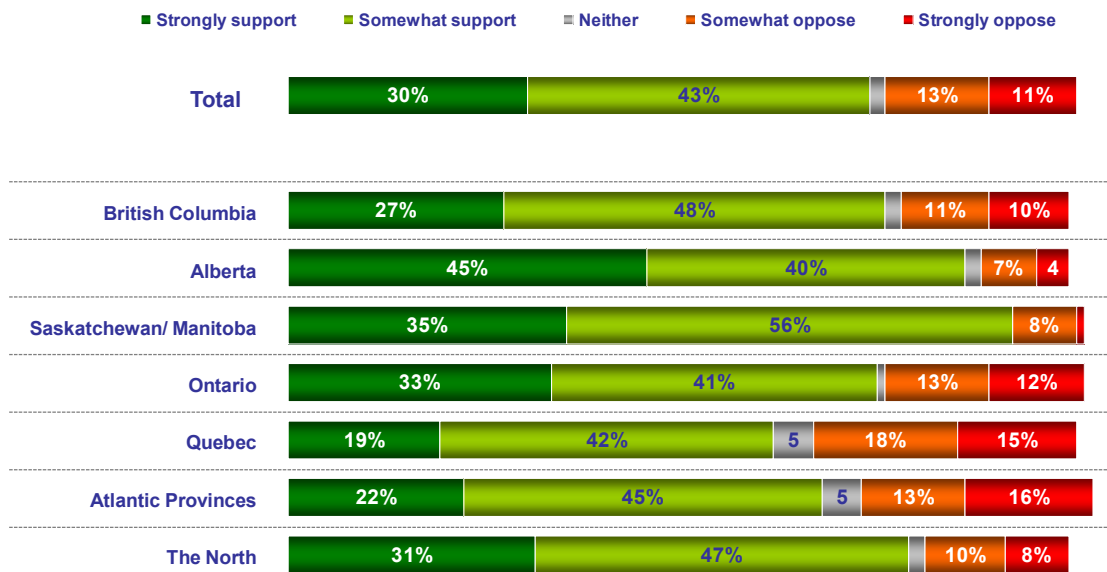
A majority of Canadians support the new training mission in Afghanistan

When told the Government of Canada has announced that the Canadian Forces will conclude combat operations in Afghanistan in July 2011 and will transition to a mission focused on training the Afghan National Security Forces until 2014, nearly three quarters (73%) of Canadians say that they support this mission (including 30% who strongly support the mission). A quarter of Canadians (24%) oppose the new training mission (including 11% who strongly oppose it).



Nearly three quarters of Canadians support the new training mission in Afghanistan

The Government of Canada has announced that the Canadian Forces will conclude combat operations in Afghanistan in July, 2011 and will transition to a mission focused on training the Afghan National Security Forces until 2014. Would you say that you support/oppose Canada's new training mission?



Base: All respondents (n=1,651)

Regionally, support is highest in Saskatchewan and Manitoba (91%) and Alberta (85%), while it is lowest in Quebec (61%).

Among other demographic subgroups, support for the training mission is highest among:

- Rural residents (81%) compared to urban residents (71%); and,
- Those with household incomes of \$60,000 or more (79%, as compared to 70% among those earning less than \$30,000 and 68% among those earning \$30,000 to less than \$60,000).



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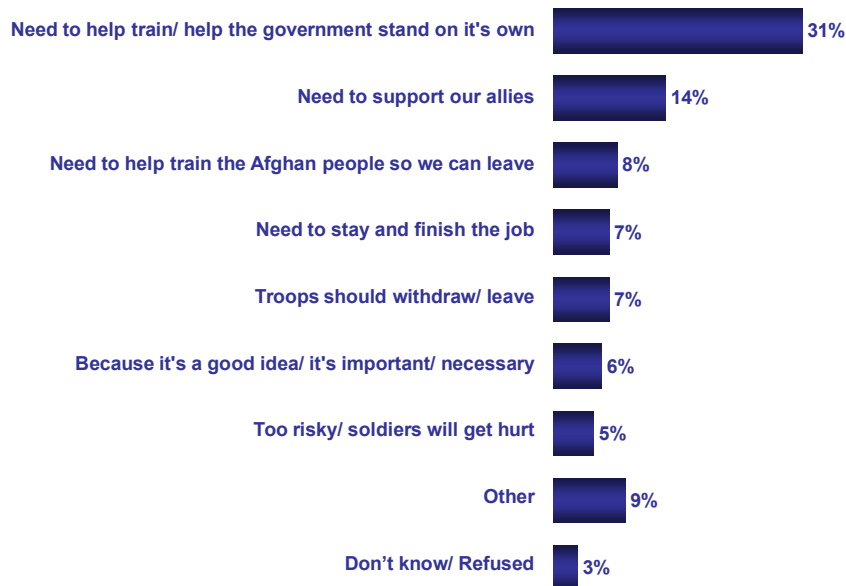
Those who support Canada's new training role in Afghanistan still have reservations

The three quarters (73%) of respondents who support the training mission were asked why they support the new mission. Respondents most often say that it is because the Canadian Forces should assist with training in order to help the Afghan government to stand on its own (31%). An additional 14 percent cite the need to support our allies (14%). However, even those who support the new mission sometimes only see it as a necessary step to allow the Canadian Forces to get out of Afghanistan (8%), which would allow the troops to leave (7%). Others say that we need to stay and finish the job (7%), and that it is a good idea, or important or necessary (6%). Even among those who support the mission, concerns about the safety of the mission are evident from the 5% who indicate there is too much risk involved or that soldiers will get hurt (when asking a question of this kind, respondents who say they “somewhat” support will qualify their lower level of support with answers of this kind, noting the drawbacks or reservations which prevent them from indicating a strong degree of support).



Those who support the new training role in Afghanistan mention the need to assist in training, but have reservations about the mission

And why do you say that you strongly/somewhat support Canada's new training mission?
[Asked of the 73% who support Canada's new training mission]



All mentions of 5% or above

Base: Support Canada's new training mission (n=1,231)

Residents of Quebec are more likely to cite the need for Canadian troops to help train so that the Afghan government can stand on its own (39%, compared to a low of 26% among those in British Columbia).



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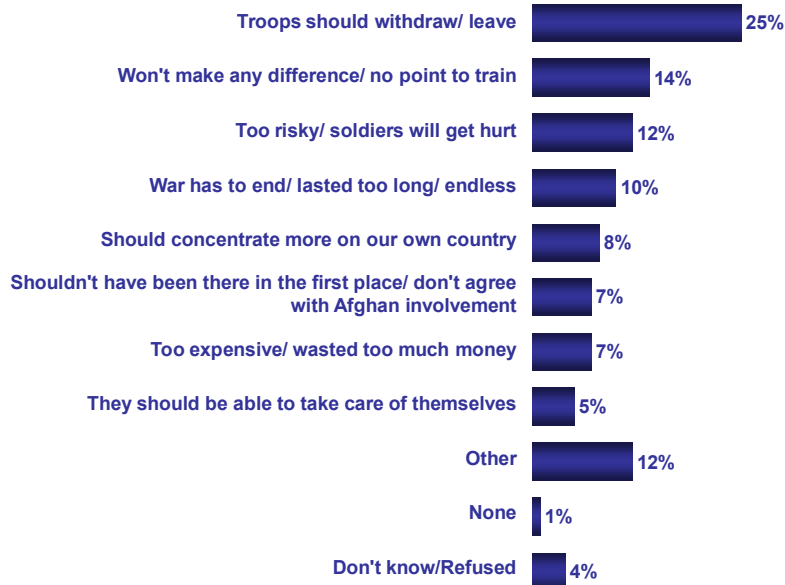
Those who oppose Canada's new training role in Afghanistan most often say Canadian troops should simply leave

Those one in four (24%) Canadians who oppose the training mission were asked why they oppose it. These respondents most often say simply that Canadian troops should withdraw (25%). Others say that they oppose the mission because they see no point in training the Afghan people, as it will not make a difference (14%). An additional 12 percent say that it is too risky and that soldiers will get hurt. Ten percent say that the war has gone on too long.



A quarter of Canadians who oppose the new training mission in Afghanistan say that Canadian troops should withdraw

And why do you say that you somewhat/strongly oppose Canada's new training mission?
[Asked of the 24% who oppose Canada's new training mission]



All mentions of 5% or above

Base: Oppose Canada's new training mission (n=368)



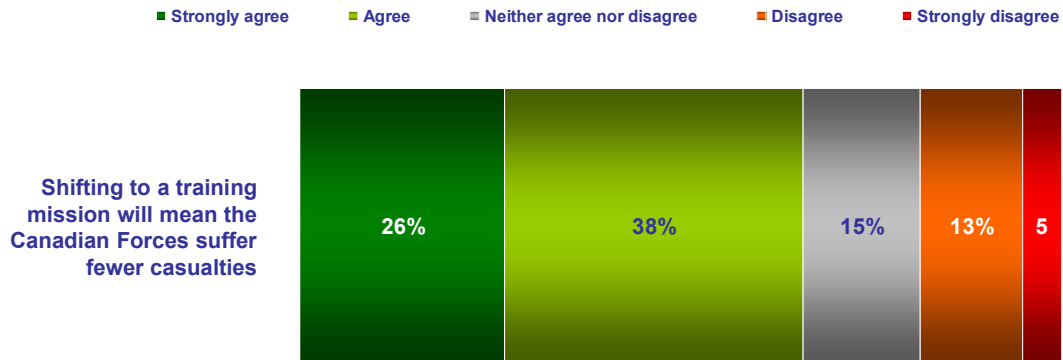
Two thirds of Canadians agree that transitioning to a training role in Afghanistan will result in fewer casualties

Overall, two thirds (64%) of Canadians agree that Canada's shifting role in Afghanistan from a combat role to training Afghan troops will result in fewer Canadian Forces casualties, including one in four (26%) who strongly agree. Just fewer than one in five (18%) disagree that the training mission will result in fewer casualties.



A majority believe a transition to a training mission will result in fewer casualties

To what extent do you agree or disagree with the following statements about Canada's activities in Afghanistan:



Base: All respondents (n=1,651)

Regionally, residents of British Columbia are more likely to agree that a change in mission objective will result in fewer casualties (71%, compared to a low of 58% among those in Alberta). Men are also more likely to agree (67%, compared to 61% among women), as are landed immigrants (81%, compared to 64% among those born in Canada).



Qualitative Perspectives: Views on the shift to a training mission in Afghanistan

When participants in the focus groups were asked if the Canadian Forces' role was changing, the level of awareness among participants varied. Some participants thought that the Canadian Forces would be leaving in 2011, while others thought that the Canadian Forces would remain in Afghanistan, but in another role. Some participants had heard that the mission was changing from a combat mission to a more reconstructive role, such as building schools, while others were aware of the shift to a training role.

Participants were asked to read and then respond to an excerpt about the change in Canada's role in Afghanistan, which described the transition from a combat role to a training role to last until 2014. There was a wide range of reactions; in general, many participants seemed to express ambivalence about the mission, with some participants questioning the length of time allocated for the training. Some wondered what would happen afterwards. Others felt that it was time to leave, mentioning that many other countries had ceased to be involved.

I don't think that the people of Afghanistan are going to wake up tomorrow and say, 'Well, did you see this? They're no longer combatants so let's all just stop now because they're going to train us now, so we'll stop with the suicide bombs'.

In contrast, some participants were quite supportive of the change in role, and had positive reactions to the excerpt. There was also a sense among many participants that it was important not to leave Afghanistan too soon in light of the risk that the situation would rapidly deteriorate, rendering Canadian efforts and sacrifices meaningless, and given the perception that so many other allied countries have already left.

If they can train them to carry the torch themselves, it will have been worth it.

When asked to imagine the training that the 950 members would provide, some participants seemed initially unsure of how to respond. Generally, following some discussion, most envisioned it as taking place in the community, rather than in a classroom. Participants in general seemed to feel that neither casualties nor further combat could be avoided while the training took place, particularly if the training were to take place in the community. A common theme was that to train people, one had to accompany them. Some participants raised a variety of questions about how the training would unfold, such as whether it would be international or Canadians only, who would command the operation, and whether the trainers could fight back if fired upon.

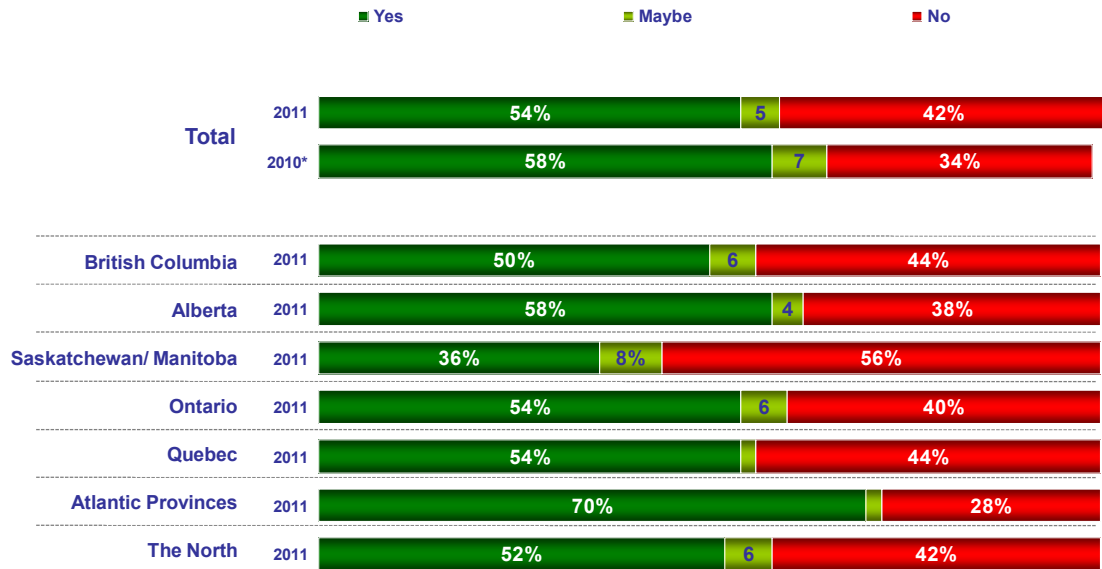
Awareness of issues faced by returning soldiers and their families

Overall, 58 percent of Canadians recall (yes or maybe) seeing, reading, or hearing something about issues faced by returning Canadian soldiers and their families or by the families of Canadian soldiers who died in Afghanistan. This represents a decline from 65 percent measured in 2010.



Over half of Canadians are aware of issues faced by returning soldiers and their families

Have you seen, read or heard anything about issues faced by returning Canadian soldiers and their families or by the families of Canadian soldiers who died in Afghanistan?



Base: All respondents (n=1,651); *was asked during the 2010 study focusing on the mission in Afghanistan

Regionally, residents of the Atlantic Provinces (72%) are the most likely to recall seeing, reading, or hearing about the issues faced by returning Canadian soldiers and their families or by the families of Canadian soldiers who died in Afghanistan, while residents of Saskatchewan and Manitoba (44%) are less likely to have done so.

Among other demographic subgroups, exposure to information about Canadian troops returning from Afghanistan is highest among:

- Those 55 years of age or older (68%, compared to a low of 34% among 18 to 24 year olds);
- University graduates (65%, compared to a low of 47% among high school graduates);
- Those with household incomes of \$60,000 or more (61%, compared to a low of 50% among those earning less than \$30,000); and,
- Those born in Canada (59%, compared to 45% among landed immigrants).



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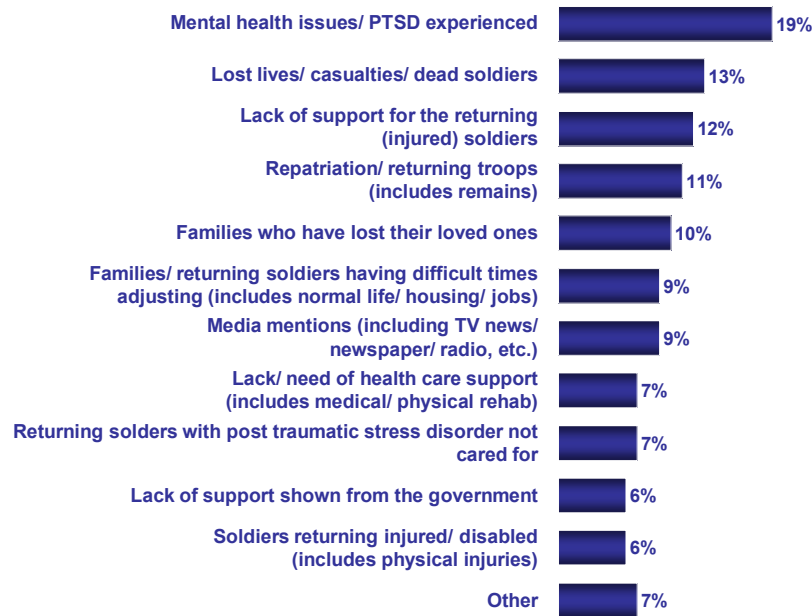
The 58% of Canadians who recalled seeing, reading or hearing something about Canadian troops were asked what they recalled. These respondents most often recall something about post-traumatic stress disorder (19%), while over one in ten recalled something about soldiers dying (13%). Other mentions include a lack of support offered to returning soldiers (12%), the repatriation or return of troops (11%), and families who have lost their loved ones (10%).



Among Canadians aware of issues faced by returning soldiers and their families, PTSD is top mention

And what have you seen, read or heard?

[Asked of the 58% who have seen, read or heard about issues faced by Canadian soldiers and their families]



All mentions of 6% or above

Base: Have seen read, or heard about issues faced by returning soldiers (n=1,015)



Qualitative Perspectives: Views on support for soldiers by the Canadian Forces

During the focus groups, participants frequently commented on a need for better support of Canadian Forces members. This support included better salaries (on par with those of the private sector), and better care for members returning from service in overseas conflicts. Several participants felt strongly about allocating more resources to returning soldiers and veterans, with one specifically referring to returning pension funding to vets, and the importance of supporting those with post-traumatic stress disorder.

It's okay to put a sticker on your car that says "Support the Troops," but seriously, you have to support the men and women who come back from a place like Afghanistan or Libya. If you want to have a strong army, you have to have strong individuals, and if they're not being treated with good salaries and aftercare when they return, then it's just going to weaken your army, no matter how big your jets are.

Some participants also pointed to a need for greater support from the public, expressing the view that media coverage was frequently focused on isolated negative occurrences (with some mentioning Russell Williams as an example of this). In their view the media does not do enough to point to the positive things done by members of the Canadian Forces.

Some participants also felt that the Canadian Forces needed to be more proud of its accomplishments and do more to publicize them. In so doing, some participants pointed to the U.S. as a country which prominently highlights the actions and accomplishments of its military.

I think the Canadian military needs to brand itself. You take the Americans, the Americans are so ...patriotic. It's in their music, it's everywhere...We're more patriotic towards the Leafs than towards the Canadian military. There's got to be a marketing strategy to make Canadians more proud of Canadian military.

Focus on the North

This section reports on questions dealing with Canada's North. Within the overall sample of n=1,651 we included an oversample of n=450 among residents of the North (which were then weighted down to accurately represent their proportion of Canada's total population). The Northern oversample includes residents of the Yukon, the Northwest Territories and Nunavut, as well as Nunavik and Labrador.

Questions in this section deal with views on Arctic sovereignty and the presence and activities of the Canadian Forces in the North. Comparisons are made throughout this section between the total national sample, the subsample of Northern respondents and specific regions of the North.



Views on Arctic Sovereignty

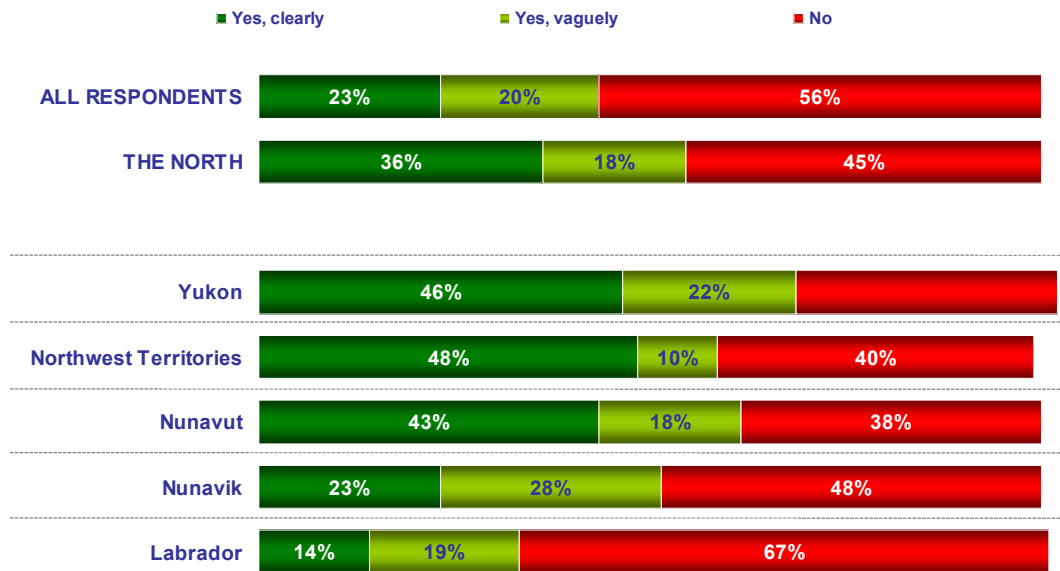
Level of awareness of Arctic sovereignty issue remains the same

Over two in five (43%) Canadians claim to have recently seen, read, or heard something about Arctic sovereignty, including almost one in four (23%) who clearly recall and one in five (20%) with vague recall. Awareness of Arctic sovereignty issues is very similar to that reported in 2010. Not surprisingly, Northern Canadians (54%) are more likely to say they recall something about Arctic sovereignty than are Canadians overall (43%).



Greater awareness of Arctic sovereignty issue in the North

Have you recently seen, read or heard anything about Arctic sovereignty?



Base: All respondents (n=1,651); Northern respondents (n=450)

Awareness of Arctic sovereignty is fairly consistent, apart from Quebec where it is lower (38%). Within the North, residents of the Yukon (48%) are most likely to recall something about Arctic sovereignty, while residents of Labrador (33%) are least likely.

Among the demographic subgroups, those more likely to have recently seen, read, or heard something about Arctic sovereignty include:

- Those who are older (52% of those 55 years or older, compared to a low of 22% among those 18 to 24 years old);
- Men (55%, compared to 32% among women);



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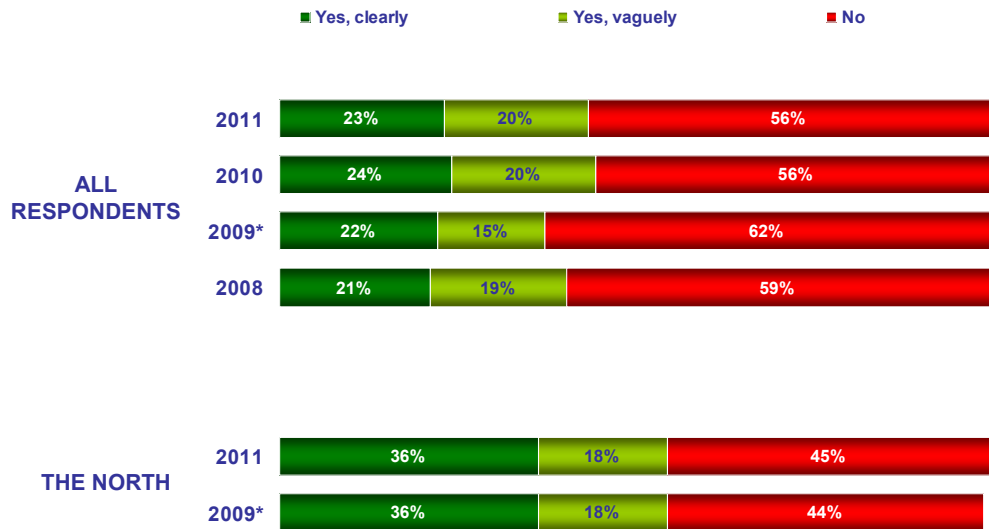
- Those with higher levels of education (ranging from a high of 52% among university graduates to a low of 28% among those with less than a high school education); and,
- Those with higher household incomes (ranging from a high of 48% among those earning \$60,000 or more to a low of 33% among those earning less than \$30,000).

Reported awareness of Arctic sovereignty among both the total population and the North has remained consistent over the last four years.



Awareness of Arctic sovereignty issue remains consistent

Have you recently seen, read or heard anything about Arctic sovereignty?



*From the 2009 *Canadian Public Opinion on Arctic Sovereignty and the North*, conducted among n=1,450 adults from Southern Canada and n=450 Northern respondents (excluding Labrador and Nunavik)

Base: All respondents (n=1,651); Northern respondents (n=450)



Claims on Arctic by other countries dominates mentions

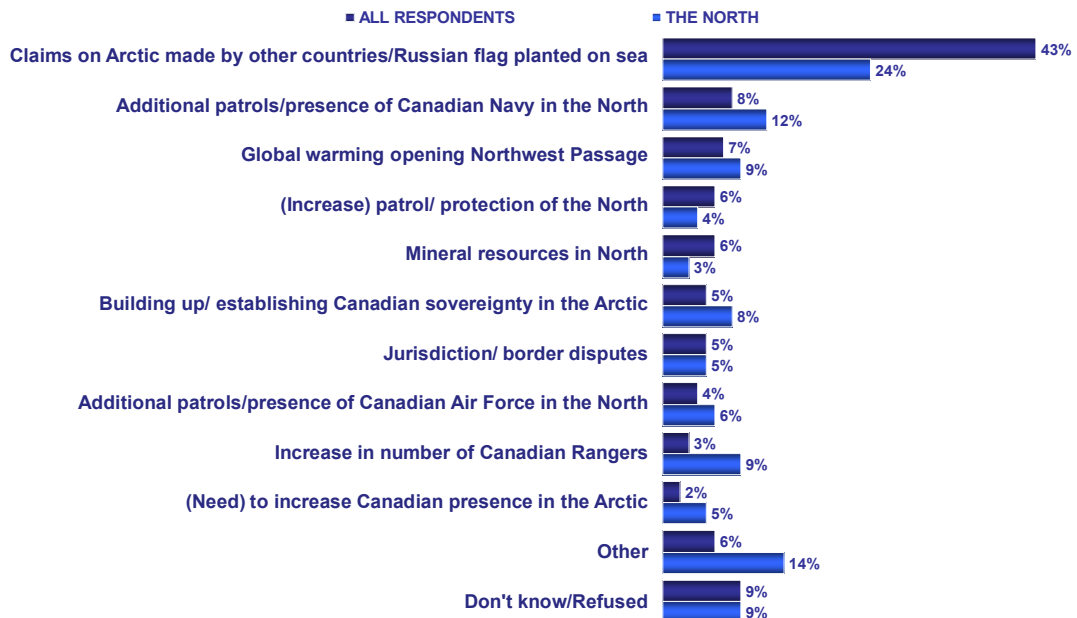
The two in five (43%) Canadians who recall seeing, reading or hearing anything about Arctic sovereignty were asked what they recalled. These respondents most often recall something about claims made on the Arctic by other countries (43%, compared to 48% in 2010). Other mentions include the additional presence of the Canadian Navy in the North (8%), the impact of global warming on the Northwest Passage (7%), increased patrols in the North (6%) and mineral resources (6%).



'Claims by other countries' dominates Arctic sovereignty mentions

What did you see, read or hear? What else?

[Asked of the 43% who have recently seen, read or heard anything about Arctic sovereignty]



All mentions of 4% or above in ALL RESPONDENTS

Base: Aware of Arctic sovereignty (n=822); aware in the North (n=264)

The issues mentioned by those in the North differ slightly from those mentioned in the rest of Canada. Residents of the North are less likely to mention claims made by other countries (24%), and more often mention the presence of the Canadian Navy (12%) and the Canadian Rangers (9%), the effect of global warming on the Northwest Passage (9%), and the build-up of Canadian sovereignty in the Arctic (8%).

Mentions that were unique to the Northern communities include cutbacks in Coast Guard funding, construction of ice-breakers, dismantling of the defence early warning system, and changes to the food mail program.



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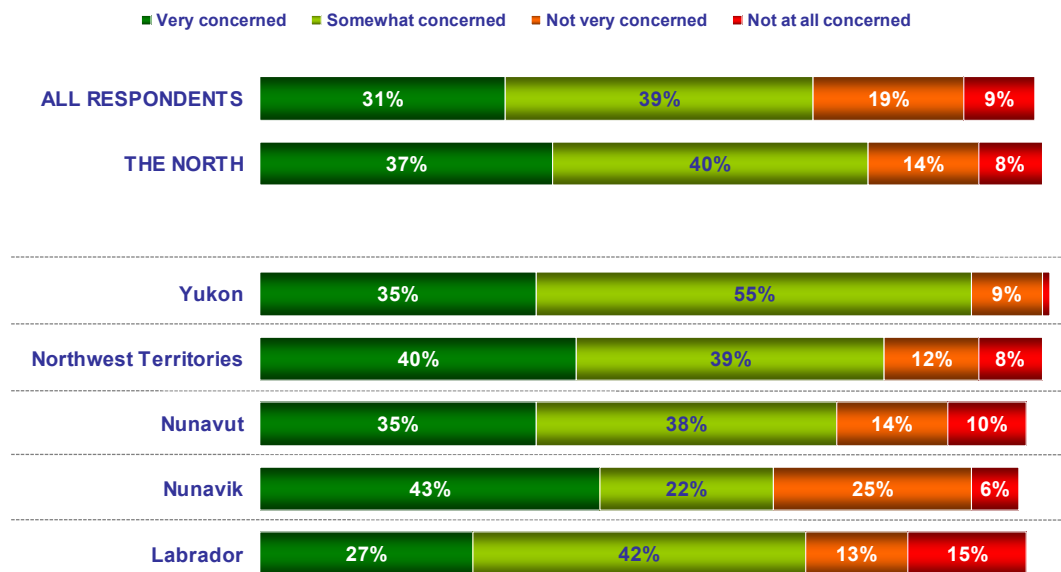
Concern about the North

Seven in ten (70%) Canadians are concerned about challenges to Arctic sovereignty from other countries, with three in ten (31%) reporting that they are very concerned about other countries challenging Canadian sovereignty in the Arctic North. Over a quarter (28%) of Canadians report that they are not concerned by Arctic sovereignty challenges. Concern is greater in the North, with 77% reporting concern (including 37% who are very concerned).



Seven in ten Canadians are concerned about other countries challenging Canada's sovereignty in the Arctic North

Would you say you are very concerned, somewhat concerned, not very concerned or not at all concerned about other countries challenging Canada's sovereignty in the Arctic North?



Base: All respondents (n=1,651); Northern respondents (n=450)

Regionally, residents of Alberta (41%) most often said they were *very* concerned about challenges to Arctic sovereignty, compared to a low of 21% among those from Quebec.

Residents of the Yukon are the most likely (90%) to say that they are concerned about challenges to Arctic sovereignty, compared to a low of 65% among those from Nunavik. However, residents of Nunavik are most likely to be *very* concerned (43%), as compared to a low of 27% among those in Labrador.

Among the demographic subgroups, those more likely to be concerned about threats to Arctic sovereignty include:

- Older respondents (77% for those 55 years of age or older, compared to 61% among those 18 to 24 years old);



- Those with higher levels of education (74% among university graduates, compared to 60% among those with less than a high school education); and,
- Those born in Canada (70%, compared to 51% among landed immigrants).

Concern about challenges to Canada's Arctic sovereignty among both the total population and those in the North has increased since 2009.



Concern about other countries challenging Canada's sovereignty in the Arctic North has increased since 2009

Would you say you are very concerned, somewhat concerned, not very concerned or not at all concerned about other countries challenging Canada's sovereignty in the Arctic North?



*From the 2009 Canadian Public Opinion on Arctic Sovereignty and the North, conducted among n=1,450 adults from Southern Canada and n=450 Northern respondents (excluding Labrador and Nunavik)

Base: All respondents (n=1,651); Northern respondents (n=450)



Canadians believe that Arctic sovereignty is an important federal issue, but not at the expense of other issues

When provided a choice of three statements, six in ten Canadians (62%) say that Arctic sovereignty is important, but should not take precedence over other federal issues, such as healthcare or the environment. One in four Canadians (24%) feel that Arctic sovereignty is a critical priority that the federal government needs to address, while one in ten (11%) feel that Arctic sovereignty is clearly less important than other federal issues. Northern Canadians (28%) are slightly more likely to indicate that Arctic sovereignty is a critical priority that the federal government needs to address.



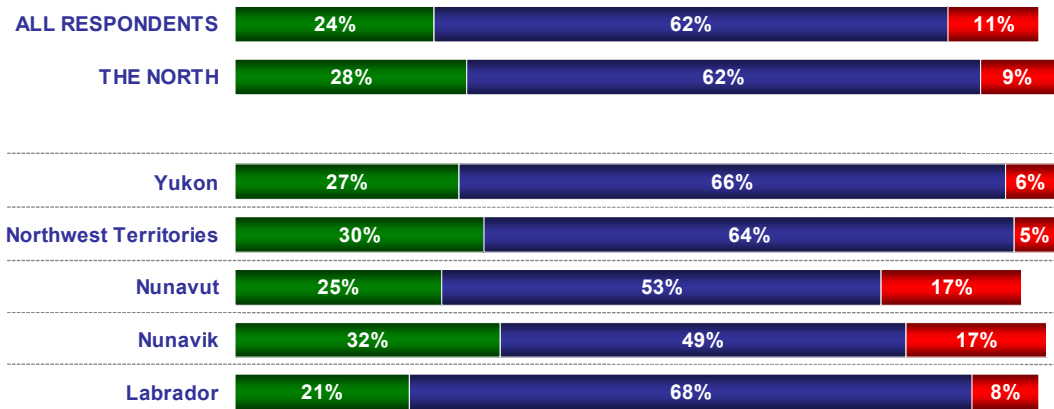
The majority of Canadians agree that Arctic sovereignty is an important federal issue, but not at the expense of other issues

Which one of the following three statements best fits your own view about Canada's sovereignty in the Arctic North?

“It is a critical priority that the federal government needs to address.”

“It is an important issue for the federal government but not at the expense of other issues like health care or the environment.”

“It is clearly less important than other issues the federal government is responsible for.”



Base: All respondents (n=1,651); Northern respondents (n=450)

Within the North, belief that Arctic sovereignty represents a critical priority varies by region with a low of 21% among residents of Labrador to a high of 32% among those in Nunavik. Respondents in both Nunavik (17%) and Nunavut (17%) are more likely to state that Arctic sovereignty is clearly a less important federal issue, as compared to those in the Northwest Territories (5%), and the general population (11%).

Canadians who are more likely to see Arctic sovereignty as an important issue, but not at the expense of other federal concerns include:

- Women (67%, compared with 57% among men);



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- Rural Canadians (70%, compared with 60% among urban Canadians);
- Those with higher household incomes (65% among those earning \$60,000 or more, compared to 54% among those earning less than \$30,000); and
- Those born in Canada (64%, compared to 50% among landed immigrants).

Urban Canadians are more likely to think that Arctic sovereignty is a critical priority (25%, compared to 16% among rural Canadians).

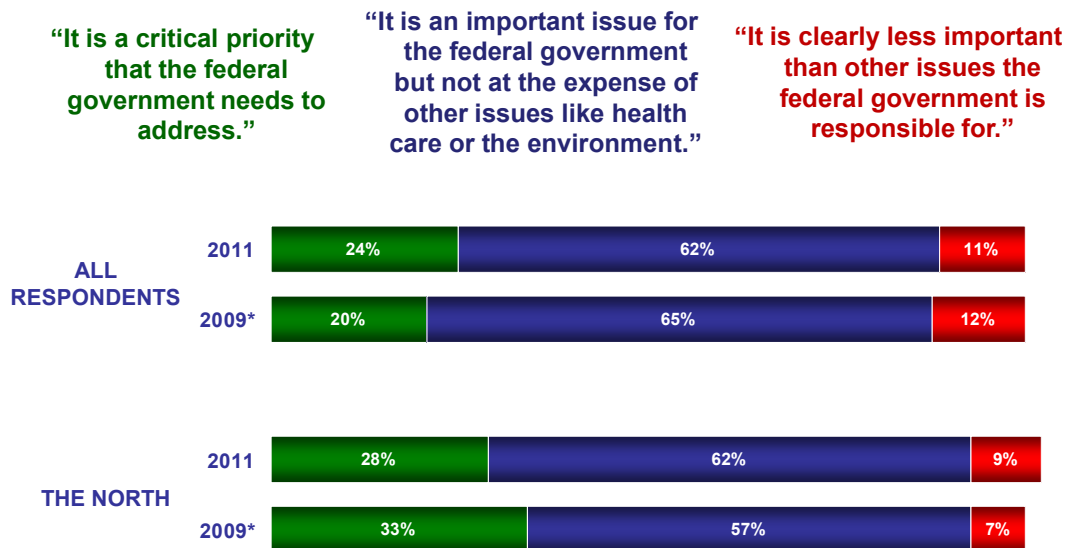
Those in Quebec (16%) are more likely to think that Arctic sovereignty is clearly less important than other federal issues, compared to those in Saskatchewan and Manitoba (5%).

Views on Arctic sovereignty as a federal issue have changed little since 2009.



Little change in views on Arctic sovereignty as a federal issue

Which one of the following three statements best fits your own view about Canada's sovereignty in the Arctic North?



*From the 2009 Canadian Public Opinion on Arctic Sovereignty and the North, conducted among n=1,450 adults from Southern Canada and n=450 Northern respondents (excluding Labrador and Nunavik)

Base: All respondents (n=1,651); Northern respondents (n=450)



Qualitative Perspectives: Views on Arctic Sovereignty and Northern Issues

During the focus groups, participants were asked about their familiarity with and perspectives on Arctic sovereignty and, more generally, issues related to Canada's North.

Views among Southern participants¹

Not surprisingly, Southern participants were less knowledgeable about the North than the Northern participants. For example, Southern participants were somewhat less able to list the countries that border the North and were generally unaware of the level of presence and activities of the Canadian Forces in the North, such as patrols and exercises. However, while some of these participants were not familiar with the term "Arctic sovereignty", others were aware of the resources in the North, mentioning them as diamonds, fresh water and oil, and of the interest in the possibility of a Northern Passageway to the Pacific. Some participants were also aware that these resources had been of recent interest to other countries, specifically Russia. In general, many agreed that they should be protected. Others recognized the importance of patrols to protect the environment, and expressed the view that global warming would lead to an increase in the accessibility of Northern resources to other countries.

Who's checking on the ships? With so many ships, a catastrophe would happen sooner or later. It's a sensitive ecosystem, Canada would have to deal with it, like an oil spill. What's the safety of these ships passing through?

That's where the work needs to happen now. And if it does take patrols, that's what it going to take, patrols of military vessels. But it also needs to be extended to people who are dumping pollutants in these waters. And it needs to be extended beyond just military things to environmental protection for a very sensitive ecosystem. The military has a big part to play in that...

If it starts chipping away, there goes Canada. This is still us. One of our greatest things is square footage per person.

Je pense qu'il y a les Russes [qui sont] intéressés par le pétrole et qui rodent autour du Grand Nord et l'armée hésite à protéger le Grand Nord alors qu'ils devraient le protéger grandement. Ce serait légitime que l'armée protège le Grand Nord.

Southern participants were also generally in favour of protecting Canada's trade and economic interests, with some agreeing that patrols should be maintained. However, opinion diverged on whether a threat to economic interests in the North was a pressing concern and whether Canada had the ability to counter claims by other countries. Other

¹ That is, participants from Toronto, Montreal and Calgary.

participants, however, felt that Canada should move quickly and unilaterally to protect its resources.

It's Canadian territory, we should have the ability to be there first. It shouldn't be up to any other country to protect our resources in our country.

On a entendu parler que les Russes ont été planté le drapeau là... On n'est pas capable de rien faire.

I'm not concerned, not thinking there are too many people that are interested in moving into the Arctic. [I] don't see the U.S. trying to fight us for it. [It's] better to use our forces internationally.

Il ne faut pas attendre que d'autres s'approprient. On n'a pas tendance à agir trop vite.

The discussion about passageways in the North, that's a discussion for 10-15, 20 years from now.

Views among Northern participants²

Northern participants were in general more knowledgeable of the issues concerning the North, particularly Arctic sovereignty. They saw Northern issues as having increased in prominence in recent years because of interest of other nations in Arctic resources. As with some of the Southern participants, some Northern participants felt that international interest in the North was growing because of climate change and the possibility of a navigable Northwest Passage.

With global warming, the ever-elusive Northwest Passage ... could be navigable. It will be even more important to have Arctic sovereignty, to be able to control the passage of goods and services through the high Arctic.

The North is entrenched as part of our Canadian identity and we have to protect that identity and give it the credence that it deserves. And if that means putting more military up here to show Denmark that we really do own that island and they can't go there, then that's what we do. It's more than just that little island; we're talking about fundamental principles here.

Arctic sovereignty is important to the whole country, not just to people who live in the North. If the military did more of promoting the internal domestic work that they do, there would be more support for it.

Northern participants were more familiar with events surrounding claims being made to these resources, and to the ships passing through Canadian waters. There was a greater sense of urgency among Northern participants about the importance of Arctic sovereignty, and some felt that the Canadian Forces needed to generate more publicity to all Canadians about its activities defending the North.

² Participants from Yellowknife and Iqaluit.

Presence of the Canadian Forces in the North

Nearly four in five support carrying out patrols in the North

When asked whether it is important for Canada to carry out security patrols in the North, nearly four in five Canadians (78%) agree that it is. Northern Canadians are more likely to agree (83%), including 50% who strongly agree. Just one in ten Canadians in the South (10%) and in the North (10%) disagree that it is important to carry out security patrols in the North.

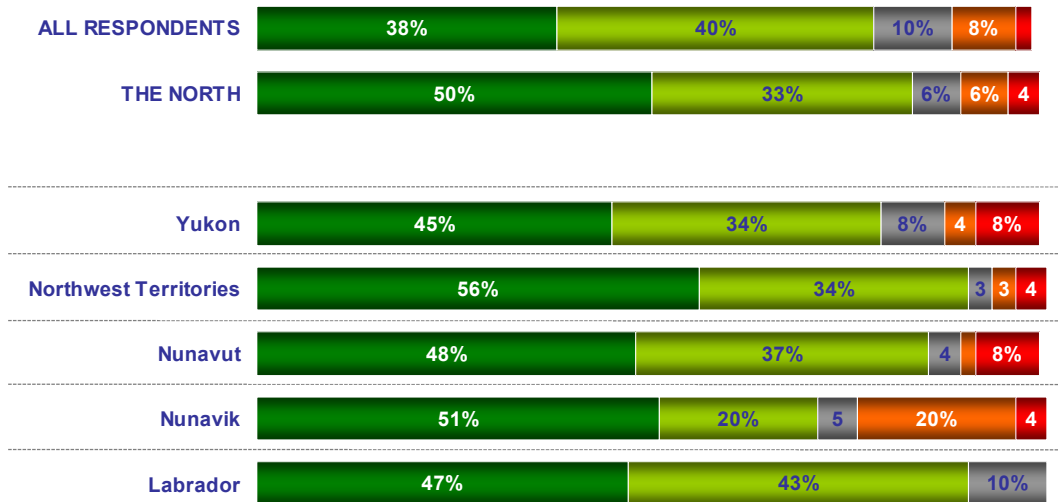


Canadians widely support carrying out patrols in the North

To what extent do you agree or disagree with the following statements? Do you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree?

[It is important for Canada to carry out security patrols in the North]

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree



Base: All respondents (n=1,651); Northern respondents (n=450)

Regionally, the proportion of those who strongly agree that it is important to carry out security patrols in the North is nearly as high among Ontarians (46%) as it is among Northern Canadians (50%). Residents of Saskatchewan and Manitoba (31%) and Quebec (28%) are less apt to view Northern security patrols as very important. Among Northern Canadians, residents of the Northwest Territories (56%) are more likely to view security patrols as very important, while residents of the Yukon (45%) are least apt to say so.

The following demographic subgroups are more likely to strongly agree that security patrols in the North are important:

- Older Canadians (46% among those 55 years of age or older), compared to younger Canadians (25% among those 18 to 24 years);



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- Men (45%), compared to women (32%); and,
- Those born in Canada (79%), compared to landed immigrants (64%).

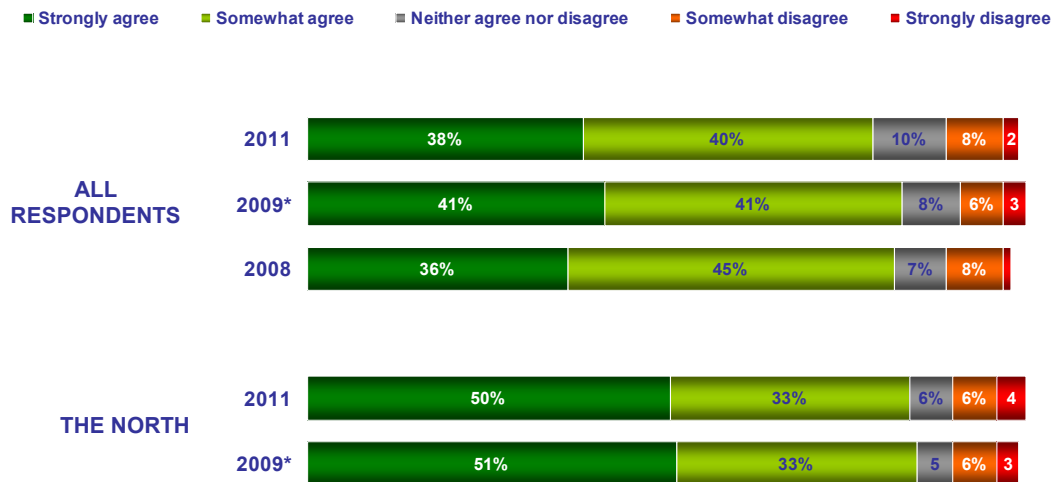
Support for carrying out patrols in the North has changed little since 2009.



Little change in support for carrying out patrols in the North

To what extent do you agree or disagree with the following statements? Do you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree?

[It is important for Canada to carry out security patrols in the North]



*From the 2009 Canadian Public Opinion on Arctic Sovereignty and the North, conducted among n=1,450 adults from Southern Canada and n=450 Northern respondents (excluding Labrador and Nunavik)

Base: All respondents (n=1,651); Northern respondents (n=450)



Nearly three in five Canadians in the South and two in three Northern Canadians support increasing patrols in the North

A majority of Canadians overall (58%) and two in three Northern Canadians (66%) support increasing security patrols in the North. While still substantial, support for increasing patrols is significantly lower than basic support for security patrols (78% among Canadians overall, 83% among Northern Canadians). Nearly one in five Canadians overall (18%) and Northern Canadians (19%) disagree that there should be increased security patrols in the North.

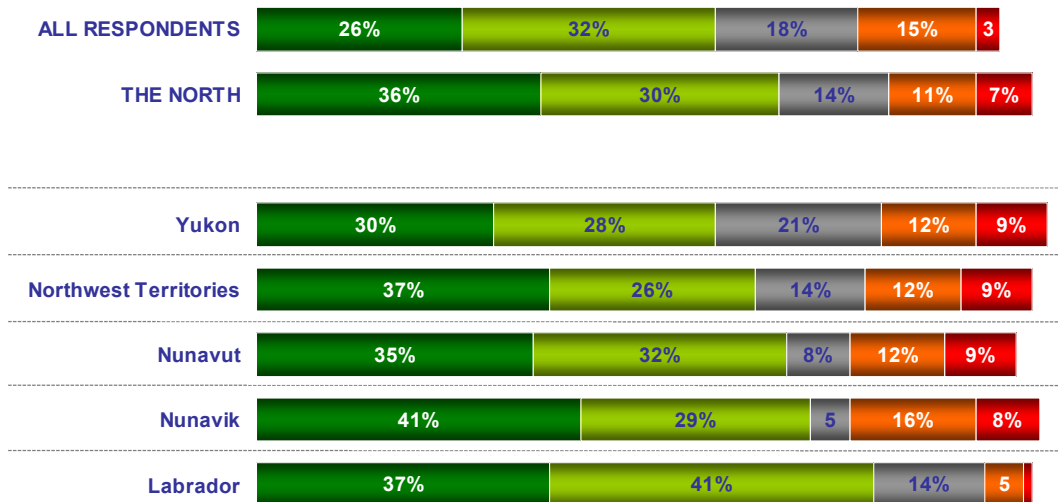


Majority support for an increased presence of patrols in the North

To what extent do you agree or disagree with the following statements? Do you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree?

[There should be an increase in the number of patrols in the North]

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree



Base: All respondents (n=1,651); Northern respondents (n=450)



While a majority support increasing patrols in the North, it is noteworthy that support has declined significantly since 2009 (when 70% indicated support for increased patrols).

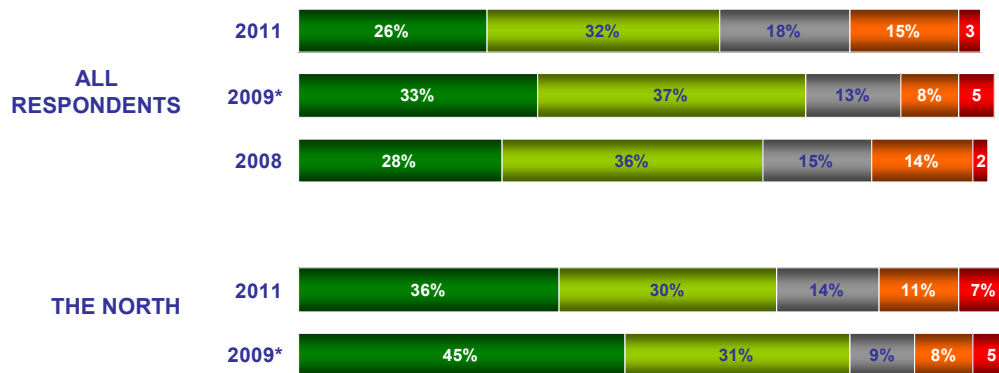


Support for increasing patrols in the North has declined since 2009

To what extent do you agree or disagree with the following statements? Do you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree?

[There should be an increase in the number of patrols in the North]

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree



*From the 2009 Canadian Public Opinion on Arctic Sovereignty and the North, conducted among n=1,450 adults from Southern Canada and n=450 Northern respondents (excluding Labrador and Nunavik)

Base: All respondents (n=1,651); Northern respondents (n=450)

Regionally, residents of Atlantic Canada (69%) and Ontario (62%) are as supportive, or more supportive, of increasing security patrols as residents of the North (66%). Residents of British Columbia (47%) are least supportive of increasing security patrols (residents of Quebec are about average, at 57% total support, but least likely to strongly support, 18%). Within the North, agreement is highest among residents of Labrador (78%) and lowest among residents of the Yukon (58%).

Among the demographic subgroups, those more likely to agree that patrols in the North should be increased include:

- Men (66%, compared to 51% among women);
- Older respondents (64% among those 55 years and older, compared to 40% among those 18 to 24 year olds);
- Those with lower levels of education (67% among those with less than a high school education compared to 55% among university graduates); and,
- Those with lower household incomes (70% among those earning less than \$30,000, compared to 54% among those earning \$60,000 or more).



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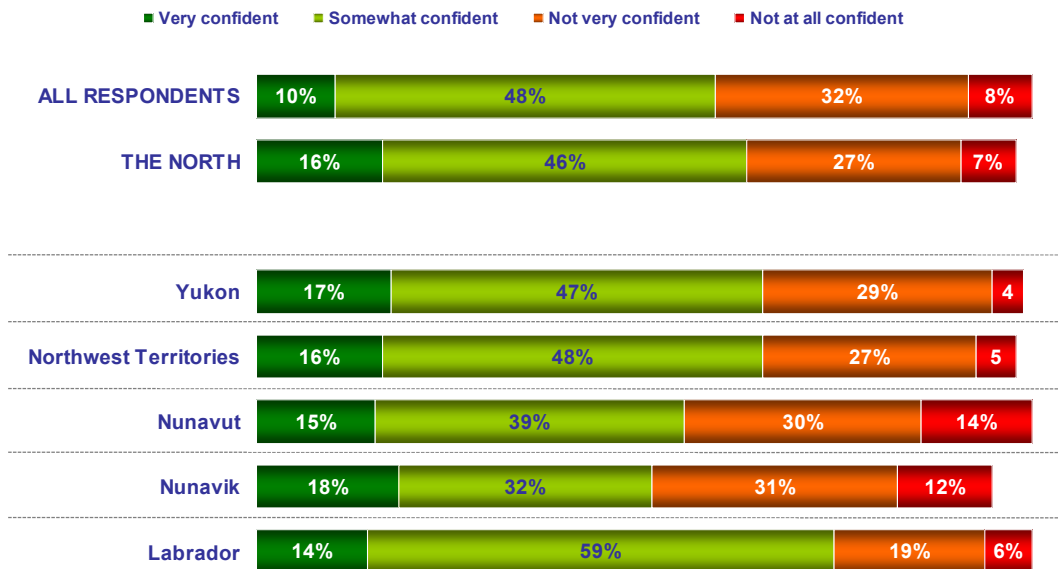
A majority of Canadians are confident that current military resources are sufficient to establish a presence in the Arctic North

Nearly three in five (58%) Canadians are confident that the Canadian military has the resources necessary to establish more of a presence in the Arctic North, including ten percent who feel very confident. Two in five Canadians (40%) are not confident that Canada has the resources to establish a greater presence in the North. Northern Canadians (62%) are more confident in Canada's ability to establish a greater presence in the North, including 16% who feel very confident.



A majority of Canadians are confident that military resources are sufficient to establish a presence in the Arctic North

How confident are you that Canada has the military resources necessary to establish more of a presence in the Arctic North?



Base: All respondents (n=1,651); Northern respondents (n=450)

There is little regional variation in views on Canada's ability to establish a greater presence in the North. Among Northerners, residents of Labrador (73%) are more likely to express confidence.

Among the demographic subgroups, those more likely to express confidence in the Canada's ability to establish a greater presence in the North include:

- Younger respondents (79% among those 18 to 24 years, compared to 55% among those 55 years of age and older);
- Women (61%, compared to 53% among men);



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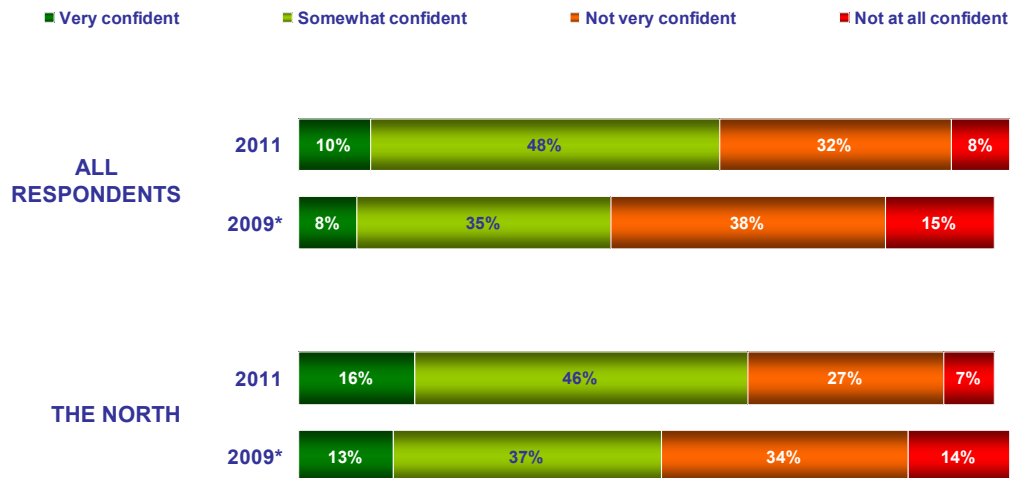
- Those with lower levels of education (73% among those with less than high school education, compared to 53% among those with university education); and,
- Those with lower income levels (69% among those earning less than \$30,000, compared to 54% among those earning \$60,000 or more).

Confidence that military resources are sufficient to establish a presence in the Arctic North has grown since 2009 (when 43% expressed confidence). However, Canadians are not more likely to be *very* confident.



Confidence that military resources are sufficient to establish a presence in the Arctic North has grown since 2009

How confident are you that Canada has the military resources necessary to establish more of a presence in the Arctic North?



*From the 2009 *Canadian Public Opinion on Arctic Sovereignty and the North*, conducted among n=1,450 adults from Southern Canada and n=450 Northern respondents (excluding Labrador and Nunavik)

Base: All respondents (n=1,651); Northern respondents (n=450)



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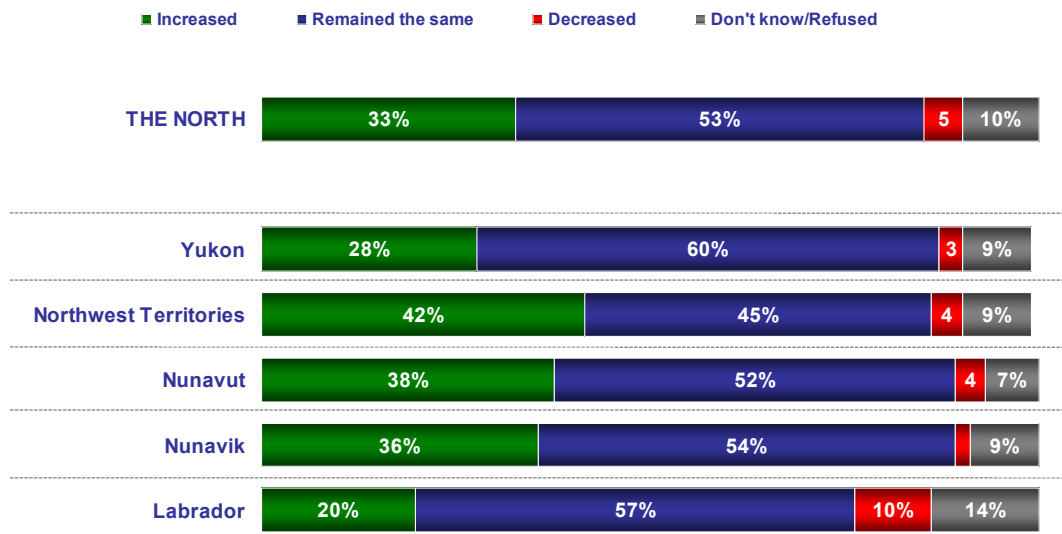
Most Northern Canadians think that the military's presence in the North has remained the same or increased over the last five years

Northern Canadians were asked whether the presence of the Canadian Forces has increased, decreased, or remained the same over the last five years. On this basis, over half (53%) say that the Canadian Forces presence has remained the same, while one in three (33%) say the military presence has increased. Just five percent think the military presence has decreased.



Half of Northern Canadians believe that the Canadian Forces presence has remained the same in the North over the last five years

Over the last five years, would you say the presence of the Canadian Forces in the North has increased, decreased, or remained the same?



Base: Northern respondents (n=450)

Regionally, residents of the Northwest Territories (42%) are most likely to think the military presence in the North has increased, while residents of the Yukon (28%) and Labrador (20%) are less likely to think this.

Those with higher levels of education (university or higher, 42%) are more likely than those with lower levels of education (high school, 27%) to say that the military presence in the North has increased over the last five years.

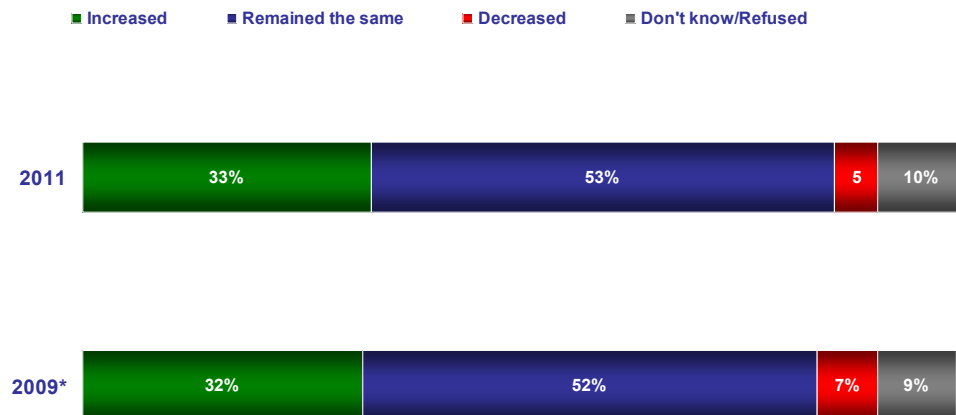


Views on the presence of the Canadian Forces in the North have changed little since 2009.



Little change in views on the presence of the Canadian Forces in the North

Over the last five years, would you say the presence of the Canadian Forces in the North has increased, decreased, or remained the same?



*From the 2009 Canadian Public Opinion on Arctic Sovereignty and the North, conducted among n=450 Northern respondents (excluding Labrador and Nunavik)

Base: Northern respondents (n=450)

Qualitative Perspectives: The presence of the Canadian Forces in the North

During the focus groups, Northern participants were specifically asked about their familiarity with the role of the Canadian Forces in the North, particularly in terms of search and rescue missions, and exercises such as Operation Nanook. Many felt that the military's presence in the North had increased in the last five years, citing the presence of Canadian Forces members at training exercises, and of ships in the summer. One participant noted that this change in activity in the North was occurring because of the issue of Arctic sovereignty and resources of interest to other countries that need to be protected. However, participants were unaware of any specific activities related to the Arctic Patrol Ship Program, although some were familiar with it, and few were familiar with the Arctic Training Center in Resolute Bay.

Northern participants generally felt that patrols were needed to protect resources thought to be of interest to other nations. They indicated that more of a presence was needed to know what was on the ships and what was being dumped, for environmental reasons.



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There was a perception among some participants that more troops were abroad to help with disaster relief when they should be protecting our national interests. Many Northern participants felt strongly that a continuous, full-time presence in the North was important. In contrast to some of the Southern participants, who thought that bases in Labrador or Alberta were close enough in the event of being needed in the Arctic, one Northern participant expressed the view that it would be better to have a base in the Arctic.

[The Canadian Forces' presence has] increased, but it hasn't done much, because in the past five years, we've have submarines trying to hit the North Pole to put their flag under, planes going over the North, and we've had tons of ships going through the Northwest Passage without us noticing until afterwards.

We need a more permanent presence and perhaps the government can take it on, let's give it a try for a year or two, definitely to wave the flag and protect our sovereignty and make sure nobody steals our little islands up here.

Others described the importance of an increased presence in terms of how it would benefit the Northern community in other ways, such as increased visibility, possibly interesting young people in joining the military, and also promoting a sense that the North truly is a part of Canada.

That presence, even if it's just for a little while, has a great impact, when you see it you're fully aware that you're in a Canadian place. I mean a sea of soldiers. If you had a constant presence like that, I think it would go really far.

When you speak to those fellows and ladies, they're amazing people and they would do a lot to bring you recruits, from the communities even, if they were there and talking to the kids and the parents.

Suggestions for defending the North and settling claims

Some Northern participants (as well as one or two Southern participants) suggested using satellites or radar to defend the North, as well as investing in the population of the North, thereby eliminating the need to send the military. There was general agreement that more money should be spent on training and equipment to protect the North, with some participants suggesting that more money would be available if the Canadian Forces were to leave Afghanistan. Some felt, for example, that the Canadian Forces did not have the resources to establish a larger presence up North in terms of manpower. One participant suggested that revenue from the mines could help pay for protecting the North.

There's eight or nine mines that could start in the next five or ten years. It's a massive source of revenue for the Canadian government, so if that money was earmarked [to increase the military presence in the North] right from the get-go...

One Northern participant emphasized the importance of diplomacy in solving the issues regarding international claims:

I think the diplomatic approach is what's happening anyway. This idea of a threat to the North isn't even real. It's a perceived threat. It doesn't even exist yet. [...] There won't be a need to defend if there's a forward diplomatic thing happening now and continuing. Diplomacy can avoid any idea of threat to begin with.

Perceptions of the Rangers

Northern participants, who were specifically asked what they had heard about the Arctic Rangers, indicated for the most part that they were familiar with the Rangers and in some cases, knew a Ranger personally. They were also familiar with the role played by the Rangers, and nearly all expressed positive views of their ability to perform this role, referring specifically to how the Rangers' skill and knowledge of the land was instrumental in their ability to assist with search and rescue missions. Several were aware of the Rangers' recent activity accompanying Canadian Forces members on a survival skills exercise. Most participants noted that the Rangers were more visible than they had been, although some participants felt that the Rangers still did not have much of a presence, except in smaller communities. Participants felt that the Rangers should have an even more visible presence.

They take on that search and rescue role. They're local, they're Inuit. If someone gets lost, if a plane goes down on the land, the military and the Rangers will go and do the search and rescue effort. They've got the expertise for the locals.

We still have a lot of people who do a lot of traditional hunting so it would be good to still have them here, so if anything happens they can do search and rescue, and stuff like that.

Appendix I – Recruitment Screeners

INTERVIEWER NOTE: Read screener exactly as written; should there be any problems, consult your supervisor immediately

Good morning/afternoon/evening, my name is _____ and I am calling from the Ipsos Reid, a social research organization. First off, let me assure you that we are not trying to sell you anything. We are a professional public opinion research firm that gathers opinions from people.

From time to time, we seek peoples' opinions by sitting down and talking with them. We are preparing to hold a series of these discussions on behalf of the Government of Canada and are calling to see if you would be willing to participate. Your participation is completely voluntary and all information you provide will be handled according to the Privacy Act. The full name of participants will not be provided to the government or any other third party. The discussion will take about two hours.

Is there someone between the ages of 18 and 65 living in this household?

- Yes **[CONTINUE]**
 NO **[THANK AND TERMINATE]**

We would like to talk to people in different age groups. What are the ages of the people in this household who are between 18 and 65 years old?

Between 18 and 34

And/Or

Between 35 and 65

[RECRUIT ONLY ONE PERSON PER HOUSEHOLD. IF MORE THAN ONE PERSON IN AGE RANGE, FILL YOUNGER GROUPS FIRST]

May I speak to the person who is between X and Y years of age?

[REPEAT INTRO]

Would you be interested in participating in one of these groups, which would be held at a location in _____ on _____?

Location	Time and date	Composition	Language
Toronto	Monday, March 21 st	18-34 year olds – 17h30 35-64 year olds – 19h30	English
Montreal	Tuesday, March 22 nd	18-34 year olds – 17h30 35-64 year olds – 19h30	French
Calgary	Tuesday, March 22 nd	18-34 year olds – 17h30 35-64 year olds – 19h30	English
Yellowknife	Wednesday, March 23 rd	18-34 year olds – 17h30 35-64 year olds – 19h30	English
Iqaluit	Thursday, March 24 th	18-34 year olds – 17h30 35-64 year olds – 19h30	English



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- Yes **[CONTINUE]**
- NO **[THANK AND TERMINATE]**

Now, I would like to ask you a few questions to see if you qualify to attend.

1. Do you or does anyone in your household work in any of the following areas?" **(READ LIST) IF "YES" TO ANY, THANK AND TERMINATE –**

- A. An advertising agency
- B. A market research company
- C. The media, that is for TV, Radio or a newspaper
- D. The Government of Canada or the Canadian Forces

2. Have you ever worked for the Canadian Forces either as a member of Canada's military or as a civilian employee?

- Yes **[THANK AND TERMINATE]**
- NO **[CONTINUE FOR POSSIBLE RECRUIT]**

3. Have you participated in a focus group in the last year?

[IF "YES" - THANK AND TERMINATE. AIM TO HAVE THREE QUARTERS OF PARTICIPANTS WHO HAVE NEVER ATTENDED A FOCUS GROUP]

[INTERVIEWER RECORD GENDER, DO NOT ASK]

Male/Female **(50/50 Soft Quota)**

4. What is the highest level of formal education that you have completed? **[READ LIST]**

- | | |
|---|-----------|
| 1. Grade 8 or less | CONTINUE |
| 2. Some high school | CONTINUE |
| 3. Complete high school | CONTINUE |
| 4. Technical, vocational post-secondary | CONTINUE |
| 5. Some university | CONTINUE |
| 6. Complete university degree | CONTINUE |
| 7. Postgraduate degree | CONTINUE |
| 8. Don't know/Refuse | TERMINATE |

5. In general, how much attention do you pay to news about current events affecting Canada and other countries around the world **[READ LIST]**

- | | |
|---------------------------|-----------|
| A great deal of attention | CONTINUE |
| Some attention | CONTINUE |
| A little attention | TERMINATE |
| No attention at all | TERMINATE |
| DK/NA | TERMINATE |

[SOFT QUOTA ON RANGE OF EDUCATION ATTAINMENT LEVELS]



6. Which of the following categories best describes your annual household income?
That is, the total annual income before taxes – or gross income – of all persons in your household combined?

- | | |
|-------------------------------------|-----------|
| 1. Under \$10,000 | CONTINUE |
| 2. \$10,000 to less than \$20,000 | CONTINUE |
| 3. \$20,000 to less than \$30,000 | CONTINUE |
| 4. \$30,000 to less than \$40,000 | CONTINUE |
| 5. \$40,000 to less than \$50,000 | CONTINUE |
| 6. \$50,000 to less than \$60,000 | CONTINUE |
| 7. \$60,000 to less than \$70,000 | CONTINUE |
| 8. \$70,000 to less than \$80,000 | CONTINUE |
| 9. \$80,000 to less than \$90,000 | CONTINUE |
| 10. \$90,000 to less than \$100,000 | CONTINUE |
| 11. \$100,000 or more | CONTINUE |
| 12. Don't know/Refuse | TERMINATE |

**[ELIMINATE ANY DON'T KNOW OR REFUSED AT THIS QUESTION]
[SOFT QUOTA ON RANGE OF INCOME BANDS]**

7. Tell me a little bit about your favourite television show.

[ELIMINATE THOSE WHO CANNOT EXPRESS THEMSELVES CLEARLY]

8. What is your overall impression of the people who serve in the Canadian Forces?
Would you say it is positive or negative? **PROBE FOR VERY/FAIRLY.**

- | | |
|----------------------|-----------|
| 1. Very positive | CONTINUE |
| 2. Somewhat positive | CONTINUE |
| 3. Neither | CONTINUE |
| 4. Somewhat negative | CONTINUE |
| 5. Very negative | CONTINUE |
| 6. Don't know/refuse | TERMINATE |

[SOFT QUOTA ON RANGE OF ATTITUDES TOWARDS CANADIAN FORCES]

Thank you, you qualify to participate in the groups. Those who qualify and attend the session will receive **[\$75.00 incentive for participants in Calgary, Toronto, Montreal] [\$100.00 incentive for participants in Yellowknife and Iqaluit]** as a token of our appreciation - as part of the discussion you may need to read some printed materials, if you wear glasses for reading can you please remember to bring them to the group so that you can read the materials.

Location	Date and Time	Market	Facility
Toronto	Monday, March 21 at 17h30	18-34 yrs	TBD
Toronto	Monday, March 21 at 19h30	35-64 yrs	
Montreal	Tuesday, March 22 at 17h30	18-34 yrs	TBD
Montreal	Tuesday, March 22 at 19h30	35-64 yrs	
Calgary	Tuesday, March 22 at 17h30	18-34 yrs	TBD



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Location	Date and Time	Market	Facility
Calgary	Tuesday, March 22 at 19h30	35-64 yrs	
Yellowknife	Wednesday, March 23 at 17h30	18-34 yrs	TBD
Yellowknife	Wednesday, March 23 at 19h30	35-64 yrs	
Iqaluit	Thursday, March 24 at 17h30	18-34 yrs	TBD
Iqaluit	Thursday, March 24 at 19h30	35-64 yrs	

At the facility, you will be asked to produce photo identification, so please remember to bring something with you. **(INTERVIEWER NOTE: If respondent says they do not have photo ID, then any other form of ID will do).**

NAME: _____

DAYTIME PHONE NUMBER: _____

EVENING PHONE NUMBER: _____

We are reserving a special place for you at this session. There will only be a few people attending, so if for any reason you cannot attend, please call **(FIELD SUPERVISOR PHONE NUMBER)** as soon as possible so that we can select someone else to take your place. Also, someone from our office will be calling you back to confirm these arrangements.

THANK YOU VERY MUCH!

WE LOOK FORWARD TO SEEING YOU THERE.

RECRUITED BY:

CONFIRMED BY:



Appendix II – Moderators’ Guide

INTRODUCTION (10 MINUTES)

Explain to participants:

- Ipsos Reid Group
- the length of session (2 hours)
- taping of the discussion
- one-way mirror and colleagues viewing in back room or in room
- results are confidential and reported in aggregate/individuals are not identified/participation is voluntary
- the role of moderator is to ask questions, timekeeper, objective/no vested interest
- role of participants: not expected to be experts, no need to reach consensus, speak openly and frankly about opinions, no right/wrong answers

Get participants to introduce themselves and their occupation/hobbies, etc.

IF ASKED Research is conducted on behalf of the Government of Canada.

ASSOCIATIONS WITH CANADIAN FORCES (20 MINUTES)

I’m going to start by asking you to think about what comes into your mind when I say ‘Canadian Forces.’ If the Canadian Forces was a person, what type of person would they be? What would they be like, what kind of personality would they have?

I’m going to give you a couple of minutes to write down the type of person you think of when you think of the Canadian Forces.

What type of person did you describe?

What was it that made that description come to mind?

(Moderator to probe thoroughly, as needed): Why do you say that? Is that positive or negative?

We’ve talked about the Canadian Forces as you see them now. I’d now like you to think about how you would like see the Canadian Forces in the next ten years.

What two or three words would you use to describe how you want to see the Canadian Forces in future? Write these down and we will talk about what you wrote and why.

Which words did you use? Why?



Ipsos Reid

Is this different to how you see the Canadian Forces now?

Would you say that you are you proud of the Canadian Forces? Why do you say that?

PROBE ON:

- People who serve, e.g. their bravery, their training etc.
- Equipment;
- Role of the Canadian Forces –e.g. peacekeeping, ‘peacemaking’ missions;
- History of the missions undertaken by the Canadian Forces

EQUIPMENT AND PERCEPTIONS OF FUNDING (20 MINUTES)

What do you think about amount of funding the Canadian Forces currently get?

PROBE IF NECESSARY:

Is it too much? Too little? About the right amount of funding?
Why do you say that? What gives you that impression?

PROBE IF NECESSARY:

Do you think the Canadian Forces are under/over-funded because of:

- Equipment? What type of equipment? Aircraft, land transport, submarines etc.
- Training?
- Amount that those in the Canadian Forces earn?
- Extent of the missions they are asked to go on - over-stretched?
- Comparisons to United States or other countries?

What have you heard about Canadian Forces Equipment purchases?

Do you think that the Canadian Forces manages their equipment budget properly? Do you think that their purchases are well-planned?

Why do you say that? What gives you that impression?

IF NOT OTHERWISE BROUGHT UP: Have you heard anything about the purchase of F-35 aircraft? What have you heard?

DOMESTIC OR INTERNATIONAL ROLE (20 MINUTES)

We are now going to talk about what the Canadian Forces do and what their role should be.

Should the Canadian Forces ever serve internationally or should they only serve in Canada?

Why do you say that?

What should they focus on if they only serve in Canada?

PROBE ON:

- Patrolling the borders?
- Defending the country?
- Helping out with natural disasters?
- What else?
- *(If Northern sovereignty not brought up spontaneously, ask)* protecting the integrity of Canada's Northern territory?

Do we need a military for that? Could we just rely on NATO or the United States? Why/why not?

If the Canadian Forces should sometimes serve internationally, what type of missions should they be involved in?

- Humanitarian missions – for example, helping with a natural disaster?
- Peacekeeping missions? Where they patrol but do not engage in combat?

What about missions that might involve combat?

Does it change your views if we are taking part in an exercise that is led by others, such as NATO or the UN or going on our own? Why?

Does it matter where in the world the mission is? Is a mission in the Americas equivalent to a mission in Africa for example?

Do you think Canada should be first on the ground in this type of situation? Why?

Does it make a difference if a mission is in Canada's national interest?

What type of situations would be in our national interest? PROBE ON:

- Combat terrorism?
- Protect trade or the economy in Canada?
- Energy or resources?
- Defending territorial claim to the North?

THE NORTH (25 MINUTES)

Now let's talk a little about Canada's Arctic Northern regions.

What have you heard about Canada's Arctic recently?

What do you understand Arctic sovereignty to mean?

What have you heard recently about this?

Are you worried about this issue?

PROBE:

- Challenges to Canada's claim by other countries
- Loss of mineral rights/resources
- Climate change and importance of control of Northwest passage
- Need to defend our territory

Do you think it is important for Canada to maintain patrols in the North? Why/why not?

Should we increase military patrols of the North?

Why/ why not?

Do you think that Canada has the military resources necessary to establish more of a presence in the Arctic North?

Have you heard about any Canadian Forces exercises in the North? If so, what have you heard?

What (how many) countries border on the Arctic?

YELLOWKNIFE AND IQALUIT ONLY:

Over the last five years, would you say the presence of the Canadian Forces in the North has increased, decreased or remained the same?

What have you heard recently about the Arctic Rangers? PROBE ON increase in numbers, any change in role, etc.

Do you see Rangers often in Yellowknife/Iqaluit?

How do you think they are viewed by people? Do you think they are generally welcome? Identifiable? Visible?

Do you see them as being good for the community or not? Why?

AFGHANISTAN (20 MINUTES)

I'm going to start by asking you what comes into your mind when you think about Canada's mission in Afghanistan.

PROMPT ONLY IF NECESSARY: By this I mean what Canada is doing in Afghanistan.

I would like you to write down three words or phrases again that come to mind when you think of Canada's mission in Afghanistan. Write these down and we will talk about what you wrote and why.

What did you write down?

(Moderator to probe thoroughly, as needed.): Why do you say that? Is that positive or negative?

Do you have the impression that our role in Afghanistan is changing?

Have you read, seen or heard anything about that?

LISTEN FOR AWARENESS OF PLANNED TRANSITION FROM COMBAT ROLE TO TRAINING ROLE IN 2011 UNTIL 2014. ENSURE THAT THERE IS A THOROUGH AIRING OF AWARENESS, SOURCE OF AWARENESS AND PRELIMINARY REACTIONS TO CHANGING ROLE PRIOR TO INTRODUCING THE FOLLOWING INFORMATION IN THE FORM OF A HANDOUT TO PARTICIPANTS:

I'm going to hand you a piece of paper that has an excerpt from a news conference given by the Minister of National Defence on November 16th, 2010.



Ipsos Reid

"The next phase of Canada's involvement in Afghanistan is to provide humanitarian aid, development and build on our training efforts in a non- combat role.

Starting in 2011, our Government will deploy up to 950 trainers and support staff at facilities centred in Kabul.

Canada's training efforts will continue until March 2014.

This non-combat training mission will build on Canadian Forces experience in training Afghan National Security Forces, thereby contributing to the goal of preparing Afghans to assume responsibility for their own security and sovereignty.

What have you heard about this?

Is this a surprise to you?

What do you understand this to mean? PROBE What does a training mission mean to you? How is it different from a combat mission?

Do they train them within secure lines and send them out to try their new skills or do they accompany Afghan Nation Security Forces on missions (in line of fire)?

If they do accompany them, is it strictly training and observation or do they participate in the military action?

How do you feel about this plan?

And why do you say that?

Moderator to listen and probe if necessary for:

- Will result in fewer casualties/no casualties?
- View that training role appropriate?
- Desire to see mission over an all troops home?

Even in a training role, there may be casualties. How do you feel about that possibility?

Have we done our fair share?



Ipsos Reid

CONCLUSION (5 MINUTES)

Have today's discussions changed your views in any way? How? Which ones?

Do you have any final comments to make on what we have discussed today?

THANK FOR TAKING PART AND CLOSE



Ipsos Reid

Appendix A

Have you heard about any Canadian Forces exercises in the North? If so, what have you heard?

ANNUAL EXERCISES AND SOVEREIGNTY OPERATIONS

- Nanook (Eastern Arctic)
- Nunakuput (Western Arctic)
- Nunaliut (High Arctic)

OTHER DEFENCE PROJECTS IN THE NORTH

- Nanisivik Naval Berthing/refueling Station
- Canadian Forces Arctic Training Centre in Resolute Bay
- Advancing Arctic Patrol Ship Program
- Growing the Canadian Rangers

Appendix B

What (how many) countries border on the Arctic?

Lands with borders in the Arctic Ocean

Canada

Greenland (self-governing province of Denmark)

Norway

Russia

United States

Other Arctic lands

Finland

Iceland

Sweden

Appendix III – Bilingual Questionnaire

Hello, my name is _____. I'm calling on behalf of Ipsos Reid. WE ARE NOT SELLING ANYTHING. We are conducting a survey for the Government of Canada on issues in the news. Your responses will be kept entirely confidential and this survey is registered with the national survey registration system.

Any information you provide will be administered in accordance with the Privacy Act and other applicable privacy laws. Your participation is voluntary and your decision to participate or not will not affect any dealings you may have with the federal government in any way. I'd like to speak to the person in your household who is 18 years of age or older, and who had their birthday last. Is that you? (IF NO, ASK TO SPEAK TO OTHER PERSON WHO IS 18 YEARS OF AGE OR OLDER, AND WHO HAD THEIR BIRTHDAY LAST AND REPEAT INTRODUCTION)

Bonjour, je m'appelle _____. Je vous appelle au nom d'Ipsos Reid. NOUS N'AVONS RIEN À VENDRE. Nous menons un sondage pour le compte du gouvernement du Canada sur des questions d'actualité. Je tiens à signaler que vos réponses demeureront absolument confidentielles et que ce sondage est inscrit auprès du système national d'enregistrement des sondages.

Tous les renseignements que vous fournirez seront gérés conformément à la Loi sur la protection des renseignements personnels et à toute autre loi applicable en matière de confidentialité. Votre participation est entièrement volontaire, et votre décision de participer ou non n'aura aucune incidence sur les relations que vous pourriez avoir avec le gouvernement fédéral. J'aimerais parler à la personne de votre foyer âgée de 18 ans ou plus qui est la dernière à avoir célébré son anniversaire. Est-ce votre cas?

(SI NON, DEMANDER À PARLER À UNE AUTRE PERSONNE ÂGÉE DE 18 ANS ET PLUS QUI A CÉLÉBRÉ SON ANNIVERSAIRE EN DERNIER ET RÉPÉTER L'INTRODUCTION.)

[ONCE RESPONDENT IS SELECTED:]

[UNE FOIS LE RÉPONDANT SÉLECTIONNÉ :]

[If asked] The survey will take about 15 minutes to complete.

[Si le répondant le demande] Ce sondage prendra environ 15 minutes.



Ipsos Reid

**SCREENER
QUESTIONNAIRE DE RECRUTEMENT**

S1. Do you, or does anyone in your family or household, work in any of the following areas? (READ LIST)

S1. Est-ce que vous-même ou un membre de votre famille ou de votre foyer travaillez dans l'un ou l'autre des secteurs suivants? (LIRE LA LISTE).

Advertising or Market Research

La publicité ou les études de marché

The media that is TV, radio or newspaper

Les médias, comme la télévision, la radio ou les journaux

Department of National Defence/Canadian Forces

Le ministère de la Défense nationale/les Forces canadiennes

None

Aucun

DK/NR

NSP/NRP

[IF YES TO CODE 1 OR 2 OR DK/NR THANK AND TERMINATE. IF YES TO CODE 3, RECORD AND CONTINUE]

VIEWS OF THE CANADIAN FORCES

OPINIONS À L'ÉGARD DES FORCES CANADIENNES

1. Many of the topics we will be covering deal with the Canadian Forces and defence issues. Have you recently seen, read or heard anything about the Canadian Forces?

1. Plusieurs des sujets dont nous parlerons touchent aux Forces canadiennes et aux questions de défense. Avez-vous vu, lu ou entendu quoi que ce soit récemment sur les Forces canadiennes?

Yes

Oui

No

Non

[ASK IF 'YES' AT Q1. OTHERWISE SKIP TO Q3]

[ASK IF 'YES' AT Q1. OTHERWISE SKIP TO Q3]

2. What did you read, see or hear? What else? (DO NOT PROMPT. PROBE FULLY) [OPEN-END]

2. Qu'avez-vous vu, lu ou entendu? Quoi d'autre? (NE PAS INCITER. SONDER EN PROFONDEUR) [OPEN-END]

3. What is your overall impression of the people who serve in the Canadian Forces? Would you say it is positive or negative? (Would that be Strongly or Somewhat?)

3. Quelle impression générale avez-vous des gens qui servent dans les Forces canadiennes? Diriez-vous qu'elle est positive ou négative? (Serait-ce fortement ou plutôt?)

Strongly negative

Fortement négative

Somewhat negative

Plutôt negative

(DO NOT READ) Neither

(NE PAS LIRE) Ni l'un ni l'autre

Somewhat positive

Plutôt positive

Strongly positive

Fortement positive

4. When you think of Canada's military do you think of it as an organisation that is ... [RANDOMIZE.] (READ LIST)

4. Lorsque vous songez à l'armée canadienne, y songez-vous comme une organisation qui est... [AU HASARD. LIRE LA LISTE]

Very modern

Très moderne

Somewhat modern

Un peu moderne,

Neither outdated nor modern

Ni moderne, ni dépassée

Somewhat outdated

Une peu dépassée

Very Outdated

Très dépassée

Very essential

Très indispensable

Somewhat essential

Un peu indispensable

Neither needed nor essential

Ni nécessaire ni indispensable

Not very needed

Pas très nécessaire

No longer needed at all

Plus du tout nécessaire

5. There are a number of possible areas where the Canadian Forces could focus their efforts. Which of the following areas do you think should be their TOP priority? (READ OUT LIST)

5. Il existe plusieurs endroits où les Forces canadiennes pourraient concentrer leurs efforts. Selon vous, lequel des endroits suivants devrait constituer leur PRINCIPALE priorité? (LIRE LA LISTE). [RANDOMLY SELECT READING ORDER FROM TOP TO BOTTOM OR BOTTOM TO TOP]

Domestic, i.e. in Canada

Territoire national, c.-à-d. le Canada

The North American Continent

Le continent nord-américain

International

International

(DO NOT READ) DK/NR

(NE PAS LIRE) NSP/NRP

6. Which of the following two statements is CLOSEST to your own point of view? [ROTATE]

6. Lequel des deux énoncés suivants SE RAPPROCHE LE PLUS de votre point de vue personnel? [ROTATE]

The Canadian Forces should participate in operations around the world that could include security patrols, development assistance and fighting alongside allied troops to implement peace in an unstable area;

Les Forces canadiennes devraient participer, partout dans le monde, à des opérations qui pourraient comprendre des patrouilles de sécurité, de l'aide au développement et des combats aux côtés de troupes alliées pour ramener la paix dans des régions instables;

OR

OU

Canadian Forces should only participate in operations around the world that involve observation duties or monitoring a ceasefire or truce between two conflicting parties.

Les Forces canadiennes ne devraient participer, partout dans le monde, qu'à des missions d'observation ou de surveillance de cessez-le-feu ou de trêve entre deux parties à un conflit.

OPTION 1- FIGHTING

OPTION 1- COMBAT

OPTION 2 - MONITORING

OPTION 2 – SURVEILLANCE

7. Do you feel that Canada's military is under-funded, over-funded or receives about the right amount of funding? (Note: If "Under" or "Over" funded, probe: "Would that be significantly or somewhat?")

7. Croyez-vous que les Forces canadiennes reçoivent un financement insuffisant, un financement excessif ou un financement à peu près convenable? (Remarque : Si « insuffisant » ou « excessif », sonder : « Diriez-vous que c'est nettement ou plutôt? »)

Significantly under-funded

Financement nettement insuffisant

Somewhat under-funded

Financement plutôt insuffisant

Funding is about right

Financement à peu près convenable

Somewhat over-funded

Financement plutôt excessif

Significantly over-funded

Financement nettement excessif

[IF CODE 1 OR 2 AT Q7 ASK 7a. IF CODE 4 OR 5 SKIP TO Q7b. OTHERS SKIP TO Q8]

7a. What tells you that Canada's military is under-funded? (OPEN)

7a. Qu'est-ce qui vous fait dire que les Forces canadiennes reçoivent un financement insuffisant? (QUESTION OUVERTE)

[IF CODE 4 OR 5 AT Q7 CONTINUE TO Q7b. OTHERS SKIP TO Q8]

7b. What tells you that Canada's military is over-funded? (OPEN)

7b. Qu'est-ce qui vous fait dire que les Forces canadiennes reçoivent un financement excessif? (QUESTION OUVERTE)

[ASK ALL]

8. Please rate the extent to which you agree or disagree with each of the following statements. How about... (READ OUT LIST) [RANDOMIZE] Is that strongly agree/disagree or agree/disagree?

8. Veuillez indiquer dans quelle mesure vous êtes d'accord ou en désaccord avec les énoncés suivants. Pour ce qui est de l'énoncé...? (LIRE LA LISTE). [RANDOMIZE] Est-ce fortement d'accord/en désaccord ou d'accord/en désaccord?

Statements

It is wasteful to invest in Canada's military.

C'est du gaspillage que d'investir dans les Forces canadiennes

Purchases of military equipment are well planned.

Les achats de matériel militaire sont bien planifiés.

Responses

Strongly agree

Fortement d'accord

Agree

D'accord

Neither

Ni l'un ni l'autre

Disagree

En désaccord

Strongly disagree

Fortement en désaccord

9. Have you recently seen, read or heard plans to purchase new defence equipment such as ships, aircraft or vehicles for the Canadian Forces.

9. 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?

Yes, clearly

Oui, clairement

Yes, vaguely

Oui, vaguement

No

Non

[IF YES ASK 9A, NO/DK/REF SKIP TO Q10]

9a. What did you read, see or hear? [OPEN- ENDED]

9a. Qu'avez-vous vu, lu ou entendu? [OPEN-ENDED]

THE CANADIAN NORTH LE NORD CANADIEN

Now let's talk a little about Canada's Arctic Northern regions.

Les prochaines questions portent sur les régions nordiques du Canada dans l'Arctique.

10. Have you recently seen, read or heard anything about Arctic sovereignty?

10. Avez-vous vu, lu ou entendu quoi que ce soit récemment sur la souveraineté dans l'Arctique?

Yes, clearly

Oui, clairement

Yes, vaguely

Oui, vaguement

No

Non

[ASK IF 'YES, CLEARLY' OR 'YES, VAGUELY' AT Q10. OTHERWISE SKIP TO Q12]

11. What did you see, read or hear? What else? (DO NOT READ LIST)

11. Qu'avez-vous vu, lu ou entendu? Quoi d'autre? (NE PAS LIRE)]

Acquisition of Arctic patrol ships

Achat de navires de patrouille pour l'Arctique

Additional patrols/presence of Canadian Navy in the North

Patrouilles supplémentaires/présence de la Marine canadienne dans le Nord

Additional patrols/presence of Canadian Air Force in the North

Patrouilles supplémentaires/présence de l'Aviation canadienne dans le Nord

Resolute Bay – New Canadian Forces Arctic Training Centre

Resolute Bay – Nouveau Centre d'entraînement des Forces canadiennes dans l'Arctique

Deep water refueling facilities at Nanisivik port

Centre de ravitaillement en eau profonde dans le port de Nanisivik

Claims on Arctic made by other countries/Russian flag planted on seabed

Prétentions sur l'Arctique de la part d'autres pays/Drapeau russe planté sur le plancher océanique

2013 deadline for claiming areas

2013, date limite pour revendiquer des territoires

Mineral resources in North

Ressources minérales du Nord

Global warming opening Northwest Passage

Ouverture du passage du Nord-Ouest causée par le réchauffement de la planète

Increase in number of Canadian Rangers

Augmentation du nombre de Rangers canadiens

Greater threat from criminal activity

Menace accrue d'activités criminelles

Canadian Forces exercises
Exercices des Forces canadiennes
Other specify
Autre préciser

12. Would you say you are very concerned, somewhat concerned, not very concerned or not at all concerned about other countries challenging Canada's sovereignty in the Arctic North? (READ LIST)

12. Diriez-vous que vous êtes très préoccupé(e), assez préoccupé(e), pas très préoccupé(e) ou pas du tout préoccupé(e) par le fait que d'autres pays contestent la souveraineté du Canada dans le nord de l'Arctique ? (LIRE LA LISTE)

Very concerned

Très préoccupé(e)

Somewhat concerned

Assez préoccupé(e)

Not very concerned

Pas très préoccupé(e)

Not at all concerned

Pas du tout préoccupé(e)

15. Which one of the following three statements best fits your own view about Canada's sovereignty in the Arctic North? (READ LIST)

15. Laquelle des affirmations suivantes se rapproche le plus de votre point de vue au sujet de la souveraineté du Canada dans l'Arctique Nord ? (LIRE LA LISTE)

[ROTATE FROM TOP TO BOTTOM OR BOTTOM TO TOP]

It is a critical priority that the federal government needs to address

Il s'agit d'un enjeu prioritaire d'une importance capitale que le gouvernement fédéral doit régler

It is an important issue for the federal government but not at the expense of other issues like health care or the environment

Il s'agit d'un enjeu prioritaire pour le gouvernement fédéral, mais pas au point de négliger d'autres dossiers tels que les soins de santé ou l'environnement

It is clearly less important than other issues the federal government is responsible for

Cela est nettement moins important que d'autres dossiers dont le gouvernement fédéral est responsable

(DO NOT READ) Other (SPECIFY)

(NE PAS LIRE) Autre (PRÉCISER)

16. To what extent do you agree or disagree with the following statements? How about [READ ITEM]? Do you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree?

16. Dans quelle mesure êtes-vous d'accord ou en désaccord avec les affirmations suivantes ? Qu'en est-il de [READ ITEM]? Êtes-vous fortement d'accord, plutôt d'accord, ni d'accord ni en désaccord, plutôt en désaccord ou fortement en désaccord ?

[ROTATE ITEMS]

It is important for Canada to carry out security patrols in the North

Il est important pour le Canada d'effectuer des patrouilles de sécurité dans le Nord

There should be an increase in the number of patrols in the North

On devrait accroître le nombre de patrouilles dans le Nord

Responses

Strongly agree

Fortement d'accord

Somewhat agree

Plutôt d'accord

Neither agree nor disagree

Ni d'accord ni en désaccord

Somewhat disagree

Plutôt en désaccord

Strongly disagree

Fortement en désaccord

18. How confident are you that Canada has the military resources necessary to establish more of a presence in the Arctic North? Would you say you are: (READ LIST)

18. Dans quelle mesure êtes-vous confiant(e) que le Canada dispose des ressources militaires nécessaires pour accroître sa présence dans l'Arctique Nord ? Diriez-vous que vous êtes : (LIRE LA LISTE)

Very confident

Très confiant(e)

Somewhat confident

Assez confiant(e)

Not very confident

Pas très confiant(e)

Not at all confident

Pas du tout confiant(e)

[ASK Q.19 IN NORTH ONLY – SOUTH SKIP TO Q.21]

19. Over the last five years, would you say the presence of the Canadian Forces in the North has increased, decreased or remained the same?

19. Au cours des cinq dernières années, diriez-vous que la présence des Forces canadiennes dans le Nord s'est accrue, qu'elle a diminué ou qu'elle est demeurée la même ?

Increased

Elle s'est accrue

Decreased

Elle a diminué

Remained the same

Elle est demeurée la même

[ASK ALL]

21. I would now like to ask you some questions about the role of Canada's military abroad. Please rate the extent to which you agree or disagree with each of the following statements. How about...

21. J'aimerais maintenant vous poser quelques questions au sujet du rôle des Forces canadiennes à l'étranger. Veuillez indiquer dans quelle mesure vous êtes d'accord ou en désaccord avec les énoncés suivants. Pour ce qui est de l'énoncé...?

[READ OUT LIST. RANDOMIZE]

A significantly stronger military is crucial to achieving our foreign policy goals and advancing our place in the world.

Il est primordial d'avoir une armée beaucoup plus puissante pour atteindre les objectifs de notre politique étrangère et faire progresser notre position sur l'échiquier mondial.

It's important for Canada's military to play a leadership role abroad when responding to international situations.

Il est important pour l'armée canadienne de jouer un rôle de leader à l'étranger pour répondre aux situations qui l'exigent sur la scène internationale.

It's important for Canada's military to respond to international situations in order to provide humanitarian assistance.

Il est important que l'armée canadienne réponde aux situations qui l'exigent sur la scène internationale pour apporter de l'aide humanitaire.

Strongly agree

Fortement d'accord

Agree

D'accord

Neither agree nor disagree

Ni d'accord ni en désaccord

Disagree

En désaccord

Strongly disagree

Fortement en désaccord

AFGHANISTAN
AFGHANISTAN

22. Do you recall seeing, reading or hearing anything about Canadian Forces operations currently taking place in Afghanistan?

22. Vous souvenez-vous d'avoir vu, lu ou entendu quoi que ce soit sur les opérations actuellement menées par les Forces canadiennes en Afghanistan?

Yes, clearly

Oui, clairement

Yes, vaguely

Oui, vaguement

No

Non

[IF YES, CLEARLY OR YES, VAGUELY AT Q22 CONTINUE, OTHERWISE SKIP TO Q24]

23. What did you see, read or hear? [OPEN END].

23. Qu'avez-vous vu, lu ou entendu? [OPEN END].

[ASK ALL]

25. Overall, do you support or oppose Canada's activities in Afghanistan? Would you say that you... (READ LIST.) [ROTATE FROM TOP TO BOTTOM OR BOTTOM TO TOP]

25. En général, êtes-vous pour ou contre les actions du Canada en Afghanistan? Diriez-vous que vous êtes... (LIRE LA LISTE) [ROTATE FROM TOP TO BOTTOM OR BOTTOM TO TOP]

Strongly support

Fortement pour

Somewhat support

Plutôt pour

[DO NOT READ] Neither

[NE PAS LIRE] Ni l'un ni l'autre

Somewhat oppose

Plutôt contre

Strongly oppose

Fortement contre

26. In your opinion, which of the following statements is most correct (READ OUT LIST)

26. A votre avis, laquelle des affirmations suivantes est la plus correcte ... (LIRE LA LISTE)

[ROTATE].

Canada is withdrawing all troops from Afghanistan in 2011.

Le Canada est en train de retirer ses troupes d'Afghanistan en 2011

Canada is currently shifting its role in Afghanistan away from combat and will instead be involved in training Afghan troops until 2014.

En 2014, le rôle du Canada en Afghanistan sera d'entraîner les troupes Afghanes, plutôt que d'être impliquée dans les combats

Canada is continuing its military combat role in Afghanistan until 2014.

Le Canada continuera les combats militaires en Afghanistan, jusqu'en 2014.

27. The Government of Canada has announced that the Canadian Forces will conclude combat operations in Afghanistan in July, 2011 and will transition to a mission focused on training the Afghan National Security Forces until 2014. Would you say that you strongly support, somewhat support, somewhat oppose, or strongly oppose Canada's new training mission?

27. Le gouvernement du Canada a annoncé que les Forces canadiennes termineront les opérations de combat en Afghanistan en Juillet 2011 et passera à une mission axée sur la formation des forces nationales de sécurité afghanes jusqu'en 2014. Diriez-vous que vous supportez fortement, supportez plus ou moins, vous opposez plus ou moins, ou vous opposez fortement à cette nouvelle mission de formation?

[ROTATE TOP TO BOTTOM AND BOTTOM TO TOP]

Strongly support

Fortement pour

Somewhat support

Plutôt pour

[DO NOT READ] Neither

[NE PAS LIRE] Ni l'un ni l'autre

Somewhat oppose

Plutôt contre

Strongly oppose

Fortement contre

[‘DON’T KNOW’/NEITHER AT Q27 SKIP TO Q29. ALL OTHERS CONTINUE]

28. And why do you say that you [PIPE RESPONSE FROM Q27] Canada’s new training mission?? [OPEN]

28. Et pourquoi dites-vous que vous êtes [PIPE RESPONSE FROM Q27] à cette nouvelle mission de formation ??

[ASK ALL]

29. To what extent do you agree or disagree with the following statements about Canada’s activities in Afghanistan? (READ). [ROTATE ORDER] (How about...?)

29. Dans quelle mesure êtes-vous d’accord ou en désaccord avec les énoncés suivants sur les actions du Canada en Afghanistan ? (LIRE). [ROTATE ORDER] (Qu’en est-il de...?)

I am proud of the role the Canadian Forces has played in Afghanistan.

Je suis fier du rôle qu’ont joué les Forces canadiennes en Afghanistan.

Shifting to a training mission will mean the Canadian Forces suffer fewer casualties.

Le passage à une mission de formation se traduira par moins de victimes parmi les Forces canadiennes

Strongly agree

Fortement d’accord

Agree

D’accord

Neither agree nor disagree

Ni d’accord ni en désaccord

Disagree

En désaccord

Strongly disagree

Fortement en désaccord

30. Have you seen, read or heard anything about issues faced by returning Canadian soldiers and their families or by the families of Canadian soldiers who died in Afghanistan?

30. Avez-vous vu, lu ou entendu quoi que ce soit à propos des difficultés vécues par les soldats canadiens de retour d’Afghanistan et leurs familles, ou les familles de soldats canadiens morts en Afghanistan?

Yes

Oui

Maybe

Peut-être

No

Non

[IF YES OR MAYBE AT Q30 CONTINUE TO Q31. OTHERWISE SKIP TO Q32]

31. And what have you seen, read or heard? [OPEN]

31. Et qu’avez-vous vu, lu ou entendu? [OPEN]

DEMOGRAPHICS
DONNÉES DÉMOGRAPHIQUES

We have a final few questions for statistical purposes only.

Nous avons quelques dernières questions pour fins statistiques seulement.

34. In what year were you born? [RANGE: 1900-1993]

34. En quelle année êtes-vous né? [ÉCHELLE: 1900-1993]

35. What is the highest level of formal education that you have completed? [READ LIST].

35. Quel est le niveau de scolarité le plus élevé que vous avez complété? [LIRE LA LISTE].

Grade school or some high school

École primaire ou études secondaires en partie

Complete high school

Diplôme d'études secondaires

Technical, vocational post-secondary

Études postsecondaires techniques ou professionnelles

Some university

Études universitaires en partie

Complete university degree

Diplôme d'études universitaires de 1er cycle

Post graduate degree

Diplôme d'études universitaires de 2e ou de 3e cycle

Refused

Refus

36. What language do you most frequently speak at home? (IF SPEAK MORE THAN ONE LANGUAGE, ASK: Which one do you speak most often?) (READ LIST – CODE ONE ONLY)

36. Quelle langue parlez-vous le plus souvent à la maison ? (SI PARLE PLUS D'UNE LANGUE, DEMANDER : Quelle est celle que vous parlez le plus souvent ?) (LIRE LA LISTE - CHOISIR UNE SEULE RÉPONSE)

English

Anglais

French

Français

Inuktitut

Inuktitut

Other (SPECIFY)

Autre (préciser)

37. Would you identify yourself as?

37. Vous identifiez-vous comme étant... ?

Non-Aboriginal

Non Autochtone

Aboriginal, that is, Inuit, Métis or First Nations

Autochtone, c'est-à-dire, Inuit, Métis ou membre des Premières nations

[IF NON-ABORIGINAL OR DK/NA SKIP TO Q39, OTHERWISE CONTINUE]

38. Can you tell me specifically about your descent? Is it . . . ? (READ – CODE ONE ONLY)

38. Pouvez-vous me dire précisément quelles sont vos origines ? Sont-elles... ? (LIRE LA LISTE - CHOISIR UNE SEULE RÉPONSE)

Inuit

Inuit

Métis

Métis

First Nations

Premières nations

VOLUNTEERED

(DO NOT READ)Inuk

(NE PAS LIRE)Inuk

(DO NOT READ)Inuvialuit

(NE PAS LIRE)Inuvialuit

(DO NOT READ)Other (SPECIFY)

(NE PAS LIRE) Autre (préciser)

39. Which of the following describe your citizenship status... (READ LIST) [DO NOT RANDOMIZE; CHOOSE ONLY ONE]

39. Lequel des énoncés suivants décrit votre statut de citoyen... (LIRE LA LISTE) [DANS L'ORDRE; CHOISIR UNE SEULE RÉPONSE]

Born in Canada

Né au Canada

Immigrated to Canada and became a Canadian citizen

A immigré au Canada et est devenu citoyen canadien

Landed Immigrant or Permanent Resident

Immigrant admis ou résident permanent

Other

Autre

40. Which of the following categories best describes your annual household income? That is, the total annual income before taxes – or gross income – of all persons in your household combined? Just stop me when I reach your category.

40. Laquelle des catégories suivantes décrit le mieux le revenu annuel de votre foyer, c'est-à-dire le revenu total avant impôt – ou revenu brut – de tous les membres de votre foyer combinés? Veuillez simplement m'arrêter lorsque je lirai votre catégorie.

Under \$10,000

Moins de 10 000 \$

\$10,000 to less than \$20,000

10 000 \$ à moins de 20 000 \$

\$20,000 to less than \$30,000

20 000 \$ à moins de 30 000 \$

\$30,000 to less than \$40,000

30 000 \$ à moins de 40 000 \$

\$40,000 to less than \$50,000

40 000 \$ à moins de 50 000 \$

\$50,000 to less than \$60,000

50 000 \$ à moins de 60 000 \$

\$60,000 to less than \$70,000

60 000 \$ à moins de 70 000 \$

\$70,000 to less than \$80,000

70 000 \$ à moins de 80 000 \$

\$80,000 to less than \$90,000

80 000 \$ à moins de 90 000 \$

\$90,000 to less than \$100,000

90 000 \$ à moins de 100 000 \$

\$100,000 or more

100 000 \$ ou plus

Refused

Refus

41. To better understand how results vary by communities of different sizes, may I have your 6-digit postal code? (Record postal code)

41. Pour mieux comprendre comment les résultats varient entre les communautés de tailles diverses, pouvez-vous me donner votre code postal de six caractères? (Inscrire le code postal.)

42. Gender [DO NOT ASK, RECORD MALE/FEMALE]
42. Sexe [NE PAS POSER, INSCRIRE HOMME/FEMME]

Male

Homme

Female

Femme

Thank you for taking part in this survey and taking the time to give us your views.

Merci d'avoir répondu à ce sondage et d'avoir pris le temps de nous faire part de votre opinion.



Ipsos Reid