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# Executive Summary

## Views of the Canadian Forces

**Canadians continue to have a positive impression of the Canadian Forces.** Consistent with previous years, approximately nine in ten Canadians perceive the Canadian Forces as a vital national institution (92%) and have a positive impression of the people who serve in the Forces (87%). A majority of Canadians also perceive the military as essential (93%), a source of pride (85%), and modern (57%); furthermore, comparisons to 2009 show that impressions of Canada's military in all three of these areas have significantly improved over the past year (increases range from 3 to 5 percentage points).

When asked to personify the Canadian Forces, focus group participants describe people (mostly men) who are who are strong "physically and mentally," fit, who can lead and be led. Mental images sometimes include weapons and sometimes include blue helmets/berets. Personal attributes included frequent mentions of the words brave, courageous, patriotic, protector, defender, helper. The few negative associations seemed to stem from one of three sources:

- a view that the Canadian Forces are under-resourced and/or ill-equipped;
- a view that the Canadian Forces are not sufficiently independent from the US Forces; or
- a negative personal experience with a member of the military.

**While Canadians this year are less likely to think the military is under-funded, they are more likely to think it is worthwhile to invest in Canada's military.** Half (50%) of Canadians this year think Canada's military is under-funded, down 6 percentage points from what was reported in 2009. Another 35 percent think the level of military funding is about right and only 7 percent say the military receives too much funding. Views that the military is under-funded mostly stem from perceptions that equipment is outdated or lacking. While the proportion of Canadians who think the military is under-funded has dropped this year, very few (15%) Canadians think it is wasteful to invest in Canada's military; rather, the vast majority (80%) disagree with this statement, representing an increase of 4 percentage points from last year.

Focus groups participants were divided on the issue of whether or not the Canadian Forces are adequately funded. Many participants were strongly of the view that the Forces are under-funded, a perception that they base almost entirely upon reports of lacking or out-dated and even dangerous equipment (Sea King helicopters, no submarines to patrol the Arctic, aged Snowbirds). On the other hand, some participants felt that the issue of under-funding might be attributable to poor prioritization and/or too large a bureaucracy. Several participants felt that they were not in a position to judge. A few participants felt that Canada's military is adequately or even over-funded, a view which they base upon the perception that people in the military are very well-paid or upon first-hand stories they have heard about wasteful expenditures by the military. There was no mention of the recent federal budget.



***There is a lack of awareness regarding the size of the Canadian Forces.*** When asked to estimate the number of people currently serving in the Canadian Forces, only one tenth (12%) of Canadians provide an estimate in the correct range of 75,001 to 100,000. This year's estimates are similar to what has been reported in the past.

***The proportion that has recently seen, read, or heard something about the Canadian Forces is back to former levels.*** Overall, nearly three in four (72%) Canadians this year are able to recall having recently seen, read, or heard something about the Canadian Forces; this is up a significant 9 percentage points from 2009. Among those able to recall recent media coverage, nearly half mention the arrest of Colonel Russell Williams; mentions of Canada's presence in Afghanistan are also common.

### **Role of the Canadian Forces**

***Consistent with previous years, half of Canadians believe that the top focus for the Canadian Forces should be international.*** Overall, half (51%) of Canadians this year say the top priority for the Canadian Forces should be international, compared to one third (33%) that believe its focus should be domestic and about one tenth (13%) that think the Forces should concentrate on the North American continent. These results are consistent with what was reported last year.

***Canadians are nearly unanimous on the role of the Canadian Forces in responding to natural disasters in Canada; nearly two in three agree that patrols in the North should be increased.*** Virtually all (96%) Canadians agree that Canada's military should play a leading role in responding to natural disasters that occur in Canada. While opinion is more divided when it comes to increasing the military's Northern presence, nearly two in three (64%) nonetheless agree that the Canadian Forces should increase its presence in the North by increasing the number and frequency of Arctic patrols. These findings are unchanged from 2009.

***Canadians are nearly unanimous on the importance of the Canadian Forces' involvement in providing humanitarian assistance abroad.*** The vast majority (95%) of Canadians agree that it is important for Canada's military to respond to international situations in order to provide humanitarian assistance. Another 76 percent agree that it is important for Canada's military to play a leadership role abroad when responding to international situations. A more divided view is seen when considering the role of the military in achieving foreign policy goals, with three in five (59%) Canadians agreeing that a significantly stronger military is crucial to achieving our foreign policy goals and advancing our place in the world. Comparisons to past surveys show that the number of Canadians who think the military should play a leadership role abroad when responding to international situations has increased 23 percentage points this year as compared to 2009. There has also been a small increase in the number of Canadians who think the military should provide humanitarian assistance (up 2 percentage points); attitudes towards the military's role in achieving foreign policy goals have not significantly changed over the past year.

***There is a very high level of awareness and pride with regard to the role played by the Canadian Forces in responding to the recent earthquake in Haiti.*** Overall, almost all (94%) of Canadians are aware of the role the Canadian Forces played in responding to the recent earthquake in Haiti. Furthermore, the vast majority (92%) are proud of the fact that the Forces played a role in responding to this earthquake.

***There has been a small decrease in the proportion of Canadians favouring a peacekeeping-only role.*** This year, a small majority (53%) of Canadians think 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. By contrast, 44 percent think the Canadian Forces should only participate in operations that involve observation duties or monitoring a ceasefire or truce between two conflicting parties. This year's results represent a shift in public opinion from 2009 when Canadians were more evenly divided on the issue of peacekeeping versus peacemaking.

For participants in the focus groups also the primary role of the Canadian Forces is seen to be defending Canada, with most activity in this regard seen as taking place overseas. Participants in the focus groups often drew parallels between how they perceive the Canadian Forces and their role in the world and how they feel that Canada is perceived on the international stage. While a few participants in the focus groups struggled with just what role Canada's military should be playing on home soil, discussions about the Canadian Forces' role overseas tended to be unified by strong themes:

- Canada's role on the international scene is not especially to advance Canada's own interests, rather it is that of the good citizen of the international community, being the friendly, helpful provider of humanitarian assistance or peacekeeping services – for many, this role is defined in contrast to the perceived role of the American Forces;
- Concern about the perceived shift from peacekeeper to more active combat roles;
- A continuing and perhaps escalating concern about the need for independence (from the U.S.) in Canada's foreign policy and military engagements.

That said, generally speaking participants did see a role, if a lesser one, on home soil. Several mentioned the presence of the military at the Vancouver Olympics to reinforce security as an appropriate role. There were also mentions of the role that the Canadian Forces has played in responding to natural disasters on Canadian soil, such as the snowstorm in Toronto and the ice storm in Eastern Canada. Several participants, particularly in the older groups, brought up the need to defend Canada's borders and natural resources from those who would lay claim to them. This was mostly in the context of the ongoing debate about claims to the Arctic by other countries, particularly Russia and to a lesser extent the USA. A few others mentioned that the Forces should be deployed at home in order to assist with addressing priority issues within Canada such as helping local police forces with crime and safety or having Canadian Forces medical personnel help out in local hospitals. While a few participants did mention the possibility of a terrorist attack in Canada, and saw a role for the Canadian Forces in defending Canada in this regard, most participants did not perceive a threat to Canada from terrorism on home soil.

## The Canadian North

***There has been a slight increase in awareness of Arctic Sovereignty issues; 'claims by other countries' dominate Canadians' recall of specific mentions.*** In total, 44 percent of Canadians this year claim to have recently seen, read, or heard something about Arctic Sovereignty, up 4 percentage points from the last time this question was asked in 2008. Among those able to recently recall seeing, reading, or hearing something about Arctic Sovereignty, nearly half refer to claims made on the Arctic by other countries.

***There is broad support for carrying out patrols and efforts to assert claims over the North.*** Eight in ten (80%) Canadians agree that it is important for Canada to carry out security patrols in the North, while nearly three quarters (73%) agree that Canada should do more to assert its claim over Northern territory. While Canadians demonstrate a more divided view regarding the importance of Arctic Sovereignty and Canada's northern infrastructure, the majority nonetheless agree that these are important issues (69% agree that Arctic Sovereignty is an important issue facing Canada today and 69% agree that Canada should put more infrastructure in place in the North in order to assert its claim over the territory). These results are generally consistent with what was reported in 2008 (the last time the questions on the Canadian North were asked) with one exception; specifically, Canadians this year are less likely to say that Canada should do more to assert its claim over Northern territory (down 3 percentage points).

Several participants in the focus groups, especially in the groups among older Canadians spontaneously mentioned the need for the Canadian Forces to be involved in laying claim to and defending Canada's territory and resources in the North from other countries. Their position was that defending territorial integrity lies at the very heart of the mandate of a country's military. While these participants were adamant about the appropriateness of this role, there was a fair amount of scepticism about whether Canada would in fact be in a position to use military force in this regard, and other participants questioned whether in fact it would be appropriate to use military force to this end.

## Canada's Mission in Afghanistan

***Consistent with previous years, four in five recall seeing, reading, or hearing something about the Afghanistan mission.*** In total, four out of every five (82%) Canadians this year recall having seen, read, or heard something about Canadian Forces operations taking place in Afghanistan, consistent with what was reported in 2009. In terms of what Canadians have seen, read, or heard, the deaths of Canadian soldiers remain the most frequently mentioned aspect of Afghanistan operations although not to the extent seen in 2009.

***Half of Canadians are aware of Canada's investment in education; much lower levels of awareness are noted for Canada's vaccination plans and Dahla Dam project.*** Overall, almost half (46%) of Canadians are able to recall seeing, reading, or hearing about Canada's investment to strengthen education in Afghanistan. Among these respondents, the most commonly recalled information relates to women and girls being allowed to attend school and the construction of schools. In comparison, only 16 percent



of Canadians are able to recall seeing, reading, or hearing about Canada's project to vaccinate Afghan children against polio and 14 percent are aware of Canada's project to repair the Dahla Dam in Afghanistan.

***Peacekeeping and bringing stability are seen as the main objectives of Canada's Afghanistan mission, but one in four indicate there are no objectives.*** On an unprompted basis, one third (35%) of Canadians understand the main objective of the Canadian Forces operations in Afghanistan to be peacekeeping and bringing stability/order to the country; this is down from 2009 when roughly half of all Canadians mentioned peacekeeping. Meanwhile, one in four (23%) indicate there are no objectives of the Canadian Forces operations in Afghanistan.

***Of the specific objectives tested, the highest levels of awareness are seen for establishing law and order and providing humanitarian assistance.*** Overall, four in five (82%) Canadians are aware that Canada's activities in Afghanistan include establishing law and order by working with and training the Afghan National Security Forces. Relatively high levels of awareness are also seen for providing humanitarian assistance to people in need, including refugees (79%) and building Afghan institutions and supporting democratic processes such as elections (73% aware). In comparison, Canadians are less likely to understand how Canada is helping the Government of Afghanistan deliver core services and promote economic growth (67% aware), enhance the management and security of the Afghanistan-Pakistan border (62% aware), and contribute to Afghan-led political reconciliation efforts (60% aware).

***The majority of Canadians support Canada's activities in Afghanistan.*** Without being told any specific details of what the Canadian Forces are doing in Afghanistan, three in five (63%) Canadians in the main tracking questionnaire (where the questions were asked after a series of questions about the Canadian Forces and their activities) and over half (56%) in the Afghanistan-only questionnaire say they support Canada's activities in Afghanistan; these results are consistent with what was reported in 2009. Support for Afghanistan increases once respondents are given more information about Canada's activities in the country (rising to 74 percent when asked as part of the main questionnaire and to 75 percent when asked in the Afghanistan-only questionnaire). This trend towards increased support post-communication is consistent with the 2009 survey.

However when participants in the focus groups were asked to write down three words or phrases that come to mind when thinking of Canada's mission in Afghanistan, for the most part, the negative connotation largely outweighed the positives. Mostly, words and feelings used by participants fell into three broad categories:

- Overall sense of hopelessness;
- Frustration in the lack of clear objectives and reason for the mission; and
- Supportive sense of pride in the efforts of the military personnel.

While views of the mission were predominantly negative, there was a sense among participants that there might be more to the mission than they are being told. There was a sense among some participants that they might not be getting the whole story. They feel the media focuses only on the negative and that they would like to be made aware of some of the positive accomplishments and progress, if indeed this does exist.

**After hearing descriptions of key projects Canada is undertaking in Afghanistan, Canadians indicate broad support of all three.** Canadians are most supportive of Canada's polio vaccination program, with nearly nine in ten (86%) supporting Canada's plans to vaccinate more than 7 million Afghan children under the age of 5 against polio by the end of 2011. The vast majority (82%) also support Canada's investment to strengthen education in Afghanistan. In comparison, support for Canada's plans to repair the Dahla Dam is lower (73% support), although still garners the support of nearly three-quarters of Canadians.

**Four in five agree that Canada has done its share, and three in four are proud of the role the Canadian Forces have played in Afghanistan.** Eight in ten (80%) Canadians agree that Canada has done more than its fair share in Afghanistan. The majority (74%) are also proud of the role that the Canadian Forces has played in Afghanistan.

### **After Afghanistan**

**Half of Canadians know there is an end date to the Afghanistan mission, but a plurality do not know when.** Overall, half (52%) of Canadians are aware there is an end date to Canada's commitment to a combat role in Afghanistan. Among these respondents, three out of five (63%) say Canada plans on withdrawing the majority of its military presence from Afghanistan in 2011.

**Four in five Canadians support the withdrawal of military personnel from Afghanistan in July 2011.** Overall, 85 percent of Canadians support Canada's plans to withdraw the majority of its military personnel from Afghanistan in July 2011. Among these respondents, more than one third say that we have been involved long enough and have done our share. Conversely, those who oppose withdrawing in July 2011 feel that the mission is not yet finished and our troops are still needed in Afghanistan.

Few participants in the focus groups were aware of the announced withdrawal date. This was particularly the case among the younger participants. There was scepticism, even among those aware of the date for the withdrawal that the deadline would be respected. This was based for the most part on the perception that the date had been pushed back in the past and that it was a political decision and therefore subject to change. Moreover, many participants who feel that Canada is in Afghanistan at the US's bidding feel it is inevitable that Canada will accede to a likely future request by the US to keep a fighting force in Afghanistan.

That said, in keeping with the generally poor perception of the effectiveness and likely outcome of the mission, most participants felt relieved by the announcement of a firm withdrawal date. For many participants, this relief was tempered with concern about the fate of the people of Afghanistan following the departure of the majority of the troops. Most participants expressed strong doubt about whether the people of Afghanistan were ready to take over responsibility for their own security and governance and felt that any progress made to date would be reversed over time. For some of these participants, leaving before the mission is accomplished would be irresponsible and calls into question the meaning of the sacrifice of Canadian soldiers' lives. However, even among those who felt that it would not be right to leave, many confessed to feeling relieved that a definite end to the mission had been announced.

**Three in five Canadians say they are aware of the issues faced by returning soldiers and their families.** Overall, 58 percent of Canadians recall seeing, reading, or hearing about issues faced by returning Canadian soldiers and their families or by the families of Canadian soldiers who died in Afghanistan. When asked for specific details as to what they could recall, more than one quarter refer to soldiers dying or mention post-traumatic stress disorder.

**Just over half of Canadians indicate the Canadian Forces do a good job of looking after returning soldiers.** Overall, half (51%) of Canadians think the Canadian Forces do a good job looking after returning soldiers, the main reason being the perception that the military looks after their own personnel. Conversely, those who think the Forces are doing a poor job in this regard (20%) say there is more the Canadian Forces can do.

Participants in the focus groups for the most part had very little awareness of any issues that returning soldiers and their families, or the families of soldiers who did not return, might face. Despite a lack of exposure among most focus group participants to issues that returning soldiers and their families are facing, most participants were convinced that counselling was the number one priority for both the soldiers themselves and their families. They suggested that many different types of counselling might be necessary, from post traumatic stress counselling, to marriage and family counselling, to grief counselling, to counselling on how to reintegrate into non-combat duty. A few participants (especially those with direct experience) suggested that for counselling to be most effective, those providing the support and counselling ought themselves to be military and to have experienced combat duty. One participant suggested, and others agreed, that counselling ought in fact to be mandatory.

Many participants also suggested the need for financial support for returning soldiers and their families, providing examples such as help to re-train for future work, and help in finding and securing housing. Another frequent mention was pensions for wounded soldiers or for the families of deceased soldiers. Several participants mentioned help with post-secondary education for returning soldiers or for the children of deceased soldiers.

Awareness of supports offered by the Canadian Forces was extremely low. Rather, participants *hoped* that there were good supports in place.

**Remembering Afghanistan.** Participants in the focus groups were asked about whether Canada ought to do anything to underline the contributions of the Canadian Forces in Afghanistan and, if so, what form this commemoration ought to take. Most participants felt that it was indeed appropriate to commemorate Canada's participation in Afghanistan. For some participants, the idea of celebrating should be reserved until after the mission is accomplished, which few feel will be the case in July 2011. There were different points of view on whether the soldiers themselves might find the idea of celebrations welcome.

Most felt that rather than marking the contributions of returning soldiers on a separate day, it would be appropriate to do so in the context of annual Remembrance Day services. Their reasoning was that the Remembrance Day ceremonies are meant to commemorate the contributions of Canadian soldiers in all conflicts and that a separate commemoration was thus not necessary and might even diminish Remembrance Day. Indeed, many

participants made the point that adding commemoration of the Afghanistan mission to Remembrance Day activities might make the day more meaningful to younger Canadians.

### **Communications**

**Television dominates Canadians' media habits.** Four in five (81%) watch TV once a day and two in three (64%) watch news on TV at least once a day. Furthermore, nearly half (45%) of Canadians identify the TV as their primary source for news.

**Most Canadians have a favourite news provider, but are less particular when it comes to getting news about the Canadian Forces.** Overall, the large majority (86%) of Canadians have a favourite news provider. Of this, more than one-third (37%) identify a television news channel as their favourite, with CTV leading the pack at 10 percent of all mentions. Canadians are less particular when it comes to news about the Canadian Forces, with only 43 percent saying they have a favourite news provider for this type of news. Again, however, television comes out on top (17%, with CTV garnering 6% of mentions).

## **Conclusions and Recommendations**

- Canadians are still resoundingly positive about the Canadian Forces.
- For participants in the qualitative research and respondents to the survey it is much more comfortable for the Canadian Forces to be perceived as helpful, humanitarians, who carry shovels as opposed to weapons. Hence the high degree of comfort and pride with regard to the role played by the Canadian Forces in responding to the earthquake in Haiti.
- Participants in the focus groups often drew parallels between how they perceive the Canadian Forces and their role in the world and how they feel that Canada is (or ought to be) perceived on the international stage. Thus the Canadian Forces, an essential and vital national institution, is also a standard bearer of Canadian identity. Canadians seem to want the Canadian Forces to advance the country's reputation as a friendly, helpful provider of humanitarian assistance or peacekeeping services – for many, this role is defined in contrast to the perceived role of the American Forces, for whom, in the words of one participant, the 'armed' in armed forces is a more appropriate role.
- Given how tightly the image of our Canadian Forces is wound into the Canadian psyche, it is hardly surprising that, despite some recognition of a shifting broader environment, and an active combat role in Afghanistan for the last number of years, Canadians hold tightly to the image of the peacekeeper.
- Perceptions that the military are underfunded seem to be diminishing, but the evidence that Canadians use to support their thinking on this issue (Sea Kings, subs and Snow Birds, for example) is very enduring, despite major investments in new equipment that have been announced in the last few years.
- Canadians' views on Arctic Sovereignty have remained very stable since the last sounding in 2008.
- There continues to be confusion about the mission in Afghanistan. The focus group findings point to a near complete lack of clarity about the mission and its



objectives. The survey findings too indicate that while there is certain recognition for the peacekeeping/peacemaking role, other objectives are not well-known. One in four Canadians says there are no objectives for the Afghanistan mission.

- Canadians feel as though they are not getting the whole story on the Afghanistan mission from the media, which focuses mostly on the casualties and destruction. Provision of more information about the mission and its specific objectives as well as detailed information on Canada's key projects in the country raises support levels from 56 percent to 75 percent.
  - Should the Canadian Forces wish to try and convey messages to Canadians, the survey findings on communications confirm that television is the medium of choice for getting across a message to Canadians, both in terms of advertising (it is the most frequently used media) and in terms of earned media (TV is where most Canadians turn for their news).
- While Canadians are strongly supportive of the withdrawal from Afghanistan, they are concerned about the situation that is being left behind. Canadians are thus far not very aware of the planned date for withdrawal from Afghanistan – just half are aware there is a date, and fewer still know what it is. Those who are aware are very sceptical that this date means anything or will be respected.
- While there is some awareness of potential issues faced by returning soldiers and their families, the question has not yet reached a high degree of salience. For the most part, Canadians trust that veterans of Afghanistan and their families are well looked after and have access to the services and supports that they need to help them to reintegrate into non-combat duties.



# Rapport sommaire

## Points de vue sur les Forces canadiennes

**Les Canadiens continuent d'avoir une impression positive des Forces canadiennes.** Comme par les années passées, environ neuf Canadiens sur dix perçoivent les Forces canadiennes comme une organisation nationale vitale (92 %) et ont une impression positive des gens qui servent dans les Forces (87 %). Une majorité de Canadiens perçoit aussi l'armée comme étant indispensable (93 %), source de fierté (85 %) et moderne (57 %); en outre, une comparaison avec 2009 montre que les impressions qu'ont les Canadiens de l'armée dans ces trois domaines sont nettement meilleures cette année (les augmentations vont de 3 à 5 points de pourcentage).

Lorsqu'on demande aux participants des groupes de discussion de personnifier les Forces canadiennes, ils les décrivent comme étant des personnes (surtout des hommes) fortes au plan « physique et mental », en forme et qui peuvent diriger et être dirigées. Les images mentales comprennent parfois des armes et parfois des casques/bérets bleus. En ce qui concerne les qualificatifs, les mots qui reviennent souvent sont notamment brave, courageux, patriotique, protecteur, défenseur et aide. Les quelques associations négatives semblent avoir pour origine l'un des trois éléments suivants :

- un point de vue selon lequel les Forces canadiennes manquent de ressources et/ou sont mal équipées;
- un point de vue selon lequel les Forces canadiennes ne sont pas assez indépendantes des Forces américaines; ou
- une expérience personnelle négative avec un membre de l'armée.

**Cette année, les Canadiens ont moins tendance à penser que les Forces canadiennes sont sous-financées, mais ils ont plus tendance à indiquer qu'il vaut la peine d'investir dans l'armée canadienne.** Cette année, la moitié (50 %) des Canadiens juge que les Forces canadiennes sont sous-financées, une baisse de 6 points de pourcentage par rapport à 2009. Un autre 35 pour cent estime que les Forces canadiennes reçoivent juste assez de financement, et seulement 7 pour cent disent que les Forces canadiennes reçoivent trop de financement. L'opinion selon laquelle les Forces canadiennes sont sous-financées vient surtout des perceptions quant au fait que l'équipement manque ou est désuet. Tandis que la proportion de Canadiens jugeant que l'armée est sous-financée a baissé cette année, très peu de Canadiens (15 %) pensent que c'est du gaspillage que d'investir dans les Forces canadiennes; la vaste majorité (80 %) est au contraire en désaccord avec cet énoncé, soit une augmentation de 4 points de pourcentage par rapport à l'an dernier.

Les participants aux groupes de discussion sont divisés sur la question de savoir si les Forces canadiennes reçoivent ou non assez de financement. De nombreux participants insistent fortement pour dire que les Forces canadiennes sont sous-financées, une perception qu'ils fondent presque entièrement sur ce qui a été rapporté dans les médias sur le fait que l'équipement manque, est désuet ou même dangereux (les hélicoptères Sea King, pas de sous-marins pour patrouiller l'Arctique, les vieux Snowbirds). Certains participants estiment par ailleurs que le problème du sous-financement est peut-être attribuable à une lourde bureaucratie ou au fait que l'armée n'est pas un enjeu très

prioritaire, ou les deux. Plusieurs participants disent ne pas être en mesure de se prononcer. Quelques participants sont d'avis que l'armée du Canada reçoit assez de financement, voire qu'elle est sur financée, une opinion qui s'explique par la perception selon laquelle les gens des Forces canadiennes sont très bien payés ou par des renseignements de première main concernant du gaspillage de fonds par l'armée. Les participants ne font aucune allusion au récent budget fédéral.

***Les Canadiens ne savent pas très bien quelle est la taille des Forces canadiennes.***

Lorsqu'on demande aux répondants de donner une estimation du nombre de personnes qui servent en ce moment dans les Forces canadiennes selon eux, seulement un sur dix (12 %) donne une réponse qui se situe dans la bonne fourchette, soit de 75 001 à 100 000. Les estimations recueillies cette année sont semblables à celles recueillies les années passées.

***La proportion de répondants qui ont récemment vu, lu ou entendu quelque chose sur les Forces canadiennes est de retour aux niveaux d'avant.***

Dans l'ensemble, près de trois Canadiens sur quatre (72 %) se souviennent cette année d'avoir vu, lu ou entendu quelque chose sur les Forces canadiennes; il s'agit d'une hausse significative de 9 points de pourcentage par rapport à 2009. Parmi ceux qui se souviennent de nouvelles dans les médias, près de la moitié mentionne l'arrestation du colonel Russell Williams; on cite aussi fréquemment la présence du Canada en Afghanistan.

### **Rôle des Forces canadiennes**

***Comme par les années passées, la moitié des Canadiens croient que les Forces canadiennes devraient concentrer leurs efforts à l'international.***

Dans l'ensemble, la moitié (51 %) des Canadiens dit cette année que c'est l'international qui devrait être la plus grande priorité des Forces canadiennes, comparativement à un tiers (33 %) qui estime que c'est au pays qu'elles devraient concentrer leurs efforts, et un sur dix (13 %) qui estime que c'est sur le continent nord-américain. Ces résultats sont semblables à ceux de l'an dernier.

***Les Canadiens sont presque unanimes en ce qui concerne le rôle des Forces canadiennes lorsqu'il s'agit de réagir à des catastrophes naturelles qui surviennent au Canada; presque deux sur trois sont d'accord pour dire qu'il faudrait augmenter le nombre de patrouilles dans le Nord.***

Pratiquement tous les Canadiens (96 %) sont d'accord pour dire que l'armée canadienne devrait jouer un rôle de premier plan lorsqu'il s'agit de réagir à des catastrophes naturelles qui surviennent au Canada. Les opinions sont davantage partagées lorsqu'il s'agit d'accroître la présence militaire dans le Nord. Néanmoins, près de deux répondants sur trois (64 %) sont d'accord pour dire que les Forces canadiennes devraient accroître leur présence dans le Nord en augmentant le nombre et la fréquence de leurs patrouilles dans l'Arctique. Ces résultats sont inchangés par rapport à 2009.

***Les Canadiens sont presque unanimes en ce qui concerne l'importance pour les Forces canadiennes de participer à des opérations d'aide humanitaire à l'étranger.***

La vaste majorité (95 %) des Canadiens est d'accord pour dire qu'il est important que l'armée canadienne réponde aux situations qui l'exigent sur la scène internationale pour

apporter de l'aide humanitaire. Un autre 76 pour cent est d'accord pour dire qu'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. Les avis sont davantage partagés lorsqu'il s'agit du rôle de l'armée dans l'atteinte des objectifs de notre politique étrangère. Trois Canadiens sur cinq (59 %) sont d'accord pour dire qu'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. Des comparaisons avec les sondages antérieurs montrent que le nombre de Canadiens qui jugent que l'armée devrait jouer un rôle de leader à l'étranger pour répondre aux situations qui l'exigent sur la scène internationale a augmenté de 23 points de pourcentage cette année par rapport à 2009. On note également une légère augmentation du nombre de Canadiens qui estiment que l'armée canadienne devrait apporter de l'aide humanitaire (une hausse de 2 points de pourcentage); les attitudes à l'égard du rôle de l'armée dans l'atteinte des objectifs de notre politique étrangère n'ont pas changé de façon notable depuis l'an dernier.

***Les Canadiens connaissent très bien le rôle joué par les Forces Canadiennes dans l'intervention organisée à la suite du récent séisme en Haïti et en tirent une grande fierté.*** Dans l'ensemble, presque tous les Canadiens (94 %) connaissent le rôle que les Forces canadiennes ont joué dans l'intervention organisée à la suite du récent séisme en Haïti. En outre, la vaste majorité (92 %) des répondants est fière de voir les Forces canadiennes jouer un rôle dans cette intervention.

***On observe une légère diminution de la proportion de Canadiens en faveur du rôle de maintien de la paix seulement.*** Cette année, une faible majorité (53 %) de Canadiens est d'avis que 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. À l'opposé, 44 pour cent des Canadiens jugent que 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. Les résultats de cette année représentent un changement de l'opinion publique par rapport à 2009 alors que les Canadiens étaient plus également partagés sur la question du maintien de la paix par rapport au rétablissement de la paix.

Les participants des groupes de discussion sont eux aussi d'avis que le principal rôle des Forces canadiennes est de défendre le pays, et elles devraient œuvrer surtout à l'étranger.

Les participants des groupes de discussion font souvent un parallèle entre la façon dont ils perçoivent les Forces canadiennes et leur rôle dans le monde et la façon dont ils croient que le Canada est perçu sur la scène internationale. Alors que quelques participants aux groupes de discussion ont du mal à définir le rôle que devrait jouer l'armée canadienne au pays, dans les discussions sur le rôle des Forces canadiennes à l'étranger, les participants ont tendance à s'entendre sur des thèmes forts :

- Le rôle que joue le Canada sur la scène internationale ne vise pas nécessairement à servir ses intérêts propres; il s'agit plutôt pour lui de se comporter en bon citoyen du monde, à être l'aimable et serviable pourvoyeur d'aide humanitaire ou de services de maintien de la paix; aux yeux de nombreux participants, ce rôle contraste avec le rôle perçu des forces américaines;

- Une préoccupation en ce qui concerne le changement perçu de rôle : de force de maintien de la paix à force de combat plus active;
- Une préoccupation continue et peut-être grandissante à l'égard de la nécessité d'indépendance (face aux É.-U.) dans la politique étrangère et les engagements militaires du Canada.

Cela dit, de manière générale, les participants perçoivent bel et bien un rôle, moindre peut-être, pour les Forces canadiennes en sol canadien. Plusieurs soulignent que le rôle de renforcer la sécurité lors des Olympiques de Vancouver était approprié pour les Forces canadiennes. Les participants mentionnent également le rôle joué par les Forces canadiennes lors de catastrophes naturelles comme la tempête de neige à Toronto et la tempête de verglas dans l'Est du Canada. Plusieurs participants, particulièrement dans les groupes plus âgés, soulignent la nécessité de défendre les frontières et les ressources naturelles du Canada contre ceux qui voudraient les revendiquer. Cette question est soulevée surtout dans le contexte du débat qui a cours en ce moment concernant les prétentions sur l'Arctique de la part d'autres pays, en particulier la Russie, et, dans une moindre mesure, les États-Unis. Quelques personnes indiquent que les Forces canadiennes devraient être déployées au pays pour aider à régler des problèmes prioritaires au Canada, comme aider les forces de police à lutter contre le crime et à assurer la sécurité ou employer le personnel médical des Forces canadiennes pour prêter main forte dans les hôpitaux locaux. Bien que quelques participants mentionnent la possibilité d'une attaque terroriste au Canada et voient un rôle pour les Forces canadiennes pour ce qui est de protéger le Canada à cet égard, la plupart des participants ne croient pas qu'une menace terroriste plane sur le Canada.

### **Le Nord canadien**

***On observe une légère augmentation du nombre de personnes qui connaissent les enjeux de la souveraineté dans l'Arctique; ce sont les « prétentions de la part d'autres pays » qui dominent dans les réponses précises des Canadiens.*** Au total, 44 pour cent des Canadiens affirment cette année avoir vu, lu ou entendu récemment quelque chose sur la souveraineté dans l'Arctique, une hausse de 4 points de pourcentage par rapport à la dernière fois que cette question a été posée en 2008. Parmi les répondants qui se souviennent d'avoir vu, lu ou entendu quelque chose sur la souveraineté dans l'Arctique, près de la moitié parlent des prétentions sur l'Arctique de la part d'autres pays.

***On observe un vaste appui à la conduite de patrouilles et à des efforts pour affirmer les prétentions sur le Nord.*** Huit Canadiens sur dix (80 %) sont d'accord pour dire qu'il est important pour le Canada d'effectuer des patrouilles de sécurité dans le Nord, et près des trois quarts (73 %) sont d'accord pour dire que le Canada devrait en faire davantage pour affirmer ses prétentions sur le territoire du Nord. Bien que les Canadiens se montrent plus divisés sur l'importance de la souveraineté dans l'Arctique et des infrastructures dans le Nord canadien, la majorité des répondants est d'accord pour dire que ce sont des questions importantes (69 % sont d'accord pour dire que la souveraineté dans l'Arctique est une question importante à laquelle le Canada fait face aujourd'hui, et 69 % sont d'accord pour dire que le Canada devrait mettre en place plus d'infrastructures dans le Nord canadien pour affirmer ses prétentions sur le territoire). En général, ces

résultats sont cohérents avec ceux de 2008 (la dernière fois que des questions sur le Nord canadien ont été posées), à une exception près : cette année, les Canadiens ont moins tendance à dire que le Canada devrait en faire davantage pour affirmer ses prétentions sur le territoire du Nord (en baisse de 3 points de pourcentage).

Plusieurs participants des groupes de discussion, en particulier dans les groupes de Canadiens plus âgés, soulignent spontanément la nécessité pour les Forces canadiennes d'appuyer les prétentions du Canada sur le territoire et les ressources du Nord et de les défendre face à d'autres pays. Selon eux, la tâche de défendre l'intégrité territoriale est au cœur du mandat de l'armée d'un pays. Si ces participants sont catégoriques quant au caractère approprié de ce rôle, on note un scepticisme certain quant à savoir si le Canada pourrait réellement utiliser sa force militaire pour remplir ce rôle. Par ailleurs, d'autres participants se demandent s'il serait approprié d'utiliser la force militaire à cette fin.

### **Mission du Canada en Afghanistan**

***Comme par les années passées, quatre répondants sur cinq se souviennent d'avoir vu, lu ou entendu quelque chose sur la mission en Afghanistan.*** Au total, quatre Canadiens sur cinq (82 %) se souviennent cette année d'avoir vu, lu ou entendu quelque chose sur les opérations des Forces canadiennes en Afghanistan, une proportion cohérente par rapport à celle de 2009. Pour ce qui est de ce que les Canadiens ont vu, lu ou entendu, c'est la mort de soldats canadiens qui reste l'aspect des opérations en Afghanistan le plus souvent évoqué, même si c'est dans une mesure moindre qu'en 2009.

***La moitié des Canadiens sont au courant de l'investissement du Canada en éducation; ils sont beaucoup moins nombreux à être au courant des programmes de vaccination du Canada et du projet du barrage de Dahla.*** Dans l'ensemble, près de la moitié (46 %) des Canadiens se souviennent d'avoir vu, lu ou entendu quelque chose sur l'investissement du Canada pour renforcer les services d'éducation en Afghanistan. Ce sont des informations concernant des femmes et des filles autorisées à fréquenter l'école et la construction d'écoles dont ces répondants se souviennent le plus souvent. En comparaison, seulement 16 pour cent des Canadiens se souviennent d'avoir vu, lu ou entendu quelque chose sur le projet du Canada de vacciner les enfants afghans contre la polio, et 14 pour cent sont au courant du projet du Canada de remettre en état le barrage de Dahla en Afghanistan.

***Maintenir la paix et apporter la stabilité sont perçus comme étant les principaux objectifs de la mission du Canada en Afghanistan, mais un répondant sur quatre indique qu'il n'y a pas d'objectif.*** Les réponses à une question sans choix de réponse révèlent que le tiers (35 %) des Canadiens sait que le principal objectif des opérations des Forces canadiennes en Afghanistan est de maintenir la paix et d'apporter la stabilité/l'ordre dans le pays; il s'agit d'une baisse par rapport à 2009, alors qu'environ la moitié des Canadiens indiquait le maintien de la paix. Par ailleurs, un répondant sur quatre (23 %) indique qu'il n'y a pas d'objectif lié aux opérations des Forces canadiennes en Afghanistan.

**Parmi les objectifs précis évalués, ce sont ceux d'établir la loi et l'ordre et de fournir une aide humanitaire que les répondants connaissent le plus.** Dans l'ensemble, quatre Canadiens sur cinq (82 %) savent que les actions du Canada en Afghanistan comprennent l'établissement de la loi et de l'ordre en travaillant avec les forces de sécurité nationale de l'Afghanistan et en leur offrant de la formation. Un nombre passablement élevé de répondants sait que les Forces canadiennes fournissent de l'aide humanitaire à ceux qui en ont besoin, y compris les réfugiés (79 %), et construisent des institutions afghanes et appuient les processus démocratiques, comme les élections (73 % le savent). En comparaison, les Canadiens ont moins tendance à savoir comment le Canada aide le gouvernement afghan à fournir les services essentiels et à promouvoir la croissance économique (67 % le savent), améliore la gestion de la frontière entre l'Afghanistan et le Pakistan et y renforce la sécurité (62 % le savent) et contribue aux efforts de réconciliation politique déployés par les Afghans (60 % le savent).

**La majorité des Canadiens appuie les actions du Canada en Afghanistan.** Sans connaître les détails précis de ce que font les Forces canadiennes en Afghanistan, trois Canadiens sur cinq (63 %) ayant répondu au questionnaire principal de suivi (dans lequel les questions étaient posées après une série de questions sur les Forces canadiennes et leurs actions) et plus de la moitié (56 %) de ceux qui ont répondu au questionnaire portant sur l'Afghanistan seulement disent être en faveur des actions du Canada en Afghanistan; il s'agit de résultats cohérents avec ceux de 2009. L'appui à l'Afghanistan augmente lorsqu'on en dit davantage aux répondants sur les actions du Canada dans le pays (passant à 74 pour cent dans le cas des répondants au questionnaire principal et à 75 pour cent dans le cas des répondants au questionnaire portant sur l'Afghanistan seulement). Cette tendance à un appui accru après la communication d'information est cohérente avec les résultats du sondage de 2009.

Cependant, lorsqu'on demande aux participants des groupes de discussion d'écrire trois mots ou phrases qui leur viennent à l'esprit lorsqu'ils songent à la mission du Canada en Afghanistan, dans la plupart des cas, les réponses chargées d'une connotation négative dépassent largement celles à connotation positive. En général, les mots et les émotions utilisés par les participants se divisent en trois grandes catégories :

- Sentiment général d'impuissance;
- Frustration face au manque d'objectifs clairs et de raison pour la mission; et
- Agréable sentiment de fierté face aux efforts du personnel militaire.

Même si les opinions de la mission sont surtout négatives, les participants laissent entendre que la mission comporte peut-être quelque chose de plus que ce qu'ils entendent dire. Certains ont l'impression qu'ils ne savent peut-être pas tout. Ils estiment que les médias se concentrent seulement sur les aspects négatifs et ils aimeraient qu'on leur fasse part de certains aspects positifs, c'est-à-dire des réalisations et des progrès, le cas échéant.

**Après avoir entendu la description des principaux projets que le Canada entreprend en Afghanistan, les Canadiens indiquent leur appui général aux trois.** Les Canadiens appuient le plus le programme de vaccination du Canada contre la polio, avec près de neuf répondants sur dix (86 %) qui se disent pour le projet du Canada de vacciner contre la polio plus de 7 millions d'enfants afghans de moins de 5 ans avant la fin de 2011. La grande majorité (82 %) appuie aussi l'investissement du Canada pour

renforcer les capacités en matière d'éducation en Afghanistan. En comparaison, l'appui au projet du Canada de remettre en état le barrage de Dahla est moins élevé (73 % pour), mais le projet recueille tout de même l'appui de près des trois quarts des Canadiens.

**Quatre répondants sur cinq sont d'accord pour dire que le Canada a fait sa part, et trois sur quatre sont fiers du rôle qu'ont joué les Forces canadiennes en Afghanistan.** Huit Canadiens sur dix (80 %) sont d'accord pour dire que le Canada a fait plus que sa part en Afghanistan. La majorité (74 %) est également fière du rôle qu'ont joué les Forces canadiennes en Afghanistan.

### **Après l'Afghanistan**

**La moitié des Canadiens sait qu'une date limite a été fixée pour mettre fin à la mission en Afghanistan, mais ils sont nombreux à ne pas connaître cette date.** Dans l'ensemble, la moitié (52 %) des Canadiens sait qu'une date limite a été fixée pour mettre fin à l'engagement du Canada à son rôle de combat en Afghanistan. Parmi ces répondants, trois sur cinq (63 %) disent que le Canada prévoit retirer la majeure partie de ses troupes de l'Afghanistan en 2011.

**Quatre Canadiens sur cinq sont en faveur du retrait des troupes militaires de l'Afghanistan en juillet 2011.** Dans l'ensemble, 85 pour cent des Canadiens sont en faveur de l'intention du Canada de retirer la majeure partie de ses troupes de l'Afghanistan en juillet 2011. Plus du tiers de ces répondants disent que nous y avons été assez longtemps et que nous avons fait notre part. À l'opposé, ceux qui sont contre le retrait des troupes en juillet 2011 jugent que la mission n'est pas finie et que la présence de nos troupes est encore requise en Afghanistan.

Les participants aux groupes de discussion sont peu nombreux à connaître la date de retrait annoncée. C'est particulièrement le cas des participants plus jeunes. On note un scepticisme, même parmi les participants qui connaissent la date de retrait, quant au respect de la date limite. Cette situation est surtout attribuable à la perception selon laquelle la date a été reportée dans le passé et qu'il s'agit d'une décision politique qui est de ce fait sujette à changement. Qui plus est, les nombreux participants qui sont d'avis que le Canada est en Afghanistan sur ordre des États-Unis estiment qu'il est inévitable que le Canada accédera à une demande éventuelle des États-Unis de maintenir une force de combat en Afghanistan.

Cela dit, fidèles à la perception généralement mauvaise de l'efficacité et de l'issue possible de la mission, la plupart des participants se disent soulagés par l'annonce d'une date ferme de retrait. Pour de nombreux participants, le soulagement est tempéré par la préoccupation à l'égard du sort des citoyens de l'Afghanistan à la suite du départ de la majeure partie des troupes. La plupart des participants doutent fortement que les habitants de l'Afghanistan soient prêts à reprendre la responsabilité de leurs propres sécurité et gouvernance et craignent que tous les progrès réalisés jusqu'à présent ne soient anéantis au fil du temps. Pour quelques-uns de ces participants, il serait irresponsable de partir avant que la mission ne soit accomplie et ils se demandent quelle serait alors la signification du sacrifice des vies de soldats canadiens. Toutefois, même parmi les répondants qui jugent que ce ne serait pas bien de partir, ils sont nombreux à admettre se sentir soulagés de savoir qu'une date de fin de la mission a été annoncée.

**Trois Canadiens sur cinq disent être au courant des difficultés vécues par les soldats de retour d'Afghanistan et leurs familles.** Dans l'ensemble, 58 pour cent des Canadiens se souviennent d'avoir vu, lu ou entendu quelque chose à propos des difficultés vécues par les soldats de retour d'Afghanistan et leurs familles ou par les familles de soldats Canadiens qui sont morts en Afghanistan. Lorsqu'on demande aux répondants des détails précis de ce dont ils se souviennent, plus du quart parle des soldats qui meurent ou du trouble de stress post-traumatique.

**Un peu plus de la moitié des Canadiens indiquent que les Forces canadiennes font du bon travail pour ce qui est de s'occuper des soldats de retour au pays.** Dans l'ensemble, la moitié (51 %) des Canadiens est d'avis que les Forces canadiennes font du bon travail pour ce qui est de s'occuper des soldats de retour au pays, la principale raison étant la perception selon laquelle l'armée prend soin de son personnel. À l'opposé, ceux qui sont d'avis que les Forces canadiennes font du mauvais travail à cet égard (20 %) disent que les Forces canadiennes pourraient faire plus.

Les participants des groupes de discussion en savent pour la plupart très peu sur les difficultés vécues par les soldats de retour d'Afghanistan et leurs familles ou celles que les familles de soldats qui ne sont pas rentrés peuvent vivre. En dépit du manque de connaissance des difficultés des soldats de retour d'Afghanistan et de leurs familles par les participants des groupes de discussion, la plupart d'entre eux sont persuadés que l'aide psychologique est la principale priorité pour les soldats eux-mêmes et pour leurs familles. Ils laissent entendre que de nombreux types différents d'aide psychologique peuvent être nécessaires, de l'aide en cas de stress post-traumatique jusqu'à l'aide en matière de griefs, en passant par l'aide conjugale et familiale et la façon de réintégrer des fonctions non liées au combat. Quelques participants (en particulier ceux ayant une expérience concrète) signalent que pour être le plus efficace possible, l'aide psychologique devrait être assurée par des personnes qui ont été elles-mêmes des militaires et qui ont une expérience du combat. Un participant suggère que l'aide psychologique soit rendue obligatoire, et les autres sont d'accord avec lui.

Un grand nombre de participants soulignent le besoin de soutien financier pour les soldats de retour d'Afghanistan et leurs familles, et ils donnent l'exemple de l'aide pour suivre une nouvelle formation pour un emploi futur et de l'aide pour trouver et garder un logement. Une autre question est fréquemment soulevée : les pensions pour les soldats blessés ou pour les familles des soldats décédés. Plusieurs participants mentionnent l'aide aux études postsecondaires pour les soldats qui reviennent ou pour les enfants des soldats décédés.

La connaissance de l'aide offerte par les Forces canadiennes est extrêmement faible. Les participants *espèrent* plutôt la mise sur pied de bons services d'aide.

**Se souvenir de l'Afghanistan.** On a demandé aux participants des groupes de discussion s'il était nécessaire pour le Canada de souligner d'une façon ou d'une autre la contribution des Forces canadiennes en Afghanistan et, dans l'affirmative, qu'est-ce qui devrait être fait. La plupart des participants jugent que c'est en effet approprié de commémorer la participation du Canada en Afghanistan. Quelques participants estiment qu'il faudrait attendre la fin de la mission avant de songer à des célébrations, et ils sont

peu nombreux à croire que ce sera en juillet 2011. Divers points de vue sont exposés sur la question de savoir si les soldats eux-mêmes trouveraient que c'est une bonne idée de tenir des célébrations.

La plupart des répondants estiment que plutôt que de choisir un jour particulier pour souligner la contribution des soldats de retour d'Afghanistan, il serait approprié de le faire dans le contexte des célébrations annuelles du jour du Souvenir. À leur avis, les célébrations du jour du Souvenir servent à commémorer la contribution des soldats canadiens dans tous les conflits, et il n'est pas nécessaire d'organiser un autre jour de commémoration; cela pourrait même diminuer l'importance du jour du Souvenir. De nombreux participants soulignent en effet que le fait d'ajouter la commémoration de la mission en Afghanistan aux activités du jour du Souvenir pourrait faire en sorte que la journée ait une plus grande signification pour les Canadiens plus jeunes.

### **Communications**

***La télévision domine les habitudes des Canadiens en matière de médias.*** Quatre Canadiens sur cinq (81 %) regardent la télévision une fois par jour, et deux sur trois (64 %) regardent les nouvelles à la télévision au moins une fois par jour. En outre, près de la moitié (45 %) des Canadiens désigne la télévision comme étant sa principale source de nouvelles.

***La plupart des Canadiens ont un fournisseur de nouvelles préféré, mais ils sont moins exigeants lorsqu'il s'agit d'obtenir des nouvelles sur les Forces canadiennes.*** Dans l'ensemble, la grande majorité (86 %) des Canadiens a un fournisseur de nouvelles préféré. Plus du tiers (37 %) d'entre eux nomme une chaîne de nouvelles télévisées comme étant sa préférée, et c'est CTV qui arrive en tête, avec 10 pour cent de toutes les mentions. Les Canadiens sont moins exigeants lorsqu'il s'agit des nouvelles des Forces canadiennes, puisque seulement 43 pour cent disent avoir un fournisseur de nouvelles préféré pour ce type de nouvelles. Encore une fois, c'est la télévision qui arrive toutefois en tête (17 %, et CTV recueille 6 % des mentions).

## **Conclusions et recommandations**

- Les Canadiens demeurent résolument positifs sur les Forces canadiennes.
- Pour les participants à l'étude qualitative et les répondants au sondage, il est beaucoup plus agréable pour les Forces canadiennes d'être perçues comme étant serviables et pourvoyeurs d'aide humanitaire, une pelle au lieu d'une arme à la main. La preuve, c'est le haut degré d'aise et de fierté à l'égard du rôle joué par les Forces Canadiennes dans l'intervention organisée à la suite du récent séisme en Haïti.
- Les participants des groupes de discussion font souvent un parallèle entre la façon dont ils perçoivent les Forces canadiennes et leur rôle dans le monde et la façon dont ils croient que le Canada est (devrait être) perçu sur la scène internationale. Les Forces canadiennes, une organisation nationale indispensable et vitale, sont donc aussi un porte-étendard de l'identité canadienne. Il semble que

les Canadiens souhaitent que les Forces canadiennes assoient la réputation du pays comme pourvoyeur aimable et serviable d'aide humanitaire ou de services de maintien de la paix – pour beaucoup, ce rôle contraste avec le rôle perçu des Forces américaines auxquelles, aux dires d'un participant, le mot « armées » dans forces armées convient mieux.

- Compte tenu de la mesure dans laquelle l'image des Forces canadiennes est incrustée dans l'imaginaire collectif au Canada, il est à peine surprenant de constater qu'en dépit d'une certaine reconnaissance d'un élargissement des activités et d'un rôle de combat actif en Afghanistan au cours des dernières années, les Canadiens restent fermement attachés à l'image de gardien de la paix.
- Il semble que les perceptions selon lesquelles l'armée est sous-financée sont en baisse, mais les motifs sur lesquels s'appuient les Canadiens pour justifier leurs points de vue en cette matière (les Sea Kings, les sous-marins et les Snow Birds, par exemple) sont très tenaces en dépit des investissements majeurs dans de nouveaux équipements annoncés au cours des dernières années.
- Les points de vue des Canadiens sur la souveraineté dans l'Arctique demeurent très stables depuis le dernier coup de sonde en 2008.
- Une confusion subsiste en ce qui concerne la mission en Afghanistan. Les résultats des groupes de discussion indiquent un manque de clarté quasi complet en ce qui concerne la mission et ses objectifs. Les résultats du sondage indiquent eux aussi que, malgré une certaine reconnaissance du rôle de maintien de la paix/d'établissement de la paix, d'autres objectifs ne sont pas bien connus. Un Canadien sur quatre affirme qu'il n'y a pas d'objectif à la mission en Afghanistan.
- Les Canadiens ont l'impression qu'ils ne savent pas tout à propos de la mission en Afghanistan puisque les médias font surtout état des pertes et de la destruction. La diffusion de plus d'information sur la mission et ses objectifs précis de même que de l'information détaillée sur les principaux projets du Canada dans le pays font grimper l'appui de 56 à 75 pour cent.
  - Si les Forces canadiennes souhaitent transmettre des messages aux Canadiens, les résultats du sondage sur les communications confirment que la télévision est le média de choix pour véhiculer un message, tant pour la publicité (c'est le média le plus souvent utilisé) que pour la présence en général (c'est vers la télévision que se tournent la plupart des Canadiens pour les nouvelles).
- Bien que les Canadiens soient fortement pour le retrait des troupes de l'Afghanistan, ils sont préoccupés par la situation dans laquelle le pays sera laissé. Les Canadiens sont loin de connaître la date prévue du retrait de l'Afghanistan – seulement la moitié sait qu'il y a une date, et ils sont moins nombreux encore à connaître cette date. Ces répondants sont d'ailleurs très sceptiques quant à savoir si cette date signifie quelque chose ou si elle sera respectée.

Bien qu'on observe une certaine connaissance des difficultés vécues par les soldats de retour d'Afghanistan et leurs familles, la question est encore loin d'être prédominante. En général, les Canadiens sont persuadés que les ex-militaires d'Afghanistan et leurs familles sont bien pris en charge et ont accès aux services et au soutien dont ils ont besoin pour réintégrer des tâches non liées au combat.

# 1. Background and Methodology

Canadians live in a world characterized by volatility and unpredictability. Looking back, it is clear that the peace dividend that resulted from the end of the Cold War was relatively short-lived. The 1990s saw the emergence of difficult security challenges, including failed and failing states, civil wars and global terrorism. Today we live in an uncertain world, and the security challenges facing Canada are real.

Globalization means that developments abroad can have a profound impact on the safety and interests of Canadians at home. Indeed, the terrorist attacks of September 11<sup>th</sup>, 2001, and those carried out since demonstrate how instability and state failure in distant lands can directly affect our own security and that of our allies.

Ethnic and border conflicts, fragile states, resurgent nationalism and global criminal networks continue to threaten international stability. In addition, unequal access to resources and uneven economic distribution are proving to be increasing sources of regional tension. The proliferation of advanced weapons and the potential emergence of new, nuclear-capable adversarial states headed by unpredictable regimes are particularly worrisome, as is the pernicious influence of Islamist militants in key regions.

Canada also faces challenges on the home front. Catastrophic events such as floods, forest fires, hurricanes and earthquakes can overwhelm local capabilities. Over the last decade, our military has been called upon to assist civil authorities in dealing with a number of natural disasters, including floods in Manitoba and Quebec, the ice storm in Eastern Canada, and forest fires in British Columbia. As Hurricane Katrina has shown in the United States, such disasters will continue to occur, often with devastating consequences, and the citizens affected will expect immediate responses.

Other challenges to domestic security include possible terrorist attacks, human and drug trafficking, foreign encroachments on Canada's natural resources, and potential outbreaks of infectious disease.

Defending Canadians from threats to their safety and well-being is a critical role for government. To deliver on this core responsibility, the Government is committed to rebuilding the Canadian Forces into a first-class, modern military. The *Canada First Defence Strategy* translates the vision of a first-class, modern military into a comprehensive 20-year investment plan.

Building an effective military is an ongoing process and requires clear strategic goals. As part of the *Canada First Defence Strategy*, the Government established explicit objectives for the Canadian Forces. These objectives were derived from a thorough assessment of the Government's expectations for the Forces at home and abroad, the capabilities needed to achieve the desired operational outcomes, and the resources required to generate the required capabilities over a 20-year planning period.

Between 1998 and 2002, DND tracked Canadian public opinion on the Canadian Forces and related military issues. In January 2005, the baseline questionnaire on policy and communications issues was redesigned and fielded. Since then, issue areas have been

further delimited, questions refined, response categories simplified, sequencing issues identified and comprehensive quantitative and qualitative studies have been fielded in 2006, 2008 and 2009.

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.

The Department of National Defence and the Canadian Forces use the Views of the Canadian Forces Tracking Study to understand Canadians' views, knowledge and expectations of the Canadian Forces in general. 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 of the Canadian Forces' role in Haiti, explored views relating to Arctic Sovereignty and the Canadian North, and sought to better understand some of Canadians' media consumption habits.

## **Quantitative**

The quantitative component involved a 15-minute custom CATI telephone survey conducted between February 11<sup>th</sup> and 25<sup>th</sup>, 2010, with n=2,504 Canadians, aged 18 and older, sampled using random digit dialling.

Prior to launching the study, 30 pre-test interviews were conducted with 15 conducted in each official language.

The sampling frame was modelled on the 2009 study and took a split sample approach. We fielded one questionnaire with generic questions about the Canadian Forces to a sample of n=1,503 Canadians and an Afghanistan-only questionnaire to n=1,001 Canadians.

A brief series of questions was added to the 2010 study to gain a better understanding of two subject areas: media consumption habits of Canadians, and Arctic sovereignty and the North. The Department of National Defence wished to know which media Canadians use to find information about or keep apprised of the Canadian Forces and its domestic and international activities. Secondly, given that a separate, comparative study about Arctic sovereignty and the North will not be fielded this fiscal year, a few core questions from the 2009 study were replicated in this tracking study so as to assess any shifts in opinion.

As part of this year's study, n=1,503 respondents were asked the main Views of the Canadian Forces questions, with the questions on Afghanistan positioned within the larger survey, after sections on the image and role of the Canadian Forces and n=1,001 were asked a subset of questions on Afghanistan only. This is noted on charts as follows: the sample base designated as 'Main questionnaire' relates to the main n=1,503 group and the sample base designated 'Afghanistan-only questionnaire' relates the n=1,001 respondents who were administered the Afghanistan questions.



The sample sizes and margins of error are as follows:

REGION	Afghanistan Mission Questionnaire		Views of CF questionnaire	
	SAMPLE SIZE N=1,001	MARGIN OF ERROR	SAMPLE SIZE N=1,503	MARGIN OF ERROR
British Columbia	132	±8.6	199	±7.0
Alberta	102	±9.8	154	±7.9
Saskatchewan/Manitoba	66	±12.3	97	±10.0
Ontario	384	±5.0	577	±4.1
Quebec	243	±6.3	365	±5.1
Atlantic Provinces	74	±11.5	111	±9.3
Canada	1,001	±3.1	1,503	±2.5



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

<b>Empirical Calculation for Data Collection</b>	
<b>Total Numbers Attempted</b>	53,362
<b>Invalid (NIS, fax/modem, business/non-res.)</b>	21,725
<b>Unresolved (U) (Busy, no answer, answering machine)</b>	15,003
<b>In-scope - non-responding (IS)</b>	13,451
<b>Language problem</b>	439
<b>Illness, incapable, deaf</b>	169
<b>Household refusal</b>	11,794
<b>Respondent refusal</b>	374
<b>Qualified respondent break-off</b>	675
<b>In-scope - Responding units (R)</b>	3,183
<b>Over quota</b>	391
<b>No one 18+</b>	76
<b>Screened out as having someone in household who works in advertising or the media</b>	213
<b>Completed interviews</b>	2,503
<b>Response Rate = <math>R/(U+IS+R)</math></b>	10%



## Qualitative

Between March 8<sup>th</sup> and March 15<sup>th</sup>, 2010, Ipsos Reid carried out 10 focus groups nationwide, with two focus groups held in each of the following five cities:

- Kamloops;
- Prince Albert;
- Toronto;
- Montreal; and,
- Halifax.

These locations were selected by DND on the basis of a number of variables, including proximity and accessibility to intended target audience, non-selection in recent qualitative projects conducted by DND, expected and known variation in regional perceptions and views, proximity to a military base or wing, and a mix of large, urban centres and smaller communities.

Each of the 10 focus groups was two hours in length. 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;
- A range of income levels;
- A range of attitudes towards the Canadian Forces.

Participants were paid an honorarium of \$80 to thank them for their time.



## 2. Image of the Canadian Forces

In this section, we focus on perceptions of the Canadian Forces, both overall and on a range of levels (modern, essential, source of pride, vital national institution). We also look at perceptions of military funding and investment, awareness of the size of Canada's military, and recall of recent media coverage.

### Overall impression of those who serve in the Canadian Forces is very positive

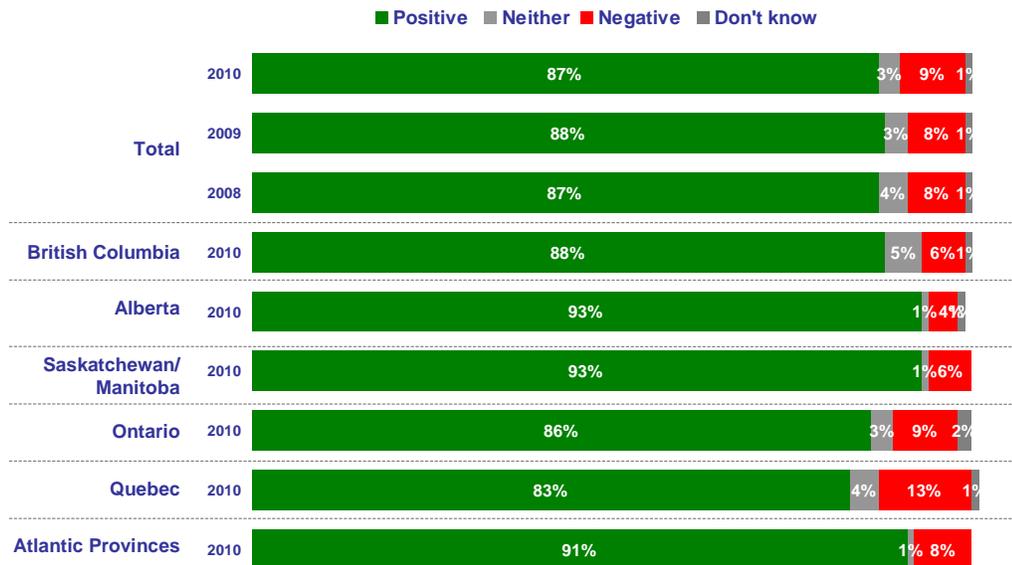
Overall impressions of the Canadian Forces are favourable. In total, nine in ten (87%) Canadians have a positive impression of the people who serve in the Canadian Forces, including three in five (58%) describing their impression as 'strongly positive'. Impressions of the Canadian Forces have remained consistently positive over the past three years and this year's results are not significantly different from what was reported in 2009.

Regionally, those living in the Prairies feel the most positively towards the people serving in the Canadian Forces (93% positive in Alberta and 93% positive in Saskatchewan/Manitoba). By contrast, Quebecers are the least likely to demonstrate a positive impression (83% positive), although even these results are very favourable.



### 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 2010 n=1,503; 2009 n=1,300; 2008 n=3,000

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Overall impressions of the people who serve in the Canadian Forces also vary by age and income, with the most positive impressions seen among:

- Those who are 45 years of age or older (includes 91% of those who are at least 55 years of age and 90% of those who are 45 to 54 years old, compared to 84% of those under the age of 45); and,
- Those with household incomes of \$60,000 or more (89%, compared to a low of 83% among those earning less than \$30,000).

### **Attributes associated with the Canadian Forces**

Focus group participants were asked to imagine the Canadian Forces as a person and to describe that person.

Descriptions focussed on both physical and personality traits. In keeping with the highly favourable views that Canadians have of the military, associations were predominantly positive, although some more negative associations also emerged.

### **Physical traits associated with the Canadian Forces**

The exercise on personification of the Canadian Forces brought forth descriptions of people (mostly men) who are strong “physically and mentally,” fit and even muscular, and healthy, and young. The idea of someone average (“average height, average build, not somebody you would notice in a crowd”) was another description that came up, if less frequently.

Interestingly, when queried further about appearance, while many participants indicated that they picture personnel in green fatigues or in their dress uniform and medals, many others mentioned that the person they were picturing was wearing brown or desert coloured camouflage – perhaps evidence that the Afghanistan conflict has been directly shaping the perceptions of Canadians. Some participants’ mental image included a weapon (rifle in hand, tank in background). Several participants, particularly among the older groups, mentioned the image of the ‘blue beret/helmet’ of the peacekeeper.

### **Personality traits associated with the Canadian Forces**

There were many very positive personality traits associated with the Canadian Forces. Open-minded, respected, brave, patriotic, defenders, reliable, peacekeepers, and, especially, friendly and helpful were frequent themes in the positive category. One participant described the protective older brother that watches out for you and that you look up to. Several participants drew parallels between the way they perceive the Canadian Forces’ role in the world (helper, always answers the call) and how they feel Canada is perceived (this is discussed further in the section entitled ‘Canada’s role abroad’).

Other traits were positives that could have negative aspects. The Canadian Forces was alternatively described as someone who can lead, be led or both. The idea of a proud and passionate individual was another common theme mentioned by participants, with many mentioning the ability to have a strong focus on objectives. For some, this was a trait that could be taken too far and lead to tunnel vision.



In terms of other more negative associations, a few participants used words like naïve, embarrassed or followers. Most negative associations seemed to stem from one of three sources:

- a view that the Canadian Forces are under-resourced and/or ill-equipped;
- a view that the Canadian Forces are not sufficiently independent from the US Forces; or
- a negative personal experience with a member of the military.

*“Canadian Forces is a powerful man. He wears his heart on his shoulder at all times and is a strong built individual who travels the world to bring peace. He’s friendly, open-minded, always willing to lend a helping hand.”*

*“Definitely an athletic person, high energy, outgoing, definitely brave.”*

*“I picture a guy with a brown, mixed-camo, dusty...not a small guy, an average size or larger fella. Somebody not necessarily completely strapping but just somebody you can tell is healthy, you know, he’s strong enough you would imagine, but got enough brains too. And yeah, kind of your average looking guy.”*

*“Followers, passive, tolerant, peaceful -- someone who doesn’t take a stand.”*

*“Just an average Joe, under equipped, overworked.”*

*“I kind of look at the Canadian soldiers like a big brother, ‘cause to me the Canadian army has been protectors, peacekeepers in a world stage and some of the best trained forces in the world ... So you look up to him, you want to be ‘that’s my brother!’ that’s the guy, you know what I mean? He’s got my back...”*

### **Canadians see the military as modern, essential, and a source of pride**

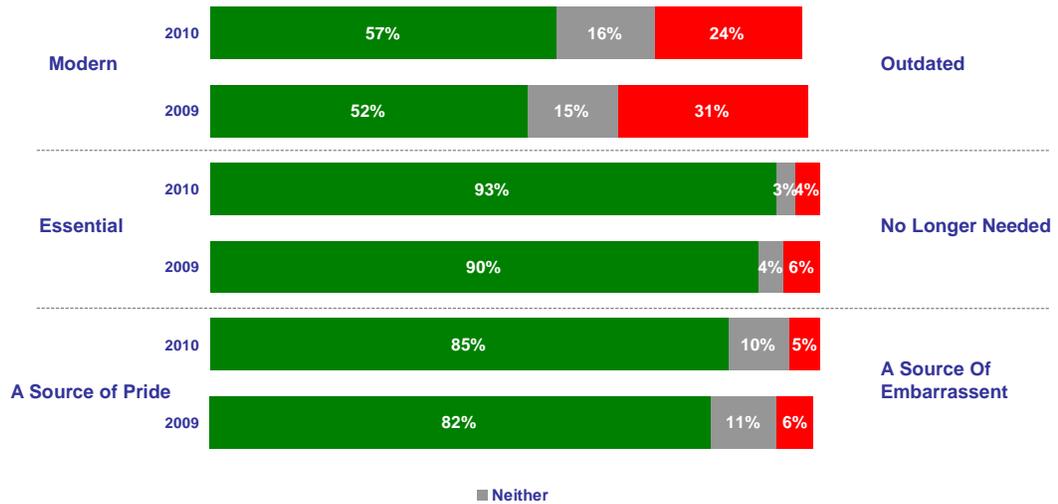
Canadians’ positive impression of those serving in the Canadian Forces also extends to more specific aspects of the military. Specifically, nine in ten (93%) Canadians believe the military is essential (62% ‘very essential’) and nearly as great a proportion (85%) see it as a source of pride (48% ‘a great source of pride’). While Canadians are less likely to see the military as modern (57%, including 12% ‘very modern’), this view is still expressed by nearly six in ten respondents.

Comparisons to 2009 show that impressions of Canada’s military in all three of these areas have significantly improved over the past year. The biggest improvement is seen for being a modern institution (up 5 percentage points); smaller increases of 3 percentage points are seen for being essential and a source of pride.



## Canadians see military as modern, essential, and a source of pride

When you think of Canada's military do you think of it as:



Base: All respondents 2010 n=1,503; 2009 n=1,300

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Impressions of Canada's military vary by region. Quebeckers, who hold a less positive impression of those serving in the Canadian Forces overall, are also the least likely to see the military as essential (85%), a source of pride (73%), and modern (53%). By contrast, Atlantic Canadians express some of the most positive views towards the military, particularly when it comes to being essential (99%) and a source of pride (95%). Those living in Saskatchewan/Manitoba are most likely to see the military as modern (67%).

Looking at these results by age finds that younger Canadians between 18 and 24 years of age are less likely to perceive the military as essential (81%, compared to more than 90% of those 25 years of age or older) and a source of pride (72%, compared to more than 80% of those 25 years of age or older).

While the proportion rating the military as modern is consistent across all age groups, perceptions of the military in this regard do vary by other demographic factors. Specifically, Canadians who are more likely to view the military as modern include men (62%, compared to 52% of women), those earning less than \$30,000 (66%, compared to 56% of those earning \$30,000 or more), and those living in rural communities (63%, compared to 55% of those in urban centres).

Finally, those who have an overall positive impression of those serving in the Canadian Forces are more likely than those with a negative impression to perceive Canada's



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military as essential (95% versus 75%), a source of pride (88% versus 62%), and modern (59% versus 44%).

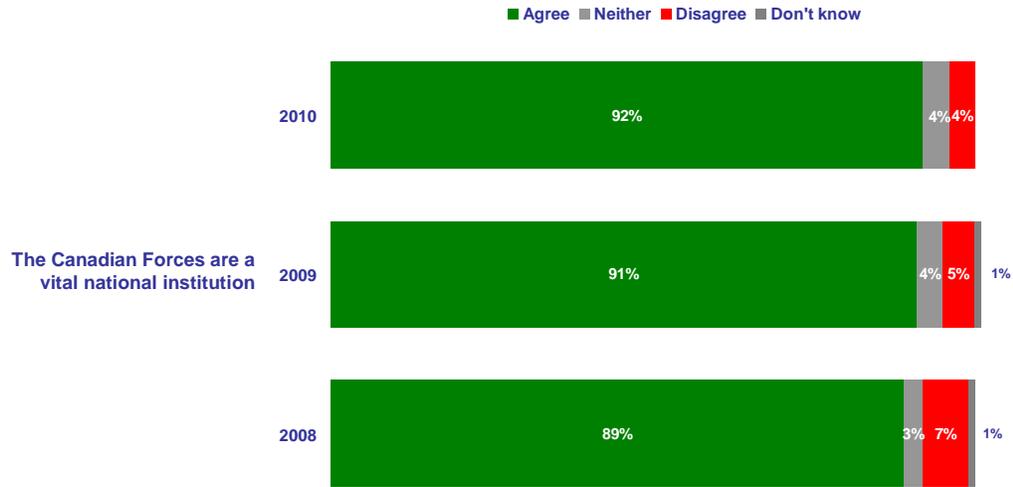
**Canadians see the Canadian Forces as a vital national institution**

The vast majority (92%) of Canadians agree that the Canadian Forces are a vital national institution, including half (47%) saying ‘strongly agree’. Impressions of the Canadian Forces in this regard have been gradually trending upward since 2008. While this year’s results are not significantly different from what was reported in 2009, they do represent a significant increase from 2008.



**Consistent with previous years, Canadians are nearly unanimous that the Canadian Forces are a vital national institution**

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



Base: All respondents 2010 n=1,503; 2009 n=1,300; 2008 n=3,000

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Regional analysis shows that Quebeckers once again take a slightly more tempered view than the rest of Canada. Overall, eight in ten (83%) Quebeckers perceive the Canadian Forces as a vital national institution, compared to more than nine in ten of those living elsewhere in the country (ranges from 99% in Atlantic Canada to 93% in British Columbia and Ontario).

Impressions of the Canadian Forces as a vital national institution also increase with age, ranging from 78% among 18 to 24 year olds to 95% among those 55 years of age or older.

Canadians with an overall positive impression of those serving in the Canadian Forces are also more likely to think of it as a vital national institution (94%, compared to 76% of those with a negative impression overall).



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## **Does Canada need its own military?**

Participants in the focus groups were asked whether Canada needs its own military and, if so, why.

A very small number of the participants made the case that Canada no longer has a need to have its own military, given its position within North America, their sense that Canada has no real enemies in the world, or just that the money spent on having a military could not be spared from other more pressing priorities, such as health care or addressing poverty and crime in Canada.

For the most part however, participants in the groups felt that it was essential for Canada to have its own military.

Participants who held this view argued that a military is essential to any sovereign state, and that having a military goes to the heart of independence. For some, this was related to the perceived need for greater independence from the United States. For others, this was about the need for Canada not to appear weak on the world stage, both as a matter of pride, but also because of the need to defend Canada's borders and resources.

Others who did not disagree with the need for Canada to have its own military were not certain that Canada had the wherewithal to defend itself. Several of these participants argued that not only does Canada need its own military, but that our Forces need to be larger and better equipped (a fuller discussion of funding and equipment follows in the section of that name).

*"We've got our own country, we've got our own economy, we have our own government, we have our own people, so why shouldn't we step up to the plate to take care of what we value as ours and what we want to take care of. I mean if you start letting the Americans or NATO or whoever start taking care of you then why shouldn't you be under their dollar...their government?"*

*"...how [do] we want to be defended? If we have our own armed forces then we're defending ourselves by our own right. Whereas if we're relying on somebody else to defend us, then we have a say in the means they use to do that, whether we agree with the means or not."*

*"If we are seen as a weak country, then we can be rolled over and stepped on in an instant."*

*"I just wonder, do the Canadian Forces really have the funding, the equipment to respond to an incursion by a larger military force? I don't know... I feel as Canadians we're going to have to rely on diplomacy and foreign relations to protect our borders because if China decided to come and invade us, China and the US, they have huge military budgets, I don't think we would stand much of a chance."*



## Funding and investment in the Canadian Forces

### Half of Canadians view the military as under-funded, a small decrease from 2009

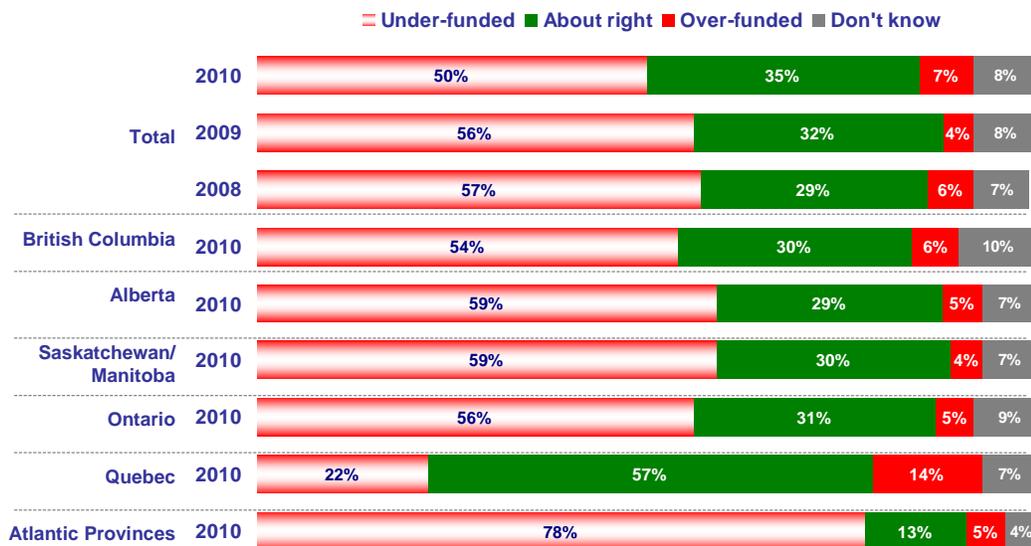
Half (50%) of Canadians say Canada's military is under-funded. Another one in three (35%) think the level of military funding is about right and only 7 percent say the military receives too much funding. The proportion of Canadians who believe the military is under-funded has dropped 6 percentage points this year.

Regionally, Quebec continues to be the exception to the views held in the rest of Canada. Only one in five (22%) Quebecers think the military is under-funded compared to three in five (57%) who say the level of funding is about right and 14 percent who say the military is over-funded. At the other end of the spectrum, eight in ten (78%) Atlantic Canadians think the military is under-funded, compared to 13 percent who think the level of funding is about right and 5 percent who think it is over-funded.



### Half view military as under-funded, a small decrease from 2009

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



Base: All respondents 2010 n=1,503; 2009 n=1,300; 2008 n=3,000

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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:

- Older Canadians (in fact, perceptions of military under-funding rise with age, ranging from 59% among those 55 years of age or older to 30% among 18 to 24 year olds); and,
- Those born in Canada (52%, compared to 31% among landed immigrants or permanent residents).



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

Among those who think Canada's military is under-funded, just over one in three (36%) attribute this perception to out-of-date equipment, one in five (19%) mention a lack of proper equipment, and 16 percent point to the poor quality of military vehicles.

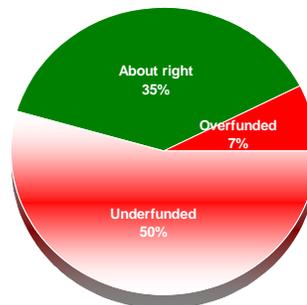
Conversely, among the few who perceive Canada's military as over-funded, 14 percent explain that they think the Canadian Forces spends money wastefully. Another recurring refrain among those who perceive Canada's military as over-funded is that the money could be better spent elsewhere such as other Canadian priorities like health care or education (9%) or unspecified priorities (6%).



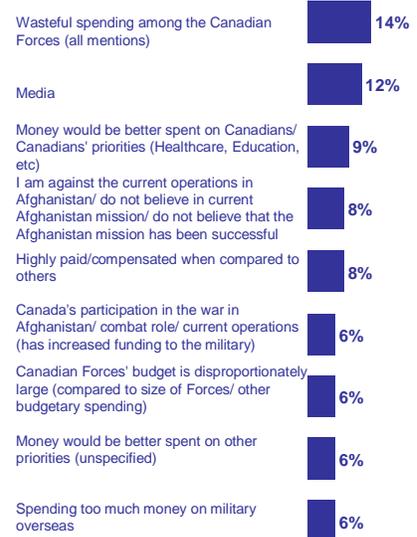
## Views that military is under-funded mostly stem from perceptions equipment is outdated or lacking

What tells you that Canada's military is under-funded?

What tells you that Canada's military is over-funded?



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



Bse: Feel that Canada's military is under-funded n=742

Base: All respondents 2010 n=1,503

\*\*Caution Small base size: Feel that Canada's military is over-funded n=107

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## Canadians are emphatic that it is not wasteful to invest in Canada's military

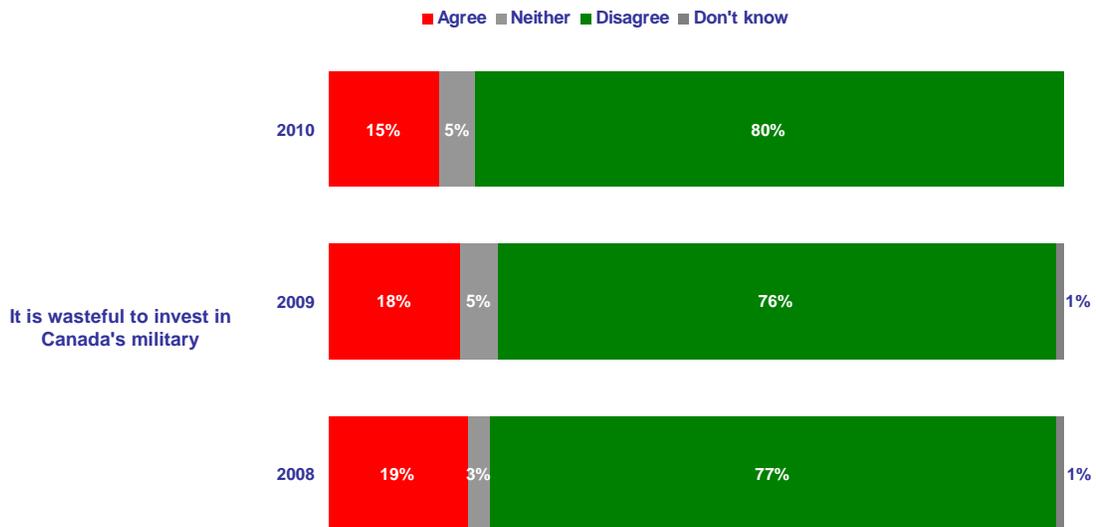
Very few (15%) Canadians think it is wasteful to invest in Canada's military (5% 'strongly agree'). By contrast, four in five (80%) disagree with this statement, with a relatively large proportion voicing an intense level of disagreement (39% 'strongly disagree').

Compared to 2009, the number of Canadians who do not think it is wasteful to invest in Canada's military has increased 4 percentage points this year. Overall, these findings suggest that while fewer Canadians this year think the military is under-funded (see earlier discussion), they are also more likely to think it is worthwhile to invest in Canada's military.



### Four in five disagree that it is wasteful to invest in Canada's military, a slight increase over 2009

Do you agree or disagree that...?



Base: All respondents 2010 n=1,503; 2009 n=1,300; 2008 n=3,000

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Regionally, Quebecers are the most likely to think it is wasteful to invest in Canada's military (21% agree). In comparison, agreement with this statement in the rest of the country ranges from 8 percent in British Columbia to 16 percent in Ontario.

Other demographic groups that are more likely to think it is wasteful to invest in Canada's military include:

- Those with less than a high school education (22% agree, compared to a low of 12% agree among university graduates); and,
- Lower income households (includes 23% agree among those earning less than \$30,000 and 18% agree among those earning \$30,000 to less than \$60,000, compared to 11% agree among those earning \$60,000 or more).



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## Funding and equipment

Participants in the focus groups were asked for their views on whether the Canadian Forces receives the right amount of funding, too much or too little.<sup>1</sup> A few participants were initially nonplussed at the question, expressing that they felt they lacked enough specific information about the subject matter to judge. Most however had an opinion on the subject, whether this was formed by their view of the importance of the military, their view on the role of the Canadian Forces, their feelings about the mission in Afghanistan, or, most frequently, by media stories about out-dated equipment or a lack of appropriate equipment to accomplish a mission.

### Under-funded

Many participants tended to express the view that Canada's military is under-funded. In large part this view is based upon stories in the media about old and unreliable -- even dangerous -- equipment, such as the Sea King helicopters, defective submarines purchased from the United Kingdom or even the iconic Snow Birds.

Several participants mentioned not having the appropriate equipment to accomplish a particular aspect of the military's role, patrolling the North was a frequent example.

*"As great of a reputation as we've got, we're under-equipped. We have helicopters that are falling apart. Government tries to order more, and the public says 'No, no, no!' We need subs that can actually patrol the Arctic. How are you supposed to be a sovereign nation if you can't patrol all of your area? You know, at one point, the West Edmonton mall had more submarines than the Canadian navy. How pathetic, that a mall had more subs than the navy!"*

For others, it was a question of comparison with other countries whose military forces are perceived to outclass Canada's in terms of both the quantity and quality of their equipment, if not in terms of the quality of their training. The United States, which is seen as equipping its military with state-of-the-art equipment, was the most frequent country of comparison, although most participants acknowledged that Canada was not in a position to invest to a similar level as a country ten times its size.

*"I remember hearing on the news a while ago a couple of years ago, they talked about Canadian helicopters falling apart, so from what I've seen I don't think they have enough money to put towards equipment."*

*"I hate to say it, but other countries look at Canada and, we've got the skill and all that, I'd definitely vouch for that, but when it comes to equipment, we're kind of hurting. Canada, as a nation, should be more active in that aspect. Technology-wise, we should be bringing in more upgraded stuff."*

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<sup>1</sup> Focus groups were conducted within a week of the federal budget but there was no discussion of the federal government's announcement that it would reduce its previously planned growth in spending on the Canadian Forces in 2012, after Canada's mission in Afghanistan comes to an end.

*“My buddy...from the East Coast, he’s been overseas twice now, and he says he’d be standing beside an American soldier with his Canadian technology, and he might as well have been walking around with a musket.”*

*“I think there are other countries that are way smaller and probably spend a lot more, Israel, for example.”*

For a few participants, the view that the military was under-funded was based upon the perception that the men and women in the Forces do not make enough money.

### **Appropriately funded**

Nearly as many participants on the other hand felt that the military does receive adequate funding, and that a lack of budget to purchase equipment is likely due to a lack of appropriate prioritization.

They base their judgement in this regard upon media reports about poor choices in equipment purchases (again the purchase of the British submarines was referenced) or on a general perception that the amount being spent on national defence is large.

*“It’s not that they’re not funded, but the money is not being put where it’s supposed to be put. Like I know they’re over there saving our lives and I know they could be better helped. Some of the stuff that the money is going to, maybe it should be going to equipment. The helicopters and the planes all need to be better updated. .I think a lot of money is going to the army...”*

*“If they’re gonna buy used junk, then no don’t give them the money. If they’re going to invest in new, good stuff, like they were saying, they were agreeing on, then give it to them.”*

*“The amount of the federal budget that’s spent on the armed forces—I don’t know what it is, but it’s a huge number and I’d be scared to find out what it is, but it’s probably an appropriate number...”*

### **Over-funded**

A few participants, mostly in the groups in Prince Albert and Toronto, felt that the Canadian Forces are currently over-funded, a view which they based upon perceptions that bureaucracies are generally inefficient and bloated (most often references were general rather than specific to the Department of National Defence), that people in the military are very well-paid, on their opposition to military spending rather than other domestic priorities such as healthcare or crime prevention, or upon stories they have heard about wasteful expenditures by the military.

*“I think they have enough weapons.”*

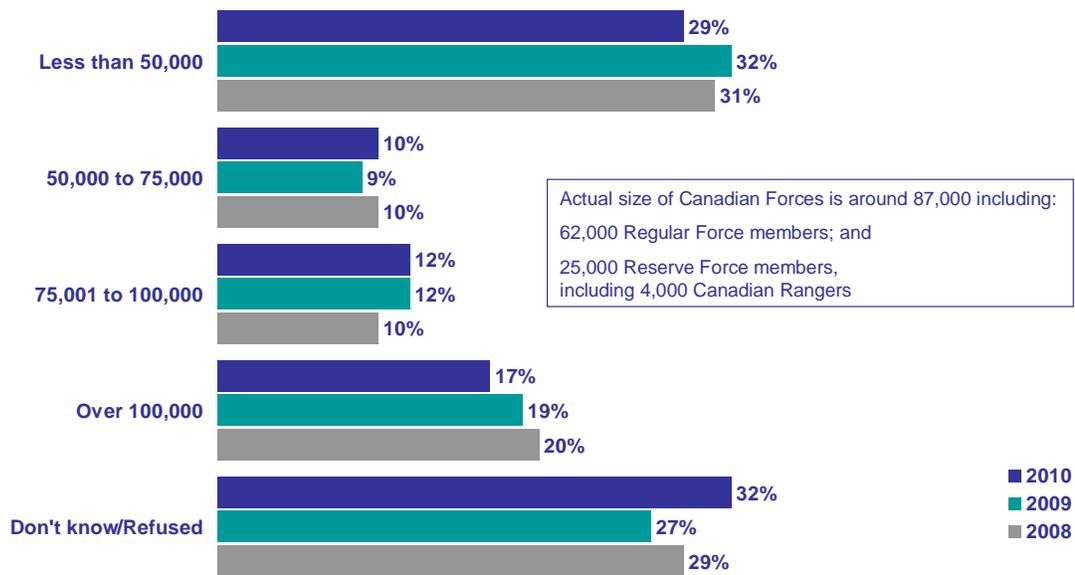
## Size of the Canadian Forces

Few Canadians are aware of the number of people currently serving in the Canadian Forces, with only one in ten (12%) giving an estimate in the correct range of 75,001 to 100,000. Three in ten (29%) estimate the size of the Forces at under 50,000 and nearly one in five (17%) estimate the size at over 100,000. Furthermore, one third (32%) are unable to even provide any type of estimate at all. Overall, the median estimate stands at 49,107 while the mean is 161,981. This year's estimates are similar to what has been reported in the past.



### Canadians' estimates of size of Canadian Forces remain consistent

*To the best of your knowledge, how many people currently serve in the Canadian Forces, including both the regular and the reserve forces?*



Base: All respondents 2010 n=1,503; 2009 n=1,300; 2008 n=3,000

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All regions of the country express similar levels of awareness regarding the size of the Canadian Forces.

However, differences are seen by other demographic factors. Canadians who are more likely to correctly estimate the size of the Canadian Forces at 75,001 to 100,000 are:

- Men (16%, compared to 8% of women);
- University graduates (15%, compared to a low of 9% among those with a high school diploma or less); and,
- Those with household incomes of \$60,000 or more (14%, compared to a low of 7% among those earning less than \$30,000).



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## Awareness and recent coverage of the Canadian Forces

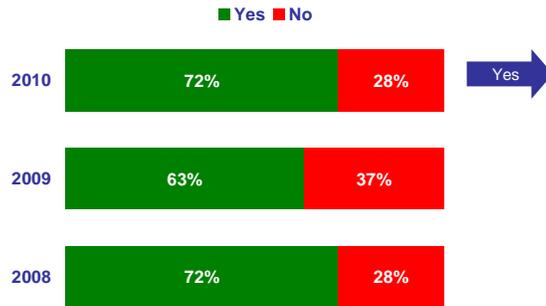
Overall, nearly three in four (72%) Canadians have recently seen, read or heard something about the Canadian Forces. This is up a significant 9 percentage points from 2009 and represents a return to the level of recall originally noted in 2008.

Among those able to recall recent coverage of the Canadian Forces, nearly half (47%) mention the arrest of Colonel Russell Williams<sup>2</sup>. Mentions of Canada's presence in Afghanistan are also common (39%), as they were in 2009. While references to the deaths of Canadian soldiers round out the list of top three mentions this year (14%), Canadians are less likely to mention these now than in the past. Other things Canadians recall seeing, reading, or hearing about this year include the Canadian Forces' relief efforts in Haiti (13%) and unspecified casualties or injuries (11%).



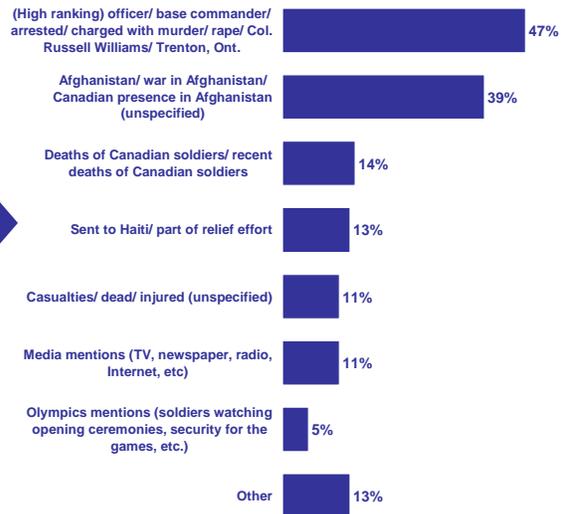
### Proportion who have recently seen, read or heard something about the Canadian Forces is back to former levels

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 2010: n=1,503; 2009 n=1,300; 2008 n=3,000

What did you see, read or hear?



Base: Recently seen, read or heard anything about the Canadian Forces 2010 n=1,111; 2009 n=884; 2008 n=2,293

<sup>2</sup> The story of Colonel Russell Williams arrest broke on February 5<sup>th</sup>, less than a week before the study was fielded, while awareness was high in the quantitative survey, there were very few mentions of the case during the focus groups which took place a month later.



The ability to recall recent media coverage about the Canadian Forces is similar across the country.

However, recall does vary by other demographic factors, including:

- Age: Recall rises with age (ranging from 85% among those 55 years of age or older to 42% among those 18 to 24 years old).
- Education: Recall also rises with education level (ranging from 80% among university graduates to 57% among those with less than a high school education.)
- Income: Recall also rises with income (ranging from 54% among those with household incomes of less than \$30,000 to 79% among those earning \$60,000 or more).
- Citizenship status: While three in four (74%) of those born in Canada and seven in ten (69%) of immigrants who became citizens are able to recall recent media coverage of the Canadian Forces, this drops to 35% among landed immigrants or permanent residents.



### 3. 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. Awareness and attitudes towards the Canadian Forces' role in Haiti are also examined.

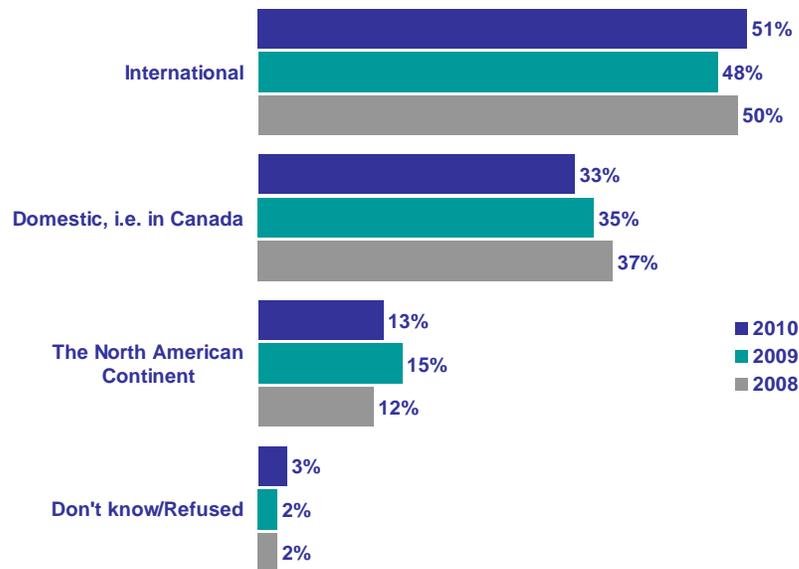
#### Geographic focus for the Canadian Forces: international or domestic?

Overall, half (51%) of Canadians say the top priority for the Canadian Forces should be international. One third (33%) believe its focus should be domestic while 13 percent think the Forces should concentrate on the North American continent. These results are consistent with what was reported last year.



#### Consistent with previous years, half of Canadians believe top focus for Canadian Forces should be international

*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 2010 n=1,503; 2009 n=1,300; 2008 n=3,000

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Once again, those living in Quebec have a different view from other Canadians. Specifically, Quebecers are much more divided as to whether the Canadian Forces should focus its efforts internationally (49%) or domestically (41%).

Differences in opinion are also seen by education and income; overall, those who are more likely to favour an international focus for the Canadian Forces include:



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- Those with at least some post-secondary education (ranging from a high of 57% among university graduates to a low of 39% among those with less than a high school education); and,
- Those with household incomes of at least \$60,000 (55%, compared to a low of 44% among those earning less than \$30,000).

### **Role of the Canadian Forces on home soil**

For participants in the focus groups as well, the primary role of the Canadian Forces is seen to be defending Canada, with most activity in this regard seen as taking place overseas.

Indeed a few of the younger participants were hard-pressed to understand what role the Canadian Forces might play on domestic soil. That said, generally speaking participants did see a role, if a lesser one, on home soil. Indeed a few participants expressed concern that overseas commitments might not leave sufficient strength on home territory to deal with domestic crises.

Several mentioned the presence of the military at the Vancouver Olympics to reinforce security as an appropriate role. There were also mentions of the role that the Canadian Forces has played in responding to natural disasters on Canadian soil, such as the snowstorm in Toronto and the ice storm in Eastern Canada.

Several participants, particularly in the older groups, brought up the need to defend Canada's borders and natural resources from those who would lay claim to them. This was mostly in the context of the ongoing debate about claims to the Arctic by other countries, particularly Russia and to a lesser extent the USA. This will be discussed at more length below in the section entitled 'The Canadian North.'

A few participants saw a role for Canada's military in patrolling Canada's borders against illegal immigration. A few others mentioned that the Forces should be deployed at home in order to assist with addressing priority issues within Canada such as helping local police forces with crime and safety or having Canadian Forces medical personnel help out in local hospitals.

While a few participants did mention the possibility of a terrorist attack in Canada, and saw a role for the Canadian Forces in defending Canada in this regard, most participants did not perceive a threat to Canada from terrorism on home soil.

Indeed, even in the Toronto groups, where the Brampton-based terrorist cell was brought up by one of the participants, the idea of terrorism posing much of a threat or constituting a role for the Forces was dismissed by participants who felt it was an example of Canada's intelligence agencies acting effectively to counter any potential threat.

*"In terms of what role they're playing locally in Canada, I don't see a whole lot of it."*

*"I think they should be here first, helping us."*

*"If we had a quake here, would they send them [the Forces] back to help us?"*



*“...there have also been roles like when Toronto was hit by a nasty snowstorm...and the national guard came out to clear the roads...so people can travel on the roads and do their jobs. And they were recently there in Vancouver doing what they can, making sure the games go without any like bomb threats...”*

*“...they’ve got professionals in all sorts of areas, medical professionals...maybe there’s some way they can help with that. [You] always hear of shortages of people able to serve in the medical field, I don’t know where you can find an area to cross from being you know a Canadian Forces doctor and being able to serve in a community as a doctor.”*

*“Maybe in some areas in bigger cities, you know if we don’t have enough police force, they could be helping out.”*

*“Protecting our northern borders now that the ice is melting.”*

*“[We] definitely [need a military to defend our borders]. Terrorism, immigration, drugs...”*

*“When it comes to terrorists and stuff like that, I think if we just let it be and aren’t trying to go after them, then I guarantee there will be terrorist threats and attacks in Canada all the time. Like look at that terrorist cell they found in Brampton. If they never found that, like what could have happened? As long as there’s a threat of war in the world, we will always need someone to defend us.”*

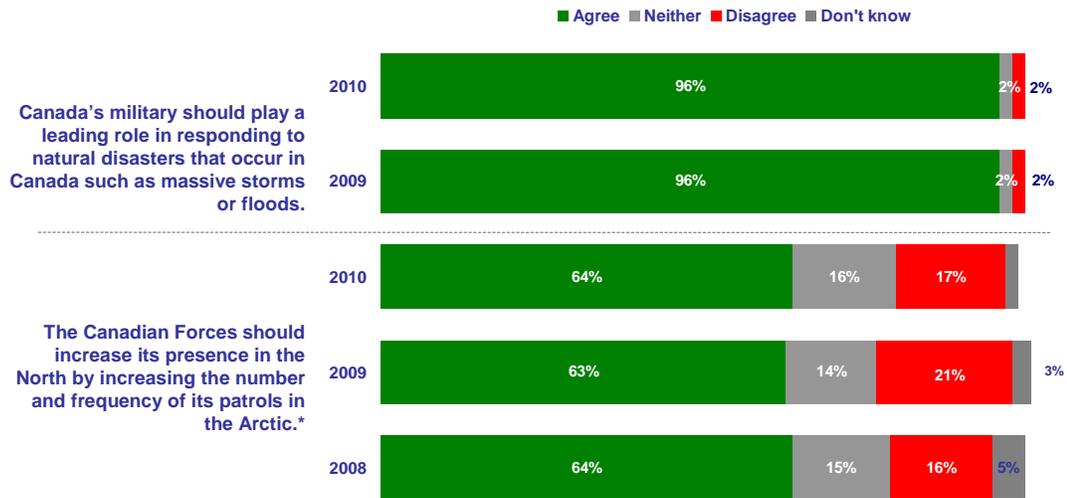
### **Priority of various roles within Canada**

Virtually all (96%) Canadians agree that Canada's military should play a leading role in responding to natural disasters that occur in Canada, including 60% saying they 'strongly agree' with this statement. While opinion is more divided when it comes to increasing the military's Northern presence, nearly two in three (64%) nonetheless agree that the Canadian Forces should increase its presence in the North by increasing the number and frequency of patrols in the Arctic (29% 'strongly agree'). These findings are unchanged from 2009.



## Canadians are nearly unanimous on the role of the Canadian Forces in responding to natural disasters in Canada; nearly two in three agree patrols in the North should be increased

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



\* Please note that wording changed in 2010, statement in 2008 and 2009 was "There should be an increase in the number of patrols in the North."

Base: All respondents 2010 n=1,503; 2009 n=1,300; 2008 n=3,000

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Canadians across the country voice similar opinions regarding the role Canada should play in responding to natural disasters in Canada. However, opinions do differ when it comes to increasing the Canadian Forces' northern presence, with Quebeckers the least likely to say this is something they would like to see done (56% agree, compared to responses ranging from 72% agree in Atlantic Canada to 65% agree in British Columbia and Ontario).

While some other small differences in opinion are noted regarding the military's role in responding to natural disasters in Canada, there is generally widespread agreement across all demographic groups that this is something the military should be involved in.

There are, however, more significant differences seen regarding Canadians' attitudes towards the military's role in the North. Specifically, those who are more likely to think the Canadian Forces should increase its northern military presence include:

- Those 55 years of age or older (in fact, agreement with this statement generally rises with age, ranging from 46% agree among those 18 to 24 years of age to 75% agree among those 55 years or older);
- Men (74% agree, compared to 55% agree among women); and,
- Immigrants who became citizens (70%, compared to 53% of landed immigrants or permanent residents).



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## **Role of the Canadian Forces abroad**

Canadians believe the military plays an important role internationally, particularly when it comes to providing humanitarian assistance (95% agree it is important for Canada's military to respond to international situations in order to provide humanitarian assistance, including 52% saying 'strongly agree'). Another three in four (76%) agree (including 26% 'strongly agree') that it is important for Canada's military to play a leadership role abroad when responding to international situations. A slightly more divided view is seen when considering the role of the military in achieving foreign policy goals, with three in five (59%) Canadians agreeing that a significantly stronger military is crucial to achieving our foreign policy goals and advancing our place in the world (19% 'strongly agree').

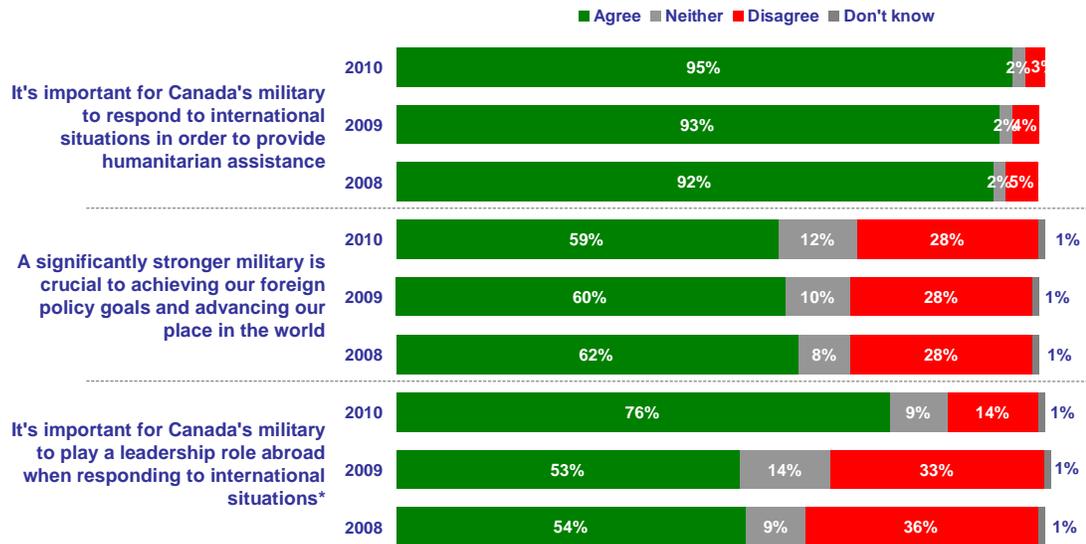
Comparisons to past surveys show that Canadians are much more likely this year to say the military should play a leadership role abroad when responding to international situations (up 23 percentage points from 2009). It is very likely that this increase is attributable to an important wording change in the 2010 survey. In 2009, the statement read: "It's important for Canada's military to play a leadership role abroad and be first on the ground when responding to international situations." In 2010, the wording was changed to: "It's important for Canada's military to play a leadership role abroad when responding to international situations," without the additional notion of 'being first on the ground.' Previous quantitative and qualitative research, which has documented Canadians' discomfort with the idea of being first on the ground, supports this hypothesis

There has also been a small increase in the already very high percentage of Canadians who think Canada's military should provide humanitarian assistance in response to international situations (up 2 percentage points). Attitudes towards the military's role in achieving foreign policy goals have not significantly changed since 2009.



## Canadians are nearly unanimous on importance of Canadian Forces involvement 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:



\*Please note that wording changed in 2010. Previous statement included the notion of "being first on the ground."

Base: All respondents 2010 n=1,503; 2009 n=1,300; 2008 n=3,000

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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

Regionally, Quebeckers are some of the most likely to think that Canada's military should provide humanitarian assistance in response to international situations (97% agree) while those living in Saskatchewan/Manitoba or Ontario are less likely to feel this way (91% agree and 94% agree, respectively). Despite these regional variations, it is nonetheless clear that the vast majority of all Canadians, regardless of where they live, think this is something Canada should be involved in.

Similarly, some small differences in opinion are also seen by gender and education. Specifically, women are more likely than men to think that Canada's military should provide humanitarian assistance in response to international situations (97% versus 94%, respectively). Those with a higher level of formal education are also more supportive of the Canadian Forces providing humanitarian assistance (ranging from a high of 97% among those who have completed post secondary education to a low of 89% among those with less than a high school education).



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

Regional variations in opinion are also seen when considering the role Canada should play in responding to international situations. Specifically, Atlantic Canadians are the most likely to think that Canada should play a leadership role abroad (89% agree), while those living in Quebec are the least likely to feel this way (68% agree).

Agreement with this statement is also higher among:

- Those living in rural communities (82% agree, compared to 75% agree among those in urban centres); and,
- Those with less than a high school education (83% agree, compared to a low of 73% agree among university graduates).

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

Atlantic Canadians are also the 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 (81% agree). In comparison, less than half (41%) of Quebecers agree with this statement.

Agreement with this statement is also higher among:

- Those 45 years of age or older (includes 65% agree among those 45 to 54 years old and 64% agree among those 55 or older, compared to 48% agree among 18 to 24 year olds and 53% agree among 25 to 44 year olds);
- Those living in rural communities (66% agree, compared to 57% agree among those in urban centres);
- Non-university graduates (ranges from a peak of 73% agree among those who graduated high school to a low of 51% agree among university graduates); and,
- Immigrants who became citizens (68% agree, compared to 57% agree among those born in Canada).

## Haiti

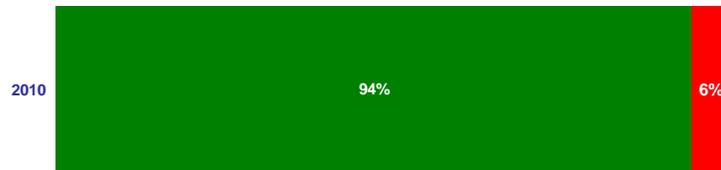
The vast majority (94%) of Canadians are aware of the role the Canadian Forces played in responding to the recent earthquake in Haiti. Furthermore, in keeping with the view that this is the type of role that the Canadian Forces ought to play, more than nine in ten (92%) are proud of the fact that the Canadian Forces played a role in responding to this earthquake.



### Very high level of awareness and pride with regard to role played by Canadian Forces in responding to earthquake in Haiti

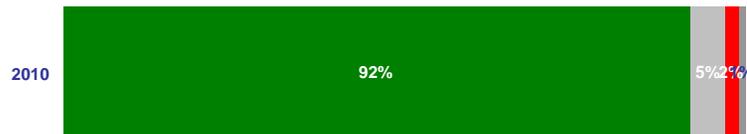
Are you aware that the Canadian forces are playing a role in responding to the recent earthquake in Haiti?

■ Yes ■ No



Which of the following statements best corresponds to your own views about the Canadian Forces playing a role in responding to the recent earthquake in Haiti?

- I am proud of the fact that the Canadian Forces are playing a role in responding to the recent earthquake in Haiti.
- I am indifferent to the fact that the Canadian Forces are playing a role in responding to the recent earthquake in Haiti.
- I feel that the Canadian Forces ought not to be playing a role in responding to the recent earthquake in Haiti.
- Don't know



Base: All respondents 2010 n=1,503

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Regionally, awareness of the Canadian Forces' recent activities in Haiti is highest in Atlantic Canada (99%) and lowest in Saskatchewan/Manitoba (90%). While the vast



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majority of Canadians in all regions of the country are proud of the Forces' efforts in this regard, feelings of pride range from a high of 99 percent in Atlantic Canada to a low of 88 percent in Saskatchewan/Manitoba.

Even the majority of those with an overall negative impression of those serving in the Canadian Forces are proud of the role they played in Haiti (82%). That said, pride in the Canadian Forces' efforts in this regard is even higher among those with an overall positive impression of those serving in the Forces (94%).

### **Peacekeeping and peacemaking**

A small majority (53%) of Canadians think 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. By contrast, two in five (44%) Canadians think the Canadian Forces should only participate in operations around the world that involve observation duties or monitoring a ceasefire or truce between two conflicting parties.

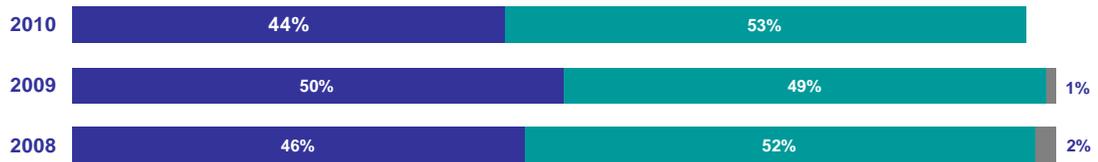
This year's results represent a shift in public opinion from 2009 when Canadians were more evenly divided on the issue of peacekeeping versus peacemaking. Specifically, the proportion of Canadians who think Canada should take a peacemaking role has increased 4 percentage points this year while there has been a concurrent 6 percentage point drop in the proportion of Canadians who would prefer a peacekeeping-only role. As a result, this year's results represent a return to where public opinion lay in 2008.





## Small decrease in those favouring peacekeeping-only role

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



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

■ 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.

■ Don't know

Base: All respondents 2010 n=1,503 ;2009 n=1,300; 2008 n=3,000

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Once again, those living in Quebec take a different view than the rest of Canadians, with the majority (54%) of Quebecers saying they would like to see the Canadian Forces in a peacekeeping role only. Elsewhere in the country, preference for a peacemaking role ranges from 65 percent in Atlantic Canada to 50 percent in Saskatchewan/Manitoba.

Looking at these results from a tracking perspective finds there have been noticeable changes in opinion over the past year among those living in Saskatchewan/Manitoba, Ontario, and Atlantic Canada. As compared to 2009, Atlantic Canadians and Ontarians are much more likely this year to say that the Canadian Forces should participate in operations that could include fighting (up 18 percentage points and 6 percentage points, respectively). Conversely, those living in Saskatchewan/Manitoba are less likely to feel this way now than in the past (down 11 percentage points).



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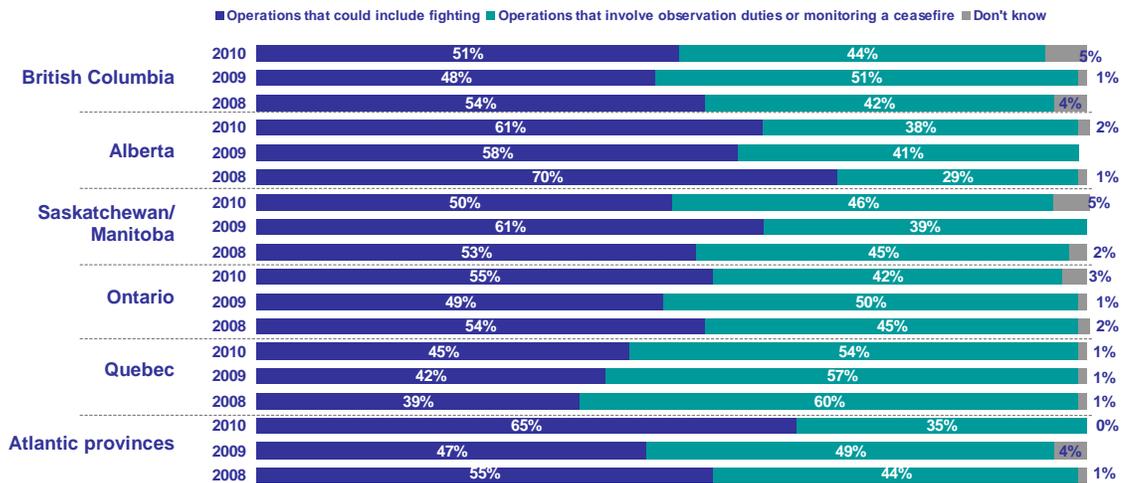
## Regional breakdown

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, could include security patrols, development assistance and fighting alongside allied troops to implement peace in an unstable area.

or

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 2010 n=1,503; 2009 n=1,300; 2008 n=3,000

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Further analysis also reveals other demographic differences, with those who are more likely to think the Canadian Forces should take a peacemaking role including:

- Those with household incomes of \$60,000 or more (56%, compared to a low of 48% among those earning less than \$30,000); and,
- Those who immigrated and became citizens or were born in Canada (55% and 54%, respectively, compared to 40% of landed immigrants or permanent residents).

### The Canadian Forces and Canada's role in the world

As referenced earlier in the report, participants in the focus groups often drew parallels between how they perceive the Canadian Forces and their role in the world and how they feel that Canada is perceived on the international stage. While a few participants in the focus groups struggled with just what role Canada's military should be playing on home soil, discussions about the Canadian Forces' role overseas tended to be unified by strong themes:

- Canada's role on the international scene is not especially to advance Canada's own interests, rather it is that of the good citizen of the international community, being the friendly, helpful provider of humanitarian assistance or peacekeeping



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services – for many, this role is defined in contrast to the perceived role of the American Forces;

- Concern about the perceived shift from peacekeeper to more active combat roles;
- A continuing and perhaps escalating concern about the need for independence (from the U.S.) in Canada’s foreign policy and military engagements.

### **International missions**

Many participants mentioned that Canada is renowned for helping out in times of crisis, such as the recent earthquakes in Haiti which were referenced by many participants as an example of the type of work they feel the Canadian Forces should be doing, and for its role over the years in keeping warring factions apart. For many, this role is described in contrast to the perceived role of the American Forces.

*“Any crisis, you call Canada, we’re there. We’re going to help out, and that’s just part of the world view of Canadians in general. This is who we are.”*

*“I picture them as working in disaster areas. Earthquakes. I picture them feeding people.”*

*“I think it’s what we’re known for. We’re a peaceful country and we want that for other countries...we want to help.”*

*“Non-military assistance providers...like helping in the floods, clean up, building schools in Haiti...earthquake zones, not gun toting.”*

*“The US is known as the world power for the ‘armed’ part of the armed forces and while I think it would be naive and foolish to say that Canada can abolish that part of it, it would be great if Canada could stand up and be the world leader on the other side of things: the peacekeeping, the putting things back together, setting things straight.”*

In terms of deciding on which missions are appropriate for the Forces, factors considered by participants included, the likely success or effectiveness of the intervention, its alignment with Canadian values, whether we are there at the invitation of the host country, and the number of innocent lives at stake. There was very clear support for Canadian intervention in situations of potential genocide.

*“Some countries have conflicts that have gone on for hundreds of years – we can’t keep them apart forever.”*

*“I’m by no means an expert in other Middle Eastern cultures, but I think there’s battles going on between cultures there that have gone on for thousands of years and will continue because that’s the way they live their life. Like dying is an honour. That would be a time when we shouldn’t step in -- I think different cultures have different values.”*

*“I don’t think we have the right to force our will on another country.”*

*“I think that a lot of it has to do with our values as Canadians to make that decision. If we can only do half, I think we have to look at it from the point of view of the number of*

*people being harmed and our values that we hold dear to us. And to protect the innocent people who believe in the same values we do.”*

For many of the participants who view the role of Canada’s military in the world as primarily a helpful provider of humanitarian assistance and peacekeeping services, it is a matter of ‘noblesse oblige’ – the role of a rich country, blessed with peace, to help more unfortunate members of the global community. Others perceive Canada’s obligation to help somewhat differently, more as a form of insurance against our own future need. Only a few participants linked the role of Canada’s military in international missions to our international obligations as members of the U.N., NATO, etc.

*“The armed forces will go out to places like South Africa or places that have had a natural disaster, like Haiti, where help is needed and people, civilians can’t take off work and we send a group of people who we can count on to go and help others who are in desperate need of either rebuilding or having food or water and keeping peace, stuff like that is what I think is what the Canadian Forces are there for, to help people who are not as lucky as we are. We live in a great country where we don’t have to worry about these things. However, other people who live in second or third world countries have to deal with it on a day-to-day basis.”*

*“I think it would depend on the situation. I think it would depend on how directly our sovereignty, whatever we believe in, is threatened by the situation...or that of our alliance, those countries that we’re aligned with.”*

There was evidence in the discussions of concern that the Forces are moving away from their ‘traditional’ peacekeeping role. Participants cited the current mission in Afghanistan as an example of a move away from peacekeeping and towards a more active combat role. Many of the participants attributed what they describe as a shift in policy to a foreign policy which they perceive as overly intertwined with that of the United States. In discussions about the Forces’ role on the international scene, several participants suggested that Canada is in Afghanistan at the United States’ bidding. It is worth noting that many participants in the focus groups were not at all knowledgeable about Canada’s foreign policy or about the Canadian Forces mission in Afghanistan. Perhaps because of the pervasiveness of American media, many participants used the words ‘Iraq’ and ‘Afghanistan’ interchangeably, for example. Other participants who also thought the role was shifting away from peacekeeping towards more active combat felt that the reason was tied to the changing nature of international engagements.

*“I’d move it back to peacekeeping. I was a proud Canadian ... I was proud to be a peacekeeper. There’s room for peacekeepers. The US wants to battle every war, but we as a community we should help out in peacekeeping.”*

*“I don’t believe there’s that much of a shift. The circumstances have changed in the world and we’re forced to take a more active role. Our role is to protect and to help the various places we are.”*

*“The humanitarian missions and the peace keeping, it’s good PR. It makes us all feel good. But the reality of the matter is only the people who have their heads way up in the clouds, or somewhere else, can ignore the fact that yes that is...part of why they’re*



*around and you know, it's a necessary evil. We're not a warmongering nation, we don't rush out to go do it, but there are times when you now, you're called to arms and you got to do it."*

Those who wished to see Canada adopt a more independent position in relation to the United States were motivated by not wanting Canada to adopt what they perceive as a more aggressive military position. This seemed to stem from both the desire to maintain the peaceable image of Canada in the world and also to avoid making enemies or being caught up in a backlash.

*"The only time I ever remember seeing the Canadian armed forces being involved with anything, it's always when the US goes out and does something. You never see the Canadians going out and starting a war somewhere. It's always the US, and Canada follows the US.*

*"...that's why I said I would separate us completely because we don't want to get crapped on because of what the US has done."*

## 4. The Canadian North

In this section we report on 'Arctic Sovereignty'; how this term is understood, which issues this involves, the perceived importance of these to Canada and future action to be taken. Tracking comparisons in this section are made to the 2008 survey, which was the last time these questions were asked.

### Awareness of Arctic Sovereignty issue

#### Slight increases in awareness of Arctic Sovereignty issue; 'Claims by other countries' dominates mentions

Overall, two in five (44%) Canadians claim to have recently seen, read, or heard something about Arctic Sovereignty, including one in four (24%) who say 'clearly recall' and one in five (20%) who say 'vaguely recall'. Awareness of Arctic Sovereignty issues has increased 4 percentage points compared to 2008.

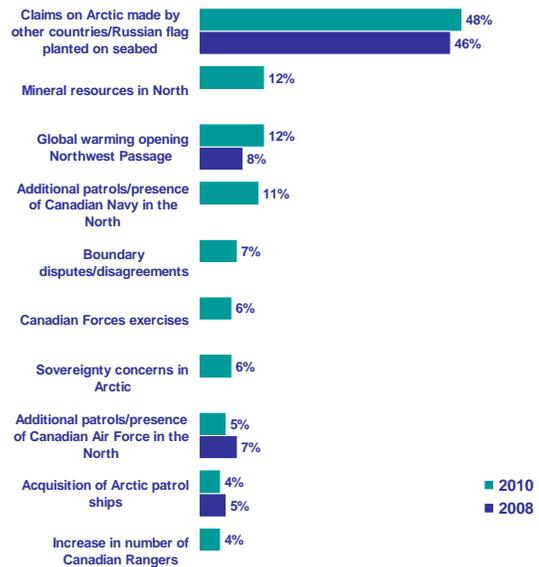
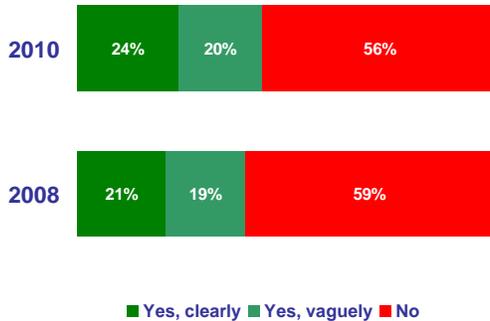
Among those able to recall seeing, reading, or hearing something about Arctic Sovereignty, claims made on the Arctic by other countries dominate specifically recalled mentions (48%, similar to 2008). Other mentions include the North's mineral resources (12%), the impact of global warming on the Northwest Passage (12%), and the presence of the Canadian Navy in the North (11%).



#### Slight increases in awareness of Arctic Sovereignty issue; 'Claims by other countries' dominates mentions

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

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



Base: All respondents 2010 n=1,503; 2008 n=3,000

Base: Recall seeing, reading or hearing something about Arctic Sovereignty n=685

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All mentions of 4% or above

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Canadians' ability to recall recent media reports about Arctic Sovereignty is consistent across all regions of the country.

However, other demographic differences are noted. Canadians who are more likely to have recently seen, read, or heard something about Arctic Sovereignty include:

- Those who are 55 years of age or older (60%, compared to a low of 13% among those 18 to 24 years old);
- Men (54%, compared to 35% of women);
- Those with a higher level of formal education (ranging from a high of 57% among university graduates to a low of 24% among those with less than a high school education);
- Those with higher household incomes (ranging from a high of 50% among those earning \$60,000 or more to a low of 29% among those earning less than \$30,000); and,
- Immigrants who became citizens or those born in Canada (46% and 44%, respectively, compared to 24% of landed immigrants or permanent residents).

### **Activities in the North**

Eight in ten (80%) Canadians agree that it is important for Canada to carry out security patrols in the North, including 34% saying they 'strongly agree' with this statement.<sup>3</sup> Nearly three quarters (73%) also agree that Canada should do more to assert its claim over territory in the North (33% 'strongly agree').

While Canadians demonstrate a slightly more divided view regarding the importance of Arctic Sovereignty and Canada's northern infrastructure, the majority of Canadians nonetheless agree these are important issues:

- Seven in ten (69%) agree Arctic Sovereignty is an important issue facing Canada today (31% 'strongly agree').
- Seven in ten (69%) agree Canada should put more infrastructure in place in the North in order to assert its claim over territory (28% 'strongly agree').

These results are generally consistent with what was reported in 2008 with one exception. Specifically, Canadians this year are less likely to say that Canada should do more to assert its claim over territory in the North (down 3 percentage points).

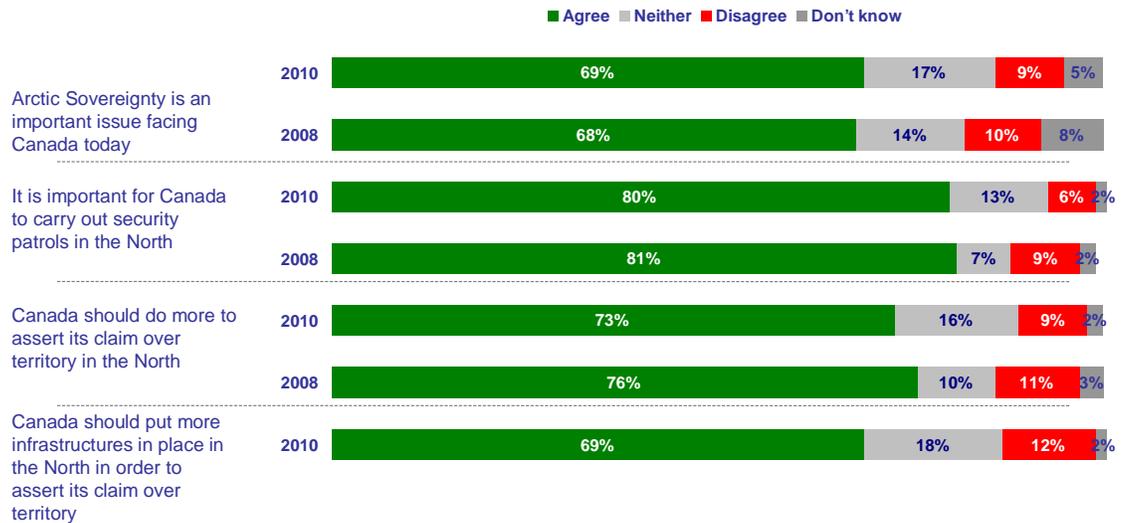
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<sup>3</sup> While eight in ten (80%) agree with the importance of Canadian security patrols in the North, not all of them may be thinking of this as a role for the Canadian Forces; as seen in the section on the role of the Forces, the proportion of those who agree the Canadian Forces should increase its presence in the North by increasing its patrols is considerably lower (64%).



## Broad support for carrying out patrols and efforts to assert claims over the North

To what extent do you agree or disagree with the following statements? How about



Base: All respondents 2010 n=1,503; 2008 n=3,000

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Agreement with these statements is generally consistent across all regions of the country with one notable exception. Specifically, those living in Atlantic Canada are more likely to think Canada should put more infrastructure in place in the North (80% agree), while those living in British Columbia are the least likely to feel this way (63% agree).

Other demographic differences in agreement with these statements are also noted. Generally speaking, agreement tends to be higher among older Canadians (45 years of age or older), men, and immigrants who became citizens.

### The Canadian Forces and the Canadian North

As mentioned in the section above on domestic roles for the Canadian Forces, several participants, especially in the groups among older Canadians spontaneously mentioned the need for the Canadian Forces to be involved in laying claim to and defending Canada's territory and resources in the North from other countries. Their position was that defending territorial integrity lies at the very heart of the mandate of a country's military.

While these participants were adamant about the appropriateness of this role, there was a fair amount of scepticism about whether Canada would in fact be in a position to use military force in this regard, and other participants questioned whether in fact it would be appropriate to use military force to this end.



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*“The Arctic is going to be an issue, if not in the next 10 years, then in the next 50 years -- it’s going to be an issue. I mean [you’ve] got countries saying ‘No it’s mine’, ‘No it’s mine’...let’s hope it’s settled in a gentlemanly way, but it’s definitely an issue, and anybody’s guess how it’s going to settle, especially when the energy crunch comes in, because that’s why everybody has their eyeball on it. I mean, are we going to be passive or are we going to be active?”*

*“We have a vested interest [in protecting the north], as the US has a tendency to strip the natural resources. We should fight for that, to let the land be.”*

*“The resources...I really believe we should. What’s ours is ours, right? But I don’t believe we should defend to the point where we’re fighting. [Because] again there, it’s greed...If they want it that bad, have it. [That] is my opinion anyway. I don’t want little children dying just because I wanted to protect my oil or whatever...my resources. I don’t believe in greed, I believe I sharing, peace. That’s what we believe in as First Nations people.”*



## 5. Canada's mission in Afghanistan

This section evaluates views of Canada's mission in Afghanistan including awareness of Canadian Forces operations, overall images and impressions of the mission, understanding of the rationale for the mission, support or opposition to Canada's activities in Afghanistan, awareness and perceptions of a few specific projects that Canada is engaged in, and views on the end and aftermath of the mission.

In previous research, it was found that the placement of questions relating to Afghanistan within the broader Views of the Canadian Forces questionnaire can have a significant impact on responses. In 2009 an experiment was conducted using a split sample approach. As part of this experiment, n=1,300 respondents were asked the main Views of the Canadian Forces questions, with the questions on Afghanistan positioned within the larger survey, after sections on the image and role of the Canadian Forces, and n=1,000 were asked a subset of questions on Afghanistan only. The findings of the experiment confirmed the hypothesis. Question placement had a strong impact upon the findings. When the questions on Afghanistan were asked two thirds of the way into the broader survey after a series of questions on the image and role of the Canadian Forces, allowing respondents to develop goodwill towards the Forces and their other activities, support levels for the mission were higher than they were in the findings of the Afghanistan-only questionnaire.

Therefore, for the 2010 survey, nearly all questions on the mission in Afghanistan were placed in a stand-alone module, with a base size of n=1,001. These findings form the basis for much of this chapter.

However a small subset of questions on Afghanistan were placed in the main questionnaire (set up questions on awareness and two key measures of support) in order to provide tracking to the 2008 survey, in which questions were similarly embedded in a longer survey. Therefore, key measures of support from both questionnaires are described herein. This is noted on charts as follows: the sample base designated as 'Main questionnaire' relates to the main n=1,503 group and the sample base designated 'Afghanistan-only questionnaire' relates to the n=1,001 respondents who were administered the Afghanistan questions.

### **Awareness of Canadian Forces operations in Afghanistan**

In total, four in five (82%) Canadians recall having seen, read or heard something about Canadian Forces operations taking place in Afghanistan. This includes more than half (55%) who 'clearly recall' and one in four (27%) who 'vaguely recall'. Recall of Canada's Afghanistan mission has not significantly changed over the last year.

In terms of *what* Canadians have seen, read, or heard, the deaths of Canadian soldiers remain the most frequently mentioned aspect of operations in Afghanistan (19%), although not to the extent seen in 2009. Other frequent mentions this year include unspecified mentions of Canada's presence in Afghanistan (17%), casualties in general (15%), and Canada's role in combat missions (12%).



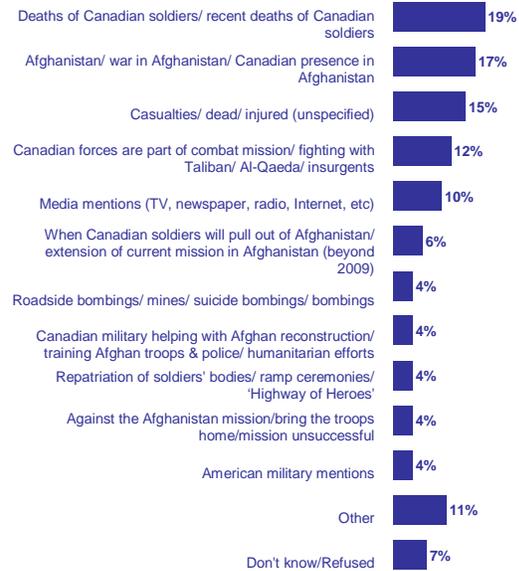
## Consistent with previous years, four in five recall seeing, reading, or hearing something about the Afghanistan mission

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



Base: All respondents Afghanistan-only questionnaire 2010 n=1,001; 2009 n=1,000; 2008 n=3,000

What did you see, read or hear about Canada's military operations in Afghanistan?



Base: Recall seeing, reading or hearing something about Canadian Forces operations currently taking place in Afghanistan. Afghanistan-only questionnaire 2010 n=830

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All mentions of 4% or above.

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Awareness of Canadian Forces operations in Afghanistan is consistent across the country.

However, there are significant differences in awareness by other demographic groups. Canadians who are more likely to recall seeing, reading, or hearing about Canadian Forces operations in Afghanistan include:

- Those who are 55 years of age or older (90%, compared to a low of 62% among 18 to 24 year olds);
- Men (85%, compared to 79% of women);
- University graduates (88%, compared to a low of 72% among those with less than a high school education); and,
- Those earning \$60,000 or more (84%, compared to a low of 75% among those earning less than \$30,000).

### Perceptions of the mission in Afghanistan

Participants in the focus groups were asked to write down three words or phrases that come to mind when thinking of Canada's mission in Afghanistan. There were several reoccurring themes which came out in focus groups across the country. For the most part, the negative connotation largely outweighed the positives. The few positives



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revolved around the sense of pride participants felt about the effort being made by the Forces to better the situation of the innocent civilians of Afghanistan.

Mostly, words and feelings used by participants fell into three broad categories:

- Overall sense of hopelessness;
- Frustration in the lack of clear objectives and reason for the mission; and
- Supportive sense of pride in the efforts of the military personnel.

The first of the three common themes depicted by the words chosen by participants to convey their feelings and thoughts was a sense of hopelessness, a fear -- or even certainty -- that, despite the Forces' best efforts, this was a lost and costly cause that was not resulting in any positive outcome for the people of Afghanistan. Even those who felt that there is positive change being effected are very sceptical about whether it is sustainable. The underlying tone of wasted time, money, resources, and senseless loss of life was pervasive throughout all focus groups. Part of this was also an expression of the feeling of being stuck: A commitment has been made, and now, years later, there is no (honourable) way out. Some of the words used by participants were: misguided, fruitless, lengthy, difficult, scary, fear, death, pointless, unsustainable, hopeless, lost cause, waste of time, waste of life, waste of money, waste of resources, out of control, stuck there.

*"I wrote fruitless, what I think of our role there. It's not going to go anywhere. It's going to be at war and just more people die. It's hopeless for the actual people, the people who live there. It's not bettering their lives in one iota."*

*"My words are long-term, hard and fruitless, but necessary. [The] reason I say it's fruitless [is] as soon as the military pulls out it's going to revert to how it was. Obviously it won't be immediately...but I feel it is going to revert back."*

Another common emotion described was a feeling of frustration. This frustration stemmed from participants' perception of a lack of clear objectives and goals for the mission. Many participants stated they felt they had no answers as to why the Canadian Forces went to Afghanistan in the first place and why they are still there now. A common assumption made among the discussion group members was that the Canadian Forces were involved solely in response to the involvement of the US Forces. Many stated that Canada had an obligation to participate in the mission in Afghanistan based on our ties with the United States of America. Some of the words that they used were: not our fight, unknown objectives and goals, obligation to the States, backing the States, no answers, lack of clarity about goals, not sure why we're there, do we need to be there? Is it helping? While views of the mission were predominantly negative, there was a sense among participants that there might be more to the mission than they are being told. There was a sense among some participants that they might not be getting the whole story. They feel the media focuses only on the negative and that they would like to be made aware of some of the positive accomplishments and progress, if indeed this does exist.

*"I think we just want answers. Straight, hard concrete answers. Everything we know is [through] the media or other people. We want answers of what [the Government's] goals are over there. And what [the Government] expects of us."*

The third, and clearly more positive, category of words described thoughts and feelings relating to a general sense of pride in the intentions and activities of the Forces. Many noted the necessity of the Canadian Forces' presence in Afghanistan. These more positive assessments seem largely based on their view that our presence in Afghanistan upholds Canada's tradition of helping others. Some of the words used by participants were: peacekeeping, well-intentioned, necessary, helpful, protecting equal rights of people, democracy, freedom for women, help build a country providing resources, teaching.

*"To me...what the people there are trying to achieve by Canadians being there and to me it's democracy. These people have been...fighting for the last 30 years... and they've finally had a chance to feel freedom. I'm hoping that the sun's going to rise on a new day, with freedom to choose their futures. Right now women are being treated as objects, they have no economy...and they've been pushed down for so long...just a chance to have what us Canadians have is better than anything, and we can help give them that."*

*"I seem to be the only positive person. I see their role there as peacekeepers, teachers, supporters of the people. They're there to support and to be peacekeepers for the people, the good people who need the help and support like what they're doing in Iraq, training people how to be police officers... We need to continue to support the views that Canada holds dear across the ocean or in our own home. We need to support our own values and that's what we're trying to do. We need to protect those who can't protect themselves. When you think of 9-11, no one would have expected anything that massive, but there are people who do that and we have to protect people like ourselves against people like that."*

## Awareness of Canada's key projects in Afghanistan

In addition to their overall awareness of Canadian Forces operations in Afghanistan, respondents were also asked if they could recall seeing, reading, or hearing about three specific aspects of Canada's mission in the country:

- An investment to strengthen education in Afghanistan;
- A project to vaccinate Afghan children against polio; and,
- A project to repair the Dahla Dam in Afghanistan.

## Awareness of Canada's investment in education in Afghanistan

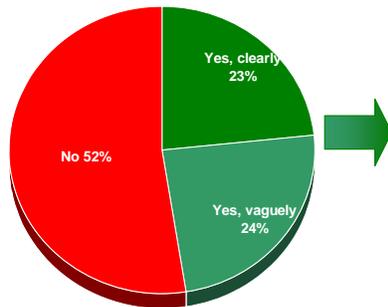
In total, 46% of Canadians are able to recall seeing, reading, or hearing about Canada's investment to strengthen education in Afghanistan, including 23% who 'clearly recall' and 24% 'vaguely recall'.

Among these respondents, three in ten (28%) mention seeing, reading, or hearing about women and girls being allowed to attend school and 27% mention the construction of schools. Another 11% say that Canada is providing financial support to improve education in the country.

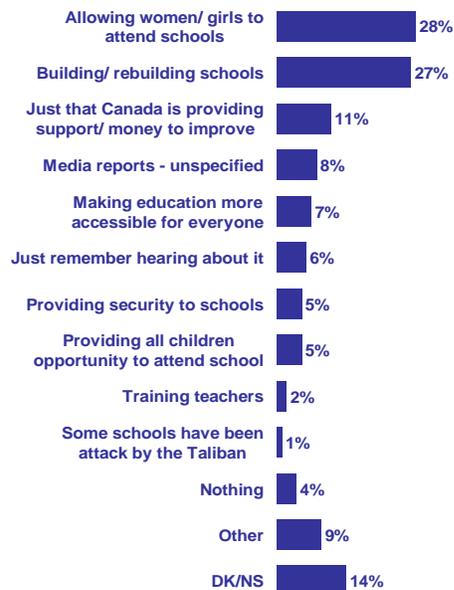


### Half of Canadians aware of Canada's investment in education; helping girls attend and rebuilding of schools top mentions

Do you recall seeing, reading or hearing anything about Canada's investment to strengthen education in Afghanistan? [If yes] Would that be clearly or vaguely recall...?



What did you see, read or hear about Canada's investment to strengthen education in Afghanistan?



Base: All respondents Afghanistan-only questionnaire 2010 n=1,001

Base: Answered (Yes clearly/vaguely) n=474

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Regionally, Quebecers are less likely than those living elsewhere in Canada to recall seeing, reading, or hearing about Canada's investment to strengthen education in



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Afghanistan (35%, compared to responses ranging from 57% in Alberta to 47% in Ontario).

Recall also varies by other demographic factors, with the highest levels of awareness seen among:

- Those 55 years of age or older (61%, compared to a low of 35% among 25 to 44 year olds);
- Men (52%, compared to 41% of women);
- University graduates (53%, compared to a low of 36% among those with less than a high school education); and,
- Those with household incomes of \$60,000 or more (50%, compared to a low of 37% among those earning less than \$30,000).

#### **Awareness of Canada's project to vaccinate Afghan children against polio**

Overall, only 16 percent of Canadians recall seeing, reading, or hearing something about Canada's project to vaccinate Afghan children against polio. Of this, 6 percent 'clearly recall' and one in ten (10%) 'vaguely recall'.

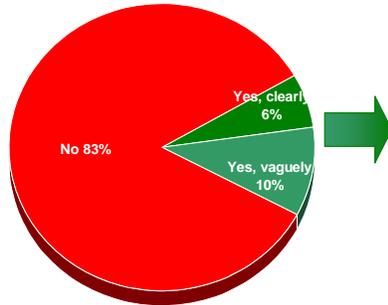
Those aware of Canada's plans to vaccinate Afghan children against polio were asked specifically what they had seen, read, or heard. Due to the small base size, findings are presented as frequencies and not percentages and should be interpreted as directional. Overall, specific recall is limited to general awareness that Canada is attempting to immunize all children.



## There is little awareness about Canada’s project to vaccinate Afghan children against polio

Do you recall seeing, reading or hearing anything about Canada’s project to vaccinate Afghan children against polio?

What did you see, read or hear about Canada’s project to vaccinate Afghan children against polio?



	Frequencies*
Attempting to immunize all children	n=42
Just that they were doing it	n=35
News/ media - unspecified	n=10
Newspaper ad	n=8
TV ad	n=6
Radio/ radio station	n=5
Magazine	n=3
Nothing/ haven't heard anything	n=18
Other	n=16
DK/NS	n=25

\* Due to small base size, findings are presented as frequencies and not percentages and should be interpreted as directional

Base: All respondents Afghanistan-only questionnaire 2010 n=1,001

Base: Answered Yes (clearly/vaguely) n=146

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Regionally, those living in Saskatchewan/Manitoba or Ontario are the most likely to be aware of Canada’s vaccination plans (22% and 18%, respectively). In comparison, only 12 percent of Quebecers are aware of these plans.

Awareness of Canada’s vaccination plans is also higher among:

- Those who are 55 years of age or older (23%, compared to a low of 12% among 45 to 54 year olds); and,
- Those living in households with an income of less than \$30,000 (21%, compared to a low of 13% among those earning \$60,000 or more).

### Awareness of Canada’s project to repair the Dahla Dam

Overall, only 14 percent of Canadians recall seeing, reading, or hearing something about Canada’s project to repair the Dahla Dam in Afghanistan. Of this, only 5 percent ‘clearly recall’ while the remaining one in ten (10%) ‘vaguely recall’.

Those aware of Canada’s plans to repair the Dahla Dam were asked specifically what they had seen, read, or heard. Again, due to the small base size, findings are presented as frequencies and not percentages and should be interpreted as directional Overall, specific recall is predominately limited to general awareness that army engineers are repairing the dam.

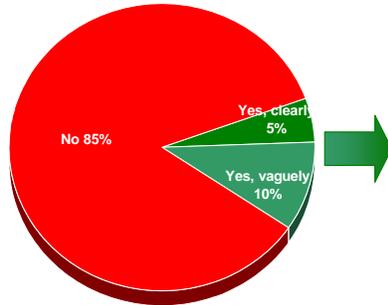




## Awareness of Canada's project to repair the Dahla Dam is very low

Do you recall seeing, reading or hearing anything about Canada's project to repair the Dahla Dam in Afghanistan? (IF YES) Would that be clearly or vaguely recall...?

What did you see, read or hear about Canada's project to repair the Dahla Dam in Afghanistan?



	Frequencies*
Army engineers are repairing/ rebuilding the dam	n=29
Media reports - unspecified (TV, Newspapers)	n=25
Just remember hearing about it	n=13
To provide water/ irrigation	n=5
Military needs to secure the area so the project can proceed	n=5
Financial contribution mentions	n=4
Nothing	n=13
Other	n=11
DK/NS	n=39

\* Due to small base size, findings are presented as frequencies and not percentages and should be interpreted as directional

Base: All respondents Afghanistan-only questionnaire 2010 n=1,001

Base: Answered Yes (clearly/vaguely) n=146

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Regionally, awareness of Canada's Dahla Dam project is highest in Alberta (17%) and Ontario (16%). Conversely, those living in Quebec are the least likely to have seen, read, or heard about this initiative (9%).

Awareness of Canada's Dahla Dam project also varies by age and gender, with the highest recall demonstrated by:

- Those 55 years of age or older (22%, compared to a low of 6% among 18 to 24 year olds); and,
- Men (19%, compared to 10% of women).

### Understanding of Canada's mission in Afghanistan

On an unprompted basis, one third (35%) of Canadians understand the main objective of the Canadian Forces operations in Afghanistan to be peacekeeping and bringing stability/order to the country. This is down from 2009 when roughly half of all Canadians mentioned peacekeeping.

Other perceived objectives for this mission include eliminating the Taliban (22%), helping the Government of Afghanistan deliver core services and promote economic growth (10%), defeating the terrorists (10%), and freeing the Afghan people/democracy (10%). One in four (23%) indicate there are no objectives to the Canadian Forces operations in Afghanistan.

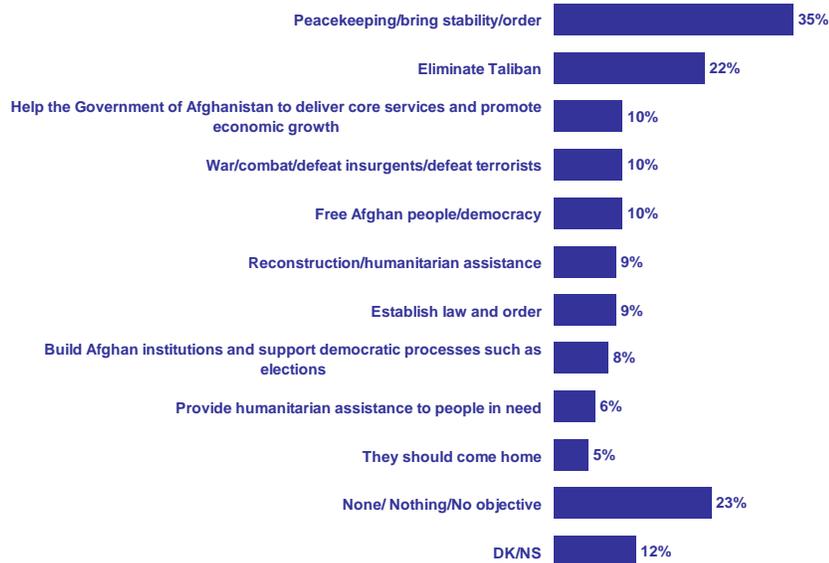


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## Peacekeeping and bringing stability are seen as main objectives of Afghanistan mission, but one in four indicate there are no objectives

*Based on what you have seen, read or heard about the Canadian Forces operations in Afghanistan, what would you say are the main objectives of this effort?*



Base: All respondents Afghanistan-only questionnaire 2010 n=1,001

Mentions of 5% and above

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### Awareness of specific objectives relating to Canada’s activities in Afghanistan

Respondents were presented with a list of specific objectives relating to Canada’s activities in Afghanistan and asked if they could recall seeing, hearing, or reading anything about each of these objectives. Overall, the survey finds that the majority of Canadians are aware of all of these specific objectives once prompted, although some objectives are more widely recognized than others.

Canadians are most likely to know that Canada’s activities in Afghanistan include establishing law and order by working with and training the Afghan National Security Forces (82% aware, including 60% ‘clearly recall’). Relatively high levels of awareness are also seen for providing humanitarian assistance to people in need, including refugees (79% aware, including 49% ‘clearly recall’) and building Afghan institutions and supporting democratic processes such as elections (73%, including 48% ‘clearly recall’).

In comparison, Canadians are less likely to understand how Canada is helping the Government of Afghanistan deliver core services and promote economic growth (67% aware, including 35% ‘clearly recall’), enhance the management and security of the Afghanistan-Pakistan border (62% aware, including 27% ‘clearly recall’), and contribute to Afghan-led political reconciliation efforts (60% aware, including 26% ‘clearly recall’).



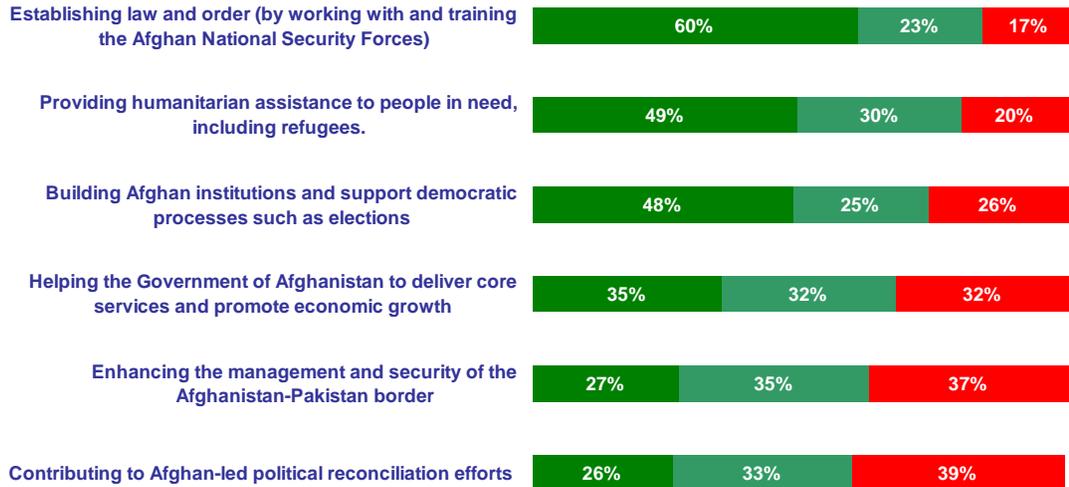
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## Highest levels of awareness for objectives in areas of establishing law and order, and providing humanitarian assistance

Please tell me whether you recall having seen, heard or read anything about the following objectives of Canada's activities in Afghanistan:

■ Yes, clearly ■ Yes, vaguely ■ No



Base: All respondents Afghanistan-only questionnaire 2010 n=1,001

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Generally speaking, awareness of these activities is consistent across all regions with one notable exception. Specifically, Albertans are more likely to be aware of the humanitarian assistance that Canada provides to people in need (89% aware, compared to a low of 77% in Ontario and Quebec).

Awareness of these activities also tends to be higher among older Canadians (particularly those 55 years of age or older), men, university graduates, and those with household incomes of \$60,000 or more.

### Support for the mission in Afghanistan

In both the main survey and the Afghanistan-only questionnaire, Canadians were asked about their support for or opposition to the mission in Afghanistan in two separate questions; the first time as an 'uninformed' question and a second time where respondents are given further information detailing a range of Canada's activities in Afghanistan. The information provided about a given subject on a behavioural or attitudinal question is well-known in survey research to impact on the judgement



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processes that respondents use to respond. As detailed by Groves *et al*<sup>4[1]</sup>, question context and information can help respondents who need to infer their views on a specific issue from more general values. This can be done by providing further information, in this case, for example, that the mission in Afghanistan includes a humanitarian aspect; this may in turn relate to the 'core values' of some respondents who strongly support development work generally.

Providing further information in this way can also be used to test the impact that communications messages have on public opinion and the extent to which these messages can change attitudes. The military aspect of the mission in Afghanistan is best known to the general public, however a key Government message is that Canada's operations in Afghanistan also include developmental, reconstruction, and diplomatic aspects.

For both the main survey and the Afghanistan-only questionnaire, the questions asked were as follows:

'Uninformed' measure

- *'Overall, do you support or oppose Canada's activities in Afghanistan?'*

'Informed' measure

- *'In fact, Canada is currently involved in a range of activities in Afghanistan. These include military operations, diplomatic work and development and reconstruction efforts. In light of this information would you say that you strongly support, somewhat support, somewhat oppose, or strongly oppose Canada's activities in Afghanistan?'*

However, in the Afghanistan-only questionnaire, the informed measure followed a series of questions about Canada's projects in Afghanistan to help reconstruct a major dam, vaccinate Afghan children against polio, and rebuild education infrastructure.

In addition to these two overall questions, respondents to the Afghanistan-only module were also asked questions about their support for or opposition to the aforementioned projects.

In this section, we detail attitudes to each of these in turn.

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<sup>4[1]</sup> pp.220-221, *Survey Methodology*; Wiley and Sons, 2004, Groves, R; Fowler, F; Couper, M; Lepkowski, J; Singer, E; and Tourangeau, R.

## Support levels in 2010 are consistent with 2009

As was determined last year, the placement of the question about support for the mission in Afghanistan within a longer survey about the Canadian Forces has a strong impact on the findings. Specifically, support for the mission is higher if this question is included after a series of questions on the image and role of the Canadian Forces rather than being asked near the beginning of the interview in the Afghanistan-only questionnaire. This may be because the preceding questions develop goodwill towards the Forces and their other activities, creating a halo effect for the mission in Afghanistan. While it is appropriate to measure the change in support over time against the more 'warmed up' response, given that in 2008 the support question was asked in a similar way (part way through a longer survey on the Forces and their activities), we have also included the 'cleaner' measure of support, asked in the Afghanistan-only questionnaire, which can be tracked to 2009.

In both the main questionnaire and the Afghanistan-only questionnaire Canada's activities in Afghanistan are supported by the majority of Canadians. A total of 63 percent of Canadians in the main questionnaire support Canada's Afghanistan mission (25% 'strongly support'); in comparison, the level of support in the Afghanistan-only questionnaire is slightly lower at 56 percent support (24% 'strongly support').

Support for Canada's activities in Afghanistan has not significantly changed since 2009; this is true of both the main questionnaire and the Afghanistan-only measures.



## Support levels in 2010 are consistent with 2009

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

	Strongly Support	Somewhat Support	Neither	Somewhat Oppose	Strongly Oppose	Don't Know/ Refused
2010 Main questionnaire	25%	38%	5%	17%	15%	1%
2010 Afghanistan-only questionnaire	24%	32%	4%	19%	18%	3%
2009 Main questionnaire	26%	36%	2%	18%	17%	1%
2009 Afghanistan-only questionnaire	22%	31%	4%	20%	23%	1%
2008	29%	38%	3%	14%	15%	-

Base: All respondents 2010 main questionnaire n=1,503; Afghanistan-only questionnaire n=1,001  
2009 Main questionnaire n=1,300 Afghanistan-only questionnaire n=1,000; 2008 n=3,000

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Regional differences remain evident regardless of question position, but will be discussed herein for the Afghanistan-only questionnaire data. Specifically, support for Canada's Afghanistan mission is highest in Atlantic Canada (67%), Alberta (63%), and Ontario (61%). By comparison, less than half of those living in Quebec and Saskatchewan/Manitoba support Canada's activities in Afghanistan (45% and 48%, respectively). A moderate level of support is seen in British Columbia (53%). It is worth noting that while Quebecers remain among the least supportive of the Afghanistan mission, support in this province has nonetheless increased over the past year.

Other demographic differences are also noted, with the highest levels of support seen among:

- Men (63%, compared to 49% of women); and,
- Those with household incomes of \$60,000 or more (60%, compared to a low of 46% among those earning less than \$30,000).

### **Support for mission in Afghanistan increases when more information is given**

Once respondents are given examples of the range of Canada's activities in Afghanistan, overall support for the mission rises to 74 percent when asked as part of the main questionnaire and to 75 percent when asked in the Afghanistan-only questionnaire. Clearly, support for Afghanistan increases when more information is given. This is especially striking when looking at the Afghanistan-only questionnaire, where detailed information was provided about three specific projects before the second support measure was added

This trend towards increased support post-communication is consistent with the 2009 survey.



## Support for Afghanistan increases when more information is given

*In fact, Canada is currently involved in a range of activities in Afghanistan. These include military operations, diplomatic work and development and reconstruction efforts. In light of this information would you say that you strongly support, somewhat support, somewhat oppose, or strongly oppose Canada's activities in Afghanistan?*

	Strongly support	Somewhat support	Neither	Somewhat oppose	Strongly oppose	Don't know/ Refused
2010 Main questionnaire	31%	43%	2%	14%	9%	0%
2010 Afghanistan-only questionnaire	31%	45%	2%	12%	9%	3%
2009 Main questionnaire	33%	42%	1%	13%	10%	1%
2009 Afghanistan-only questionnaire	29%	40%	2%	17%	11%	1%
2008	33%	45%	2%	11%	9%	1%

Base: All respondents 2010 main questionnaire n=1,503; Afghanistan-only questionnaire n=1,001  
2009 Main questionnaire n=1,300 Afghanistan-only questionnaire n=1,000; 2008 n=3,000

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### After hearing descriptions of key projects Canada is undertaking in Afghanistan, Canadians indicate broad support of all three

In addition to measuring awareness of Canada's educational investment, polio vaccination project, and Dahla Dam project, the survey also determined Canadians' support for these initiatives (support was measured after respondents were given more information about what each project entailed). Overall, the research finds there is support for all three of these initiatives.

Canadians are most supportive of Canada's polio vaccination program, with nearly nine in ten (86%) supporting Canada's plans to vaccinate more than 7 million Afghan children under the age of five against polio by the end of 2011. There is also intensity to this support, with three in five (61%) saying they 'strongly support' Canada's vaccination plans. The vast majority (82%) of Canadians also support Canada's investment to strengthen education in Afghanistan (54% 'strongly support'). In comparison, support for Canada's plans to repair the Dahla Dam is lower (73%, including 41% 'strongly support'), although it still garners the support of nearly three-quarters of Canadians.



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## After hearing descriptions of key projects Canada is undertaking in Afghanistan, Canadians indicate broad support of all three

■ Strongly support ■ Somewhat support ■ Neither ■ Somewhat oppose ■ Strongly oppose

In fact, Canada is investing up to \$50 million over three years and working to repair the Dahla Dam in Afghanistan. It is Afghanistan's second largest dam and supplies water to most residents of Kandahar Province. Do you support or oppose this project? Is that strongly support/oppose?



In fact, Canada is investing up to \$12 million over three years to build, expand or repair 50 schools in Kandahar province; and build the capacity of the Ministry of Education to deliver quality educational services in Afghanistan. Do you support or oppose this project? Is that strongly support/oppose?



In fact, Canada plans to vaccinate more than 7 million Afghan children under the age of five against polio by the end of 2011. Do you support or oppose this project? Is that strongly support/oppose?



Base: All respondents Afghanistan-only questionnaire 2010 n=1,001

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Canadians across the country are uniform in their support of Canada's vaccination plans for Afghan children. However, regional differences are seen when it comes to support for educational investment and the Dahla Dam project.

- Support for investing in Afghanistan's educational system ranges from a high of 85% in Quebec to a low of 75% in Alberta.
- Quebeckers are also the most likely to support the Dahla Dam project (80%, compared to a low of 60% in Saskatchewan/Manitoba).

Support for Canada's polio vaccination program also garners high levels of support across all other demographic groups. However, significant differences in opinion are seen when considering Canada's plans to invest in Afghan education and repair the Dahla Dam.

- Support for investing in Afghan's educational system is higher among university graduates (89%, compared to a low of 72% among those with less than a high school education) and those with household incomes of \$60,000 or more (86%, compared to a low of 77% among those earning less than \$30,000).
- Support for the Dahla Dam project is higher among men (77%, compared to 70% of women) and university graduates (77%, compared to a low of 64% among those with less than a high school education).



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Even the majority of those opposed to Canada's overall Afghanistan mission support Canada's efforts to vaccinate Afghan children (79%), invest in Afghanistan's education system (68%), and repair the Dahla Dam (60%). Support for these initiatives is even higher among those who generally support the mission overall (92% support vaccinating Afghan children, 93% support investing in Afghanistan's education system, and 85% support repairing the Dahla Dam).

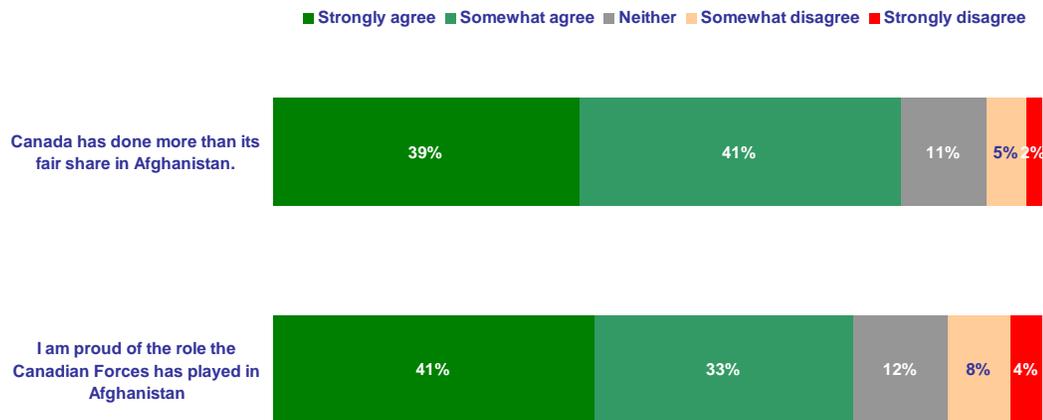
### Perceptions of Canada's role in Afghanistan

Eight-in-ten (80%) Canadians agree that Canada has done more than its fair share in Afghanistan, including 39% saying they 'strongly agree' with this statement. Three in four (74%) are also proud of the role that the Canadian Forces has played in Afghanistan (41% 'strongly agree').



### Four in five agree that Canada has done its share, three in four are proud of role CF 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 Afghanistan-only questionnaire 2010 n=1,001

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Canadians across the country voice similar levels of agreement when asked whether Canada has done its fair share in Afghanistan. However, regional differences are seen when it comes to how proud they are of the role the Canadian Forces has played in Afghanistan. Specifically, agreement with this statement ranges from a high of 84 percent in Atlantic Canada to a low of 65 percent in Quebec. Those living in Saskatchewan/Manitoba also voice lower levels of agreement (67% agree).

Looking at these results by age finds that younger Canadians (between 18 and 24 years of age) are the least likely to agree with both of these statements. Among those who are



18 to 24 years of age, two in three (65%) say that Canada has done more than its fair share in Afghanistan (compared to at least 80% agree among those who are 25 years of age or older) and three in five (58%) say they are proud of the role the Canadian Forces has played in Afghanistan (compared to roughly three-quarters of those who are 25 years of age or older).

Pride in the Canadian Forces' activities in Afghanistan also varies by other demographic factors, including:

- Gender: 78% of men are proud, compared to 70% of women;
- Region type: 82% of those living in rural communities are proud, compared to 72% of those in urban centres; and,
- Income: 78% of those earning \$60,000 or more are proud, compared to 69% of those earning less than \$30,000.

Finally, those who support Canada's Afghanistan mission generally are also more likely to be proud of the role they have played in the country (93%, compared to 49% of those opposed to the overall mission).

## 6. After Afghanistan

In this section we examine Canadians' views on the planned withdrawal from Afghanistan, including awareness that there is an end date to the mission, the aftermath of the mission, issues faced by returning soldiers and commemorating the mission.

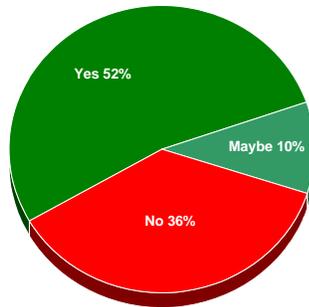
### Canada's withdrawal from Afghanistan

Overall, half (52%) of Canadians are aware there is an end date to Canada's commitment to a combat role in Afghanistan. Among these respondents, nearly two in three (63%) say Canada plans on withdrawing the majority of its military presence from Afghanistan in 2011.



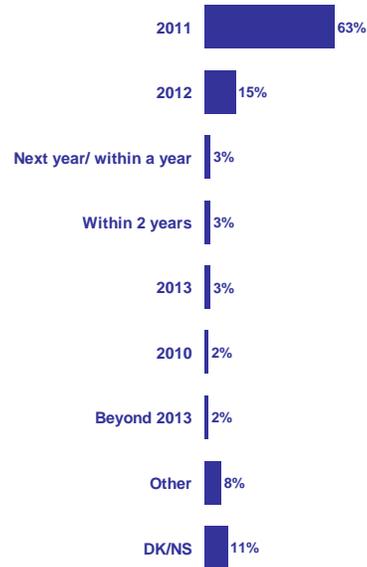
## Half of Canadians know there is an end date to the Afghanistan mission, and, of these, two thirds are aware it is in 2011

Do you know if there is an end date to Canada's commitment to a combat role in Afghanistan?



Base: All respondents Afghanistan-only questionnaire 2010 n=1,001

When will Canada withdraw the majority of its military presence from Afghanistan?



Base: Answered yes or maybe n=631

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Regionally, Albertans are the most likely to know there is an end date to Canada's commitment to a combat role in Afghanistan (61%). In comparison, less than half of those in Atlantic Canada and Ontario are aware of this fact (47% and 48%, respectively).

Awareness of Canada's planned end date also varies by other key demographic variables, with the highest levels of awareness demonstrated by:

- Those who are 55 years of age or older (65%, compared to a low of 42% among those aged 18 to 24);
- Men (60%, compared to 45% of women);
- Those with a higher level of formal education (ranging from a high of 60% among university graduates to a low of 41% among high school graduates); and,
- Those with household incomes of \$60,000 or more (58%, compared to 46% of those earning less than \$30,000 and 47% of those earning \$30,000 to less than \$60,000).

### Feelings about the planned withdrawal

Few participants in the focus groups were aware of the announced withdrawal date. This was particularly the case among the younger participants.



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There was scepticism, even among those aware of the date for the withdrawal that the deadline would be respected. This was based for the most part on the perception that the date had been pushed back in the past and that it was a political decision and therefore subject to change. Moreover, many participants who feel that Canada is in Afghanistan at the US's bidding feel it is inevitable that Canada will accede to a likely future request by the US to keep a fighting force in Afghanistan.

*"Also, we're so close to the States, [that] we're tied in with what they do. These dates are flexible. Later than sooner."*

*"They say that just to give us hope."*

That said, in keeping with the generally poor perception of the effectiveness and likely outcome of the mission, most participants felt relieved by the announcement of a firm withdrawal date.

For many participants, this relief tempered with concern about the fate of the people of Afghanistan following the departure of the majority of the troops. Other participants countered that the withdrawal date must be part of a well thought-out exit strategy and that measures and structures would therefore be in place to ensure the stability of the country and the safety of its people.

Most participants expressed strong doubt about whether the people of Afghanistan were ready to take over responsibility for their own security and governance. Most participants felt that it was likely that any progress made to date would be reversed over time. For some of these, leaving before the mission is accomplished would be irresponsible and calls into question the meaning of the sacrifice of Canadian soldiers' lives. However, even among those who felt that it would not be right to leave, many confessed to feeling relieved that a definite end to the mission had been announced.

*"Of course it will be a great thing for people to come back to their families. I doubt it's going to happen and they're just throwing words at us to give us hope. I'm doubtful."*

*"That's the crux of the problem in the first place: no defined goal. If you announced that those now serving there are going to leave on Canada Day, July 2<sup>nd</sup> is not going to be fun for Afghanistan. But as far as bringing the majority of the troops home, well, we'll have federal elections before then."*

*"I think it's important to give a definite time, if they are there to help out people of Afghanistan to obtain a sustainable society, it's important to give them a date, and I guess a year is deemed sufficient so they have a warning...so they know when they'll be on their own...hopefully that allows them to make some plans, to be on their own, sustaining themselves."*

*"[I] wonder what it means to the ones being left there."*

*"We need to train and prepare them for when we pull out."*



*"I'm assuming that if they decided to withdraw, they have looked at the situation and said 'By this time, we should have been able to achieve something where we could leave with our heads held high, knowing that we have done what we can for the Afghan people.'"*

A few participants suggested that it would be necessary and appropriate for Canada to continue to have some involvement in Afghanistan following the withdrawal of the majority of the troops.

*"I think part of us should stay there, I don't think we can pull out and leave them. Like being a woman, the way we women are treated over there is sick... The women over there are raped and killed and tortured and can't leave the house without a male escort, can't get a job, can't go to school... They're just starting to get a government where they can have free votes and where they can vote and that. And women can go to school and if it is just going to go back to where it was, like it was pointless to spend millions, billions of dollars to start it up. Why start something if you're not going [to finish], change the view for the children and the generations coming up, make it better?"*

*"I agree that I'd love for them to be home, but there is a need there. If everyone just left, that region would be [in] havoc. It's the world getting together to stop the problems that are there."*

*"I don't want them to pull out soon. If they leave without completing their mission, what was the point? My hearts go out to those left to pick up the pieces."*

### **Canadians support the withdrawal**

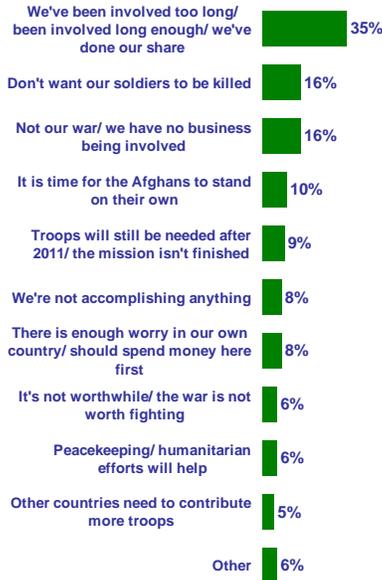
Overall, 85 percent of Canadians support Canada's plans to withdraw the majority of its military personnel from Afghanistan in July 2011, including 53 percent saying 'strongly support'.

Among those who support withdrawing Canada's military from Afghanistan in July 2011, one in three (35%) say we have been involved long enough and have done our share. Others say they don't want our soldiers to be killed (16%), it isn't our war (16%), and it's time for the Afghans to stand on their own (10%). Some of those who support withdrawal still are concerned that the mission is not yet over, and that troops will still be needed. Indeed this is also the main reason cited for opposing withdrawal (69%).



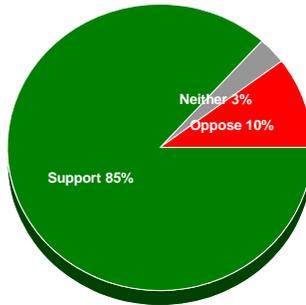
## Over four in five Canadians support the withdrawal

And why do you say that you support Canada's withdrawal of the majority of its military personnel from Afghanistan?



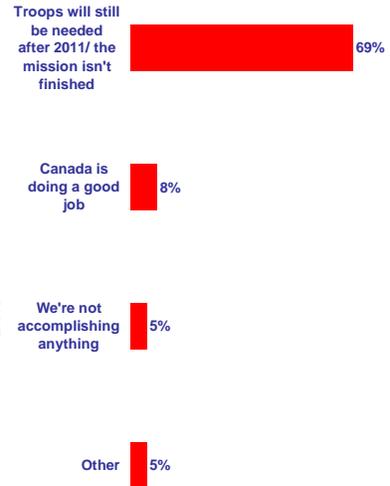
Base: Support withdrawal n=848

The Government of Canada has announced that it will withdraw the majority of its military personnel from Afghanistan in July, 2011. Would you say that you strongly support, somewhat support, somewhat oppose, or strongly oppose Canada's withdrawal of the majority of its military personnel from Afghanistan?



Mentions of 5% and above

And why do you say that you oppose Canada's withdrawal of the majority of its military personnel from Afghanistan?



Base: Oppose withdrawal n=102

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Regionally, British Columbians are the most supportive of the July 2011 withdrawal date (89% support) while those living in Atlantic Canada are the least supportive (78% support).

Support for Canada withdrawing from Afghanistan in July 2011 also varies by education. While over four in five (86%) of those with at least some post-secondary education (including university graduates) support withdrawing military personnel in July 2011, support drops to three in four (76%) among those with less than a high school education.

Lastly, nearly all (97%) of those opposed to Canada's Afghanistan mission generally support withdrawing military personnel in July 2011. In comparison, support for the July 2011 withdrawal date drops to four in five (79%) among those who generally support Canada's Afghanistan mission.



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## Awareness of issues faced by returning soldiers and their families

Overall, 58 percent of Canadians recall seeing, reading, or hearing about issues faced by returning Canadian soldiers and their families or by the families of Canadian soldiers who died in Afghanistan.

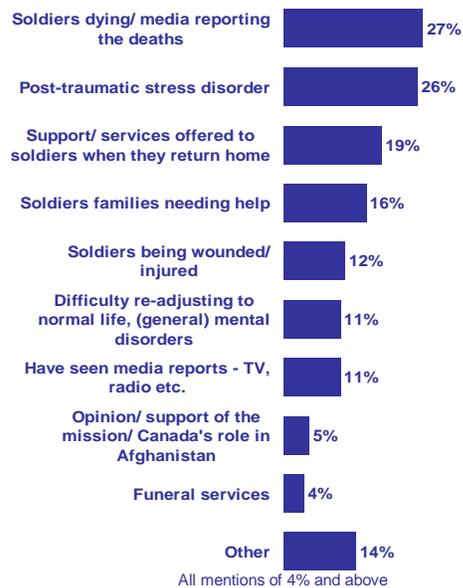
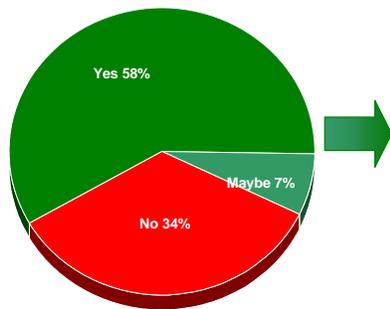
When asked for specific details as to what they could recall, one in four (27%) refer to soldiers dying and one in four (26%) mention post-traumatic stress disorder. Other mentions include the support and services that are offered to returning soldiers (19%), soldiers families needing help (16%), wounded or injured soldiers (12%), and the difficulty some soldiers have readjusting to life in Canada (11%).



### Three in five say they 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?

And what have you seen, read or heard?



Base: All respondents Afghanistan-only questionnaire 2010 n=1,001

Base: Have seen read, or heard about issues faced by returning soldiers n=651

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Regionally, Quebeckers 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 (68%). By contrast, less than half (49%) of those living in British Columbia have heard about these issues.

Awareness is also higher among the following demographic groups:

- Those 55 years of age or older (63%, compared to a low of 50% among 18 to 24 year olds);
- University graduates (67%, compared to a low of 49% among high school graduates); and,



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- Those with household incomes of \$60,000 or more (62%, compared to a low of 49% among those earning less than \$30,000).

## Views on whether or not Canadian Forces does a good job of looking after returning soldiers

Overall, half of Canadians think the Canadian Forces does a good job looking after returning soldiers, including 15 percent saying 'very good'. Another one in five (21%) are unsure how the Forces are performing in this regard while a similar proportion voice a more negative opinion (20% think the Forces do a poor job looking after returning soldiers, including 6% saying 'very poor').

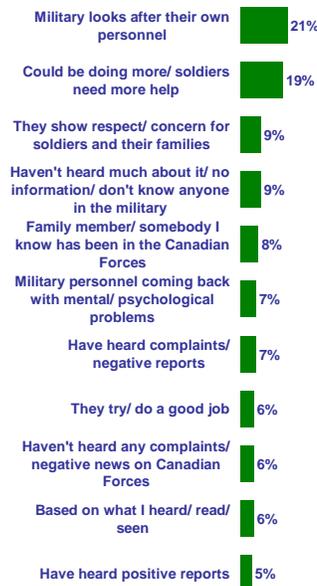
Among those who think the Canadian Forces do a good job looking after returning soldiers, the main reason for feeling this way is the perception that the military looks after their own personnel (21%). That said, one in five of those who judge that the Canadian Forces does a good job mention that they could be doing more (19%).

Conversely, those who think the Forces are doing a poor job in this regard say there is more the Canadian Forces can do (57%). Other mentions include military personnel coming back with psychological problems (25%) and having heard complaints (21%).



### Majority indicate Canadian Forces does a good job of looking after returning soldiers

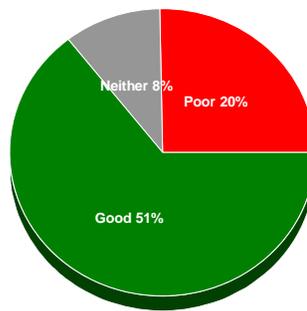
And why do you say that? [Good job]



All mentions of 5% and above

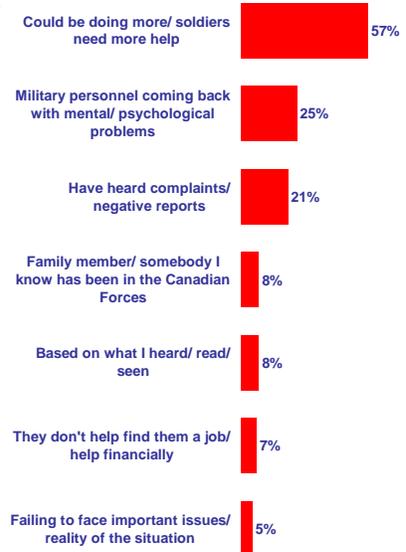
Base: Say Canadian Forces do a good job n=512

Generally speaking, do the Canadian Forces do a good job or a poor job of looking after returning soldiers? And would that be very good/poor or somewhat good/poor?



Base: All respondents Afghanistan-only questionnaire 2010 n=1,001

And why do you say that? [Poor job]



All mentions of 5% and above

Base: Say Canadian Forces does a poor job n=203

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Regionally, Atlantic Canadians demonstrate the most favourable views of the Canadian Forces in this regard, with three in five (62%) saying they think the Forces do a good job



looking after returning soldiers. In comparison, only two in five (43%) Albertans feel this way.

Other groups of Canadians that are more likely to say the Canadian Forces do a good job of looking after returning soldiers include:

- Those who are between 18 and 24 years of age (64%, compared to a low of 45% among those aged 45 to 54);
- High school graduates (64%, compared to a low of 47% among university graduates); and,
- Those earning between \$30,000 to less than \$60,000 (61%, compared to a low of 47% among those earning \$60,000 or more).

### **The needs of returning soldiers and their families**

Participants in the focus groups for the most part had very little awareness of any issues that returning soldiers and their families, or the families of soldiers who did not return, might face. A few participants in Saskatoon, Toronto and Halifax mentioned that they have close friends or family members who have completed tours of duty in Afghanistan and who they felt had been very adversely affected by their service. Most of those who related an anecdote in this vein worried that their friend or relative would never be the same again.

Despite a lack of exposure among most focus group participants to issues that returning soldiers and their families are facing, most participants were convinced that counselling was the number one priority for both the soldiers themselves and their families. They suggested that many different types of counselling might be necessary, from post traumatic stress counselling, to marriage and family counselling, to grief counselling, to counselling on how to reintegrate into non-combat duty. A few participants (especially those with direct experience) suggested that for counselling to be most effective, those providing the support and counselling ought themselves to be military and to have experienced combat duty. One participant suggested, and others agreed, that counselling ought in fact to be mandatory. Participants felt that returning soldiers might otherwise avoid counselling, feeling that they do not need it, or ought not to seek it, for appearances' sake.

Many participants also suggested the need for financial support for returning soldiers and their families, providing examples such as help to re-train for future work, and help in finding and securing housing. Another frequent mention was pensions for wounded soldiers or for the families of deceased soldiers. Several participants mentioned help with post-secondary education for returning soldiers or for the children of deceased soldiers.

Awareness of supports offered by the Canadian Forces was extremely low. Rather, participants *hoped* that there were good supports in place. Some expressed doubt that this would be the case based upon the experience of soldiers returning from former conflicts. Those with direct experience with family and friends indicated that while supports exist and were offered and, in a couple of cases, obtained, the outcome was not good.

*“It’s not about an amount of money. It’s more about an honourable reintegration into Canadian society...They are us and they made a choice to have a career in that direction, with physical or mental harm or death. Their families may or may not support it. We all deal with it when they come back.”*

*“[Counseling should be] mandatory and separate from regular social services we give others in the city...[it] should be available before going to war and upon returning.”*

*“We do [have support], but there’s a lot that’s not addressed, because these things are personal. We don’t talk about it. As a family, we can’t go to a therapy group and talk about it. What you hear and see, it’s very difficult to talk about...to open up and address it. In that respect, because people won’t go to a mental health specialist, more needs to be put into places like Ann Bradley’s house so people with PTSD can be with other people. Support groups. There’s more in that. Once that gets addressed, we can open up. It’s like opening wounds.”*

## **Remembering Afghanistan**

Participants in the focus groups were asked about whether Canada ought to do anything to underline the contributions of the Canadian Forces in Afghanistan and, if so, what form this commemoration ought to take.

Most participants felt that it was indeed appropriate to commemorate Canada’s participation in Afghanistan; however participants in Montreal and Halifax were less enthusiastic about the idea. For some participants, the idea of celebrating should be reserved until after the mission is accomplished, which few feel will be the case in July 2011. There were different points of view on whether the soldiers themselves might find the idea of celebrations welcome.

Most felt that rather than marking the contributions of returning soldiers on a separate day, it would be appropriate to do so in the context of annual Remembrance Day services. Their reasoning was that the Remembrance Day ceremonies are meant to commemorate the contributions of Canadian soldiers in all conflicts and that a separate commemoration was thus not necessary and might even diminish Remembrance Day. Indeed, many participants made the point that adding commemoration of the Afghanistan mission to Remembrance Day activities might make the day more meaningful to younger Canadians. A few suggested that returning veterans could play a role in educating young people in schools about the mission.

A few participants suggested other means of commemoration such as a new national memorial in Ottawa, a website, a series of YouTube vignettes

*“WWI ended at the 11th hour of the 11day of the 11th month...Afghanistan is not done, I don’t think anything can be commemorated until it’s done.”*

*“It’s true, the guy without legs may not appreciate [a celebration/parade], but those guys who came back and the celebrations they had I’m sure they felt good to be supported by others. They’re not alone.”*

*“Commemoration [is] not needed. Just make sure I have a job, make sure that I am taken care of.”*

*“Those that lost their lives need a memorial with their names.”*

*“Instead of focusing on the day to celebrate, we should have them coming to schools to educate young people, because we are not well informed.”*

*“From an educator’s standpoint, I would like to see that information in a website, commemorating the contributions of the Canadian Forces. Someplace where high school students can go to see what Canada did: ‘Here’s Master Sergeant Smith. He was involved in building a school. This is what we did.’ Information, maps, personal stories, biographies, video clips...”*

*“Maybe not creating a whole different day, but use Remembrance Day, add to that day, make it something else. Show us what we’ve accomplished via the media, public ceremony or display so that we can have a little support, because most of us are pretty out of touch with what people from our country have fought and gone through in the past and what that means. We don’t have that much appreciation. We live in a pretty stable country.”*

## 7. Communications

In this section we look at Canadians' media habits, including their frequency of accessing different types of media and where they look for news-related information (both generally and regarding the Canadian Forces specifically).

### Media habits

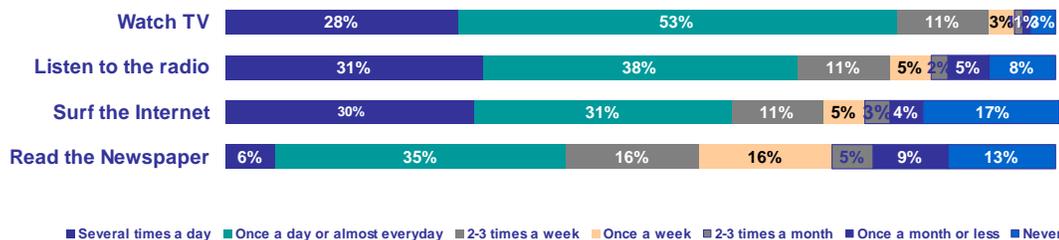
Overall, 81 percent of Canadians watch TV at least once a day. The majority also listen to the radio and surf the Internet on a daily basis (69% and 61%, respectively). In comparison, less than half (41%) read the newspaper this often.

TV is also a popular source of news-related information, with 64% of Canadians saying they watch news on TV at least once a day. More than half (57%) listen to news on the radio on a daily basis. Other forms of media are accessed less often as a news source, with 32% of Canadians saying they surf for news online and 6% reading news on their mobile device at least once a day.

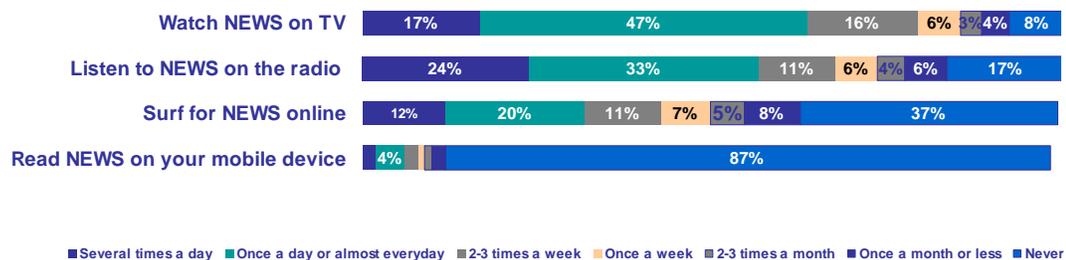


### Four in five watch TV once a day, and two in three watch news on TV at least once a day

Generally speaking, how often do you...



And, how often do you...



Base: All respondents both questionnaires n=2,504

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Media habits (both overall and for news-related information specifically) vary by key demographic segments; however, for the purposes of demographic analysis we will only look at differences in how Canadians access news-related information.



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While TV is the main source of news for all Canadians regardless of region, it is particularly popular among those living in Atlantic Canada and Quebec (98% and 95% of respondents in these respective provinces watch news on TV; in comparison, this drops to 90% among those living in British Columbia and Alberta). Atlantic Canadians also demonstrate a preference for listening to news on the radio (95%, compared to a low of 75% in Quebec). When it comes to getting news electronically, the research finds that Ontarians are some of the most likely to embrace this technology, with two thirds (65%) surfing for news online (compared to a low of 58% in British Columbia) and 14 percent reading news on their mobile device (compared to a low of 10% in Quebec).

Media habits also vary by age. While TV is the main source of news for all Canadians regardless of age, it is particularly popular among those who are 45 years of age or older (ranging from a high of 95% among those who are 55 or older to a low of 86% among those who are 18 to 24 years of age). Similarly, older Canadians are also more likely to listen to the news on the radio (ranging from a high of 92% among 45 to 54 year olds to a low of 69% among 18 to 24 year olds). Conversely, younger Canadians demonstrate a stronger preference for getting news electronically (76% of 25 to 44 year olds and 72% of 18 to 24 year olds surf for news online, compared to a low of 44% among those who are 55 or older; similarly, the incidence of reading news on a mobile device ranges from a high of 21% among 18 to 24 year olds to a low of 8% among those who are 55 or older).

Lastly, media habits also vary by gender, education and income. Generally speaking, men, university graduates, and those with household incomes of at least \$60,000 are more likely to access news related information at all.

#### **Television dominates sources for news**

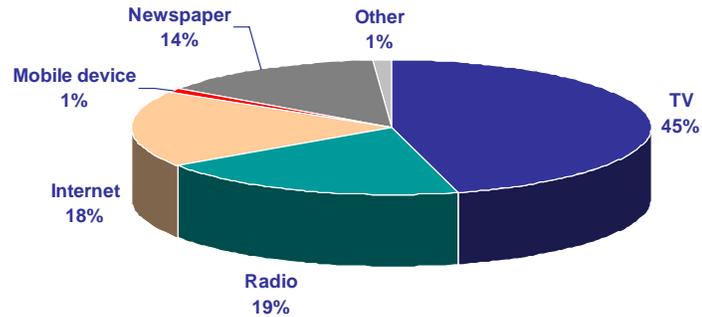
Nearly half (45%) of Canadians identify the TV as their primary source for news. Other types of media are mentioned much less often, including 19 percent for the radio, 18 percent for the Internet, and 14 percent for the newspaper.





## Television dominates sources for news

Which of the following media is your primary source for news?



Base: All respondents both questionnaires n=2,504

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### Favourite news provider in general and for obtaining news about the Canadian Forces

Overall, nearly nine in ten (86%) Canadians have a favourite news provider. Of this, more than one-third (37%) identify a television news channel as their favourite, with CTV leading the pack at 10 percent of all mentions.

Canadians are less particular when it comes to news about the Canadian Forces, with only two in five (43%) saying they have a favourite news provider for this type of news. Again, however, television comes out on top (17%, with CTV garnering 6% of mentions).

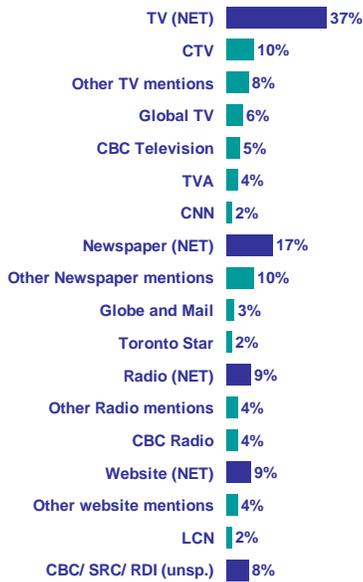


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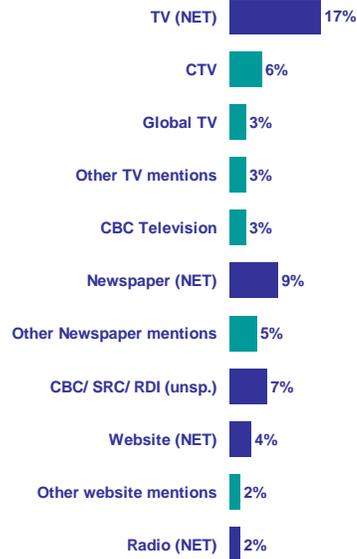
## Most Canadians have a favourite news provider, but are less particular when it comes to getting news about the CF

And do you have a favourite news provider? That is to say a particular newspaper, television broadcast, website etc. that you most often turn to for news? Yes, specify:



Base: Respondents who have a favorite news provider n=2,152

And do you have a favourite news provider when it comes to news about the CF? That is to say a particular newspaper, television broadcast, website etc. that you most often turn to for news about the CF? Yes, specify:



Base: Respondents who have a favorite news provider for news about CF n=1,069



## 8. Conclusions and Recommendations

- Canadians are still resoundingly positive about the Canadian Forces.
- For participants in the qualitative research and respondents to the survey it is much more comfortable for the Canadian Forces to be perceived as helpful, humanitarians, who carry shovels as opposed to weapons. Hence the high degree of comfort and pride with regard to the role played by the Canadian Forces in responding to the earthquake in Haiti.
- Participants in the focus groups often drew parallels between how they perceive the Canadian Forces and their role in the world and how they feel that Canada is (ought to be) perceived on the international stage. Thus the Canadian Forces, an essential and vital national institution, is also a standard bearer of Canadian identity. Canadians seem to want the Canadian Forces to advance the country's reputation as a friendly, helpful provider of humanitarian assistance or peacekeeping services – for many, this role is defined in contrast to the perceived role of the American Forces, for whom, in the words one participant, the 'armed' in armed forces is a more appropriate role.
- Given how tightly the image of our Canadian Forces is wound into the Canadian psyche, it is hardly surprising that, despite some recognition of a shifting broader environment, and an active combat role in Afghanistan for the last number of years, Canadians hold tightly to the image of the peacekeeper.
- Perceptions that the military are underfunded seem to be diminishing, but the evidence that Canadians use to support their thinking on this issue (Sea Kings, subs and Snow Birds, for example) is very enduring, despite major investments in new equipment that have been announced in the last few years.
- Canadians' views on Arctic Sovereignty have remained very stable since the last sounding in 2008.
- There continues to be confusion about the mission in Afghanistan. The focus group findings point to a near complete lack of clarity about the mission and its objectives. The survey findings too indicate that while there is certain recognition for the peacekeeping/peacemaking role, other objectives are not well-known. One in four Canadians says there are no objectives for the Afghanistan mission.
- Canadians feel as though they are not getting the whole story on the Afghanistan mission from the media, which focuses mostly on the casualties and destruction. Provision of more information about the mission and its specific objectives as well as detailed information on Canada's key projects in the country raises support levels from 56 percent to 75 percent.
  - Should the Canadian Forces wish to try and convey messages to Canadians the survey findings on communications confirm that television is the medium of choice for getting across a message to Canadians, both in terms of advertising (it is the most frequently used media) and in terms of earned media (TV is where most Canadians turn for their news).
- While Canadians are strongly supportive of the withdrawal from Afghanistan, they are concerned about the situation that is left behind. Canadians are thus far not very aware of the planned date for withdrawal from Afghanistan – just half are aware there is a date, and fewer still know what it is. Those who are aware are very sceptical that this date means anything or will be respected.

- While there is some awareness of potential issues faced by returning soldiers and their families, the question has not yet reached a high degree of salience. For the most part, Canadians trust that veterans of Afghanistan and their families are well looked after and have access to the services and supports that they need to help them to reintegrate into non-combat duties.



## Appendix I – Recruitment Screeners

### English

**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 \_\_\_\_\_.



Ipsos Reid

Location	Time and date	Composition	Language
Montreal	Monday 8 <sup>th</sup> March	18-34 year olds – 5.30pm 35-64 year olds – 7.30pm	French
Kamloops	Tuesday 9 <sup>th</sup> March	18-34 year olds – 5.30pm 35-64 year olds – 7.30pm	English
Halifax	Monday 15 <sup>th</sup> March	18-34 year olds – 5.30pm 35-64 year olds – 7.30pm	English
Prince Albert	Wednesday 10 <sup>th</sup> March	18-34 year olds – 5.30pm 35-64 year olds – 7.30pm	English
Toronto	Thursday 11 <sup>th</sup> March	18-34 year olds – 5.30pm 35-64 year olds – 7.30pm	English

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 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)**

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

- Grade 8 or less - CONTINUE
- Some high school - CONTINUE
- Complete high school - CONTINUE
- Technical, vocational post-secondary - CONTINUE
- Some university - CONTINUE
- Complete university degree - CONTINUE
- Postgraduate degree - CONTINUE
- Don't know/Refuse - TERMINATE



Ipsos Reid

**[SOFT QUOTA ON RANGE OF EDUCATION ATTAINMENT LEVELS]**

4. 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?

- Under \$10,000 - CONTINUE
- \$10,000 to less than \$20,000 - CONTINUE
- \$20,000 to less than \$30,000 - CONTINUE
- \$30,000 to less than \$40,000 - CONTINUE
- \$40,000 to less than \$50,000 - CONTINUE
- \$50,000 to less than \$60,000 - CONTINUE
- \$60,000 to less than \$70,000 - CONTINUE
- \$70,000 to less than \$80,000 - CONTINUE
- \$80,000 to less than \$90,000 - CONTINUE
- \$90,000 to less than \$100,000 - CONTINUE
- \$100,000 or more – CONTINUE
- Don't know/Refuse - TERMINATE

**[ELIMINATE ANY DON'T KNOW OR REFUSED AT THIS QUESTION]**

**[SOFT QUOTA ON RANGE OF INCOME BANDS]**

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

**[ELIMINATE THOSE WHO CANNOT EXPRESS THEMSELVES CLEARLY]**

6. 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.

- Very positive - CONTINUE
- Somewhat positive - CONTINUE
- Neither - CONTINUE
- Somewhat negative - CONTINUE
- Very negative - CONTINUE
- 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 \$80.00 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.

<b>Location</b>	<b>Date and Time</b>	<b>Market</b>	<b>Facility</b>
Montréal	Lundi 8 mars à 17h30	18-34 yrs	<b>Ipsos Descarie :</b> 1440 Ste-Catherine O, #555 Montréal, QC H3G 1R8 514-904-3179
Montréal	Lundi 8 mars à 19h30	35-64 yrs	
Kamloops	Tuesday March 9th at 5 :30 PM	18-34 yrs	<b>The Coast Canadian Inn</b> 339 St. Paul, Room 510 Kamloops, BC 250-372-5201

