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Canadian Armed Forces Prospect Survey

*Descriptive results for data collected between November 2017 and
February 2018*

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Canadian Armed Forces Prospect Survey: Descriptive results for data collected between November 2017 and February 2018

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November 5, 2018



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Abstract

Background: This report presents the results of the Canadian Armed Forces (CAF) Prospect Survey data collected between November 2017 and February 2018. Launched 21 November 2017, the CAF Prospect Survey is a pop-up survey that is presented randomly to visitors of the CAF recruitment website. The survey was designed to provide information on 1) the types of individuals who are interested in the CAF and their reasons for visiting the CAF recruitment website, 2) how visitors first found the CAF recruitment website, 3) perceived benefits and drawbacks of joining the CAF, and 4) CAF career preferences and influential factors for those interested in joining the CAF. **Method:** A total of 16,665 participants completed the first screening question of the survey and were divided into four groups on the basis of their response, for which further analyses were conducted separately. The four groups included respondents who were curious about a CAF career ($n = 2,268$), respondents interested in a CAF career but not sure they will join ($n = 3,908$), respondents seriously considering joining the CAF ($n = 3,997$), and parents seeking information on a CAF career for their children who were interested or enrolled in the CAF ($n = 105$). For each group, this report presents descriptive results of the responses to survey questions, as well as comparisons of responses by first official language, age, gender, visible minority status, and Indigenous person status. **Results:** Key findings emerging across all four groups included that respondents most frequently discovered the CAF recruitment website through an online search tool (e.g., Google, Bing, or Yahoo), links on other websites, Facebook, or being told about it by somebody other than a recruiter. Advantages of a CAF career most frequently identified by respondents who were curious about a CAF career were job security, the opportunity to serve their country, the benefits, and free job training while on full-time salary. When asked to identify which strategy from a list would increase the attractiveness of a CAF career, respondents curious about a CAF career most often selected higher pay, the option not to work in a combat role, a better benefits package, and the ability to live in one place for longer. Barriers to joining most frequently identified by respondents who were interested but undecided about joining were that they had doubts about meeting the requirements, followed by the potential mental health consequences of combat service, lack of information, and loss of personal freedom and control. Respondents who were serious about joining the CAF most frequently indicated the following reasons for their interest in joining the CAF: for personal growth, for new experiences and an exciting life, to serve their country, and for the opportunity to make a difference. This report also uncovered notable differences in the factors attracting individuals to careers in the CAF based on their age, gender, ethnicity, and first official language. These differences may inform future marketing efforts targeting various groups of prospective recruits.

Résumé

Contexte : Le présent rapport comprend les résultats du Sondage des Forces armées canadiennes (FAC) auprès des candidats potentiels obtenus à partir des données recueillies entre novembre 2017 et février 2018. Lancé le 21 novembre 2017, le sondage des FAC auprès des candidats potentiels est un sondage présenté dans une fenêtre publicitaire (pop-up) de façon aléatoire aux visiteurs du site Web de recrutement des FAC. Ce sondage a été conçu pour fournir des renseignements sur 1) les types de personnes qui s'intéressent aux FAC et les raisons pour lesquelles elles visitent le site Web de recrutement des FAC, 2) comment les visiteurs ont découvert le site Web de recrutement des FAC, 3) les avantages et les inconvénients perçus de s'enrôler dans les FAC et 4) les préférences professionnelles des personnes qui souhaitent s'enrôler dans les FAC et les facteurs les influençant. **Méthode :** Au total, 16 665 participants ont répondu à la première question de présélection du sondage pour être ensuite répartis en quatre groupes en fonction de leur réponse, et pour lesquels des analyses complémentaires ont été effectuées séparément. Les quatre groupes comprenaient des répondants curieux à propos d'une carrière au sein des FAC ($n = 2\,268$), des répondants intéressés par une carrière au sein des FAC sans être certains de s'enrôler ($n = 3\,908$), des répondants qui envisageaient sérieusement de s'enrôler ($n = 3\,997$), et enfin des parents à la recherche de renseignements sur une carrière au sein des FAC pour leurs enfants qui étaient intéressés à s'enrôler ou s'étaient déjà enrôlés ($n = 105$). Pour chaque groupe, le rapport présente les résultats descriptifs des réponses aux questions du sondage, ainsi que des comparaisons de ces réponses selon la première langue officielle, l'âge, le sexe, l'appartenance à une minorité visible et le statut de personne autochtone. **Résultats :** Parmi les principales constatations dégagées des quatre groupes, mentionnons que les répondants ont le plus souvent découvert le site Web de recrutement des FAC au moyen d'un outil de recherche en ligne (p. ex. Google, Bing ou Yahoo), de liens accédés depuis d'autres sites Web ou Facebook, ou lorsqu'une personne autre qu'un recruteur leur a parlé du site. Les avantages d'une carrière au sein des FAC les plus souvent mentionnés par les répondants qui étaient curieux de connaître les possibilités de carrière au sein des FAC étaient la sécurité d'emploi, la possibilité de servir leur pays, ainsi que l'accès à des avantages sociaux et une formation professionnelle gratuite tout en étant salarié à temps plein. Lorsqu'on leur a demandé d'identifier à partir d'une liste la stratégie qui augmenterait le plus pour eux l'attrait de poursuivre une carrière au sein des FAC, les répondants curieux d'en savoir plus sur la possibilité de faire carrière au sein des FAC ont le plus souvent choisi un salaire plus élevé, la possibilité de ne pas travailler dans un rôle de combat, un meilleur ensemble d'avantages sociaux et la possibilité de vivre au même endroit pendant plus longtemps. Les obstacles à l'enrôlement les plus souvent cités par les répondants se disant intéressés, mais indécis, étaient dans l'ordre les suivants : ils avaient des doutes quant à pouvoir rencontrer les exigences, les conséquences potentielles sur la santé mentale de devoir servir au combat, le manque d'information et la perte de liberté personnelle et de contrôle. Les répondants qui envisageaient sérieusement de s'enrôler dans les FAC ont le plus souvent indiqué les raisons suivantes pour expliquer leur intérêt à s'enrôler : pour leur développement personnel, pour de nouvelles

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expériences et une vie passionnante, pour servir leur pays et pour avoir l'occasion de faire une différence. Le rapport a également révélé des différences notables dans les facteurs attirant les gens vers une carrière au sein des FAC en fonction de leur âge, de leur sexe, de leur origine ethnique et de leur première langue officielle. Ces différences pourront éclairer de futurs efforts de marketing ciblant les divers groupes de recrues potentielles.

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Executive Summary

Introduction

The Canadian Armed Forces (CAF) Prospect Survey was designed to provide information on 1) the types of individuals who are interested in the CAF and their reasons for visiting the CAF recruitment website, 2) how visitors first found the CAF recruitment website, 3) perceived benefits and drawbacks of joining the CAF, and 4) CAF career preferences and influential factors for those interested in joining the CAF. The data collection for the CAF Prospect Survey is continuous, allowing sustained monitoring of profiles of prospective recruits and influences to join the CAF. This report presents the results based on the data collected between November 2017 (when the survey was first launched) and February 2018.

Methodology and Sample

The CAF Prospect Survey is delivered as a pop-up survey that is presented randomly to visitors of the CAF recruitment website. The first question is a screening question intended to: 1) provide information on why people are visiting the website, and 2) to group them into various categories which will determine which survey questions are subsequently presented to them. A total of 16,665 participants completed the first screening question of the survey. Based on their answer to the screening question, participants were divided into four groups, for which further analyses were conducted separately. The first group represents those who indicated that they were visiting the website out of curiosity. The second group is constituted of those who indicated that they were thinking about joining the CAF but were not sure if they wanted to join. The third group included those who indicated that they were either seriously thinking about joining the CAF and were gathering information, were preparing to apply to join the CAF, or had submitted an application to join the CAF. Finally, a fourth group represents those who indicated they were visiting the website for other reasons, and then, specified that they were parents searching for information about CAF career opportunities for their children.

Overall Results

Although the full report presents results and group comparisons (i.e., by first official language, age, gender, visible minority and Indigenous persons status) separately for each of the four types of respondents, the following paragraphs focus on the broader overall pattern of results that were found across all respondents. Differences and similarities between the four groups of respondents are also noted for the two sets of questions (i.e., demographics and finding out about the CAF recruitment website) that were answered by all survey respondents. Key findings and substantive differences based on group comparisons are highlighted at the end of this summary.

Demographic Characteristics of Respondents

Across the four groups of respondents, demographic characteristics were generally quite similar. Approximately half of respondents in each group were between ages 22 and 38, with the exception of

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parents, who were mostly between ages 39 and 57. Approximately one-fifth of respondents identified as visible minorities, with a small percentage of respondents (between 5-8% of each subsample) identifying as Indigenous persons. Approximately four-fifths of respondents indicated that their first official language was English, with a slightly smaller proportion indicating that they most often spoke English at home. More than half of respondents in each group were exclusively working full- or part-time, whereas a minority were unemployed, unemployed students, or students working full- or part-time. More than one-third of respondents in each group reported that their highest level of education was high school (including GED).

One notable difference between the four groups of respondents was that female representation was higher among respondents who are curious about the CAF (42.2%), lower among the interested but undecided group (35.5%), and the lowest among those who are seriously thinking about joining (25.2%). This finding may suggest that males and females are similarly likely to have initial interest in joining the CAF, but that this interest is less likely to translate into pursuit for females. Further investigation into possible explanations for this finding (e.g., whether females experience greater actual/perceived barriers in the pursuit of a CAF career) may be warranted.

Compared to respondents with lower levels of interest, respondents who were serious about joining were more likely to report prior or current experience in the Cadets. Although there are several possible explanations for this finding (e.g., that individuals who join the Cadets are generally more likely to be interested in joining the CAF), this result may suggest that expanding the reach of the Cadets program to more young Canadians could positively impact CAF recruitment.

Discovering the CAF Recruitment Website

Overall, respondents most frequently discovered the CAF recruitment website through an online search tool (e.g., Google, Bing, or Yahoo), links on other websites, Facebook, being told about it by somebody other than a recruiter.

Across respondents of all interest levels, French speakers were more likely to have discovered the website through Facebook. Additionally, although people of all ages most commonly found the website through an online search tool, certain information sources were more frequently associated with particular age groups; for example, those aged 16-21 and 22-38 more frequently discovered the CAF recruitment website through YouTube and Facebook, whereas those aged 39-57 and 58 and over more frequently discovered the recruitment website through links on other websites or LinkedIn. These findings suggest that the CAF recruitment website can be advertised on different platforms in order to reach applicants with specific characteristics.

The sources through which the CAF recruitment website tended to be found differed depending on visitors' level of interest in a CAF career. Notably, those who are curious about a career in the CAF are more likely to report they found out about the website through a link on another website (22.6%)

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compared those who are interested but undecided (7.7%). This finding suggests that publicity on other websites helps to bring people to the CAF recruiting website.

Similarly, respondents who were serious about joining were more likely than respondents with lower levels of interest to have learned about the recruitment website through a recruiter or recruiting events. Possible explanations for this finding include that a) individuals who are seriously considering joining may be more likely to attend recruitment events or meet with recruiters, and b) individuals who attend recruiting events or meet with recruiters may be more convinced to seriously consider a career on account of their experiences at these events or meetings.

Attraction Factors

Over half of all respondents curious about a CAF career and over four-fifths of parents seeking information for their children rated a prospective career with the CAF as either *appealing* or *very appealing*. Curious respondents and parents who indicated that a career with the CAF was either *slightly* or *not at all appealing* were asked about strategies that would make the CAF a more attractive career option. The strategies frequently selected by curious respondents were higher pay, the option not to work in a combat role, a better benefits package, and the ability to live in one place for longer. Parents were likely to select more educational opportunities, followed by easier transfer of military training and experience to a civilian career.

Respondents curious about a CAF career who indicated that a CAF career is appealing, respondents interested in a CAF career but not sure they will join, and parents who indicated that a CAF career is appealing were asked about the perceived advantages of a career in the CAF. Overall, the most frequently identified advantages across all these respondents were: job security, the opportunity to serve their country, the benefits, and free job training while on full-time salary. Notably, respondents who were interested in a CAF career but not sure that they will join frequently cited the opportunity to travel, and parents frequently indicated free university education and free job training as advantages of a CAF career. This finding suggests that the approaches used to market CAF careers to parents of prospective recruits need to differ from those targeting recruits themselves.

Respondents who were serious about joining the CAF were asked about the sources that had the greatest influence on their interest in joining the CAF, influential reasons for joining, and the benefits that influenced their interest in the CAF. The sources that were most frequently indicated as influential were family or relatives, friends, and the CAF recruitment website. Among the reasons that influenced respondents' interest in joining the CAF, those that were most frequently selected included personal growth, new experiences and exciting life, to serve their country, and the opportunity to make a difference. Finally, when asked to rate the influence that each benefit had on their interest in joining the CAF, the benefits that respondents most frequently rated as having a *strong* or *very strong influence* were continued education and training in their career field, pension and retirement benefits, and health and dental care plans.

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Barriers to Joining

Respondents who were interested but undecided about joining were asked about the factors that would discourage them from joining the CAF. Respondents most frequently indicated that they had doubts about meeting the requirements, followed by the potential mental health consequences of combat service, lack of information, and loss of personal freedom and control.

CAF Employment Preferences

Respondents who were serious about joining were asked about their career preferences. Over three-quarters of respondents were interested in full-time employment in the Regular Force. Approximately half of respondents were interested in the officer employment stream, and the majority of respondents were interested in joining the Canadian Army. Finally, nearly four-fifths of respondents were interested in a long-term career with the CAF.

Key Results: Demographic Differences for Each Group of Respondents

The following section presents notable demographic differences found for each of the three main groups of respondents (i.e., respondents who were curious about a CAF career, respondents interested in a CAF career but not sure they will join, and respondents seriously considering joining the CAF). Very few demographic differences were found for parents, and therefore, they are not summarized here.

Curious about the CAF Respondents

Regarding strategies to increase the attractiveness of the CAF selected by those curious about the CAF:

- English speakers were more likely to endorse certain strategies to increase the attractiveness of the CAF than French speakers, and these strategies tended to focus on financial aspects (e.g., higher pay, better benefits package). In contrast, French speakers were most likely to endorse the option of not working in a combat role as an effective strategy to attract individuals to a CAF career.
- The youngest respondents (aged 16-21) were moderately more likely than older respondents to recommend the strategy consisting of improving the transfer of military training and experience to a civilian career. Those 58 years of age and older were generally less likely than respondents of all other age groups to endorse most strategies, with the exception of the strategy consisting of ensuring better care of veterans and soldiers.
- Females (54.6%) were also moderately more likely than males (29.3%) to recommend the option not to serve in a combat role. Females (42.9%) also more frequently endorsed the ability to live in one place for longer as an effective strategy to increase the attractiveness of a CAF career, compared to males (33.0%).
- Visible minority respondents (29.3%) were more likely than Caucasians (7.1%) to recommend more ethnic diversity as a strategy to boost the attractiveness of a CAF career.

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- The ability to live in one place for longer (43.8%) and high pay (43.8%) were the strategies most often endorsed by Indigenous respondents.

Regarding the perceived advantages of a CAF career for those curious about the CAF:

- English speakers were moderately more likely than French speakers to indicate the fact that the CAF is prestigious (34.4% vs. 20.9%) and respected (43.9% vs. 28.8%) as factors that make the CAF more attractive.
- Younger respondents were more attracted than older respondents based on the prospect of physically challenging jobs.
- Females were moderately more likely than males to indicate work-life balance (40.9% vs. 27.3%) and free university education (47.9% vs. 37.7%) as factors that make a CAF career attractive.

Interested in the CAF but Undecided about Joining Respondents

For respondents who were interested in the CAF but undecided about joining, notable findings include:

- Doubts about being able to meet the requirements (47.7%) were by far the most frequently cited barrier to joining for respondents in this sample. Notably, doubts about being able to meet the requirements were generally more prominent among French speakers (51.2%), females (56.9%), visible minorities (50.7%), and Indigenous respondents (53.1%), compared to English speakers (46.9%), males (42.4%), Caucasians (46.6%), and non-Indigenous persons (47.5%), respectively. These differences were statistically significant.
- Group comparisons uncovered a trend such that French speakers (34.6%), females (25.0%), and visible minorities (27.3%) were more likely to indicate a lack of information about the CAF as a barrier to joining compared to English speakers (19.5%), males (20.7%), and Caucasians (21.2%), respectively.
- Younger respondents tended to cite more barriers to joining the CAF overall, compared with older respondents. The most notable differences included that younger respondents were more concerned than older respondents with the potential mental health consequences of combat service, and that their families would not support their joining the CAF.
- An unexpected result is that men tended to be more likely than women to cite lack of family support as a barrier for joining.

Seriously Considering Joining the CAF Respondents

For respondents who were seriously considering joining the CAF, highlights include:

- Regarding reasons for joining, women were less attracted to the CAF by the opportunity to defend Canada or to participate in fighting wars, and more interested in the career benefits and

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opportunities offered by the CAF than men. This result is consistent with results from past recruitment surveys (e.g., Bremner & Budgell, 2017).

- Regarding the sources that had the most influence on the interest in joining the CAF, males rated many CAF sources (e.g., CAF recruitment website, recruiters, recruiting events, and advertising) as slightly more influential than did females. However, there were no differences in the proportions of males and females who indicated that family, friends, teachers, or online job postings were influential.
- Another related finding that stood out was that family and relatives were the most important sources for all age groups in terms of influencing interest in joining the CAF, except for those 58 and over, who indicated that friends were the most influential.
- When indicating which benefits most influenced their interest in joining the CAF, female and visible minority respondents were slightly more likely than males and Caucasians to indicate that each of the benefits was strongly influential. This finding may help to inform CAF advertising campaigns.

Conclusion

The findings uncovered notable differences in the factors attracting individuals to careers in the CAF based on their age, gender, ethnicity, and first official language. These differences may inform future marketing efforts targeting various groups of prospective recruits.

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Introduction

L'enquête sur les candidats potentiels des Forces armées canadiennes (FAC) a été conçue pour obtenir de l'information sur les aspects suivants : 1) le type de personne intéressée par les FAC et les motifs de consultation du site Web de recrutement des FAC; 2) la manière dont les visiteurs trouvent le site Web de recrutement des FAC; 3) les impressions quant aux avantages et aux inconvénients de s'enrôler dans les FAC; 4) les préférences en matière de carrière dans les FAC et les facteurs déterminants pour ceux qui aimeraient s'enrôler dans les FAC. Dans le cadre de l'enquête sur les candidats potentiels des FAC, la collecte de données est continue, ce qui permet d'effectuer un suivi soutenu du profil des recrues potentielles et des motifs d'enrôlement dans les FAC. Le présent rapport présente les résultats fondés sur la collecte de données entre novembre 2017 (lorsque l'enquête a été lancée) et février 2018.

Méthode et échantillonnage

L'enquête sur les candidats potentiels des FAC est affichée dans une fenêtre contextuelle qui s'ouvre au hasard au fil des visites sur le site Web de recrutement des FAC. La première question est un énoncé de filtrage ayant les objectifs suivants : 1) recueillir des renseignements sur les motifs qui incitent des personnes à visiter le site Web; 2) regrouper ces personnes dans diverses catégories qui détermineront le type de questions qui leur sera posé par la suite. En tout, 16 665 participants ont répondu à la première question de filtrage. En fonction de la réponse à la question de filtrage, les participants étaient répartis dans quatre groupes ayant fait l'objet d'analyses distinctes. Le premier groupe était composé des personnes qui disaient visiter le site Web par curiosité. Le deuxième groupe était composé des personnes qui ont dit songer à s'enrôler dans les FAC, mais qui n'en étaient pas certaines. Le troisième groupe comprend les personnes qui songeaient sérieusement à s'enrôler dans les FAC et qui recueillaient de l'information et se préparaient à déposer leur candidature ou qui avaient déposé leur candidature. Enfin, le quatrième groupe était composé des personnes ayant indiqué visiter le site Web pour d'autres raisons, puis qui ont précisé être des parents cherchant de l'information au sujet d'une carrière dans les FAC pour leurs enfants.

Résultats globaux

Bien que le rapport intégral présente les résultats de l'enquête et d'analyses comparatives entre les groupes (en fonction de la première langue officielle, de l'âge, du sexe, de l'appartenance à une minorité visible et du statut d'autochtone) pour chacun des quatre types de répondants, les paragraphes ci-dessous traitent en termes plus généraux des résultats obtenus pour tous les répondants. Les différences et les similitudes entre les quatre groupes de répondants sont également notées pour les deux catégories de questions (c.-à-d. les données démographiques et les motifs de consultation du site

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Web de recrutement des FAC) auxquelles tous les participants à l'enquête ont répondu. Les principaux résultats et les différences marquées entre les groupes sont mis en évidence à la fin du présent sommaire.

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Caractéristiques démographiques des répondants

Dans les quatre groupes de répondants, les caractéristiques démographiques étaient généralement semblables. Environ la moitié des répondants de chaque groupe avait entre 22 et 38 ans, à l'exception des parents, dont l'âge oscillait entre 39 et 57 ans. Environ un cinquième des répondants ont dit appartenir à une minorité visible, et un petit pourcentage (entre 5 à 8 % de chaque sous-échantillon) à la communauté autochtone. Les quatre cinquièmes environ des répondants ont indiqué que leur première langue officielle était l'anglais, et une moindre proportion a indiqué surtout parler l'anglais à la maison. Plus de la moitié des répondants de chaque groupe travaillaient à temps plein ou à temps partiel, tandis qu'une minorité était composée de personnes au chômage, d'étudiants au chômage, ou d'étudiants travaillant à temps plein ou à temps partiel. Plus d'un tiers des répondants de chaque groupe ont indiqué que leur niveau de scolarité le plus élevé était le secondaire (y compris GED).

Une différence marquée entre les quatre groupes concernait la représentation des femmes, qui était supérieure parmi les répondants se disant simplement curieux à l'égard des FAC (42,2 %), moindre parmi le groupe des personnes intéressées, mais indécises (35,5 %) et à son plus faible niveau parmi les répondants songeant sérieusement à s'enrôler (25,2 %). Ce constat indiquerait que les femmes comme les hommes sont susceptibles de manifester un intérêt à l'égard des FAC, mais que les femmes ont moins tendance à y donner suite. Il pourrait être utile de mener une enquête plus approfondie pour expliquer cette tendance (p. ex., pour savoir si les femmes qui envisagent une carrière dans les FAC se heurtent à des obstacles réels ou perçus).

Par rapport aux répondants manifestant un niveau d'intérêt plus faible, les répondants qui songeaient sérieusement à s'enrôler étaient plus susceptibles d'être dans les cadets ou d'y avoir été. Bien que ce constat puisse s'expliquer de différentes façons (p. ex., les personnes qui s'enrôlent dans les cadets sont généralement plus susceptibles d'être attirées par une carrière dans les FAC), on pourrait supposer qu'en élargissant la portée du programme des cadets pour inclure des Canadiens plus jeunes, on pourrait accroître le nombre de recrues dans les FAC.

Découverte du site Web des FAC

Dans l'ensemble, c'est grâce à des moteurs de recherche en ligne (Google, Bing ou Yahoo) que les répondants avaient le plus souvent découvert le site Web de recrutement des FAC, ou encore grâce à des hyperliens sur d'autres sites Web, ou parce que quelqu'un en a parlé sur Facebook.

Pour tous les répondants, quel que soit le niveau d'intérêt, les francophones étaient plus susceptibles d'avoir découvert le site Web au moyen de Facebook. De plus, bien que les répondants, tous âges confondus, aient le plus souvent trouvé le site Web au moyen d'un moteur de recherche, certaines sources d'information étaient plus fréquemment associées à certains groupes d'âge – par exemple, les personnes entre 16 et 21 ans et 22 et 38 ans avaient le plus souvent découvert le site Web de recrutement des FAC au moyen de YouTube et de Facebook, tandis que les personnes de 39 à 57 et

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58 ans avaient plus fréquemment découvert le site au moyen d'hyperliens sur d'autres sites Web ou sur LinkedIn. Ces résultats suggèrent que les FAC pourraient promouvoir le site Web de recrutement sur différentes plateformes afin de cibler les candidats ayant des caractéristiques particulières.

Le site Web de recrutement des FAC était généralement trouvé grâce à différentes sources, variant selon le niveau d'intérêt du visiteur à l'égard d'une carrière dans les FAC. Ceux qui manifestaient une curiosité à l'égard d'une carrière dans les FAC indiquaient plus souvent avoir trouvé le site Web grâce à un hyperlien sur un autre site Web (22,6 %) que ceux qui étaient intéressés, mais indécis (7,7 %). Ces résultats suggèrent que les annonces publicitaires sur d'autres sites Web contribuent à attirer des personnes sur le site Web de recrutement des FAC.

De même, par rapport aux répondants ayant un niveau d'intérêt plus faible, les répondants qui songeaient sérieusement à s'enrôler étaient plus susceptibles d'avoir appris l'existence du site Web de recrutement par l'intermédiaire d'un recruteur ou d'une activité de recrutement. Ceci peut s'expliquer comme suit : a) les personnes songeant sérieusement à s'enrôler sont plus susceptibles de participer à des activités de recrutement ou de rencontrer des recruteurs; b) les personnes participant à des activités de recrutement ou rencontrant des recruteurs pourraient, selon l'expérience vécue pendant ces activités ou ces réunions, être amenées à envisager sérieusement une carrière dans les FAC.

Facteurs d'attraction

Plus de la moitié des répondants curieux à l'égard d'une carrière dans les FAC et plus des quatre cinquièmes des parents cherchant de l'information pour leurs enfants entrevoyaient une carrière éventuelle dans les FAC comme *attrayante* ou *très attrayante*. Les répondants et les parents curieux ayant indiqué qu'une carrière dans les FAC était *assez* ou *pas du tout attrayante* ont été interrogés sur ce qui rendrait cette perspective plus attrayante. À cet égard, les répondants curieux ont surtout mentionné les facteurs suivants : une rémunération plus élevée, la possibilité de ne pas assumer un rôle de combat; de meilleurs avantages sociaux et la possibilité de vivre plus longtemps au même endroit. Les parents étaient plus susceptibles de trouver que la perspective de carrière serait plus attrayante si les possibilités d'études étaient plus nombreuses, et s'il était plus facile d'utiliser la formation et l'expérience militaires dans un contexte civil.

Les répondants curieux à l'égard d'une carrière dans les FAC ayant indiqué trouver cette perspective attrayante, ainsi que les répondants curieux à l'égard d'une carrière dans les FAC, mais ne sachant pas s'ils s'enrôleraient, de même que les parents estimant qu'une carrière dans les FAC était attrayante ont été interrogés sur les atouts d'une telle carrière. Dans l'ensemble, tous ces répondants ont le plus souvent mentionné les atouts suivants : sécurité d'emploi; occasion de servir le pays; avantages sociaux, formation professionnelle gratuite associée à une rémunération à temps plein. Par contre, les répondants qui s'intéressaient à une carrière dans les FAC, mais qui hésitaient à s'enrôler ont souvent mentionné que l'atout résidait dans la possibilité de voyager. Les parents ont fréquemment signalé que la formation universitaire et professionnelle gratuite faisait partie des avantages d'une carrière dans

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les FAC. Ces résultats suggèrent que les stratégies servant à promouvoir une carrière dans les FAC auprès des parents d'éventuelles recrues doivent être différentes des stratégies visant les recrues elles-mêmes.

Les répondants qui songeaient sérieusement à s'enrôler dans les FAC ont été interrogés sur l'origine de leur intérêt pour une carrière dans les FAC; sur les raisons déterminantes qui les pousseraient à s'enrôler et sur les atouts d'une carrière dans les FAC. La famille, les amis et le site Web de recrutement des FAC étaient le plus souvent à l'origine de leur intérêt. Entre autres motifs ayant joué un rôle déterminant dans le désir de s'enrôler dans les FAC, les plus fréquents étaient le développement personnel, de nouvelles expériences et une vie passionnante, servir le pays et l'occasion de faire une différence. Enfin, quand on a demandé aux répondants d'évaluer jusqu'à quel point chaque atout avait eu une influence sur leur intérêt à l'égard des FAC, le perfectionnement professionnel et la formation continue dans leur domaine professionnel, le régime de retraite et les régimes de soins de santé et de soins dentaires étaient les facteurs ayant eu une influence *forte* ou *très forte*.

Les obstacles à l'enrôlement

Les répondants qui aimeraient s'enrôler, mais qui hésitaient ont été interrogés au sujet des facteurs qui les empêcheraient de s'enrôler dans les FAC. Les répondants ont le plus souvent indiqué qu'ils avaient des doutes quant à leur capacité de répondre aux critères d'enrôlement, qu'ils redoutaient les conséquences psychologiques du combat; qu'ils n'avaient pas suffisamment d'information et qu'ils perdraient leur liberté et le contrôle sur leur vie.

Préférences en matière d'emploi dans les FAC

Les répondants qui songeaient sérieusement à s'enrôler dans les FAC ont été interrogés sur leurs préférences en matière d'emploi. Plus des trois quarts des répondants se disaient intéressés par un emploi à temps plein dans la Force régulière. Environ la moitié des répondants désiraient un emploi d'officier, et la majorité des répondants désiraient rejoindre l'Armée canadienne. Enfin, près des quatre cinquièmes des répondants s'intéressaient à une carrière à long terme dans les FAC.

Principaux résultats : Particularités démographiques de chacun des groupes de répondants

La section ci-dessous présente les principales particularités démographiques de chacun des trois groupes de répondants (c.-à-d. les répondants curieux à l'égard d'une carrière dans les FAC; les répondants intéressés par une carrière dans les FAC, mais hésitant à s'enrôler et les répondants qui songeaient sérieusement à s'enrôler dans les FAC). Il y avait très peu de différences démographiques parmi les parents, par conséquent, on en fait abstraction ici.

Les répondants curieux à l'égard des FAC

Stratégies visant à rendre les FAC plus attrayantes selon les répondants curieux à l'égard des FAC :



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- Les répondants anglophones étaient plus susceptibles d'appuyer des stratégies visant à accroître l'attrait des FAC que les répondants francophones, et ces stratégies touchaient surtout les aspects financiers (p. ex., rémunération plus élevée, de meilleurs avantages sociaux). Par contre, les répondants francophones étaient plus enclins à favoriser la possibilité d'occuper un poste de non-combattant pour inciter des personnes à faire carrière dans les FAC.
- Les répondants les plus jeunes (de 16 à 21 ans) étaient légèrement plus enclins que les répondants plus âgés à recommander une stratégie consistant à améliorer le transfert de la formation et de l'expérience militaires au contexte civil. Les personnes de 58 ans et plus étaient généralement moins susceptibles que les répondants des autres groupes d'âge d'appuyer une stratégie ou une autre, à l'exception de la stratégie consistant à mieux prendre soin des anciens combattants et des soldats.
- Les femmes (54,6 %) étaient également légèrement plus enclines que les hommes (29,3 %) à recommander de ne pas participer à des combats. Pour accroître l'attrait d'une carrière dans les FAC, les femmes (42,9 %) appuyaient aussi plus souvent que les hommes (33 %) la stratégie permettant de vivre plus longtemps au même endroit.
- Les répondants de la minorité visible (29,3 %) étaient plus susceptibles que les Caucasiens (7,1 %) de recommander une plus grande diversité ethnique pour inciter davantage de personnes à faire carrière dans les FAC.
- La possibilité de vivre au même endroit plus longtemps (43,8 %) et une rémunération plus élevée (43,8 %) étaient les stratégies les plus souvent choisies par les répondants autochtones.

Au sujet des avantages qu'il y aurait à faire carrière dans les FAC pour ceux qui étaient intrigués par les FAC :

- Au nombre des facteurs rendant les FAC plus attrayantes, les répondants anglophones étaient légèrement plus susceptibles que les francophones d'indiquer que les FAC sont prestigieuses (34,4 % contre 20,9 %) et respectées (43,9 % contre 28,8 %).
- Les répondants plus jeunes étaient plus attirés que les répondants plus vieux par la perspective d'avoir un emploi exigeant sur le plan physique.
- Les femmes étaient légèrement plus susceptibles que les hommes d'être attirées par une carrière dans les FAC en raison de la possibilité de concilier la vie privée et la vie professionnelle (40,9 % contre 27,3 %) et d'avoir une formation universitaire gratuite.

Les répondants *intéressés par les FAC, mais hésitants à s'enrôler*

Pour ce qui est des répondants qui étaient intéressés par les FAC, mais qui hésitaient à s'y enrôler, les principaux résultats sont les suivants :

- Les doutes quant à la capacité de répondre aux exigences d'enrôlement (47,7 %) étaient de loin la raison la plus souvent invoquée pour hésiter à s'enrôler dans les FAC. Plus particulièrement,

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les francophones (51,2 %), les femmes (56,9 %), les minorités visibles (50,7 %) et les autochtones (53,1 %) étaient généralement plus nombreux que les anglophones (46,9 %), les hommes (42,4 %), les Caucasiens (46,6 %) et les non-autochtones (47,5 %) à penser qu'ils ne pourraient peut-être pas répondre aux exigences d' enrôlement. Ces différences étaient statistiquement importantes.

- La comparaison entre les groupes a permis de dégager la tendance suivante : par rapport aux anglophones (19,5 %), aux hommes (20,7 %) et aux Caucasiens respectivement (21,2 %), les francophones (34,6 %), les femmes (25,0 %) et les minorités visibles (27,3 %) étaient plus susceptibles d'indiquer qu'ils hésitaient à s' enrôler dans les FAC en raison d' un manque d' information.
- Par rapport aux répondants plus âgés, les répondants plus jeunes avaient généralement tendance à mentionner un plus grand nombre d' obstacles à l' enrôlement dans les FAC. Au nombre des différences les plus notables, les répondants les plus jeunes étaient plus concernés que leurs aînés par les conséquences psychologiques d' une participation aux forces de combat et par le fait que leur famille n' approuverait pas leur enrôlement dans les FAC.
- Aussi étonnant que cela puisse paraître, les hommes avaient plus tendance que les femmes à mentionner l' absence de soutien familial au nombre des obstacles à l' enrôlement.

Les répondants *songeant sérieusement* à s' enrôler dans les FAC

Pour les répondants qui songeaient sérieusement à s' enrôler dans les FAC, les principaux résultats sont les suivants :

- Pour ce qui est des raisons de s' enrôler, les femmes étaient moins attirées que les hommes par l' idée de défendre le Canada ou de participer à des combats, et plus intéressées par les avantages professionnels et les choix de carrière offerts par les FAC. Ce résultat concorde avec les résultats d' autres sondages sur le recrutement (p. ex., Bremner et Budgell, 2017).
- Pour ce qui est de la principale origine de leur intérêt pour les FAC, les hommes ont été légèrement plus nombreux que les femmes à signaler l' influence de plusieurs initiatives des FAC (le site Web de recrutement des FAC, les recruteurs, les activités de recrutement et la publicité). Toutefois, une proportion égale d' hommes et de femmes ont indiqué que la famille, les amis, les enseignants ou les annonces d' emplois en ligne avaient exercé une influence.
- Dans la même veine, il est également surprenant de constater que, pour tous les groupes d' âge, à l' exception des personnes de 58 ans et plus qui ont indiqué que leurs amis avaient exercé la plus grande influence sur leur intérêt à l' égard des FAC, la famille était souvent citée comme ayant joué un rôle de premier plan.
- Pour ce qui est des atouts qui avaient eu le plus d' influence sur leur intérêt à se joindre aux FAC, les femmes et les membres de minorités visibles étaient légèrement plus susceptibles que les hommes et les Caucasiens d' indiquer que chacun des atouts avait eu beaucoup d' influence. Ceci pourrait contribuer à éclairer les campagnes de publicité des FAC.

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Conclusion

Les résultats montrent que la motivation à s'enrôler dans les FAC varie d'un groupe de répondants à l'autre, en fonction de l'âge, du sexe, de l'origine ethnique et de la première langue officielle. Ces différences pourraient éclairer les efforts de marketing qui seront déployés pour cibler différents groupes de recrues potentielles.

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Introduction

1.1 Aim

The aim of this report is to present the descriptive results from the Canadian Armed Forces (CAF) Prospect Survey data collected between November 2017 and February 2018. This report presents results separately for the following four groups of respondents: 1) respondents who are curious about a CAF career, 2) respondents who are interested in a CAF career but are undecided about joining, 3) respondents who are seriously considering joining the CAF, and 4) parents seeking information for their children. Within each of these four groups, this report presents an examination of survey responses by first official language (FOL), age, gender, visible minority group status, and Indigenous person status.

1.2 Survey background and objectives

Data on influences to join, the effectiveness of marketing and recruiting initiatives, CAF employment preferences, and demographic characteristics of prospective recruits and actual recruits, is important to inform CAF marketing plans and recruiting strategies. To that end, since 2012, the CAF Recruiting Survey (CAFRS) assesses these factors among individuals who have visited the Canadian Forces recruiting centres (CFRCs) or detachments (Dets). Although the CAFRS provides a better understanding of those seriously interested in joining the CAF and those who are in the recruitment process, it does not collect information from individuals who have some interest in the CAF but have not yet visited a CFRC or Det or are generally undecided. Therefore, Canadian Force Recruiting Group (CFRG) requested that a survey be developed to target prospective recruits. The CAF Prospect Survey was developed as a pop-up survey that is presented randomly to visitors of the CAF recruitment website, Canada.ca/forces-jobs website.

The objectives of the survey are to provide information on 1) the types of individuals who are interested in CAF employment and their reasons for visiting the CAF recruitment website, 2) how visitors first found the CAF recruitment website, 3) perceived benefits and drawbacks of joining the CAF, and 4) CAF career preferences and influential factors for those interested in joining the CAF.

The CAF Prospect Survey was first launched on November 21, 2017. Similar to the CAFRS, the CAF Prospect Survey is an ongoing survey, allowing sustained monitoring of profiles of prospective recruits and influences to join. Survey data will be analyzed annually and/or at key time points to assess impact of changes in marketing campaigns and recruiting strategies on prospective recruit sample composition.

Methodology

2.1 Instrument and Method

The CAF Prospect Survey takes approximately five minutes to complete and is presented on every page of the CAF recruitment website with the exception of the “search for jobs” and the “apply now” pages. The first question is a screening question intended to: 1) provide information on why people are visiting



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the website, and 2) to group them into various categories which will determine which survey questions are, subsequently, presented to them. The categories include individuals who: 1) are visiting the website out of curiosity, 2) are thinking about joining the CAF but are not sure if they want to join, 3) are seriously thinking about joining the CAF and are gathering information, 4) are preparing to apply to join the CAF, 5) have submitted an application to join the CAF, and 6) are visiting the website for other reasons such as parents searching for information about CAF career opportunities for their children, or current members looking for information for themselves.

2.2 Sample

This report focuses on data collected between November 2017 and February 2018. A total of 16,665 participants completed the first screening question of the survey. Based on their answer to this screening question, participants were divided into four groups. The first group represents those who indicated that they were visiting the website out of curiosity. The second group is constituted of those who indicated that they were thinking about joining the CAF but were not sure if they wanted to join. The third group included those who indicated that they were either seriously thinking about joining the CAF and were gathering information; were preparing to apply to join the CAF; or had submitted an application to join the CAF. Finally, a fourth group represents those who answered they were visiting the website for other reasons and who then specified that they were parents searching for information about CAF career opportunities for their children.

The total sample size and demographic characteristics of the four groups of respondents are described within their respective sections. Due to the length of the survey and the large number of cases, only complete cases for each group (i.e., respondents who completed every question that they were presented with) were analyzed. Participants who indicated they were under 16 or over 99 years old were removed from all analyses.

2.3 Statistical approach

For the descriptive analyses, questions on the survey consisted of multiple-selection items (e.g., “what makes the CAF an attractive career option?”) and Likert-type scale items (e.g., the extent to which a career in the CAF is appealing on a rating scale with a fixed number of options). For both types of questions, the proportion of respondents endorsing each response option was reported.

For group comparisons of multiple-selection items, chi-square tests of independence were used to determine whether the frequencies of selected responses were different based on FOL, age, gender, visible minority status, and Indigenous persons status. When the chi-square test was statistically significant ($p < 0.05$), follow-up tests determined whether one group selected a particular response proportionally more often than the other group. For respondents curious about a CAF career (section 3.1), interested in a CAF career but undecided (section 3.2), and seriously considering joining the CAF (section 3.3), the group sizes were sufficiently large and the contingency tables were small and thus the tests of independence were not affected by low expected cell counts (Cochran, 1954). For parents who

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were exploring opportunities for their children (section 3.4), sample sizes for comparison groups were small, resulting in low expected cell counts in some cases. In these cases (i.e., when more than 20% of cells had expected counts of 5 or below; Howell, 2012), Fisher's Exact Test (for 2x2 comparisons) or likelihood ratio (for comparisons greater than 2x2) were reported in lieu of chi-square (Fisher, 1922; Howell, 2012). For all respondents, Cramer's V was calculated as a measure of effect size using the following guidelines for interpretation: Cramer's V = 0.1 indicating a small effect, Cramer's V = 0.3 indicating a medium effect, and Cramer's V = 0.5 indicating a large effect (Cohen, 1988). **In descriptive text, small effects were described as *slightly more/less*, small to medium effects as *moderately more/less*, medium to large effects as *more/less*, and large effects as *much more/less*.**

For group comparisons of responses to the question "how appealing is a career with the CAF?," independent samples t-tests were used to compare means based on FOL, gender, visible minority status, and Indigenous person status. For comparisons based on age, Analysis of Variance (ANOVA) was employed. When the assumption of homogeneous variances was violated (as indicated by a significant Levene's test of equality of variances), the t-test available in IBM's SPSS version 22 for *equal variances not assumed* was used to assess the statistical significance of mean differences; for ANOVA, the Welch test for equality of means was employed, followed up with the Games-Howell test for post hoc comparisons. When group sizes were sufficiently large ($n > 30$), normality of the sampling distribution of the means was assumed regardless of whether the data were skewed (Tabachnick & Fidell, 2007). When group sizes were small ($n < 30$), the normality assumption was examined using the Shapiro-Wilk test prior to conducting analyses (Shapiro & Wilk, 1965). As these data were measured on a four-point Likert scale with a clearly limited range, an absence of univariate outliers was also assumed. Because responses to only one Likert-scale type item ("how appealing is a career with the CAF?") were assessed in this report, data were not examined for multivariate outliers.

Cohen's d was calculated as a measure of effect size for comparisons based on FOL, gender, visible minority status, and Indigenous persons status, using the following guidelines for interpretation: $d = 0.2$ indicating a small effect, $d = 0.5$ indicating a medium effect, and $d = 0.8$ indicating a large effect (Cohen, 1992). For comparisons based on age, R^2 was reported as the measure of effect size, using the following guidelines for interpretations: $R^2 = 0.01$ is considered a small effect, $R^2 = 0.06$ is a medium effect, and $R^2 = 0.14$ is a large effect (Cohen, 1988). **In descriptive text, small effects were described as *slightly more/less*, small to medium effects as *moderately more/less*, medium to large effects as *more/less*, and large effects as *much more/less*.**



Results

3.1 Respondents curious about a CAF career

3.1.1 Demographic characteristics

Overall, 2,268 respondents who were curious about a CAF career completed the survey and were included in the analyses for section 3.1. Table 1 presents these respondents' demographic characteristics.¹ Slightly more than half of respondents were male (56.9%) and approximately half of respondents were between 22 and 38 years of age (49.1%). A small percentage of respondents identified themselves as Indigenous persons (5.7%) and visible minorities (17.1%)².

Most respondents indicated that their first official language is English (80.0%), and a slightly smaller proportion indicated that English was the language they most often speak at home (70.2%). Nearly half of respondents had friends and acquaintances with previous or current military experience (43.9%). Over half of the respondents were exclusively working full- or part-time (60.9%), whereas a minority were unemployed (19.6%), unemployed students (8.8%), or students working full- or part-time (10.6%). Approximately one-third of the respondents (38.6%) reported that their highest level of education was high school (including GED),³ while 19.7% completed college, 19.3% had earned an undergraduate degree,⁴ and 11.6% held a graduate degree.

Table 1: Demographic characteristics of respondents curious about a CAF career.

Demographic Characteristic	Number of Respondents (n = 2,268)	Valid Percent
Gender		
Male	1,291	56.9%
Female	956	42.2%
Prefer not to answer	21	0.9%
Age		
16 – 21	412	18.2%
22 – 38	1,114	49.1%
39 – 57	617	27.2%
58 years or older	125	5.5%

¹ Percentages for some demographic characteristics may not add exactly to 100% due to rounding of values to one significant digit.

² Of the individuals who identified as visible minorities, a few also identified as Indigenous persons (3.9%, n = 15).

³ The percentage of respondents who reported that high school was their highest level of education includes those who had completed some college (including CEGEP; 12.3%) or some university (10.9%) courses.

⁴ This percentage includes those who indicated they had taken graduate degree courses (3.8%).

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Indigenous Person		
Yes	129 ¹	5.7%
No	2,043	90.1%
Prefer not to answer	96	4.2%
Visible Minority		
Yes	387 ¹	17.1%
No	1,777	78.4%
Prefer not to answer	104	4.6%
First Official Language		
English	1,815	80.0%
French	453	20.0%
Language Spoken Most Often at Home		
English	1,592	70.2%
French	390	17.2%
Other	286	12.6%
Family or Friends with Current or Former CAF Experience²		
Relative	563	24.8%
Partner/spouse	68	3.0%
Friends and acquaintances	996	43.9%
None	947	41.8%
Current Employment Status		
Working full-time	1,116	49.2%
Working part-time	266	11.7%
Unemployed	445	19.6%
Student, working full-time	63	2.8%
Student, working part-time	178	7.8%
Student	200	8.8%
Highest Level of Education		
Some high school	245	10.8%
High school graduate (GED)	349	15.4%
Some college (including CEGEP)	279	12.3%
College graduate (including CEGEP)	447	19.7%
Some university	248	10.9%
Undergraduate degree	351	15.5%
Graduate degree courses	86	3.8%
Graduate degree	263	11.6%



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¹Includes $n = 15$ individuals who identified both as Indigenous persons and visible minorities.

²Respondents were able to select more than one response option.

Respondents were also asked to indicate whether they currently belong, or had previously belonged, to various CAF divisions, a foreign military organization, or the Royal Canadian Mounted Police (RCMP). Most respondents indicated that they had never belonged to any of the listed organizations (82.5%), whereas a small number indicated they had belonged to the Cadets (10.0%). Very few respondents indicated that they had belonged to the other organizations. Figure 1 presents the percentage of respondents who indicated current or prior affiliation with each organization.

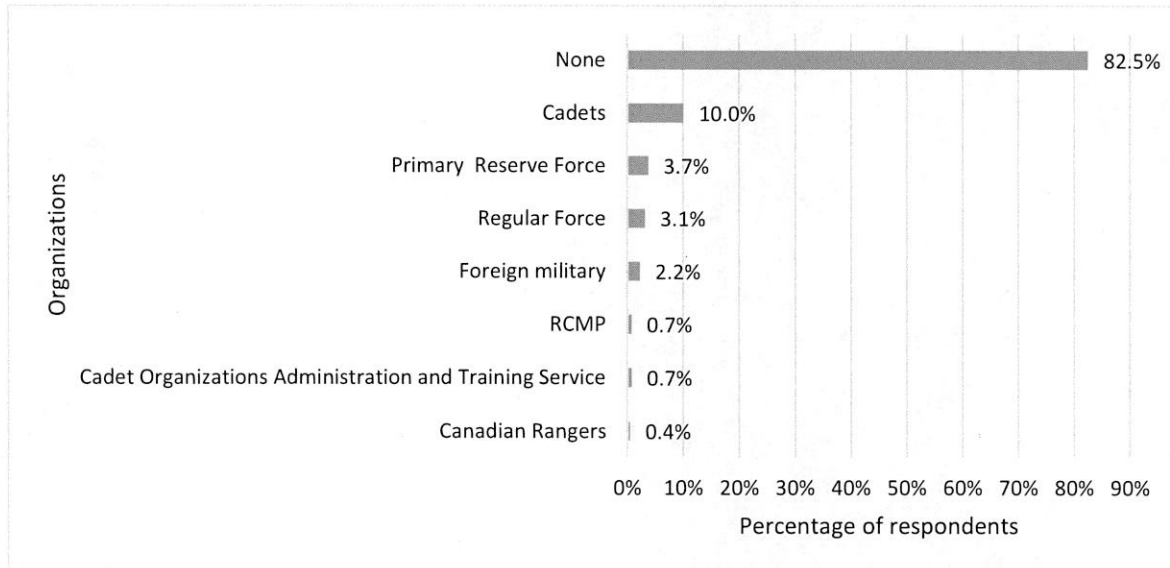


Figure 1: Percentage of respondents curious about a CAF career who currently belong to or have ever belonged to the specified organizations.

3.1.2 How did you first find out about the CAF recruitment website?

Respondents were asked to indicate how they first found out about the CAF recruitment website. They were presented with a list of information sources and were asked to indicate the source that first led them to the CAF recruitment website. The source that respondents selected most frequently was an online search tool (e.g., Google, Bing, Yahoo; 29.5%), followed by a link on another website (22.6%; please refer to Table 78 in Annex C for full list of websites listed by respondents), and Facebook (16.8%). Approximately one-tenth of respondents indicated learning of the recruitment website through “other” sources (8.2%; refer to Table 80 in Annex C for full list of “other” sources listed by respondents). Figure 2 presents the percentage of respondents who selected each information source.

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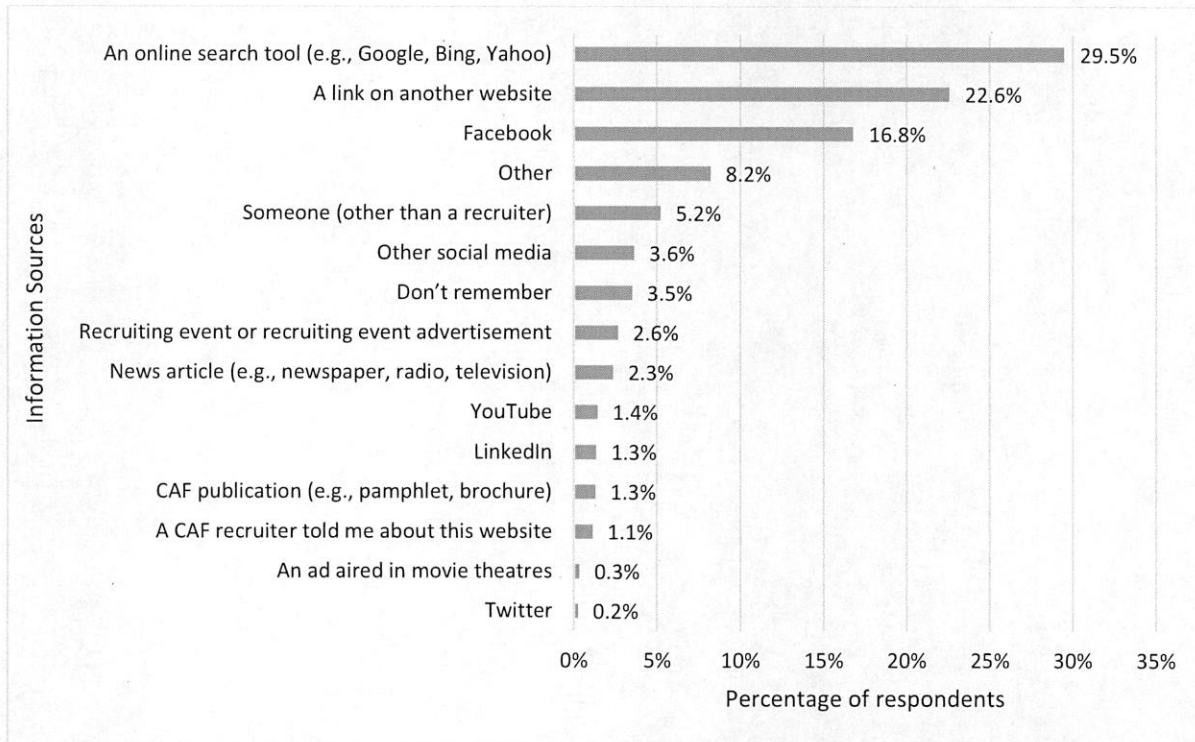


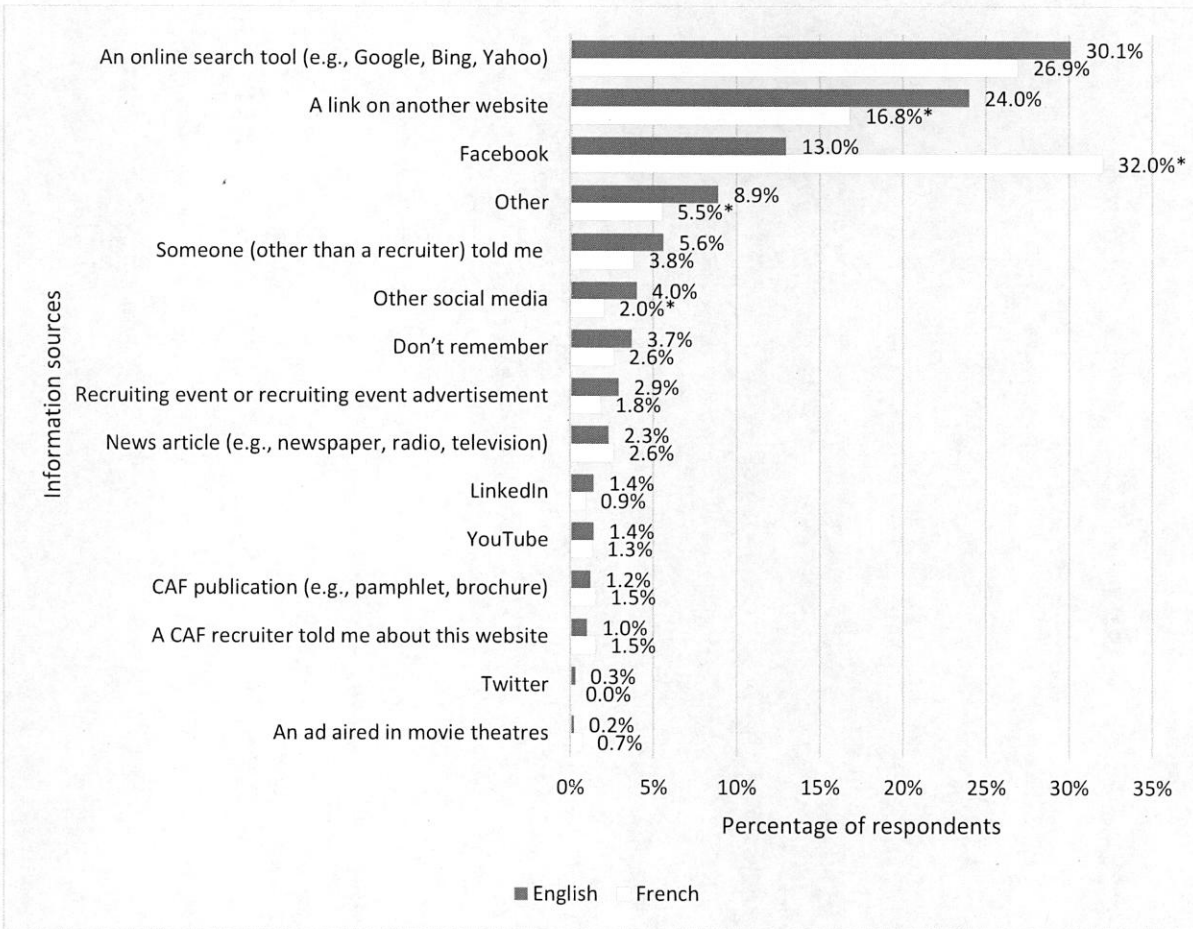
Figure 2: How respondents curious about a CAF career first found out about the CAF recruitment website.

3.1.2.1 First official language analysis

Figure 3 illustrates the proportions of English and French speakers who identified a particular information source as how they first found out about the CAF recruitment website. English speakers most commonly found out about the CAF recruitment website via an online search tool (30.1%) and a link on another website (24.0%), whereas the most frequently identified information sources for French speakers were Facebook (32.0%), followed by an online search tool (26.9%).

Comparing the proportion of responses in each category by first official language, several statistically significant differences emerged. French speakers were more likely to have discovered the recruitment website through Facebook (32.0%) compared to English speakers (13.0%), and English speakers (24.0%) were more likely than French speakers (16.8%) to have found the CAF recruitment website through a link on another website. English speakers were also more likely than French speakers to have found the CAF recruitment website through other social media (4.0% vs. 2.0%) and “other” unlisted sources (8.9% vs. 5.5%). No other proportions differed significantly (see Table 6 in Annex B for full statistical results).

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Note. Asterisks denote significant differences at $p < 0.05$.

Figure 3: How respondents curious about a CAF career first found out about the CAF recruitment website: First official language analysis.

3.1.2.2 Age analysis

Figure 4 shows the proportions of respondents across four age ranges (16-21, 22-38, 39-57, 58 and over) who identified a particular information source as how they first found out about the CAF recruitment website. Respondents aged 16-21 most commonly found out about the CAF recruitment website via Facebook (26.7%) and an online search tool (26.5%). Similarly, the most frequently identified sources by those aged 22-38 were an online search tool (30.3%), followed by Facebook (21.8%). Those aged 39-57 and aged 58 and over were most likely to have discovered the recruitment website through a link on another website (31.9% and 43.2%, respectively) and an online search tool (30.3% and 28.8%, respectively).

Comparing the proportion of responses in each category by age group, several statistically significant differences emerged. Specifically, those aged 16-21 (26.7%) and 22-38 (21.8%) were more likely than those aged 39-57 (4.1%) and 58 and over (2.4%) to have discovered the recruitment website via Facebook. In addition, those aged 39-57 (31.9%) and 58 (43.2%) were more likely to have found the



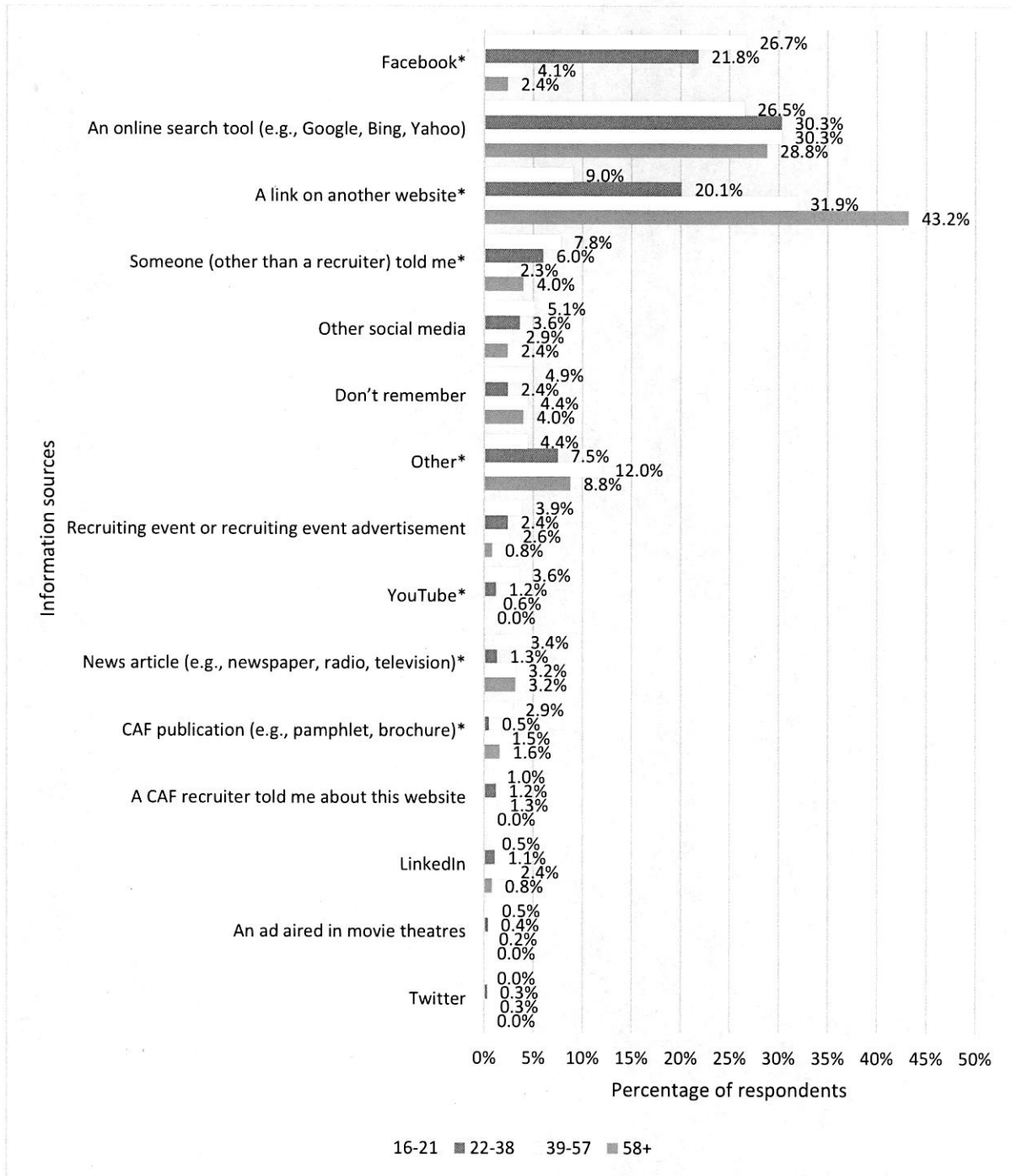
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recruitment website via a link on another website, than those aged 22-38 (20.1%) and 16-21 (9.0%). The difference between the 16-21 and 22-38 age groups was also statistically significant. Thus, as shown in Figure 4, the likelihood of learning about the CAF recruitment website through Facebook clearly decreases with age. The opposite trend was found for learning about the CAF recruitment website through a link on another website (i.e., the likelihood increases with age).

Those aged 16-21 (7.8%) and 22-38 (6.0%) were more likely than those aged 39-57 (2.3%) to have heard about the website from someone other than a recruiter. Respondents aged 39-57 (12.0%) were more likely than those aged 21-38 (7.5%) to have found out from “other” unlisted sources. Furthermore, those aged 16-21 (3.6%) were more likely than those aged 22-38 (1.2%) and 39-57 (0.6%) to have found the website via YouTube. Respondents aged 39-57 (3.2%) were more likely than those aged 22-38 (1.3%) to have discovered the website from a news article. Finally, those aged 16-21 (2.9%) were more likely than those aged 22-38 (0.5%) to have found the website through a CAF publication. No other proportions differed significantly (see Table 7 in Annex B for full statistical results).



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Note. Asterisks denote categories with significant differences between at least two age groups at $p < 0.05$.

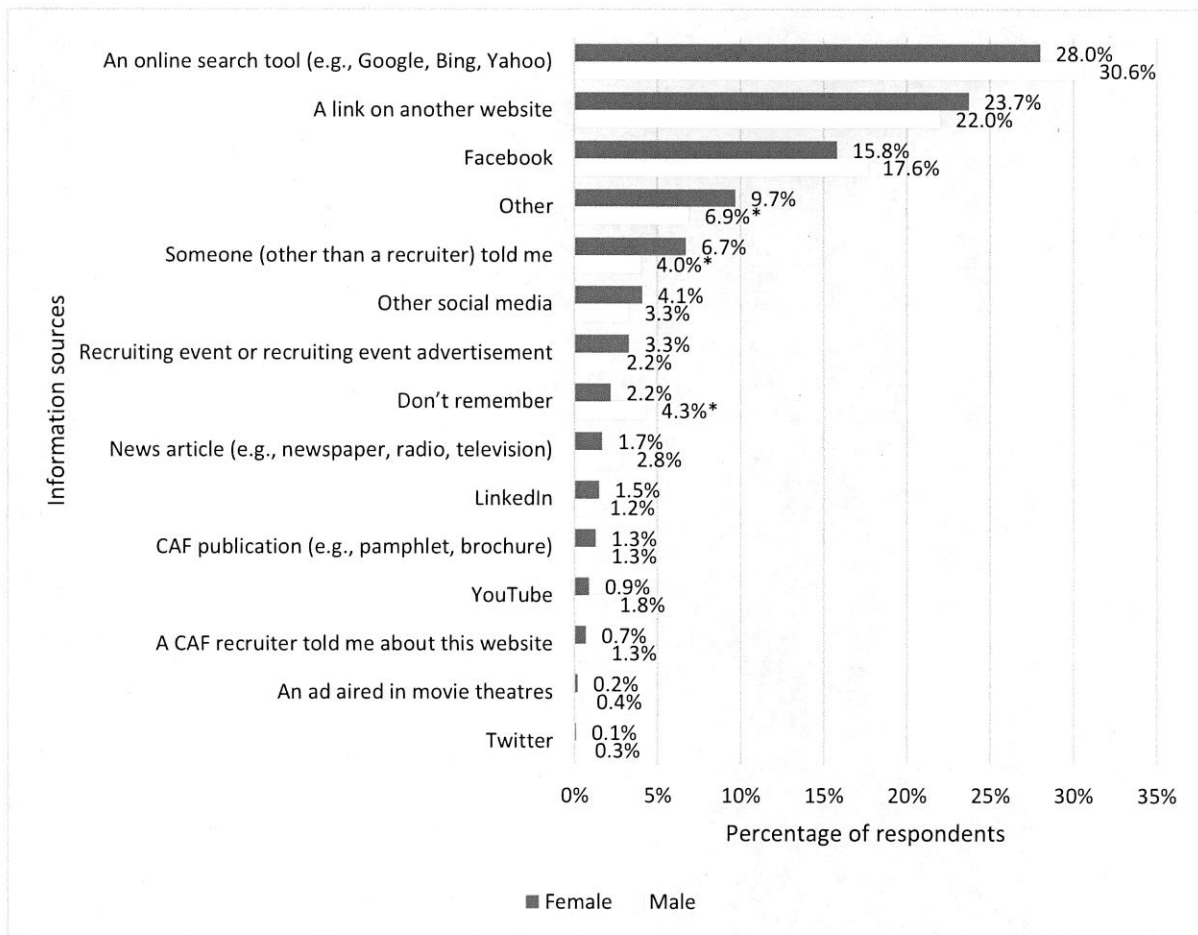
Figure 4: How respondents curious about a CAF career first found out about the CAF recruitment website: Age analysis.

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3.1.2.3 Gender analysis

Figure 5 shows the proportions of male and female respondents who identified a particular information source as being how they first found out about the CAF recruitment website. Both males and females most commonly found out about the CAF recruitment website via an online search tool (30.6% and 28.0%, respectively) and a link on another website (22.0% and 23.7%, respectively).

Comparing the percentage of responses in each category by gender, several statistically significant differences emerged. Female respondents were more likely to have discovered the recruitment website through “other” unlisted sources (9.7%) compared to males (6.9%). Females were also more likely to have heard about the website through someone other than a recruiter (6.7%) compared to males (4.0%). Of note, these information sources as a means of learning about the CAF recruitment website were relatively uncommon for both groups. No other proportions differed significantly (see Table 8 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

Figure 5: How respondents curious about a CAF career first found out about the CAF recruitment website: Gender analysis.

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3.1.2.4 Visible minority analysis

Figure 6 displays the percentage of visible minorities and Caucasian respondents who identified an information source as how they first found out about the CAF recruitment website. Both visible minorities and Caucasians most commonly found out about the CAF recruitment website via an online search tool (31.5% and 28.8%, respectively) and a link on another website (18.9% and 23.7%, respectively).

No statistically significant differences emerged when comparing the proportions of responses by visible minority status (see Table 9 in Annex B for full statistical results).

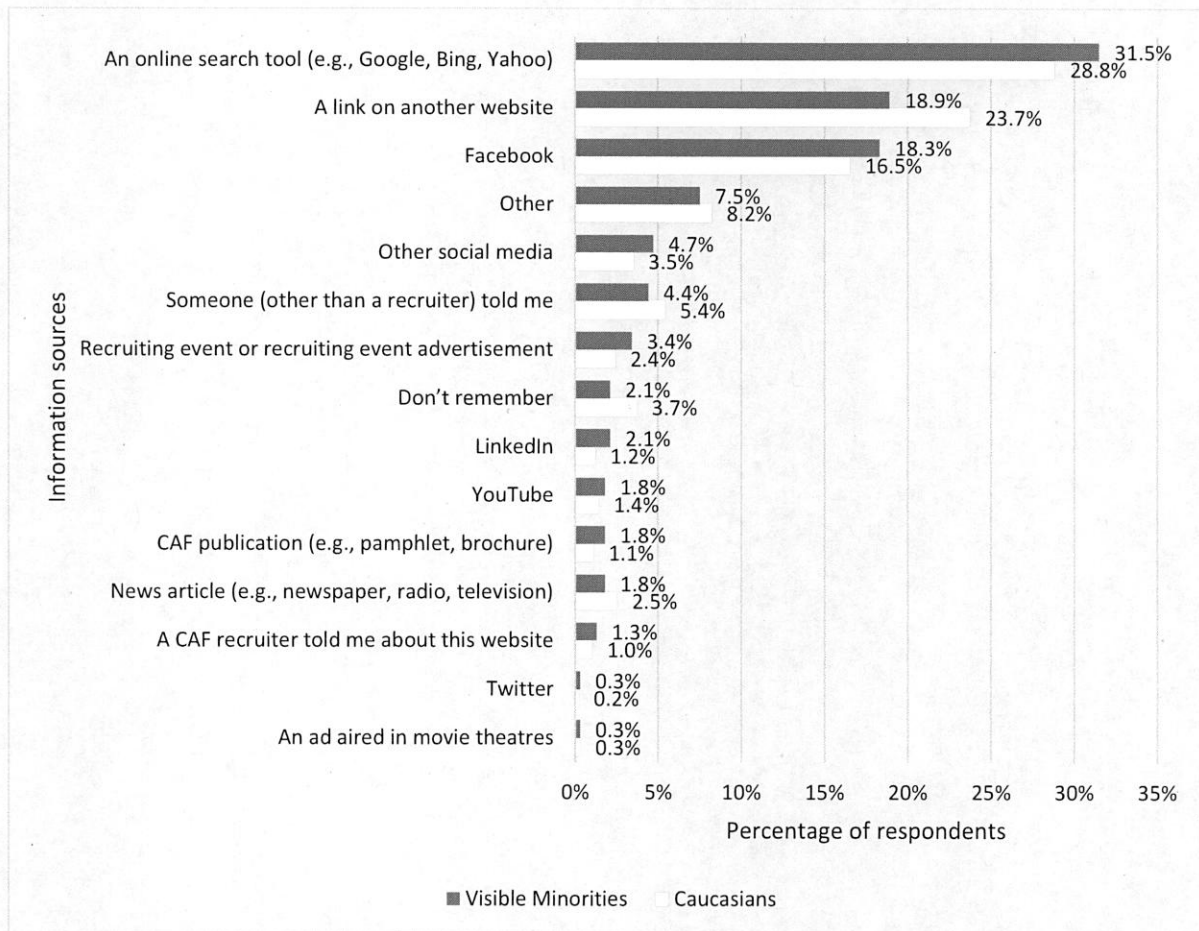


Figure 6: How respondents curious about a CAF career first found out about the CAF recruitment website: Visible minority analysis.

3.1.2.5 Indigenous person status analysis

Figure 7 displays the percentage of Indigenous and non-Indigenous respondents who identified an information source as how they first found out about the CAF recruitment website. Both Indigenous and non-Indigenous respondents most commonly found out about the CAF recruitment website via an

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online search tool (28.7% and 29.2%, respectively) and a link on another website (17.1% and 23.3%, respectively).

No statistically significant differences emerged when comparing the proportions of responses by Indigenous person status (see Table 10 in Annex B for full statistical results).

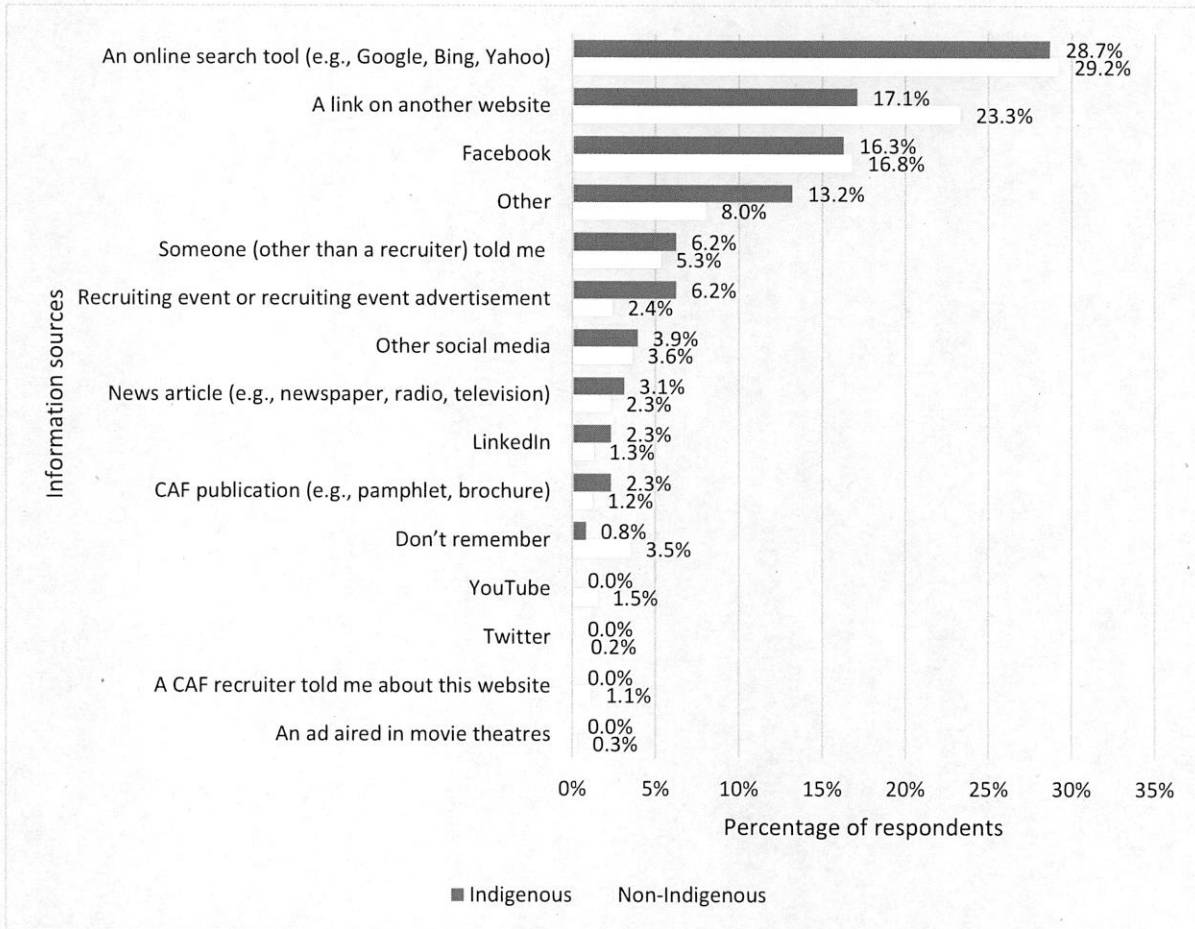


Figure 7: How respondents curious about a CAF career first found out about the CAF recruitment website: Indigenous person analysis.

3.1.3 Attractiveness of a CAF career

Respondents were asked to rate the attractiveness of a career with the CAF on a four-point scale ranging from *not at all appealing* to *very appealing*. More than half of all respondents rated a career with the CAF as either *appealing* (39.3%) or *very appealing* (15.3%). Of the remaining respondents, 40.0% rated a CAF career as *slightly appealing*, and a small percentage (5.4%) rated a CAF career as *not at all appealing*. These proportions are displayed in Figure 8.

The group comparisons that follow this section focus on the proportion of respondents who indicated that a career with the CAF is either *appealing* or *very appealing*.

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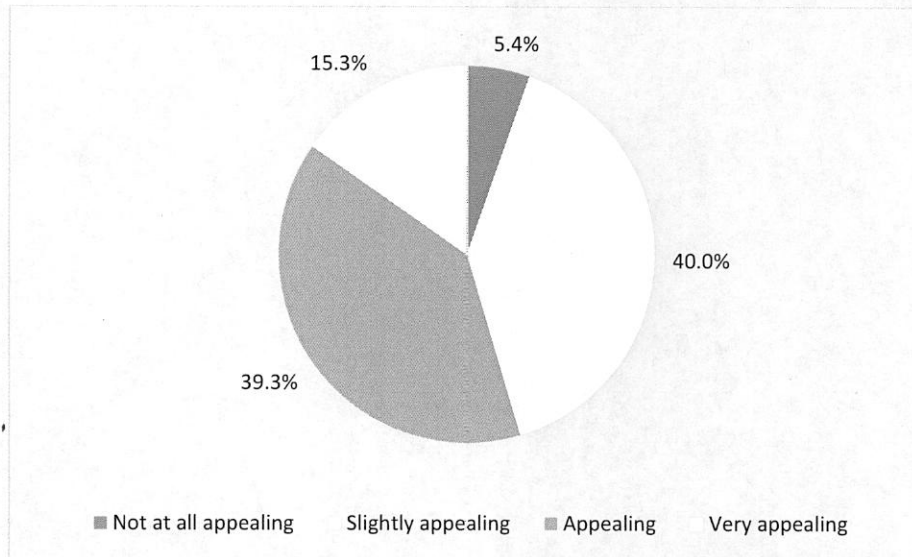
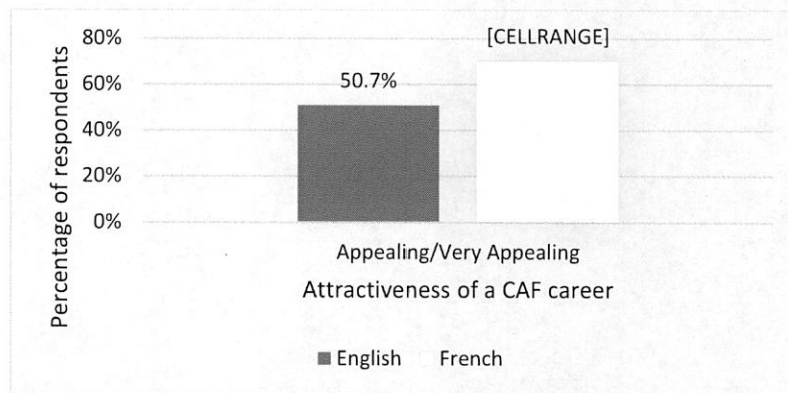


Figure 8: Attractiveness of a CAF career for respondents curious about a CAF career.

3.1.3.1 First official language analysis

Figure 9 illustrates the proportions of English and French speakers who rated a career with the CAF as either *appealing* or *very appealing*. Most French speakers (70.0%) rated a career in the CAF as *appealing* or *very appealing*, compared to half of English speakers (50.7%). On average, French speakers rated a CAF career as significantly more attractive than did English speakers (see Table 11 in Annex B for statistical comparison of scale means).



Note. Asterisks denote significant differences at $p < 0.05$.

Figure 9: Attractiveness of a CAF career for respondents curious about a CAF career: First official language analysis.

3.1.3.2 Age analysis

Figure 10 illustrates the proportions of respondents in each age group who rated a career with the CAF as either *appealing* or *very appealing*. Two-thirds of respondents age 58 and over (65.3%) rated a career in the CAF as *appealing* or *very appealing*, compared with over half of those aged 16-21 (54.1%), 22-38

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(51.7%), and 39-57 (57.9%). Respondents from different age groups did not statistically differ in their average ratings of the attractiveness of a CAF career (see

Table 12 in Annex B for statistical comparison of scale means). The lack of statistically significant differences may be due to inadequate power (i.e., the low sample size of the 58 and over age group).

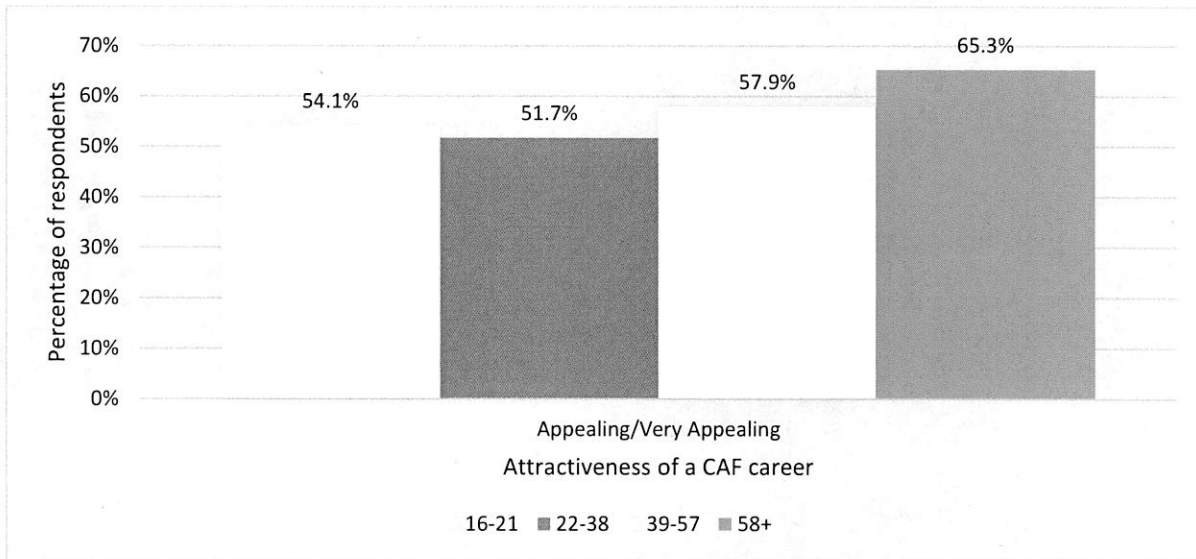
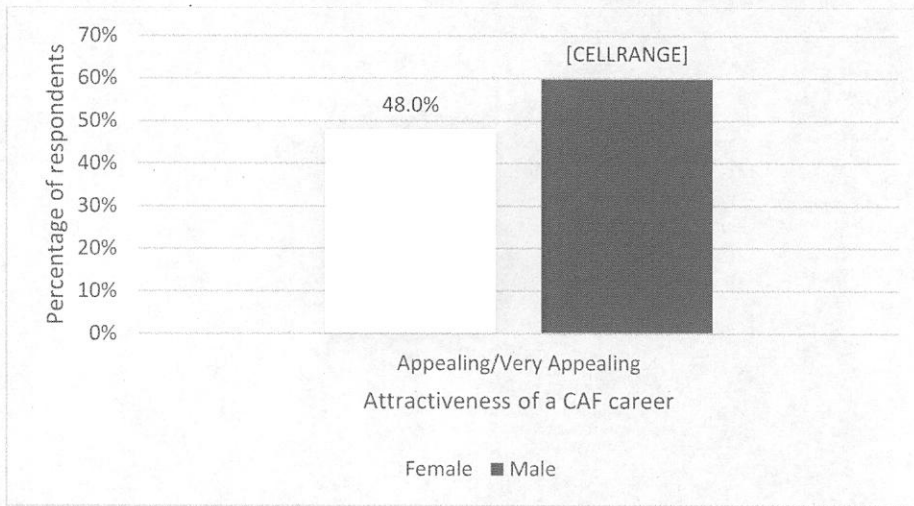


Figure 10: Attractiveness of a CAF career for respondents curious about a CAF career: Age analysis.

3.1.3.3 Gender analysis

Figure 11 depicts the proportions of male and female respondents who rated a career with the CAF as either *appealing* or *very appealing*. Over half of male respondents (59.8%) rated a CAF career as *appealing* or *very appealing*, compared with nearly half of female respondents (48.0%). On average, male respondents rated a CAF career as moderately more attractive than did female respondents (see Table 13 in Annex B for statistical comparison of scale means).

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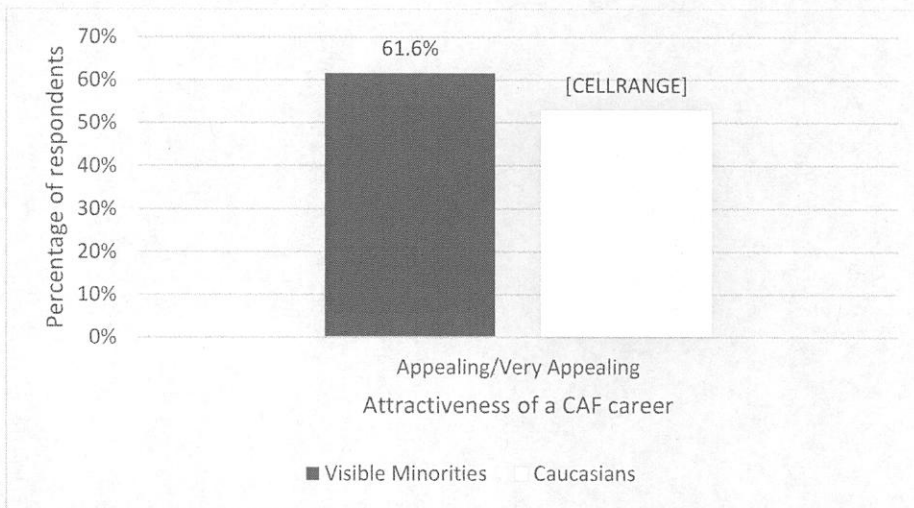


Note. Asterisks denote significant differences at $p < 0.05$.

Figure 11: Attractiveness of a CAF career for respondents curious about a CAF career: Gender analysis.

3.1.3.4 Visible minority analysis

Figure 12 depicts the proportions of visible minority and Caucasian respondents who rated a career with the CAF as either *appealing* or *very appealing*. Nearly two-thirds of visible minority respondents (61.6%) rated a CAF career as *appealing* or *very appealing*, compared with approximately half of Caucasian respondents (52.9%). On average, visible minorities rated a CAF career as moderately more attractive than did Caucasians (see Table 14 in Annex B for statistical comparison of scale means).



Note. Asterisks denote significant differences at $p < 0.05$.

Figure 12: Attractiveness of a CAF career for respondents curious about a CAF career: Visible minority analysis.

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3.1.3.5 Indigenous person analysis

Figure 13 displays the proportions of Indigenous and non-Indigenous respondents who rated a career with the CAF as either *appealing* or *very appealing*. Over half of non-Indigenous respondents (54.7%) rated a CAF career as *appealing* or *very appealing*, compared with nearly half of Indigenous respondents (48.8%). Indigenous and non-Indigenous persons did not statistically differ in their average ratings of the attractiveness of a CAF career (see Table 15 in Annex B for statistical comparison of scale means).

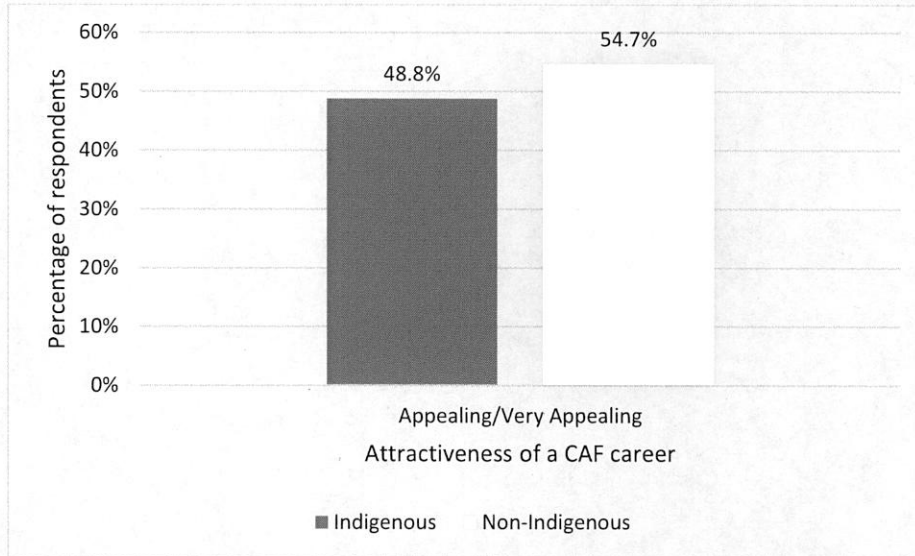


Figure 13: Attractiveness of a CAF career for respondents curious about a CAF career: Indigenous person analysis.

3.1.4 Recommended strategies to increase attractiveness of a CAF career

Respondents who indicated that a career with the CAF was either *slightly* or *not at all appealing* were presented with a list of potential strategies for increasing the attractiveness of a CAF career and were asked to select all of the strategies that they thought would be effective for encouraging them to join. The strategy most frequently selected by respondents was higher pay (45.1%), followed by the option not to work in a combat role (41.3%), a better benefits package (38.9%), and the ability to live in one place for longer (38.0%). Among the least frequently endorsed strategies were a more positive work environment (23.8%), more ethnic diversity (10.6%), and “other” unlisted strategies (7.3%; see Table 81 in Annex C for full list of “other” strategies listed by respondents). Figure 14 presents the percentage of respondents endorsing each strategy for increasing the attractiveness of a CAF career.

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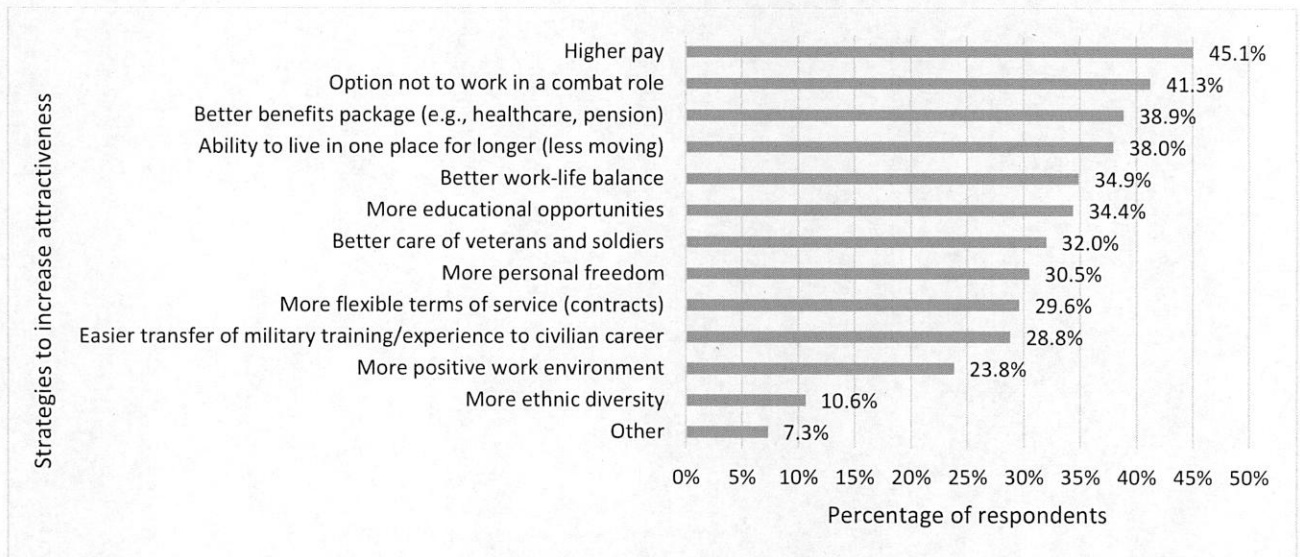


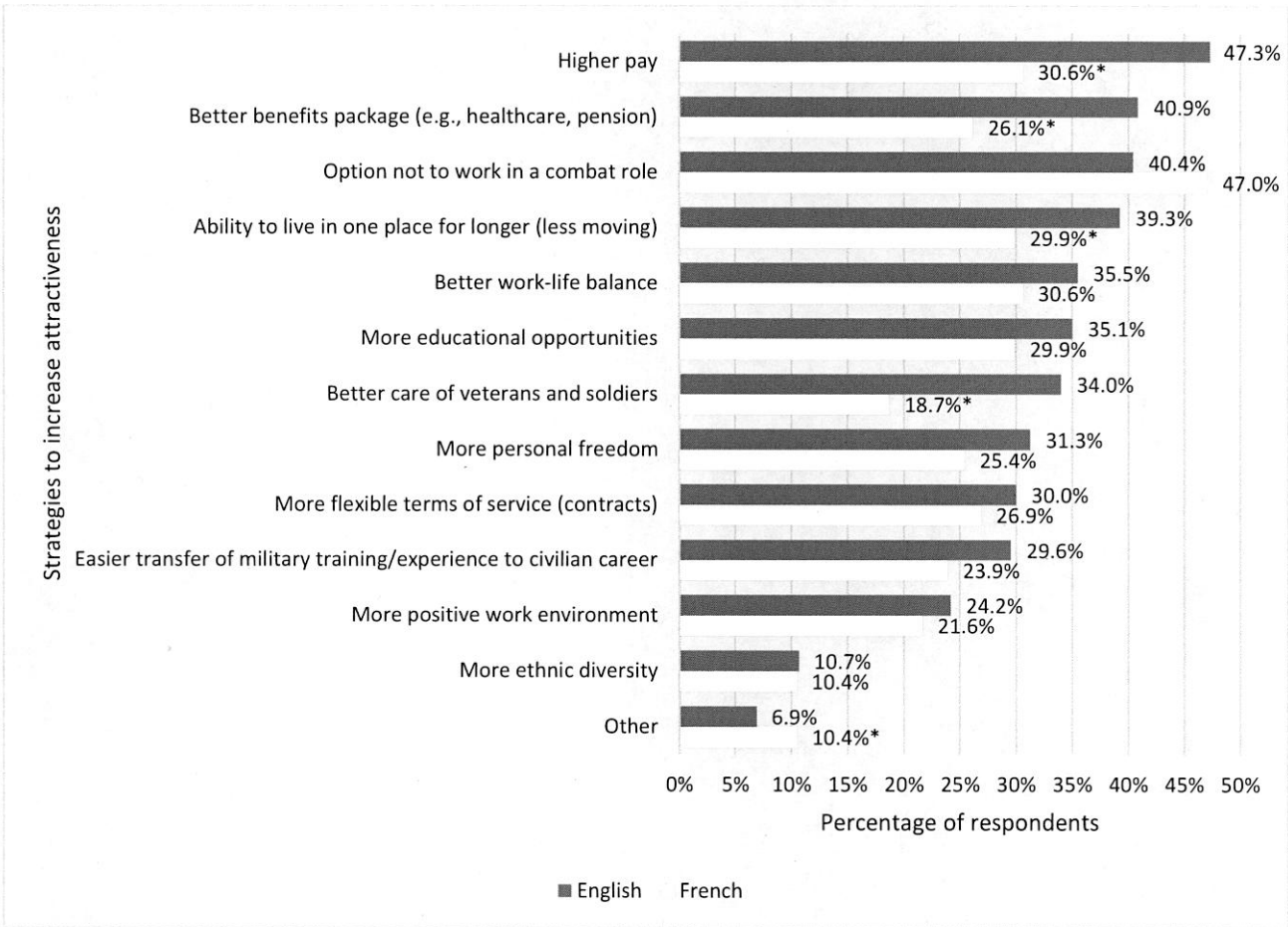
Figure 14: Recommended strategies to increase attractiveness of a CAF career for respondents curious about a CAF career.

3.1.4.1 First official language analysis

Figure 15 illustrates the proportions of English and French speakers who endorsed each strategy for making the CAF a more attractive career option. English speakers most frequently selected higher pay (47.3%) and a better benefits package (40.9%) as strategies that would increase the attractiveness of a CAF career. In comparison, French speakers most frequently endorsed having the option not to work in a combat role (47.0%), followed by higher pay (30.6%) and better work-life balance (30.6%).

Comparing the proportion of responses in each category by first official language, several statistically significant differences emerged. English speakers were moderately more likely than French speakers to select higher pay (47.3% vs. 30.6%), a better benefits package (40.9% vs. 26.1%), better care of veterans and soldiers (34.0% vs. 18.7%), and slightly more likely to select the ability to live in one place for longer (39.3% vs. 29.9%). French speakers were moderately more likely to recommend “other” unlisted strategies (10.4%) compared to English speakers (6.9%). No other proportions differed significantly (see Table 16 in Annex B for full statistical results).

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Note. Asterisks denote significant differences at $p < 0.05$.

Figure 15: Recommended strategies to increase attractiveness of a CAF career for respondents curious about a CAF career: First official language analysis.

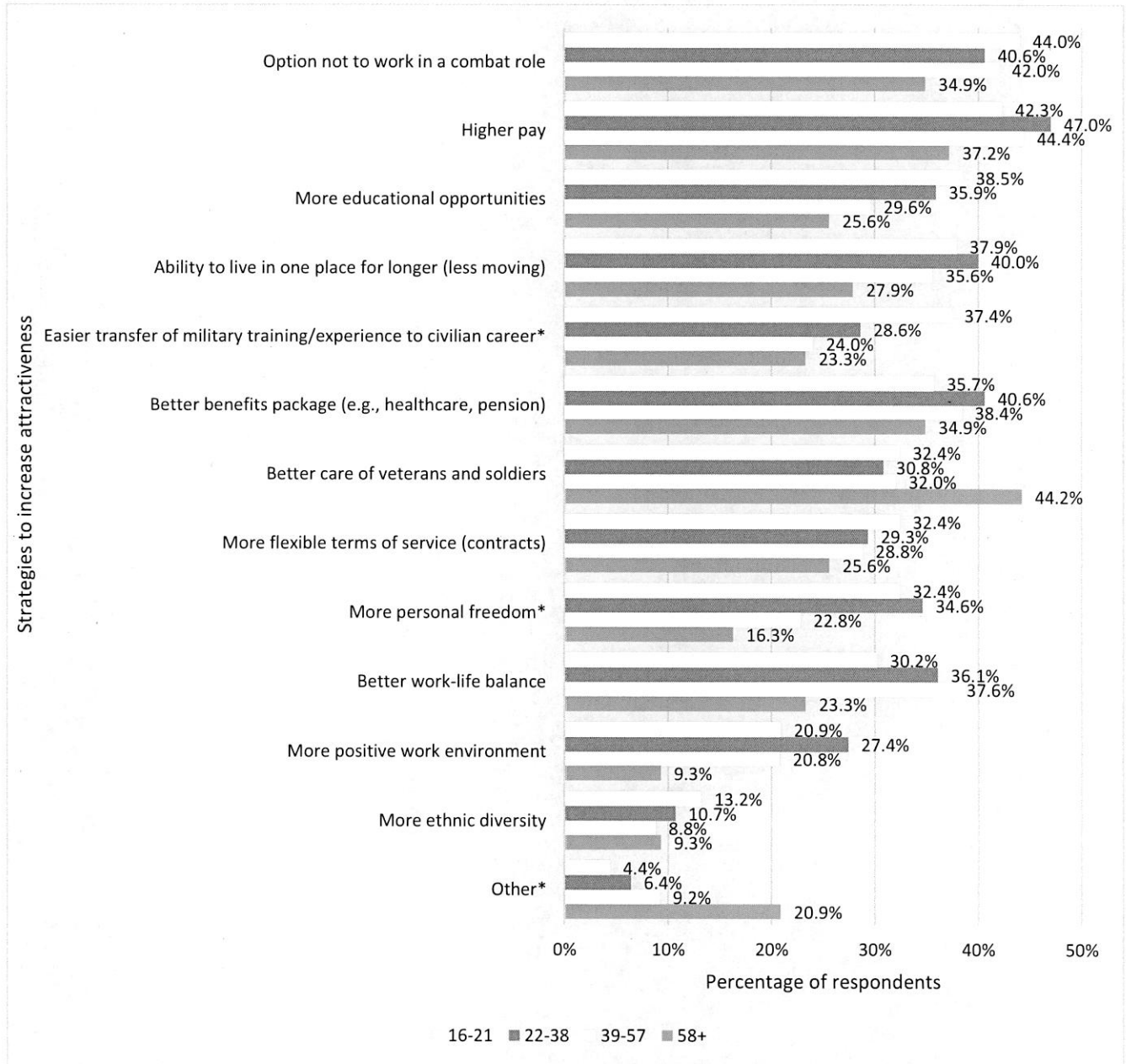
3.1.4.2 Age analysis

Figure 16 depicts the proportions of respondents in each age group who endorsed each strategy for making the CAF a more attractive career option. Respondents aged 16-21 most frequently selected the option not to work in a combat role (44.0%) and higher pay (42.3%) as strategies that would increase the attractiveness of a CAF career; those aged 22-38 most frequently endorsed higher pay (47.0%), a better benefits package (40.6%), and the option not to work in a combat role (40.6%); respondents aged 39-57 most commonly selected higher pay (44.4%), followed by the option not to work in a combat role (42.0%); those 58 and over most frequently chose better care of veterans and soldiers (44.2%) and higher pay (37.2%).

Comparing the proportion of responses in each category by age group, several statistically significant differences emerged. Those aged 16-21 (37.4%) were moderately more likely than those aged 39-57 (24.0%) to endorse easier transfer of military training and experience to a civilian career. Those aged 22-38 (34.6%) were moderately more likely to endorse more personal freedom than respondents aged

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39-57 (22.8%). Finally, those 58 years of age and over (20.9%) were moderately more likely than those aged 16-21 (4.4%) and 22-38 (6.4%) to recommend “other” strategies that were not listed. No other proportions differed significantly (see Table 17 in Annex B for full statistical results).



Note. Asterisks denote categories with significant differences between at least two age groups at $p < 0.05$.

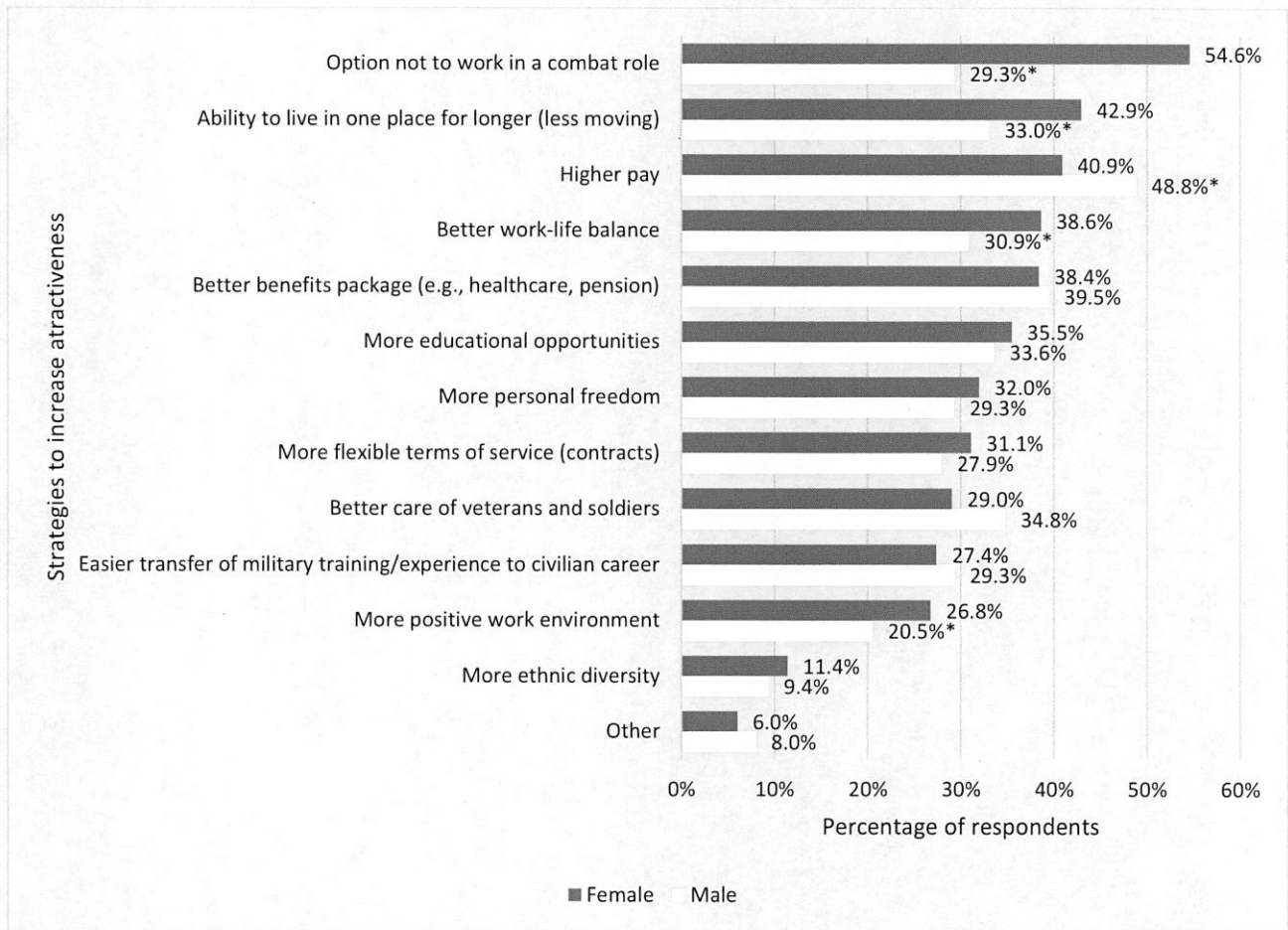
Figure 16: Recommended strategies to increase attractiveness of a CAF career for respondents curious about a CAF career: Age analysis.

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3.1.4.3 Gender Analysis

Figure 17 displays the proportions of male and female respondents who endorsed each strategy for making the CAF a more attractive career option. Male respondents most frequently selected higher pay (48.8%) and a better benefits package (39.5%) as strategies that would increase the attractiveness of a CAF career. In comparison, female respondents most frequently endorsed having the option not to work in a combat role (54.6%), followed by the ability to live in one place for longer (42.9%).

Comparing the proportion of responses in each category by gender, several statistically significant differences emerged. Female respondents were moderately more likely than male respondents to select the option not to work in a combat role (54.6% vs. 29.3%), the ability to live in one place for longer (42.9% vs. 33.0%), and slightly more likely to select better work-life balance (38.6% vs. 30.9%) and more positive work environment (26.8% vs. 20.5%). Male respondents were slightly more likely than females to endorse higher pay (48.8% vs. 40.9%). No other proportions differed significantly (see Table 18 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

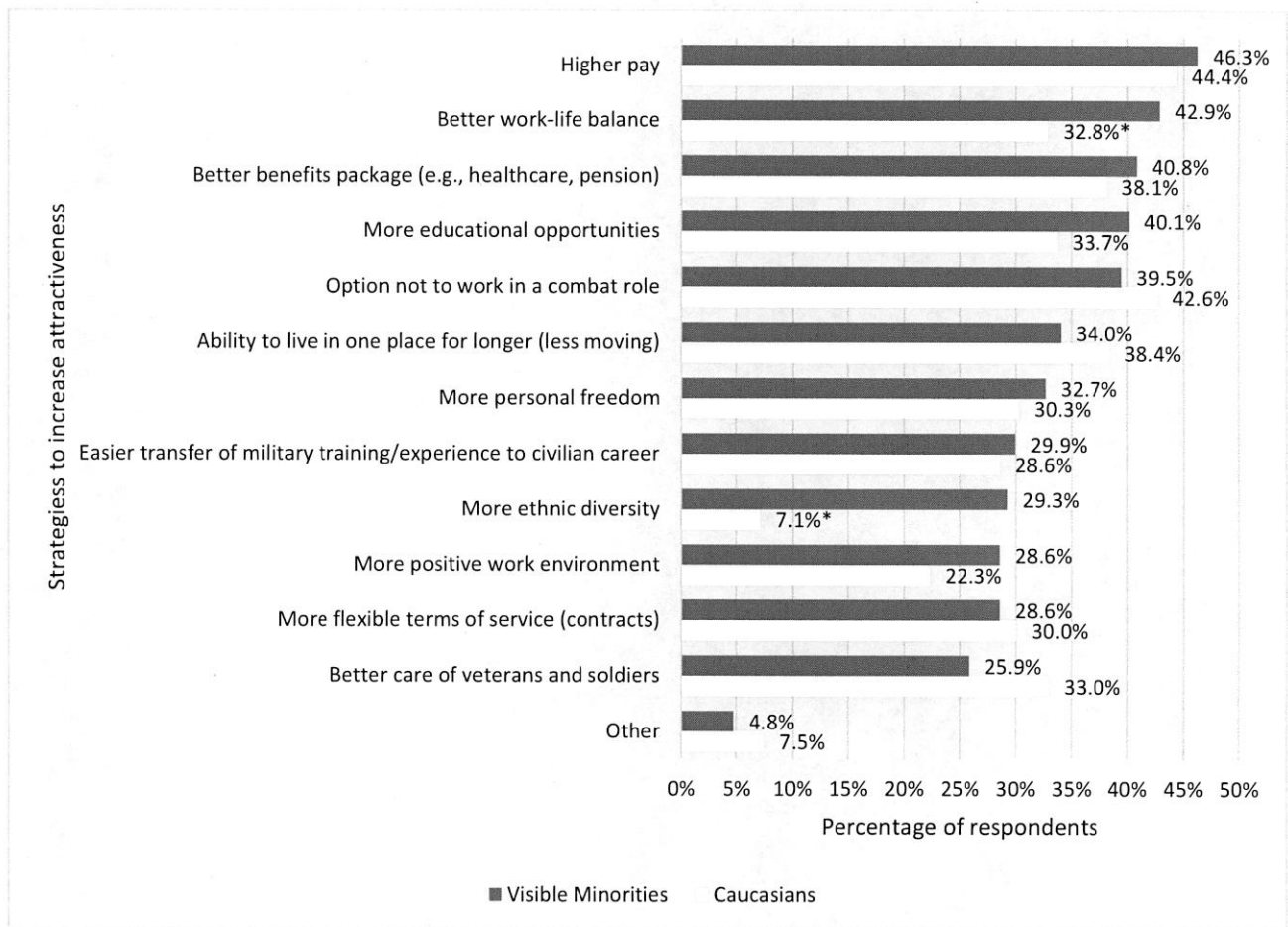
Figure 17: Recommended strategies to increase attractiveness of a CAF career for respondents curious about a CAF career: Gender analysis.

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3.1.4.3 Visible minority analysis

Figure 18 displays the proportions of visible minority and Caucasian respondents who endorsed each strategy for making the CAF a more attractive career option. Visible minority respondents most frequently selected higher pay (46.3%) and better work-life balance (32.8%) as strategies that would increase the attractiveness of a CAF career. In comparison, Caucasian respondents most frequently endorsed higher pay (44.4%), followed by the option not to work in a combat role (42.6%).

Comparing the proportion of responses in each category by visible minority status, several statistically significant differences emerged. Visible minority respondents were slightly more likely than Caucasian respondents to select better work-life balance (42.9% vs. 32.8%) and moderately more likely to select more ethnic diversity (29.3% vs. 7.1%). No other proportions differed significantly (see Table 19 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

Figure 18: Recommended strategies to increase attractiveness of a CAF career for respondents curious about a CAF career: Visible minority analysis.

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3.1.4.4 Indigenous person analysis

Figure 19 shows the proportions of Indigenous and non-Indigenous respondents who endorsed each strategy for making the CAF a more attractive career option. Indigenous respondents most frequently selected higher pay (43.8%) and the ability to live in one place for longer (43.8%) as strategies that would increase the attractiveness of a CAF career. In comparison, non-Indigenous respondents most frequently endorsed higher pay (45.0%), followed by the option not to work in a combat role (42.4%).

No statistically significant differences emerged when comparing the proportions of responses by Indigenous person status (see Table 20 in Annex B for full statistical results).

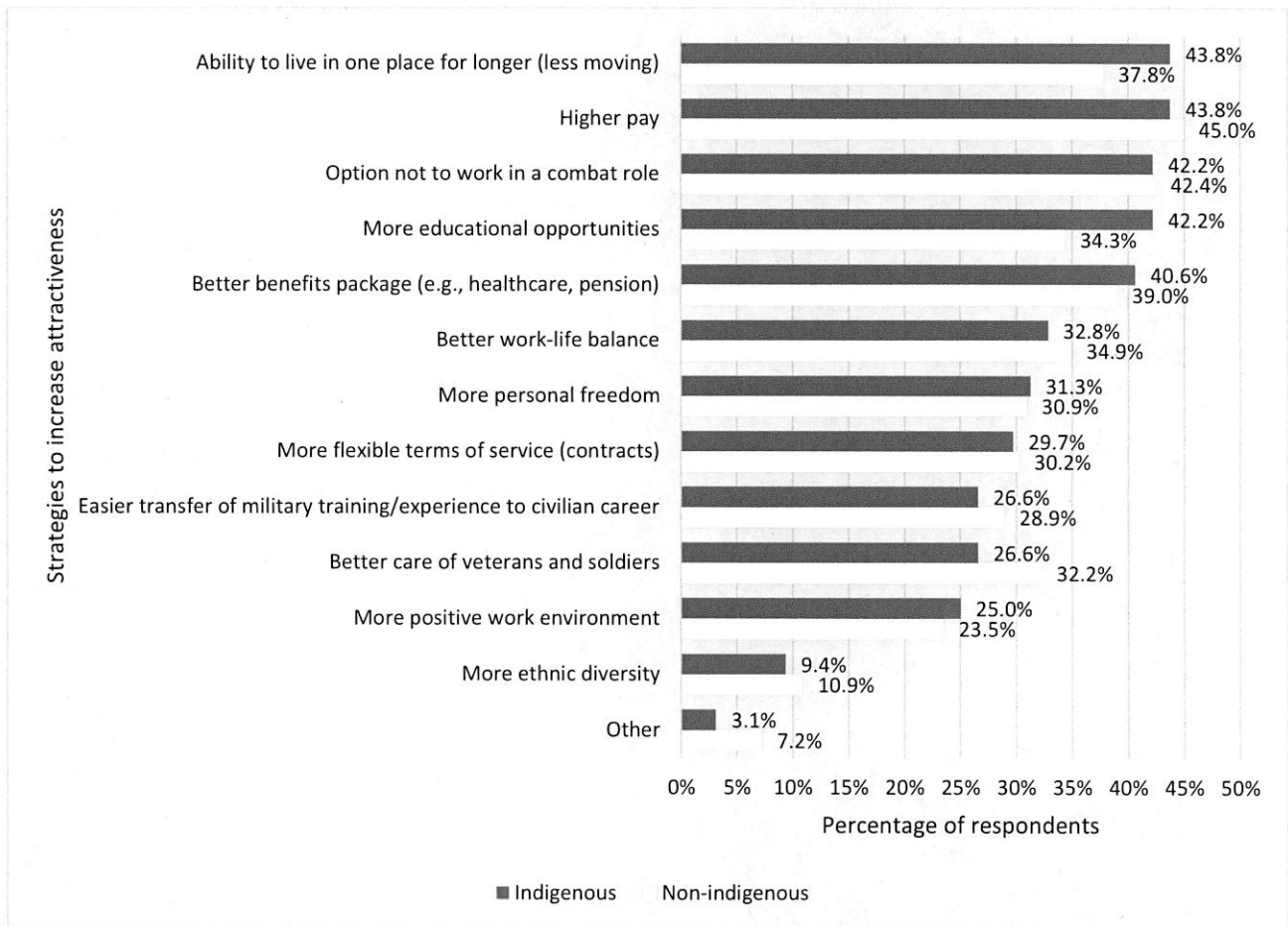


Figure 19: Recommended strategies to increase attractiveness of a CAF career for respondents curious about a CAF career: Indigenous person analysis.

3.1.5 Perceived advantages of a CAF career

Respondents who indicated that a career with the CAF was either *appealing* or *very appealing* were asked about the factors that make the CAF an attractive career option. They were presented with a list of factors and were asked to select all the factors that would apply. The option most frequently selected by respondents was job security (59.2%), followed by the opportunity to serve their country (58.4%), the

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benefits (52.1%), and free job training while on full-time salary (47.5%). Among the least frequently endorsed factors were work-life balance (32.4%), perception that the CAF is prestigious (30.9%), the CAF offers competitive jobs (29.1%), and “other” unlisted factors (3.2%; see Table 82 in Annex C for full list of “other” factors listed by respondents). Figure 20 presents the percentage of respondents who indicated that each factor made the CAF an attractive career option.

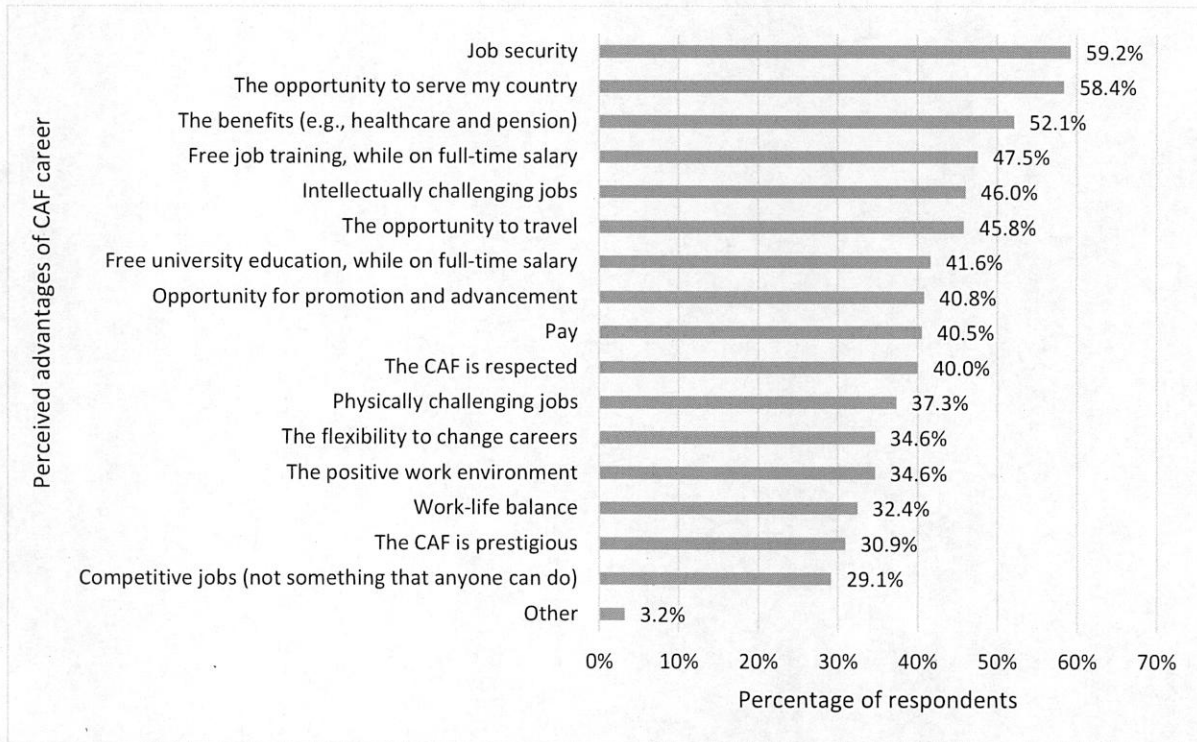


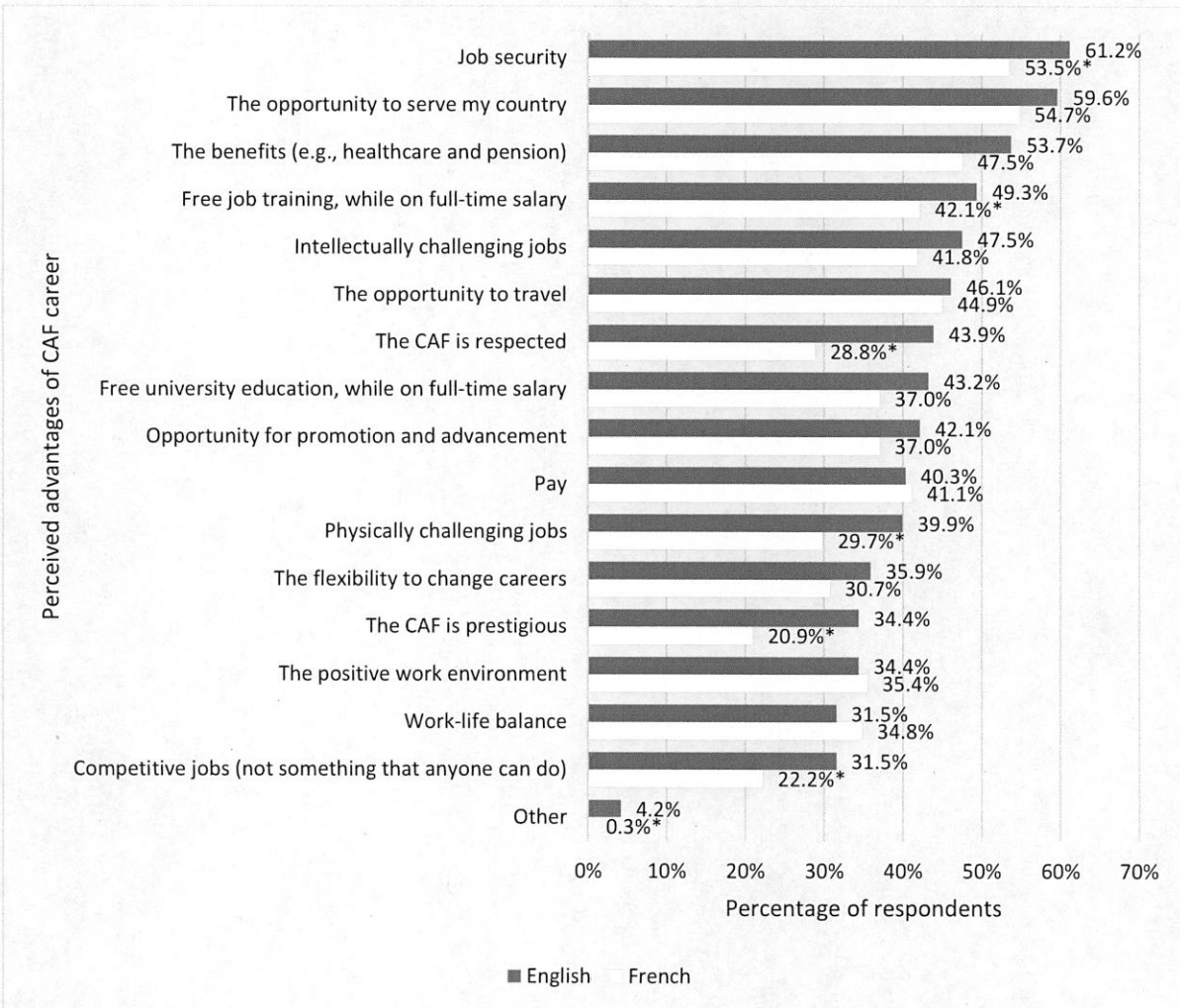
Figure 20: Perceived advantages of a CAF career for respondents curious about a CAF career.

3.1.5.1 First official language analysis

Figure 21 illustrates the proportions of English and French speakers who indicated that a particular factor makes the CAF an attractive career option. English speakers most frequently selected job security (61.2%) and the opportunity to serve their country (59.6%) as perceived advantages of a CAF career. In comparison, French speakers most frequently endorsed the opportunity to serve their country (54.7%), followed by job security (53.5%).

Comparing the proportion of responses in each category by first official language, several statistically significant differences emerged. English speakers were moderately more likely than French speakers to indicate the CAF is respected (43.9% vs 28.8%) and the CAF is prestigious (34.4% vs 20.9%). In addition, English speakers were slightly more likely than French speakers to select job security (61.2% vs. 53.5%), free job training (49.3% vs.42.1%), physically challenging jobs (39.9% vs. 29.7%), competitive jobs (31.5% vs. 22.2%), and “other” unlisted factors (4.2% vs. 0.3%). No other proportions differed significantly (see Table 21 in Annex B for full statistical results).

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Note. Asterisks denote significant differences at $p < 0.05$.

Figure 21: Perceived advantages of a CAF career for respondents curious about a CAF career: First official language analysis.

3.1.5.2 Age analysis

Figure 22 illustrates the proportions of respondents in each age group who indicated that a particular factor makes the CAF an attractive career option. Respondents aged 16-21 most frequently selected the opportunity to serve their country (58.1%) and the opportunity to travel (56.8%) as perceived advantages of a CAF career. In comparison, those aged 22-38 and 58 and over most frequently selected job security (60.0% and 61.3%, respectively) and the opportunity to serve their country (55.0% and 60.0%, respectively). Those aged 39-57 most frequently indicated the opportunity to serve their country (63.7%), followed by job security (63.4%).

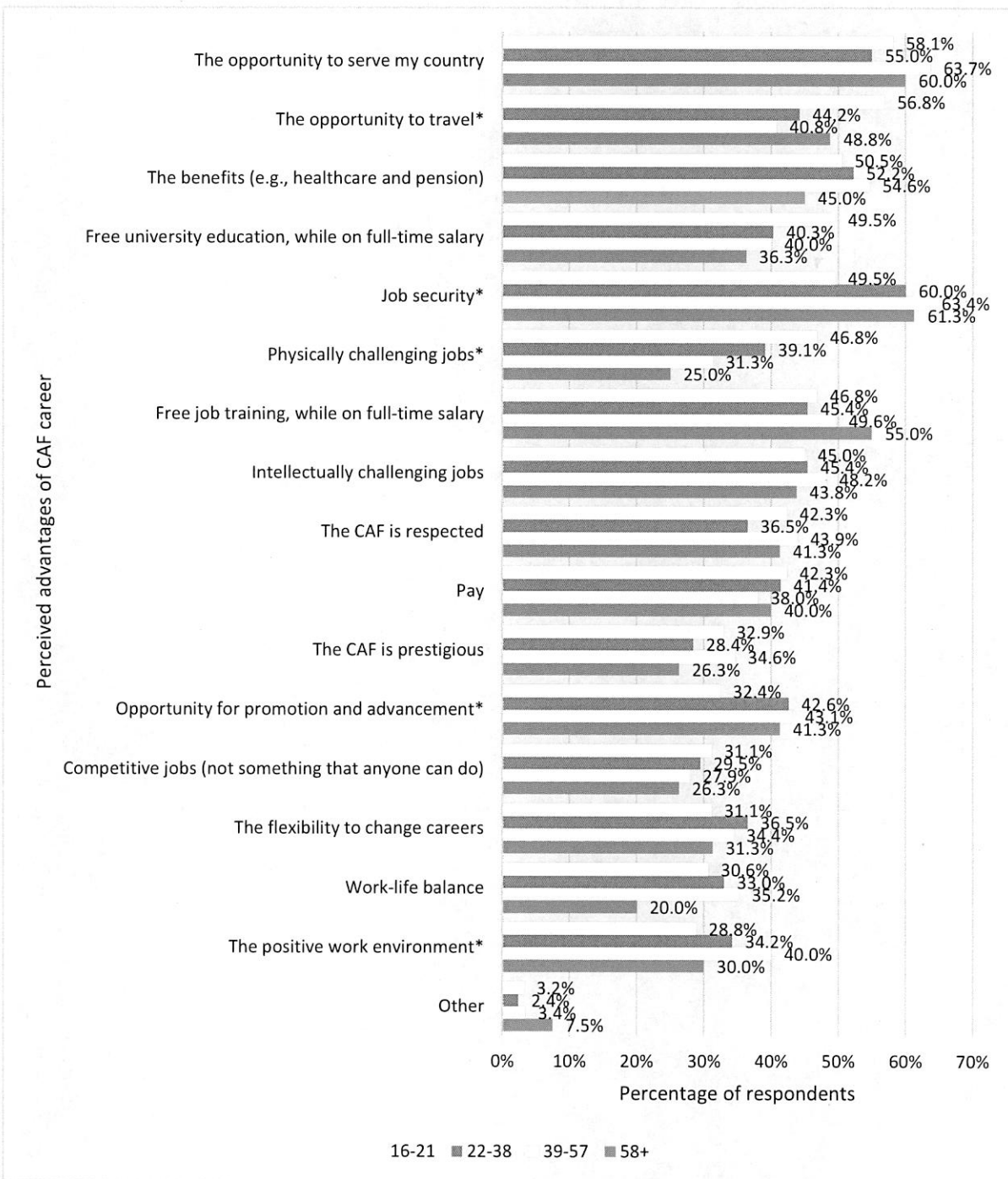
Comparing the proportion of responses in each category by age, several statistically significant differences emerged. Respondents aged 16-21 (56.8%) were moderately more likely than those aged 22-

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38 (44.2%) and 39-57 (40.8%) to select the opportunity to travel as a perceived advantage. Those aged 22-38 (60.0%) and 39-57 (63.4%) were moderately more likely than those aged 16-21 (49.5%) to select job security. Respondents aged 16-21 (46.8%) were moderately more likely to indicate physically challenging jobs, compared to those aged 38-57 (31.3%) and 58 and over (25.0%). Finally, those aged 38-57 (40.0%) were slightly more likely than those aged 16-21 (28.8%) to select positive work environment. No other proportions differed significantly (see Table 22 in Annex B for full statistical results).



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Note. Asterisks denote categories with significant differences between at least two age groups at $p < 0.05$.

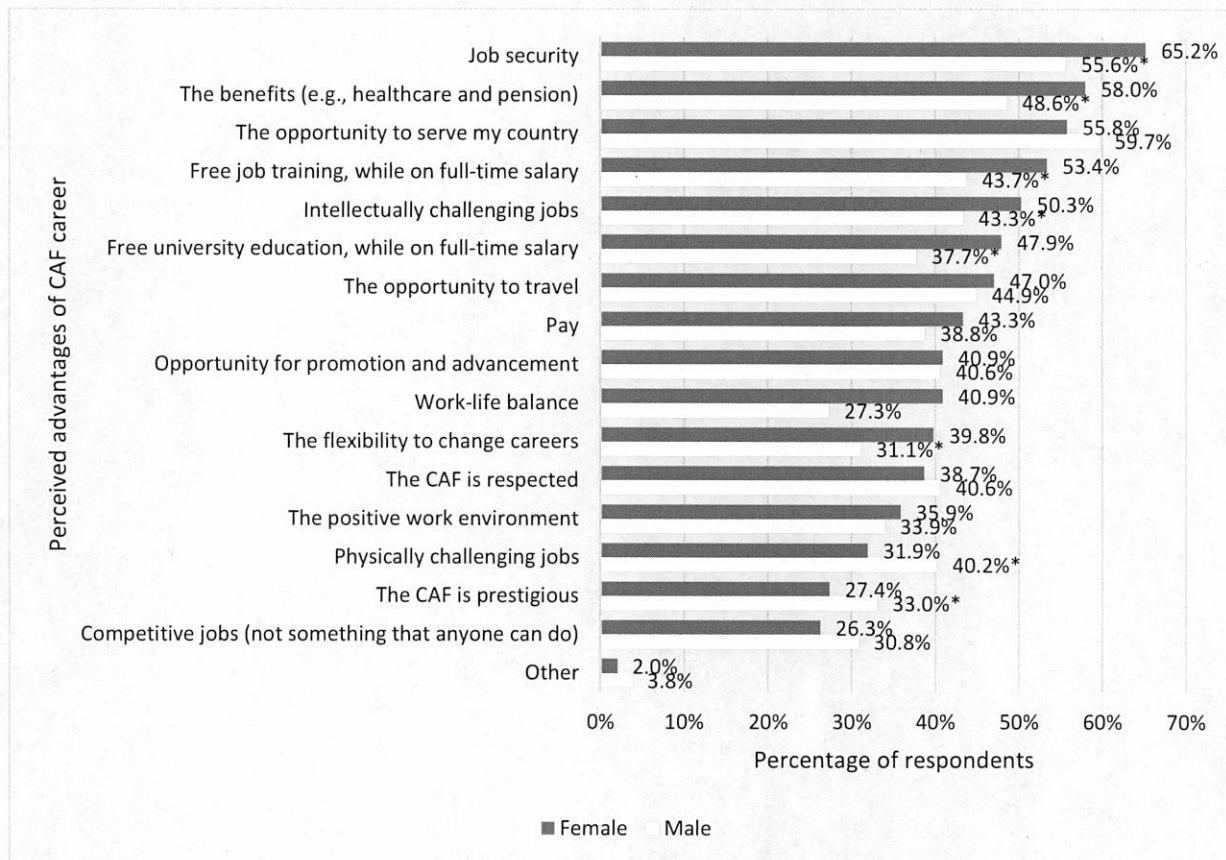
Figure 22: Perceived advantages of a CAF career for respondents curious about a CAF career: Age analysis.

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3.1.5.3 Gender analysis

Figure 23 illustrates the proportions of female and male respondents who indicated that a particular factor makes the CAF an attractive career option. Female respondents most frequently selected job security (65.2%) and the benefits (58.0%) as perceived advantages of a CAF career. In comparison, male respondents most frequently selected the opportunity to serve their country (59.7%), followed by job security (55.6%).

Comparing the proportion of responses in each category by gender, several statistically significant differences emerged. Female respondents were moderately more likely than males to select work-life balance (40.9% vs. 27.3%) and free university education (47.9% vs. 37.7%) as advantages. In addition, females were slightly more likely than males to select job security (65.2% vs. 55.6%), the benefits (58.0% vs. 48.6%), free job training (53.4% vs. 43.7%), intellectually challenging jobs (50.3% vs. 43.3%), and the flexibility to change careers (39.8% vs. 31.1%). Males respondents were slightly more likely than females to select physically challenging jobs (40.2% vs. 31.9%), and the prestige of the CAF (33.0% vs. 27.4%). No other proportions differed significantly (see Table 23 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

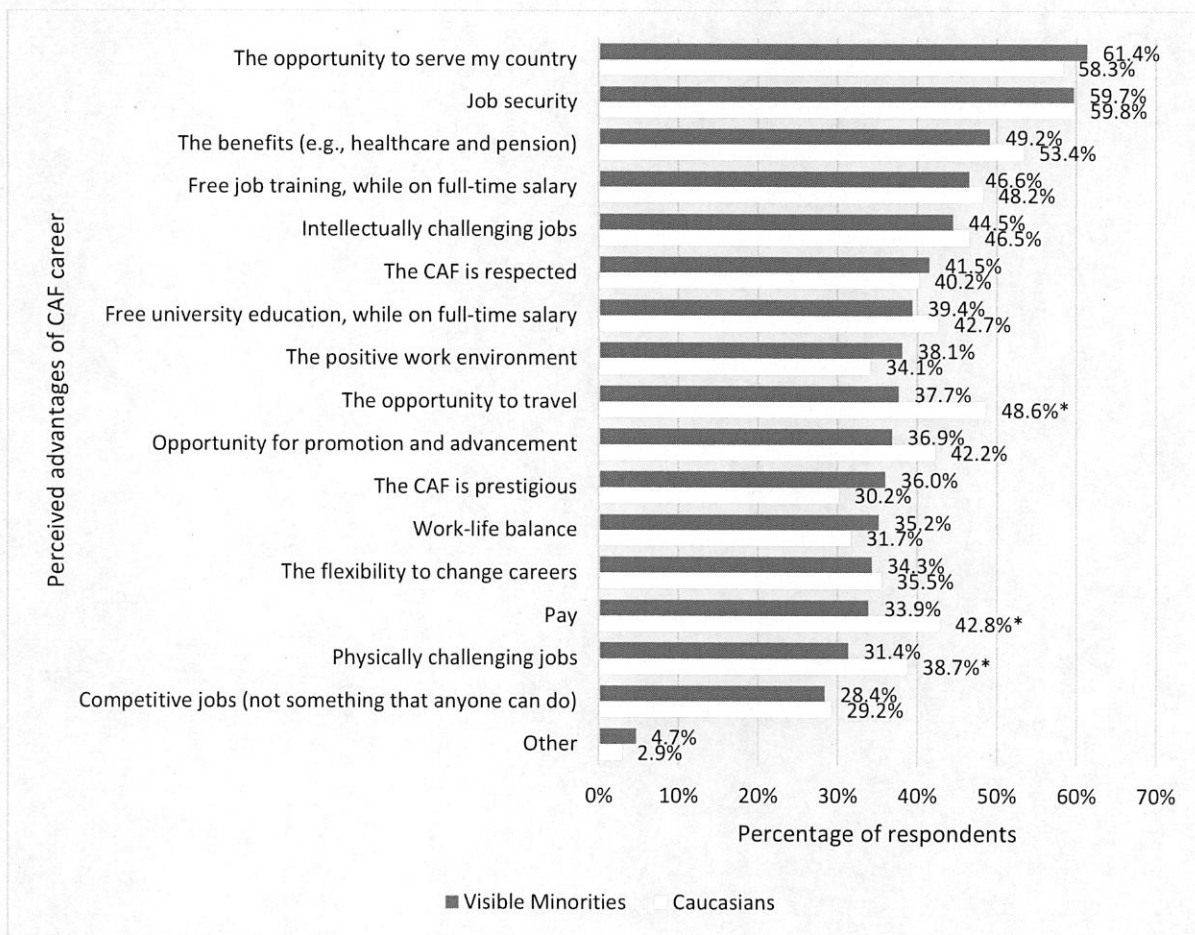
Figure 23: Perceived advantages of a CAF career for respondents curious about a CAF career: Gender analysis.

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3.1.5.4 Visible minority analysis

Figure 24 illustrates the proportions of visible minority and Caucasian respondents who indicated that a particular factor makes the CAF an attractive career option. Both visible minority and Caucasian respondents most frequently selected the opportunity to serve their country (61.4% and 58.3%, respectively) and job security (59.7% and 59.8%, respectively) as perceived advantages of a CAF career.

Comparing the proportion of responses in each category by visible minority status, several statistically significant differences emerged. Caucasian respondents were slightly more likely than visible minorities to select the opportunity to travel (48.6% vs. 37.7%), the pay (42.8% vs. 33.9%), and physically challenging jobs (38.7% vs. 31.4%). No other proportions differed significantly (see Table 24 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

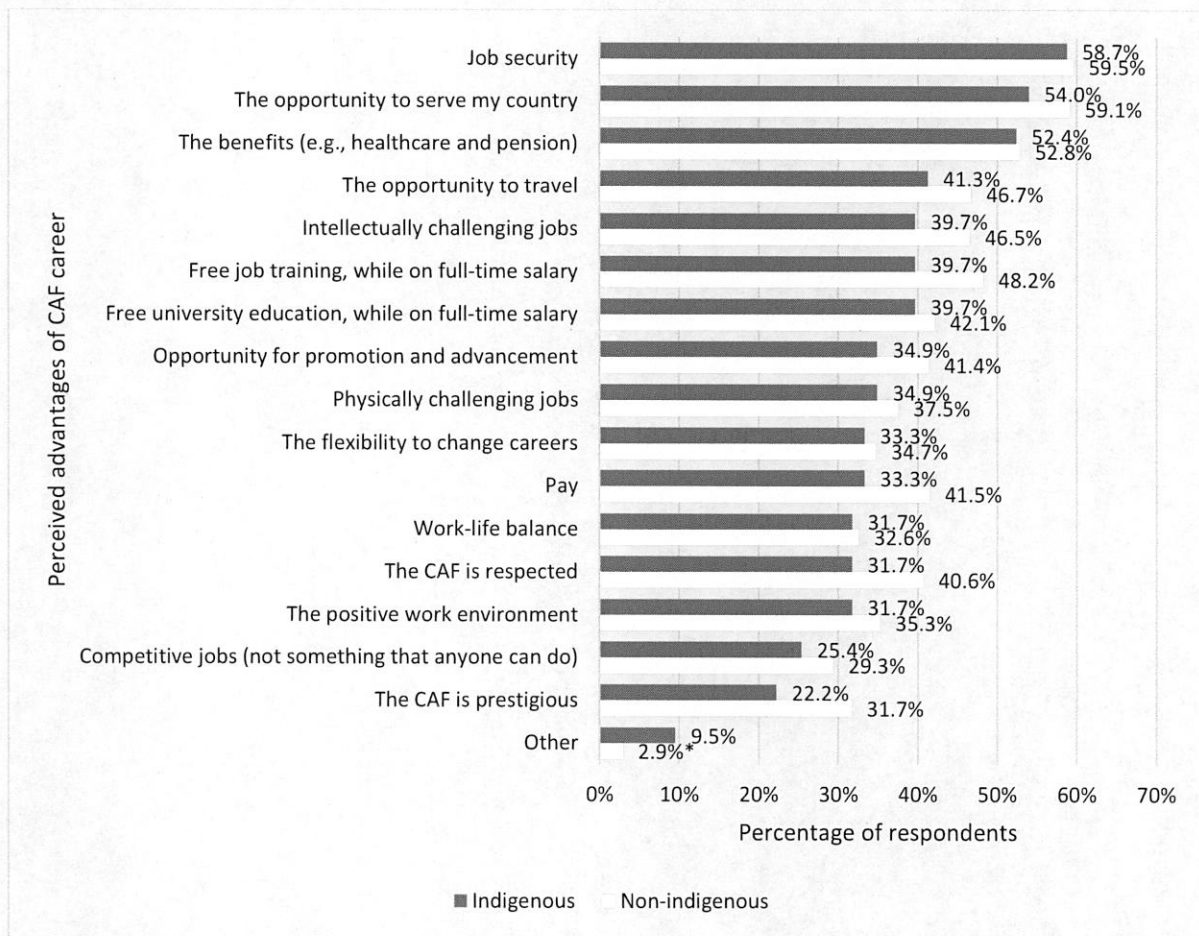
Figure 24: Perceived advantages of a CAF career for respondents curious about a CAF career: Visible minority analysis.

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3.1.5.5 Indigenous person analysis

Figure 25 illustrates the proportions of Indigenous and non-Indigenous respondents who indicated that a particular factor makes the CAF an attractive career option. Indigenous respondents most frequently selected job security (58.7%) and the opportunity to serve their country (54.0%) as perceived advantages of a CAF career. Similarly, non-Indigenous respondents most frequently selected job security (59.5%), followed by the opportunity to serve their country (59.1%).

Comparing the proportion of responses in each category by Indigenous status, one statistically significant difference emerged. Specifically, Indigenous respondents were slightly more likely than non-Indigenous respondents to provide “other” unlisted response options (9.5% vs. 2.9%). No other proportions differed significantly (see Table 25 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

Figure 25: Perceived advantages of a CAF career for respondents curious about a CAF career: Indigenous person analysis.

3.2 Respondents interested in a CAF career but undecided

3.2.1 Demographic characteristics

Overall, 3,908 respondents who were interested in a CAF career but who were currently undecided about joining completed the survey and were included in the analyses for section 3.2. Table 2 presents these respondents' demographic characteristics.⁵ Nearly two-thirds of respondents were male (63.8%) and approximately half of respondents were between 22 and 38 years of age (48.8%). A small percentage of respondents identified themselves as Indigenous persons (7.4%) and visible minorities (19.7%)⁶.

Most respondents indicated that their first official language is English (82.0%) and a slightly smaller proportion indicated that English was the language they most often speak at home (71.0%). Nearly half of respondents had friends and acquaintances with previous or current military experience (46.6%). Over half of the respondents were exclusively working full- or part-time (51.7%), whereas a minority were unemployed (16.3%), unemployed students (15.6%), or students working full- or part-time (16.4%). Nearly half of the respondents (45.3%) reported that their highest level of education was high school (including GED),⁷ while 14.2% completed college, 13.8% earned an undergraduate degree,⁸ and 7.7% held a graduate degree.

Table 2: Demographic characteristics of respondents who are interested in but undecided about a career in the CAF.

Demographic Characteristic	Number of Respondents (n = 3,908)	Valid Percent
Gender		
Male	2,494	63.8%
Female	1,388	35.5%
Prefer not to answer	26	0.7%
Age		
16 – 21	1,459	37.3%
22 – 38	1,907	48.8%
39 – 57	511	13.1%
58 years or older	31	0.8%
Indigenous Person		
Yes	289	7.4%
No	3,514	89.9%

⁵ Percentages for some demographic characteristics may not add exactly to 100% due to rounding of values to one significant digit.

⁶ Of the individuals who identified as visible minorities, a few also identified as Indigenous persons (3.3%, n = 25).

⁷ The percentage of respondents who reported that high school was their highest level of education includes those who had completed some college (including CEGEP; 12.6%) or some university (11.8%) courses.

⁸ This percentage includes those who indicated they had taken graduate degree courses (2.2%).



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Prefer not to answer	105	2.7%
Visible Minority		
Yes	768 ¹	19.7%
No	2,990	76.5%
Prefer not to answer	150	3.8%
First Official Language		
English	3,205	82.0%
French	703	18.0%
Language Spoken Most Often at Home		
English	2,775	71.0%
French	591	15.1%
Other	542	13.9%
Family or Friends with Current or Former CAF Experience²		
Relative	974	24.9%
Partner/spouse	90	2.3%
Friends and acquaintances	1,822	46.6%
None	1,542	39.5%
Current Employment Status		
Working full-time	1,577	40.4%
Working part-time	443	11.3%
Unemployed	636	16.3%
Student, working full-time	107	2.7%
Student, working part-time	536	13.7%
Student	609	15.6%
Highest Level of Education		
Some high school	744	19.0%
High school graduate (GED)	815	20.9%
Some college (including CEGEP)	493	12.6%
College graduate (including CEGEP)	554	14.2%
Some university	460	11.8%
Undergraduate degree	455	11.6%
Graduate degree courses	86	2.2%
Graduate degree	301	7.7%

¹Included $n = 25$ individuals who identified both as Indigenous persons and visible minorities.

²Respondents were able to select more than one response option.

Respondents were also asked to indicate whether they currently belong, or had previously belonged, to various CAF divisions, a foreign military organization, or the Royal Canadian Mounted Police (RCMP). Most respondents indicated that they had never belonged to any of the listed organizations (84.7%), whereas a small number indicated they had belonged to the Cadets (12.2%). Very few respondents



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indicated that they had belonged to the other organizations. Figure 26 presents the percentage of respondents who indicated current or prior affiliation with each organization.

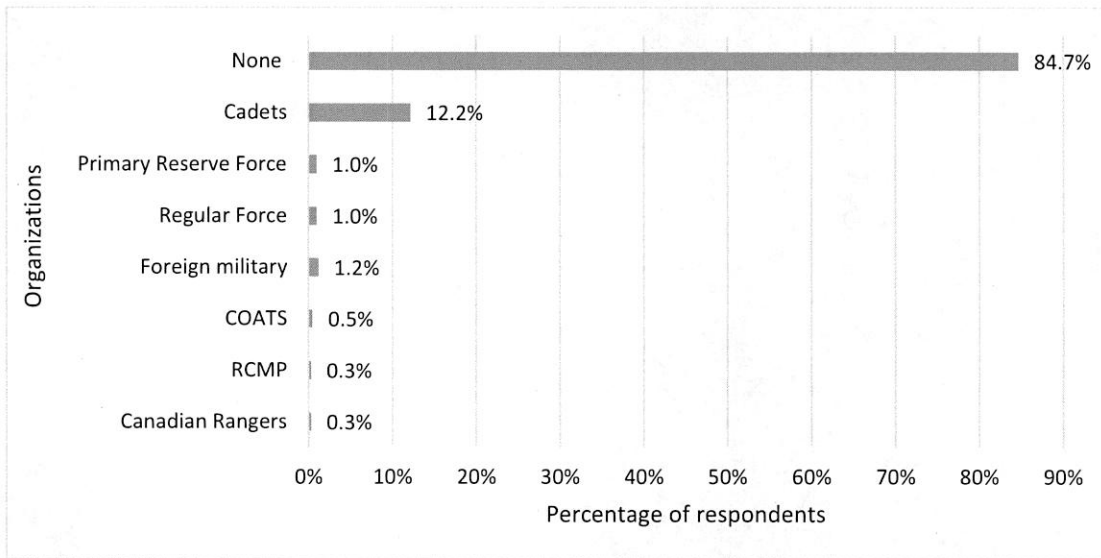


Figure 26: Percentage of respondents interested in but undecided about a career in the CAF who currently belong to or have ever belonged to the specified organizations.

3.2.2 How did you first find out about the CAF recruitment website?

Respondents were asked to indicate how they first found out about the CAF recruitment website. They were presented with a list of information sources and were asked to indicate the source that first led them to the CAF recruitment website. The source that respondents selected most frequently was an online search tool (e.g., Google, Bing, Yahoo; 36.6%), followed by being told about it by somebody other than a recruiter (12.1%), and Facebook (11.1%). Approximately one-tenth of respondents indicated learning of the recruitment website through “other” sources (9.9%; see Table 80 in Annex C for a full list of “other” sources listed by respondents). Figure 27 presents the percentage of respondents who selected each information source.

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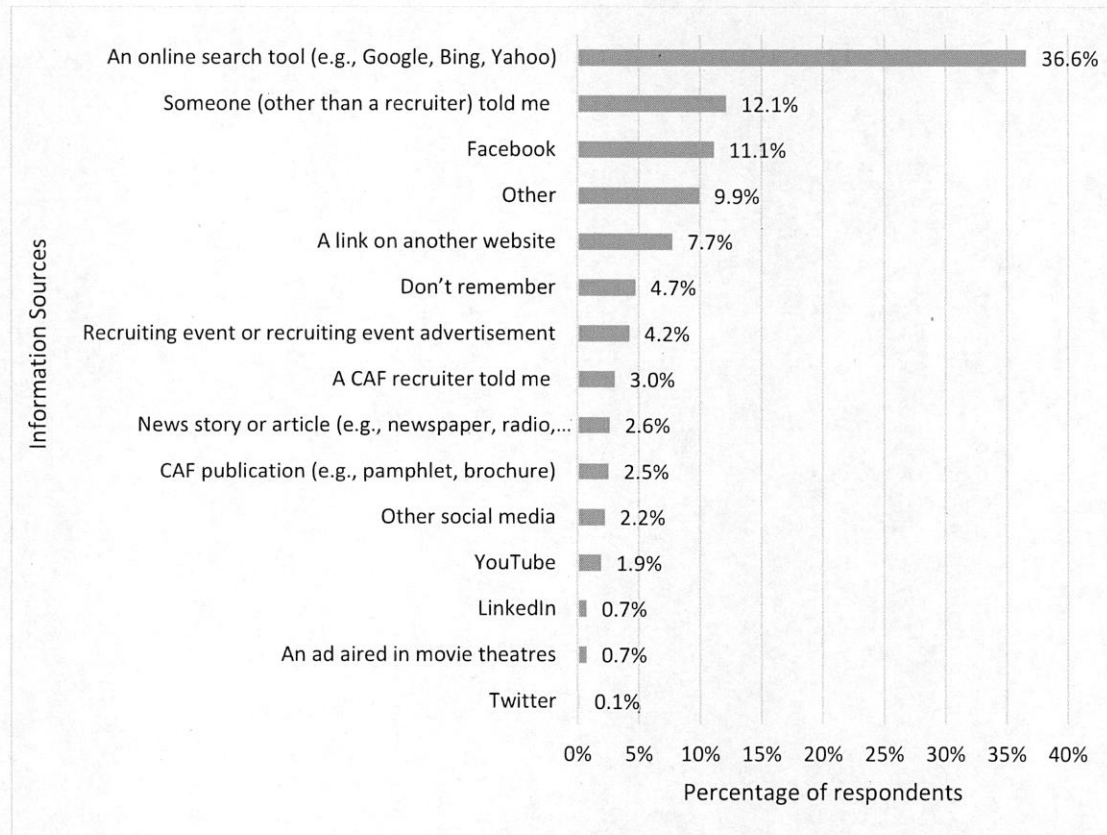


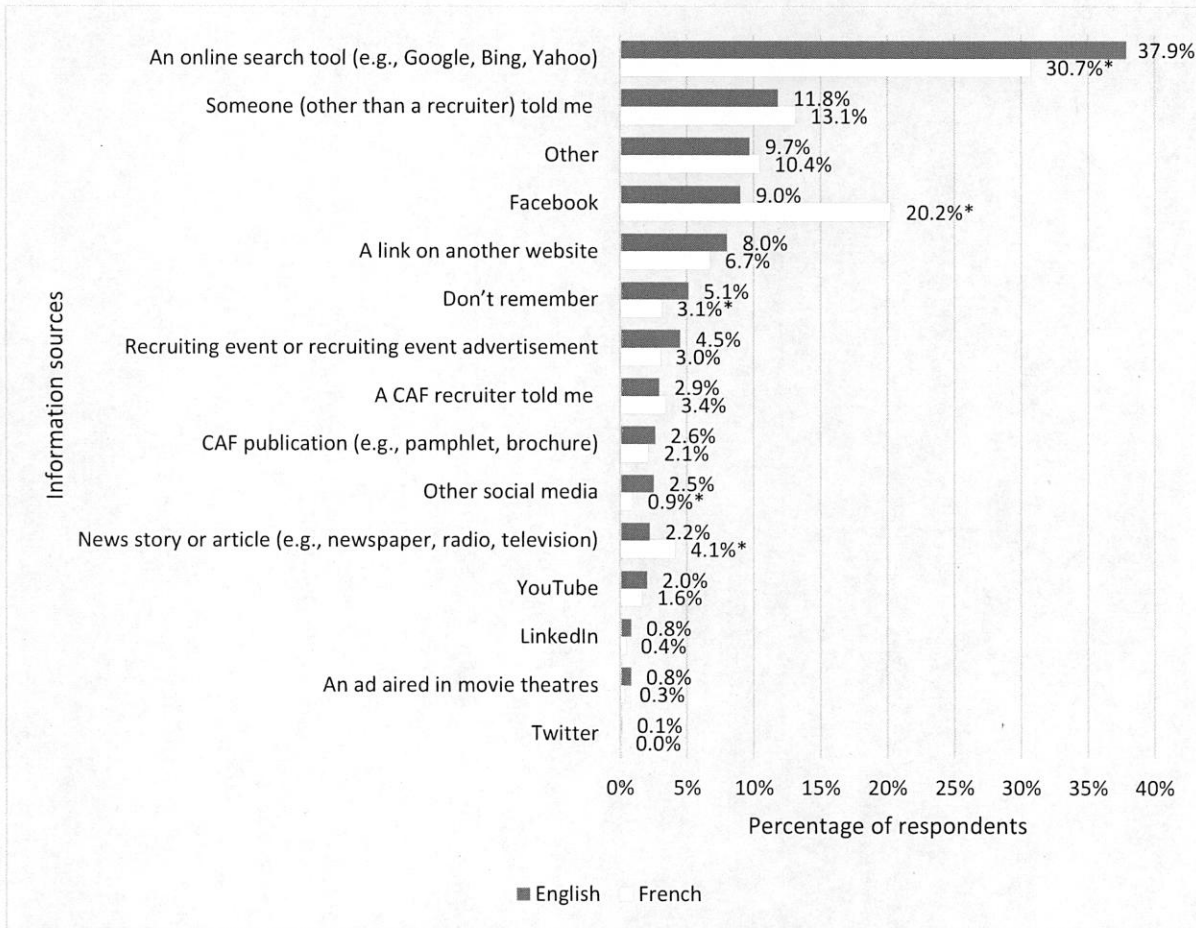
Figure 27: How respondents interested in but undecided about a career in the CAF first found out about the CAF recruitment website.

3.2.2.1 First official language analysis

Figure 28 illustrates the proportions of English and French speakers who identified a particular information source as being how they first found out about the CAF recruitment website. English speakers most commonly found out about the CAF recruitment website via an online search tool (37.9%) and through being told by somebody other than a recruiter (11.8%), whereas the most frequently identified information sources for French speakers were online search tools (30.7%), followed by Facebook (20.2%).

Comparing the proportion of responses in each category by first official language, several statistically significant differences emerged. English speakers were more likely than French speakers to have discovered the recruitment website through an online search tool (37.9% vs. 30.7%), other social media (2.5% vs. 0.9%), and were more likely to not remember how they found out about the website (5.1% vs. 3.1%). French speakers were more likely than English speakers to have found the CAF recruitment website through Facebook (20.2% vs. 9.0%) and a news story or article (4.1% vs. 2.2%). No other proportions differed significantly (see Table 26 in Annex B for full statistical results).

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Note. Asterisks denote significant differences at $p < 0.05$.

Figure 28: How respondents interested in but undecided about a career in the CAF first found out about the CAF recruitment website: First official language analysis.

3.2.2.2 Age analysis

Figure 29 depicts the proportions of respondents across four age ranges (16-21, 22-38, 39-57, 58 and over) who identified a particular information source as how they first found out about the CAF recruitment website. Respondents aged 16-21 most commonly found out about the CAF recruitment website via an online search tool (35.7%) and through being told by somebody other than a recruiter (14.7%). The most frequently identified sources by those aged 22-38 were an online search tool (36.3%), followed by Facebook (13.8%). Those aged 39-57 and aged 58 and over were most likely to have discovered the recruitment website through an online search tool (39.9% and 41.9%, respectively) and a link on another website (20.4% and 16.1%, respectively). Those age 58 and over were also likely to have found the website through “other” unlisted sources (16.1%).

Comparing the proportion of responses in each category by age group, several statistically significant differences emerged. For brevity, the following discussion will focus on the most meaningful differences, while noting smaller differences in footnotes.

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Specifically, those aged 16-21 (14.7%) and 22-38 (11.7%) were more likely than those aged 39-57 (6.1%) to have discovered the recruitment website through being told by somebody other than a recruiter. In addition, those aged 22-38 (13.8%) were more likely than those aged 16-21 (10.6%) and 39-57 (2.9%)⁹ to have found the website through Facebook. Respondents aged 39-57 (14.3%) were more likely to name “other” unlisted sources, compared to those aged 16-21 (8.4%) and 22-38 (9.7%). Those aged 16-21 (4.6%) were more likely to hear about the website from a CAF recruiter, compared to those aged 22-38 (2.4%) and 39-57 (1.0%). Similarly, those aged 16-21 were also more likely to have found out from YouTube (3.4%), compared to respondents aged 22-38 (1.2%) and 39-57 (0.2%). Those aged 16-21 were also more likely to have found out via a CAF publication (3.4%) compared to those aged 39-57 (1.0%). Those aged 39-57 (20.4%) and 58 and over (16.1%) were more likely than those aged 22-38 (8.2%)¹⁰ and 16-21 (2.5%)¹¹ to have found the recruitment website through a link on another website. Finally, those over 58 (6.5%) were more likely than those aged 22-38 (1.0%) and 16-21 (0.1%)¹² to have found out via LinkedIn. No other proportions differed significantly (see Table 27 in Annex B for full statistical results).

⁹ The difference between those aged 16-21 and 39-57 was also statistically significant.

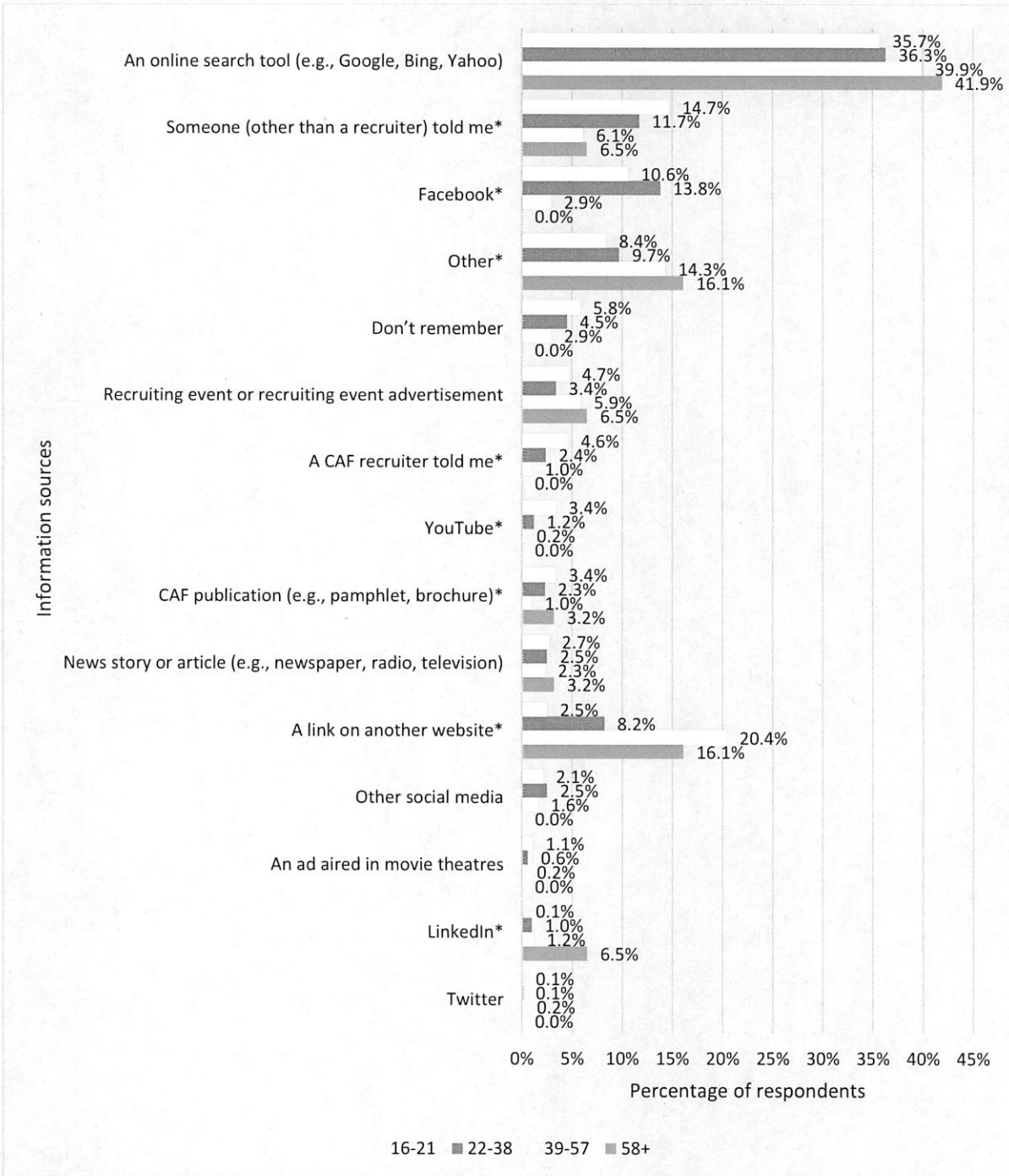
¹⁰ The difference between those aged 58 and over and those aged 22-38 did not reach statistical significance.

¹¹ The difference between those aged 16-21 and 22-38 was also statistically significant.

¹² The difference between those aged 16-21 and 22-38 was also statistically significant.



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Note. Asterisks denote categories with significant differences between at least two age groups at $p < 0.05$.

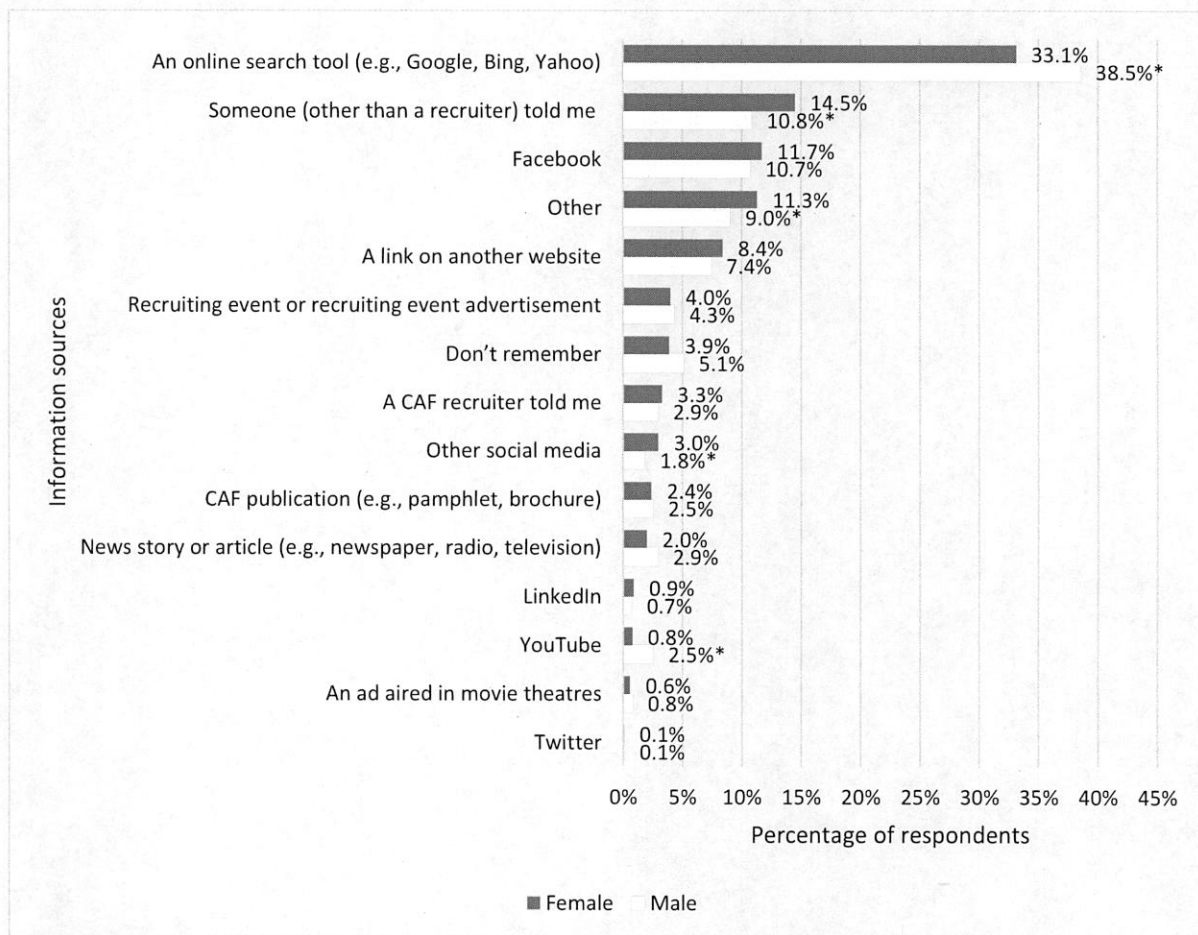
Figure 29: How respondents interested in but undecided about a career in the CAF first found out about the CAF recruitment website: Age analysis.

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3.2.2.3 Gender analysis

Figure 30 shows the proportions of female and male respondents who identified a particular information source as being how they first found out about the CAF recruitment website. Both females and males most commonly found out about the CAF recruitment website via an online search tool (33.1% and 38.5%, respectively) and through someone other than a recruiter (14.5% and 10.8%, respectively).

Comparing the percentage of responses in each category by gender, several statistically significant differences emerged. Male respondents were more likely than female respondents to have discovered the recruitment website through an online search tool (38.5% vs. 33.1%) and through YouTube (2.5% vs. 0.8%). Female respondents were more likely than males to have found the recruitment website through someone other than a recruiter (14.5% vs. 10.8%), other unlisted sources (11.3% vs. 9.0%), and other social media (3.0% vs. 1.8%). No other proportions differed significantly (see Table 28 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

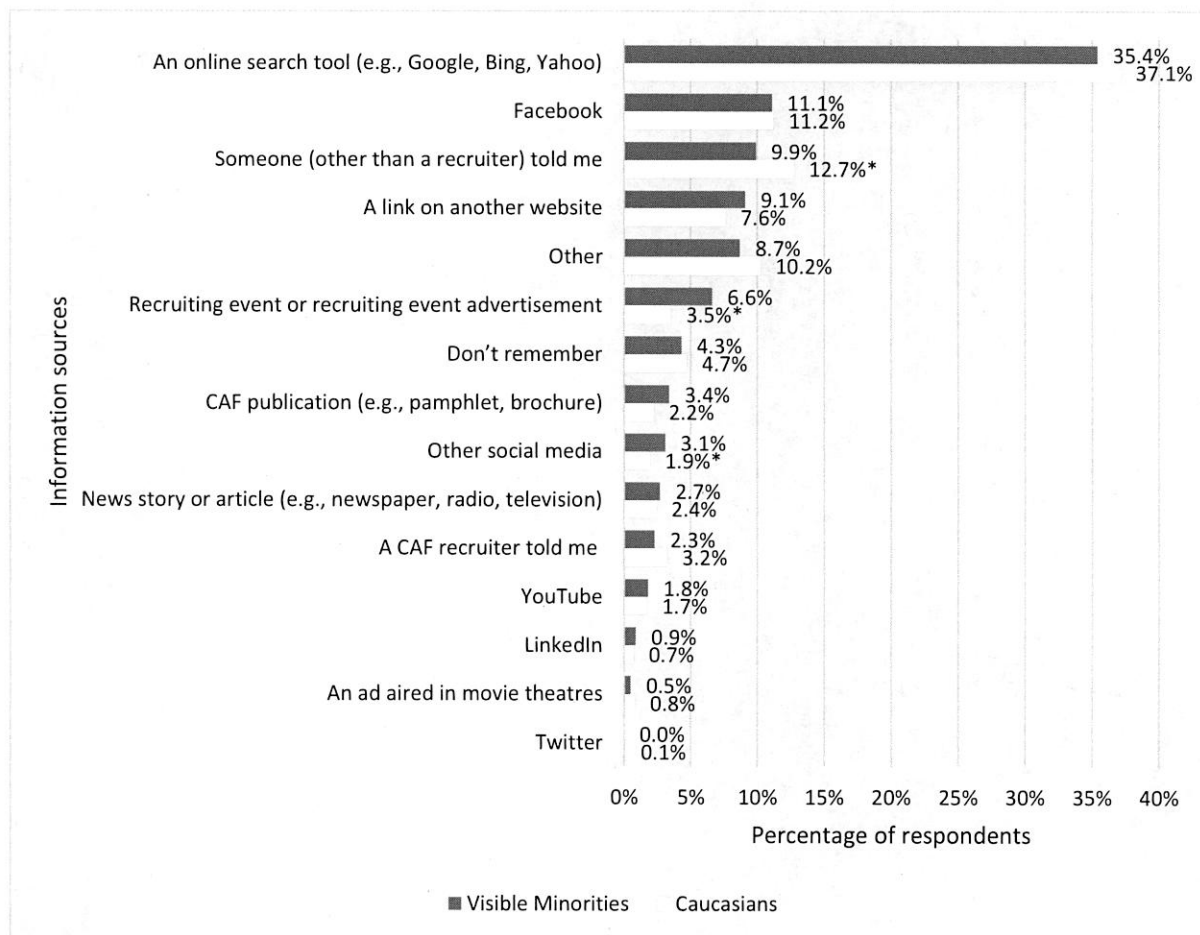
Figure 30: How respondents interested in but undecided about a career in the CAF first found out about the CAF recruitment website: Gender analysis.

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3.2.2.4 Visible minority analysis

Figure 31 displays the percentage of visible minorities and Caucasian respondents who identified an information source as being how they first found out about the CAF recruitment website. Visible minorities most commonly found out about the CAF recruitment website via an online search tool (35.4%) and Facebook (11.1%), whereas Caucasians most commonly found out via an online search tool (37.1%) and through someone other than a recruiter (12.7%).

Comparing the percentage of responses in each category by visible minority status, several statistically significant differences emerged. Caucasians were more likely to have heard about the website through someone other than a recruiter (12.7%) compared to visible minority respondents (9.9%). Compared with Caucasians, visible minorities were more likely to have found out about the website through recruiting events (6.6% vs. 3.5%) and through other social media (3.1% vs. 1.9%), although finding out about the website through recruiting events and social media was uncommon for both groups. No other proportions differed significantly (see Table 29 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

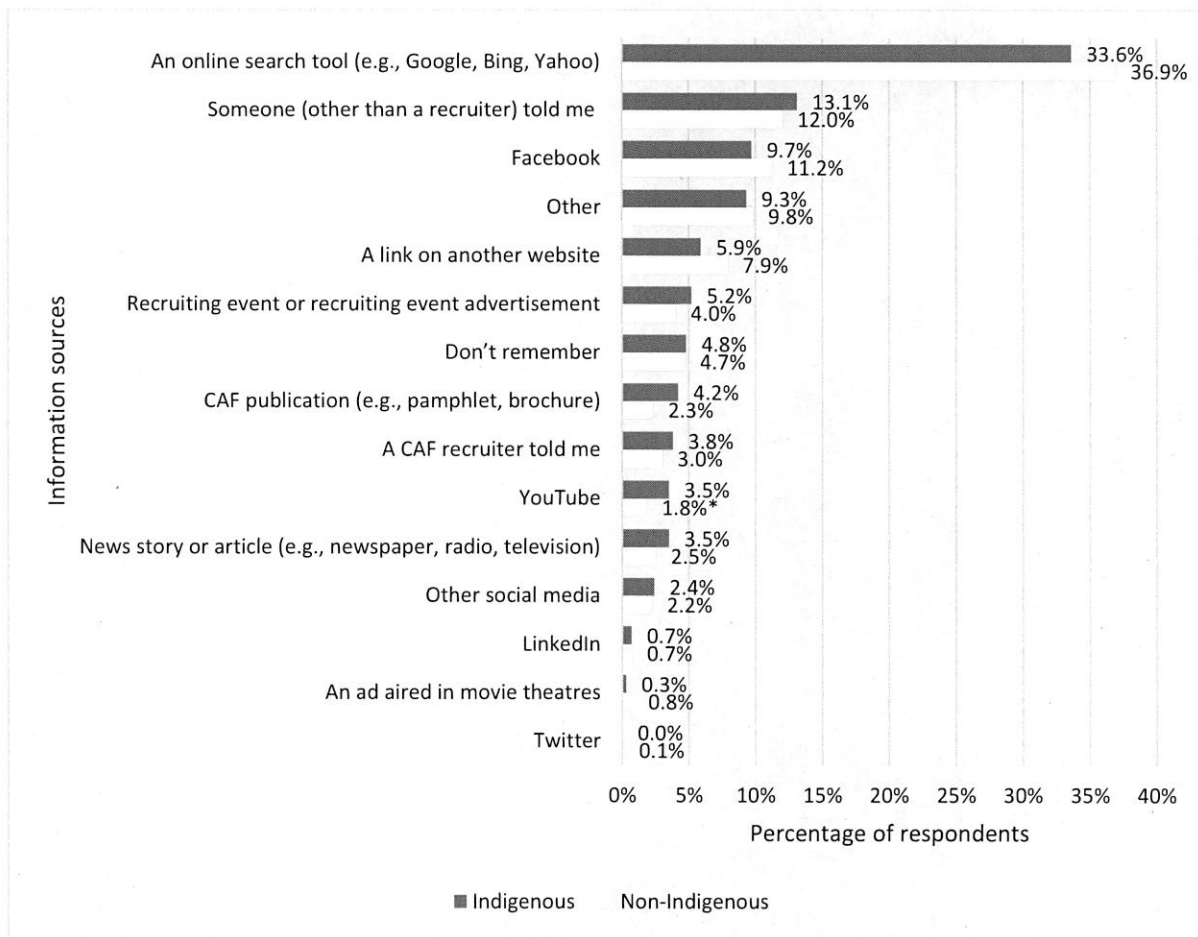
Figure 31: How respondents interested in but undecided about a career in the CAF first found out about the CAF recruitment website: Visible minority analysis.

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3.2.2.5 Indigenous person analysis

Figure 32 displays the percentage of Indigenous and non-Indigenous respondents who identified an information source as how they first found out about the CAF recruitment website. Both Indigenous and non-Indigenous respondents most commonly found out about the CAF recruitment website via an online search tool (33.6% and 36.9%, respectively) and through someone other than a recruiter (13.1% and 12.0%, respectively).

One statistically significant difference emerged when comparing the proportions of responses by Indigenous person status. Specifically, Indigenous respondents (3.5%) were more likely to have found the recruitment website through YouTube, compared to non-Indigenous respondents (1.8%), although finding out about the website through Youtube was uncommon for both groups. No other proportions differed significantly (see Table 30 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

Figure 32: How respondents interested in but undecided about a career in the CAF first found out about the CAF recruitment website: Indigenous person analysis.

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3.2.3 Perceived advantages of a CAF career

Respondents were asked about the factors that were drawing them to a career in the CAF. They were presented with a list of factors and were asked to select all the factors that would apply. The option most frequently selected by respondents was the opportunity to serve their country (64.0%), job security (53.8%), the benefits (49.4%), and the opportunity to travel (47.7%). Among the least frequently endorsed factors were work-life balance (32.4%), that the CAF offers competitive jobs (31.9%), that the CAF is prestigious (28.4%), and “other” unlisted factors (5.0%; see Table 83 in Annex C for full list of other factors listed by respondents). Figure 33 presents the percentage of respondents endorsing each factor attracting them to a career in the CAF.

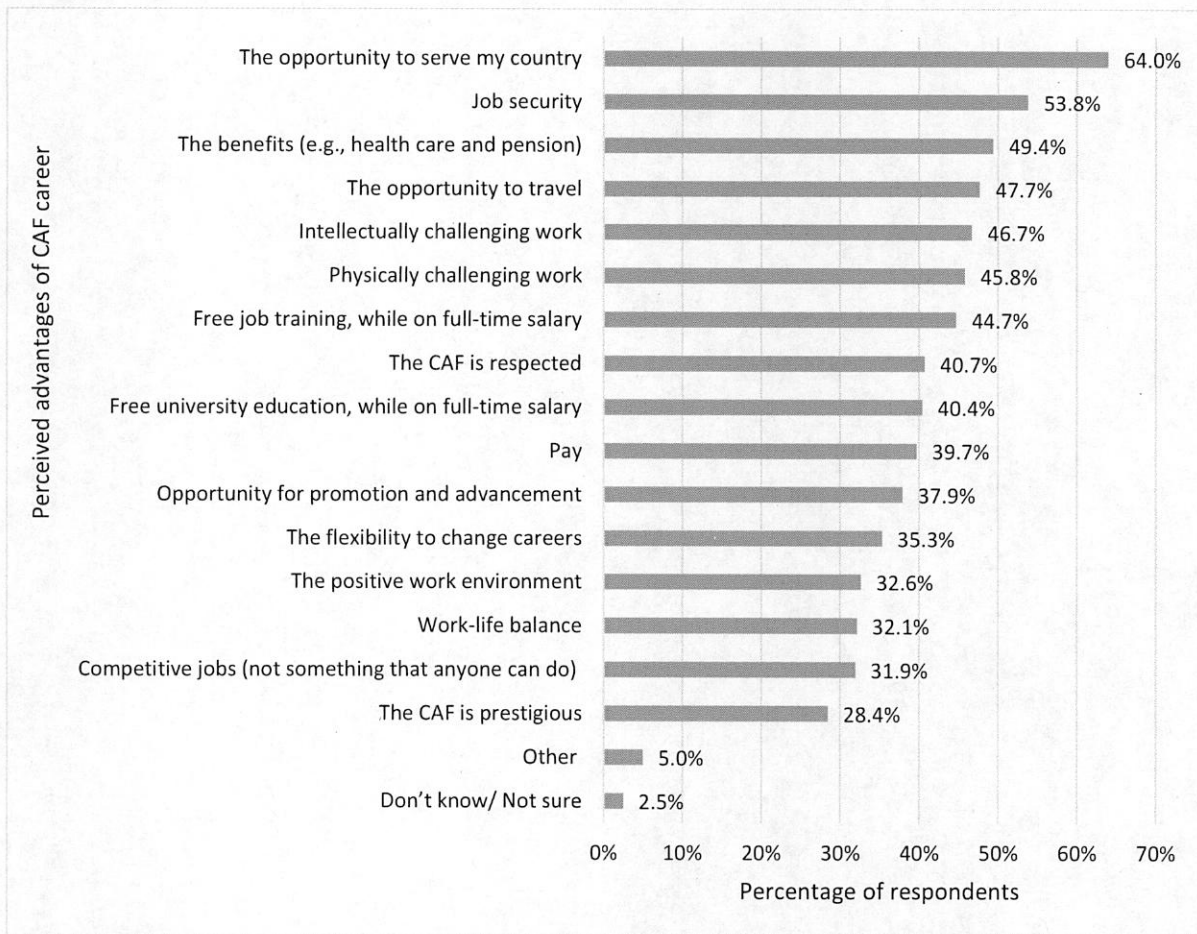


Figure 33: Perceived advantages of a CAF career by respondents who are interested in but undecided about a career in the CAF.

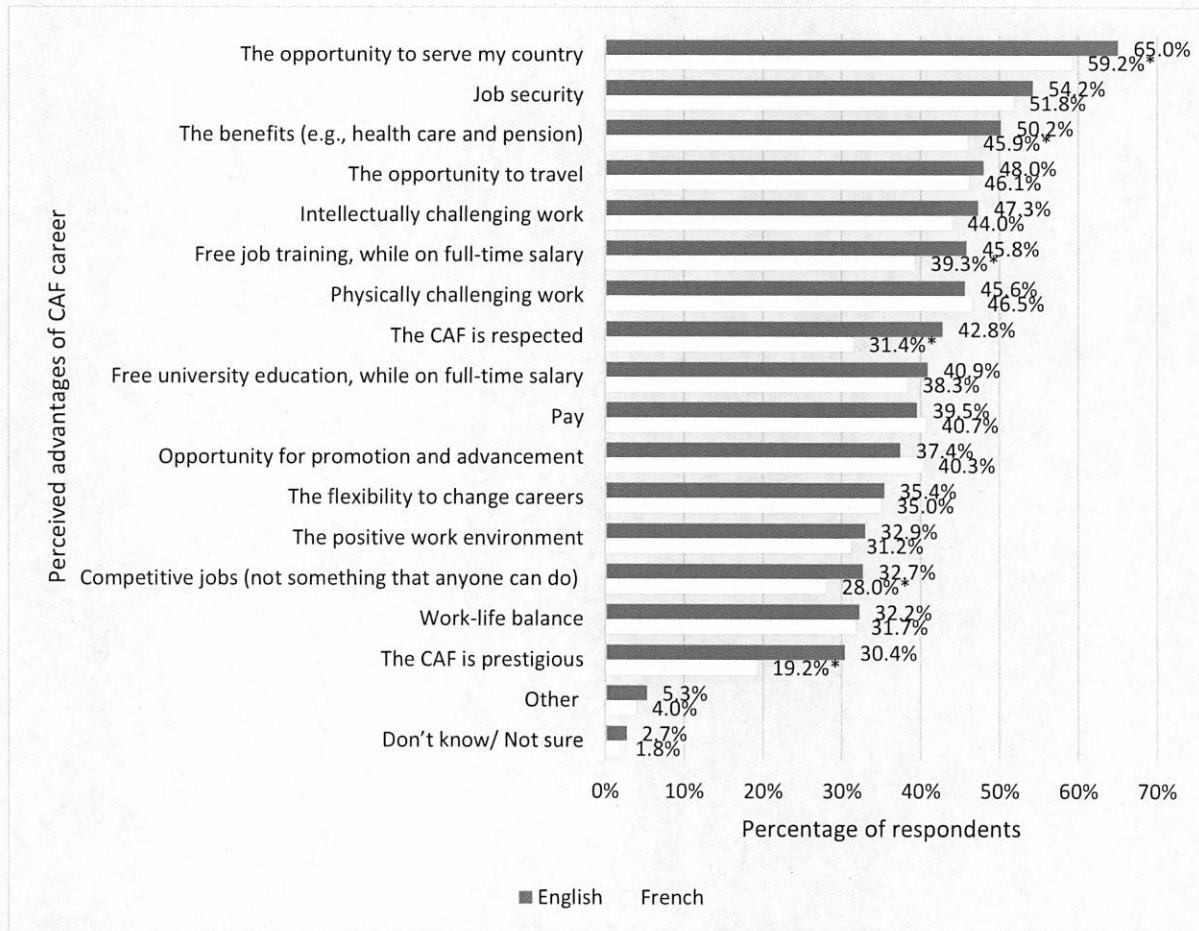
3.2.3.1 First official language analysis

Figure 34 illustrates the proportions of English and French speakers who indicated that a particular factor makes the CAF an attractive career option. Both English and French speakers most frequently

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selected the opportunity to serve their country (65.0% and 59.2%, respectively) and job security (54.2% and 51.8%, respectively) as perceived advantages of a CAF career.

Comparing the proportion of responses in each category by first official language, several statistically significant differences emerged. English speakers were slightly more likely than French speakers to indicate the opportunity to serve their country (65.0% vs. 59.2%), the benefits (50.2% vs. 45.9%), free job training (45.8% vs. 39.3%), that the CAF is respected (42.8% vs. 31.4%), that the CAF offers competitive jobs (32.7% vs. 28.0%), and that the CAF is prestigious (30.4% vs. 19.2%). No other proportions differed significantly (see Table 31 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

Figure 34: Perceived advantages of a CAF career by respondents who are interested in but undecided about a career in the CAF: First official language analysis.

3.2.3.2 Age analysis

Figure 35 illustrates the proportions of respondents in each age group who indicated that a particular factor makes the CAF an attractive career option. Respondents aged 16-21 most frequently selected the opportunity to serve their country (69.0%) and physically challenging jobs (53.5%) as perceived

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advantages of a CAF career. In comparison, those aged 22-38 and 39-57 most frequently selected the opportunity to serve their country (61.1% and 60.7%, respectively), and job security (59.9% and 58.1%, respectively). Those aged 58 and over most frequently indicated the opportunity to serve their country (61.3%), followed by intellectually challenging work (54.8%).

Comparing the proportion of responses in each category by age, several statistically significant differences emerged. For brevity, the following discussion will focus on the most meaningful differences, while noting smaller differences in footnotes. Respondents aged 16-21 (69.0%) were slightly more likely than those aged 22-38 (61.1%) and 39-57 (60.7%) to select the opportunity to serve their country as a perceived advantage. In addition, those aged 16-21 (53.5%) were moderately more likely to select physically challenging jobs, compared to those aged 22-38 (45.5%), 39-57 (26.4%),¹³ and 58 and over (22.6%). Those aged 16-21 (53.2%) were also moderately more likely to choose the opportunity to travel, compared to those aged 22-38 (46.7%) and 39-57 (35.4%).¹⁴ Similarly, those aged 16-21 (46.3%) were moderately more likely to choose free university education than those aged 22-38 (39.5%) and 39-57 (28.4%).¹⁵

Conversely, those aged 22-38 (59.9%) and 39-57 (58.1%) were moderately more likely to indicate job security than those aged 16-21 (44.4%). Those aged 22-38 (49.4%) were also more slightly likely to indicate intellectually challenging work, compared to those aged 16-21 (43.6%). Those aged 22-38 (47.6%) were slightly more likely than those aged 16-21 (42.6%) and 39-57 (40.1%) to choose free job training. Compared with those aged 39-57, respondents aged 22-38 were slightly more likely to indicate pay (42.5% vs. 34.4%) and that the CAF offers competitive jobs (34.0% vs. 26.8%) as advantages. Those aged 22-38 (37.4%) were slightly more likely to endorse the flexibility to change careers, compared to those aged 16-21 (32.4%). Those aged 22-38 (44.0%) were also moderately more likely to select opportunity for promotion and advancement, compared to those aged 16-21 (31.0%) and 39-57 (35.6%). Finally, those aged 22-38 (35.2%) and 39-57 (35.8%) were slightly more likely than those aged 16-21 (26.5%) to indicate work-life balance as an advantage. No other proportions differed significantly (see Table 32 in Annex B for full statistical results).

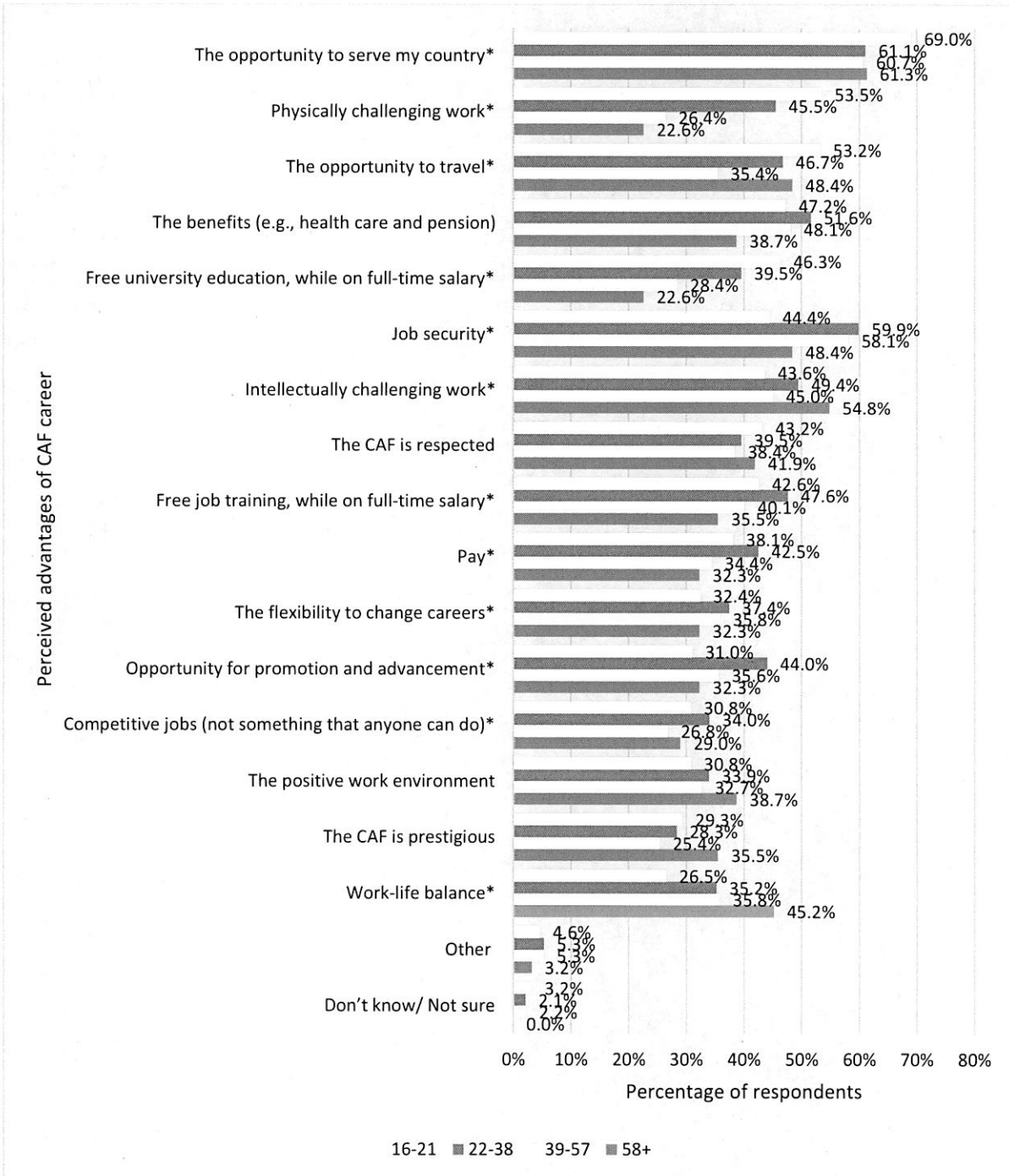
¹³ The difference between the 22-38 and 39-57 age groups was also statistically significant.

¹⁴ The difference between the 22-38 and 39-57 age groups was also statistically significant.

¹⁵ The difference between the 22-38 and 39-57 age groups was also statistically significant.



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Note. Asterisks denote categories with significant differences between at least two age groups at $p < 0.05$.

Figure 35: Perceived advantages of a CAF career by respondents who are interested in but undecided about a career in the CAF: Age analysis.

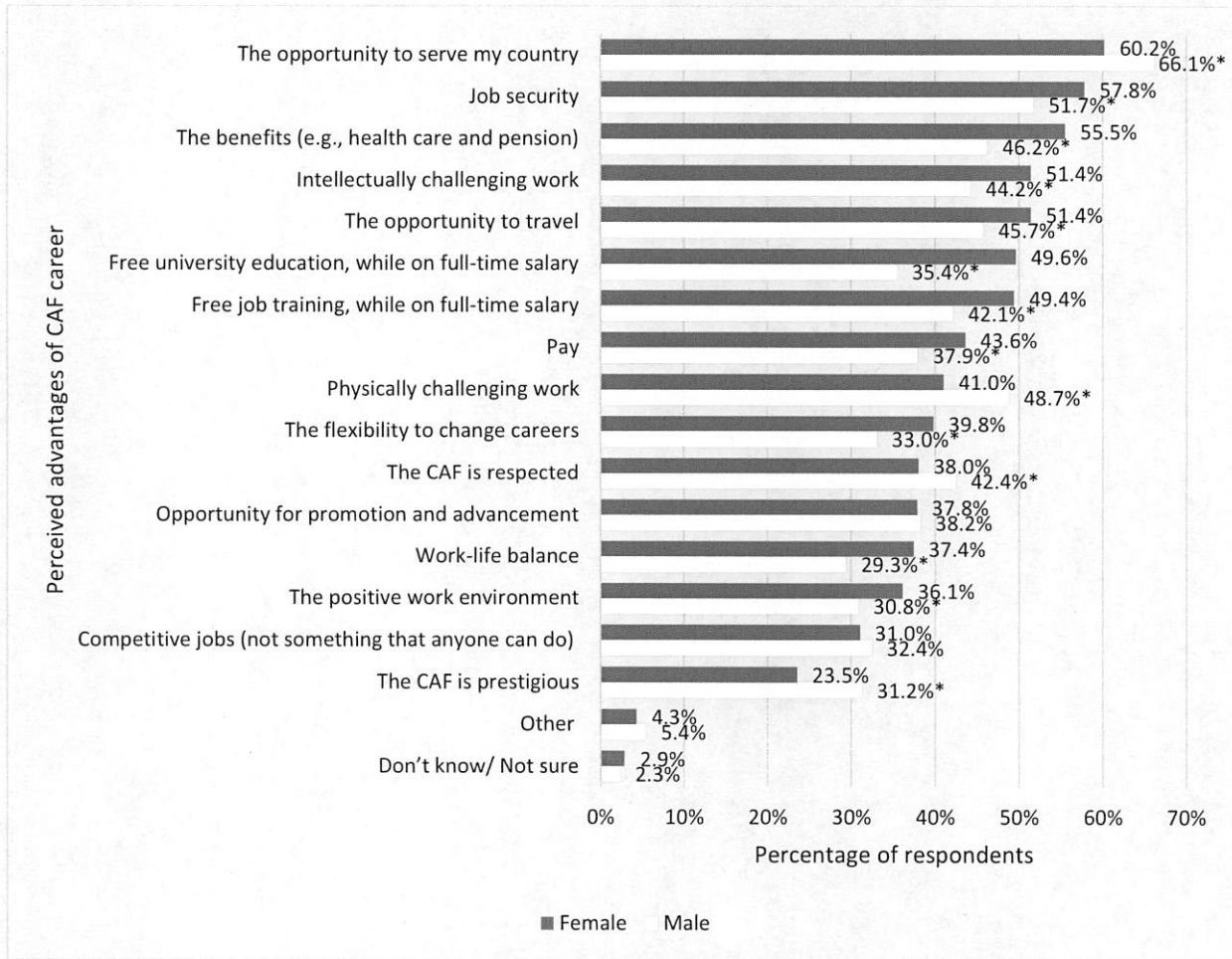
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3.2.3.3 Gender analysis

Figure 36 illustrates the proportions of female and male respondents who indicated that a particular factor makes the CAF an attractive career option. Both female and male respondents most frequently selected the opportunity to serve their country (60.2% and 66.1%, respectively), followed by job security (57.8% and 51.7%, respectively) as perceived advantages of a CAF career.

Comparing the proportion of responses in each category by gender, several statistically significant differences emerged. Male respondents were slightly more likely than females to select the opportunity to serve their country (66.1% vs. 60.2%), physically challenging work (48.7% vs. 41.0%), that the CAF is respected (42.4% vs. 38.0%), and that the CAF is prestigious (31.2% vs. 23.5%). Compared to males, female respondents were moderately more likely to endorse free university education (49.6% vs. 35.4%), and slightly more likely to endorse job security (57.8% vs. 51.7%), the benefits (55.5% vs. 46.2%), the opportunity to travel (51.4% vs. 45.7%), intellectually challenging work (51.4% vs. 44.2%), free job training (49.4% vs. 42.1%), pay (43.6% vs. 37.9%), the flexibility to change careers (39.8% vs. 33.0%), work-life balance (37.4% vs. 29.3%), and positive work environment (36.1% vs. 30.8%). No other proportions differed significantly (see Table 33 in Annex B for full statistical results).

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Note. Asterisks denote significant differences at $p < 0.05$.

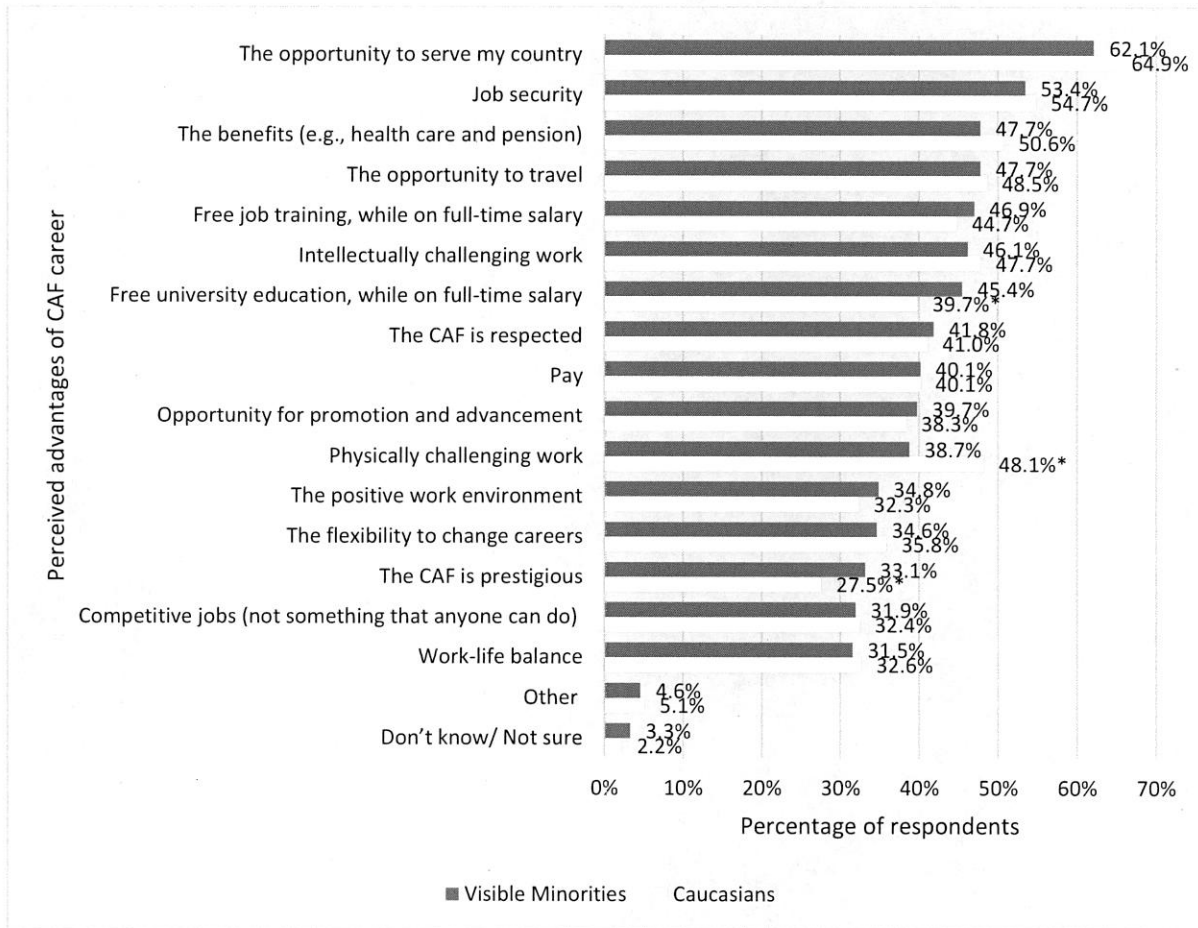
Figure 36: Perceived advantages of a CAF career by respondents who are interested in but undecided about a career in the CAF: Gender analysis.

3.2.3.4 Visible minority analysis

Figure 37 illustrates the proportions of visible minority and Caucasian respondents who indicated that a particular factor makes the CAF an attractive career option. Both visible minority and Caucasian respondents most frequently selected the opportunity to serve their country (62.1% and 64.9%, respectively) and job security (53.4% and 54.7%, respectively) as perceived advantages of a CAF career.

Comparing the proportion of responses in each category by visible minority status, several statistically significant differences emerged. Visible minority respondents were slightly more likely than Caucasians to select free university education (45.4% vs. 39.7%) and that the CAF is prestigious (33.1% vs. 27.5%), whereas Caucasians were slightly more likely to select physically challenging work (48.1% vs 38.7%). No other proportions differed significantly (see Table 34 in Annex B for full statistical results).

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Note. Asterisks denote significant differences at $p < 0.05$.

Figure 37: Perceived advantages of a CAF career by respondents who are interested in but undecided about a career in the CAF: Visible minority analysis.

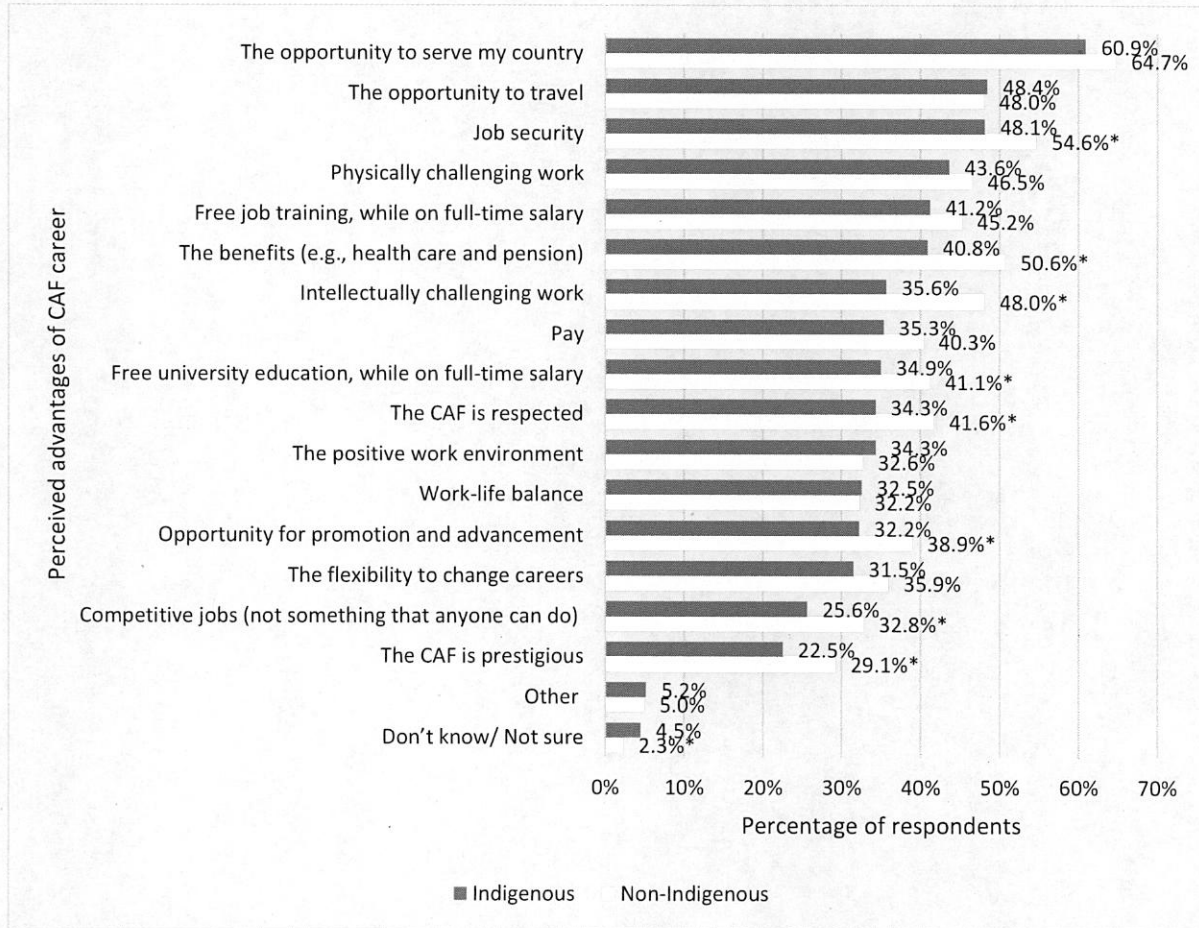
3.2.3.5 Indigenous person analysis

Figure 38 illustrates the proportions of Indigenous and non-Indigenous respondents who indicated that a particular factor makes the CAF an attractive career option. Indigenous respondents most frequently selected the opportunity to serve their country (60.9%) and the opportunity to travel (48.4%) as perceived advantages of a CAF career. Non-Indigenous respondents most frequently selected the opportunity to serve their country (64.7%), followed by job security (54.6%).

Comparing the proportion of responses in each category by Indigenous status, several statistically significant differences emerged. Non-Indigenous respondents were slightly more likely than Indigenous respondents to select job security (54.6% vs. 48.1%), the benefits (50.6% vs. 40.8%), intellectually challenging work (48.0% vs. 35.6%), free university education (41.1% vs. 34.9%), that the CAF is respected (41.6% vs. 34.3%), opportunity for promotion and advancement (38.9% vs. 32.2%), that the CAF offers competitive jobs (32.8% vs. 25.6%), and that the CAF is prestigious (29.1% vs. 22.5%).

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Indigenous respondents were slightly more likely than non-Indigenous respondents to indicate they did not know or were not sure what the advantages would be (4.5% vs. 2.3%). No other proportions differed significantly (see Table 35 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

Figure 38: Perceived advantages of a CAF career by respondents who are interested in but undecided about a career in the CAF: Indigenous person analysis.

3.2.4 Perceived barriers of a CAF career

Respondents were asked about the factors that would discourage them from joining the CAF. They were presented with a list of factors and were asked to select all the factors that would apply. The option most frequently selected by respondents was that they had doubts about meeting the requirements (47.7%), followed by the potential mental health consequences of combat service (23.5%), lack of information (22.3%), and loss of personal freedom and control (21.7%). Among the least frequently endorsed factors were conflicts with personal beliefs (5.7%), does not match their career goals (5.4%), I do not like the military (2.4%), and that it is not a meaningful job (0.7%). A small number of respondents provided “other” unlisted factors (see Table 84 in Annex C for the full list of other factors listed by

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respondents). Figure 39 presents the percentage of respondents who indicated each factor as a potential barrier to a CAF career.

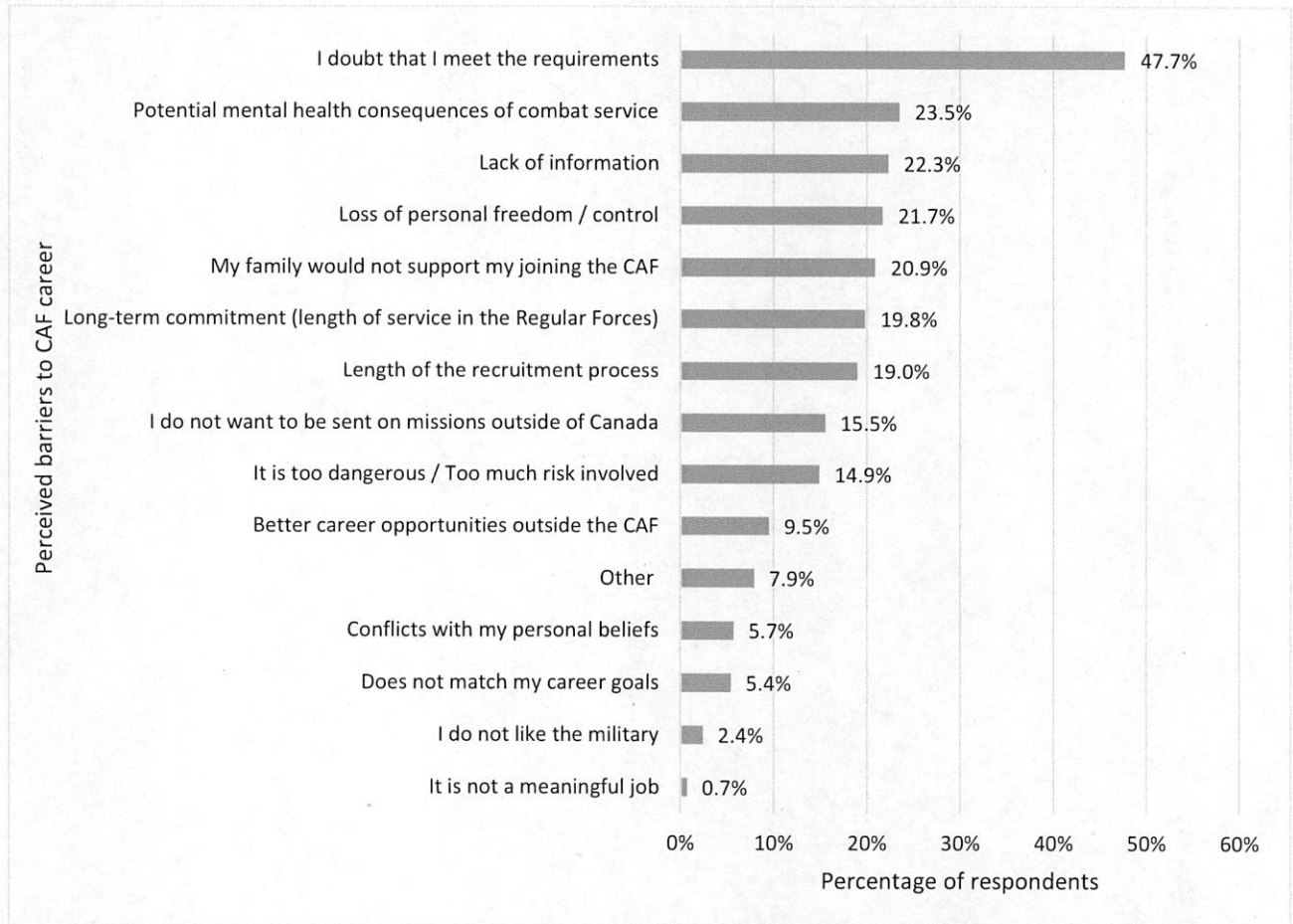


Figure 39: What would discourage respondents who are interested in but undecided about a career in the CAF from joining the CAF?

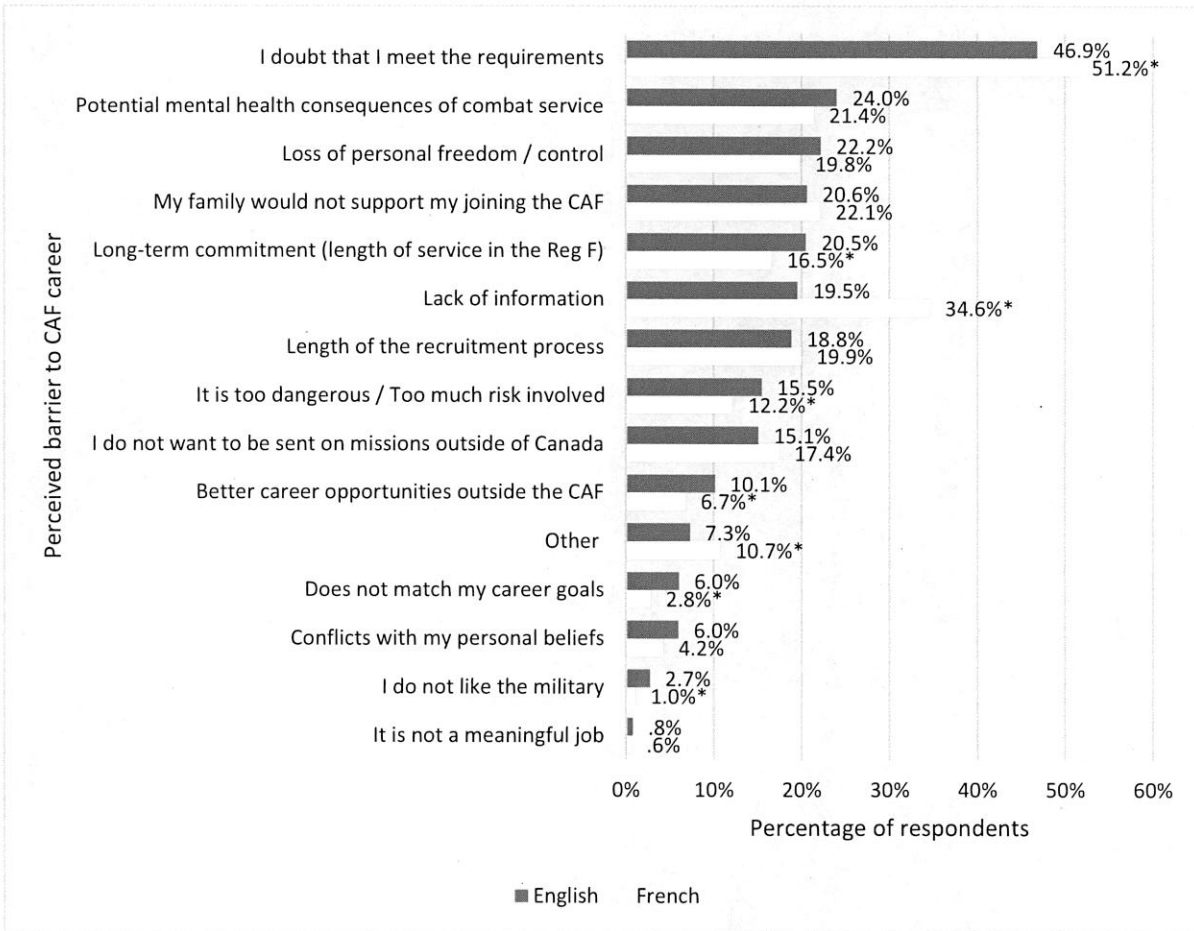
3.2.4.1 First official language analysis

Figure 40 illustrates the proportions of English and French speakers who indicated that a particular factor would discourage them from joining the CAF. Doubts about meeting the requirements was the most frequently indicated barrier among both groups, although a greater percentage of French speakers (51.2%) indicated this barrier than English speakers (46.9%). The second most frequently indicated barrier for English speakers was the potential mental health consequences of combat service (24.0%), while it was lack of information (34.6%) for French speakers.

Comparing the proportion of responses in each category by first official language, several statistically significant differences emerged. French speakers were slightly more likely than English speakers to

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indicate doubts about meeting the requirements (51.2% vs. 46.9%), to name “other” unlisted factors (10.7% vs. 7.3%), and moderately more likely to indicate lack of information (34.6% vs. 19.5%). English speakers were slightly more likely than French speakers to select length of commitment (20.5% vs. 16.5%), that it is too dangerous (15.5% vs. 12.2%), that there are better career opportunities outside the CAF (10.1% vs. 6.7%), that it does not match with their career goals (6.0% vs. 2.8%), and that they dislike the military (2.7% vs. 1.0%). No other proportions differed significantly (see Table 36 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

Figure 40: Perceived barriers to a CAF career by respondents who are interested in but undecided about a career in the CAF: First official language analysis.

3.2.4.2 Age analysis

Figure 41 depicts the proportions of respondents in each age group who indicated that a particular factor would discourage them from joining the CAF. Respondents aged 16-21 (48.3%), 22-38 (46.0%), 39-57 (52.1%), and 58 and over (51.7%) most frequently indicated doubts about meeting the requirements as a barrier to joining the CAF. This was followed by the potential health consequences of combat service for those aged 16-21 (30.1%), loss of personal freedom for those aged 22-38 (23.8%), lack of

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information for those aged 39-57 (17.4%), and length of the recruitment process for those 58 and over (20.7%).

Comparing the proportion of responses in each category by age, several statistically significant differences emerged. For brevity, the following discussion will focus on the most meaningful differences, while noting smaller differences in footnotes. Those aged 16-21 (30.1%) were moderately more likely to indicate the potential mental health consequences of combat service than those aged 22-38 (21.0%) and those aged 39-57 (14.7%).¹⁶ Similarly, those aged 16-21 (27.7%) were moderately more likely to indicate that their family would not support their joining the CAF than those aged 22-38 (18.8%), 39-57 (10.2%),¹⁷ and 58 and over (0.0%). Those aged 16-21 (23.8%) were also slightly more likely to indicate that long-term commitment was a barrier, compared to those aged 22-38 (18.5%) and 39-57 (13.7%). Respondents aged 16-21 (18.3%) were also more likely to indicate that a job with the CAF is too dangerous, compared with those aged 22-38 (13.9%) and 39-57 (9.3%).¹⁸

Respondents aged 22-38 were slightly more likely than those aged 39-57 to indicate lack of information (23.5% vs. 17.4%) and loss of personal freedom (23.8% vs. 16.4%) as barriers. Those aged 22-38 (18.7%) and 39-57 (16.8%) were moderately more likely to indicate they did not want to be sent outside of Canada than those aged 16-21 (11.1%). Finally, those aged 22-38 (9.3%) were slightly more likely to name “other” unlisted barriers compared to those aged 16-21 (5.7%). No other proportions differed significantly (see Table 37 in Annex B for full statistical results).

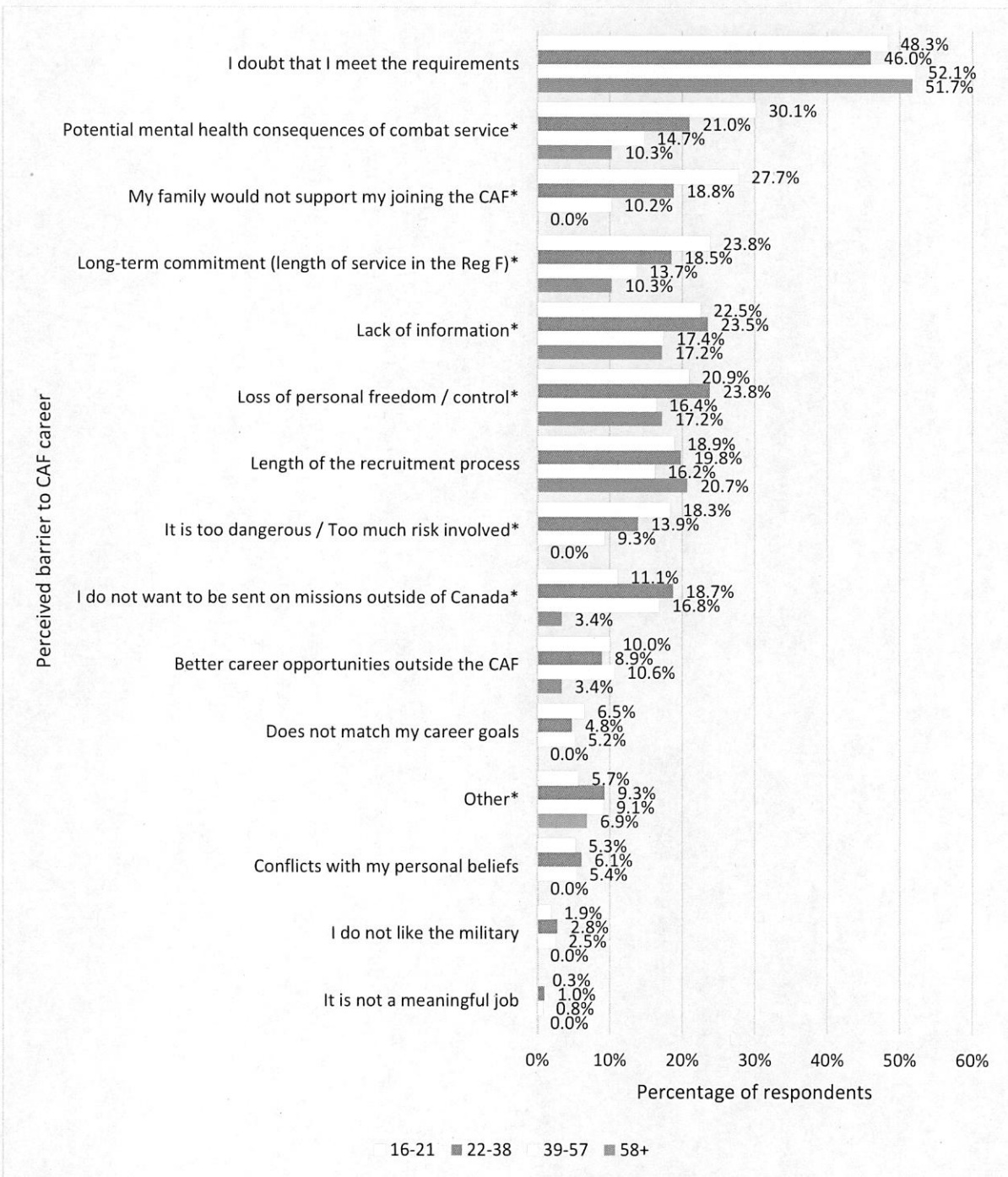
¹⁶ The difference between those aged 22-38 and 39-57 was also statistically significant.

¹⁷ The difference between those aged 22-38 and 39-57 was also statistically significant.

¹⁸ The difference between those aged 22-38 and 39-57 was also statistically significant.



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Note. Asterisks denote categories with significant differences between at least two age groups at $p < 0.05$.

Figure 41: Perceived barriers to a CAF career by respondents who are interested in but undecided about a career in the CAF: Age analysis.

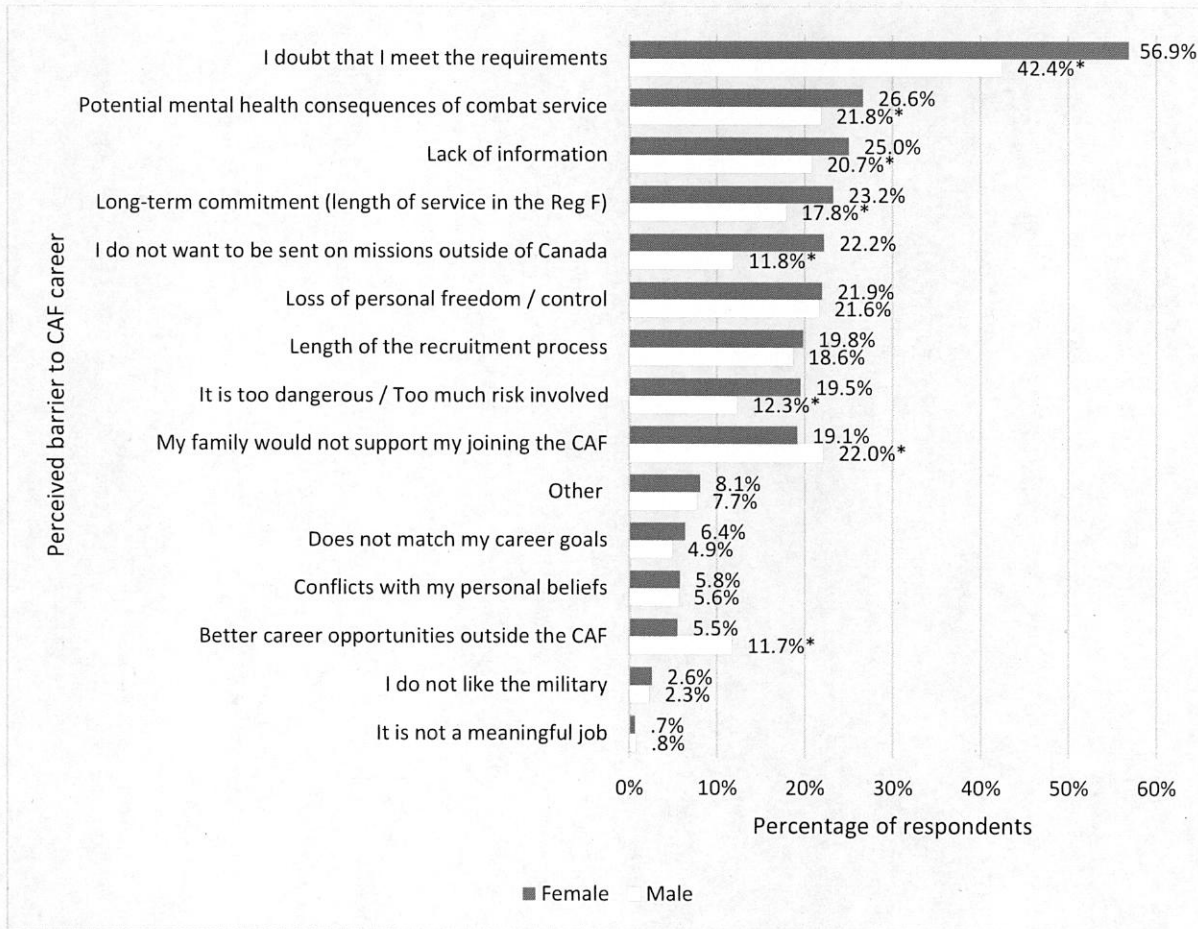
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3.2.4.3 Gender analysis

Figure 42 illustrates the proportions of female and male respondents who indicated that a particular factor would discourage them from joining the CAF. Female respondents most frequently indicated doubts about meeting the requirements (56.9%) and the potential mental health consequences of combat service (26.6%). In comparison, males most frequently indicated doubts about meeting the requirements (42.4%) and lack of family support (22.0%) as factors that would discourage them from joining the CAF.

Comparing the proportion of responses in each category by gender, several statistically significant differences emerged. Female respondents were moderately more likely than males to indicate doubts about meeting the requirements (56.9% vs. 42.4%), to be reluctant to be sent on missions outside Canada (22.2% vs. 11.8%), that a CAF career would be too dangerous (19.5% vs. 12.3%), and slightly more likely to select the potential mental health consequences of combat service (26.6% vs. 21.8%), lack of information (25.0% vs. 20.7%), and long-term commitment (23.2% vs. 17.8%). Male respondents were slightly more likely than females to indicate a lack of family support (22.0% vs. 19.1%), and moderately more likely to indicate better career opportunities outside the CAF (11.7% vs. 5.5%). No other proportions differed significantly (see Table 38 in Annex B for full statistical results).

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Note. Asterisks denote significant differences at $p < 0.05$.

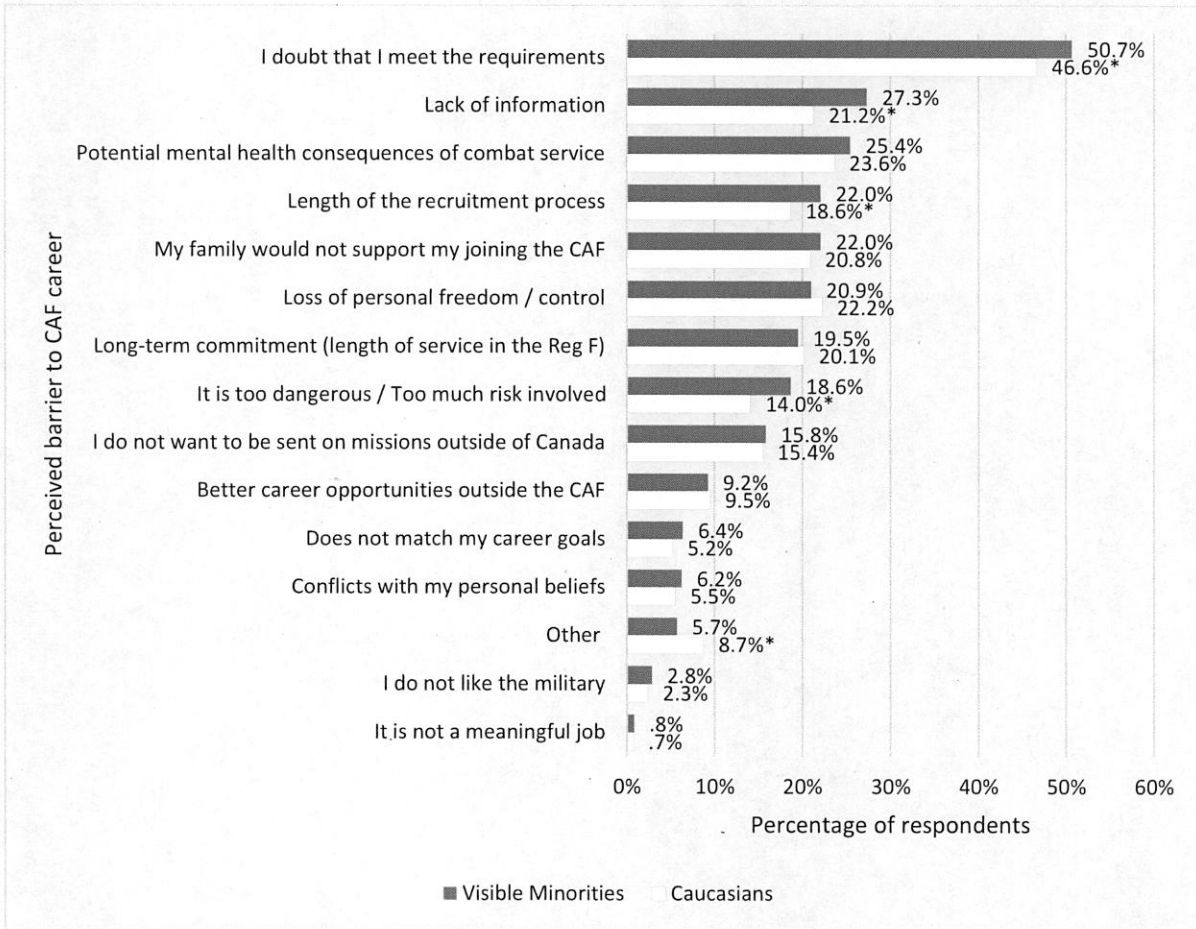
Figure 42: Perceived barriers to a CAF career by respondents who are interested in but undecided about a career in the CAF: Gender analysis.

3.2.4.4 Visible minority analysis

Figure 43 illustrates the proportions of visible minority and Caucasian respondents who indicated that a particular factor would discourage them from joining the CAF. Visible minorities (50.7%) and Caucasians (46.6%) most frequently indicated doubts about meeting the requirements. This was followed by lack of information (27.3%) for visible minorities and potential mental health consequences of combat service (23.6%) for Caucasians.

Comparing the proportion of responses in each category by visible minority status, several statistically significant differences emerged. Visible minorities were slightly more likely than Caucasians to indicate doubts about meeting the requirements (50.7% vs. 46.6%), lack of information (27.3% vs. 21.2%), and length of the recruitment process (22.0% vs. 18.6%), and that a CAF career is too dangerous (18.6% vs. 14.0%). Caucasians were slightly more likely than visible minorities to name “other” unlisted factors (8.7% vs. 5.7%). No other proportions differed significantly (see Table 39 in Annex B for full statistical results).

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Note. Asterisks denote significant differences at $p < 0.05$.

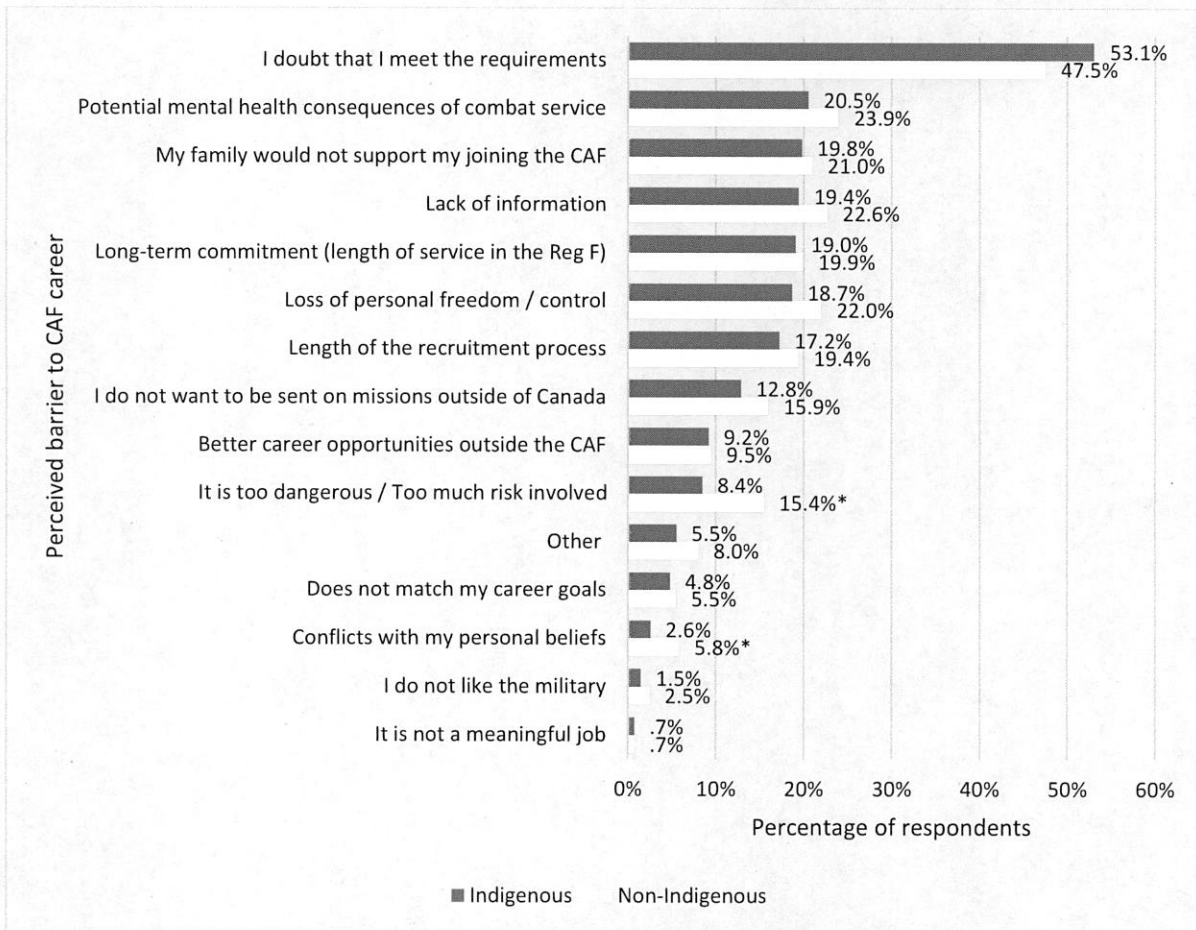
Figure 43: Perceived barriers to a CAF career by respondents who are interested in but undecided about a career in the CAF: Visible minority analysis.

3.2.4.5 Indigenous person analysis

Figure 44 depicts the proportions of Indigenous and non-Indigenous respondents who indicated that a particular factor would discourage them from joining the CAF. Both Indigenous and non-Indigenous respondents most frequently indicated doubts about meeting the requirements (53.1% and 47.5%, respectively) and the potential mental health consequences of combat service (20.5% and 23.9%, respectively) as factors that would discourage them from joining the CAF.

Comparing the proportion of responses in each category by Indigenous person status, one statistically significant difference emerged. Specifically, non-Indigenous respondents were slightly more likely than Indigenous respondents to indicate that a career in the CAF would be too dangerous or risky (15.4% vs. 8.4%). No other proportions differed significantly (see Table 40 in Annex B for full statistical results).

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Note. Asterisks denote significant differences at $p < 0.05$.

Figure 44: Perceived barriers to a CAF career by respondents who are interested in but undecided about a career in the CAF: Indigenous person analysis.

3.3 Respondents seriously considering joining the CAF

3.3.1 Demographic characteristics

Overall, 3,997 respondents who were seriously considering joining the CAF completed the survey,¹⁹ and were included in the analyses for section 3.3. Table 3 presents these respondents' demographic

¹⁹ These respondents included those who selected the following options in response to the question "Why are you visiting the CAF recruitment website?": *I am seriously thinking about joining the CAF and am gathering information* ($n = 2,524$), *I am preparing to apply to join the CAF* ($n = 891$), and *I have submitted an application to join the CAF* ($n = 582$); these respondents were collapsed into a single category for the purpose of conducting the analyses in this section.

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characteristics.²⁰ Nearly three-quarters of respondents were male (73.9%) and approximately half of respondents were between 22 and 38 years of age (48.3%). A small percentage of respondents identified themselves as Indigenous persons (7.9%) and visible minorities (22.3%).²¹

Most respondents indicated that their first official language is English (83.0%) and a slightly smaller proportion indicated that English was the language they most often speak at home (70.2%). Approximately half of respondents had friends and acquaintances with previous or current military experience (49.2%). Half of the respondents were exclusively working full- or part-time (49.7%), whereas a minority were unemployed (17.1%), unemployed students (16.7%), or students working full- or part-time (16.5%). More than one-third of the respondents (42.2%) reported that their highest level of education was high school (including GED),²² while 11.9% completed college, 14.1% earned an undergraduate degree,²³ and 9.7% held a graduate degree.

Table 3: Demographic characteristics of respondents seriously considering joining the CAF.

Demographic Characteristic	Number of Respondents (n = 3,997)	Valid Percent
Gender		
Male	2,953	73.9%
Female	1,009	25.2%
Prefer not to answer	35	0.9%
Age		
16 – 21	1,536	38.4%
22 – 38	1,929	48.3%
39 – 57	506	12.7%
58 years or older	26	0.7%
Indigenous Person		
Yes	316 ¹	7.9%
No	3,537	88.5%
Prefer not to answer	144	3.6%
Visible Minority		
Yes	893	22.3%
No	2,924	73.2%
Prefer not to answer	180	4.5%
First Official Language		
English	3,317	83.0%

²⁰ Percentages for some demographic characteristics may not add exactly to 100% due to rounding of values to one significant digit.

²¹ Of the individuals who identified as visible minorities, a few also identified as Indigenous persons (4.8%, n = 43).

²² The percentage of respondents who reported that high school was their highest level of education includes those who had completed some college (including CEGEP; 11.0%) or some university (10.5%) courses.

²³ This percentage includes those who indicated they had taken graduate degree courses (3.0%).

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French	680	17.0%
Language Spoken Most Often at Home		
English	2,805	70.2%
French	570	14.3%
Other	622	15.6%
Family or Friends with Current or Former CAF Experience²		
Relative	1,268	31.7%
Partner/spouse	96	2.4%
Friends and acquaintances	1,967	49.2%
None	1,464	36.6%
Current Employment Status		
Working full-time	1,489	37.3%
Working part-time	497	12.4%
Unemployed	683	17.1%
Student, working full-time	137	3.4%
Student, working part-time	525	13.1%
Student	666	16.7%
Highest Level of Education		
Some high school	885	22.1%
High school graduate (GED)	829	20.7%
Some college (including CEGEP)	441	11.0%
College graduate (including CEGEP)	474	11.9%
Some university	419	10.5%
Undergraduate degree	443	11.1%
Graduate degree courses	120	3.0%
Graduate degree	386	9.7%

¹Includes $n = 43$ individuals who identified both as Indigenous persons and visible minorities.

²Respondents were able to select more than one response option.

Respondents were also asked to indicate whether they currently belong, or had previously belonged, to various CAF divisions, a foreign military organization, or the Royal Canadian Mounted Police (RCMP). Most respondents indicated that they had never belonged to any of the listed organizations (75.0%), whereas approximately one-fifth indicated they had belonged to the Cadets (19.1%). Very few respondents indicated that they had belonged to the other organizations. Figure 45 presents the percentage of respondents who indicated current or prior affiliation with each organization.

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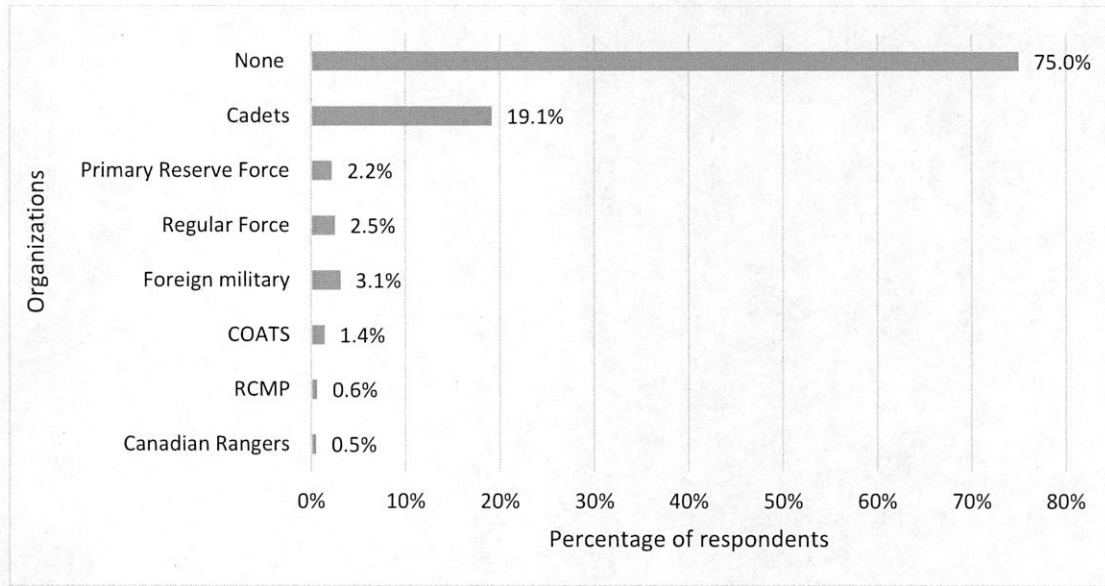


Figure 45: Percentage of respondents seriously considering joining the CAF who currently belong to or have ever belonged to the specified organizations.

3.3.2 How did you first find out about the CAF recruitment website?

Respondents were asked to indicate how they first found out about the CAF recruitment website. They were presented with a list of information sources and were asked to indicate the source that first led them to the CAF recruitment website. The source that respondents selected most frequently was an online search tool (e.g., Google, Bing, Yahoo; 35.2%), followed by hearing about it from somebody other than a recruiter (14.6%), “other” unlisted sources (11.4%; please refer to Table 80 in Annex C for full list of other sources listed by respondents), and from a CAF recruiter (7.3%). Figure 46 presents the percentage of respondents who selected each information source.

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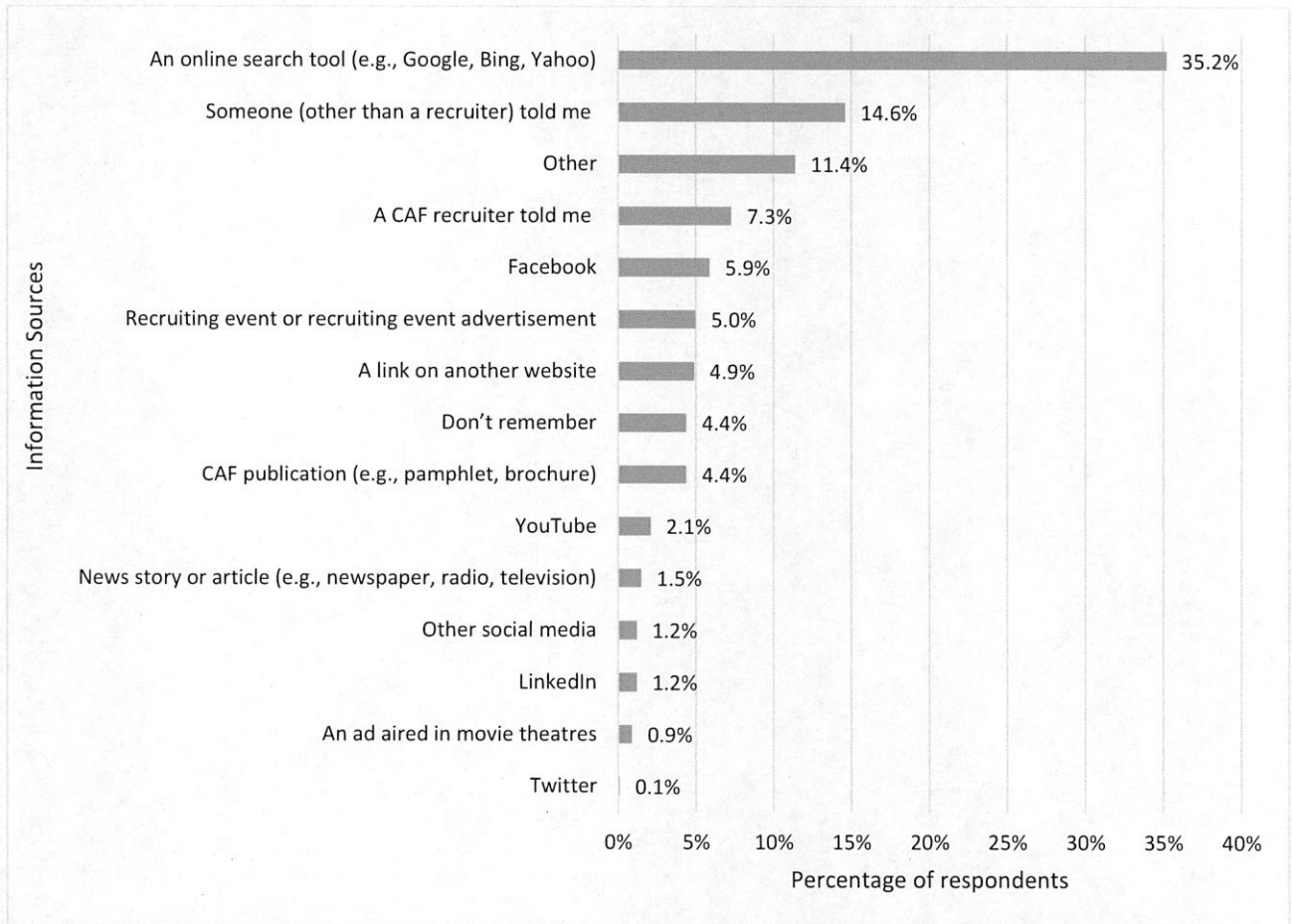


Figure 46: How respondents seriously considering joining the CAF first found out about the CAF recruitment website.

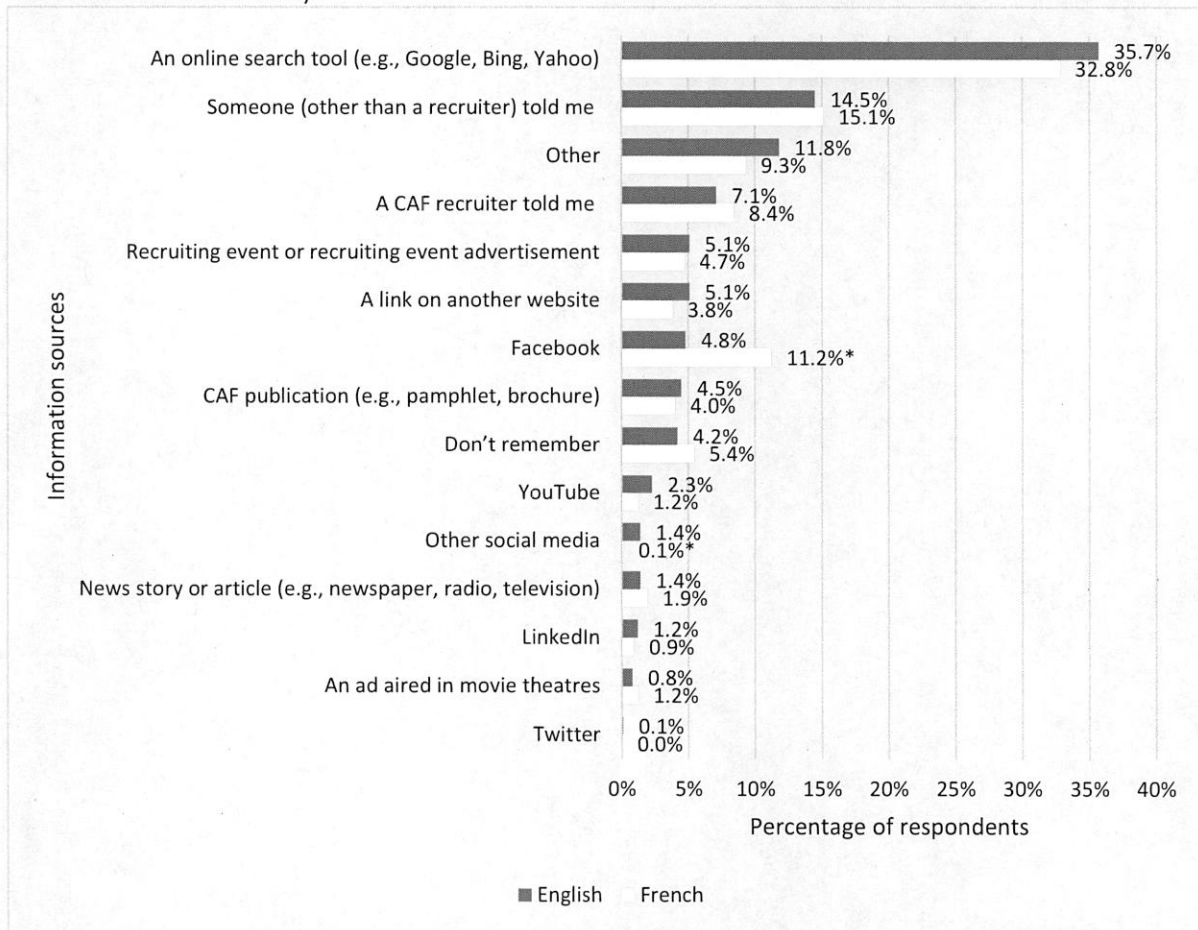
3.3.2.1 First official language analysis

Figure 47 illustrates the proportions of English and French speakers who identified a particular information source as how they first found out about the CAF recruitment website. English and French speakers most commonly found out about the CAF recruitment website via an online search tool (35.7% and 32.8%, respectively) and through somebody other than a recruiter (14.5% and 15.1%, respectively).

Comparing the proportion of responses in each category by first official language, two statistically significant differences emerged. French speakers were more likely to have discovered the recruitment website through Facebook (11.2%) compared to English speakers (4.8%), and English speakers (1.4%) were more likely than French speakers (0.1%) to have found the CAF recruitment website through “other” unlisted social media sources. No other proportions differed significantly (see Table 41 in Annex

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B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

Figure 47: How respondents seriously considering joining the CAF first found out about the CAF recruitment website: First official language analysis.

3.3.2.2 Age analysis

Figure 48 depicts the proportions of respondents across four age ranges (16-21, 22-38, 39-57, 58 and over) who identified a particular information source as how they first found out about the CAF recruitment website. Respondents aged 16-21 and 22-38 most commonly found out about the CAF recruitment website via an online search tool (32.7% and 36.8%, respectively) and from someone other than a recruiter (18.6% and 13.2%, respectively). The most frequently identified sources by those aged 39-57 and 58 and over were an online search tool (36.6% and 46.2%, respectively), followed by “other” unlisted sources for those aged 39-57 (15.2%), and a link on another website for those 58 and over (15.4%).

Comparing the proportion of responses in each category by age group, several statistically significant differences emerged. For brevity, the following discussion will focus on the most meaningful differences, while noting smaller differences in footnotes. Specifically, those aged 16-21 (18.6%) were

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more likely than those aged 22-38 (13.2%) and aged 39-57 (8.5%)²⁴ to have found out about the CAF recruitment website through someone other than a recruiter. Those aged 16-21 (10.8%) were also more likely to have found out from a CAF recruiter, compared to those aged 22-38 (5.2%) and 39-57 (4.9%). Those aged 16-21 (6.2%) were more likely than those aged 22-38 (3.8%) to have discovered the recruiting website from a recruiting event and were more likely to have found it via YouTube (3.5%), compared to those aged 22-38 (1.5%) and 39-57 (0.6%). Those aged 16-21 (0.1%) were less likely than those aged 22-38 (1.5%), 39-57 (2.8%), and 58 and over (7.7%) to have found the recruitment site via LinkedIn.

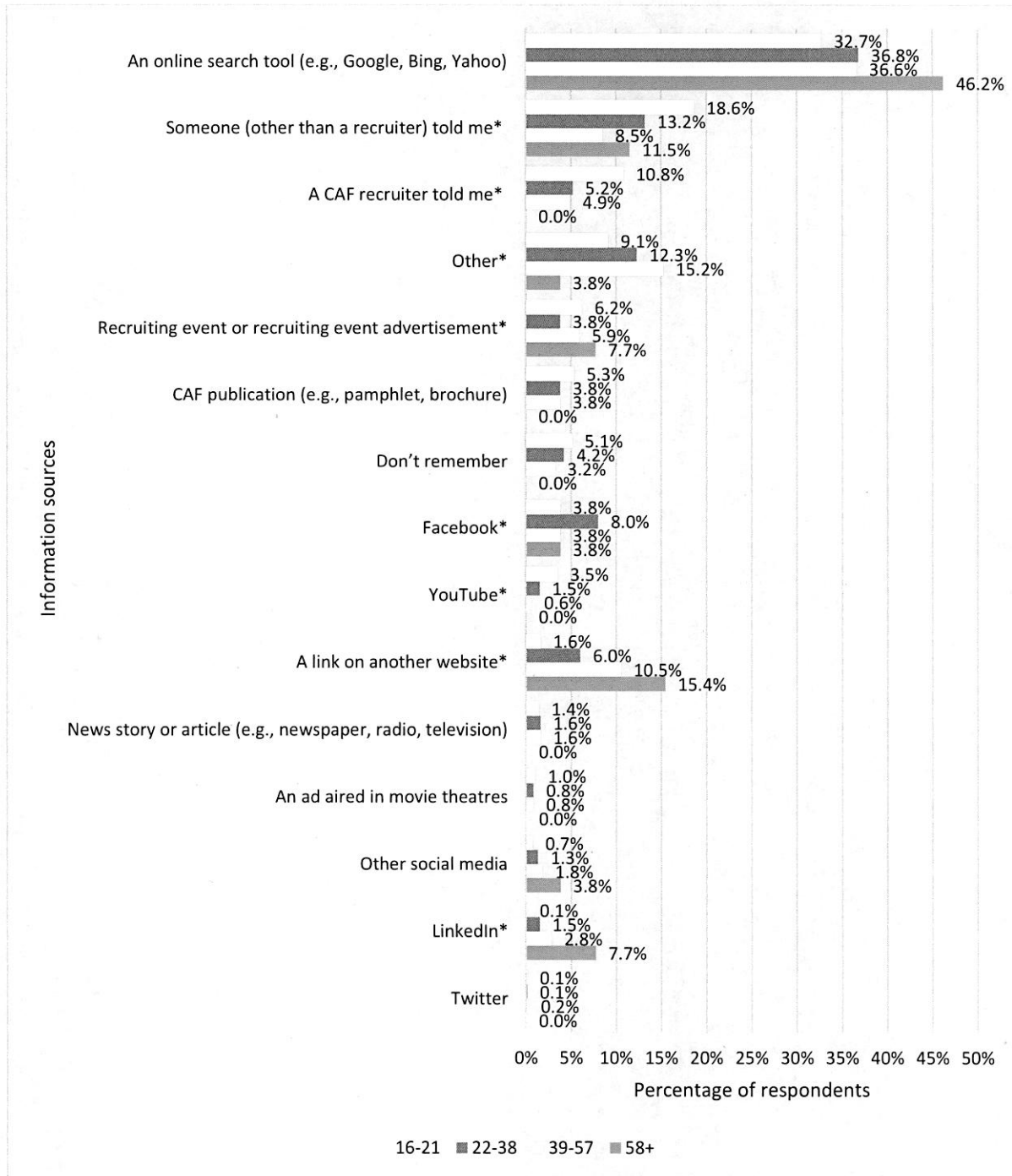
Respondents aged 22-38 (12.3%) and 39-57 (15.2%) were more likely than those aged 16-21 (9.1%) to name “other” unlisted sources. As well, those aged 22-38 (8.0%) were more likely than those aged 16-21 (3.8%) and 39-57 (3.8%) to have found the recruitment site via Facebook. Those aged 39-57 (10.5%) were more likely than those aged 22-38 (6.0%) and 16-21 (1.6%)²⁵ to have found out via a link on another website. No other proportions differed significantly (see Table 42 in Annex B for full statistical results).

²⁴ The difference between those aged 22-38 and 39-57 was also statistically significant.

²⁵ The difference between those aged 22-38 and 16-21 was also statistically significant.



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Note. Asterisks denote categories with significant differences between at least two age groups at $p < 0.05$.

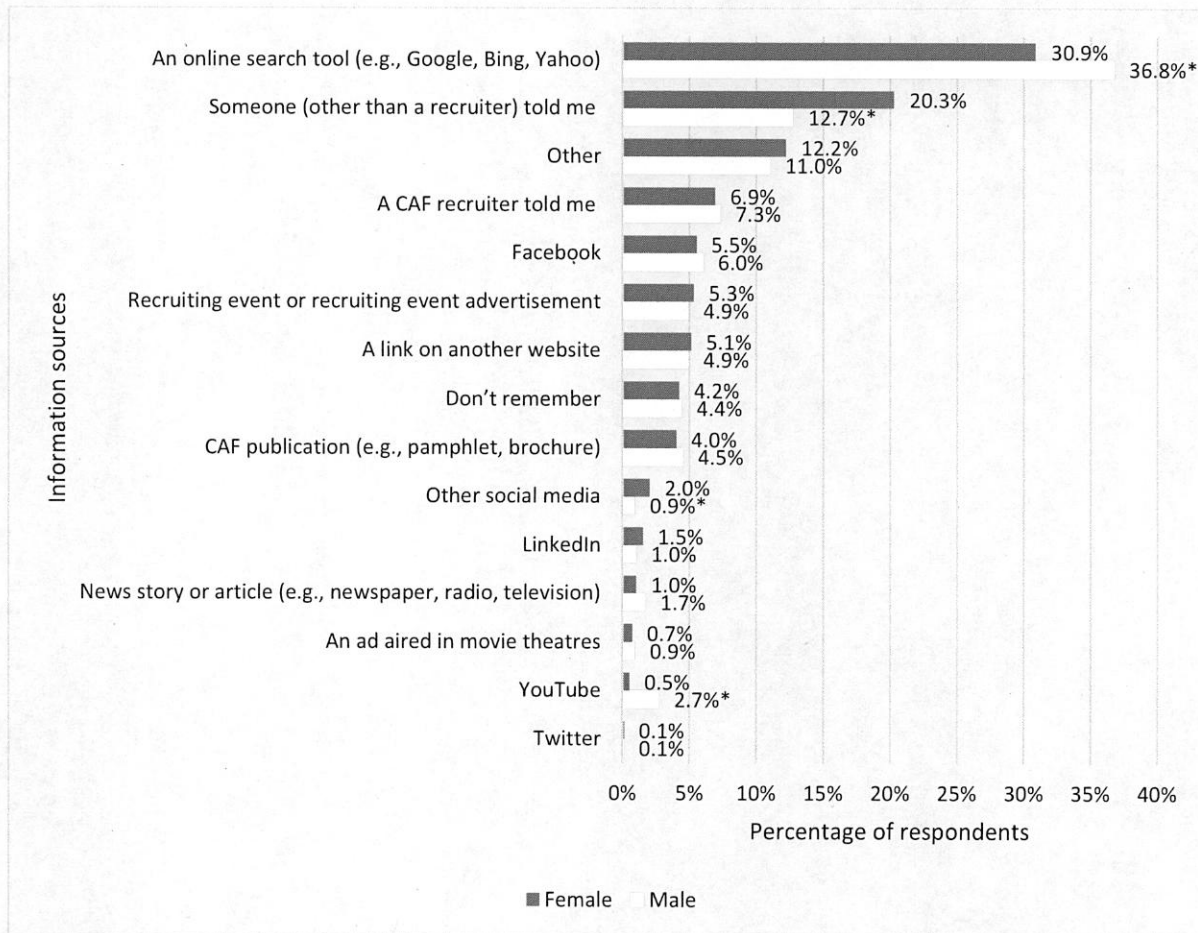
Figure 48: How respondents seriously considering joining the CAF first found out about the CAF recruitment website: Age analysis.

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3.3.2.3 Gender analysis

Figure 49 shows the proportions of female and male respondents who identified a particular information source as how they first found out about the CAF recruitment website. Both females and males most commonly found out about the CAF recruitment website via an online search tool (30.9% and 36.8%, respectively) and through someone other than a recruiter (20.3% and 12.7%, respectively).

Comparing the percentage of responses in each category by gender, several statistically significant differences emerged. Male respondents were more likely than females to have discovered the recruitment website through an online search tool (36.8% vs. 30.9%) and YouTube (2.7% vs. 0.5%). Females were more likely than males to have heard about the website through someone other than a recruiter (20.3% vs. 12.7%) and through other social media (2.0% vs. 0.9%). No other proportions differed significantly (see Table 43 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

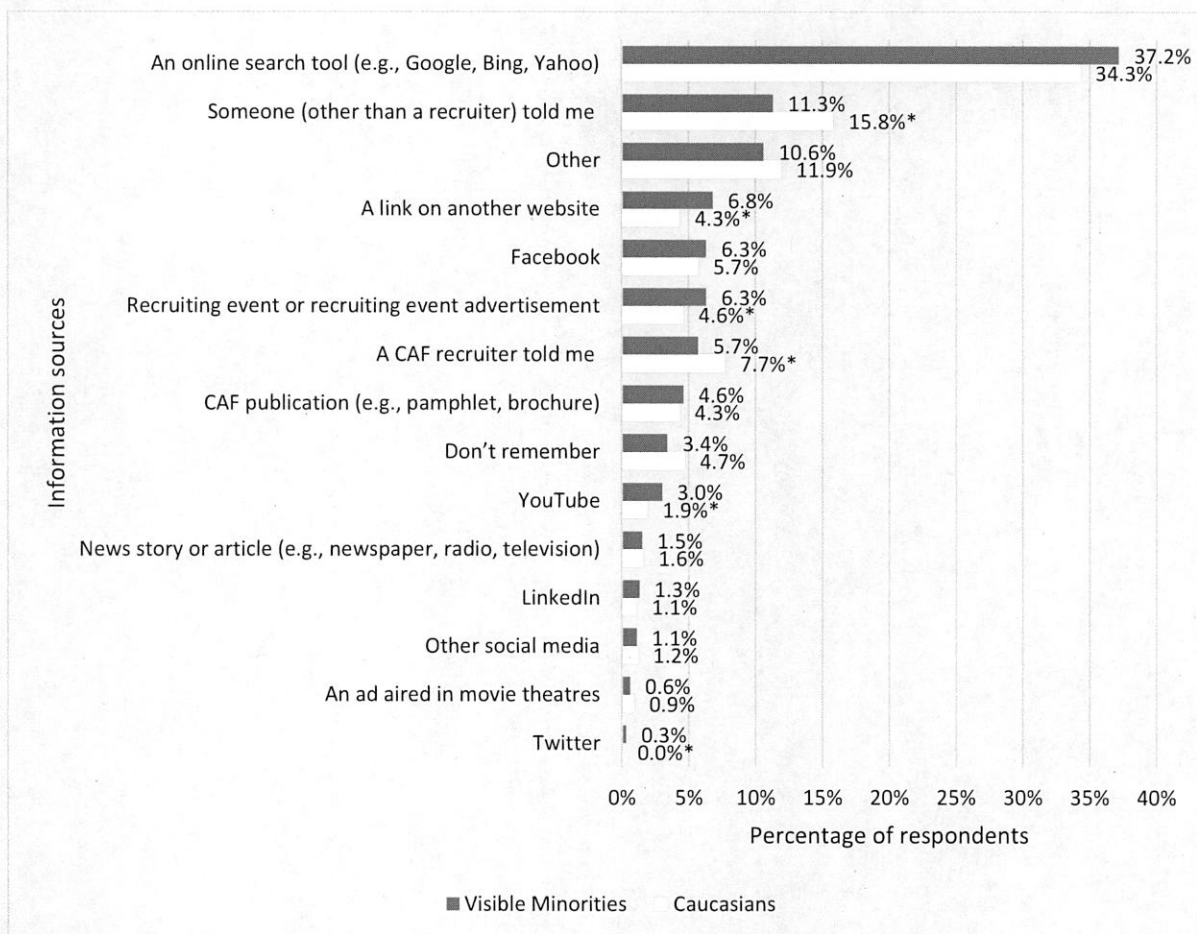
Figure 49: How respondents seriously considering joining the CAF first found out about the CAF recruitment website: Gender analysis.

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3.3.2.4 Visible minority analysis

Figure 50 illustrates the proportions of visible minority and Caucasian respondents who identified a particular information source as how they first found out about the CAF recruitment website. Both visible minorities and Caucasians most commonly found out about the CAF recruitment website via an online search tool (37.2% and 34.3%, respectively) and through someone other than a recruiter (11.3% and 15.8%, respectively).

Comparing the percentage of responses in each category by visible minority status, several statistically significant differences emerged. Caucasian respondents were more likely than visible minorities to have discovered the recruitment website through someone other than a recruiter (15.8% vs. 11.3%), and a CAF recruiter (7.7% vs. 5.7%). Visible minorities were more likely than Caucasians to have found out about the website through a link on another website (6.8% vs. 4.3%), recruiting events (6.3% vs. 4.6%), YouTube (3.0% vs. 1.9%) and Twitter (0.3% vs. 0.0%). No other proportions differed significantly (see Table 44 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

Figure 50: How respondents seriously considering joining the CAF first found out about the CAF recruitment website: Visible minority analysis.

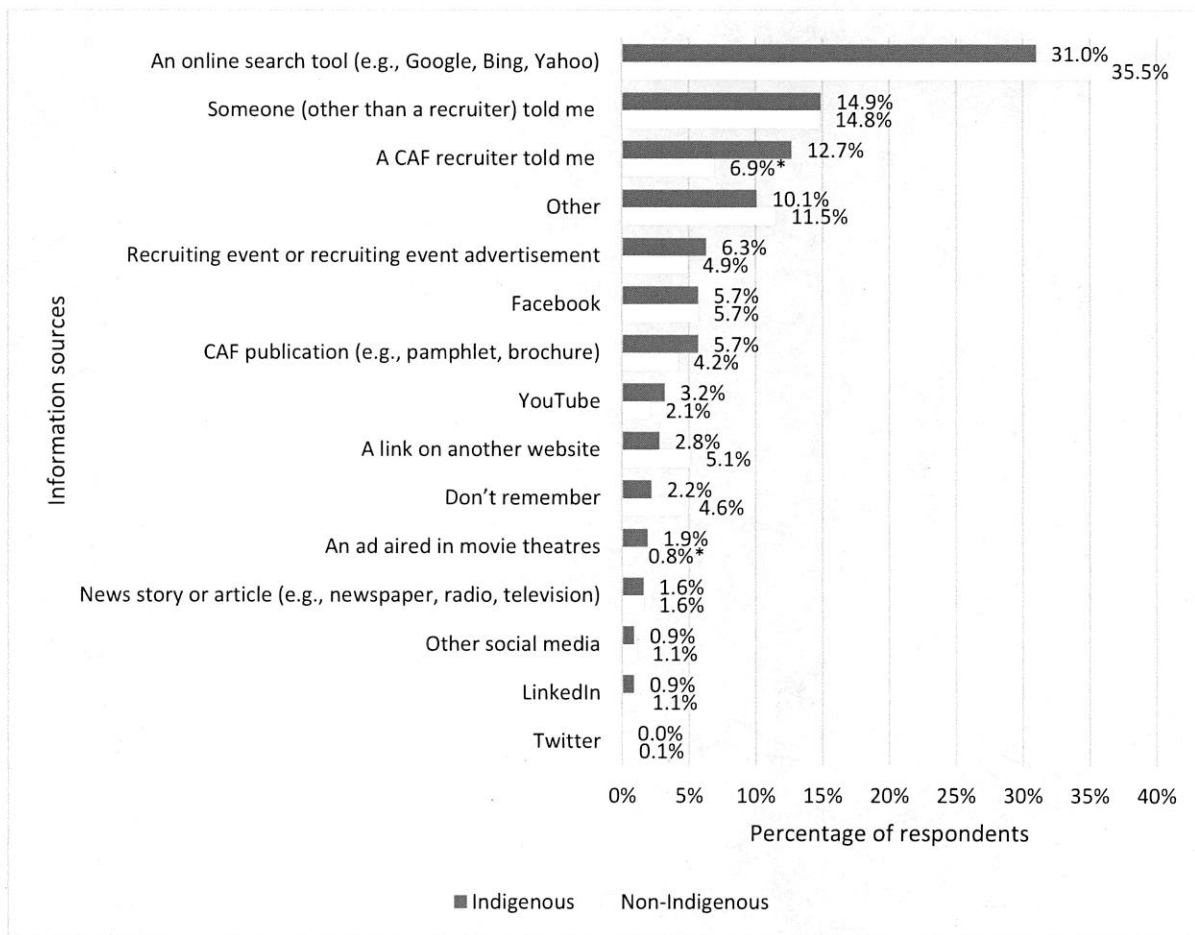


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3.3.2.5 Indigenous person analysis

Figure 51 illustrates the proportions of Indigenous and non-Indigenous respondents who identified a particular information source as how they first found out about the CAF recruitment website. Both Indigenous and non-Indigenous respondents most commonly found out about the CAF recruitment website via an online search tool (31.0% and 35.5%, respectively) and through someone other than a recruiter (14.9% and 14.8%, respectively).

Comparing the percentage of responses in each category by indigenous status, several statistically significant differences emerged. Indigenous respondents were more likely than non-Indigenous respondents to have heard about the website from a CAF recruiter (12.7% vs. 6.9%) and through an ad aired in movie theatres (1.9% vs. 0.8%). No other proportions differed significantly (see Table 45 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

Figure 51: How respondents seriously considering joining the CAF first found out about the CAF recruitment website: Indigenous person analysis.

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3.3.3 Top three influences on interest in joining the CAF

Respondents were asked to indicate the sources that had the greatest influence on their interest in joining the CAF. Respondents were presented with a list of possible influences and asked to select and rank order the three most influential sources. The sources that were most frequently ranked either the first, second, or third most influential were family or relatives (56.3%), friends (47.5%), and the CAF recruitment website (38.3%). The sources that were least frequently ranked being first, second, or third most influential were recruiting displays (21.0%) and CAF recruitment brochures (18.8%). Figure 52 depicts the percentage of respondents who ranked each source of influence first, second, and third.

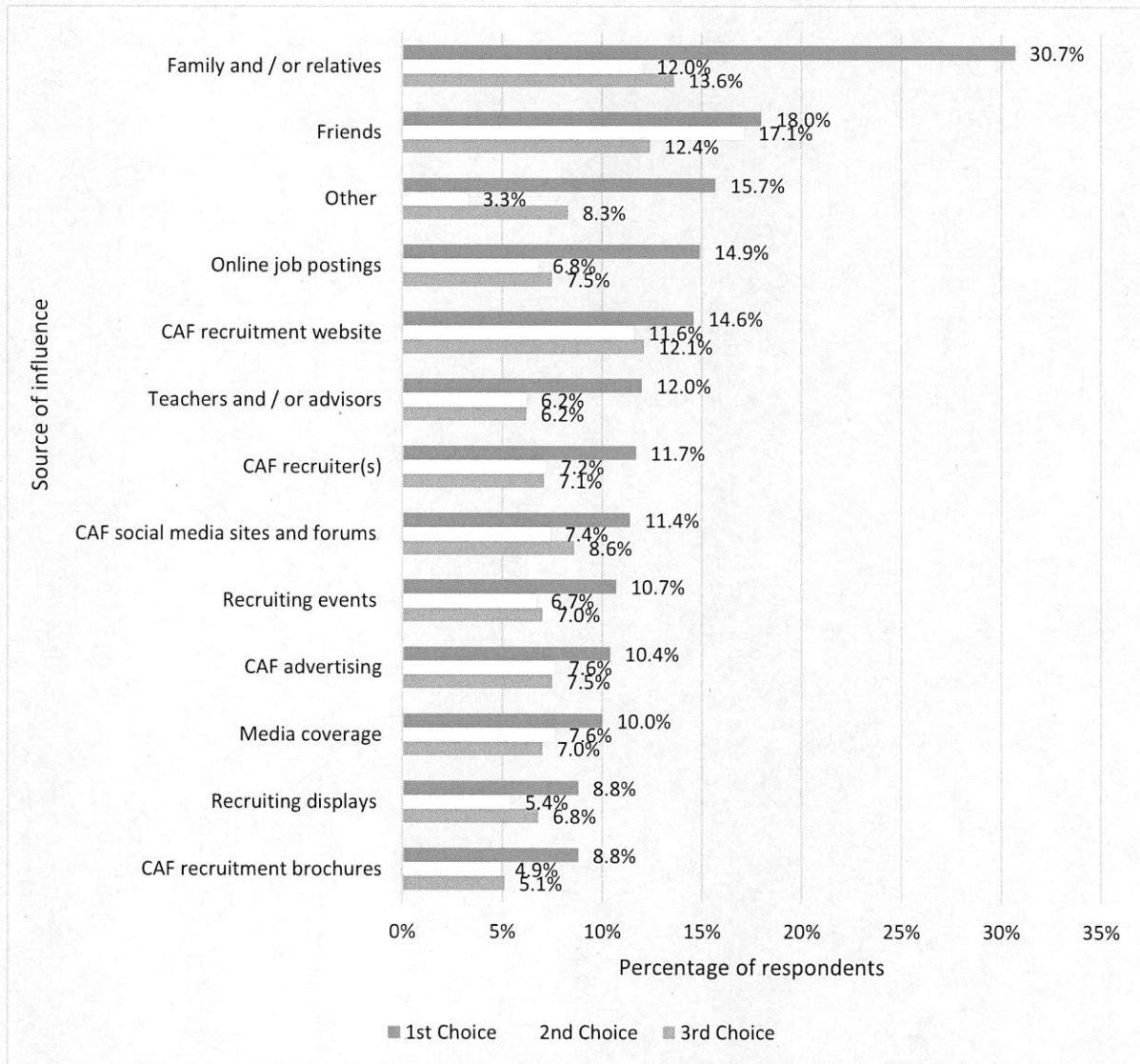


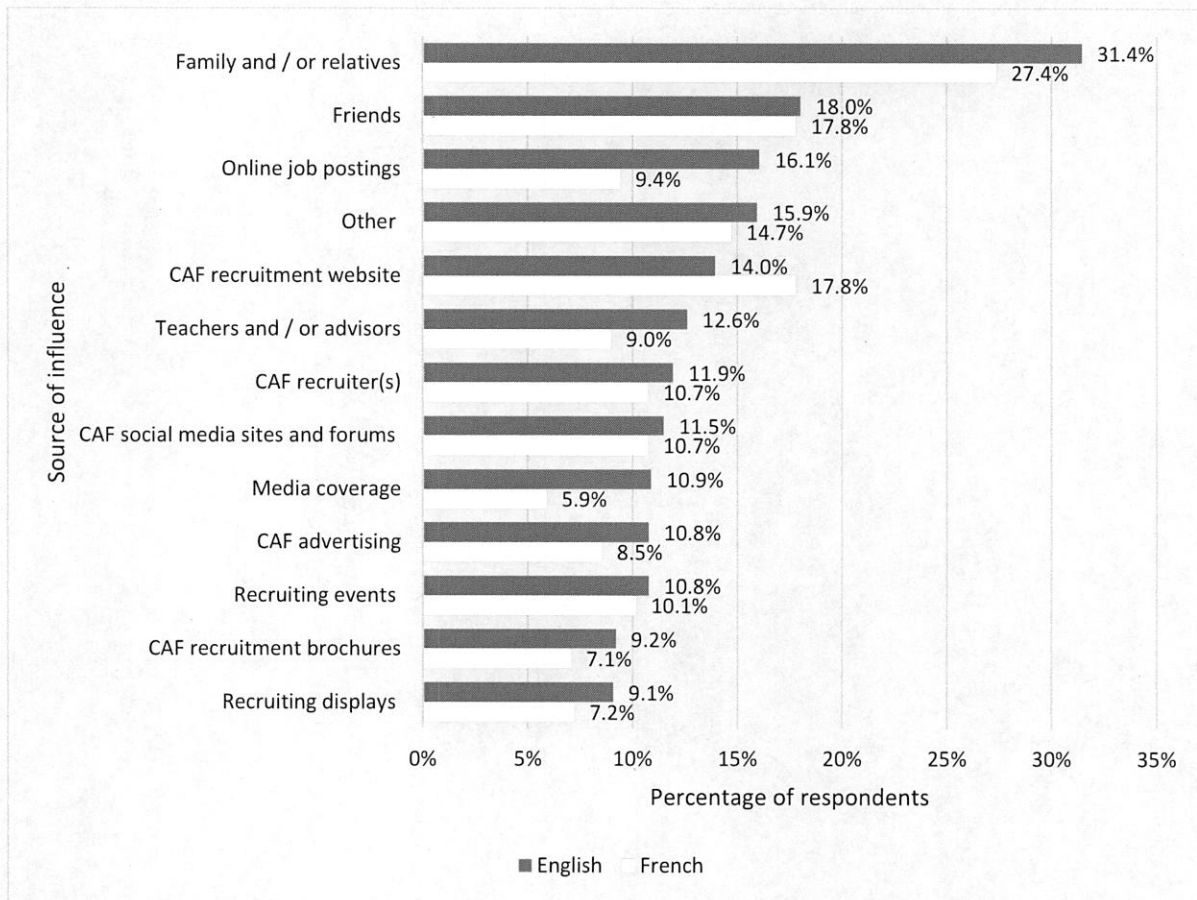
Figure 52: Primary influence on interest in joining the CAF for respondents seriously considering joining the CAF.

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3.3.3.1 First official language analysis

Figure 53 illustrates the proportions of English and French speakers who identified a particular information source as the primary influence on their interest in joining the CAF. English and French speakers most frequently identified family and relatives as the primary source of influence (31.4% and 27.4%, respectively), followed by friends (18.0% and 17.8%, respectively), and the CAF recruitment website for French speakers (17.8%).

Comparing the proportion of responses in each category by first official language, several statistically significant differences emerged. English speakers were slightly more likely than French speakers to identify family and relatives (31.4% vs. 27.4%), online job postings (16.1% vs. 9.4%), teachers and advisors (12.6% vs. 9.0%), and media coverage (10.9% vs. 5.9%) as primary sources of influence. French speakers were slightly more likely than English speakers to identify the CAF recruitment website as the primary source of influence (17.8% vs. 14.0%). No other proportions differed significantly (see Table 46 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

Figure 53: Primary influence on interest in joining the CAF for respondents seriously considering joining the CAF: First official language analysis.

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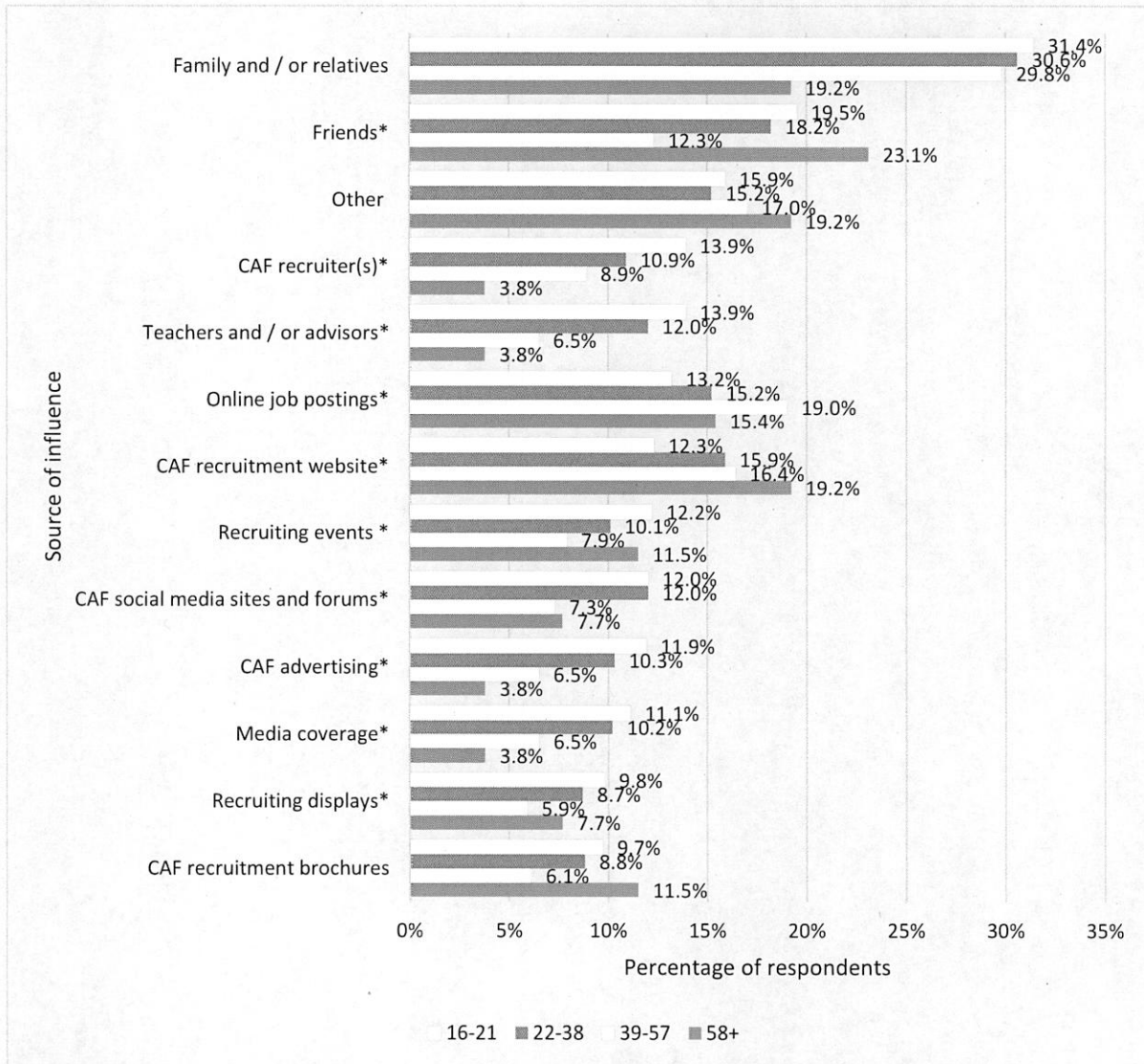
3.3.3.2 Age analysis

Figure 54 illustrates the proportions of respondents across four age ranges who identified a particular information source as the primary influence on their interest in joining the CAF. Respondents aged 16-21 and 22-38 most frequently identified family and relatives as the primary source of influence (31.4% and 30.6%, respectively), followed by friends (19.5% and 18.2%, respectively). Respondents aged 39-57 most frequently indicated family and relatives (29.8%), followed by online job postings (19.0%). Those aged 58 and over most frequently selected friends (23.1%), followed by family and relatives (19.2%), the CAF recruitment website (19.2%), and “other” unlisted sources (19.2%).

Comparing the proportion of responses in each category by age, several statistically significant differences emerged. Those aged 39-57 (12.3%) were slightly less likely to indicate friends than those aged 16-21 and 22-38 (19.5% and 18.2%, respectively). They were also slightly less likely to identify teachers and advisors as primary sources of influence (6.5%) compared to those aged 16-21 and 22-38 (13.9% and 12.0%, respectively). As well, those aged 39-57 were slightly less likely to select CAF social media sites and forums (7.3%) compared to those aged 16-21 and 22-38 (12.0% and 12.0%). However, they were slightly more likely than those aged 16-21 to identify online job postings as a primary influence (19.0% vs. 13.2%).

Respondents aged 16-21 (13.9%) were slightly more likely to identify CAF recruiters as primary influences, compared to those aged 22-38 and 39-57 (10.9% and 8.9%, respectively). Those aged 16-21 were also slightly more likely than those aged 39-57 to identify recruiting events (12.2% vs. 7.9%), CAF advertising (11.9% vs. 6.5%), media coverage (11.1% vs. 6.5%), and recruiting displays (9.8% vs. 5.9%) as primary influences. Finally, those aged 22-38 (15.9%) were slightly more likely to indicate the CAF recruitment website, compared to those aged 16-21 (12.3%). No other proportions differed significantly (see Table 47 in Annex B for full statistical results).

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Note. Asterisks denote categories with significant differences between at least two age groups at $p < 0.05$.

Figure 54: Primary influence on interest in joining the CAF for respondents seriously considering joining the CAF: Age analysis.

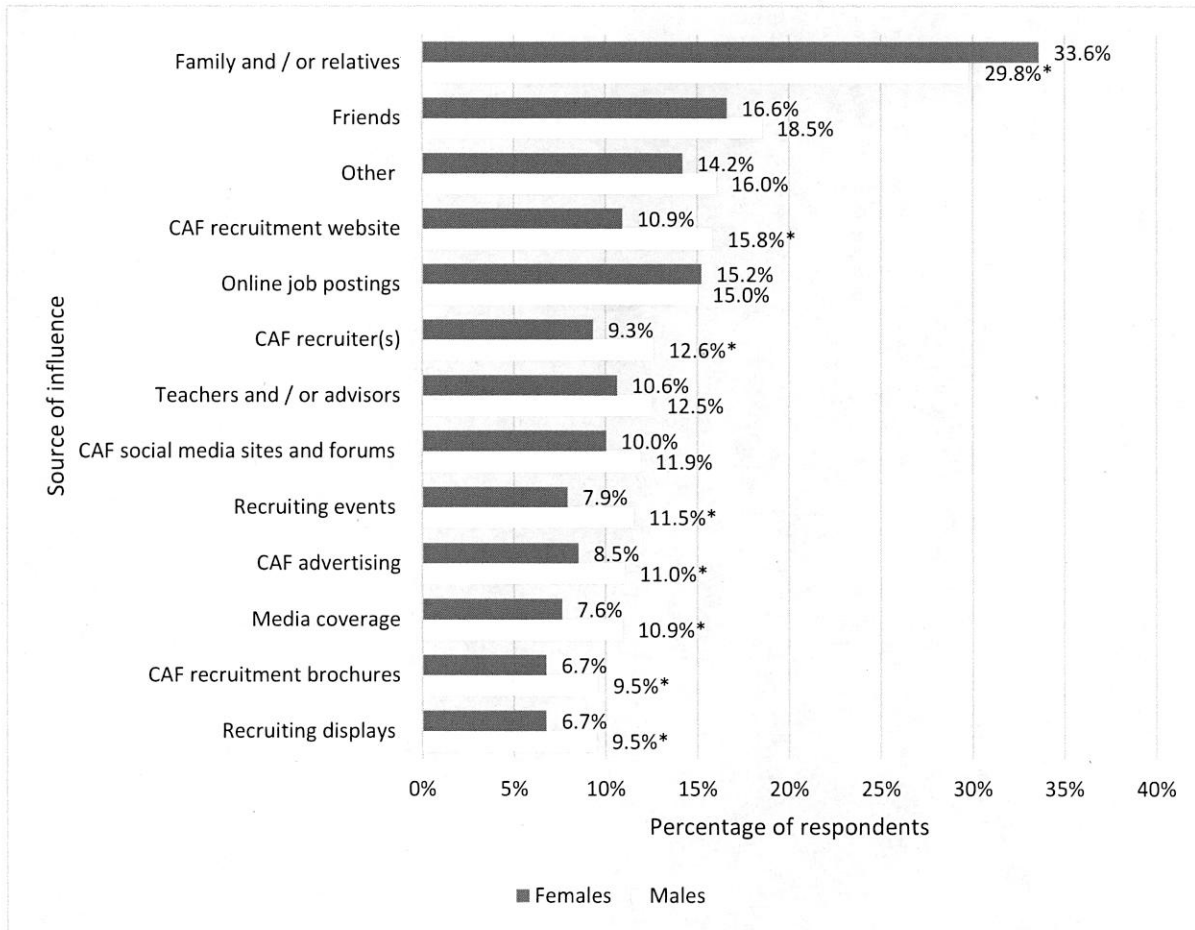
3.3.3.3 Gender analysis

Figure 55 illustrates the proportions of female and male respondents who identified a particular information source as the primary influence on their interest in joining the CAF. Female and male respondents most frequently identified family and relatives as the primary source of influence (33.6% and 29.8%, respectively), followed by friends (16.6% and 18.5%, respectively).

Comparing the proportion of responses in each category by gender, several statistically significant differences emerged. Male respondents were slightly more likely than females to identify the CAF

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recruitment website (15.8% vs. 10.9%), CAF recruiters (12.6% vs. 9.3%), CAF advertising (11.0% vs. 8.5%), recruiting events (11.5% vs. 7.9%), media coverage (10.9% vs. 7.6%), CAF recruitment brochures (9.5% vs. 6.7%), and recruiting displays (9.5% vs. 6.7%) as primary sources of influence. No other proportions differed significantly (see Table 48 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

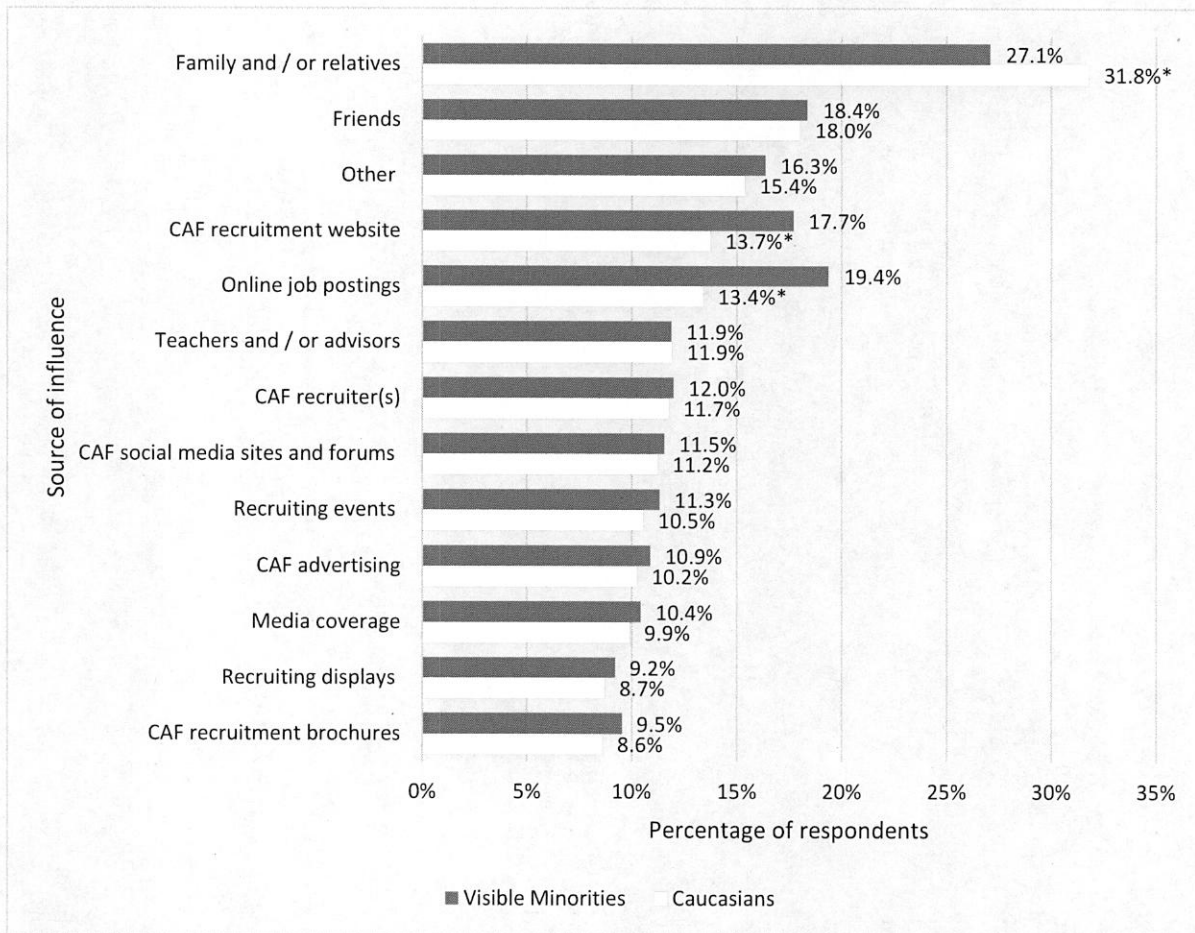
Figure 55: Primary influence on interest in joining the CAF for respondents seriously considering joining the CAF: Gender analysis.

3.3.3.4 Visible minority analysis

Figure 56 depicts the proportions of visible minority and Caucasian respondents who identified a particular information source as the primary influence on their interest in joining the CAF. Visible minority and Caucasian respondents most frequently identified family and relatives as the primary source of influence (27.1% and 31.8%, respectively), followed by online job postings for visible minorities (19.4%) and friends for Caucasians (18.4%).

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Comparing the proportion of responses in each category by visible minority status, several statistically significant differences emerged. Caucasian respondents were slightly more likely than visible minorities to identify family and relatives as the primary influence (31.8% vs. 27.1%), whereas visible minorities were slightly more likely to identify online job postings (19.4% vs. 13.4%) and the CAF recruitment website (17.7% vs. 13.7%) as primary sources of influence. No other proportions differed significantly (see Table 49 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

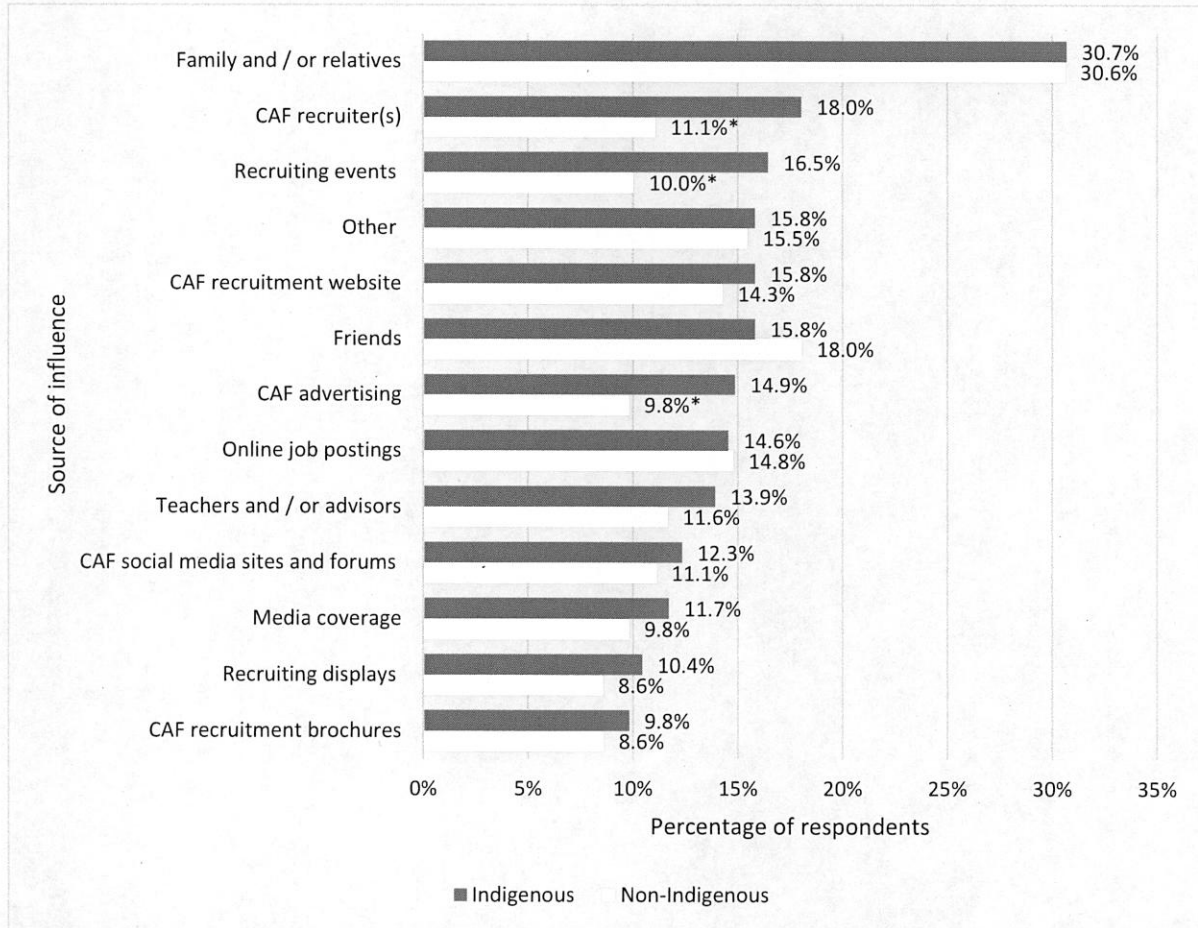
Figure 56: Primary influence on interest in joining the CAF for respondents seriously considering joining the CAF: Visible minority analysis.

3.3.3.5 Indigenous person analysis

Figure 57 depicts the proportions of Indigenous and non-Indigenous respondents who identified a particular information source as the primary influence on their interest in joining the CAF. Indigenous and non-Indigenous respondents most frequently identified family and relatives as the primary source of influence (30.7% and 30.6%, respectively), followed by CAF recruiters for Indigenous respondents (18.0%) and friends for non-Indigenous respondents (18.0%).

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Comparing the proportion of responses in each category by Indigenous person status, several statistically significant differences emerged. Indigenous respondents were slightly more likely than non-Indigenous respondents to identify CAF recruiters (18.0% vs. 11.1%), recruiting events (16.5% vs. 10.0%), and CAF advertising (14.9% vs. 9.8%) as primary sources of influence. No other proportions differed significantly (see Table 50 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

Figure 57: Primary influence on interest in joining the CAF for respondents seriously considering joining the CAF: Indigenous person analysis.

3.3.4 Reasons for pursuing a CAF career

Respondents were asked about the reasons that influenced their interest in joining the CAF. Respondents were provided with a list of possible reasons and asked to select all the reasons that influenced them. The reasons that were most frequently selected by respondents included personal growth (68.3%), new experiences and exciting life (67.6%), to serve their country (67.2%), and the opportunity to make a difference (64.3%). Among the least frequently selected reasons were the encouragement or influence of a friend or family (19.3%), to move away from home (16.6%), family

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tradition (11.7%), and lack of other employment options (10.6%). A small number of respondents (3.0%) named “other” unlisted reasons (see Table 85 in Annex C for a full list of other reasons listed by respondents). Figure 58 depicts the percentage of respondents who selected each reason influencing their interest in the CAF.

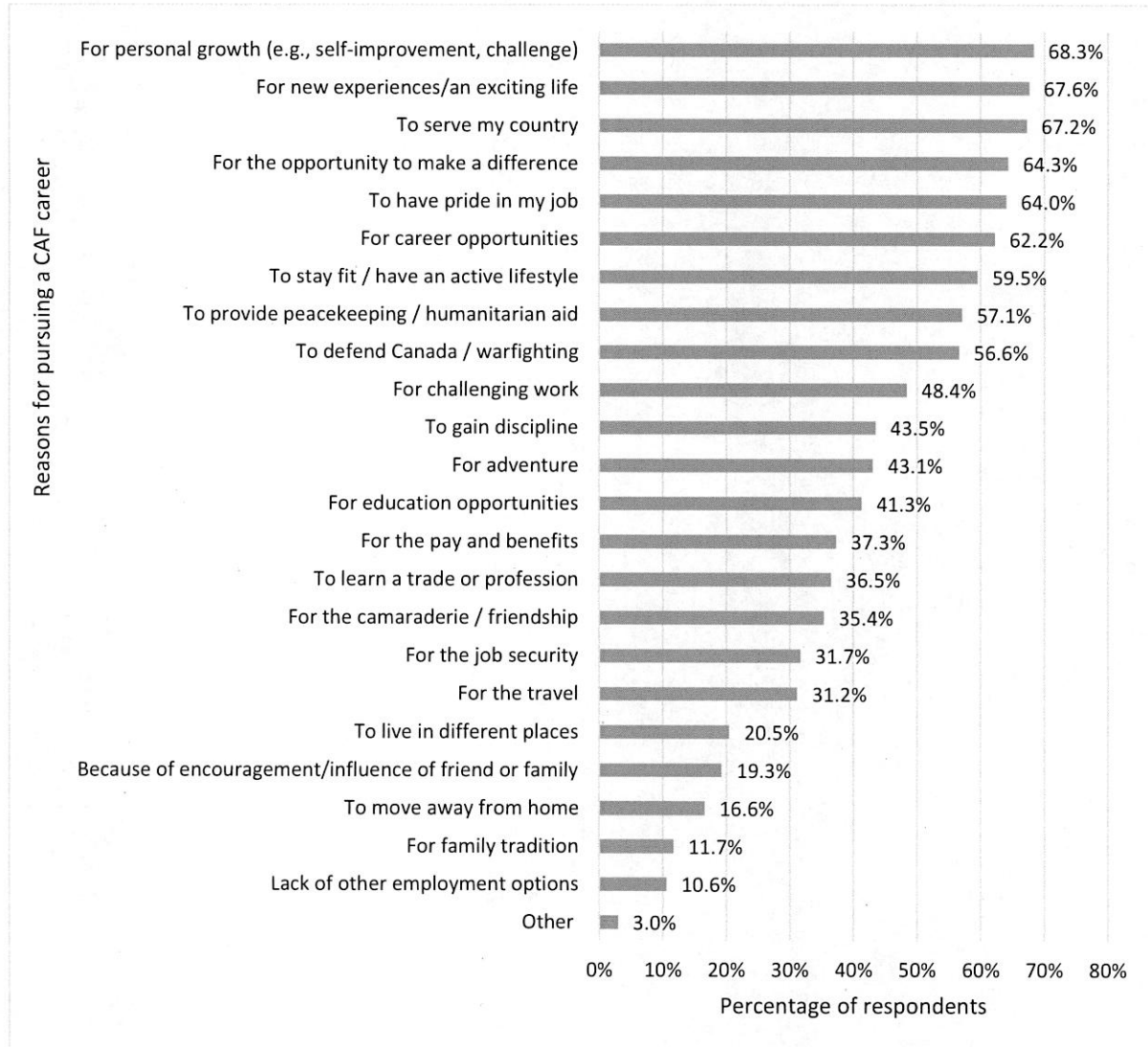


Figure 58: Reasons for pursuing a CAF career for respondents seriously considering joining the CAF.

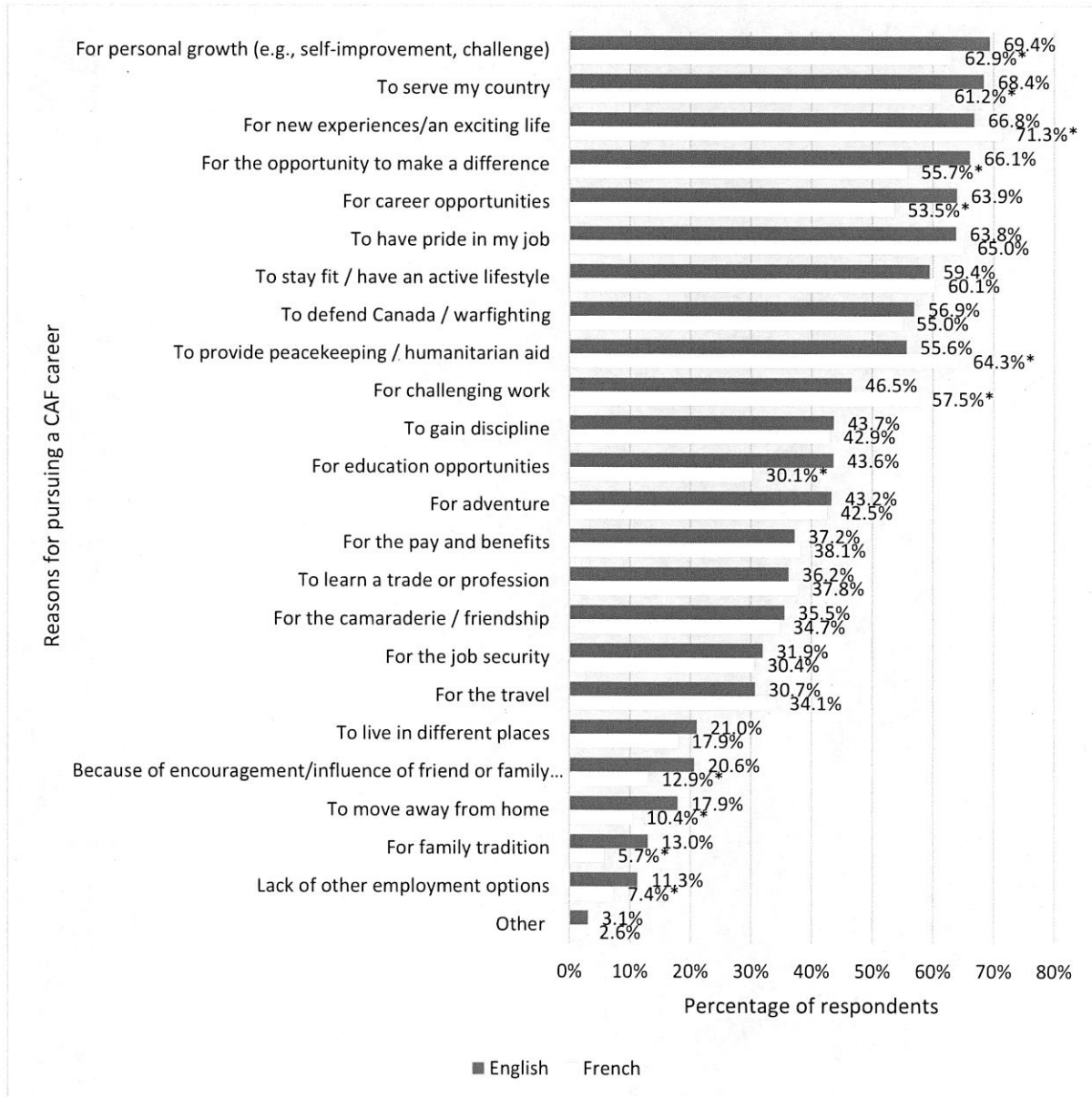
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3.3.4.1 First official language analysis

Figure 59 illustrates the proportions of English and French speakers who indicated each reason as an influence on their interest in joining the CAF. English speakers most frequently selected personal growth (69.4%) and to serve their country (68.4%) as influential reasons for joining. In comparison, French speakers most frequently endorsed new experiences and an exciting life (71.3%), followed by having pride in their job (65.0%).

Comparing the proportion of responses in each category by first official language, several statistically significant differences emerged. English speakers were slightly more likely than French speakers to select personal growth (69.4% vs. 62.9%), to serve their country (68.4% vs. 61.2%), the opportunity to make a difference (66.1% vs. 55.7%), career opportunities (63.9% vs. 53.5%), education opportunities (43.6% vs. 30.1%), the encouragement of friends or family (20.6% vs. 12.9%), to move away from home (17.9% vs. 10.4%), for family tradition (13.0% vs. 5.7%), and lack of other employment options (11.3% vs. 7.4%). French speakers were slightly more likely than English speakers to indicate new experiences and an exciting life (71.3% vs. 66.8%), to provide peacekeeping or humanitarian aid (64.3% vs. 55.6%), and challenging work (57.5% vs. 46.5%) as influential reasons. No other proportions differed significantly (see Table 51 in Annex B for full statistical results).

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Note. Asterisks denote significant differences at $p < 0.05$.

Figure 59: Reasons for pursuing a CAF career for respondents seriously considering joining the CAF: First official language analysis.

3.3.4.2 Age analysis

Figure 60 illustrates the proportions of respondents in each age group who indicated each reason as an influence on their interest in joining the CAF. Respondents aged 16-21 most frequently selected serving their country (76.6%) and new experiences and an exciting life (74.6%) as influential reasons. Those aged 22-38 most frequently selected personal growth (68.3%) and new experiences (66.3%). Respondents aged 39-57 most often selected serving their country (65.8%) and career opportunities (59.3%), and

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those aged 58 and over most frequently indicated challenging work (57.7%) and having pride in their job (53.8%) as influential reasons to join the CAF.

Comparing the proportion of responses in each category by age, statistically significant differences between at least two age groups emerged for nearly every response option (age groups did not statistically differ for only a single response option, “for family tradition”). For brevity, the following discussion will focus on the most meaningful differences (i.e., those with a moderate to large effect size; see Table 52 in Annex B for full statistical results).

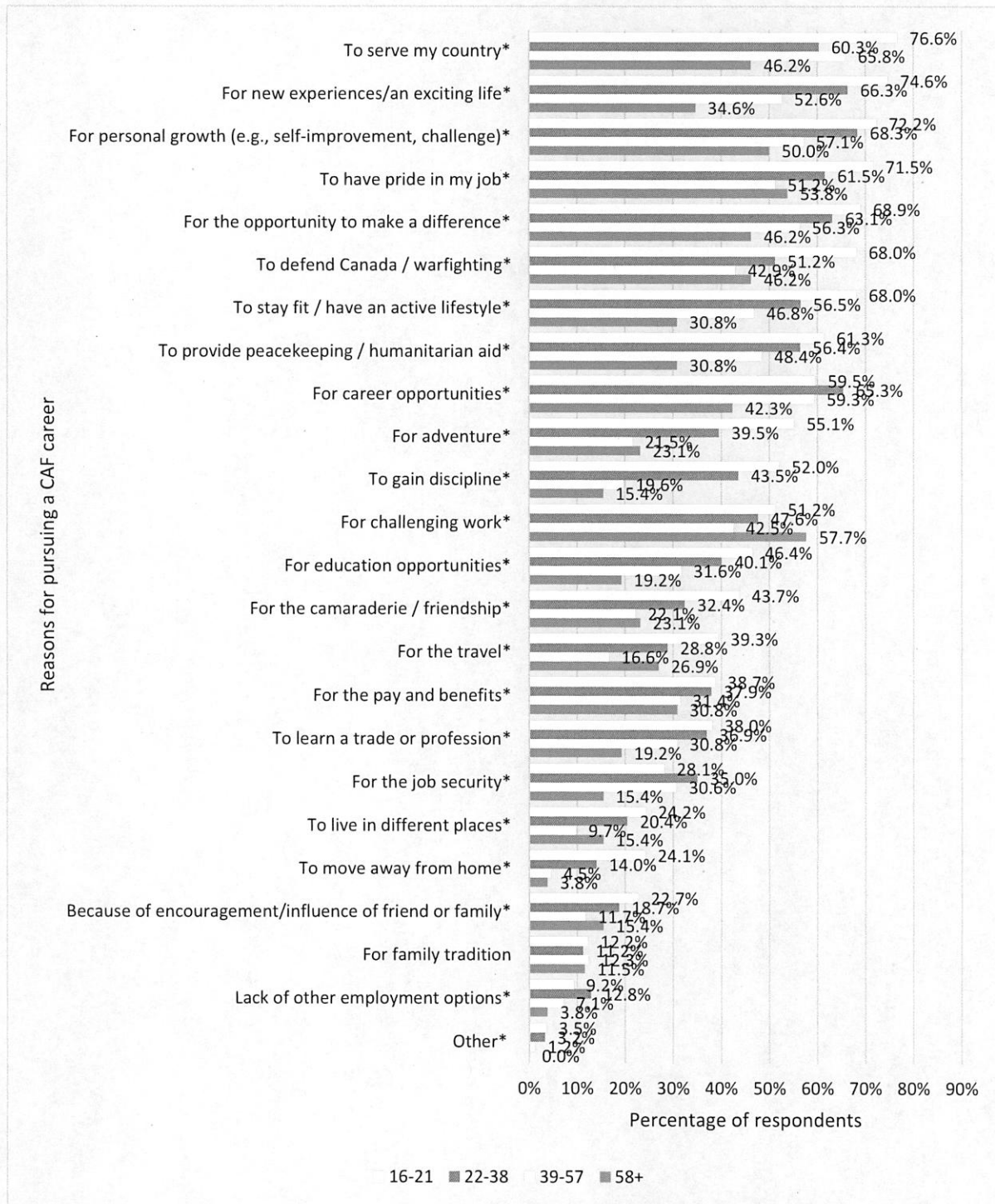
Respondents aged 16-21 were moderately more likely to indicate the following reasons as influential compared to those aged 22-38, 39-57, and 58 and over: to serve their country (76.6% vs. 60.3%, 65.8%, and 46.2% respectively), new experiences and an exciting life (74.6% vs. 66.3%, 52.6%, and 34.6% respectively), to stay fit and have an active lifestyle (68.0% vs. 56.5%, 46.8%, and 30.8% respectively), for adventure (55.1% vs. 39.5%, 21.5%, and 23.1%), to gain discipline (52.0% vs. 43.5%, 19.6%, and 15.4% respectively), and education opportunities (46.4% vs. 40.1%, 31.6%, and 19.2% respectively). Those aged 22-38 were also more likely than those aged 39-57 to endorse all the aforementioned reasons, with the exception of serving their country.²⁶

For the following reasons, the differences followed a pattern such that respondents aged 16-21 were moderately more likely to indicate them compared to those aged 22-38, who were in turn more likely to endorse them compared to those aged 39-57: to have pride in their job (71.5% vs. 61.5% vs. 51.2%, respectively), for the travel (39.3% vs. 28.8% vs. 16.6% respectively), to live in different places (24.2% vs. 20.4% vs. 9.7% respectively), and to move away from home (24.1% vs. 14.0% vs. 4.5% respectively). Those aged 58 and over did not statistically differ from other age groups on these categories.

²⁶ The differences between those aged 22-38 and 58 and over also reached statistical significance for two of these reasons: new experiences/an exciting life, and to gain discipline.



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Note. Asterisks denote categories with significant differences between at least two age groups at $p < 0.05$.

Figure 60: Reasons for pursuing a CAF career for respondents seriously considering joining the CAF: Age analysis.

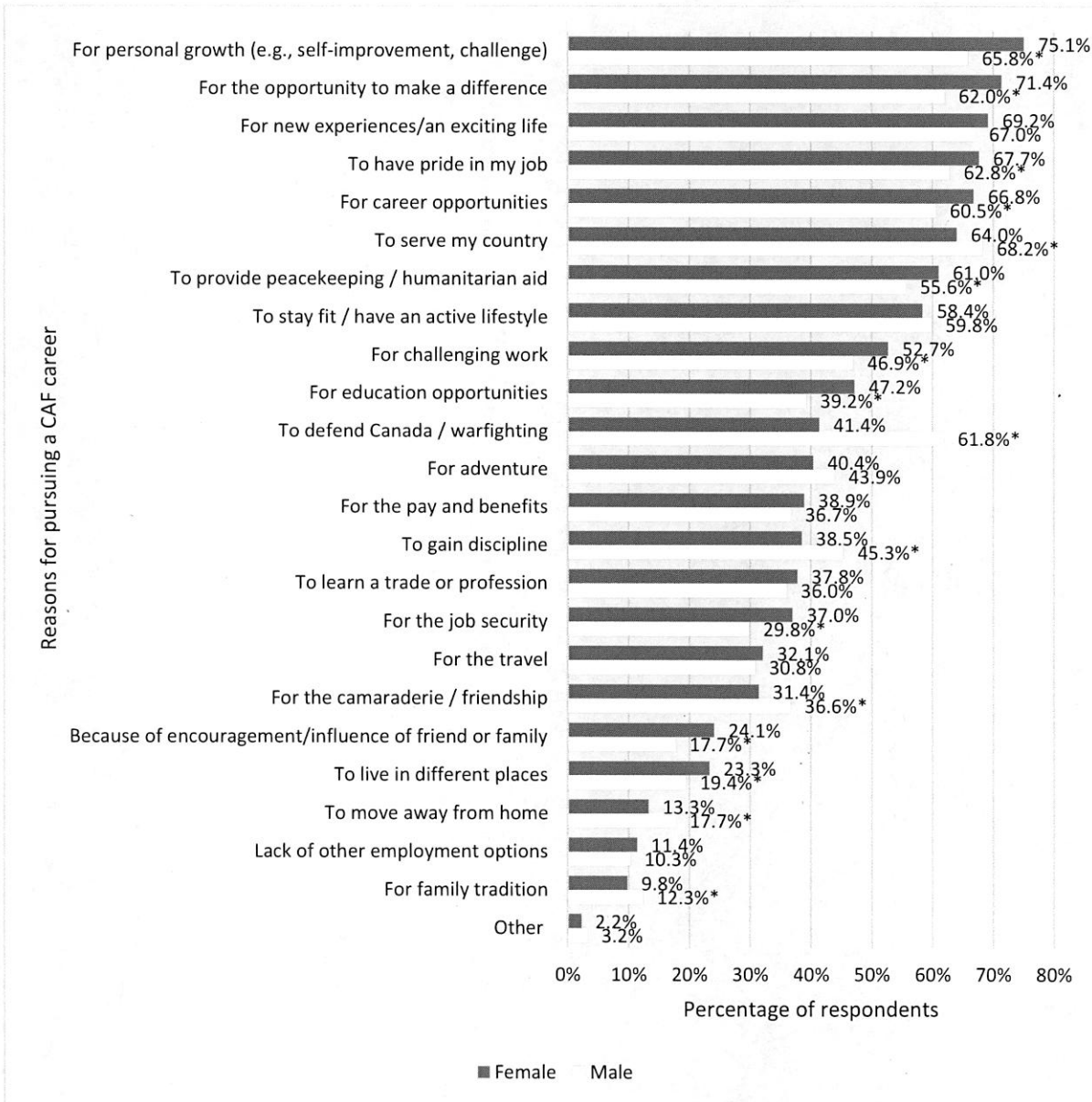
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3.3.4.3 Gender analysis

Figure 61 illustrates the proportions of female and male respondents who indicated each reason as an influence on their interest in joining the CAF. Female respondents most frequently selected personal growth (75.1%) and the opportunity to make a difference (71.4%) as influential reasons for joining. In comparison, male respondents most frequently indicated serving their country (68.2%), followed by personal growth (65.8%).

Comparing the proportion of responses in each category by gender, several statistically significant differences emerged. Female respondents were slightly more likely than males to select personal growth (75.1% vs. 65.8%), the opportunity to make a difference (71.4% vs. 62.0%), to have pride in their job (67.7% vs. 62.8%), career opportunities (66.8% vs. 60.5%), to provide peacekeeping and humanitarian aid (61.0% vs. 55.6%), challenging work (52.7% vs. 46.9%), education opportunities (47.2% vs. 39.2%), job security (37.0% vs. 29.8%), the encouragement or influence of friends or family (24.1% vs. 17.7%), and to live in different places (23.3% vs. 19.4%). Males were slightly more likely than female respondents to indicate serving their country (68.2% vs. 64.0%), to gain discipline (45.3% vs. 38.5%), for the camaraderie (36.6% vs. 31.4%), to move away from home (17.7% vs. 13.3%), and for family tradition (12.3% vs. 9.8%). Males were also moderately more likely than females to select to defend Canada or warfighting as an influential reason (61.8% vs. 41.4%). No other proportions differed significantly (see Table 53 in Annex B for full statistical results).

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Note. Asterisks denote significant differences at $p < 0.05$.

Figure 61: Reasons for pursuing a CAF career for respondents seriously considering joining the CAF: Gender analysis.

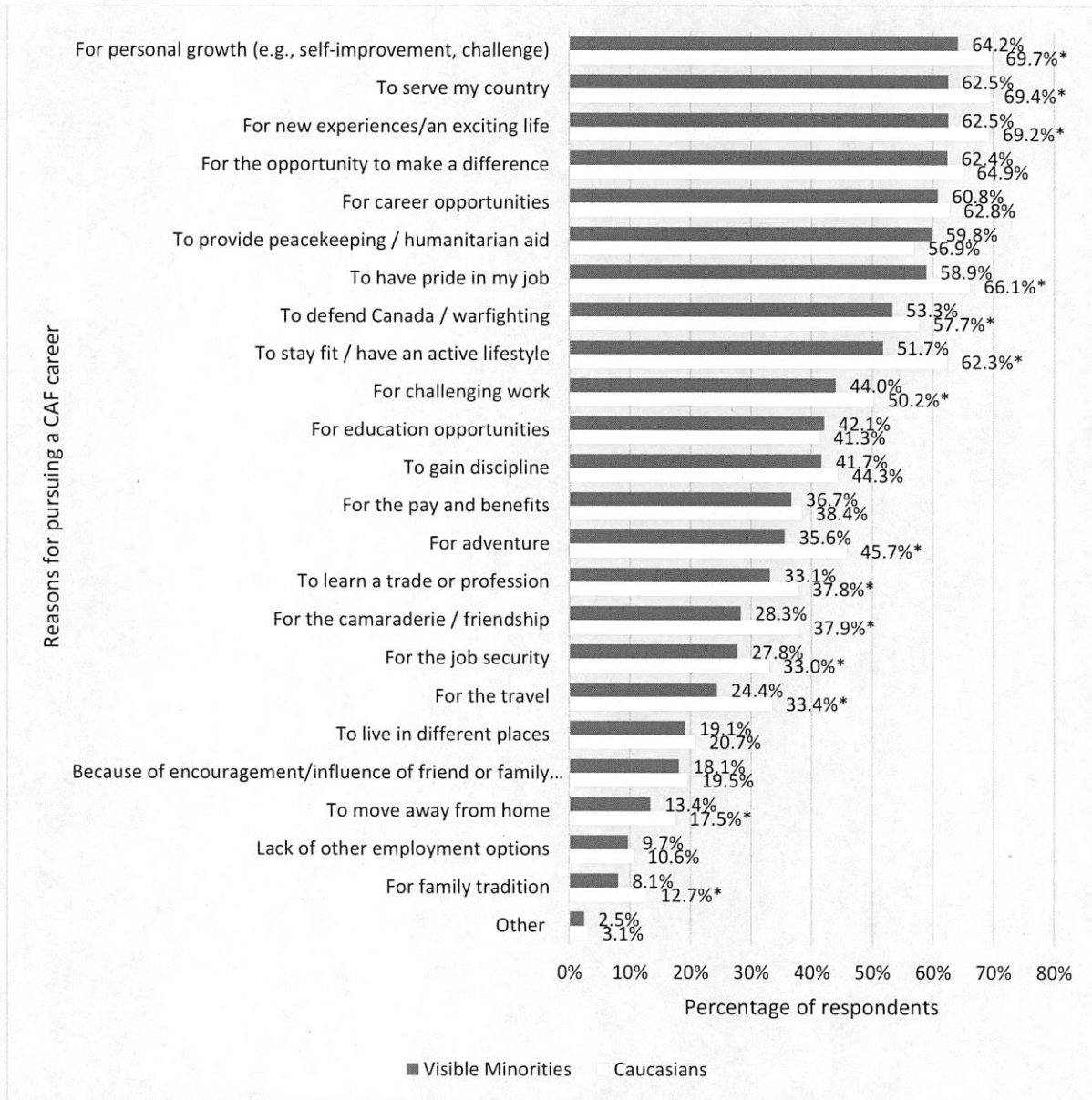
3.3.4.4 Visible minority analysis

Figure 62 illustrates the proportions of visible minority and Caucasian respondents who indicated each reason as an influence on their interest in joining the CAF. Visible minority respondents (64.2%) and Caucasian respondents (69.7%) most frequently selected personal growth as influential reasons for joining. This was followed by new experiences and an exciting life (62.5%) for visible minority respondents, and the opportunity to serve their country for Caucasian respondents (69.4%).

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Comparing the proportion of responses in each category by visible minority status, several statistically significant differences emerged. Caucasian respondents were slightly more likely than visible minorities to select personal growth (69.7% vs. 64.2%), new experiences and an exciting life (69.2% vs. 62.5%), serving their country (69.4% vs. 62.5%), having pride in their job (66.1% vs. 58.9%), to defend Canada (57.7% vs. 53.3%), to stay fit or have an active lifestyle (62.3% vs. 51.7%), for challenging work (50.2% vs. 44.0%), for adventure (45.7% vs. 35.6%), to learn a trade or profession (37.8% vs. 33.1%), for the camaraderie or friendship (37.9% vs. 28.3%), job security (33.0% vs. 27.8%), the travel (33.4% vs. 24.4%), to move away from home (17.5% vs. 13.4%), and family tradition (12.7% vs. 8.1%). No other proportions differed significantly (see Table 54 in Annex B for full statistical results).

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Note. Asterisks denote significant differences at $p < 0.05$.

Figure 62: Reasons for pursuing a CAF career for respondents seriously considering joining the CAF: Visible minority analysis.

3.3.4.5 Indigenous person analysis

Figure 63 illustrates the proportions of Indigenous and non-Indigenous respondents who indicated each reason as an influence on their interest in joining the CAF. Indigenous respondents most frequently selected new experiences and exciting life (76.6%) and to serve their country (75.6%) as influential reasons for joining. In comparison, non-Indigenous respondents most frequently indicated personal

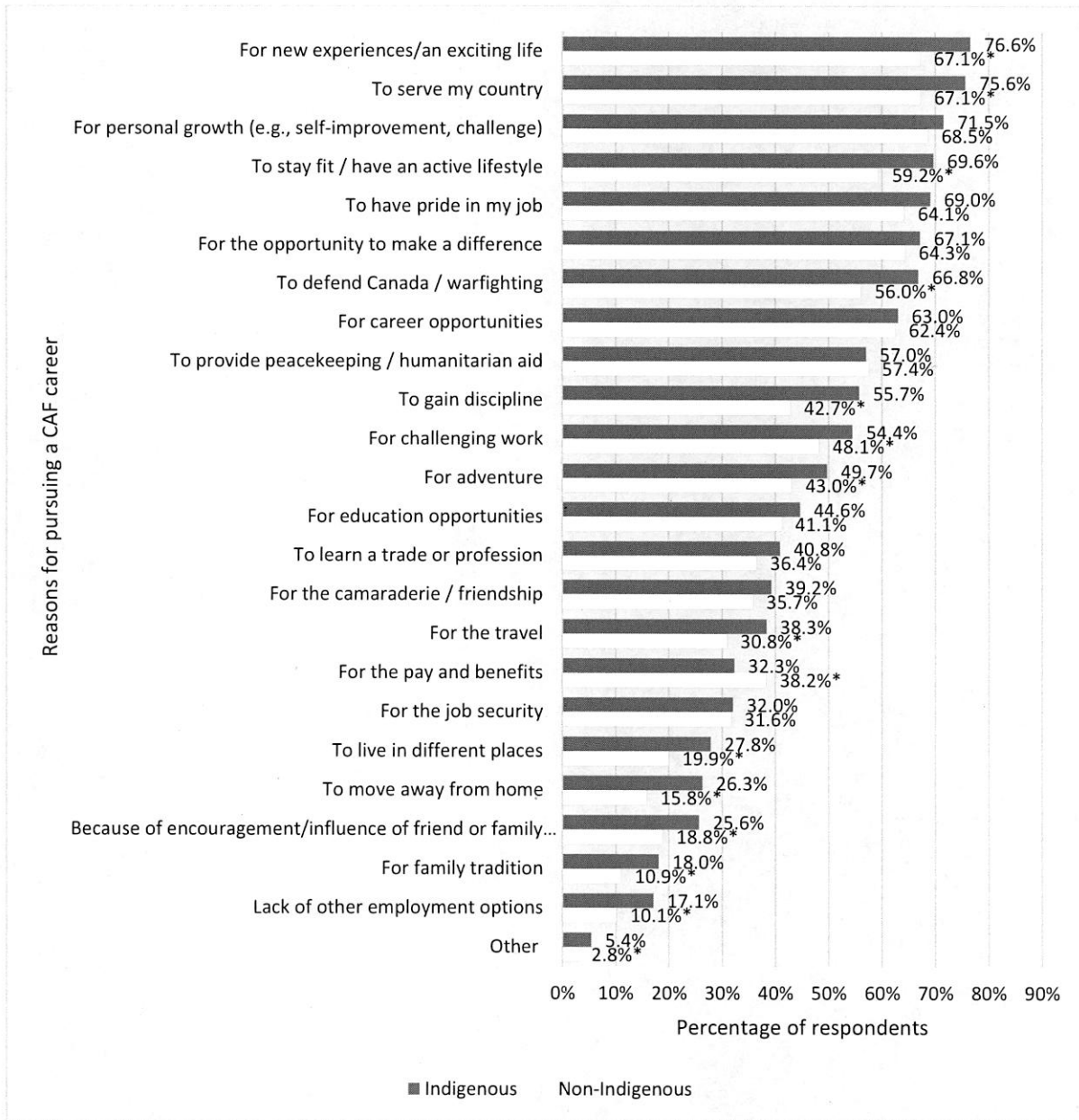
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growth (68.5%), followed by serving their country (67.1%) and new experiences and an exciting life (67.1%).

Comparing the proportion of responses in each category by Indigenous person status, several statistically significant differences emerged. Indigenous respondents were slightly more likely than non-Indigenous persons to select new experiences and an exciting life (76.6% vs. 67.1%), serving their country (75.6% vs. 67.1%), to stay fit or have an active lifestyle (69.6% vs. 59.2%), to defend Canada (66.8% vs. 56.0%), to gain discipline (55.7% vs. 42.7%), for challenging work (54.4% vs. 48.1%), for adventure (49.7% vs. 43.0%), for the travel (38.3% vs. 30.8%), to live in different places (27.8% vs. 19.9%), moving away from home (26.3% vs. 15.8%), the encouragement of friends or family (25.6% vs. 18.8%), family tradition (18.0% vs. 10.9%), lack of other employment options (17.1% vs. 10.1%), and “other” unlisted reasons (5.4% vs. 2.8%). Non-Indigenous respondents were slightly more likely than Indigenous respondents to indicate pay and benefits as an influential reason (38.2% vs. 32.3%). No other proportions differed significantly (see Table 55 in Annex B for full statistical results).



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Note. Asterisks denote significant differences at $p < 0.05$.

Figure 63: Reasons for pursuing a CAF career for respondents seriously considering joining the CAF: Indigenous person analysis.

3.3.5 Influence of benefits

Respondents were provided with a list of benefits and asked to rate the influence that each benefit had on their interest in joining the CAF, on a scale ranging from *no influence* to *very strong influence*. The benefits that respondents most frequently rated as having a *strong* or *very strong influence* were continued education and training in their career field (56.1%), pension and retirement benefits (45.6%),

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and health and dental care plans (44.2%). The benefits that were most often rated as having *little* or *no influence* included childcare (60.1%), maternity and parental leave benefits (58.1%), and paid leave (42.1%). Figure 64 displays the percentage of respondents who rated each benefit as having *little* or *no influence*, *moderate influence*, or *strong to very strong influence*.²⁷

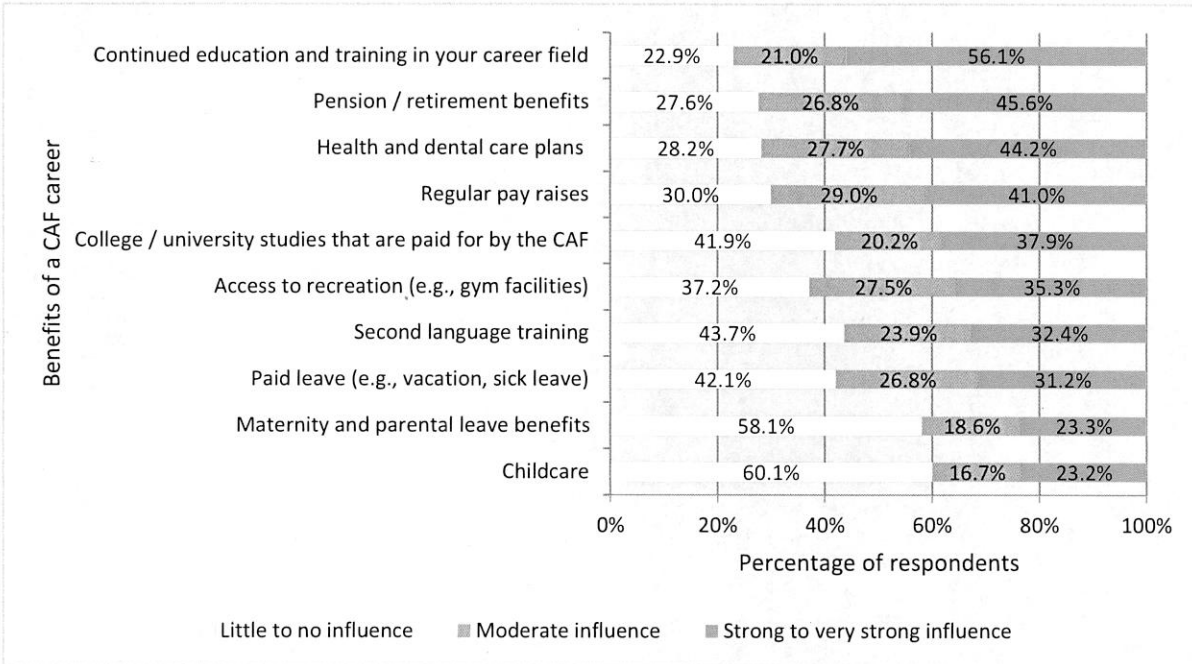


Figure 64: Influence of benefits for respondents seriously considering joining the CAF.

3.3.5.1 First official language analysis

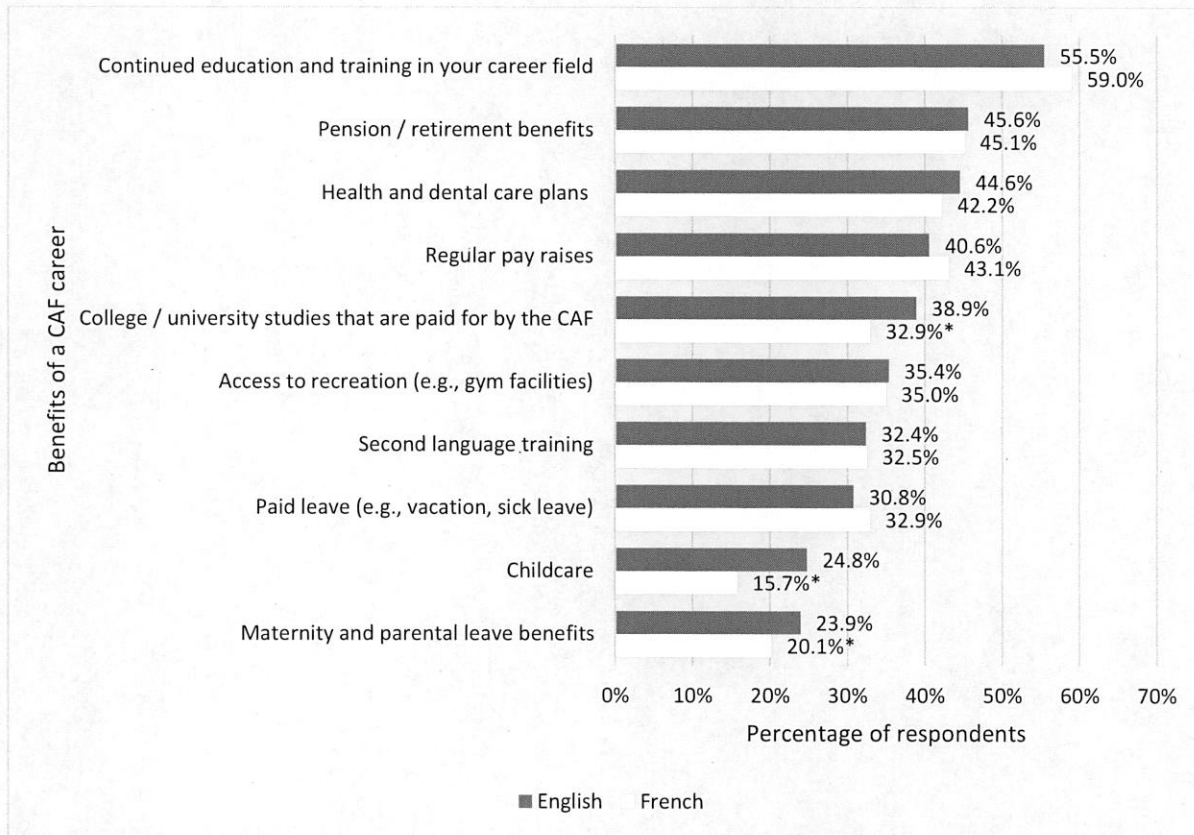
Figure 65 illustrates the proportions of English and French speakers who rated each benefit as having a *strong* or *very strong influence* on their interest in the CAF. English and French speakers most frequently rated continued education and training in their career field (55.5% and 59.0%, respectively) and pension and retirement benefits (45.6% and 45.1%, respectively) as strongly influential benefits.

Comparing the proportion of responses in each category by first official language, several statistically significant differences emerged. English speakers were slightly more likely than French speakers to rate college and university studies that are paid for by the CAF (38.9% vs. 32.9%), childcare (24.8% vs. 15.7%), and maternity and parental leave benefits (23.9% and 20.1%) as strongly influential benefits. No other proportions differed significantly (see Table 56 in Annex B for full statistical results).

²⁷ Responses were provided on a five-point scale; scale points for *little influence* and *no influence* were collapsed into *little to no influence*, and *strong influence* and *very strong influence* were collapsed into *strong to very strong influence*.



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Note. Asterisks denote significant differences at $p < 0.05$.

Figure 65: Influence of benefits for respondents seriously considering joining the CAF: First official language analysis.

3.3.5.2 Age analysis

Figure 66 illustrates the proportions of respondents in each age group who rated each benefit as having a strong or very strong influence on their interest in the CAF. Those aged 16-21, 22-38, 39-57, and 58 and over most frequently rated continued education and training in their career field as a strongly influential benefit (50.9%, 58.7%, 61.9%, and 53.8%, respectively), followed by college and university studies that are paid for by the CAF for those aged 16-21 (42.4%), pension and retirement benefits for those aged 22-38 and 39-57 (48.9% and 52.2%, respectively), and health and dental care for those aged 58 and over (50.0%).

Comparing the proportion of responses in each category by age, statistically significant differences between at least two age groups were found for all response options. The pattern of differences in the following response options were such that those aged 16-21 were slightly less likely than those aged 22-38 and 39-57 to rate them as strongly influential: continued education and training in their career field (50.9% vs. 58.7% and 61.9%, respectively), pension and retirement benefits (39.2% vs. 48.9% and 52.2%, respectively), health and dental care (38.3% vs. 48.2% and 46.0%, respectively), and second language training (27.2% vs. 36.3% and 33.6%, respectively). Conversely, those aged 16-21 (42.4%) were slightly

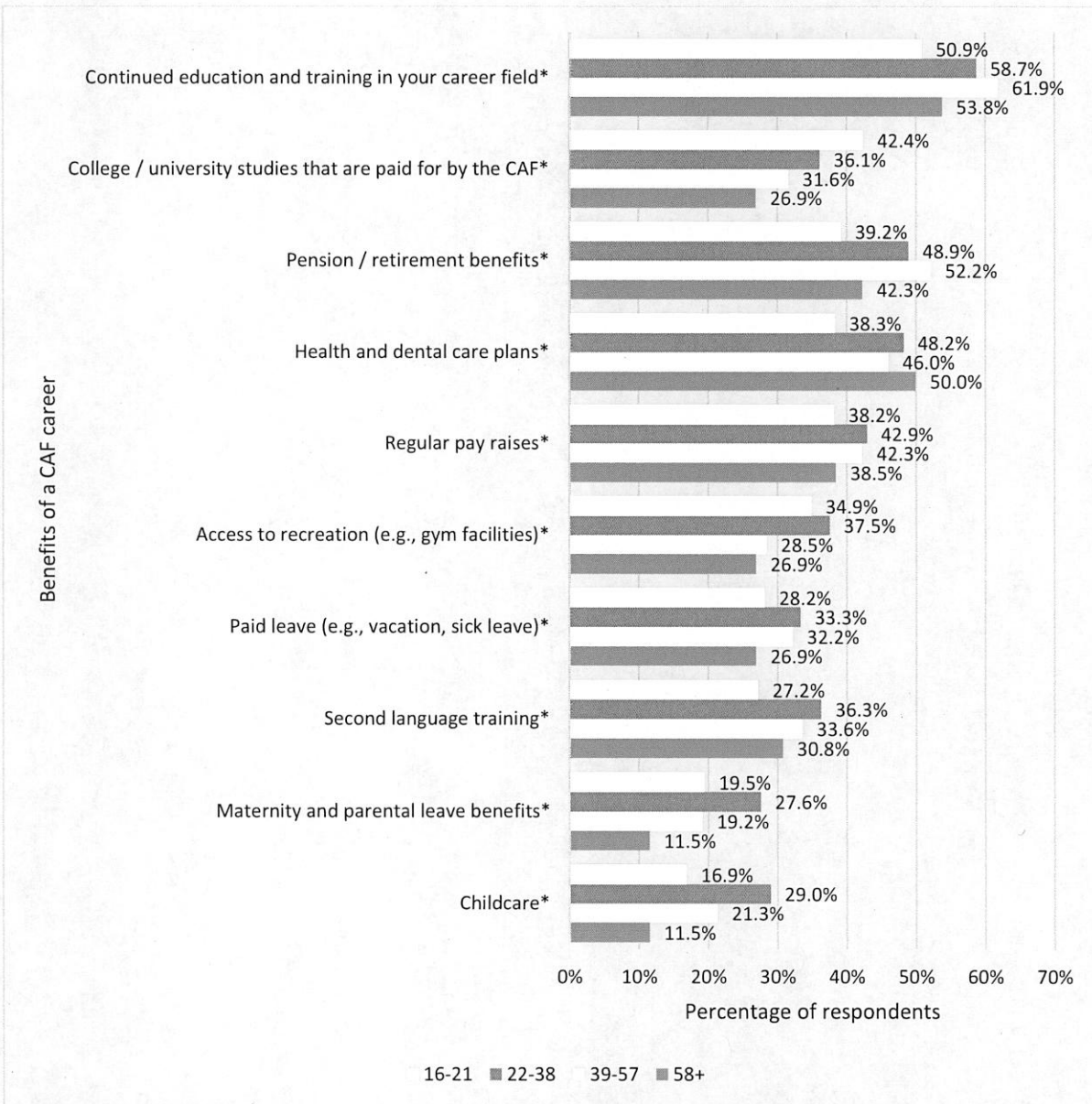
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more likely to rate college and university studies paid for by the CAF as strongly influential, compared to those aged 22-38 (36.1%) and 39-57 (31.6%).

The pattern of differences in the following response options were such that those aged 22-38 were slightly more likely than those aged 16-21 and 39-57 to rate them as strongly influential: maternity and parental leave benefits (27.6% vs. 19.5% and 19.2%, respectively), and childcare (29.0% vs. 16.9% and 21.3%, respectively). Similarly, those aged 22-38 were slightly more likely than those aged 16-21 to rate regular pay raises (42.9% vs. 38.2%) and paid leave (33.3% vs. 28.2%) as strongly influential. Finally, those aged 39-57 (28.5%) were slightly less likely to rate access to recreation as an influential benefit, compared to those aged 16-21 (34.9%) and 22-38 (37.5%). No other proportions differed significantly (see Table 57 in Annex B for full statistical results).



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Note. Asterisks denote categories with significant differences between at least two age groups at $p < 0.05$.

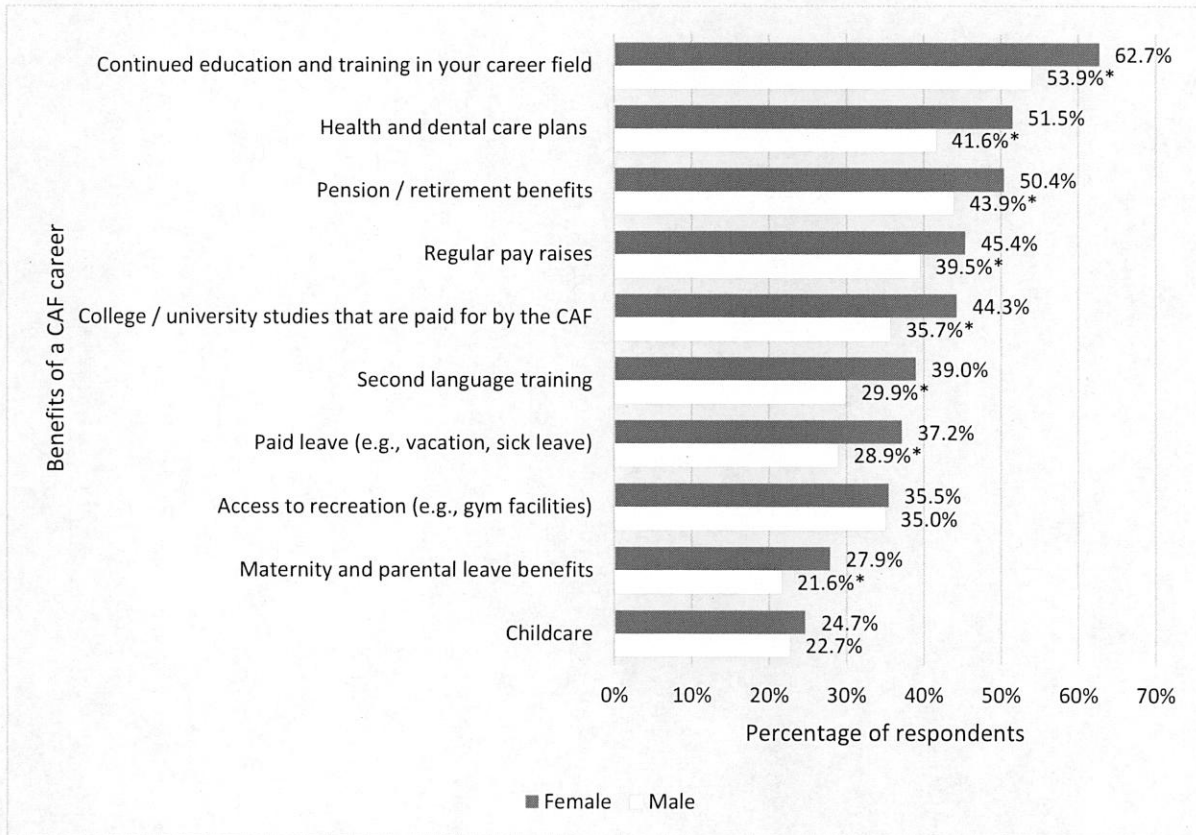
Figure 66: Influence of benefits for respondents seriously considering joining the CAF: Age analysis.

3.3.5.3 Gender analysis

Figure 67 illustrates the proportions of female and male respondents who rated each benefit as having a strong or very strong influence on their interest in the CAF. Both female and male respondents most frequently rated continued education and training in their career field (62.7% and 53.9%, respectively) as a strongly influential benefit, followed by health and dental care plans for females (51.5%) and pension and retirement benefits for males (43.9%).

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Comparing the proportion of responses in each category by gender, statistically significant differences emerged for nearly every response option, such that female respondents were slightly more likely to indicate that each benefit was strongly influential. The only response options for which this was not the case were access to recreation and childcare (see Table 58 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

Figure 67: Influence of benefits for respondents seriously considering joining the CAF: Gender analysis.

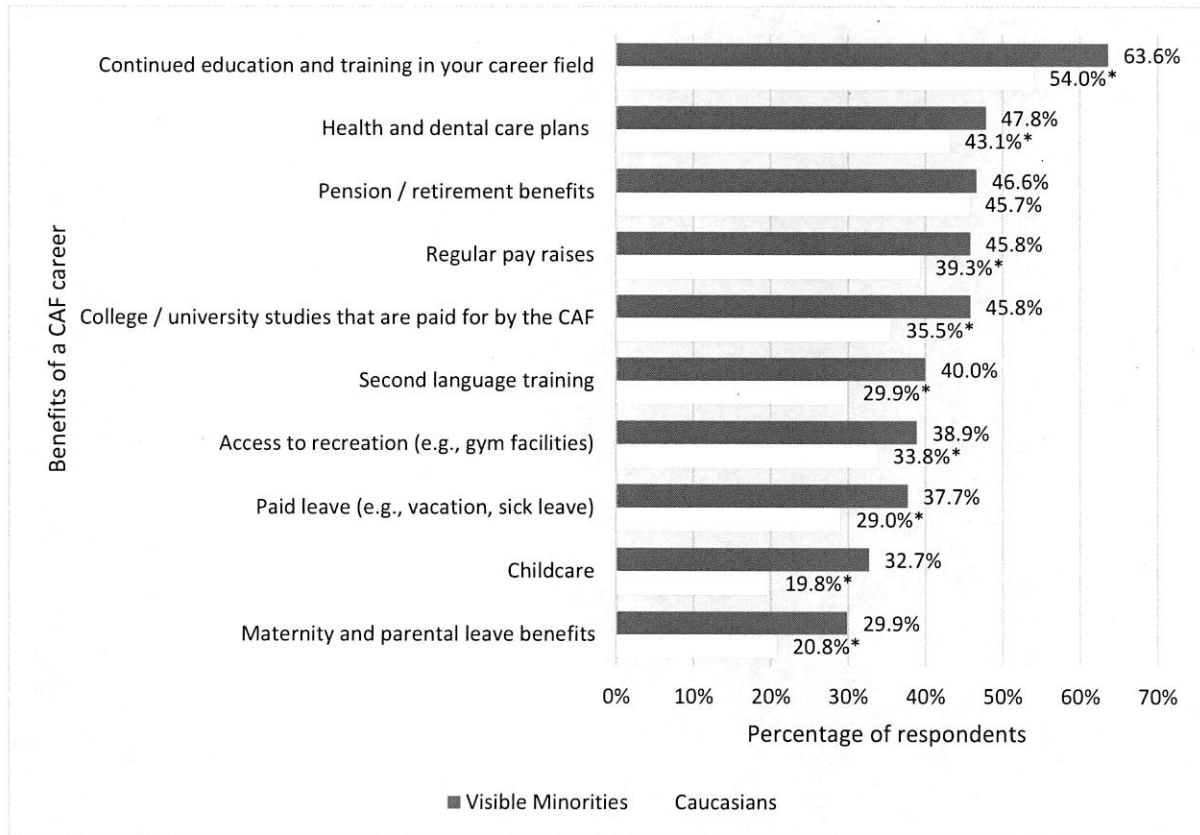
3.3.5.4 Visible minority analysis

Figure 68 illustrates the proportions of visible minority and Caucasian respondents who rated each benefit as having a strong or very strong influence on their interest in the CAF. Both visible minorities and Caucasian respondents most frequently rated continued education and training in their career field (63.6% and 54.0%, respectively) as a strongly influential benefit, followed by health and dental care plans for visible minorities (47.8%), and pension and retirement benefits for Caucasians (45.7%).

Comparing the proportion of responses in each category by visible minority status, statistically significant differences emerged for nearly every response option, such that visible minority respondents were more likely to indicate that each benefit was strongly influential. Focusing on the most meaningful differences (i.e., differences with a moderate to large effect size), visible minorities were more likely than Caucasian respondents to rate college or university studies that are paid for by the CAF (45.8% vs.

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35.5%), second language training (40.0% vs. 29.9%), childcare (32.7% vs. 19.8%), and maternity and parental benefits (29.9% vs. 20.8%) as strongly influential. The only response option by which the groups did not statistically differ was pension and retirement benefits (see Table 59 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

Figure 68: Influence of benefits for respondents seriously considering joining the CAF: Visible minority analysis.

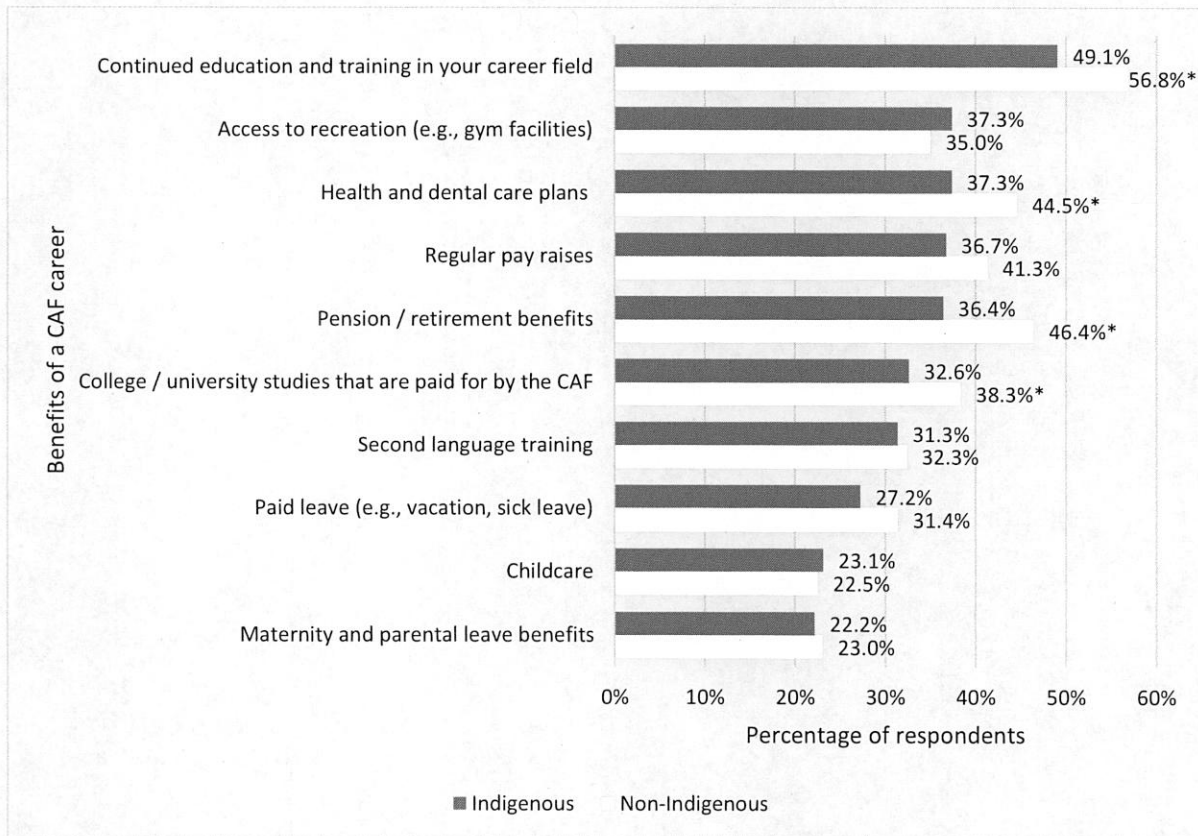
3.3.5.5 Indigenous person analysis

Figure 69 illustrates the proportions of Indigenous and non-Indigenous respondents who rated each benefit as having a strong or very strong influence on their interest in the CAF. Indigenous and non-Indigenous respondents most frequently rated continued education and training in their career field (49.1% and 56.8%, respectively) as a strongly influential benefit, followed by health and dental plans for Indigenous respondents (37.3%), and pension and retirement benefits for non-Indigenous respondents (46.4%).

Comparing the proportion of responses in each category by Indigenous person status, several statistically significant differences emerged. Non-Indigenous respondents were slightly more likely than Indigenous respondents to rate continued education and training in their career field (56.8% vs. 49.1%),

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health and dental plans (44.5% vs. 37.3%), pension and retirement benefits (46.4% vs. 36.4%), and college and university studies that are paid for by the CAF (38.3% vs. 32.6%) as strongly influential. No other proportions differed significantly (see Table 60 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

Figure 69: Influence of benefits for respondents seriously considering joining the CAF: Indigenous person analysis.

3.3.6 CAF career preferences

Table 4 presents respondents' preferences for a career with the CAF. Over three-quarters of respondents (76.6%) were interested in full-time employment in the Regular Force. Approximately half of respondents were interested in the officer employment stream (46.0%) and in joining the Canadian Army (56.0%). Finally, most respondents (78.7%) were interested in a long-term career with the CAF.

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Table 4: CAF career preferences for respondents seriously considering joining the CAF.

	Number of Respondents (n = 3,997)	Valid Percent
Which type of employment are you most interested in?		
Full-time (Regular Force)	3,060	76.6%
Part-time (Reserve Force)	651	16.3%
Not sure	286	7.2%
Which CAF employment stream are you most interested in		
Officer	1,840	46.0%
Non-commissioned member	1,516	37.9%
Not sure	641	16.0%
Which environment are you most interested in?		
Canadian Army	2,238	56.0%
Royal Canadian Navy	413	10.3%
Royal Canadian Air Force	760	19.0%
Not sure	586	14.7%
What type of career are you looking for in the CAF?		
Short-term career	273	6.8%
Long-term career	3,147	78.7%
Not sure	577	14.4%

Comparisons of CAF career preferences were conducted based on first official language (Table 61 in Annex B), age (Table 62 in Annex B), gender (Table 63 in Annex B), visible minority status (Table 64 in Annex B), and Indigenous person status (Table 65 in Annex B). The following paragraphs focus on reporting the most meaningful differences (i.e., differences with a moderate to large effect size; see tables in Annex B for full statistical results). Differences in career preferences by first official language were slight and thus excluded from the discussion to follow.

In terms of age group differences, those 58 and over (34.6%) were more likely than those aged 16-21 (9.8%),²⁸ 22-38 (4.6%), and 39-57 (5.1%) to be interested in a short-term career. Those aged 22-38 (82.9%) and 39-57 (84.6%) were more likely than those aged 16-21 (72.3%) and 58 and over (38.5%)²⁹ to be interested in a long-term career. Those aged 16-21 (18.0%) were more likely than those aged 22-38 (12.5%) and 39-57 (10.3%) to be uncertain about whether they were interested in a short- or long-term career.

²⁸ The 16-21 age group also differed significantly from the 22-38 and 39-57 groups.

²⁹ The difference between the 16-21 and 58 and over groups was also statistically significant.



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In terms of differences by gender, males (58.6%) were more likely than females (48.5%) to be interested in joining the Canadian Army. Female respondents (23.5%) were more likely to be uncertain about which environment they were interested in, compared to males (11.5%).

Visible minorities and Caucasian respondents differed meaningfully on several CAF career preferences. Visible minorities (60.8%) were more likely than Caucasians (41.7%) to be interested in the officer stream, whereas Caucasians (42.0%) were more frequently interested in the non-commissioned member (NCM) stream than visible minorities (26.3%). Caucasians (16.4%) were also more likely to be uncertain about which employment stream they were most interested in, compared to visible minorities (12.9%). In addition, Caucasians (58.2%) were more often interested in joining the Canadian Army compared with visible minorities (49.0%), and visible minorities (25.6%) were more interested in joining the Royal Canadian Air Force (RCAF) compared to Caucasian respondents (16.8%).

Regarding differences by Indigenous person status, non-Indigenous respondents (47.6%) were more likely than Indigenous respondents (29.7%) to be interested in the officer employment stream, whereas Indigenous respondents (51.3%) were more interested in the NCM stream compared to non-Indigenous respondents (37.0%).

3.4 Parents

3.4.1 Demographic Characteristics

Overall, 105 parents who were exploring employment options for their children who were interested or enrolled in the CAF completed the survey and were included in the analyses for section 3.4. Table 5 presents these respondents' demographic characteristics.³⁰ More than half of respondents were female (59.3%) and most of the respondents were between 39 and 57 years of age (88.8%). A small percentage of respondents identified themselves as Indigenous persons (6.6%) and visible minorities (18.9%).³¹

Most respondents indicated that their first official language is English (82.5%) and a slightly smaller proportion indicated that English was the language they most often speak at home (75.3%). Over half of respondents had relatives (52.7%) or friends and acquaintances (56.0%) with previous or current military experience. Most respondents were exclusively working full- or part-time (75.6%), whereas a minority were unemployed (11.1%), unemployed students (7.8%), or students working full- or part-time (5.5%). Approximately one-third of the respondents (34.2%) reported that their highest level of education was high school (including GED),³² while 23.8% completed college, 14.3% earned an undergraduate degree, and 9.5% held a graduate degree.

³⁰ Percentages for some demographic characteristics may not add exactly to 100% due to rounding of values to one significant digit.

³¹ Of the individuals who identified as visible minorities, one also identified as an Indigenous person (16.7%, $n = 1$).

³² The percentage of respondents who reported that high school was their highest level of education includes those who had completed some college (including CEGEP; 9.5%) or some university (9.5%) courses.

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Table 5: Demographic characteristics of parent respondents who are seeking information for their children.

Demographic Characteristic	Number of Respondents (n = 105)	Valid Percent
Gender		
Male	36	39.6%
Female	54	59.3%
Prefer not to answer	1	1.1%
Age¹		
22 – 38	7	8.8%
39 – 57	71	88.8%
58 years or older	2	2.5%
Indigenous Person		
Yes	6	6.6%
No	83	91.2%
Prefer not to answer	2	2.2%
Visible Minority		
Yes	17 ²	18.9%
No	68	75.6%
Prefer not to answer	5	5.6%
First Official Language		
English	80	82.5%
French	17	17.5%
Language Spoken Most Often at Home		
English	73	75.3%
French	14	14.4%
Other	10	10.3%
Family or Friends with Current or Former CAF Experience³		
Relative	48	52.7%
Partner/spouse	4	4.4%
Friends and acquaintances	51	56.0%
None	15	16.5%
Current Employment Status		
Working full-time	60	66.7%
Working part-time	8	8.9%
Unemployed	10	11.1%
Student, working full-time	2	2.2%
Student, working part-time	3	3.3%
Student	7	7.8%
Highest Level of Education		
Some high school	10	9.5%

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High school graduate (GED)	16	15.2%
Some college (including CEGEP)	10	9.5%
College graduate (including CEGEP)	25	23.8%
Some university	10	9.5%
Undergraduate degree	15	14.3%
Graduate degree courses	0	0.0%
Graduate degree	10	9.5%

¹10 respondents indicated that they were aged 16-21; however, these respondents were assumed to be indicating the age of their children and thus excluded.

²Includes *n* = 1 individuals who identified both as Indigenous persons and visible minorities.

³Respondents were able to select more than one response option.

Respondents were also asked to indicate whether they currently belong, or had previously belonged, to various CAF divisions, a foreign military organization, or the Royal Canadian Mounted Police (RCMP). Most respondents indicated that they had never belonged to any of the listed organizations (73.0%), whereas a minority indicated they had belonged to the Cadets (16.9%) and the Regular Force (7.9%). Very few respondents indicated that they had belonged to the other organizations

Figure 70 presents the percentage of respondents who indicated current or prior affiliation with each organization.

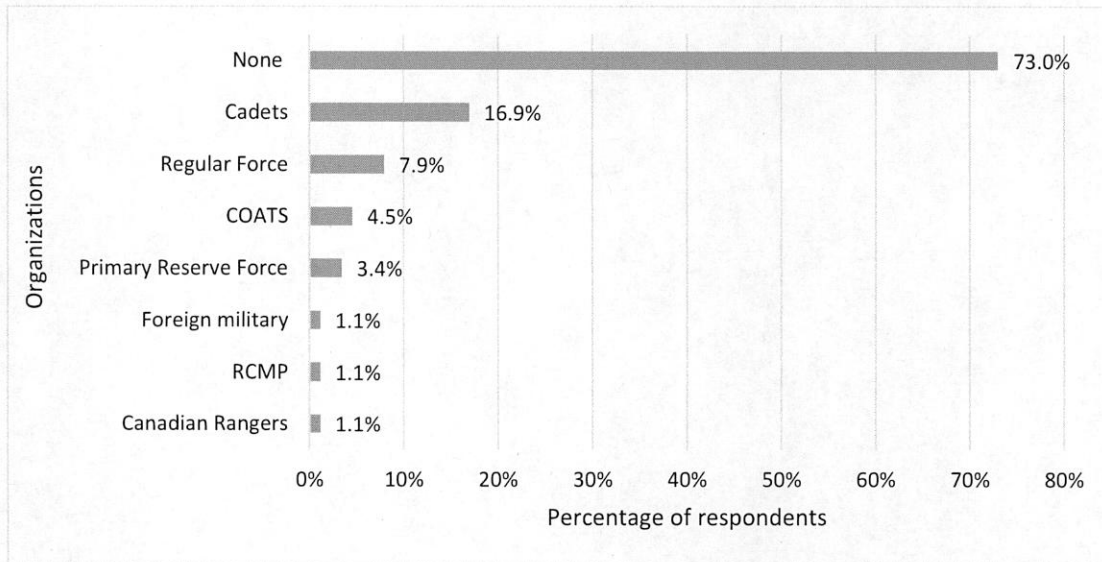


Figure 70: Percentage of parent respondents who currently belong to or have ever belonged to the specified organizations.

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3.4.2 How did you first find out about the CAF recruitment website?

Respondents were asked to indicate how they first found out about the CAF recruitment website. They were presented with a list of information sources and were asked to indicate the source that first led them to the CAF recruitment website. The source that respondents selected most frequently was an online search tool (e.g., Google, Bing, Yahoo; 44.8%), followed by “other” unlisted sources (24.8%; please refer to Table 80 in Annex C for full list of “other” sources listed by respondents), and through someone other than a recruiter (7.6%). No respondents indicated that they first found out about the CAF recruitment website from a news story or article, an ad aired in movie theatres, Twitter, YouTube, or LinkedIn – thus these response options are excluded from the analyses and figures in section 3.4.2. Figure 71 presents the percentage of respondents who selected each information source.

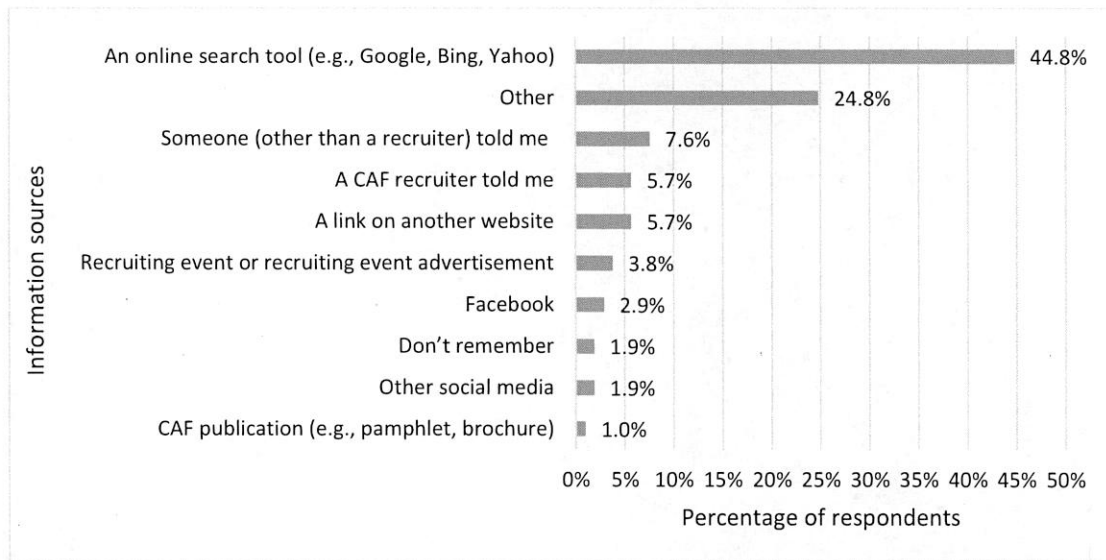


Figure 71: How did parent respondents who are seeking information for their children first find out about the CAF recruitment website?

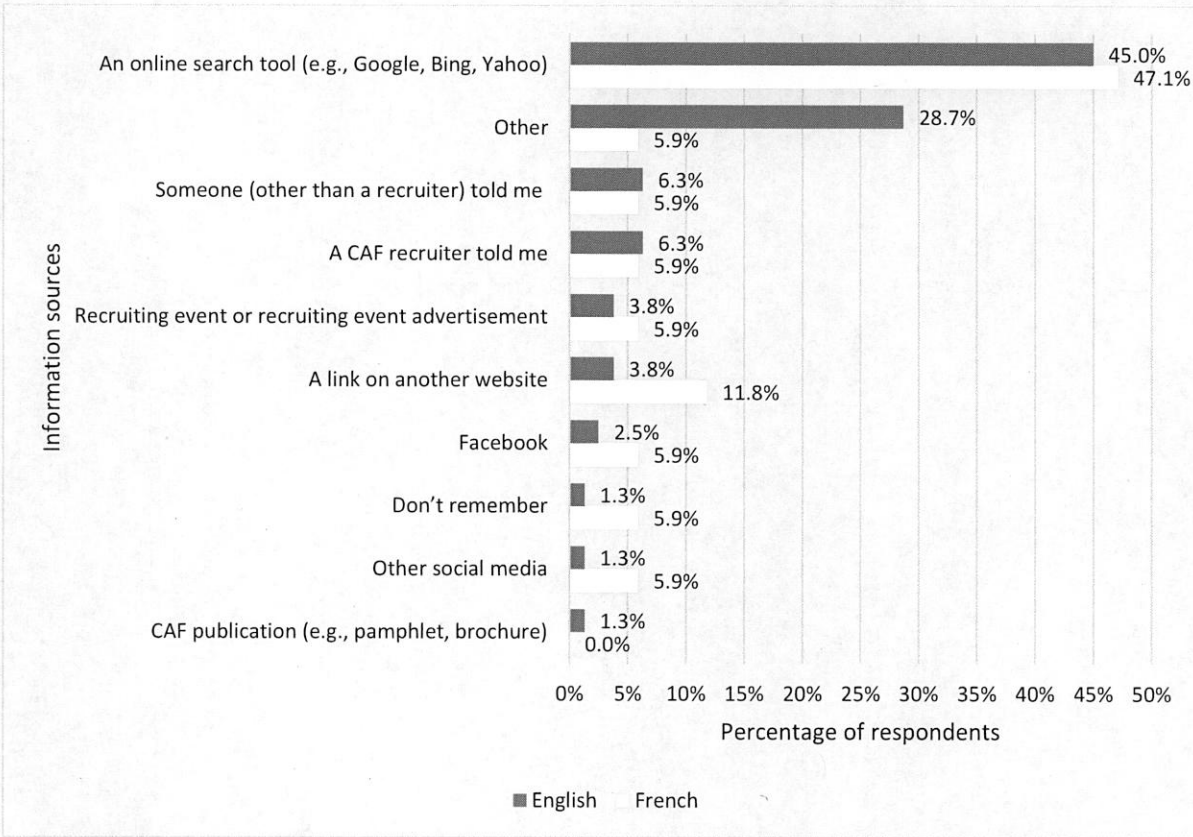
3.4.2.1 First official language analysis

Figure 72 illustrates the proportions of English and French speakers who identified a particular information source as being how they first found out about the CAF recruitment website. English and French speakers most commonly found out about the CAF recruitment website via an online search tool (45.0% and 47.1%, respectively), followed by “other” unlisted sources for English speakers (28.7%), and a link on another website for French speakers (11.8%).

No statistically significant differences emerged when comparing the proportions of responses by first official language, likely due to small sample size³³ (see Table 66 in Annex B for full statistical results).

³³ Due to the relatively small sample size for parents, it is likely that the statistical test had inadequate power to detect small effects. Indeed, the larger the size of the sample, the easier it is to achieve the 0.05 level of

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Note. Asterisks denote significant differences at $p < 0.05$.

Figure 72: How did parent respondents who are seeking information for their children first find out about the CAF recruitment website: First official language analysis.

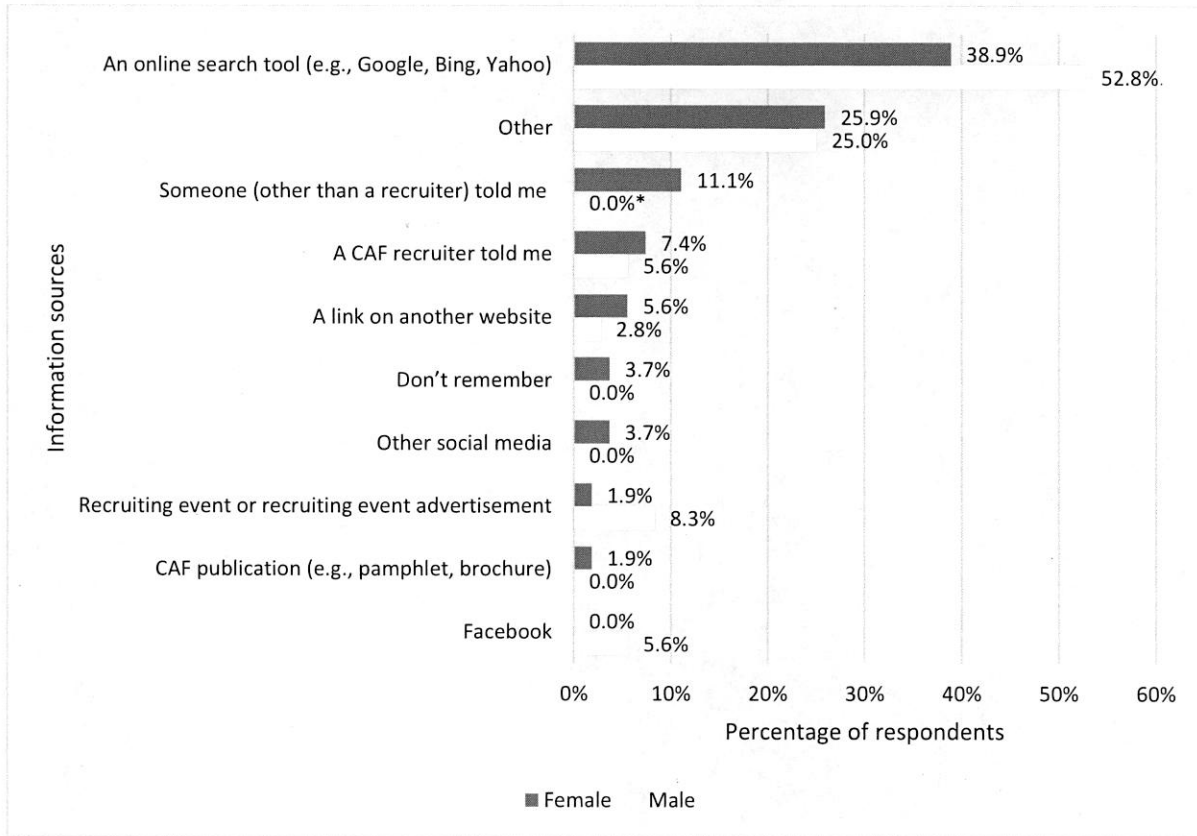
3.4.2.2 Gender analysis

Figure 73 illustrates the proportions of female and male respondents who identified a particular information source as being how they first found out about the CAF recruitment website. Female and male respondents most commonly found out about the CAF recruitment website via an online search tool (38.9% and 52.8%, respectively), followed by “other” unlisted sources (25.9% and 25.0%, respectively).

Comparing the percentage of responses in each category by gender, one statistically significant difference emerged. Specifically, females (11.1%) were more likely to have found out about the recruitment website from someone other than a recruiter compared to males (0.0%). No other proportions differed significantly, likely due to sample size (see Table 67 in Annex B for full statistical results).

significance. This may explain, for instance, why there is a large difference in the proportions of French and English speakers who selected “other” but this difference did not reach significance.

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Note. Asterisks denote significant differences at $p < 0.05$.

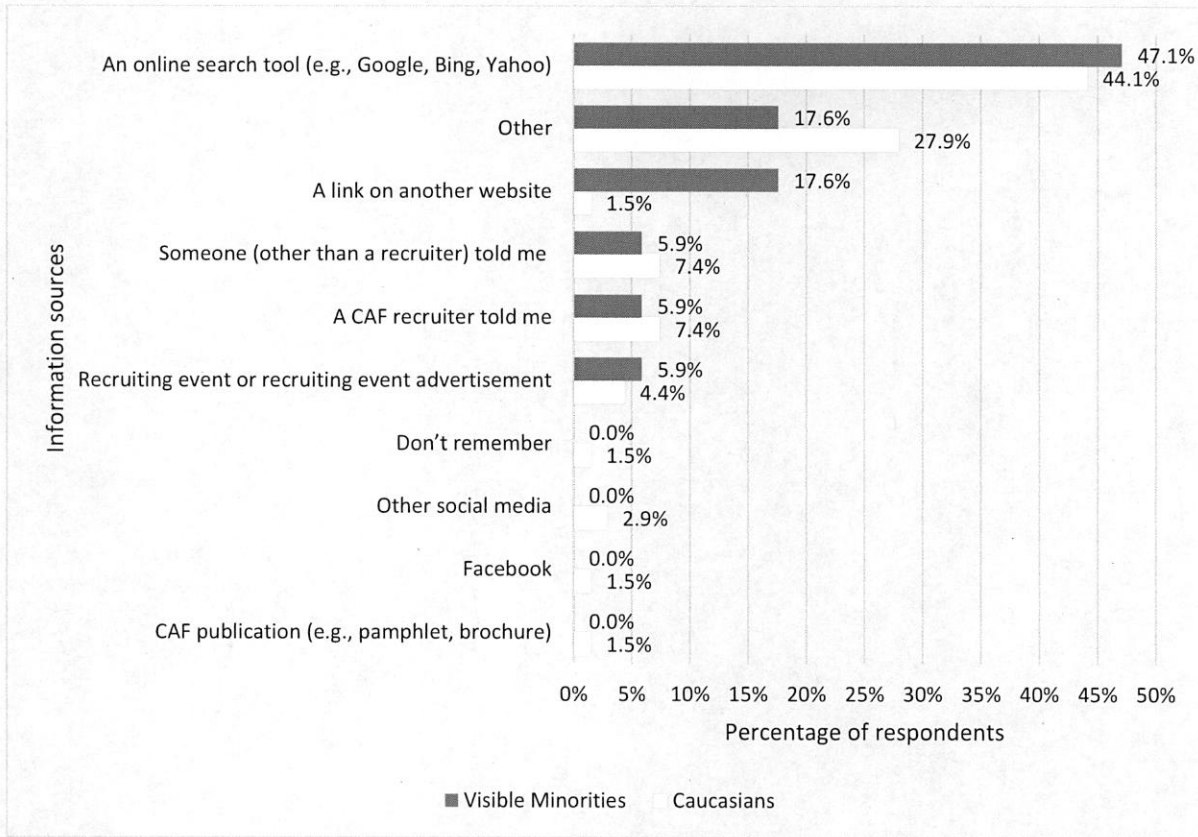
Figure 73: How did parent respondents who are seeking information for their children first find out about the CAF recruitment website: Gender analysis.

3.4.2.3 Visible minority analysis

Figure 74 displays the percentage of visible minorities and Caucasian respondents who identified an information source as being how they first found out about the CAF recruitment website. Both visible minorities and Caucasians most commonly found out about the CAF recruitment website via an online search tool (47.1% and 44.1%, respectively), followed by “other” unlisted sources (17.6% and 27.9%, respectively), and a link on another website for visible minorities (17.6%).

No statistically significant differences emerged when comparing the proportions of responses by visible minority status, likely due to the small sample size (see Table 68 in Annex B for full statistical results).

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Note. Asterisks denote significant differences at $p < 0.05$.

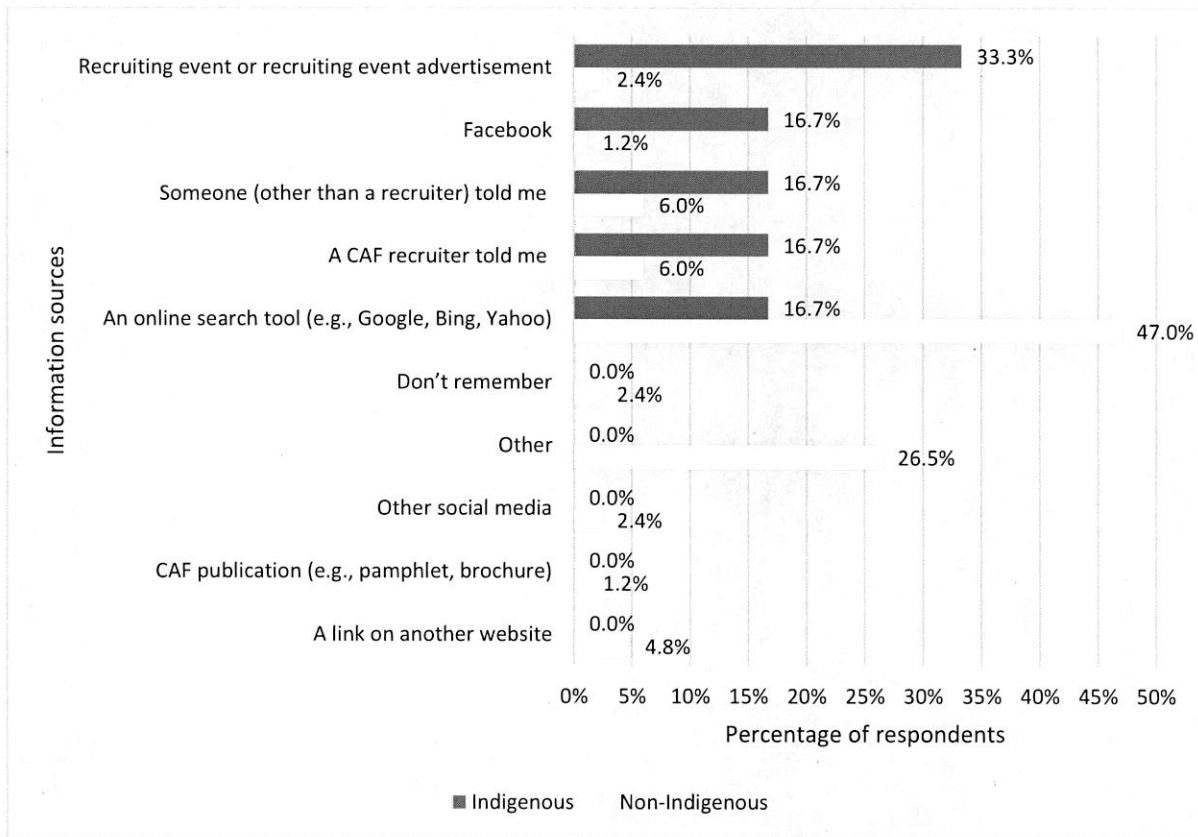
Figure 74: How did parent respondents who are seeking information for their children first find out about the CAF recruitment website: Visible minority analysis.

3.4.2.4 Indigenous person analysis

Figure 75 displays the percentage of Indigenous and non-Indigenous respondents who identified an information source as being how they first found out about the CAF recruitment website. Indigenous respondents most commonly found out about the CAF recruitment website via a recruiting event (33.3%), followed by an online search tool (16.7%), a CAF recruiter (16.7%), somebody other than a recruiter (16.7%), and through Facebook (16.7%). Non-Indigenous respondents most commonly found out via an online search tool (47.0%) and through “other” unlisted sources (26.5%).

No statistically significant differences emerged when comparing the proportions of responses by Indigenous person status, likely due to the very small number of Indigenous respondents ($n = 6$; see Table 69 in Annex B for full statistical results).

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Note. Asterisks denote significant differences at $p < 0.05$.

Figure 75: How did parent respondents who are seeking information for their children first find out about the CAF recruitment website: Indigenous person analysis.

3.4.3 Attractiveness of a CAF job

Respondents were asked to rate the attractiveness of a career with the CAF on a four-point scale ranging from *not at all appealing* to *very appealing*. Most respondents rated a career with the CAF as either *appealing* (45.7%) or *very appealing* (40.0%). Of the remaining respondents, a small number rated a CAF career as *slightly appealing* (10.5%) and *not at all appealing* (3.8%). These proportions are displayed in Figure 76.

The group comparisons that follow this section focus on the proportion of respondents who indicated that a career with the CAF is either *appealing* or *very appealing*.

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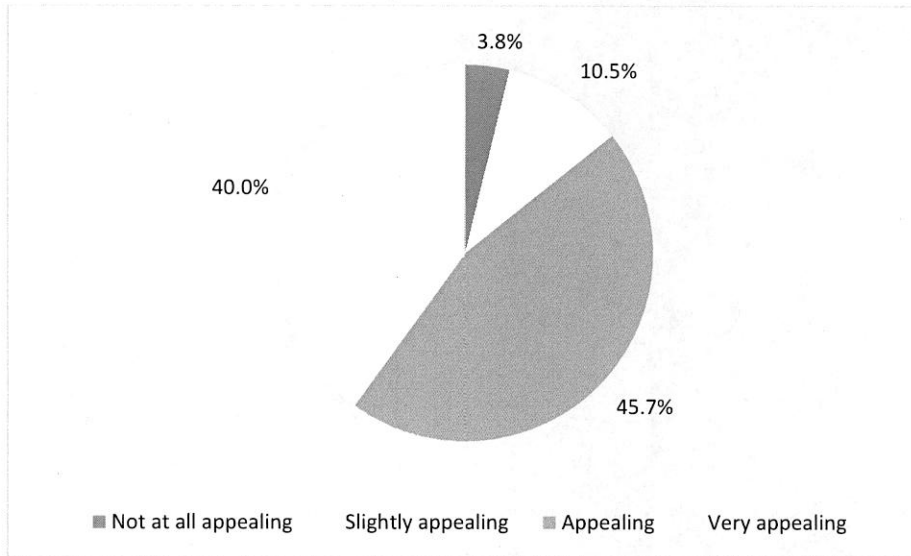
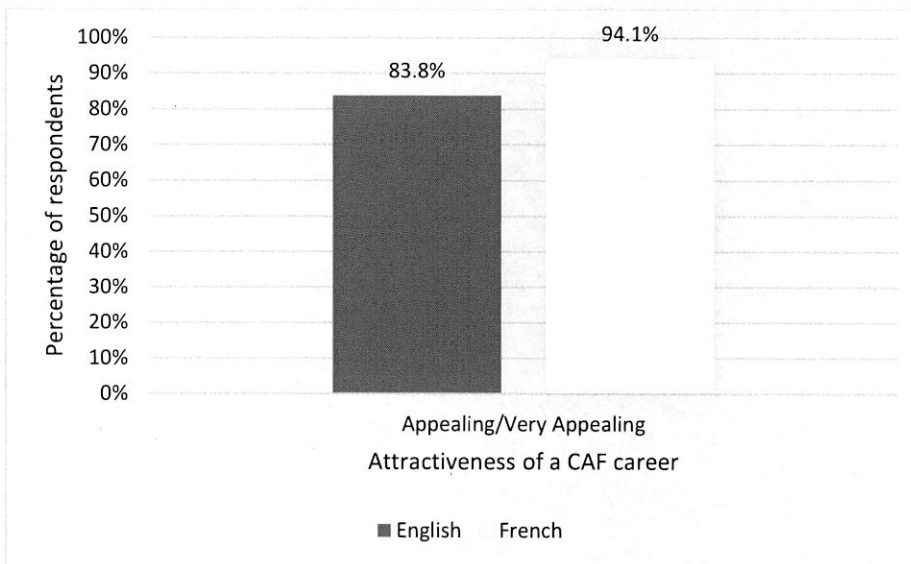


Figure 76: Attractiveness of a CAF career for parent respondents.

3.4.3.1 First official language analysis

Figure 77 illustrates the proportions of English and French speakers who rated a career with the CAF as either *appealing* or *very appealing*. Most English (83.8%) and French speakers (94.1%) rated a career in the CAF as *appealing* or *very appealing*. Average ratings of attractiveness did not statistically differ by first official language (see Table 70 in Annex B for statistical comparison of scale means).



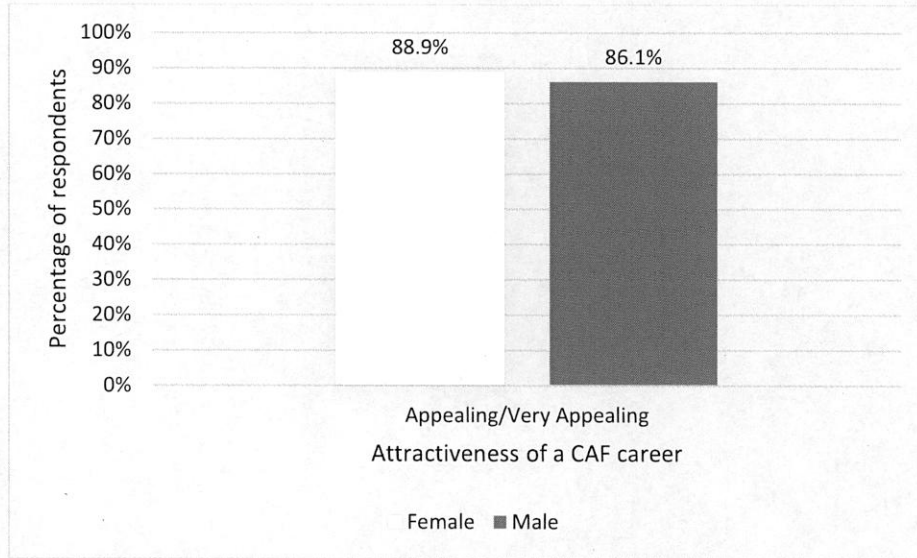
Note. Asterisks denote significant differences at $p < 0.05$.

Figure 77: Attractiveness of a CAF career for parent respondents: First official language analysis.

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3.4.3.2 Gender analysis

Figure 78 illustrates the proportions of female and male respondents who rated a career with the CAF as either *appealing* or *very appealing*. Most females (88.9%) and males (86.1%) rated a career in the CAF as *appealing* or *very appealing*. Average ratings of attractiveness did not statistically differ by gender (see Table 71 in Annex B for statistical comparison of scale means).



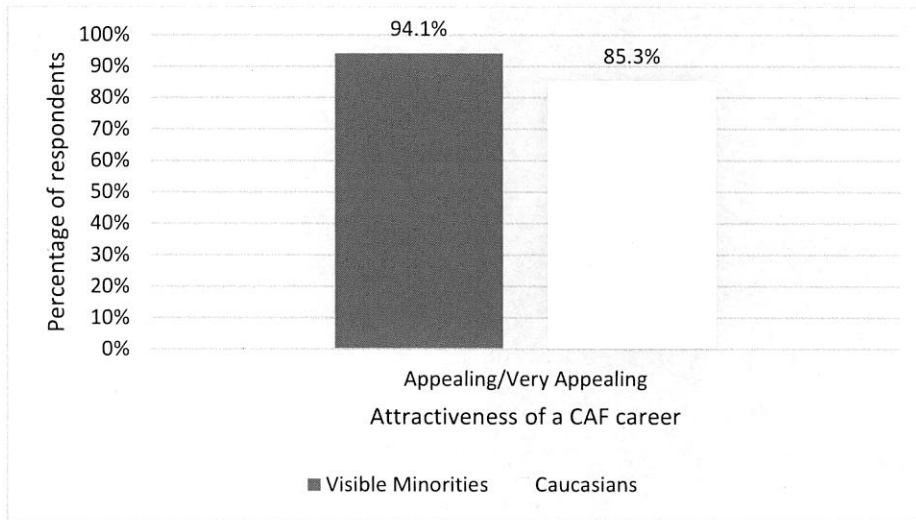
Note. Asterisks denote significant differences at $p < 0.05$.

Figure 78: Attractiveness of a CAF career for parent respondents: Gender analysis.

3.4.3.3 Visible minority analysis

Figure 79 illustrates the proportions of visible minority and Caucasian respondents who rated a career with the CAF as either *appealing* or *very appealing*. Most visible minorities (94.1%) and Caucasians (85.3%) rated a career in the CAF as *appealing* or *very appealing*. Average ratings of attractiveness did not statistically differ by visible minority status (see Table 72 in Annex B for statistical comparison of scale means).

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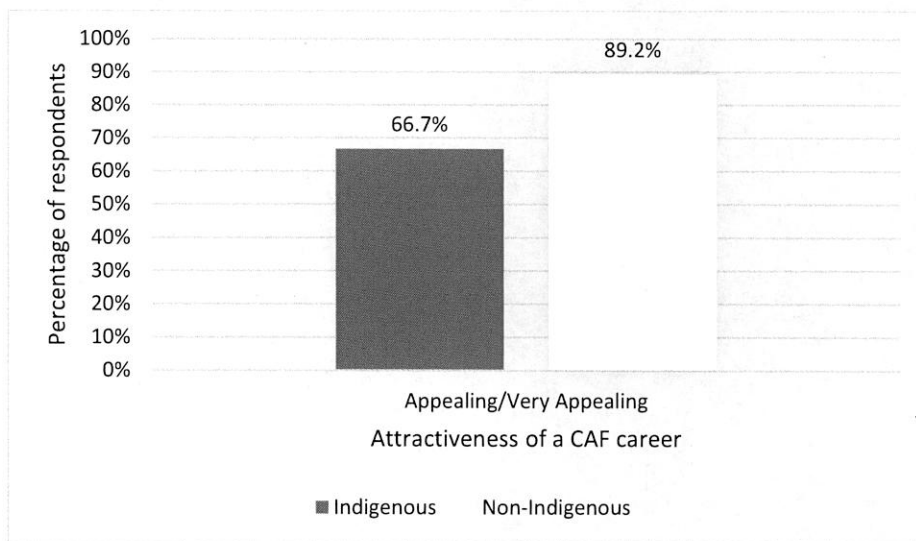


Note. Asterisks denote significant differences at $p < 0.05$.

Figure 79: Attractiveness of a CAF career for parent respondents: Visible minority analysis.

3.4.3.4 Indigenous person analysis

Figure 80 illustrates the proportions of Indigenous and non-Indigenous respondents who rated a career with the CAF as either *appealing* or *very appealing*. Two-thirds of Indigenous respondents (66.7%) and most non-Indigenous respondents (89.2%) rated a career in the CAF as *appealing* or *very appealing*. Average ratings of attractiveness did not statistically differ by Indigenous person status, likely due to small sample size (see Table 73 in Annex B for statistical comparison of scale means).



Note. Asterisks denote significant differences at $p < 0.05$.

Figure 80: Attractiveness of a CAF career for parent respondents: Indigenous person analysis.

3.4.4 Recommended strategies to increase attractiveness of a CAF career

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Respondents who indicated that a career with the CAF was either *slightly* or *not at all appealing* were presented with a list of strategies for increasing the attractiveness of a CAF career and were asked to select all of the strategies that they think would be effective for encouraging them to join.

Figure 81 presents the percentage of respondents endorsing each strategy for increasing the attractiveness of a CAF career. The number of respondents for this question was quite small ($n = 15$), thus the following results should be interpreted with caution. The strategy most frequently selected by respondents was more educational opportunities (46.7%), followed by easier transfer of military training and experience to a civilian career (40.0%). Among the least frequently endorsed strategies were better care of veterans and soldiers (13.3%), ability to live in one place for longer (13.3%), and “other” unlisted strategies (13.3%; see Table 81 in Annex C for full list of “other” strategies listed by respondents).

Because of the small number of total respondents, further group comparisons were not conducted for this question.

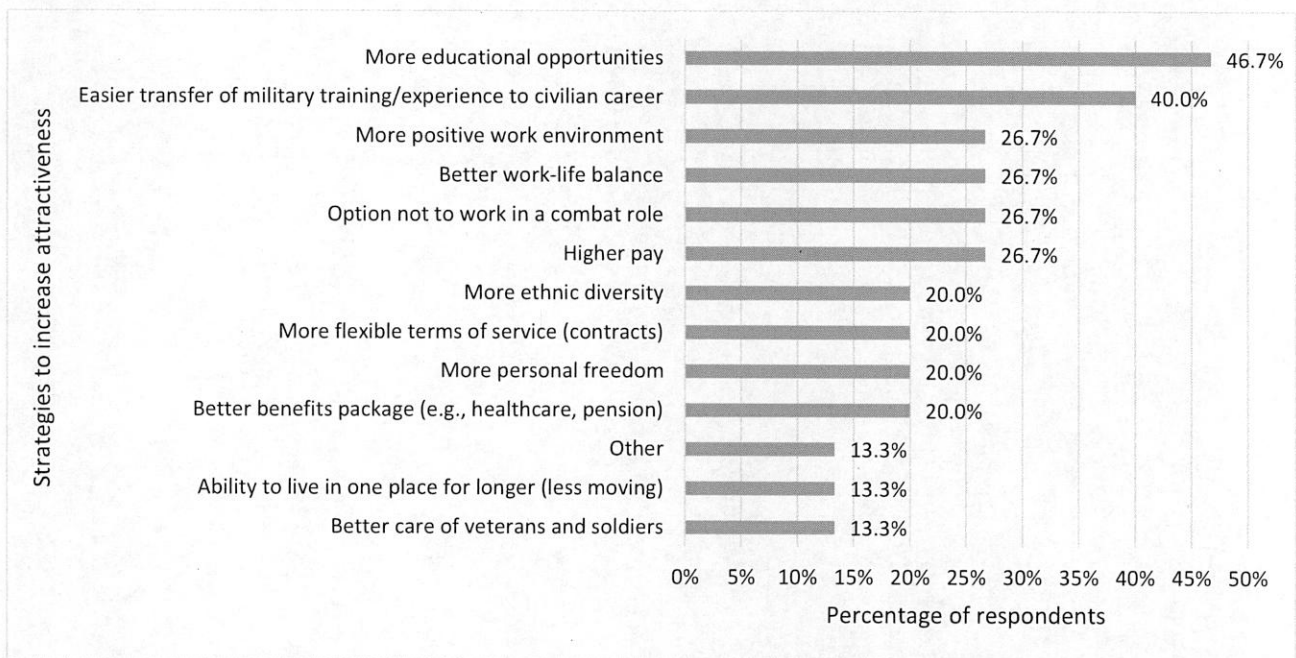


Figure 81: Recommended strategies to increase attractiveness of a CAF career for parent respondents.

3.4.5 Perceived advantages of a CAF career

Respondents who indicated that a career with the CAF was either *appealing* or *very appealing* were asked about the factors that make the CAF an attractive career option. They were presented with a list of factors and were asked to select all the factors that would apply. The option most frequently selected by respondents was the opportunity to serve their country (69.4%), followed by free job training while on full-time salary (67.1%), free university education (62.4%), and job security (57.6%). Among the least frequently endorsed factors were positive work environment (31.8%), that the CAF is prestigious (28.2%), work-life balance (23.5%), and “other” unlisted factors (5.9%; see Table 81 in Annex C for full

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list of “other” factors listed by respondents). Figure 82 presents the percentage of respondents who indicated that each factor made the CAF an attractive option.

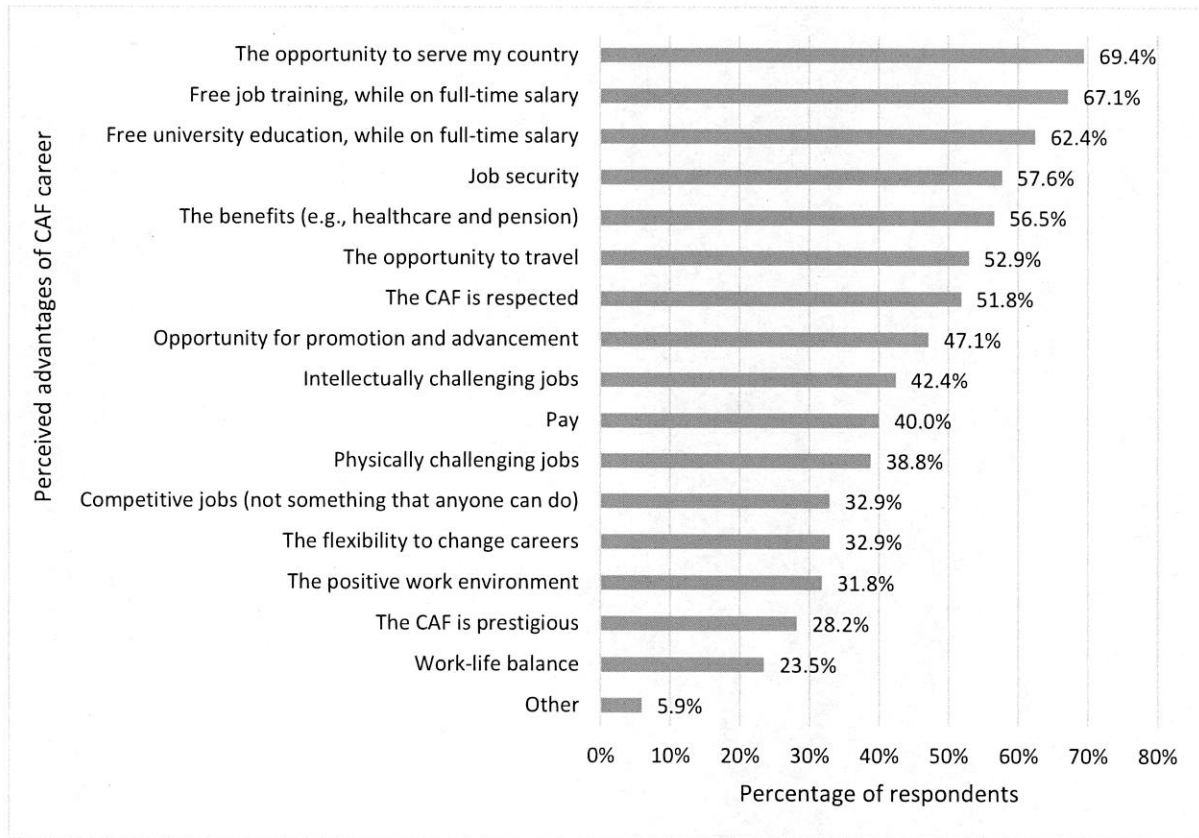


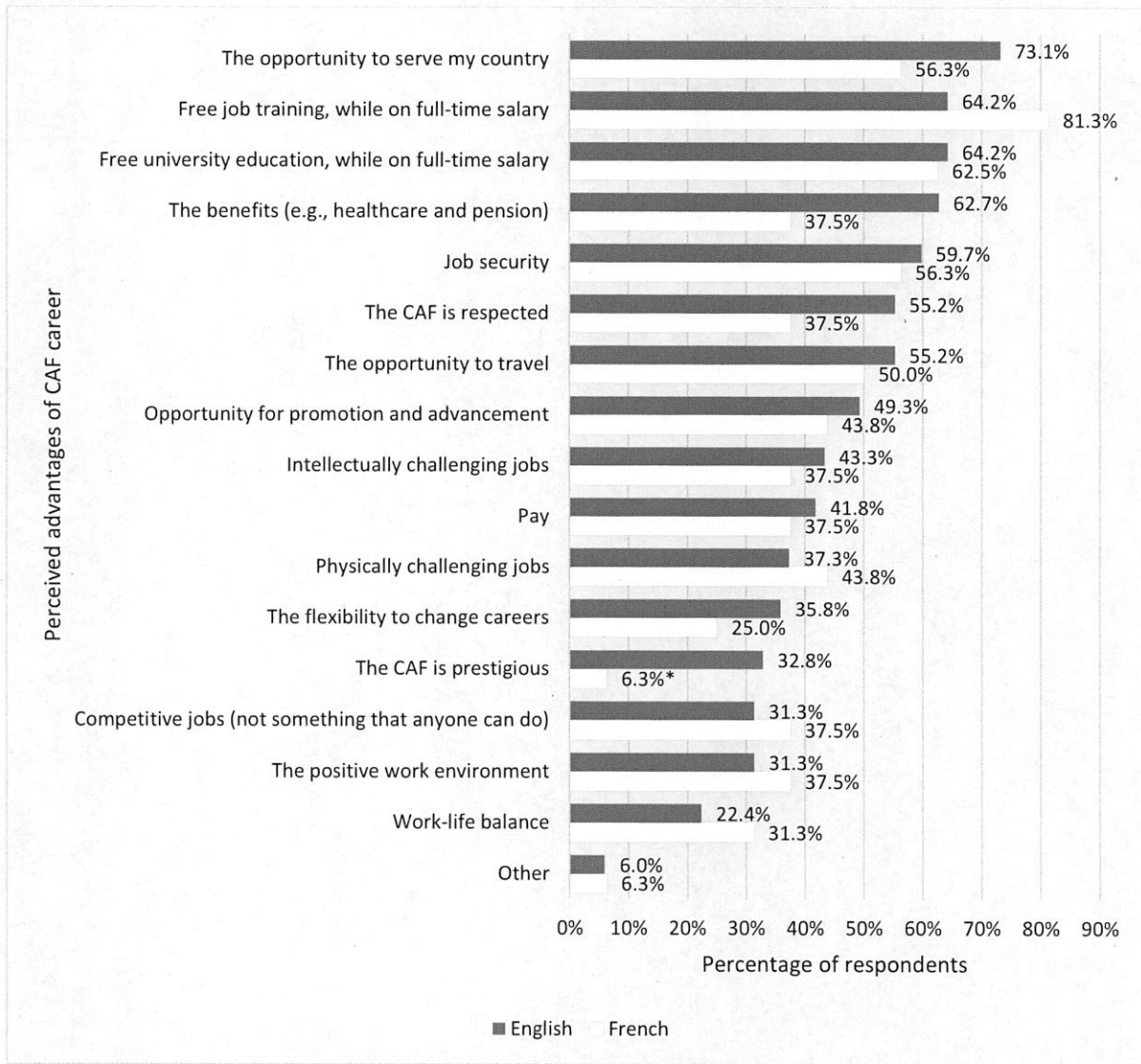
Figure 82: Perceived advantages of a CAF career for parent respondents.

3.4.5.1 First official language analysis

Figure 83 illustrates the proportions of English and French speakers who indicated that a particular factor makes the CAF an attractive career option. English speakers most frequently selected the opportunity to serve their country (73.1%) and free job training (64.2%) as perceived advantages of a CAF career. In comparison, French speakers most frequently endorsed free job training (81.3%), followed by free university education (62.5%).

Comparing the proportion of responses in each category by first official language, one statistically significant difference emerged. Specifically, English speakers (32.8%) were more likely to indicate the CAF is prestigious, compared to French speakers (6.3%). No other proportions differed significantly (see Table 74 in Annex B for full statistical results).

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Note. Asterisks denote significant differences at $p < 0.05$.

Figure 83: Perceived advantages of a CAF career for parent respondents: First official language analysis.

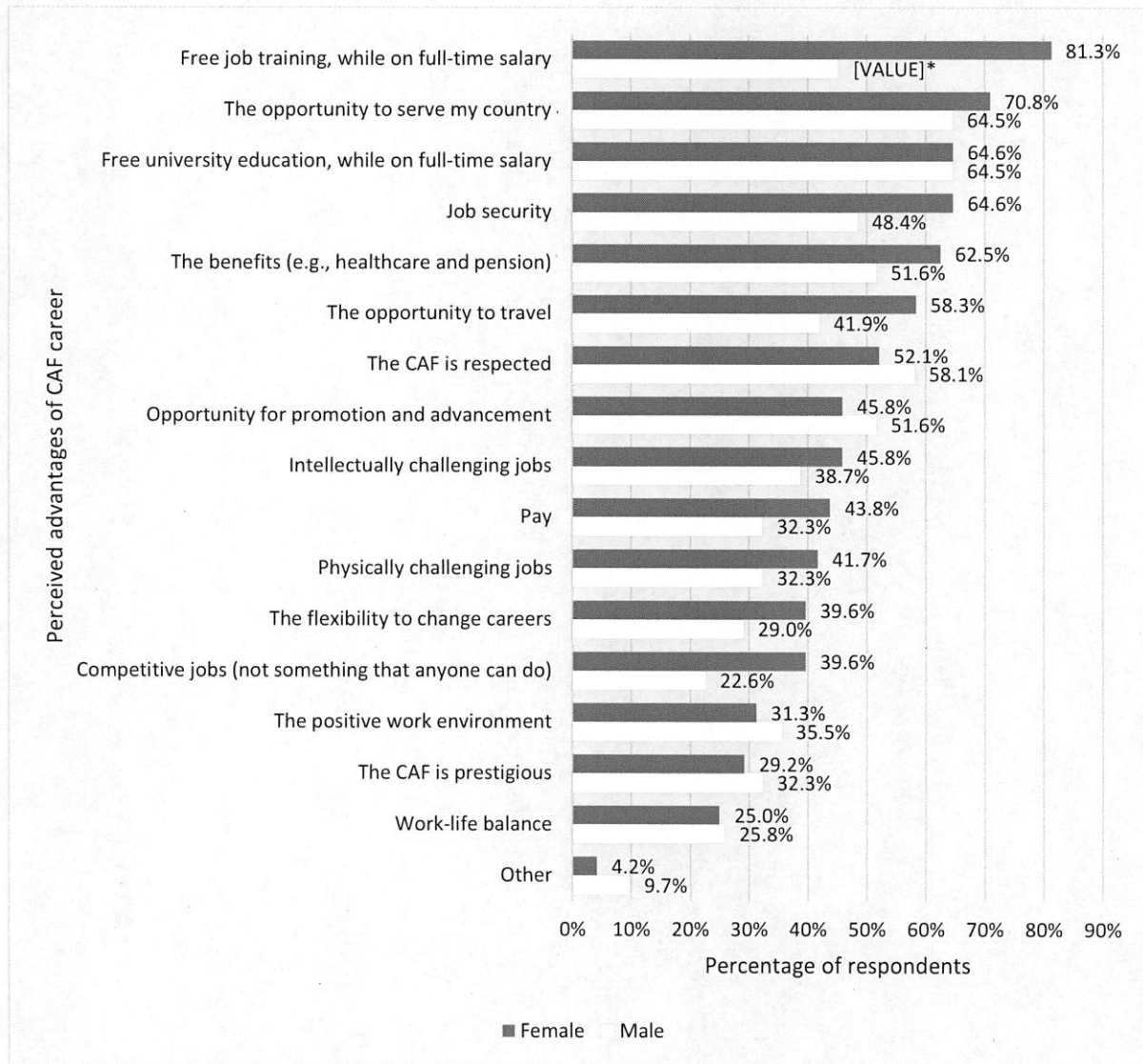
3.4.5.2 Gender analysis

Figure 84 illustrates the proportions of female and male respondents who indicated that a particular factor makes the CAF an attractive career option. Females most frequently selected free job training (81.3%) and the opportunity to serve their country (70.8%) as perceived advantages of a CAF career. In comparison, males most frequently endorsed the opportunity to serve their country (64.5%), followed by free university education (64.5%).

Comparing the proportion of responses in each category by gender, one statistically significant difference emerged. Specifically, females (81.3%) were more likely to select free job training, compared

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to males (45.2%). No other proportions differed significantly (see **Table 75** in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

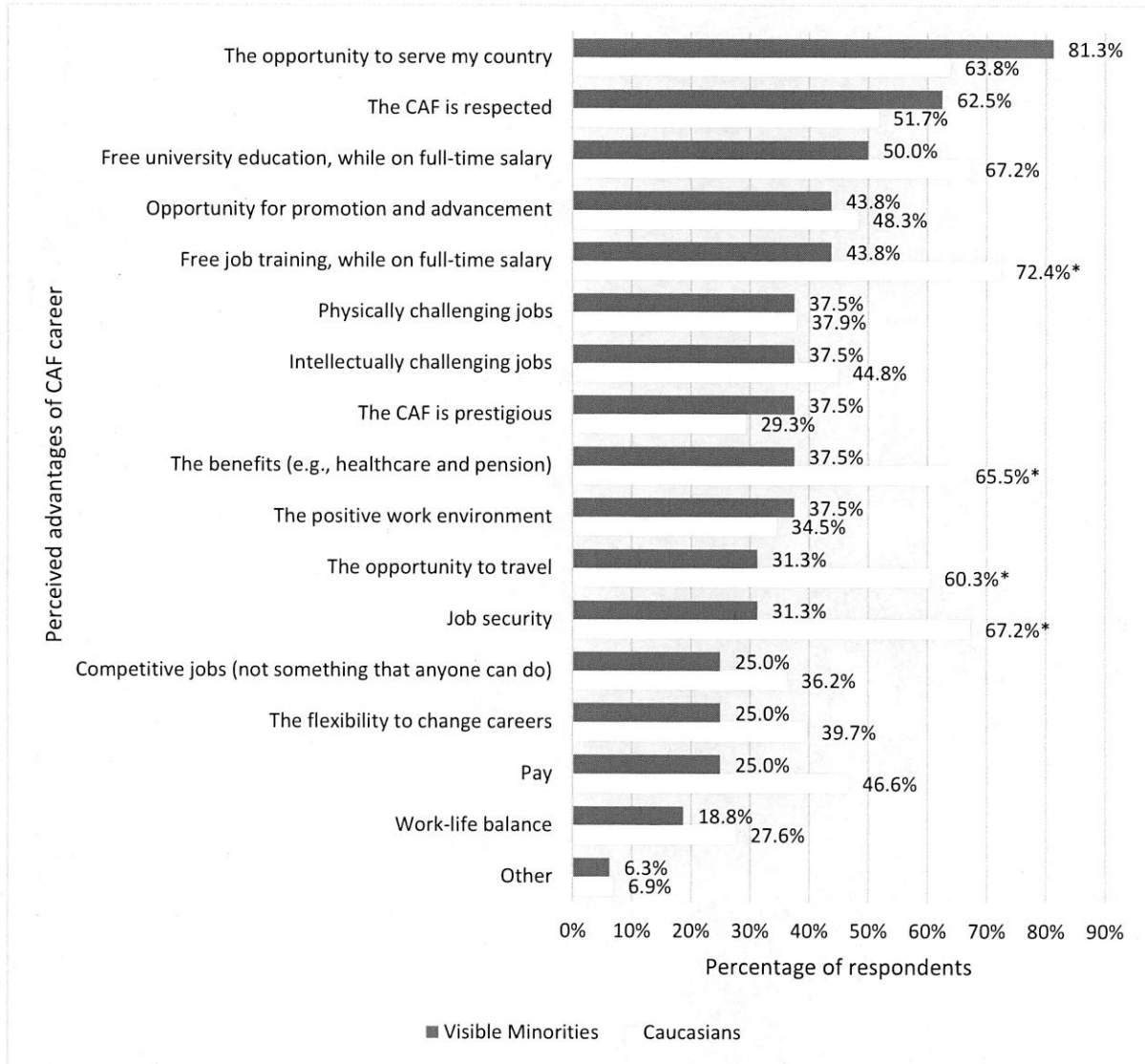
Figure 84: Perceived advantages of a CAF career for parent respondents: Gender analysis.

3.4.5.3 Visible minority analysis

Figure 85 illustrates the proportions of visible minority and Caucasian respondents who indicated that a particular factor makes the CAF an attractive career option. Visible minorities most frequently selected the opportunity to serve their country (81.3%) and the CAF is respected (62.5%) as perceived advantages of a CAF career. In comparison, Caucasians most frequently endorsed free job training (72.4%), followed by free university education (67.2%) and job security (67.2%).

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Comparing the proportion of responses in each category by visible minority status, several statistically significant differences emerged. Specifically, Caucasians were more likely than visible minorities to select free job training (72.4% vs. 43.8%), the benefits (65.5% vs. 37.5%), job security (67.2% vs. 31.3%), and the opportunity to travel (60.3% vs. 31.3%). No other proportions differed significantly (see Table 76 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

Figure 85: Perceived advantages of a CAF career for parent respondents: Visible minority analysis.

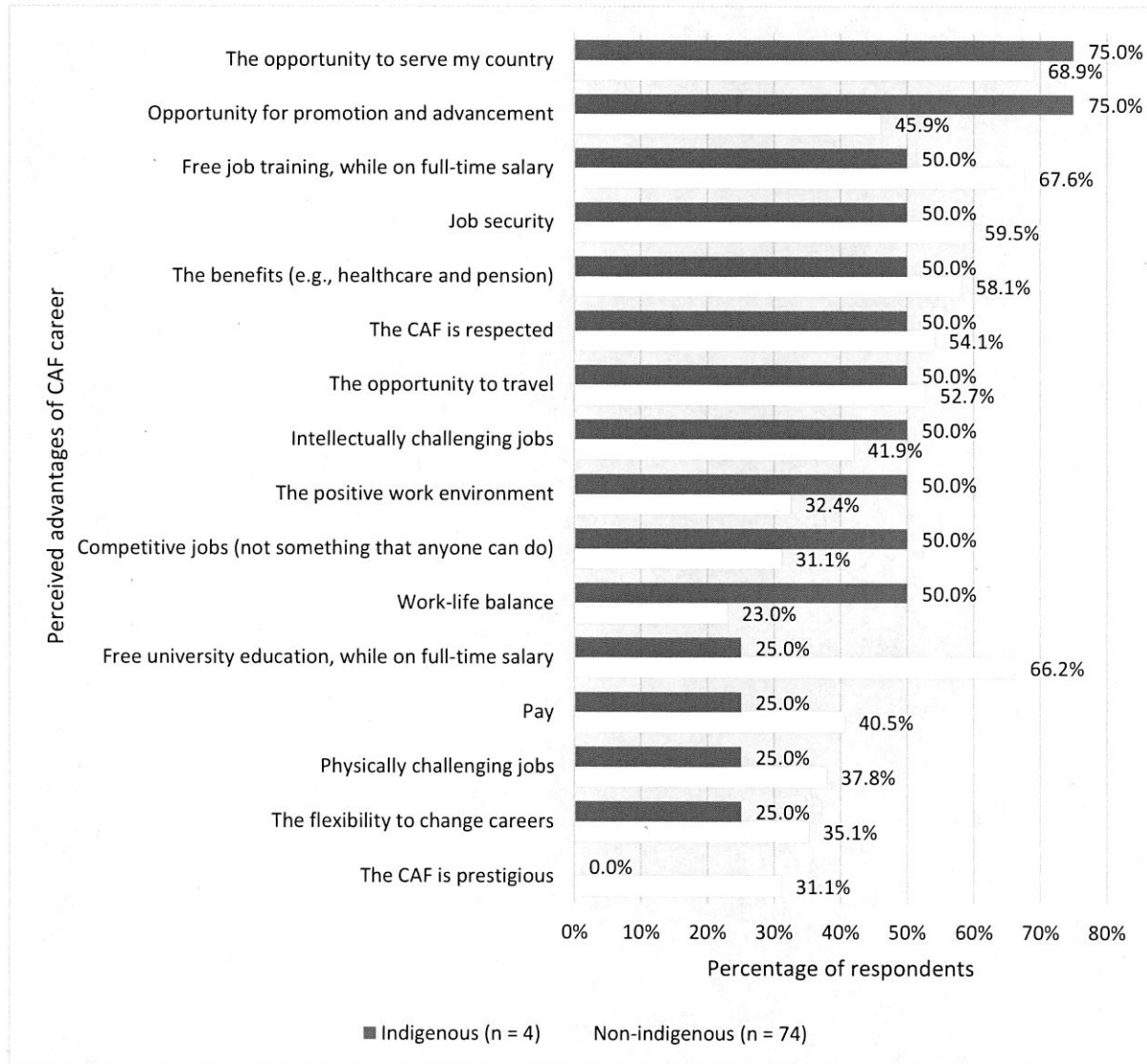
3.4.5.4 Indigenous person analysis

Figure 86 illustrates the proportions of Indigenous and non-Indigenous respondents who indicated that a particular factor makes the CAF an attractive career option. Indigenous respondents ($n = 4$) most frequently selected the opportunity to serve their country ($n = 3$) and the opportunity for promotion and

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advancement ($n = 3$) as perceived advantages of a CAF career. In comparison, non-Indigenous respondents most frequently endorsed the opportunity to serve their country (68.9%), followed by free job training (67.6%).

The proportion of responses in each category did not differ by Indigenous person status, likely due to the very small number of Indigenous persons (see Table 77 in Annex B for full statistical results).



Note. Asterisks denote significant differences at $p < 0.05$.

Figure 86: Perceived advantages of a CAF career for parent respondents: Indigenous person analysis.

Summary of Findings

4.1 Respondents Curious about a CAF Career

4.1.1 Descriptive Results

In total, 2,268 respondents of the CAF Prospect Survey indicated that they were visiting the CAF recruitment website because they were curious about a CAF career. Slightly more than half of respondents were male (56.9%) and approximately half of respondents were between 22 and 38 years of age (49.1%). A small percentage of respondents identified themselves as Indigenous persons (5.7%) and visible minorities (17.1%). Most respondents indicated that their first official language was English (80.0%) and a slightly smaller proportion indicated that English was the language they most often speak at home (70.2%). Nearly half of respondents had friends and acquaintances with previous or current military experience (43.9%). Over half of the respondents were exclusively working full- or part-time (60.9%), whereas a minority were unemployed (19.6%), unemployed students (8.8%), or students working full- or part-time (10.6%). Approximately one-third of the respondents (38.6%) reported that their highest level of education was high school (including GED).

Respondents who were curious about a CAF career most frequently discovered the CAF recruitment website through an online search tool (e.g., Google, Bing, Yahoo; 29.5%), followed by a link on another website (22.6%), and Facebook (16.8%). Approximately one-tenth of respondents indicated learning of the recruitment website through “other” sources (8.2%).

When asked to rate the attractiveness of a career with the CAF, more than half of all respondents rated a career with the CAF as either *appealing* (39.3%) or *very appealing* (15.3%). Of the remaining respondents, 40.0% rated a CAF career as *slightly appealing*, and a small percentage (5.4%) rated a CAF career as *not at all appealing*.

Respondents who indicated that a career with the CAF was either *slightly* or *not at all appealing* were asked about strategies that would make the CAF a more attractive career option. The strategy most frequently selected by respondents was higher pay (45.1%), followed by the option not to work in a combat role (41.3%), a better benefits package (38.9%), and the ability to live in one place for longer (38.0%). Among the least frequently endorsed strategies were a more positive work environment (23.8%), more ethnic diversity (10.6%), and “other” unlisted strategies (7.3%).

Respondents who indicated that a career with the CAF was either *appealing* or *very appealing* were asked about the factors that make the CAF an attractive career option. The option most frequently selected by respondents was job security (59.2%), followed by the opportunity to serve their country (58.4%), the benefits (52.1%), and free job training while on full-time salary (47.5%). Among the least frequently endorsed factors were work-life balance (32.4%), that the CAF is prestigious (30.9%), that the CAF offers competitive jobs that not anyone can do (29.1%), and “other” unlisted factors (3.2%).

4.1.2 Group Comparisons

For respondents curious about a CAF career, the present report includes comparisons of the sources through which the CAF recruitment website was found, the attractiveness of a CAF career, strategies to increase the attractiveness of a CAF career, and the perceived advantages of a CAF career by first official language, age, gender, visible minority status, and Indigenous person status.

4.1.2.1 First Official Language

Regarding differences by first official language, English speakers most commonly found out about the CAF recruitment website via an online search tool, whereas the most frequently identified information source for French speakers was Facebook. French speakers were more likely than English speakers to have discovered the recruitment website through Facebook, and English speakers were more likely than French speakers to have found the CAF recruitment website through a link on another website, other social media, and “other” unlisted sources.

Most French speakers (70.0%) rated a career with the CAF as *appealing* or *very appealing*, compared to half of English speakers (50.7%). On average, French speakers rated a CAF career as significantly more attractive than did English speakers. In terms of strategies to make a CAF career more attractive, English speakers most frequently selected higher pay, whereas French speakers most frequently endorsed having the option not to work in a combat role. English speakers were moderately more likely than French speakers to indicate higher pay, a better benefits package, better care of veterans and soldiers, and slightly more likely to select the ability to live in one place for longer as strategies that would increase attractiveness. French speakers were moderately more likely than English speakers to recommend “other” unlisted strategies.

In regard to the factors that make the CAF an attractive career option, English speakers most frequently indicated job security as a desirable factor; in comparison, French speakers most frequently endorsed the opportunity to serve their country. English speakers were moderately more likely than French speakers to indicate that the CAF is respected and that the CAF is prestigious as factors that make the CAF an attractive career option, and were slightly more likely than French speakers to indicate job security, free job training, physically challenging jobs, competitive jobs, and “other” unlisted factors.

4.1.2.2 Age

The report compared the responses of participants across four age ranges (16-21, 22-38, 39-57, 58 and over). Respondents aged 16-21 most commonly found out about the CAF recruitment website via Facebook, whereas those aged 22-38 most frequently found the website through an online search tool. Those aged 39-57 and aged 58 plus were most likely to have discovered the recruitment website through a link on another website. Those aged 16-21 and 22-38 were generally more likely than older respondents to have discovered the recruitment website via Facebook or from somebody other than a recruiter, whereas those aged 39-57 and 58 plus were more likely than younger respondents to have found the recruitment website via a link on another website. Furthermore, those aged 16-21 were generally more likely than older respondents to have found the website via YouTube.



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Two-thirds of respondents age 58 and over (65.3%) rated a career in the CAF as *appealing* or *very appealing*, compared with over half of those aged 16-21 (54.1%), 22-38 (51.7%), and 39-57 (57.9%). Respondents from different age groups did not statistically differ in their average ratings of the attractiveness of a CAF career. In terms of strategies to make a CAF career more attractive, respondents aged 16-21 most frequently selected the option not to work in a combat role as an effective strategy, whereas those aged 22-38 and 39-57 most commonly selected higher pay. Respondents aged 58 and over most frequently indicated that better care of veterans and soldiers would be an effective strategy for increasing attractiveness. Those aged 16-21 were generally more likely than older respondents to endorse easier transfer of military training and experience to a civilian career as an effective strategy for increasing attractiveness. Those aged 16-21 and 22-38 were also largely more likely than older respondents to endorse more personal freedom. Finally, those 58 years of age and over were generally more likely than younger respondents to recommend “other” strategies that were not listed.

With regard to the factors that make the CAF an attractive career option, respondents aged 16-21 and 39-57 most frequently selected the opportunity to serve their country as a perceived advantage of a CAF career. In comparison, those aged 22-38 and 58 and over most frequently indicated job security as an advantage. In general, respondents aged 16-21 were slightly more likely than older respondents to select the opportunity to travel as a perceived advantage, and older respondents were more likely than those aged 16-21 to select job security. Finally, respondents aged 16-21 were moderately more likely to indicate physically challenging jobs as an advantage, compared to those aged 38-57 and 58 and over.

4.1.2.3 Gender

In terms of discovering the CAF recruitment website, both males and females most commonly found out about the website via an online search tool. However, female respondents were more likely than males to have discovered the recruitment website through “other” unlisted sources and to have heard about the website through someone other than a recruiter.

Over half of male respondents (59.8%) rated a CAF career as *appealing* or *very appealing*, compared with nearly half of female respondents (48.0%). On average, male respondents rated a CAF career as moderately more attractive than did female respondents. Regarding strategies to make a CAF career more attractive, male respondents most frequently selected higher pay whereas female respondents most frequently endorsed having the option not to work in a combat role. Female respondents were moderately more likely than male respondents to select the option not to work in a combat role, the ability to live in one place for longer, and slightly more likely to select better work-life balance, and a more positive work environment as strategies to increase attractiveness. Male respondents were slightly more likely than females to endorse higher pay as an effective strategy.

Regarding the factors that make the CAF an attractive career option, female respondents most frequently selected job security, whereas male respondents most frequently selected the opportunity to serve their country. Female respondents were moderately more likely than males to select work-life balance as an advantage, and slightly more likely than males to select job security, the benefits, free job training, intellectually challenging jobs, free university education, and the flexibility to change careers.



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Males respondents were more slightly more likely than females to indicate physically challenging jobs, and that the CAF is prestigious as factors that make a CAF career attractive.

4.1.2.4 Visible Minority Status

In terms of how respondents first found out about the CAF recruitment website, both visible minorities and Caucasians most commonly found the website via an online search tool. No statistically significant differences emerged between visible minorities and Caucasians when comparing the percentages of respondents who found the recruitment website via various sources.

Nearly two-thirds of visible minority respondents (61.6%) rated a CAF career as *appealing* or *very appealing*, compared to approximately half of Caucasian respondents (52.9%). On average, visible minorities rated a CAF career as moderately more attractive than did Caucasians. Regarding strategies to increase the attractiveness of a CAF career, both visible minority and Caucasian respondents most frequently selected higher pay as an effective strategy. Visible minority respondents were slightly more likely than Caucasian respondents to indicate better work-life balance and moderately more likely to select more ethnic diversity as effective strategies.

Regarding the factors that make the CAF an attractive career option, visible minority respondents most frequently selected the opportunity to serve their country, and Caucasian respondents most frequently selected job security. Caucasian respondents were slightly more likely than visible minorities to indicate that the opportunity to travel, the pay, and physically challenging jobs made the CAF an attractive career choice.

4.1.2.5 Indigenous Person Status

With regards to how respondents first found out about the CAF recruitment website, both Indigenous and non-Indigenous respondents most commonly found out about the CAF recruitment website via an online search tool. No differences emerged when comparing the proportions of respondents endorsing each information source by Indigenous person status.

Over half of non-Indigenous respondents (54.7%) rated a CAF career as *appealing* or *very appealing*, compared with nearly half of Indigenous respondents (48.8%). Indigenous and non-Indigenous persons did not statistically differ in their average ratings of the attractiveness of a CAF career. Regarding suggested strategies to increase the attractiveness of a CAF career, Indigenous and non-Indigenous respondents most frequently selected higher pay as a strategy that would increase the attractiveness of a CAF career. As well, the ability to live in one place for longer was selected by Indigenous respondents just as frequently as higher pay. Indigenous and non-Indigenous respondents did not differ in terms of the frequency with which they endorsed each strategy.

In terms of the factors that make the CAF an attractive career option, Indigenous and non-Indigenous respondents most frequently selected job security as a perceived advantage. Comparing the groups, Indigenous respondents were slightly more likely than non-Indigenous respondents to provide “other” unlisted response options.



4.2 Respondents Interested in a CAF Career but Undecided

4.2.1 Descriptive Results

Overall, 3,908 respondents of the CAF Prospect Survey indicated that they were visiting the CAF recruitment website because they were interested in a CAF career but were currently undecided about joining. Nearly two-thirds of respondents were male (63.8%) and approximately half of respondents were between 22 and 38 years of age (48.8%). A small percentage of respondents identified themselves as Indigenous persons (7.4%) and visible minorities (19.7%). Most respondents indicated that their first official language is English (82.0%) and a slightly smaller proportion indicated that English was the language they most often speak at home (71.0%). Nearly half of respondents had friends and acquaintances with previous or current military experience (46.6%). Over half of the respondents were exclusively working full- or part-time (51.7%), whereas a minority were unemployed (16.3%), unemployed students (15.6%), or students working full- or part-time (16.4%). Nearly half of the respondents (45.3%) reported that their highest level of education was high school (including GED).

Respondents who were interested in a CAF career but undecided most frequently discovered the CAF recruitment website through an online search tool (e.g., Google, Bing, Yahoo; 36.6%), followed by being told about it by somebody other than a recruiter (12.1%), and Facebook (11.1%). Approximately one-tenth of respondents indicated learning of the recruitment website through “other” sources (9.9%).

When asked about the perceived advantages of a career in the CAF, the option most frequently selected by respondents was the opportunity to serve their country (64.0%), job security (53.8%), the benefits (49.4%), and the opportunity to travel (47.7%). Among the least frequently endorsed factors were work-life balance (32.4%), that the CAF offers competitive jobs (31.9%), that the CAF is prestigious (28.4%), and “other” unlisted factors (5.0%).

When asked about the factors that would discourage them from joining the CAF, respondents most frequently indicated that they had doubts about meeting the requirements (47.7%), followed by the potential mental health consequences of combat service (23.5%), lack of information (22.3%), and loss of personal freedom and control (21.7%). Among the least frequently endorsed factors were conflicts with personal beliefs (5.7%), mismatch with their career goals (5.4%), not liking the military (2.4%), and that it is not a meaningful job (0.7%).

4.2.2 Group Comparisons

For respondents interested in a CAF career but undecided, the present report includes comparisons of the sources through which the CAF recruitment website was found, the perceived advantages of a CAF career, and perceived barriers to a CAF career by first official language, age, gender, visible minority status, and Indigenous person status.

4.2.2.1 First Official Language

Regarding differences by first official language, both English and French speakers most commonly found out about the CAF recruitment website via an online search tool. English speakers were more likely than

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French speakers to have discovered the recruitment website through an online search tool, other social media, and were more likely to not remember how they found out about the website. French speakers were more likely than English speakers to have found the CAF recruitment website through Facebook and a news story or article.

In regards to the factors that make the CAF an attractive career option, both English and French speakers most frequently selected the opportunity to serve their country as a desirable factor. English speakers were slightly more likely than French speakers to indicate the opportunity to serve their country, the benefits, free job training, that the CAF is respected, the CAF offers competitive jobs, and that the CAF is prestigious as factors that make the CAF attractive.

When asked about factors that would discourage them from joining the CAF, both English and French speakers most frequently indicated doubts about meeting the requirements. Comparing the groups, French speakers were slightly more likely than English speakers to indicate doubts about meeting the requirements, to name “other” unlisted factors, and moderately more likely to indicate lack of information. English speakers were slightly more likely than French speakers to indicate that the length of mandatory commitment is too long, that CAF employment is too dangerous, that there are better career opportunities outside the CAF, that CAF employment does not match their career goals, and that they dislike the military.

4.2.2.2 Age

This report compared the responses of participants across four age ranges (16-21, 22-38, 39-57, 58 and over). Respondents in every age group most commonly found out about the CAF recruitment website via an online search tool. Comparing the groups, those aged 16-21 and 22-38 were more likely than older respondents to have discovered the recruitment website through Facebook, and through being told by somebody other than a recruiter. Compared to older respondents, younger individuals were also generally more likely to hear about the website from a CAF recruiter, and from YouTube. Those aged 39-57 and 58 and over were more likely than younger respondents to have found the recruitment website through a link on another website, and to name “other” unlisted sources. Finally, those 58 and over were more likely than younger respondents to learn about the recruitment website via LinkedIn.

Regarding the factors that make the CAF an attractive career option, respondents in every age group most frequently selected the opportunity to serve their country as a desirable factor. Respondents aged 16-21 were slightly more likely than older respondents to select the opportunity to serve their country. In addition, those aged 16-21 and 22-38 were moderately more likely to select physically challenging jobs, compared to older respondents. Generally, younger respondents were moderately more likely to choose the opportunity to travel and free university education, compared to older respondents. In addition, those aged 22-38 and 39-57 were moderately more likely to indicate job security than other groups. In general, those aged 22-38 were somewhat more likely than all other groups to indicate free job training, pay, competitive jobs, and promotion and advancement as advantages. Finally, older respondents were generally more likely than younger respondents to indicate work-life balance as an advantage.



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When asked about perceived barriers preventing them from joining the CAF, respondents of all ages most frequently indicated doubts about meeting the requirements. In general, younger respondents were moderately more likely than older respondents to indicate the potential mental health consequences of combat service, and that their family would not support their joining the CAF. Those aged 16-21 were slightly more likely than older respondents to indicate the long-term commitment requirements, and that a CAF job is too dangerous as barriers to joining. Additionally, respondents aged 22-38 were slightly more likely than older respondents in general to indicate lack of information, and loss of personal freedom as barriers. Those aged 22-38 and 39-57 were more likely than respondents of other ages to indicate they did not want to be sent on missions outside of Canada.

4.2.2.3 Gender

Both females and males most commonly found out about the CAF recruitment website via an online search tool. Comparing responses by gender, male respondents were more likely than female respondents to have discovered the recruitment website through an online search tool and through YouTube. Female respondents were more likely than males to have found the recruitment website through someone other than a recruiter, other unlisted sources, and other social media.

Regarding the factors that make the CAF an attractive career option, both female and male respondents most frequently selected the opportunity to serve their country as a perceived advantage of a CAF career. Male respondents were slightly more likely than females to select the opportunity to serve their country, physically challenging work, that the CAF is respected, and that the CAF is prestigious. In contrast, female respondents were moderately more likely than males to endorse free university education, and slightly more likely to endorse job security, the benefits, the opportunity to travel, intellectually challenging work, free job training, pay, the flexibility to change careers, work-life balance, and positive work environment as perceived advantages of a CAF career.

In terms of perceived barriers to joining the CAF, both male and female respondents most frequently indicated doubts about meeting the requirements. Female respondents were moderately more likely than males to indicate doubts about meeting the requirements, to be reluctant to be sent on missions outside Canada, that a CAF career would be too dangerous, and slightly more likely to select the potential mental health consequences of combat service, lack of information, and the long-term commitment requirements. Male respondents were slightly more likely than females to indicate a lack of family support, and moderately more likely to indicate better career opportunities outside the CAF as factors that would discourage them from joining the CAF.

4.2.2.4 Visible Minority Status

Both visible minorities and Caucasians most commonly found out about the CAF recruitment website via an online search tool. Caucasians were more likely than visible minorities to have heard about the website through someone other than a recruiter. In contrast, visible minorities were more likely than Caucasians to have found out about the website through recruiting events and through other social media.

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In regards to the factors that make the CAF an attractive career option, both visible minority and Caucasian respondents most frequently selected the opportunity to serve their country as a perceived advantage of a CAF career. Visible minority respondents were slightly more likely than Caucasians to indicate free university education and that the CAF is prestigious, whereas Caucasians were slightly more likely to select the availability of physically challenging jobs as an advantage.

When asked about factors that would discourage them from joining the CAF, both visible minorities and Caucasians most frequently indicated doubts about meeting the requirements. Visible minorities were slightly more likely than Caucasians to indicate doubts about meeting the requirements, lack of information, that the recruitment process is too long, and that a CAF career is too dangerous as barriers to joining. In contrast, Caucasians were slightly more likely than visible minorities to name “other” unlisted factors.

4.2.2.5 Indigenous Person Status

In terms of discovering the CAF recruitment website, both Indigenous and non-Indigenous respondents most commonly found out about the website via an online search tool. Indigenous respondents were more likely than non-Indigenous respondents to have found the recruitment website through YouTube.

Regarding the factors that make the CAF an attractive career option, both Indigenous and non-Indigenous respondents most frequently selected the opportunity to serve their country. Non-Indigenous respondents were slightly more likely than Indigenous respondents to select job security, the benefits, intellectually challenging work, free university education, that the CAF is respected, opportunity for promotion and advancement, availability of competitive jobs, and that the CAF is prestigious. Indigenous respondents were slightly more likely than non-Indigenous respondents to indicate they did not know or were not sure what the advantages would be.

In terms of perceived barriers to joining the CAF, both Indigenous and non-Indigenous respondents most frequently indicated doubts about meeting the requirements as a factor that would discourage them from joining the CAF. Non-Indigenous respondents were slightly more likely than Indigenous respondents to indicate that a career in the CAF would be too dangerous or risky.

4.3 Respondents Seriously Considering Joining the CAF

4.3.1 Descriptive Results

In total, 3,997 respondents of the CAF Prospect Survey indicated that they were visiting the CAF recruitment website because they were seriously considering joining the CAF. Nearly three-quarters of respondents were male (73.9%) and approximately half of respondents were between 22 and 38 years of age (48.3%). A small percentage of respondents identified themselves as Indigenous persons (7.9%) and visible minorities (22.3%). Most respondents indicated that their first official language is English (83.0%) and a slightly smaller proportion indicated that English was the language they most often speak at home (70.2%). Approximately half of respondents had friends and acquaintances with previous or current military experience (49.2%). Half of the respondents were exclusively working full- or part-time



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(49.7%), whereas a minority were unemployed (17.1%), unemployed students (16.7%), or students working full- or part-time (16.5%). More than one-third of the respondents (42.2%) reported that their highest level of education was high school (including GED).

Respondents seriously considering joining the CAF most frequently found out about the CAF recruitment website through an online search tool (e.g., Google, Bing, Yahoo; 35.2%), followed by hearing about it from somebody other than a recruiter (14.6%), “other” unlisted sources (11.4%), and from a CAF recruiter (7.3%).

When asked about the sources that had the greatest influence on their interest in joining the CAF, the sources that were most frequently ranked either the first, second, or third most influential were family or relatives (56.3%), friends (47.5%), and the CAF recruitment website (38.3%). The sources that were least frequently ranked as being first, second, or third most influential were recruiting displays (21.0%) and CAF recruitment brochures (18.8%).

In terms of the reasons that influenced respondents’ interest in joining the CAF, the reasons most frequently selected by respondents included personal growth (68.3%), new experiences and an exciting life (67.6%), to serve their country (67.2%), and the opportunity to make a difference (64.3%). Among the least frequently selected reasons were the encouragement or influence of a friend or family (19.3%), to move away from home (16.6%), family tradition (11.7%), and lack of other employment options (10.6%).

When asked to rate the influence that each benefit had on their interest in joining the CAF, the benefits that respondents most frequently rated as having a *strong* or *very strong influence* were continued education and training in their career field (56.1%), pension and retirement benefits (45.6%), and health and dental care plans (44.2%). The benefits that were most often rated as having *little* or *no influence* included childcare (60.1%), maternity and parental leave benefits (58.1%), and paid leave (42.1%).

Regarding career preferences, over three-quarters of respondents (76.6%) were interested in full-time employment in the Regular Force. Approximately half of respondents were interested in the officer employment stream (46.0%). The majority of respondents were interested in joining the Canadian Army (56.0%). Finally, most respondents (78.7%) were interested in a long-term career with the CAF.

4.3.2 Group Comparisons

For respondents seriously considering joining the CAF, the present report includes comparisons of the sources through which the CAF recruitment website was found, the primary influences on their interest in joining the CAF, their reasons for pursuing a CAF career, the influence of benefits, and their career preferences by first official language, age, gender, visible minority status, and Indigenous person status.

4.3.2.1 First Official Language

Both English and French speakers most commonly found out about the CAF recruitment website via an online search tool. However, French speakers were more likely than English speakers to have discovered



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the recruitment website through Facebook, and English speakers were more likely than French speakers to have found the CAF recruitment website through “other” unlisted social media sources.

When asked about the primary sources of influence on their interest in joining the CAF, English and French speakers most frequently identified family and relatives as the primary source of influence. English speakers were slightly more likely than French speakers to identify family and relatives, online job postings, teachers and advisors, and media coverage as primary sources of influence. French speakers were slightly more likely than English speakers to identify the CAF recruitment website as the primary source of influence.

In terms of influential reasons for joining the CAF, English speakers most frequently selected personal growth, whereas French speakers most frequently endorsed new experiences and an exciting life as influential reasons. English speakers were slightly more likely than French speakers to select personal growth, to serve their country, the opportunity to make a difference, career opportunities, education opportunities, the encouragement of friends or family, to move away from home, for family tradition, and lack of other employment options. French speakers were slightly more likely than English speakers to indicate new experiences and an exciting life, to provide peacekeeping or humanitarian aid, and challenging work as influential reasons.

When asked to rate how influential each benefit was towards their decision to join the CAF, English and French speakers most frequently rated continued education and training in their career field and pension and retirement benefits as strongly influential benefits. English speakers were slightly more likely than French speakers to rate college and university studies that are paid for by the CAF, childcare, and maternity and parental leave benefits as strongly influential benefits.

Differences in CAF career preferences (i.e., interest in employment stream, environment, type of career) by first official language were slight.

4.3.2.2 Age

Regarding discovering the CAF recruitment website, respondents of all ages most frequently found the website via an online search tool. In terms of group differences, those aged 16-21 were more likely than older respondents to have found out about the website through a CAF recruiter, someone other than a recruiter, or YouTube. Furthermore, respondents aged 22-38 and 39-57 were generally more likely than respondents in other age groups to name “other” unlisted sources, and those aged 22-38 were more likely than respondents of other ages to have found the recruitment site via Facebook. Generally, older respondents were more likely to have discovered the website via LinkedIn or a link on another website.

When asked about the primary influence on their interest in joining the CAF, respondents aged 16-21, 22-38, and 39-57 most frequently identified family and relatives as the primary source of influence. In contrast, those aged 58 and over most frequently selected friends as the most influential source. Those aged 39-57 were generally less likely to indicate friends as influential compared to respondents in other age groups. However, they were slightly more likely than younger respondents to identify online job



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postings as a primary influence. Generally, younger respondents were more likely to indicate teachers or advisors and CAF recruiters as primary sources of influence. Additionally, those aged 16-21 and 22-38 tended to be slightly more likely than older respondents to identify CAF social media sites and forums, CAF advertising, media coverage, and recruiting displays as primary influences. Finally, those ages 16-21 tended to be less likely than older respondents to be influenced by the CAF recruitment website.

In terms of influential reasons for joining the CAF, respondents aged 16-21 and 39-57 most frequently selected serving their country as an influential reason. Those aged 22-38 most frequently selected personal growth, and those aged 58 and over most frequently endorsed challenging work. In comparing the age groups (and focusing on the most meaningful differences), younger respondents tended to be more likely than older respondents to endorse the following reasons as influential: to serve their country, new experiences and an exciting life, to stay fit and have an active lifestyle, for adventure, to gain discipline, education opportunities, to have pride in their job, to defend Canada, for the travel, to live in different places, and to move away from home.

When asked to rate how influential each benefit was towards their decision to join the CAF, those aged 16-21, 22-38, 39-57, and 58 and over most frequently rated continued education and training in their career field as a strongly influential benefit. In comparing the age groups, the pattern of differences in the following response options were such that those aged 16-21 were slightly less likely than those aged 22-38 and 39-57 to rate them as strongly influential: continued education and training in their career field, pension and retirement benefits, health and dental care, and second language training.

Conversely, those aged 16-21 were slightly more likely to rate college and university studies paid for by the CAF as strongly influential, compared to those aged 22-38 and 39-57. Furthermore, the pattern of differences in the following response options were such that those aged 22-38 were slightly more likely than those aged 16-21 and 39-57 to rate them as strongly influential: maternity and parental leave benefits, and childcare. Similarly, those aged 22-38 were slightly more likely than those aged 16-21 to rate regular pay raises and paid leave as strongly influential. Finally, those aged 39-57 were slightly less likely to rate access to recreation as an influential benefit, compared to younger respondents.

In terms of notable differences in CAF career preferences, those 58 and over were more likely than younger respondents to be interested in a short-term career. Those aged 22-38 and 39-57 were more likely than those aged 16-21 and 58 and over to be interested in a long-term career. Those aged 16-21 were more likely than those aged 22-38 and 39-57 to be uncertain about whether they were interested in a short- or long-term career.

4.3.2.3 Gender

Regarding discovering the CAF recruitment website, both females and males most commonly found out about the website via an online search tool. However, male respondents were more likely than females to have discovered the recruitment website through an online search tool and YouTube. Females were more likely than males to have heard about the website through someone other than a recruiter and through other social media.

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When asked about the primary influence on their interest in joining the CAF, both female and male respondents most frequently identified family and relatives as the primary source of influence. Male respondents were slightly more likely than females to identify the CAF recruitment website, CAF recruiters, CAF advertising, recruiting events, media coverage, CAF recruitment brochures, and recruiting displays as primary sources of influence.

In terms of influential reasons for joining the CAF, female respondents most frequently selected personal growth as an influential reason for joining. In comparison, male respondents most frequently indicated serving their country. Female respondents were slightly more likely than males to select personal growth, the opportunity to make a difference, to have pride in their job, career opportunities, to provide peacekeeping and humanitarian aid, challenging work, education opportunities, job security, the encouragement or influence of friends or family, and to live in different places. Males were slightly more likely than female respondents to indicate serving their country, to gain discipline, for the camaraderie, to move away from home, and for family tradition. Males were also moderately more likely than females to select to defend Canada or warfighting as an influential reason.

When asked to rate how influential each benefit was towards their decision to join the CAF, both female and male respondents most frequently rated continued education and training in their career field as a strongly influential benefit. When comparing responses by gender, a trend emerged such that female respondents were slightly more likely to indicate that each listed benefit was strongly influential. The only response options for which this was not the case were access to recreation and childcare.

In terms of notable differences in CAF career preferences, males were more likely than females to be interested in joining the Canadian Army, and female respondents were more likely to be uncertain about which environment they were interested in, compared to males.

4.3.2.4 Visible Minority Status

Regarding discovering the CAF recruitment website, both visible minorities and Caucasians most commonly found out about the CAF recruitment website via an online search tool. Caucasian respondents were more likely than visible minorities to have discovered the recruitment website through someone other than a recruiter and through a CAF recruiter. In comparison, visible minorities were more likely than Caucasians to have found out about the website through a link on another website, recruiting events, YouTube, and Twitter.

When asked about the primary influence on their interest in joining the CAF, both visible minority and Caucasian respondents most frequently identified family and relatives as the primary source of influence. Caucasian respondents were slightly more likely than visible minorities to identify family and relatives as the primary influence, whereas visible minorities were slightly more likely to identify online job postings and the CAF recruitment website as primary sources of influence.

In terms of influential reasons for joining the CAF, both visible minority and Caucasian respondents most frequently selected personal growth as an influential reason for joining. Caucasian respondents were



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slightly more likely than visible minorities to select personal growth, new experiences and an exciting life, serving their country, having pride in their job, to defend Canada, to stay fit or have an active lifestyle, for challenging work, for adventure, to learn a trade or profession, for the camaraderie or friendship, job security, the travel, to move away from home, and family tradition.

When asked to rate how influential each benefit was towards their decision to join the CAF, both visible minorities and Caucasian respondents most frequently rated continued education and training in their career field as a strongly influential benefit. Comparing the proportion of responses in each category by visible minority status, statistically significant differences emerged for nearly every response option, such that visible minority respondents were more likely to indicate that each benefit was strongly influential. Focusing on the most notable differences, visible minorities were more likely than Caucasian respondents to rate college or university studies that are paid for by the CAF, second language training, childcare, and maternity and parental benefits as strongly influential. The only response option by which the groups did not statistically differ was pension and retirement benefits.

Visible minorities and Caucasian respondents differed meaningfully on several CAF career preferences. Visible minorities were more likely than Caucasians to be interested in the officer stream, whereas Caucasians were more frequently interested in the non-commissioned member stream than visible minorities. Caucasians were also more likely to be uncertain about which employment stream they were most interested in, compared to visible minorities. In addition, Caucasians were more often interested in joining the Canadian Army compared with visible minorities, and visible minorities were more interested in joining the Royal Canadian Air Force compared to Caucasian respondents.

4.3.2.5 Indigenous Person Status

Regarding discovering the CAF recruitment website, both Indigenous and non-Indigenous respondents most commonly found out about the CAF recruitment website via an online search tool. Indigenous respondents were more likely than non-Indigenous respondents to have heard about the website from a CAF recruiter and through an ad aired in movie theatres.

When asked about the primary influence on their interest in joining the CAF, both Indigenous and non-Indigenous respondents most frequently identified family and relatives as the primary source of influence. Indigenous respondents were slightly more likely than non-Indigenous respondents to identify CAF recruiters, recruiting events, and CAF advertising as primary sources of influence.

In terms of influential reasons for joining the CAF, Indigenous respondents most frequently selected new experiences and an exciting life as an influential reason for joining. In comparison, non-Indigenous respondents most frequently indicated personal growth as an influential reason. Indigenous respondents were slightly more likely than non-Indigenous respondents to select new experiences and an exciting life, serving their country, to stay fit or have an active lifestyle, to defend Canada, to gain discipline, for challenging work, for adventure, for the travel, to live in different places, moving away from home, the encouragement of friends or family, family tradition, lack of other employment options,



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and “other” unlisted reasons. Non-Indigenous respondents were slightly more likely than Indigenous respondents to indicate pay and benefits as an influential reason.

When asked to rate how influential each benefit was towards their decision to join the CAF, Indigenous and non-Indigenous respondents most frequently rated continued education and training in their career field as a strongly influential benefit. Non-Indigenous respondents were slightly more likely than Indigenous respondents to rate continued education and training in their career field, health and dental plans, pension and retirement benefits, and college and university studies that are paid for by the CAF as strongly influential.

In terms of notable differences in CAF career preferences, non-Indigenous respondents were more likely than Indigenous respondents to be interested in the officer employment stream, whereas Indigenous respondents were more interested in the NCM stream compared to non-Indigenous respondents.

4.4 Parents

4.4.1 Descriptive Results

Overall, 105 respondents of the CAF Prospect Survey indicated that they were visiting the CAF recruitment website for other reasons, and then, specified that they were parents searching for information on CAF careers for their children who were interested or enrolled in the CAF. More than half of respondents were female (59.3%) and most of the respondents were between 39 and 57 years of age (88.8%). A small percentage of respondents identified themselves as Indigenous persons (6.6%) and visible minorities (18.9%). Most respondents indicated that their first official language is English (82.5%) and a slightly smaller proportion indicated that English was the language they most often speak at home (75.3%). Over half of respondents had relatives (52.7%) or friends and acquaintances (56.0%) with previous or current military experience. Most respondents were exclusively working full- or part-time (75.6%), whereas a minority were unemployed (11.1%), unemployed students (7.8%), or students working full- or part-time (5.5%). Approximately one-third of the respondents (34.2%) reported that their highest level of education was high school (including GED).

Parents most frequently discovered the CAF recruitment website through an online search tool (e.g., Google, Bing, Yahoo; 44.8%), followed by “other” unlisted sources (24.8%), and through someone other than a recruiter (7.6%).

When asked to rate the attractiveness of a career with the CAF, most respondents rated a career with the CAF as either *appealing* (45.7%) or *very appealing* (40.0%). Of the remaining respondents, a small number rated a CAF career as *slightly appealing* (10.5%) or *not at all appealing* (3.8%).

Respondents who indicated that a career with the CAF was either *slightly* or *not at all appealing* were asked about strategies that would make the CAF a more attractive career option. The strategy most frequently selected by respondents was more educational opportunities (46.7%), followed by easier transfer of military training and experience to a civilian career (40.0%). Among the least frequently



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endorsed strategies were better care of veterans and soldiers (13.3%), ability to live in one place for longer (13.3%), and “other” unlisted strategies (13.3%).

Respondents who indicated that a career with the CAF was either *appealing* or *very appealing* were asked about the factors that make the CAF an attractive career option. The option most frequently selected by respondents was the opportunity to serve their country (69.4%), followed by free job training while on full-time salary (67.1%), free university education (62.4%), and job security (57.6%). Among the least frequently endorsed factors were positive work environment (31.8%), the CAF is prestigious (28.2%), work-life balance (23.5%), and “other” unlisted factors (5.9%).

4.4.2 Group Comparisons

For parents seeking information for their children, the present report includes comparisons of the sources through which the CAF recruitment website was found, the attractiveness of a CAF job, and the perceived advantages of a CAF career by first official language, gender, visible minority status, and Indigenous person status

Due to the relatively small sample size for parents, careful interpretation of group comparison results is warranted. A significance test based on a small sample has little chance of being statistically significant even if there is a true difference in proportions.

4.4.2.1 First Official Language

Regarding how respondents first found out about the CAF recruitment website, both English and French speakers most commonly found out about the CAF recruitment website via an online search tool. No statistically significant differences emerged when comparing responses by first official language, likely due to small sample size.

Most English (83.8%) and French speakers (94.1%) rated a career in the CAF as *appealing* or *very appealing*. Average ratings of attractiveness did not statistically differ by first official language, likely due to small sample size.

Regarding the factors that make the CAF an attractive career option, English speakers most frequently selected the opportunity to serve their country as a perceived advantage of a CAF career. In comparison, French speakers most frequently endorsed free job training. English speakers were more likely than French speakers to indicate the CAF is prestigious.

4.4.2.2 Gender

Regarding discovering the CAF recruitment website, both female and male respondents most commonly found out about the CAF recruitment website via an online search tool. Females were more likely than males to have found out about the recruitment website from someone other than a recruiter.

Most females (88.9%) and males (86.1%) rated a career in the CAF as *appealing* or *very appealing*. Average ratings of attractiveness did not statistically differ by gender.

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In terms of the factors that make the CAF an attractive career option, females most frequently selected free job training, whereas males most frequently endorsed the opportunity to serve their country. In comparison, females were more likely than males to select free job training as a perceived advantage.

4.4.2.3 Visible Minority Status

Regarding discovering the CAF recruitment website, both visible minorities and Caucasians most commonly found out about the CAF recruitment website via an online search tool. No statistically significant differences emerged when comparing the responses by visible minority status, likely due to the small sample size.

Most visible minorities (94.1%) and Caucasians (85.3%) rated a career in the CAF as *appealing* or *very appealing*. Average ratings of attractiveness did not statistically differ by visible minority status, likely due to the small sample size.

Regarding the factors that make the CAF an attractive career option, visible minorities most frequently selected the opportunity to serve their country as a perceived advantage of a CAF career, whereas Caucasians most frequently endorsed free job training. Caucasians were more likely than visible minorities to select free job training, the benefits, job security, and the opportunity to travel as perceived advantages of a CAF career.

4.4.2.4 Indigenous Person Status

Regarding how respondents first found out about the CAF recruitment website, Indigenous respondents most commonly found out about the website via a recruiting event, whereas non-Indigenous respondents most commonly found out via an online search tool. No statistically significant differences emerged when comparing the responses by Indigenous person status, likely due to the very small number of Indigenous respondents.

Two-thirds of Indigenous respondents (66.7%) and most non-Indigenous respondents (89.2%) rated a career in the CAF as *appealing* or *very appealing*.³⁴ Average ratings of attractiveness did not statistically differ by Indigenous person status, likely due to the very small number of Indigenous persons.

Regarding the factors that make the CAF an attractive career option, both Indigenous and non-Indigenous respondents most frequently selected the opportunity to serve their country as a perceived advantage of a CAF career. The proportion of responses in each category did not differ by Indigenous person status, likely due to the very small number of Indigenous persons.

³⁴ For small sample size such as for parents who identified as an Indigenous Person ($n = 6$), percentages can be misleading since small differences in overall frequencies can result in large differences in percentages.

Conclusion

This report presented the results of the first analyses of the CAF Prospect Survey, based on data collected between November 2017 and February 2018. The main strength of this research consisted of collecting data from different groups of individuals who are visiting the CAF recruitment website, including those who were curious about a CAF career, interested in a CAF career but undecided about joining, seriously considering joining the CAF, and parents seeking information for their children. The findings also uncovered notable differences in the factors attracting these individuals to careers in the CAF based on their age, gender, ethnicity, and first official language. One limitation of this research is that the CAF Prospect Survey respondents cannot be assumed to represent the general population since they were all searching for information on CAF career options, and assumedly, have at least some interest in the CAF. Hence, the presented results are most valuable to inform future marketing efforts targeting specific groups of prospective recruits, ultimately resulting in convincing these interested individuals to take the next steps toward a CAF career.

