

References

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Annex A: CAF Prospect Survey

Canadian Armed Forces Prospect Survey

The Canadian Armed Forces (CAF) invites you to take part in the Canadian Armed Forces Prospect Survey. The survey asks about your interest in a career in the CAF. It also asks about what inspired you to visit the Canada.ca/forces-jobs website and how you view different aspects of a potential military career.

The results of the survey will be used to improve our marketing. It will also collect non-identifiable data on what type of person is interested in the CAF. The survey is for research purposes ONLY and is NOT related to the application process.

The survey will take approximately 5 minutes to complete.

The survey is voluntary and **ANONYMOUS**.

Your name is not required and in no way can your answers be linked back to you.

- All information you provide in the survey will be kept strictly **CONFIDENTIAL** on secure Canadian servers.
- Only grouped answers will be reported (e.g., average age of respondents).
- You may also stop taking the survey at any point. In addition, you may skip any questions that you do not wish to answer. However, the first question is required because your answer will determine what question you will see next.
- There are no expected risks for individuals participating in this study.

Access to Information: The Department of National Defence/CAF are committed to keeping personal information secure. However, under the Access to Information Act and The Privacy Act, Canadian citizens may ask for copies of research reports and data (including the database for this project) held in Federal government files. Prior to releasing such information, the Directorate of Access to Information and Privacy (DAIP) screens it to make sure that individual identities are not made known.

This survey is conducted by the Department of National Defence and the Canadian Armed Forces, and was approved by the Director General Military Personnel Research and Analysis, Social Science Research Review Board, in accordance with DAOD 5062-0 and 5062-1. The SSRB approval # is 1562/16F.

If you have any questions, comments or concerns related to the survey, you can contact the researchers at HRM.ProspectSurvey-Sondagesurlesprospects@forces.gc.ca

CAF Prospect Survey: Descriptive results

Thank you for your participation!

Do you consent to take part in this survey? You must be at least 16 years old to participate in this study.

I consent to participate in this survey and I confirm that I am 16 years of age or older.

I do not consent.

[respondents are redirected out of the survey].

1. Why are you visiting the Canadian Armed Forces recruitment website? *Choose the best answer.*

- I am visiting the website out of curiosity (only answer Q2-3, 3a or 3b, 13-21)
- I am thinking about joining the Canadian Armed Forces but I am still not sure if I want to join (answer only Q2, Q4-5; 13-21)
- I am seriously thinking about joining the Canadian Armed Forces and am gathering information (answer only Q2, Q6-21)
- I am preparing to apply to join the Canadian Armed Forces (answer only Q2, Q6-21)
- I have submitted an application to join the Canadian Armed Forces (answer only Q2, Q6-21)
- Other (please specify): _____ (only answer Q2-3, 3a or 3b, 13-21)

2. How did you first find out about the Canadian Armed Forces recruitment website? *Choose one.*

- An online search tool (e.g., Google, Bing, Yahoo)
- News story or article (e.g., newspaper, radio, television)
- A link on another website (please specify): _____
- An ad aired in movie theatres
- Canadian Armed Forces publication (e.g., pamphlet, brochure)
- Recruiting event or recruiting event advertisement
- A Canadian Armed Forces recruiter told me about this website
- Someone (other than a recruiter) told me about this website
- Twitter
- YouTube
- LinkedIn
- Facebook
- Other social media (please specify): _____
- Other (please specify): _____
- Don't remember



CAF Prospect Survey: Descriptive results

3. How appealing is a career with the Canadian Armed Forces?

- Not at all appealing
- Slightly appealing
- Appealing
- Very appealing

BRANCHING –If “not at all appealing or slightly appealing”, ask:

3a. What would make the Canadian Armed Forces a more attractive career option? *Check all that apply.*

- Higher pay
- Better benefits package (e.g., healthcare, pension)
- More educational opportunities
- More personal freedom
- More flexible terms of service (contracts)
- Better care of veterans and soldiers
- Option not to work in a combat role
- Better work-life balance
- Easier transfer of military education, training and experience to a civilian career
- More positive work environment
- More ethnic diversity
- Ability to live in one place for longer (less moving)
- Other (please specify): _____

BRANCHING –If “appealing or very appealing”, ask:

3b. What makes the Canadian Armed Forces (CAF) an attractive career option? *Check all that apply.*

- Job security
- Pay
- The opportunity to serve my country
- The opportunity to travel
- The positive work environment
- The benefits, such as health care and a pension
- The flexibility to change careers
- Free university education, while on full-time salary
- Free job training, while on full-time salary
- The CAF is respected
- The CAF is prestigious (high status)
- Intellectually challenging jobs
- Physically challenging jobs



CAF Prospect Survey: Descriptive results

- Competitive jobs (not something that anyone can do)
- Work-life balance
- Opportunity for promotion and advancement
- Other (please specify): _____
- Don't know/Not sure

4. What factors are drawing you to the Canadian Armed Forces (CAF)? *Check all that apply.*

- Job security
- Pay
- The opportunity to serve my country
- The opportunity to travel
- The positive work environment
- The benefits, such as health care and a pension
- The flexibility to change careers
- Free university education, while on full-time salary
- Free job training, while on full-time salary
- The CAF is respected
- The CAF is prestigious (high status)
- Intellectually challenging work
- Physically challenging work
- Competitive jobs (not something that anyone can do)
- Work-life balance
- Opportunity for promotion and advancement
- Other (please specify): _____
- Don't know/Not sure

5. What would discourage you from joining the Canadian Armed Forces?
Check all that apply.

- I do not like the military
- I doubt that I meet the requirements
- Better career opportunities outside the Canadian Armed Forces
- It is too dangerous/Too much risk involved
- I do not want to be sent on missions outside of Canada
- It is not a meaningful job
- Potential mental health consequences of combat service
- Lack of information
- Does not match my career goals
- Conflicts with my personal beliefs
- Loss of personal freedom/control
- My family would not support my joining the Canadian Armed Forces
- Long-term commitment (length of service in the Regular Forces)



CAF Prospect Survey: Descriptive results

- Length of the recruitment process
- Other (please specify): _____

6. Please indicate which sources had the greatest influence on your interest in joining the Canadian Armed Forces (CAF). *You can select up to three sources in order of importance. Please “drag and drop” your choices into the corresponding boxes.*

- Family and/or relatives
- Friends
- Teachers and/or advisors
- CAF Recruiter(s)
- CAF recruitment website
- Online job postings (e.g., Monster, Indeed, Career builder)
- Recruiting events (e.g., job fair, school, mall, ship)
- CAF advertising (e.g., movie theatres, TV, radio, newspapers, magazines)
- Media coverage (i.e., news about the CAF)
- CAF recruitment brochures
- Recruiting displays (e.g., exhibits, air shows)
- CAF social media sites and forums (e.g., blogs, Facebook, Twitter)
- Other (please specify): _____

7. Below is a list of possible reasons why an individual might want to join the Canadian Armed Forces. Please select all reasons that influenced *[your interest in the CAF, your decision to join the CAF]*.

- For new experiences/an exciting life
- To stay fit/have an active lifestyle
- To move away from home
- Because of encouragement/influence of friend or family member
- To provide peacekeeping/humanitarian aid
- To defend Canada/warfighting
- For the opportunity to make a difference
- To gain discipline
- For family tradition
- For personal growth (e.g., self-improvement, challenge)
- For the travel
- For career opportunities
- For adventure
- To serve my country
- For the pay and benefits
- For challenging work
- To learn a trade or profession



CAF Prospect Survey: Descriptive results

- For the camaraderie/friendship
- For education opportunities
- Lack of other employment options
- For the job security
- To live in different places
- To have pride in my job
- Other (please specify): _____



CAF Prospect Survey: Descriptive results

BRANCHING: ‘Extract’ selected options and ask to identify top three.

What are your three most important reasons? Indicate them by “dragging and dropping” your choices in the corresponding boxes.

8. How much influence did the benefits listed below have on your decision to [think about joining the Canadian Armed Forces (CAF)?, /submit an application, ?] Please indicate on the scale below.

	No Influence	Little Influence	Moderate Influence	Strong Influence	Very Strong Influence
College/university studies that are paid for by the CAF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Continued education and training in your career field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Second language training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pension/retirement benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health and dental care plans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maternity and parental leave benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Childcare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to recreation (e.g., gym facilities and community centres)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paid leave (e.g., vacation, sick leave)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regular pay raises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Which type of employment are you MOST interested in?

- Full-time (Regular Force)
- Part-time (Reserve Force)
- Not sure

10. Which Canadian Armed Forces (CAF) employment stream are you MOST interested in?

- Officer [Officer candidates can either enroll with a university degree in a suitable discipline (under the Direct Entry plan) or enroll in other entry plans with the commitment to obtain a university degree]
- Non commissioned member (NCM) [The CAF minimum education requirements for most NCM occupations is less than high school that is, grade 10 in most Canadian provinces or Secondaire III in Quebec]
- Not sure



CAF Prospect Survey: Descriptive results

11. Which environment are you MOST interested in?

- Canadian Army
- Royal Canadian Navy
- Royal Canadian Air Force
- Not sure

12. What type of career are you looking for in the Canadian Armed Forces?

- Short-term career
- Long-term career
- Not sure

13. What is your age?

14. What is your first official language?

- English
- French

15. Which language do you most often speak at home?

- English
- French
- Other (please specify): _____

16. What is your highest level of education?

- Some high school
- High school graduate (including GED)
- Some college (including CEGEP)
- College graduate (including CEGEP)
- Some university
- Undergraduate degree
- Graduate degree courses
- Graduate degree

17. What is your current employment status?

- Working full-time



CAF Prospect Survey: Descriptive results

- Working part-time
- Unemployed
- Student, working full-time
- Student, working part-time
- Student

18. Do you currently belong to, or have you ever belonged to, one or more of the following organizations? *Check all that apply.*

- Cadets
- Cadet Organizations Administration and Training Service (COATS)
- Primary Reserve Force
- Regular Force
- Canadian Rangers
- Royal Canadian Mounted Police (RCMP)
- Foreign military
- None of the above

19. Do you know anyone who is either a current member of the Canadian Armed Forces or who has served in the Canadian Armed Forces in the past? *Check all that apply.*

- Relative
- Partner/spouse
- Friends and acquaintances
- None

The Canadian Armed Forces is committed to employment equity. We value diversity as a source of creativity and strength. Please complete the following question.

20. Are you:

- Male
- Female
- Prefer not to answer

21. Are you an Indigenous person, that is, First Nations, Métis or Inuk (Inuit)? First Nations (North American Indian) includes Status and Non-Status Indians.

- Yes
- No
- Prefer not to answer



CAF Prospect Survey: Descriptive results

22. Are you a member of a visible minority group? A member of a visible minority group is a person other than an Indigenous person who is non-Caucasian in race or non-white in colour.

- Yes
- No
- Prefer not to answer

23. Please use the space provided below for any comments on this survey that you wish to offer.

Annex B: Subgroup analyses

Respondents curious about a CAF career

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

Table 6: How respondents curious about a CAF career first found out about the CAF recruitment website:
 First official language analysis.

	English		French		χ^2	p value	Cramer's V
	n	Percent	n	Percent			
Information Source					107.80	.000	.22
An online search tool (e.g., Google, Bing, Yahoo)	547	30.1%	122	26.9%			
A link on another website	436	24.0%	76	16.8%			
Facebook	236	13.0%	145	32.0%			
Other	161	8.9%	25	5.5%			
Someone (other than a recruiter) told me about this website	101	5.6%	17	3.8%			
Other social media	73	4.0%	9	2.0%			
Don't remember	67	3.7%	12	2.6%			
Recruiting event or recruiting event advertisement	52	2.9%	8	1.8%			
News story or article (e.g., newspaper, radio, television)	41	2.3%	12	2.6%			
YouTube	26	1.4%	6	1.3%			
LinkedIn	26	1.4%	4	0.9%			
CAF publication (e.g., pamphlet, brochure)	22	1.2%	7	1.5%			
A CAF recruiter told me about this website	18	1.0%	7	1.5%			
Twitter	5	0.3%	0	0.0%			
An ad aired in movie theatres	4	0.2%	3	0.7%			

CAF Prospect Survey: Descriptive results

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Note. **Bold**: Significant differences at $p < 0.05$.

Table 7: How respondents curious about a CAF career first found out about the CAF recruitment website: Age analysis.

	16 - 21		22 - 38		39 - 57		58 +		χ^2	<i>p</i> value	Cramer's V
	<i>n</i>	<i>Percent</i>	<i>n</i>	<i>Percent</i>	<i>n</i>	<i>Percent</i>	<i>n</i>	<i>Percent</i>			
Information Source									308.70	.000	.21
Facebook	110	26.7%_a	243	21.8%_a	25	4.1%_b	3	2.4%_b			
An online search tool (e.g., Google, Bing, Yahoo)	109	26.5%	337	30.3%	187	30.3%	36	28.8%			
A link on another website	37	9.0%_a	224	20.1%_b	197	31.9%_c	54	43.2%_c			
Someone (other than a recruiter) told me about this website	32	7.8%_a	67	6.0%_a	14	2.3%_b	5	4.0%_{ab}			
Other social media	21	5.1%	40	3.6%	18	2.9%	3	2.4%			
Don't remember	20	4.9%	27	2.4%	27	4.4%	5	4.0%			
Other	18	4.4%_a	83	7.5%_a	74	12.0%_b	11	8.8%_{ab}			
Recruiting event or	16	3.9%	27	2.4%	16	2.6%	1	0.8%			

CAF Prospect Survey: Descriptive results

recruiting event advertisement											
YouTube	15	3.6% _a	13	1.2% _b	4	0.6% _b	0	0.0% _{ab}			
News story or article (e.g., newspaper, radio, television)	14	3.4% _{ab}	15	1.3% _b	20	3.2% _a	4	3.2% _{ab}			
CAF publication (e.g., pamphlet, brochure)	12	2.9% _a	6	0.5% _b	9	1.5% _{ab}	2	1.6% _{ab}			
A CAF recruiter told me about this website	4	1.0%	13	1.2%	8	1.3%	0	0.0%			
An ad aired in movie theatres	2	0.5%	4	0.4%	1	0.2%	0	0.0%			
LinkedIn	2	0.5%	12	1.1%	15	2.4%	1	0.8%			
Twitter	0	0.0%	3	0.3%	2	0.3%	0	0.0%			

Note. Subscript letters that differ denote significant differences at $p < 0.05$.

Table 8: How respondents curious about a CAF career first found out about the CAF recruitment website: Gender analysis.

	Females		Male		χ^2	<i>p</i> value	Cramer's V
	<i>n</i>	Percent	<i>n</i>	Percent			
Information Source					36.51	.001	.13
An online search tool (e.g., Google, Bing, Yahoo)	268	28.0%	395	30.6%			
A link on another website	227	23.7%	284	22.0%			
Facebook	151	15.8%	227	17.6%			

CAF Prospect Survey: Descriptive results

Other	93	9.7%	89	6.9%			
Someone (other than a recruiter) told me about this website	64	6.7%	52	4.0%			
Other social media	39	4.1%	42	3.3%			
Recruiting event or recruiting event advertisement	32	3.3%	28	2.2%			
Don't remember	21	2.2%	56	4.3%			
News story or article (e.g., newspaper, radio, television)	16	1.7%	36	2.8%			
LinkedIn	14	1.5%	16	1.2%			
CAF publication (e.g., pamphlet, brochure)	12	1.3%	17	1.3%			
YouTube	9	0.9%	23	1.8%			
A CAF recruiter told me about this website	7	0.7%	17	1.3%			
An ad aired in movie theatres	2	0.2%	5	0.4%			
Twitter	1	0.1%	4	0.3%			

Note. **Bold:** Significant differences at $p < 0.05$.

Table 9: How respondents curious about a CAF career first found out about the CAF recruitment website: Visible minority analysis.

	Visible Minorities		Caucasians		χ^2	<i>p</i> value	Cramer's V
	<i>n</i>	Percent	<i>n</i>	Percent			
Information Source					14.65	.402	.08
An online search tool (e.g., Google, Bing, Yahoo)	122	31.5%	511	28.8%			
A link on another website	73	18.9%	422	23.7%			
Facebook	71	18.3%	294	16.5%			
Other	29	7.5%	146	8.2%			

CAF Prospect Survey: Descriptive results

Other social media	18	4.7%	62	3.5%			
Someone (other than a recruiter) told me about this website	17	4.4%	96	5.4%			
Recruiting event or recruiting event advertisement	13	3.4%	43	2.4%			
LinkedIn	8	2.1%	22	1.2%			
Don't remember	8	2.1%	66	3.7%			
News story or article (e.g., newspaper, radio, television)	7	1.8%	45	2.5%			
CAF publication (e.g., pamphlet, brochure)	7	1.8%	20	1.1%			
YouTube	7	1.8%	24	1.4%			
A CAF recruiter told me about this website	5	1.3%	18	1.0%			
An ad aired in movie theatres	1	0.3%	5	0.3%			
Twitter	1	0.3%	3	0.2%			

Note. **Bold:** Significant differences at $p < 0.05$.

Table 10: How respondents curious about a CAF career first found out about the CAF recruitment website: Indigenous person analysis.

Information Source	Indigenous		Non-Indigenous		χ^2	<i>p</i> value	Cramer's V
	<i>n</i>	Percent	<i>n</i>	Percent			
					22.25	.074	.10
An online search tool (e.g., Google, Bing, Yahoo)	37	28.7%	597	29.2%			
A link on another website	22	17.1%	477	23.3%			
Facebook	21	16.3%	343	16.8%			
Other	17	13.2%	163	8.0%			

CAF Prospect Survey: Descriptive results

Recruiting event or recruiting event advertisement	8	6.2%	49	2.4%			
Someone (other than a recruiter) told me about this website	8	6.2%	108	5.3%			
Other social media	5	3.9%	74	3.6%			
News story or article (e.g., newspaper, radio, television)	4	3.1%	46	2.3%			
CAF publication (e.g., pamphlet, brochure)	3	2.3%	24	1.2%			
LinkedIn	3	2.3%	27	1.3%			
Don't remember	1	0.8%	71	3.5%			
An ad aired in movie theatres	0	0.0%	6	0.3%			
A CAF recruiter told me about this website	0	0.0%	23	1.1%			
Twitter	0	0.0%	5	0.2%			
YouTube	0	0.0%	30	1.5%			

Note. **Bold**: Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Attractiveness of a CAF Career

Table 11: Mean appeal of a career with the CAF for respondents curious about a CAF career: First official language analysis.

	English			French			Cohen's <i>d</i>
	<i>n</i>	<i>Mean</i>	<i>SD</i>	<i>n</i>	<i>Mean</i>	<i>SD</i>	
How appealing is a career with the CAF?	1,806	2.6	0.8	453	2.9	0.8	0.35

Notes. Mean appeal scores on a scale from 1 to 4, where 1 = *Not at all appealing*; 2 = *Slightly appealing*; 3 = *Appealing*; 4 = *Very appealing*. **Bold:** Significant mean differences at $p < 0.05$.

Table 12: Mean appeal of a career with the CAF for respondents curious about a CAF career: Age analysis.

	16 - 21			22 - 38			39 - 57			58 +			<i>R</i> ²
	<i>n</i>	<i>Mean</i>	<i>SD</i>	<i>n</i>	<i>Mean</i>	<i>SD</i>	<i>n</i>	<i>Mean</i>	<i>SD</i>	<i>n</i>	<i>Mean</i>	<i>SD</i>	
How appealing is a career with the CAF?	410	2.6	0.8	1112	2.6	0.8	613	2.7	0.8	124	2.7	1.0	0.00

Notes. Mean appeal scores on a scale from 1 to 4, where 1 = *Not at all appealing*; 2 = *Slightly appealing*; 3 = *Appealing*; 4 = *Very appealing*. **Bold:** Significant mean differences at $p < 0.05$.

Table 13: Mean appeal of a career with the CAF for respondents curious about a CAF career: Gender analysis.

	Females			Males			Cohen's <i>d</i>
	<i>n</i>	<i>Mean</i>	<i>SD</i>	<i>n</i>	<i>Mean</i>	<i>SD</i>	
How appealing is a career with the CAF?	954	2.6	0.8	1,284	2.7	0.8	0.23

Notes. Mean appeal scores on a scale from 1 to 4, where 1 = *Not at all appealing*; 2 = *Slightly appealing*; 3 = *Appealing*; 4 = *Very appealing*. **Bold:** Significant mean differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Table 14: Mean appeal of a career with the CAF for respondents curious about a CAF career: Visible minority analysis.

	Visible Minorities			Caucasians			Cohen's <i>d</i>
	<i>n</i>	<i>Mean</i>	<i>SD</i>	<i>n</i>	<i>Mean</i>	<i>SD</i>	
How appealing is a career with the CAF?	385	2.8	0.8	1,771	2.6	0.8	0.17

Notes. Mean appeal scores on a scale from 1 to 4, where 1 = *Not at all appealing*; 2 = *Slightly appealing*; 3 = *Appealing*; 4 = *Very appealing*. **Bold:** Significant mean differences at $p < 0.05$.

Table 15: Mean appeal of a career with the CAF for respondents curious about a CAF career: Indigenous person status analysis.

	Indigenous			Non-Indigenous			Cohen's <i>d</i>
	<i>n</i>	<i>Mean</i>	<i>SD</i>	<i>n</i>	<i>Mean</i>	<i>SD</i>	
How appealing is a career with the CAF?	129	2.6	0.9	2,035	2.7	0.8	0.05

Notes. Mean appeal scores on a scale from 1 to 4, where 1 = *Not at all appealing*; 2 = *Slightly appealing*; 3 = *Appealing*; 4 = *Very appealing*. **Bold:** Significant mean differences at $p < 0.05$.

Recommended strategies to increase the attractiveness of a CAF career

Table 16: Recommended strategies for increasing the attractiveness of a CAF career for respondents curious about a CAF career: First official language analysis.

Recommended Strategies	English		French		χ^2	<i>p</i> value	Cramer's <i>V</i>
	<i>n</i>	<i>Percent</i>	<i>n</i>	<i>Percent</i>			
Higher pay	413	47.3%	41	30.6%	13.10	.000	.11
Better benefits package (e.g., healthcare, pension)	357	40.9%	35	26.1%	10.67	.001	.10
Option not to work in a combat role	353	40.4%	63	47.0%	2.07	.150	.05
Ability to live in one place for longer (less moving)	343	39.3%	40	29.9%	4.39	.036	.07
Better work-life balance	310	35.5%	41	30.6%	1.24	.266	.04
More educational opportunities	306	35.1%	40	29.9%	1.39	.238	.04
Better care of veterans and soldiers	297	34.0%	25	18.7%	12.61	.000	.11
More personal freedom	273	31.3%	34	25.4%	1.91	.167	.04
More flexible terms of service	262	30.0%	36	26.9%	0.55	.458	.02

CAF Prospect Survey: Descriptive results

(contracts)							
Easier transfer of military education, training and experience to a civilian career	258	29.6%	32	23.9%	1.82	.177	.04
More positive work environment	211	24.2%	29	21.6%	0.41	.523	.02
More ethnic diversity	93	10.7%	14	10.4%	0.01	.943	.00
Other	60	6.9%	14	10.4%	2.18	.047	.14

Note. **Bold:** Significant differences at $p < 0.05$.

Table 17: Recommended strategies for increasing the attractiveness of a CAF career for respondents curious about a CAF career: Age analysis.

Recommended Strategies	16 - 21		22 - 38		39 - 57		58 +		χ^2	<i>p</i> value	Cramer's V
	<i>n</i>	Percent	<i>n</i>	Percent	<i>n</i>	Percent	<i>n</i>	Percent			
Option not to work in a combat role	80	44.0%	216	40.6%	105	42.0%	15	34.9%	1.42	.701	.04
Higher pay	77	42.3%	250	47.0%	111	44.4%	16	37.2%	2.47	.480	.05
More educational opportunities	70	38.5%	191	35.9%	74	29.6%	11	25.6%	5.90	.117	.08
Ability to live in one place for longer (less moving)	69	37.9%	213	40.0%	89	35.6%	12	27.9%	3.41	.333	.06
Easier transfer of military education, training and experience to a civilian career	68	37.4%_a	152	28.6%_{ab}	60	24.0%_b	10	23.3%_{ab}	9.98	.019	.10
Better benefits package (e.g., healthcare, pension)	65	35.7%	216	40.6%	96	38.4%	15	34.9%	1.74	.628	.04
More personal	59	32.4%_{ab}	184	34.6%_b	57	22.8%_a	7	16.3%_{ab}	15.61	.001	.12



CAF Prospect Survey: Descriptive results

freedom												
More flexible terms of service (contracts)	59	32.4%	156	29.3%	72	28.8%	11	25.6%	1.12	.772	.03	
Better care of veterans and soldiers	59	32.4%	164	30.8%	80	32.0%	19	44.2%	3.29	.350	.06	
Better work-life balance	55	30.2%	19	36.1%	94	37.6%	10	23.3%	5.46	.141	.07	
More positive work environment ¹	38	20.9%	146	27.4%	52	20.8%	4	9.3%	10.96	.012	.10	
More ethnic diversity	24	13.2%	57	10.7%	22	8.8%	4	9.3%	2.22	.528	.05	
Other	8	4.4% _a	34	6.4% _a	23	9.2% _{ab}	9	20.9% _b	15.96	.001	.13	

Note. Subscript letters that differ denote significant differences at $p < 0.05$.

¹For this response option, post hoc tests did not detect group differences, despite statistically significant chi-square.

Table 18: Recommended strategies for increasing the attractiveness of a CAF career for respondents curious about a CAF career: Gender analysis.

Recommended Strategies	Female		Male		χ^2	p value	Cramer's V
	n	Percent	n	Percent			
Option not to work in a combat role	263	54.6%	150	29.3%	65.27	.000	.26
Ability to live in one place for longer (less moving)	207	42.9%	169	33.0%	10.43	.001	.10
Higher pay	197	40.9%	250	48.8%	6.35	.012	.08
Better work-life balance	186	38.6%	158	30.9%	6.56	.010	.08
Better benefits package (e.g., healthcare, pension)	185	38.4%	202	39.5%	0.12	.729	.01
More educational opportunities	171	35.5%	172	33.6%	0.39	.532	.02
More personal freedom	154	32.0%	150	29.3%	0.82	.364	.03
More flexible terms of service (contracts)	150	31.1%	143	27.9%	1.22	.270	.04
Better care of veterans and soldiers	140	29.0%	178	34.8%	3.73	.053	.06

CAF Prospect Survey: Descriptive results

Easier transfer of military education, training and experience to a civilian career	132	27.4%	150	29.3%	0.45	.504	.02
More positive work environment	129	26.8%	105	20.5%	5.40	.020	.07
More ethnic diversity	55	11.4%	48	9.4%	1.11	.293	.03
Other	29	6.0%	41	8.0%	1.50	.220	.04

Note. **Bold:** Significant differences at $p < 0.05$.

Table 19: Recommended strategies for increasing the attractiveness of a CAF career for respondents curious about a CAF career: Visible minority analysis.

Recommended Strategies	Visible Minorities		Caucasians		χ^2	p value	Cramer's V
	n	Percent	n	Percent			
Higher pay	68	46.3%	362	44.4%	0.18	.670	.01
Better work-life balance	63	42.9%	268	32.8%	5.53	.019	.08
Better benefits package (e.g., healthcare, pension)	60	40.8%	311	38.1%	0.38	.535	.02
More educational opportunities	59	40.1%	275	33.7%	2.28	.131	.05
Option not to work in a combat role	58	39.5%	348	42.6%	0.52	.471	.02
Ability to live in one place for longer (less moving)	50	34.0%	313	38.4%	1.00	.317	.03
More personal freedom	48	32.7%	247	30.3%	0.33	.564	.02
Easier transfer of military education, training and experience to a civilian career	44	29.9%	233	28.6%	0.12	.734	.01
More ethnic diversity	43	29.3%	58	7.1%	65.06	.000	.26
More flexible terms of service (contracts)	42	28.6%	245	30.0%	0.13	.723	.01
More positive work environment	42	28.6%	182	22.3%	2.74	.098	.05
Better care of veterans and soldiers	38	25.9%	269	33.0%	2.90	.088	.06
Other	7	4.8%	61	7.5%	1.40	.237	.04

Note. **Bold:** Significant differences at $p < 0.05$.

Table 20: Recommended strategies for increasing the attractiveness of a CAF career for respondents

CAF Prospect Survey: Descriptive results

curious about a CAF career: Indigenous person analysis.

Recommended Strategies	Indigenous		Non-Indigenous		X ²	p value	Cramer's V
	n	Percent	n	Percent			
Higher pay	28	43.8%	406	45.0%	0.04	.851	.01
Ability to live in one place for longer (less moving)	28	43.8%	341	37.8%	0.91	.341	.03
More educational opportunities	27	42.2%	310	34.3%	1.63	.202	.04
Option not to work in a combat role	27	42.2%	383	42.4%	0.00	.972	.00
Better benefits package (e.g., healthcare, pension)	26	40.6%	352	39.0%	0.07	.795	.01
Better work-life balance	21	32.8%	315	34.9%	0.11	.737	.01
More personal freedom	20	31.3%	279	30.9%	0.00	.953	.00
More flexible terms of service (contracts)	19	29.7%	273	30.2%	0.01	.927	.00
Better care of veterans and soldiers	17	26.6%	291	32.2%	0.88	.347	.03
Easier transfer of military education, training and experience to a civilian career	17	26.6%	261	28.9%	0.16	.689	.01
More positive work environment	16	25.0%	212	23.5%	0.08	.782	.01
More ethnic diversity	6	9.4%	98	10.9%	0.14	.712	.01
Other	2	3.1%	65	7.2%	1.54	.215	.04

Note. **Bold**: Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Perceived Advantages of a CAF career

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

Perceived advantages	English		French		χ^2	p value	Cramer's V
	n	Percent	n	Percent			
Job security	559	61.2%	169	53.5%	5.73	.017	.07
The opportunity to serve my country	545	59.6%	173	54.7%	2.30	.129	.04
The benefits (e.g., healthcare and pension)	491	53.7%	150	47.5%	3.68	.055	.06
Free job training, while on full-time salary	451	49.3%	133	42.1%	4.96	.026	.06
Intellectually challenging jobs	434	47.5%	132	41.8%	3.08	.079	.05
The opportunity to travel	421	46.1%	142	44.9%	0.12	.729	.01
The CAF is respected	401	43.9%	91	28.8%	22.24	.000	.13
Free university education, while on full-time salary	395	43.2%	117	37.0%	3.70	.054	.06
Opportunity for promotion and advancement	385	42.1%	117	37.0%	2.53	.112	.05
Pay	368	40.3%	130	41.1%	0.08	.784	.01
Physically challenging jobs	365	39.9%	94	29.7%	10.42	.010	.09
The flexibility to change careers	328	35.9%	97	30.7%	2.98	.094	.05
The positive work environment	314	34.4%	112	35.4%	0.12	.726	.01
The CAF is prestigious	314	34.4%	66	20.9%	19.95	.000	.13
Competitive jobs (not something that anyone can do)	288	31.5%	70	22.2%	9.97	.002	.09
Work-life balance	288	31.5%	110	34.8%	1.17	.280	.03
Other	38	4.2%	1	0.3%	11.28	.001	.10

Note. **Bold:** Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

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

Perceived advantages	16 - 21		22 - 38		39 - 57		58 +		X ²	p value	Cramer's V
	n	Percent	n	Percent	n	Percent	n	Percent			
The opportunity to serve my country	129	58.1%	315	55.0%	226	63.7%	48	60.0%	6.91	.075	.08
The opportunity to travel	126	56.8% _a	253	44.2% _b	145	40.8% _b	39	48.8% _{ab}	15.16	.002	.11
The benefits (e.g., healthcare and pension)	112	50.5%	299	52.2%	194	54.6%	36	45.0%	2.79	.426	.05
Job security	110	49.5% _a	344	60.0% _b	225	63.4% _b	49	61.3% _{ab}	11.43	.010	.10
Free university education, while on full-time salary	110	49.5%	231	40.3%	142	40.0%	29	36.3%	7.48	.058	.08
Free job training, while on full-time salary	104	46.8%	260	45.4%	176	49.6%	44	55.0%	3.49	.322	.05
Physically challenging jobs	104	46.8% _a	224	39.1% _{ab}	111	31.3% _b	20	25.0% _b	20.13	.000	.13
Intellectually challenging jobs	100	45.0%	260	45.4%	171	48.2%	35	43.8%	1.01	.800	.03
Pay	94	42.3%	237	41.4%	135	38.0%	32	40.0%	1.40	.706	.03
The CAF is respected	94	42.3%	209	36.5%	156	43.9%	33	41.3%	5.83	.120	.07

CAF Prospect Survey: Descriptive results

The CAF is prestigious	73	32.9%	163	28.4%	123	34.6%	21	26.3%	5.17	.160	.07
Opportunity for promotion and advancement ¹	72	32.4%	244	42.6%	153	43.1%	33	41.3%	7.97	.047	.08
The flexibility to change careers	69	31.1%	209	36.5%	122	34.4%	25	31.3%	2.51	.473	.05
Competitive jobs (not something that anyone can do)	69	31.1%	169	29.5%	99	27.9%	21	26.3%	1.03	.793	.03
Work-life balance	68	30.6%	189	33.0%	125	35.2%	16	20.0%	7.31	.063	.08
The positive work environment	64	28.8%_a	196	34.2%_{ab}	142	40.0%_b	24	30.0%_{ab}	8.63	.035	.08
Other	7	3.2%	14	2.4%	12	3.4%	6	7.5%	5.92	.115	.07

Note. Subscript letters that differ denote significant differences at $p < 0.05$.

¹ For this response option, post hoc tests did not detect group differences, despite statistically significant chi-square.

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

Perceived advantages	Female		Male		χ^2	p value	Cramer's V
	n	Percent	n	Percent			
Job security	298	65.2%	426	55.6%	10.91	.001	.09
The benefits (e.g., healthcare and pension)	265	58.0%	372	48.6%	10.18	.001	.09
The opportunity to serve my country	255	55.8%	457	59.7%	1.76	.185	.04
Free job training, while on full-time salary	244	53.4%	335	43.7%	10.71	.001	.09
Intellectually challenging jobs	230	50.3%	332	43.3%	5.63	.018	.07
Free university education, while on full-time salary	219	47.9%	289	37.7%	12.25	.000	.10

CAF Prospect Survey: Descriptive results

The opportunity to travel	215	47.0%	344	44.9%	0.53	.468	.02
Pay	198	43.3%	297	38.8%	2.46	.117	.05
Work-life balance	187	40.9%	209	27.3%	24.30	.000	.14
Opportunity for promotion and advancement	187	40.9%	311	40.6%	0.01	.913	.00
The flexibility to change careers	182	39.8%	238	31.1%	9.73	.002	.09
The CAF is respected	177	38.7%	311	40.6%	0.42	.518	.02
The positive work environment	164	35.9%	260	33.9%	0.48	.490	.02
Physically challenging jobs	146	31.9%	308	40.2%	8.37	.004	.08
The CAF is prestigious	125	27.4%	253	33.0%	4.32	.038	.06
Competitive jobs (not something that anyone can do)	120	26.3%	236	30.8%	2.87	.090	.05
Other	9	2.0%	29	3.8%	3.14	.077	.05

Note. **Bold:** Significant differences at $p < 0.05$.

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

Perceived advantages	Visible Minorities		Caucasians		χ^2	p value	Cramer's V
	n	Percent	n	Percent			
The opportunity to serve my country	145	61.4%	545	58.3%	0.77	.379	.03
Job security	141	59.7%	559	59.8%	0.00	.991	.00
The benefits (e.g., healthcare and pension)	116	49.2%	499	53.4%	0.12	.733	.01
Free job training, while on full-time salary	110	46.6%	451	48.2%	0.20	.655	.01
Intellectually challenging jobs	105	44.5%	435	46.5%	0.31	.576	.02
The CAF is respected	98	41.5%	376	40.2%	0.14	.714	.01
Free university education, while on full-time salary	93	39.4%	399	42.7%	0.83	.364	.03
The positive work environment	90	38.1%	319	34.1%	1.34	.247	.03

CAF Prospect Survey: Descriptive results

The opportunity to travel	89	37.7%	454	48.6%	8.91	.003	.09
Opportunity for promotion and advancement	87	36.9%	395	42.2%	2.25	.133	.04
The CAF is prestigious	85	36.0%	282	30.2%	3.00	.083	.05
Work-life balance	83	35.2%	296	31.7%	1.06	.303	.03
The flexibility to change careers	81	34.3%	332	35.5%	0.12	.733	.01
Pay	80	33.9%	400	42.8%	6.15	.013	.07
Physically challenging jobs	74	31.4%	362	38.7%	4.37	.037	.06
Competitive jobs (not something that anyone can do)	67	28.4%	273	29.2%	0.06	.807	.01
Other	11	4.7%	27	2.9%	1.89	.170	.04

Note. **Bold:** Significant differences at $p < 0.05$.

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

Perceived advantages	Indigenous		Non-Indigenous		χ^2	p value	Cramer's V
	n	Percent	n	Percent			
Job security	37	58.7%	662	59.5%	0.02	.900	.00
The opportunity to serve my country	34	54.0%	657	59.1%	0.64	.422	.02
The benefits (e.g., healthcare and pension)	33	52.4%	587	52.8%	0.00	.950	.00
The opportunity to travel	26	41.3%	519	46.7%	0.70	.403	.02
Free university education, while on full-time salary	25	39.7%	468	42.1%	0.14	.707	.01
Free job training, while on full-time salary	25	39.7%	536	48.2%	1.73	.188	.04
Intellectually challenging jobs	25	39.7%	517	46.5%	1.11	.291	.03
Physically challenging jobs	22	34.9%	417	37.5%	0.17	.681	.01
Opportunity for promotion and advancement	22	34.9%	460	41.4%	1.02	.312	.03
Pay	21	33.3%	461	41.5%	1.63	.202	.04

CAF Prospect Survey: Descriptive results

The flexibility to change careers	21	33.3%	386	34.7%	0.05	.823	.01
The positive work environment	20	31.7%	392	35.3%	0.32	.571	.02
The CAF is respected	20	31.7%	452	40.6%	1.97	.161	.04
Work-life balance	20	31.7%	362	32.6%	0.02	.894	.00
Competitive jobs (not something that anyone can do)	16	25.4%	326	29.3%	0.44	.505	.02
The CAF is prestigious	14	22.2%	352	31.7%	2.47	.116	.05
Other	6	9.5%	32	2.9%	8.42	.004	.09

Note. **Bold:** Significant differences at $p < 0.05$.

Respondents interested in a CAF career but undecided

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

Table 26: How respondents interested but undecided about a CAF career first found out about the CAF recruitment website: First official language analysis.

	English		French		X ²	p value	Cramer's V
	n	Percent	n	Percent			
Information Source					103.60	.000	.16
An online search tool (e.g., Google, Bing, Yahoo)	1,214	37.9%	216	30.7%			
Someone (other than a recruiter) told me about this website	379	11.8%	92	13.1%			
Other	312	9.7%	73	10.4%			
Facebook	290	9.0%	142	20.2%			
A link on another website	255	8.0%	47	6.7%			
Don't remember	162	5.1%	22	3.1%			
Recruiting event or recruiting event advertisement	144	4.5%	21	3.0%			
A Canadian Armed Forces recruiter told me about this website	94	2.9%	24	3.4%			
Canadian Armed Forces publication (e.g., pamphlet, brochure)	83	2.6%	15	2.1%			
Other social media	80	2.5%	6	0.9%			

CAF Prospect Survey: Descriptive results

News story or article (e.g., newspaper, radio, television)	72	2.2%	29	4.1%			
YouTube	63	2.0%	11	1.6%			
An ad aired in movie theatres	27	0.8%	2	0.3%			
LinkedIn	26	0.8%	3	0.4%			
Twitter	4	0.1%	0	0.0%			

Note. **Bold:** Significant differences at $p < 0.05$.

Table 27: How respondents interested but undecided about a CAF career first found out about the CAF recruitment website: Age analysis.

Information Source	16 - 21		22 - 38		39 - 57		58 +		X ²	p value	Cramer's V
	n	Percent	n	Percent	n	Percent	n	Percent			
Information Source									360.65	.000	.18
An online search tool (e.g., Google, Bing, Yahoo)	521	35.7%	692	36.3%	204	39.9%	13	41.9%			
Someone (other than a recruiter) told me about this website	215	14.7%_a	223	11.7%_a	31	6.1%_b	2	6.5%_{ab}			
Facebook	154	10.6%_a	263	13.8%_b	15	2.9%_c	0	0.0%_{abc}			
Other	122	8.4%_a	185	9.7%_a	73	14.3%_b	5	16.1%_{ab}			
Don't remember	84	5.8%	85	4.5%	15	2.9%	0	0.0%			
Recruiting event or recruiting event advertisement	69	4.7%	64	3.4%	30	5.9%	2	6.5%			
A Canadian Armed Forces recruiter told me about this website	67	4.6%_a	46	2.4%_b	5	1.0%_b	0	0.0%_{ab}			
YouTube	50	3.4%_a	23	1.2%_b	1	0.2%_b	0	0.0%_{ab}			
Canadian Armed Forces	49	3.4%_a	43	2.3%_{ab}	5	1.0%_b	1	3.2%_{ab}			

CAF Prospect Survey: Descriptive results

publication (e.g., pamphlet, brochure)											
News story or article (e.g., newspaper, radio, television)	40	2.7%	48	2.5%	12	2.3%	1	3.2%			
A link on another website	37	2.5% _a	156	8.2% _b	104	20.4% _c	5	16.1% _{bc}			
Other social media	31	2.1%	47	2.5%	8	1.6%	0	0.0%			
An ad aired in movie theatres	16	1.1%	12	0.6%	1	0.2%	0	0.0%			
Twitter	2	0.1%	1	0.1%	1	0.2%	0	0.0%			
LinkedIn	2	0.1% _a	19	1.0% _b	6	1.2% _{bc}	2	6.5% _c			

Note. Subscript letters that differ denote significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Table 28: How respondents interested but undecided about a CAF career first found out about the CAF recruitment website: Gender analysis.

	Female		Male		X ²	p value	Cramer's V
	n	Percent	n	Percent			
Information Source					51.18	.000	.12
An online search tool (e.g., Google, Bing, Yahoo)	459	33.1%	960	38.5%			
Someone (other than a recruiter) told me about this website	201	14.5%	269	10.8%			
Facebook	163	11.7%	267	10.7%			
Other	157	11.3%	224	9.0%			
A link on another website	116	8.4%	185	7.4%			
Recruiting event or recruiting event advertisement	56	4.0%	108	4.3%			
Don't remember	54	3.9%	126	5.1%			
A Canadian Armed Forces recruiter told me about this website	46	3.3%	72	2.9%			
Other social media	41	3.0%	45	1.8%			
Canadian Armed Forces publication (e.g., pamphlet, brochure)	34	2.4%	62	2.5%			
News story or article (e.g., newspaper, radio, television)	28	2.0%	73	2.9%			
LinkedIn	12	0.9%	17	0.7%			
YouTube	11	0.8%	63	2.5%			
An ad aired in movie theatres	8	0.6%	21	0.8%			
Twitter	2	0.1%	2	0.1%			

Note. **Bold:** Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Table 29: How respondents interested but undecided about a CAF career first found out about the CAF recruitment website: Visible minority analysis.

	Visible Minorities		Caucasians		X ²	p value	Cramer's V
	n	Percent	n	Percent			
Information Source					33.35	.003	.09
An online search tool (e.g., Google, Bing, Yahoo)	272	35.4%	1,109	37.1%			
Facebook	85	11.1%	334	11.2%			
Someone (other than a recruiter) told me about this website	76	9.9%	380	12.7%			
A link on another website	70	9.1%	226	7.6%			
Other	67	8.7%	304	10.2%			
Recruiting event or recruiting event advertisement	51	6.6%	106	3.5%			
Don't remember	33	4.3%	140	4.7%			
Canadian Armed Forces publication (e.g., pamphlet, brochure)	26	3.4%	66	2.2%			
Other social media	24	3.1%	57	1.9%			
News story or article (e.g., newspaper, radio, television)	21	2.7%	73	2.4%			
A Canadian Armed Forces recruiter told me about this website	18	2.3%	96	3.2%			
YouTube	14	1.8%	50	1.7%			
LinkedIn	7	0.9%	21	0.7%			
An ad aired in movie theatres	4	0.5%	24	0.8%			
Twitter	0	0.0%	4	0.1%			

Note. **Bold:** Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Table 30: How respondents interested but undecided about a CAF career first found out about the CAF recruitment website: Indigenous person analysis.

	Indigenous		Non-Indigenous		X ²	p value	Cramer's V
	n	Percent	n	Percent			
Information Source					14.27	.430	.06
An online search tool (e.g., Google, Bing, Yahoo)	97	33.6%	1,297	36.9%			
Someone (other than a recruiter) told me about this website	38	13.1%	423	12.0%			
Facebook	28	9.7%	394	11.2%			
Other	27	9.3%	343	9.8%			
A link on another website	17	5.9%	279	7.9%			
Recruiting event or recruiting event advertisement	15	5.2%	141	4.0%			
Don't remember	14	4.8%	166	4.7%			
Canadian Armed Forces publication (e.g., pamphlet, brochure)	12	4.2%	82	2.3%			
A Canadian Armed Forces recruiter told me about this website	11	3.8%	107	3.0%			
News story or article (e.g., newspaper, radio, television)	10	3.5%	87	2.5%			
YouTube	10	3.5%	62	1.8%			
Other social media	7	2.4%	76	2.2%			
LinkedIn	2	0.7%	26	0.7%			
An ad aired in movie theatres	1	0.3%	27	0.8%			
Twitter	0	0.0%	4	0.1%			

Note. **Bold:** Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Perceived advantages of a CAF career

Table 31: Perceived advantages of a CAF career for respondents interested in but undecided about a CAF career: First official language analysis.

	English		French		χ^2	p value	Cramer's V
	n	Percent	n	Percent			
The opportunity to serve my country	2,084	65.0%	416	59.2%	8.56	.003	.05
Job security	1,738	54.2%	364	51.8%	1.39	.238	.02
The benefits (e.g., health care and pension)	1,608	50.2%	323	45.9%	4.12	.042	.03
The opportunity to travel	1,539	48.0%	324	46.1%	0.86	.353	.02
Intellectually challenging work	1,516	47.3%	309	44.0%	2.59	.107	.03
Free job training, while on full-time salary	1,469	45.8%	276	39.3%	10.08	.001	.05
Physically challenging work	1,462	45.6%	327	46.5%	0.19	.665	.01
The CAF is respected	1,371	42.8%	221	31.4%	30.71	.000	.09
Free university education, while on full-time salary	1,311	40.9%	269	38.3%	1.67	.196	.02
Pay	1,267	39.5%	286	40.7%	0.32	.572	.01
Opportunity for promotion and advancement	1,200	37.4%	283	40.3%	1.94	.164	.02
The flexibility to change careers	1,133	35.4%	246	35.0%	0.03	.857	.00
The positive work environment	1,056	32.9%	219	31.2%	0.85	.358	.02
Competitive jobs (not something that anyone can do)	1,048	32.7%	197	28.0%	5.81	.016	.04
Work-life balance	1,032	32.2%	223	31.7%	0.06	.806	.00
The CAF is prestigious	973	30.4%	135	19.2%	35.32	.000	.10
Other	169	5.3%	28	4.0%	2.01	.157	.02
Don't know/Not sure	86	2.7%	13	1.8%	1.62	.202	.02

Note. **Bold:** Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Table 32: Perceived advantages of a CAF career for respondents interested in but undecided about a CAF career: Age analysis.

	16 - 21		22 - 38		39 - 57		58 +		X ²	p value	Cramer's V
	n	Percent	n	Percent	n	Percent	n	Percent			
The opportunity to serve my country	1,006	69.0% _a	1,165	61.1% _b	310	60.7% _b	19	61.3% _{ab}	25.09	.000	.08
Physically challenging work	780	53.5% _a	867	45.5% _b	135	26.4% _c	7	22.6% _{bc}	118.65	.000	.17
The opportunity to travel	776	53.2% _a	891	46.7% _b	181	35.4% _c	15	48.4% _{abc}	49.23	.000	.11
The benefits (e.g., health care and pension)	689	47.2%	984	51.6%	246	48.1%	12	38.7%	8.20	.042	.05
Free university education, while on full-time salary	675	46.3% _a	753	39.5% _b	145	28.4% _c	7	22.6% _{abc}	56.26	.000	.12
Job security	648	44.4% _a	1142	59.9% _b	297	58.1% _b	15	48.4% _{ab}	84.32	.000	.15
Intellectually challenging work	636	43.6% _a	942	49.4% _b	230	45.0% _{ab}	17	54.8% _{ab}	12.65	.005	.06
The CAF is respected	630	43.2%	753	39.5%	196	38.4%	13	41.9%	6.06	.109	.04
Free job training, while on full-time salary	622	42.6% _a	907	47.6% _b	205	40.1% _a	11	35.5% _{ab}	14.25	.003	.06
Pay	556	38.1% _{ab}	811	42.5% _b	176	34.4% _a	10	32.3% _{ab}	14.52	.002	.06
The flexibility to change careers	473	32.4% _a	713	37.4% _b	183	35.8% _{ab}	10	32.3% _{ab}	9.13	.028	.05
Opportunity for promotion and advancement	452	31.0% _a	839	44.0% _b	182	35.6% _a	10	32.3% _{ab}	61.31	.000	.13
The positive work	450	30.8%	646	33.9%	167	32.7%	12	38.7%	3.99	.263	.03

CAF Prospect Survey: Descriptive results

environment											
Competitive jobs (not something that anyone can do)	450	30.8% _{ab}	649	34.0% _b	137	26.8% _a	9	29% _{ab}	10.96	.012	.05
The CAF is prestigious	427	29.3%	540	28.3%	130	25.4%	11	35.5%	3.51	.319	.03
Work-life balance	387	26.5% _a	671	35.2% _b	183	35.8% _b	14	45.2% _{ab}	34.79	.000	.09
Other	67	4.6%	102	5.3%	27	5.3%	1	3.2%	1.27	.737	.02
Don't know/Not sure	47	3.2%	41	2.1%	11	2.2%	0	0.0%	5.04	.169	.04

Note. Subscript letters that differ denote significant differences at $p < 0.05$.

Table 33: Perceived advantages of a CAF career for respondents interested in but undecided about a CAF career: Gender analysis.

	Female		Male		χ^2	p value	Cramer's V
	n	Percent	n	Percent			
The opportunity to serve my country	836	60.2%	1,648	66.1%	13.23	.000	.06
Job security	802	57.8%	1,289	51.7%	13.34	.000	.06
The benefits (e.g., health care and pension)	771	55.5%	1,152	46.2%	31.23	.000	.09
The opportunity to travel	713	51.4%	1,140	45.7%	11.47	.001	.05
Intellectually challenging work	713	51.4%	1,102	44.2%	18.48	.000	.07
Free university education, while on full-time salary	689	49.6%	884	35.4%	74.55	.000	.14
Free job training, while on full-time salary	685	49.4%	1,051	42.1%	18.75	.000	.07
Pay	605	43.6%	944	37.9%	12.24	.000	.06
Physically challenging work	569	41.0%	1,214	48.7%	21.19	.000	.07
The flexibility to change careers	552	39.8%	823	33.0%	17.87	.000	.07
The CAF is respected	527	38.0%	1,058	42.4%	7.32	.007	.04
Opportunity for promotion and advancement	525	37.8%	952	38.2%	0.05	.831	.00
Work-life balance	519	37.4%	731	29.3%	26.68	.000	.08
The positive work environment	501	36.1%	768	30.8%	11.39	.001	.05
Competitive jobs (not something that anyone can do)	430	31.0%	808	32.4%	0.83	.364	.02

CAF Prospect Survey: Descriptive results

The CAF is prestigious	326	23.5%	778	31.2%	26.03	.000	.08
Other	60	4.3%	135	5.4%	2.22	.136	.02
Don't know/Not sure	40	2.9%	58	2.3%	1.12	.290	.02

Note. **Bold:** Significant differences at $p < 0.05$.

Table 34: Perceived advantages of a CAF career for respondents interested in but undecided about a CAF career: Visible minority analysis.

	Visible Minorities		Caucasians		χ^2	p value	Cramer's V
	n	Percent	n	Percent			
The opportunity to serve my country	477	62.1%	1,942	64.9%	2.15	.143	.02
Job security	410	53.4%	1,637	54.7%	0.46	.498	.01
The opportunity to travel	366	47.7%	1,449	48.5%	0.16	.690	.01
The benefits (e.g., health care and pension)	366	47.7%	1,514	50.6%	2.17	.141	.02
Free job training, while on full-time salary	360	46.9%	1,336	44.7%	1.19	.276	.02
Intellectually challenging work	354	46.1%	1,427	47.7%	0.65	.419	.01
Free university education, while on full-time salary	349	45.4%	1,187	39.7%	8.34	.004	.05
The CAF is respected	321	41.8%	1,225	41.0%	0.17	.678	.01
Pay	308	40.1%	1,199	40.1%	0.00	.998	.00
Opportunity for promotion and advancement	305	39.7%	1,145	38.3%	0.52	.471	.01
Physically challenging work	297	38.7%	1,439	48.1%	21.98	.000	.08
The positive work environment	267	34.8%	967	32.3%	1.63	.202	.02
The flexibility to change careers	266	34.6%	1,069	35.8%	0.33	.564	.01
The CAF is prestigious	254	33.1%	823	27.5%	9.20	.002	.05
Competitive jobs (not something that anyone can do)	245	31.9%	970	32.4%	0.08	.775	.01
Work-life balance	242	31.5%	974	32.6%	0.32	.574	.01
Other	35	4.6%	151	5.1%	0.32	.574	.01
Don't know/Not sure	25	3.3%	65	2.2%	3.06	.080	.03

Note. **Bold:** Significant differences at $p < 0.05$.

Table 35: Perceived advantages of a CAF career for respondents interested in but undecided about a CAF career: Indigenous person analysis.



CAF Prospect Survey: Descriptive results

	Indigenous		Non-Indigenous		χ^2	p value	Cramer's V
	n	Percent	n	Percent			
The opportunity to serve my country	176	60.9%	2,273	64.7%	1.67	.197	.02
The opportunity to travel	140	48.4%	1,685	48.0%	0.03	.872	.00
Job security	139	48.1%	1,919	54.6%	4.56	.033	.04
Physically challenging work	126	43.6%	1,634	46.5%	0.90	.342	.02
Free job training, while on full-time salary	119	41.2%	1,587	45.2%	1.72	.190	.02
The benefits (e.g., health care and pension)	118	40.8%	1,779	50.6%	10.25	.001	.05
Intellectually challenging work	103	35.6%	1,687	48.0%	16.40	.000	.07
Pay	102	35.3%	1,415	40.3%	2.76	.097	.03
Free university education, while on full-time salary	101	34.9%	1,445	41.1%	4.22	.040	.03
The positive work environment	99	34.3%	1,147	32.6%	0.32	.574	.01
The CAF is respected	99	34.3%	1,463	41.6%	6.01	.014	.04
Work-life balance	94	32.5%	1,132	32.2%	0.01	.913	.00
Opportunity for promotion and advancement	93	32.2%	1,366	38.9%	5.06	.024	.04
The flexibility to change careers	91	31.5%	1,261	35.9%	2.25	.133	.02
Competitive jobs (not something that anyone can do)	74	25.6%	1,151	32.8%	6.25	.012	.04
The CAF is prestigious	65	22.5%	1,024	29.1%	5.78	.016	.04
Other	15	5.2%	174	5.0%	0.03	.858	.00
Don't know/Not sure	13	4.5%	80	2.3%	5.53	.019	.04

Note. **Bold:** Significant differences at $p < 0.05$.

Perceived barriers of a CAF career

Table 36: Perceived barriers of a CAF career for respondents interested in but undecided about a CAF career: First official language analysis.

CAF Prospect Survey: Descriptive results

	English		French		χ^2	<i>p</i> value	Cramer's V
	<i>n</i>	<i>Percent</i>	<i>n</i>	<i>Percent</i>			
I doubt that I meet the requirements	1,437	46.9%	350	51.2%	4.26	.039	.03
Potential mental health consequences of combat service	736	24.0%	146	21.4%	2.16	.142	.02
Loss of personal freedom/control	680	22.2%	135	19.8%	1.92	.166	.02
My family would not support my joining the CAF	632	20.6%	151	22.1%	0.75	.387	.01
Long-term commitment (length of service in the Regular Forces)	628	20.5%	113	16.5%	5.48	.019	.04
Lack of information	599	19.5%	236	34.6%	72.68	.000	.14
Length of the recruitment process	577	18.8%	136	19.9%	0.43	.513	.01
It is too dangerous/Too much risk involved	474	15.5%	83	12.2%	4.84	.028	.04
I do not want to be sent on missions outside of Canada	462	15.1%	119	17.4%	2.35	.125	.03
Better career opportunities outside the CAF	310	10.1%	46	6.7%	7.42	.006	.04
Other	223	7.3%	73	10.7%	8.94	.003	.05
Does not match my career goals	185	6.0%	19	2.8%	11.49	.001	.06
Conflicts with my personal beliefs	183	6.0%	29	4.2%	3.11	.078	.03
I do not like the military	83	2.7%	7	1.0%	6.75	.009	.04
It is not a meaningful job	23	0.8%	4	0.6%	0.21	.645	.01

Note. **Bold:** Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Table 37: Perceived barriers of a CAF career for respondents interested in but undecided about a CAF career: Age analysis.

	16 - 21		22 - 38		39 - 57		58 +		X ²	p value	Cramer's V
	n	Percent	n	Percent	n	Percent	n	Percent			
I doubt that I meet the requirements	676	48.3%	845	46.0%	251	52.1%	15	51.7%	6.21	.102	.04
Potential mental health consequences of combat service	422	30.1%_a	386	21.0%_b	71	14.7%_c	3	10.3%_{abc}	64.04	.000	.13
My family would not support my joining the CAF	388	27.7%_a	346	18.8%_b	49	10.2%_c	0	0.0%_{bc}	85.34	.000	.15
Long-term commitment (length of service in the Regular Forces)	333	23.8%_a	339	18.5%_b	66	13.7%_b	3	10.3%_{ab}	29.09	.000	.09
Lack of information	315	22.5%_{ab}	431	23.5%_b	84	17.4%_a	5	17.2%_{ab}	8.50	.037	.05
Loss of personal freedom/control	293	20.9%_{ab}	438	23.8%_b	79	16.4%_a	5	17.2%_{ab}	13.77	.003	.06
Length of the recruitment process	265	18.9%	364	19.8%	78	16.2%	6	20.7%	3.33	.343	.03
It is too dangerous/Too much risk involved	256	18.3%_a	256	13.9%_b	45	9.3%_c	0	0.0%_{abc}	30.91	.000	.09
I do not want to be sent on missions outside of Canada	156	11.1%_a	343	18.7%_b	81	16.8%_b	1	3.4%_{ab}	38.24	.000	.10
Better career opportunities outside the CAF	140	10.0%	164	8.9%	51	10.6%	1	3.4%	3.00	.392	.03
Does not match my career goals	91	6.5%	88	4.8%	25	5.2%	0	0.0%	6.29	.098	.04
Other	80	5.7%_a	170	9.3%_b	44	9.1%_{ab}	2	6.9%_{ab}	14.87	.002	.06
Conflicts with my personal	74	5.3%	112	6.1%	26	5.4%	0	0.0%	2.83	.419	.03

CAF Prospect Survey: Descriptive results

beliefs											
I do not like the military	26	1.9%	52	2.8%	12	2.5%	0	0.0%	3.94	.268	.03
It is not a meaningful job	4	0.3%	19	1.0%	4	0.8%	0	0.0%	6.52	.089	.04

Note. Subscript letters that differ denote significant differences at $p < 0.05$.

Table 38: Perceived barriers of a CAF career for respondents interested in but undecided about a CAF career: Gender analysis.

	Female		Male		χ^2	p value	Cramer's V
	n	Percent	n	Percent			
I doubt that I meet the requirements	767	56.9%	1,005	42.4%	72.55	.000	.14
Potential mental health consequences of combat service	359	26.6%	517	21.8%	11.13	.001	.06
Lack of information	337	25.0%	492	20.7%	8.97	.003	.05
Long-term commitment (length of service in the Regular Forces)	313	23.2%	423	17.8%	15.67	.000	.07
I do not want to be sent on missions outside of Canada	299	22.2%	280	11.8%	70.34	.000	.14
Loss of personal freedom/control	296	21.9%	512	21.6%	0.07	.795	.00
Length of the recruitment process	267	19.8%	442	18.6%	0.76	.384	.01
It is too dangerous/Too much risk involved	263	19.5%	291	12.3%	35.52	.000	.10
My family would not support my joining the CAF	258	19.1%	523	22.0%	4.41	.036	.03
Other	109	8.1%	183	7.7%	0.16	.688	.01
Does not match my career goals	86	6.4%	117	4.9%	3.48	.062	.03
Conflicts with my personal beliefs	78	5.8%	133	5.6%	0.05	.822	.00
Better career opportunities outside the CAF	74	5.5%	278	11.7%	38.98	.000	.10
I do not like the military	35	2.6%	55	2.3%	0.28	.597	.01
It is not a meaningful job	9	0.7%	18	0.8%	0.10	.752	.01

Note. **Bold:** Significant differences at $p < 0.05$.

Table 39: Perceived barriers of a CAF career for respondents interested in but undecided about a CAF career: Visible minority analysis.

CAF Prospect Survey: Descriptive results

	Visible Minorities		Caucasian		χ^2	p value	Cramer's V
	n	Percent	n	Percent			
I doubt that I meet the requirements	375	50.7%	1,334	46.6%	3.96	.047	.03
Lack of information	202	27.3%	607	21.2%	12.58	.000	.06
Potential mental health consequences of combat service	188	25.4%	675	23.6%	1.09	.297	.02
My family would not support my joining the CAF	163	22.0%	596	20.8%	0.52	.469	.01
Length of the recruitment process	163	22.0%	532	18.6%	4.50	.034	.04
Loss of personal freedom/control	155	20.9%	635	22.2%	0.52	.472	.01
Long-term commitment (length of service in the Regular Forces)	144	19.5%	576	20.1%	0.16	.692	.01
It is too dangerous/Too much risk involved	138	18.6%	402	14.0%	9.82	.002	.05
I do not want to be sent on missions outside of Canada	117	15.8%	442	15.4%	0.06	.800	.00
Better career opportunities outside the CAF	68	9.2%	271	9.5%	0.05	.821	.00
Does not match my career goals	47	6.4%	148	5.2%	1.61	.204	.02
Conflicts with my personal beliefs	46	6.2%	157	5.5%	0.60	.440	.01
Other	42	5.7%	248	8.7%	7.08	.008	.04
I do not like the military	21	2.8%	67	2.3%	0.61	.434	.01
It is not a meaningful job	6	0.8%	20	0.7%	0.10	.747	.01

Note. **Bold:** Significant differences at $p < 0.05$.

Table 40: Perceived barriers of a CAF career for respondents interested in but undecided about a CAF career: Indigenous person analysis.

	Indigenous		Non-Indigenous		χ^2	p value	Cramer's V
	n	Percent	n	Percent			
I doubt that I meet the requirements	145	53.1%	1,603	47.5%	3.18	.075	.03
Potential mental health consequences of combat service	56	20.5%	808	23.9%	1.65	.199	.02
My family would not support my joining the CAF	54	19.8%	707	21.0%	0.21	.646	.01
Lack of information	53	19.4%	764	22.6%	1.52	.218	.02
Long-term commitment (length of service in the Regular Forces)	52	19.0%	671	19.9%	0.11	.738	.01
Loss of personal freedom/control	51	18.7%	742	22.0%	1.63	.202	.02

CAF Prospect Survey: Descriptive results

Length of the recruitment process	47	17.2%	654	19.4%	0.76	.382	.01
I do not want to be sent on missions outside of Canada	35	12.8%	538	15.9%	1.86	.172	.02
Better career opportunities outside the CAF	25	9.2%	319	9.5%	0.03	.872	.00
It is too dangerous/Too much risk involved	23	8.4%	521	15.4%	9.80	.002	.05
Other	15	5.5%	270	8.0%	2.21	.138	.03
Does not match my career goals	13	4.8%	184	5.5%	0.24	.627	.01
Conflicts with my personal beliefs	7	2.6%	196	5.8%	5.06	.024	.04
I do not like the military	4	1.5%	83	2.5%	1.07	.300	.02
It is not a meaningful job	2	0.7%	25	0.7%	0.00	.988	.00

Note. **Bold:** Significant differences at $p < 0.05$.

Respondents seriously considering joining the CAF

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

Table 41: How respondents seriously considering a CAF career first found out about the CAF recruitment website: First official language analysis.

	English		French		χ^2	p value	Cramer's V
	n	Percent	n	Percent			
Information Source					63.94	.000	.13
An online search tool (e.g., Google, Bing, Yahoo)	1,185	35.7%	223	32.8%			
Someone (other than a recruiter) told me about this website	482	14.5%	103	15.1%			
Other	392	11.8%	63	9.3%			
A Canadian Armed Forces recruiter told me about this website	234	7.1%	57	8.4%			
A link on another website	170	5.1%	26	3.8%			
Recruiting event or recruiting event advertisement	169	5.1%	32	4.7%			
Facebook	158	4.8%	76	11.2%			
Canadian Armed Forces publication (e.g., pamphlet, brochure)	148	4.5%	27	4.0%			

CAF Prospect Survey: Descriptive results

Don't remember	138	4.2%	37	5.4%			
YouTube	77	2.3%	8	1.2%			
News story or article (e.g., newspaper, radio, television)	48	1.4%	13	1.9%			
Other social media	45	1.4%	1	0.1%			
LinkedIn	40	1.2%	6	0.9%			
An ad aired in movie theatres	27	0.8%	8	1.2%			
Twitter	4	0.1%	0	0.0%			

Note. **Bold:** Significant differences at $p < 0.05$.

Table 42: How respondents seriously considering a CAF career first found out about the CAF recruitment website: Age analysis.

	16 - 21		22 - 38		39 - 57		58 +		χ^2	<i>p</i> value	Cramer's V
	<i>n</i>	Percent	<i>n</i>	Percent	<i>n</i>	Percent	<i>n</i>	Percent			
Information Source									295.00	.000	.16
An online search tool (e.g., Google, Bing, Yahoo)	502	32.7%	709	36.8%	185	36.6%	12	46.2%			
Someone (other than a recruiter) told me about this website	285	18.6%_a	254	13.2%_b	43	8.5%_c	3	11.5%_{abc}			
A Canadian Armed Forces recruiter told me about this website	166	10.8%_a	100	5.2%_b	25	4.9%_b	0	0.0%_{ab}			
Other	140	9.1%_a	237	12.3%_b	77	15.2%_b	1	3.8%_{ab}			
Recruiting event or recruiting event advertisement	95	6.2%_a	74	3.8%_b	30	5.9%_{ab}	2	7.7%_{ab}			
Canadian Armed Forces publication (e.g., pamphlet,	82	5.3%	74	3.8%	19	3.8%	0	0.0%			

CAF Prospect Survey: Descriptive results

brochure)											
Don't remember	78	5.1%	81	4.2%	16	3.2%	0	0.0%			
Facebook	59	3.8%_a	155	8.0%_b	19	3.8%_a	1	3.8%_{ab}			
YouTube	54	3.5%_a	28	1.5%_b	3	0.6%_b	0	0.0%_{ab}			
A link on another website	24	1.6%_a	115	6.0%_b	53	10.5%_c	4	15.4%_{bc}			
News story or article (e.g., newspaper, radio, television)	22	1.4%	31	1.6%	8	1.6%	0	0.0%			
An ad aired in movie theatres	15	1.0%	16	0.8%	4	0.8%	0	0.0%			
Other social media	11	0.7%	25	1.3%	9	1.8%	1	3.8%			
LinkedIn	2	0.1%_a	28	1.5%_b	14	2.8%_b	2	7.7%_b			
Twitter	1	0.1%	2	0.1%	1	0.2%	0	0.0%			

Note. Subscript letters that differ denote significant differences at $p < 0.05$.

Table 43: How respondents seriously considering a CAF career first found out about the CAF recruitment website: Gender analysis.

	Male		Female		χ^2	p value	Cramer's V
	n	Percent	n	Percent			
Information Source					68.87	.000	.13
An online search tool (e.g., Google, Bing, Yahoo)	312	30.9%	1,087	36.8%			
Someone (other than a recruiter) told me about this website	205	20.3%	374	12.7%			
Other	123	12.2%	326	11.0%			
A Canadian Armed Forces recruiter told me about this website	70	6.9%	217	7.3%			
Facebook	55	5.5%	177	6.0%			
Recruiting event or recruiting event advertisement	53	5.3%	145	4.9%			
A link on another website	51	5.1%	145	4.9%			
Don't remember	42	4.2%	131	4.4%			

CAF Prospect Survey: Descriptive results

Canadian Armed Forces publication (e.g., pamphlet, brochure)	40	4.0%	134	4.5%			
Other social media	20	2.0%	26	0.9%			
LinkedIn	15	1.5%	31	1.0%			
News story or article (e.g., newspaper, radio, television)	10	1.0%	51	1.7%			
An ad aired in movie theatres	7	0.7%	27	0.9%			
YouTube	5	0.5%	79	2.7%			
Twitter	1	0.1%	3	0.1%			

Note. **Bold:** Significant differences at $p < 0.05$.

Table 44: How respondents seriously considering a CAF career first found out about the CAF recruitment website: Visible minority analysis.

	Visible Minorities		Caucasians		χ^2	p value	Cramer's V
	n	Percent	n	Percent			
Information Source					43.26	.000	.11
An online search tool (e.g., Google, Bing, Yahoo)	332	37.2%	1,004	34.3%			
Someone (other than a recruiter) told me about this website	101	11.3%	462	15.8%			
Other	95	10.6%	347	11.9%			
A link on another website	61	6.8%	125	4.3%			
Recruiting event or recruiting event advertisement	56	6.3%	135	4.6%			
Facebook	56	6.3%	166	5.7%			
A Canadian Armed Forces recruiter told me about this website	51	5.7%	226	7.7%			
Canadian Armed Forces publication (e.g., pamphlet, brochure)	41	4.6%	125	4.3%			
Don't remember	30	3.4%	137	4.7%			
YouTube	27	3.0%	56	1.9%			
News story or article (e.g., newspaper, radio, television)	13	1.5%	47	1.6%			
LinkedIn	12	1.3%	32	1.1%			
Other social media	10	1.1%	34	1.2%			
An ad aired in movie theatres	5	0.6%	27	0.9%			

CAF Prospect Survey: Descriptive results

Twitter	3	0.3%	1	0.0%			
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Note. **Bold:** Significant differences at $p < 0.05$.

Table 45: How respondents seriously considering a CAF career first found out about the CAF recruitment website: Indigenous person analysis.

	Indigenous		Non-Indigenous		χ^2	<i>p</i> value	Cramer's <i>V</i>
	<i>n</i>	Percent	<i>n</i>	Percent			
Information Source					30.68	.006	.09
An online search tool (e.g., Google, Bing, Yahoo)	98	31.0%	1,254	35.5%			
Someone (other than a recruiter) told me about this website	47	14.9%	523	14.8%			
A Canadian Armed Forces recruiter told me about this website	40	12.7%	245	6.9%			
Other	32	10.1%	407	11.5%			
Recruiting event or recruiting event advertisement	20	6.3%	174	4.9%			
Canadian Armed Forces publication (e.g., pamphlet, brochure)	18	5.7%	150	4.2%			
Facebook	18	5.7%	203	5.7%			
YouTube	10	3.2%	73	2.1%			
A link on another website	9	2.8%	180	5.1%			
Don't remember	7	2.2%	161	4.6%			
An ad aired in movie theatres	6	1.9%	27	0.8%			
News story or article (e.g., newspaper, radio, television)	5	1.6%	56	1.6%			
LinkedIn	3	0.9%	40	1.1%			
Other social media	3	0.9%	40	1.1%			
Twitter	0	0.0%	4	0.1%			

Note. **Bold:** Significant differences at $p < 0.05$.

Top three influences on interest in joining the CAF

Table 46: Primary influence for respondents seriously considering a CAF career: First official language analysis.

	English		French		χ^2	<i>p</i> value	Cramer's
	<i>n</i>	Percent	<i>n</i>	Percent			



CAF Prospect Survey: Descriptive results

							V
Family and/or relatives	1,043	31.4%	186	27.4%	32.99	.000	.09
Friends	598	18.0%	121	17.8%	2.16	.540	.02
Online job postings (e.g., Monster, Indeed, Career builder)	533	16.1%	64	9.4%	41.57	.000	.10
Other	529	15.9%	100	14.7%	9.17	.027	.05
CAF recruitment website	463	14.0%	121	17.8%	13.34	.004	.06
Teachers and/or advisors	418	12.6%	61	9.0%	16.25	.001	.06
CAF recruiter(s)	396	11.9%	73	10.7%	4.59	.204	.03
CAF social media sites and forums (e.g., blogs, Facebook, Twitter)	381	11.5%	73	10.7%	4.86	.182	.04
Media coverage (i.e., news about the CAF)	361	10.9%	40	5.9%	21.54	.000	.07
Recruiting events (e.g., job fair, school, mall, ship)	357	10.8%	69	10.1%	2.48	.479	.03
CAF advertising (e.g., movie theatres, TV, radio, newspapers, magazines)	357	10.8%	58	8.5%	4.13	.248	.03
CAF recruitment brochures	305	9.2%	48	7.1%	3.88	.275	.03
Recruiting displays (e.g., exhibits, air shows)	301	9.1%	49	7.2%	4.45	.217	.03

Note. **Bold:** Significant differences at $p < 0.05$.

Table 47: Primary influence for respondents seriously considering a CAF career: Age analysis.

	16 - 21		22 - 38		39 - 57		58 +		X ²	p value	Cramer's V
	n	Percent	n	Percent	n	Percent	n	Percent			
Family and/or relatives	483	31.4%	590	30.6%	151	29.8%	5	19.2%	54.00	.000	.07
Friends	300	19.5%_a	351	18.2%_a	62	12.3%_b	6	23.1%_{ab}	29.68	.000	.05
Other	244	15.9%	294	15.2%	86	17.0%	5	19.2%	10.29	.327	.03
Teachers and/or advisors	214	13.9%_a	231	12.0%_a	33	6.5%_b	1	3.8%_{ab}	82.99	.000	.08
CAF recruiter(s)	213	13.9%_a	210	10.9%_b	45	8.9%_b	1	3.8%_{ab}	47.30	.000	.06
Online job postings (e.g., Monster, Indeed, Career builder)	203	13.2%_a	294	15.2%_{ab}	96	19.0%_b	4	15.4%_{ab}	84.54	.000	.08
CAF	189	12.3%_a	307	15.9%_b	83	16.4%_{ab}	5	19.2%_{ab}	15.18	.086	.04

CAF Prospect Survey: Descriptive results

recruitment website											
Recruiting events (e.g., job fair, school, mall, ship)	188	12.2% _a	195	10.1% _{ab}	40	7.9% _b	3	11.5% _{ab}	82.42	.000	.08
CAF social media sites and forums (e.g., blogs, Facebook, Twitter)	184	12.0% _a	231	12.0% _a	37	7.3% _b	2	7.7% _{ab}	24.17	.004	.05
CAF advertising (e.g., movie theatres, TV, radio, newspapers, magazines)	183	11.9% _a	198	10.3% _{ab}	33	6.5% _b	1	3.8% _{ab}	39.71	.000	.06
Media coverage (i.e., news about the CAF)	171	11.1% _a	196	10.2% _{ab}	33	6.5% _b	1	3.8% _{ab}	32.44	.000	.05
Recruiting displays (e.g., exhibits, air shows)	151	9.8% _a	167	8.7% _{ab}	30	5.9% _b	2	7.7% _{ab}	37.64	.000	.06
CAF recruitment brochures	149	9.7%	170	8.8%	31	6.1%	3	11.5%	29.57	.001	.05

Note. Subscript letters that differ denote significant differences at $p < 0.05$.

Table 48: Primary influence for respondents seriously considering a CAF career: Gender analysis.

	Female		Male		χ^2	p value	Cramer's V
	n	Percent	n	Percent			

CAF Prospect Survey: Descriptive results

Family and/or relatives	339	33.6%	880	29.8%	5.57	.135	.04
Friends	167	16.6%	545	18.5%	6.24	.101	.04
Online job postings (e.g., Monster, Indeed, Career builder)	153	15.2%	442	15.0%	2.58	.461	.03
Other	143	14.2%	473	16.0%	4.93	.177	.04
CAF recruitment website	110	10.9%	468	15.8%	17.22	.001	.07
Teachers and/or advisors	107	10.6%	368	12.5%	6.22	.101	.04
CAF social media sites and forums (e.g., blogs, Facebook, Twitter)	101	10.0%	351	11.9%	5.94	.115	.04
CAF recruiter(s)	94	9.3%	373	12.6%	9.12	.028	.05
CAF advertising (e.g., movie theatres, TV, radio, newspapers, magazines)	86	8.5%	326	11.0%	15.53	.001	.06
Recruiting events (e.g., job fair, school, mall, ship)	80	7.9%	341	11.5%	12.18	.007	.06
Media coverage (i.e., news about the CAF)	77	7.6%	322	10.9%	20.20	.000	.07
CAF recruitment brochures	68	6.7%	282	9.5%	20.57	.000	.07
Recruiting displays (e.g., exhibits, air shows)	68	6.7%	280	9.5%	13.04	.005	.06

Note. **Bold:** Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Table 49: Primary influence for respondents seriously considering a CAF career: Visible minority analysis.

	Visible Minorities		Caucasians		X ²	p value	Cramer's V
	n	Percent	n	Percent			
Family and/or relatives	242	27.1%	929	31.8%	17.76	.000	.07
Online job postings (e.g., Monster, Indeed, Career builder)	173	19.4%	391	13.4%	28.40	.000	.09
Friends	164	18.4%	526	18.0%	12.64	.005	.06
CAF recruitment website	158	17.7%	401	13.7%	18.02	.000	.07
Other	146	16.3%	449	15.4%	2.32	.509	.03
CAF recruiter(s)	107	12.0%	343	11.7%	0.12	.990	.00
Teachers and/or advisors	106	11.9%	348	11.9%	0.65	.886	.01
CAF social media sites and forums (e.g., blogs, Facebook, Twitter)	103	11.5%	328	11.2%	1.81	.613	.02
Recruiting events (e.g., job fair, school, mall, ship)	101	11.3%	308	10.5%	5.48	.140	.04
CAF advertising (e.g., movie theatres, TV, radio, newspapers, magazines)	97	10.9%	299	10.2%	0.50	.919	.01
Media coverage (i.e., news about the CAF)	93	10.4%	289	9.9%	2.34	.505	.03
CAF recruitment brochures	85	9.5%	251	8.6%	5.88	.118	.04
Recruiting displays (e.g., exhibits, air shows)	82	9.2%	254	8.7%	1.89	.595	.02

Note. **Bold:** Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Table 50: Primary influence for respondents seriously considering a CAF career: Indigenous person analysis.

	Indigenous		Non-Indigenous		X ²	p value	Cramer's V
	n	Percent	n	Percent			
Family and/or relatives	97	30.7%	1083	30.6%	20.14	.000	.07
CAF recruiter(s)	57	18.0%	391	11.1%	15.73	.001	.06
Recruiting events (e.g., job fair, school, mall, ship)	52	16.5%	355	10.0%	20.65	.000	.07
Friends	50	15.8%	638	18.0%	4.46	.216	.03
CAF recruitment website	50	15.8%	505	14.3%	2.15	.542	.02
Other	50	15.8%	547	15.5%	1.39	.709	.02
CAF advertising (e.g., movie theatres, TV, radio, newspapers, magazines)	47	14.9%	347	9.8%	9.82	.020	.05
Online job postings (e.g., Monster, Indeed, Career builder)	46	14.6%	523	14.8%	2.11	.549	.02
Teachers and/or advisors	44	13.9%	412	11.6%	20.80	.000	.07
CAF social media sites and forums (e.g., blogs, Facebook, Twitter)	39	12.3%	393	11.1%	1.75	.626	.02
Media coverage (i.e., news about the CAF)	37	11.7%	347	9.8%	2.57	.463	.03
Recruiting displays (e.g., exhibits, air shows)	33	10.4%	303	8.6%	8.35	.039	.05
CAF recruitment brochures	31	9.8%	304	8.6%	5.54	.137	.04

Note. **Bold:** Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Reasons for pursuing a CAF career

Table 51: Reasons respondents are seriously considering pursuing a CAF career: First official language analysis.

	English		French		X ²	p value	Cramer's V
	n	Percent	n	Percent			
For personal growth (e.g., self-improvement, challenge)	2,301	69.4%	428	62.9%	10.77	.001	.05
To serve my country	2,269	68.4%	416	61.2%	13.37	.000	.06
For new experiences/an exciting life	2,215	66.8%	485	71.3%	5.32	.021	.04
For the opportunity to make a difference	2,193	66.1%	379	55.7%	26.50	.000	.08
For career opportunities	2,121	63.9%	364	53.5%	26.02	.000	.08
To have pride in my job	2,116	63.8%	442	65.0%	0.36	.550	.01
To stay fit/have an active lifestyle	1,970	59.4%	409	60.1%	0.13	.714	.01
To defend Canada/warfighting	1,887	56.9%	374	55.0%	0.82	.365	.01
To provide peacekeeping/humanitarian aid	1,845	55.6%	437	64.3%	17.21	.000	.07
For challenging work	1,544	46.5%	391	57.5%	27.10	.000	.08
To gain discipline	1,448	43.7%	292	42.9%	0.12	.733	.01
For education opportunities	1,445	43.6%	205	30.1%	41.91	.000	.10
For adventure	1,434	43.2%	289	42.5%	0.12	.726	.01
For the pay and benefits	1,233	37.2%	259	38.1%	0.20	.653	.01
To learn a trade or profession	1,200	36.2%	257	37.8%	0.64	.425	.01
For the camaraderie/friendship	1,178	35.5%	236	34.7%	0.16	.688	.01
For the job security	1,059	31.9%	207	30.4%	0.58	.448	.01
For the travel	1,017	30.7%	232	34.1%	3.14	.076	.03
To live in different places	697	21.0%	122	17.9%	3.27	.071	.03
Because of encouragement/influence of friend or family member	684	20.6%	88	12.9%	21.36	.000	.07
To move away from home	593	17.9%	71	10.4%	22.53	.000	.08
For family tradition	430	13.0%	39	5.7%	28.47	.000	.08
Lack of other employment options	374	11.3%	50	7.4%	9.16	.002	.05
Other	103	3.1%	18	2.6%	0.40	.525	.01

Note. **Bold:** Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Table 52: Reasons respondents are seriously considering pursuing a CAF career: Age analysis.

	16 - 21		22 - 38		39 - 57		58 +		X ²	p value	Cramer's V
	n	Percent	n	Percent	n	Percent	n	Percent			
To serve my country	1,177	76.6% _a	1,163	60.3% _b	333	65.8% _b	12	46.2% _b	109.35	.000	.17
For new experiences/an exciting life	1,146	74.6% _a	1,279	66.3% _b	266	52.6% _c	9	34.6% _c	100.96	.000	.16
For personal growth (e.g., self-improvement, challenge)	1,109	72.2% _a	1,318	68.3% _a	289	57.1% _b	13	50% _{ab}	44.04	.000	.11
To have pride in my job	1,098	71.5% _a	1,187	61.5% _b	259	51.2% _c	14	53.8% _{abc}	79.66	.000	.14
For the opportunity to make a difference	1,058	68.9% _a	1,217	63.1% _b	285	56.3% _c	12	46.2% _{abc}	33.04	.000	.09
To stay fit/have an active lifestyle	1,045	68.0% _a	1,089	56.5% _b	237	46.8% _c	8	30.8% _{bc}	96.43	.000	.16
To defend Canada/warfighting	1,044	68.0% _a	988	51.2% _b	217	42.9% _c	12	46.2% _{abc}	143.44	.000	.19
To provide peacekeeping/humanitarian aid	942	61.3% _a	1,087	56.4% _b	245	48.4% _c	8	30.8% _{bc}	34.58	.000	.09
For career opportunities	914	59.5% _a	1,260	65.3% _b	300	59.3% _{ab}	11	42.3% _{ab}	18.92	.000	.07
For adventure	846	55.1% _a	762	39.5% _b	109	21.5% _c	6	23.1% _{bc}	200.18	.000	.22
To gain discipline	798	52.0% _a	839	43.5% _b	99	19.6% _c	4	15.4% _c	170.93	.000	.21
For challenging work	786	51.2% _a	919	47.6% _{ab}	215	42.5% _b	15	57.7% _{ab}	13.15	.004	.06
For education opportunities	712	46.4% _a	773	40.1% _b	160	31.6% _c	5	19.2% _{bc}	42.17	.000	.10
For the camaraderie/friendship	671	43.7% _a	625	32.4% _b	112	22.1% _c	6	23.1% _{abc}	94.39	.000	.15
For the travel	603	39.3% _a	555	28.8% _b	84	16.6% _c	7	26.9% _{abc}	102.13	.000	.16
For the pay and benefits	594	38.7% _a	731	37.9% _a	159	31.4% _b	8	30.8% _{ab}	9.47	.024	.05
To learn a trade or profession	584	38.0% _a	712	36.9% _{ab}	156	30.8% _b	5	19.2% _{ab}	12.04	.007	.06
For the job security	432	28.1% _a	675	35.0% _b	155	30.6% _{ab}	4	15.4% _{ab}	22.20	.000	.08
To live in different places	372	24.2% _a	394	20.4% _b	49	9.7% _c	4	15.4% _{abc}	49.80	.000	.11
To move away from home	370	24.1% _a	270	14.0% _b	23	4.5% _c	1	3.8% _{abc}	127.75	.000	.18
Because of encouragement/influence of friend or family member	349	22.7% _a	360	18.7% _b	59	11.7% _c	4	15.4% _{abc}	31.25	.000	.09
For family tradition	188	12.2%	216	11.2%	62	12.3%	3	11.5%	1.05	.790	.02
Lack of other employment options	141	9.2% _a	246	12.8% _b	36	7.1% _a	1	3.8% _{ab}	20.43	.000	.07
Other	54	3.5% _a	61	3.2% _{ab}	6	1.2% _b	0	0.0% _{ab}	8.02	.046	.05

Note. Subscript letters that differ denote significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Table 53: Reasons respondents are seriously considering pursuing a CAF career: Gender analysis.

	Female		Male		X ²	p value	Cramer's V
	n	Percent	n	Percent			
For personal growth (e.g., self-improvement, challenge)	758	75.1%	1,942	65.8%	30.35	.000	.09
For the opportunity to make a difference	720	71.4%	1,830	62.0%	28.89	.000	.09
For new experiences/an exciting life	698	69.2%	1,979	67.0%	1.60	.206	.02
To have pride in my job	683	67.7%	1,855	62.8%	7.76	.005	.04
For career opportunities	674	66.8%	1,786	60.5%	12.75	.000	.06
To serve my country	646	64.0%	2,015	68.2%	6.05	.014	.04
To provide peacekeeping/humanitarian aid	615	61.0%	1,642	55.6%	8.77	.003	.05
To stay fit/have an active lifestyle	589	58.4%	1,766	59.8%	0.64	.425	.01
For challenging work	532	52.7%	1,385	46.9%	10.21	.001	.05
For education opportunities	476	47.2%	1,159	39.2%	19.50	.000	.07
To defend Canada/warfighting	418	41.4%	1,824	61.8%	126.66	.000	.18
For adventure	408	40.4%	1,296	43.9%	3.66	.056	.03
For the pay and benefits	393	38.9%	1,084	36.7%	1.62	.204	.02
To gain discipline	388	38.5%	1,337	45.3%	14.24	.000	.06
To learn a trade or profession	381	37.8%	1,062	36.0%	1.05	.306	.02
For the job security	373	37.0%	880	29.8%	17.87	.000	.07
For the travel	324	32.1%	911	30.8%	0.56	.455	.01
For the camaraderie/friendship	317	31.4%	1,081	36.6%	8.87	.003	.05
Because of encouragement/influence of friend or family member	243	24.1%	522	17.7%	19.81	.000	.07
To live in different places	235	23.3%	574	19.4%	6.87	.009	.04
To move away from home	134	13.3%	524	17.7%	10.82	.001	.05
Lack of other employment options	115	11.4%	303	10.3%	1.03	.310	.02
For family tradition	99	9.8%	362	12.3%	4.38	.036	.03
Other	22	2.2%	94	3.2%	2.66	.103	.03

Note. **Bold:** Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Table 54: Reasons respondents are seriously considering pursuing a CAF career: Visible minority analysis.

	Visible Minorities		Caucasians		X ²	p value	Cramer's V
	n	Percent	n	Percent			
For personal growth (e.g., self-improvement, challenge)	573	64.2%	2,039	69.7%	9.82	.002	.05
For new experiences/an exciting life	558	62.5%	2,023	69.2%	14.03	.000	.06
To serve my country	558	62.5%	2,030	69.4%	15.09	.000	.06
For the opportunity to make a difference	557	62.4%	1,898	64.9%	1.92	.166	.02
For career opportunities	543	60.8%	1,835	62.8%	1.11	.293	.02
To provide peacekeeping/humanitarian aid	534	59.8%	1,663	56.9%	2.40	.122	.03
To have pride in my job	526	58.9%	1,932	66.1%	15.34	.000	.06
To defend Canada/warfighting	476	53.3%	1,687	57.7%	5.37	.020	.04
To stay fit/have an active lifestyle	462	51.7%	1,822	62.3%	31.84	.000	.09
For challenging work	393	44.0%	1,468	50.2%	10.51	.001	.05
For education opportunities	376	42.1%	1,207	41.3%	0.19	.661	.01
To gain discipline	372	41.7%	1,295	44.3%	1.93	.165	.02
For the pay and benefits	328	36.7%	1,122	38.4%	0.78	.376	.01
For adventure	318	35.6%	1,336	45.7%	28.31	.000	.09
To learn a trade or profession	296	33.1%	1,104	37.8%	6.26	.012	.04
For the camaraderie/friendship	253	28.3%	1,109	37.9%	27.45	.000	.09
For the job security	248	27.8%	964	33.0%	8.53	.004	.05
For the travel	218	24.4%	976	33.4%	25.59	.000	.08
To live in different places	171	19.1%	606	20.7%	1.05	.306	.02
Because of encouragement/influence of friend or family member	162	18.1%	571	19.5%	0.85	.357	.02
To move away from home	120	13.4%	512	17.5%	8.21	.004	.05
Lack of other employment options	87	9.7%	309	10.6%	0.50	.479	.01
For family tradition	72	8.1%	371	12.7%	14.27	.000	.06
Other	22	2.5%	91	3.1%	1.00	.317	.02

Note. **Bold:** Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Table 55: Reasons respondents are seriously considering pursuing a CAF career: Indigenous person analysis.

	Indigenous		Non-Indigenous		X ²	p value	Cramer's V
	n	Percent	n	Percent			
For new experiences/an exciting life	242	76.6%	2,373	67.1%	11.98	.001	.06
To serve my country	239	75.6%	2,374	67.1%	9.63	.002	.05
For personal growth (e.g., self-improvement, challenge)	226	71.5%	2,423	68.5%	1.23	.268	.02
To stay fit/have an active lifestyle	220	69.6%	2,095	59.2%	13.06	.000	.06
To have pride in my job	218	69.0%	2,268	64.1%	3.00	.083	.03
For the opportunity to make a difference	212	67.1%	2,273	64.3%	1.01	.315	.02
To defend Canada/warfighting	211	66.8%	1,981	56.0%	13.71	.000	.06
For career opportunities	199	63.0%	2,208	62.4%	0.04	.847	.00
To provide peacekeeping/humanitarian aid	180	57.0%	2,031	57.4%	0.03	.874	.00
To gain discipline	176	55.7%	1,512	42.7%	19.76	.000	.07
For challenging work	172	54.4%	1,702	48.1%	4.62	.032	.04
For adventure	157	49.7%	1,520	43.0%	5.31	.021	.04
For education opportunities	141	44.6%	1,452	41.1%	1.52	.217	.02
To learn a trade or profession	129	40.8%	1,286	36.4%	2.49	.115	.03
For the camaraderie/friendship	124	39.2%	1,263	35.7%	1.57	.210	.02
For the travel	121	38.3%	1,090	30.8%	7.52	.006	.04
For the pay and benefits	102	32.3%	1,350	38.2%	4.29	.038	.03
For the job security	101	32.0%	1,116	31.6%	0.02	.881	.00
To live in different places	88	27.8%	703	19.9%	11.30	.001	.05
To move away from home	83	26.3%	558	15.8%	23.02	.000	.08
Because of encouragement/influence of friend or family member	81	25.6%	664	18.8%	8.75	.003	.05
For family tradition	57	18.0%	387	10.9%	14.33	.000	.06
Lack of other employment options	54	17.1%	357	10.1%	14.90	.000	.06
Other	17	5.4%	100	2.8%	6.42	.011	.04

Note. **Bold:** Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Influence of benefits

Table 56: Influence of benefits for respondents seriously considering a CAF career: First official language analysis.

	English		French		X ²	p value	Cramer's V
	n	Percent	n	Percent			
Continued education and training in your career field	1,841	55.5%	401	59.0%	3.60	.165	.03
Pension/retirement benefits	1,514	45.6%	307	45.1%	5.05	.080	.04
Health and dental care plans	1,478	44.6%	287	42.2%	8.42	.015	.05
Regular pay raises	1,346	40.6%	293	43.1%	1.78	.412	.02
College/university studies that are paid for by the CAF	1,291	38.9%	224	32.9%	14.92	.001	.06
Access to recreation (e.g., gym facilities and community centres)	1,173	35.4%	238	35.0%	0.21	.899	.01
Second language training	1,075	32.4%	221	32.5%	4.80	.091	.04
Paid leave (e.g., vacation, sick leave)	1,022	30.8%	224	32.9%	1.20	.550	.02
Childcare	822	24.8%	107	15.7%	26.47	.000	.08
Maternity and parental leave benefits	794	23.9%	137	20.1%	9.37	.009	.05

Note. **Bold:** Significant differences at $p < 0.05$.

Table 57: Influence of benefits for respondents seriously considering a CAF career: Age analysis.

	16 - 21		22 - 38		39 - 57		58 +		X ²	p value	Cramer's V
	n	Percent	n	Percent	n	Percent	n	Percent			
Continued education and training in your career field	782	50.9%_a	1,133	58.7%_b	313	61.9%_b	14	53.8%_{ab}	32.97	.000	.06
College/university studies that are paid for by the CAF	651	42.4%_a	697	36.1%_b	160	31.6%_b	7	26.9%_{ab}	47.00	.000	.08
Pension/retirement benefits	602	39.2%_a	944	48.9%_b	264	52.2%_b	11	42.3%_{ab}	45.75	.000	.08
Health and dental care plans	589	38.3%_a	930	48.2%_b	233	46.0%_b	13	50.0%_{ab}	38.32	.000	.07
Regular pay raises	587	38.2%_a	828	42.9%_b	214	42.3%_{ab}	10	38.5%_{ab}	12.59	.050	.04
Access to recreation (e.g., gym facilities and	536	34.9%_a	724	37.5%_a	144	28.5%_b	7	26.9%_{ab}	17.57	.007	.05



CAF Prospect Survey: Descriptive results

community centres)											
Paid leave (e.g., vacation, sick leave)	433	28.2% _a	643	33.3% _b	163	32.2% _{ab}	7	26.9% _{ab}	12.19	.058	.04
Second language training	418	27.2% _a	700	36.3% _b	170	33.6% _b	8	30.8% _{ab}	39.29	.000	.07
Maternity and parental leave benefits	299	19.5% _a	532	27.6% _b	97	19.2% _a	3	11.5% _{ab}	63.92	.000	.09
Childcare	259	16.9% _a	559	29.0% _b	108	21.3% _a	3	11.5% _{ab}	96.33	.000	.11

Note. Subscript letters that differ denote significant differences at $p < 0.05$.

Table 58: Influence of benefits for respondents seriously considering a CAF career: Gender analysis.

	Female		Male		χ^2	p value	Cramer's V
	n	Percent	n	Percent			
Continued education and training in your career field	633	62.7%	1,591	53.9%	25.00	.000	.08
Health and dental care plans	520	51.5%	1,228	41.6%	30.21	.000	.09
Pension/retirement benefits	509	50.4%	1,295	43.9%	14.25	.001	.06
Regular pay raises	458	45.4%	1,165	39.5%	11.82	.003	.06
College/university studies that are paid for by the CAF	447	44.3%	1,054	35.7%	32.48	.000	.09
Second language training	394	39.0%	883	29.9%	40.18	.000	.10
Paid leave (e.g., vacation, sick leave)	375	37.2%	854	28.9%	24.29	.000	.08
Access to recreation (e.g., gym facilities and community centres)	358	35.5%	1034	35.0%	0.97	.615	.02
Maternity and parental leave benefits	282	27.9%	637	21.6%	17.52	.000	.07
Childcare	249	24.7%	670	22.7%	3.10	.212	.03

Note. **Bold:** Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Table 59: Influence of benefits for respondents seriously considering a CAF career: Visible minority analysis.

	Visible Minorities		Caucasians		X ²	p value	Cramer's V
	n	Percent	n	Percent			
Continued education and training in your career field	568	63.6%	1,579	54.0%	29.37	.000	.09
Health and dental care plans	427	47.8%	1,259	43.1%	7.05	.029	.04
Pension/retirement benefits	416	46.6%	1,335	45.7%	0.92	.631	.02
College/university studies that are paid for by the CAF	409	45.8%	1,039	35.5%	36.50	.000	.10
Regular pay raises	409	45.8%	1,150	39.3%	16.25	.000	.07
Second language training	357	40.0%	873	29.9%	37.48	.000	.10
Access to recreation (e.g., gym facilities and community centres)	347	38.9%	988	33.8%	7.73	.021	.05
Paid leave (e.g., vacation, sick leave)	337	37.7%	847	29.0%	28.23	.000	.09
Childcare	292	32.7%	578	19.8%	73.34	.000	.14
Maternity and parental leave benefits	267	29.9%	609	20.8%	50.82	.000	.12

Note. **Bold:** Significant differences at $p < 0.05$.

Table 60: Influence of benefits for respondents seriously considering a CAF career: Indigenous person analysis.

	Indigenous		Non-Indigenous		X ²	p value	Cramer's V
	n	Percent	n	Percent			
Continued education and training in your career field	155	49.1%	2,010	56.8%	8.82	.012	.05
Health and dental care plans	118	37.3%	1,575	44.5%	7.05	.029	.04
Access to recreation (e.g., gym facilities and community centres)	118	37.3%	1,238	35.0%	3.72	.156	.03
Regular pay raises	116	36.7%	1,460	41.3%	2.59	.275	.03
Pension/retirement benefits	115	36.4%	1,640	46.4%	11.64	.003	.06
College/university studies that are paid for by the CAF	103	32.6%	1,355	38.3%	4.03	.134	.03
Second language training	99	31.3%	1,144	32.3%	0.16	.925	.01
Paid leave (e.g., vacation, sick leave)	86	27.2%	1,110	31.4%	4.71	.095	.04
Childcare	73	23.1%	796	22.5%	0.17	.918	.01
Maternity and parental leave benefits	70	22.2%	814	23.0%	0.43	.805	.01

Note. **Bold:** Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

CAF career preferences

Table 61: CAF career preferences for respondents seriously considering a CAF career: First official language analysis.

	English		French		X ²	p value	Cramer's V
	n	Percent	n	Percent			
Which type of employment are you most interested in?					3.39	.184	.03
Full-time (Regular Force)	2,522	76.0%	538	79.1%			
Part-time (Reserve Force)	549	16.6%	102	15.0%			
Not sure	246	7.4%	40	5.9%			
Which CAF employment stream are you most interested in?					9.43	.009	.05
Officer	1,538	46.4%	302	44.4%			
Non-commissioned member	1,227	37.0%	289	42.5%			
Not sure	552	16.6%	89	13.1%			
Which environment are you most interested in?					21.49	.000	.07
Canadian Army	1,804	54.4%	434	63.8%			
Royal Canadian Navy	355	10.7%	58	8.5%			
Royal Canadian Air Force	661	19.9%	99	14.6%			
Not sure	497	15.0%	89	13.1%			
What type of career are you looking for in the CAF?					5.93	.052	.04
Short-term career	235	7.1%	38	5.6%			
Long-term career	2,588	78.0%	559	82.2%			
Not sure	494	14.9%	83	12.2%			

Note. **Bold:** Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Table 62: CAF career preferences for respondents seriously considering a CAF career: Age analysis.

	16 - 21		22 - 38		39 - 57		58 +		X ²	p value	Cramer's V
	n	Percent	n	Percent	n	Percent	n	Percent			
Which type of employment are you most interested in?									38.33	.000	.07
Full-time (Regular Force)	1,183	77.0% _a	1511	78.3% _a	354	70.0% _b	12	46.2% _b			
Part-time (Reserve Force)	231	15.0% _a	292	15.1% _a	117	23.1% _b	11	42.3% _b			
Not sure	122	7.9%	126	6.5%	35	6.9%	3	11.5%			
Which CAF employment stream are you most interested in?									54.19	.000	.08
Officer	602	39.2% _a	962	49.9% _b	266	52.6% _b	10	38.5% _{ab}			
Non-commissioned member	677	44.1% _a	666	34.5% _b	161	31.8% _b	12	46.2% _{ab}			
Not sure	257	16.7%	301	15.6%	79	15.6%	4	15.4%			
Which environment are you most interested in?									88.61	.000	.09
Canadian Army	980	63.8% _a	1013	52.5% _b	239	47.2% _{bc}	6	23.1% _c			
Royal Canadian Navy	129	8.4% _a	207	10.7% _{ab}	69	13.6% _{bc}	8	30.8% _c			
Royal Canadian Air Force	254	16.5% _a	400	20.7% _b	102	20.2% _{ab}	4	15.4% _{ab}			
Not sure	173	11.3% _a	309	16.0% _b	96	19.0% _b	8	30.8% _b			
What type of career are you looking for in the CAF?									112.30	.000	.12
Short-term career	150	9.8% _a	88	4.6% _b	26	5.1% _b	9	34.6% _c			
Long-term career	1,110	72.3% _a	1599	82.9% _b	428	84.6% _b	10	38.5% _c			
Not sure	276	18.0% _a	242	12.5% _b	52	10.3% _b	7	26.9% _{ab}			

Note. Subscript letters that differ denote significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Table 63: CAF career preferences for respondents seriously considering a CAF career: Gender analysis.

	Female		Male		X ²	p value	Cramer's V
	n	Percent	n	Percent			
Which type of employment are you most interested in?					31.70	.000	.09
Full-time (Regular Force)	735	72.8%	2,299	77.9%			
Part-time (Reserve Force)	162	16.1%	482	16.3%			
Not sure	112	11.1%	172	5.8%			
Which CAF employment stream are you most interested in?					27.69	.000	.08
Officer	511	50.6%	1,316	44.6%			
Non-commissioned member	314	31.1%	1,192	40.4%			
Not sure	184	18.2%	445	15.1%			
Which environment are you most interested in?					89.49	.000	.15
Canadian Army	489	48.5%	1,730	58.6%			
Royal Canadian Navy	91	9.0%	318	10.8%			
Royal Canadian Air Force	192	19.0%	564	19.1%			
Not sure	237	23.5%	341	11.5%			
What type of career are you looking for in the CAF?					17.01	.000	.07
Short-term career	50	5.0%	222	7.5%			
Long-term career	782	77.5%	2,339	79.2%			
Not sure	177	17.5%	392	13.3%			

Note. **Bold:** Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Table 64: CAF career preferences for respondents seriously considering a CAF career: Visible minority analysis.

	Visible Minorities		Caucasians		X ²	p value	Cramer's V
	n	Percent	n	Percent			
Which type of employment are you most interested in?					9.54	.008	.05
Full-time (Regular Force)	669	74.9%	2,267	77.5%			
Part-time (Reserve Force)	172	19.3%	445	15.2%			
Not sure	52	5.8%	212	7.3%			
Which CAF employment stream are you most interested in?					103.51	.000	.17
Officer	543	60.8%	1,218	41.7%			
Non-commissioned member	235	26.3%	1,227	42.0%			
Not sure	115	12.9%	479	16.4%			
Which environment are you most interested in?					42.12	.000	.11
Canadian Army	438	49.0%	1,702	58.2%			
Royal Canadian Navy	106	11.9%	290	9.9%			
Royal Canadian Air Force	229	25.6%	492	16.8%			
Not sure	120	13.4%	440	15.0%			
What type of career are you looking for in the CAF?					12.33	.002	.06
Short-term career	77	8.6%	182	6.2%			
Long-term career	712	79.7%	2,294	78.5%			
Not sure	104	11.6%	448	15.3%			

Note. **Bold:** Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Table 65: CAF career preferences for respondents seriously considering a CAF career: Indigenous person analysis.

	Indigenous		Non-Indigenous		X ²	p value	Cramer's V
	n	Percent	n	Percent			
Which type of employment are you most interested in?					2.10	.350	.02
Full-time (Regular Force)	235	74.4%	2,719	76.9%			
Part-time (Reserve Force)	52	16.5%	569	16.1%			
Not sure	29	9.2%	249	7.0%			
Which CAF employment stream are you most interested in?					37.88	.000	.10
Officer	94	29.7%	1,683	47.6%			
Non-commissioned member	162	51.3%	1,307	37.0%			
Not sure	60	19.0%	547	15.5%			
Which environment are you most interested in?					19.28	.000	.07
Canadian Army	214	67.7%	1,944	55.0%			
Royal Canadian Navy	25	7.9%	374	10.6%			
Royal Canadian Air Force	42	13.3%	687	19.4%			
Not sure	35	11.1%	532	15.0%			
What type of career are you looking for in the CAF?					3.02	.221	.03
Short-term career	28	8.9%	232	6.6%			
Long-term career	239	75.6%	2,799	79.1%			
Not sure	49	15.5%	506	14.3%			

Note. **Bold:** Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Parents

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

Table 66: How parents seeking information for their children first found out about the CAF recruitment website: First official language analysis.

	English		French		X ²	p value	Cramer's V
	n	Percent	n	Percent			
Information Source					8.60	.475	.30
An online search tool (e.g., Google, Bing, Yahoo)	36	45.0%	8	47.1%			
Other	23	28.7%	1	5.9%			
A Canadian Armed Forces recruiter told me about this website	5	6.3%	1	5.9%			
Someone (other than a recruiter) told me about this website	5	6.3%	1	5.9%			
A link on another website	3	3.8%	2	11.8%			
Recruiting event or recruiting event advertisement	3	3.8%	1	5.9%			
Facebook	2	2.5%	1	5.9%			
Canadian Armed Forces publication (e.g., pamphlet, brochure)	1	1.3%	0	0.0%			
Other social media	1	1.3%	1	5.9%			
Don't remember	1	1.3%	1	5.9%			
News story or article (e.g., newspaper, radio, television)	0	0.0%	0	0.0%			
An ad aired in movie theatres	0	0.0%	0	0.0%			
Twitter	0	0.0%	0	0.0%			
YouTube	0	0.0%	0	0.0%			
LinkedIn	0	0.0%	0	0.0%			

Notes. **Bold:** Significant differences at $p < 0.05$. Chi-square assumptions were violated (more than 20% of cells had expected counts of less than 5), thus likelihood ratio was reported in lieu of chi-square.

CAF Prospect Survey: Descriptive results

Table 67: How parents seeking information for their children first found out about the CAF recruitment website: Gender analysis.

	Female		Male		X ²	p value	Cramer's V
	n	Percent	n	Percent			
Information Source					18.37	.031	.39
An online search tool (e.g., Google, Bing, Yahoo)	21	38.9%	19	52.8%			
Other	14	25.9%	9	25.0%			
Someone (other than a recruiter) told me about this website	6	11.1%	0	0.0%			
A Canadian Armed Forces recruiter told me about this website	4	7.4%	2	5.6%			
A link on another website	3	5.6%	1	2.8%			
Other social media	2	3.7%	0	0.0%			
Don't remember	2	3.7%	0	0.0%			
Canadian Armed Forces publication (e.g., pamphlet, brochure)	1	1.9%	0	0.0%			
Recruiting event or recruiting event advertisement	1	1.9%	3	8.3%			
Facebook	0	0.0%	2	5.6%			
News story or article (e.g., newspaper, radio, television)	0	0.0%	0	0.0%			
An ad aired in movie theatres	0	0.0%	0	0.0%			
Twitter	0	0.0%	0	0.0%			
YouTube	0	0.0%	0	0.0%			
LinkedIn	0	0.0%	0	0.0%			

Notes. **Bold:** Significant differences at $p < 0.05$. Chi-square assumptions were violated (more than 20% of cells had expected counts of less than 5), thus likelihood ratio was reported in lieu of chi-square.

CAF Prospect Survey: Descriptive results

Table 68: How parents seeking information for their children first found out about the CAF recruitment website: Visible minority analysis.

	Visible Minorities		Caucasians		X ²	p value	Cramer's V
	n	Percent	n	Percent			
Information Source					8.62	.473	.34
An online search tool (e.g., Google, Bing, Yahoo)	8	47.1%	30	44.1%			
A link on another website	3	17.6%	1	1.5%			
Other	3	17.6%	19	27.9%			
Recruiting event or recruiting event advertisement	1	5.9%	3	4.4%			
A Canadian Armed Forces recruiter told me about this website	1	5.9%	5	7.4%			
Someone (other than a recruiter) told me about this website	1	5.9%	5	7.4%			
Canadian Armed Forces publication (e.g., pamphlet, brochure)	0	0.0%	1	1.5%			
Facebook	0	0.0%	1	1.5%			
Other social media	0	0.0%	2	2.9%			
Don't remember	0	0.0%	1	1.5%			
News story or article (e.g., newspaper, radio, television)	0	0.0%	0	0.0%			
An ad aired in movie theatres	0	0.0%	0	0.0%			
Twitter	0	0.0%	0	0.0%			
YouTube	0	0.0%	0	0.0%			
LinkedIn	0	0.0%	0	0.0%			

Notes. **Bold:** Significant differences at $p < 0.05$. Chi-square assumptions were violated (more than 20% of cells had expected counts of less than 5), thus likelihood ratio was reported in lieu of chi-square.

CAF Prospect Survey: Descriptive results

Table 69: How parents seeking information for their children first found out about the CAF recruitment website: Indigenous person analysis.

	Indigenous		Non-Indigenous		X ²	p value	Cramer's V
	n	Percent	n	Percent			
Information Source					15.47	.079	.51
Recruiting event or recruiting event advertisement	2	33.3%	2	2.4%			
An online search tool (e.g., Google, Bing, Yahoo)	1	16.7%	39	47.0%			
A Canadian Armed Forces recruiter told me about this website	1	16.7%	5	6.0%			
Someone (other than a recruiter) told me about this website	1	16.7%	5	6.0%			
Facebook	1	16.7%	1	1.2%			
A link on another website	0	0.0%	4	4.8%			
Canadian Armed Forces publication (e.g., pamphlet, brochure)	0	0.0%	1	1.2%			
Other social media	0	0.0%	2	2.4%			
Other	0	0.0%	22	26.5%			
Don't remember	0	0.0%	2	2.4%			
News story or article (e.g., newspaper, radio, television)	0	0.0%	0	0.0%			
An ad aired in movie theatres	0	0.0%	0	0.0%			
Twitter	0	0.0%	0	0.0%			
YouTube	0	0.0%	0	0.0%			
LinkedIn	0	0.0%	0	0.0%			

Notes. **Bold:** Significant differences at $p < 0.05$. Chi-square assumptions were violated (more than 20% of cells had expected counts of less than 5), thus likelihood ratio was reported in lieu of chi-square.

CAF Prospect Survey: Descriptive results

Attractiveness of a CAF career

Table 70: Attractiveness of a CAF career for parent respondents: First official language analysis.

	English			French			Cohen's <i>d</i>
	<i>n</i>	<i>Mean</i>	<i>SD</i>	<i>n</i>	<i>Mean</i>	<i>SD</i>	
How appealing is a career with the CAF?	80	3.2	0.8	17	3.4	0.6	0.33

Notes. Mean appeal scores on a scale from 1 to 4, where 1 = *Not at all appealing*; 2 = *Slightly appealing*; 3 = *Appealing*; 4 = *Very appealing*. **Bold:** Significant mean differences at $p < 0.05$.

Table 71: Attractiveness of a CAF career for parent respondents: Gender analysis.

	Female			Male			Cohen's <i>d</i>
	<i>n</i>	<i>Mean</i>	<i>SD</i>	<i>n</i>	<i>Mean</i>	<i>SD</i>	
How appealing is a career with the CAF?	54	3.3	0.8	36	3.2	0.8	0.09

Notes. Mean appeal scores on a scale from 1 to 4, where 1 = *Not at all appealing*; 2 = *Slightly appealing*; 3 = *Appealing*; 4 = *Very appealing*. **Bold:** Significant mean differences at $p < 0.05$.

Table 72: Attractiveness of a CAF career for parent respondents: Visible minority analysis.

	Visible Minorities			Caucasians			Cohen's <i>d</i>
	<i>n</i>	<i>Mean</i>	<i>SD</i>	<i>n</i>	<i>Mean</i>	<i>SD</i>	
How appealing is a career with the CAF?	17	3.5	0.6	68	3.2	0.8	0.32

Notes. Mean appeal scores on a scale from 1 to 4, where 1 = *Not at all appealing*; 2 = *Slightly appealing*; 3 = *Appealing*; 4 = *Very appealing*. **Bold:** Significant mean differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Table 73: Attractiveness of a CAF career for parent respondents: Indigenous person analysis.

	Indigenous			Non-Indigenous			Cohen's <i>d</i>
	<i>n</i>	<i>Mean</i>	<i>SD</i>	<i>n</i>	<i>Mean</i>	<i>SD</i>	
How appealing is a career with the CAF?	6	3.2	1.0	83	3.3	0.8	0.13

Notes. Mean appeal scores on a scale from 1 to 4, where 1 = *Not at all appealing*; 2 = *Slightly appealing*; 3 = *Appealing*; 4 = *Very appealing*. **Bold:** Significant mean differences at $p < 0.05$.

Perceived advantages of a CAF career

Table 74: Perceived advantages of a CAF career for parent respondents: First official language analysis.

	English		French		χ^2	<i>p</i> value	Cramer's <i>V</i>
	<i>n</i>	<i>Percent</i>	<i>n</i>	<i>Percent</i>			
The opportunity to serve my country	49	73.1%	9	56.3%	1.75	.186	.15
Free job training, while on full-time salary	43	64.2%	13	81.3%	1.72	.190	.14
Free university education, while on full-time salary	43	64.2%	10	62.5%	0.02	.900	.01
The benefits (e.g., healthcare and pension)	42	62.7%	6	37.5%	3.36	.067	.20
Job security	40	59.7%	9	56.3%	0.06	.801	.03
The opportunity to travel	37	55.2%	8	50.0%	0.14	.706	.04
The CAF is respected	37	55.2%	6	37.5%	1.63	.202	.14
Opportunity for promotion and advancement	33	49.3%	7	43.8%	0.16	.692	.04
Intellectually challenging jobs	29	43.3%	6	37.5%	0.18	.674	.05
Pay	28	41.8%	6	37.5%	0.10	1.000	.03
Physically challenging jobs	25	37.3%	7	43.8%	0.23	.635	.05
The flexibility to change careers	24	35.8%	4	25.0%	0.68	.411	.09
The CAF is prestigious	22	32.8%	1	6.3%	4.56	.033	.23
The positive work environment	21	31.3%	6	37.5%	0.22	.637	.05
Competitive jobs (not something that anyone can do)	21	31.3%	6	37.5%	0.22	.637	.05
Work-life balance	15	22.4%	5	31.3%	0.56	.456	.08
Other	4	6.0%	1	6.3%	0.00	.966	.01

Note. **Bold:** Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Table 75: Perceived advantages of a CAF career for parent respondents: Gender analysis.

	Female		Male		X ²	p value	Cramer's V
	n	Percent	n	Percent			
Free job training, while on full-time salary	39	81.3%	14	45.2%	11.11	.001	.38
The opportunity to serve my country	34	70.8%	20	64.5%	0.35	.556	.07
Free university education, while on full-time salary	31	64.6%	20	64.5%	0.00	.995	.00
Job security	31	64.6%	15	48.4%	2.03	.154	.16
The benefits (e.g., healthcare and pension)	30	62.5%	16	51.6%	0.92	.338	.11
The opportunity to travel	28	58.3%	13	41.9%	2.03	.154	.16
The CAF is respected	25	52.1%	18	58.1%	0.27	.602	.06
Opportunity for promotion and advancement	22	45.8%	16	51.6%	0.25	.616	.06
Intellectually challenging jobs	22	45.8%	12	38.7%	0.39	.532	.07
Pay	21	43.8%	10	32.3%	1.04	.307	.12
Physically challenging jobs	20	41.7%	10	32.3%	0.71	.400	.10
The flexibility to change careers	19	39.6%	9	29.0%	0.92	.338	.11
Competitive jobs (not something that anyone can do)	19	39.6%	7	22.6%	2.47	.116	.18
The positive work environment	15	31.3%	11	35.5%	0.16	.696	.04
The CAF is prestigious	14	29.2%	10	32.3%	0.09	.770	.03
Work-life balance	12	25.0%	8	25.8%	0.01	.936	.01
Other	2	4.2%	3	9.7%	0.97	.326	.11

Note. **Bold:** Significant differences at $p < 0.05$.

CAF Prospect Survey: Descriptive results

Table 76: Perceived advantages of a CAF career for parent respondents: Visible minority analysis.

	Visible Minorities		Caucasians		X ²	p value	Cramer's V
	n	Percent	n	Percent			
The opportunity to serve my country	13	81.3%	37	63.8%	1.74	.187	.15
The CAF is respected	10	62.5%	30	51.7%	0.59	.440	.09
Free university education, while on full-time salary	8	50.0%	39	67.2%	1.61	.205	.15
Free job training, while on full-time salary	7	43.8%	42	72.4%	4.61	.032	.25
Opportunity for promotion and advancement	7	43.8%	28	48.3%	0.10	.748	.04
The benefits (e.g., healthcare and pension)	6	37.5%	38	65.5%	4.08	.043	.24
Intellectually challenging jobs	6	37.5%	26	44.8%	0.27	.600	.06
Physically challenging jobs	6	37.5%	22	37.9%	0.00	.975	.00
The positive work environment	6	37.5%	20	34.5%	0.05	.823	.03
The CAF is prestigious ¹	6	37.5%	17	29.3%	0.39	.553	.07
Job security	5	31.3%	39	67.2%	6.74	.009	.30
The opportunity to travel	5	31.3%	35	60.3%	4.27	.039	.24
Pay	4	25.0%	27	46.6%	2.39	.122	.18
The flexibility to change careers	4	25.0%	23	39.7%	1.16	.281	.13
Competitive jobs (not something that anyone can do)	4	25.0%	21	36.2%	0.70	.401	.10
Work-life balance ¹	3	18.8%	16	27.6%	0.51	.747	.08
Other ¹	1	6.3%	4	6.9%	0.01	1.000	.01

Note. **Bold:** Significant differences at $p < 0.05$

¹For these categories, chi-square assumptions were violated for group comparisons (more than 20% of cells had expected counts of less than 5), thus the p-value from Fisher's Exact Test was reported.

CAF Prospect Survey: Descriptive results

Table 77: Perceived advantages of a CAF career for parent respondents: Indigenous person analysis.

	Indigenous		Non-Indigenous		X ²	p value	Cramer's V
	n	Percent	n	Percent			
The opportunity to serve my country	3	75.0%	51	68.9%	0.07	1.000	.03
Opportunity for promotion and advancement	3	75.0%	34	45.9%	1.29	.341	.13
Free job training, while on full-time salary	2	50.0%	50	67.6%	0.53	.597	.08
Job security	2	50.0%	44	59.5%	0.14	1.000	.04
The benefits (e.g., healthcare and pension)	2	50.0%	43	58.1%	0.10	1.000	.04
The CAF is respected	2	50.0%	40	54.1%	0.03	1.000	.02
The opportunity to travel	2	50.0%	39	52.7%	0.01	1.000	.01
Intellectually challenging jobs	2	50.0%	31	41.9%	0.10	1.000	.04
The positive work environment	2	50.0%	24	32.4%	0.53	.597	.08
Competitive jobs (not something that anyone can do)	2	50.0%	23	31.1%	0.62	.589	.09
Work-life balance	2	50.0%	17	23.0%	1.50	.248	.14
Free university education, while on full-time salary	1	25.0%	49	66.2%	2.80	.129	.19
Pay	1	25.0%	30	40.5%	0.38	1.000	.07
Physically challenging jobs	1	25.0%	28	37.8%	0.27	1.000	.06
The flexibility to change careers	1	25.0%	26	35.1%	0.17	1.000	.05
The CAF is prestigious	0	0.0%	23	31.1%	1.76	.314	.15
Other	0	0.0%	5	6.8%	0.29	1.000	.06

Notes. **Bold:** Significant differences at $p < 0.05$. Chi-square assumptions were violated for all comparisons (more than 20% of cells had expected counts of less than 5), thus the p-value from Fisher's Exact Test was reported.

Annex C: Listing of open-ended responses

Table 78: How did you first find out about the CAF recruitment website?: A link on another website
 (please specify)

A career searching website
A link in a Nursing position advertisement
Ad
Ad at Jobinga
aedscholarships.wordpress.com/2017/11/29/paid-education-programs-available-in-the-canadian-armed-forces
Alberta student aid
albertahealthservices.ca/medstaff/Page8754.aspx
All the jobs website for nurse practitioners
An E-mail about welding jobs sent to me by the Canadian Armed Forces
Annonce sur Yahoo
Assurance Emploi Canada
Atlas, federal govt website. Currently at work
Banner ad on Gov't of Canada website
bcjobs.ca
Buscando permiso para trabajar en Canada
ca.jobrapido.com/Recruitment-Zimbabwe-jobs?r=auto&utm_source=yahoo&utm_medium=cpc&utm_campaign
caface-rfacace.forces.gc.ca/mnet-oesc/web/en/empSearch
Calgary Herald
Camosun college
Canada Border & Customs
Canada employment site
Canada government
Canada high commission
Canada immigration website (appeared 2 times)
Canada pension site
Canada Revenue Agency (appeared 36 times)
Canada.ca (appeared 59 times)
canada.ca/en/department-national-defence/campaigns/in-demand-jobs.html?utm_source=Websit (appeared 7 times)
canada.ca/en/department-national-defence/services/ca
canada.ca/en/department-national-defence/services/caf-jobs.html (appeared 2 times)
canada.ca/en/department-national-defence/services/caf-jobs/browse-jobs.html
canada.ca/en/department-national-defence/services/caf-jobs/career-options/fields-work/he

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(appeared 2 times)
canada.ca/en/department-national-defence/services/caf-jobs/education-benefits.html?utm_s
canada.ca/en/department-national-defence/services/caf-jobs/talk-to-a-recruiter.html
canada.ca/en/employment-social-development/programs/foreign-credential-recognition.html
canada.ca/en/financial-consumer-agency/services/loans/student-lines-credit.html
canada.ca/en/health-canada/services/food-nutrition/canada-food-guide/educators-communicate
canada.ca/en/immigration-refugees-citizenship/corporate/publications-manuals/discover-ca
canada.ca/en/immigration-refugees-citizenship/corporate/terms-conditions.html
canada.ca/en/immigration-refugees-citizenship/services/application/account.html
canada.ca/en/immigration-refugees-citizenship/services/canadian-passports/about.html
canada.ca/en/immigration-refugees-citizenship/services/new-immigrants/prepare-life-canada
canada.ca/en/immigration-refugees-citizenship/services/visit-canada.html
canada.ca/en/revenue-agency/services/charities-giving/charities/checklists-charities/iss
canada.ca/en/revenue-agency/services/e-services/e-services-businesses/payroll-deductions
canada.ca/en/revenue-agency/services/forms-publications/forms/ctb9.html
canada.ca/en/services/business/research/directoriescanadiancompanies.html
canada.ca/en/services/immigration-citizenship.html
canada.ca/fr/immigration-refugies-citoyennete/organisation/publications-guides/decouvrir
canada.ca/fr/immigration-refugies-citoyennete/services/outil-venir-canada.html
canada.ca/fr/ministere-defense-nationale/campagnes/emplois-en-demande.html?utm_source=We (appeared 3 times)
canada.ca/fr/ministere-defense-nationale/services/emplois-fac.html (appeared 2 times)
canada.ca/fr/ministere-defense-nationale/services/emplois-fac/options-carriere/domaines-
canada.ca/fr/services/defense/emplois.html
canada.ca/fr/services/emplois/opportunités.html
canada.ca/ourway
canada.ca/revenue
canada.gc.ca
canadainternational.gc.ca
Canadian Army website army-armee.forces.gc.ca/en/index.page
Canadian Business account
Canadian embassy website
Canadian embassy/Colombia
Canadian Government
Canadian immigration website (appeared 4 times)
Can't remember. Was searching for medical laboratory tech jobs
Career development Job bank
CBC News (appeared 5 times)
CBC Winnipeg News web page

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cbc.ca
cbc.ca/news/world/shutdown-talks-us-senate-monday-1.4498038
cic.gc.ca (appeared 15 times)
Columbia college - military police qualifications
Could have been LinkedIN or Indeed
CPP inquiry
Customs Border Agency
Dans le website du gouvernement canadien quand j'ai recherché sur plan d'immigration
EI
EI Canada
EI reporting website (appeared 2 times)
electronicinfo.ca/programs/892
electronicinfo.ca/programs/913
Emploi Québec (appeared 2 times)
Emploi Canada
Employment and Social Development Canada
Employment Insurance (appeared 2 times)
employmentservice.sl.on.ca/?lm=0&Location=13
Environment Canada (appeared 5 times)
Environment minister's site
es.answers.yahoo.com/question/index?qid=20080630123037AAb7zNt
ESDC - canada.ca/en/employment-social-development/corporate/portfolio.html
Express entry immigration
Express immigration services
Facebook (appeared 18 times)
Federal security and defense jobs canada
Find a Job
FORCES website
Forces.gc.ca/en/about/faq.page#q3
Foreign legion website; I am trinidad soldier
Formation
Combat Camera
GAC
GC Surplus
Gc.ca
Glassdoor (appeared 3 times)
Globe and Mail
Google (appeared 3 times)
GOV CANADA WEBSITE APPOINTMENT POSITIONS

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Government Canada job search (appeared 2 times)
Government of Canada (appeared 21 times)
Government of Canada Federal Student Work Experience Program
Government of Canada travel advisory website
Government weather network
Gov't of Canada Job Site
hirecanada.ca
How to immigrate to Canada
I was looking for jobs on Indeed, and I clicked on a CAF job posting.
I was looking for no experience jobs
I was looking to see if it was possible to visit Canada with my US Visa and I saw the ad
I was researching the term NE Tech
IELTS
Immigration Canada
Immigration website
Immigrer au Canada (appeared 2 times)
Indeed.ca or Indeed.com (appeared 179 times)
Indigenous Affairs
INEED.CA Army Communication and Information Systems Specialist
Immigration Canada's web page
Insta Ads for apps
Instagram
It was a government website, that's all I remember.
Job ad for student summer work. I think indeed was the website
Job ad on INDEED job website linked me to the CAF homepage
Job bank (appeared 2 times)
Job posted for operation technicians
job posting curiosity
Job search
Job search websites (appeared 2 times)
jobbank.gc.ca (appeared 3 times)
Jobjunction
Jobrapido (appeared 2 times)
Jobs ad on Indeed.com
Jobs Canada (appeared 2 times)
Jobs in Canada
jobs indeed (appeared 2 times)
Jobs.ca
jobs.com

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jobs.gc.ca
Journal de Montréal
Kijiji (appeared 4 times)
Kijiji Calgary
Kijiji health care job board
Kijiji jobs
Law Society of New Brunswick
laws-lois.justice.gc.ca/fra/reglements/C.R.C.,_ch._1041/page-2.html#h-3
Link from DCC article
LinkedIn
LinkedIn ad
localworkbc.ca
Looking at information about apprenticeship programs
Looking for a decent job on Indeed.com
Looking for info on HST and I am a transition consultant
m.dengi.ua
metiers-quebec.org/sante/prep_beneficiaires.htm
Migration page
Monster.ca (appeared 3 times)
My service Canada account
National Post Advertisement
neuvoo.ca/view/?id=uwj9thfyx7&lang=en&k=instructional+designer&splitab=1&action=emailAlert
NOC
noc.esdc.gc.ca/(appeared 2 times)
Ontario jobs
payroll deductions
Por un Youtuber
Pour un travail
Public Service Job Opportunities
quora.com
rcmp-grc.gc.ca/en/police-officer-careers?careers
recruiting-recrutement.forces.gc.ca/protected/ei-ime-2.aspx?lang=eng
reddit.com/r/AirForce/comments/7s8qjm/so_i_hear_you_guys_want_to_get_paid/
Revenue Canada (appeared 3 times)
Royal Military College of Canada
Saskjobs.ca (appeared 7 times)
Scholarshipvilla
Searched for Entry Level Engineering jobs on Workopolis
securitepublique.gc.ca

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Seneca College Aviation website
Sercanto
Service Canada (appeared 12 times)
Service de declaration chômage
Service de déclaration du chômage
services3.cic.gc.ca/ecas/viewcasestatus.do
Simply Hired
Site du Service canadien du renseignement de sécurité
Site officielle de l'immigration CIC
Soy policía, deseo vivir en Canadá y estaba viendo un link q me envió mi hermana la cual vive Canadá
stclaircollege.ca/programs/postsec/medlab/
Sudbury Star
teccart.omnivox.ca
The immigration page of Canada Government
The London Free Press
The Star website
The Toronto Star
The Whig newspaper
Transport Canada
Travel.gc.ca
Using job search, looking for a career change.
VAC
vfsglobal.ca/Canada/China/after_submission.html
services3.cic.gc.ca/ecas/security.do
Was reading history of 410 squadron
weather.gc.ca (appeared 8 times)
When I was looking for revenue Canada
Wikipedia (appeared 2 times)
Work BC (appeared 2 times)
Workopolis (appeared 14 times)
worldwin.blogspot.com
yelp.ca
Zip recruiter

CAF Prospect Survey: Descriptive results

Table 79: How did you first find out about the CAF recruitment website?: Other social media (please specify)

Billboard on the subway
Cadets
Canada jobs
Canadian immigration website
Can't remember
Cyberpresse
eluta.ca
Email
Facebook
Federal job posting
Friends
GC web
Google (appeared 4 times)
https://emploisfp-psjobs
I have registered to Physician Job search in Canada and I received this Yahoo email.
In
Indeed.ca or Indeed.com (appeared 43 times)
Instagram (appeared 65 times)
Internet
Kijiji
LinkedIn
Monster web site
Myjobhelper.com
Public Weather Alerts Alberta Page
Reddit (appeared 3 times)
Reddit.com/r/Canadian Forces
Saskjobs.ca (appeared 2 times)
Searching for work/jobs
Snapchat (appeared 27 times)
Snapchat advertisement (appeared 2 times)
Un site de recherche d'emploi appeler Indeed
Whatsapp
Wikipedia
Workopolis (appeared 5 times)

CAF Prospect Survey: Descriptive results

Table 80: How did you first find out about the CAF recruitment website?: Other (please specify)

4 years of sea cadets
À la télévision
A member of CF mentioned to me several year ago
Ad found on a bus
Ad in NSLSC's email
Ad in Toronto star
Ad on Kijiji north bay
Ad on tv
Adzuna
Air cadet captain
Air cadet program (appeared 2 times)
Air cadets (appeared 8 times)
Air cadets officers
Always considered a job in the CAF and knew about the website prior to seeing marketing
Always dreamed of being a pilot like my grandfather
Always dreamed of joining the armed forces
Always fond of the army was a past reservist in Antigua
Always have known about it
Always wanted to
Always wanted to be in the air force
Always wanted to join
Always wanted to join the armed forces
Always wanted to serve in the CAF since I was very young
Ami (appeared 5 times)
An online job search website
Ancient militaire
Annonce à la télévision
Annonce sur le site du gouvernement du Quebec
Another government agency
Applied in infantry at 16
Applied in the past
Apprenticeship programs
Army cadets (appeared 7 times)
As a ex CF member, curiosity
As a GC organization that requires staffing it would make sense they would have a site for recruiting
Assumed the CAF had a website
At an employment and training office

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Aware of it and looking on behalf of another individual
Awareness of web recruiting
Base located close to home
Been on my mind since I was in high school
Been on the website before
Been wanting, to go for years. just been busy raising my children. now there old enough
Besoin d'un nouveau défi
Billboard south of comox & online job posting
Book
Boyfriend
Brother is regular forces
Brother served 10 years
Brother was in sea cadets
Cadet de l'armée
Cadet officer
Cadet organization
Cadet program (appeared 3 times)
Cadet recherche report
Cadets (appeared 24 times)
Cadets Canada (appeared 3 times)
Cadets de l'arme 1573 Buckingham Gatineau
CAF reserve member
Camosun college website
Camp with cadets
Canada has an army, and I want in
Canada revenue agency (appeared 2 times)
Canada website
Canada.ca (appeared 7 times)
Canada.ca/en/department-national-defence/campaigns/in-demand-jobs.html?utm_source=website
Canada.ca/en/department-national-defence/services/CAF-jobs/career-options.html
Canadian army cadet program
Canadian cadet program
Canadian embassy
Career counselor
Career symposium
Carleton university job board
C'est mon rêve
C'était évident qu'il existait un site pour les forces
Chef was in the navy for many years

CAF Prospect Survey: Descriptive results

Choice
Cic.gc.ca (appeared 4 times)
Citizenship and immigration Canada -study guide
Combined international ftx
Commercials
Common knowledge
Common sense (appeared 3 times)
Conjoint
Conseiller en orientation
Considered for years
Cousin is in Canadian forces
Cousin is in the CAF
Culture personnelle
Curiosity (appeared 3 times)
Curiosity and internet search
Curious since I was a kid
Currently a civilian employee for DND
Currently working civilian at 17th wing
Dad said I should look into it
Dad told me it's a good option and I really want to study on a military school and medicine
Dad was in the Canadian military
Dad worked for c.f.s beausejour for 26 years
Dans les cadets des forces armée canadiennes
Decision personnelle
Déjà fait partie des cadets de l'air escadron 749 henry
Déjà fait partie de la réserve
Dentist I worked for previously employed with DND
Did military service in Israel, would love to work for Canadian forces
Discover Canada. the rights and responsibilities of citizenship
dreams is to be armes
During to funding a job according to my educational qualifications and experiences
Elementary school class on world events 27 years ago
Email (appeared 2 times)
Email from indeed
Email from the deployment help agency
Émission les recrues
Emploi gouvernement
Emploi Québec (appeared 2 times)
Employee

CAF Prospect Survey: Descriptive results

En cherchant de l'information sur l'armée
Ever since I was a little kid. it my dream to fight for my country. to do something that matters
Everything is online
Expérience passée
Ex-reservist
Famille de militaire
Family (appeared 16 times)
Family and family friends
Family and friends
Family friend (appeared 3 times)
Family has served many times in the past, I take great pride in our armed forces and police
Family history (appeared 2 times)
Family history, mother and grandfather served and are encouraging me to apply
Family in the military
Family member
Family member in the forces
Family member is also part of the CAF
Family member is applying
Family member served in the military (appeared 2 times)
Family member who served, and I am considering joining
Family members (appeared 7 times)
Family members in the army and it's been my dream
Family said it would be good for me
Family was a part of the forces and I respect what they do and would like to continue the help
Father
Father and grandfather served in the army
Father family tradition
Father is a retired RSM
Father is in the military
Father is in the reserves
Father served
Father was in army, and stories have been inspirational
Father was in the army so I grew up knowing that CAF was an option
Father was military police
Few of my friends have joined and it's always been an interest of mine
Fiancé is in the military
First learned in high school - now I just typed in web browser directly from memory
Following from army cadets
Following my dream and passion



CAF Prospect Survey: Descriptive results

For joining armed forces
Former member (appeared 6 times)
Found a job posting on indeed.com
Found it myself (appeared 3 times)
Frequented the website for some time now
Friend (appeared 10 times)
Friend ex army officer
Friend has been in the navy for over 15 years
Friend in the armed forces (appeared 5 times)
Friend in the army
Friend is in the forces
Friend is in the navy
Friend mentioned CF to me
Friend of mine told me
Friend who is an active member in CF
Friend who is currently at university getting his degree to work for the military
Friend who is planning to join CF
Friend who used to be in the Navy
Friends
Friends that are in the CAF
Friends, family and soldiers
From a friend who has been in the CAF
From Canadian rangers
GC jobs (appeared 2 times)
General intrastate in protection of people
General knowledge that Canada has a armed forces
General military interest
Glassdoor
Good friend is in the forces
Good friend of mine
Google (appeared 19 times)
Google searched armed forces recruitment
Googled the Canadian forces out of curiosity
Got interested during my recent visit in Canada
Gov. Canada job bank
Government website
Government of Canada website (appeared 2 times)
Government office
Grandfather (appeared 5 times)

CAF Prospect Survey: Descriptive results

Grandfather was a soldier
Grandfather was a soldier in world war two
Grandfather was a veteran
Grandpa served in ww2 I'd like to follow
Grew up learning from family who were also part of RCAF was always fascinating
Had a friend in younger years that was a recruiter
Had site bookmarked
Have family in CAF
Heard about it in high school, and then my husband joined a few years later
High school (appeared 2 times)
Historically family friends were part of armed forces
Http://www.forces.gc.ca no longer worked so I tried other urls manually
Husband is air force, I recall it when he joined
Husband is in air force
husband is in the CAF
I already applied once before I already knew about this
I already knew about the Forces so I just Googled the Forces. Seen lots of ads everywhere
I am a former serviceman and had knowledge of the site
I am a former army cadet (appeared 2 times)
I am a former member of the CF (appeared 2 times)
I am a member of the CAF PRes
I am a retired reservist of the CAF
I am a serving member
I am an army cadet and my captain advised me that this would be a decent website to check out
I am attempting to re-enlist
I am aware from childhood
I am aware that the internet exists, and I assumed that the Canadian forces would have a website
I am currently in the reserves, and am thinking about transferring
I am ex-military and am thinking about getting back in
I am retired navy
I am visit home site
I am visiting my daughter who is a well-known social worker, working for Calgary city
I assumed one existed and looked for it
I chose to go to the site
I chose to look it up
I did a search
I feel like I've always known it exists
I Googled it (appeared 5 times)
I Googled CAF

CAF Prospect Survey: Descriptive results

I Googled CAF and clicked the jobs link
I Googled summer jobs and this website came up
I grew up in a military family. I already knew about the site
I had a dream where I was working for the navy and woke up feeling like it could bring me purpose
I just assumed there would be one, and I wanted to check out the website
I just Googled "Canadian army"
I just know what it is (appeared 2 times)
I just searched it online
I just thought of joining
I know of honor and heroes
I know someone that is in the army
I live close to Petawawa base and have always been familiar with the website
I live in Canada
I live very near a base and see and speak to military people all the time
I looked it up myself, nobody told me about it
I love to serve the country that I live
I myself was looking for that because I seriously want to join military service
I participated in international training with CAF in Lithuania. that was in 2007
I sought it out
I saw a job listing on saskjobs.ca and got curious
I saw it inside the Canada place in Edmonton
I saw the website on a keychain
I saw this when I was scrolling through CIC web
I searched "CAF" to look into it and found this website
I searched for it (appeared 2 times)
I sought out the possibility of a military career on my own
I study political science/international security; it wasn't hard to find
I used Google search engine
I used to be in air cadets
I used to be in army cadets
I want to feel a sense of accomplishment a purpose in life
I want to get away from it all
I wanted to join so I came to this website
I wanted to join the army
I wanted to on my own
I was a Cape Breton highlander but moved out of the area and looking to get back into uniform after
I was a sea cadet many years ago
I was in army cadets so I know about it
I was in cadets

CAF Prospect Survey: Descriptive results

I was in the CF from '04-'07
I was looking at the world's best main tanks, got directed to Canada, and here I am
I was referred by my captain in the cadets
I was young when I saw my first chopper fly over the house, during their exercises
I work for the Canadian coast guard as an engine room assistant, they suggested it
I work on a DND contract, so know the website
I worked on 17th wing as civilian
I'm a former CAF member considering re-enrolling
I'm Canadian, so I know about the forces
I've always known about it
I've always known of the CAF
I've always wanted to be in the military
I've always wanted to join
I've seen combination of media ads, forces members and recruiting stations told me to apply online
I'm a helicopter pilot I'm Mexican but I did my helicopter license in Canada at Ontario north bay
I'm a previous member
Immigration to Canada website
Indeed.ca or Indeed.com (appeared 161 times)
Independently. I assumed you had a website
Instagram ad
Interest in the field brought me through a series of links
Interest in the field
Interest...family served in armed forces
Interested
Internet search
Internet searches
Instagram
It has always been an interest of mine
It is common knowledge
It was obvious that there would be a recruitment website (appeared 4 times)
It's my Canadian duty to know about this website
It's 2017, online information is expected
It's a career option that I am anticipating
I've always wanted to serve my country
I've been involved with the military in some form since I was 12
I've considered RCMP and Edmonton police service, exploring all my options for serving/protecting
I've had this idea in my mind for a while
I've known about CAF all my life
I've known for a long time about the site

CAF Prospect Survey: Descriptive results

I've lived in Canada all my life and have known about Canadian forces since childhood
I've wanted to join since I was a little boy
J'ai été dans les cadets
J'ai travaillé dans le milieu comme civil dans un autre pays
J'étais dans les cadets
J'ai déjà été infanterie de la réserve et songe à m'enrôler dans la régulière et dans un autre métier
J'ai été dans les cadets de terre pendant 7 ans
J'ai toujours aimé l'armée depuis tout petit
J'ai toujours connu
J'ai travaillé comme étudiant dans l'équipe multimédia au centre de recrutement de Montréal
J'ai regardé partout
Je connaissais depuis longtemps
Je fut cadet autrefois
Je me doutai qu'il y avait un site web
Je me doutais déjà qu'il y avait un site
Je savais déjà qu'un site était existant
Je suis dans les cadets, donc à la base je savais bcp choses en lien avec cela
Je suis déjà militaire
Je suis moi-même allé chercher des informations sur l'enrôlement et j'ai trouvé le site
Je suis un ancien militaire
Je travaille pour le mdn
Je veux réaliser mon rêve d'aller dans l'armée et j'ai consulté ce site
J'en suis conscient depuis toujours que nous avons une armée pour nous défendre
J'étais dans les forces antérieurement
Job ad (appeared 2 times)
Job bank (appeared 3 times)
Job fair
job helper
Job link on indeed.com
Job posting
Job posting on indeed
Job search website
Job searching on indeed.com
Jobboard
Just always was interested
Just come up in my idea
Just felt like looking
Just Googled it
Just kind of thought of it

CAF Prospect Survey: Descriptive results

Just knew about it
Just knew it was a thing
Just obvious that this site is where I would go
Just searched up the CAF
Just thought about joining military. it's one of my interest for my future career
Kijiji (appeared 7 times)
Knew already because of cadet work previously
Knew it existed already
Knew they should have a site
Know about a long time, former air cadet
Known about this website since I was young
Lien du site web du gouvernement du Canada
Life
Lifelong dream
Link on government site
Link to job on indeed.ca
Live near a base
Logique
Longtime participation in the royal Canadian air cadets
Looking for a new career option
Looking for immigration information on the website of the embassy of Canada
Looking for information through search engine Google
Lot of different sources
Lots of family in the forces
love of history and present military
Ma propre pensée
Member of family in the army
Member of the forces
Militaire
Military family
Military vet from the united states said to research what it was like for employment
Moi
Moi-même
Moi-même
mom mention about it
Mon conjoint est militaire
Mon frère
Mon nom et Roberto et c'est mon rêve
Mon oncle était casque bleu dans la Navy

CAF Prospect Survey: Descriptive results

Mon père était dans l'armée 1976
Mon père est un ancien militaire
Mon père est un ancien réserviste (26 ans de services) et j'ai moi-même fait les cadets de l'armée
Monster.ca (appeared 3 times)
Most business/enterprises have recruiting websites, I just checked online
Most government agencies have a website
Mother, air cadet sqd 904 kootenai creston bc
Motivation
Movie (appeared 2 times)
Myself
Myself and previous research
Myself looking into it
National pride
No work in New Brunswick
Not dumb
Nous avons invité des recruteurs de l'armée lors d'une de nos émission de radio
Nous voulons regarder les vidéo avec mon fils il doit les écouter et je veux être renseigné
Nowdays I knew they would have a site I could go to, didn't have to hear about it
Nslsc
officers at my sea cadet corps
Officers from my cadet unit
Online advert agents
Online advertising
Out of civic duty
Out of my interest (appeared 2 times)
own
own online search
own research lead me here
Own search
Par moi-même (appeared 7 times)
Par pure logique
Par un ami et Facebook
Parents (appeared 2 times)
Parents who work in national defense
Peers from cadets informed me
Personal research
Personal decision to make a change. CAF has always been in my mind
Personal interest (appeared 6 times)
Personal interest and research



CAF Prospect Survey: Descriptive results

Personal interest from air cadets
Personal search
Pilot hiring websites
Played organized hockey most my life and wanted to continue being a part of a team
Plusieurs gens et connaissances de mon entourage ont fait partie des forces
Poster at a hockey rink
My present employment engagement
Presentation
Previous application
Previous army cadet
Previous CAF member
Previous CAF service
Previous enlistment
Previous member
Previous service (appeared 2 times)
Previously been in cadets and my family as far as I know have all been in the forces
Previously enrolled
Previously in army cadets
Previously viewed this website
Programme des cadets
Pub à la tv
Pub dans un abribus
Pub tv radio brochure
Quick Google search
Radio
RCAC 909 perigrine
Redirected when filing gst
Research
Researched the forces myself because I plan on joining
Reserve co-op program
Reserves poster at university
Retired DND civilian
Royal Canadian Air Cadets (appeared 5 times)
Royal Canadian air cadets - "540 golden hawkes
Sa ma toujours attiré
Sa ma toujours interpellé
Saskjobs.com
School (appeared 10 times)
School and colleagues

CAF Prospect Survey: Descriptive results

School job fair (appeared 3 times)
School job/career fair
School teacher
Sea cadets
Search through Canada official website
Searched it myself (appeared 4 times)
Searched the Canadian military and found it
Searching about immigration programs
Seen member around the city
Self (appeared 2 times)
Selon moi-même
Sense of duty
Served in the navy before political correctness
Serve reserve in the past. left to follow civilian career. looking to serve reserve again
Service Canada (appeared 4 times)
Sign at armoury
Sister has been in the Canadian military her whole life
Snapchat (appeared 5 times)
Someone a served at my job
Someone I know is in the armed forces
Son
son is currently a air cadet of 110 blackhawk sqrn
Son is in military
Son spoke with recruiter at career fair
Son's training information package
Special interest
Specifically searched for the website
Spouse is a DND member
Spouse is ex infantry
Spouse is in CAF
Stratford armoury when I went in to talk to a guy that was there about joining
Surfer sur le web
Survey pop up on payroll deductions online calculator
Talking to friends and family about joining the military and searched up how to join
Talking with peers about the subject
Teacher of mine served in the forces
Television
The RCAF is seen everywhere and respected by student pilots
There has always been a recruitment office near me

CAF Prospect Survey: Descriptive results

Thinking about a carrier in the military
This is 2017. obviously you have one
Thorsby 2561 army cadets
Thought about joining forces when I found the website
Thoughts of previous encounters with people in the army
Through my school
Through the Canadian air cadets
Through the rcmp website
town flooded and there were army guys. I guess they were actually air force, but I was 7, sue me
Tqs television network
Trained with Canadian soldiers
Tried to enlist before but ended up going down different career path
Tv (appeared 4 times)
Tv ad (appeared 4 times)
Tv ads, and I started to apply 10+ years ago
U of S job postings
Un ami (appeared 2 times)
Un ami qui hais parti dans l'armer ma conseiller de la faire aussi
Un professeur de mécanicien industriel
Used to be a reserve in the past
Used Victoria ad
Various, known about the website for over 10 years
Very long ago, I thought about being a soldier. I thought this morning again about it
Veteran told me to join the army
Veut être dans l'armée depuis qu'il est tout petit
Vfs
Via pop up survey on Canada revenue agency website
Visa web site
Visiting the website historically
Wanted to be in the military since I was a little kid
Wanted to become a part of the Canadian military and just came across this part of website
Was a cadet
Was a child and wanted to be a part of the army, forget the reason why
Was a member at 18 years old but quit during b.l.q
Was a reservist in 1990's. my goal has been to return as full member
Was already in the CF
Was an army cadet for 7 years
Was in air cadets
Was in air cadets years ago and wanted to join

CAF Prospect Survey: Descriptive results

Was in the cadets growing up
Was in the reserves for 2 years from 2013-2015, thinking about going Reg Force
Was in the reserves in the past
Was interested in paramedic training in the CAF
Was specifically looking to join forces so I did search on Google and found it
We just knew to look up Canadian Air Force
Weather network ad
Web search
Web search is a basic tool
Welcome to Canada pdf file
Well... I just figured there would be one and looked
When I was very young I was told a lot of stories about the army. so ever since I wanted to join
While applying for eta visa
Word of mouth (appeared 4 times)
Worked for PSP and was a military spouse
Worked with Canadian service men/woman at Camp Minhad (UAE)
Working at DRDC has inspired me to want to join the CAF
Workopolis (appeared 6 times)
World of choices
York university career site
Your website
Youth cadets
YouTube ad
Zip recruiter - searching for a job
Zip recruiter (appeared 5 times)

CAF Prospect Survey: Descriptive results

Table 81: What would make the CAF a more attractive career?: Other (please specify)

A career where my degree will be useful
A respectable government
A sense of duty and a wish for a more balanced life
Ability to pass basic training when older applicant and not as fit
Ability to see the world, contribute to freedom, help others when they have no one to turn to
Aboriginal member of Canada, Seeking funding programs for developments. "Independently"
Accept seniors for part time and reserve positions
Accepter les personnes pas de diplôme de secondaire
Actual combat and real mission
Age limits. I'm Curious and 50yrs old :) I work in high tech and my hobby is robotics
All
Assurance that I will be treated with respect regardless of my physical appearance or gender
Be able to smoke a prescribed amount of low the weed and high non path to active and for pain imf nob
Better culture for women
Choose where you live after training
Clear missions and goals, well designed training, respect and support for the role of the Reserves
Direct entry to a civilian positing
Don't know
Don't know. It's not for me
Don't know enough yet to be able to answer this question
Easier medical check
Fight bad guys. Beards. Maintain the traditions and fighting spirit of our forefathers
I am 64 years old
I am 65 years of age, so jobs in that category would make it appealing
I am an old guy
I am over 50 - retraining & serving my country appeals to me- age restriction?
I am too old to consider a career in the armed forces, I am looking at the co-op program for students
I hear too much how veterans are not supported once the retire or leave the forces
If it was not supporting violence
I'm a pilot. More airtime would be attractive
I'm middle 40's so the physical aspects seem daunting
I'm not looking for a career for myself - my daughter is a Reserve Force member
I'm old and just had a question that i figured your website could answer
Je ne suis pas encore au courant des carrières. Je visite le site par curiosité
Mettre fin au harcèlement psychologique et sexuel des femmes

CAF Prospect Survey: Descriptive results

More ethical conduct by senior officers
More high level engineering opportunities
More open to members of the LGBT community
My family would not support this decision
No harassment of any kind, sexual or otherwise
Not having a girlfriend
Not to feel like it's my only option
Offrir un poste plus calme (doux) qui convient à la santé physique des gens vivants avec ces problèmes
Opportunities for older workers
Plus de facilité pour la reconnaissance des études/expertises acquises dans la vie civile
Potential to help people
Pour ma part c'est plus l'entrainement physique extrême qu'on doit suivre qui fait en sorte que je
Rien
Risky but Fulfilling
Smarter co-workers
Structure medical requirements, I have epilepsy but still would like to join
Training
Transparency with respect to the Canadian Forces role in Geoengineering flights in Canadian airspace



CAF Prospect Survey: Descriptive results

Table 82: What makes the CAF an attractive career option?: Other (please specify)

A tag name
As my daughter said, helping our society we help us
Becoming something I fought hard for
Citizenship
Continue my career with what I started
Depuis son tout jeune âge qu'il en parle par contre je ne peux répondre pour lui
Ethnically diverse
Exciting
Have achieved diplomas which job options are space
Have dedication to serve the nation not just for anything else but for the love of the country
Helping the Canadians & leaving my country I'm not a Canadian Citizen but I'd like to become one)
I am looking at all opportunities - I've been a nurse for over 25 years
I like military stuff
I like to work on the water
I think it would be incredibly fun. And a great opportunity to learn a trade while doing so
I want to fly planes
Immigration
Interested in aviation
Interested in helicopters
It's cool
Love the military culture
May be of interest after I retire from current job in Health Care as a Wound Clinician Nurse
Military Community
My son always wanted to become a soldier or police officer, as he matured, to fly helicopters
My son is currently enrolled in the cadet program, and becoming part of DND is the next logical step
Opportunities to work with and in a high technology environment in multiple disciplines and subjects
Opportunity to serve others while serving in the CAF as a Chaplain
Read an article on Immigrants being able to serve
Respect in society
Security for my family
Service gives one an opportunity to live a very full, adventurous life in so many ways
SOF
To get my Bachelor's in Social Services
Would have been great, unfortunately I am way too old

CAF Prospect Survey: Descriptive results

Table 83: What factors are drawing you to the CAF?: Other

A career that may follow my spouse
A chance to become more and exploit knowledge already attained
A desire for more
A different work environment
A purpose
A sense of integrity
A simple approach to employment in exotic fields (Pilot) or fields which feel valuable (Infosec)
Ability to help people
Ability to work part-time in the Reserves
Acquire skills that are valuable in law enforcement
Advance career training that may not be available in civilian life
Advance my future career
Always fascinated by the Military and nothing else
Always felt a longing for something in this job scope
Always liked military things
American looking to serve
An environment that allows one to excel and improve upon one's self
Ayant fait partie des cadets de l'armée j'ai toujours eu une certaine attirance pour les FAC
Be a part of something greater than yourself
Becoming the best I can be
Being able to work a good, beneficial job part time while going to school
Being part of something that will lead me to live unique experiences while learning various skills
Benefits of making the world a better place
Bored and need a change
Brotherhood and family like bonds with peers
Build myself up
Building self-discipline
Business failing, taxes too high
Can't do fulltime but just learned about the option to be a reserved member
C'est peut-être passionnant
Citizenship
Common-law spouse in the CAF
Defending our great nation
Discipline
Emploi spécialisé (photo-video)
Etre pilote de l'armée est un gros avantage pour devenir astronaute
Ex British army and was curious

CAF Prospect Survey: Descriptive results

Excitement
Excitement
Family have served, and friends are currently serving. I've always respected the military
Flight training
Flying
For a purpose in life
Gain discipline
Grew up military
Hope to get into policing afterwards
I am interested in helping everyone, not for glory or medals but as service even being unknown
I don't know what to do in life
I find everyday life dull, boring, and repetitive. I have a strong urge for thrill and adventure
I have worked as RN in Indian Armed Forces. Wish to work in CAF too
I like shooting things
I like the idea of preventing or catching computer security threats/exploits before fruitful
I need a change work 12-18 hrs. a day want someone to be proud of what I do
I reside close to Borden, Ontario
I spent 2 years as a Cadet and really enjoyed it
I want the opportunity to see what is happening around the world
I want to be a police officer
I want to defend my home and family
I want to disappear
I want to find out who I am
I want to know how I will respond to extreme circumstances will I be a hero or a coward
I want to serve Canada as a kind of response to give me a new life in it
I would like to immigrate to Canada, and joining CAF can be a good start
I'm a big cry baby and I think it'd help build a thicker skin
Immigration
Interest in career as foreign affairs or security analyst, on the job CF experience could help
Interest in research & academic opportunities (e.g. RMCC)
Interested in taking a second job in the reserves
Is there a flight program
It appears to be a purposeful way of life. Also, comradeship
It has been my dream to be part of the armed forces
It would give me the training, knowledge and job experience to pursue a career in policing
Je ne sais pas dans quel domaine me lancer
Je suis deuxième sergent de l'armée de terre brésilienne et je pense en immigrer au Canada
Job opportunities in my field - social work
Knowing In my heart where I belong. I bleed patriotism and a passion of protecting people

CAF Prospect Survey: Descriptive results

La possibilité de trouver un emploi dans mon domaine d'études, ou lié de près à mon domaine d'études
La Psychologie de l'armée m'intrigue
Le bien que ça fait
Le sentiment que mon potentiel personnel soit utilisée au maximum
Learn new things
Learning new skills; combat, protection etc.
Legal opportunities as a young lawyer
Lifelong (from childhood) goal/desire
Limited supply of other career opportunities
L'impression de contribuer
Looking for a great workplace where there is no discrimination based on colour of your skin
Looking for something new
Make a positive difference
Make my parents proud
Make use of my leadership skills
Meaningful work
Mon conjoint est militaire
Moving away from my significant other
My grandfather joined the RCNVR and I am wondering if being a Naval Reservist would appeal to me
My interest in the medical field and want to help those who help us
New experiences and serving my country
Nouveaux défis
Opportunities to be a military police officer is appealing
Opportunity to challenge myself
Opportunity to do something worthwhile
Opportunity to fly military aircraft
Opportunity to help others (disaster recovery, etc.)
Opportunity to meet interesting people and learn more about other cultures
Opportunity to serve Canada, since i am a Canadian Citizen. And be respectful to the government!
Opportunity to serve my queen
Part time work that is interesting
Part time work, potential benefits, learning opportunity while still working my full time job,
Part-time work in a different field to supplement my career
Passion
Peace promotion
Personal discipline and maturity
Possibility of joining Canadian Space Agency
Pour aider pendant les catastrophes

CAF Prospect Survey: Descriptive results

Pouvoir aider les autres partout dans le monde
Previous service. Bored at current job
Professional development in my career through the Reserves
Purpose
Repay student loans
Reserve option
Seconde carrière
Self-discipline
Sense of purpose/protecting others
So I can provide for my family so they can have a good future
Social activity
Summer work
Team structure like sports you all have to do your job with pride and look after everyone else
Teamwork heavy environment
The ability to be part of a team
The discipline and structure I'd be receiving
The life experience that it offers
The need to help our country and keep it safe
The opportunity to attend the school at the University of Alberta while making an income
The opportunity to find something meaningful in my life. I really want to serve my country
The opportunity to give my life a purpose
The self-discipline
There are few jobs in my area. The base is close and job training is something i am interested in
Thinking of joining the Reserves to assist myself financially in addition to my full-time job
Thrilling more exciting opportunities
To be a part of something bigger than self
To be part of highly respected military in the world
To be part of something larger than myself
To belong, to do what's right and fight for the freedom of people even if it's done in secrecy
To continue my research carrier
To learn combat training
To learn discipline
To make a difference
To prove I can do something
To serve others in need
To test my limits, to become the best at what I do, to put my unique talents to good use
To use my abilities for good
Tout simplement une passion de la police et de l'armée
Training to fight with a rifle

CAF Prospect Survey: Descriptive results

Travailler avec des personnes qui donnent leur maximum
Voir le monde
Vouloir servir mon pays
Want to leave my country and join the army elsewhere. Not sure if i can join. From Cyprus (Greek side)
Want to learn how to become a sniper
Wanting to be Special Forces like the ones USA has
When I was young always dreamed of serving in the army or being a cop
Working a job that has some meaning/purpose to it



CAF Prospect Survey: Descriptive results

Table 84: What would discourage you from joining the CAF? Other (please specify)

À mes 18 ans je voulais m'enrôler mais je dois porter de ver de contact/lunettes
A scenario where my home country is under threat and am required to do service there. (Romania)
Ability to be a civilian
Age (appeared 4 times)
Already have a full time job and want to balance work and the military
As someone already over the age of 30 I don't look forward to being treated as incompetent
Avoir l'impression d'imposer un second déménagement professionnel à ma famille
Bad grades
Basic military training
Basic Training
Basic training makes me apprehensive
Being away from my kids during training
Being too old, but now my heart is ready to serve at 37 years old
Canadian Army Bases are in such remote locations
Compensation is low - to be away from family
Concern about having to move around the country throughout my career
Craintes au niveau du dossier médical et la baisse de salaire au début de carrière
Criminal record
Déplacement à l'intérieur du pays
Desire to not live in certain parts of the country, recent house purchase, uncertainty
Desired field not available
Devoir avoir un secondaire 5 pour pouvoir m'enrôler dans les forces armées canadiennes
Discrimination and hostility towards women and minorities
Distance, it is quite far away
Don't get to see family all the time
Don't want to leave B.C or be in Navy
Driver's license
Duration of time at sea for one mission
Être loin de mon conjoint
Extended leave from family
Family and personal relationships
Family relocation
Family responsibilities
Fear
Fear of judgment
Female/male issues discrimination
Fiancé



CAF Prospect Survey: Descriptive results

Fighting an unjust war
Geographical conditions
Girlfriend
Girlfriend doesn't want me to
Give up current career, have to move across the country for training and leave friends and family
Having to relocate my family
History of allegations of sexual abuse/harassment not being taken seriously, ignored
I am 55 years old....I doubt that I could handle the physical requirements of Basic Training
I am a Canadian citizen but I was born in Europe. I don't know if Canadian arm forces accept this
I am a Canadian citizen. I live in USA as a student. I cannot process while I am outside Canada!
I am a mother of four and I think it would scare my kids
I am a single mom and have no one to watch my boys
I am a single mother of three, and would find it hard being away from my children
I am a single mother, can I still serve my country and be available for my number one job as a parent
I am a user of medical marijuana and I am aware that "drugs" are not permitted within the military
I am a woman, 43 years old. Too old and fat
I am married and my wife is not mobile because her job will remain in Mississauga
I am not a citizen of Canada
I am not Canadian citizen, I have just retired
I am not citizen
I am not physically able to do basic training
I cannot work full part time hours because of sleep related disorder
I don't have a citizenship of Canada. I have another citizenship and religion another
I don't want to be posted outside of Ontario
I doubt the positions I would be interested in would accept my education
I fear I won't be good enough
I have a good paying job, but I want to join the Forces as it's what I've always wanted to do
I have a physical disability. Considering civilian jobs I may be able to do
I have a wife and kids and I am worried about the amount of time that I will spend away
I have children. Length of time training will take me away from them
I have kids and not sure if it will work for us
I have my children full time. Where would they go well I'm in basic training
I have no discouragement
I have small children who I cannot leave for long periods of time as I am their only caregiver
I lack knowledge of opportunities and ways to apply
I think the fact that our Government has so many times ...refused to be there for soldiers and their
I want to become an O.P.P Officer, but would also like the opportunity to serve my country
I want to join but I'm terrified of not being good enough
I work full time, looking to join reserves. I can do BMQ on weekends, not sure about trade training

CAF Prospect Survey: Descriptive results

I wouldn't consider joining the CAF if I wasn't a 100% sure I want to comit to serving my country
I'm not Canadian citizen
I'm a family man, I don't want to be separated from my girlfriend. She's my world
I'm a single mom
I'm 45 years of age
I'm not from Canada
I'm not sure about being away from my family
Immigration
Impact on my family life
Looking for a career
Issues around transgender people serving
J'ai 40 ans
J'ai des enfants et une maison
J'ai peur
J'ai un travail estival qui ne me permet pas de partir pour plusieurs semaines de formation
J'ai déjà 55 ans, je crois qu'il est trop tard pour être engagé
J'ai déjà de longues études d'entamés
J'ai une petite fille de 5 ans
Je devrais me remettre en forme et travailler sur mon endurance
Je n'ai pas une bonne forme physique
Je ne connais pas votre politique en ce qui concerne les animaux de compagnie
Je ne parle pas anglais et j'ai de la misère a apprendre cette langue
Je ne suis pas citoyenne
Je ne suis pas jeune
Je ne veux pas travailler au combat, mais plutôt en administration. Aussi, j'ai 46 ans
Je n'ai aucune étude
Je n'irai jamais faire une guerre pour des intérêts privés. Comme ce fut avec l'Afghanistan
Je pourrais avoir une bonne job dans les forces, mais je n'aime pas les conflits, les guerres etc.
Je suis mère de famille monoparentale
Je suis monoparentale de 2 enfants à temps plein
Je suis seule à m'occuper de mes enfants
Je veux voir si le cégep est fait pour moi
J'hésite avec d'autres études à poursuivre
J'hésite entre m'engager au Canada ou en France (je suis français et canadien)
Justin Trudeau
La difficulté de l'effort physique
La famille reconstituée
La formation militaire de base de 13 sem., je sais que c'est très physique et je n'ai aucun cardio
La forme physique qu'on doit avoir

CAF Prospect Survey: Descriptive results

La garde pleine de ma fille
La peur d'un futur douteux
La peur de perde contact avec mes amis
La possibilité de faire le métier désiré
Lack of flexibility while working between multiple cities
Lack of free time
Lack of guidance of how to join
Lack of professional recognition regarding civilian pilot experience (airline)
L'armée Canadien a abandonné sa première mission de maintien de la paix
Le conditionnement physique et la langue anglaise
Le fait de devoir acquérir quelques années d'expériences pour des métiers avant de s'enrôler
Le manqué d'étude
Leaving my daughter
Leaving my dogs without a home
Leaving my home province
Leaving my rodeo and ranching lifestyle
Les pieds plats
Location of the bases. Time away from family
Location/length of training
Low pay in comparison to what I current make
Low pay; have to relocate
Manque de temps pour mes passions, chasse, skidoo
Married with kids- don't want to be away from them
Maternal responsibilities
Me coming back to everything I'm trying to get away from
Mon âge avancé 56 ans
Mon âge
Mon Casier judiciaire me nuirait
Mon fils
Mon rôle comme infirmières va possiblement changer et reste à savoir si je suis en mesure d'accepter
More of a chance to see family during officer training. visitation or weekend home visits
Moving my family
Moving my family, depending on the military base
Moving to other places around Canada
My age
My age (over 50)
My age (47), and the fact that I am not in shape and may not make it through basic training
My age and ethnicity
My age of 34

CAF Prospect Survey: Descriptive results

My children
My family would support me, but I don't think that they would like my decision
My height, I think I'm too small
My own current uncertainty, I'm either all in, or I'm a liability to my team and country
My physical fitness. I applied once and was told I was too overweight (I'm 5'3 and 200 pounds)
My spouse would prefer not to move and the nearest base is hours away
N/A (appeared 2 times)
No choice in postings around the country
No flight program
None
None of my friends would join as an infantry soldier unless there was a war. I doubt I would fit in
None of these option shows discourage me for fighting for my country
Not a Canadian Citizen
Not a citizen
Not enough information about reserve option/reserve option is not well explained
Not getting paid enough
Not smart enough and no confidence
Not sure if age is a factor
Not sure if eligible
Not sure if I can do basic training. I have a child. Single parent
Not sure if I can part from family during duty
Not sure if I could leave my kid
Not sure of the requirements. I have a family and would need more information on how it would affect
Not sure there is a reason
Not sure. General stigma
Not the right job
Nothing (appeared 3 times)
Nothing discourage me about CAF
Nothing discouraged me
Nouveau chum veut voir si ça marche pour fonder famille mariage si marche pas je m'enrôle
Overweight
Partner is in the forces
Pas sur
Pay is low
Pay is way less than other emergency workers I.e. firefighters, police get paid much more than soldier
Personal health issues
Perte de mes animaux
Peut-être le service militaire ne correspond pas à mes objectifs de carrière

CAF Prospect Survey: Descriptive results

Physical challenges of basic training
physical disability that would prevent completion of basic training
Physical strength required
Physical Training
Poids en trop et être une femme
Poor pay relative to current job and related opportunities
Poor pension and lack of support for veterans/living casualties
Possibility of working days. possibility of frequent travel
Possible loss of interest
Quitter un autre emploi avec des défis intéressants
Racism, Harassment
Relocation
Reserve training does not seem feasible with my full time job
Retirement after
Rien
Serait jeune retraité dans 4 mois et j'aurai 53 ans, cherche temps partiel
Sexual harassment
Sexual harassments, stuff that would conflict with my advances and chances to move forward
Shift work, specifically midnights
Significant salary loss compared to civil service job for 5 week initial training
Single Mother/Provider with little family support to help with childcare
Split between my growing civilian life and a total change of life with the military (both positive)
Stories and statistics regarding rape and sexual assault in the military
Test physique
The cut in pay from what I do now
The fact that I didn't finish my education/school
The fear of not being able to go through with basic
The Pay Is Really Low \$ 49,000 à Year Is Low and I Know I Can Make More Bartending. It's Pretty SAD!
The permissible culture of sexual harassment and assault that seems to exist
The present leadership of our great nation
The roughness associated with military. Discipline doesn't require screaming and over-strictness
The wages are not competitive with civilian work
There are none
This website is terrible. I was thinking of joining but if the military is like this website than no
Time away from family
Time away from family for training (small child at home)
Time away from family
Time away from my kids for me would be the biggest sacrifice
Time away from my son do not have full custody

CAF Prospect Survey: Descriptive results

Too hard to have a family
Too much running
Training being away from my children
Trop vieille
Trusting my life to a pot head- someone using or had smoked Cannabis even before legalize
Trying to start a family whilst worrying of the possibility of having to move not ideal
Uncertainty
Uncertainty how long I'll be away from family
Unsure I would pass physical at my age. I have some wear and tear issues associated with aging
Unsure if it is for me
Unsure if the schooling required for my career goal is covered
Unsure if I can pass basic training and medical
Very old and a small number of Jets, we lack ships, if there were a war right now, I wouldn't feel safe
Vous ne reconnaissez pas les années d'expériences pour les métiers t'el que soudeur donc le salaire
Was previously in but voluntarily released and not sure if I would be able to get back in
Watch the beginning of full metal jacket and get back to me
What I would do after serving in the military
Worried about sexism, since I am a woman
Worried about tests of physical fitness
Worries of sexual harassment
Would it affect my outside job?
You don't get to pick where you're posted
Your website

CAF Prospect Survey: Descriptive results

Table 85: Possible reasons why an individual might want to join the CAF: Other (please specify)

A chance to fly jets which has been my life dream ever since i saw the Canadian forces at an airshow
A desire to see Liberty and Freedom protected and fought for around the world
A new start at life
A proud sense of accomplishment
Adrenaline
Applicable skillsets
Became citizen of Canada
Because I would like to do emergency rescue work
Embracing the suck. Life is too easy
Essentially I want to join for the lifestyle and opportunities I stand to gain and the respect
Etre respecté en tant que canadien citoyen quelque soit mon origine
Faire partie intégrante du changement partout dans le monde
Flying
For a better life style of my kids
For honor
For Queen and Country
For variety of work (not just a desk job)
Gain specialized skills and knowledge
Genuine Interest in joining for the great benefits that it can offer
Holly well to keep her safe 2035
I am practice ninjutsu, krav magav and system
I am rehabilitated and can contribute back to society. Oshawa is dangerous so time to move on
I am starting my M.B.A at Schulich School of Business so I need other income stream
I have a feeling that I could really help vets and that I could help out in some way
I have prior knowledge as I was an astounding army cadet for 5 years
I just think I have what it takes
I like adventure, but I want the world to stay at relative peace. I equate travel with war
I love Canada
I love the lifestyle of the military
I want a change in my life. I want to be a better citizen and be what Canada does, peace
I want to fly planes
I want to learn the truth of how our country operates and how to best pilot it to a better future
I would like to set expectations for my future family
I'm not afraid to die. But I would rather die for a good cause rather than just kill myself
Immigrate to Canada
Intuitively realizing the C.A.F. is government, and this is the up most intriguing career opportunity
It looks awesome

CAF Prospect Survey: Descriptive results

It my dream
It's the only career that appeals to me
Je le sais! Je le sens! Que je suis un combattant !
Le sentiment d'impuissance face aux attaques islamiste la vengeance pour ces enfants qui sont mort
Life experiences
Live a life to be proud of
Money/Pension
My aspiration to become a fighter and love for machines
Only thing I have ever wanted to do my entire life
Par intérêt (J'aime ça)
Par passion
Parce que j'ai un intérêt particulier, pour l'histoire militaire, depuis très jeune
Passion to be a pilot
Pour avoir accès à une carrière sans équivalent au civil
Pour de meilleures chances de carrière que ce que je fais dans le civil
Pour être un vrai soldat
Pour être fier de ce que j'ai faite de ma vie quand sa sera mon dernier jour
Pour le bien de mes enfants qui ont une maman qui a un bon emploi
Pour prouver à ma famille que je suis plus forte qu'il le pense
Pour que mon talent serve vraiment
Protect people I love
Related Civilian work
Serve my faith and test my utmost limits
Skills for it
Special force units
Spread love and fear
Strength through combat
Stressed and can't find work in this economy because of the low prices of oil
Support other troops in their jobs
Technologie inaccessible dans une vie simple, aucune passion accessible sans l'armée
This is my dream
To be a part of an elite force and do thing that very few get to do
To be a soldier
To be a tank crewman
To be able to support my child
To be a part of something big. Would like to be a hero for my son
To be bettering a dishwasher position
To be part of a challenging force
To be respected as a human being, treated equally among peers, not be judged

CAF Prospect Survey: Descriptive results

To bring hope to those who need it most
To do something honorable
To feel like I can make a difference and to feel important to others
To fighting for right
To give meaning to my life
To have citizenship
To help out in my family
To help pay for the freedom our generation enjoys, that previous generations earned for us
To help people
To impress a woman
To increase my sphere of resources
To make lots of money
To make the CAF better
To pay back to Canadian government
To prove to family and friends that I can accomplish something in my life
To rejoin as Reg Force
To share skills relating to healing and rehabilitation
Was in CFPSA Edmonton base 40 NAPO. i wasn't a PR back then but I am now, I'm always want go back
Why not
Work with a team
You only live once so I'm going to do it all



CAF Prospect Survey: Descriptive results

Table 86: What language do you most often speak at home?: Other (please specify)

5 dialects spoken in South Sudan and in Uganda, and local Arabic
50/50 Polish English
Africanis, Nigerian Yoruba language
Afrikaans (appeared 4 times)
Albanian (appeared 7 times)
Albanian/Macedonian
Amazigh (Kabyle)
American Sign Language
Amharic & Tigrinya
Amharic (appeared 4 times)
Arabic (appeared 101 times)
Arabic and Spanish
Arabic, Aramaic
Arabic, French
Arabic, Tigrikna, Afar, Saho, Somalia, Amharic
Arabic, Kurdish
Armenian Arabic Turkish
Armenian (appeared 4 times)
Armenian, Russian, and English
Assyrian (appeared 2 times)
Autochtone
Azerbaijani
Azeri, Russian
Azeri, Russian, and English
Bahasa Indonesia
Bangla (appeared 8 times)
Bangla, Hindi, English
Bengali (appeared 10 times)
Berbère
Bisayan, Tagalog
Bosnian
Bosnian, Croatian, Serbian, Slovenian
Both English and French (appeared 6 times)
Brasilian/Italian
Brazilian Portuguese (appeared 2 times)
Broken French mother tongue and French
Bulgarian (appeared 3 times)

CAF Prospect Survey: Descriptive results

Canadian Gaelic
Cantonese (appeared 21 times)
Caribbean English
Castellano
Cebuano (appeared 2 times)
Chaldean
Chinese (appeared 23 times)
Chinese, Burmese
Cree
Creole (appeared 23 times)
Creole, French
Croatian (appeared 5 times)
Czech (appeared 2 times)
Dari
Dari (Farsi)
Dari, Hindi, Farsi and Urdu
Dene Thà
Deutsch
Dialet piedmont (Italie du nord)
Dogri
Dutch (appeared 4 times)
Dutch but English frequently
English and Inuktitut
English and Spanish
English Hindi Punjabi
English, Chinese (Mandarin and Cantonese)
English, Filipino, Native Filipino and others
English, Hindi, Tamil, Telegu, Kannada, Konkani, 5 Indian languages
English/Arabic
English/Tagalog
Espagnol (appeared 79 times)
Espagnol e Ingles
Espagnol et Cantonais
Ewe
Fanti
Farsi - English
Farsi (appeared 15 times)
Farsi Dari
Fijian-Hindi

CAF Prospect Survey: Descriptive results

Filipino/Tagalog (appeared 132 times)
Français
Français et Anglais
Français; Anglais; Italien; Espanol
French and Arabic
Gaelic
Gangster
Georgian
German (appeared 21 times)
Greek (appeared 3 times)
Gujarati (appeared 16 times)
Haitian Creole (appeared 3 times)
Hausa
Hebrew
Hebrew and Russian
Hiligaynon (appeared 2 times)
Hindi (appeared 43 times)
Hindi and Gujrati (appeared 2 times)
Hindi and Punjabi (appeared 7 times)
Hindi or Marathi
Hindi, Punjabi, Gujarati, English
Hungarian (appeared 7 times)
Hungarian, Serbian
Ilinggo
Ilocano (appeared 2 times)
Indonesian (appeared 2 times)
Innu (appeared 5 times)
Inuktitut (appeared 4 times)
Isindebele
Italian (appeared 8 times)
Italian, Arabic
Japanese (appeared 5 times)
Kabyle (appeared 5 times)
Kannada (appeared 2 times)
Kapampangan (dialect)
Karen
Kazakh, Russian, English
Khmer
Kiswahili and Bajuni

CAF Prospect Survey: Descriptive results

Kiswahili, Lingala
Korean (appeared 20 times)
Krio
Kurdish
Kurdish/Persian
Latin Spanish
Latvian
Lebanese
Low German (appeared 2 times)
Low German and English
Luo (appeared 2 times)
Macedonian (appeared 2 times)
Malayalam (appeared 20 times)
Malayalam and Hindi (appeared 3 times)
Malgache (Madagascar)
Mandarin (appeared 40 times)
Mandarin, Cantonese
Marathi (appeared 2 times)
Mauritius creole
Melanian pidgin and English
Mongolian
Montenegrin
Native tongue (Cree)
Ndebele
Nepali (appeared 14 times)
Nuer
Ojibwe
Ojicree (appeared 2 times)
Oromo
Otalian
Pashto (appeared 4 times)
Pashto and Urdu
Pashto, Dari, English
Pashto/Dari
Patois
Persian (appeared 12 times)
Persian, Uzbek
Persian-Turkish-Azeri
Polish (appeared 18 times)

CAF Prospect Survey: Descriptive results

Polish, Russian, Ukrainian
Polonais
Portuguese (appeared 56 times)
Portuguese, Italian and Spanish
Punjabi (appeared 68 times)
Punjabi and Hindi (appeared 7 times)
Punjabi Hindi and English
Pushtoo and Urdu
Romanian (appeared 27 times)
Romanian and Russian (appeared 4 times)
Russian (appeared 48 times)
Russian and German
Russian and Hebrew (appeared 3 times)
Russian and Polish
Russian and Ukrainian (appeared 4 times)
Serbian (appeared 6 times)
Serbo/Croatian
Seychelles Creole
Shona
Sign language
Sindhi
Sinhalese
Slovene (appeared 2 times)
Somali (appeared 8 times)
Somali/Arabic/Turkish
Spanish (appeared 170 times)
Spanish and French
Spanish and Romanian
Spanish, Polish then English
Spanish, Portuguese, English
Swahili (appeared 6 times)
Swahili and Kinyarwanda
Swedish (Svedka)
Tamil (appeared 21 times)
Tamoul, Malay
Telugu (appeared 11 times)
Telugu and Hindi (appeared 2 times)
Thai (appeared 3 times)
Tibetan

CAF Prospect Survey: Descriptive results

Tigrinya (appeared 2 times)
Turkish (appeared 7 times)
Turkish, Azerbaijani, Russian
Twi
Ukrainian (appeared 18 times)
Ukrainian and Russian (appeared 3 times)
Urdu (appeared 54 times)
Urdu, Hindi, Punjabi, Pushto, Hindko, Saraiki, Shina, Pothohari, English
Urdu and English (appeared 2 times)
Urdu, English, and Punjabi
Urdu, Punjabi (appeared 3 times)
Urdu, Russian, Pushto
Urdu, Sindhi, Punjabi
Urdu/Hindi (appeared 2 times)
Vietnamese (appeared 9 times)
Visayan
Waray (Filipino dialect)
Welsh
Woloof du Sénégal
Woodland Cree
Yoruba (appeared 2 times)
Zulu, Northern Sotho, and Afrikaans