

CANADIAN PRESS / LEGER MARKETING

Canadians and the Canadian Military

Report



1.0 Research Findings

- A slight majority of Canadians agree with the idea of Canadian troops participating with the United States in attacks against countries other than Afghanistan.

Question: In the war against terrorism, would you agree or disagree with the idea of Canadian troops participating with the United States in attacks against countries other than Afghanistan?

n=1516	YES	NO	Don't know/Refusal
	52.6%	32.9%	14.5%

- Canadian troops should participate in peacekeeping missions according to Canadians.

Question: Do you agree or disagree with the idea of Canada sending Canadian troops to participate in international PEACEKEEPING missions with the United Nations?

n=1516	YES, agree	NO, do not agree	Don't know/Refusal
	82.5%	8.1%	9.5%

- Canada should invest in the modernization of its military equipment.

Question: The Auditor General of Canada was saying recently that the Canadian military is not sufficiently equipped and that the Canadian Government should invest in modernizing military equipment. In your personal opinion, should the Canadian Government invest A LOT, ENOUGH, A LITTLE or NOT MOANEY AT ALL in the modernizing of military equipment?

n=1516	A lot	Enough	A little	None at all	Dnk/Rfusal
	21.5%	45.5%	20.2%	7.1%	56%

- Canadians are proud of their military.

Question: Do you feel proud of the Canadian military?

n=1516	YES	NO	Don't know/Refusal
	76.8%	15.0%	8.2%

- One in six Canadians have already been a part of the Canadian military.

Question: Have you, at one time or another, been part of the Canadian military?

n=1516	YES	NO	Refusal
	10.3%	88.4%	1.3%

2.0 Results

2.1 A slight majority of Canadians agree with the idea of Canadian troops participating with the United States in attacks against countries other than Afghanistan.

52.6% of Canadians said they agreed with the idea of Canadian troops participating in attacks against countries other than Afghanistan with the United States in the war against terrorism. 32.9% are opposed to the idea of Canada participating in such attacks and 14.5% did not express their opinion in this respect.

58.6% of men are in favour of this participation versus 46.9% of women. 62.1% of residents from the Atlantic provinces and 68.0% of manual workers agree with the idea of a Canadian participation. However, 36.8% of women, 45.9% of those 18 to 24, 42.2% of Francophones, 43.8% of Quebeckers and 49.8% of students are opposed to the idea.

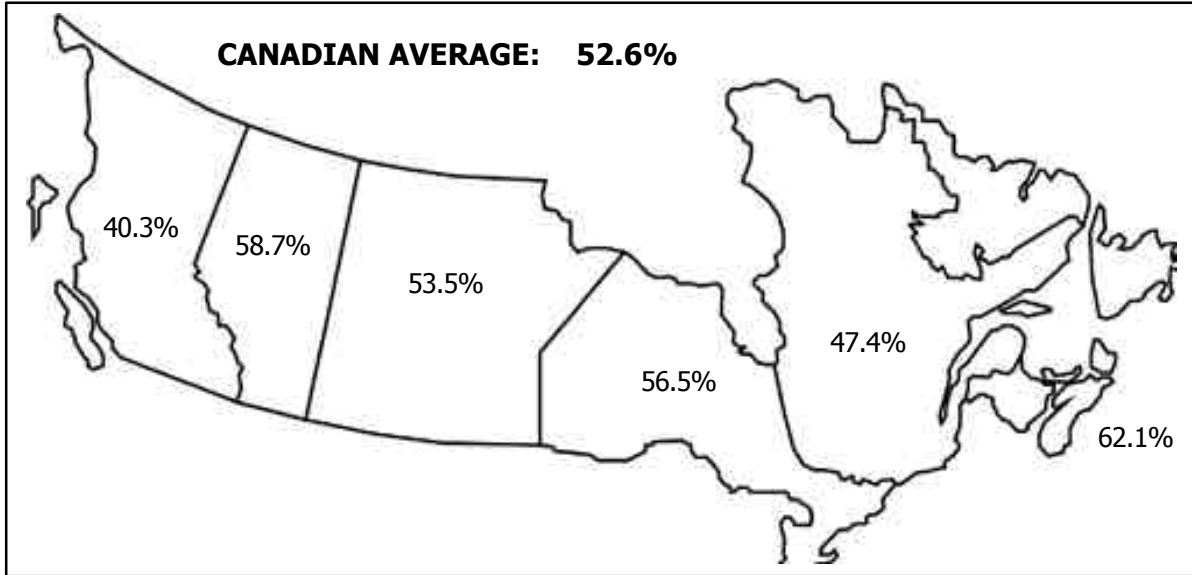
Question: In the war against terrorism, would you agree or disagree with the idea of Canadian troops participating with the United States in attacks against countries other than Afghanistan?

n=1516	YES	NO	Dnk/ Refusal
Atlantic provinces	62.1%	26.0%	11.8%
Quebec	47.4%	43.8%	8.8%
Ontario	56.5%	27.3%	16.2%
Prairies	53.5%	30.7%	15.8%
Alberta	58.7%	24.1%	17.2%
British Columbia	40.3%	40.3%	19.4%
Canada	52.6%	32.9%	14.5%

It is strange to note, however, that 53.3% of Canadian who agree with the idea of sending troops to carry such attacks mentioned that Canadian soldiers are not sufficiently equipped and that, in addition, 43.8% mentioned that their military was not sufficiently prepared!

In this respect, 47.3% of Canadians feel that Canadian soldiers are not sufficiently equipped to take part in a war mission while 30.7% think they are sufficiently prepared. 22.1% did not know.

Percentage of Canadians who agree with the idea of Canada participating in attacks against countries other than Afghanistan with the United States in the war against terrorism



2.2 The Canadian military should participate in peacekeeping missions

82.5% of Canadians agree with the idea of Canada sending troops to participate in peacekeeping mission with the UN while 8.1% are opposed to such participation and 9.5% did not share their opinion in this respect.

84.5% of men, 65.2% of Anglophones, 89.7% of residents from the Atlantic provinces, 89.0% of Canadians in the very high income brackets, 86.0% of professionals and 87.1% of University-educated Canadians were more likely to be in favour of such peacekeeping missions.

However, 13.5% of those 65 years old and over, 11.0% of Francophones, 16.5% of those who have neither French nor English as their mother tongue, 13.1% of Prairie residents, 13.5% of those in the lower income brackets, 13.8% of retirees and 16.1% of Canadians who have completed lower levels of education were more likely to be opposed to the participation of Canada in peacekeeping missions.

Question: Do you agree or disagree with the idea of Canada sending Canadian troops to participate in international PEACEKEEPING missions with the United Nations?

n=1516	YES, agree	NO, do not agree	Dnk/Refusal
Atlantic provinces	89.7%	5.1%	5.2%
Quebec	83.3%	10.2%	6.6%
Ontario	84.6%	5.4%	10.0%
Prairies	78.3%	13.1%	8.6%
Alberta	79.6%	7.8%	12.5%
British Columbia	75.0%	11.4%	13.6%
Canada	82.5%	8.1%	9.5%

Conversely, 49.4% of Canadians said they felt Canadian troops are well-prepared to participate in peacekeeping missions while 45.3% said they thought the army was sufficient equipped. 28.7% mentioned that they are not sufficiently prepared and 32.7% that they are not sufficiently equipped.

Question: In your opinion, are our soldiers sufficiently prepared to participate in PEACEKEEPING missions with the United Nations?

n=1516	YES	NO	Dnk/Refusal
Atlantic provinces	63.1%	20.0%	16.9%
Quebec	54.5%	29.5%	15.9%
Ontario	47.1%	27.8%	25.1%
Prairies	44.2%	29.7%	26.0%
Alberta	46.7%	33.7%	19.6%
British Columbia	43.2%	31.0%	25.8%
Canada	49.4%	28.7%	21.8%

Question: In your opinion, are our soldiers that are called upon to carry out peacekeeping missions with the United Nations sufficiently well-equipped to participate in PEACEKEEPING missions with the United Nations?

n=1516	YES	NO	Dnk/ Refusal
Atlantic provinces	44.7%	34.5%	20.8%
Quebec	50.5%	33.0%	16.6%
Ontario	42.5%	31.6%	25.8%
Prairies	42.9%	33.5%	23.6%
Alberta	45.1%	38.4%	16.4%
British Columbia	45.4%	29.5%	25.1%
Canada	45.3%	32.7%	22.0%

2.3 Canada should invest in modernizing its military equipment

The Auditor General of Canada obtains public support when it comes to the need to invest in modernizing the country's military equipment. In fact, 67.0% of Canadians mentioned that the Government of Canada should make such an investment while 27.3% felt that it should not. 21.5% mentioned that a lot of money should be invested, 45.5% said enough money should be invested, 20.2% mentioned that a little money should be invested and 7.1% mentioned that no money at all should be invested.

Question: The Auditor General of Canada was saying recently that the Canadian military is not sufficiently equipped and that the Canadian Government should invest in modernizing military equipment. In your personal opinion, should the Canadian Government invest A LOT, ENOUGH, A LITTLE or NOT MOANEY AT ALL in the modernizing of military equipment?

n=1516	A lot	Enough	A little	None at all	Dnk/refusal
Atlantic provinces	27.0%	44.1%	22.1%	3.7%	3.3%
Quebec	10.8%	43.7%	31.6%	12.5%	1.4%
Ontario	26.1%	45.4%	15.3%	5.5%	7.7%
Prairies	19.9%	53.1%	15.5%	6.5%	4.9%
Alberta	28.2%	45.2%	15.7%	3.9%	7.0%
British Columbia	21.0%	46.4%	18.1%	6.6%	8.0%
Canada	21.5%	45.5%	20.2%	7.1%	5.6%

2.4 Canadians are proud of their military

76.8% of Canadians are proud of their military while 15.0% made the opposite claim and 8.2% did not share their view on the subject.

79.4% of women, 82.1% of Canadians 55 years old and over, 90.5% of residents of the Atlantic provinces, 84.5% of Prairie residents, 81.5% of those with average incomes, 83.0% of retirees and 84.1% of those with a high school education were more likely to mention feeling proud of their army.

However, 18.9% of men, 19.1% of those 18 to 24 and 20.7% of Canadians in the higher income brackets were more likely to not share this sense of pride.

Question: Do you feel proud of the Canadian military?

n=1516	YES	NO	Refusal
Atlantic provinces	90.5%	7.3%	2.2%
Quebec	75.1%	17.3%	7.6%
Ontario	76.2%	14.4%	9.4%
Prairies	84.5%	12.3%	3.2%
Alberta	73.4%	16.4%	10.2%
British Columbia	71.9%	17.5%	10.6%
Canada	76.8%	15.0%	8.2%

2.5 One in six Canadians have already been part of the Canadian military

10.3% of Canadians mentioned having previously been part of the Canadian military. 15.4% of men, 17.0% of those 65 years old and over, 11.6% of Anglophones and 17.4% of retirees were those groups more likely to have previously been part of the Canadian military.

Question: Have you, at one time or another, been part of the Canadian military?

n=1516	YES	NO	Refusal
Atlantic provinces	11.3%	88.7%	0.0%
Quebec	8.4%	91.4%	0.3%
Ontario	10.5%	87.9%	1.5%
Prairies	6.9%	91.5%	1.6%
Alberta	13.3%	85.9%	0.8%
British Columbia	12.6%	84.1%	3.3%
Canada	10.3%	88.4%	1.3%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1516 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal call centre between December 13 and December 18, 2001. Up to ten recalls were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1516 respondents is of $\pm 2.6\%$, 19 times out of 20.