



Confidence that the Canadian Armed forces can change its workplace culture is weak.

National survey released March, 2021  
Submission 2021-1859

**THE GLOBE AND MAIL**  **NEWS** 

 **NANOS**

# Key Findings



## CONFIDENCE IN CAF IMPROVING ITS WORKPLACE CULTURE

Canadians are two times more likely to say they are not confident (26%) rather than confident (13%) that the Canadian Armed Forces can change its workplace culture in the long run to be welcoming to everyone. Men are more likely to say they are confident (17%) in this than women (nine per cent).



## GOVERNMENT INVESTIGATING SEXUAL MISCONDUCT IN THE CAF

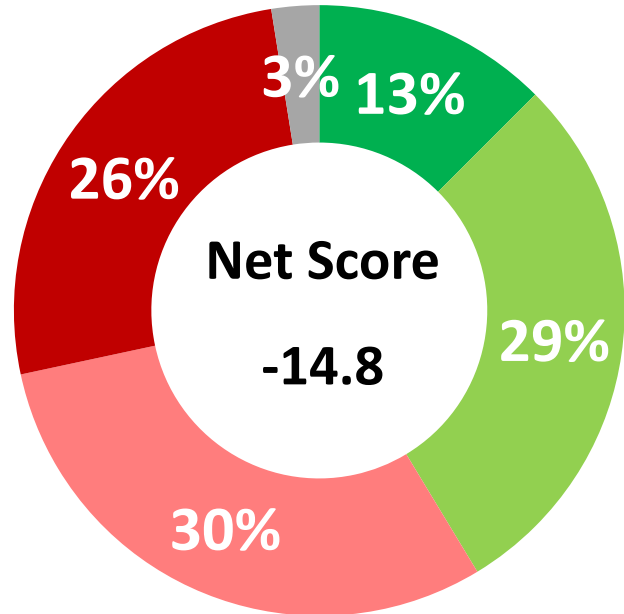
Canadians are six times more likely to say the Government of Canada is doing a very poor (21%) or poor (33%) job at investigating allegations of sexual misconduct and discrimination in the Canadian Armed Forces rather than a very good (one per cent) or good job (seven per cent).



## OLDER CANADIANS HAVE LESS CONFIDENCE THAN YOUNGER CANADIANS

Older Canadians (55 plus) are more likely to say the Government is doing a very poor job at this (25%) than Canadians 18 to 34 (15%). Residents of the Prairies are more likely to say they are not confident (27%) in the CAF than residents of British Columbia (17%).

# Confidence in the CAF to change its workplace culture to be welcoming to everyone



■ Confident                      ■ Somewhat confident  
■ Somewhat not confident    ■ Not confident  
■ Unsure

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1007, accurate 3.1 percentage points plus or minus, 19 times out of 20.

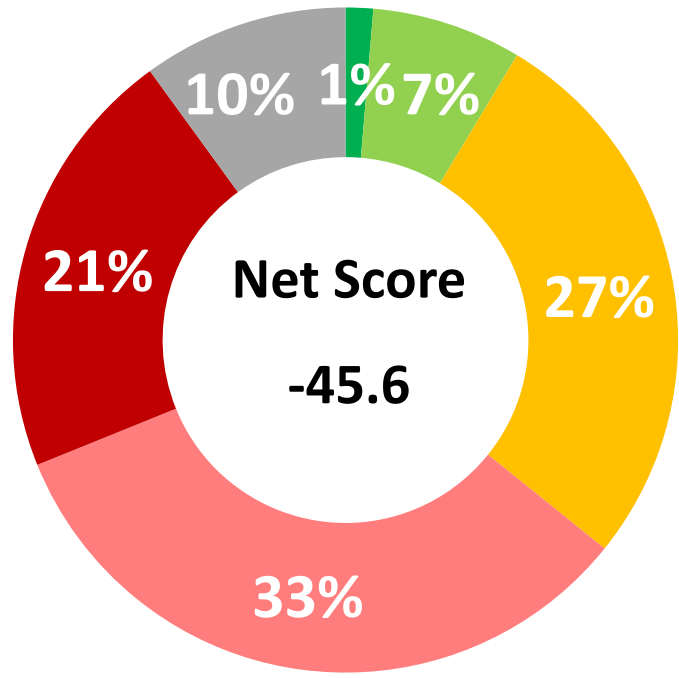
**Q** There have been multiple reports of sexual harassment and discrimination in the Canadian Armed Forces. Are you confident, somewhat confident, somewhat not confident or not confident that the Canadian Armed Forces in the long run can change its workplace culture to be welcoming for everyone?

	Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
<b>Not confident/Somewhat not confident</b>	<b>58.5%</b>	<b>60.6%</b>	<b>56.0%</b>	<b>50.5%</b>	<b>55.4%</b>
	Men (n=546)	Women (n=461)	18-34 (n=218)	35-54 (n=374)	55 plus (n=415)
	<b>50.7%</b>	<b>61.3%</b>	<b>54.1%</b>	<b>52.3%</b>	<b>61.0%</b>
<b>Confident/Somewhat confident</b>	Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
	<b>39.9%</b>	<b>36.0%</b>	<b>42.2%</b>	<b>48.0%</b>	<b>39.7%</b>
	Men (n=546)	Women (n=461)	18-34 (n=218)	35-54 (n=374)	55 plus (n=415)
	<b>46.6%</b>	<b>36.2%</b>	<b>43.0%</b>	<b>45.3%</b>	<b>36.6%</b>

# Perception of the Government of Canada on investigating allegations of sexual misconduct and discrimination in the CAF



Do you think the Government of Canada is doing a very good, good, average, poor or very poor job at investigating allegations of sexual misconduct and discrimination in the Canadian Armed Forces?



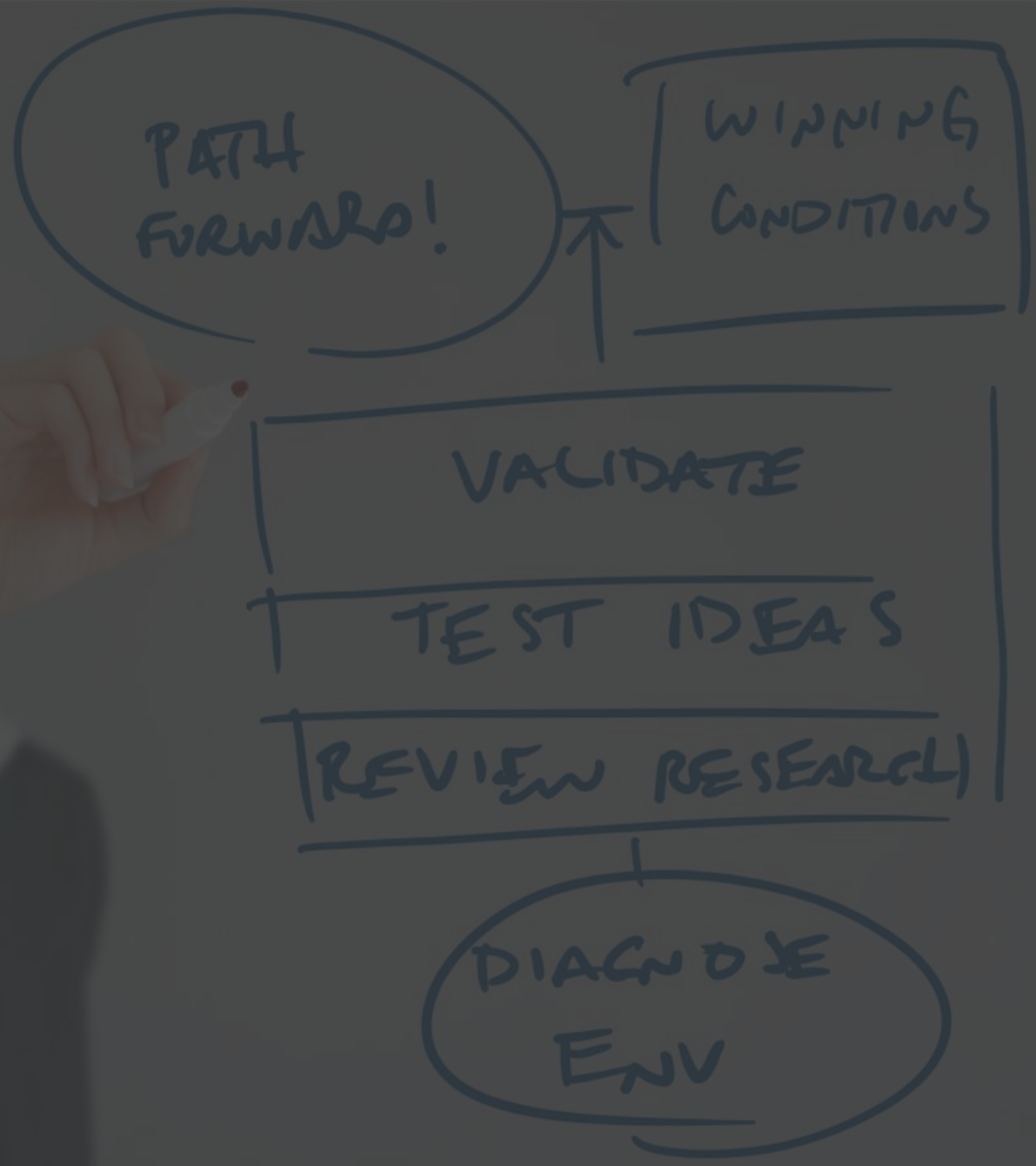
■ Very Good    ■ Good    ■ Average  
■ Poor    ■ Very Poor    ■ Unsure

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 27<sup>th</sup> to 30<sup>th</sup>, 2021, n=1007, accurate 3.1 percentage points plus or minus, 19 times out of 20.

	Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
<b>Poor/Very poor</b>	<b>58.1%</b>	<b>45.7%</b>	<b>56.9%</b>	<b>57.0%</b>	<b>55.7%</b>
	Men (n=546)	Women (n=461)	18-34 (n=218)	35-54 (n=374)	55 plus (n=415)
	<b>53.0%</b>	<b>55.4%</b>	<b>44.2%</b>	<b>52.9%</b>	<b>62.4%</b>
<b>Very good/Good</b>	Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
	<b>9.3%</b>	<b>10.6%</b>	<b>7.0%</b>	<b>9.0%</b>	<b>8.9%</b>
	Men (n=546)	Women (n=461)	18-34 (n=218)	35-54 (n=374)	55 plus (n=415)
	<b>10.0%</b>	<b>7.4%</b>	<b>8.7%</b>	<b>9.3%</b>	<b>8.0%</b>

# METHODOLOGY



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,007 Canadians, 18 years of age or older, between March 27<sup>th</sup> and 30<sup>th</sup>, 2021 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by CTV News and the Globe and Mail and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

Element	Description	Element	Description
Research sponsor	CTV News/ Globe and Mail	Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1007 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	Thirteen percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, and government deficits.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	March 27 <sup>th</sup> to 30 <sup>th</sup> , 2021.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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# ABOUT NANOS





# TABULATIONS



**2021-1860 – CTV/Globe/Nanos Survey – March Omni – Canadian Armed Forces – STAT SHEET**

			Region					Gender		Age			
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Do you think the Government of Canada is doing a very good, good, average, poor or very poor job at investigating allegations of sexual misconduct and discrimination in the Canadian Armed Forces?	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Very good	%	1.3	1.5	2.2	0.9	1.7	0.7	2.5	0.2	1.8	1.0	1.3
	Good	%	7.3	7.7	8.5	6.2	7.3	8.1	7.4	7.2	7.0	8.3	6.6
	Average	%	27.2	23.3	35.1	25.5	26.3	21.1	28.2	26.2	29.2	29.5	23.6
	Poor	%	33.1	38.8	25.6	36.1	29.9	38.9	31.7	34.5	29.7	31.0	37.4
	Very Poor	%	21.1	19.3	20.1	20.7	27.1	16.8	21.3	20.9	14.6	21.9	25.0
	Unsure	%	10.0	9.3	8.6	10.6	7.7	14.3	8.9	11.1	17.8	8.3	6.0

			Region					Gender		Age			
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - There have been multiple reports of sexual harassment and discrimination in the Canadian Armed Forces. Are you confident, somewhat confident, somewhat not confident or not confident that the Canadian Armed Forces in the long run can change its workplace culture to be welcoming for everyone?	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Confident	%	12.5	17.6	11.2	13.4	11.2	11.4	16.7	8.5	14.8	12.6	10.8
	Somewhat confident	%	28.8	22.3	24.8	28.8	36.8	28.4	30.0	27.7	28.2	32.7	25.8
	Somewhat not confident	%	30.3	29.3	36.0	30.6	25.2	26.8	26.8	33.7	29.4	29.1	32.0
	Not confident	%	25.8	29.2	24.6	25.3	25.3	28.6	23.9	27.7	24.7	23.2	29.0
	Unsure	%	2.5	1.6	3.4	1.8	1.5	4.9	2.6	2.4	2.9	2.3	2.4