A close-up photograph of a military uniform's collar, featuring an embroidered Canadian flag. The flag is centered on a light-colored fabric, with a red maple leaf on a white background, flanked by red vertical bars. The text is overlaid on this image.

An increasing percentage of Canadians report that they would be willing to serve in the Armed Forces if Canada were involved in a major conflict.

National survey released March 2026  
Field: March 1 to March 8, 2026  
Submission 2026-3019

**THE GLOBE AND MAIL\***

 **NANOS**

The research gauged the opinions among Canadians on their general impression of the Canadian Armed Forces, their views on whether a career in the CAF is a good option for young people today, whether the CAF makes them feel proud to be Canadian, whether they would be willing to serve in the CAF in either a full time or part time capacity if Canada were involved in a major conflict, whether they would view the decision of a friend or family member to join CAF favourably, and what they believe to be the biggest barriers to young people considering a career in the Armed Forces.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, from March 1 to March 8, 2026, 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 dialing with a maximum of five call backs.

The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

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

[Full data tables with weighted and unweighted number of interviews is here.](#)

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

PATH  
FORWARD!

WINN  
COND

VALIDATE

TEST IDEA

REVIEW RESE

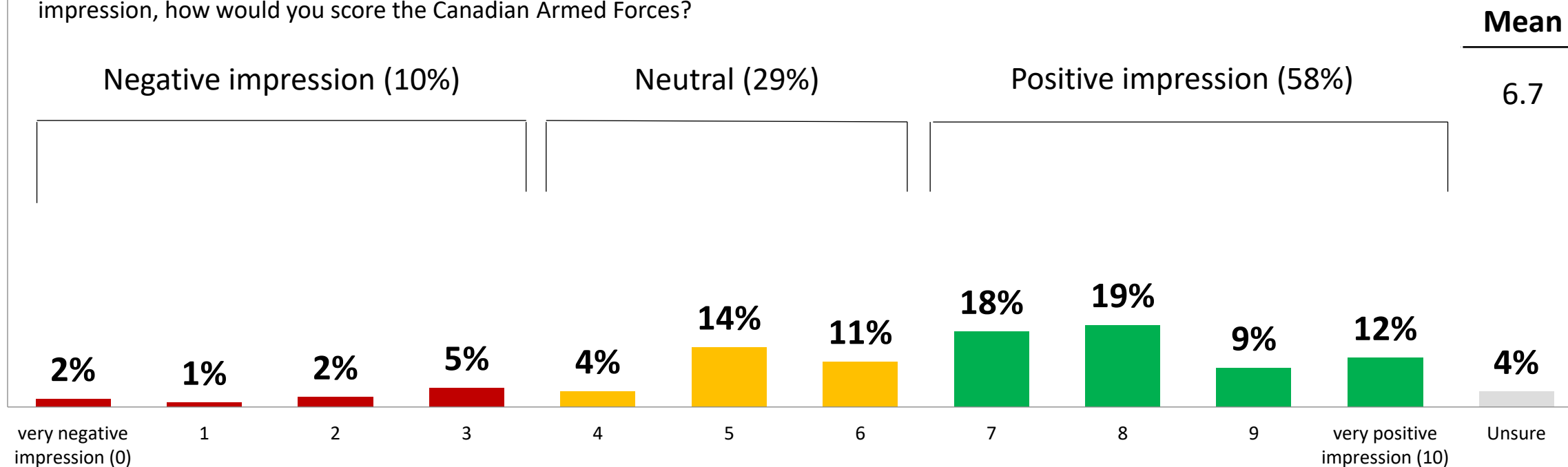
DIAGNOSE  
ENV

# Key findings

1. **Willingness to serve**: An increasing percentage of Canadians express willingness to serve in the Armed Forces either in a full time (24%; up from 12% in November 2025) or part time capacity (32%; up from 19% in November 2025) if Canada were involved in a major conflict.
2. **National pride**: Three in four Canadians agree to one extent or another that their Armed Forces make them proud to be Canadian; a similar proportion believe a career in the CAF is a good career option for young people today.
3. **Barriers to serving**: Risk of personal injury in combat is perceived by Canadians as the most significant barrier to young people in pursuing a career in the CAF. Post-service support and mental health also register.
4. **Positive views of the Armed Forces**: Three in five Canadians hold a positive view of the CAF, while about three in four would view the decision of a friend or family member to join the CAF favourably.

# Impression of the Canadian Armed Forces

Q – If you were to score your impression of the Canadian Armed Forces where 0 was a very negative impression and 10 was very positive impression, how would you score the Canadian Armed Forces?



*Canadians are over five times more likely to hold a positive impression rather than a negative impression of the Canadian Armed Forces.*

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 1 to March 8, 2026, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

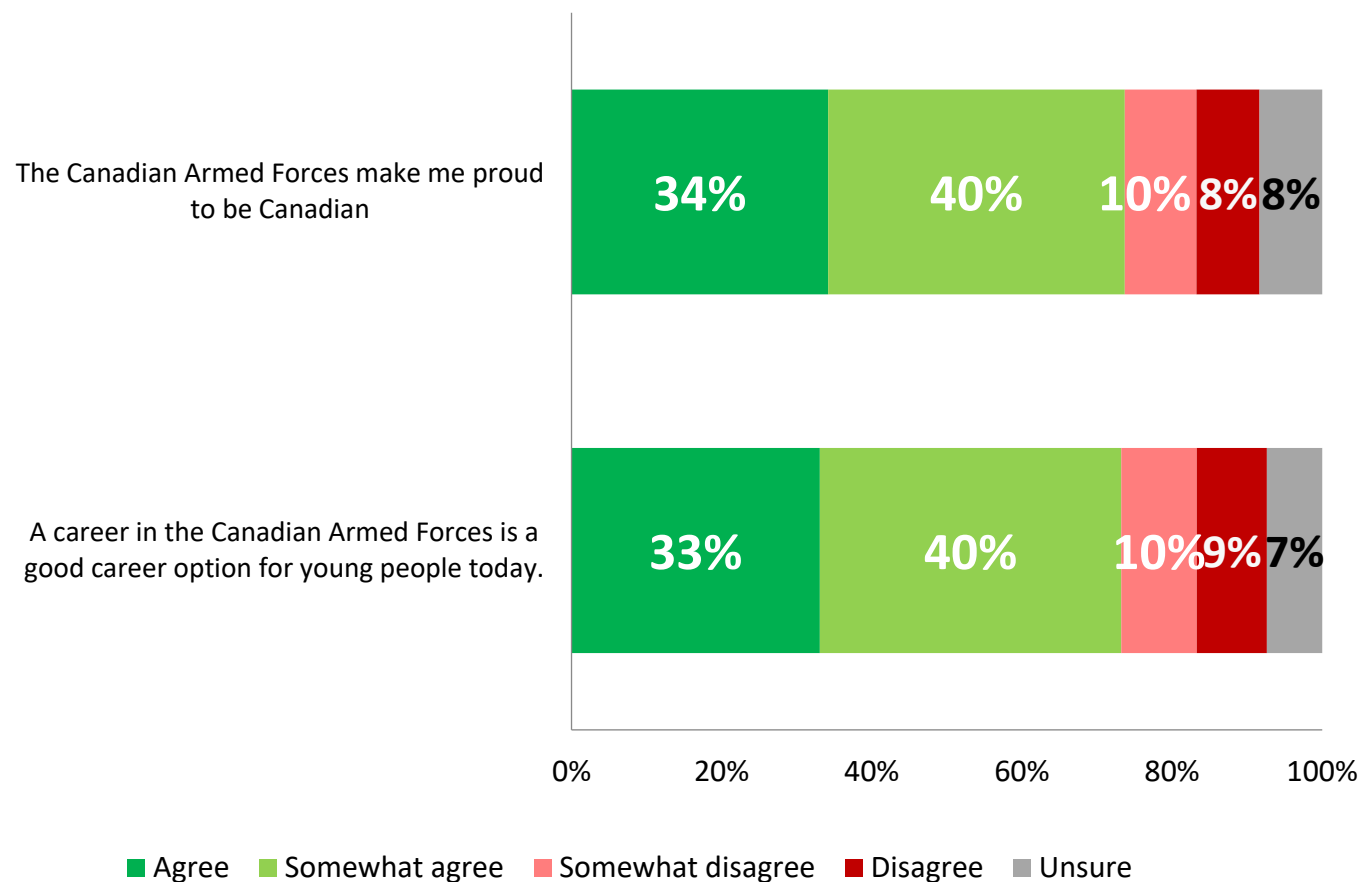
# Impression of the Canadian Armed Forces – by demographics

Q – If you were to score your impression of the Canadian Armed Forces where 0 was a very negative impression and 10 was very positive impression, how would you score the Canadian Armed Forces?

	Canada 2026-03 (n=1058)	Atlantic (n=104)	Quebec (n=219)	Ontario (n=360)	Prairies (n=223)	British Columbia (n=152)	Male (n=562)	Female (n=496)	18 to 34 (n=181)	35 to 54 (n=469)	55 plus (n=408)
<b>Mean</b>	<b>6.7</b>	<b>7.3</b>	<b>6.8</b>	<b>6.7</b>	<b>6.7</b>	<b>6.5</b>	<b>6.5</b>	<b>6.9</b>	<b>6.9</b>	<b>6.7</b>	<b>6.6</b>
Net - very positive impression (7-10)	58.1%	70.9%	59.0%	53.9%	62.8%	56.1%	56.4%	59.7%	62.1%	58.4%	55.2%
Net - Neutral (4-6)	28.6%	24.9%	27.1%	34.5%	19.3%	28.0%	28.7%	28.5%	26.1%	28.4%	30.4%
Net - very negative impression (0-3)	9.8%	4.2%	9.1%	8.5%	13.8%	12.0%	13.1%	6.6%	8.5%	9.1%	11.1%
Unsure	3.6%	0.0%	4.8%	3.1%	4.1%	3.8%	1.8%	5.3%	3.2%	4.1%	3.3%

*Results are generally consistent across demographic groups, though Atlantic Canadians are slightly more likely to hold a positive impression of the Canadian Armed Forces (CAF) relative to Canadians at large. Those aged 18 to 34 are marginally more likely than those aged 55 and over to hold a positive impression of the CAF.*

Q - To what extent do you agree or disagree with the following statements?  
[RANDOMIZE]



\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

## Level of agreement with statements regarding the Canadian Armed Forces

About **3 in 4** Canadians

report either agreeing (34%) or somewhat agreeing (40%) that the Canadian Armed Forces make them proud to be Canadian, while a similar proportion either agree (33%) or somewhat agree (40%) that a career in the Canadian Armed Forces is a good career option for young people today.

# Level of agreement with the CAF eliciting pride in being Canadian

Q - To what extent do you agree or disagree with the following statements?

[RANDOMIZE]

**The Canadian Armed Forces make me proud to be Canadian.**

	Canada 2026-03 (n=1058)	Atlantic (n=104)	Quebec (n=219)	Ontario (n=360)	Prairies (n=223)	British Columbia (n=152)	Male (n=562)	Female (n=496)	18 to 34 (n=181)	35 to 54 (n=469)	55 plus (n=408)
Agree	34.2%	54.6%	24.3%	33.6%	42.1%	32.5%	33.6%	34.7%	37.6%	33.8%	32.3%
Somewhat agree	39.5%	29.2%	44.0%	44.2%	28.2%	38.2%	39.7%	39.3%	37.2%	39.0%	41.4%
Somewhat disagree	9.6%	9.1%	10.3%	9.0%	10.5%	8.8%	10.5%	8.7%	9.2%	10.6%	8.9%
Disagree	8.4%	4.1%	9.8%	6.4%	10.5%	11.2%	10.0%	6.9%	8.2%	8.9%	8.1%
Unsure	8.3%	3.0%	11.6%	6.8%	8.7%	9.4%	6.2%	10.4%	7.8%	7.7%	9.1%

*Intensity of agreement with the CAF eliciting pride in being Canadian is higher in Atlantic Canada relative to the national average. Respondents in the Prairies, while no more likely than Canadians on average to agree to one extent or another that the CAF makes them proud to be Canadian, are slightly more likely than the national average to outright agree with this statement. Respondents in Quebec are slightly less likely than Canadians on average to outright agree that the CAF makes them proud to be Canadian.*

# Level of agreement with a career in the CAF being a good career option for young people

Q - To what extent do you agree or disagree with the following statements?

[RANDOMIZE]

**A career in the Canadian Armed Forces is a good career option for young people today.**

	Canada 2026-03 (n=1058)	Atlantic (n=104)	Quebec (n=219)	Ontario (n=360)	Prairies (n=223)	British Columbia (n=152)	Male (n=562)	Female (n=496)	18 to 34 (n=181)	35 to 54 (n=469)	55 plus (n=408)
Agree	33.1%	46.4%	27.1%	38.3%	34.0%	20.9%	33.6%	32.6%	34.5%	33.1%	32.2%
Somewhat agree	40.1%	34.7%	43.8%	37.8%	38.4%	45.4%	40.2%	40.1%	43.3%	37.2%	40.3%
Somewhat disagree	10.1%	13.3%	9.9%	8.6%	7.6%	16.0%	11.0%	9.2%	8.5%	11.0%	10.3%
Disagree	9.3%	4.1%	9.7%	9.5%	10.7%	9.0%	9.2%	9.4%	9.5%	9.6%	9.0%
Unsure	7.4%	1.4%	9.5%	5.7%	9.4%	8.7%	6.0%	8.7%	4.1%	9.1%	8.1%

*Intensity of agreement with a career in the Canadian Armed Forces being a good option for young people today is slightly higher in Atlantic Canada relative to the national average, while British Columbians are slightly less likely than Canadians on average to outright agree that a career in the CAF is a good option for young people today.*

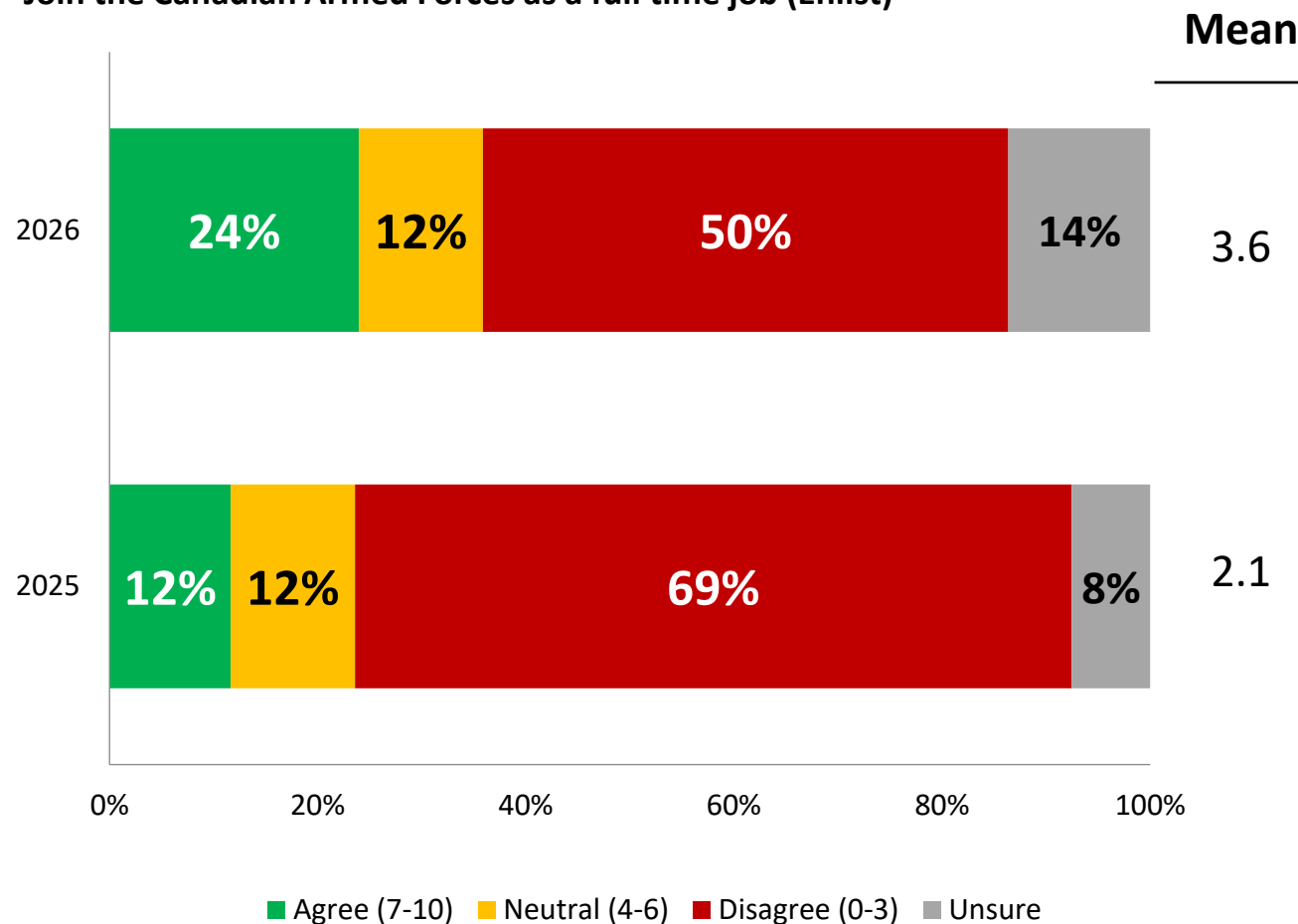
# Level of willingness to join the CAF in a full time capacity in the event of a major conflict

## 1 in 4 Canadians

agree that they would be willing to join the Canadian Armed Forces as a full time job if Canada were involved in a major conflict. While 50 per cent report that they would not be willing to serve in this capacity, the percentage of Canadians who agree with this statement has doubled from 12 per cent in November 2025.

Q - Please indicate your level of agreement with the following statements on a scale from 0 to 10, where 0 is 'strongly disagree' and 10 is 'strongly agree'. "If Canada were involved in a major conflict, I would be willing to personally serve through the following means" [RANDOMIZE]

**Join the Canadian Armed Forces as a full time job (Enlist)**



\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

# Level of willingness to join the CAF in a full time capacity in the event of a major conflict – by demographics

Q – Please indicate your level of agreement with the following statements on a scale from 0 to 10, where 0 is 'strongly disagree' and 10 is 'strongly agree'. "If Canada were involved in a major conflict, I would be willing to personally serve through the following means"

[RANDOMIZE]

**Join the Canadian Armed Forces as a full time job (Enlist)**

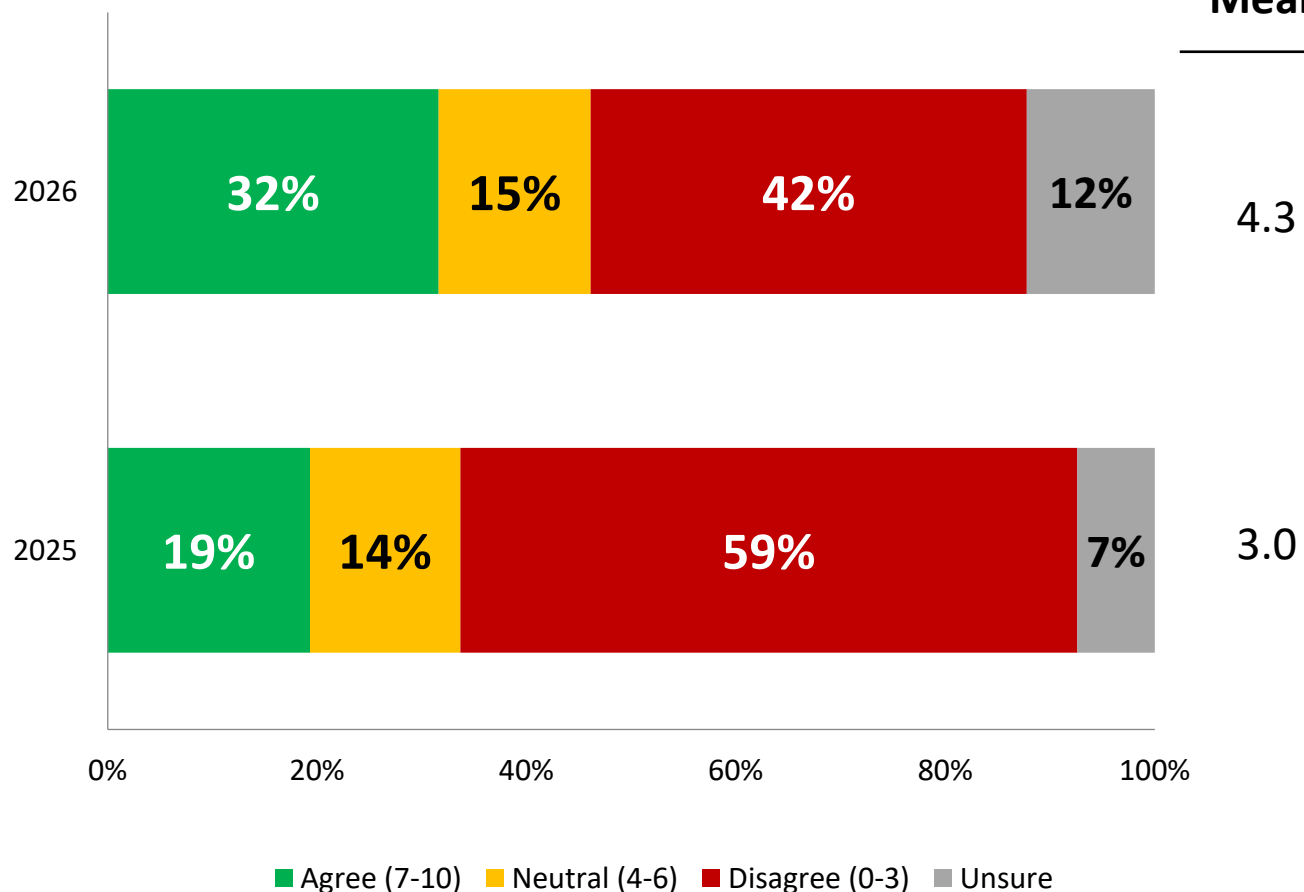
	Canada 2026-03 (n=1058)	Atlantic (n=104)	Quebec (n=219)	Ontario (n=360)	Prairies (n=223)	British Columbia (n=152)	Male (n=562)	Female (n=496)	18 to 34 (n=181)	35 to 54 (n=469)	55 plus (n=408)
<b>Mean</b>	<b>3.6</b>	<b>4.9</b>	<b>1.9</b>	<b>3.9</b>	<b>4.5</b>	<b>3.7</b>	<b>3.9</b>	<b>3.2</b>	<b>3.6</b>	<b>3.8</b>	<b>3.3</b>
Net - Strongly agree (7-10)	24.0%	31.8%	11.7%	26.0%	30.4%	26.8%	26.3%	21.8%	27.1%	27.2%	19.4%
Net - Neutral (4-6)	11.9%	24.6%	8.0%	13.0%	15.3%	4.8%	14.9%	9.0%	8.8%	13.0%	13.0%
Net - Strongly disagree (0-3)	50.5%	35.1%	<b>71.3%</b>	45.7%	39.7%	50.3%	47.1%	53.8%	53.0%	49.5%	49.6%
Unsure	13.6%	8.5%	9.0%	15.2%	14.6%	18.2%	11.7%	15.4%	11.1%	10.3%	17.9%

*Respondents in Quebec are noticeably more likely than Canadians on average to disagree with being willing to serve in the CAF on a full time basis if Canada were involved in a major conflict. Mean agreement scores are higher among Atlantic Canadians, Ontarians, Prairie residents, and men relative to the national average when it comes to their willingness to serve in the CAF in a full time capacity in the event of a major conflict.*

Q – Please indicate your level of agreement with the following statements on a scale from 0 to 10, where 0 is 'strongly disagree' and 10 is 'strongly agree'. "If Canada were involved in a major conflict, I would be willing to personally serve through the following means" [RANDOMIZE]

### Join the Canadian Armed Forces as a part time job (Reserve Duty)

Mean



\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

## Level of willingness to join the CAF in a part time capacity in the event of a major conflict

# 1 in 3

Canadians

report agreeing that they would be willing to join the CAF as a part time job if Canada were involved in a major conflict. While this is a smaller proportion than the two in five Canadians who would not be willing to do so, it represents an increase from the 19 per cent of Canadians who noted in November 2025 that they would be willing to some extent to serve in a part time capacity in the event of a major conflict involving Canada.

# Level of willingness to join the CAF in a part time capacity in the event of a major conflict – by demographics

Q – Please indicate your level of agreement with the following statements on a scale from 0 to 10, where 0 is 'strongly disagree' and 10 is 'strongly agree'. "If Canada were involved in a major conflict, I would be willing to personally serve through the following means"

[RANDOMIZE]

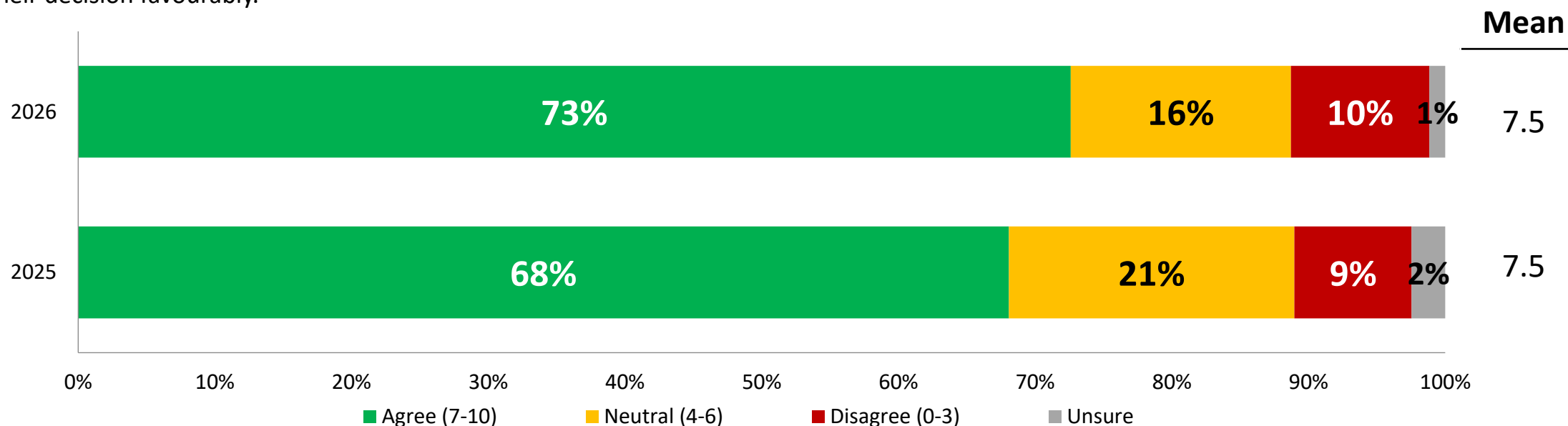
**Join the Canadian Armed Forces as a part time job (Reserve Duty)**

	Canada 2026-03 (n=1058)	Atlantic (n=104)	Quebec (n=219)	Ontario (n=360)	Prairies (n=223)	British Columbia (n=152)	Male (n=562)	Female (n=496)	18 to 34 (n=181)	35 to 54 (n=469)	55 plus (n=408)
<b>Mean</b>	<b>4.3</b>	<b>5.5</b>	<b>2.6</b>	<b>4.6</b>	<b>5.4</b>	<b>4.5</b>	<b>4.9</b>	<b>3.7</b>	<b>4.3</b>	<b>4.7</b>	<b>4.0</b>
Net - Strongly agree (7-10)	31.6%	45.5%	18.8%	32.7%	39.2%	33.8%	36.9%	26.5%	34.5%	37.9%	24.9%
Net - Neutral (4-6)	14.5%	21.0%	8.5%	15.6%	19.0%	12.5%	15.8%	13.2%	12.3%	11.7%	18.1%
Net - Strongly disagree (0-3)	41.7%	27.3%	64.3%	38.0%	28.5%	37.7%	36.7%	46.4%	43.5%	40.6%	41.3%
Unsure	12.2%	6.3%	8.4%	13.7%	13.3%	16.0%	10.5%	13.8%	9.7%	9.8%	15.7%

*Atlantic Canadians, men, and Canadians aged 35 to 54 are each more likely than Canadians on average to report agreeing that they would be willing to serve in the CAF in a part time capacity. Older Canadians aged 55 and over are less likely than the national average to agree with this statement, while those in Quebec are noticeably more likely than the Canadian average to note that they would not be willing to serve in the CAF as a part time job.*

## Level of agreement regarding viewing a friend or family member's decision to join CAF favourably

Q – Thinking of the Canadian Armed Forces, please indicate your level of agreement with the following statement on a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree: “If a friend or family member decided to join the Canadian Armed Forces, I would view their decision favourably.”



*Seventy-three per cent of Canadians agree that if a friend or family member of theirs decided to join the Canadian Armed Forces, they would view their decision favourably. This is ten times greater than the percentage of Canadians who disagree with this statement and represents an increase relative to the 68 per cent of Canadians who agreed with the statement in 2025.*

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

# Level of agreement regarding viewing a friend or family member's decision to join CAF favourably – by demographics

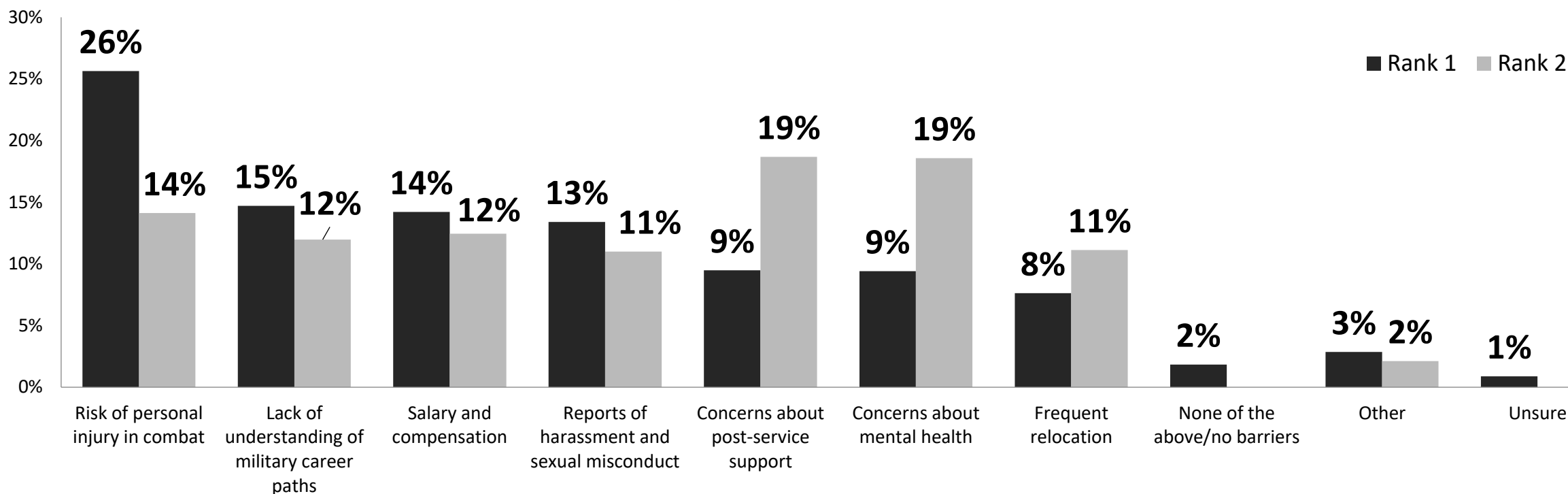
Q – Thinking of the Canadian Armed Forces, please indicate your level of agreement with the following statement on a scale from 0 to 10, where 0 is strongly disagree and 10 is strongly agree: “If a friend or family member decided to join the Canadian Armed Forces, I would view their decision favourably.”

	Canada 2026-03 (n=1058)	Atlantic (n=104)	Quebec (n=219)	Ontario (n=360)	Prairies (n=223)	British Columbia (n=152)	Male (n=562)	Female (n=496)	18 to 34 (n=181)	35 to 54 (n=469)	55 plus (n=408)
<b>Mean</b>	<b>7.5</b>	<b>7.9</b>	<b>7.3</b>	<b>7.5</b>	<b>7.9</b>	<b>7.1</b>	<b>7.6</b>	<b>7.4</b>	<b>7.6</b>	<b>7.5</b>	<b>7.4</b>
Net - Strongly agree (7-10)	72.6%	77.8%	67.5%	74.4%	78.9%	65.5%	74.5%	70.8%	76.1%	73.1%	70.0%
Net - Neutral (4-6)	16.1%	14.2%	19.7%	14.4%	11.6%	21.6%	15.2%	17.0%	12.9%	15.8%	18.5%
Net - Strongly disagree (0-3)	10.1%	8.0%	11.0%	10.8%	8.1%	10.5%	9.3%	10.9%	9.9%	10.3%	10.1%
Unsure	1.2%	0.0%	1.8%	0.5%	1.3%	2.4%	1.0%	1.3%	1.1%	0.9%	1.4%

*While a comfortable majority of respondents across all demographic groups report agreeing they would view the decision of a friend or family member of theirs to join the CAF favourably, respondents in the Prairies are more likely than those in British Columbia to report agreeing with this statement.*

# Barriers for young Canadians considering a career in the Armed Forces

Q – Regardless of your own interests, plans or intentions, please rank the top two most significant barriers for young Canadians considering a career in the Canadian Armed Forces among the following, where 1 is the most significant barrier and 2 is the second most significant barrier.



*About one in four Canadians cites risk of personal injury in combat as the most significant barrier for young Canadians considering a career in the Canadian Armed Forces. Concerns about post-service support and concerns about mental health also register as second most significant barriers.*

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

# Barriers for young Canadians considering a career in the Armed Forces – First ranked by demographics

Q – Regardless of your own interests, plans or intentions, please rank the top two most significant barriers for young Canadians considering a career in the Canadian Armed Forces among the following, where 1 is the most significant barrier and 2 is the second most significant barrier. **[Rank 1]**

	First ranked										
	Canada 2026-03 (n=1046)	Atlantic (n=102)	Quebec (n=218)	Ontario (n=356)	Prairies (n=219)	British Columbia (n=151)	Male (n=557)	Female (n=489)	18 to 34 (n=180)	35 to 54 (n=466)	55 plus (n=400)
Risk of personal injury in combat	25.6%	22.7%	30.7%	24.3%	23.4%	25.0%	21.1%	30.0%	22.4%	26.1%	27.3%
Lack of understanding of military career paths	14.7%	17.0%	14.5%	16.6%	10.8%	13.4%	16.0%	13.4%	16.9%	12.3%	15.1%
Salary and compensation	14.2%	10.2%	5.7%	17.5%	17.8%	16.7%	18.1%	10.5%	17.2%	16.2%	10.6%
Reports of harassment and sexual misconduct	13.4%	17.4%	11.2%	12.2%	15.7%	15.7%	11.7%	15.1%	14.4%	13.3%	12.8%
Concerns about post-service support	9.5%	3.0%	12.2%	7.5%	12.8%	9.2%	10.8%	8.2%	9.4%	9.9%	9.2%
Concerns about mental health	9.4%	11.6%	10.5%	10.1%	8.3%	6.0%	6.4%	12.3%	9.0%	8.5%	10.4%
Frequent relocation	7.6%	10.7%	10.6%	6.2%	7.4%	5.5%	8.6%	6.7%	5.9%	6.9%	9.3%
Other	2.8%	1.6%	1.5%	3.4%	2.0%	5.3%	3.6%	2.1%	3.2%	3.8%	1.8%
None of the above/no barriers	1.8%	3.9%	2.0%	1.3%	1.6%	2.5%	2.3%	1.3%	1.5%	2.2%	1.8%
Unsure	0.9%	2.0%	1.1%	0.9%	0.3%	0.6%	1.4%	0.4%	0.0%	0.6%	1.7%

*Respondents in Quebec are slightly less likely compared to the national average to cite salary and compensation as the foremost barrier young Canadians considering a career in the Canadian Armed Forces. No other statistically significant differences are observed.*

Element	Description	Element	Description
Research sponsor	The Globe and Mail	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) 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	1058 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 Insights Lab	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 (2021) 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	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	13 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, vacationing in Canada and in the United States, and floor crossing in Parliament.
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.	Tabulations	<a href="#">By region, age and gender [Click here]</a>
Field Dates	March 1 to March 8, 2026.		
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>		

# Any questions?

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