

***Baseline Survey of Cadets and
General Public***

FINAL REPORT

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INTRODUCTION

The Department of Defence commissioned Ipsos-Reid to conduct quantitative survey research on behalf of the Cadet Program, a nationally delivered youth program. In conducting this research, Ipsos-Reid employed both telephone and online survey research methodologies to gain a better sense of how cadets, parents of cadets, youth within the general public (aged 12 to 17 years) and parents of youth respond to questions of critical importance to the Cadet Program.

In particular, this research explores awareness and perceptions of the Cadet Program, including familiarity with and interest in the program, the perceived strengths and weaknesses of the program and the values associated with cadets.

In addition, the study examines the general public's broad views on the Cadet Program in terms of awareness of and experience with the program, positive or negative views of the program and how the program is related to the Canadian Forces.

METHODOLOGY

This research involved quantitative survey research among five distinct audiences:

- Cadets (aged 12 to 18)¹;
- Parents and legal guardians of cadets;
- General public youth (aged 12 to 17);
- General public parents and legal guardians of youth; and,
- General public adults (18 and older).

Research among the first four of these audiences involved surveys of approximately 15 minutes in length conducted online, relying on a combination of techniques described below. Research among members of the general public involved several questions placed on the *Canadian Ipsos-Reid Express* poll, a weekly omnibus survey conducted by telephone.

Fieldwork for this research was conducted during the month of November as follows:

- General Public adults telephone: November 1st to November 3rd, 2005
- Cadets, cadet parents, general public youth, and general public parents: November 1st to November 29th, 2005.

Sample Development

Sample for the cadets and cadet parents was obtained through an emailed invitation sent through the Cadet Program command structure that included an *open link* to the survey site.

¹ While initially the survey was open only to Cadets aged 12 to 17, after the first week of fielding Ipsos-Reid learned that 18 year-old cadets were responding to the survey. The survey began with a screener question asking if the participant was between the ages of 12 and 17. A question in the demographics asked participants to indicate their age in years. Ipsos-Reid identified the discrepancy. The Cadet Program was consulted, and in order to include the greatest number of current cadets, the decision was made to officially open the survey to cadets of all ages from that point forward.

Because of the open nature of the study invitation, certain precautions are taken to prevent unqualified respondents from participating. Chief among these is the lack of a monetary or prize incentive to complete the survey. Other built-in mechanisms to ensure the quality of sample are screening questions and other questions that will not prevent survey completion, but which can help identify invalid respondents.

Surveillance during the fielding identified no unusual traffic patterns on the survey site, while the data analysis uncovered no evidence of multiple repetitive responses, as may be typical of a single or invalid respondent answering more than once.

Sample for the general population youth and parents surveys was obtained through the use of the Ipsos-Reid Internet Household panel, a rigorously screened panel of some 80,000 Canadian individuals. Unlike the Cadet and Cadet Parent samples, general population youth and parents were recruited by direct email invitations including unique URLs. Unlike open links, unique URLs are personalized links to the survey site, accessible by only one computer, and only allow a single completion per URL.

In addition to the audiences interviewed online, an additional audience consisting of Canadian adults 18 years of age and older was also interviewed by telephone as part of the Canadian Ipsos-Reid Express poll. This regionally stratified sample was identified by means of random digit dialling, using computer assisted telephone interviewing technology.

Sample Size and Margins of Error

Sample sizes obtained during among the five audiences included in this research, with associated margins of error, are as follows:

	Sample	Margin of Error²
Cadets	1,244	±2.8
General public youth	803	±3.5
Cadet parents	1,258	±2.8
General public parents	790	±3.5
General public (adults 18+) ³	1,000	±3.0

Please note that margins of error are higher within regional and demographic subgroups and for questions that were not asked of all respondents.

² Margins of error are considered accurate 19 times out of 20 (attaining a 95% confidence level).

³ Conducted by telephone among Canadian adults (18 years of age and older) on the Canadian Ipsos-Reid Express Poll.

Demographic Distribution

The key demographic characteristics of each audience surveyed in this research are indicated in the following tables.

Cadets and General Public Youth

	Cadets	General Public Youth
Unweighted Base	1,244	803
Cadet Program Region		
Atlantic	14%	8%
Eastern	28%	22%
Central	28%	37%
Prairie	16%	20%
Pacific	15%	13%
Northern	0%	0%
Type of Cadet		
Sea	18%	N/A
Army	36%	N/A
Air	44%	N/A
Age		
12-14 years	32%	48%
15-17 years	57%	53%
18 years	10%	N/A
Gender		
Male	62%	51%
Female	38%	49%
Employment		
Yes, during the school year	12%	6%
Yes, during the summer	13%	12%
Yes, year round	17%	19%
No, I do not have paid employment	53%	63%
Don't know/Refused	4%	1%
Visible Minority		
Yes	12%	10%
No	80%	85%
Don't know/Refused	8%	5%
Aboriginal Identity		
Yes	4%	4%
No	94%	94%
Don't know/Refused	2%	2%

Cadets and General Public Youth (cont.)

	Cadets	General Public Youth
Unweighted Base	1,244	803
Household Income		
Above average	18%	16%
Average	58%	47%
Below Average	11%	18%
Don't know/Refused	13%	19%
Parents Work for Canadian Forces		
Yes	8%	2%
No	92%	97%
Parents Were in Cadets		
Yes	23%	13%
No	75%	84%
Don't know/Refused	2%	3%

Cadet Parents and General Public Parents

	Cadet Parents	General Public Parents
Unweighted Base	1,258	817
Cadet Program Region		
Atlantic	19%	8%
Eastern	24%	24%
Central	27%	37%
Prairie	16%	18%
Pacific	12%	13%
Northern	1%	0%
Type of Cadet - Child		
Sea	27%	N/A
Army	26%	N/A
Air	50%	N/A
Experience Working in Canadian Forces		
Yes	25%	8%
No	74%	92%
Experience in Cadets		
Yes	36%	17%
No	64%	83%
Visible Minority		
Yes	7%	8%
No	88%	89%
Don't know/Refused	5%	2%

	Cadet Parents	General Public Parents
Unweighted Base	1,258	817
Aboriginal Identity		
Yes	3%	3%
No	95%	97%
Gender		
Male	35%	41%
Female	64%	58%
Household Income		
Under \$30,000	11%	18%
Between \$30,000 and \$60,000	30%	23%
\$60,000 or more	43%	38%
Refused	14%	21%

General Public Adults

	General Public Adults
Unweighted base	1,000
Region	
British Columbia	13%
Alberta	10%
Sask/Man	7%
Ontario	38%
Quebec	25%
Atlantic	8%
Gender	
Male	48%
Female	52%
Age	
18 to 24	9%
25 to 34	20%
35 to 44	17%
45 to 54	22%
55 to 64	16%
65 to 74	8%
75+	5%
Refused	2%

General Public Adults (cont.)

	General Public Adults
Unweighted base	1,000
Education	
Grade school or some high school	10%
Complete high school	20%
Some post-secondary	15%
Complete technical or trade school/Community college	15%
Complete university degree, such as a Bachelor's	29%
Post-graduate degree, such as a Master's or Ph.D.	10%
Income	
Under \$30,000	19%
Between \$30,000-\$60,000	28%
\$60,000 or more	39%
Refused	14%

Cadet Program Regions

Among cadets, cadet parents, general public youth and general public parents, we have distributed respondents according to the regions as understood by the Cadet Program. The chart below indicates how these regions are understood:

Region	Cadets	General public youth	Cadet parents	General public parents
Atlantic	Includes Nfld., N.S., PEI, and NB	Same	Same	Same
Eastern	Includes Quebec and Air Cadets in Ottawa	Quebec only	Quebec only	Quebec only
Central	Ontario, excluding Northern Ontario	Same	Same	Same
Prairie	Northern Ontario, Manitoba, Saskatchewan and Alberta	Same	Same	Same
Pacific	British Columbia	Same	Same	Same
North	Nunavut, Northwest Territories, Yukon	Same	Same	Same

Familiarity with the Cadet Program

It is important to note that many questions in the research among the general public were asked only of respondents who expressed at least some familiarity with the Cadet Program, excluding respondents who said they are *not at all* familiar with the program. This results in a lower base size for several questions.

It is our view that those who say they are *not very* familiar should be included as part of the group of respondents understood to be familiar with the program as they are expressing at least a minimal degree of familiarity with the program.

As evidence that a significant proportion of those who say they are not very familiar with the program have at least a passive level of awareness it is interesting to note that among general public youth who say a parent belonged to The Cadet Program two in five (41%) say they are not very familiar with the program.

Definitions

Throughout this research, the different audiences are referred to in abbreviated ways for the sake of brevity. For reference, the audiences are defined as per the list below.

Cadets – Participants in the Cadet Program who are between 12 and 18 years of age.

Cadet parents – Parents or legal guardians of participants in the Cadet Program.

Youth – Members of the general public who are between 12 and 17 years of age.

Parents – Members of the general public who are the parents of children between 12 and 17 years of age.

Canadian adults – Members of the general public aged 18 and over who were interviewed as part of the *Canadian Ipsos-Reid Express* poll.

Percentages and Rounding

In several instances throughout this research percentages indicated may not add up to 100%. This is normally due to rounding. Where the decimal value is .5% or greater, we have rounded up to the nearest percentage. Where it is less than .5%, we have rounded down.

Statistically significant demographic differences are noted throughout the report.

EXECUTIVE SUMMARY

During this research, five distinct audiences were interviewed. These audiences included cadets (aged 12 to 18 years) and parents of cadets. We also interviewed general public audiences, including youth (aged 12-17 years) and parents of youth (aged 12-17 years). In addition, we conducted a brief survey by telephone among adults 18 years of age and older to provide an additional layer of context to the findings.

The key findings of this research, by audience, are briefly summarized below.

Cadets

The findings of this research show that participants in the Cadet Program are overwhelmingly positive towards the program *overall* and with respect to most aspects of the program. Cadets identify the ability to develop leadership skills and experiences one cannot get elsewhere as key benefits of the program. Drawbacks to the program relate to conflicts with schoolwork and the time consuming nature of the program. This is not surprising given that nearly two in three cadets say they participate in extracurricular activities other than the Cadet Program. Marksmanship, bushcraft and leadership are the elements of local training with which cadets express the highest satisfaction.

Cadet Parents

The parents of cadets express highly positive views of the program overall and with respect to most aspects of the program. Parents identify self-discipline and confidence as the main benefits of being involved with the Cadet Program. When asked about drawbacks, nearly half say they there are no drawbacks to the program. Among those who say there are drawbacks, a conflict with school is the most commonly chosen example. It is important to note that nearly all cadet parents say that the program has had a positive impact on their child.

Although parents of cadets are more likely than parents among the general public to work for the Canadian Forces and to have been a member of cadets themselves, there is little to suggest that many parents pressured their children to join the program.

General Public Youth

Most general public youth say they are not very or not at all familiar with the Cadet Program. Nevertheless, six in ten youth with at least a passing familiarity with the program express positive views towards it. Youth who are more familiar with the program are also more likely to be positive towards it. The main benefits that general public youth perceive in the Cadet Program are survival skills and technical skills. Some general public youth take exception to the militaristic aspects of the program. That said, when those uninterested in joining the program are asked why they are uninterested, they most commonly mention that they do not have enough time to participate.

General Public Parents

As is the case with general public youth, general public parents express a fair degree of uneasiness with the more militaristic aspects of the program. That said, general public parents are more likely than youth to be familiar with the program. Moreover, they express somewhat more positive views of it, both overall and in some particular respects such as being more likely to say the program is cool and dynamic. Parents identify self-discipline and confidence as the main benefits of the Cadet program. Along with the program being too militaristic, parents also identify conflicts with schoolwork as a drawback. However, one-third of general public parents say there are no drawbacks to the program. A majority say involvement in the Cadet program would have a positive impact on their child.

Adults 18 Years and Older

Among Canadian adults 18 years of age and older, familiarity with the program is quite low. Just under one in four members of the general public (23%) say they are either very or somewhat familiar with the program, while half (51%) say they are not at all familiar with it. The low overall familiarity stands in contrast to the fact that one in ten Canadian adults (11%) say they have personally participated in the program. That said, Canadians who are familiar with the Cadet Program are very positive about it, with over four in five Canadian adults expressing positive views.

Demographic Distinctions

Cadets involved with the Sea or Air programs tend to be more positive about the program than those involved in the Army program. Younger cadets are more positive than older cadets, and are much more likely to say they still have a lot to learn in the program.

Among Cadet Parents, women express more positive views of the program than men (and are more likely than men to say their views have become more positive since their child enrolled).

In general, cadets and cadet parents in Atlantic and Eastern regions hold more positive views.

Among members of the general public, both parents and youth, views are similarly more positive among residents of Atlantic region. However, in contrast to cadets and their parents, views among members of the general public in Eastern region are markedly less positive towards the Cadet Program.

Among members of the general public, visible minorities and those with either personal or family history in the Canadian Forces or Cadet Program tend to be more positive towards the program.

Conclusions and Recommendations

Based on the findings of this research, it is apparent that the Cadet Program enjoys an extraordinary amount of good will among its participants and their parents, as well as among members of the general public, despite their lower familiarity with the program.

Among participants, there do not seem to be any significant problems or factors that would lead to dissatisfaction with the program. A small minority (one in ten) feel they fundraise too often, but this does not register in a very significant way as a drawback to participation and the amount of time spent fundraising is viewed by most as appropriate.

This research finds that enthusiasm for the program and the sense that there is still more to learn by participating in it decline with age. One challenge among the Cadet

Program is how to keep the program as relevant and exciting to older participants as it is to younger ones.

A significant proportion of cadets identify time management concerns, and particularly the extent to which the program may conflict with schoolwork, as a drawback to participation. Time management is also seen as a barrier to participation among non-participants. Youth in the general public who say they are not interested in joining the Cadet Program most often say it is because they have too many other commitments.

Apart from the practical issue of time management, the most significant turn-off among members of the general public are the notions that the program is too militaristic, that it requires too much discipline or the uniform.

In promoting the program among a wider audience it may be necessary to address time management concerns and/or communicate the value of the program as an important part of participants' busy schedules.

There is little the Cadet Program can do to reach those who are most put off by the program's connection to the military. In fact, it would be undesirable to mute the program's military affiliation in light of the fact that many cadets are attracted to the program because of its military characteristics.

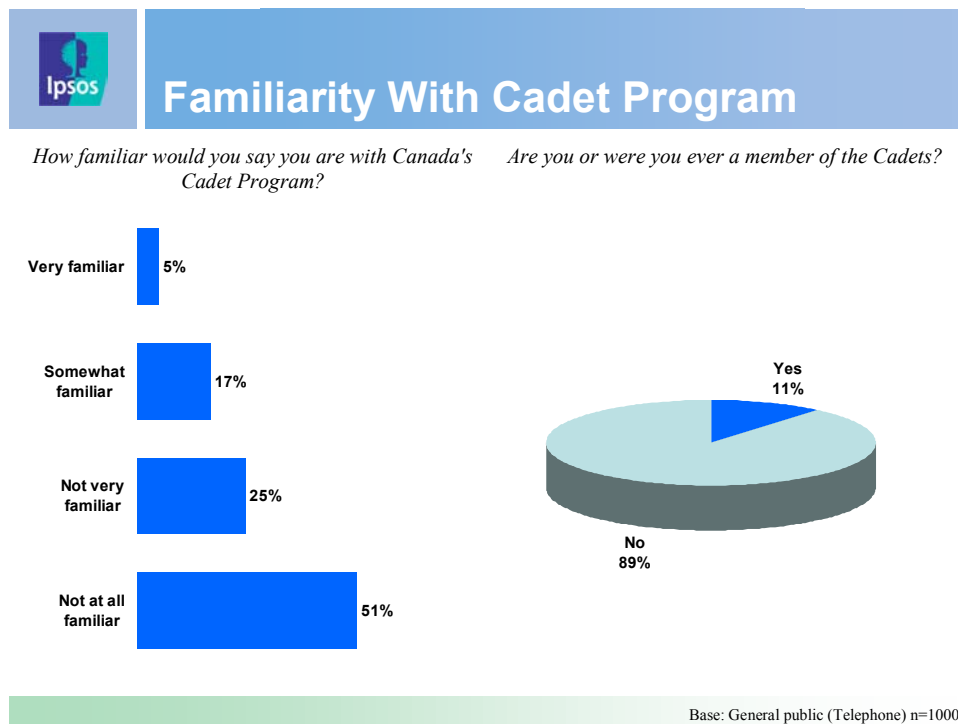
That said, youth in the general public most often mention survival and technical skills as benefits of the program, which stands in contrast to cadets themselves, who emphasize leadership and unique experiences as key benefits. This difference in opinion may have to do with an overvaluation among youth in the general public of the program's military connection, leading them to overlook the real world skills and unique experiences it can offer to participants. Rather, the goal should be to provide information to change the opinion of those who would not rule the program out altogether by showing that the skills and experiences offered by the program are relevant beyond a military context.

DETAILED FINDINGS

Familiarity with and Impressions of the Cadet Program

Familiarity with Cadet Program

About one in four Canadian adults⁴ (23%) say they are either very or somewhat familiar with the Cadet Program, while one in ten (11%) say they were a member of the program at some point



General public respondents more likely to say they are familiar with the Cadet program include:

- Those who reside in Alberta (28%), Ontario (28%), and the Atlantic provinces (28%) compared to those in Quebec (15%); and,
- Those who have children under the age of 18 (27% vs. 20% among those who do not).

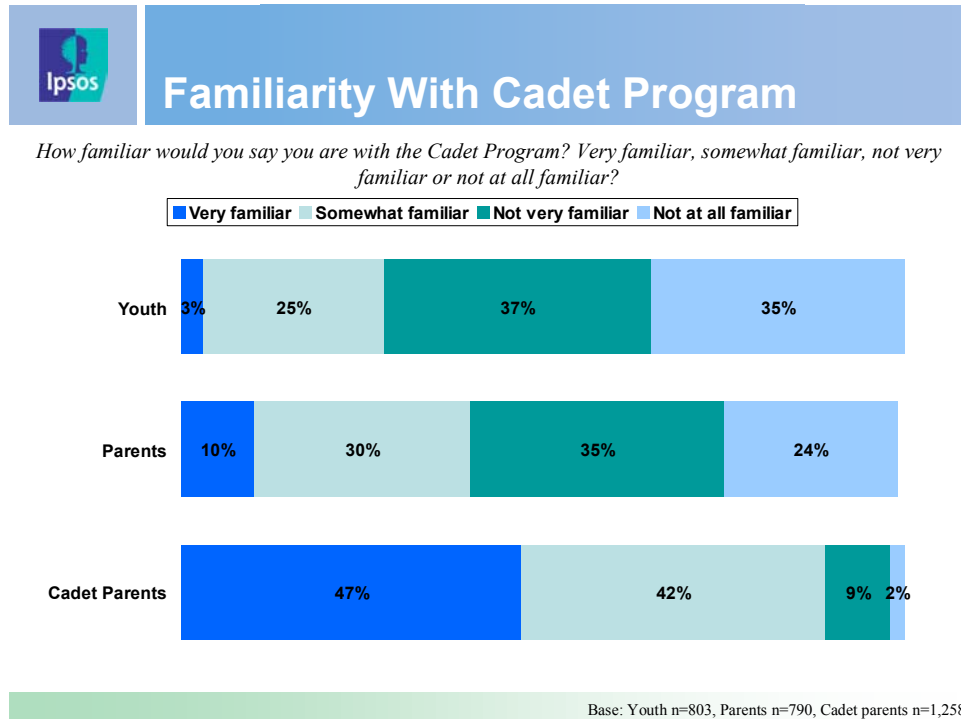
⁴ Interviewed by telephone as part of the *Ipsos-Reid Express* poll.

General public respondents more likely to say they were ever a member of the Cadet Program include:

- Residents of Alberta (17% compared to 9% among those in Quebec);
- Male respondents (17% vs. 5% among females); and,
- Those with household incomes of less than \$30,000 (16%) compared to those who earn between \$30,000 and \$60,000 annually (8%), or more (10%).

Among general public respondents interviewed online just fewer than three in ten youth (28%) and two in five parents (40%) say they are very or somewhat familiar with the Cadet Program.⁵

Not surprisingly, the vast majority of cadet parents⁶ express at least some familiarity with the program. Just two percent among these respondents say they are not at all familiar with the program.



Among general public youth, those more familiar with the Cadet Program include:

- Those interested in joining the Cadet Program (42% compared to 21% among those not interested);
- Those whose parents were in the Cadet Program (36% vs. 26% among those whose parents were not);

⁵ Throughout this report general public youth refer to individuals between 12 and 17 years of age, while general public parents refer to the parents or legal guardians of youth between 12 and 17 years of age.

⁶ Throughout this report, cadet parents refers to respondents who are the parents or legal guardians of Cadet Program participants between the ages of 12 and 18 years.

- Those who express positive views of the Cadet Program (53% versus 42% among those whose views are negative); and,
- Visible minorities (41% versus 26% among other respondents).⁷

Among general public parents, those more familiar with the Cadet Program include:

- Those who say either they or their spouse/ partner were in the Cadet Program (66% versus 35% among others);
- Those who say they are interested in having their child join the program (55% versus 37% among others); and,
- Those who hold favourable views of the program (45% versus 30% among others).

Among both general public youth and parents, respondents in Eastern region⁸ are much less likely to say they are either very or somewhat familiar with the Cadet Program (youth: 18%; parents: 31%).

Cadet parents more likely to say they are familiar with the Cadet Program include:

- Those who were in the Cadet Program themselves, or whose partner was in the program (95% vs. 85% among those who were not);
- Males (92% vs. 87% among females);
- Parents of Sea (91%) and Air cadets (89%) compared to those whose child is enrolled in Army cadets (84%);
- Those with higher household incomes (peaking at 91% among those who earn more than \$60,000 annually); and,
- Non-visible minorities (90% vs. 79% among visible minorities).

⁷ Results among visible minorities should be interpreted with caution as only 74 of these individuals were interviewed among general public youth.

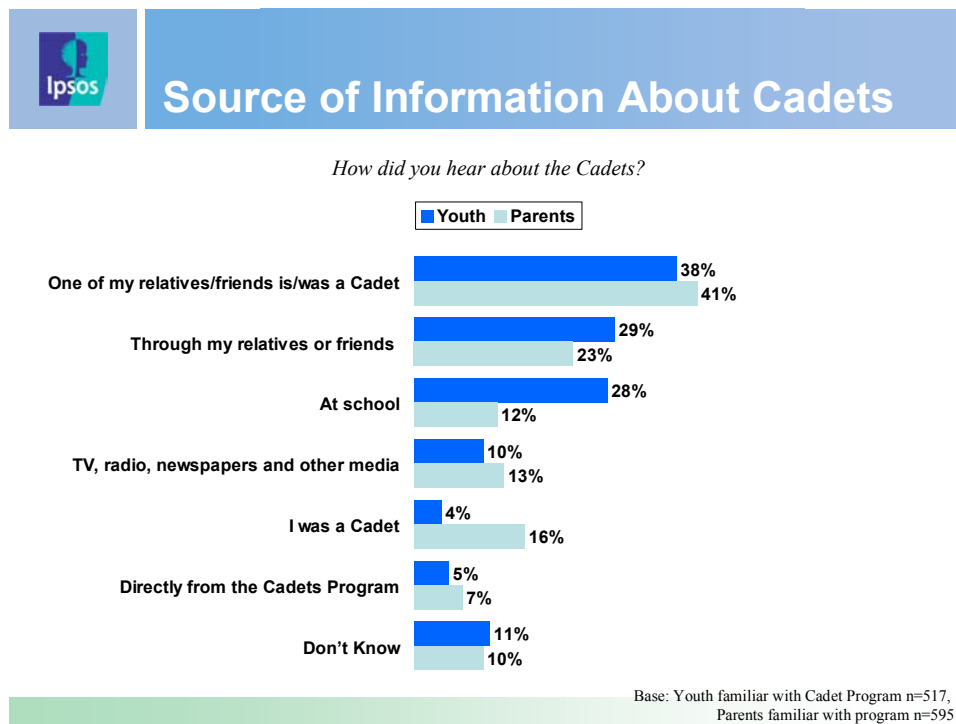
⁸ Regions in this research conform to regions as understood by the Cadet Program. Eastern region includes Quebec respondents. See the methodology for more on regions in this research.

Sources of Information about the Cadet Program

Youth and parents in the general public who are familiar with the program⁹ were asked how they heard about the Cadet Program. Most often these respondents say they heard about the Cadet Program through a relative or friend who was in the program (youth: 38%; parents: 41%). Hearing of the program through relatives or friends who were not necessarily members of the program is also a frequent response among both youth (29%) and parents (23%).

Youth also frequently mention school as their source of information about the Cadet Program (28%). Meanwhile, 16 percent of parents say they heard about the Cadet Program because they were cadets.

About one in ten youth (10%) and parents (13%) mention hearing about the Cadet Program in the media, while fewer mention hearing about the Cadet Program directly from the program itself (youth: 5%; parents: 7%).



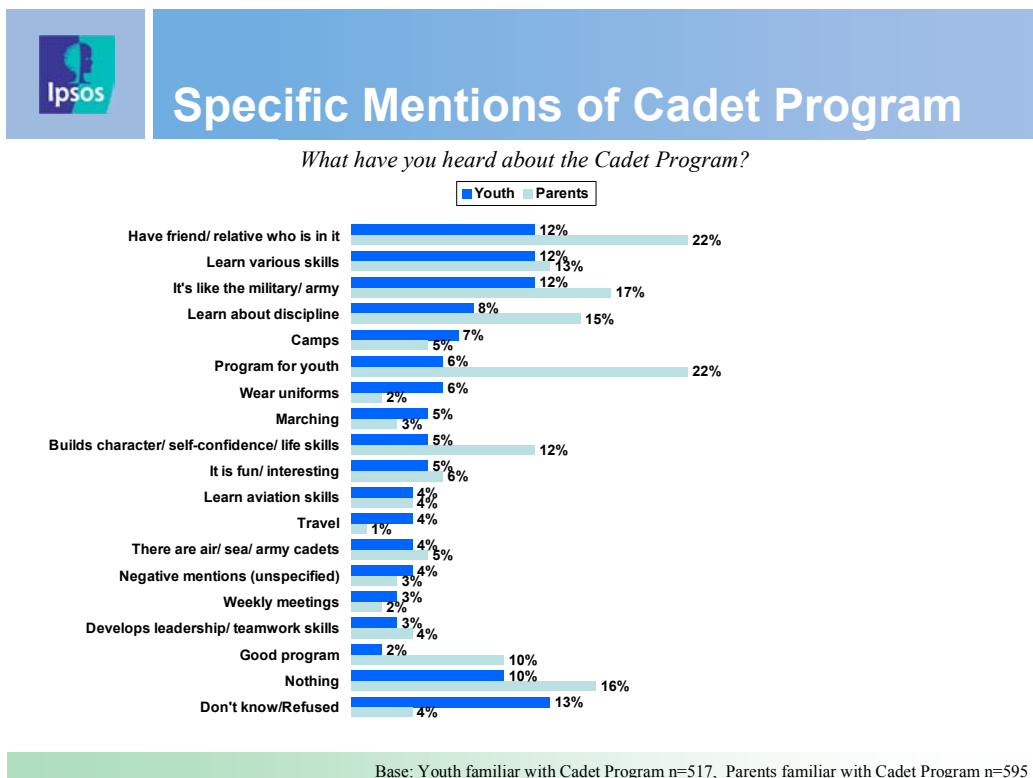
⁹ Most questions asked of general public parents and youth in this research exclude respondents who said they are not at all familiar with the Cadet Program. For an explanation of this, please see the methodology.

Specific Mentions of Cadet Program

Youth and parents in the general public who are familiar with the Cadet Program were asked what they have heard.

Youth most often mention hearing that a friend or relative is in the program (12%), that one can learn various skills in the program (12%) and that it's like the military or army (12%). Fewer than one in ten young people mention hearing about learning discipline in association with the Cadet Program (8%), hearing about Cadet camps (7%) understanding that the Cadet Program is a program for youth (6%) or hearing about the uniforms (6%).

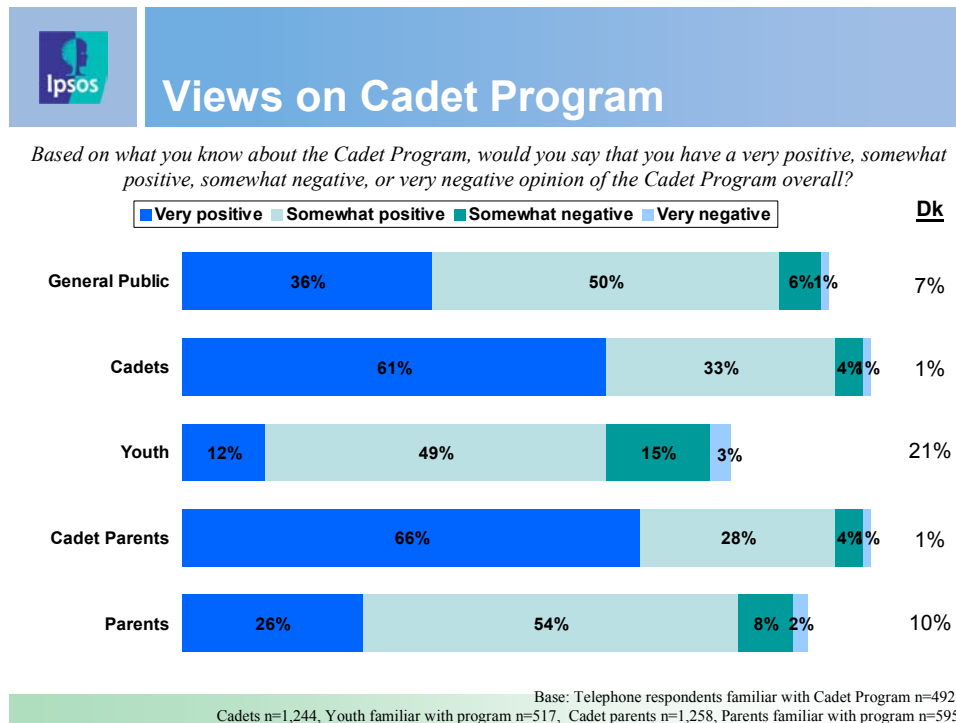
Like youth, parents also frequently mention hearing of a friend or relative in the program (22%). Parents are much more likely than youth to mention simply that the Cadet Program is a program for youth (22%). Parents are also more likely than youth to view the Cadet Program in association with the military or army (17%) and to associate learning discipline with the program (15%). More than one in ten parents (12%) also associate building character and self-confidence and learning life skills with the program, while an additional one in ten (10%) say simply that they have heard the program is a good one.



Views on Cadet Program

Respondents from each of the five audiences included in this research were asked whether they view the Cadet Program positively or negatively. It is perhaps not surprising to note that those involved in the program – cadets and cadet parents (94% each) – are most positive towards the program.

Still, even among adult members of the general public¹⁰ views towards the program are very positive (86% very or somewhat positive). Likewise, four in five parents of youth within the general public (80%) also express positive views towards the Cadet Program. General public youth are significantly less likely to express positive opinions towards the program, although a majority still says (61% positive overall, with 12% saying they are very positive).¹¹



¹⁰ Interviewed by telephone as part of the *Ipsos-Reid Express* poll.

¹¹ Results among general public parents and youth exclude respondents who said they are not at all familiar with the Cadet Program.

It is important to note that perceptions of the Cadet Program among youth and parents are more favourable among those who are very or somewhat familiar with the program (youth: 75%; parents: 90%) than among those who said they are not very familiar with the program (youth: 50%; parents: 69%).

Among general public youth, views of the Cadet Program are more positive among:

- Residents of the Atlantic (71%) and Pacific regions (68%);¹²
- Those interested in joining the Cadet Program (92% versus 49% among those not interested);
- Those whose parents were in the Cadet Program (72% versus 59% among those whose parents were not);
- Those who are very or somewhat familiar with the Cadet Program (75% compared to 50% among those who are not very familiar with the Cadet Program); and,
- Visible minorities (78% compared to 58% among others).¹³

Among general public parents, those who are more likely to hold positive views of the Cadet Program include:

- Those who say either they or their spouse or partner was in the program (93% versus 77% among others);
- Those who express interest in having their child join the program (94% versus 74% among those not interested);
- Those very or somewhat familiar with the Cadet Program (90% versus 69% among those not very familiar); and,
- Those with higher household incomes (peaking at 86% among those who earn more than \$60,000 annually).

Cadet parents more likely to hold positive views of the Cadet Program include:

- Those who reside in Eastern region (97% vs. 92% in Prairie region); and,
- Females (96% vs. 92% among males).

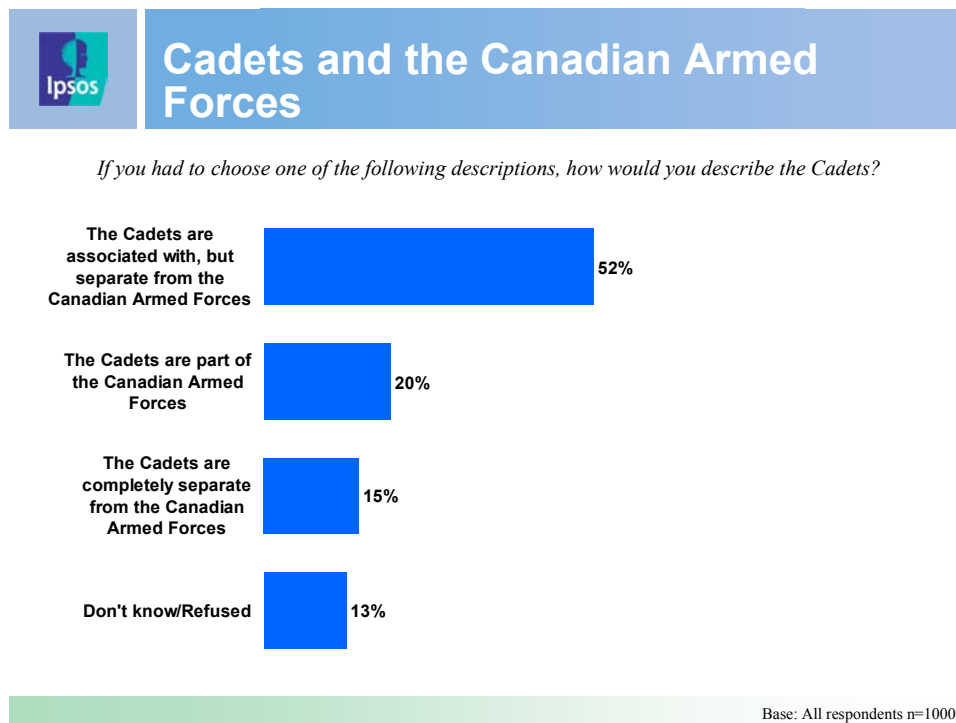
¹² Note that base sizes among the residents of these regions are low (Atlantic: n=51; Pacific: n=61) and, therefore, the results should be interpreted cautiously.

¹³ Note that the base among visible minorities is low (n=53) and, therefore, the results should be interpreted cautiously.

The Cadet Program and the Canadian Armed Forces

Members of the general public¹⁴ were asked to choose among several descriptions of the Cadet Program in terms of its association with the Canadian Armed Forces. Among the descriptions offered, respondents most often select the option which states the Cadet Program is associated with, but separate from, the Canadian Armed Forces (52%). An additional one in five respondents believes that the Cadet Program is part of the Canadian Armed Forces (20%).

Fewer than one in five respondents believe that the Cadet Program is completely separate from the Canadian Armed Forces (15%), while an additional 13 percent were not sure which statement to select.



Those most likely to say that the Cadet Program is associated with, but separate from the Canadian Armed Forces include:

- Younger respondents (peaking at 59% among those between the ages of 18 and 34);

¹⁴ Interviewed by telephone as part of the *Ipsos-Reid Express* poll.

- Those with higher household incomes (peaking at 59% among those who earn more than \$60,000 annually); and,
- Those with higher levels of educational attainment (peaking at 56% among university graduates).

Those most likely to say that the Cadet Program is part of the Canadian Armed Forces include:

- Those with lower levels of educational attainment (peaking at 27% among those with less than high school); and,
- Those with lower household incomes (peaking at 27% among those who earn less than \$30,000 annually).

Residents of British Columbia (12%) tend to be less likely to describe the Cadet Program as a part of the Armed Forces compared to those in other provinces.

Those most likely to say that the Cadet Program is completely separate from the Canadian Armed Forces include:

- Those with lower levels of educational attainment (peaking at 23% among those with less than high school); and,
- Residents of Quebec (22%) compared to those who reside in Alberta (8%) and Ontario (12%).

Main Benefits of Joining the Cadet Program

Respondents were given the opportunity to select, from a list provided, what they consider to be the three main benefits of the Cadet program.

Cadets and General Public Youth

All respondents were presented with lists of several possible benefits and drawbacks to joining the Cadet program and asked to choose their top three benefits and drawbacks from each list.

The main benefits to joining the Cadet program vary widely in the perception of cadets and general public youth. Overall, cadets are more unified as to the main benefits of the program than are general public youth. For example, cadets most often select leadership (47%) and experiences you can't get anywhere else (44%). These benefits are much less likely to be selected by general public youth (leadership, 19%; experiences you can't get anywhere else, 24%). General public youth most often select survival skills (29% vs. 17% among cadets) and technical skills, such as sailing, meteorology, or map and compass, which are chosen less often by Cadet respondents (26% vs. 18% among cadets).

For cadets, developing self-discipline (33%), confidence (30%), and meeting new friends (27%) occupy a second tier in terms of the frequency of their selection. Although general public youth are also very likely to select developing self-discipline (25%), confidence (21%), and meeting new friends (24%), they are just as likely to choose travelling (24%) and physical activities (23%) as benefits of the program.

Similar proportions of cadets and general public youth select good citizenship (15% among cadets, 10% among general public youth) and, the ability to get along with others (10% cadets, 14% general public youth) as benefits.

Cadets are more likely than general public youth to select the uniform (9% vs. 2%) and the ability to advance to higher ranks (9% vs. 4%) as benefits.

Few respondents in the two groups choose self-sufficiency (6% among cadets; 8% among general public youth) or heightened community awareness as benefits (Cadet 3%; 4% among general public youth).



Main Benefits of Joining Cadets (Youth)

From the following list what would you say are the three main benefits of joining the Cadets in order of importance: % Selecting as a benefit



Base: Cadets n=1,101 (valid respondents), Youth familiar with Cadet Program n=465 (valid respondents)

Cadets more likely to choose leadership as a benefit include:

- Older cadets (peaking at 64% among those 18 years of age);
- Those who reside in the Pacific (56%) or Central region (52%) compared to those in the Eastern (41%) and Atlantic regions (43%);
- Those who have a less positive view of the Cadet Program since joining (55%); and,
- Those whose parents were in the Cadet Program (54% vs. 45% among those who were not).

Female cadets (50%) are more likely to choose experiences you can't get anywhere else as a benefit, while visible minorities are less likely to select this benefit (34%).

Cadet youth who reside in Central region (39%) are more likely than those in the Atlantic (27%) or Eastern regions (31%) to select developing self-discipline as a benefit.

General public youth more likely to choose survival skills as a benefit include:

- Those whose parents were in the Cadet Program (41% vs. 27% among those whose were not);

- Those who reside in Prairie region (39%) compared to those in the Atlantic (18%) and Central regions (23%); and,
- Younger respondents (34% among those 12 to 14 compared to 23% among those 15 to 17 years of age).

Cadets who have a positive impression of the Cadet program (32%) are more likely than those with a negative impression (15%) to select developing self-discipline as a benefit.

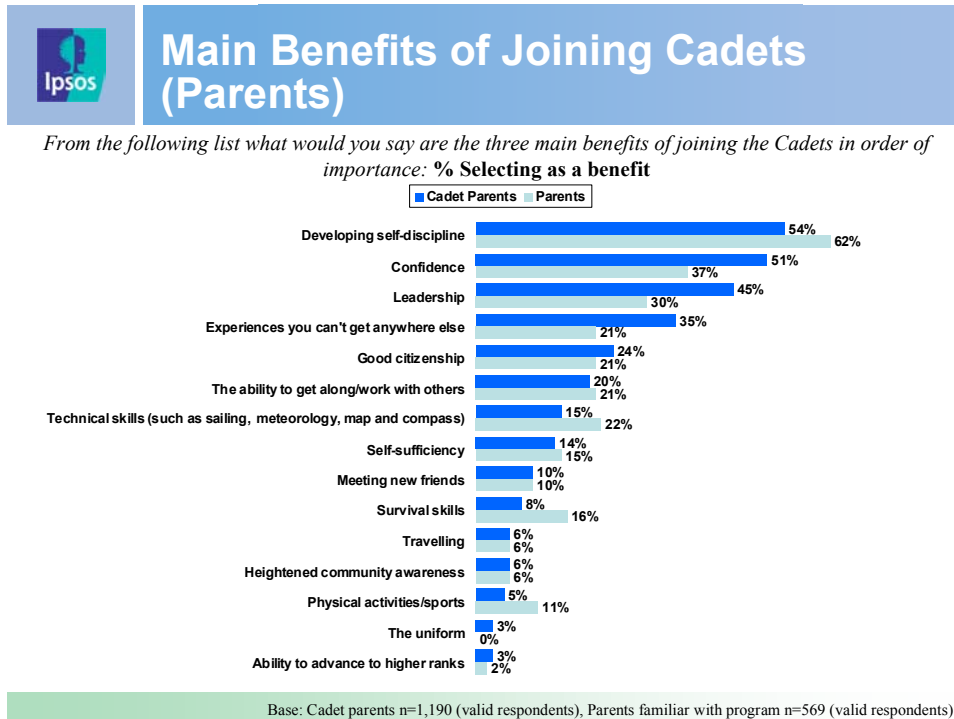
Cadet and General Public Parents

Generally speaking cadet parents and parents of general public youth offer very similar assessments of the benefits of the Cadet Program. Both choose the same three elements as the top benefits. Although chosen more often by general public parents, developing self-discipline is very popular with both groups of parents (cadet parents 54%; general public parents, 62%), as are confidence (among cadet parents, 51%; general public parents, 37%) and leadership (cadet parents, 45%; general public parents, 30%).

General public parents are more likely than cadet parents to say technical skills, such as sailing, meteorology, map and compass are a benefit (22%; 15% among cadet parents), as well as physical activities/sports (11% vs. 5% among cadet parents), whereas cadet parents are more likely to consider experiences you can't get anywhere else to be a benefit (35% vs. 21% among general public parents).

Both groups are equally likely to consider good citizenship (cadet parents, 24%; general public parents, 21%), self-sufficiency (cadets, 14%; general public parents, 15%), and meeting new friends (10% among both groups) to be benefits of the program. General public parents are more likely to consider the development of survival skills (16% vs. 8% among cadet parents) a benefit.

A small number of respondents in both audiences consider travelling (6% among both groups), heightened community awareness (6% in both groups), and the ability to advance to higher ranks as benefits (cadet parents, 3%; general public parents, 2%). Three percent of cadet parents choose the uniform as a benefit (0% among general public parents).



Parents of Air cadets (58%) are more likely than parents of Army cadets (50%) to select developing self-discipline as a benefit.

Cadet parents who reside in Eastern region (40%) are less likely than those in other regions to select confidence as a benefit.

Cadet parents in Prairie region (52%) are more likely to select leadership as a benefit compared to those in Eastern region (40%).

General public parents more likely to select developing self-discipline as a benefit include:

- Those with higher household incomes (peaking at 68% among those who earn more than \$60,000 annually);
- Those who have a positive impression of the program (66%); and,
- Those who reside in Central region (65%) compared to those in Prairie region (55%).

General public parents more likely to select confidence as a benefit include:

- Those with higher household incomes (peaking at 41% among those who earn more than \$60,000 annually); and,

- Those who reside in Central region (42%) compared to those in Eastern region (27%).

General public who reside in Prairie region (37% are more likely than those in Eastern region (27%) to select leadership as a benefit.

Main Drawbacks of Joining the Cadet Program

Respondents were also given the opportunity to select from a list of several potential drawbacks the three they consider to be the main drawbacks of the Cadet program.

Cadets and General Public Youth

As with the benefits of the program, cadets and general public youth vary significantly in terms of what they consider to be the main drawbacks of the Cadet program. Also as was the case with benefits, general public youth select a wider range of responses as compared to their Cadet counterparts.

General public youth most often choose “too militaristic” as a drawback of the program, with nearly four in ten selecting this option (38%). A much smaller proportion of cadets say the program is too militaristic (5%).

Perceptions of the program as time consuming (28%) and as something that conflicts with schoolwork (26%) are the second and third most commonly selected drawbacks among general public youth.

Cadets most frequently select the notion that the program conflicts with schoolwork as a drawback (40%) followed by the time consuming nature of the Cadet Program (34%), and repetitive programs (28%).

One in four cadets (26%) and a similar proportion of general public youth (22%) say they do not think there are any drawbacks to the program.

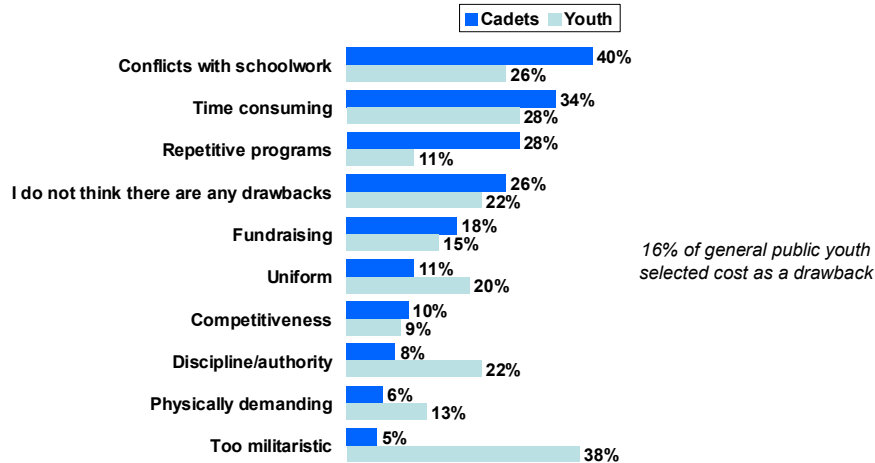
General public youth (22%) are much more likely than cadets (8%) to say that the program involves too much discipline. In addition, general public youth (20%) are also more likely than cadets (11%) to mention the uniform as a drawback.

It is interesting to note that 16 percent of general public youth consider cost to be a drawback of the Cadet program. (Cadets were not offered this selection.)

In addition, similar proportions among cadets (18%) and general public youth (15%) select fundraising as a drawback, as well as competitiveness (10% cadets; 9% youth). General public youth more often select the physical demands of the Cadet Program as a draw back (13% vs. 6% among cadets).

Main Drawbacks of Joining Cadets (Youth)

From the following list what would you say are the three main drawbacks of joining the Cadets in order of importance? As before, please choose the first, second and third most important drawbacks to joining the Cadets. % Selecting as Drawback



Base: Cadets n=1,164 (valid respondents), Youth familiar with the Cadet Program n=489 (valid respondents)

Cadets most likely to select conflicts with schoolwork as a drawback include:

- Visible minorities (49% vs. 38% among others);
- Females (46% vs. 36% among male cadets);
- Air cadets (46%) compared to those in Army (34%) and Sea cadets (34%);
- Those who reside in the Pacific (45%) or Eastern region (44%) compared to those in the Atlantic (32%) or Prairie regions (32%); and,
- Cadets between the ages of 15 and 17 (45%) or 18 years old (45%) compared to those 12 to 14 (27%).

Cadets most likely to select time consuming as a drawback include:

- Those who have a less positive view of the Cadet Program since joining (46%);
- Those who say they fundraise too often (43%)
- Those who reside in Eastern region (42%);
- Females (41%) compared to male cadets (30%);
- Cadets between the ages of 15 and 17 (40%) or 18 years of age (37%) compared to those 12 to 14 (23%); and,
- Air cadets (38%) compared to those in Sea cadets (27%).

Cadets most likely to select repetitive programs as a drawback include:

- Those who have a less positive view of the Cadet Program since joining (42%);
- Those who say they fundraise too often (36%);
- Those between the ages of 15 and 17 (34%) or 18 years old (37%) compared to those 12 to 14 (13%); and,
- Those whose parents were not in the Cadet Program (30% vs. 20% among those whose parents were).

General public youth more likely to select 'too militaristic' as a drawback include:

- Those who have a negative opinion of the program (69% vs. 30% among those who have a positive opinion); and,
- Those who are not interested in joining (45% vs. 22% among those who are).

General public youth more likely to select time consuming as a drawback include those who reside in Central region (33% vs. 18% among those in Pacific region). Visible minorities, meanwhile, are less likely to say this (13%).

General public youth more likely to select conflict with schoolwork as a drawback include:

- Those whose parents were in the Cadet Program (39% vs. 24% among those who were not); and,
- Those who are interested in joining the Cadet Program (38% vs. 23% among those who are not).

Cadet and General Public Parents

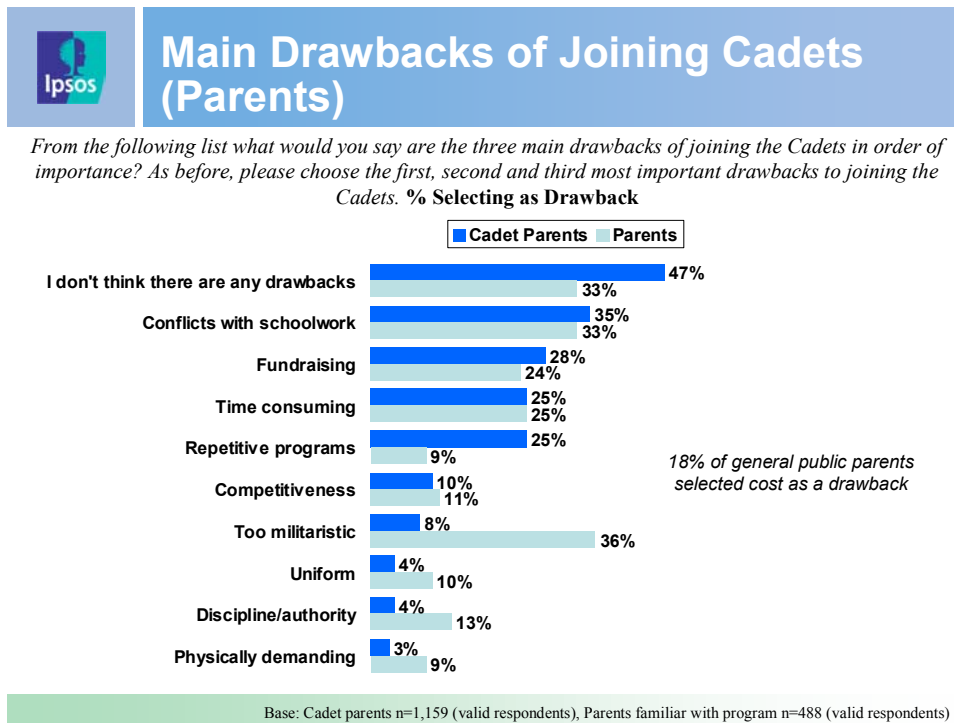
When asked to identify drawbacks to joining the Cadet Program, nearly half of cadet parents (47%) feel that there are no drawbacks to joining the Cadet program, as do one in three general public parents (33%). That said, among general public parents the most frequently mentioned drawback is that the Cadet Program is too militaristic (38%).

About one in three respondents from both audiences select conflicts with schoolwork as a drawback (cadet parents 35%; general public parents, 33%), while slightly fewer say fundraising (cadet parents, 28%; general public, 24%). One in four select time consuming (25% among both audiences) as a drawback.

Cadet parents are more likely than those in the general public to select repetitive programs as a drawback (25% vs. 9% among general public).

As was the case among youth, a significant proportion of general public parents identify the cost of the Cadet Program as a drawback, with nearly one in five selecting this option (18%).

Both audiences select competitiveness as a drawback (cadet parents, 10%; general public parents, 11%), however general public parents are more likely to select uniform (10% vs. 4% among cadet parents), discipline/authority (13% vs. 4% among cadet parents), and physical demands as drawbacks of the program (9% vs. 3% among cadet parents).



Cadet parents more likely to say they do not think there are any drawbacks to joining the Cadet Program include:

- Those with lower household incomes (peaking at 62% among those who earn less than \$30,000 annually);
- Those who reside in the Atlantic (56%), Central (53%), and Pacific regions (51%) compared to those in Eastern (38%) or Prairie (39%);
- Female respondents (51%) compared to their male counterparts (41%); and,
- Those who have a more positive view of the program since their child joined (50%).

Cadet parents more likely to select conflicts with school as a drawback include:

- Those who reside in Eastern region (41%) compared to those in the Atlantic (28%); and,
- Those with higher household incomes (peaking at 39% among those who earn more than \$60,000 annually).

Cadet parents more likely to select fundraising as a drawback include:

- Those who have a less positive view of the Cadet Program since joining (38%);
- Those who reside in the Prairie (34%) or Eastern regions (33%) compared to those in Central (23%) or Atlantic (22%);
- Male respondents (34% vs. 25% among their female counterparts); and,
- Those with higher household incomes (peaking at 32% among those who earn more than \$60,000 annually).

General public parents more likely to select 'too militaristic' as a drawback include:

- Those who have a negative opinion of the program (74% vs. 31% among those who have a positive opinion);
- Those who are not interested in having their child join the Cadet Program (46% vs. 17% among those who are);
- Those with higher household incomes (peaking at 41% among those who earn more than \$60,000 annually);
- Those who are not very familiar with the program (41% vs. 31% among those who are more familiar); and,
- Those who were not in the Cadet Program themselves, or whose partner was not (40% vs. 23% among those who were).

General public parents more likely to say they do not think there are any drawbacks include:

- Those who reside in Prairie region (42%) compared to those in the Eastern (25%) or Pacific regions (28%);
- Those with lower household incomes (peaking at 41% among those who earn less than \$30,000 annually);
- Those who are interested in having their child join the Cadet Program (41% vs. 30% among those who are not);
- Those who are more familiar with the program (40% vs. 26% among those who are less);

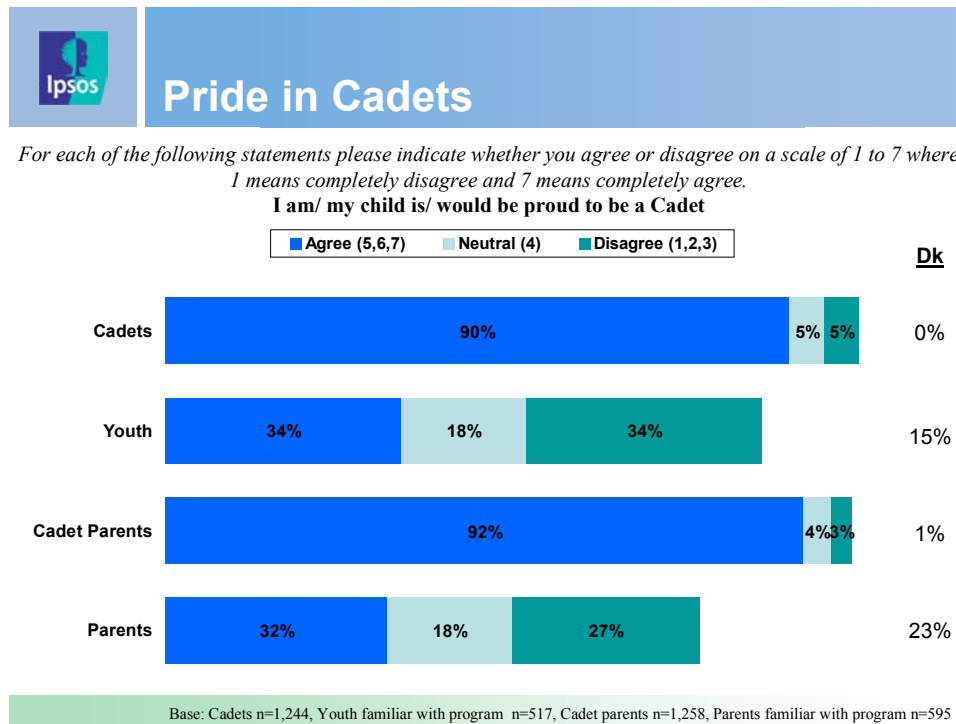
- Those who have a positive impression of the program (36% vs. 7% among those who have a negative opinion)

Attitudes Towards the Cadet Program

Cadets and cadet parents as well as general public youth and parents¹⁵ were asked whether they agree or disagree with several statements about the Cadet Program.

Among the statements, cadets and cadet parents express high levels of agreement with positive statements about the program, including: pride in the program, enjoyment of the program, the program inspiring a change for the better in participants, the Cadet Program as a 'cool' thing, enjoyment of the uniform, the Cadet Program as a dynamic organization, and the Cadet Program as an organization with modern ideas. In each of these aspects, cadets and cadet parents rate their agreement in the range of 64 to 93 percent.

General public parents and youth are much less likely to express agreement with these statements, with levels of agreement falling in the range of 28 to 45 percent.

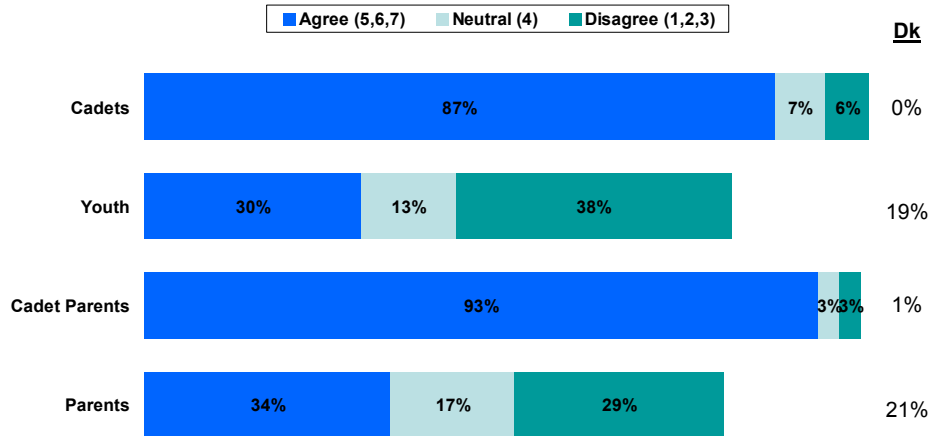


¹⁵ General public parents and youth samples exclude those not at all familiar with the Cadet Program.

Enjoyment in Cadets

For each of the following statements please indicate whether you agree or disagree on a scale of 1 to 7 where 1 means completely disagree and 7 means completely agree.

I/ my child enjoy/ would enjoy my time at Cadets

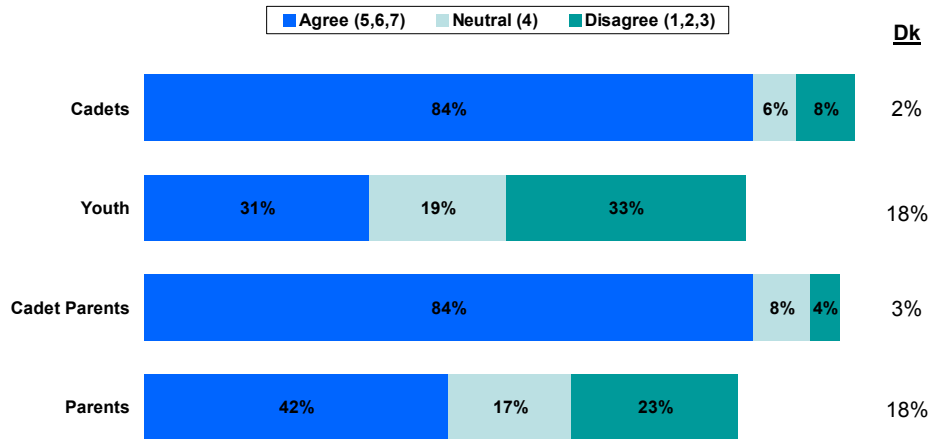


Base: Cadets n=1,244, Youth familiar with program n=517, Cadet parents n=1,258, Parents familiar with program n=595

Changing for the Better in Cadets

For each of the following statements please indicate whether you agree or disagree on a scale of 1 to 7 where 1 means completely disagree and 7 means completely agree.

I/ my child have changed/ would change for the better since becoming a Cadet

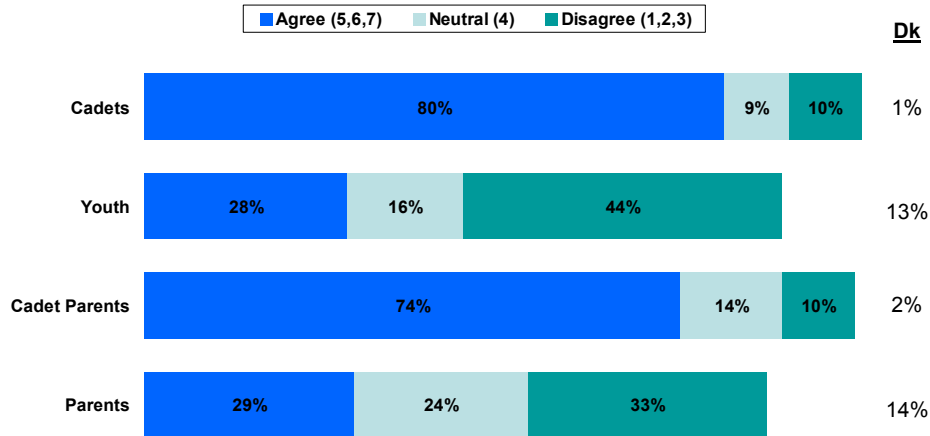


Base: Cadets n=1,244, Youth familiar with program n=517, Cadet parents n=1,258, Parents familiar with program n=595

Cadets Is Cool

For each of the following statements please indicate whether you agree or disagree on a scale of 1 to 7 where 1 means completely disagree and 7 means completely agree.

Cadets is cool

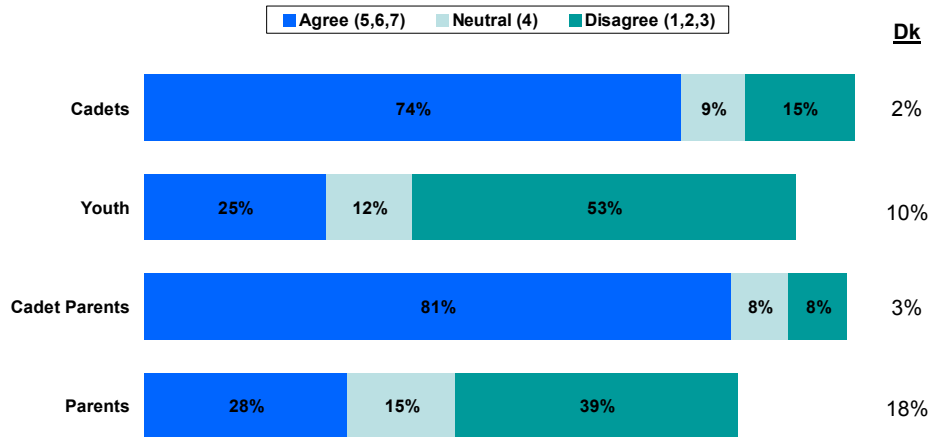


Base: Cadets n=1,244, Youth familiar with program n=517, Cadet parents n=1,258, Parents familiar with program n=595

Enjoy Wearing the Uniform

For each of the following statements please indicate whether you agree or disagree on a scale of 1 to 7 where 1 means completely disagree and 7 means completely agree.

I / my child enjoy/ would enjoy wearing my uniform

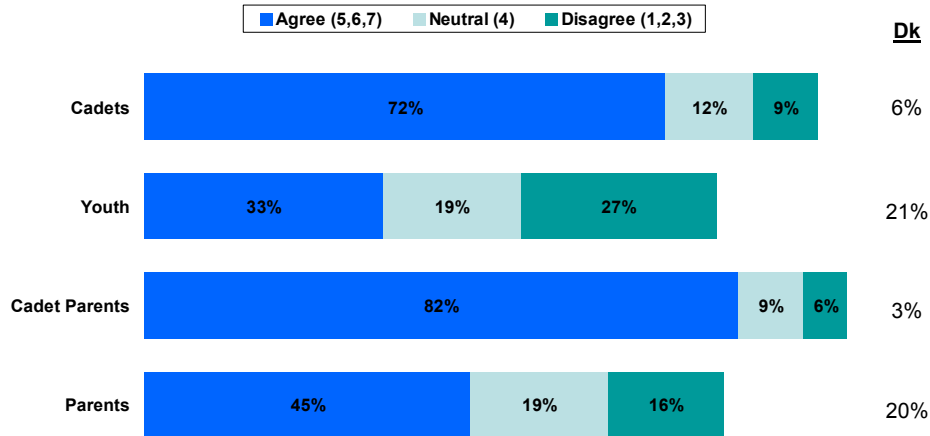


Base: Cadets n=1,244, Youth familiar with program n=517, Cadet parents n=1,258, Parents familiar with program n=595

Cadets Is Dynamic

For each of the following statements please indicate whether you agree or disagree on a scale of 1 to 7 where 1 means completely disagree and 7 means completely agree.

Cadets is dynamic

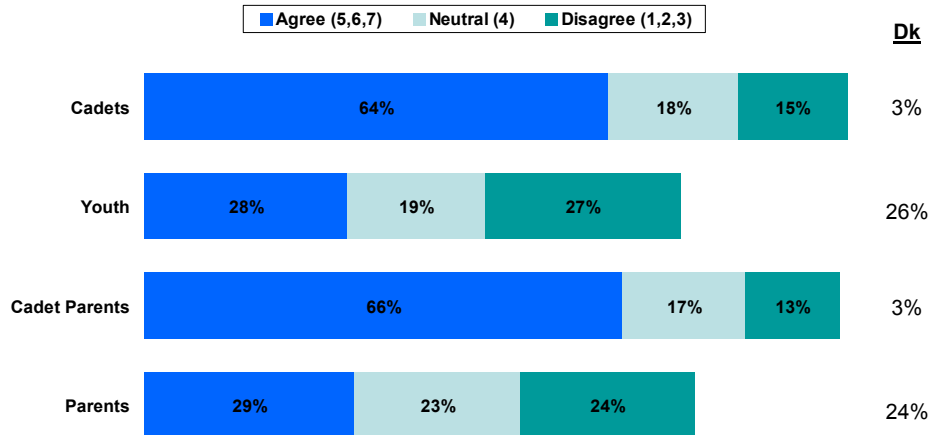


Base: Cadets n=1,244, Youth familiar with program n=517, Cadet parents n=1,258, Parents familiar with program n=595

Cadets Is Organization with Modern Ideas

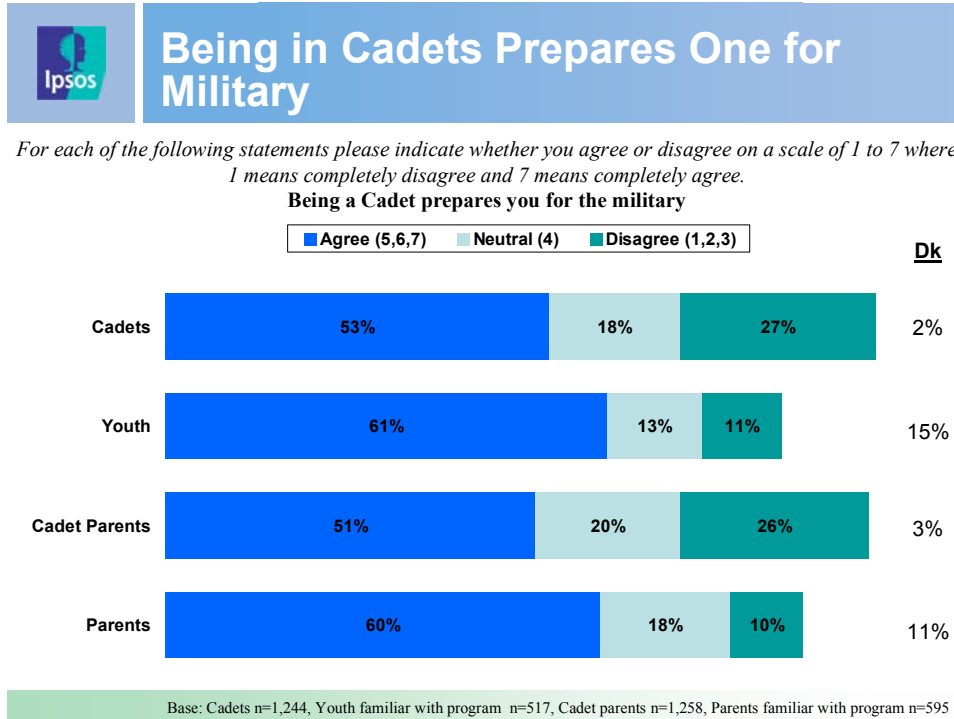
For each of the following statements please indicate whether you agree or disagree on a scale of 1 to 7 where 1 means completely disagree and 7 means completely agree.

Cadets is an organization with modern ideas

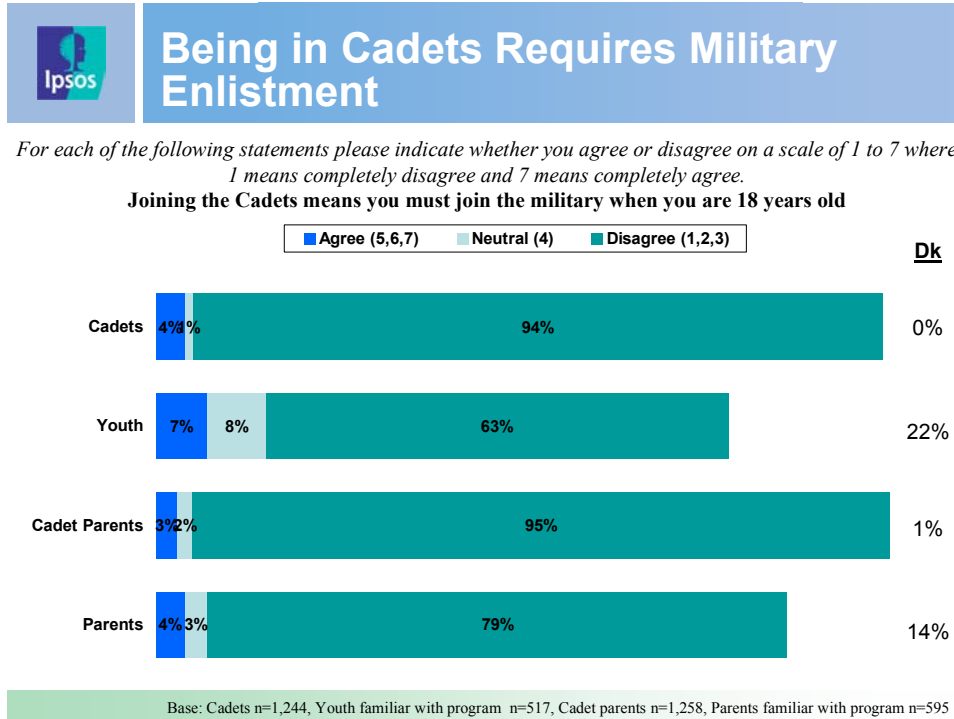


Base: Cadets n=1,244, Youth familiar with program n=517, Cadet parents n=1,258, Parents familiar with program n=595

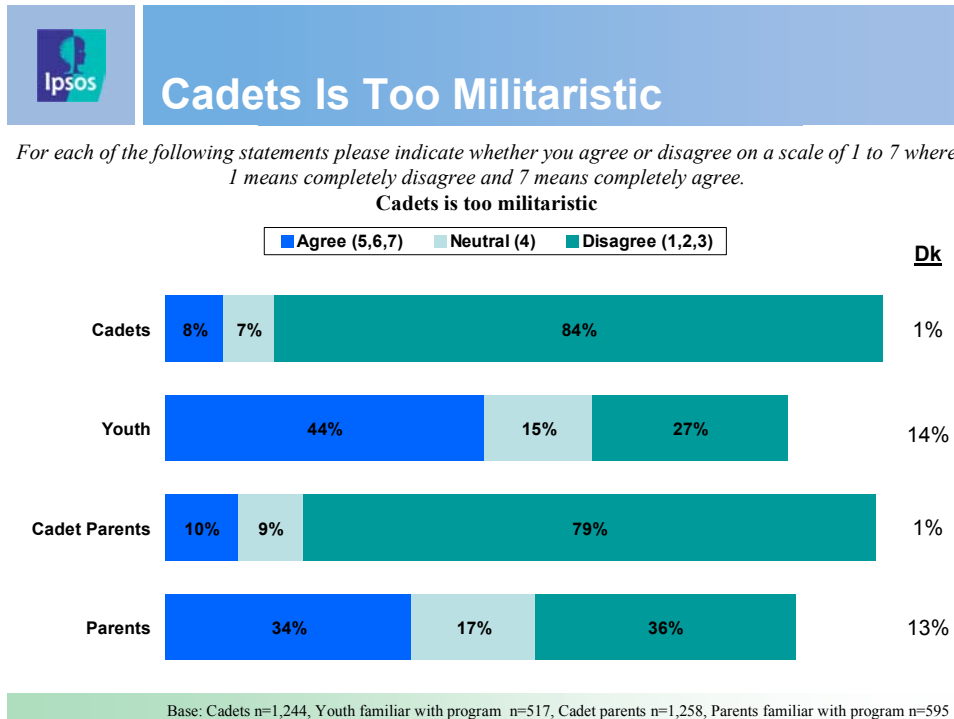
Similar proportions among all respondents agree that the Cadet Program prepares one for the military (falling in the range of 50% among cadets and cadet parents and 60% among general public parents and youth).



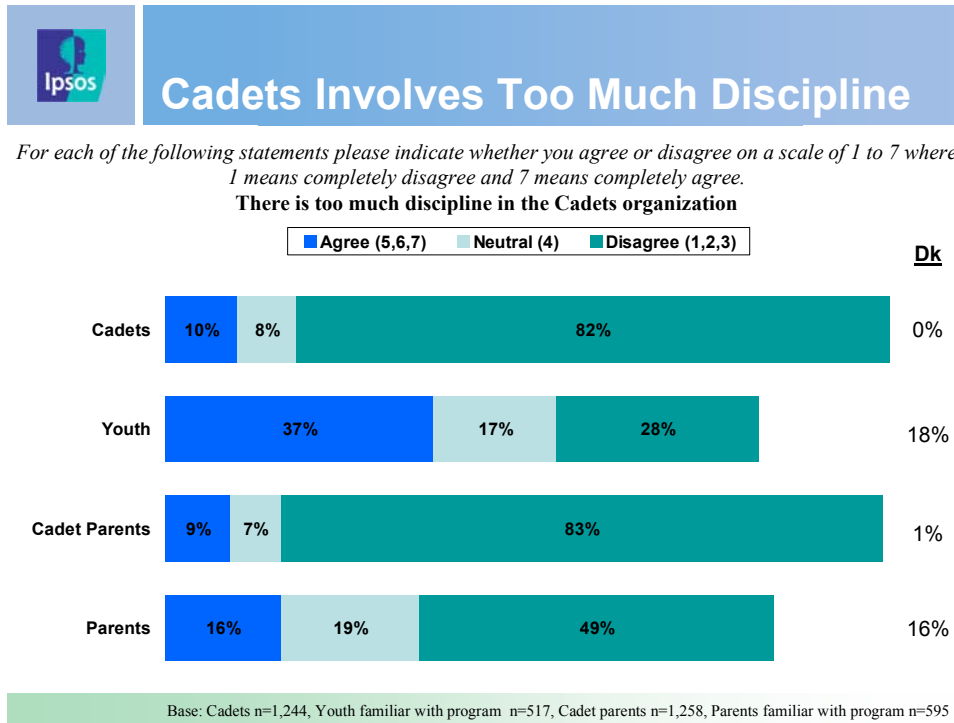
Although majorities agree that the Cadet Program prepares one for the military, few respondents are likely to think that joining in the Cadet Program *requires* one to enlist in the military (no more than 7% among any audience agrees).



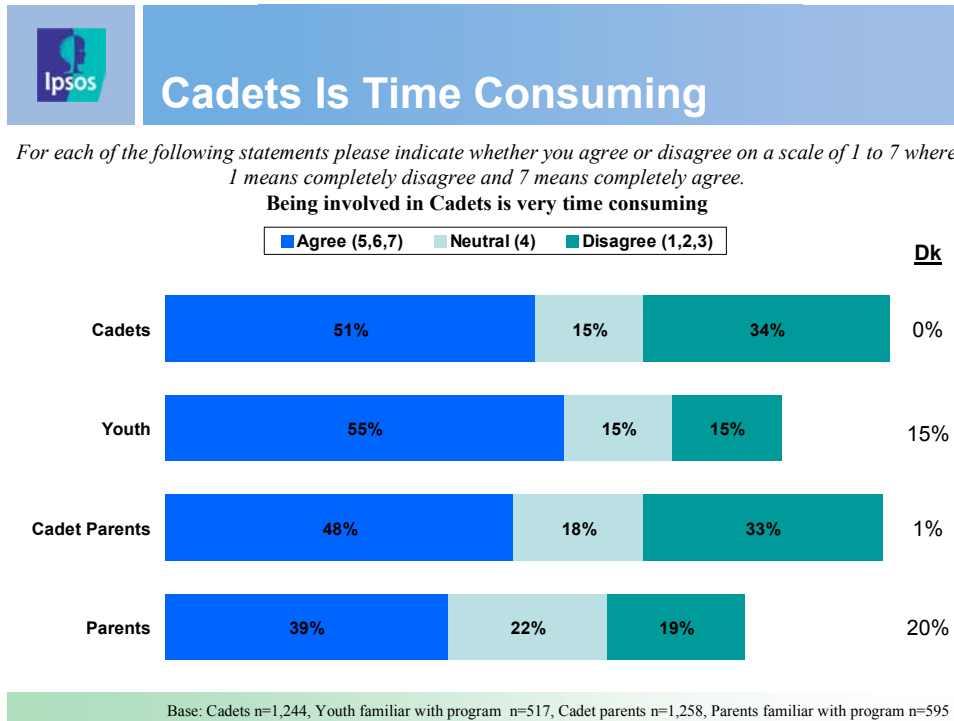
That said, cadets and cadet parents and general public parents and youth diverge on the question of whether the program is too militaristic. Whereas no more than one in ten cadets or cadet parents believe that the program is too militaristic, over two in five general public youth (44%) and one in three general public parents (34%) do believe the program is too militaristic.



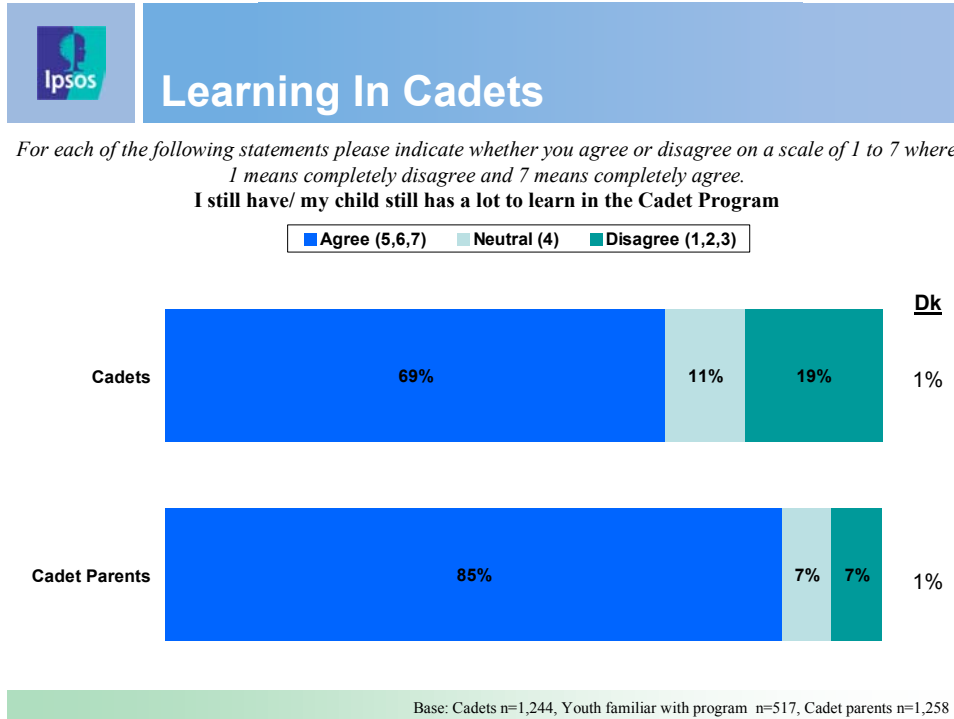
In similar fashion, general public parents (16%) and youth (37%) are also much more likely than cadets (10%) and cadet parents (9%) to agree that the program involves too much discipline – although it is interesting to note that youth in the general public are much more likely than general public parents to say this.



Among other statements, similar proportions of cadets, cadet parents and general public youth agree that the program is (or would be) time consuming (in the range of 48% to 55%). General public parents are less likely to think the program would be time consuming (39%).



About seven in ten cadets (69%) say they still have a lot to learn in the Cadet Program, while cadet parents are even more likely to say their child has a lot to learn in the program (85%).



Not surprisingly, older cadets are much less likely than younger cadets to agree that they still have a lot to learn in the program. This dynamic is indicated in the table below:

	Agree they still have a lot to learn ¹⁶
Cadets 12-14 years of age	88%
Cadets 15-17 years of age	63%
Cadets 18 years of age	47%

¹⁶ Percent indicates ratings of 5, 6 or 7 on scale of 1 to 7.

Attitudes Towards the Cadet Program: Demographic and Attitudinal Distinctions

Cadets

Regionally, the distinctions among cadets are relatively mild with respect to the attitudinal statements. It is worth noting that Eastern region cadets are more likely to say that the program is very time consuming (67% rating as 5, 6 or 7 on the scale), however, are not less positive towards the program in other respects and are more likely than cadets in other regions to say that the Cadet Program is dynamic (84%).

Among the branches of cadets, Sea cadets are more likely than others to say that the Cadet Program is an organization with modern ideas (72%) and that the Cadet Program is cool (84%). Air cadets, meanwhile, are more likely than others to say that being involved in the Cadet Program is very time consuming (54%) and also that they have a lot to learn in the program (72%).

Between the genders, female cadets are more likely than male cadets to say that being involved in the program is very time consuming (58% versus 46% among males). Male cadets, meanwhile are more likely to say that they enjoy wearing their uniform (79% versus 67% among females), that they have changed for the better since joining the Cadet Program (86% vs. 81%) and that being in the Cadet Program prepares one for the military (57% versus 49% among females).

By age, older cadets are more likely than younger cadets to say that being in the program is very time consuming (18 years: 59%; 15-17 years: 55%; 12-14 years: 40%). Older cadets are also more likely to say that they have changed for the better since becoming a Cadet (18 years: 91%; 15-17 years: 87%; 12-14 years: 77%). Younger cadets are more likely to say that the Cadet Program is cool (18 years: 80%; 15-17 years: 76%; 12-14 years: 87%) and are also more likely to say that they still have a lot to learn in the Cadet program (18 years: 47%; 15-17 years: 63%; 12-14 years: 88%).

Interestingly, cadets whose parents were in the program are more likely to consider the Cadet Program to be cool (85% versus 78% among others). Cadets who say that the program involves too much fundraising express less positive views of the program generally, and are more likely to say it is very time consuming (68%).

General Public Youth

General public youth from Eastern region are less likely to agree that joining the Cadet Program would change them for the better (24% rating as 5, 6 or 7 on the scale) or that they would enjoy wearing the Cadet uniform (21%). Youth from Eastern region are *more* likely to think that the Cadet Program is too militaristic (54%), and that there is too much discipline involved in the program (43%). That said, general public youth from Eastern region are also more likely to think that the Cadet Program is a dynamic organization (43%).

There are few significant differences in agreement with the tested statements among general public youth on the basis of age. Older respondents are, however, somewhat more likely to think that being in the Cadet Program would be time consuming (58% among those 15-17 years of age vs. 52% among those 12-14 years of age).

Males are more likely than females to agree that the Cadet Program is dynamic (36% vs. 29% among females), to say that they would enjoy their time at the Cadet Program (35% vs. 25% among females) and to say they would enjoy wearing the Cadet uniform (28% vs. 22% among females).

General population youth whose parents were in the Cadet Program are more likely than average to believe that being a Cadet prepares one for the military (66%) and that being a Cadet would be time consuming (59%). Those whose parents were not involved in the Cadet Program are also more likely to believe that the Cadet Program is an organization with modern ideas (35%), that it's cool (33%) and dynamic (43%), that they would be proud to be a Cadet (44%) and that they would change for the better if they became a Cadet (39%).

Those who say they are familiar with the Cadet Program are also more likely than average to say that the Cadet Program is an organization with modern ideas (38%), that it's cool (35%) and dynamic (41%), that they would be proud to be a Cadet (42%) and that they would change for the better if they became a Cadet (38%). Those familiar with the program are also more likely to say that they would enjoy their time at the Cadet Program (39%) and to say that they would enjoy wearing the uniform (33%).

Visible minority youth are more likely than others to agree that the Cadet Program is an organization with modern ideals (47%), that the Cadet Program is cool (41%), that it is dynamic (44%), that they would be proud to be a Cadet (48%), that they would change for the better if they became a Cadet (45%), and that they would enjoy their time at the Cadet Program (47%).

Cadet Parents

Cadet parents from Atlantic region are more likely than others to agree that being a Cadet prepares one for the military (64% rating as 5, 6 or 7 compared to 43% among those from Eastern region and 42% in the Prairies). These parents are also more likely to believe that the Cadet Program is an organization with modern ideas (71%), while cadet parents from Pacific region are more likely than others to say that their children enjoy wearing the uniform (87%).

The mothers of cadets are more likely than fathers to say that the Cadet Program is cool (77% vs. 69%) and are also more likely to say that the Cadet Program is too militaristic (however, only 13% say this compared to 6% among fathers). The proportion of Cadet mothers and fathers who agree with other statements is very similar. However, it is interesting to note that the mothers of cadets more often express complete agreement (rating as 7 on the scale) with positive statements about the Cadet Program than fathers (for example, mothers are 7 to 12 points more likely than fathers to completely agree that the program is cool and dynamic, that their children enjoy their time at the Cadet Program and that their children are proud to be in the program).

Cadet parents who earn a lower annual income (less than \$30,000 annually) are more likely than higher income parents to agree that being a Cadet prepares one for the military (61% compared to 49% among those earning \$60,000 or more), that the Cadet Program is an organization with modern ideas (74% vs. 65%) and that the Cadet Program is cool (83% vs. 69%). Higher income earners (\$60,000 or more), meanwhile, are more likely to believe that involvement in the Cadet Program is very time consuming (52% vs. 43% among those earning less than \$30,000).

Parents of Sea cadets are more likely to think that the Cadet Program is an organization with modern ideas (70% compared to 64% among Army cadet parents). Parents of Army cadets are more likely to say that involvement in the program is very time consuming (52% vs. 43% among Sea cadets).

Cadet parents who are visible minorities¹⁷ are more likely than other cadet parents to say that the Cadet Program is an organization with modern ideas (72% compared to 65% among other parents) and that the Cadet Program is cool (81% vs. 73%). These parents are also more likely than others to say that the Cadet Program is too militaristic (15% vs. 10%) and that the program involves too much discipline (13% vs. 8%).

General Public Parents

General public parents in Atlantic region are more likely to agree with several of the positive statements about the Cadet Program. In particular, these respondents are more likely to believe that the Cadet Program is an organization with modern ideas (46%), is cool (35%) and is dynamic (57%). Eastern region respondents are also more likely to say that the Cadet Program is dynamic (59%), but are more likely to say that the Cadet Program is too militaristic (38%) and involves too much discipline (23%). Pacific region parents are also more likely to think the program involves too much discipline (20%).

There are few significant differences between mothers and fathers in the general public with respect to the statements tested.

As among cadet parents, lower income parents in the general public (earning less than \$30,000 annually) are more likely than others to agree with positive statements about the Cadet Program. In particular, lower income parents are more likely to say that the Cadet Program is cool (45% vs. 22% among those earning \$60,000 or more) and dynamic (53% vs. 42%). These parents are also more likely to believe that their child would be proud to be in the Cadet Program (44% vs. 30% among those earning \$60,000 or more), would enjoy his or her time at the Cadet Program (44% vs. 32%) and would enjoy wearing the uniform (35% vs. 27%). They are also more likely to agree that their child would change for the better if he or she became a Cadet (55%).

General public parents who were in the Cadet Program themselves, or whose spouse was in the Cadet Program, are more likely to express positive views of the program as one that has modern ideas (41% vs. 26% among others) is cool (41% vs. 26%) and is

¹⁷ Please note that due to a smaller base size among cadet parents who are visible minorities (n=95), these results should be interpreted with caution.

dynamic (65% vs. 40%). They are less likely to say that the Cadet Program is too materialistic (21% vs. 37% among others).

General public parents who are familiar with the program are also more likely to express positive views of the program, and less likely to believe the program is too militaristic (29% vs. 40% among those who are not familiar with the program).

The Cadet Program Experience

Reasons for Enrolling in the Cadet Program

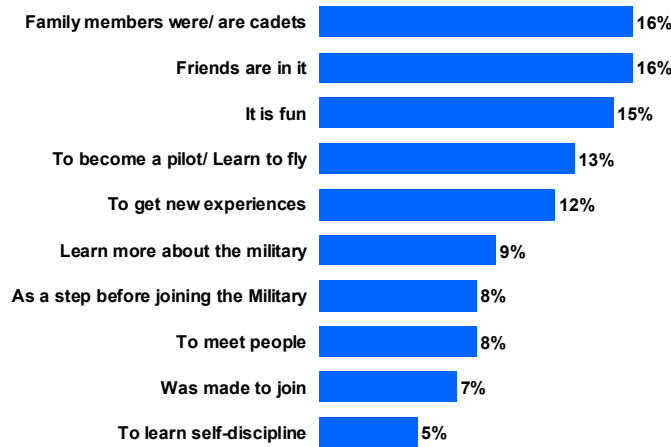
Cadets were asked why they decided to become a cadet, and cadet parents were asked why they first enrolled their child in the program.

Most often, cadets say they joined because their family members were (or are) cadets (16%) or because their friends are in the program (16%). A similar proportion says they joined simply because it’s fun (15%).

Others say they joined because they wanted to learn to become a pilot (13%)¹⁸ or because they wanted to have new experiences (12%).



Cadets: Why did you decide to become a Cadet?



Base: Cadets n=1,244

Army cadets are more likely to say they joined because their friends were in the Program (21% vs. 14% among Sea and 13% among Air), while Sea cadets are more

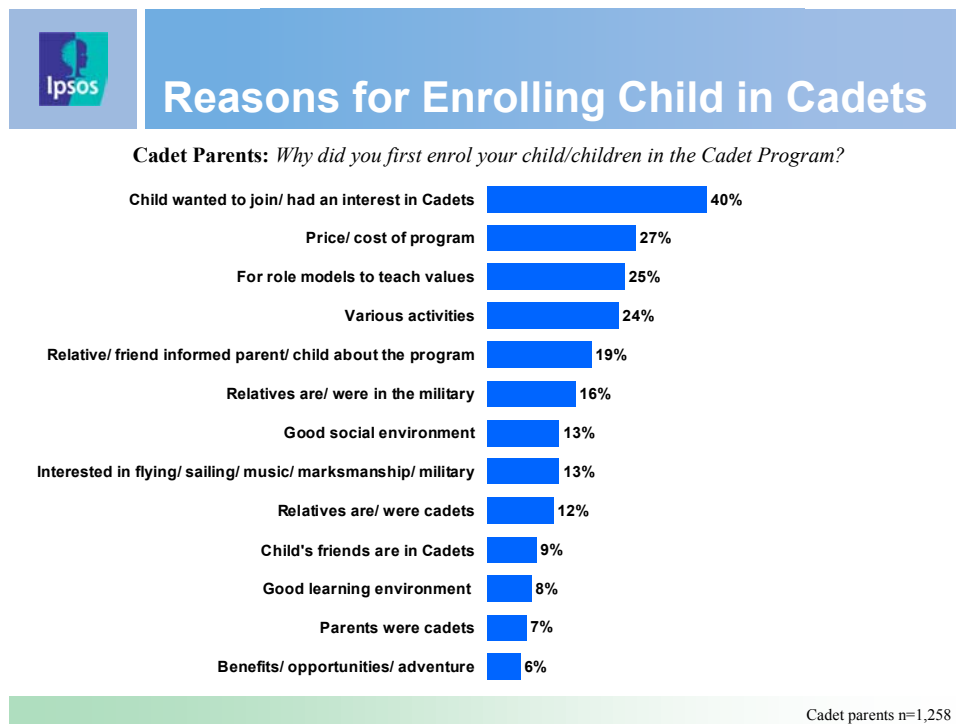
¹⁸ Not surprisingly, this response is primarily mentioned by Air Cadets (28%), as compared to only one percent of Army and one percent of Sea Cadets.

likely to say they joined because their family members are/were in the Program (20% vs. 17% among Air, 13% among Army).

Cadet parents most commonly say their child had an interest in the Cadet Program or wanted to enrol (40%). Others mention the low price of the program as a factor (27%), followed closely by the presence of role models in the program who can impart important values upon participants, such as discipline, respect, leadership and patriotism (25%). An additional one in four (24%) mention various activities as the reason for enrolling their child.

Other cadet parents say they enrolled their child because a relative or friend informed them about the program (19%), because a friend or relative was (or is) in the military (16%) or because a relative was in the Cadet Program (12%).

Other cadet parents mention their child’s interest in specific activities, such as flying, sailing, music or marksmanship (13%) or the positive social environment available in the program (13%) as reasons they enrolled their child.

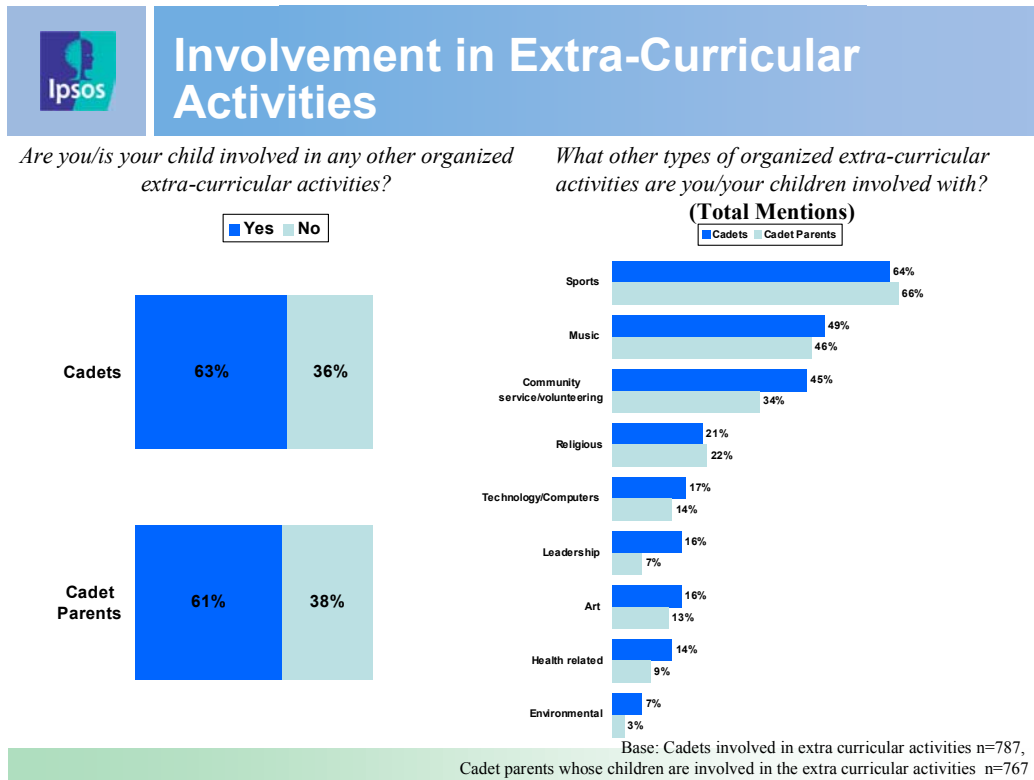


Parents of Army cadets are more likely to say they enrolled their child because their child had an interest in the program (46% vs. 39% among Air and 36% among Sea)

but are less likely to say they did so because of the cost of the Program (19% vs. 31% among Sea, and 30% among Air).

Involvement in Extra-Curricular Activities

Nearly two in three cadets (63%) say that they are involved in extra-curricular activities other than the Cadet Program, while a similar proportion (61%) of cadet parents say their child is involved in the Cadet Program.



Cadets who say that they are involved in other extra-curricular activities are more likely to be:

- Residents of Prairie region (71% compared to 51% among Eastern region respondents); and,
- Female cadets (68% compared to 60% among males).

Cadet parents who say their child is involved in other extra-curricular activities are more likely to be:

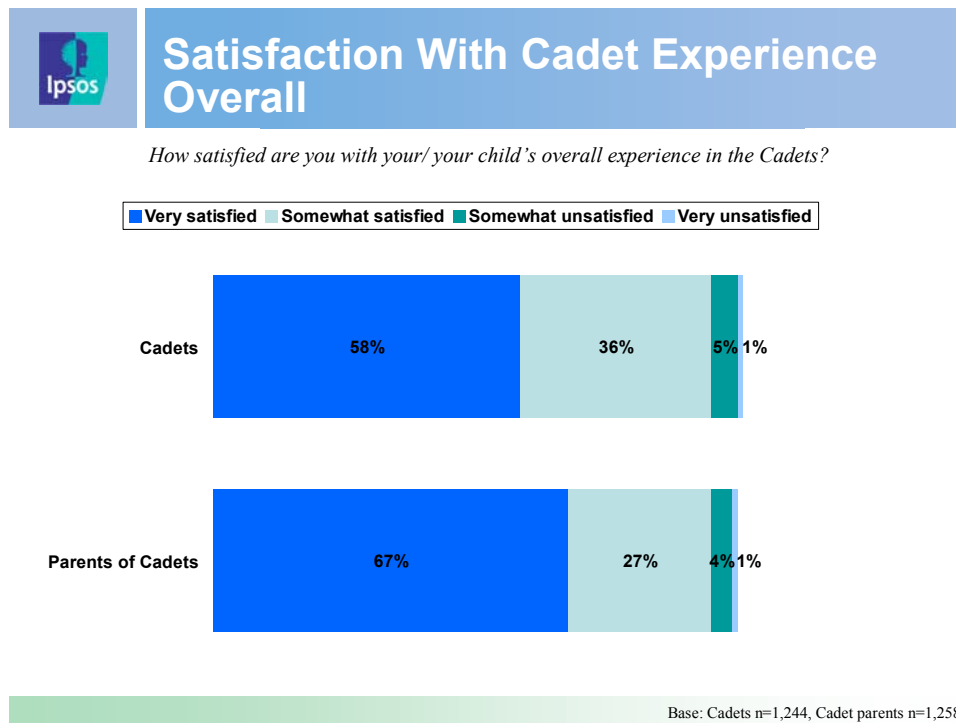
- Males (67% vs. 58% among females);
- Those with higher household incomes (peaking at 67% among those who earn more than \$60,000 annually);
- Those who reside in the Prairie (65%) or Atlantic regions (67%) compared to those in Eastern region (55%); and,

- Those who were enrolled in the Cadet Program themselves (65% vs. 59% among those who were not).

The other extra-curricular activities mentioned by both cadets and cadet parents include sports (cadets: 64%; cadet parents: 66%), followed by music (cadets: 49%; cadet parents: 46%) and community service (cadets: 45%; cadet parents: 34%). Religious activities are also mentioned by more than one in five respondents (cadets: 21%; cadet parents: 22%).

Satisfaction With Cadet Experience Overall

Cadets and cadet parents were asked how satisfied they are with the overall experience in the Cadet Program. Over nine in ten cadets (94%) and cadet parents (94%) say they are satisfied with their experience with the Cadet Program. Cadet parents are more likely than cadets to say they are *very* satisfied (67% compared to 58% among cadets).



Cadets who say they are *very* satisfied with their overall experience in the Cadet Program are most likely to be:

- Those who have a more positive view of the program than when they joined (71%);
- Residents of Atlantic region (66%);
- Sea (66%) and Air cadets (62% compared to 49% among Army cadets);
- Younger cadets (12-14 years: 64%; 15-17 years: 56%; 18 years: 50%); and,
- Those who say their corps fundraises about the right amount (61%) or not enough (60%).

Cadet parents who say they are *very* satisfied with their child’s overall experience in the program are more likely to be:

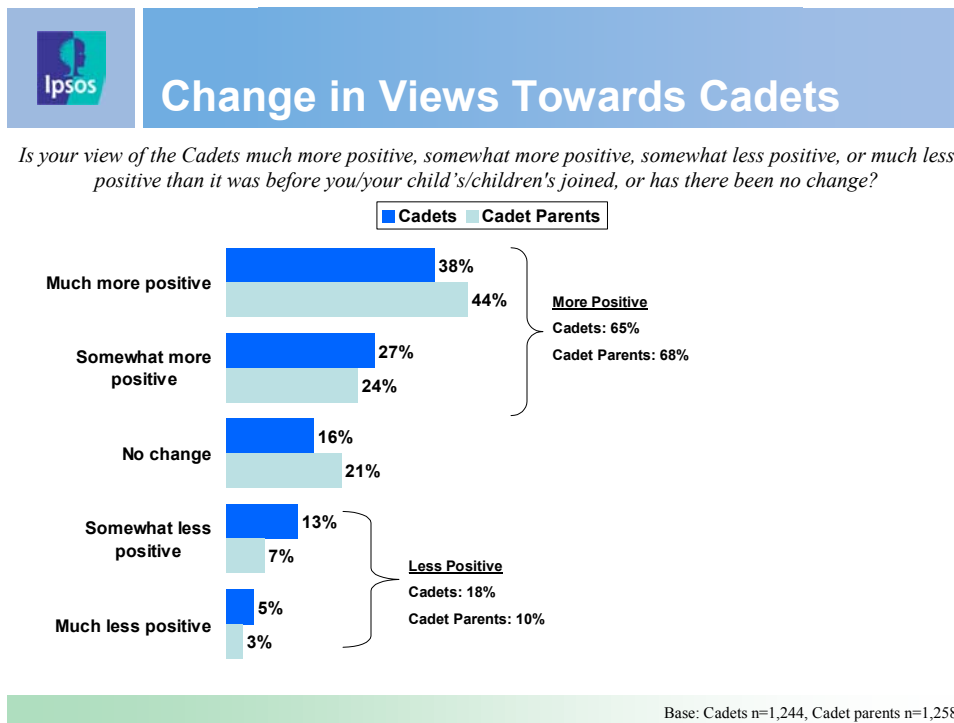
- Atlantic Region residents (77%) and those in Pacific region (71%) compared to Eastern region residents (61%);

- Those who have a more positive view of the program than when their child joined (77%);
- Parents of Sea (73%) and Air cadets (68%) compared to and Army cadets (59%);
and,
- Females (70% vs. 64% among males).

Change in Views Towards the Cadet Program

Cadets and cadet parents were also asked whether their perception of the Cadet Program had changed since they or their child had joined. On this basis, two in three cadets (65%) and cadet parents (68%) say their perception of the program has become more positive since joining.

Nearly one in five cadets (18%) say their perception of the program has become less positive since joining, while just one in ten cadet parents say this (10%).



Cadets more likely to say their perception of the Cadet Program has become *much* more positive since joining the program include:

- Atlantic region residents (46%, whereas those in Pacific region are less likely 28%);
- Sea (43%) and Air cadets (41% as compared to 34% among Army cadets); and,
- Younger respondents (12-14 years: 46% as compared to 36% among those 15-17 years and 26% among those 18 years of age).

It is interesting to note that one in three cadets 18 years of age say their perception of the program has become less positive since joining (as compared to 23% among those 15-17 years of age and 6% among those 12 years of age).

Cadet parents more likely to say their perception of the Cadet Program has become *much* more positive since joining the program include:

- Those with lower household incomes (peaking at 55% among those who earn less than \$30,000 annually);
- Women (47% compared to 38% among men); and,
- Those who say that neither they nor their spouse or partner was in the Cadet Program (50% compared to 32% among those who say they or their spouse/partner were in the Cadet Program).

Elements of Cadet Program: Importance vs. Satisfaction

Cadets and cadet parents were asked to rate the importance of several attributes of the Cadet Program, and subsequently, their satisfaction with respect to each of the same attributes. In all cases, large majorities view each of the tested attributes as important and large majorities express satisfaction with each area. That said, by comparing the levels of importance and satisfaction assigned to each attribute it is possible to identify areas of high importance where satisfaction either has or has not matched the expectation of cadets and cadet parents.

Cadets

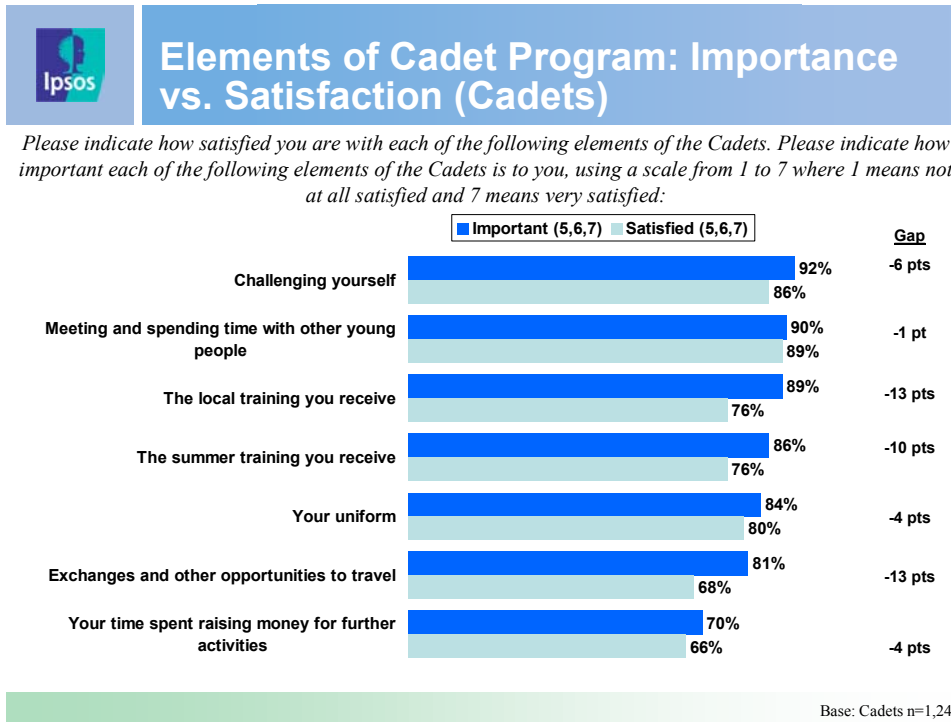
Among cadets levels of satisfaction most closely match the importance assigned to the tested attributes of the program with respect to: meeting and spending time with other young people (90% important; 89% satisfied)¹⁹; the Cadet uniform (84% important; 80% satisfied); and, challenging yourself (92% important; 86% satisfied).

Satisfaction is also closely matched with the importance assigned to time spent raising money for further activities (70% important; 66% satisfied); however, it is important to note that this activity registers the lowest levels of importance and satisfaction among the attributes tested, and the highest degree of *dissatisfaction* (16% rating it as a 1, 2 or 3 on a seven-point scale).

Areas where satisfaction lags behind the importance that cadets assign include: local training (89% important; 76% satisfied); summer training (86% important; 76% satisfied); and, exchanges and other opportunities to travel (81% important; 68% satisfied).

It is important to note that with respect to summer training and exchanges/ opportunities to travel, a higher than average proportion of cadets said 'don't know' when asked to rate their satisfaction (15% and 14%, respectively). This is not surprising in light of the fact that participation in these activities is not universal.

¹⁹ Measurements of importance and satisfaction reflect ratings of 5, 6 or 7 on seven-point scales.



Younger cadets tend to be more likely to say that local training (92%) and spending time fundraising for further activities (78%) are important to them, and are also more likely to say they are satisfied with these elements (local training 85%, time spent fundraising 73%). Older cadets are more likely to say summer training is important (peaking at 95% among 18 year olds) and have higher levels of satisfaction with the activity (92%). Female cadets are more likely to say that meeting and spending time with other young people is important to them (93% vs. 88% among males), however they are just as likely to be satisfied as their male counterparts (89% among both groups). Female cadets, however, tend to be more satisfied with challenging themselves (98% vs. 84% among males) and the local training they receive (80% vs. 74% among males).

Sea cadets tend to be more likely to say that their uniform is important to them (88% vs. 83% among Air and 84% among Army), but there are no statistical differences when it comes to satisfaction (Sea 84%; Air 80%; Army 79%).

Exchanges and other opportunities to travel are more important to cadets who reside in the Atlantic (87%) and Eastern regions (86%), and these cadets tend to be more satisfied with this element as well (Atlantic 71%; Eastern 76%).

Cadets whose parents were also enrolled in the program (76%) are more likely than those whose parents were not (68%) to say that the time they spend fundraising money for further activities is important to them.

Those who feel they spend too little time fundraising not surprisingly feel that time spent fundraising is important (79%). They also highlight the Cadet uniform (90%) and the local training they receive as important (92%).

Cadets who are not involved in other extra-curricular activities have a higher level of satisfaction when it comes to meeting and spending time with other young people (92%) than do those who are involved in other activities (87%).

Cadets who have a more positive view of the program since joining tend to say most elements are important to them, and also express higher levels of satisfaction with the elements presented.

Cadets who identify themselves as visible minorities tend to be much more satisfied with the Cadet uniform (88%) than are others (79%).

Cadet Parents

Responses among cadet parents are very similar to those of cadets when evaluating the importance and satisfaction of the several tested attributes of the program.

In particular, among cadet parents (as among cadets) levels of satisfaction most closely match the importance assigned to attributes with respect to meeting and spending time with other young people (95% important; 93% satisfied)²⁰ and also with respect to the Cadet uniform (88% important; 88% satisfied).

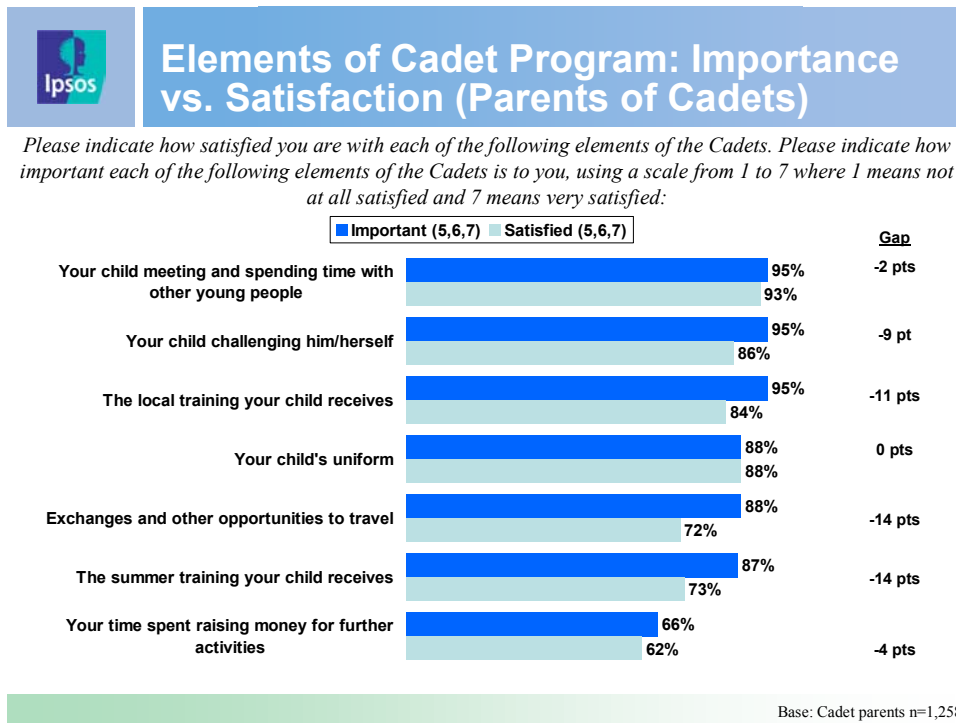
Satisfaction is also closely matched to the importance assigned to time spent raising money for further activities (66% important; 62% satisfied); however, as among cadets, this area registers the lowest levels of importance and satisfaction among the tested attributes, and the highest level of *dissatisfaction* (14% rating as 1, 2 or 3 on a seven-point scale).

²⁰ Measurements of importance and satisfaction reflect ratings of 5, 6 or 7 on seven-point scales.

The gap between the importance and satisfaction that parents assign to the opportunity for children to challenge themselves in the program is slightly wider among cadet parents than among cadets, owing to the slightly higher sense that this activity is important (95% important; 86% satisfied).

Among cadet parents, as among cadets, satisfaction lags farthest behind importance with respect to: local training (95% important; 84% satisfied); exchanges/opportunities to travel (88% important; 72% satisfied); and, summer training (87% important; 73% satisfied).

As among cadets, cadet parents express higher levels of unfamiliarity with respect to summer training and exchanges/opportunities to travel (18% and 11%, respectively).



Among cadet parents female respondents are more likely than males to say that the time their child spends fundraising money for further activities is important (69% vs. 60% among males), and are also more likely to say they are satisfied with this element (65% vs. 56% among males).

Parents with higher household incomes are more likely to say that their child challenging his or herself is important (peaking at 97% among those who earn more than \$60,000 annually), however there is no difference in terms of satisfaction with this element. Lower income parents, however, are more likely to say that exchanges and other opportunities to travel are important (peaking at 93% among those who earn less than \$30,000) and are also more likely to say they are satisfied (80%) than are those who earn more (71% among those who earn \$30,000 *or more*).

It is interesting to note, in terms of region, that in terms of importance there are no significant differences when it comes to how parents feel about summer training, however, those who reside in Eastern region tend to be more likely than those in other regions to say they are satisfied with this element (83%).

Parent in the Prairie (56%) and Pacific regions (62%) tend to be less likely to feel that time spent fundraising is important, and less likely to be satisfied with this aspect (Prairie 55%; Pacific 54%).

Perhaps not surprisingly, and as was the case with their children, Parents who say they have a more positive opinion of the Cadet program than when their child joined tend to be more likely to say that these elements are important, as well as express higher levels of satisfaction.

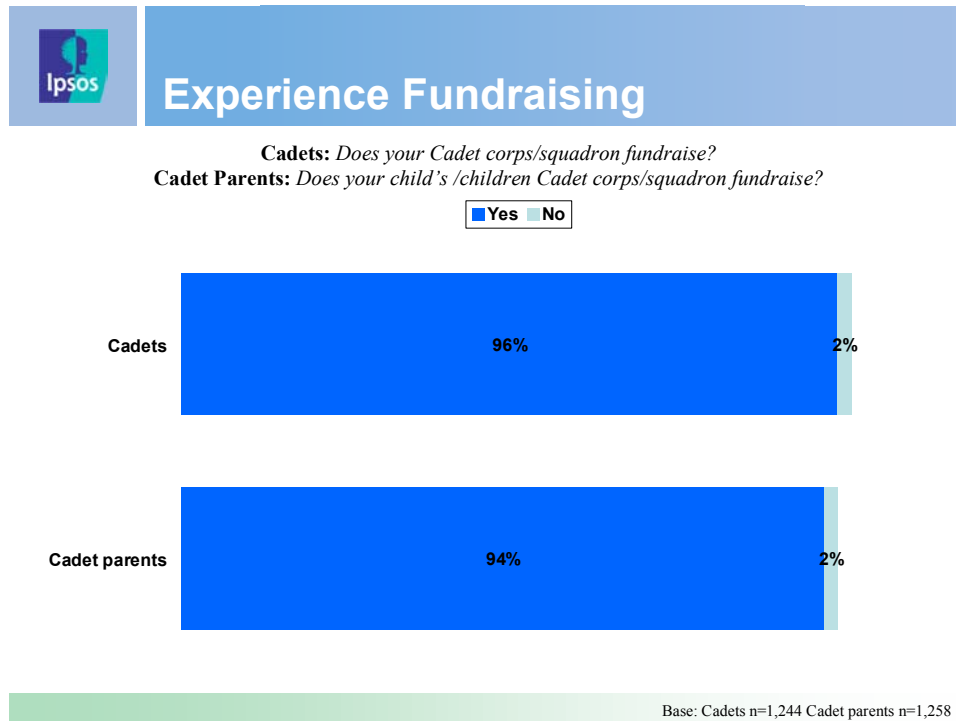
Non-visible minority respondents are more likely than visible-minorities to say the summer training their child receives (88% vs. 81% among VMs) and their child challenging his or herself is important (96% vs. 90% among VMs). They are more likely to say they are satisfied with summer training (74% vs. 64% among VMs), however there is no significant difference when it comes to their levels of satisfaction with their child challenging his or herself (86% vs. 85%).

When it comes to parents who were themselves in the Cadet Program, there are no differences when it comes to how important elements are compared to those who were not in the Cadet Program. However, parents who were not in the Cadet Program are more likely to say they are satisfied with the time their child spends meeting and spending time with other children (94% vs. 91% of parents who *were* in the Cadet Program) and with their child challenging him or herself (88% vs. 83% among those who *were* in the Cadet Program).

Parents whose child is enrolled in Sea cadets are more likely to express higher levels of importance with the time their child spends fundraising for further activities (70% vs. Air 66% and Army cadets 61%), their child's uniform (91% vs. 87% among Air and Army), and the local training their child receives (97% vs. 94% among Air and Army). Although they may express higher levels of importance with these elements, parents of Sea cadets tend to be more satisfied with local training (89% vs. 83% among Air and 82% among Army) but not with the other two elements.

Experience and Frequency of, and Views on, Fundraising

Cadets and cadet parents were asked whether their (or their child’s) Cadet corps/squadron engages in fundraising activities. Overwhelmingly, both cadets (96%) and cadet parents (94%) say the Cadet corps/squadron engages in fundraising.



Cadets and cadet parents who say the Cadet corps/squadron engages in fundraising were asked how often they fundraise. Respondents most often say that fundraising is done once or twice a year (cadets: 51%; cadet parents: 51%). Over one in three respondents say fundraising happens once or twice a month (cadets: 36%; cadet parents: 35%).

Respondents least often say that the Cadet corps/squadron fundraises once or twice a week (cadets: 4%; cadet parents: 3%) or, on the other end of the spectrum, less than once a year (cadets: 1%; cadet parents: 0%). About one in ten were unable to respond (cadets: 8%; cadet parents: 10%).

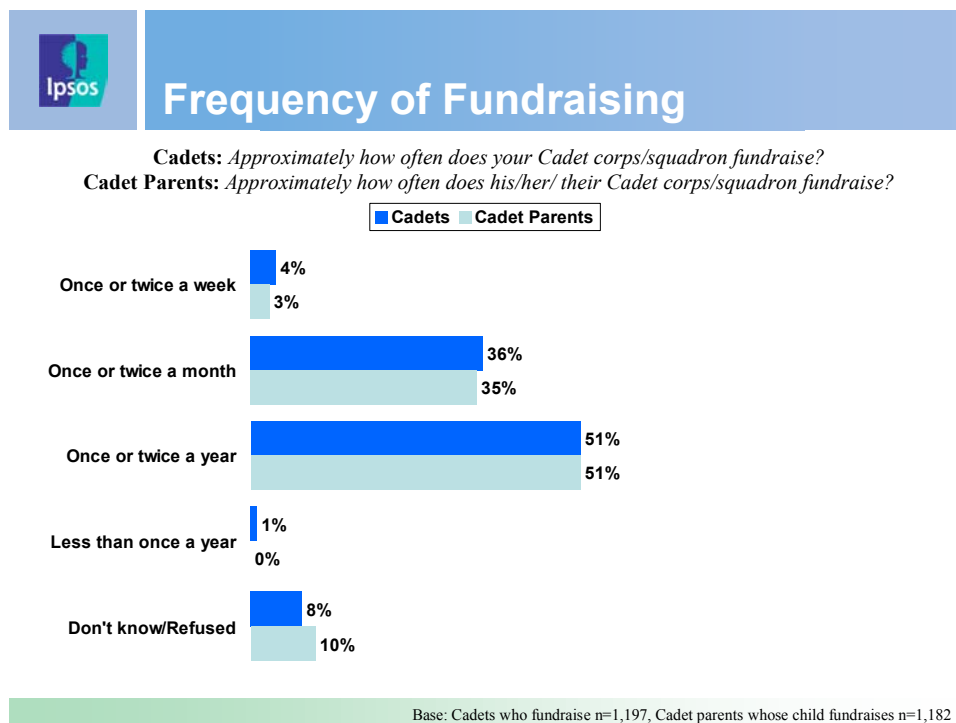
Cadets who are more likely to say their corps/squadron fundraises include:

- Air cadets (98%) compared to Sea cadets (93%);

- Those who have a more positive view of the Cadet Program since joining (97%); and,
- Those who reside in Eastern region (98%) compared to those in the Atlantic (94%) or Prairie regions (93%).

Cadet parents more likely to say that their child’s Cadet corps/squadron fundraises include:

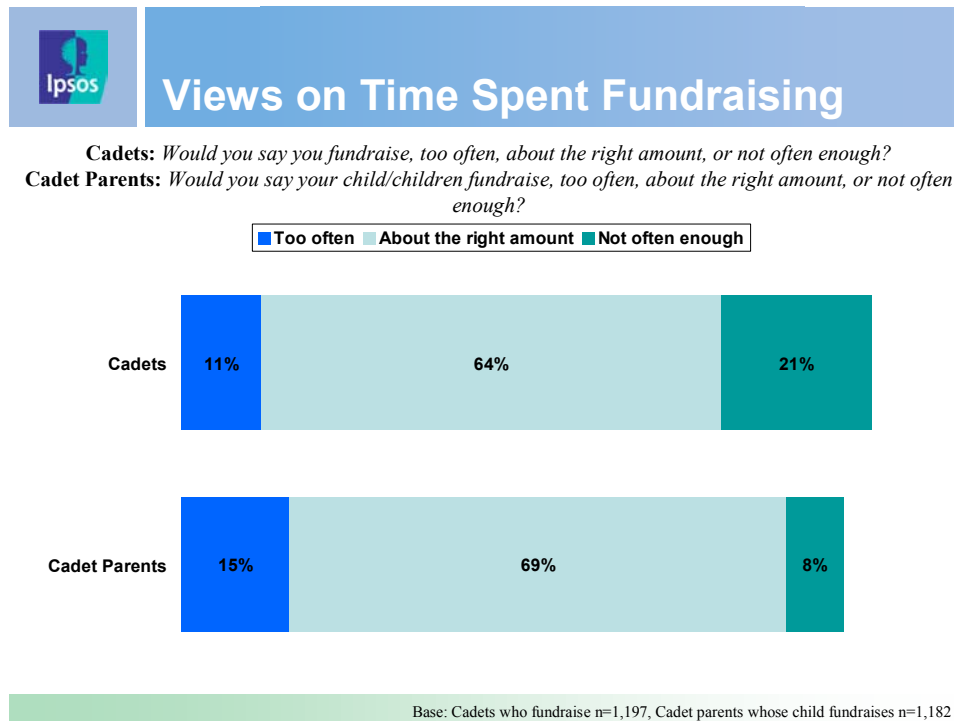
- Those who child is enrolled in Sea (97%) or Air cadets (96%) compared to those in Army cadets (87%); and,
- Those with higher household incomes (peaking at 95% among those who earn more than \$60,000 annually).



It is interesting to note that cadets who say they fundraise once or twice a week (13%) or once or twice a month (52%) are more likely to say they fundraise *too often*, while those who fundraise once a twice a year (67%) are more likely to say they do *not* fundraise *often enough*.

Cadets and cadet parents who say the Cadet corps/squadron engages in fundraising were also asked whether they are fundraising too often, about the right amount of time, or not often enough.

Most often, these respondents say the right amount of time is spent fundraising (cadets: 64%; cadet parents: 69%). Among the remaining respondents it is interesting to note that cadets are nearly twice as likely to say they are not spending enough time fundraising (21%) as to say they are spending too much time fundraising (11%), while cadet parents are of the opposite view (15% say their child is spending too much time fundraising compared to 8% who say their child does not spend enough time fundraising).



Cadets who are more likely to say they fundraise *too often* include:

- Those who have a less positive view of the Cadet Program than when they joined (17%);
- Those who reside in the in Eastern region (15%);
- Those between the ages of 15 and 17 (14% compared to 9% among those 18 years of age); and,
- Air cadets (12%) compared to Sea cadets (7%).

Cadets who are more likely to say they *don't* fundraise *often enough* include:

- Those who reside in Central region (28%); and,
- Sea cadets (24%) compared to Air (18%).

Cadet parents who are more likely to say their child fundraises *too often* include:

- Those who have a less positive view of the Cadet Program than when their child first joined (28%);
- Those who reside in Prairie region (23%); and,
- Those who were enrolled in the Cadet Program themselves (19% vs. 13% among those who were not).

Cadet parents who are more likely to say their child *doesn't* fundraise *often enough* include:

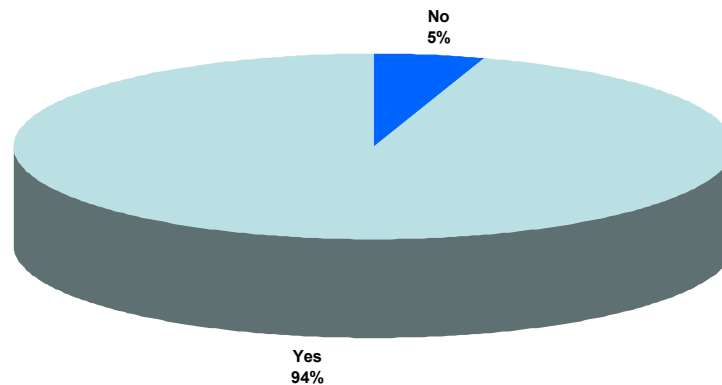
- Those with lower household incomes (peaking at 17% among those who earn less than \$30,000 annually); and,
- Those whose child is enrolled in Sea cadets (12%) compared to those in Air (7%) and Army (7%).

Recommending Cadet Program

Cadets were asked whether they have ever recommended that friends, family or other young people join the Cadet Program. Overwhelmingly, cadets say that they have recommended the program to others (94% compared to 5% saying they have not).



Have you ever recommended that friends, family, or other young people you know join the Cadet Program?



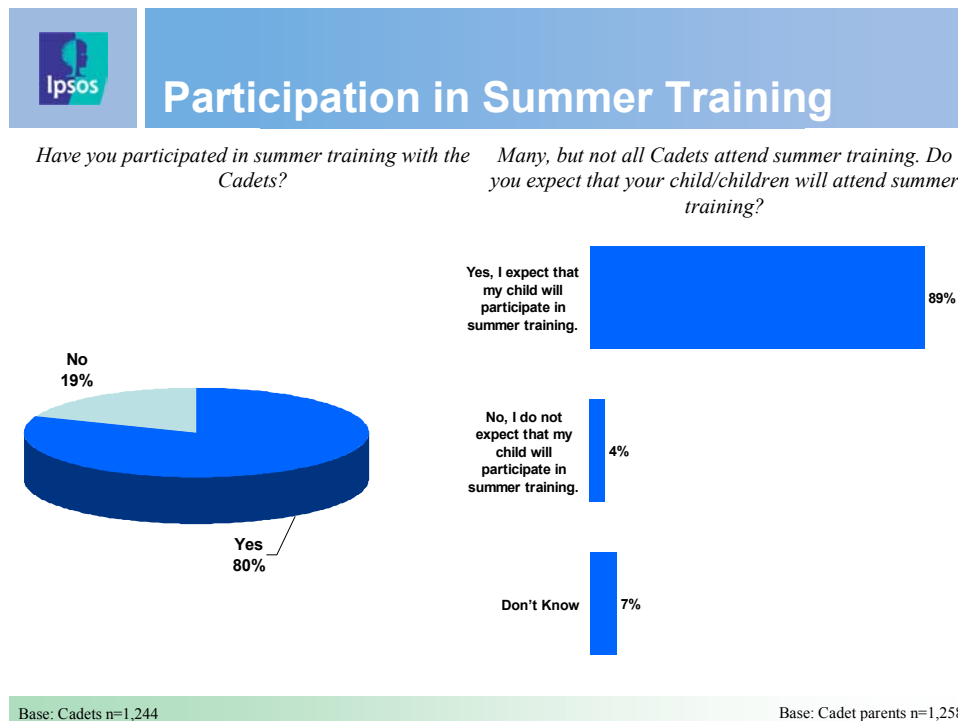
Base: Cadets n=1,244

Cadets who tend to be more likely to recommend the Cadet Program to others include:

- Older cadets (peaking at 99% among those 18 years of age);
- Those whose parents were in the Cadet Program (97% vs. 93% among those whose parents were not);
- Those who say they don't fundraise often enough (97% vs. 91% among those who say they fundraise too often); and,
- Those who have a more positive view of the program than they did when they joined (96%).

Participation in Summer Training

Four in five cadets say that they have participated in summer training (80%), while one in five (19%) say they have not. Among cadet parents, nearly nine in ten say they expect that their child will participate in summer training, while just four percent say they do not expect their child to participate.



Cadets who are more likely to say they have participated in summer training include:

- Those who are older (peaking at 95% among 18 year olds); and,
- Those who reside in Eastern region (85%) compared to those in the Atlantic (74%) and Central regions (76%).

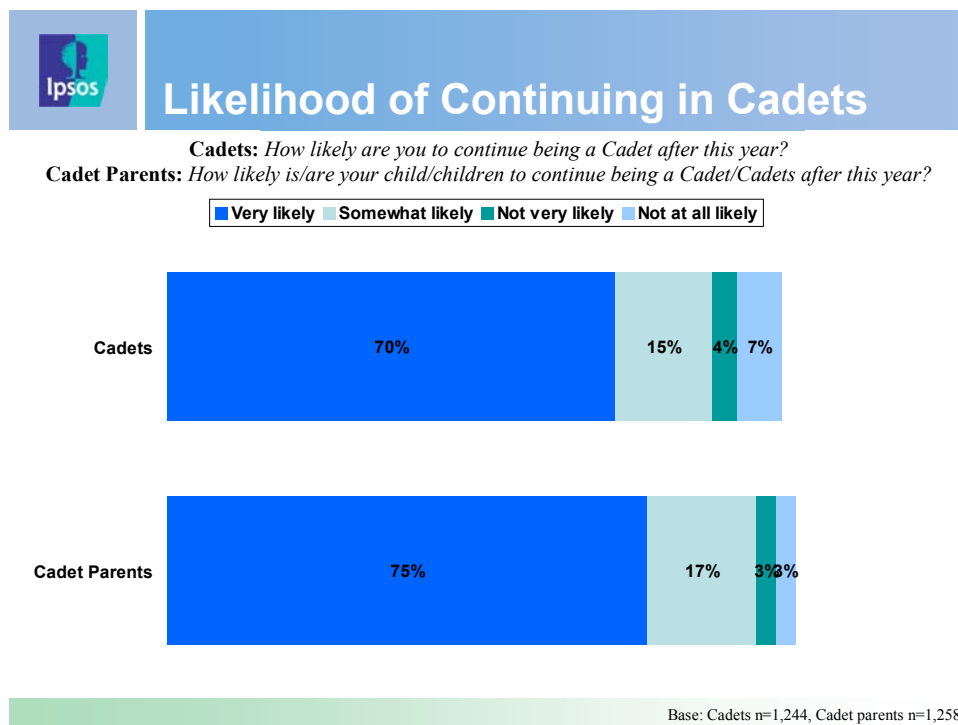
Cadet parents who are more likely to say they expect that their child will participate in summer training include:

- Those who reside in Eastern region (94%);
- Males respondents (92% vs. 87% among females);
- Those who were in the Cadet Program (92% vs. 87% among those who were not);
- Those who earn between \$30,000 and \$60,000 annually (92%) or more (91%) compared to those who earn less than \$30,000 (83%); and,

- Those who have a more positive view of the program than when their child joined (91%).

Likelihood of Continuing in the Cadet Program

Cadets and cadet parents were asked how likely it is that they or their child would continue in the program after this year. Overwhelmingly, respondents say they are likely to continue (cadets: 85%; cadet parents: 92%). Majorities among both cadets (70%) and cadet parents (75%) say they are *very* likely to continue in the program.



Cadets who are more likely to say they are *very* likely to remain in the Cadet Program include:

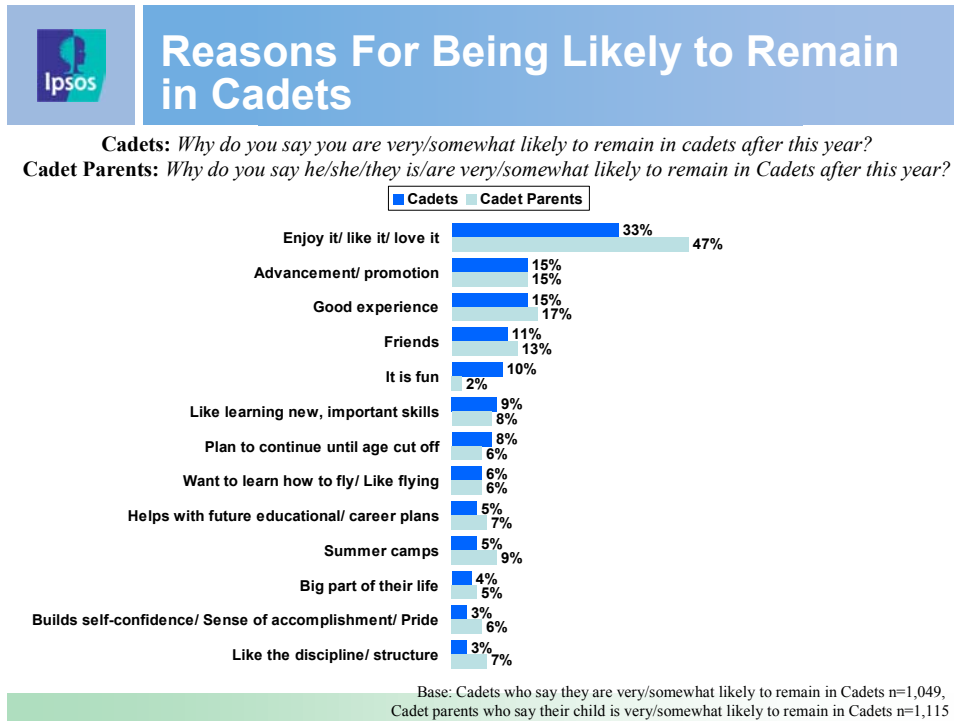
- Younger respondents (peaking at 83% among those 12 to 14 years of age);
- Cadets who have a more positive opinion of the Cadet Program than when they joined (81%); and,
- Those whose parents were in the Cadet Program (79% vs. 67% among those who were not).

Cadets who reside in Eastern region are less likely than are cadets other regions to say they are *very* likely to remain in the Cadet Program (60%).

Cadet parents whose children are enrolled in Sea (79%) or Air cadets (78%) are more likely to say their child is *very* likely to remain in the Cadet Program compared to those in Army (69%).

Cadet parents who reside in Eastern region are less likely than are parents in other regions to say their child is very likely to remain in the Cadet Program (65%).

Those who said that either they or their child are likely to continue in the program were asked why. Most commonly, these respondents say it is because they or their child enjoy or love the program (cadets: 33%; cadet parents: 47%). Others mention an advancement or promotion as the reason (cadets: 15%; cadet parents: 15%), or simply say that the program offers good experiences (cadets: 15%; cadet parents: 17%).

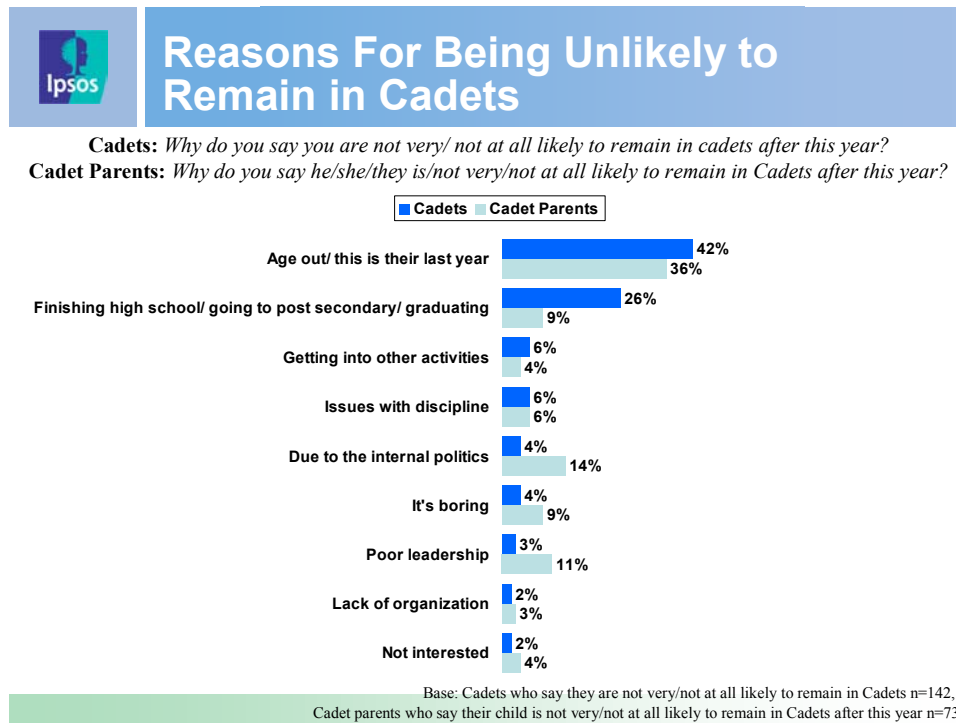


Sea Cadets are more likely to say they will remain in Cadets because they like it/love it (40% vs. 34% among Army, 29% among Air), while Sea Cadets are more likely to do so because it is a good experience (22% vs. 15% among Air, 12% among Army).

Those who said they were unlikely to remain in the Cadet Program were also asked why.²¹ These respondents most often say it is because they or their child are “ageing out” of the program or that this is the last year they can belong (cadets: 42%; cadet parents: 36%). Similarly, others indicate that they are finishing high school and/or going on to post-secondary education (cadets: 26%; cadet parents: 9%).

Beyond the top reasons of age and leaving high school, there are numerous other reasons why respondents say they are unlikely to remain in the Cadet Program. These other reasons include getting into other activities (cadets: 6%; cadet parents: 4%) or issues with the discipline involved in the program (cadets: 6%; cadet parents: 6%).

Cadet parents are much more likely than cadets to mention internal politics (cadets: 4%; cadet parents: 14%) and poor leadership (cadets: 3%; cadet parents: 11%).



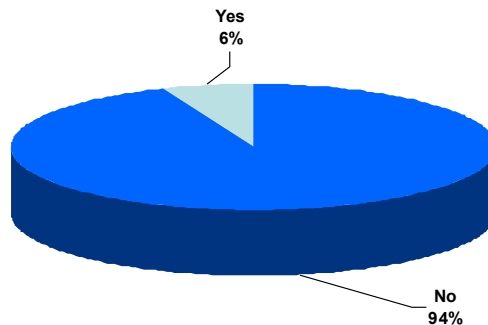
²¹ Note that the low base sizes associated with this question warrant caution when interpreting the results.

Past Experience with the Cadet Program

Youth in the general population were asked whether they have ever been members of the Cadet Program. Among these respondents, six percent say they have been members of the Cadet Program in the past (but are not members at present).



Have you ever been a member of the Cadets?



Base: Youth n=803

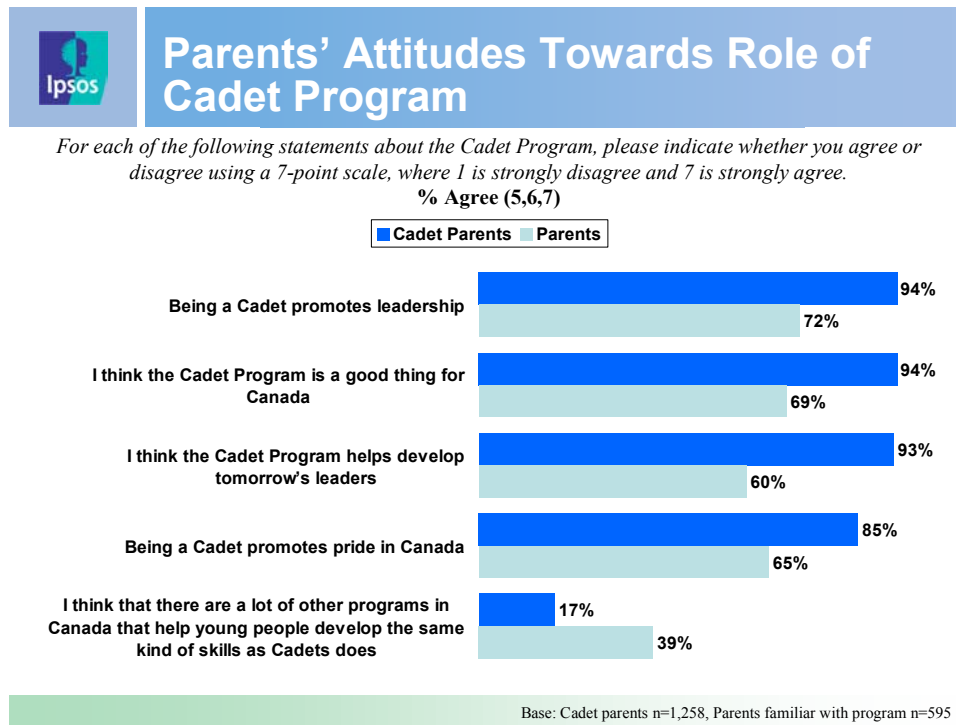
The 47 respondents who say they were members of the Cadet Program (but are no longer members) were asked why they left the program. Most commonly, these respondents say they left because they lost interest (27%). Others say it was because they had problems with or didn't like other kids (14%), while others say they simply didn't like it (11%). Please note that due to the low base size, these results should be interpreted with caution as they do not provide a high degree of statistical reliability.

Views on Impact of Cadet Program: Parents

Parents' Attitudes Towards Role of Cadet Program

Both cadet parents and parents from the general public²² were asked whether they agreed or disagreed with several value propositions about the Cadet Program. Not surprisingly, cadet parents tend to be more likely to agree with the statements (5, 6, 7 on the scale) than do parents from the general public, however this audience also recognizes the value of the program.

Nearly all cadet parents agree that the Cadet Program is a good thing for Canada (94%), that being a Cadet promotes leadership (94%), and that it helps develop tomorrow's leaders (93%).



They also recognize that being a Cadet promotes pride in Canada (85%). Only one in five (17%) agree that there are a lot of other programs in Canada that help young people develop the same kinds of skills as the Cadet Program does.

²² Excludes those who are not familiar with the Cadet Program

Parents from the general public also agree with the statements presented, however the highest level of agreement falls with the statement 'being a Cadet promotes leadership' (72%), followed closely by the Cadet Program being a good thing for Canada (69%). Slightly fewer agree that being a Cadet promotes pride in Canada (65%), or that the Cadet Program helps develop tomorrow's leaders (60%). This audience is more likely than Cadet Parents to agree that there are a lot of other programs in Canada that help young people develop the same kinds of skills as the Cadet Program (39% vs. 17% among cadet parents).

Cadet parents and general public parents who reside in Eastern region are less likely to agree (87% and 48%, respectively) than are those in other provinces that the Cadet Program is a good thing for Canada.

Parents more likely to say the Cadet Program is a good thing for Canada include:

- Those who are interested in having their child join the Cadet Program (89% vs. 59% among those who are not);
- Those who reside in Atlantic region (87%) compared to those in other regions;
- Those who were themselves, or whose partner was in the Cadet Program (84% vs. 65% among those who were not); and,
- Those who are very/somewhat familiar with the Cadet Program (75% vs. 62% among those who are not very familiar).

Cadet parents more likely to agree that being a Cadet promotes leadership include those who reside in Pacific region (98%).

Parents more likely to agree that being a Cadet promotes leadership include:

- Those who are interested in having their child join the Cadet Program (93% vs. 65% among those who are not);
- Those who were themselves, or whose partner was in the Cadet Program (88% vs. 69% among those who were not); and,
- Those who are very/somewhat familiar with the Cadet Program (78% vs. 66% among those who are not very familiar).

Cadet Parents more likely to agree that the Cadet Program helps develop tomorrow's leaders include those whose child is enrolled in Sea cadets (96%).

Parents more likely to say the Cadet Program helps develop tomorrow's leaders include:

- Those who are interested in having their child join the Cadet Program (86% vs. 48% among those who are not);
- Those who reside in Atlantic region (80%) compared to those in other regions;
- Those who were themselves, or whose partner was in the Cadet Program (78% vs. 54% among those who were not); and,
- Those who are very/somewhat familiar with the Cadet Program (68% vs. 50% among those who are not very familiar).

Cadet Parents more likely to say that being a Cadet promotes pride in Canada include parents of Air (88%) and Sea cadets (87%) compared to those whose child is enrolled in Army cadets (78%).

Parents more likely to agree that being a Cadet promotes pride in Canada include:

- Those who are interested in having their child join the Cadet Program (80 vs. 61% among those who are not);
- Those who were themselves, or whose partner was in the Cadet Program (74% vs. 63% among those who were not);
- Those who are very/somewhat familiar with the Cadet Program (69% vs. 60% among those who are not very familiar); and,
- Those with household incomes between \$30,000 and \$60,000 (69%) or more (68%) compared to those who earn less than \$30,000 (55%).

Cadet Parents more likely to say that there are a lot of other programs in Canada that help young people develop the same kind of skills as the Cadet Program does include:

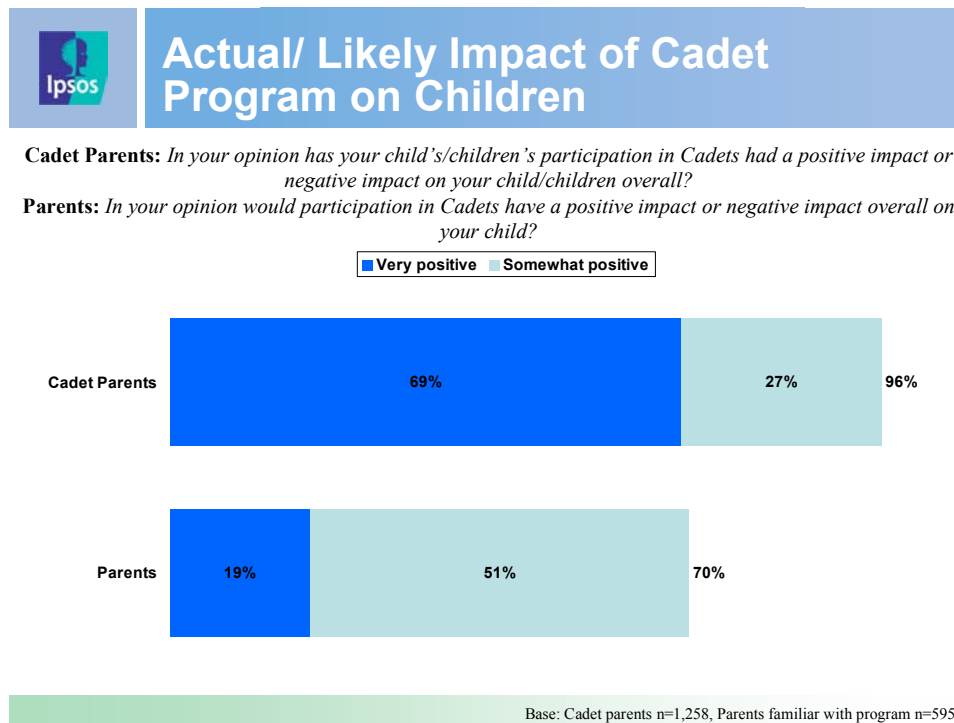
- Those who reside in Atlantic region (23%); and,
- Those who have a less positive impression of the Cadet Program than when their child first started (22%).

Parents who are not interested in having their child join the Cadet Program (43% vs. 29% among those who are) are more likely to say there are a lot of other programs in Canada that help young people develop the same kind of skills as the Cadet Program does.

Actual/Likely Impact of Cadet Program on Children

Cadet parents overwhelmingly believe that the Cadet Program has had a positive impact on their child (96%), including seven in ten (69%) who say it has had a *very* positive impact.

Among parents from the general population²³, a wide majority feel that the Cadet Program would have a positive impact on their child (70%). About one in five (19%) think the Program would have a *very* positive impact.



Cadet Parents more likely to say that the Cadet Program has had a *very* positive impact on their child include:

- Those who have a more positive view of the Cadet Program since their child joined (76%); and,
- Those whose child is enrolled in Sea (73%) or Air cadets (71%) compared to those in the Army stream (62%).
- Those who reside in Eastern region are less likely to feel this way (61%).

²³ Those who are not familiar with the Cadet Program were excluded.

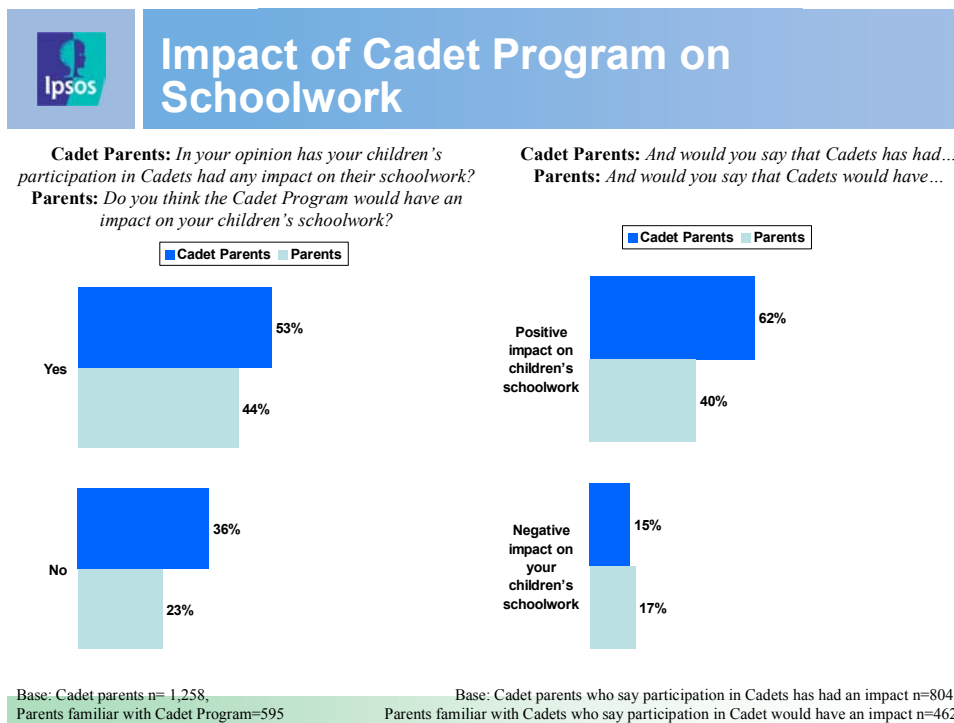
Parents who are more likely to say the Cadet Program would have a *very* positive impact on their child include:

- Those who are interested in having their child join the Cadet Program (39% vs. 10% among those who are not);
- Those who reside in Atlantic region (37%) compared to those in all other areas;
- Those who were themselves, or whose partner was in the Cadet Program (31% vs. 16% among those who were not);
- Those with lower household incomes (peaking at 31% among those who earn less than \$30,000 annually);
- Those who are very/somewhat familiar with the Cadet Program (26% vs. 11% among those who are not very familiar); and,
- Those who have a very/somewhat positive impression of the Cadet Program (23% vs. 0% among those who have a negative impression).

Impact of Cadet Program on Schoolwork

Both parental audiences²⁴ were asked about the impact/potential impact the Cadet Program would have on their children’s schoolwork. A small majority of cadet parents (53%) say that their child’s involvement in Cadet’s has had an impact on their schoolwork, and most say the impact has been positive (62% vs. 15% who say negative).

Among parents from the general public less than half feel that involvement in the Cadet Program would have an impact on their child’s schoolwork (44%, 23% say no). Among those who feel there would be an impact, four in ten (40%) believe it would be positive in nature (17% say negative).



Cadet parents more likely to say their child’s participation in the Cadet Program has had an impact on their child’s schoolwork include:

- Male respondents (57% vs. 50% among females); and,

²⁴ Parents from the general public who are not familiar with the Cadet Program were excluded.

- Those who have a more positive view of the Cadet Program than when their child joined (56%).

General public Parents who reside in Central region (48% vs. 35% among those in Prairie region) are more likely to say their child's participation in the Cadet Program would have an impact on their child's schoolwork.

Cadet parents who have a more positive view of the Cadet Program than when their child first enrolled are more likely to say the Cadet Program has had a positive impact on their child's schoolwork (66%). Those who reside in Central region (23%) are more likely to say it has had a negative impact.

Parents who are more likely to say that the Cadet Program would have a positive impact on their child's schoolwork include:

- Those who are interested in having their child join the Cadet Program (60% vs. 32% among those who are not); and,
- Those who are very/somewhat familiar with the Cadet Program (46% compared to 32% among those who are not very familiar).

Views on Training

Cadets were asked whether they like or dislike various aspects of the training they receive with the program. These aspects include elements that all cadets may participate in, elements that are specific to the branch (Sea, Army, Air) and also elements of training that occur during summer training.

Overall, responses are highly positive to the degree that majorities of respondents familiar enough to respond say they like all of the activities tested (rating as 5,6 or 7 on the scale of 1-7).²⁵ Due to the highly positive nature of the responses, we focus the following analysis largely on responses that are most positive (rating as 7 on the scale).

Among the activities open to the participation of all cadets, respondents are most enthusiastic with respect to marksmanship (63% rate as 7 on the scale) and bushcraft (61%). Leadership training enjoys a similar level of enthusiasm (59% rating as 7 on the scale) and is the most popular activity (with the highest ratings of 5, 6 or 7 on the scale, 87%).

Drill (55%), sports (53%), physical fitness (51%) and first aid (50%) fall into a middle tier in terms of cadets' enthusiasm for these activities (rating as 7 on the scale). At least 80% rate each of these middle tier activities as 5, 6 or 7 on the scale.

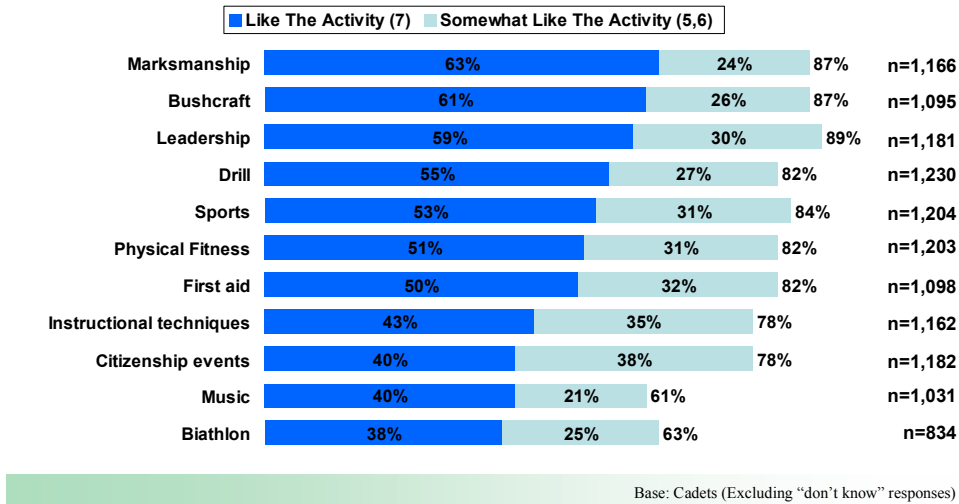
Instructional techniques (43%), citizenship events (40%), music (40%) and biathlon²⁶ (38%) are activities that generate the least enthusiasm (rating as 7 on the scale) and enjoy the lowest popularity (ranging from 61%-78% rating as 5, 6 or 7 on the scale). Music (27%) and biathlon (22%) also generate much higher than usual negative views (rating as 1, 2 or 3 on the scale) among respondents who were able to answer (negative responses to other activities typically fall in the range of 10%).

²⁵ In some cases, as with music and biathlon, a large proportion of respondents said they didn't know when asked whether they like or dislike the activity. To evenly compare respondents familiar enough to answer, we have excluded don't know responses from these results. This has resulted in lower base sizes in some cases.

²⁶ In the total sample, high proportions said "don't know" when asked whether they like music (18%) and biathlon (30%).

Attitudes Towards Training (All Cadets)

For each of the following aspects of local training you receive at Cadets, please indicate whether you like or dislike the activity using a scale of 1 to 7, where 1 means you dislike the activity, and 7 means you like the activity:



Cadets most likely to express enthusiasm for (rating of 7 on the scale) marksmanship include:

- Respondents between the ages of 12 and 14 (68%) compared to those 15 to 17 years of age (60%); and,
- Males (66% vs. 57% among their female counterparts).

Cadets most likely to express enthusiasm for (rating of 7 on the scale) bushcraft include:

- Cadets who are 18 years of age (69%) compared to those 15 to 17 years old (59%);
- Army (68%) and Air cadets (60%) compared to Sea cadets (52%);
- Those who reside in Eastern Region (67%); and,
- Male respondents (64% vs. 57% among their female counterparts).

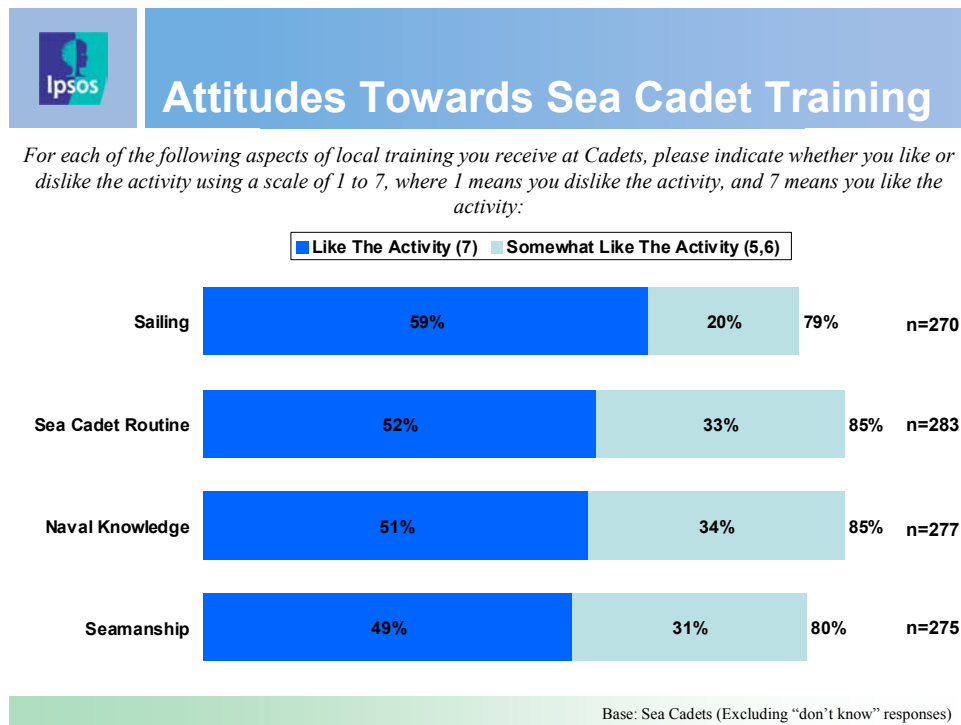
Cadets most likely to express enthusiasm for (rating of 7 on the scale) leadership include:

- Cadets who are 18 years of age (69%) compared to those 15 to 17 years old (56%);
- Those who reside in Atlantic region (69%); and

- Those who have a more positive view of the Cadet Program since joining (65%).

Attitudes Towards Sea Cadet Training

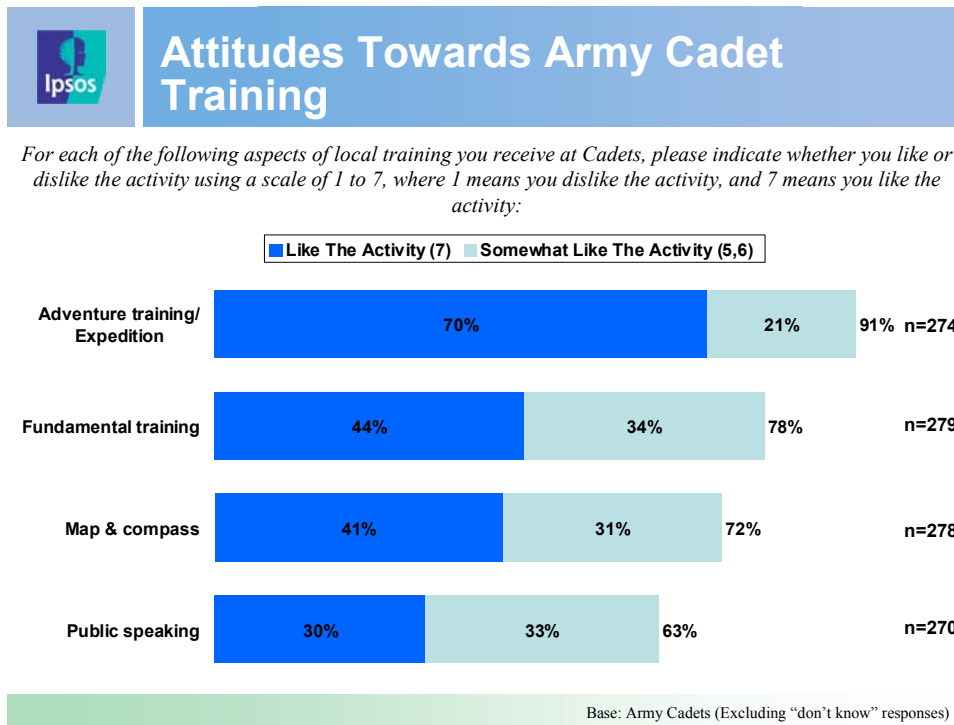
Sea cadets were asked whether they like or dislike aspects of their local training.²⁷ Among the tested activities, Sea cadets are most enthusiastic with respect to sailing (59% rating as 7 on the scale), while Sea Cadet routine (85%) and naval knowledge (85%) are most popular (rating as 5, 6 or 7 on the scale).



²⁷ Don't know responses are also excluded from these results, however, it is worth noting that the proportions of don't know responses to the Sea and Army branch-specific activities are very low (less than 5%).

Attitudes Towards Army Training

Army cadets were asked whether they like or dislike aspects of their local training. Adventure training/expedition enjoys the highest degree of enthusiasm (70% rating as 7 on the scale) and popularity (91% rating as 5, 6 or 7 on the scale). Fundamental training (78%), and map and compass (72%) are also popular (rating as 5, 6 or 7 on the scale), followed by public speaking, which is popular among nearly two in three Army cadets (63%).

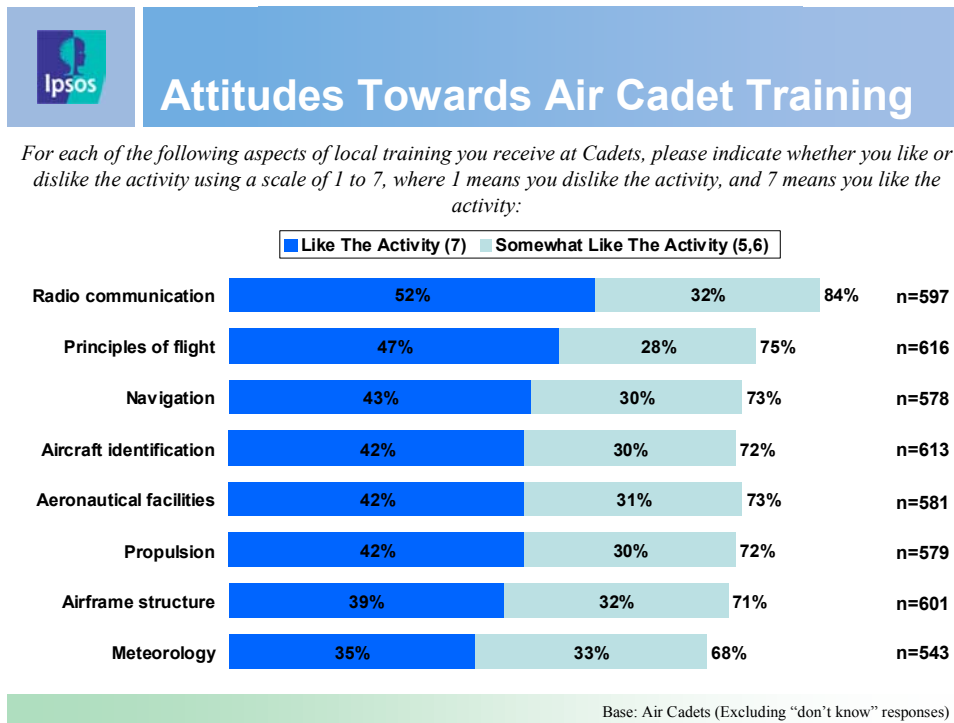


Attitudes Towards Air Cadet Training

Air Cadet respondents were asked whether they like or dislike several different types of local training they receive.²⁸ These respondents express the highest enthusiasm for radio communication (52% rating as 7 on the scale), while this activity is also the most popular (84% rating as 5, 6 or 7 on the scale).

Other activities tested fall in a similar range of enthusiasm (39%-47% rating as 7 on the scale) and popularity (71%-75% rating as 5, 6 or 7 on the scale). Among these activities, principles of flight enjoys the highest enthusiasm (47%).

Meteorology is viewed with less enthusiasm (35% rating as 7 on the scale) and is somewhat less popular than other activities (68% rating as 5, 6 or 7 on the scale).



Those in Eastern region (55%) are more likely than those in Atlantic (41%) to say they like (7 on the scale) radio communication. Air cadets who reside in Prairie (53%) and

²⁸ Don't know responses have been excluded from these results. It is worth noting that Air Cadets are more likely to say they don't know when asked whether they like or dislike several activities, particularly meteorology (19% don't know), navigation (14%), and propulsion (13%).

Central regions (49%) are more likely than those in Atlantic region (34%) to say they like (7) principles of flight.

Attitudes Towards Summer Training

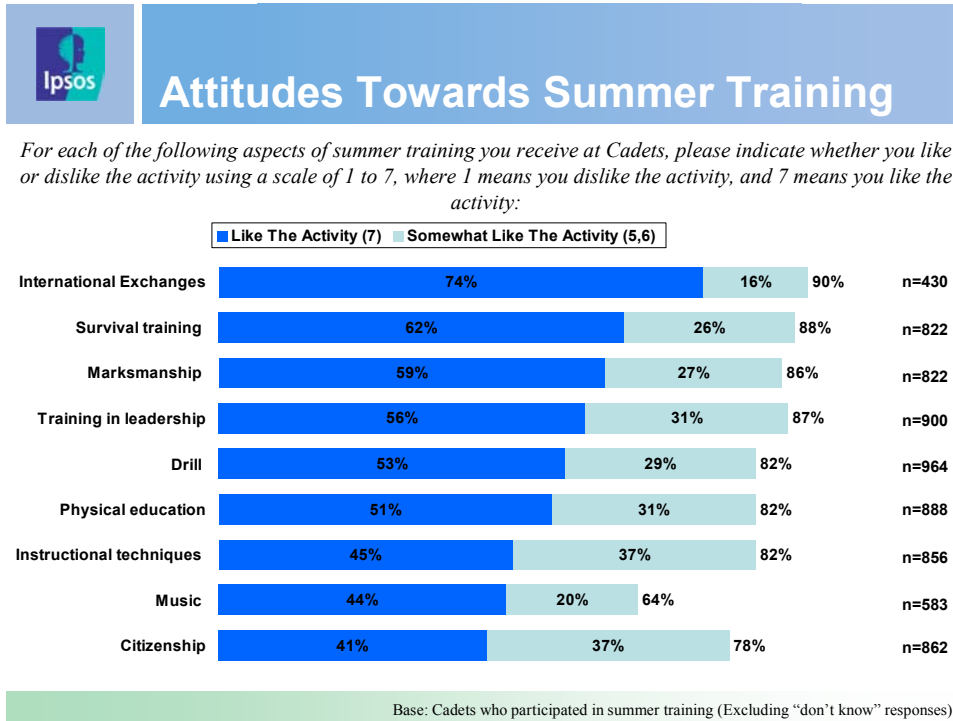
Cadets who say that they have participated in summer training were asked whether they like or dislike various activities undertaken during the summer. As with the local training activities, summer training activities were divided among those activities that apply to all branches, and activities that are specific to Sea, Army and Air cadets.

Summer training activities experienced a far higher rate of respondents who said “don’t know” when asked whether they like or dislike a given activity than the local training activities discussed above. In this analysis, the “don’t know” responses have been removed in order to provide an even comparison between activities among those respondents familiar enough to answer.

Among the aspects of summer training that apply to all branches, international exchanges enjoy the most enthusiasm (74% rating as 7 on the scale) and highest overall popularity (90% rating as 5, 6 or 7 on the scale). However, over half of respondents were not familiar enough to say whether they liked or disliked international exchanges (56% don’t know). After international exchanges, survival training generates the most enthusiasm (62% rating as 7 on the scale) and is the second-most popular activity (88% rating as 5, 6 or 7 on the scale).

Marksmanship (59%) and leadership training (56%) rate third and fourth in terms of enthusiasm (rating as 7 on the scale) among the summer activities tested. Drill (53%), physical education (51%) and instructional techniques (51%) fall behind in the proportion of cadets who express enthusiasm for these summer activities. Each of these activities are popular (rating as 5, 6 or 7) among at least 82 percent of respondents.

Music (44%) and citizenship activities (41%) attract the least enthusiasm (rating as 7 on the scale). Citizenship activities are significantly more popular overall (78% rating 5, 6 or 7 on the scale) than music (64%). One in four respondents dislike music activities (25% rating as 1, 2 or 3 on the scale).



Cadets most likely to say they like (rating 7 on the scale) international exchanges include:

- Older cadets (peaking at 86% among those 18 years of age); and,
- Army cadets (79%) compared to Air cadets (67%)

Male respondents (62%) are more likely to say they like (rating 7 on the scale) marksmanship compared to their female counterparts (54%).

Attitudes Towards Sea Cadet Summer Training

As was the case with Air cadets, high proportions of Sea cadets said they don't know when asked whether they like or dislike each of the tested Sea Cadet summer training activities. These measures range from a low of 14 percent with respect to sailing to a high of 57 percent with respect to taking part in the National Sea Cadet Routine. As with other training activities, this analysis has removed don't know responses to provide an even comparison among cadets familiar enough to answer.

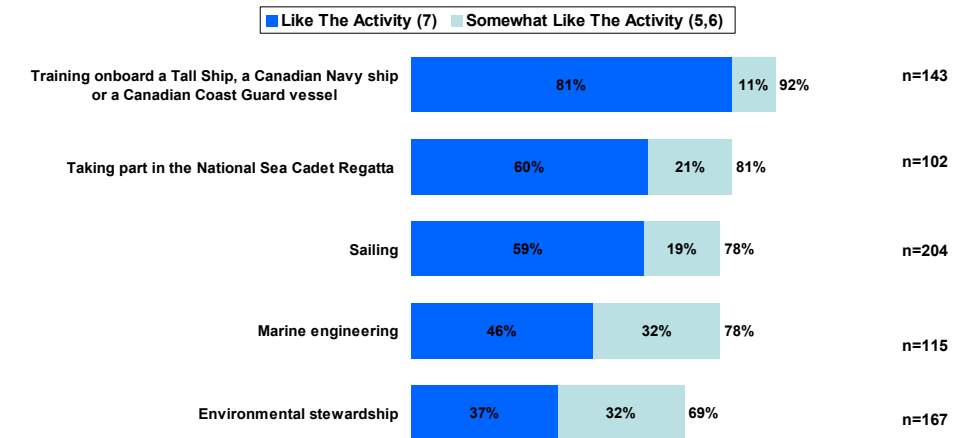
Among the tested activities training onboard a Tall Ship, Canadian Navy ship, or Canadian Coast Guard vessel is most popular among Sea cadets (92% rating as 5, 6, or 7 on the scale). This training also receives the highest level of enthusiasm among those tested (81% rating as 7 on the scale).

About eight in ten respondents say they like taking part in the National Sea Cadet Regatta (81% rating as 5, 6, or 7 on the scale), an activity that also generates enthusiasm among respondents (60% rating 7 on the scale). A similar proportion of respondents enjoy sailing (78% rating as 5, 6, or 7 on the scale; with 59% rating as 7), and marine engineering (78% rating as 5, 6, or 7; 46% rating as 7).

Environmental stewardship generates the lowest level of enthusiasm (37% rating as 7 on the scale), and is also least popular (69% rating as 5, 6, or 7 on the scale).

Attitudes Towards Sea Cadet Summer Training

For each of the following aspects of summer training you receive at Cadets, please indicate whether you like or dislike the activity using a scale of 1 to 7, where 1 means you dislike the activity, and 7 means you like the activity:



Base: Sea Cadets who participated in summer training (Excluding "don't know" responses)

Those in Pacific region (72%) are more likely to say they like (7 on the scale) sailing compared to those in Central (48%).

Attitudes Towards Army Cadet Summer Training

Army cadets were asked about eleven training elements specific to their stream and once again there were a high number of respondents who said they did not know, ranging from 2 percent for map and compass to a high of 59 percent for glacier training. As with other training activities, this analysis has removed these don't know responses to provide an even comparison among cadets familiar enough to answer.

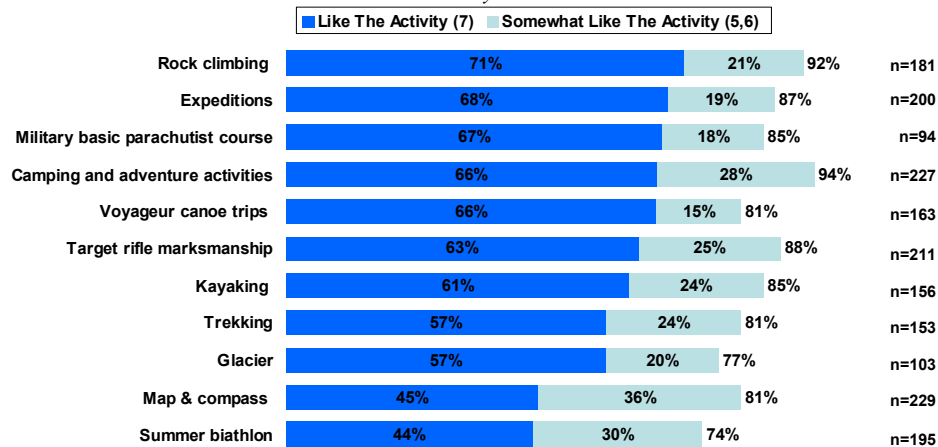
Among the tested summer training activities specific to Army cadets, activities that generate the most enthusiasm include rock climbing (71% rating as 7 on the scale), expeditions (68%), military basic parachutist course (67%), and voyageur canoe trips (66%). Camping and adventure also generates a high degree of enthusiasm (66%), and is the most popular element tested (94% rating 5, 6, or 7 on the scale).

Similar proportions of cadets express enthusiasm for target rifle marksmanship (63% rating 7 on the scale) and kayaking (61%), followed by trekking (57%) and glacier (57%). Army cadets are least enthusiastic about map and compass (45%) and summer biathlon (44%).



Attitudes Towards Army Cadet Summer Training

For each of the following aspects of summer training you receive at Cadets, please indicate whether you like or dislike the activity using a scale of 1 to 7, where 1 means you dislike the activity, and 7 means you like the activity:



Base: Army Cadets who participated in summer training (Excluding “don’t know” responses)

Attitudes Towards Air Cadet Summer Training

High proportions of cadets said they don’t know when asked whether they like or dislike each of the tested Air Cadet summer training activities. These measures range from a low of 36 percent with respect to navigation to a high of 59 percent with respect to air traffic control. As with other training activities, this analysis has removed don’t know responses to provide an even comparison among cadets familiar enough to answer.

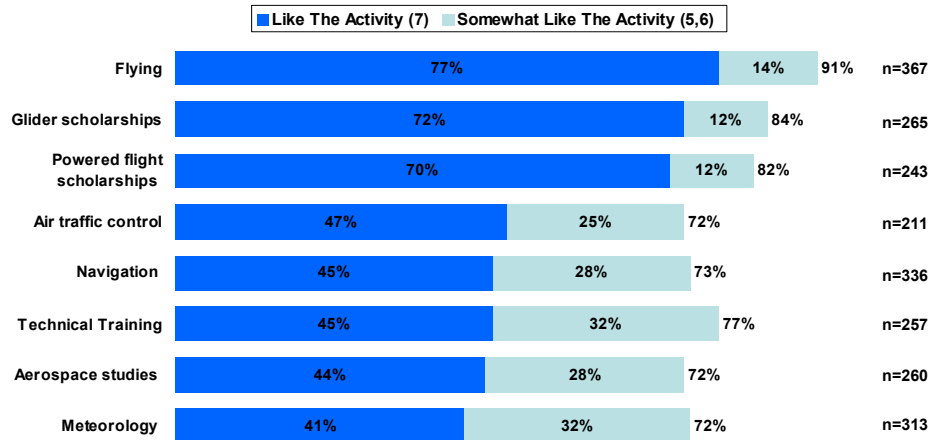
Among the tested summer training activities specific to Air cadets, flying generates the most enthusiasm (77% rating as 7 on the scale) and is the most popular (91% rating as 5, 6 or 7 on the scale). Gilder scholarships (72%) and powered flight scholarships (70%) generate the second and third highest levels of enthusiasm and popularity (with 82% rating Gilder scholarships and 84% rating powered flight scholarships as 5, 6 or 7 on the scale).

Other tested Air cadets activities fall into a lower range of enthusiasm (with between 41%-47% rating each as 7 on the scale) and popularity (with between 72% and 77% rating as 5, 6 or 7 on the scale).



Attitudes Towards Air Cadet Summer Training

For each of the following aspects of summer training you receive at Cadets, please indicate whether you like or dislike the activity using a scale of 1 to 7, where 1 means you dislike the activity, and 7 means you like the activity:



Base: Air Cadets who participated in summer training (Excluding "don't know" responses)

Those in Central region (54%) are more likely than those in Eastern (35%) to say they like (7 on the scale) Aerospace studies.

Attitudes Towards Uniform

Attitudes Towards Cadet Uniform

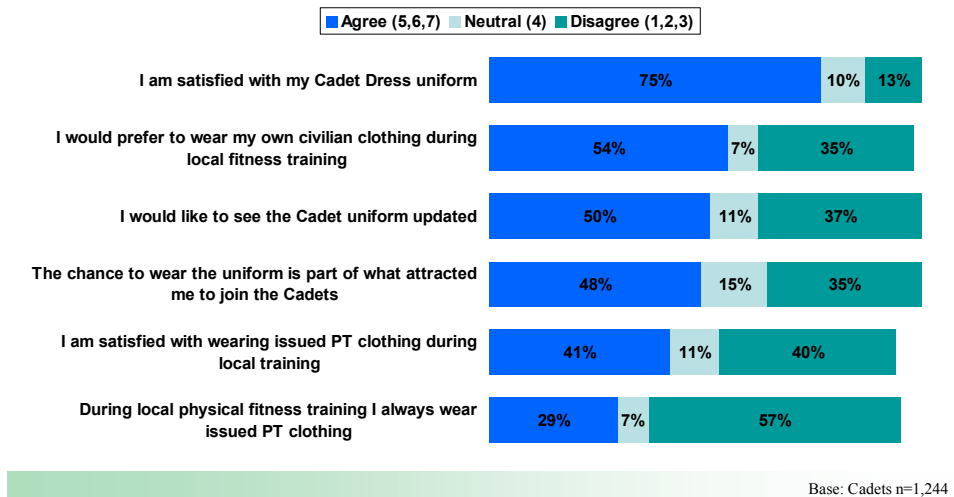
Cadets were asked several questions about the Cadet uniform. A wide majority of cadets say they are satisfied with their Cadet dress uniform (75% 5, 6, or 7 on the scale). On the other hand, half of cadets say that they would like to see the Cadet uniform updated (50%) and less than half of cadets agree that the chance to wear the uniform is part of what attracted them to join the Cadet Program (48%).

Over half of cadets say they would prefer to wear their own civilian clothing during local fitness training (54%, 35% disagree), while four in ten cadets (41%) are satisfied with wearing issued PT clothing during local training. Three in ten cadets say they always wear their issued PT clothing during physical fitness training (29% agree).



Attitudes Towards Cadet Uniform

For each of the following statements about your uniform please indicate whether you agree or disagree on a scale of 1 to 7 where 1 means completely disagree and 7 means completely agree:



Male cadets (78%) are more likely than female cadets (72%) to say they are satisfied with their Cadet dress uniform.

Air cadets (58%) are more likely to say they would prefer to wear their own civilian clothing during local fitness training compared to Army cadets (48%), while those who reside in Eastern region (32%) are less likely than those in other regions to feel this way.

Those most likely to say they would like to see the Cadet uniform updated include cadets who reside in Pacific region (57%) compared to those in Central (45%).

Those most likely to say the chance to wear the uniform is part of what attracted them to join the Cadet Program include:

- Male cadets (51% vs. 44% among females); and,
- Visible minorities (58% vs. 47% among others).

Those most likely to say they are satisfied with wearing issued PT clothing during local training include:

- Cadets who reside in Eastern region (60%) compared to those in the other regions;
- Cadets between the ages of 12 and 14 (49%) compared to those 15 to 17 years of age (36%); and,
- Army (46%) and Sea cadets (45% vs. 35% among Air cadets).

Those most likely to say they always wear issued PT clothing during local fitness training include:

- Respondents 12 to 14 (37%) compared to those 15 to 18 years old (25%); and,
- Residents of Eastern (36%) and Central regions (29%).

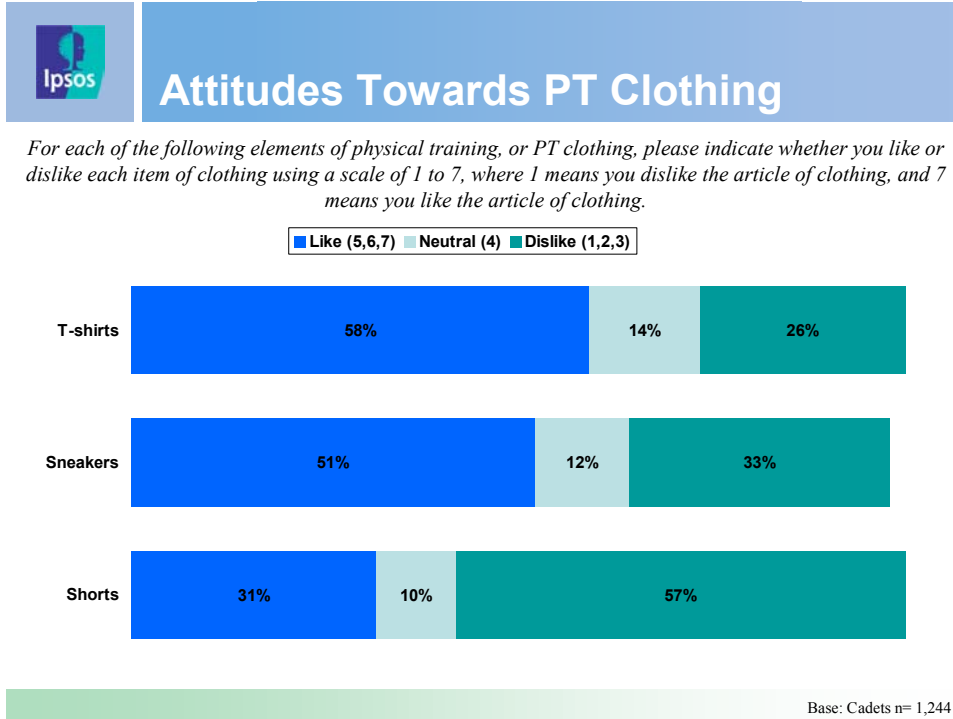
Attitudes Towards PT Clothing

Cadets were shown the shirts, sneakers and shorts that compose the physical training clothing and were asked to indicate, using a scale of 1 to 7, whether they like or dislike the item.



A majority of cadets (58%) say they like the T-shirt (5, 6, 7 on the scale), the most popular item presented. One in four (26%) say they do not. Half (51%) of cadets say they like the sneakers, while about one in three (33%) do not.

The shorts are the least popular item. A majority dislike (1, 2, 3 on the scale) the shorts (57%) while about one in three (31%) say they like them.



Cadets more likely to say they like the sneakers include:

- Younger cadets (peaking at 65% among those between the ages of 12 and 14); and,
- Male cadets (56% vs. 44% among female cadets).

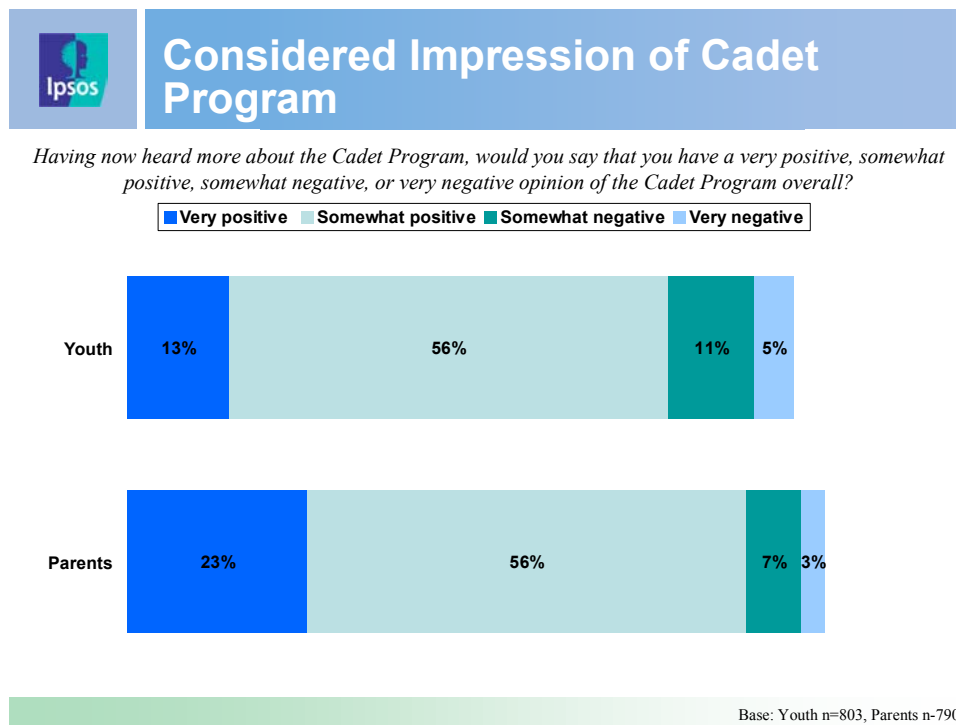
Sea cadets (64%) tend to be more likely to say they like the T-shirt, while younger respondents also tend to be more likely to say they like this item (65%)

Younger respondents (peaking at 12 to 14) are more likely to say they like the shorts (45%).

Impression of and Interest in Cadet Program: Youth and Parents

Considered Impression of Cadet Program

After having heard a description of the Cadet Program, youth and parents from the general public²⁹ were asked their impression of the program. Overall respondents have a positive impression (Youth: 69%; Parents: 79%).



Youth most likely to say they have a *very* positive impression of the Cadet Program include:

- Those who are interested in joining (38% vs. 6% among those who are not);
- Those who are very/somewhat familiar with the Cadet Program (23% vs. 9% among those who are not very familiar); and,
- Visible minorities (23% vs. 11% among others).

²⁹ This **includes** general public parents and youth who said they were not at all familiar with the Cadet Program.

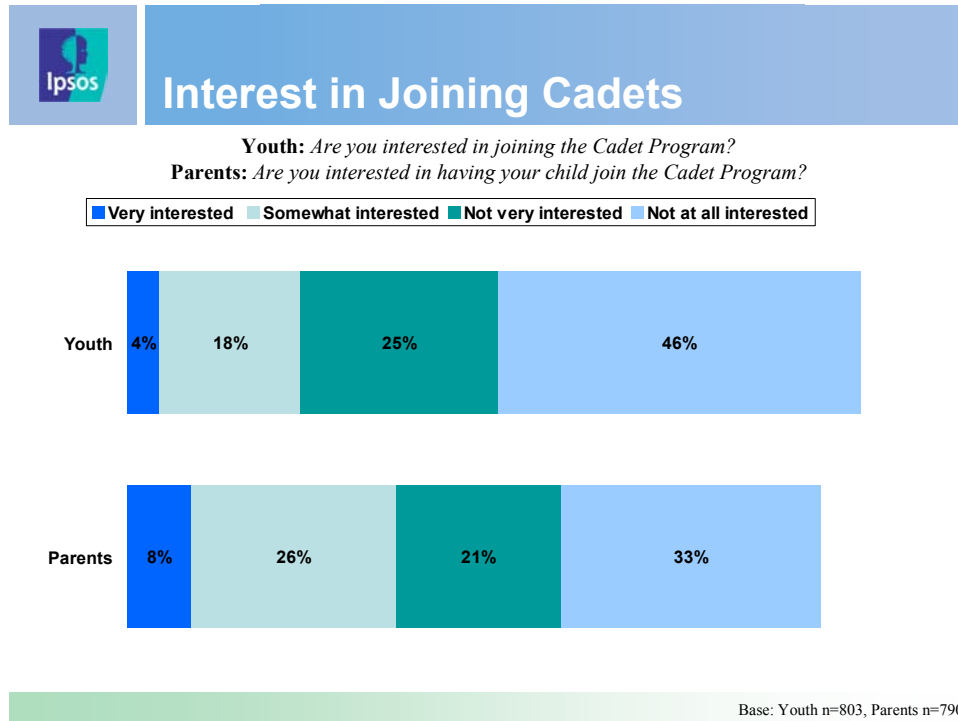
- Those in Eastern region are less likely to have a *very* positive impression of the Cadet Program (5%).

Parents most likely to say they have a *very* positive impression of the Cadet Program include:

- Those who are interested in having their child join (52% vs. 13% among those who are not interested);
- Residents of the Atlantic (40%) and Central regions (28%) compared to those in other regions;
- Those who were themselves, or whose partner was in the Cadet Program (38% vs. 20% among those who were not); and,
- Those who are very/somewhat familiar with the Cadet Program (35% vs. 15% among those who are not very familiar).

Interest in Joining the Cadet Program

All general public youth and parent respondents³⁰ were asked if they were interested in joining the Cadet Program/having their child join. Parents are more interested, with one in three (34%) saying they are interested (including 8% who say *very* interested) in having them join. Youth tend to be less interested, with just over one in five (22%) saying they are interested (including 4% who are *very* interested).



Youths most likely to say they are *very* interested in joining the Cadet Program include:

- Those who are very/somewhat familiar with the Cadet Program (9% vs. 2% among those who are not very familiar);
- Those who reside in Prairie region (7%) compared to those in Eastern (1%); and,
- Those between the ages of 12 and 14 (5%) compared to those 15 to 17 years of age (2%).

³⁰ This **includes** general public parents and youth who said they were not at all familiar with the Cadet Program.

Parents most likely to say they are *very* interested having their child join the Cadet Program include:

- Those with lower household incomes (peaking at 15% among those who earn less than \$30,000 annually);
- Those who were themselves, or whose partner was in the Cadet Program (14% vs. 6% among those who were not); and,
- Those who are very/somewhat familiar with the Cadet Program (11% vs. 5% among those who are not very familiar).

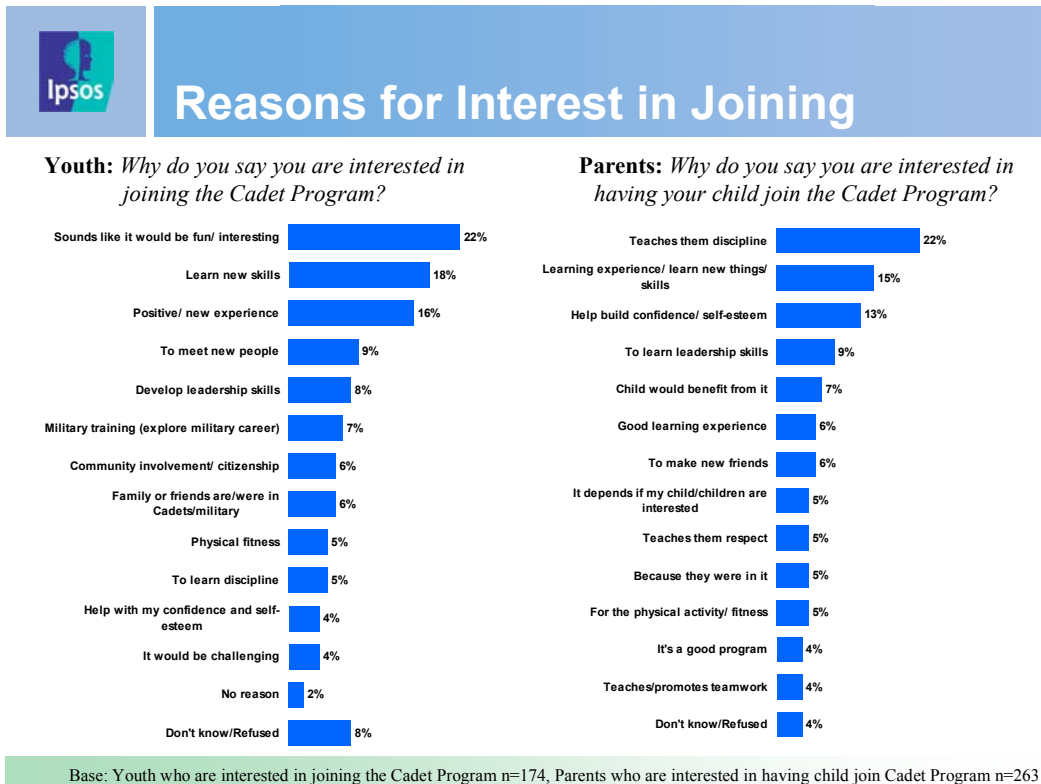
Residents of the Prairie region are less likely than those in other regions to say they are very interested in having their child join the Cadet Program (3%).

Reasons for Interest in Joining

Youth and parents were asked why they are interested in joining/having their child join the Cadet Program. Although many of the reasons differ, the two audiences give several similar reasons as to why they are interested in the program.

Youth most often say this is because it sounds like it would be fun/interesting (22%), to learn new skills (18%), or for a positive/new experience (16%). Other reasons they are interested in joining include meeting new people (9%) developing leadership skills (8%), and military training (to explore a military career) (7%).

Parents most often say they are interested in having their child join the Cadet Program because it would teach them discipline (22%), it would be a learning experience/they would learn new skills (15%), and it would help their child build confidence/self-esteem (13%). Other reasons include learning leadership skills (9%), and because their child would benefit from the program (7%).



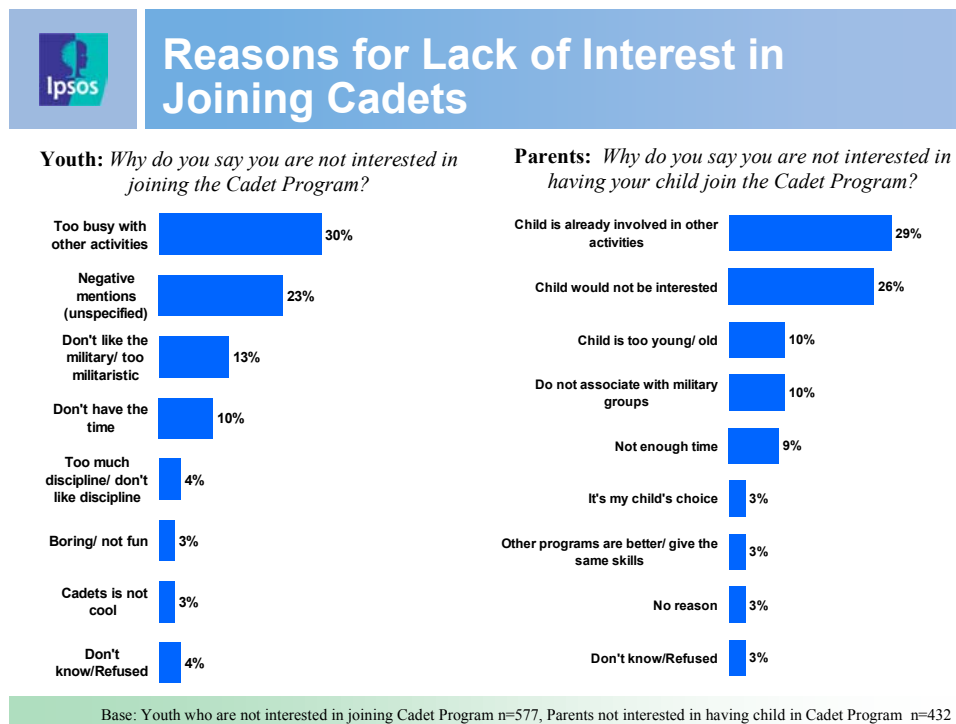
Among general public youth, younger respondents (12-14) are more likely to say they are interested in joining to learn new skills (23% vs. 10% among those 15 to 17 years old).

Reasons for Lack of Interest in Joining

Youth and parents not interested in joining the Cadet Program were also asked why.

Youth most often say this is because they are busy with other activities (30%), or provided negative mentions (23%). Other reasons provided include not liking the military, or the program being too militaristic (13%), or not having the time (10%).

The main reason parents say they are not interested in having their child join the Cadet Program is that they are already involved in other activities (29%). Many parents also say that their child would not be interested in joining (26%). Other reasons include parents feeling as though their child is too young or too old to join the Cadet Program (10%), or that they do not associate with military groups (10%).



General public youth more likely to say they are not interested in joining because they are too busy with other activities include:

- Those who reside in Pacific region (41%); and,

- Those who have a positive impression of the program (37% vs. 23% who have a negative impression).

General public youth who have a *negative* impression of the program are most likely to say they are not interested in joining because they don't like the military or perceive the program as too militaristic (27%).

General public parents with higher incomes (peaking at \$60,000) are more likely to say their child is involved in other activities (38%).

APPENDIX I – QUESTIONNAIRE

Cadets - Survey 1

1. Are you a Cadet between the ages of 12 and 17? Change to [Are you a Cadet between the ages of 12 and 18?]

Yes
No
Don't know

[IF YES SKIP TO Q 3 IF NO, IF NO GO TO 2]

2. Sorry you do not qualify for this survey. If you are the parent of a Cadet, please click here and choose the appropriate survey option.

[INSERT >> BUTTON WHICH WILL LEAD TO JUMP PAGE
<http://www.ipsosresearch.com/cadets/>]

[IF YES SKIP TO SURVEY 3, IF NO OR DON'T KNOW THANK AND TERMINATE]

3. How long have you been a member of the Cadets? [Cadet Parents]
[RECORD IN YEARS AND MONTHS]

4. Are you an: [Cadet Parents]

Army Cadet
Sea Cadet
Air Cadet
Don't Know

5. Do your parent(s)/guardian(s) work for the Canadian Forces? [CORE]

Yes
No
Don't know

6. Were your parent(s)/guardian(s) in the Cadets? [CORE]

Yes
No
Don't know

7. Based on what you know about the Cadet Program, would you say that you have a very positive, somewhat positive, somewhat negative, or very negative opinion of the Cadet Program overall? [CORE]

Very positive
Somewhat positive
Somewhat negative
Very negative
Don't Know/Refused

8. Why did you decide to become a Cadet? [Cadet Parents]
[OPEN]

9. Is your view of the Cadets much more positive, somewhat more positive, somewhat less positive, or much less positive than it was before you joined, or has there been no change? [Cadet Parents]

Much more positive
Somewhat more positive
No change
Somewhat less positive
Much less positive
Don't know

10. How satisfied are you with your overall experience in the Cadets? [Cadet Parents]

Very satisfied
Somewhat satisfied
Somewhat unsatisfied
Very unsatisfied
Don't Know/Refused

11. Please indicate how **satisfied** you are with each of the following elements of the Cadets using a scale from 1 to 7 where 1 means not at all satisfied and 7 means very satisfied. [RANDOMIZE] How about...[Cadet Parents]

Your time spent raising money for further activities
Your uniform
The local training you receive
The summer training you receive
Meeting and spending time with other young people
Challenging yourself
Exchanges and other opportunities to travel

[1 to 7 SCALE, Don't Know/Not Applicable ENTER DK/NA IN A SINGLE RESPONSE]

12. Please rate the **importance** of each of the following elements of the Cadets using a scale from 1 to 7 where 1 means not at all important and 7 means very important. [RANDOMIZE] How about...[Cadet Parents]

The time you spend raising money for further activities
Your uniform
The local training you receive
The summer training you receive
Meeting and spending time with other young people
Challenging yourself
Exchanges and other opportunities to travel

[1 to 7 SCALE, Don't Know/Not Applicable ENTER DK/NA IN A SINGLE RESPONSE]

13. Are you involved in any other organized extra-curricular activities? [Cadet Parents]

Yes
No
Don't Know

[IF YES CONTINUE, OTHERWISE SKIP TO Q 15]

14. What other types of organized extra-curricular activities are you involved with? [Cadet Parents] Please select all that apply

Art (such as sculpture, painting, theatre, etc.)
Music (such as piano, band, etc.)
Community service/volunteering
Environment (such as earth club, Sierra Youth, etc.)
Health (such as St. John Ambulance, life guarding, etc.)
Religious (such as church group, youth ministry, etc.)
Leadership (such as Scouts/Guides)
Sports (such as hockey, soccer, dance, etc.)
Technology/Computers (such as computer club, lighting and sound)
Other
Don't Know/Refused

15. Have you ever recommended that friends, family, or other young people you know join the Cadet Program?

Yes
No
Don't Know/Refused

16. Does your Cadet corps/squadron fundraise? [Cadet Parents]

Yes

No

Don't Know

[IF YES CONTINUE, OTHERWISE SKIP TO Q19]

17. Approximately how often does your Cadet corps/squadron fundraise? [Cadet Parents]

Once or twice a week

Once or twice a month

Once or twice a year

Less than once a year

Don't Know

18. Would you say you fundraise: [Cadet Parents]

Too often

About the right amount

Not often enough

Don't Know

19. From the following list what would you say are the three main benefits of joining the Cadets in order of importance? Please use the boxes available on the right side to choose the most important, second most important and third most important benefits of joining the Cadets. [RANDOMIZE] [CORE] [Similar to CROP Q7a/12a]

Developing self-discipline

The ability to get along/work with others

Physical activities/sports

Technical skills (such as sailing, meteorology, map and compass)

Confidence

Self-sufficiency

Survival skills

Leadership

Meeting new friends

Travelling

Heightened community awareness

Good citizenship

Experiences you can't get anywhere else

Ability to advance to higher ranks

The uniform

No other benefits

None of the above

Don't know/refused

19 B) Do you see any other benefits to joining the Cadets? (OPEN)

20. From the following list what would you say are the three main drawbacks of joining the Cadets in order of importance? As before, please use the boxes available on the right side to choose the first, second and third most important drawbacks to joining the Cadets. [RANDOMIZE] [CORE] [Similar to CROP Q7b/12b]

[ALWAYS FIRST:] I do not think there are any drawbacks to joining the Cadets.

Time consuming

Discipline/authority

Physically demanding

Uniform

Fundraising

Conflicts with schoolwork

Competitiveness

Repetitive programs

Too militaristic

No other drawbacks

Don't know/refused

20 B) Do you see any other drawbacks to joining the Cadets? (OPEN)

21. For each of the following statements please indicate whether you agree or disagree on a scale of 1 to 7 where 1 means completely disagree and 7 means completely agree. [RANDOMIZE] [CORE] [Similar to CROP Q8/ Q10/12/16, different ranking]

Being involved in Cadets is very time consuming

Cadets is an organization with modern ideas

Cadets is cool

Cadets is dynamic

Cadets is too militaristic

I am proud to be a Cadet

I enjoy my time at Cadets

I enjoy wearing my uniform

I have changed for the better since becoming a Cadet

I still have a lot to learn in the Cadet Program

Joining the Cadets means you must join the military when you are 18 years old

There is too much discipline in the Cadets organization

Being a Cadet prepares you for the military

[1 to 7 SCALE, DON'T KNOW]

22 Or each of the following aspects of local training you receive at Cadets, please indicate whether you like or dislike the activity using a scale of 1 to 7, where 1 means you dislike the activity, and 7 means you like the activity. [RANDOMIZE]

Instructional techniques

Drill

First aid

Sports

Citizenship events

Music

Bushcraft

Marksmanship

Physical Fitness

Biathlon

Leadership

[SEA CADETS ONLY]

Sailing

Sea Cadet Routine

Naval Knowledge

Seamanship

[ARMY ONLY]

Fundamental training

Public speaking

Map & compass

Adventure training/ Expedition

[AIR ONLY]

Aeronautical facilities

Aircraft identification

Airframe structure

Principles of flight

Propulsion

Radio communication

Navigation

Meteorology

[1 to 7 SCALE, Don't Know/Not Applicable ENTER DK/NA IN A SINGLE RESPONSE]

23 Have you participated in summer training with the Cadets?

Yes

No

Don't Know

[IF YES CONTINUE, OTHERWISE SKIP TO Q25]

24 For each of the following aspects of summer training you receive at Cadets, please indicate whether you like or dislike the activity using a scale of 1 to 7, where 1 means you dislike the activity, and 7 means you like the activity. [RANDOMIZE]

Survival training

International Exchanges

Training in leadership

Instructional techniques

Music

Marksmanship

Drill

Physical education

Citizenship

[AIR CADETS ONLY]

Aerospace studies

Flying

Navigation

Meteorology

Air traffic control

Glider scholarships

Powered flight scholarships

Technical Training

[ARMY ONLY]

Expeditions

Glacier

Target rifle marksmanship

Summer biathlon

Map & compass

Camping and adventure activities

Rock climbing

Kayaking

Voyageur Canoe trips

Trekking

Military Basic Parachutist Course

[SEA ONLY]

Sailing

Marine engineering

Environmental stewardship

Taking part in the National Sea Cadet Regatta

Training onboard a Tall Ship, a Canadian Navy ship or a Canadian Coast Guard vessel

[1 to 7 SCALE, Don't Know/Not Applicable ENTER DK/NA IN A SINGLE RESPONSE]

25 For each of the following statements about your **uniform** please indicate whether you agree or disagree on a scale of 1 to 7 where 1 means completely disagree and 7 means completely agree. [RANDOMIZE]

The chance to wear the uniform is part of what attracted me to join the Cadets
 I am satisfied with my Cadet Dress uniform
 I would like to see the Cadet uniform updated
 During local physical fitness training I always wear issued PT clothing
 I am satisfied with wearing issued PT clothing during local training
 I would prefer to wear my own civilian clothing during local fitness training

[1 to 7 SCALE, Don't Know/Not Applicable ENTER DK/NA IN A SINGLE RESPONSE]

26 For each of the following elements of physical training, or PT clothing, please indicate whether you like or dislike each item of clothing using a scale of 1 to 7, where 1 means you dislike the article of clothing, and 7 means you like the article of clothing. RANDOMIZE IMAGES OF SNEAKERS/ TEE-SHIRT/ SHORTS

[1 to 7 SCALE, Don't Know/Not Applicable ENTER DK/NA IN A SINGLE RESPONSE]

27 How likely are you to continue being a Cadet after this year? [Cadet Parents]

Very likely
 Somewhat likely
 Not very likely
 Not at all likely
 Don't Know
 Refused

[IF VERY OR SOMEWHAT LIKELY ASK Q28, IF NOT VERY OR NOT AT ALL LIKELY ASK Q 29. IF DON'T KNOW ASK Q30]

28 Why do you say you are [PIPE RESPONSE FROM Q27] to remain in Cadets after this year? [Cadet Parents]
 [OPEN]

[SKIP Q31]

29 Why do you say you are [PIPE RESPONSE FROM Q27] to remain in Cadets after this year? [Cadet Parents]

[OPEN]

[SKIP TO Q31]

30 Why do you say you are unsure if you will remain in Cadets after this year?
 [OPEN] [Cadet Parents]

The following questions are for statistical purposes only and your responses will remain completely confidential

31 How old are you? Please indicate in years.

[ALLOW TWO DIGITS ONLY, ACCEPT RANGES FROM 11-18] [When the study is live there is the choice to say Don't Know, Please Remove]

32 Do you have paid employment? Please choose only one.

Yes, during the school year
Yes, during the summer
Yes, year round
No, I do not have paid employment
Don't know/Refused

33 Do you consider yourself a member of a visible minority by virtue of your race or color?

Yes
No
Don't know/Refused

34 Are you an Aboriginal person? (e.g. First Nations person from a specific band, Inuit, Métis)

Yes
No
Don't know/Refused

35 Are you male or female?

Male
Female
Refused [Remove]

36 Would you say that your household income is above average, below average, or about average?

Above average
Average
Below Average
Don't Know/Refused

37 What are the first three digits of your postal code?
[ALLOW FOR THREE DIGITS]

“THANK YOU VERY MUCH”

Gen Pop Youth - Survey 2

[PLEASE INSERT TEEN SCREENER MODULE FOR AGES 12-17]

1. Are you between the ages of 12 and 17?

Yes

No

Don't Know

[IF YES CONTINUE, OTHERWISE THANK AND TERMINATE]

2. Have you ever been a member of the Cadets?

Yes

No

Don't Know

[IF YES CONTINUE OTHERWISE SKIP TO QUESTION 5]

3. Are you currently a member of the Cadets?

Yes

No

Don't Know

[IF YES SKIP TO SURVEY 1- "Please click below to continue this survey" – SEND TO Q2 OF SURVEY 1 OTHERWISE CONTINUE]

4. Why did you leave the Cadet Program? [Similar to CROP Q9b2]

[OPEN]

[SKIP TO Q 6]

5. Are you interested in joining the Cadet Program? [Gen-Pop Parents]

Very interested

Somewhat interested

Not very interested

Not at all interested

Don't know/refused

6. Do your parent(s)/guardian(s) work for the Canadian Forces?[CORE]

Yes

No

Don't Know

7. Were your parent(s)/guardian(s) in the Cadets? [CORE]

Yes

No

Don't Know

8. How familiar would you say you are with the Cadet Program? Very familiar, somewhat familiar, not very familiar or not at all familiar? [Parents of Cadets and Gen Pop parents] [Similar to Ipsos Q4]

Very familiar

Somewhat familiar

Not very familiar

Not at all familiar

[IF NOT AT ALL FAMILIAR SKIP TO QUESTION 15 OTHERWISE CONTINUE]

9. What have you heard about the Cadet Program? [Gen-Pop Parents]
[OPEN]

10. How did you hear about the Cadets? [Similar to CROP Q9b1] [Gen Pop Parents]

I was a Cadet

One of my relatives/friends is/was a Cadet

Through my relatives or friends

TV, radio, newspapers and other media

At school

Internet

Directly from the Cadets Program

Other Specify

Don't Know

11. Based on what you know about the Cadet Program, would you say that you have a very positive, somewhat positive, somewhat negative, or very negative opinion of the Cadet Program overall? [CORE]

Very positive

Somewhat positive

Somewhat negative

Very negative

Don't Know/Refused

12. From the following list what would you say are the three main benefits of joining the Cadets in order of importance? Please use the boxes available on the right side to choose the most important, second most important and third most important benefits of joining the Cadets. [RANDOMIZE] CORE [Similar to CROP Q7a/12a]

Developing self-discipline
The ability to get along/work with others
Physical activities/sports
Technical skills (such as sailing, meteorology, map and compass)
Confidence
Self-sufficiency
Survival skills
Leadership
Meeting new friends
Travelling
Heightened community awareness
Good citizenship
Experiences you can't get anywhere else
Ability to advance to higher ranks
The uniform
No other benefits
None of the above
Don't know/refused

12 B) Do you see any other benefits to joining the Cadets? (OPEN)

13. From the following list what would you say are the three main drawbacks of joining the Cadets in order of importance? As before, please use the boxes available on the right side to choose the first, second and third most important drawbacks to joining the Cadets. [RANDOMIZE] CORE [Similar to CROP Q7b/12b]

ALWAYS FIRST: I do not think there are any drawbacks to joining the Cadets.

Time consuming
Discipline/authority
Physically demanding
Uniform
Fundraising
Conflicts with schoolwork
Competitiveness
Repetitive programs
Too militaristic
Cost
No other drawbacks
Don't know/refused

13 B) Do you see any other drawbacks to joining the Cadets? (OPEN)

14. For each of the following statements please indicate whether you agree or disagree on a scale of 1 to 7 where 1 means completely disagree and 7 means completely agree. [RANDOMIZE] [CORE] [Similar to CROP Q8/ 10/12/16, different ranking]

Being a Cadet prepares you for the military

Being a Cadet promotes pride in Canada

Being in Cadets promotes leadership

Being involved in Cadets would be very time consuming

Cadets is an organization with modern ideas

Cadets is cool

Cadets is dynamic

Cadets is too militaristic

I would be proud to be a Cadet

I would change for the better if I became a Cadet

I would enjoy my time at Cadets

I would enjoy wearing the Cadet uniform

Joining the Cadets means you must join the military when you are 18 years old

There is too much discipline in the Cadets organization

[1 to 7 SCALE, DON'T KNOW]

[ENSURE FOLLOWING TEXT IS ON SEARATE PAGE]

Cadets is a federally-sponsored program for young Canadians ages 12 to 18 who are interested in participating in a variety of challenging and rewarding activities, and learning more about the Canadian Forces. Cadets are encouraged to become active, responsible members of their communities. They learn valuable life and work skills like teamwork, leadership, and citizenship. Cadets also reap the personal benefits of increased self-confidence and physical fitness, learning how to take initiative and how to make decisions.

[PAGE BREAK]

1. Having now heard more about the Cadet Program, would you say that you have a very positive, somewhat positive, somewhat negative, or very negative opinion of the Cadet Program overall? [non Cadet Parents]

Very positive

Somewhat positive

Somewhat negative

Very negative

Don't Know/Refused

2. Are you interested in joining the Cadet Program? [non Cadet parents}

Very interested
Somewhat interested
Not very interested
Not at all interested
Don't Know

[IF VERY OR SOMEWHAT INTERESTED ASK Q17, IF NOT VERY OR NOT AT ALL INTERESTED ASK Q 18, IF DK SKIP TO Q19]

3. Why do you say you are interested in joining the Cadet Program? [non Cadet parents]
[OPEN]

4. Why do you say you are not interested in joining the Cadet Program? non Cadet parents]
[OPEN]

The following questions are for statistical purposes only and your responses will remain completely confidential

5. How old are you? Please indicate in years.
[ALLOW TWO DIGITS ONLY]

6. Do you have paid employment? Please choose only one.

Yes, during the school year
Yes, during the summer
Yes, year round
No, I do not have paid employment
Don't know/Refused

7. Do you consider yourself a member of a visible minority by virtue of your race or color?
Yes
No
Don't Know/Refused

8. Are you an Aboriginal person? (e.g. First Nations person from a specific band, Inuit, Métis)

Yes
No
Don't Know/Refused

9. Are you male or female?

Male
Female
Refused

10. Would you say that your household income is above average, below average, or about average?

Above average
Average
Below Average
Don't Know/Refused

11. What are the first three digits of your postal code?
[ALLOW FOR THREE DIGITS]

"THANK YOU VERY MUCH"

Cadet Parents - Survey 3

1. Are you a parent of a Cadet between the ages of 12 and 17?Change to [Are you a parent and/or guardian of a Cadet between the ages of 12 and 18?]

Yes

No [THANK AND TERMINATE]

Don't Know [THANK AND TERMINATE]

2. How many children do you currently have in the Cadets?

One

Two

Three or more

[SURVEY WILL BE SCRIPTED FOR PLURAL OR SINGULAR LANGUAGE FROM THIS POINT ON BASED ON ANSWER TO Q2]

3. Is/are your child/children enrolled as: [Cadets]

Army Cadet/s

Air Cadet/s

Sea Cadet/s

Don't Know

4. FOR THOSE WITH ONE CHILD IN CADETS AT Q2: How long has your child been a member of the Cadets? FOR THOSE WITH MORE THAN ONE CHILD IN CADETS AT Q2: "That is, how long have you had at least one child enrolled in the Cadets?"[Cadets]
[RECORD IN YEARS AND MONTHS]

Don't Know

5. Do you or have you or your spouse/partner ever worked for the Canadian Forces?
CORE]

Yes

No

Don't Know

6. Were you or your spouse/partner ever in the Cadets? [CORE]
- Yes
 - No
 - Don't Know
7. Why did you first enrol your child/children in the Cadet Program? [Similar to Ipsos Q8]
[Cadets]
[OPEN]
8. Is your view of the Cadets much more positive, somewhat more positive, somewhat less positive, or much less positive than it was before your child/children joined, or has there been no change? [Cadet]
- Much more positive
 - Somewhat more positive
 - No change
 - Somewhat less positive
 - Much less positive
 - Don't Know
9. How familiar would you say you are with the Cadet Program? Very familiar, somewhat familiar, not very familiar or not at all familiar? [All parents] [Similar to Ipsos Q4]
- Very familiar
 - Somewhat familiar
 - Not very familiar
 - Not at all familiar
10. Based on what you know about the Cadet Program, would you say that you have a very positive, somewhat positive, somewhat negative, or very negative opinion of the Cadet Program overall? [CORE]
- Very positive
 - Somewhat positive
 - Somewhat negative
 - Very negative
 - Don't Know/Refused [Parents, non Cadets]
11. How satisfied are you with your child's/children's overall experience in the Cadets?
[Cadets]
- Very satisfied
 - Somewhat satisfied
 - Somewhat unsatisfied
 - Very unsatisfied
 - Don't Know/Refused

12. Does your child's/children's Cadet corps/squadron fundraise? [Cadets]

- Yes
- No
- Don't Know

[IF YES CONTINUE, OTHERWISE SKIP TO Q15]

13. Approximately how often does his/her/their Cadet corps/squadron fundraise? [Cadets]

- Once or twice a week
- Once or twice a month
- Once or twice a year
- Less than once a year
- Don't Know

14. Would you say your child/children fundraise: [Cadets]

- Too often
- About the right amount
- Not often enough
- Don't Know

15. Please indicate how **satisfied** you are with each of the following elements of the Cadets using a scale from 1 to 7 where 1 means not at all satisfied and 7 means very satisfied. [RANDOMIZE] How about...[Cadets]

- The time your child/children spend raising money for further activities
- Your child's/children's uniform
- The local training your child/children receives
- The summer training your child/children receives/receive
- Your child/children meeting and spending time with other young people
- Your child/children challenging him/herself/themselves
- Exchanges and other opportunities for your child/children to travel

[1 to 7 SCALE, Don't Know/Not Applicable ENTER DK/NA IN A SINGLE RESPONSE]

16. Please rate the **importance** of each of the following elements of the Cadets using a scale from 1 to 7 where 1 means not at all important and 7 means very important. [RANDOMIZE] How about...[Cadets]

- The time your child/children spend raising money for further activities
- Your child's/children's uniform
- The local training your child/children receives/receive
- The summer training your child/children receives/receive
- [DELETE] Joining the Cadets means you must join the military when you are 18 years old [DELETE]
- Your child/children meeting and spending time with other young people
- Your child/children challenging him/herself/themselves

Exchanges and other opportunities for your child/children to travel

[1 to 7 SCALE, Don't Know/Not Applicable ENTER DK/NA IN A SINGLE RESPONSE]

17. From the following list what would you say are the three main benefits of joining the Cadets in order of importance? Please use the boxes available on the right side to choose the most important, second most important and third most important benefits of joining the Cadets. [RANDOMIZE] [CORE] [Similar to CROP Q7b/12b]

Developing self-discipline
 The ability to get along/work with others
 Physical activities/sports
 Technical skills (such as sailing, meteorology, map and compass)
 Confidence
 Self-sufficiency
 Survival skills
 Leadership
 Meeting new friends
 Travelling
 Heightened community awareness
 Good citizenship
 Experiences you can't get anywhere else
 Ability to advance to higher ranks
 The uniform

No other benefits
 Don't know/refused
 None of the above

17b Do you see any other benefits to joining the Cadets?

[OPEN TEXT BOX]

18. From the following list what would you say are the three main drawbacks of joining the Cadets in order of importance? As before, please use the boxes available on the right side to choose the first, second and third most important drawbacks to joining the Cadets. [RANDOMIZE] [CORE] [Similar to CROP Q7b/12b]

ALWAYS FIRST: I do not think there are any drawbacks to joining the Cadets.

Time consuming
 Discipline/authority
 Physically demanding
 Uniform
 Fundraising
 Conflicts with schoolwork
 Competitiveness
 Repetitive programs

Too militaristic
No other drawbacks

Don't know/refused
None of the above

18 B) Do you see any other drawbacks to joining the Cadets?

[OPEN TEXT BOX]

19. For each of the following statements please indicate whether you agree or disagree on a scale of 1 to 7 where 1 means completely disagree and 7 means completely agree.
[RANDOMIZE] [Core] Similar to CROP Q8/ 10/12/16, different ranking]

Being a Cadet prepares you for the military
Being a Cadet promotes pride in Canada
Being in Cadets promotes leadership
Being involved in Cadets is very time consuming

Cadets is an organization with modern ideas
Cadets is cool
Cadets is dynamic
Cadets is too militaristic

My child/children enjoys/enjoy his/her/their time at Cadets
My child/children enjoys/enjoy wearing his/her/their uniform/uniforms
My child/children has/have changed for the better since becoming a Cadet/Cadets

[USE "a" ONLY WITH SINGULAR. IF PLURAL REMOVE "a"]

My child/children is/are proud to be a Cadet/Cadets
My child/children stills has/have a lot to learn in the Cadet Program
There is too much discipline in the Cadets organization
Joining the Cadets means you must join the military when you are 18 years old

[1 to 7 SCALE, Don't Know/Not Applicable ENTER DK/NA IN A SINGLE RESPONSE]

20. For each of the following statements about the Cadet Program, please indicate whether you agree or disagree using a 7-point scale, where 1 is strongly disagree and 7 is strongly agree. [Parents] [Ipsos Q20] [RANDOMIZE]

I think the Cadet Program is a good thing for Canada
I think the Cadet Program helps develop tomorrow's leaders
I think that there are a lot of other programs in Canada that help young people develop the same kind of skills as Cadets does

[1 to 7 SCALE, DON'T KNOW]

21. In your opinion has your child's/children's participation in Cadets had any impact on their schoolwork?

- Yes
- No
- Don't Know

[IF YES CONTINUE, OTHERWISE SKIP TO Q23]

22. And would you say that Cadets has had...[RANDOMIZE]

- A positive impact on your child's/children's schoolwork
- A negative impact on your child's/children's schoolwork
- Don't know/refused

23. Many, but not all Cadets attend summer training. Do you expect that your child/children will attend summer training?

- Yes, I expect that my child/children will participate in summer training.
- No, I do not expect that my child/children will participate in summer training.
- Don't Know

24. In your opinion has your child's/children's participation in Cadets had a positive impact or negative impact on your child/children overall?

- Very positive
- Somewhat positive
- No impact
- Somewhat negative
- Very negative
- Don't Know/Refused

25. Is your child/children involved in any other organized extra-curricular activities?

[Cadets]

- Yes
- No
- Don't Know

[IF Q25=YES, CONTINUE; ELSE SKIP TO Q27]

26. What other types of organized extra-curricular activities is/are your child/children involved with? [Cadet Parents]

Please select all that apply

- Art (such as sculpture, painting, theatre, etc.)
- Music (such as piano, band, etc.)
- Community service/volunteering
- Environment (such as earth club, Sierra Youth, etc.)

Health (such as St. John Ambulance, life guarding, etc.)
Religious (such as church group, youth ministry, etc.)
Leadership (such as Scouts/Guides)
Sports (such as hockey, soccer, dance, etc.)
Technology/Computers (such as computer club, lighting and sound)
Other
Don't Know/Refused

27. How likely is/are your child/children to continue being a Cadet/Cadets after this year?
[Cadets]

Very likely
Somewhat likely
Not very likely
Not at all likely
Don't Know
Refused

[IF VERY OR SOMEWHAT LIKELY ASK Q28, IF NOT VERY OR NOT AT ALL LIKELY ASK Q
29. IF DON'T KNOW ASK Q30]

28. Why do you say he/she/they is/are very/somewhat likely to remain in Cadets after this
year? [Cadets]

[OPEN]
[SKIP Q31]

29. Why do you say he/she/they is/are not very/not at all likely to remain in Cadets after
this year? [Cadets]

[OPEN]
[SKIP TO Q31]

30. Why do you say you are unsure if your child/children will remain in Cadets after this
year? [Cadets]

[OPEN]

The following questions are for statistical purposes only and your responses will remain
completely confidential

31. How old are you? Please indicate in years.
[ALLOW TWO DIGITS ONLY]

32. Do you consider yourself a member of a visible minority by virtue of your
race or color?

Yes
No
Don't Know/Refused

33. Are you an Aboriginal person? (e.g. First Nations person from a specific band, Inuit, Métis)

Yes
No
Don't Know/Refused

34. Are you male or female?

Male
Female
Refused

35. Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes?

Under \$10,000
\$10,000 to just under \$20,000
\$20,000 to just under \$30,000
\$30,000 to just under \$40,000
\$40,000 to just under \$50,000
\$50,000 to just under \$60,000
\$60,000 to just under \$70,000
\$70,000 to just under \$80,000
\$80,000 to just under \$100,000
\$100,000 and over
Refused

36. What are the first three digits of your postal code?
[ALLOW FOR THREE DIGITS]

"THANK YOU VERY MUCH"

Gen Pop Parents - Survey 4

1. Are you a parent of a Cadet between the ages of 12 and 17?

Yes
No
Don't Know

[IF YES GO TO JUMP PAGE FOR SURVEY 3- "Please click below to continue this survey",
OTHERWISE CONTINUE]

2. Do you or have you or your spouse/partner ever worked for the Canadian Forces? [CORE]

Yes
No
Don't Know

3. Were you or your spouse/partner ever in the Cadets? [CORE]

Yes
No
Don't Know

4. Are you interested in having your child join the Cadet Program? [non Cadet kids]

Very interested
Somewhat interested
Not very interested
Not at all interested
Don't know/refused

5. How familiar would you say you are with the Cadet Program? Very familiar, somewhat familiar, not very familiar or not at all familiar? [non Cadets, parents] [Similar to Ipsos Q4]

Very familiar
Somewhat familiar
Not very familiar
Not at all familiar

[IF NOT AT ALL FAMILIAR SKIP TO QUESTION 16, OTHERWISE CONTINUE]

6. What have you heard about the Cadet Program? [non Cadets, parents]
[OPEN]

7. How did you hear about the Cadets? [Similar to CROP Q9b1] [Gen Pop Youth]

I was a Cadet

One of my relatives/friends is/was a Cadet

Through my relatives or friends

TV, radio, newspapers and other media

At school

Internet

Directly from the Cadets Program

Other Specify

Don't Know

8. Based on what you know about the Cadet Program, would you say that you have a very positive, somewhat positive, somewhat negative, or very negative opinion of the Cadet Program overall? [CORE]

Very positive

Somewhat positive

Somewhat negative

Very negative

Don't Know/Refused [CORE]

9. From the following list what would you say are the three main benefits of joining the Cadets in order of importance? Please use the boxes available on the right side to choose the most important, second most important and third most important benefits of joining the Cadets. [RANDOMIZE] CORE [Similar to CROP Q7a/12a]

Developing self-discipline

The ability to get along/work with others

Physical activities/sports

Technical skills (such as sailing, meteorology, map and compass)

Confidence

Self-sufficiency

Survival skills

Leadership

Meeting new friends

Travelling

Heightened community awareness

Good citizenship

Experiences you can't get anywhere else

Ability to advance to higher ranks

The uniform

No other benefits

None of the above
Don't know/refused
9 B) Do you see any other benefits to joining the Cadets?

[OPEN TEXT BOX]

10. From the following list what would you say are the three main drawbacks of joining the Cadets in order of importance? As before, please use the boxes available on the right side to choose the first, second and third most important drawbacks to joining the Cadets. [RANDOMIZE] CORE [Similar to CROP Q7b/12b]

ALWAYS FIRST: I do not think there are any drawbacks to joining the Cadets.

Time consuming
Discipline/authority
Physically demanding
Uniform
Fundraising
Conflicts with schoolwork
Competitiveness
Repetitive programs
Too militaristic
Cost
No other drawbacks
Don't know/refused

10 B) Do you see any other drawbacks to joining the Cadets?

[OPEN TEXT BOX]

11. For each of the following statements please indicate whether you agree or disagree on a scale of 1 to 7 where 1 means completely disagree and 7 means completely agree. [RANDOMIZE] [Core] [Similar to CROP Q8/ 10/12/16, different ranking]

Being a Cadet prepares you for the military
Being a Cadet promotes pride in Canada
Being in Cadets promotes leadership
Being involved in Cadets is very time consuming

Cadets is an organization with modern ideas
Cadets is cool
Cadets is dynamic
Cadets is too militaristic
Joining the Cadets means you must join the military when you are 18 years old

My child/children would be proud to be a Cadet

My child/children would change for the better if they became a Cadet
My child/children would enjoy his/her time at Cadets
My child/children would enjoy wearing his/her uniform
There is too much discipline in the Cadets organization

[1 to 7 SCALE, DON'T KNOW]

12. For each of the following statements about the Cadets program, please indicate whether you agree or disagree using a 7-point scale, where 1 is strongly disagree and 7 is strongly agree. [Parents] [Similar to Ipsos Q20] [RANDOMIZE]

I think the Cadet Program is a good thing for Canada
I think the Cadet Program helps develop tomorrow's leaders
I think that there are a lot of other programs in Canada that help young people develop the same kind of skills as Cadets does

[1 to 7 SCALE, DON'T KNOW]

13. Do you think the Cadet Program would have an impact on your child's schoolwork? [Cadet Parents]

Yes
No
Don't Know/Refused

14. And would you say that Cadets would have...[RANDOMIZE] [Cadet Parents]

A positive impact on your child's schoolwork
A negative impact on your child's schoolwork
Don't know/refused

15. In your opinion would participation in Cadets have a positive impact or negative impact overall on your child? [Cadet Parents]

Very positive
Somewhat positive
No impact
Somewhat negative
Very negative
Don't Know/Refused

16. Are you interested in having your child join the Cadet Program? [non Cadets]

Very interested
Somewhat interested
Not very interested
Not at all interested
Don't Know/Refused

Cadets is a federally-sponsored program for young Canadians ages 12 to 18 who are interested in participating in a variety of challenging and rewarding activities, and learning more about the Canadian Forces. Cadets are encouraged to become active, responsible members of their communities. They learn valuable life and work skills like teamwork, leadership, and citizenship. Cadets also reap the personal benefits of increased self-confidence and physical fitness, learning how to take initiative and how to make decisions.

17. Having now heard more about the Cadet Program, would you say that you have a very positive, somewhat positive, somewhat negative, or very negative opinion of the Cadet Program overall? [non Cadets]

Very positive
Somewhat positive
Somewhat negative
Very negative
Don't Know/Refused

18. Are you interested in having your child join the Cadet Program? [non Cadets]

Very interested
Somewhat interested
Not very interested
Not at all interested
Don't Know/Refused

[IF VERY OR SOMEWHAT INTERESTED ASK Q19, IF NOT VERY OR NOT AT ALL INTERESTED SKIP TO Q 20, IF DK SKIP TO Q 21]

19. Why do you say you are interested in having your child join the Cadet Program? [non Cadets]

[OPEN]

20. Why do you say you are not interested in having your child join the Cadet Program? [non Cadets]

[OPEN]

The following questions are for statistical purposes only and your responses will remain completely confidential

21. How old are you? Please indicate in years.

[ALLOW TWO DIGITS ONLY]

22. Are you an Aboriginal person? (e.g. First Nations person from a specific band, Inuit, Métis)

Yes

No

Don't Know/Refused

23. Do you consider yourself a member of a visible minority by virtue of your race or color?

Yes

No

Don't Know/Refused

24. Are you male or female?

Male

Female

Refused

25. Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes?

Under \$10,000

\$10,000 to just under \$20,000

\$20,000 to just under \$30,000

\$30,000 to just under \$40,000

\$40,000 to just under \$50,000

\$50,000 to just under \$60,000

\$60,000 to just under \$70,000

\$70,000 to just under \$80,000

\$80,000 to just under \$100,000

\$100,000 and over

Refused

26. What are the first three digits of your postal code?

[ALLOW FOR THREE DIGITS]

"THANK YOU VERY MUCH"

Canadian Adults (Telephone)

1. How familiar would you say you are with Canada's Cadet Program? Very familiar, somewhat familiar, not very familiar or not at all familiar?

Very familiar
Somewhat familiar
Not very familiar
Not at all familiar
Don't Know/Refused

2. Are you or were you ever a member of the Cadets?

Yes
No
Don't Know/Refused

3. Are you or is anyone in your household currently employed by the Canadian Forces or the Department of National Defence?

Yes
No
Don't Know/Refused

4. If you had to choose one of the following descriptions, how would you describe the Cadets? [ROTATE]

The Cadets are part of the Canadian Armed Forces
The Cadets are associated with, but separate from the Canadian Armed Forces
The Cadets are completely separate from the Canadian Armed Forces

5. Based on what you know about the Cadet Program, would you say that you have a very positive, somewhat positive, somewhat negative, or very negative opinion of the Cadet Program overall?

Very positive
Somewhat positive
Somewhat negative
Very negative
Don't Know/Refused