



ARCHIVED - Archiving Content

Archived Content

Information identified as archived is provided for reference, research or recordkeeping purposes. It is not subject to the Government of Canada Web Standards and has not been altered or updated since it was archived. Please contact us to request a format other than those available.

ARCHIVÉE - Contenu archivé

Contenu archivé

L'information dont il est indiqué qu'elle est archivée est fournie à des fins de référence, de recherche ou de tenue de documents. Elle n'est pas assujettie aux normes Web du gouvernement du Canada et elle n'a pas été modifiée ou mise à jour depuis son archivage. Pour obtenir cette information dans un autre format, veuillez communiquer avec nous.

This document is archival in nature and is intended for those who wish to consult archival documents made available from the collection of Public Safety Canada.

Some of these documents are available in only one official language. Translation, to be provided by Public Safety Canada, is available upon request.

Le présent document a une valeur archivistique et fait partie des documents d'archives rendus disponibles par Sécurité publique Canada à ceux qui souhaitent consulter ces documents issus de sa collection.

Certains de ces documents ne sont disponibles que dans une langue officielle. Sécurité publique Canada fournira une traduction sur demande.



Ipsos Reid



Police Sector Council Perceptions and Attitudes about Police and Policing as a Career

May 2009

- Ipsos Reid conducted an online study among n=1,521 youth, ages 16 to 27 years, across Canada. Fieldwork was conducted online, using the Ipsos Reid Online Panel, between January 22, and February 9, 2009. This included an over sample of n=250 in Alberta. The breakdown of respondents by region is as follows:

- British Columbia, n= 158
- Alberta, n= 383
- Saskatchewan/Manitoba, n= 90
- Ontario, n= 482
- Quebec, n= 308
- Atlantic Provinces, n= 100



- In terms of the survey data preparation, the data are examined against the population in question's characteristics and adjusted by region, age and gender to ensure representativeness by these key variables. Data for this study was weighted and is representative of Canada's regional, age and gender composition for 16 to 27 year olds in accordance with 2006 Census data.
- Note to the reader: In several instances you will notice that there are a number of respondents who are not accounted for on a slide (where agree and disagree total less than 100%). Respondents were provided with both 'don't know' and 'refused' options. In some cases there were a higher number of respondents who selected these options. These proportions are available in the detailed tables.



Ipsos Reid



Strategic Considerations



- There were three key questions that we set out to answer at the beginning of this research. Which youth are most interested in a career in policing? What aspects of the job appeal most to young people, and what are the best ways to reach this audience? Research findings have certainly provided additional insight into these key question areas.



Who to Pursue?

- Indeed, findings suggest that although policing does not necessarily have broad appeal in terms of a career area, that is one in which youth are most interested in working, or which is seen as offering the most opportunities, it should be nonetheless noted that three in ten (29%) acknowledge that policing is among those careers they would consider. This is particularly the case for males, members of visible minorities, and those residing on the East Coast.



What to Focus on?

- Young Canadians say that pay, having fun at work, and opportunities to do interesting work are the most important factors when considering future careers- all things policing can offer. In this research, youth themselves have told us that they recognize that a career in policing offers stability, pensions, pay and benefits, which in the current economic climate are perhaps important elements to highlight and showcase. Findings also suggest that those who would consider policing are more likely to recognize these aspects.
- Research findings also indicate that those who are interested in policing are also *more* conscious of the challenging, or less appealing aspects of this type of career. These findings suggest that the challenging aspects of the job have not stifled their interest in a career in policing; rather, they are realists and have more accurate expectations of what a job in policing would involve.



Missed Opportunities?

- Although research to date has provided some valuable insight into the views of individuals willing to consider a career in policing, we have very little understanding of what factors impact on decisions not to pursue policing as a career among this key audience-that is those who have considered a career in policing but have since changed their mind. Serious consideration should be given to further research with those who spent some time looking into the particulars- perhaps even applied for employment, in order to gain a better understanding of what it was about policing that made them consider this type of career. Where did they look for information, and perhaps most importantly what factors impacted on their decision not to pursue a career in policing?



How to Reach Them?

- We know which audience is more likely to consider this line of work, so what is the best way to reach these young people? We know that first hand contact with police and civilian members have not only shaped their views of policing the most- they are also more likely to rely on them for information relating to the hiring process. These findings suggest that although it is important to have up-to-date websites (youth do turn to the Internet first), getting members out there to speak to youth is going to be another very effective method by which to inform them about the job, and, more specifically, the hiring process. It would be useful to speak with new recruits to shed light on who and where they turned to for more details, whether their information needs were met, or if they encountered any voids in the process.
- In addition to the areas mentioned above, future research should include a closer examination of the specific information desire/needs of those who express an interest in this line of work, what issues are keeping them from actually sealing the deal and submitting an application, as well as more investigation into what they feel recruiters are looking for- and whether they meet these perceived requirements.



Ipsos Reid

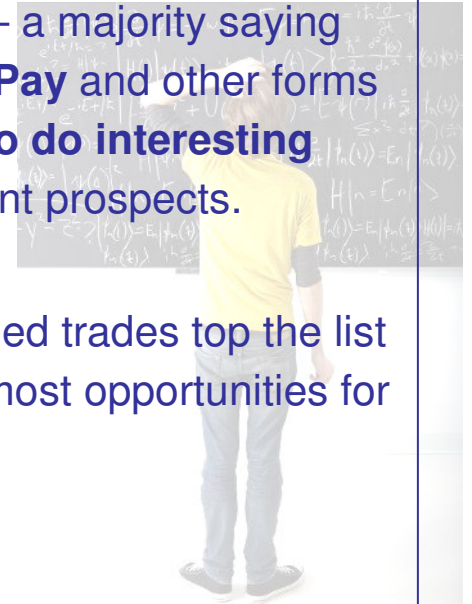


Study Highlights



Considering A Future Career

- Canadian youth are contemplative when it comes to their future career – a majority saying they have given it a great deal of thought (scores of 9,10 on the scale). **Pay** and other forms of **monetary compensation**, **having fun at work**, and **opportunities to do interesting work** are the most important factors when considering future employment prospects.
- Careers in education, healthcare, Internet and high technology, and skilled trades top the list in terms of areas of interest. These fields are also seen as offering the most opportunities for people like themselves.
- About three in ten youths would consider a career in policing.





First Hand Contact And Perceptions Of Policing In The Community

- First hand contact with police officers and television news programs have shaped their views of policing the most.
- Majorities see police as playing a positive role in society and in their community and express a desire for police to be more active in their community. They also recognize that police officers are looked upon to be role models.
- Although most agree that a police service should reflect the ethnic diversity of the community it serves, they also recognize that policing is not always seen as a positive career choice in certain cultural communities.



The Benefits Of A Career In Policing

- Generally, youth are aware of the benefits a career in policing can offer; **long term stability, pensions, and pay and benefits.** This is particularly true of those who say they would consider a career in this field.

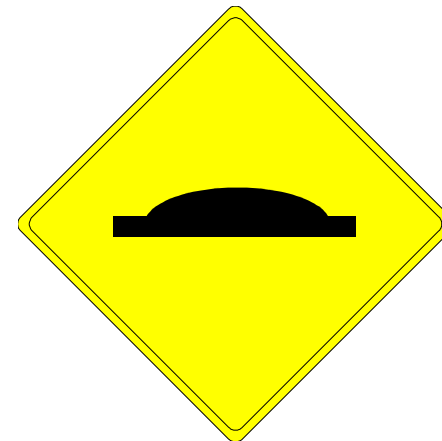


- Policing is seen as a career which offer a **variety of career options and opportunities for advancement.**

Drawbacks To A Career In Policing

- While there is recognition of some of the more positive aspects a career in policing can offer, there is also awareness of some of the potentially negative facets that can be associated with policing. It is interesting to note that those who would consider a career in policing express higher levels of agreement that these drawbacks exist.

- ! **DANGEROUS**
- ! **LONG HOURS / SHIFT WORK**
- ! **BURNOUT**
- ! **WORK / LIFE BALANCE**
- ! **DIVORCE**
- ! **SUICIDE**



Being Hired As A Police Officer

- **Fitness level/health, criminal record, education, and mental health/stability** are seen to be among the most important factors considered by police recruiters.



- When asked what should be the *most* important factor recruiters consider. The level of importance youth place on these characteristics varies, and some factors they feel are considered most often, are seen as of lesser importance when asked which should be *most* important.
- **Character/ethics/integrity, mental health/stability and fitness level/health** receive highest mentions.

Physical Attributes And Duration Of The Hiring Process

- Conditioning level (physical conditioning), past behaviour and eyesight are considered the most important factors (of those presented) when it comes to When presented with a series of factors/attributes that may be considered when it comes to obtaining a job as a police officer.
- Most expect the hiring process to take between one and three months.





Impact Of Drugs, Race, Sexual Orientation, Religious Convictions And Provenance On Likelihood Of Being Hired As A Police Officer

- Drugs, race, sexual orientation, religious convictions and provenance are not generally seen as having an impact on one's chances of being hired.



- ❑ **Drugs** - Just more than one in three believe that if you have experimented with drugs than you have no chance of being hired as a police officer.
- ❑ **Race** - A similar proportion agree that a person's race can affect their chances of getting hired.
- ❑ **Heterosexual** - Three in ten say that being heterosexual improves your chances of getting hired.
- ❑ **Religious Convictions** – The same proportion agree that a person's religious convictions can affect their likelihood of obtaining employment as a police officer.
- ❑ **Less Affluent Neighbourhood** - About one in five say that if you are from a less affluent neighbourhood you are less likely to be hired as a police officer.



First Hand Contact Is Considered The Most Reliable Source For Info On The Hiring Process. Knowing Someone Who Is A Police Officer Considered Very Helpful In Getting Hired

- First hand contact with police and first hand contact with police, and officers/civilian police employees including friends and family are considered most reliable sources of information regarding the hiring process



- ❑ **Knowing Someone Who Is a Police Officer** - Knowing someone who is a police officer would help one get hired.
- ❑ **College Certificate** – There is a perception that it is easier to get hired as police officer if you have college certificate but agreement is lower when asked whether you need post secondary to obtain job in this line of work.
- ❑ **Past Work Experience** - In terms of past work experience, military training is seen as being helpful in getting hired and, although majority agree having worked as a security guard can help, agreement with this statement is lower.



Information On The Hiring Process And A Description Of A Typical Work Day – Key Info To Be Posted On Website

- Information on the hiring process and a description of a typical work day top the list of desired information posted to a potential employers website.





Ipsos Reid



Considering a Future Career



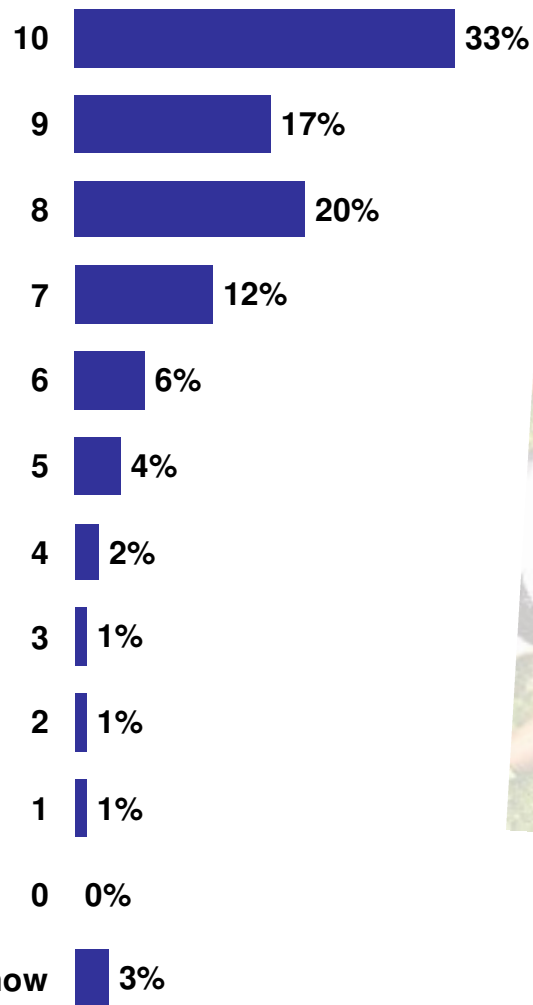
Canadian Youth Have Given Career Great Deal of Thought

- Overall, Canadian youth have given a great deal of thought to what career they want, or what type of work they would like to do. They were asked to rate the amount of thought they have paid to this area using an 11-point scale, where 10 means they have given it a great deal of thought, and 0 means they have not given it any thought.
- Half (50%) said they had given a great deal of thought (**9** or **10** on the scale) to the type of career they want, while an additional one in three (32%) say **7** or **8**.
- Females (53% vs. 47% among males) and youth 18 years of age and older (54% vs. 31% among 16 and 17 year olds) are more likely to have given consideration to their careers (9, 10 on the scale).





Canadian Youth Have Given Career Great Deal of Thought





Pay and Having Fun at Work Most Important Factors Youth Consider When Contemplating Future Employment Prospects

- Youth were provided with a list, and were asked about the primary factors which they would consider when contemplating future employment.
- **Pay** and other forms of **monetary compensation** (13%) was selected most often as the most important factor one would consider. **Having fun at work** is a close second (12%), as is opportunities to do **interesting work** (11%). One in ten selected **work-life balance** (10%), **job security** (10%), and **work related to their field of study** (10%). All other items were selected by fewer than one in ten respondents.
 - Those who do not identify themselves as visible minorities (13%) are more likely than those who do (7%) to say having fun at work is the most important factor.

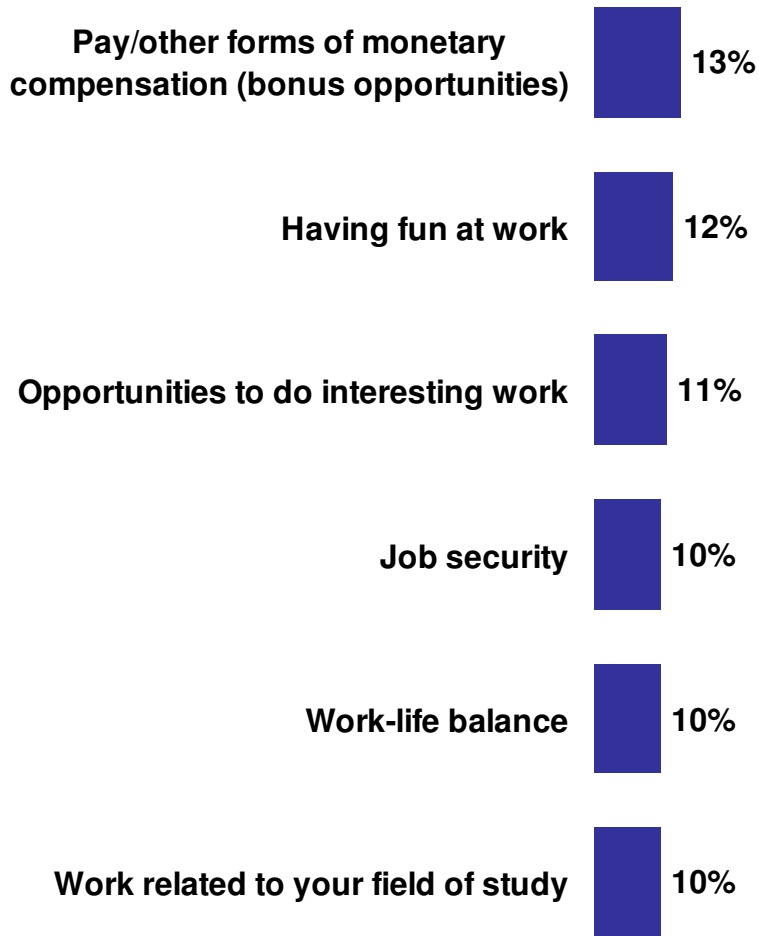


Having fun at work is a close second (12%) after pay and other forms of monetary compensation (13%) as the most important factor one would consider when contemplating future employment.



Pay and Having Fun at Work Most Important Factors Youth Consider When Contemplating Future Employment Prospects

% Who Selected as First



Helping people	5%
Opportunities for advancement	5%
A job that contributes to the betterment of society	4%
Health and dental benefits	3%
Being appreciated/recognized by my employer	3%
Vacation time	2%
Opportunities to work on your own	2%
Opportunities for professional development/training	2%
An organization with a wide variety of career options	2%
A pension plan	1%
Opportunities to travel	1%
Opportunities to work with others	1%
An organization with a good reputation	1%
Diversity in the workplace	1%





Youth Most Interested In Career In Education Or Health Care, Followed Closely By Internet And Skilled Trades

- When asked, from a list of several different career areas, which one respondents would be most interested in pursuing a career, four areas occupy a top tier. Youth are most interested in a career in education, such as teachers and counsellors (13%), healthcare, such as doctors and nurses (13%), Internet and high technology (12%), and skilled trades, such as electricians and carpenters (12%).



- Residents of Alberta (17%) are more likely than those in Quebec (12%) to say they would be most interested in a career in healthcare.
- Those who identify themselves as visible minorities (16%) are more likely than those who do not (11%) to say they would be most interested in a career in Internet and high technology.
- Those in the Atlantic Provinces (17%) are more likely than those in BC (9%) and Quebec (9%) to say they would be most interested in the skilled trades

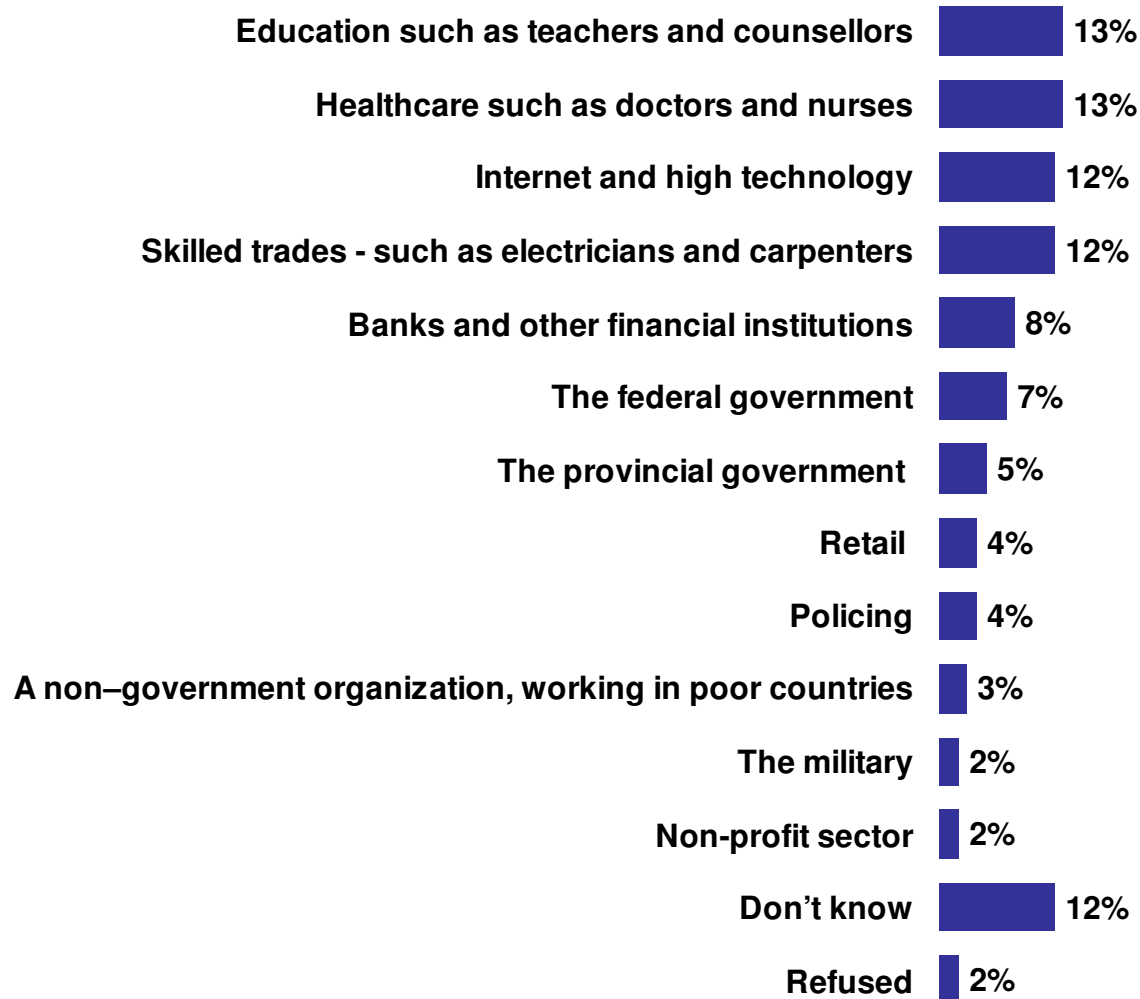
- Just fewer than one in ten would be interested in a career in banks and other financial institutions (8%), or the federal government (7%). Five percent would be interested in a career with the provincial government.
- Fewer than five percent would be most interested in a career in retail (4%), policing (4%), a non-governmental organization working in poor countries (3%), the military (2%), or the non-profit sector (2%).

- **Those most likely to select policing as the area in which they would be interested in working include:**
 - Those who say a career in policing offers someone like them the most career opportunities (75%) compared to those who say other career areas offer them the most opportunities (2%);
 - Those who would consider a career in policing (12%) compared to those who would not (0);
 - Residents of the Atlantic provinces (8%) compared to those in Alberta (2%) and Ontario (2%);
 - Males (6%) compared to females (2%); and,
 - Those who say a family member is, or has within the past 20 years, been employed as a police officer (7%) compared to those who do not (3%).



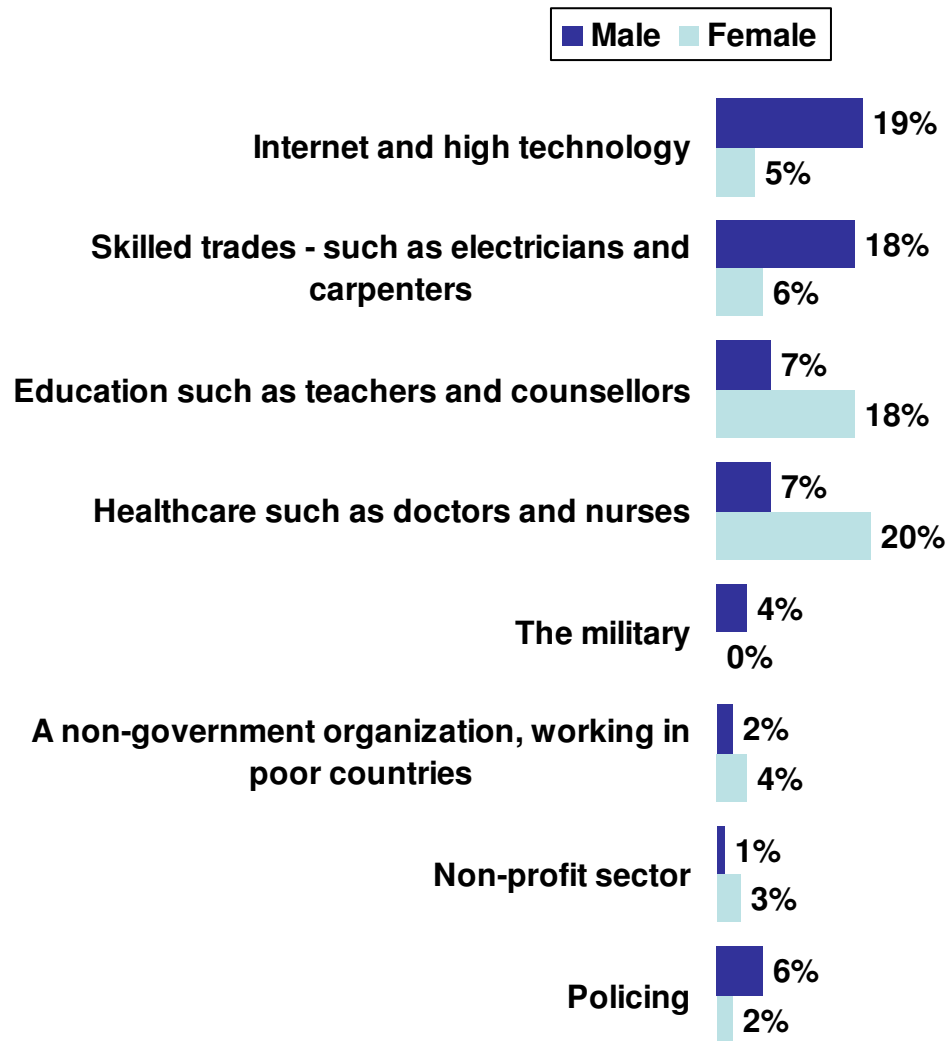


Youth Most Interested in Career in Education or Health Care, followed closely by Internet and Skilled Trades





Males are Significantly More Likely to say Internet, Skilled Trades, Military, and Policing, While Females are More Likely to Say Education, Healthcare, NGOs and Non Profit





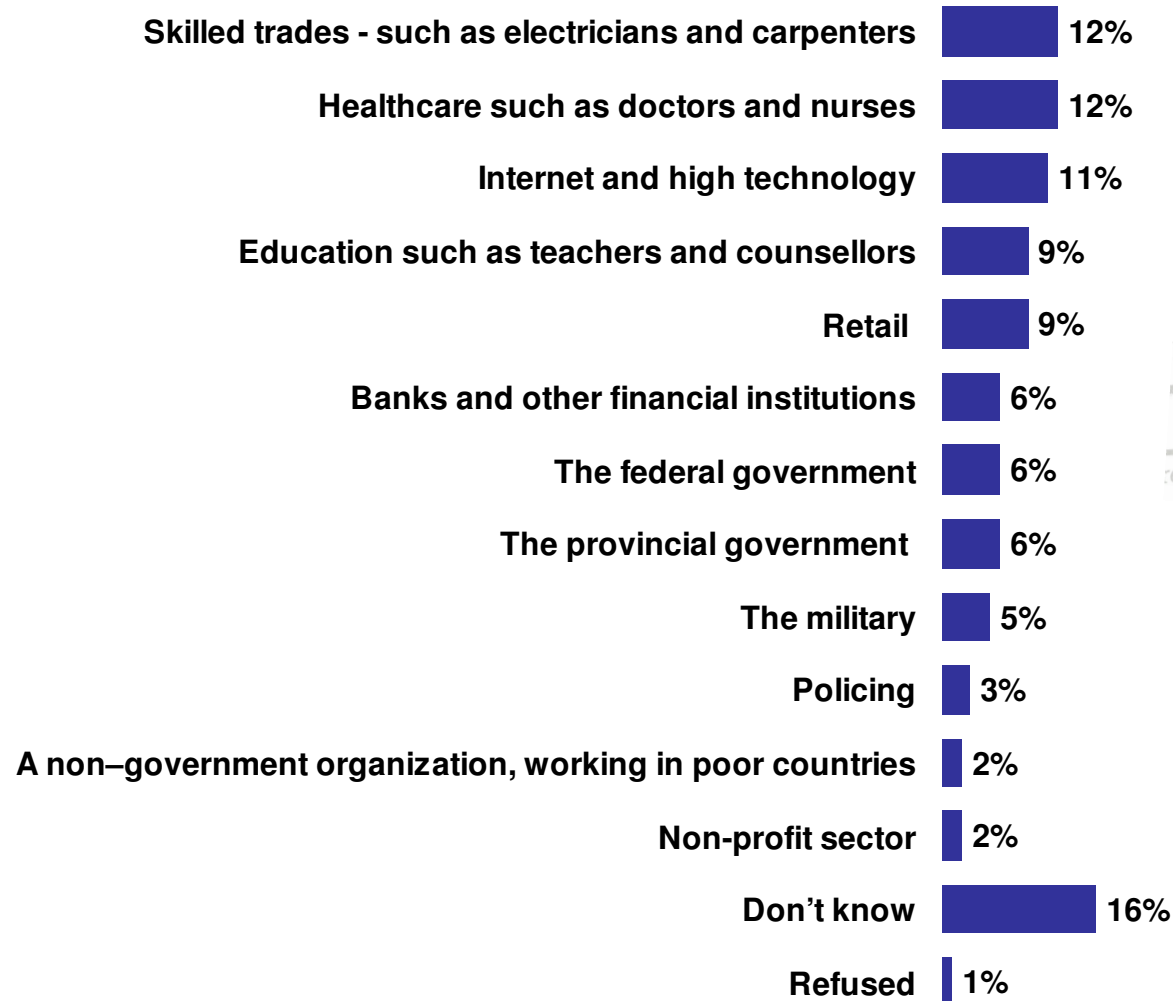
Youth Feel Skilled Trades, Healthcare and Internet Offer Them Most Employment Opportunities

- Youth were again provided with a list of career areas and asked which would provide the most opportunities for someone such as themselves. We see the same four career areas (albeit in a slightly different order) as youth say they would be most interested in pursuing a career.
- **Skilled trades** (12%) and **healthcare** (12%) are selected most often, followed by **Internet and high technology** (11%). Slightly fewer select **education** (9%, which, along with healthcare was the top area selected when it comes to area of interest). We also see that more youth feel that **retail** (9%) would be a career area offering opportunities for someone like themselves.
 - Those who would consider a career in policing are also more likely to say a career in the **skilled trades** (15%) would offer employment opportunities for someone such as themselves than those who would not consider a career in policing (11%). Residents of the Atlantic provinces (18%), Alberta (15%), and Ontario (13%) are more likely than those in BC (8%) to say skilled trades offer them the most employment opportunities.
 - Residents of Ontario (14%) are more likely than those in BC (7%), Alberta (9%), and the Atlantic provinces (6%) to say Internet and high technology offers them the most opportunity.
- Six percent selected banks and other financial institutions, the federal government, or provincial government. Five percent chose military, while three percent say policing.





Youth Feel Skilled Trades, Healthcare and Internet Offer Them Most Employment Opportunities





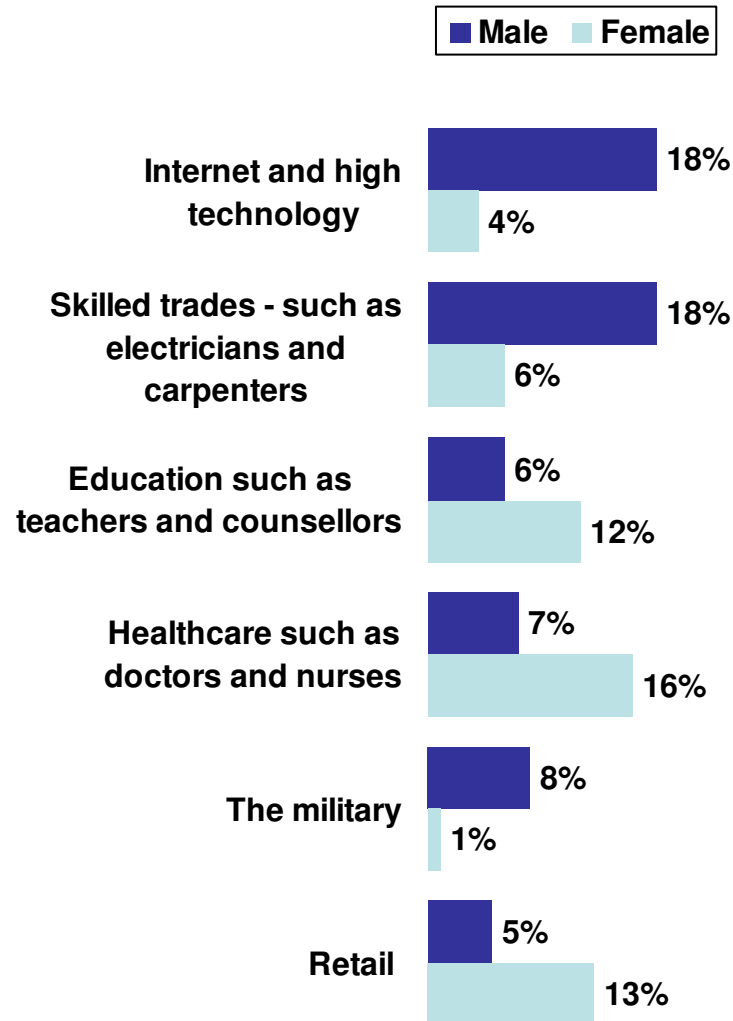
Demographics for Those who Say Policing Offers Them the Most Employment Opportunities

- **Those most likely to say policing offers them the most employment opportunities include:**

- ✓ Those who are most interested in a career in policing (53%) compared to those most interested in a career in another area (1%);
- ✓ Those who would consider a career in policing (9%) compared to those who would not (0);
- ✓ Those who say a family member is, or has within the past 20 years, been employed as a police officer (6%) compared to those who do not (2%); and,
- ✓ Residents of the Atlantic provinces (5%) compared to those in Ontario (1%)



Males Significantly More Likely to say Internet, Skilled Trades, and Military. Females More Likely to say Education, Healthcare, and Retail





A Sign of the Times - Youth Turn to Internet First When Looking for Career Information

- Respondents were provided with a list, and were asked about the primary sources they would consider when looking for career information. Overwhelmingly, youths say Internet would be the most important source, with about two in five (38%) selecting this first.



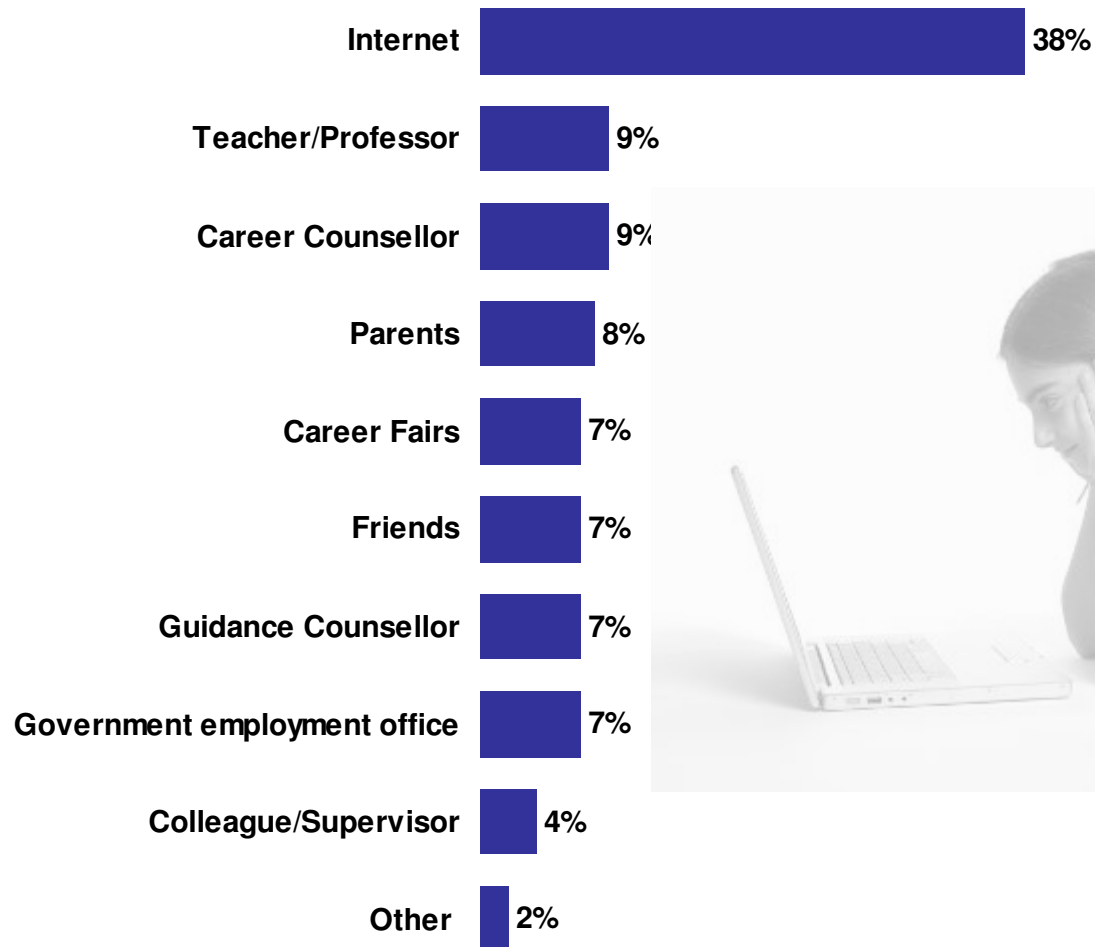
Those Most Likely To Say Internet Include:

- Residents of Quebec (45%) compared to those in Ontario (34%) and the Atlantic provinces (30%);
 - Older youth (peaking at 50% among those 25 to 27);
 - Those who do not identify themselves as visible minorities (40%) compared to those who do (32%);
 - Those who would not consider a career in policing (40%) compared to those who would (34%); and,
 - Those most who say other career areas offer them the most opportunities (39%) compared to those who say policing (23%).
-
- Career counsellor (9%) and teachers/professors (9%) were selected as the most important source by one in ten. Eight percent selected parents (8%), while seven percent say career fairs, guidance counsellor, government employment office, or friends. Four percent say a colleague/supervisor would be their most important source.



Youth Turn to Internet First When Looking for Career Information

% Who Select as First





Ipsos Reid



Views of Policing



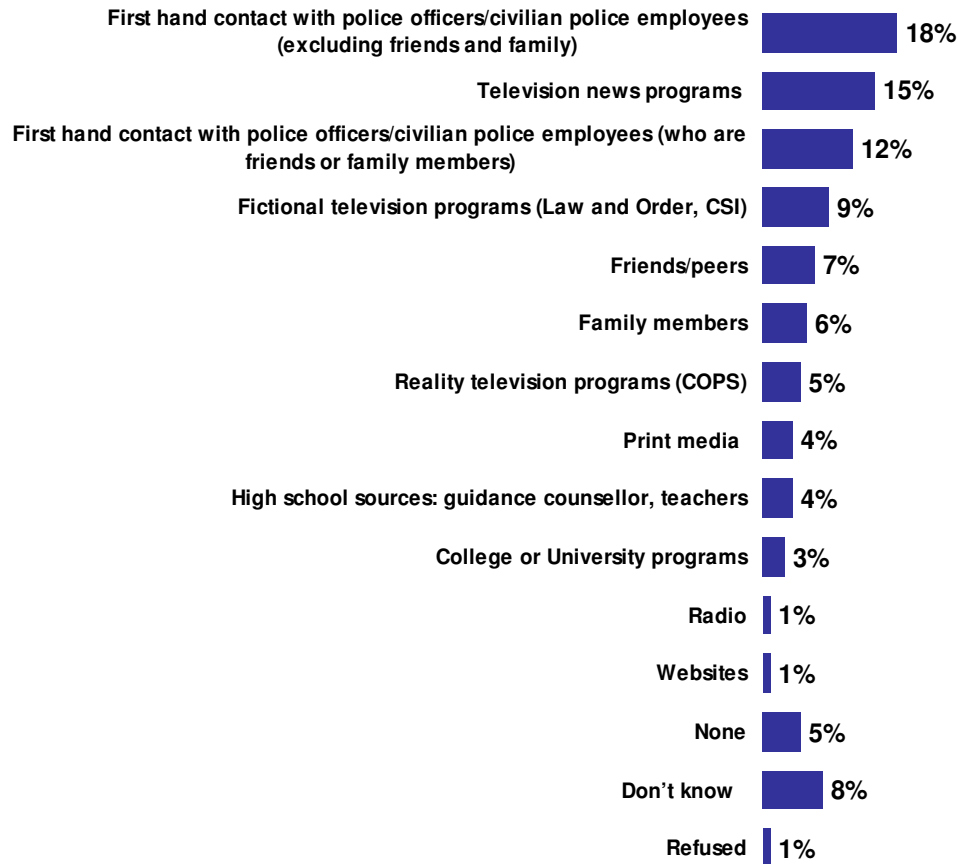
Youth Say First Hand Contact with Police Officers, and Television News Programs Have Shaped Their Views of Policing Most



- Youth were provided with a list from which to select the source which has shaped their views of policing the most. First hand contact with police officers/civilian employees (excluding friends and family) was selected most often (18%), followed by television news programs (15%), and first hand contact with police officers who are friends or family members (12%).
- Fewer than one in ten say friends/peers (7%), family members (6%), reality television programs (5%), print media (4%), high school courses (4%), college or university programs (3%), radio (1%), or websites (1%).



Youth Say First Hand Contact with Police Officers, and Television News Programs Have Shaped Their Views of Policing Most



- Residents of Quebec (9%) are less likely than those in other parts of Canada to say first hand contact with police (excluding friends and family).
- Those who say they do not have a family member who is, or has within the past 20 years, been employed as a police officer (20%) are *more* likely than those who do, to say first hand contact with police (excluding friends or family) (11%).



Youth Say First Hand Contact with Police Officers, and Television News Programs Have Shaped Their Views of Policing Most

▪ Those most likely to say television news programs include:

- Those who say they do not have a family member who is, or has within the past 20 years, been employed as a police officer (16%) compared to those who do (9%);
- Those who would not consider a career in policing (17%) compared to those who would (11%);
- Those interested in other career areas (16%) compared to those most interested in policing (4%); and,
- Those who say other career areas offer them the most career opportunities (16%) compared to those who say policing does (4%).





Youth Say First Hand Contact with Police Officers, and Television News Programs Have Shaped Their Views of Policing Most

- Those who say policing offers them the most employment opportunities (15% vs. 6% among those who say other areas), and those most interested in a career in policing (16% vs. 6% who say other areas) are more likely to say family members shaped their views of policing the most. Those with a family member who is, or was within the past 20 years in policing are also more likely to say family (18% vs. 4%).
- Not surprisingly, those who say they have a family member who is, or who has within the past 20 years been a police officer, are more likely to say first hand contact with police officers/civilians (who are friends or family) (28%) have shaped their views of policing the most, compared to those who do not have a family member who has been employed in this line of work (9%).





Majority *Disagree* that Being a Police Officer Means you are not Allowed to Think on Your Own

- A majority of respondents *disagree* (71%) that being a police officer means you're not allowed to think on your own, with more than one in three (35%) who strongly disagree. One in five (21%) agree with the statement, including just fewer than one in ten (7%) who strongly agree.
 - Those most interested in a career in policing (87%) are more likely to disagree, compared to those interested in other career areas (72%);
 - Women are more likely to disagree (76%) compared to men (67%).

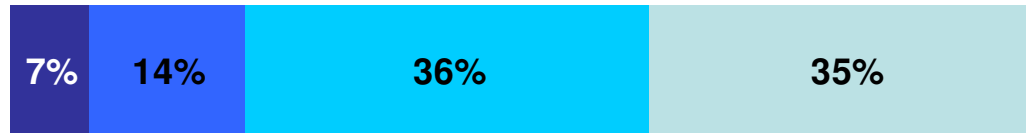




Majority *Disagree* that Being a Police Officer Means you are not Allowed to Think on Your Own

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

Being a police officer means you're not allowed to think on your own





Youth Feel Police are Role Models, Play a Positive Role, but Should be More Active in the Community

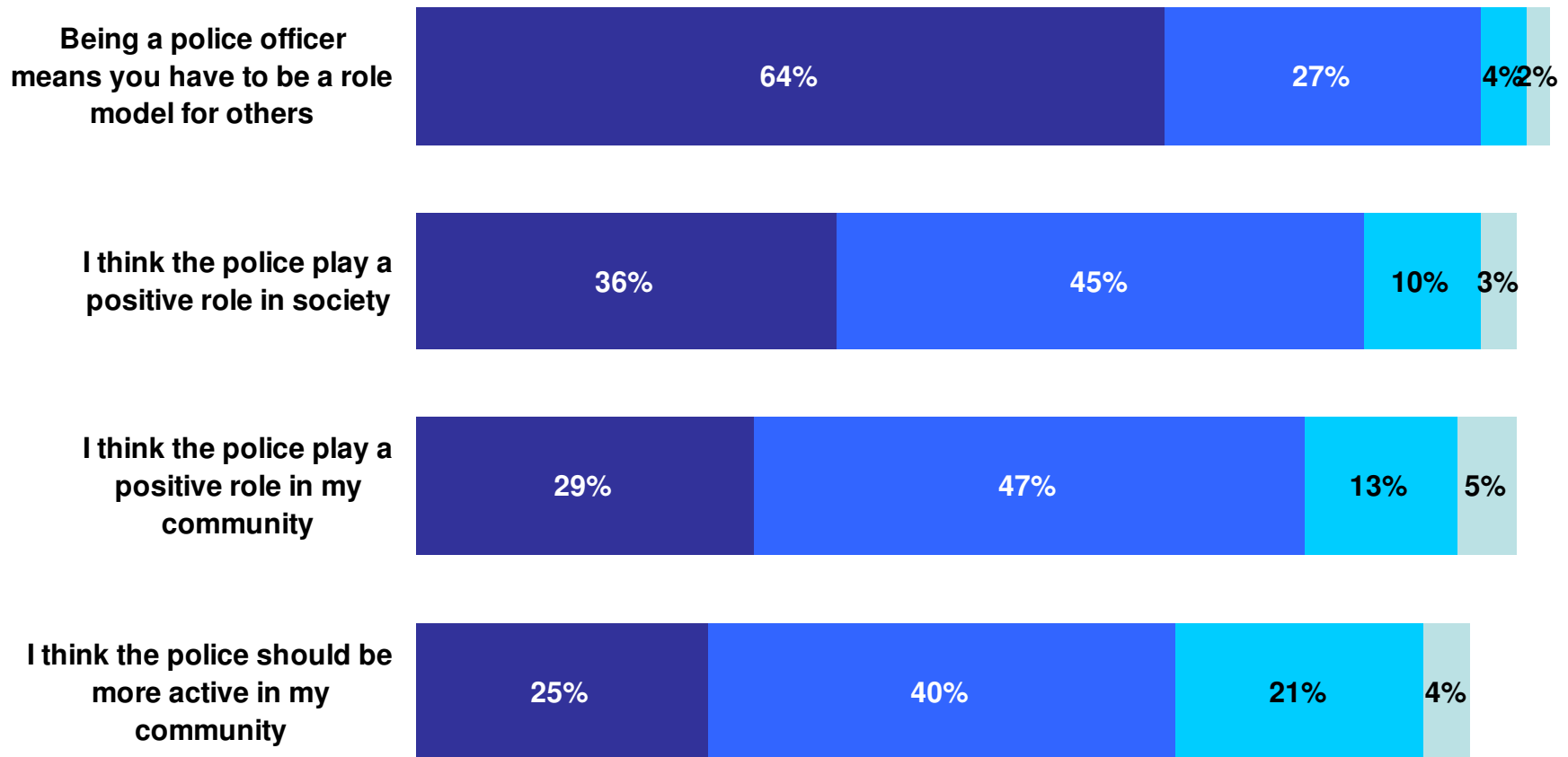
- Canadian youth have a positive view of the role that police officers play in Canada. They also feel that being a police officer means one is a role model for others, and agree that police should be more active in their communities.
- A wide majority (91%) agree that being a police officer means you have to be a role model for others. This includes about two in three (64%) who strongly agree. Six percent disagree, and just two percent strongly.
- Four in five (81%) say that the police play a positive role in society, and more than one in three (36%) strongly agree. Fourteen percent disagree, just three percent strongly. Similarly, three in four (76%) agree that the police play a positive role in their community, including three in ten (29%) who strongly agree. Fewer than one in five (17%) disagree, five percent strongly.
- While youth agree that the police play a positive role in society, they also feel that the police should be more active in their community (65% agree), with one in four (25%) who strongly agree. One in four (25%) disagree, including four percent who strongly disagree.





Youth Feel Police are Role Models, Play Positive Role, but Should be More Active in Community

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree





Those Who Would Consider a Career in Policing are More Likely to Agree

% Who strongly/somewhat agree



■ **Would Consider Career in Policing** ■ **Would not Consider a Career in Policing**





Youth Feel Police are Role Models, Play Positive Role, but Should be More Active in Community

- **Those most likely to agree that being a police officer means you have to be a role model for others include:**
 - Those with higher household incomes (peaking at 94% among those whose incomes are more than \$65K);
 - Females (93%) compared to males (89%); and,
 - Those who do not identify themselves as visible minorities (92%) compared to those who do (88%).
- **Those most likely to agree the police play a positive role in society include:**
 - Those with higher household incomes (peaking at 86% among those whose incomes are more than \$65K); and,
 - Residents of Alberta (83%) and Ontario (82%) compared to those in BC (74%).





Youth Feel Police are Role Models, Play Positive Role, but Should be More Active in Community

- **Those most likely to agree that the police play a positive role in their community include:**
 - Those who say policing offers them the most employment opportunities (91%) compared to those who say other career areas (77%);
 - Those who would be most interested in a career in policing (88%) compared to those most interested in careers in other areas (77%); and,
 - Those with higher household incomes (peaking at 81% among those whose incomes are more than \$65K).
- Those who identify themselves as visible minorities (74%) are more likely to agree that the police should be more active in their community, compared to those who do not (63%).





Although Youth Say Police Service Should Reflect Ethnic Diversity of Society, They also Recognize that this is not Seen as a Positive Career Choice in Some Cultural Communities

- Nearly two-thirds (63%) of Canadian youth agree that the ethnic make up of any given police force should be a reflection of the community it serves, including one in four (24%) who strongly agree. One in four (26%) disagree, nine percent strongly.
 - Residents of Quebec (68%) are more likely than those in Alberta (57%) and Sask/Man (56%) to agree that the make up of a police service should be a reflection of the community it serves.
- While youth agree that the make up of a police service should reflect the community, the same proportion (63%) also agree that in some cultural communities policing is not seen as a positive career choice. One in four (24%) strongly agree. About one in five (18%) disagree, five percent strongly.
 - Residents of the Atlantic provinces (70%) and Quebec (66%) are more likely than those in BC (55%) to agree, as are those who would consider a career in policing (68% vs. 62% among those who would not).

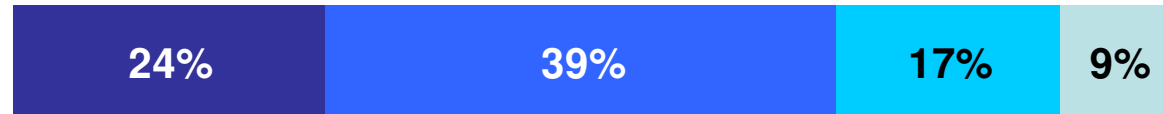




Although Youth Say Police Service Should Reflect Ethnic Diversity of Society, They also Recognize that this is not Seen as a Positive Career Choice in Some Cultural Communities

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

The ethnic make up of any given police service should be a reflection of the community it serves



In some cultural communities policing is not seen as a positive career choice





Ipsos Reid



Views of Policing as a Career



Majority say Friends and Family Would Support Them if they Chose to Pursue Policing. Two in Five Would Encourage Others to Pursue Career in Policing. About Three in Ten Would Consider a Career in Policing

- Overall, youth say their friends and family would encourage them to become a police officer if it was of interest to them, with nearly two in three agreeing with the statement (63% strongly/somewhat agree), including three in ten (30%) who strongly agree. About three in ten (30%) disagree, including 15 percent who strongly disagree.
- More than two in five (45% strongly/somewhat agree) say they would encourage people they know to consider a career in policing, with one in ten (11%) saying they strongly agree. Two in five (39%) disagree, 14 percent strongly disagreeing.
- Three in ten (29%) say they would consider a career in policing, with one in ten (10%) who strongly agree. Three in five (62%) disagree, including two in five (39%) who strongly disagree.

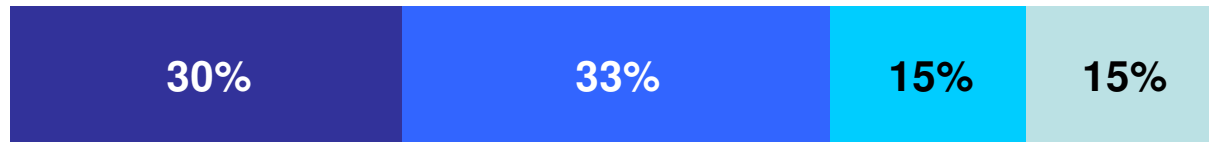




Majority say Friends and Family Would Support Them if they Chose to Pursue Policing. Two in Five Would Encourage Others to Pursue Career in Policing. About Three in Ten Would Consider a Career in Policing

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

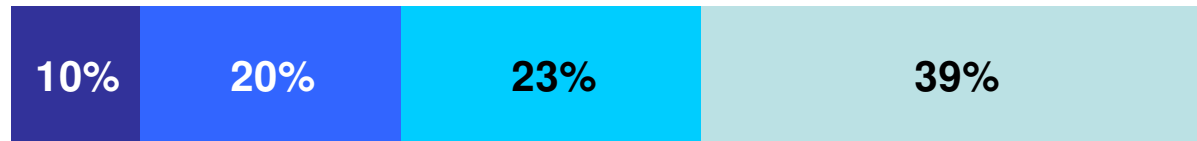
My family and friends would encourage me to become a police officer if it was of interest to me



I would encourage people I know to consider a career in policing



I would consider a career in policing





Those Who Are Interested in Policing, Feel it Offers them Most Opportunities, Significantly More Likely to Agree.

% Who strongly/somewhat agree



	Most Interested In Pursuing A Career In Policing Vs. Other Jobs		Say Policing Offers Most Job Opportunity For Someone Like Them Vs. Other Areas	
	Policing	Other Career Areas	Policing	Other Career Areas
I would consider a career in policing	92%	28%	94%	28%
My family and friends would encourage me to become a police officer if it was of interest to me	85%	63%	92%	62%
I would encourage people I know to consider a career in policing	69%	45%	71%	45%



Those with Family Member who was Police Officer Within Past 20 Years More Likely to Agree

% Who strongly/somewhat agree



■ Family member is a police officer ■ No family member is a police officer

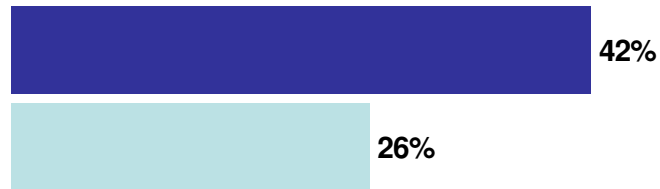
My family and friends would encourage me to become a police officer if it was of interest to me



I would encourage people I know to consider a career in policing



I would consider a career in policing





Majority say Friends and Family Would Support them if they Chose to Pursue Policing Fewer Would Encourage others to Pursue Career in Policing. About One in Three Would Consider a Career in Policing

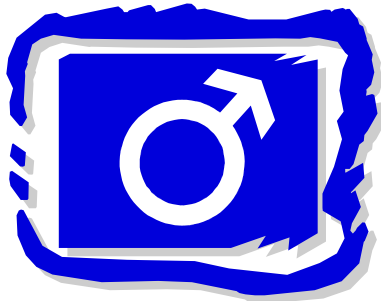
- Those most likely to agree that their family and friends would encourage them to become a police officer if it was of interest to them include:
 - Residents of the Atlantic provinces (75%) compared to those in BC (63%), Sask/Man (58%), Ontario (61%), and Quebec (62%);
 - Those with higher household incomes (peaking at 67% among those whose incomes are higher than \$65K); and,
 - Those who do not identify themselves as visible minorities (66%) compared to those who do (54%).
- Those most likely to say they would encourage people they know to consider a career in policing include:
 - Those with higher household incomes (peaking at 51% among those whose incomes are more than \$65K); and,
 - Males (48%) compared to females (42%).



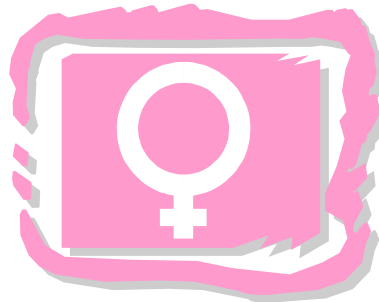
- Residents of **Quebec** are *less likely to agree* (35%) that they would encourage people they know to consider a career in policing compared to those in other parts of Canada.



Majority say Friends and Family Would Support them if they Chose to Pursue Policing Fewer Would Encourage others to Pursue Career in Policing. About One in Three Would Consider a Career in Policing



Males (37%)
Most Likely to Consider a
Career in Policing



Females (21%) Most
Likely to Consider a Career in
Policing



Visible Minorities (35%)
Most Likely to Consider a Career in
Policing

- Residents of Quebec (20%) are less likely than those in other parts of Canada to say they would consider a career in policing. Residents of the Atlantic Provinces express highest interest (41% agreement).



Youth See Policing as Stable Career with Good Pension and Good Pay and Benefits

- § Generally, youth are aware of the benefits a career in policing offers; stability, pensions, and pay and benefits. This is especially true for those who say they would consider a career in this field.
- § Three in four (75%) agree that policing offers a long-term and stable career option, with three in ten (31%) who strongly agree. Just one in ten (11%) disagree, two percent strongly.
- § Three in five (61%) agree that policing offers a good pension, including three in ten (29%) who strongly agree. Just seven percent disagree, one percent strongly.
- § Two in three (65%) youth say that a career in policing comes with good pay and benefits, with more than one in four (27%) who strongly agree with the statement. Fourteen percent disagree, including three percent who say they strongly disagree.





Youth See Policing as Stable Career with Good Pension and Good Pay and Benefits

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

Policing offers a long-term and stable career option.



Policing offers a good pension.



A career in policing comes with good pay and benefits





Those Who Would Consider Career in Policing More Likely to See Policing as Stable Career with Good Pension and Good Pay and Benefits

% Who strongly/somewhat agree



■ Would consider a career in policing ■ Would not consider a career in policing





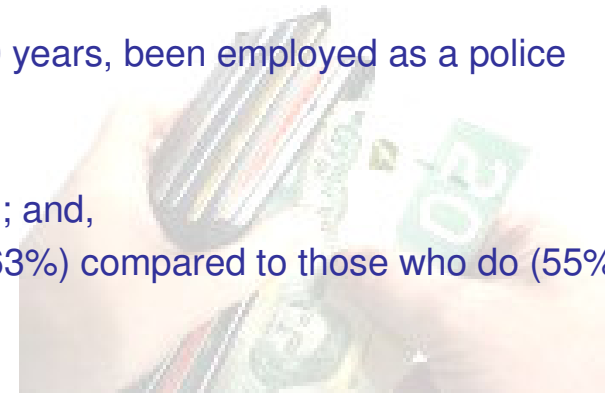
Youth See Policing as Stable Career with Good Pension and Good Pay and Benefits – Sub Group Analysis

\$ Those most likely to agree that policing offers a long term and stable career option include:

- \$** Those who are most interested in a career in policing (93%) compared to those who are interested in other career areas (75%); and,
- \$** Those who do not identify themselves as visible minorities (77%) compared to those who do (69%).

\$ Those most likely to agree that policing offers a good pension include:

- \$** Those who say policing offers them the most career opportunities (96%) compared to those who say other career areas (63%);
- \$** Those who are most interested in a career in policing (91%) compared to those who are interested in other career areas (61%);
- \$** Residents of Quebec (71%) compared to those in BC (56%), Alberta (53%), Sask/Man (56%), and Ontario (59%);
- \$** Those who say a family member is, or has within the past 20 years, been employed as a police officer (68%) compared to those who do not (60%);
- \$** Males (66%) compared to females (57%);
- \$** Older youth (peaking at 66% among those who are 25 to 27); and,
- \$** Those who do not identify themselves as visible minorities (63%) compared to those who do (55%).





Youth See Policing as Stable Career with Good Pension and Good Pay and Benefits – Sub Group Analysis

\$ Those most likely to say that a career in policing comes with good pay and benefits include:

- \$** Those who say policing offers them the most career opportunities (91%) compared to those who say other career areas (67%); and,
- \$** Those most interested in a career in policing (85%) compared to those most interested in other career areas (65%).





Youth Say Policing Offers Variety of Career Options, but Offers Little Opportunities for Advancement

- Canadian youth consider policing a career which offers various career options, as well as opportunities for advancement. Those who would consider a career in policing are more likely to recognize the various career options available in this line of work, however it is interesting to note that they are also more likely to agree that there are limited opportunities for advancement.



- About three in five (62%) agree that there are a wide variety of career options within policing. One in five (20%) strongly agree. About one in five (18%) disagree with the statement, three percent strongly.



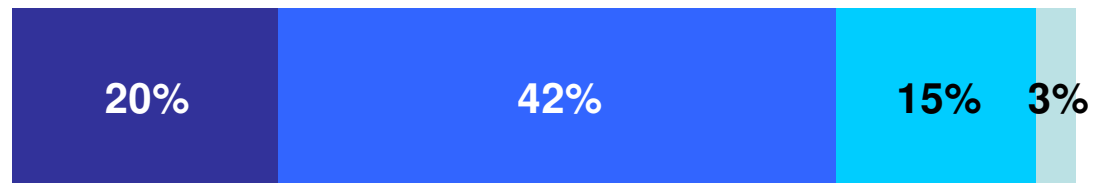
- About three in ten (28%) youth agree that there are limited opportunities for career advancement in policing (seven percent strongly), while about half (48%), disagree. Twelve percent strongly disagree.



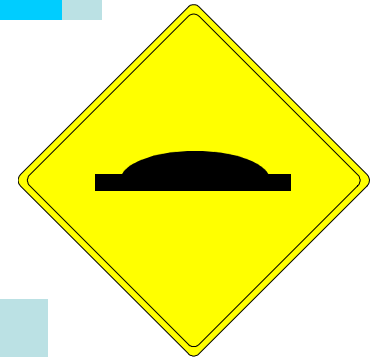
Youth Say Policing Offers Variety of Career Options, but Offers Little Opportunities for Advancement

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

There are a wide variety of career options within policing.



There are limited opportunities for career advancement in policing.





Those Who Would Consider Career in Policing More Likely to see Career Options Available, but Also Say There are Limited Opportunities for Advancement

% Who strongly/somewhat agree

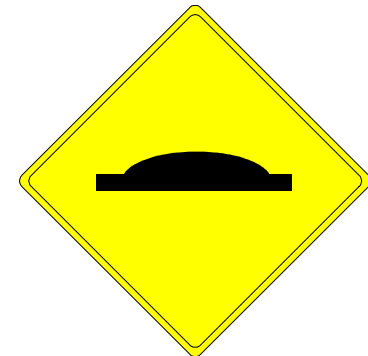
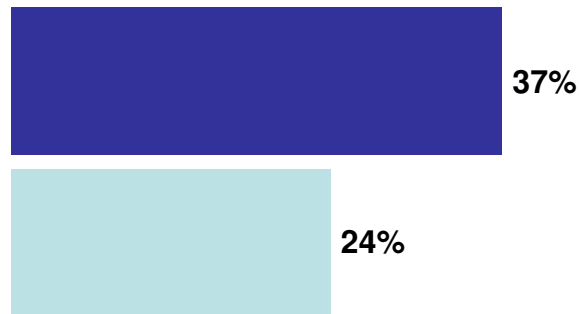


■ Would consider a career in policing ■ Would not consider a career in policing

There are a wide variety of career options within policing.



There are limited opportunities for career advancement in policing.





Youth Say Policing Offers Variety of Career Options, but Offers Little Opportunities for Advancement – Sub Group Analysis

- **Those most likely to agree that there are a wide variety of career options within policing include:**

- Those who say policing offers them the most career opportunities (95%) compared to those who say other career areas (63%);
- Those who are most interested in a career in policing (94%) compared to those most interested in other career areas (63%);
- Those who say a family member is, or has within the past 20 years, been employed as a police officer (69%) compared to those who do not (61%); and,
- Those who do not describe themselves as visible minorities (64%) compared to those who do (54%).



- **Those most likely to agree that there are limited opportunities for advancement in policing include:**

- Those who describe themselves as visible minorities (34%) compared to those who do not (26%); and,
- Males (32%) compared to females (23%).



Youth Say Policing Offers Variety of Career Options, but Offers Little Opportunities for Advancement

- While Canadian youth recognize the more positive aspects a career in policing can offer, they are also aware of some of the potentially negative facets that can be associated with this type of work. It is interesting to note that those who would consider a career in this line of work express higher levels of agreement with these statements. This tells us that their awareness has not changed the fact that they are interested in policing.
- A wide majority (83%) agree that policing is a dangerous career choice. That being said, fewer than two in five (37%) strongly agree. Thirteen percent disagree, with two percent who say they strongly disagree.



- Three in four (77%) say that police officers are often called upon to work long hours and shift work, including one in three (33%) who strongly agree. One in ten (9%) disagree, two percent strongly.



- Nearly two in three (64%) youth feel that police officers are likely to suffer burnout from job related stress, with one in five (20%) in strong agreement. Eighteen percent disagree, four percent saying they strongly disagree.



Youth Recognize Some of the More Negative Aspects of the Job- Especially Dangerous Nature and Long Hours/Shift Work

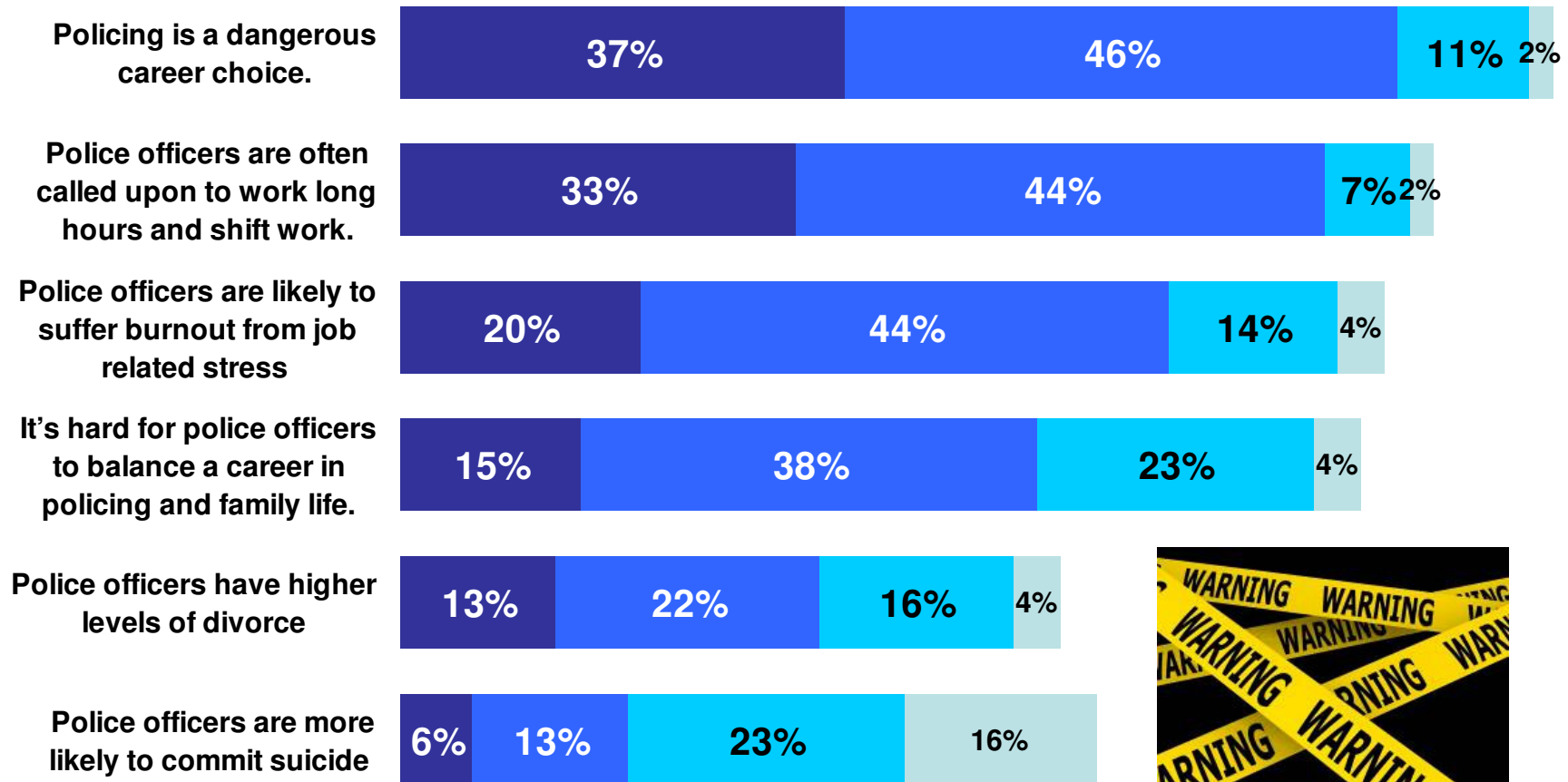
- ! More than half (53%) agree that it's hard for police officers to balance a career in policing and family life, with 15 percent in strong agreement. About one in four (27%) disagree, with four percent strongly disagreeing.
- ! When it comes to **divorce levels** among police officers, about one in three (35%) agree that police officers have higher levels. This includes 13 percent who strongly agree. One in five (20%) disagree, including four percent who strongly disagree.
- ! Youth are less likely to agree than they are to disagree that police officers are more likely to commit suicide. One in five (19%) agree, six percent strongly, while twice as many, two in five (40%) disagree, including sixteen percent who strongly disagree.





Youth Recognize Some of the More Negative Aspects of the Job- Especially Dangerous Nature and Long Hours/Shift Work

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

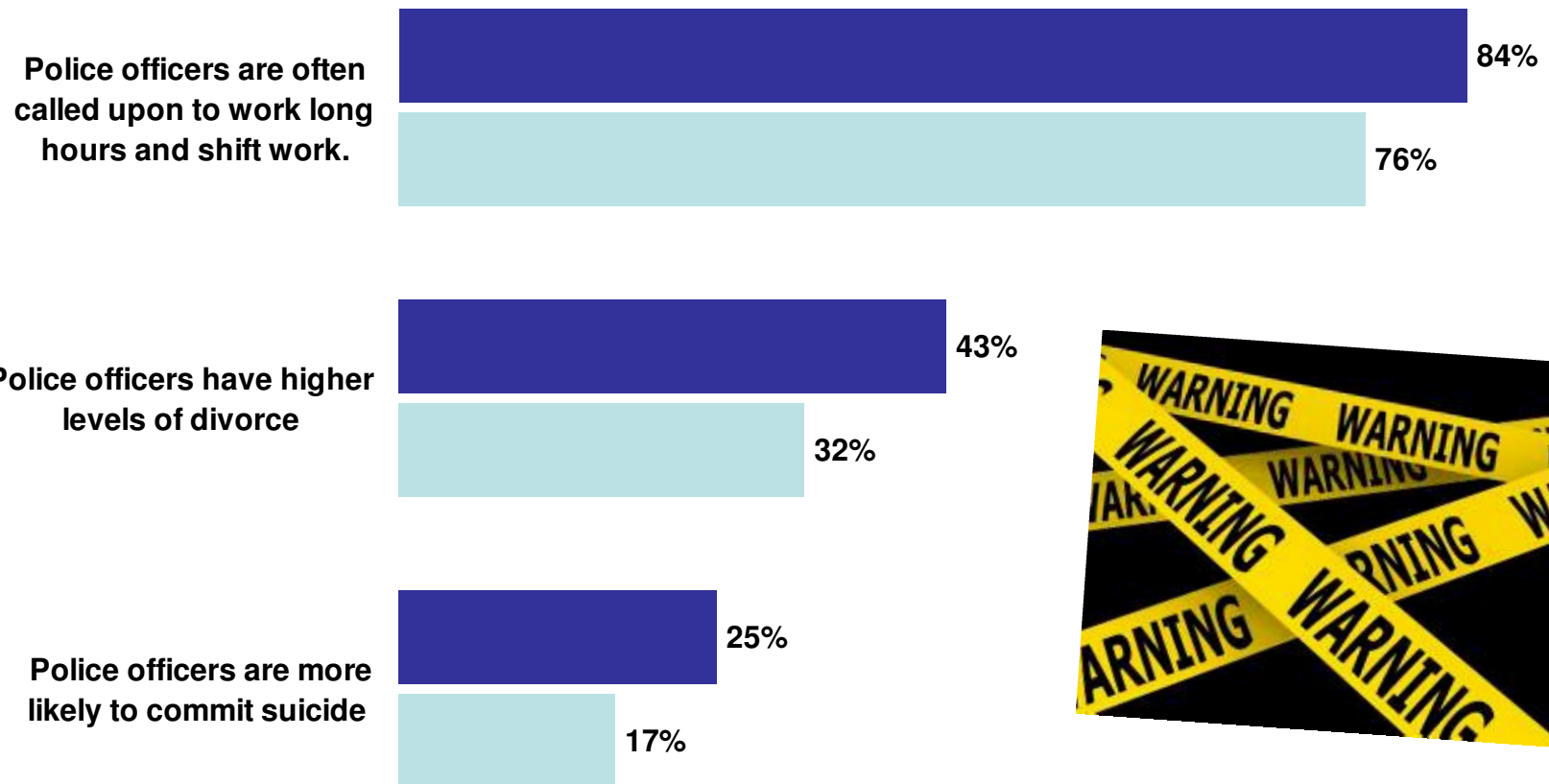




Youth Who Would Consider Career in Policing More Likely to Recognize Some of the More Negative Aspects of the Job- Especially Dangerous Nature and Long Hours/Shift Work

% Who strongly/somewhat agree

■ Would consider a career in policing ■ Would not consider a career in policing





Youth Recognize Some of the More Negative Aspects of the Job- Especially Dangerous Nature and Long Hours/Shift Work – Sub Group Analysis

! Those most likely to agree that policing is a dangerous career choice include:

- ! Residents of the Atlantic provinces (89%) and Ontario (86%) compared to those in BC (78%) and Quebec (78%);
- ! Females (86%) compared to males (80%); and,
- ! Those who say they do not have a family member who is, or has within the past 20 years, been employed as a police officer (84%) compared to those who do (78%).

! Those with higher household incomes (peaking at 82% among those with incomes of more than \$65K) are more likely to agree that police officers are often called upon to work long hours and shift work. Residents of Quebec (67%) are *less* likely to agree compared to those in most other provinces.

! Residents of Alberta (69%) are more likely than those in Quebec (61%) to agree that police officers are likely to suffer burnout from job related stress.





Youth Recognize Some of the More Negative Aspects of the Job- Especially Dangerous Nature and Long Hours/Shift Work – Sub Group Analysis

! Those most likely to agree that police officers have higher levels of divorce include:

- ! Those who say that policing offers them the most career opportunities (57%) compared to those who say other areas (36%);
- ! Those who say a family member is, or has within the past 20 years, been employed as a police officer (42%) compared to those who do not (34%);
- ! Males (39%) compared to females (32%); and,
- ! Residents of BC (39%), Alberta (39%), and Ontario (37%) compared to those in Quebec (29%).

! Those most likely to agree that police officers are more likely to commit suicide include:

- ! Those who say that policing offers them the most career opportunities (32%) compared to those who say other areas (19%);
- ! Males (22%) compared to females (16%); and,
- ! Residents of Alberta (25%) compares to those in Sask/Man (12%), Ontario (18%), and Quebec (18%).





Ipsos Reid



The Hiring Process



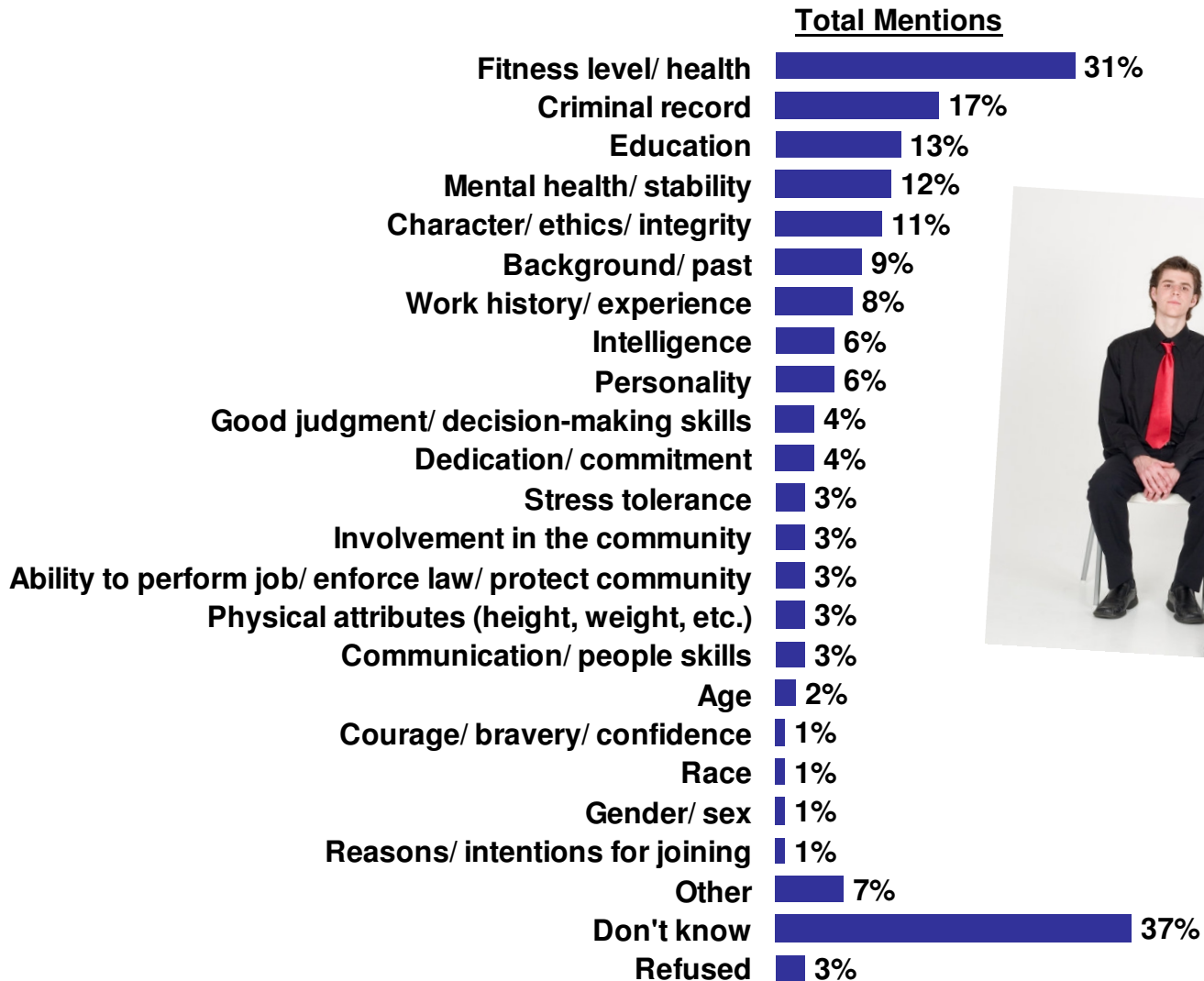
When Asked about Factors Recruiters Consider, Fitness Level / Health, and Criminal Record Mentioned Most Often

- Youth were asked, on an open-ended basis, what they believe are some of the factors that police recruiters consider when reviewing an individual's application to become a police officer.
- Mentioned most often is fitness level/health, with three in ten (31%) providing this response. Criminal record (17%) received the second highest number of mentions, followed by education (13%), and mental health/stability (12%). About one in ten mention character/ethics (11%), or background/past (9%).
- Fewer mention work history/experience (8%), intelligence (6%), personality (6%), good judgment/decision making (4%), or dedication/commitment (4%).
- All other responses were mentioned by three percent or less. Nearly two in five (37%) were unable to provide a response.





When Asked about Factors Recruiters Consider, Fitness Level / Health, and Criminal Record Mentioned Most Often





When Asked about Factors Recruiters Consider, Fitness Level / Health, and Criminal Record Mentioned Most Often

- **Those most likely to say that fitness level/health is considered by recruiters include:**
 - Older youth (peaking at 37% among those 25 to 27); and,
 - Residents of Quebec (35%) compared to those in BC (25%) and the Atlantic provinces (24%).
- **Those most likely to say criminal record include:**
 - Residents of Sask/Man (24%), Ontario (20%), BC (19%), and Alberta (19%) compared to those in Quebec (10%); and,
 - Those who say other career areas offer them more career opportunities (19%) compared to those who say policing (3%).
- **Those most likely to say education include:**
 - Those who say policing offers them the most career opportunities (25%) compared to those who say other areas (13%);
 - Those who are most interested in a career in policing (24%) compared to those who are interested in other career areas (14%); Those who would consider a career in policing (17%) compared to those who would not (12%);
 - Residents of Ontario (15%) compared to those in Alberta (10%); and,
 - Those who do not consider themselves visible minorities (15%) compared to those who do (9%).

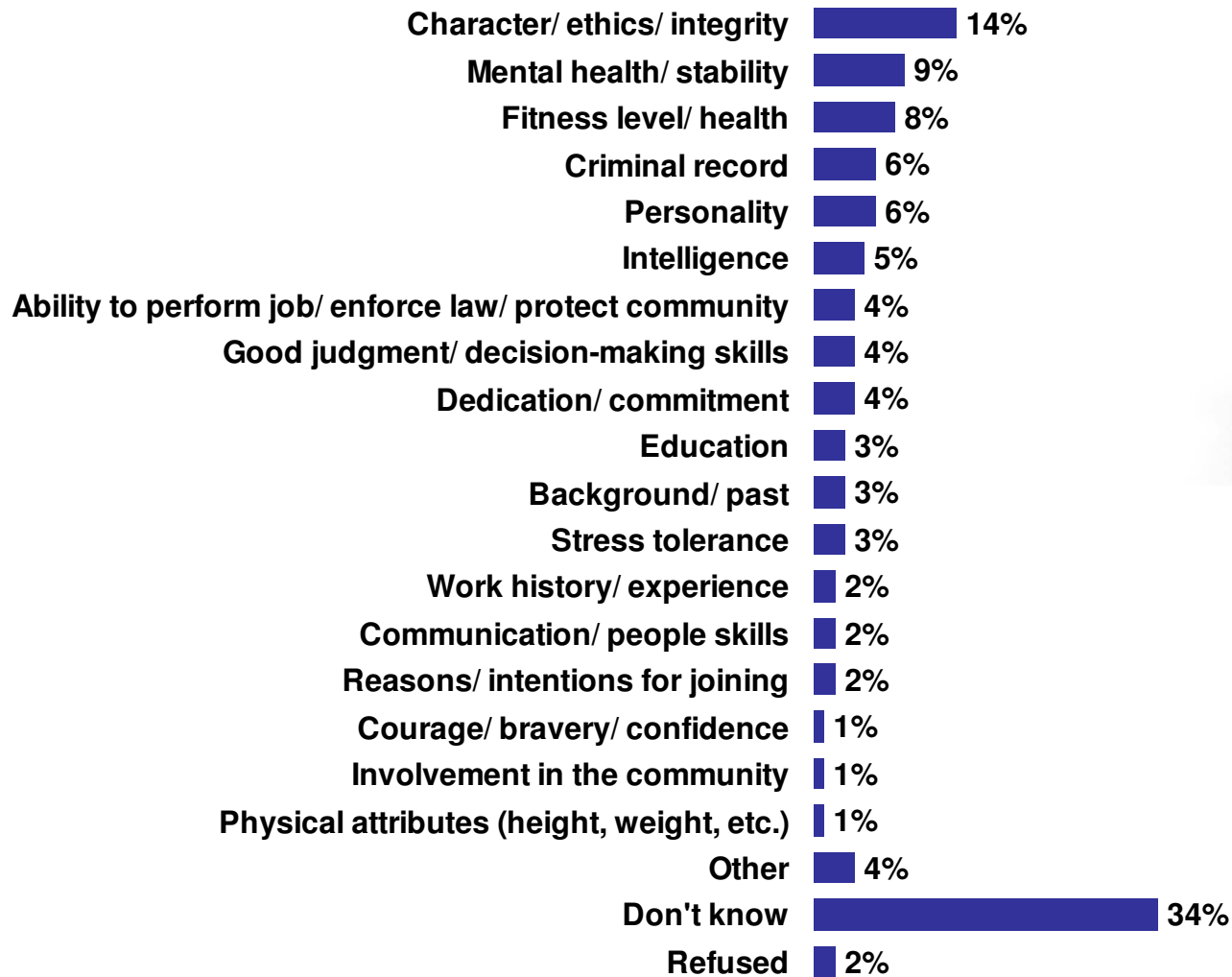


Youth Say Character and Mental Health *Should* be Considered Most Important by Recruiters

- After being asked **about** some of the factors recruiters consider when interviewing a potential candidate, youth were asked what they believe should be the *most* important factor recruiters consider. What we see is that the level of importance youth place on these characteristics varies, and that some they feel are considered most often, do not appear as high on the list when asked which should be *most* important.
- **Character/ethics/integrity** receives the most mentions (14%), whereas **it ranks fifth** on the previous chart.
- About one in ten say **mental health/stability** (9%) should be most important, followed by **fitness level/health** (8%), which occupies the top response on the previous chart.
- Six percent say **criminal record or personality**, while **intelligence** is mentioned by five percent. Four percent say **ability to perform job/enforce law/protect community, good judgment/decision making skills, or dedication/commitment.**
- All other responses were mentioned by three percent or less. One in three (34%) were unable to provide a response.



Youth Say Character and Mental Health *Should* be Considered Most Important by Recruiters





Youth Say Character and Mental Health *Should* be Considered Most Important by Recruiters

- Residents of BC (20%) and Alberta (17%) are more likely than those in Quebec (12%) to say that character/ethics/integrity should be the most important factor police recruiters consider.
- Those most likely to say mental health should be the most important factor include:
 - Older youth (peaking at 12% among those 25 to 27); and,
 - Females (11%) compared to males (7%).
- Residents of Sask/Man (14%) are more likely than those in BC (6%) and Alberta (7%) to say that fitness level/health should be considered the most important factor.





Conditioning Level, Past Behaviour, and Eye Sight Considered Most Important When it Comes to Obtaining Job as Police Officer

- Youth were presented with ten factors and were asked the extent to which each are important when it comes to obtaining a job as a police officer.
- Receiving the highest importance rating, with nine in ten (92%) saying it is important, is **conditioning level (physical conditioning)**. Three in five (60%) say this is very important. Just four percent say it is not important, with one percent saying not at all important.
- Nine in ten (89%) say **past behaviour** is important when it comes to obtaining a job as a police officer, including three in five (60%) who say very important. Eight percent say it is not important, with two percent saying not at all.
- Nine in ten (89%) also say **eyesight** is important, including more than half (53%) who say very important. Seven percent do not think eyesight is important, including two percent who say not at all important.



Conditioning Level, Past Behaviour, and Eye Sight Considered Most Important When it Comes to Obtaining Job as Police Officer

- Seven in ten (70%) consider **mobility, or willingness to move**, to be important when it comes to obtaining a job as a police officer, with one in three (32%) considering this very important. One in four (24%) say this is not an important factor, including four percent who say not at all important.
- Three in four (75%) consider **physical attributes (height, weight)** important factors, including about three in ten (28%) who say this is very important. One in five (21%) say this is not important, five percent not at all important. A similar proportion (76%) say academic achievement is important, including one in five (21%) who say this is very important. One in five (20%) do not consider this important, with three percent saying not at all important.
- **Related experience** is seen as important by seven in ten (69%) youth, one in five (21%) saying very important. One in four (26%) do not consider this important, with five percent saying not at all important.



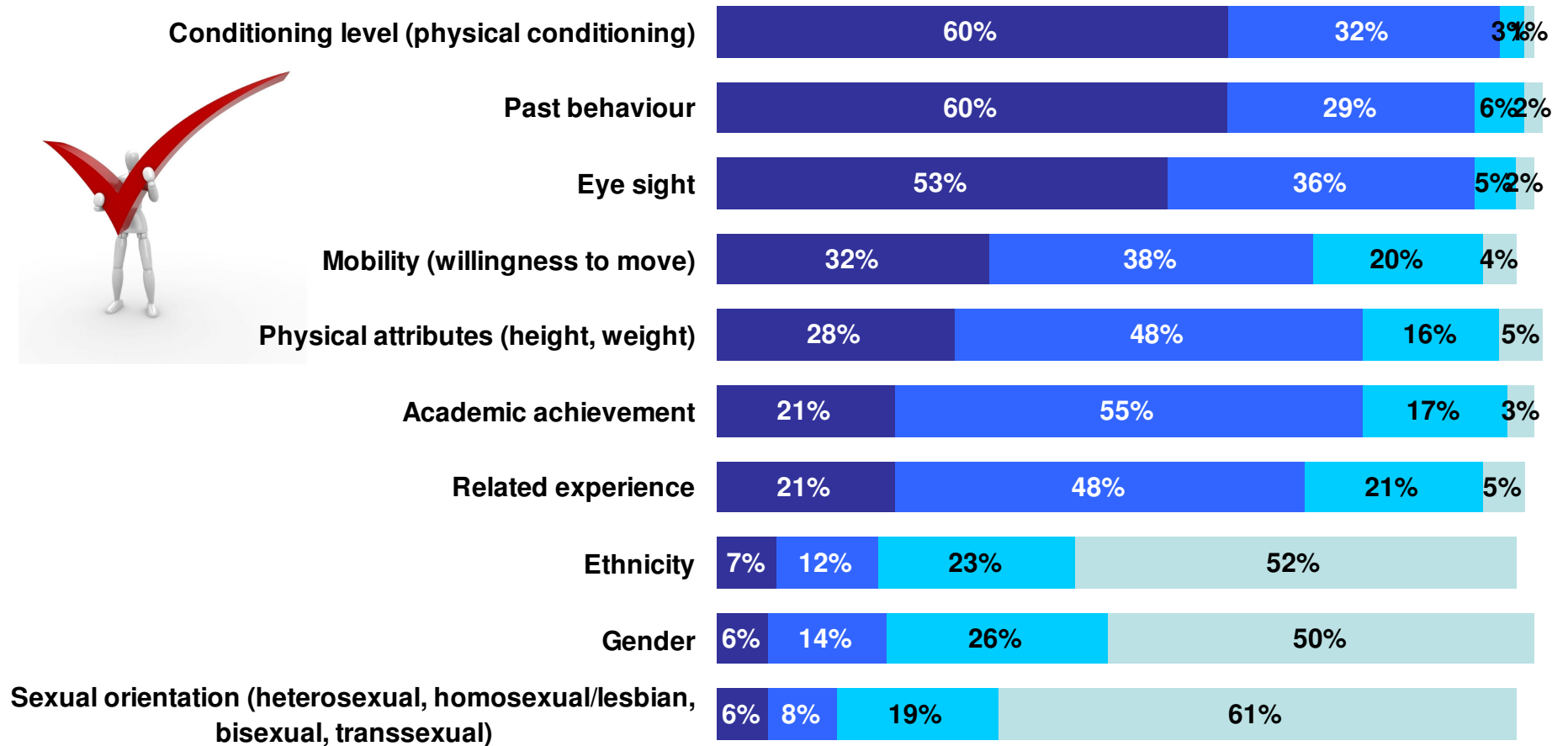
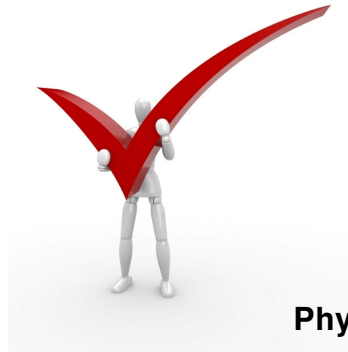
Conditioning Level, Past Behaviour, and Eye Sight Considered Most Important When it Comes to Obtaining Job as Police Officer

- **Ethnicity, gender and sexual orientation are deemed to be of lesser importance when it comes to obtaining a job as a police officer.**
- **Ethnicity** is seen as important when obtaining a job as a police officer by one in five (19%), with fewer than one in ten (7%) saying very important. Three in four (75%) say this is not important, including half (52%) who say not at all important.
- Responses are similar when it comes to **gender**. One in five (20%) say this is important, six percent very important, while three in four (76%) say not at all important. Again, half (50%) say not at all important.
- Fewer than one in five (14%) consider **sexual orientation** important when obtaining a job as a police officer, with six percent who consider this very important. Four in five (80%) say this is not at all important, including three in five (61%) who say not at all important.



Conditioning Level, Past Behaviour, and Eye Sight Considered Most Important When it Comes to Obtaining Job as Police Officer

■ Very important
 ■ Somewhat important
 ■ Not very important
 ■ Not at all important

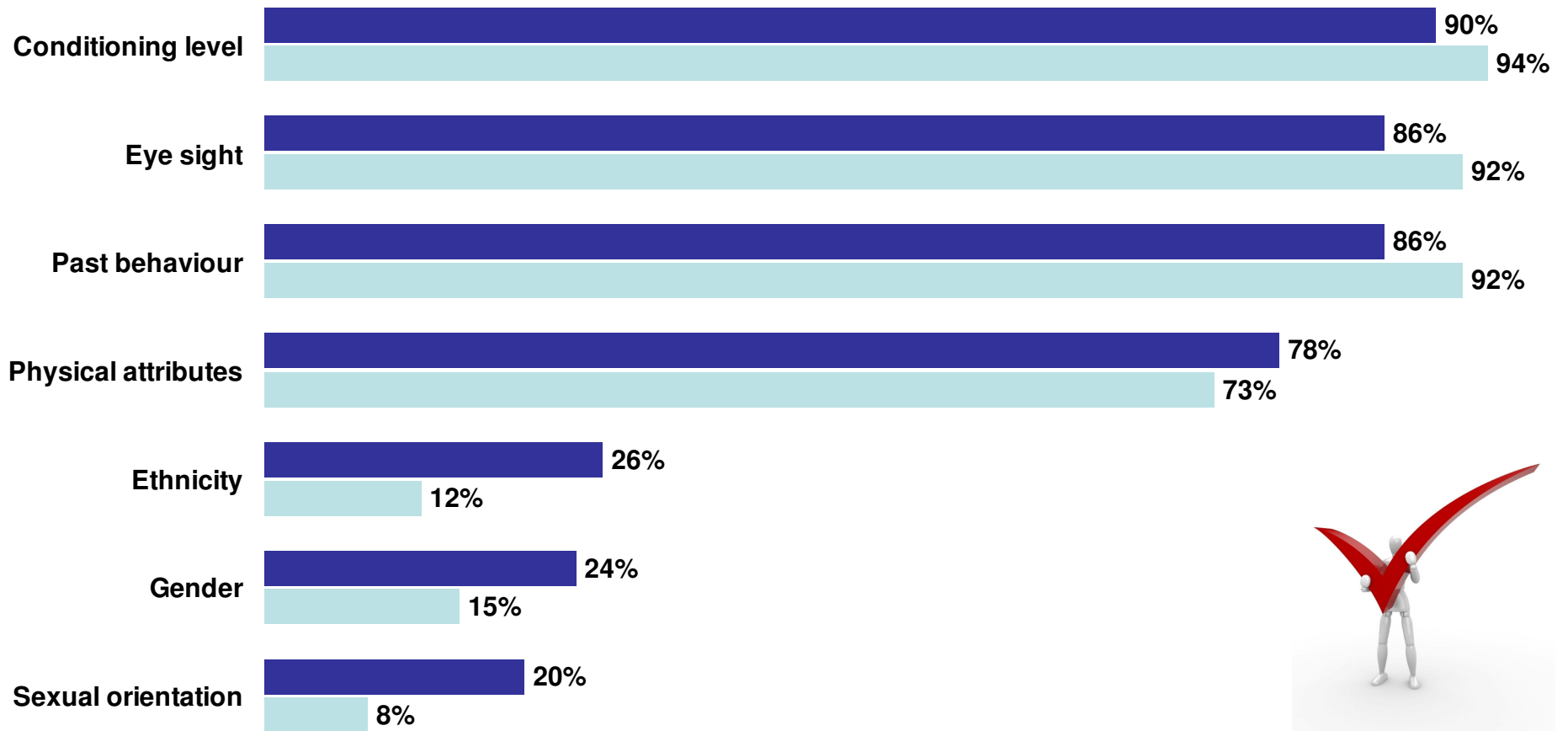




Females Significantly More Likely to Say Conditioning Level, Eye Sight, and Past Behaviour Have Impact. Males More Likely to Say Physical Attributes, Ethnicity, Gender and Sexual Orientation

% Who say very/somewhat important

■ Male ■ Female



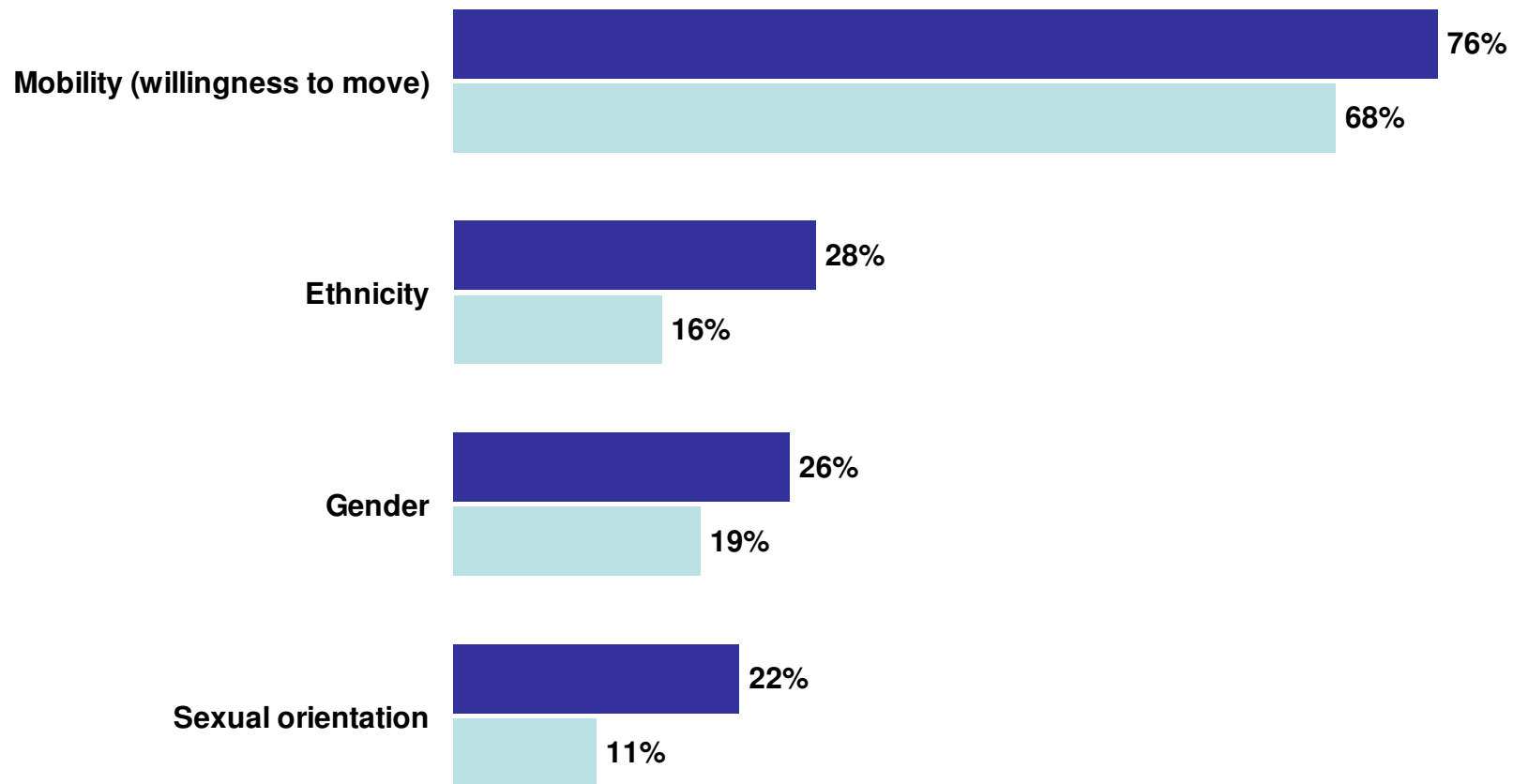


Those who Would Consider Career in Policing are More Likely to See Mobility, Ethnicity, Gender, and Sexual Orientation as Important

% Who say very/somewhat important



■ Would Consider Career in Policing ■ Would Not Consider Career in Policing





Conditioning Level, Past Behaviour, and Eye Sight Considered Most Important When it Comes to Obtaining Job as Police Officer

- Those most likely to say **conditioning** level is important include:
 - Those with higher household incomes (peaking at 95% among those with incomes of more than \$65K);
 - Residents of Quebec (94%) compared to those in BC (89%); and,
 - Those who say other career areas offer them the most employment opportunities (93%) compared to those who say policing (82%).

- Those who do not consider themselves visible minorities (91%) are more likely than those who do (84%) to say that **eye sight** is important.

- Residents of Quebec (60%) are *less* likely than those in other parts of the country to say that **mobility** is important.

- **Those most likely to say that physical attributes are important include:**
 - Those with higher household incomes (peaking at 80% among those with incomes of more than \$65K); and,
 - Those who say that other career areas offer them the most career opportunities (76%) compared to those who say policing (60%).



Conditioning Level, Past Behaviour, and Eye Sight Considered Most Important When it Comes to Obtaining Job as Police Officer

- Residents of Sask/Man (79%), Ontario (73%), BC (70%), and Alberta (68%) are more likely than those in Quebec (59%) to say that **related experience** is important.
- Residents of Ontario (23%) are more likely than those in BC (13%) to say **ethnicity** is important.
- Those more likely to say the **gender** is important include:
 - Those who consider themselves visible minorities (25%) compared to those who do not (19%); and,
 - Those with higher household incomes (peaking at 23% among those whose incomes are more than \$65K).
- Those most likely to say **sexual orientation** is important include:
 - Residents of Sask/Man (20%), Alberta (17%), Ontario (16%), and BC (15%) compared to those in Quebec (8%);
 - Those who say a family member is, or has within the past 20 years, been employed as a police officer (20%) compared to those who do not (13%);
 - Those who consider themselves visible minorities (20%) compared to those who do not (13%); and,
 - Those with higher household incomes (peaking at 18% among those whose incomes are more than \$65K).

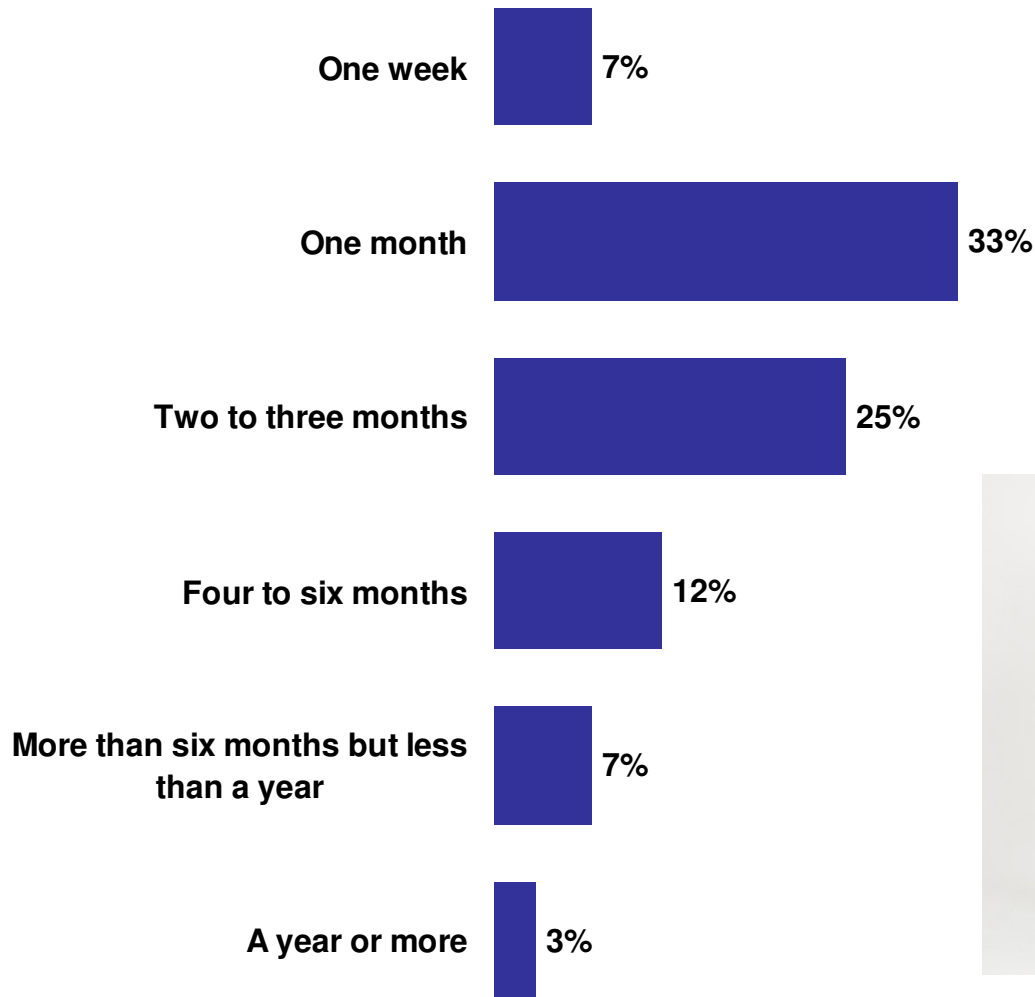


Youth Say Hiring Time Should be Between One Month and Three Months

- Youth have varying expectations around what they consider a reasonable amount of time it takes to get hired as a police officer. While the majority select sometime between one month and three months, others expect it would take less time, while some expect the process to take longer. Realistically, with the background check and interviews that are undertaken, the hiring process for this type of career is longer than for many others.
- Seven percent say a reasonable amount of time would be one week. One in three (33%) say one month would be reasonable. One in four (25%) say two to three months.
- Twelve percent of youth feel four to six months would be a reasonable amount of time for the hiring process to take. Seven percent say more than six months but less than a year, while three percent say a year or more.



Youth Say Hiring Time Should be Between One Month and Three Months





Youth Say Hiring Time Should be Between One Month and Three Months

- **Those most likely to expect the hiring process to take a week include:**
 - Those who say a family member is, or has within the past 20 years, been employed as a police officer (12%) compared to those who do not (6%);
 - Residents of BC (12%) compared to Alberta (6%), Ontario (6%), and Quebec (6%);
 - Those who would consider a career in policing (11%) compared to those who would not (5%);
 - Those who consider themselves visible minorities (11%) compared to those who do not (6%); and,
 - Males (8%) compared to females (5%).

- **Those most likely to expect the process to take a month include:**
 - Those who consider themselves visible minorities (39%) compared to those who do not (32%);
 - Females (36%) compared to males (31%); and,
 - Residents of Alberta (36%) compared to those in BC (27%).



Youth Say Hiring Time Should be Between One Month and Three Months

- Those who do not consider themselves to be visible minorities (27%) are more likely than those who do (18%) to expect the process to take two to three months.
- Residents of the Atlantic provinces (11%), BC (9%) and Ontario (8%) are more likely than those in Quebec (4%) to expect the process to take more than six months but less than a year.
- Those who say policing offers them the most career opportunities (10%) are more likely than those who say other areas (3%) to expect the hiring process to take a year or more.





Youth Not Convinced Past Drug Use, Race, Sexual Orientation, Religion or Coming from Less Affluent Neighbourhood Would Have Impact on Likelihood of Being Hired

- Youth were asked about some attributes that could potentially impact one's chances of being hired as a police officer. Overall, there is fairly low agreement that any of these would have an impact on one's chances of getting hired. Those who would consider a career in policing are more likely to agree than those who would not.
 - Those who consider themselves visible minorities are more likely to agree that religion, race, and not coming from an affluent neighbourhood impact one's chances of getting hired. Gender also impacts responses, with males more likely to agree than females.
- **Slightly** more than one in three (36%) believe that if you have **experimented with drugs** then you have no chance of being hired as a police officer, while just more than one in ten (13%) strongly agree with the statement. Half (50%) disagree, including fourteen percent who strongly disagree.
- A similar proportion (37%) agree that a person's **race** can affect their chances of getting hired, including one in ten (11%) who strongly agree. Again, half (50%) disagree with the statement, however half of these youth (25%) strongly disagree.
- Three in ten (30%) say that being **heterosexual** improves your chances of getting hired, with nine percent in strong agreement. Half (52%) disagree, nearly three in ten (28%) strongly.



Youth Not Convinced Past Drug Use, Race, Sexual Orientation, Religion or Coming from Less Affluent Neighbourhood Would Have Impact on Likelihood of Being Hired

- Three in ten (30%) also agree that a person's **religious convictions** can affect their likelihood of obtaining employment as a police officer, with eight percent saying they strongly agree. Half (53%) disagree, one in four (23%) strongly.
- About one in five (22%) say that if you are **from a less affluent neighbourhood** you are less likely to be hired as a police officer. Just seven percent strongly agree. Three in five (62%) disagree, half of these (29%) strongly.





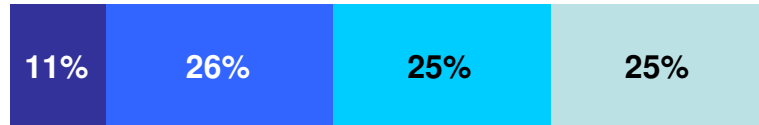
Youth Not Convinced Past Drug Use, Race, Sexual Orientation, Religion or Coming from Less Affluent Neighbourhood Would Have Impact on Likelihood of Being Hired

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

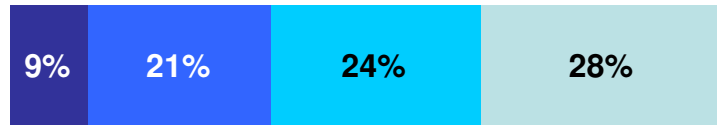
If you've experimented with drugs, you have no chance of being hired as a police officer.



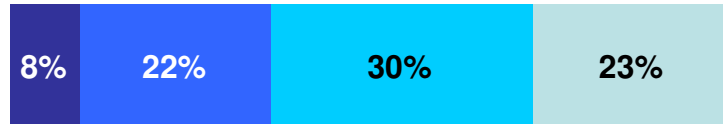
A person's race can affect their likelihood of obtaining employment as a police officer.



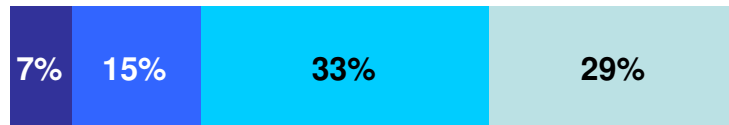
Being heterosexual improves your chance of being hired as a police officer.



A person's religious convictions can affect their likelihood of obtaining employment as a police officer.



If you come from a less affluent neighbourhood you are less likely to be hired as a police officer





Visible Minorities More Likely than Non-Visible Minorities to Agree with Each of the Statements

% Who strongly/somewhat agree

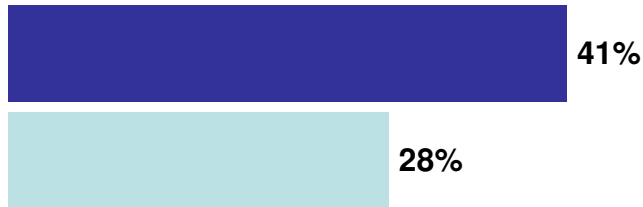


■ Visible minority ■ Non visible minority

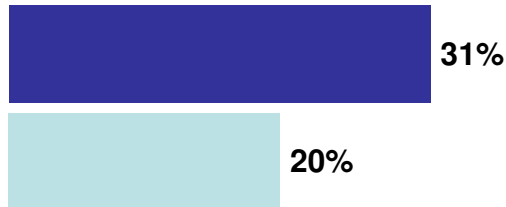
A person's race can affect their likelihood of obtaining employment as a police officer.



A person's religious convictions can affect their likelihood of obtaining employment as a police officer.



If you come from a less affluent neighbourhood you are less likely to be hired as a police officer



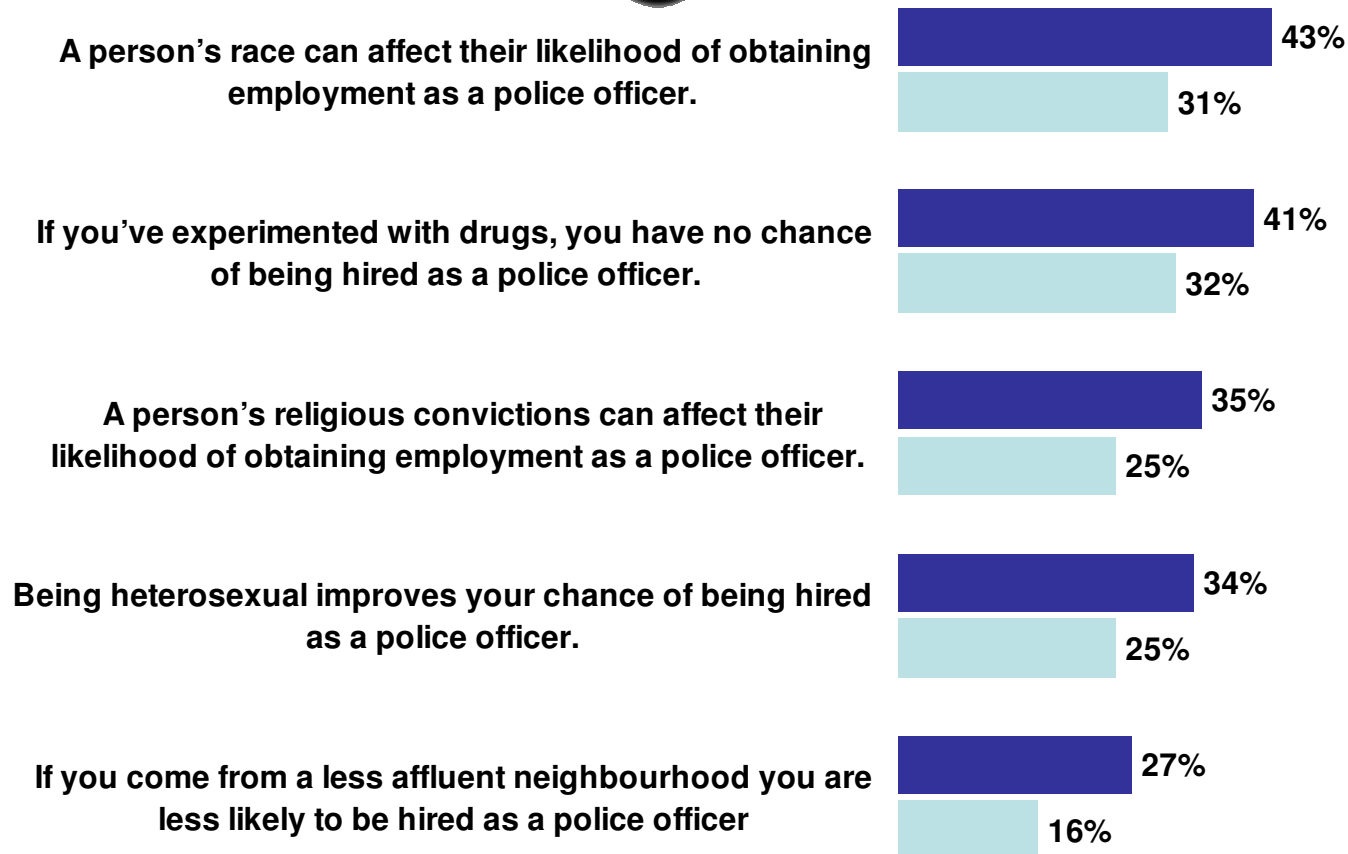


Males More Likely Than Females to Agree with Each of the Statements

% Who strongly/somewhat agree



■ Male ■ Female



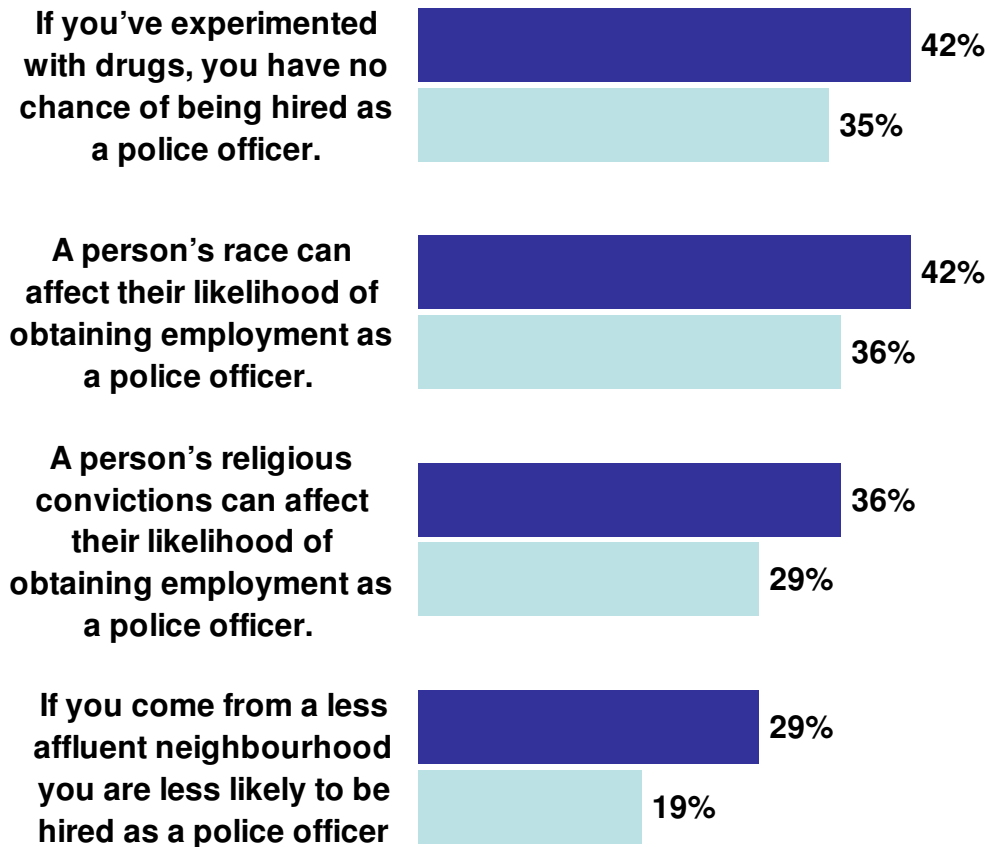


Those Who Would Consider a Career in Policing More Likely to Agree

% Who strongly/somewhat agree



■ Would Consider a Career in Policing ■ Would Not Consider Career in Policing





Youth Not Convinced Past Drug Use, Race, Sexual Orientation, Religion or Coming from Less Affluent Neighbourhood Would Have Impact on Likelihood of Being Hired

- Residents of Quebec (46%) are more likely than those in Alberta (38%), Sask/Man (29%), Ontario (32%), and the Atlantic provinces (31%) to agree that if you've **experimented with drugs** you have no chance of being hired by the police.
- Those most likely to agree that a person's **race** can affect their likelihood of obtaining employment as a police officer include:
 - Residents of Sask/Man (43%) compared to those in BC (30%); and,
 - Older youth (peaking at 40% among those 25 to 27).
- Residents of Alberta (35%) are more likely than those in Quebec (27%) to agree that **being heterosexual improves your chances of getting hired as a police officer.**
- Those most likely to agree that if you come **from a less affluent neighbourhood** you are less likely to be hired as a police officer include:
 - Those who say a family member is, or has within the past 20 years, been employed as a police officer (29%) compared to those who do not (21%); and,
 - Those who say they are most interested in a career in another area (23%) compared to those who say policing (11%).



Youth Say Knowing Someone on the Job Would Help One Get Hired, and They Don't Think that Jobs in this Field are Scarce

- In terms of potential difficulties at finding a job in this line of work, youth definitely feel that knowing someone who works in the field would help one's chances of being hired. That being said, the majority *disagree* that there aren't many jobs in this line of work and that this would deter them from applying. It is important to note that those who would consider a career in policing (27%) are more likely to agree that there are limited jobs in this line of work, so they wouldn't bother applying, compared to those who would not (19%),
- Half (52%) say that if you're considering a career in policing you're more likely to be hired if you know someone who already is a police officer. Fifteen percent strongly agree. One in three (32%) disagree with this statement, one in ten (11%) strongly.
- One in five (21%) agree that there aren't many jobs available in this line of work, and so they wouldn't bother applying, however just eight percent strongly agree. Nearly three in five (57%) disagree, including one in four (23%) who strongly disagree.

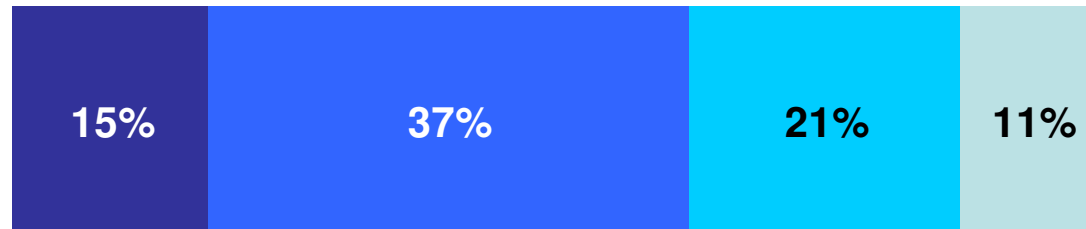




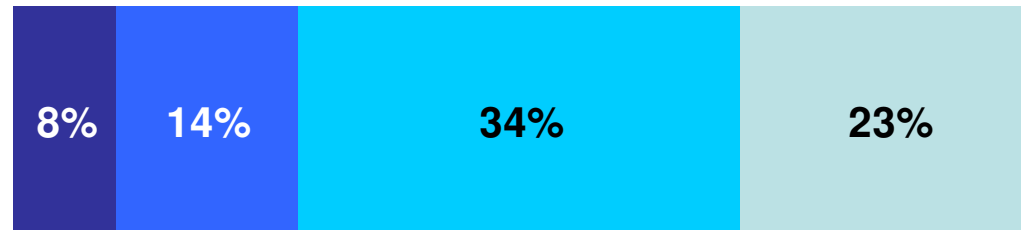
Youth Say Knowing Someone on the Job Would Help One Get Hired, and They Don't Think that Jobs in this Field are Scarce

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

If you're considering a career in policing you're more likely to be hired if you know someone who already is a police officer.



There aren't many jobs available in this line of work, so I wouldn't bother applying





Youth Say Knowing Someone on the Job Would Help One Get Hired, and They Don't Think that Jobs in this Field are Scarce

- Those most likely to agree that if you are considering a career in policing you are more likely to get hired if you already know someone who is a police officer include:
 - Residents of Ontario (57%) compared to those in Alberta (49%), Sask/Man (42%) and the Atlantic provinces (42%); and,
 - Males (55%) compared to females (49%).
- Those most likely to agree that there aren't too many jobs available in this line of work, so they wouldn't bother applying include:
 - Residents of Quebec (27%) compared to those in Alberta (18%) and Ontario (20%);
 - Males (27%) compared to females (15%);
 - Those who would consider a career in policing (27%) compared to those who would not (19%); and,
 - Those who consider themselves to be a visible minority (26%) compared to those who do not (20%).





It's Easier To Get Hired If You Have a College Education. Military Training Helps, Less So For Experience As A Security Guard



- Youth believe that it is easier to get hired as police officer if you have **college certificate**, but agreement is lower when asked whether you need post secondary to obtain job in this line of work. In terms of past work experience, military training is seen as being helpful in getting hired, and, although majority agree having worked as a security guard can help, agreement with this statement is lower.
- Four in five (82%) agree that it is much easier to get hired as a police officer if you have completed a **community college certificate in policing**, including more than two in five (45%) who strongly agree. Seven percent disagree, just two percent strongly.
- Three in four (77%) agree that having **military training** makes it easier to find a job in policing, with three in ten (30%) who strongly agree. One in ten (11%) disagree, two percent strongly.



It's Easier To Get Hired If You Have College, But Fewer Agree Its Necessary. Military Training Helps, Less So For Experience As A Security Guard

- Three in five (61%) youth are under the impression that you need to have completed **college or university** to become a police officer, and half of these (29%) strongly agree with the statement. One in four (24%) disagree, seven percent strongly.
- More than half (55%) agree that having worked as a **security guard** makes it easier to find a job in policing, including more than one in ten (13%) who strongly agree. Three in ten (29%) disagree, five percent, strongly.





It's Easier To Get Hired If You Have College, But Fewer Agree Its Necessary. Military Training Helps, Less So For Experience As A Security Guard

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

It's much easier to get hired as a police officer if you've completed a community college certificate in policing.



If you have military training it's much easier to find a job in policing



You have to have completed community college or university in order to become a police officer



If you have worked as a security guard it's much easier to find a job in policing





It's Easier To Get Hired If You Have College, But Fewer Agree Its Necessary. Military Training Helps, Less So For Experience As A Security Guard

- Residents of Quebec (90%) are more likely than those in all other provinces to say that it is much easier to get hired as a police officer if you've completed a community college certificate in policing.
- Those most likely to agree that if you have military training it's much easier to find a job in policing include:
 - Those who would consider a career in policing (85%) compared to those who would not (75%); and,
 - Residents of Alberta (76%), Sask/Man (82%), Ontario (82%), and the Atlantic provinces (78%) compared to those in Quebec (67%).
- Residents of Ontario (65%) and Quebec (68%) are more likely than those in BC (49%), Alberta (50%) and Sask/Man (50%) to agree that you have to have completed community college or university in order to become a police officer.
- Those most likely to agree that if you have worked as a security guard it's much easier to find a job in policing include:
 - Those who consider themselves to be visible minorities (63%) compared to those who do not (54%); and,
 - Residents of Ontario (59%) compared to those in Alberta (52%) and the Atlantic provinces (47%).



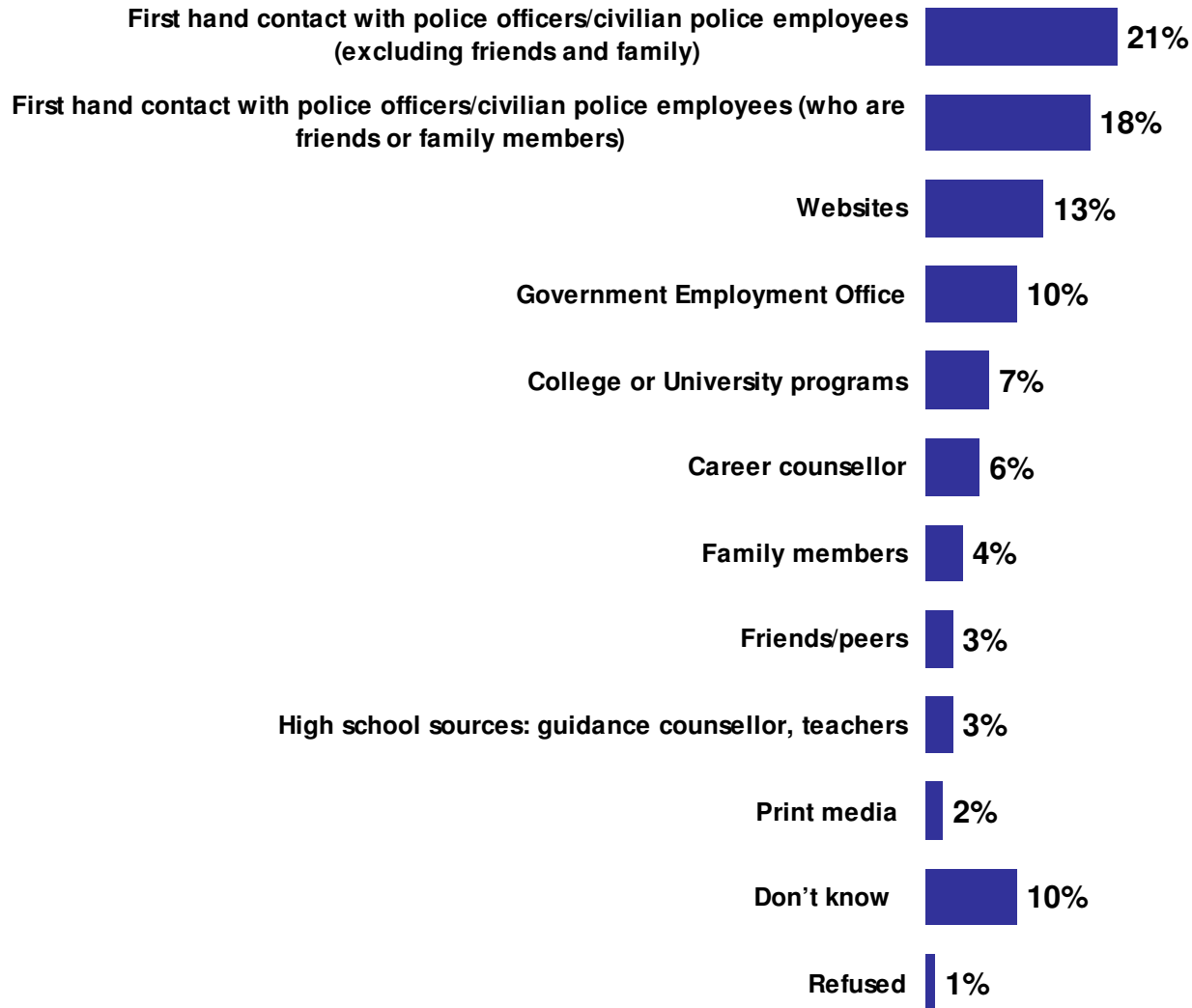
First Hand Contact with Officers/Civilians Source Youth Would Rely on Most for Info Related to Hiring Process

- Youth were asked to select from a list the source they would rely on most when it comes to obtaining information about the hiring process as it relates to a career in policing. First hand contact with police is selected most often, with one in five (21%) saying first hand contact with police officers/civilian police employees (excluding friends and family), followed by slightly fewer (18%) who say first hand contact with police officers/civilian employees, including friends and family.
- Just over one in ten (13%) say websites, while slightly fewer say a government employment office (10%).
- Fewer than one in ten say college or university program (7%), career counsellor (6%), family members (4%), friends/peers (3%), high school sources (3%), or print media (2%).





First Hand Contact with Officers/Civilians Source Youth Would Rely on Most for Info Related to Hiring Process





First Hand Contact with Officers/Civilians Source Youth Would Rely on Most for Info Related to Hiring Process

- Residents of Alberta (26%), the Atlantic provinces (25%), and Ontario (24%) are more likely than those in Quebec (16%) to say they would rely on **first hand contact with police officers/civilian police employees (excluding friends and family)**.
- Those with higher household incomes (peaking at 22% among those whose incomes are more than \$65K) are more likely to say that they would rely on **first hand contact with police officers/civilian police employees who are friends or family**.
- Nor surprisingly, those who say a family member is, or has within the past 20 years, been employed as a police officer (31%) are more likely than those who do not (16%) to say that they would rely on **first hand contact with police officers/civilian police employees who are friends or family**.
- Those who say they do not have a family member who is, or was within the past 20 years employed as a police officer (15%) are more likely than those who do (7%) to say they would rely on **websites**.



Ipsos Reid



Websites – A Potential Recruiting Tool?



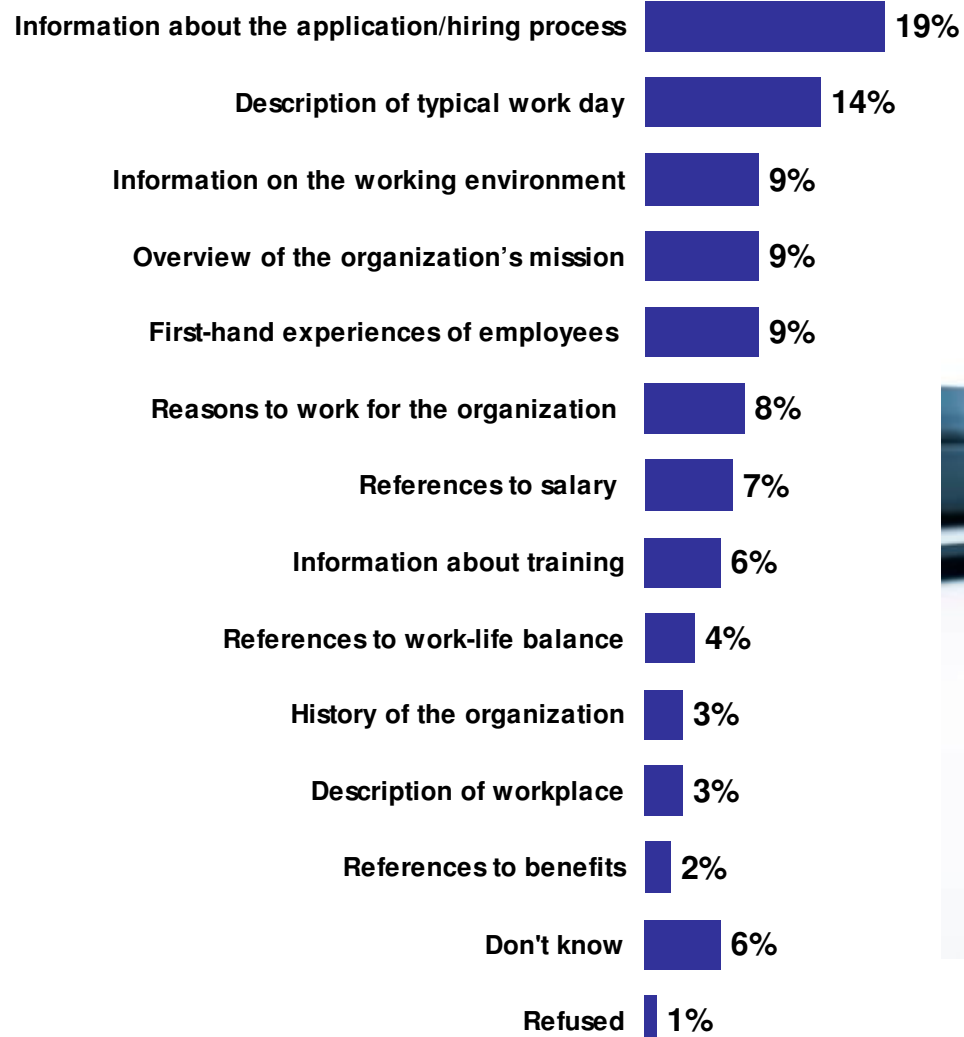
Hiring Process and Description of Typical Work Day Most Important Info to Include on Website to Attract Applicants

- When asked about the *most important information that should be included on the website of an organization* at which a youth is thinking of applying, information about the **application/hiring process** is selected most often (19%). Slightly fewer say a **description of a typical work day** (14%), while one in ten say **information on the working environment** (9%), an overview of the **organization's mission** (9%), or **first-hand experiences of employees** (9%).
- Eight percent say the website should include **reasons to work for the organization**, seven percent say references to **salary**, and six percent **training**.
- Fewer select references to **work-life balance**, **history of the organization** (3%), **description of the workplace** (3%), or references to **benefits** (2%).





Hiring Process and Description of Typical Work Day Most Important Info to Include on Website to Attract Applicants





Hiring Process and Description of Typical Work Day Most Important Info to Include on Website to Attract Applicants

- Residents of Ontario (23%) are more likely than those in Alberta (16%), Quebec (12%) and the Atlantic provinces (13%) to say information about the application/hiring process.
- Residents of the Atlantic provinces (19%) are more likely than those in BC (10%) to say description of typical work day.





Ipsos Reid



Awareness of Alberta-Specific Advertising



Alberta Youth Most Likely to Have Seen/Heard Ads for RCMP and Calgary Police Service

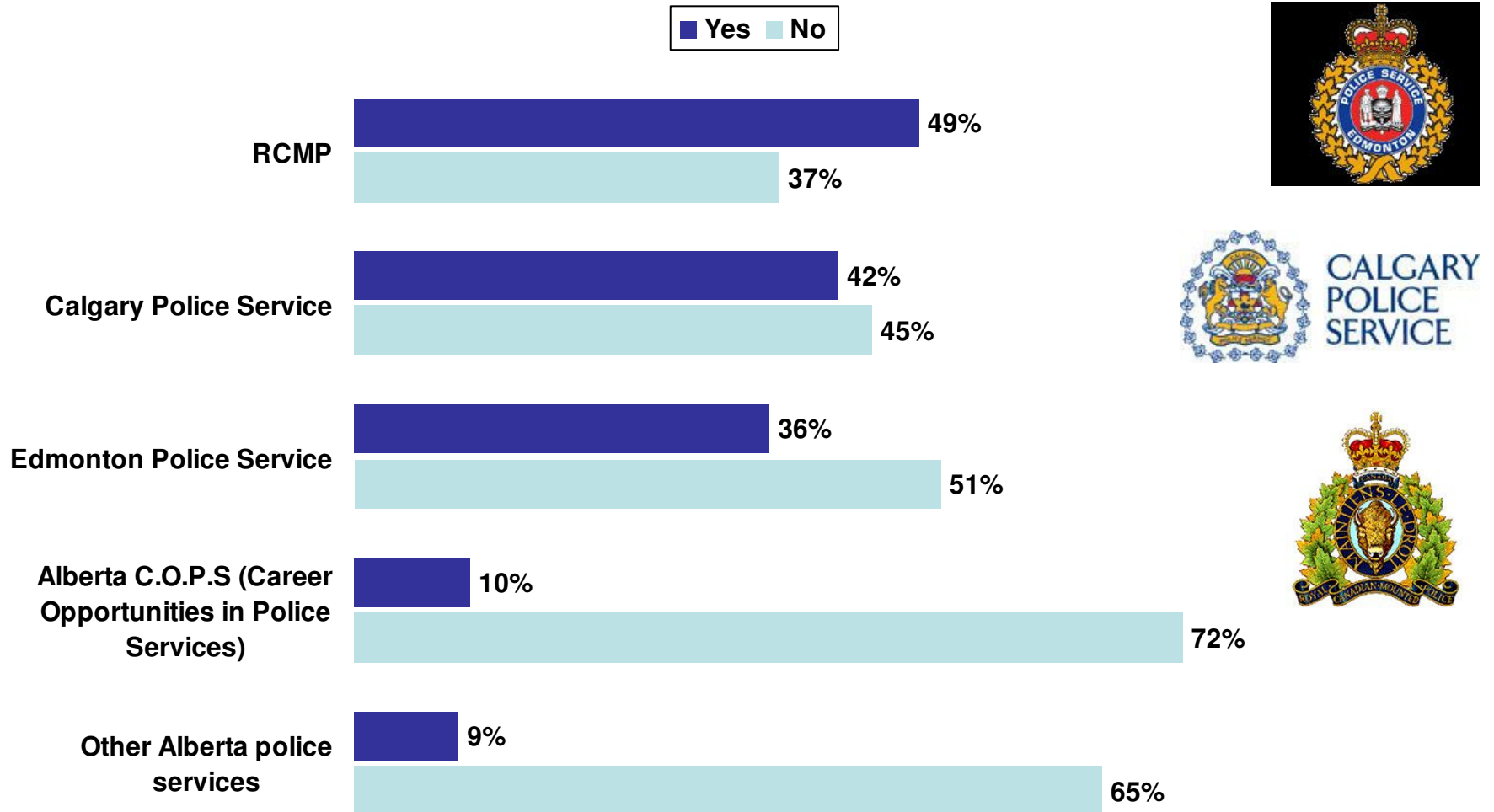
- Youth in Alberta were asked an additional question, a question about awareness of police recruitment advertising.
- The RCMP receives highest awareness, with half (49%) saying they saw/heard police recruitment advertising for this organization in the past year. Fewer than two in five (37%) did not hear any advertising.
- Two in five (42%) youth in Alberta say they saw/heard advertising for the Calgary Police Service, while slightly more (45%) say they did not.



- More than one in three (36%) say they heard advertising for the Edmonton Police Service, while half (51%), did not.
- One in ten (10%) saw/heard recruitment advertising for Alberta C.O.P.S., while nearly three in four (72%) did not.
- One in ten (9%) recall hearing or seeing recruitment advertising for another Alberta Police Service, while two in three (65%) did not.



Alberta Youth Most Likely to Have Seen/Heard Ads for RCMP and Calgary Police Service





Alberta Youth Most Likely to Have Seen/Heard Ads for RCMP and Calgary Police Service

- Those most likely to say they saw/heard police recruitment advertising for the RCMP include:
 - Those who would consider a career in policing (60%) compared to those who would not (42%); and,
 - Residents of Edmonton (59%) compared to those in Calgary (43%).
- Those most likely to say they saw/heard police recruitment advertising for the Calgary Police Service include:
 - Residents of Calgary (70%) compared to those in Edmonton (20%);
 - Those who consider themselves to be visible minorities (59%) compared to those who do not (41%); and,
 - Those who would consider a career in policing (52%) compared to those who would not (37%).





Alberta Youth Most Likely to Have Seen/Heard Ads for RCMP and Calgary Police Service

- Those most likely to say they saw/heard police recruitment advertising for the Edmonton Police Service include:
 - Residents of Edmonton (69%) compared to those in Calgary (16%); and,
 - Those who would consider a career in policing (46%) compared to those who would not (31%).
- Those most likely to say they have heard advertising for other Alberta police services include:
 - Those who consider themselves to be visible minorities (19%) compared to those who do not (7%); and,
 - Those who would consider a career in policing (16%) compared to those who would not (6%); and,
 - Males (13%) compared to females (7%).

