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Ipsos Reid



**Police Sector Council
Focus on Careers**

June 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 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 youth who selected these options. These numbers are available in the detailed tables.



Overview

- Overall Canadian youth have given a great deal of thought when it comes to their future career. Half assigning highest scores (9, 10) when asked to rate on an 11-point scale.
- Youth say **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.



Overview

- Youth are most interested in a career in education, such as teachers and counselors, healthcare, such as doctors and nurses, internet and high technology, and skilled trades, such as electricians and carpenters. Fewer say they are interested in a career in policing.
 - Youth who are most interested in policing include:
 - Those who say a career in policing offers someone like them the most career opportunities;
 - Those who would consider a career in policing;
 - Residents of the Atlantic provinces;
 - Males; and,
 - Those who say a family member is, or has within the past 20 years, been employed as a police officer.

- When we look at the career areas in which youth feel there are the most opportunities for someone like themselves, we see the same four areas are also in the top tier (albeit in a slightly different order). Youth feel skilled trades, healthcare, and Internet offer the most employment opportunities for someone like themselves. Again, fewer say policing.
 - Youth who say policing offers them the most opportunities include:
 - Those who are most interested in a career in policing;
 - Those who would consider a career in policing;
 - Those who say a family member is, or has within the past 20 years, been employed as a police officer; and,
 - Residents of the Atlantic provinces.



Overview

- Overwhelmingly, youths say Internet would be the most important source they would consider when looking for career information.
- 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 followed by a **description of a typical work day, information on the working environment**, an overview of the **organization's mission**, or **first-hand experiences of employees**.



Ipsos Reid

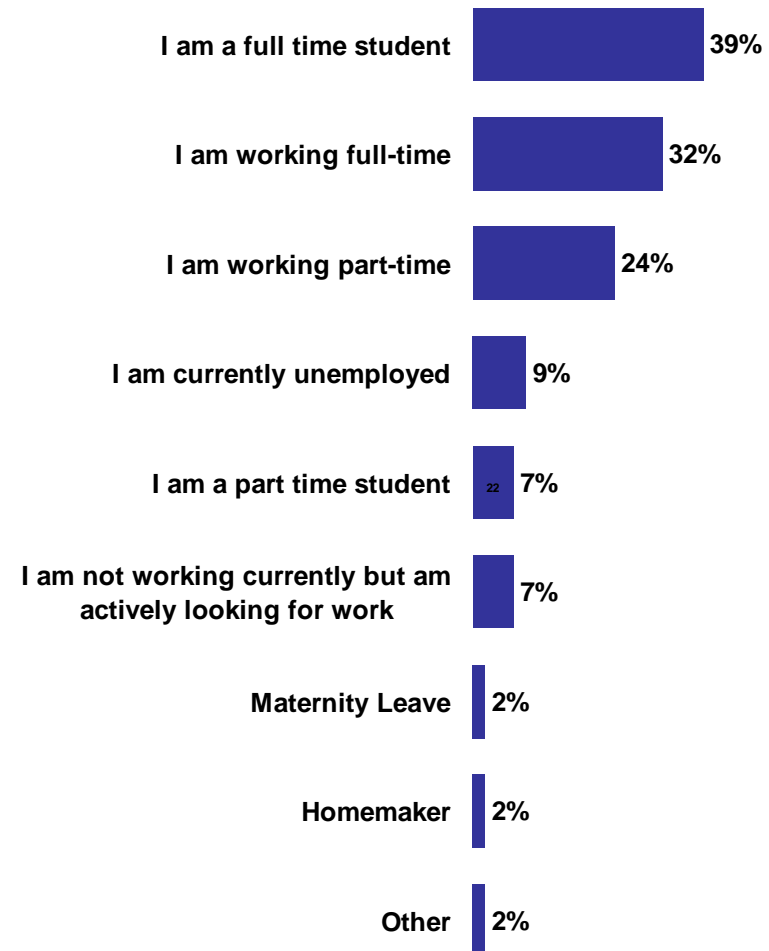


Detailed Findings



Majority of Canadian Youth are Full Time Students or Working Full Time

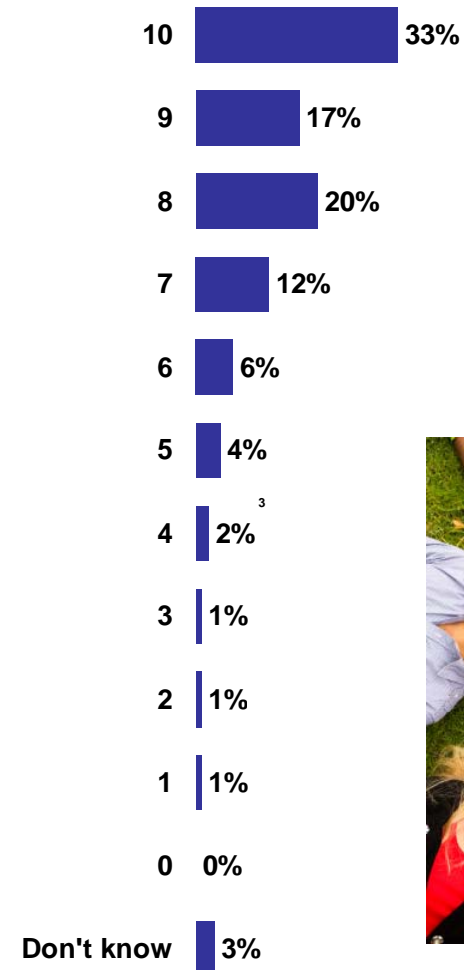
- Two in five Canadian youths (39%) are full time students. One in three (32%) are working full time, while one in four (24%) are working part time.
- About one in ten (9%) are unemployed, while fewer are part time students (7%), or are not working but are actively looking for work (7%). Two percent are on maternity leave, or describe themselves as homemakers (2%).





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%) rated their thought in this area as either a **9** or **10**, while an additional one in three (32%) say **7** or **8**. Just over one in ten (12%) responded as a 4, 5, or 6, while just two percent said 2 or 3. One percent selected 0 or 1.
 - 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).





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%). The other items were selected by fewer than one in ten as being their most important factor.
 - 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.

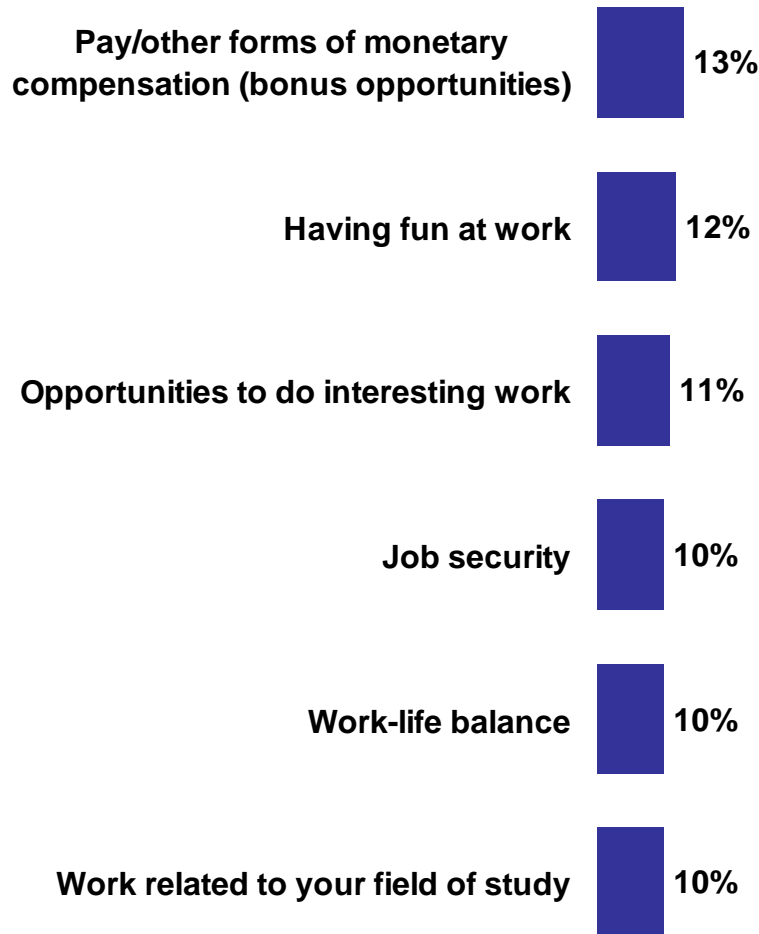


Having fun at work is a close second (12%) after pay and other forms of monetary compensation (13%) as the most important factor one would consider when contemplating future employment.



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%).



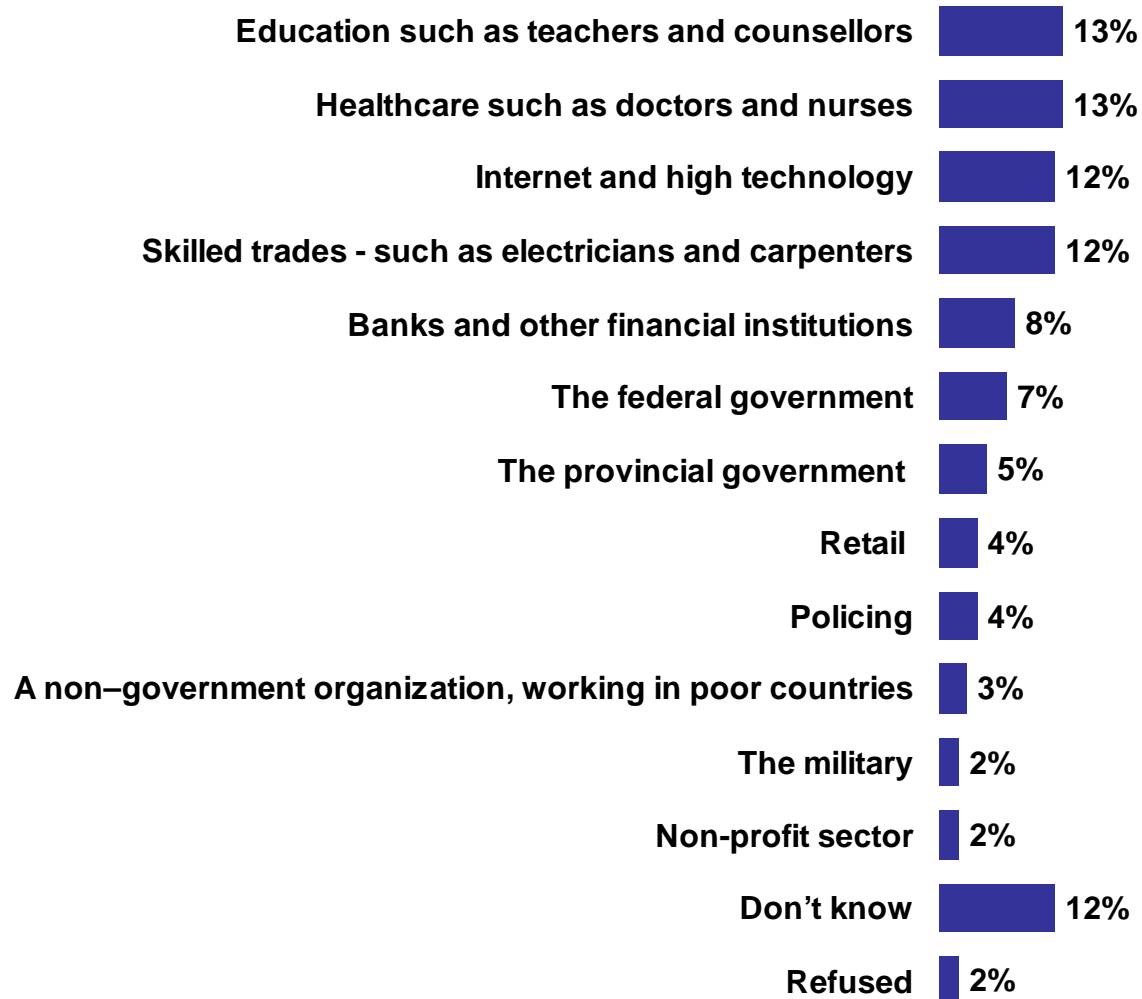
Demographics for Those Most Interested in Policing

- Those most likely to say they would be most interested in a career in policing 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%).



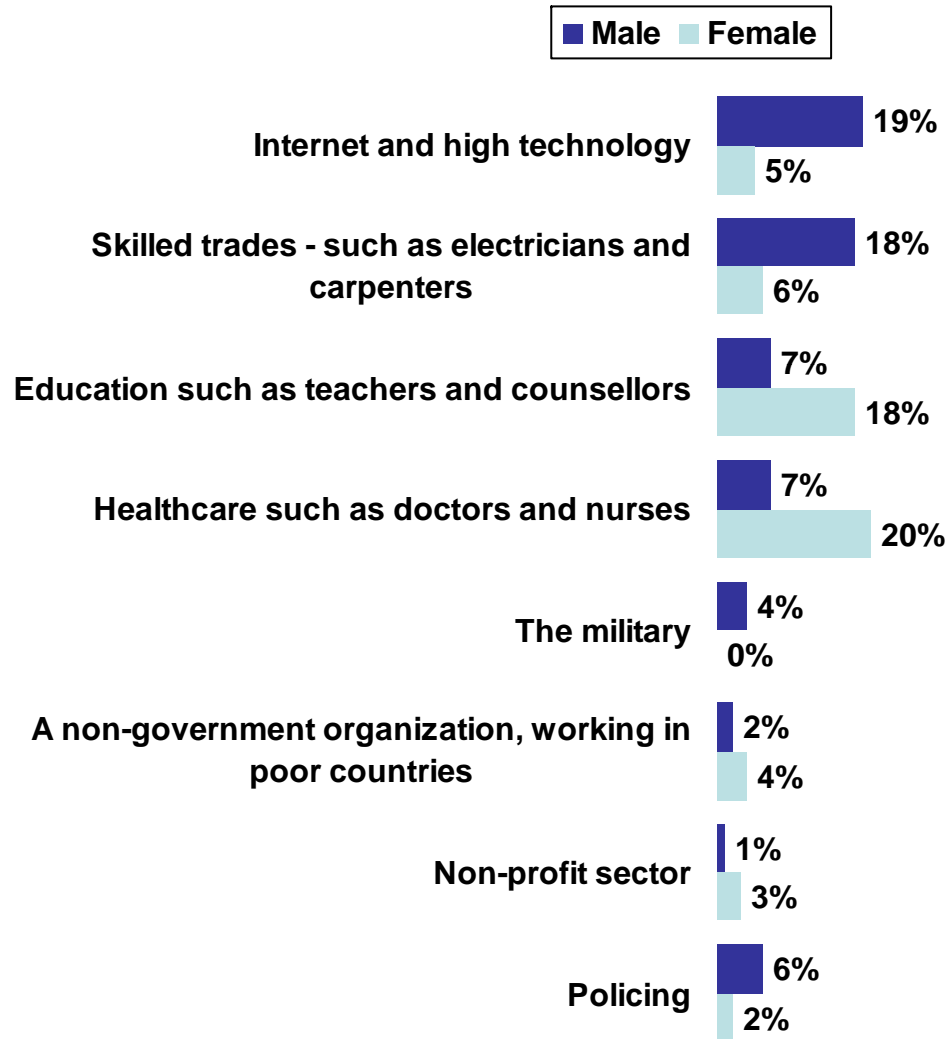


Youth Most Interested in Career in Education or Health Care, followed closely by Internet and Skilled Trades





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





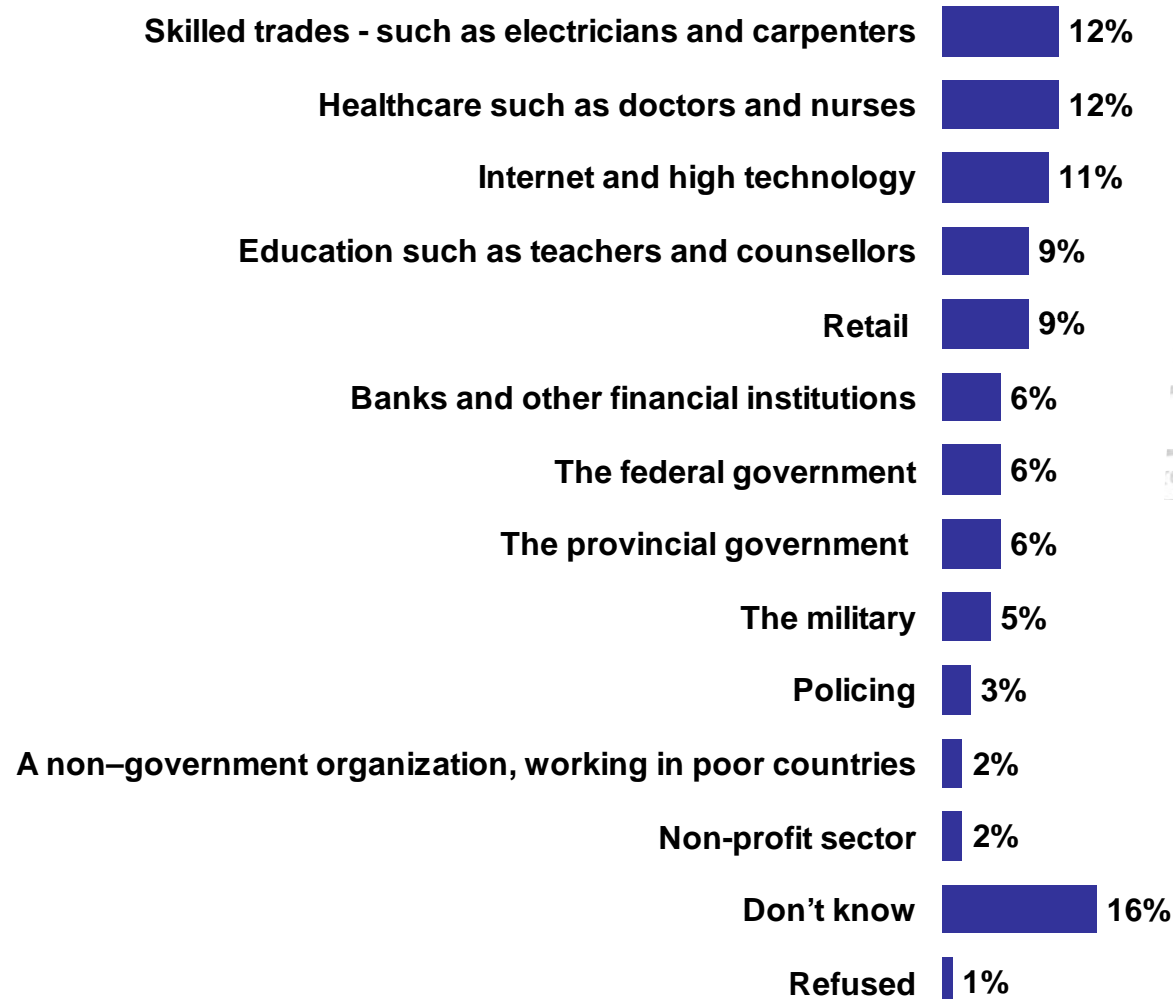
Youth Feel Skilled Trades, Healthcare and Internet Offer Them Most Employment Opportunities

- When we look at the career areas in which youth feel there are the most opportunities for someone like themselves, we see the same four areas are also in the top tier (albeit in a slightly different order).
- **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.
- Two percent chose a non-government organization working in poor countries, or the non-profit sector.





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



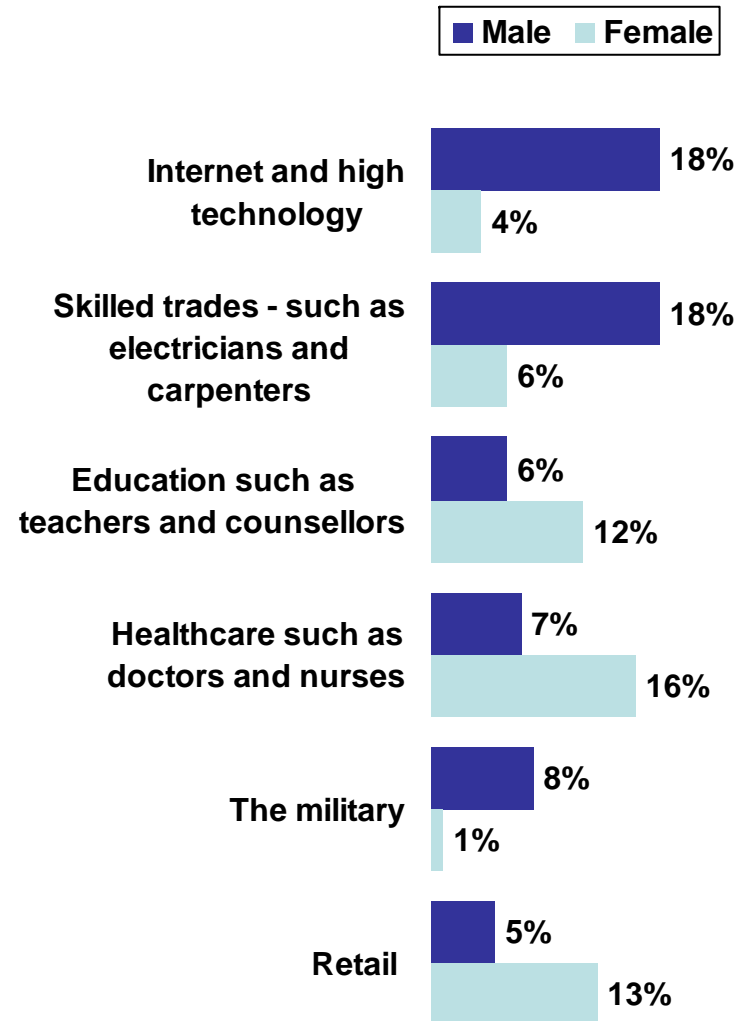


Demographics for Those who Say Policing Offers Them the Most Employment Opportunities

- 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





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.



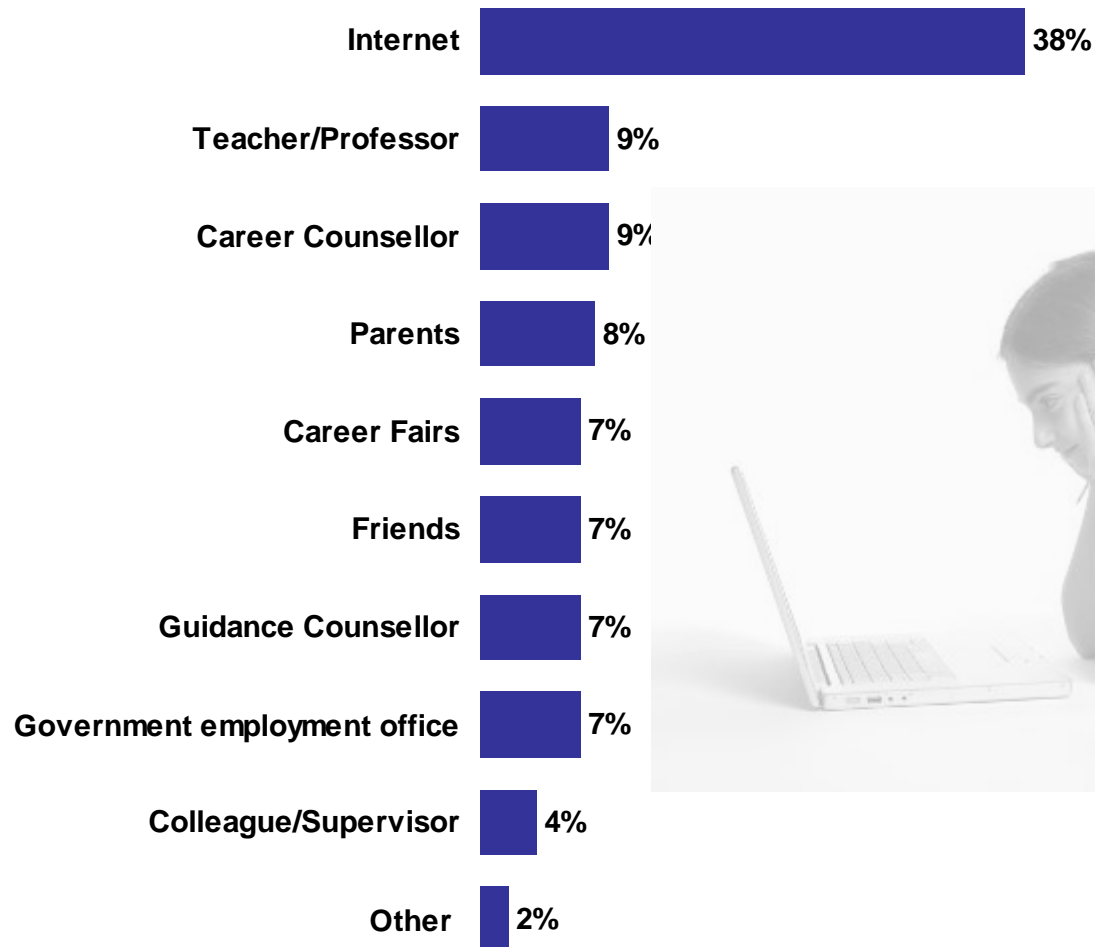
Those Most Likely To Say Internet Include:

- 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





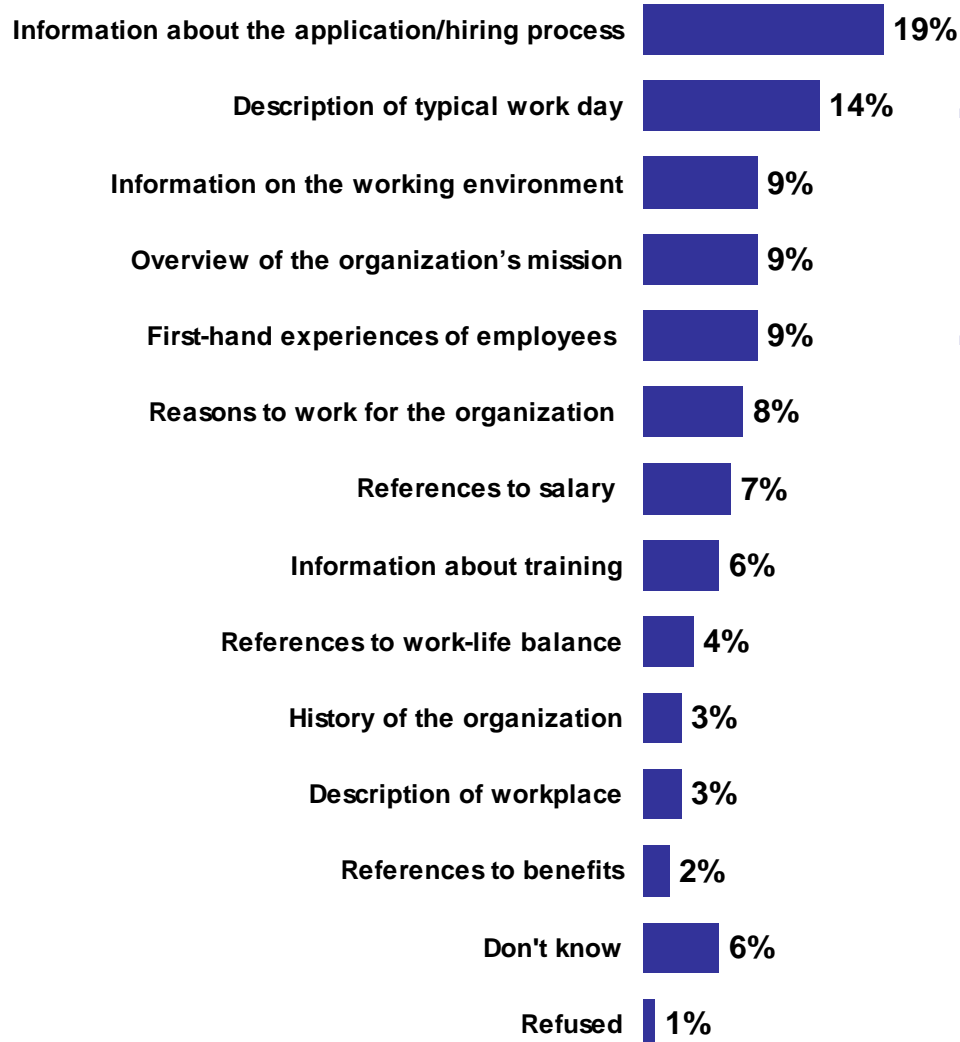
Info on Hiring Process and Description of Typical Work Day Most Important Info Organization Should Include on Website to Attract Applicants

- 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%).





Info on Hiring Process and Description of Typical Work Day Most Important Info Organization Should 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.

