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Ipsos Reid

Community College Student Survey – Draft Report



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

June 2010

- Online survey of n=311 Community College students studying in law enforcement programs across Canada. Fieldwork was conducted between March 31st, 2010 and April 27th, 2010.
- Respondents completed the survey on an opt-in basis. Police Sector Council was responsible for liaising with academic institutions and providing the survey link. Academic institutions were responsible for distribution of the survey link to members of their respective student bodies.
- Ipsos Reid worked collaboratively with the PSC in the elaboration of the research instrument and was responsible for scripting and hosting the survey on our site as well as tabulation and analysis of research findings.

- The regional breakdown of respondents is as follows:

- British Columbia, n= 6
- Alberta, n= 60
- Saskatchewan/Manitoba, n= 42
- Ontario, n= 136
- Quebec, n= 66
- Atlantic Provinces, n= 1



- ***No special sampling procedures were undertaken that would allow data to be extrapolated to the survey population as a whole. Accordingly, data should not be considered reflective of the study population as a whole. No weights were applied to survey data.



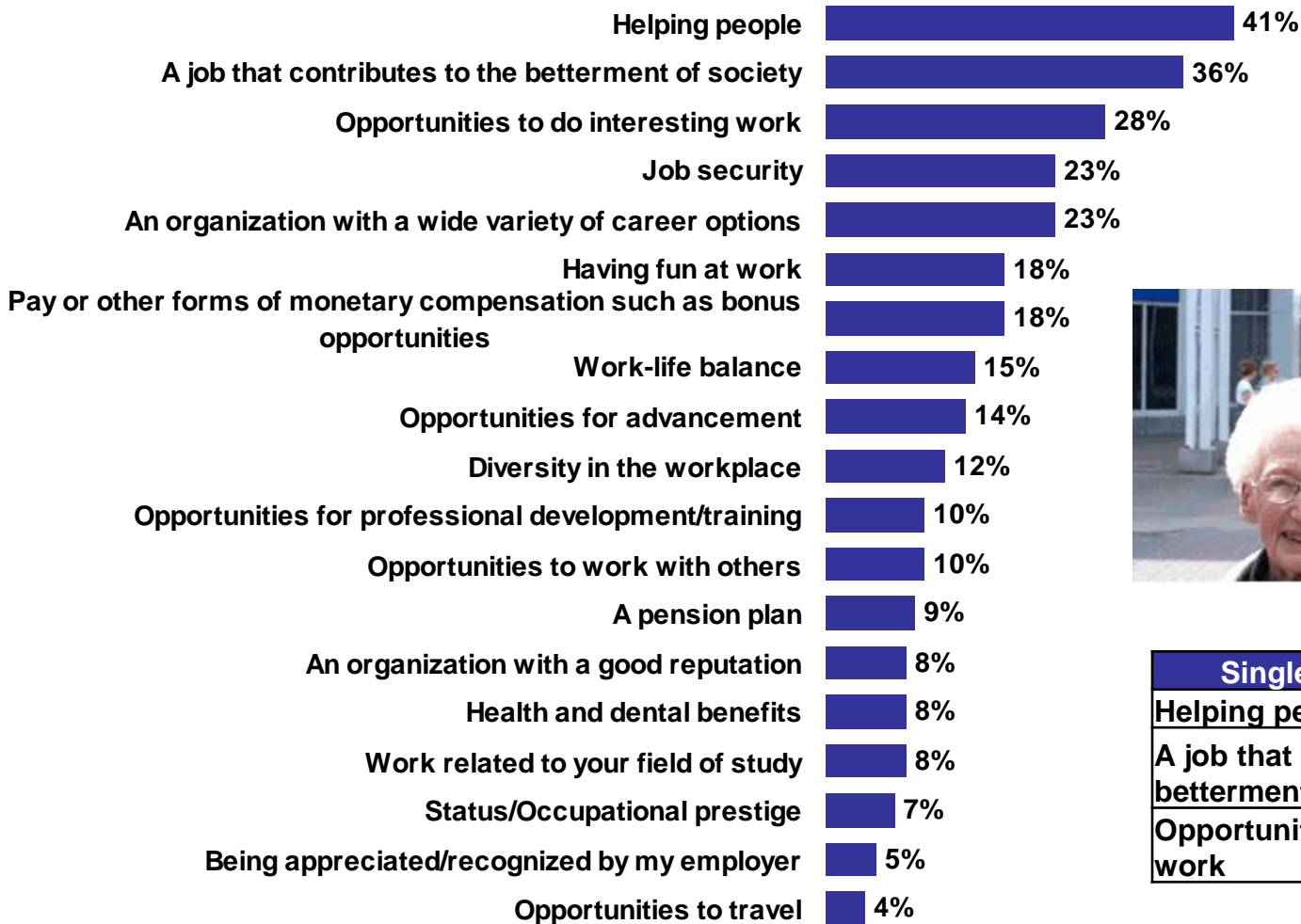
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Career Outlook

Altruism and opportunities for interesting work seen as most compelling when contemplating future employment prospects

■ Most important factors combined



Single Most Important Factor	
Helping people	17%
A job that contributes to the betterment of society	16%
Opportunities to do interesting work	13%



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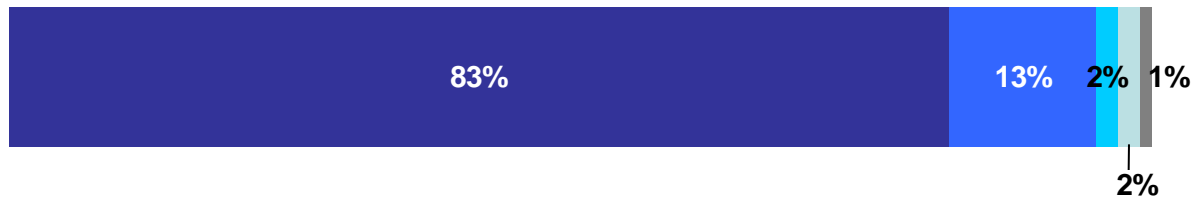


Policing as a Career

A career in Policing is held in high regard

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know

Policing is more than a job, it's a profession.



Policing offers a steady job with good pay



Working as a police officer is no different than any other job.

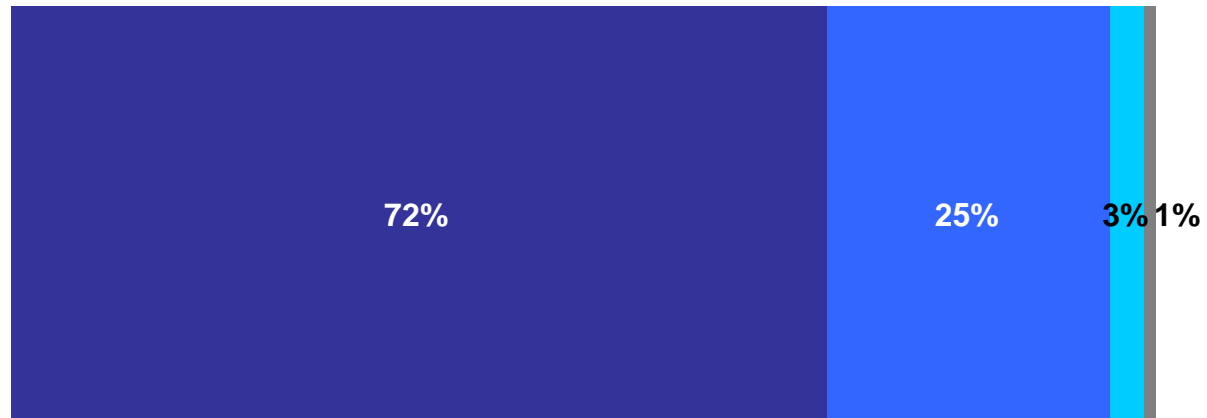




College students are confident they have what it takes to be police officers

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

I am confident that I have what it takes to become a police officer.





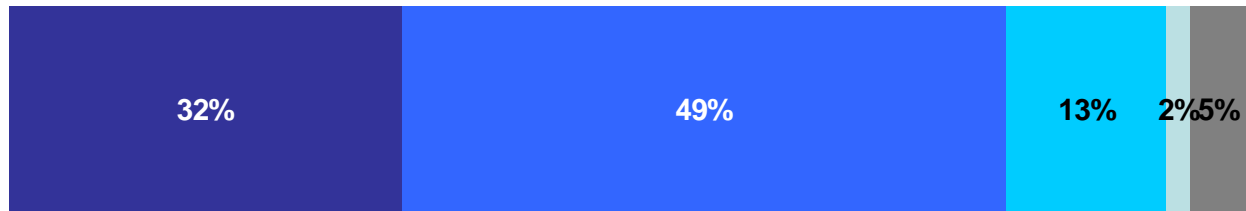
Majorities say family and friends would support their interest in pursuing a career in policing. Most say they would encourage others they know to consider policing as a career.

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

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.

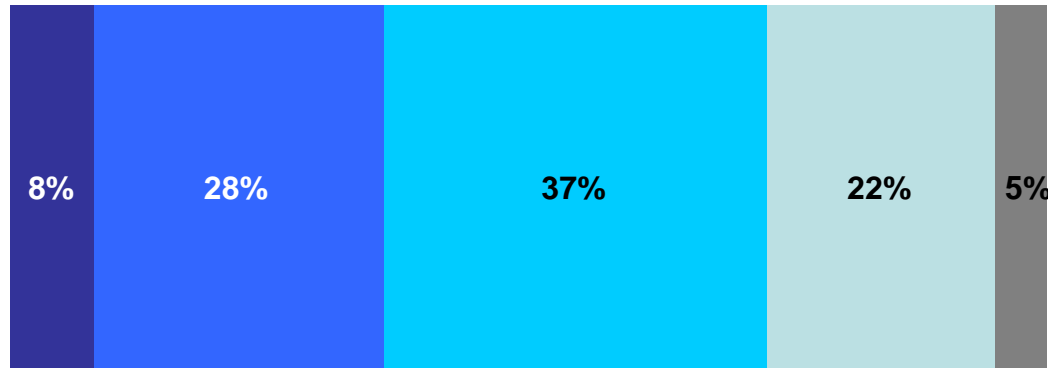




College students still see employment opportunities in policing – roughly two in five are less confident that this is the case

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

I am not sure there are many jobs available in policing these days.





Variety, Stability and Good Compensation seen as key benefits of a career in policing

■ Strongly agree ■ Somewhat agree

There are a wide variety of career options within policing.



Policing offers a long-term and stable career option.



Policing offers a good pension.



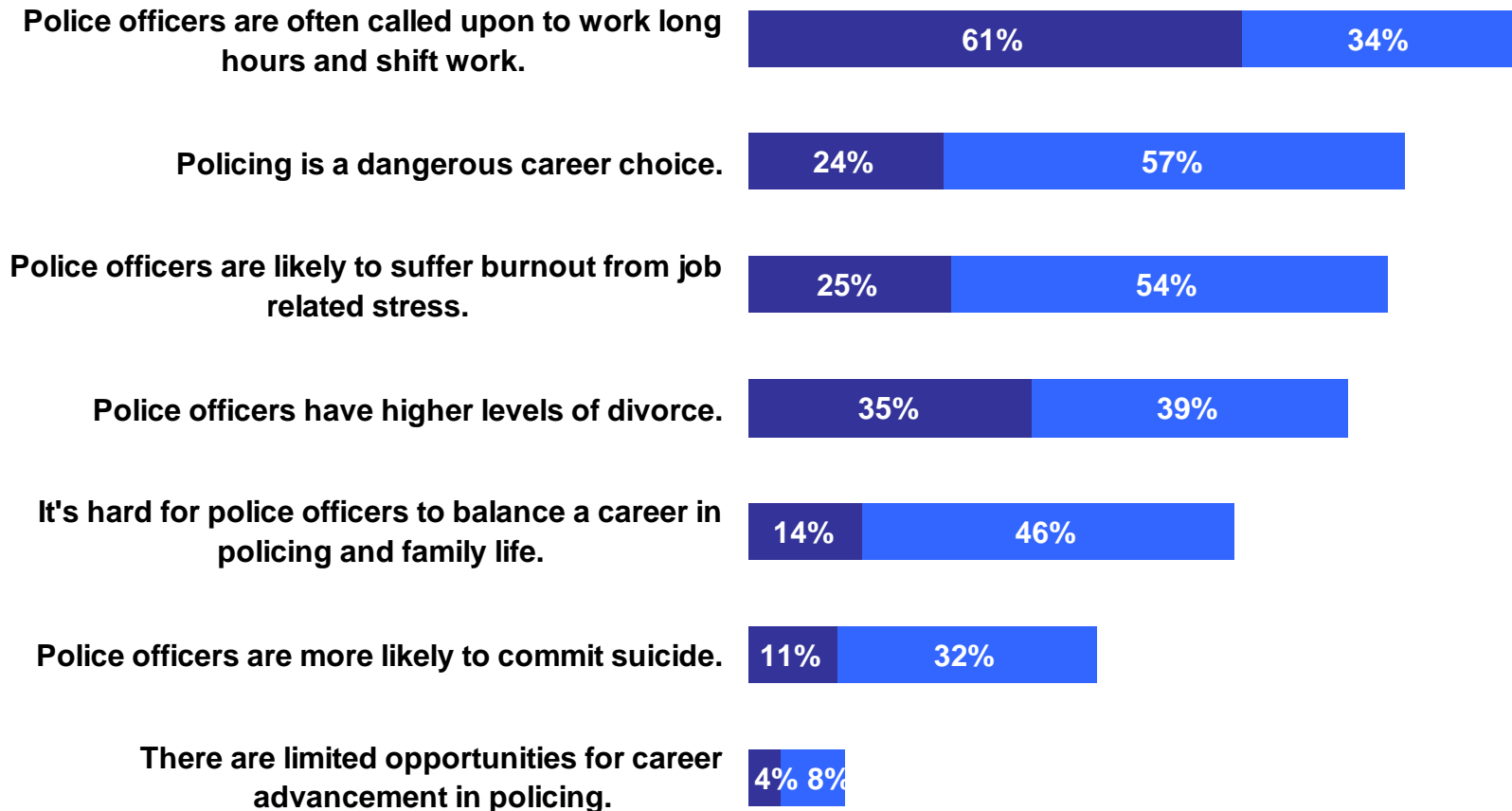
A career in policing comes with good pay and benefits.





Perceived negatives of a career in policing center on work/life balance

■ Strongly agree ■ Somewhat agree





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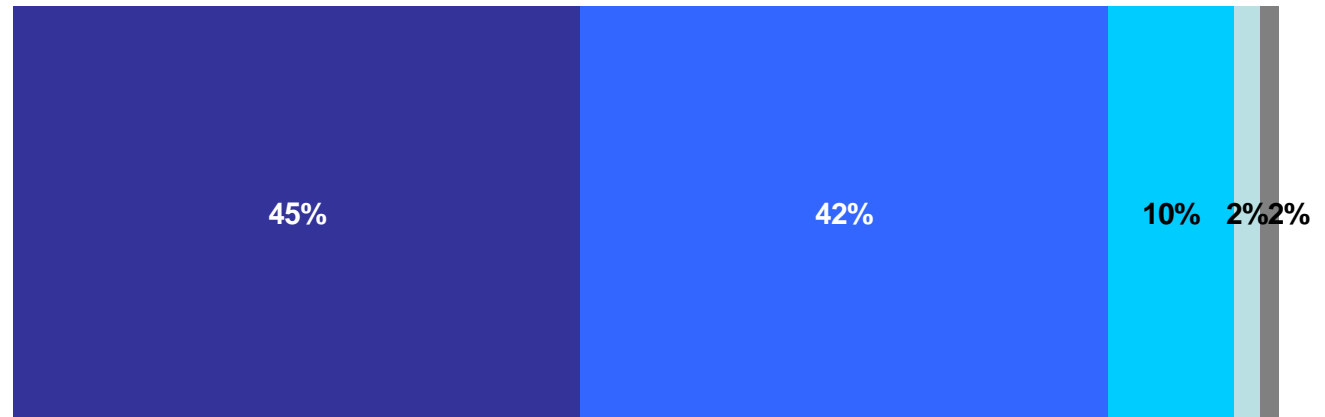


What It Takes To Get Hired

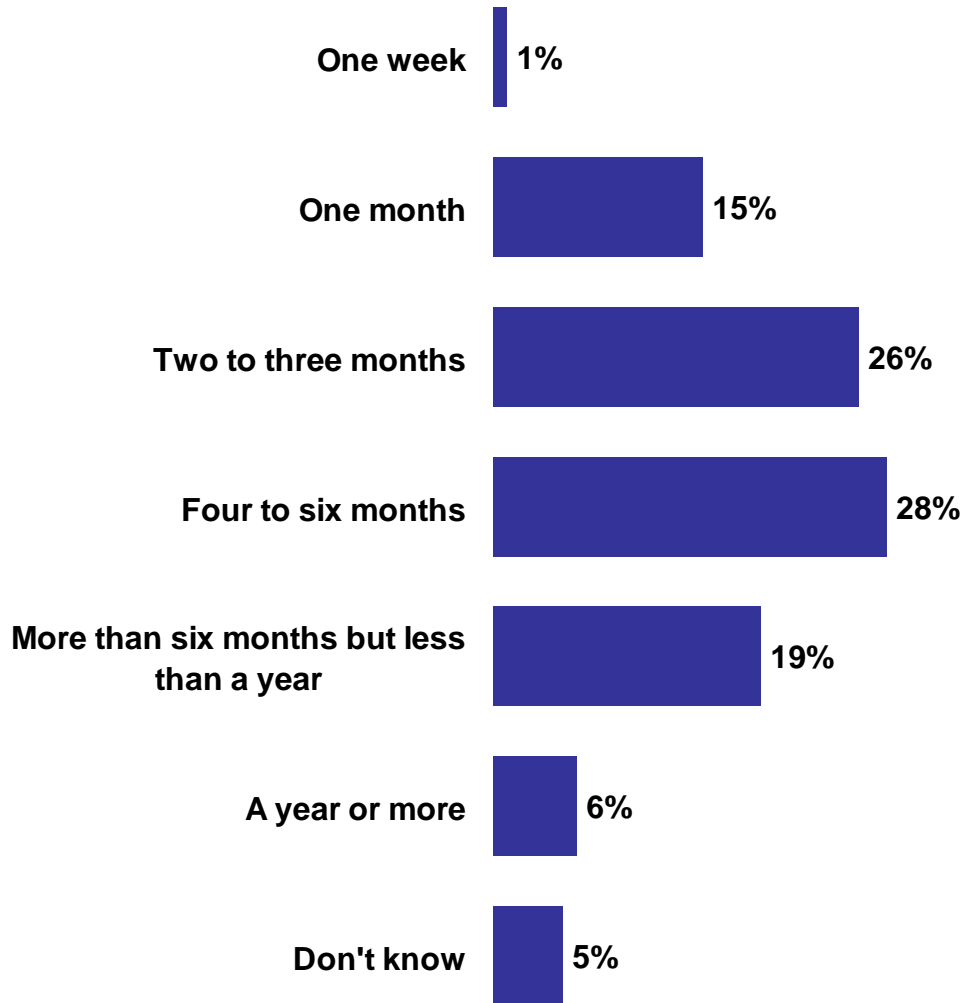
Getting hired as a police officer is no walk in the park

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

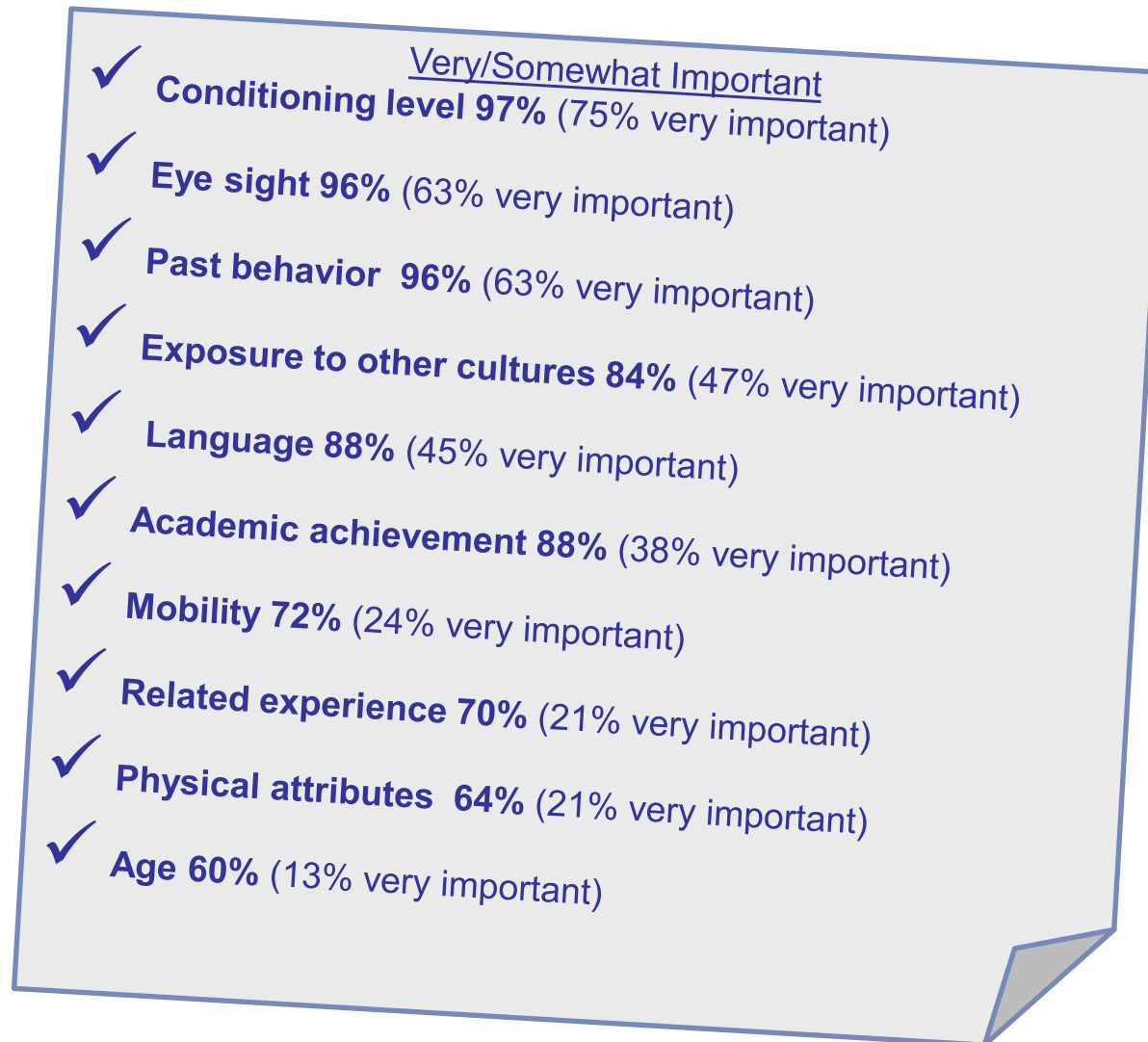
Getting hired as a police officer is a long and difficult process.



Most feel that the hiring process should take six months or less



Factors perceived to be important when it comes to obtaining a job as a police officer





Completing a college certificate in policing or related work experience considered an asset to getting hired as a police officer

■ Strongly agree ■ Somewhat agree

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



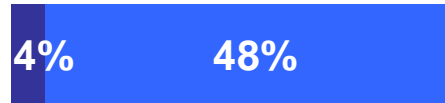
My friends/family recommended I get a community college certificate in policing as a first step towards a career in policing.



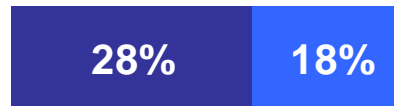
If you have military training it's much easier to find a job in policing.



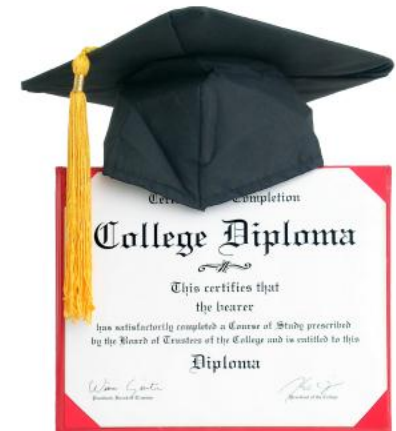
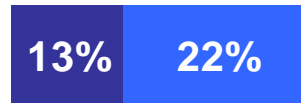
If you have worked as a security guard it's much easier to find a job in policing.



My high school guidance counsellor recommended I get a community college certificate in policing as a first step towards a career in policing.



All you need to get hired as a police officer is a high school diploma.



Apparent contradiction in terms of impact contacts in the profession can have on likelihood of being hired.

- Roughly half of those questioned agree strongly (6%) or somewhat (42%) 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.
- Conversely, only one in four say having a family member employed in policing is very (6%) or somewhat (18%) important when it comes to obtaining a job as a police officer.

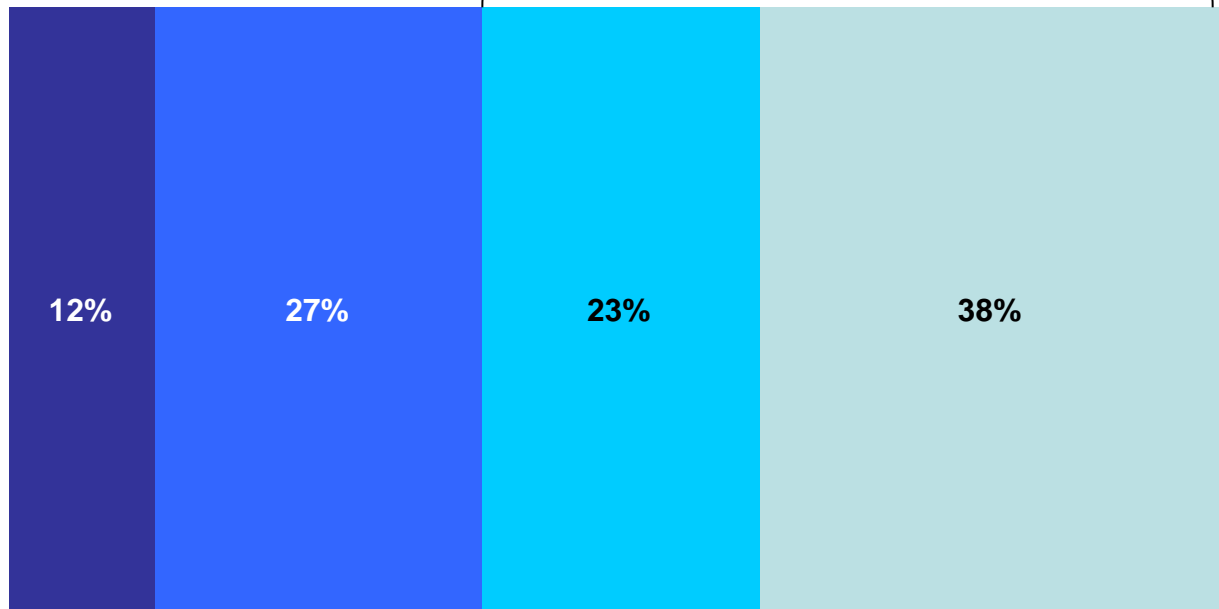
Most Say Ethnicity Not a Factor

■ Very important
 ■ Somewhat important
 ■ Not very important
 ■ Not at all important
 ■ Don't know

61% (not very/not at all important)

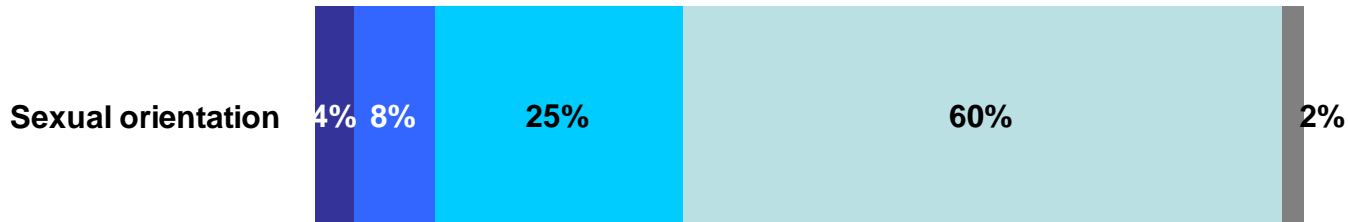
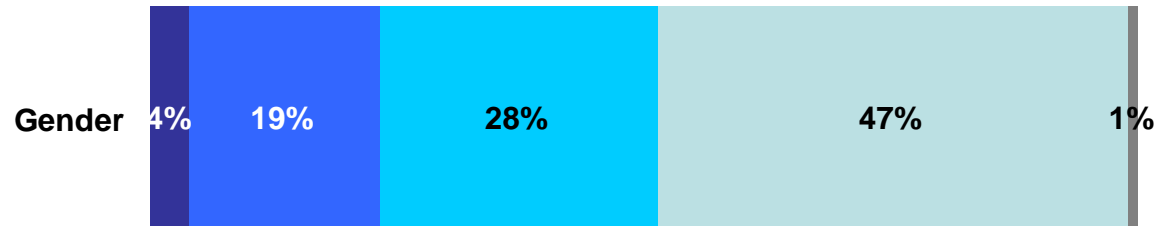


1%



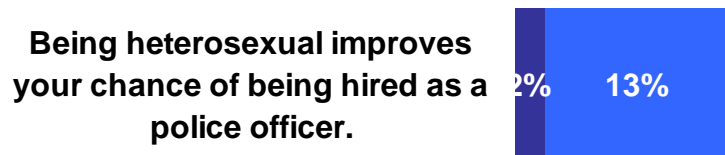
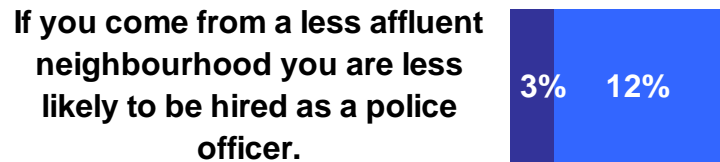
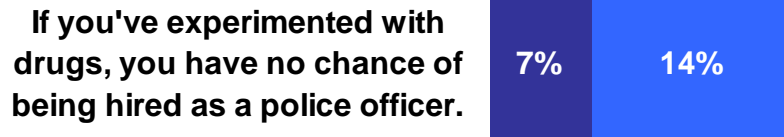
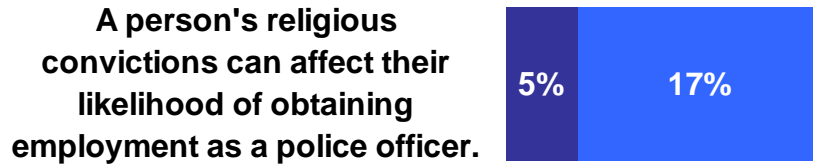
One's gender and sexual orientation of lesser importance when it comes to being hired as a police officer.

■ Very important
 ■ Somewhat important
 ■ Not very important
 ■ Not at all important
 ■ Don't know



Religious beliefs, past drug use, provenance and social orientation seen to have little impact on likelihood of getting hired

■ Strongly agree ■ Somewhat agree



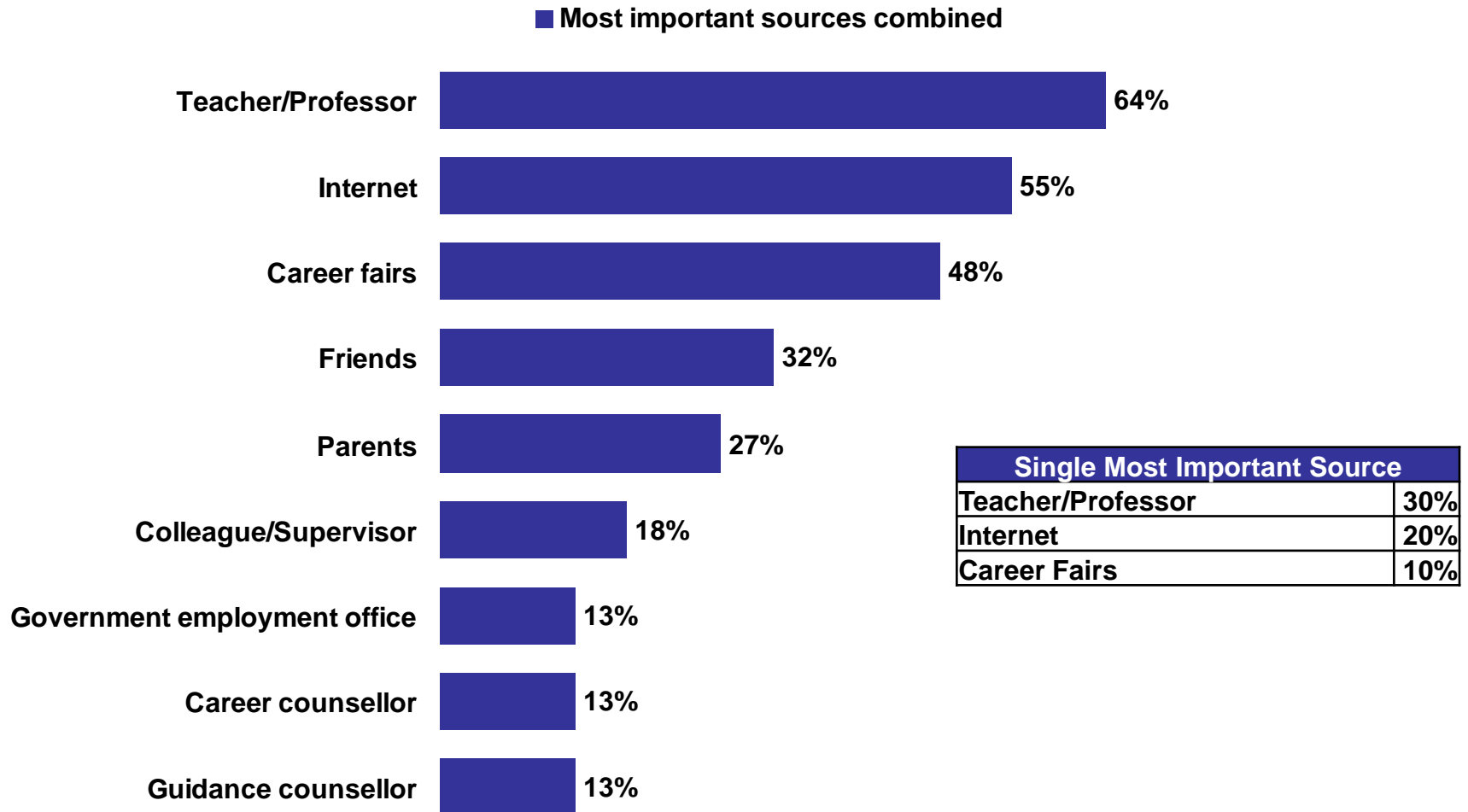


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Information Sources

Teachers, internet, and career fairs are primary sources for general career information

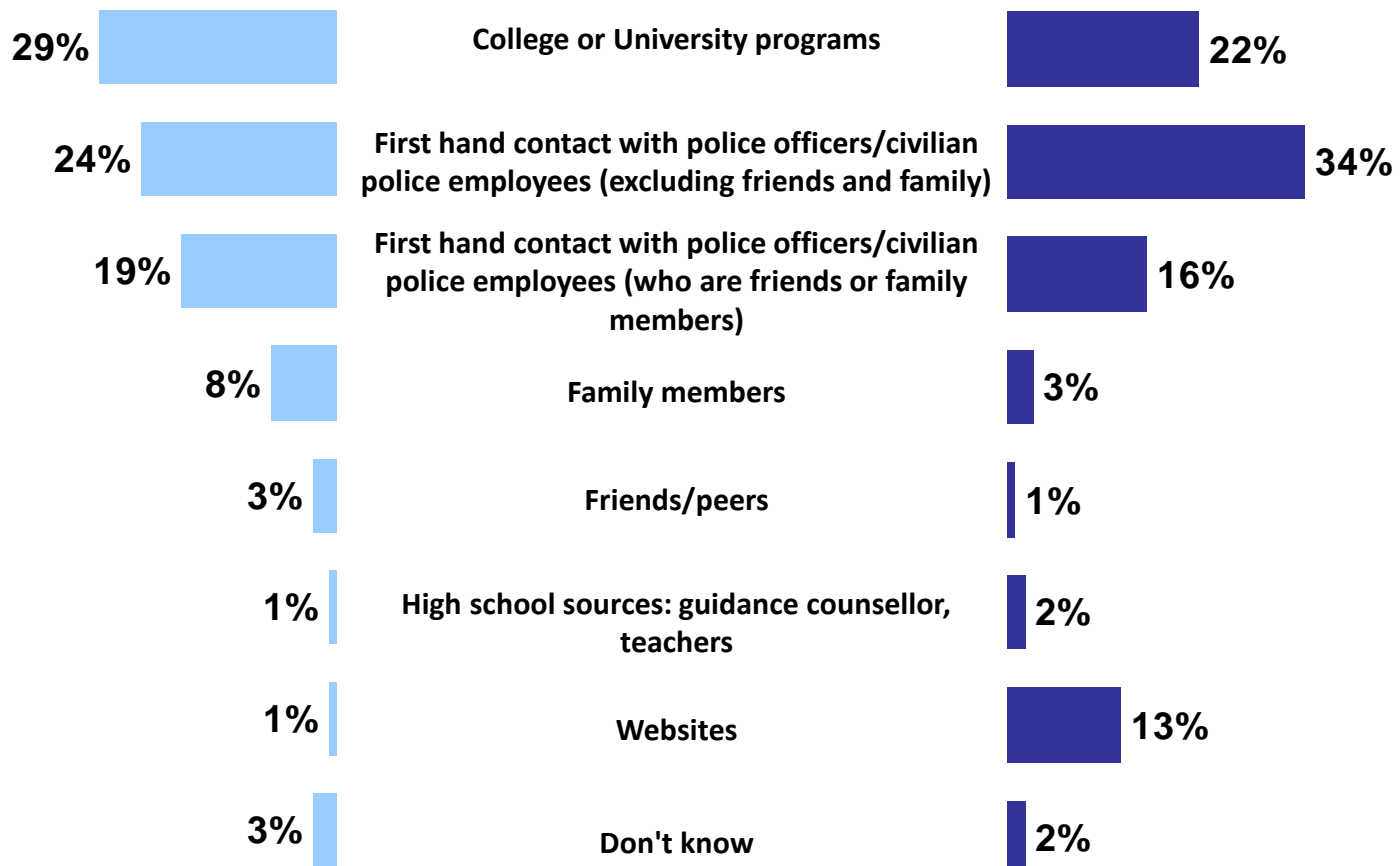




College/University programs most likely to shape views of the profession and most relied upon for info on hiring process

Information sources that has shaped views of policing most

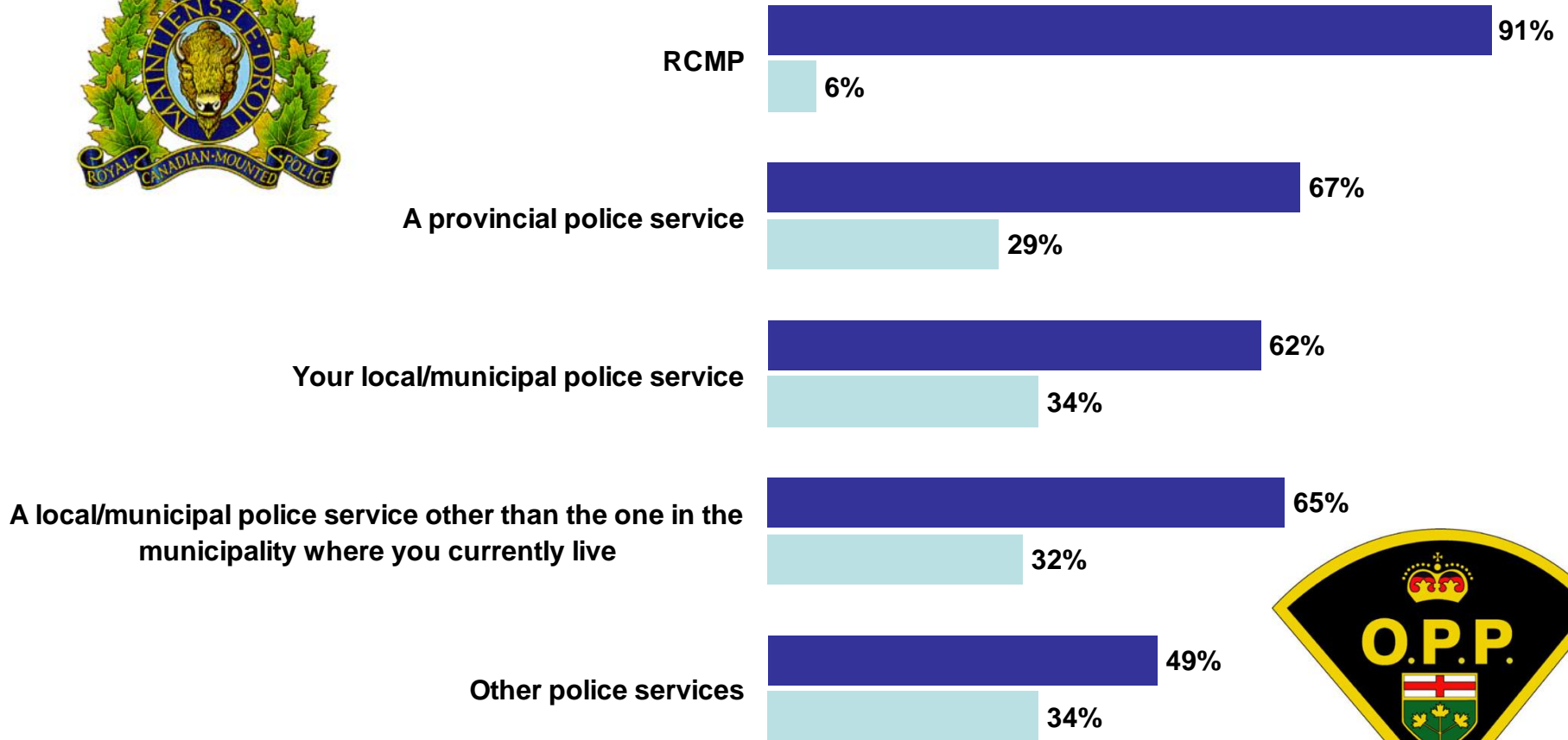
Sources of information relied on most for information about hiring process in policing



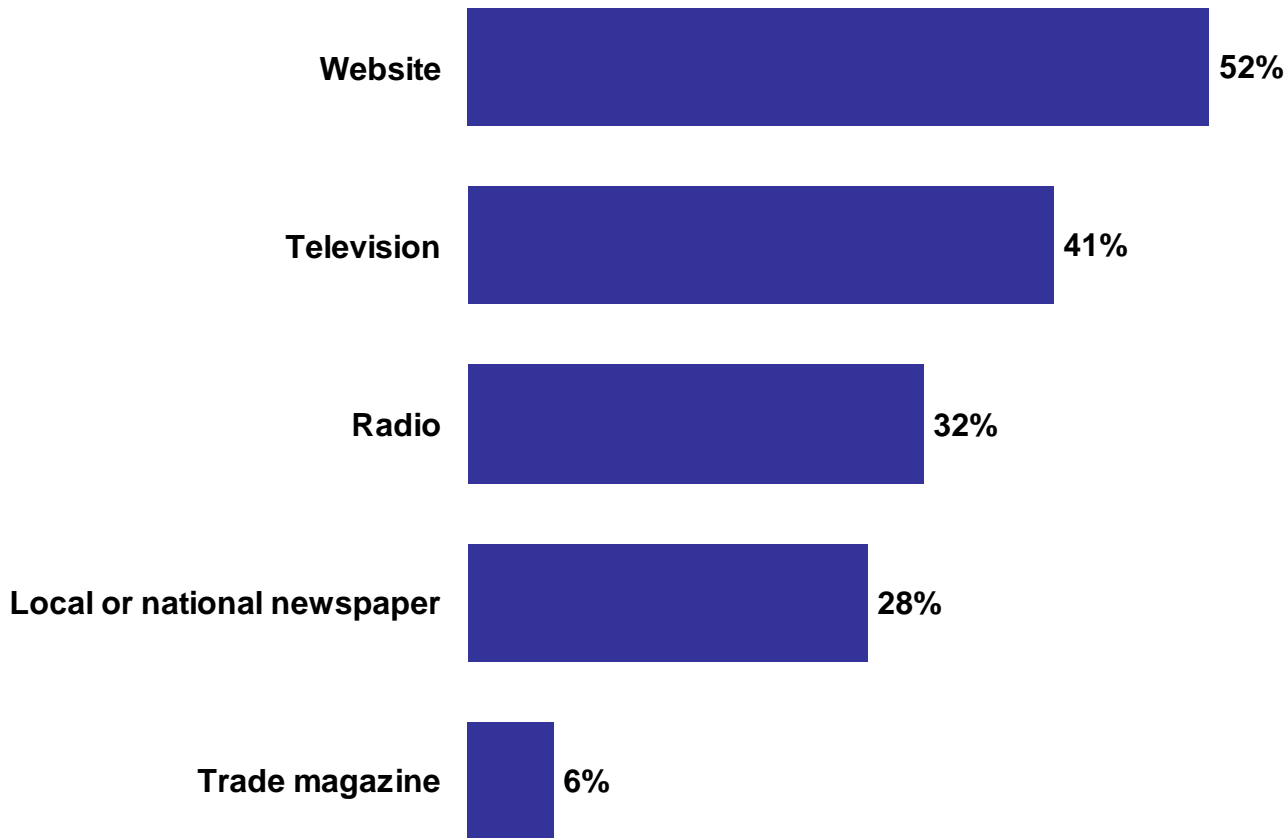
Advertising recall – RCMP and Provincial Police Forces top the list.



■ Yes ■ No



Internet and Television considered the best means of delivering recruitment information





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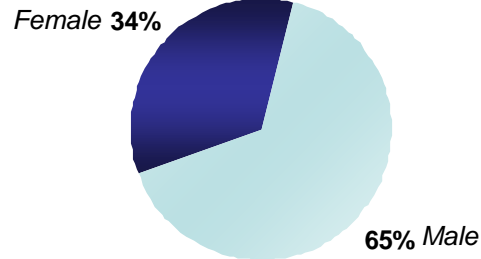
Demographics

Demographics

Age

17-24	84%
25-34	13%
35-44	2%
45+	1%

Gender



Income

Less than \$25,000	34%
\$25,000 to just under \$35,000	9%
\$35,000 to just under \$45,000	6%
\$45,000 to just under \$55,000	6%
\$55,000 to just under \$65,000	6%
\$65,000 to just under \$75,000	6%
\$75,000 to \$100,000	13%
More than \$100,000	10%
Refused	11%

Employment Status

Student	72%
Employed part time	20%
Employed full time	7%
Self-employed	1%

Your Education

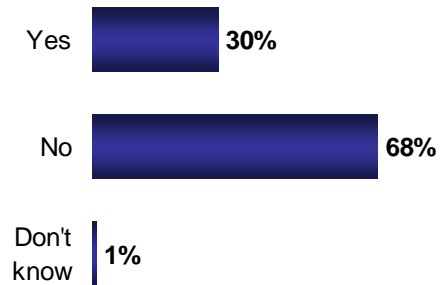
Grade school or some high school	2%
Complete high school	46%
Some community college or university, but did not finish	24%
Complete technical or trade school/ Community college/ CEGEP	19%
Complete university degree (Bachelor's)	9%
Don't know	1%

Your Parents Education

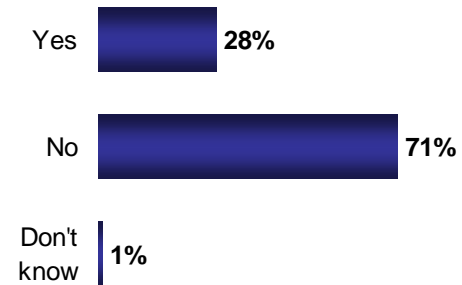
Grade school or some high school	8%
Complete high school	19%
Some community college or university, but did not finish	12%
Complete technical or trade school/ Community college/ CEGEP	27%
Complete university degree (Bachelor's)	22%
Post-graduate degree (Master's, Ph.D.)	6%
Don't know	4%
Refused	2%

Demographics

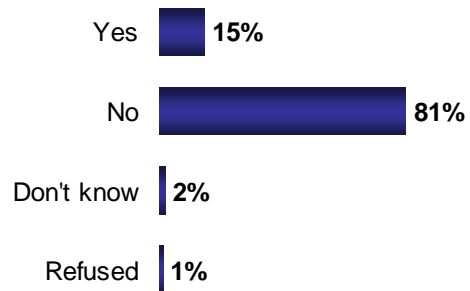
Is/Has anyone in your family worked in the Police Sector in the last 20 years?



Currently working/volunteering in the Policing Sector?



Part of a Visible Minority?



Aboriginal Person?

