

**FINAL
REPORT**

On-line survey on public
perceptions about career
development and the workplace

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ceric

CANADIAN EDUCATION AND
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INTRODUCTION

The Canadian Education and Research Institute for Counselling has a mandate to promote and foster cutting-edge research about career development best practices and professional development opportunities across Canada.

Career development-related research has been growing in popularity throughout the world, giving counselling practitioners a variety of sources from which to draw information on innovative thinking about their profession. These international sources allow professionals to create a shared community of thought, and are of immense value because together they expand the knowledge base of the entire profession. However, Canadians who make use of these sources should be cognizant of the fact that they emerge from social milieux that are often profoundly different from the Canadian social context.

The Canadian employment environment is unique and subject to a variety of factors that affect each worker differently. This uniqueness underpins the rationale for CERIC's original study in 2007 with Ipsos-Reid that focused on career development in Canada, and the role of parents and career counsellors on Canadians' approaches to career development.

This study repeats the questions on career development, parents and career counsellors, and expands on this by adding a new section detailing Canadians' evaluations of their workplaces and a variety of factors that have been vital to their career development.

Research objectives

The Canadian Education and Research Institute for Counselling is interested in learning Canadians' assessments of their job satisfaction, their perceptions about their workplaces and performance management, and the tools and resources they turn to when looking for a job or building a career. This information will serve as a benchmark against which to measure changes in perceptions about the Canadian job market and job satisfaction.

Environics conducted a quantitative research study among adult Canadians in order to help accomplish several objectives, including:

- Provide research that is of interest and use to both career counselling professionals and the general public;
- Build on CERIC's historical data on career planning and assistance to identify trends among the general adult population of Canada;
- Determine how Canadians develop and advance their career today, with a particular focus on the degree to which they use social media and the "hidden job market" for this purpose;
- Describe demographic differences (i.e., gender, age, visible minority status) in perceptions of workplace diversity, and career development and advancement; and
- Establish a baseline of the public's perceptions of issues related to workplace flexibility and diversity in order to shed insights in to how Canadian workplaces can be more welcoming and inclusive.

Report synopsis

This report presents a detailed analysis of the 2010 CERIC survey data in two main sections, addressing results at the national level (general population). The first section explores Canadians' perceptions of their workplaces. The next section examines how Canadians approach their career development, which tools they have made use of and how much value they place on the expertise of career development professionals.

Analysis of the survey data revealed that a number of demographic and attitudinal variables influence awareness and attitudes about workplaces and career development. These are referenced in the report where appropriate and include:

- Age
- Visible minority status
- Place of birth
- Income
- Presence of an activity-limiting disability
- Level of education
- Job satisfaction
- Perceived level of workplace inclusivity
- Personal level of discomfort in the workplace.

Unless otherwise noted, all results are expressed as a percentage. Subgroup differences are noted in the text only when statistically significant.

SUMMARY OF METHODOLOGY AND RESPONDENT PROFILE

The research consisted of an on-line questionnaire with a stratified sample of 1,202 Canadians, 18 years of age and older, with quotas set for gender, age, region and immigrant status. All fieldwork was conducted between November 3 and 11, 2010. If this was an off-line study conducted with a representative sample, a sample of 1,202 would provide results accurate to within plus or minus 2.8 percentage points in 19 out of 20 samples (larger margins of error would apply to demographic subgroups); however, due to the chosen methodology, margin of error can only be estimated. Nevertheless, every effort was made to ensure that the sample was representative of the Canadian adult population, and these results can generally speak for the Canadian population-at-large. A more detailed description of the methodology used to conduct this survey is presented at the back of this report, along with a copy of the questionnaire.

Respondent profile

	TOTAL RESPONDENTS (%)
Language	
English	77
French	23
Gender	
Men	49
Women	51
Age	
18-29	21
30-49	34
50+	44
Children under 18 in household	
Yes	26
No	74
Education	
No degree	5
High school	18
Some college/CEGEP	14
College/CEGEP	24

	TOTAL RESPONDENTS (%)
Education (continued)	
Some university	11
Bachelor degree	20
Graduate/professional degree	8
Household income	
<\$30,000	21
\$30,000 – \$60,000	36
\$60,000 – \$80,000	15
\$80,000 – \$100,000	13
\$100,000 – \$150,000	11
\$150,000+	4
Region	
Atlantic	7
Quebec	25
Ontario	39
Manitoba	6
Saskatchewan	4
Alberta	6
British Columbia	13
Visible minority status	
Yes	12
No	86
Activity-limiting disability	
Yes	20
No	80
Occupation	
Executive	5
Management	11
Professional	11
Technician, semi-professional	10
Office worker, services, sales	23
Trades, skilled, semi-skilled	8
Unskilled	8
Farmer/fisher	1
Admin or owner of small business	5
Admin or owner of large business	*
Other	18

* Less than one percent

EXECUTIVE SUMMARY

This report provides findings from the November 2010 Canadian Education and Research Institute for Counselling (CERIC) survey, based on an on-line survey conducted between November 3 and 11, 2010 with a representative sample of 1,202 adult Canadians (18+). An on-line methodology was chosen because this option enabled the research to be conducted in a manner consistent with previous research conducted by other suppliers.

The 2010 CERIC survey focused on several topics that pertain to the Canadian workplace and Canadians' perceptions of and approaches to their career development. Key research highlights are summarized below.

Research highlights

At the start of a new year, Canadians are generally happy with their jobs, but less so with the remuneration and rewards they receive

Job satisfaction. Most Canadians are reasonably, if not fully, satisfied with their jobs. Three in ten (31%) are very satisfied and another 50 percent somewhat satisfied, compared with 19 percent who express dissatisfaction. From executives to front-line service workers, and across occupations, Canadians also like the work they do (86% somewhat/strongly agree) and the people they work with (88% somewhat/strongly agree).

Job contentment. Six in ten (62%) Canadians also report they are generally content with their job, with no plans to move on. Among those who hope to move on to something else (33%), they are among those Canadians least content with their remuneration, or younger Canadians (under the age of 30) seeking a role with more responsibility, closer to their field of interest, or that makes better use of their education and training.

Satisfaction with on-the-job rewards and recognition. Canadians are more divided about the kind of remuneration and on-the-job reward and recognition they receive. Four in ten (39%) do not feel they are paid a fair amount for the work they do, and fully half of Canadians doubt they are sufficiently rewarded, or receive adequate recognition, for their efforts at work. Visible minority workers are among the least convinced they receive the recognition they should when they do a good job – 47 percent agree they receive the recognition they should, compared to 59 percent of non-visible minority Canadians.

Notably, organizations' remuneration and reward practices affect retention. Canadians who feel strongly that they are being paid a fair amount for the work they do are more likely to be content with their jobs (with no plans to move on), compared to Canadians overall (79% versus 62%).

Canadians are reasonably, if not fully, convinced their workplaces are respectful and free from discrimination, although visible minority workers are less certain on this point

Perceptions of a respectful workplace. Canadians generally feel their workplace is respectful and free from discrimination, although less so visible minority Canadians. Overall, a majority describe their workplace as either very (39%) or somewhat (43%) inclusive. But, visible minority workers are clearly less convinced. Although few think their workplace is *not* inclusive, only 28 percent of visible minority Canadians describe their workplace as *very* inclusive, compared to 41 percent of non-visible minority Canadians.

Regardless of occupation, education or income, Canadians are universally more engaged with their jobs the more they feel their workplace is inclusive. In fact, Canadians who feel strongly that their workplace is

respectful and free from discrimination are twice as likely as others to be very satisfied with their jobs.

Canadians report mixed satisfaction with performance management and career advancement in their organizations

Satisfaction with performance management. Canadians express fairly tepid levels of satisfaction with their organization's performance management practices. Most are either somewhat satisfied (48%) or even dissatisfied (33%) with their employer's performance management practices; few (16%) are *very* satisfied. Canadians across socio-demographic groups typically hold this view, although satisfaction with performance management is more evident among workers in Atlantic Canada and Quebec.

Understanding of career advancement. Perhaps as a result of their perceptions of performance management practices, Canadians are typically not entirely clear on what they need to do to advance in their organizations. With the exception of two in ten (19%) who strongly agree they know what they need to do, most Canadians either have only some idea (49% somewhat agree they know what they need to do) or little at all (19% somewhat/6% strongly disagree).

How do Canadians view others' opportunities for advancement compared to their own? Overall, Canadians are more likely to *disagree* (60%) than agree (35%) with the statement "I feel others have better opportunities for advancement." However, visible minority Canadians are more likely to feel others have better opportunities (53% versus 32% of non-visible minority Canadians), and that their ethnic or cultural background has hindered their advancement (37% versus 7%). In short, visible minority Canadians are as likely as non-visible minority Canadians to say they understand what they need to do to advance in their organization, but they are *much* less convinced it's a level playing field.

As they look to 2011, Canadians are fairly optimistic about their career goals

Meeting career goals. Despite the pressure placed on them during the recession, the Canadian public is reasonably bullish about their career. Three-quarters of Canadians are somewhat (50%) or very (26%) satisfied

with their ability to meet their career goals, though those who remain unemployed are much less positive (40% versus 76% satisfied). Indeed, lack of job opportunities is clearly the top source of frustration among Canadians dissatisfied with their career outcomes.

Top career information sources. Canadians turn, first and foremost, to their colleagues for guidance. Up since 2007, co-workers and associates (68%, up 2 points) are now Canadians' top source for information and guidance about their careers, followed closely by other friends and neighbours (65%), newspapers (62%) and parents (61%). Slightly smaller proportions report they regard such sources as Internet career sites (58%) and government employment centres (53%) as helpful (both up 6 points since 2007), followed by community-based employment agencies (43%, unchanged since 2007), instructors and educational staff other than a counsellor (42%, down 6), professors (40%, first time asked), high school teachers (36%, down 5) and human resource specialists (37%, down 7). Even smaller groups of Canadians turn to a variety of other sources, including career specialists and counsellors in an educational setting (37%, down 5) or in private practice (30%, down 6).

Value of professional career counselling programs. A majority of Canadians see the value of a professional career counselling program, but fewer are certain they would use one. When asked directly, most Canadians deem access to professional career counselling programs as very (27%) or somewhat (52%) valuable, but when asked how likely they would be to use them, fewer Canadians are certain they would use them (16% very certain, 39% somewhat certain). Canadians more certain they would use career counselling programs are typically those dissatisfied with their careers and/or those who desire to move on to a new line of work.

Canadians look first and foremost to on-line sources when seeking a new position or job, but few use social media tools

Top job search tools and tactics. Overall, Canadians are most likely to rely on on-line websites (48%) for job opportunities, followed by print media (30%), word-of-mouth/networking (19%) and employment agencies (12%). Among those Canadians who turn to websites for information on employment opportunities, no single site stands out as a 'go-to' site for information about potential jobs.

Canadians do not differ much in their preferred job search tools and tactics, although today's students are much more likely to turn to job postings on-line – from a variety of websites – compared to the average Canadian (73%, compared to 55% overall). In addition, the use of social media tools (such as Twitter, Facebook, LinkedIn, etc.) for job search purposes is *not* widespread among Canadians. Almost half (46%) report they do not use or are not interested in using them to advance their career goals. Among those who do, they are most likely to turn to company websites (28%), followed by social networking sites (12%), such as Facebook, and professional networking sites (9%), such as LinkedIn.

The hidden job market. Canadians heard more positive news about the country's labour markets and economy as the year wound down. Yet, competition among job seekers remains fierce, and many Canadians are using gutsier, more pro-active tactics to catch the eye of employers. Overall, two-thirds of Canadians (65%) report they've tapped the hidden job market (i.e., unadvertised job sources). Large numbers say active networking (73%), submitting unsolicited resumes (59%) and in-person employer cold-calls (56%) are all tactics they've used to secure a new position.

In today's tough job market, visible minority Canadians, in particular, are finding more success with unconventional job search methods. Among Canadians, they most aggressively mine their networks (nine in ten versus seven in ten non-visible minority Canadians), and are more likely than other Canadians to have found submitting unsolicited resumes (73% versus 57%) and accessing unadvertised job sources (71% versus 56%) as important to securing a job.

Canadian youth more often than not appreciate their parents' involvement in their careers

Role of parents. In general, Canadians are much more likely to describe their parents' role in their careers as supportive rather than over-involved. One-third of Canadians say their parents have been "wonderfully supportive" of their career goals. This rises to more than half of Canadian youth (18 to 24 years), who typically characterize their boomer parents as wonderfully supportive (54%), with another two in ten who say their parents are supportive, but don't know how to help (a proportion identical to those in older generations). Contrary to the common perception of this generation's "helicopter parents," few characterize their parents as overbearing (5%). Indeed, rather than a source of career angst, Canadians with supportive parents are more likely than others to be satisfied with their ability to meet their career goals.

How parents can help. Many Canadians think that parents can help their children's career development by providing them with a range of opportunities and experiences. The most important ways include: encouraging them to learn from their experiences (by succeeding or failing) (56%); exposing children to a range of character-building experiences such as sports and hobbies (51%); helping children develop career-related skills (39%); encouraging children to volunteer in a variety of places (32%); talking to children about career choices (31%); and exposing children to a variety of careers (28%). Notably, these results are consistent among Canadians with and without children.

CONTENTS

INTRODUCTION	i
Research objectives	i
Report synopsis	ii
SUMMARY OF METHODOLOGY AND RESPONDENT PROFILE	iii
EXECUTIVE SUMMARY	v
EVALUATION OF THE WORKPLACE	1
Job satisfaction	1
A closer look at work-life balance	3
Workplace diversity and inclusivity	4
Perceptions of the workplace	7
Remuneration, reward and recognition	8
Career advancement and performance management	9
Changing jobs	12
CAREER DEVELOPMENT	14
Meeting career goals	14
“Who you gonna call?”	16
Role of parents	17
Mentoring and career development	19
Job search tools and tactics	20
The hidden job market	21
The role of the Internet and social media in career development	22
Perceptions of career counselling services	23

APPENDIX A: METHODOLOGY

APPENDIX B: QUESTIONNAIRE

EVALUATION OF THE WORKPLACE

This section of the report focuses on Canadians' opinions about and perceptions of their workplaces, including their job satisfaction, contentment or desire to move on to a new line of work, and some factors that can influence job satisfaction, such as work-life balance and the relative inclusivity of Canadian workplaces.

Job satisfaction

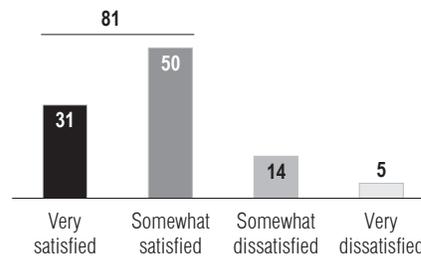
Job satisfaction is high and widespread among Canadians, especially among those who feel their workplace is inclusive.

Canadians are generally satisfied with their current jobs, with eight in ten who are very satisfied (31%) or somewhat satisfied (50%). A much smaller proportion of Canadians are somewhat dissatisfied (14%), while only five percent are very dissatisfied with their current job. Overall job satisfaction is remarkably similar across demographic strata; satisfaction is slightly higher among Canadians between the ages of 45 and 54 (88%) and residents of Quebec (91%). Overall satisfaction is consistent across income levels, but those with the highest household incomes (\$100,000 and over) are more likely than others to be very satisfied (44%, compared to 31%).

The relative stability of job satisfaction among key demographic groups could suggest that Canadians are almost uniformly satisfied with their current jobs. This is not the case, however, as there is a significant connection between job satisfaction and an individual's perceived satisfaction with and optimism about his or her ability to meet career goals. People who are less satisfied with their current jobs are also less certain about their ability to meet their career goals. Similarly, the most satisfied people are also the least likely to plan to move on to a new career. Job satisfaction rises to more than nine in ten (94%) among those who are generally content with their line of work and dips to just under six in ten (57%) among those who hope to move on to a new career.

Job satisfaction

November 2010



Q.3

Would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with your current job?

Subsample: Those who are employed full-time or part-time

Job satisfaction varies most based on perceptions of workplace inclusivity. Canadians who judge their workplaces to be very inclusive are more than twice as likely as anyone else to be very satisfied with their current jobs.

JOB SATISFACTION FACTORS. Good work-life balance and doing work that is satisfying stand out as the top factors influencing Canadians' job satisfaction.

This survey asked Canadians to rate how important a number of factors are on their job satisfaction. As noted, overall job satisfaction is relatively stable across socio-demographic groups, but there are some notable differences among Canadians when asked about how important certain factors are to their overall job satisfaction.

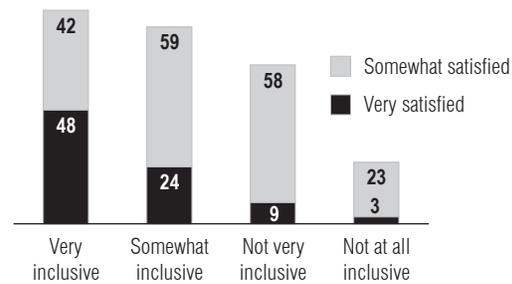
In general, Canadians prefer work that allows them to have a good work-life balance (70% very important) and work that is satisfying (64%). Pay and income (61%) are also important, followed closely by being able to do work that gives Canadians a sense of accomplishment (60%). Between six and seven in ten Canadians believe that these four factors are very important to their overall job satisfaction.

Smaller but still sizable proportions report that long-term job security (57%) and benefit protection (57%) are very important elements in their overall job satisfaction, suggesting that Canadians continue to value the advantages of long-term stable work, despite the growing number of reports in the media contending that these are two issues people should be ready to compromise given the current economic situation. Instead Canadians continue to place substantial emphasis and value on job and benefit stability.

Among men and women in the Canadian workforce, while a similar set of factors influence their job satisfaction, women are more likely than men to value workplaces that promote flexibility and offer satisfying work that gives them a sense of accomplishment. They also find having supportive work colleagues more important than men.

Job satisfaction

By workplace inclusivity November 2010



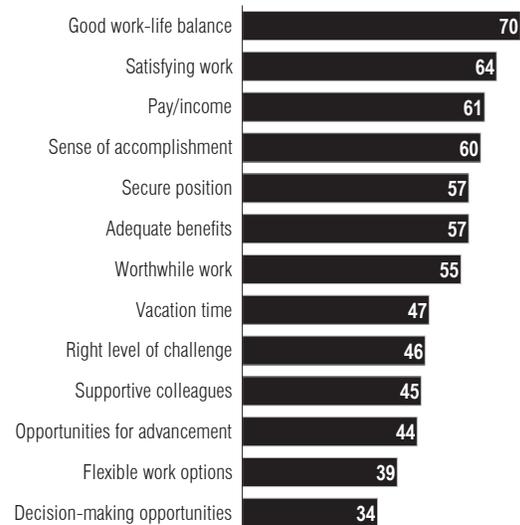
Q.3

Would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with your current job?

Subsample: Those who are employed full-time or part-time

Job satisfaction – very important factors

November 2010



Q.4

There are a number of factors that play a role in job satisfaction. Do you think each of the following is a very, somewhat, not very or not at all important factor to your general job satisfaction ... Doing work that is satisfying ... Doing work that provides the right level of challenge ... Doing work that is worthwhile ... Doing work that provides me with a sense of accomplishment ... Pay or income ... Having adequate benefit protection for self/family ... Having secure position for the long term ... Vacation time ... Opportunities for decision-making ... Opportunities for advancement ... Flexible work options ... Supportive work colleagues ... Having good work-life balance?

Subsample: Those who are employed full-time or part-time

Canadians who identify as a visible minority generally have the same desires as other Canadians, with two notable exceptions. They are more likely than non-visible minority Canadians to indicate that opportunities for advancement (53% versus 42%) and flexible work options (50% versus 37%) are very important to their overall job satisfaction.

Older Canadians (50+) are far more interested than younger Canadians (i.e., those aged 18-49) in doing work that is satisfying (68%), that provides them with a sense of accomplishment (66%) and is worthwhile (60%). After working for 30 years or more, these Canadians really cherish opportunities to do work they consider to be important.

A closer look at work-life balance

For many Canadians, a good work-life balance is integral to job satisfaction. But in the last year a substantial minority feel this balance has deteriorated, especially visible minority Canadians.

As noted, Canadians are most likely to feel having good work-life balance is *very* important to their job satisfaction, a view that Canadians from all walks of life hold, particularly women.

But, in their day-to-day lives, a significant proportion of Canadians are struggling with their work-life balance. One in three (35%) Canadians agree their work-life

balance has deteriorated in the last year, a view that is strongest among visible minority Canadians (49%) and those who have an activity-limiting disability (50%). The remainder of Canadians are largely ambivalent; only one in four (28%) strongly disagree their work-life balance has deteriorated in the past year.

Aggravating Canadians' sense of deteriorating work-life balance is the wish for more control over their work schedules. Half of Canadians strongly (13%) or somewhat (38%) agree they wish they had more control, a view that is fairly common to Canadians regardless of occupation, household income or level of education. Those who are the most likely to feel their work-life balance has deteriorated over the last year also wish they had more control over their work schedules, suggesting that the key here is control – not hours worked. Notably, individuals who identify as a visible minority (63%) are most likely among Canadians to wish for more control over their work schedule.

Those experiencing deterioration in their work-life balance are more likely to turn to career counselling for help. More specifically, those Canadians who value career counselling programs and are very certain they would use a career counselling service are twice as likely as those who are not to report their work-life balance has deteriorated. In other words, Canadians are open to, and turning to, career counselling programs to help them manage their challenges with work-life balance.

IMPORTANCE OF FLEXIBLE WORK OPTIONS. Nearly eight in ten (77%) Canadians value flexible work options such as telecommuting, job sharing, flex-time or condensed work weeks. These options help Canadians manage non-work-related commitments that they might otherwise be unable to honour. Women, Canadians under the age of 50, those with children and those who identify as a visible minority tend to find these options more valuable than others, possibly due to the stresses associated with taking care of larger families (with or without children).

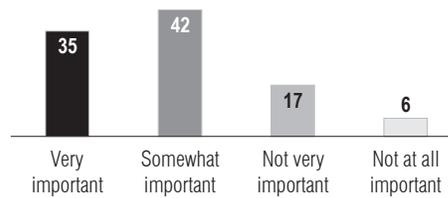
Workplace diversity and inclusivity

A majority of Canadians feel their workplaces are inclusive, though younger Canadians and visible minority Canadians are less sure. Visible minority Canadians are also much more likely than others to say they have felt uncomfortable or out of place in their workplace because of who they are.

As the Canadian population has become more ethnically and culturally diverse, Canadian organizations have grappled with how to promote greater diversity in their workplaces – with varying degrees of success.

The 2010 CERIC survey asked Canadians whether or not they would describe their workplace as inclusive (i.e., as a place where employees are treated with respect and given the opportunity to participate in all aspects of the workplace without discrimination). The survey also asked Canadians if they ever feel out of place in their workplace because of their ethnicity, culture, race, skin colour, class, language, accent, gender, disability, sexual orientation or religion.¹

Importance of flexible work options
November 2010



Q.26

How important is it to you to have flexible work options, such as telecommuting, job sharing, flex-time, condensed work week (four-day work week), etc.? Is it very, somewhat, not very or not at all important?

¹ These questions were adapted from a 2009 study by Jeff Reitz and Rupa Banerjee at the University of Toronto.

Canadians generally describe their workplace as at least somewhat inclusive. A majority feel their workplace is either very (39%) or somewhat (43%) inclusive, with few who feel their workplace is not very (13%) or not at all (5%) inclusive. While the youngest Canadians (18-24 years) are among the most positive about their workplaces' inclusivity, those Canadians in the next age cohort (25-34 years) are more likely than others to describe their workplace as somewhat inclusive. This greater ambivalence may reflect the higher incidence of job dissatisfaction and disconnection experienced by this group of Canadians in the workplace.

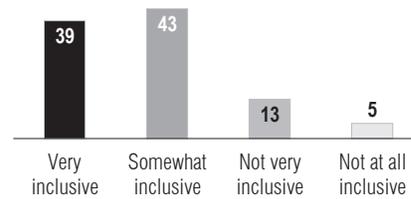
Time spent with an organization also appears to foster more ambivalence. Canadians who have worked for their current employer for two years or less are among the most likely to describe their workplace as very inclusive, a less common perception among Canadians with longer tenures.

Most notably, visible minority Canadians are least likely to describe their workplace as very inclusive (28%, compared to 41% of non-visible minority Canadians). They are clearly less convinced than their non-visible minority colleagues that their workplace treats all with respect; though, like other Canadians, few visible minority Canadians characterize their workplace as *not* inclusive.

Workplace inclusivity is also closely connected to overall job satisfaction and optimism about an individual's ability to meet his or her career goals. Job satisfaction rises to nine in ten (91%) among those who describe their organizations as very inclusive and drops to only one-quarter (27%) among those who describe their organizations as not at all inclusive. Improving workplace inclusivity is of vital importance to employers, as their workers' overall satisfaction is likely to improve as well. This is of particular interest to employers of unskilled workers, because nearly four in ten (37%) report that their workplaces are not inclusive.

Canadians who are the most confident about their ability to meet their career goals are also the most positive about the degree to which their organizations treat workers with respect. Those who are optimistic about meeting their career goals are more likely than others to rate their organizations as inclusive (85%, compared to 67%).

Workplace inclusivity November 2010



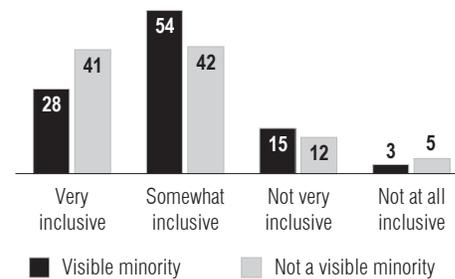
Q.27

Would you describe your workplace as inclusive? That is, all employees are treated with respect and given the opportunity to participate in all aspects of the workplace without discrimination.

Subsample: Those who are employed full-time or part-time

Workplace inclusivity

By visible minority status November 2010



Q.27

Would you describe your workplace as inclusive? That is, all employees are treated with respect and given the opportunity to participate in all aspects of the workplace without discrimination.

Subsample: Those who are employed full-time or part-time

IDENTITY IN THE WORKPLACE. Canadians do not typically feel out of place or uncomfortable in their workplaces because of who they are, but visible minority Canadians, albeit a minority, are three times as likely as non-visible minority Canadians to feel uncomfortable or out of place at least some of the time.

In addition to asking Canadians to describe how inclusive their workplaces are, the 2010 CERIC survey also asked Canadians if they ever feel uncomfortable or out of place in their organization because of their ethnicity/culture/race/skin colour/class/language/accent/gender/disability/sexual orientation/religion. A majority of Canadians have never (62%) or rarely (16%) felt out of place or uncomfortable in their workplaces because of one or more of these aspects of identity. This is largely true for Canadians across socio-demographic groups, but those who feel their workplace is *very* inclusive are most likely to say they never (74%) feel alienated in their workplace.

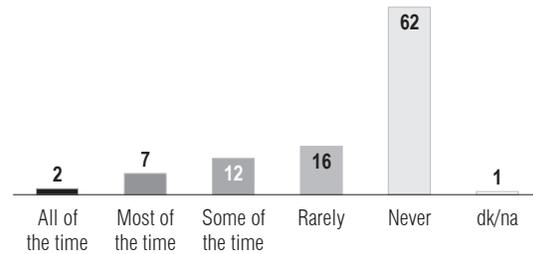
However, visible minority Canadians are far more likely than non-visible minority Canadians to report they have felt uncomfortable or out of place. More than four in ten visible minority Canadians say they have felt this way at least some (29%) or most (14%) of the time, with a few who say all of the time (5%).²

Language, accent and gender are the main reasons Canadians feel out of place in their workplace. When asked for which reasons they feel out of place or uncomfortable, those who feel this way at least some of the time are most likely to attribute their discomfort to their language and/or accent (18%) and their gender (18%). A slightly smaller proportion also feels their race or skin colour (15%) is a reason, followed by ethnicity or culture (13%), disability (13%) and class (13%). Smaller proportions in this group (9% or fewer) mention other reasons such as religion and sexual orientation, while three in ten (32%) are unable to cite a reason.

Notably, for visible minority Canadians, skin colour and race are perceived to be the biggest barrier to a greater sense of belonging in their workplace. They are most likely to say they feel out of place for this reason, fol-

2 Sizable proportions of immigrants (41%) and Canadians with an activity-limiting disability (38%) also report they have felt uncomfortable or out of place in their organizations at least some of the time. However, results are directional only as sample sizes for these groups are small.

Frequency of feeling out of place at work
November 2010

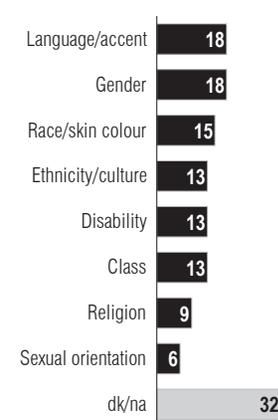


Q.28

How often do you feel uncomfortable or out of place in your organization because of your ethnicity, culture, race, skin colour, class, language, accent, gender, disability, sexual orientation or religion? Is it ...?

Subsample: Those who are employed full-time or part-time

Reasons for feeling out of place at work
November 2010



Q.29

For which reason or reasons do you feel uncomfortable or out of place? Is it because of ...?

Subsample: Those who are employed full-time or part-time – who feel uncomfortable or out of place in their organization all, most or some of the time

lowed by their language/accent, their gender and their ethnicity/culture. Despite the fact that Canada – and by extension Canadian workplaces – is among the most diverse countries in the world, small but significant proportions of Canadians, particularly visible minority Canadians, feel alienated in their workplace because of basic aspects of their identity.

Perceptions of the workplace

Canadians tend to enjoy the people with whom they work and the tasks required of them, but a strong minority (one in three) feel their work is meaningless, a perception that is much higher among 25- to 34-year-olds and those with the lowest incomes.

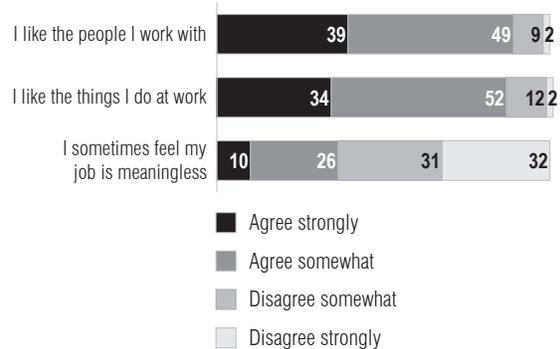
Canadians like their colleagues. The vast majority somewhat (49%) or strongly (39%) agree they like the people they work with, while only one in ten (11%) feel otherwise. Positive sentiments are strongest among Albertans (57% strongly agree they like who they work with). As well, while similar proportions of men and women like their colleagues, women are more likely than men to strongly agree they like who they work with (43% versus 34% of men). Most notably, Canadians who are satisfied with their job are much more likely to like who they work with than those who are not (92% versus 67%).

Canadians also like the things they do at work. When posed with the statement “I like the things I do at work,” a large majority strongly (34%) or somewhat (52%) agree. How many Canadians like the things they do at work steadily rises with age (from 70% of those aged 18 to 24 years to 92% of those aged 45 years or older), though not with level of education and household income. Perhaps surprisingly, Canadians’ feelings towards the things they do at work vary little by occupation. The one exception is executives, all of whom (100%) say they like the things they do, with three-quarters (73%) agreeing strongly. Not surprisingly, those who hope to move on to another job are much more ambivalent than those content with their jobs about how much they like the things they do at work.

One-third of Canadians (36%) sometimes feel their jobs are meaningless, although only one in ten (10%) feel this way strongly. Notably, those aged 25 to 34 years and Canadians with household incomes less than \$30,000 (44% each) are more likely than others to sometimes feel their jobs are meaningless. As well, fewer visible minority than non-visible minority Canadians disagree strongly with the statement “I sometimes feel my job is meaningless” (19% versus 34% of non-visible minority Canadians).

Perceptions of the workplace

November 2010



Q.5d,e,g

Please indicate how strongly you agree or disagree with the following statements ...

Subsample: Those who are employed full-time or part-time

Remuneration, reward and recognition

There are sizeable pockets of discontent with the remuneration and on-the-job rewards and recognition Canadians receive.

The 2010 CERIC survey asked Canadians the degree to which they are satisfied with the level of remuneration, reward and recognition they receive on the job. Few Canadians are convinced they receive a fair amount of reward and recognition for the work they do.

REMUNERATION. The 2010 CERIC survey finds that Canadians express mixed feelings about how they are paid. Just two in ten (21%) say they strongly agree they are paid a fair amount for the work they do, followed by a larger, less certain group of Canadians (40%) who somewhat agree they are paid a fair amount. Fully four in ten disagree somewhat (25%) or strongly (14%) that they are paid a fair amount for the work they do.

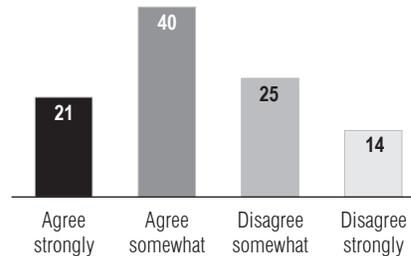
Similar proportions of Canadians across socio-demographic groups feel they are paid a fair amount for the work they do. But fewer Canadians with lower household incomes feel this way. Seven in ten (72%) of those with household incomes of \$150,000 or more feel they are paid a fair amount, compared to only four in ten (40%) of those with household incomes of less than \$30,000. In addition, Canadians born in Canada (22%) are twice as likely as those born outside Canada (10%) to strongly agree they are paid a fair amount, although similar proportions agree overall.

REWARD. Fully half of Canadians do not feel adequately rewarded for their efforts at work. When prompted with the statement “I don’t feel my efforts are rewarded the way they should be,” five in ten somewhat (35%) or strongly (18%) agree.

Canadians’ views of how they are rewarded for their efforts are largely consistent across age, gender, education and regional groups. However, visible minority Canadians (65%) and those with an activity-limiting disability (64%) are more likely than other Canadians to *not* feel their efforts are rewarded the way they should be, as are those in office-, trade- and service-oriented occupations.

Feel I am being paid a fair amount for the work I do

November 2010



Q.5a

Please indicate how strongly you agree or disagree with the following statements ...

Subsample: Those who are employed full-time or part-time

RECOGNITION. Canadians are similarly divided as to whether or not they feel they receive adequate recognition for doing a good job. A small majority of Canadians somewhat (40%) or strongly (17%) agree they receive the recognition they should when they do a good job. But for a large minority of Canadians, recognition is less evident – four in ten somewhat (28%) or strongly (13%) disagree they receive the recognition they should when they do a good job.

Younger Canadians aged 18 to 24 are more inclined to feel they receive the recognition they should, as are those in management occupations (71% agree they receive the recognition they should, compared to 57% of those in other occupations). Canadians who feel their workplaces are inclusive are most likely to feel they receive the recognition they should.

Finally, visible minority Canadians are among the least convinced they receive the recognition they should when they do a good job – 47 percent agree they receive the recognition they should, compared to 59 percent of non-visible minority Canadians.

Career advancement and performance management

Few Canadians are aware of the specific steps they need to take to advance in their organizations, although they nevertheless think they are given equal (or more) opportunities to advance when compared to others.

CAREER ADVANCEMENT. Canadian workers are not entirely clear on what they need to do to advance in their organizations. With the exception of two in ten who strongly agree (19%) that they know what they need to do, most Canadians either have only some idea (49% somewhat agree they know what to do) or little at all (19% disagree somewhat/6% disagree strongly).

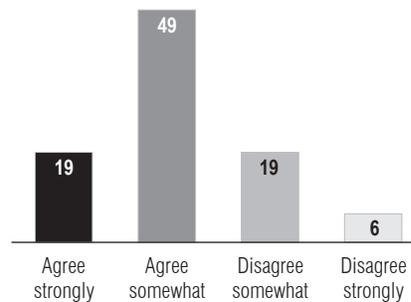
Quebec workers are disproportionately more likely to better understand what they need to do to advance in their organization (86% versus 68% of Canadians overall).

Notably, those satisfied with their jobs are *much* more likely than those who are not to feel they know what they need to do to advance (75% versus 38%). Indeed, knowledge of how to advance produces a larger gap between Canadians satisfied with their job and those who are not than remuneration or recognition received on the job.

Notwithstanding that slightly more non-visible than visible minority workers strongly agree they know what to do to advance (20% versus 10%), both groups of Canadians generally display a similar sense, or lack thereof, of what they need to do to advance in their organization. As well, men and women express a similar level of understanding.

I understand what I need to do to advance in my organization

November 2010



Q.5p

Please indicate how strongly you agree or disagree with the following statements ...

Subsample: Those who are employed full-time or part-time

DO OTHERS HAVE BETTER OPPORTUNITIES TO ADVANCE?

Canadians diverge more when asked if they *feel others* have better opportunities for advancement. Overall, Canadians are less likely to agree (35%) than disagree (60%) with the statement “I feel others have better opportunities for advancement” (4% are unable or unwilling to offer a response).

Demographically, a similar minority of Canadians across age, gender and household and education levels feel others have better opportunities. Regionally, consistent with their greater knowledge of how to advance in their organizations, Quebecers (21%) are *least* likely to feel others have better opportunities for advancement.

However, visible minority Canadians and those born outside Canada are more likely to agree others have better opportunities for advancement. Half of visible minority Canadians agree others have better opportunities for advancement (16% agree strongly, 37% agree somewhat), compared to one-third of non-visible mi-

nority Canadians. As well, those born outside Canada, albeit a minority, are three times as likely as those born in Canada to strongly agree others have better opportunities for advancement (23% versus 8%).

In short, visible minority Canadians and immigrants share a similar level of understanding as the Canadian population-at-large of what they need to do to advance, but they are much less convinced there’s a level playing field to do so.

Furthermore, when posed directly with the statement “I feel my ethnic or cultural background has hindered my career advancement,” visible minority Canadians are five times as likely as non-visible minority Canadians to agree (37% versus 7%). Among those who disagree, visible minority Canadians are far less certain than others (28% strongly disagree their ethnic or cultural background has hindered their advancement, compared to 69% of non-visible minority Canadians).

PERFORMANCE MANAGEMENT PRACTICES. The 2010 CERIC survey also probed Canadian workers' general satisfaction with their employer's performance management practices (i.e., feedback on performance, performance criteria, goal-setting, etc.).

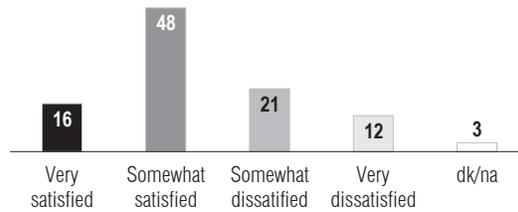
Overall, Canadians are typically more satisfied than dissatisfied with their companies' performance management practices. More than six in ten say they are somewhat (48%) or very (16%) satisfied with them, with the remainder of Canadians reporting they are somewhat (21%) or very (12%) dissatisfied with their organization's performance management practices.

In general, satisfied and dissatisfied Canadians possess similar socio-demographic characteristics, though workers in Atlantic Canada (77%) and Quebec (75%) are more likely to be satisfied than those in other provinces. As well, Canadians with household incomes of \$150,000 or more are significantly more likely (34%) to say they are *very* satisfied with their employer's performance management practices, likely reflecting their stronger satisfaction with their remuneration and reward.

Notably, similar proportions of visible minority and non-visible minority Canadians say they are satisfied with their organization's performance management practices.

REASONS FOR DISSATISFACTION. Why are Canadians dissatisfied with their employers' performance management practices? When asked (unprompted, without response options offered), Canadians who are dissatisfied reported having issues with poor management and control (31%), and insufficient appreciation or recognition (26%). Others felt that their managers did not involve them in discussions or give appropriate feedback. Notably, few focused on compensation, suggesting that Canadians would be more likely to respond to managerial or organizational changes that promote good management practices and greater feedback on performance than monetary solutions.

Satisfaction with organizational performance management practices November 2010



Q.24

How satisfied are you with the performance management practices in your company or organization (i.e., feedback on performance, setting of goals, linking of goals to organizational goals, recognition and reward, etc.)? Are you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

Subsample: Those who are employed full-time or part-time

Reasons why dissatisfied with organizational performance management November 2010



Q.25

Why?

Subsample: Those who are employed full-time or part-time, and who are dissatisfied with the performance management practices of their company

Changing jobs

Six in ten Canadians are content with their work, though younger Canadians are more divided. Among those who plan to move on, their chief interest is to secure a role with more responsibility or closer to their field of interest.

In addition to determining Canadians' overall job satisfaction, the 2010 CERIC survey also assessed the degree to which Canadians are content with their current line of work, or whether they hope to move on to something else.

A majority (62%) of Canadians are generally content with the type of job or work that they do, though a third (33%) express a desire to move on to a new line of work. An individual's contentment with his or her current line of work is closely connected to overall job satisfaction, as well as optimism about meeting career goals. Those who are the most satisfied with their jobs and more optimistic about the future of their careers are the least likely to express a desire to move on.

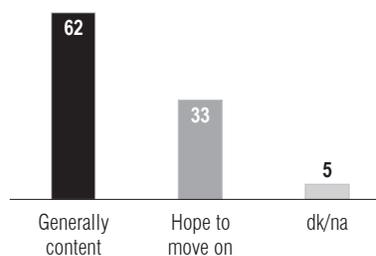
As well, those who feel they are being paid a fair amount are more likely to be content with their jobs, with contentment rising to eight in ten (79%) among those who feel strongly that they are remunerated appropriately.

Socio-demographically, Canadians' contentment with their work varies little, although Canadians with household incomes of \$100,000 to \$150,000 are slightly more likely (75% versus 62% overall) than others to be content with their current line of work.

However, as could be expected, Canadians under the age of 30 are the least content with their current work and express the greatest desire to move on. The fact that they are in the most formative part of their careers, likely still looking for a position that fits with their personal career aspirations or training, plus the higher incidence of part-time work in this age group, likely all contribute to the more widespread desire to move on to a different position among younger Canadians.

Contentment with type of job

November 2010



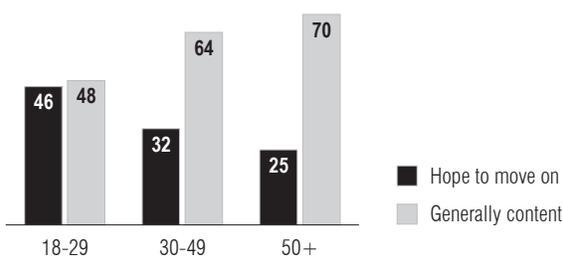
Q.9

Are you generally content with the type of job or work you do, or do you hope to move on to something else?

Subsample: Those who are employed full-time or part-time

Contentment with type of job

By age November 2010



Q.9

Are you generally content with the type of job or work you do, or do you hope to move on to something else?

Subsample: Those who are employed full-time or part-time

But, in addition to their life-stage, younger Canadians do express a higher level of dissatisfaction in the workplace. They are more likely than older Canadians to sometimes feel their jobs are meaningless (44% versus 36% overall) or that others have better opportunities for advancement (43% versus 35% overall).

WHAT DO CANADIANS WANT TO MOVE ON TO? Among those Canadians who hope to move on from their present job, what do they want to do? When asked (unprompted, without response options offered), they are most likely to express a desire to move into a position with more responsibility (20%) or a position in their field of interest (20%). Smaller proportions would also like to attain a position that uses their education or training (16%), or pays more (13%). Only 14 percent wish to move on to 'something' different or better, suggesting that most Canadians have an idea about the direction that their career should take in the near future.

As for *how* they plan to move on, these Canadians' top strategy is to actively continue their job search (46%). A smaller group (24%) report longer-term plans of furthering their education and general experience in order to ultimately land their new role, while one in ten (9%) report they actively network and use their contacts. A significant minority (26%) are unable to describe how they plan to move on to their next job.

Next steps in career

Top mentions November 2010



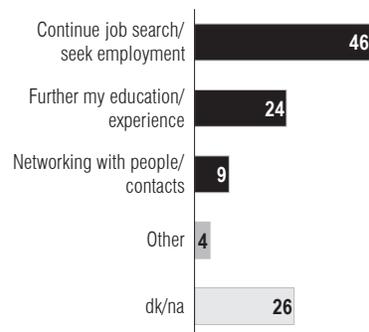
Q.10

What do you hope to move on to?

Subsample: Those who are employed full-time or part-time, and who hope to move on to something else

Perceived next steps necessary to move on to a new type of job

November 2010



Q.11

How will you move on?

Subsample: Those who are employed full-time or part-time, and who hope to move on to something else

CAREER DEVELOPMENT

During the recent economic downturn, 400,000 Canadians lost their jobs, driving the unemployment rate up to around 10 percent. Consumer confidence plummeted alongside general confidence in the Canadian economy. Some Canadians have had to modify their career aspirations because of layoffs, company foreclosures or similar employment-related issues. Some responded by returning to school, while others have struggled to find work in declining industries. As of October 2010, 375,000 jobs have been regained, though the unemployment rate continues to hover around eight percent. As the Canadian economy continues to rebound, the 2010 CERIC survey asked Canadians how optimistic they are in their ability to meet their career goals, and about their go-to job search tools and tactics, along with the role of the Internet, social media and career counselling services in their career development. The survey also explored the role of parents and mentors in Canadians' career development.

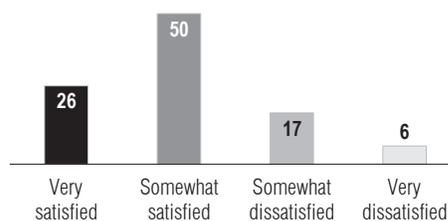
Meeting career goals

Canadians are generally satisfied with their ability to meet their career goals, although satisfaction is less widespread among the unemployed, and residents of Ontario and B.C. Passion for their work and a sense of achievement drive those who are satisfied, whereas lack of job opportunities is the main source of frustration among those who are not.

This study asked Canadians how satisfied they are with their ability to meet their career goals in order to determine whether the recession had a significant effect on Canadians' short- and long-term employment outlook.

Many Canadians are positive about their ability to meet their career goals, despite the pressure placed on them during the recession. Three-quarters are very (26%) or somewhat (50%) satisfied with their ability to meet their career goals, while the other quarter are somewhat (17%) or very (6%) dissatisfied.

Satisfaction with ability to meet career goals
November 2010



Q.12a

How satisfied are you with your ability to meet career goals? Are you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

Majorities of Canadians are similarly satisfied with their ability to meet their career goals, but employment status, region, and job tenure and position, do make a difference. Unsurprisingly, unemployed Canadians are the least satisfied with their ability to meet their career goals (only 40% compared to 76% of Canadians overall). As well, residents of Ontario and British Columbia, albeit still majorities, are somewhat less likely than Canadians who live elsewhere to be satisfied, perhaps reflecting the more significant economic downturns experienced in these provinces. In contrast, Canadians with longer tenures with their current employers (7+ years), and those in executive or management positions express the most confidence in their ability to meet their career goals.

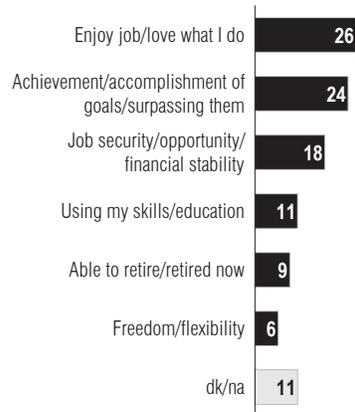
Among those Canadians who are satisfied with their ability to meet their career goals, why do they feel this way? When asked (unprompted, without response options offered), Canadians are most likely to be satisfied because they either enjoy and/or love their jobs (26%), feel they have achieved or surpassed their goals (24%), or because they have job security, financial stability and opportunities for continued growth (18%). Smaller proportions of Canadians (11% or fewer) mention other reasons why they are satisfied. These include the opportunity to use their skills and education, their ability to comfortably retire and the sense they have the freedom to do what they want.

Among those Canadians who are *dissatisfied*, why is this the case? By far, Canadians in this group are most likely to feel frustrated because there are no job opportunities (35%). The second most common reason for dissatisfaction is a sense of lack of direction (22%), followed by the lack of education or experience necessary to get a satisfying job (13%).

Smaller proportions of Canadians (11% or fewer) mention other reasons that include current unemployment, inadequate financial compensation, or the sense that it is too late-in-the game for a career change.

Reasons why satisfied with ability to meet career goals

Top mentions November 2010



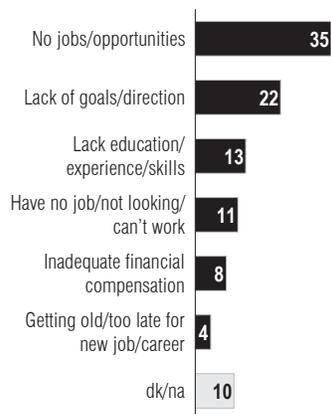
Q.12b

Why do you say you are satisfied?

Subsample: Those who are satisfied with their ability to meet career goals

Reasons why dissatisfied with ability to meet career goals

Top mentions November 2010



Q.12b

Why do you say you are dissatisfied?

Subsample: Those who are dissatisfied with their ability to meet career goals

“Who you gonna call?”

Unchanged since 2007, Canadians are most likely to turn to their immediate circle of co-workers, friends and neighbours for career planning guidance and information.

Who and what do Canadians turn to when planning their careers? Repeating a question asked in 2007, the 2010 CERIC survey assessed the degree to which certain people or sources of information helped Canadians with their career development process.

Consistent with 2007, co-workers (68%), and friends, neighbours or relatives (other than parents) (65%) top the list of helpful sources of information and guidance about careers. Perhaps surprisingly, newspapers (62%) remain an important source of information, although judging from the disproportionate number of older Canadians (30+) who found newspapers helpful, their importance is likely waning as they are replaced with on-line information about careers. Parents are a close fourth (61%), with their perceived helpfulness skewing higher among Canadians under the age of 30. Career sites on the Internet are becoming more important, with six in ten (58%) who found them helpful to their career development.

Since 2007, there have been downward changes in the perceived helpfulness of a number of sources, most notably of mentors (down 11 points), and school guidance counsellors (down 10). Despite the comparatively higher value that younger Canadians place on guidance counsellors (27% of those under 30, compared to 19% of those 30 and older), from 2007 to 2010 the helpfulness of school guidance counsellors and mentors has waned in the eyes of Canadians.

As well, the helpfulness of career development professionals (both in and out of an educational setting) has slipped since 2007, and continues to trail behind members of Canadians’ immediate circle (i.e., friends, family and co-workers), and their instructors and teachers. This suggests career counsellors could benefit not only from continuing to work on finding ways to address the needs of a changing workforce, but also in increasing their public exposure. Canadians need to know that career development professionals are available, and have the tools and knowledge necessary to help them develop their careers and satisfy their career goals.

Helpfulness to career development

Helpful 2007 - 2010

	2010	2007	CHANGE SINCE 2007
Co-worker/associate	68	66	2
Other relatives/friends/neighbours	65	68	-3
Newspapers	62	58	4
Your parents	61	65	-4
Mentor	58	69	-11
Career site on the Internet	58	52	6
Government employment centre	53	47	6
Community-based employment agency	43	43	0
Instructor/tutor/educational staff other than a counsellor	42	48	-6
Professor	40	n/a	n/a
High school teacher	36	41	-5
Human resource specialist/ other person at work	37	44	-7
Career specialist/coach/counsellor in an educational setting	37	42	-5
Networking events	35	n/a	n/a
Head-hunter	35	31	4
Listserve/professional publications	34	n/a	n/a
Community business association/network	33	36	-3
Career specialist/coach/counsellor in private practice	30	36	-6
On-line support/networking groups	26	31	-5
School guidance counsellor	21	31	-10
Social networks	21	n/a	n/a

Q.14

Usually when we look back at how far we’ve come with our job or career, even though we’ve had many experiences, there are special moments when certain people/things have had an impact on us. In the past, when you have sought to plan your career or select, change or get a job, overall, throughout all of your experiences, how relatively helpful have the following been to you ...?

Role of parents

The majority of Canadians continue to find their career path on their own, sans parents.

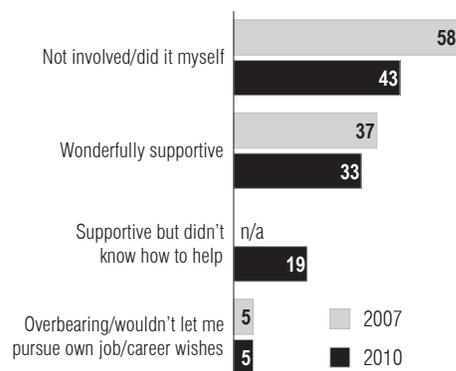
As noted, parents are important sources for information and advice for Canadians who are planning a career or looking for work, and only trail behind co-workers, friends and newspapers when Canadians evaluate how helpful a number of sources are for information about careers. To better understand their role, the 2010 CERIC survey asked Canadians what kind of a role their parents have played in their career development and what parents should do to help shape their children's career choices.

Canadians are quite divided on how they characterize their parents' role in their careers. Half of Canadians have been lucky enough to have supportive parents, with one-third (33%) whose parents were wonderfully supportive and two in ten (19%) whose parents were supportive but did not know how to help. In contrast, just over four in ten (43%) Canadians report they were unable to draw on their parents' expertise when finding a career because their parents did not get involved in their career development. Only five percent of Canadians had overbearing parents who would not let them pursue their own career goals.

Perhaps reflecting the change in parenting styles often noted – sometimes disparagingly – by experts and educators, younger Canadians are more likely to say they have had supportive parents. More than four in ten (45%) Canadians under the age of 30 report having wonderfully supportive parents, compared to one-third (34%) of those between the ages of 30 and 49, and less than three in ten (27%) of those aged 50 and over.

Helicopter parents aside, those Canadians who have had supportive parents are more likely to maintain they are satisfied with their ability to meet their career goals. Furthermore, the data suggest it is not just the immediate benefit of parents, but the relationships they inspire, that also make a difference to Canadians' ability to meet their career goals. Canadians with supportive parents are almost twice as likely as those whose parents were not involved (33% compared to 19%) to have had the benefit of a mentor to guide them through their careers, and this is consistent across age cohorts.

Role of parents in career development 2007 - 2010



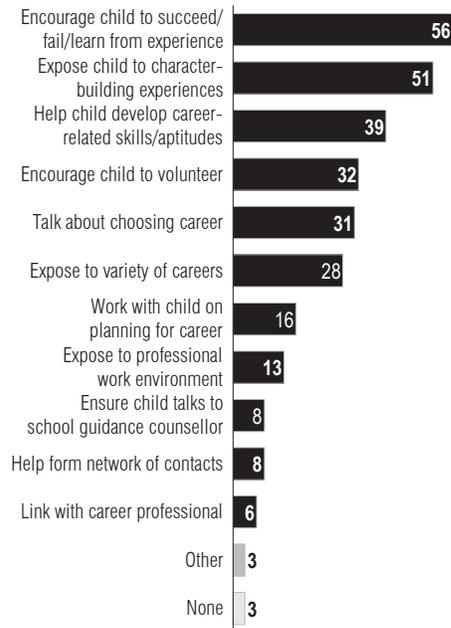
Q.19

Thinking about the role your parents played in your finding your job or career path, which one of the following do you identify with the most ... My parent(s) were overbearing and wouldn't let me pursue my own job and career wishes ... My parent(s) were wonderfully supportive in my job search and career path ... My parent(s) really didn't get involved and I had to find my job and career path on my own ... My parent(s) were supportive, but didn't know how to help?*

* Note: new in 2010

HOW PARENTS CAN HELP. Many Canadians think that parents can help their children’s career development by providing them with a range of opportunities and experiences. The most important ways in which a parent can help define a child’s career aspirations include: encouraging them to learn from their experiences (by succeeding or failing) (56%), or by exposing children to a range of character-building experiences such as sports and hobbies (51%). Smaller but sizable proportions of Canadians advocate helping children develop career-related skills (39%), encouraging children to volunteer in a variety of places (32%), talking to children about career choices (31%) and exposing children to a variety of careers (28%). Only six percent of Canadians believe that linking a child with a career professional is one of the most important roles a parent can play in helping guide their children to a career. Notably, these results are consistent among Canadians with and without children.

Important roles parents can play in children’s career development
November 2010



Q.20

Which three of the following roles do you think are the most important for parents to play in shaping a child’s career choice ... Expose child to different character-building experiences (e.g., sports, hobbies, etc.) ... Talk with child about choosing a career ... Encourage child to volunteer in different roles ... Help child develop career-related skills/aptitudes ... Expose child to a variety of careers ... Work with child on planning for a career ... Expose child to professional work environment (e.g., take child to work with them) ... Ensure child talks to his/her guidance counsellor at school ... Ensure child is forming a network of contacts ... Link child with a career professional (i.e., a counsellor or coach in private practice) ... Encourage the child to succeed and fail, and learn from the experience ... Other roles ... None of the above?

Mentoring and career development

Though more common in those in management, professional and executive ranks, in general few Canadians have had a mentor. Among those who have, most value the relationship for career advice and encouragement they have received.

Having a mentor who guides an individual through the career development process often has a positive effect on career outcomes. We asked Canadians if they ever had a mentor, someone who acted like a trusted guide or advisor about their careers – and if so, what are the most important aspects of mentorship.

Although mentors are important to some people's career development, most Canadians go through their working lives without assistance from a mentor. Less than three in ten (27%) have had the benefit of a mentor, and this is consistent across most demographic strata. Those with the highest education, and those who work in management, executive or professional roles are more likely than others to have received some form of mentoring over the course of their careers, suggesting that mentorship is both tied to and influences people who are in the most privileged positions in Canadian society.

Among those who have received some form of mentoring, the majority value the advice (75%) and encouragement (71%) that they received from their mentors. Smaller proportions cite the feedback (44%), role modelling (43%) and coaching (41%) as the most important aspects of mentoring. Less common, sponsorship – or the mentor's intervention in order to help their protégée find a career – is mentioned by only one in six (15%), although executives are twice as likely (32%) as others to believe this is an important aspect of mentoring. There are few other notable demographic differences, but women value encouragement and feedback more than men, while those with an ability-limiting disability also appreciate encouragement more than others.

Ever had a mentor

By occupation November 2010

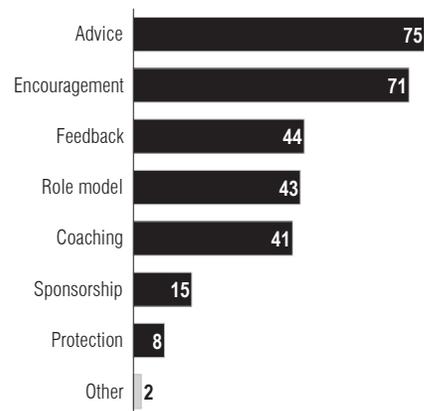


Q.17

Have you ever had a mentor, someone who acts as a trusted guide or advisor about your career and other important matters in your life?

Important aspects of mentoring

November 2010



Q.18

When you think about what a mentor does, which three of the following aspects of mentoring are the most important to you ...?

Subsample: Those who have had/have a mentor

Job search tools and tactics

Canadians look first and foremost to on-line sources when seeking a new position or job, especially younger Canadians and women.

The 2010 CERIC survey asked Canadians where they would look or what they would use when looking for a new position or job. The question was open-ended, and so it did not prompt Canadians to pick from a pre-determined list of potential job search approaches.

When searching for a new job, half (48%) of Canadians would turn to on-line websites, although there is no single site that stands out as the ‘go-to’ site for information about potential jobs. Only eight percent look at government employment sites, and four percent each visit Monster or Workopolis. Printed material remains the primary source for information about new jobs for three in ten (30%) Canadians, while only two in ten (19%) cite networking or word-of-mouth as the avenues they would take when searching for a new job.

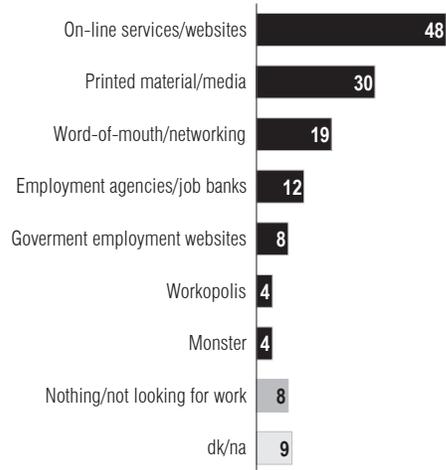
Some Canadians are more likely than others to use on-line sources when seeking a new job or position. As could be expected, younger Canadians are somewhat more likely to use on-line sources (56% of those aged 18-34, compared to 44% of those aged 45-54 and 40% of those aged 55 or older). As well, more women (51%) than men (44%) prefer to go on-line for career information.

Today’s students are also more likely than Canadians in general to turn to the Internet when looking for a new job. Just over seven in ten (73%, compared to 55%, overall) have accessed job information and postings on-line – from a variety of websites. This preference suggests that while print sources (such as newspapers and trade publications) are useful at the moment, they will become less so as current and future students enter the job market and turn to the Internet and social media to develop their careers.

Important to note is that the relatively small proportion of Canadians who would turn to their personal and professional networks for a new position masks the fact that highly educated Canadians – those with at least a university degree – are twice as likely as those without post-secondary education to choose networking over other job search tactics.

Sites and services used when looking for a job

Top mentions November 2010



Q.6

Where would you look or what would you use when looking for a new position or job?

The hidden job market

Canadians are most likely to tap the advertised job market, but the hidden job market has also been important to a majority, particularly visible minority Canadians.

According to conventional wisdom, the hidden job market (i.e., unadvertised job sources) is becoming increasingly important to job seekers because few open employment opportunities are ever posted somewhere public or easily accessible. Assessing how important it is to Canadians can illuminate how much of an effect it has had on the current Canadian job market.

A strong majority (65%) of Canadians report that the hidden job market has been very (27%) or somewhat (38%) important to their careers. Only one in ten (10%) think it has not had an effect on their careers, suggesting that almost all Canadians have used the hidden job market at some point in their lives.

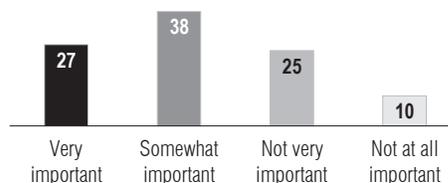
There are some notable differences between demographic subgroups. Canadians with the highest (\$150,000+) and lowest (under \$30,000) incomes, and those who identify as a visible minority are more likely than others to think the hidden job market played an important role in their careers.

Although many Canadians report that the hidden job market has been important to their career development, when prompted to consider the importance of a range of tactics, including unadvertised job sources, Canadians' top source for jobs is the advertised job market. Eight in ten (81%) report that advertised job sources – both print and electronic – were very or somewhat important to their job search, compared to some six in ten (58%) who cite unadvertised job sources. Networking also stands out as a tactic that a large majority of Canadians (73%) feel has been important when seeking a new job (roughly half say *very* important).

Somewhat surprising is the number of Canadians who have found tactics such as submitting unsolicited resumes (59%) and in-person employer cold calls (56%) helpful in securing a new position. Although less common than other approaches, these gutsy tactics have been useful to majorities of Canadians, especially those with lower household incomes, proving a proactive approach is vital when seeking a new job.

Importance of hidden job market

November 2010

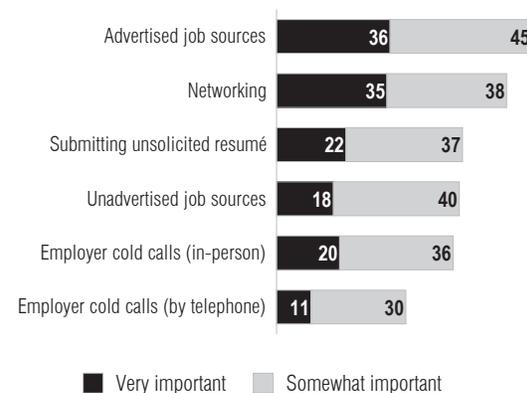


Q.7

Common wisdom states “80 percent of all jobs are never advertised.” Thinking back over your career and the jobs you have had, how important has the “hidden job market” (unadvertised job sources) been to your employment ...?

Importance of tactics and sources to securing a job

November 2010



Q.8

Again, thinking back over your career and the jobs you have had, how important have the following tactics/sources been in your efforts to securing a new position or job ... Networking (developing new contacts) ... Employer “cold calls” (in-person) ... Employer “cold calls” (by telephone) ... Unadvertised job sources (business directories, libraries, employment agencies, etc.) ... Advertis ed job sources (print and electronic) ... Submitting an unsolicited resume?

Visible minority Canadians have also turned to the hidden job market more often than others, possibly by accessing their cultural or ethnic connections. They also more actively develop new contacts; nine in ten visible minority Canadians (versus seven in ten non-visible minority Canadians) think networking has been important to their career development, while seven in ten have found unsolicited resumes (73% versus 57%) or unadvertised job sources (71% versus 56%) important.

Finally, students are *less* likely than Canadians in general (55%, compared to 65%) to report that the hidden job market has been important, although majorities have found it to be at least somewhat helpful. Their decreased dependence on the hidden job market is likely because many are young and have only had a few jobs. Indeed, they are equally as reliant on advertised job sources, networking (or any other unadvertised sources) as other Canadians, suggesting that as they continue to develop their careers and personal networks, they may turn more frequently to the hidden job market.

The role of the Internet and social media in career development

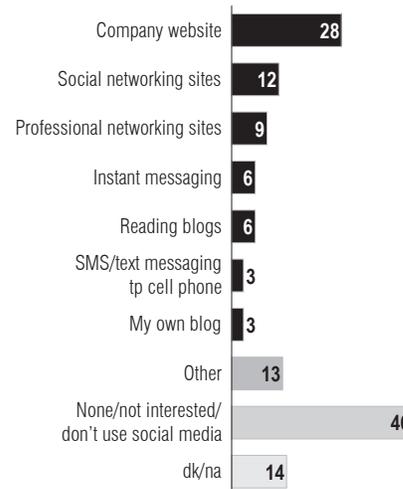
Relatively few Canadians use social media tools to advance their career goals. Those who do are more likely to value career development programs.

Networking has always been vital to business and career development. The rise of social media presents organizations and professionals with opportunities to augment the power of their networks by revealing new chains of connection between people, and enabling firms and individuals to gather around areas of shared interest and potential collaboration.

During the last decade, the Internet and social media have become more integrated with the job search process. However, as there is little available Canadian data on the use of social media for career development purposes, the 2010 CERIC survey assessed how many Canadians are turning to social media for employment information, as well as the sites that they consider most important.

The use of social media for job search purposes is *not* widespread among Canadians. Four in ten indicate they use one or more social media tools to advance their career goals, most typically company websites (28%) and, albeit to a much lesser degree, social networking sites like Facebook (12%) and professional sites such as LinkedIn (9%). Smaller proportions of Canadians (fewer than 6% each) mention other tools such as Instant Messaging, Twitter, blogs and Wikis. Almost half of Canadians either do not use social media tools (23%) or are not interested in using them (23%), while 14 percent of Canadians cannot say which social media tools they use.

Tools used to advance career goals November 2010



Q.13

Which, if any, of the following tools do you use to help advance your career goals ...?

Predictably, use of social media and the Internet to further one's career is not consistent across demographic groups. In general, those who are younger, have higher household incomes and who are university-educated are more likely than others to use social media to help advance their career goals.

Beyond these basic socio-demographic differences, a recent social values analysis of LinkedIn users by Environics Research Group provides some further insight into who is more likely to use social media for career development purposes. The average LinkedIn user stood out for their confidence, adaptability to change and sense of personal efficacy. As a group, they are heavily focused on work, scoring exceptionally high on values like the need for personal achievement and the quest for fulfillment through work. This values orientation likely explains why Canadians more likely to use social media tools to advance their career goals are among those most likely to also value career development programs.

Perceptions of career counselling services

A majority of Canadians see the value of a professional career counselling program, but fewer are certain they would use one.

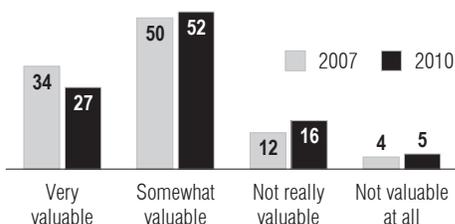
Canadians were asked to reflect back on their careers and determine how valuable it would be for workers to have access to a professional career counselling program. Additionally, the 2010 CERIC survey asked Canadians how likely they would be to use such a program, if available.

Most Canadians see the value in professional career development programs, possibly due to the assistance they could provide to those who often have trouble finding fulfilling and satisfying work. Eight in ten believe these programs would be valuable, with about three in ten (27%) who say these programs would be very valuable and one-half who think these programs would be somewhat valuable (52%). Only five percent report that professional career counselling programs would not be valuable at all. The perceived value of professional career development programs has softened slightly since 2007, with fewer Canadians who now think that such a program would be very important (27%, down 7 points from 2007).

While professional career counselling programs are perceived to be at least somewhat valuable by many Canadians, this perception is strongest among women, Canadians with children, those with an activity-limiting disability, Canadians who are unemployed or stay-at-home full-time, and those who experience workplace-related discomfort all or most of the time. These results send a clear message that key groups in the Canadian population want and need access to career counselling to help them achieve their career goals.

As could be expected, estimations of the value of professional career counselling programs are connected to job satisfaction and a desire to move on to a new line of work. Canadians who are dissatisfied with their careers are more likely to perceive them as *very* valuable, compared to Canadians satisfied with their work (32% versus 21%). Additionally, Canadians who hope to move on to another job are twice as likely as those content with their current role to feel a career counselling program is very valuable.

Value of professional career counselling program 2007 - 2010



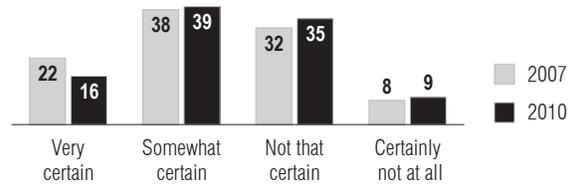
Q.15

Thinking back over your own career, and based on what you know now, how valuable would you say it would be for a worker to have a professional career counselling program for himself/herself that included one-on-one career counselling or coaching from a career planning and development professional, resume-building, interview training, etc. ...?

Despite the relatively high proportion of Canadians who see the value in professional career development programs, far fewer are certain that they would use them. Over half (55%) would use a professional career counselling program (16% very certain and 39% somewhat certain), while the remainder (44%) are less certain. Consistent with the decline in the proportion who would value a professional career development program, fewer Canadians than before (16%, down 6 points from 2007) are very certain that they would use such a program.

This ambivalence masks the fact that certain – often more disadvantaged – populations are the most likely to turn to a professional career counsellor for one-on-one guidance. These groups include: women, Canadians with the lowest incomes, recent immigrants, those with disabilities, those who stay at home full-time, those who experience discrimination at work and those who identify as a visible minority.

Certainty of using a professional career counselling program
2007 - 2010



Q.16

Today, if you could choose a professional career counselling program for yourself that included one-on-one career counselling or coaching from a career planning and development professional, resume-building, interview training, etc., how certain are you that you would use such a service or even need one ...?

APPENDIX A: METHODOLOGY

METHODOLOGY

The results reported here are based on an on-line survey of 1,202 adult Canadians, conducted between November 3 and 11, 2010. An on-line methodology was chosen because this option enabled the research to be conducted in a manner consistent with previous research conducted by other suppliers.

Sample selection

The objective of this research was to gather data from a representative sample of Canadians aged 18 years or older from which the results can be extrapolated to the full population with a reasonable degree of confidence, and permitting analysis by important subgroups.

A sample size of approximately 1,200 was chosen as this number can provide meaningful and statistically reliable results for important segments of the population, whether this is by region, community size, household type or relevant demographic characteristics such as gender, education level and family size. This size of sample provides sufficient data to support the analysis and provide for meaningful conclusions. Environics placed age and gender quotas, as well as regional quotas, to further ensure that the sample reflects the Canadian population. The actual regional distribution of the sample was as follows:

	QUOTA	N
TOTAL	1,200	1,202
Atlantic Canada	88	90
Quebec	288	303
Ontario	462	464
Western Canada	362	345
Manitoba	–	73
Saskatchewan	–	45
Alberta	–	69
British Columbia	–	158

The sample for this survey was sourced from Research Now's Web Perspectives, one of the world's leading global on-line sampling and data collection companies. Research Now's panels are multi-sourced with over 300 diverse on-line partners, employed only for on-line fieldwork for market research purposes, incentivized at a low level for participation, carefully managed so that panellists are not over contacted and frequently refreshed. Research Now has approximately 242,000 Canadian panellists.

Survey administration

The survey was conducted by Environics using a secure, fully featured web-based survey environment. The on-line survey was conducted according to the following steps:

- The questionnaire was programmed into survey software and the survey was hosted on a secure server.
- Invitation e-mails were sent to selected panellists that included the URL link to the survey and a unique password.
- Technical support was provided to survey respondents as required. Steps were taken to assure (and also guarantee) complete confidentiality and anonymity of survey responses.
- All survey responses were electronically captured as they were submitted, and an electronic data file was created that was coded and analyzed (including open-ended responses).

Assigning a unique identifier (password) to each respondent ensured that only one version of the survey was accepted per respondent. The unique identifier permitted respondents to return to the survey if interrupted during completion. Each time the respondent entered the survey, it opened at the point where they left off. The on-line form did not permit moving backwards through the survey, so that earlier responses were not altered after reading later questions.

The survey was officially registered with the Marketing Research and Intelligence Association (MRIA). This registration system permits potential participants to verify the legitimacy of a survey, inform themselves about the industry and/or register a complaint.

Completion results

The sample for this survey consisted of 1,202 on-line panel interviews. The completion results are as follows:

Completion results

Total number of sample units invited to participate	22,393
Invalid (undelivered)	1
Broadcasts delivered	22,392
UNRESOLVED (U)	19,988
Did not respond	19,988
IN SCOPE NON-RESPONDING (IS)	209
Qualified respondent break-off	209
IN SCOPE RESPONDING (R)	2,195
Disqualified*	148
Quota filled	845
Completed	1,202
CONTACT RATE $[(R+IS) / (U + IS + R)]$	11%
PARTICIPATION RATE $[R / (U + IS + R)]$	10%

*includes interviews removed during data analysis for straight-lining.

As there is no source of random e-mail addresses, this survey made use of an on-line panel. Canada's research industry association, the Marketing Research and Intelligence Association (MRIA) has recently issued a new "code of practice" for its members stating that, because panel-based surveys are not based on random probability samples, their results cannot be quoted in terms of "margin of sampling error," as is used for probability-based telephone surveys.

APPENDIX B: QUESTIONNAIRE

CERIC

Online Survey on Public Perceptions about Career Development and the Workplace

FINAL

PN6723

Introduction

Thank you for participating in this survey. The purpose of this survey is to better understand Canadian residents' views on issues related to career development and the workplace. The survey typically takes about 10 minutes to complete.

All survey responses remain strictly confidential. This survey is registered with the MRIA's national survey registration system. If you would like to validate the authenticity of this study, please call 1-800-554-9996 and ask for confirmation of reference number RH1321.

33. In what year were you born?

41. What province or territory do you currently live in?

- 01 - Newfoundland
- 02 - Nova Scotia
- 03 - Prince Edward Island
- 04 - New Brunswick
- 05 - Quebec
- 06 - Ontario
- 07 - Manitoba
- 08 - Saskatchewan
- 09 - Alberta
- 10 - British Columbia
- 11 - Yukon
- 12 - Northwest Territories
- 13 - Nunavut

40. Are you...?

- 01 - Male
- 02 - Female
- 03 - Transgendered

36. Do you consider yourself to be a member of a visible minority group? (Visible minorities are those who are a visible minority in Canada because of their race or colour)

- 01 - Yes
- 02 - No
- 99 - DK/NA

First we'd like to know a little about you and your current employment status...

1. Which of the following best describes your own present employment status?

SELECT ONE

- 01 - Working full-time
- 02 - Working part-time
- 03 - Unemployed or looking for a job SKIP TO Q4
- 04 - Self-employed SKIP TO Q4
- 05 - Stay at home full-time SKIP TO Q4
- 06 - Student, or SKIP TO Q4
- 07 - Retired SKIP TO Q4

2. How long have you worked for your current employer?

SELECT ONE

- 01 - Less than one year
- 02 - 1 to 2 years
- 03 - 2 to 5 years
- 04 - 5 to 7 years
- 05 - 7 to 10 years
- 06 - 10 years or more

The next few questions are about your perceptions of your current job...

3. [IF EMPLOYED FULL-TIME OR PART-TIME] Would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with your current job?

SELECT ONE

- 01 - Very satisfied
- 02 - Somewhat satisfied
- 03 - Somewhat dissatisfied
- 04 - Very dissatisfied

4. There are a number of factors that play a role in job satisfaction. Do you think each of the following is a very, somewhat, not very or not at all important factor to your general job satisfaction? **RANDOMIZE ORDER**

	Very <u>import</u> <u>ant</u>	Somewhat <u>importa</u> <u>nt</u>	Not very <u>importa</u> <u>nt</u>	Not at all <u>importa</u> <u>nt</u>	<u>DK/NA</u>
a. Doing work that is satisfying	01	02	03	04	99
b. Doing work that provides the right level of challenge	01	02	03	04	99
c. Doing work that is worthwhile	01	02	03	04	99
d. Doing work that provides me with a sense of accomplishment	01	02	03	04	99
e. Pay or income	01	02	03	04	99
f. Having adequate benefit protection for	01	02	03	04	99

self/family					
g. Having secure position for the long term	01	02	03	04	99
h. Vacation time	01	02	03	04	99
i. Opportunities for decision-making	01	02	03	04	99
j. Opportunities for advancement	01	02	03	04	99
k. Flexible work options	01	02	03	04	99
l. Supportive work colleagues	01	02	03	04	99
m. Having good work/life balance	01	02	03	04	99

5. [IF EMPLOYED FULL-TIME OR PART-TIME] Please indicate how strongly you agree or disagree with the following statements: **RANDOMIZE ORDER**

	Agree <u>strongl</u> <u>y</u>	Agree <u>somewh</u> <u>at</u>	Disagree <u>somew</u> <u>hat</u>	Disagree <u>strongly</u>	<u>DK/NA</u>
a. I feel I am being paid a fair amount for the work I do.	01	02	03	04	99
b. My supervisor is quite competent in doing his/her job.	01	02	03	04	99
c. When I do a good job, I receive the recognition for it that I should receive.	01	02	03	04	99
d. I like the people I work with.	01	02	03	04	99
e. I sometimes feel my job is meaningless.	01	02	03	04	99
f. I do not feel that the work I do is appreciated.	01	02	03	04	99
g. I like the things I do at work.	01	02	03	04	99
h. I feel a sense of pride in doing my job.	01	02	03	04	99
i. I don't feel my efforts are rewarded the way they should be.	01	02	03	04	99
j. My supervisor shows too little interest in the feelings of subordinates.	01	02	03	04	99
k. I have too much to do at work.	01	02	03	04	99
l. In my organization, people get ahead as fast here as they do in other places.	01	02	03	04	99
m. The goals of my organization are not clear to me.	01	02	03	04	99

n. My work-life balance has deteriorated in the past year.	01	02	03	04	99
o. I wish I had more control over my work schedule.	01	02	03	04	99
p. I understand what I need to do to advance in my organization.	01	02	03	04	99
q. I feel others have better opportunities for advancement.	01	02	03	04	99
r. I feel my ethnic or cultural background has hindered my career advancement.	01	02	03	04	99
s. I avoid workplace conflicts and controversies	01	02	03	04	99
t. Different opinions in my department are welcomed and openly discussed	01	02	03	04	99

6. Where would you look or what would you use when looking for a new position or job?

PLEASE LIST

7. Common wisdom states “80% of all jobs are never advertised”. Thinking back over your own career and the jobs you have had, how important has the “hidden job market” (unadvertised job sources) been to your employment?

- 01 – Very important
- 02 – Somewhat important
- 03 – Not very important
- 04 – Not at all important

8. Again, thinking back over your career and the jobs you have had, how important have the following tactics/sources been in your efforts to securing a new position or job?

	Very <u>Import</u> <u>ant</u>	Somewhat <u>importa</u> <u>nt</u>	Not very <u>importa</u> <u>nt</u>	Not at all <u>importa</u> <u>nt</u>
a. Networking (developing new contacts)	01	02	03	04
b. Employer ‘cold calls’ (in-person)	01	02	03	04

c. Employer 'cold calls' (by telephone)	01	02	03	04
d. <u>Unadvertised</u> job sources (business directories, libraries, employment agencies, etc.)	01	02	03	04
e. <u>Advertised</u> job sources (print and electronic)	01	02	03	04
f. Submitting an unsolicited resume	01	02	03	04

9. [IF EMPLOYED FULL-TIME OR PART-TIME] Are you generally content with the type of job or work you do, or do you hope to move on to something else?

- 01 – Generally content **SKIP TO Q12**
- 02 – Hope to move on
- 99 – DK/NA **SKIP TO Q12**

10. What do you hope to move on to? [Open-end]

11. How will you move on? [Open-end]

The next several questions are about your career goals...

12a. How satisfied are you with your ability to meet career goals? Are you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

SELECT ONE

- 01 – Very satisfied
- 02 – Somewhat satisfied
- 03 – Somewhat dissatisfied
- 04 – Very dissatisfied

12b. (IF VERY/SOMEWHAT SATISFIED) Why do you say you are satisfied? **PLEASE LIST**

(IF VERY/SOMEWHAT DISSATISFIED) Why do you say you are dissatisfied? **PLEASE LIST**

13. Which, if any, of the following tools do you use to help advance your career goals?

SELECT ANY THAT APPLY

- 01 - Social networking sites like Facebook
- 02 – Professional networking sites like LinkedIn
- 03 - My own blog

- 04 - Reading blogs
- 05 - Wikis
- 06 - Podcasts
- 07 - Photo or video sharing sites like YouTube and Flickr
- 08 - Instant messaging
- 09 - SMS/text messaging to your cell phone
- 10 - Microblogs like Twitter
- 11 - Social bookmarks or tagging like Delicious
- 12 - Company website
- 13 - None - not interested
- 14 - I don't use social media
- 98 - Other (SPECIFY _____)
- 99 - DK/NA

14t. Usually when we look back at how far we've come with our job or career, even though we've had many experiences, there are special moments when certain people/things have had an impact on us. In the past, when you have sought to plan your career or select, change or get a job, overall, throughout all of your experiences, how relatively helpful have the following been to you? **RANDOMIZE ORDER**

	Very <u>helpfu</u> l	Somewhat <u>helpful</u>	Not really <u>helpful</u>	Not helpful at <u>all</u>	Someone/thing you have never <u>experienced</u>
a. Your parents	01	02	03	04	05
b. Other relatives/friends/neighbours	01	02	03	04	05
c. Co-worker/associate	01	02	03	04	05
d. A person who was a mentor to me	01	02	03	04	05
e. A high school teacher I had	01	02	03	04	05
f. A professor I had	01	02	03	04	05
g. School Guidance Counselor	01	02	03	04	05
h. Human resource or career development specialist or other person at your place of work	01	02	03	04	05
i. Instructor, tutor or educational staff other than counselor	01	02	03	04	05
j. Career specialist, coach or counselor in an educational setting (school, college, university or other learning environment)	01	02	03	04	05
k. Career specialist, coach or counselor in private practice	01	02	03	04	05
l. Head-hunter	01	02	03	04	05
m. Government employment centre	01	02	03	04	05
n. Career site on the Internet	01	02	03	04	05

o. Community-based employment agency	01	02	03	04	05
p. A community business association or network	01	02	03	04	05
q. Online support & networking groups (mail lists, discussions, chats)	01	02	03	04	05
r. Newspapers	01	02	03	04	05
s. Social networks like Facebook and LinkedIn	01	02	03	04	05
t. Networking events	01	02	03	04	05
u. Listservs or professional publications (e.g., newsletters)	01	02	03	04	05

- 15t. Thinking back over your own career, and based on what you know now, how valuable would you say it would be for a worker to have a professional career counseling program for himself/herself that included one-on-one career counseling or coaching from a career planning and development professional, resumé-building, interview training, etc.

SELECT ONE

- 01 – Very valuable
- 02 – Somewhat valuable
- 03 – Not really valuable
- 04 – Not valuable at all

- 16t. Today, if you could choose a professional career counseling program for yourself that included one-on-one career counseling or coaching from a career planning and development professional, resumé-building, interview training, etc., how certain are you that you would use such a service or even need one?

SELECT ONE

- 01 – Very certain
- 02 – Somewhat certain
- 03 – Not that certain
- 04 – Certainly not at all

17. Have you ever had a mentor, someone who acts as a trusted guide or advisor about your career and other important matters in your life?

SELECT ONE

- 01 – Yes –
- 02 – No – **SKIP to Q.19**

18. (IF HAVE MENTOR) When you think about what a mentor does, which THREE of the following aspects of mentoring are the most important to you? **RANDOMIZE ORDER**

- 01 – role model
- 02 – coaching
- 03 – encouragement

- 04 – advice
- 05 – feedback
- 06 – sponsorship
- 07 – protection
- 08 – Other (**SPECIFY**) _____

19t. Thinking about the role your parents played in your finding your job or career path, which ONE of the following do you identify with the most?

SELECT ONE

- 01 – My parent(s) were overbearing and wouldn't let me pursue my own job and career wishes
- 02 – My parent(s) were wonderfully supportive in my job search and career path
- 03 – My parent(s) really didn't get involved and I had to find my job and career path on my own
- 04 – [NEW] My parent(s) were supportive, but didn't know how to help

20t. Which THREE of the following roles do you think are the most important for parents to play in shaping a child's career choice? **RANDOMIZE ORDER**

- 01 – Expose child to different character-building experiences (e.g., sports, hobbies, etc.)
- 02 – Talk with child about choosing a career
- 03 – Encourage child to volunteer in different roles
- 04 – Help child develop career-related skills/aptitudes
- 05 – Expose child to a variety of careers
- 06 – Work with child on planning for a career
- 07 – Expose child to professional work environment (e.g., take child to work with them)
- 08 – Ensure child talks to his/her guidance counselor at school
- 09 – Ensure child is forming a network of contacts
- 10 – Link child with a career professional (i.e., a counselor or coach in private practice)
- 11 – Encourage the child to succeed and fail, and learn from the experience
- 12 – Other roles
- 13 – None of the above

21t. Please indicate how strongly you agree or disagree with the following statements: **RANDOMIZE ORDER**

	Agree <u>strongl</u> <u>y</u>	Agree <u>somewh</u> <u>at</u>	Disagree <u>somew</u> <u>hat</u>	Disagree <u>strongly</u>
a. If I were to start again to plan my career or work-life, I would try to get more professional career planning or job information than I did initially.	01	02	03	04
b. I wish my parents had backed off and given me more freedom to choose my own career.	01	02	03	04
c. Parents should just leave it up to the school to help children choose their careers.	01	02	03	04

22. How optimistic are you of your ability to achieve your career goals?

- 01 – Very optimistic
- 02 – Somewhat optimistic
- 03 – Not very optimistic
- 04 – Not at all optimistic

23. [IF NOT VERY OR NOT AT ALL OPTIMISTIC] Why not?

The next few questions are about your perceptions of the workplace...

24. [IF EMPLOYED FULL-TIME OR PART-TIME] How satisfied are you with the performance management practices in your company or organization (i.e., feedback on performance, setting of goals, linking of goals to organizational goals, recognition and reward, etc.)? Are you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

SELECT ONE

- 01 – Very satisfied **SKIP TO Q26**
- 02 – Somewhat satisfied **SKIP TO Q26**
- 03 – Somewhat dissatisfied
- 04 – Very dissatisfied
- 05 – DK/NA

25. [IF SOMEWHAT OR VERY DISSATISFIED] Why?

26. How important is it to you to have flexible work options, such as telecommuting, job sharing, flex time, condensed work week (four-day work week), etc.? Is it very, somewhat, not very or not at all important?

- 01 – Very important
- 02 – Somewhat important
- 03 – Not very important
- 04 – Not at all important

27. [IF EMPLOYED FULL-TIME OR PART-TIME] Would you describe your workplace as inclusive? That is, all employees are treated with respect and given the opportunity to participate in all aspects of the workplace without discrimination.

- 01 – Very inclusive
- 02 – Somewhat inclusive
- 03 – Not very inclusive
- 04 – Not at all inclusive

28. (IF EMPLOYED FULL-TIME OR PART-TIME) How often do you feel uncomfortable or out of place in your organization because of your ethnicity, culture, race, skin colour, class, language, accent, gender, disability, sexual orientation or religion? Is it....

- 01 – All of the time?

- 02 – Most of the time?
- 03 – Some of the time?
- 04 – Rarely?
- 05 – Never?
- 06 – DK?

29. [If Q28 . 1-3] For which reason or reasons do you feel uncomfortable or out of place? Is it because of...
SELECT ALL THAT APPLY

- 01 – Your ethnicity or culture?
- 02 – Your race or skin colour?
- 03 – Your language or accent?
- 04 – Your gender?
- 05 – Your disability?
- 05 – Your sexual orientation?
- 04 – Your religion?
- 05 – Your class?
- 05 – DK?

Respondent Profile

To finish up, the last few questions about you and your household are for statistical purposes only. Please be assured that your answers will remain completely confidential.

30. As a rule, what is your principal occupation? (IF UNEMPLOYED: What was your last occupation?)
SELECT ONE

- 01 - Executive
- 02 - Management
- 03 – Professional (doctor, lawyer, dentist)
- 04 – Technician, semi-professional
- 05 – Office worker (white collar), services, sales
- 06 – Tradesman, skilled, semi-skilled, workers
- 07 – Unskilled worker
- 08 – Farmer/fisherman
- 09 – Administrator or owner of small business
- 10 – Administrator or owner of big business
- 11 - Other

31. Are there children in your household under the age of 18?

- 01 – Yes
- 02 – No

32. Which is the last level of education that you have completed?
SELECT ONE

- 01 – Some elementary
- 02 – Completed elementary
- 03 – Some high school
- 04 – Completed high school
- 05 – Some trade, technical, or vocational school, or business college
- 06 – Some community college or CEGEP
- 07 – Some university
- 08 – Diploma or certificate from trade, technical, or vocational school, or business college
- 09 – Degree, diploma or certificate from community college or CEGEP
- 09 – Bachelor or undergraduate degree or teacher's college (B.A., B.SC., L.L.B., B.Ed.)
- 10 – Degree in Medicine, Dentistry, Veterinary Medicine or Optometry (M.D., D.D.S., etc.)

11 – Masters (M.A., M.Sc., M.Ed., MBA)

12 – Doctorate (Ph.D., D.Sc., D.Ed.)

13 – Other (**SPECIFY**) _____

34. What country were you born in?
PLEASE SPECIFY

35. (IF NOT BORN IN CANADA IN Q.30) How many years have you worked in Canada?

37. Do you have any long-term disabilities, impairments or medical conditions (physical, mental or other health problems) that limit the kind of activity that you can do?

01- Yes

02 - No

38. For statistical purposes only, please tell me which of the following categories applies to your total household income for the year 2009?

01 - Under \$30,000

02 - \$30,000 to \$59,999

03 – \$60,000 to \$79,999

04 - \$80,000 to \$99,999

05 - \$100,000 to \$149,000

06 - \$150,000 and over

07 – Prefer not to disclose

39. And to better understand how results vary by region, please enter the six digits of your postal code?

_____-_____-_____-_____-_____-_____-
999999 - DK/NA

This completes the survey. On behalf of Environics Research Group and the Canadian Education and Research Institute for Counselling, thank you for your valuable input.

SURVEY END LINK DIRECTS TO CERIC WEB SITE: <http://www.ceric.ca>

CERIC

Sondage en ligne sur les perceptions du public à l'égard de l'évolution professionnelle et du milieu de travail

FINAL

PN6723

Introduction

Merci de participer à ce sondage. Le but du sondage est de mieux comprendre les opinions des habitants du Canada sur les questions qui ont trait à l'évolution professionnelle et au milieu de travail. Le sondage prend d'ordinaire environ 10 minutes à compléter.

Les réponses au sondage sont strictement confidentielles. Ce sondage est enregistré auprès du système national d'enregistrement des sondages.

Nous aimerions d'abord en apprendre un peu sur vous et votre situation actuelle d'emploi...

1. Laquelle des conditions suivantes décrit-elle le mieux votre situation actuelle d'emploi ?
CHOISISSEZ UNE RÉPONSE

- 01 - Employé à plein temps
- 02 - Employé à temps partiel
- 03 - Sans emploi ou cherchant un emploi PASSER À Q4
- 04 - Indépendant PASSER À Q4
- 05 - Reste à la maison à plein temps PASSER À Q4
- 06 - Étudiant ou PASSER À Q4
- 07 - Retraité PASSER À Q4

2. Depuis combien de temps travaillez-vous pour votre employeur actuel ?
CHOISISSEZ UNE RÉPONSE

- 01 – Moins d'un an
- 02 – 1 à 2 ans
- 03 - 2 à 5 ans
- 04 – 5 à 7 ans
- 05 – 7 à 10 ans
- 06 – 10 ans ou plus

Les quelques questions qui suivent portent sur votre perception de votre emploi actuel...

3. [SI VOUS ÊTES EMPLOYÉ À PLEIN TEMPS OU À TEMPS PARTIEL] Diriez-vous que vous êtes très satisfait, plutôt satisfait, plutôt insatisfait ou très insatisfait de votre emploi actuel ?
CHOISISSEZ UNE RÉPONSE

- 01 – Très satisfait
- 02 – Plutôt satisfait
- 03 – Plutôt insatisfait
- 04 – Très insatisfait

4. Quantité de facteurs jouent un rôle dans la satisfaction au travail. Croyez-vous que les facteurs suivants sont très, plutôt, pas très ou pas du tout importants dans votre satisfaction générale au travail ? **RANDOMISER L'ORDRE**

	Très <u>import</u> <u>ant</u>	Plutôt <u>importa</u> <u>nt</u>	Pas très <u>importa</u> <u>nt</u>	Pas du tout <u>importa</u> <u>nt</u>	Ne sait <u>pas/auc</u> <u>une</u> <u>réponse</u>
a. Faire un travail satisfaisant	01	02	03	04	99
b. Faire un travail qui présente le bon niveau de défi	01	02	03	04	99
c. Faire un travail qui vaut la peine	01	02	03	04	99
d. Faire un travail qui me donne le sentiment d'avoir accompli quelque chose	01	02	03	04	99
e. Paye ou revenu	01	02	03	04	99
f. Avoir une assurance convenable pour moi et ma famille	01	02	03	04	99
g. Avoir une position sûre à long terme	01	02	03	04	99
h. Période de vacances	01	02	03	04	99
i. Occasions de prendre des décisions	01	02	03	04	99
j. Perspectives d'avancement	01	02	03	04	99
k. Options de travail flexibles	01	02	03	04	99
l. Collègues d'un grand soutien	01	02	03	04	99
m. Avoir un sain équilibre travail/vie	01	02	03	04	99

5. [SI VOUS ÊTES EMPLOYÉ À PLEIN TEMPS OU À TEMPS PARTIEL] Veuillez indiquer à quel point vous êtes d'accord ou en désaccord avec les déclarations suivantes : **RANDOMISER L'ORDRE**

	Fortement <u>d'acco</u> <u>rd</u>	Plutôt <u>d'accor</u> <u>d</u>	Plutôt <u>en</u> <u>désacco</u> <u>rd</u>	Fortement <u>en</u> <u>désacco</u> <u>rd</u>	Ne sait <u>pas/auc</u> <u>une</u> <u>réponse</u>
a. J'estime être bien payé pour le travail que je	01	02	03	04	99

fais.					
b. Mon(ma) supérieur(e) est très compétent(e) dans son travail.	01	02	03	04	99
c. Lorsque je fais un bon travail, je reçois la reconnaissance que je crois mériter.	01	02	03	04	99
d. J'aime ceux avec qui je travaille.	01	02	03	04	99
e. J'estime parfois que mon travail est dénué de sens.	01	02	03	04	99
f. Je n'ai pas le sentiment que le travail que je fais est apprécié.	01	02	03	04	99
g. J'aime ce que je fais au travail.	01	02	03	04	99
h. J'ai un sentiment de fierté à faire mon travail.	01	02	03	04	99
i. Je n'ai pas le sentiment que mes efforts sont récompensés comme ils le devraient.	01	02	03	04	99
j. Mon(ma) supérieur(e) s'intéresse trop peu aux sentiments de ses subordonnés.	01	02	03	04	99
k. J'ai trop à faire.	01	02	03	04	99
l. Dans mon entreprise, les gens sont promus aussi vite qu'ailleurs.	01	02	03	04	99
m. Les objectifs de mon entreprise ne sont pas clairs pour moi.	01	02	03	04	99
n. Mon équilibre travail-vie s'est détérioré depuis un an.	01	02	03	04	99
o. J'aimerais maîtriser davantage mon horaire de travail.	01	02	03	04	99
p. Je comprends ce que je dois faire pour progresser dans mon entreprise.	01	02	03	04	99
q. J'ai le sentiment que les autres ont de meilleures chances d'avancement.	01	02	03	04	99
r. J'ai le sentiment que mes origines ethniques ou culturelles ont gêné mon évolution professionnelle.	01	02	03	04	99
s. J'évite les conflits et les controverses au travail	01	02	03	04	99
t. Les différences d'opinions dans mon service sont bienvenues et discutées ouvertement	01	02	03	04	99

6. Où regarderiez-vous ou qu'utiliserez-vous à la recherche d'une nouvelle position ou d'un nouvel emploi ?
VEUILLEZ ÉNUMÉRER

7. On dit que « 80 % des emplois ne sont jamais annoncés ». En repensant à votre carrière et aux emplois que vous avez eus, quelle importance a eu pour vous le « marché caché de l'emploi » (sources d'emploi non annoncées) ?

01 – Très important
 02 – Plutôt important
 03 – Pas très important
 04 – Pas du tout important

8. Encore une fois, en repensant à votre carrière et aux emplois que vous avez eus, quelle importance ont eu les tactiques/sources suivantes dans vos efforts pour obtenir une nouvelle position ou un nouvel emploi ?

	Très <u>import</u> <u>ant</u>	Plutôt <u>importa</u> <u>nt</u>	Pas très <u>importa</u> <u>nt</u>	Pas du tout <u>importa</u> <u>nt</u>
a. Réseautage (établissement de nouveaux contacts)	01	02	03	04
b. Démarchage de l'employeur (en personne)	01	02	03	04
c. Démarchage de l'employeur (par téléphone)	01	02	03	04
d. Sources d'emploi <u>non annoncées</u> (annuaires d'affaires, bibliothèques, agences d'emploi, etc.)	01	02	03	04
e. Sources d'emploi <u>annoncées</u> (imprimées et électroniques)	01	02	03	04
f. Envoi non sollicité de curriculum vitae	01	02	03	04

9. [SI VOUS ÊTES EMPLOYÉ À PLEIN TEMPS OU À TEMPS PARTIEL] Êtes-vous content en général du type d'emploi que vous avez ou du travail que vous faites ou espérez-vous passer à autre chose ?

01 – Content en général **PASSER À LA Q12**
 02 – Espère autre chose
 99 – Ne sait pas/Sans réponse **PASSER À LA Q12**

10. À quoi espérez-vous passer ? [Sans limite]

11. Comment passerez-vous à autre chose ? [Sans limite]

Les quelques questions qui suivent portent sur vos objectifs de carrière...

12a. Dans quelle mesure êtes-vous satisfait de votre aptitude à réaliser vos objectifs de carrière ? Êtes-vous très satisfait, plutôt satisfait, plutôt insatisfait ou très insatisfait ?

CHOISISSEZ UNE RÉPONSE

- 01 – Très satisfait
- 02 – Plutôt satisfait
- 03 – Plutôt insatisfait
- 04 – Très insatisfait

12b. (SI TRÈS/PLUTÔT SATISFAIT) Pourquoi vous dites-vous satisfait ? **VEUILLEZ ÉNUMÉRER**

(SI TRÈS/PLUTÔT INSATISFAIT) Pourquoi vous dites-vous insatisfait ? **VEUILLEZ ÉNUMÉRER**

13. Lequel des outils suivants, s'il en est, utilisez-vous pour vous aider à réaliser vos objectifs de carrière ?
CHOISISSEZ CEUX QUI S'APPLIQUENT

- 01 – Sites de réseautage social comme Facebook
- 02 – Sites de réseautage professionnel comme LinkedIn
- 03 – Mon propre blogue
- 04 – La lecture des blogues
- 05 – Les Wikis
- 06 – Balados (podcasts)
- 07 – Sites de partage de photos ou de vidéos comme YouTube et Flickr
- 08 – Messagerie instantanée
- 09 – Messagerie SMS/texte à votre cellulaire
- 10 – Les microblogues comme Twitter
- 11 – Les signets sociaux ou le repérage comme Delicious
- 12 – Les sites Web de compagnies
- 13 – Aucun – pas intéressé
- 14 – Je n'utilise pas les médias sociaux
- 98 – Autre (PRÉCISEZ _____)
- 99 – Ne sait pas/Aucune réponse

14t. D'ordinaire, lorsque nous repensons au chemin que nous avons parcouru dans notre emploi ou dans notre carrière, il y a eu à travers nos multiples expériences des moments spéciaux où certaines personnes/choses ont eu un effet sur nous. Dans le passé, lorsque vous avez cherché à planifier votre carrière ou à choisir, à obtenir un emploi ou à en changer, quelle utilité relative ont eu pour vous les personnes ou organismes suivants ? **RANDOMISER L'ORDRE**

	Très <u>utile</u>	Plutôt <u>utile</u>	Pas très <u>utile</u>	Pas du tout <u>utile</u>	Personne/chose dont vous n'avez jamais eu l' <u>expérience</u>
a. Vos parents	01	02	03	04	05
b. Autres parents/amis/voisins	01	02	03	04	05
c. Collègue/associé	01	02	03	04	05
d. Personne qui m'a servi de guide	01	02	03	04	05
e. Un de mes professeurs du secondaire	01	02	03	04	05
f. Un de mes professeurs	01	02	03	04	05
g. Conseiller d'orientation scolaire	01	02	03	04	05
h. Spécialiste en ressources humaines ou en cheminement professionnel ou autre personne dans votre milieu de travail	01	02	03	04	05
i. Instructeur, professeur particulier ou éducateur autre que conseiller	01	02	03	04	05
j. Spécialiste en carrière, entraîneur ou conseiller en milieu éducatif (école, collège, université ou autre milieu d'enseignement)	01	02	03	04	05
k. Spécialiste en carrière, entraîneur ou conseiller en pratique privée	01	02	03	04	05
l. Conseil en recrutement de cadres	01	02	03	04	05
m. Centre d'emploi du gouvernement	01	02	03	04	05
n. Site professionnel sur l'Internet	01	02	03	04	05
o. Agence communautaire d'emploi	01	02	03	04	05
p. Association ou réseau communautaire d'affaires	01	02	03	04	05
q. Soutien en ligne & groupes de réseautage (listes de courriels, discussions, clavardages)	01	02	03	04	05
r. Journaux	01	02	03	04	05
s. Réseaux sociaux comme Facebook et LinkedIn	01	02	03	04	05
t. Événements de réseautage	01	02	03	04	05
u. Listes de diffusions ou publications professionnels (bulletins)	01	02	03	04	05

- 15t. En repensant à votre carrière et sur la foi de ce que vous savez maintenant, de quelle utilité serait pour un travailleur selon vous un programme conseil en évolution professionnelle incluant des conseils individuels en évolution professionnelle ou des cours particuliers d'un professionnel en planification de carrière et en évolution professionnelle, en rédaction de curriculum vitae, en préparation d'interview, etc.
CHOISISSEZ UNE RÉPONSE

01 – Très utile
02 – Plutôt utile
03 – Pas très utile
04 – Pas du tout utile

- 16t. Aujourd'hui, si vous pouviez choisir un programme conseil en évolution professionnelle incluant des conseils individuels en évolution professionnelle ou des cours particuliers d'un professionnel en planification de carrière et en évolution professionnelle, en rédaction de curriculum vitae, en préparation d'interview, etc., dans quelle mesure êtes-vous certain que vous utiliseriez un tel service ou que vous en auriez même besoin ?
CHOISISSEZ UNE RÉPONSE

01 – Très certain
02 – Plutôt certain
03 – Pas très certain
04 – Pas du tout certain

17. Avez-vous déjà eu un mentor, une personne qui vous servait de guide ou de conseiller sur votre évolution professionnelle et les autres questions importantes de votre vie ?
CHOISISSEZ UNE RÉPONSE

01 – Oui –
02 – Non – **PASSER À LA Q.19**

18. (SI VOUS AVEZ UN MENTOR) Lorsque vous pensez à ce que fait un mentor, quels sont TROIS des aspects suivants qui sont les plus importants pour vous ? **RANDOMISER L'ORDRE**

01 – modèle
02 – entraînement
03 – encouragement
04 – conseil
05 – réactions
06 – parrainage
07 – protection
08 – autre (**PRÉCISEZ**) _____

- 19t. En pensant au rôle que vos parents ont joué dans votre recherche d'emploi ou de parcours de carrière, à LAQUELLE des déclarations suivantes vous identifiez-vous le plus ?
CHOISISSEZ UNE RÉPONSE

01 – Mes parents étaient dominateurs et ne m'ont pas laissé trouver l'emploi et le parcours de carrière que je souhaitais
02 – Mes parents ont été d'un merveilleux soutien dans ma recherche d'emploi et de parcours de carrière

- 03 – Mes parents ne s'en sont pas vraiment mêlés et j'ai dû trouver seul mon emploi et mon parcours de carrière
 04 – [NOUVEAU] Mes parents étaient d'un grand soutien, mais ne savaient pas comment aider

20t. Quels sont parmi les suivants les TROIS rôles que vous estimez les plus importants pour les parents de jouer dans le choix de carrière d'un enfant ? **RANDOMISER L'ORDRE**

- 01 – Exposer l'enfant à différentes expériences qui forment le caractère (ex. sports, hobbies, etc.)
 02 – Parler avec l'enfant du choix d'une carrière
 03 – Encourager l'enfant à se proposer dans différents rôles
 04 – Aider l'enfant à développer des aptitudes professionnelles
 05 – Exposer l'enfant à une variété de carrières
 06 – Travailler avec l'enfant à planifier une carrière
 07 – Exposer l'enfant à un milieu de travail professionnel (ex. emmener l'enfant au travail avec eux)
 08 – S'assurer que l'enfant parle à son conseiller en orientation à l'école
 09 – S'assurer que l'enfant forme un réseau de contacts
 10 – Mettre l'enfant en relation avec un orienteur professionnel (c.-à-d. un conseiller ou un entraîneur en pratique privée)
 11 – Encourager l'enfant à réussir et à échouer et à tirer les leçons de l'expérience
 12 – Autres rôles
 13 – Aucun de ce qui précède

21t. Veuillez indiquer dans quelle mesure vous êtes d'accord ou en désaccord avec les énoncés suivants : **RANDOMISER L'ORDRE**

	Fortement d'accor d	Plutôt d'accord	Plutôt en désacco rd	Fortement en désacco rd
a. Si je devais recommencer à planifier ma carrière ou ma vie professionnelle, j'essaierais d'obtenir plus d'aide professionnelle ou plus d'information sur le travail que je l'ai fait.	01	02	03	04
b. Je souhaiterais que mes parents m'aient laissé tranquille et donné plus de liberté de choisir ma carrière.	01	02	03	04
c. Les parents devraient laisser à l'école le soin d'aider les enfants à choisir leur carrière.	01	02	03	04

22. Avez-vous confiance de pouvoir réaliser vos objectifs professionnels ?

- 01 – Très confiance
 02 – Plutôt confiance
 03 – Pas très confiance
 04 – Pas du tout confiance

23. [SI VOUS N'AVEZ PAS TRÈS OU PAS DU TOUT CONFIANCE] Pourquoi ?

Les quelques questions qui suivent portent sur vos perceptions du milieu de travail...

24. [SI VOUS ÊTES EMPLOYÉ À PLEIN TEMPS OU À TEMPS PARTIEL] Dans quelle mesure êtes-vous satisfait des pratiques de gestion de la performance dans votre compagnie ou votre organisation (c.-à-d. réactions à la performance, établissement d'objectifs, lien des objectifs aux objectifs de l'organisation, reconnaissance et récompense, etc.) ? En êtes-vous très satisfait, plutôt satisfait, plutôt insatisfait ou très insatisfait ?

CHOISISSEZ UNE RÉPONSE

- 01 – Très satisfait **PASSER À LA Q26**
- 02 – Plutôt satisfait **PASSER À LA Q26**
- 03 – Plutôt insatisfait
- 04 – Très insatisfait
- 05 – Ne sait pas/Aucune réponse

25. [SI VOUS ÊTES PLUTÔT OU TRÈS INSATISFAIT] Pourquoi ?

26. Dans quelle mesure est-ce important pour vous d'avoir des options de travail variables, comme le télétravail, le partage d'emploi, l'horaire variable, la semaine de travail comprimée (semaine de quatre jours), etc. ? Est-ce très, plutôt, pas très ou pas du tout important ?

- 01 – Très important
- 02 – Plutôt important
- 03 – Pas très important
- 04 – Pas du tout important

27. [SI VOUS ÊTES EMPLOYÉ À PLEIN TEMPS OU À TEMPS PARTIEL] Diriez-vous que votre milieu de travail est intégrateur ? C'est-à-dire que tous les employés sont traités avec respect et ont la même chance de participer à tous les aspects du milieu de travail sans discrimination.

- 01 – Très intégrateur
- 02 – Plutôt intégrateur
- 03 – Pas très intégrateur
- 04 – Pas du tout intégrateur

28. (SI VOUS ÊTES EMPLOYÉ À PLEIN TEMPS OU À TEMPS PARTIEL) Vous sentez-vous souvent mal à l'aise ou pas à votre place dans votre organisation à cause de votre origine ethnique, de votre culture, de votre race, de la couleur de votre peau, de votre classe, de votre langue, de votre accent, de votre sexe, de votre handicap, de votre orientation sexuelle ou de votre religion ? Est-ce....

- 01 – Tout le temps ?
- 02 – La plupart du temps ?
- 03 – Parfois ?
- 04 – Rarement ?
- 05 – Jamais ?

06 – Ne sait pas ?

29. [Si Q 28. 1 à 3] Pour quelle(s) raison(s) vous sentez-vous mal à l'aise ou pas à votre place ? Est-ce à cause de...

CHOISISSEZ LES RÉPONSES QUI S'APPLIQUENT

01 – Votre origine ethnique ou votre culture ?

02 – Votre race ou la couleur de votre peau ?

03 – Votre langue ou votre accent ?

04 – Votre sexe ?

05 – Votre handicap ?

05 – Votre orientation sexuelle ?

04 – Votre religion ?

05 – Votre classe ?

05 – Ne sait pas ?

Profil du sondé

Pour finir, j'aimerais vous poser quelques questions sur vous et votre ménage dans un but purement statistique. Soyez assuré que vos réponses resteront entièrement confidentielles.

30. En règle générale, quelle est votre occupation principale ? (SI SANS EMPLOI : Quelle était votre dernière occupation ?)

CHOISISSEZ UNE RÉPONSE

01 - Cadre

02 - Administration

03 – Professionnel (médecin, avocat, dentiste)

04 – Technicien, semi-professionnel

05 – Employé de bureau (col blanc), services, ventes

06 – Ouvrier qualifié, semi-qualifié, simple ouvrier

07 – Manoeuvre

08 – Agriculteur/pêcheur

09 – Administrateur ou propriétaire de petite entreprise

10 – Administrateur ou propriétaire de grande entreprise

11 - Autre

31. Y a-t-il des enfants de moins de 18 ans dans votre ménage ?

01 – Oui

02 – Non

32. Quel est le dernier niveau d'éducation que vous avez complété ?

CHOISISSEZ UNE RÉPONSE

01 – Une partie du primaire

02 – Complété le primaire

03 – Une partie du secondaire

04 – Complété le secondaire

05 – Une partie de l'école de métiers, technique ou commerciale

06 – Une partie du collège communautaire ou du CÉGEP

07 – Une partie de l'université

08 – Diplôme ou certificat d'école de métiers, technique ou commerciale

09 – Diplôme ou certificat de collège communautaire ou de CÉGEP

09 – Baccalauréat ou licence d'école normale (B.A., B.SC., L.L.B., B.Ed.)

10 – Diplôme en médecine, dentisterie, médecine vétérinaire ou optométrie (M.D., D.D.S., etc.)

11 – Maîtrise (M.A., M.Sc., M.Ed., MBA)

12 – Doctorat (Ph.D., D.Sc., D.Ed.)

13 – Autre (**PRÉCISEZ**) _____

33. En quelle année êtes-vous né ?

34. Dans quel pays êtes-vous né ?
VEUILLEZ PRÉCISER

35. (SI VOUS N'ÊTES PAS NÉ AU CANADA À LA Q.30) Combien d'années avez-vous travaillé au Canada ?

36. Vous considérez-vous membre d'une minorité visible ? (Les minorités visibles au Canada le sont à cause de leur race ou de la couleur de leur peau)

01 – Oui

02 – Non

99 – Ne sait pas/Aucune réponse

37. Avez-vous une invalidité de longue durée, des déficiences ou conditions médicales (physiques, mentales ou autres problèmes de santé) qui limitent le genre d'activité que vous pouvez faire ?

01- Oui

02 - Non

38. Dans un but purement statistique, veuillez me dire laquelle des catégories suivantes s'applique à l'ensemble des revenus de votre ménage pour l'année 2009 ?

01 – Moins de 30 000 \$

02 – 30 000 \$ à 59 999 \$

03 – 60 000 \$ à 79 999 \$

04 – 80 000 \$ à 99 999 \$

05 – 100 000 \$ à 149 000 \$

06 – 150 000 \$ et plus

07 – Ne veut pas dire

39. Et pour mieux comprendre comment les résultats varient selon les régions, puis-je avoir les six chiffres de votre code postal ?

____-____-____ - Ne sait pas/Aucune réponse

40. Êtes-vous...?

01 - Homme

02 – Femme

03 – Transsexuel

Ceci complète le sondage. Au nom du Groupe de recherche d'Environics et du Canadian Education and Research Institute for Counselling, je vous remercie de votre précieuse collaboration.

SONDAGE EN LIEN DIRECT AVEC LE SITE WEB DE CERIC : <http://www.ceric.ca>

