Study: CAMA - National Prospective Employee Research

Methodology: Online survey from Jan. 20th to 28th, 2016

Sample: 1,058 prospective municipal government employees aged 18 to 45 years

Key objectives:

- Gain insights into young Canadians' current perceptions of municipal and local government careers;
- Measure awareness and familiarity with municipal and local governments; and;
- Compare and contrast perceptions of municipal and local government careers to those in federal and provincial governments.

Key Insights:

- Prospective employees most commonly use online resources when looking for jobs.
- The majority (64%) would be interested in working for a municipal or local government.
    - Interest in municipal jobs is similar to interest in government jobs at the provincial (70%) and federal (68%) levels.
- Municipal government jobs receive high ratings on specific employment aspects that are important to prospective employees:

    - Wages or salary
    - Job security

    - Stability
    - Benefits

    - Physical work location
    - Training and learning opportunities

- However, municipal government jobs also receive lower ratings in a few other key areas:

    - Interesting work
    - Staff morale

    - Stress level
    - Workplace culture

Recommendations:

- To appeal to those who have poor perceptions of municipal jobs or do not think municipal jobs are applicable to them, general communications about municipal governments as employers should emphasize the wide variety of jobs they offer and how they can be interesting and exciting places to work.

- Communications about municipal jobs should also focus on emphasizing the identified key areas of high engagement that are important to prospective employees and where municipal governments do well, as well as changing perspectives on those important areas where they receive lower ratings—particularly perceptions that the work is "not interesting".

- Municipal governments should include a variety of online vehicles, particularly job search websites, in their communications strategies.

Simplified *Understanding*