



NATIONAL PROSPECTIVE EMPLOYEE RESEARCH PRESENTATION

Simplified *Understanding*



Introduction



Background & Objectives

- Canadian municipalities and local governments are currently facing a human resources challenge filling management positions.
 - This is largely a result of retiring members of the Baby Boomer Generation.
- The CAMA is working in partnership with Provincial and Territorial municipal organizations to develop a communications program that encourages post-secondary students to consider and aspire to careers in municipal and local government.
- The CAMA was interested in conducting a national research study in order to gain insights into young Canadians' current perceptions of municipal and local government careers.
 - **Overall research objective:** assist with the communications initiative to encourage younger Canadians to seek careers in this field.
 - **Other key objectives:**
 - Measure awareness and familiarity with municipal and local governments.
 - Compare and contrast perceptions of municipal and local government careers to those in federal and provincial governments.



Introduction *Continued*



Methodology & Sample

- **Methodology:** online via *Your Insights Panel*
- **Field dates:** January 20th to 28th, 2016
- **Sample source:** Vision Critical Panel
- **Screening criteria:**
 - Currently reside in Canada
 - 18 to 45 years of age
 - Members of the job market
- **Language:** choice of English or French
- **Sample size:** 1,058n
 - **Margin of error:** $\pm 3.01\%$, nineteen times out of twenty
 - **Weighting:** by age and gender for each province
 - According to Statistics Canada Census results



Key Take-Aways

1. Just under 2/3rds of prospective employees would be interested in working for a municipal government.
2. Those who say they are not interested in municipal jobs most commonly believe that they don't offer the type of jobs they are looking for or that the jobs are boring.
3. Compared to federal and provincial, municipal jobs are more likely to be seen as offering the opportunity to make a difference in your community.
4. Municipal jobs are also seen as more “hands-on” than other levels of government.
5. Municipal jobs have positive perceptions when it comes to most of the job aspects that prospective employees consider important (e.g. wages, benefits, security).
6. However, they also receive low scores in a few key areas: interesting work, staff morale, stress level, and workplace culture.

Insights West

CAMA  **ACAM**
Administrative Excellence | L'art de diriger



DETAILED FINDINGS



Simplified *Understanding*





Prospective employees are slightly less likely to be interested in municipal than provincial or federal jobs.

Interest in Government Work

Interested

ANY

44%

79%

Provincial Government

32%

70%

Federal Government

32%

68%

Municipal or Local Government

26%

64%

■ Very interested ■ Somewhat interested

Base: All respondents (n=1,058)

G9. If you were looking for a new job, how interested would you be in working for each of the following levels of government?



Men and those who have worked for municipal government in the past are significantly more likely to be interested in municipal work than women and those without previous municipal experience.

Interest in Government Work *continued*

Interested	Total (n=1,058)	Ever Worked for Municipal		Gender	
		Yes (n=320)	No (n=738)	Male (n=316)	Female (n=729)
ANY	79%	83%	77%	82%	76%
Provincial Government	70%	73%	69%	72%	68%
Federal Government	68%	70%	68%	74% ▲	64%
Municipal or Local Government	64%	70% ▲	61%	68% ▲	60%

*Small base size, interpret with caution.

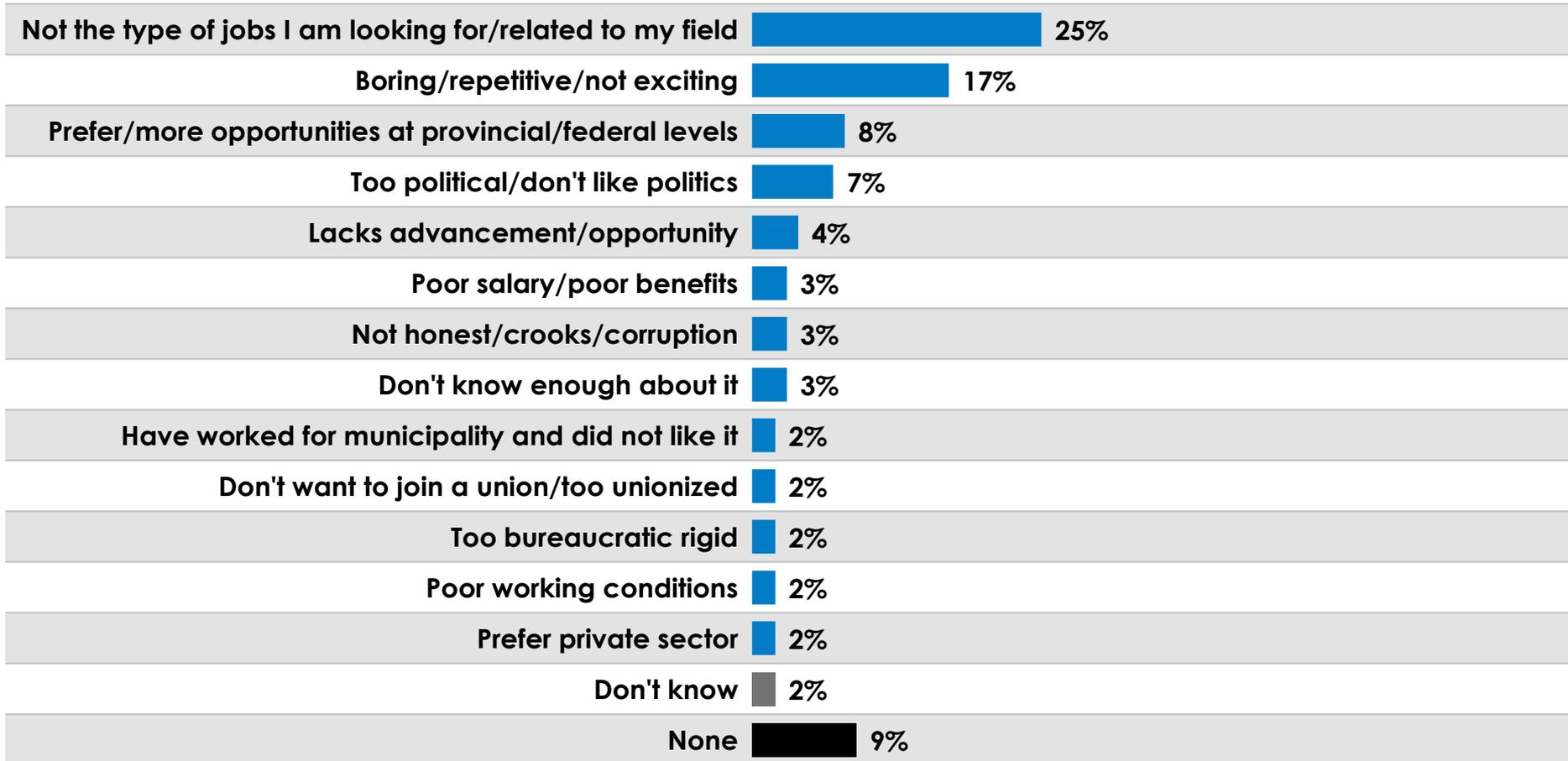
Base: All respondents

G9. If you were looking for a new job, how interested would you be in working for each of the following levels of government?



Prospective employees are most commonly not interested in municipal jobs due to perceptions that they don't offer the type of jobs they are looking for and that municipal jobs are boring.

Unaided Reasons for Lack of Interest in Municipal Work: Not Interested



Base: Not interested in working for Municipal government (n=287)
G10. Why would you not be interested in working for a municipal government?

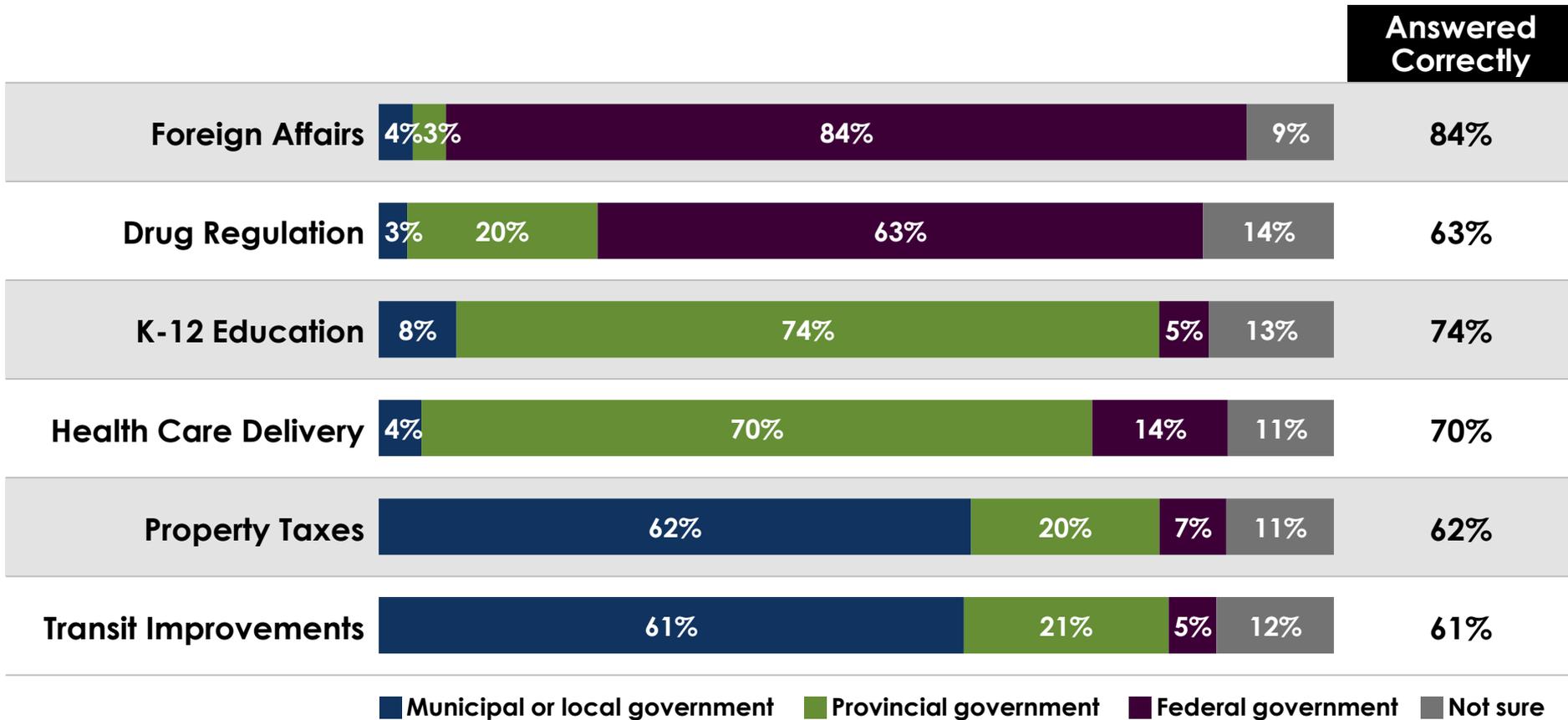
Note: results of 2% or more are shown.



The majority of prospective employees are able to correctly identify the issues managed by different levels of government. One-in-five incorrectly attribute areas of municipal management to provincial governments.

Level of Government Issue Management

Answered Correctly



Base: All respondents (n=1,058)

G1a. From what you know, or have seen, read or heard, which of the following issues does each level of government manage?

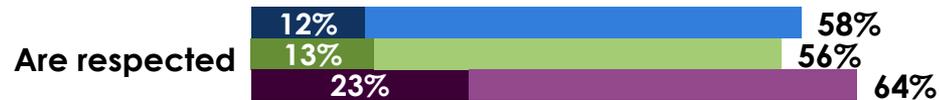
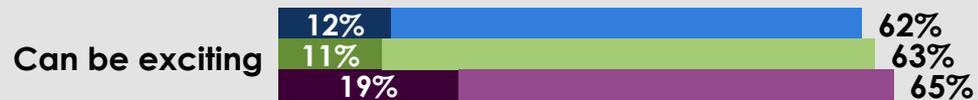
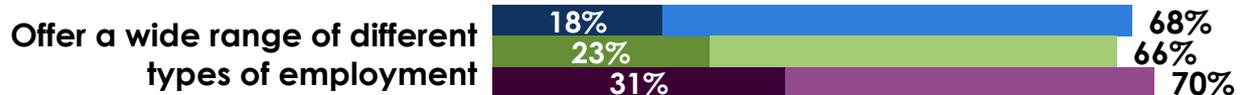
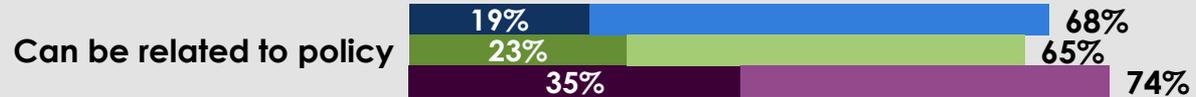
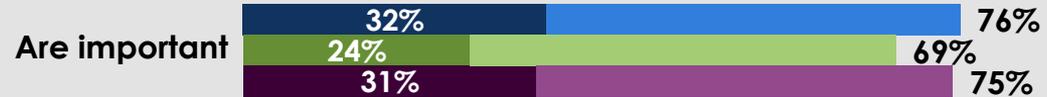


Federal jobs take the lead in most areas. However, prospective employees are most likely to agree that municipal jobs offer the opportunity to make a difference in your community, are “hands-on”, and have employees that seem to enjoy their work.

Agreement with Statements About Jobs at Different Levels of Government

Agree

■ Municipal or local government (n=1,058)
■ Provincial government (n=517)
■ Federal government (n=541)



■ Strongly agree ■ Somewhat agree

Base: All respondents

G6. To what extent do you agree or disagree with the following statements about public sector jobs with your local municipal government?
 G8. To what extent do you agree or disagree with the following statements about public sector jobs with [your local **provincial OR the federal**] government?

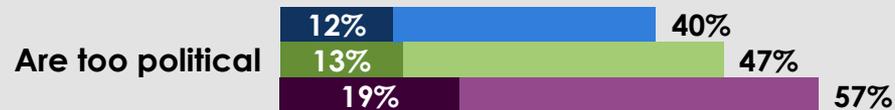


Municipal jobs are the least likely to be seen as too political. However, they are also the least likely to be seen as related to prospective employees' post secondary education, and offering the kind of jobs they are looking for.

Agreement with Statements About Jobs at Different Levels of Government Continued

Agree

■ Municipal or local government (n=1,058)
■ Provincial government (n=517)
■ Federal government (n=541)



■ Strongly agree ■ Somewhat agree

Base: All respondents

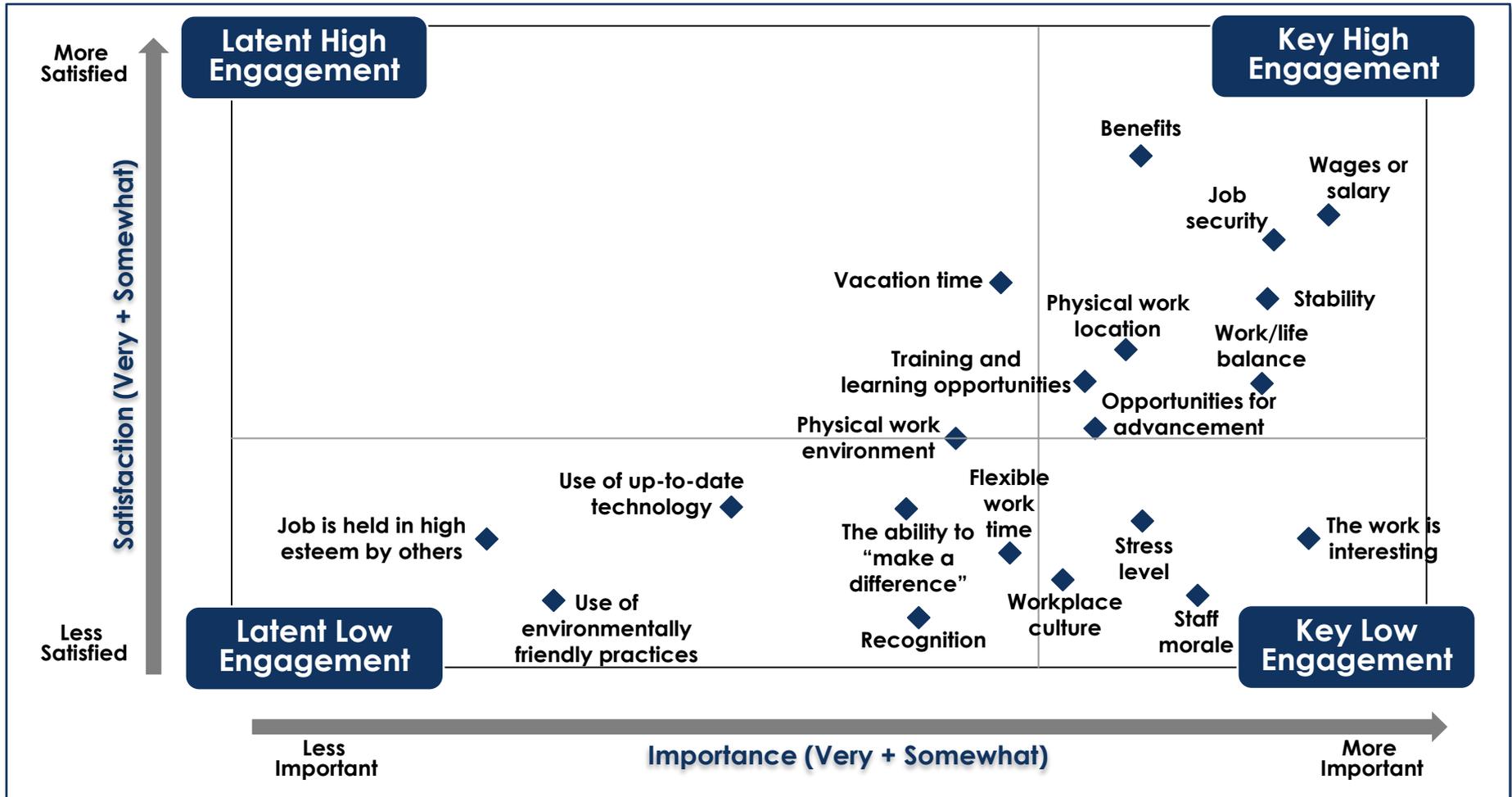
G6. To what extent do you agree or disagree with the following statements about public sector jobs with your local municipal government?

G8. To what extent do you agree or disagree with the following statements about public sector jobs with [your local **provincial OR the federal**] government?



Municipal government jobs receive higher ratings on a number of areas that are most important to prospective employees, but also have key areas of perceived low engagement in the work being interesting, staff morale, stress levels, and workplace culture.

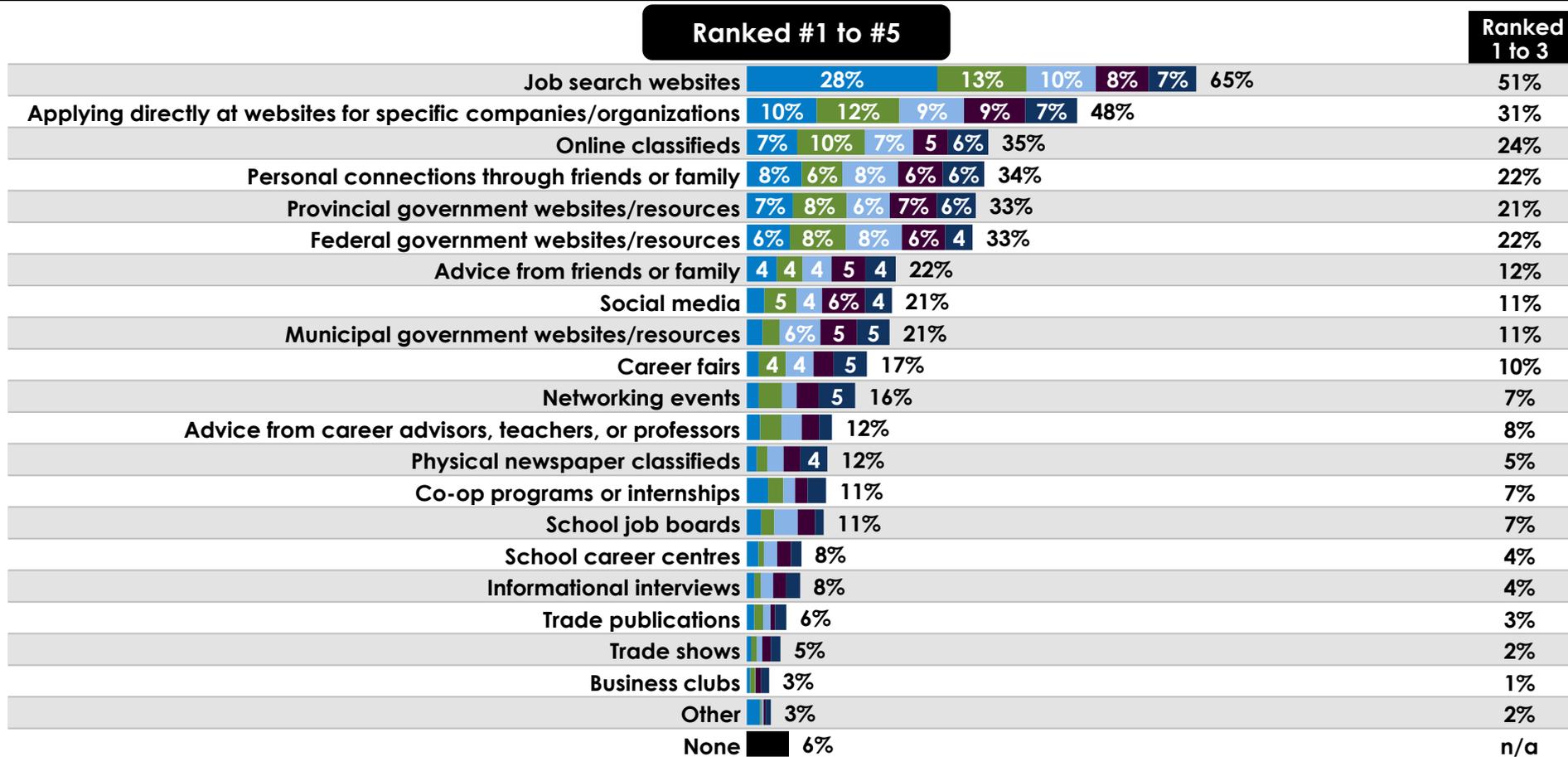
Performance Grid: Municipal Government Job Aspects





Job search websites stand out as the resource prospective employees are more likely to use during their next job hunt. The top three ranked job hunting resources are online.

Ranked Likely Resources For Next Job Search



Base: All respondents (n=1,058)

Ranked #1 Ranked #2 Ranked #3 Ranked #4 Ranked #5

J3. Now thinking about the **next time** you look for a job, which of the following resources will you be most likely to use in during your job search?



**For more information
please contact:**

Mario Canseco
mariocanseco@insightswest.com

Daile MacDonald
dailemacdonald@insightswest.com

Simplified *Understanding*