



# **NATIONAL PROSPECTIVE EMPLOYEE RESEARCH REPORT**

Simplified **Understanding**

February 2016



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## ***INTRODUCTION***

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# Introduction



## Background

The Canadian Association of Municipal Administrators (CAMA) is a national non-profit association of senior municipal managers that endeavours to “champion excellence in municipal administration” through four key strategic themes: professional development, networking, advocacy, and association governance.

Canadian municipalities and local governments are currently facing a human resources challenge filling management positions vacated by retiring members of the Baby Boomer Generation. In response, the CAMA is working in partnership with Provincial and Territorial municipal organizations (the OMAA, ARMAA, LGMA, AMCTO, LGAA, and AMANB) to develop a communications program that encourages post-secondary students to consider and aspire to careers in municipal and local government.



## Objectives

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.

The overall objective of this research is to assist with the communications initiative to encourage younger Canadians to seek careers in this field. Other key objectives of this research include:

- Measuring awareness and familiarity with municipal and local governments; and;
- Comparing and contrasting perceptions of municipal and local government careers to those in federal and provincial governments.



# Introduction *Continued*



## Methodology & Sample

- This study was conducted online via the *Your Insights Panel* from January 20<sup>th</sup> to 28<sup>th</sup>, 2016.
- Survey participants were given the option to complete the survey in either English or French.
- Sample for this study was provided from the Vision Critical Panel and respondents were screened to include prospective municipal government employees who:
  - Currently reside in Canada;
  - 18 to 45 years of age; and
  - Members of the job market.
- A total of 1,058 prospective employees participated in the survey.
- A sample of this size has a margin of error of  $\pm 3.01\%$ , nineteen times out of twenty.
- Survey results have been weighted by age and gender for each province according to Statistics Canada Census results.



## Notes on Reading this Report

- Throughout the report, statistically significant differences between region and other sample groups have been indicated as follows:



Statistically significantly higher than comparison group(s)



Statistically significantly lower than comparison group(s)



## KEY INSIGHTS

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# Key Insights

## Most prospective employees are open to working for municipal government.

- The majority (64%) of prospective employees would be interested in working for a municipal or local government, with one-quarter (26%) “very interested”.
  - 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 (25%) or that the jobs are boring (17%).
  - Interest in municipal jobs falls only slightly behind interest in government jobs at the provincial (70%) and federal (68%) levels.
- When it comes to specific attitudes about government jobs, the federal level tends to score somewhat above provincial and municipal in most areas. However, municipal governments have a significant lead in perceptions that they:
  - Offer the opportunity to make a difference in your community (68% agree, vs. 58% provincial and 53% federal); and,
  - Are more “hands-on” than other levels of government (55% agree, vs. 37% provincial and 32% federal).

### Insight:

- ✓ To combat those who have poor perceptions of municipal jobs, 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.



## Key Insights *Continued*

Municipal jobs are seen as possessing key areas of high engagement, but also have a few important areas of low engagement.

- Prospective employees view the different levels of government similarly when it comes to specific employment aspects.
- Comparing the specific job aspects that are most important to prospective employees to municipal government ratings on those same aspects, municipal jobs possess these key areas of high engagement:
  - Wages or salary;
  - Job security;
  - Stability;
  - Benefits;
  - Physical work location; and
  - Training and learning opportunities.
- However, municipal government jobs also have several key areas of low engagement:
  - Interesting work;
  - Staff morale;
  - Stress level; and
  - Workplace culture.



### **Insight:**

- ✓ Communications about municipal jobs should 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.



## Key Insights *Continued*

### Online resources dominate today's job hunt.

- A strong majority (84%) of prospective employees used one or more online resources the last time they looked for a job, and four of the top five most commonly used resources were online:
  - Job search websites (58%);
  - Websites for specific organizations (42%);
  - Online classifieds (37%); and
  - Provincial government websites/resources (33%).
- Online resources also top the list of resources prospective employees are likely to use in their next job search:
  - Job search websites (65% rated 1 to 5);
  - Websites for specific organizations (48% rated 1 to 5); and
  - Online classifieds (35% rated 1 to 5).
- Among prospective employees who would use job search websites when looking for employment, a variety of sites would be used. The most popular sites include indeed.ca (37%); Monster.ca (33%); and Workopolis.com (28%).
- Among those who would use social media, the majority would use LinkedIn (67%) and Facebook (62%).

### **Insight:**

- ✓ Online communications are an important part of attracting prospective employees that is continuing to grow.
- ✓ Municipal governments should include a variety of online vehicles, particularly job search websites, in their communications strategies.



## ***DETAILED FINDINGS***

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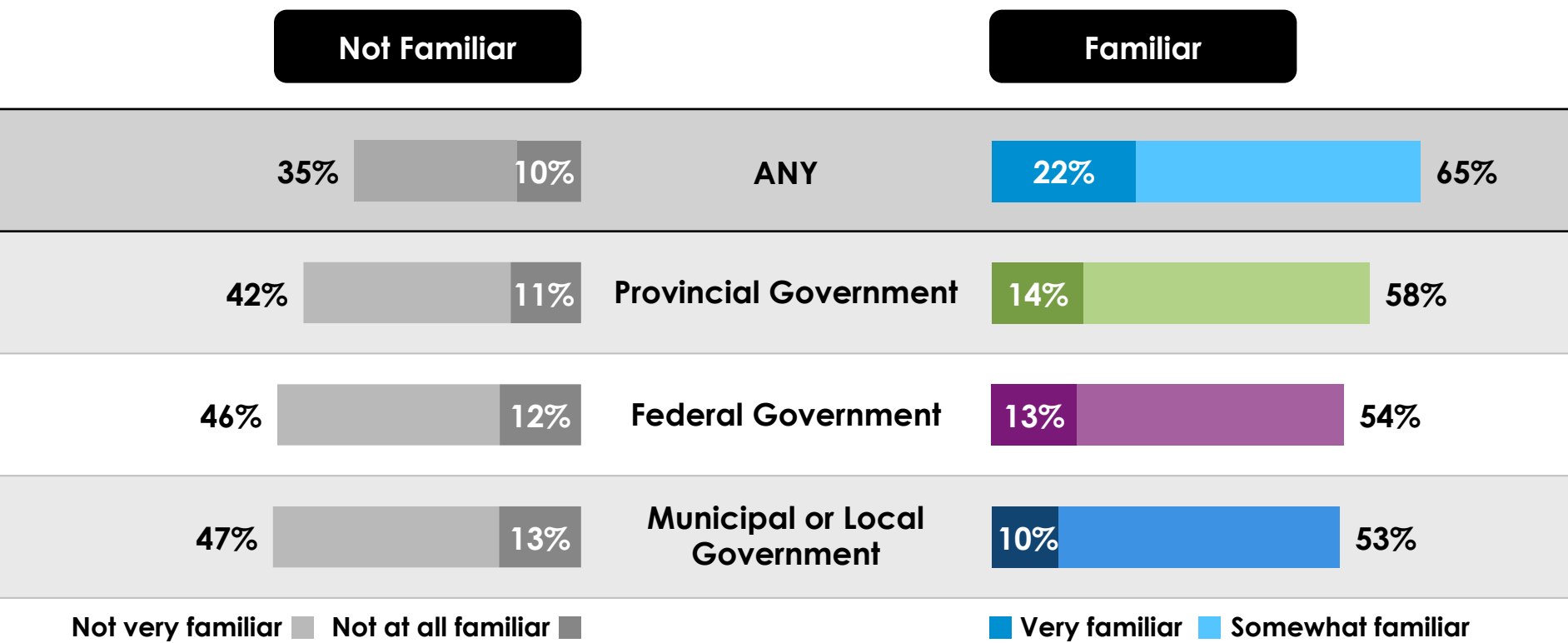
## Experience with Government Jobs

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# Familiarity with government jobs is similar for all three levels of government.

## Familiarity with Government Jobs by Level of Government

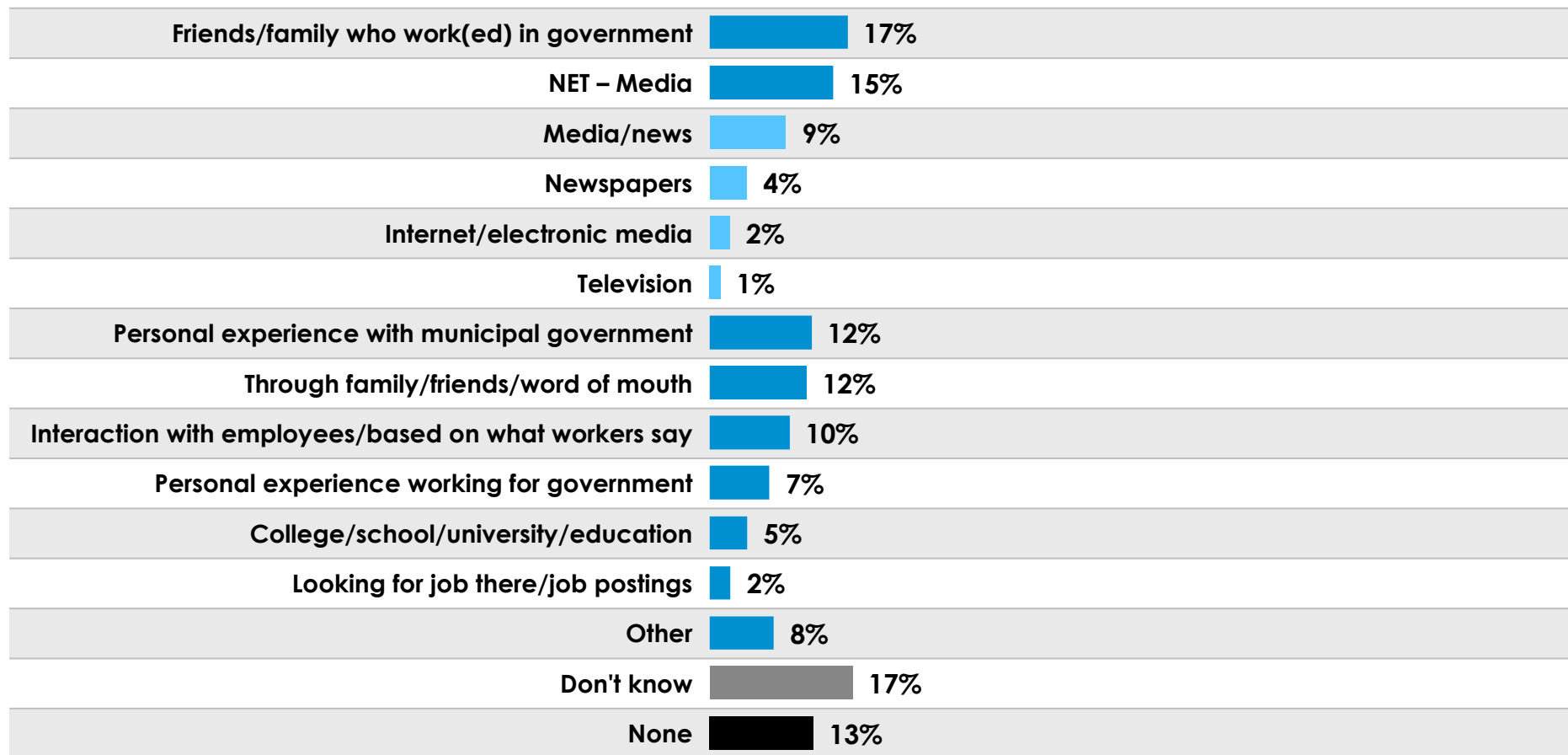


Base: All respondents (n=1,058)  
G1b. To begin, how familiar are you with the types of public sector jobs available through each of the following levels of government?



# Perceptions of public sector jobs come from a variety of sources, most commonly knowing others who have worked in government and the media.

## Unaided Source of Public Sector Job Perceptions



Base: All respondents (n=1,058)

G7. Where or how were your ideas or perceptions of public sector jobs with your local municipal government formed?



The majority of prospective employees have had some experience working for a level of government, most commonly provincial or municipal.

## Personal Experience with Government Work

### Ever Employed

ANY 28% 65%

Provincial Government 15% 31%

Municipal or Local Government 10% 30%

Federal Government 7% 19%

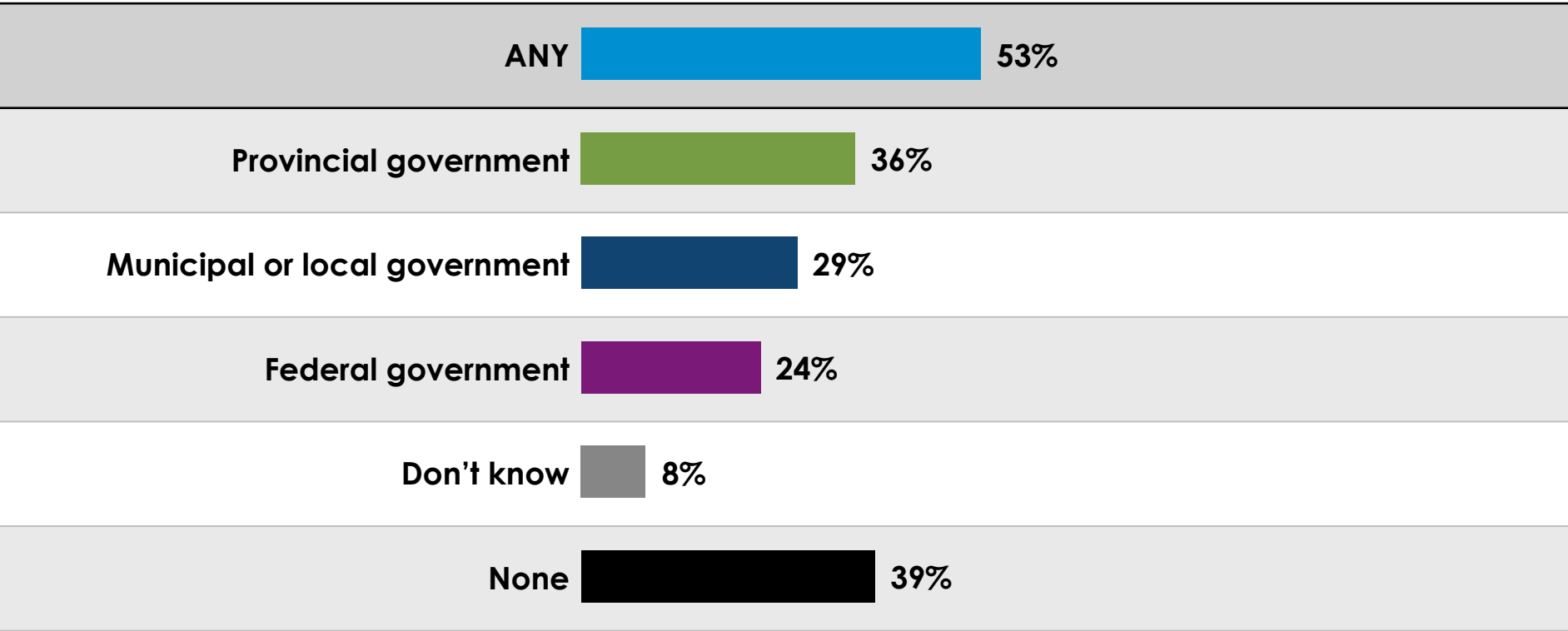
Currently employed Employed in the past

Base: All respondents (n=1,058)  
G2. Do you personally work in, or have you ever worked in, a public sector job for any of the following levels of government?



# Half of prospective employees recall applying for a public sector job in the past.

## Ever Applied for Public Sector Job



Base: All respondents (n=1,058)  
G3. Have you ever applied for a public sector job with each of the following?



# Likelihood of having applied for public sector jobs significantly increases with age, education, and income level.

## Ever Applied for Public Sector Job by Demographic Groups

		Age		Education			Income		
	Total (n=1,058)	18 to 30 (n=614)	31 to 45 (n=444)	Less Than Undergrad Degree (n=530)	Undergrad Degree (n=377)	Graduate Degree (n=151)	<\$40K (n=399)	\$40K-\$80K (n=327)	\$80K+ (n=171)
ANY	53%	47%	62%▲	39%▼	64%	70%	50%	56%	66%▲ ≤\$40K
Provincial government	36%	32%	43%▲	25%▼	42%	59%▲ UD	34%	37%	52%▲
Municipal or local government	29%	26%	33%▲	21%▼	36%	36%	34%	26%	28%
Federal government	24%	19%	31%▲	13%▼	32%	37%	20%	27%	33%▲ ≤\$40K
Don't know	8%	11%▲	4%	11%▲ GD	7%	3%	9%	7%	4%
None	39%	42%▲	33%	50%▲	29%	27%	42%▲ \$80K+	37%	30%

Base: All respondents

G3. Have you ever applied for a public sector job with each of the following?



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

Foreign Affairs



84%

Drug Regulation



63%

K-12 Education



74%

Health Care Delivery



70%

Property Taxes



62%

Transit Improvements



61%

■ Municipal or local government ■ Provincial government ■ Federal government ■ Not sure

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?



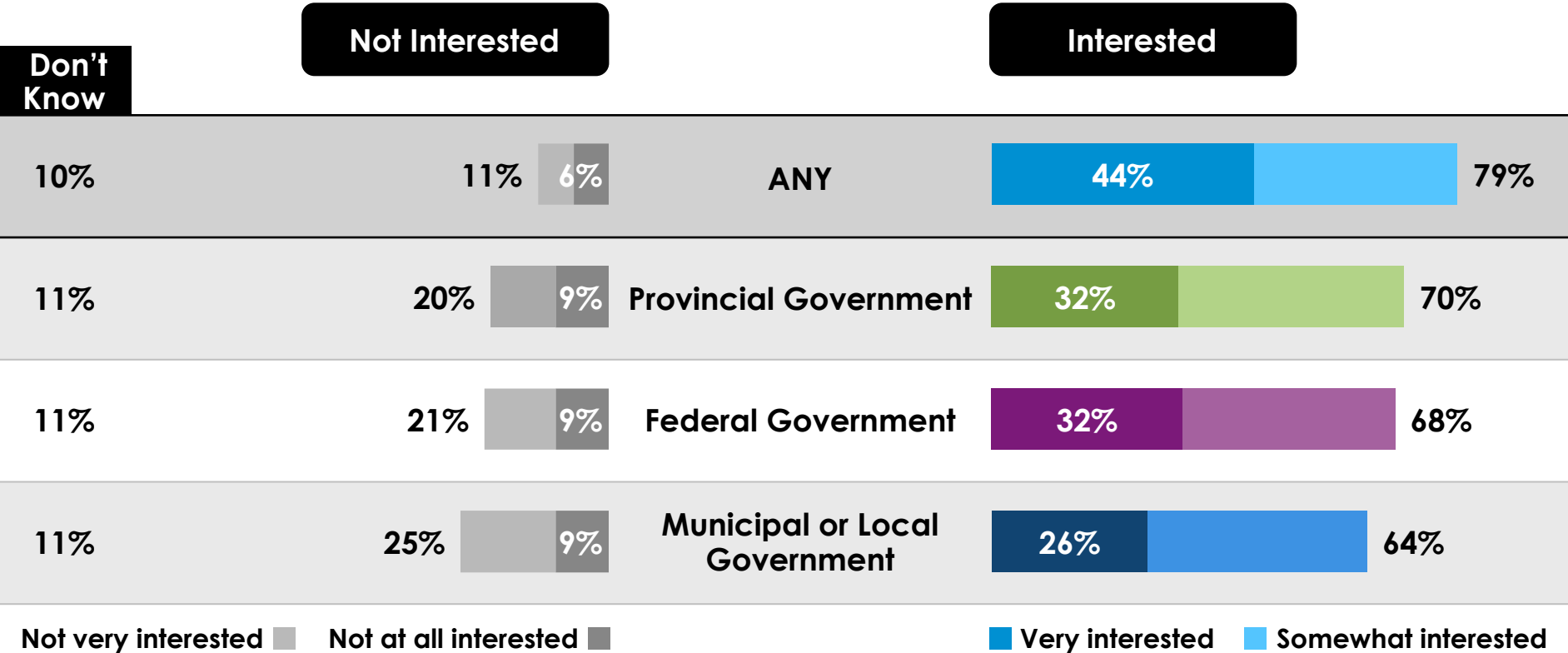
## Overall Perspectives on Government Jobs

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

## Interest in Government Work













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

Interested	Total (n=1,058)	Gender		Region					
		Male (n=316)	Female (n=729)	B.C. (n=152)	Alberta (n=127)	Sask./ Man. (n=75*)	Ontario (n=387)	Quebec (n=258)	Atlantic (n=58*)
ANY	79%	82%	76%	75%	74%	83%	79%	81%	80%
Provincial Government	70%	72%	68%	60%	71%	78%	68%	73% 	76%
Federal Government	68%	74% 	64%	64%	56%	71%	70%	72%	72%
Municipal or Local Government	64%	68% 	60%	61%	67%	69%	65%	59%	66%

Interested	Total (n=1,058)	Education			Ever Worked for Municipal		Ever Worked for Any Government	
		Less Than Undergrad Degree (n=530)	Undergrad Degree (n=377)	Graduate Degree (n=151)	Yes (n=320)	No (n=738)	Yes (n=691)	No (n=367)
ANY	79%	71% 	85%	89%	83%	77%	82% 	72%
Provincial Government	70%	64% 	73%	82%	73%	69%	73% 	64%
Federal Government	68%	59% 	76%	79%	70%	68%	71% 	63%
Municipal or Local Government	64%	61%	67%	65%	70% 	61%	66%	59%

\*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?

 Statistically significantly higher than comparison group(s)  
 Statistically significantly lower than comparison group(s)



**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

Not the type of jobs I am looking for/related to my field 25%

Boring/repetitive/not exciting 17%

Prefer/more opportunities at provincial/federal levels 8%

Too political/don't like politics 7%

Lacks advancement/opportunity 4%

Poor salary/poor benefits 3%

Not honest/crooks/corruption 3%

Don't know enough about it 3%

Have worked for municipality and did not like it 2%

Don't want to join a union/too unionized 2%

Too bureaucratic rigid 2%

Poor working conditions 2%

Prefer private sector 2%

Not stable enough/lacks security 1%

Satisfied with current job 1%

Poorly viewed by public/not respected 1%

Do not like/trust government 1%

Does not seem important/useless jobs 1%

Other 13%

Don't know 2%

None 9%

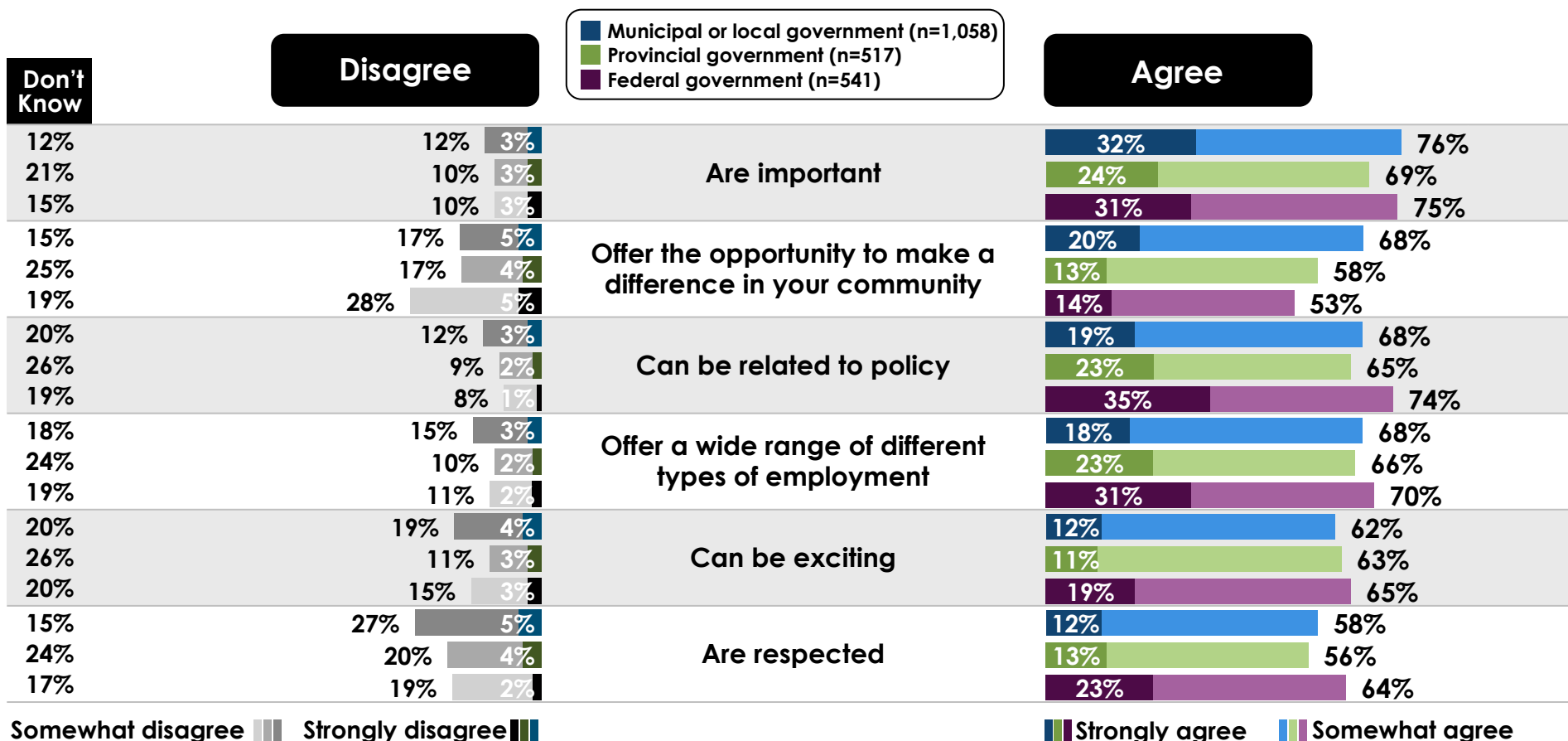
Base: Not interested in working for Municipal government (n=287)

G10. Why would you not be interested in working for a municipal government?



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



Base: All respondents

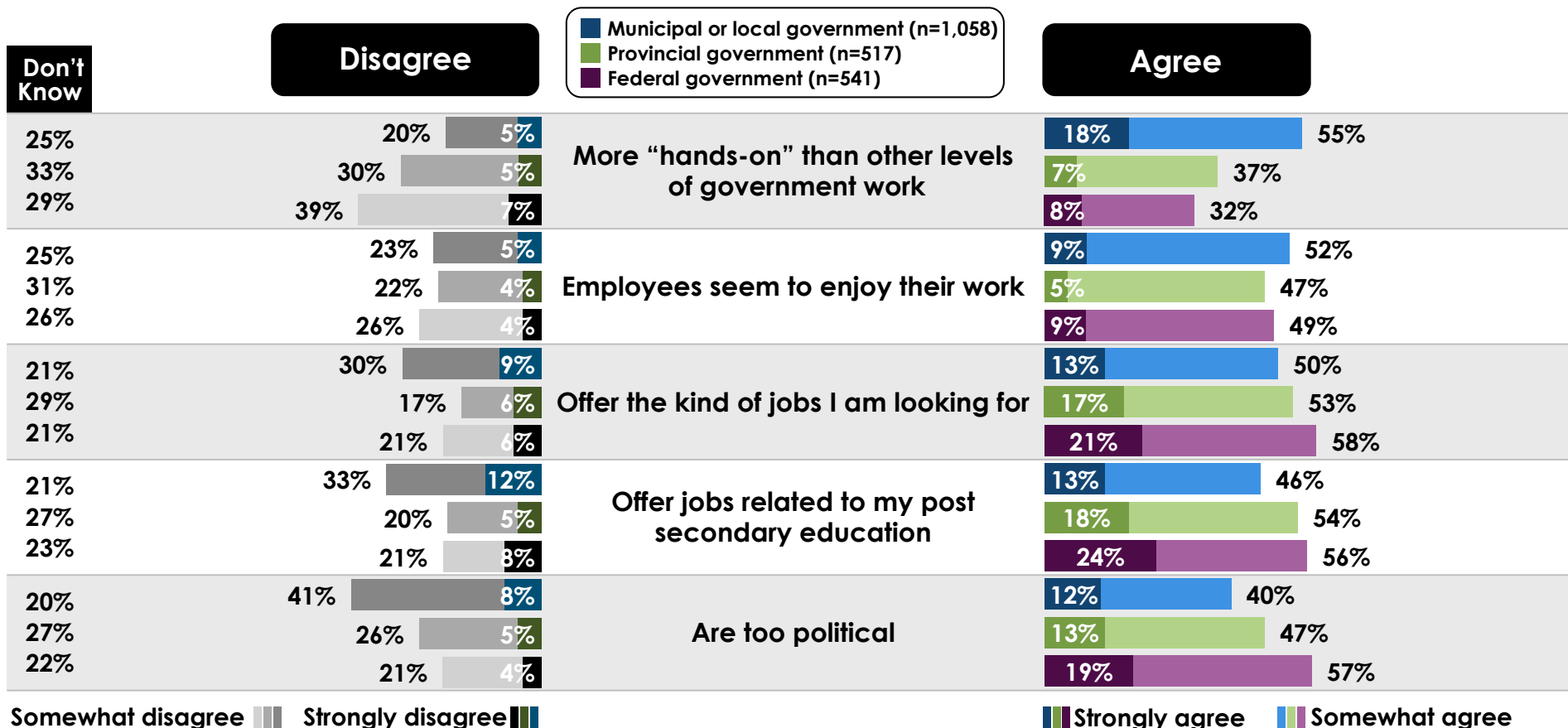
G6. To what extent do you agree or disagree with the following statements about public sector jobs with your local municipal government?

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



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?



**British Columbians are less likely to see municipal jobs as exciting, while those with graduate degrees are the most likely to recognize municipal jobs as being important and offering the opportunity to make a difference in your community.**

## Agreement with Statements About Municipal Jobs - by Demographic Groups

Agree	Total (n=1,058)	Interested in Municipal Jobs		Region						Education		
		Yes (n=651)	No (n=287)	B.C. (n=152)	Alberta (n=127)	Sask./ Man. (n=75*)	Ontario (n=387)	Quebec (n=258)	Atlantic (n=58*)	Less Than Undergrad Degree (n=530)	Undergrad Degree (n=377)	Graduate Degree (n=151)
Are important	76%	85%▲	67%	71%	67%	82%	76%	79%	81%	73%	75%	87%▲
Offer the opportunity to make a difference in your community	68%	76%▲	60%	62%	59%	78%	67%	71%	75%	64%	68%	78%▲ LUD
Can be related to policy	68%	73%▲	63%	64%	63%	56%	73%	65%	73%	59%▼	74%	78%
Offer a wide range of different types of employment	68%	76%▲	57%	63%	78%	71%	65%	68%	68%	64%	70%	72%
Can be exciting	62%	72%▲	46%	47%	65%	63%	60%▲ BC	68%▲ BC	70%▲ BC	58%	63%	70%
Are respected	58%	67%▲	44%	56%	58%	63%	56%	60%	68%	57%	59%	59%
More “hands-on” than other levels of government work	55%	62%▲	47%	52%	59%	46%	56%	52%	65%	54%	57%	53%
Employees seem to enjoy their work	52%	62%▲	40%	45%	59%	49%	51%	55%	57%	54%	50%	51%
Offer the kind of jobs I am looking for	50%	66%▲	18%	49%	57%	51%	50%	48%	47%	50%	48%	52%
Offer jobs related to my post secondary education	46%	56%▲	30%	38%	61%▲ BC, ATL	51%	47%	44%	35%	43%	48%	52%
Too political	40%	41%▲	39%	37%	45%	25%	42%	39%	42%	38%	43%	38%

\*Small base size, interpret with caution.  
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?



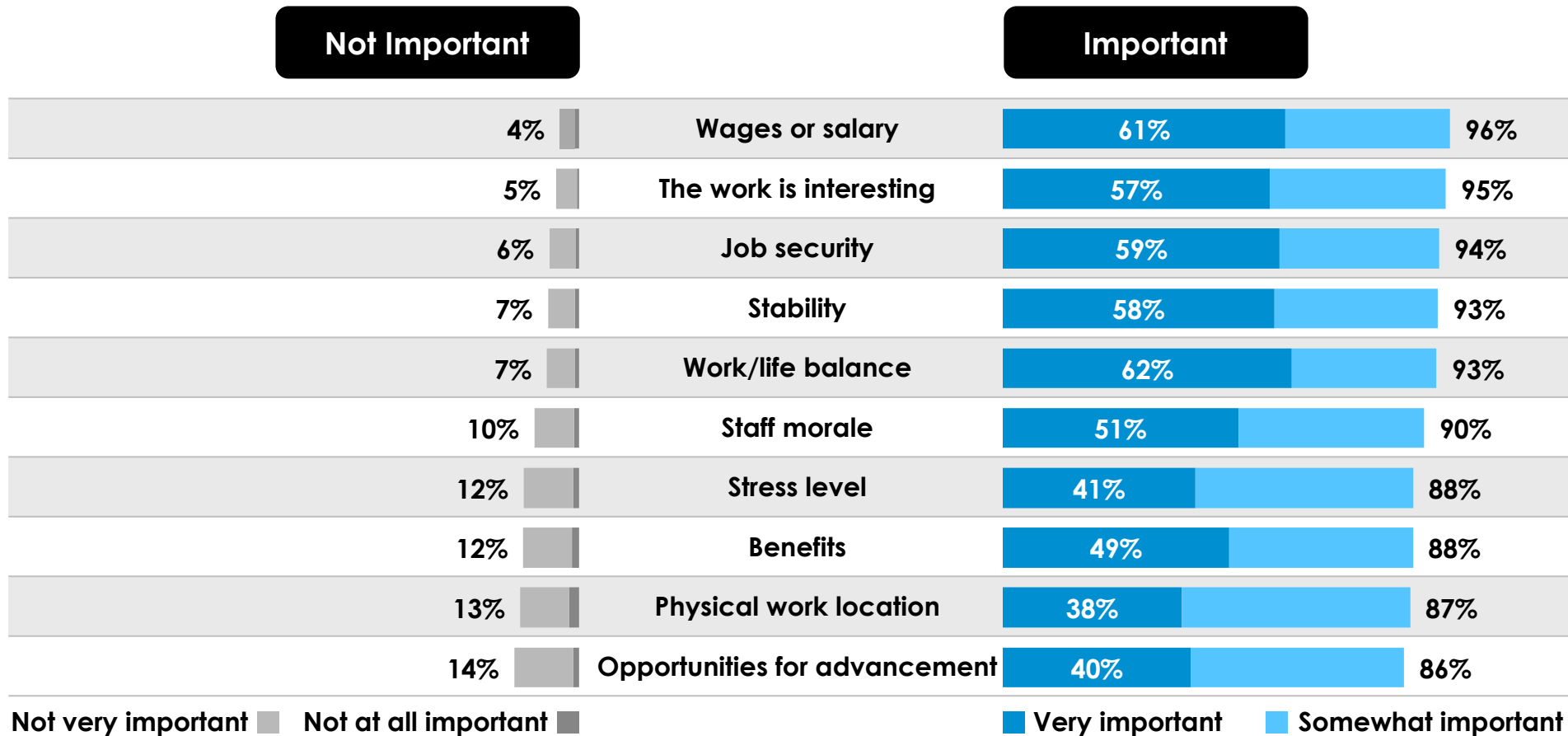
## Importance of Different Job Aspects

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Work/life balance and wages are “very important” to the majority of prospective employees, as is job security, stability, and interesting work.

## Importance of Employment Aspects



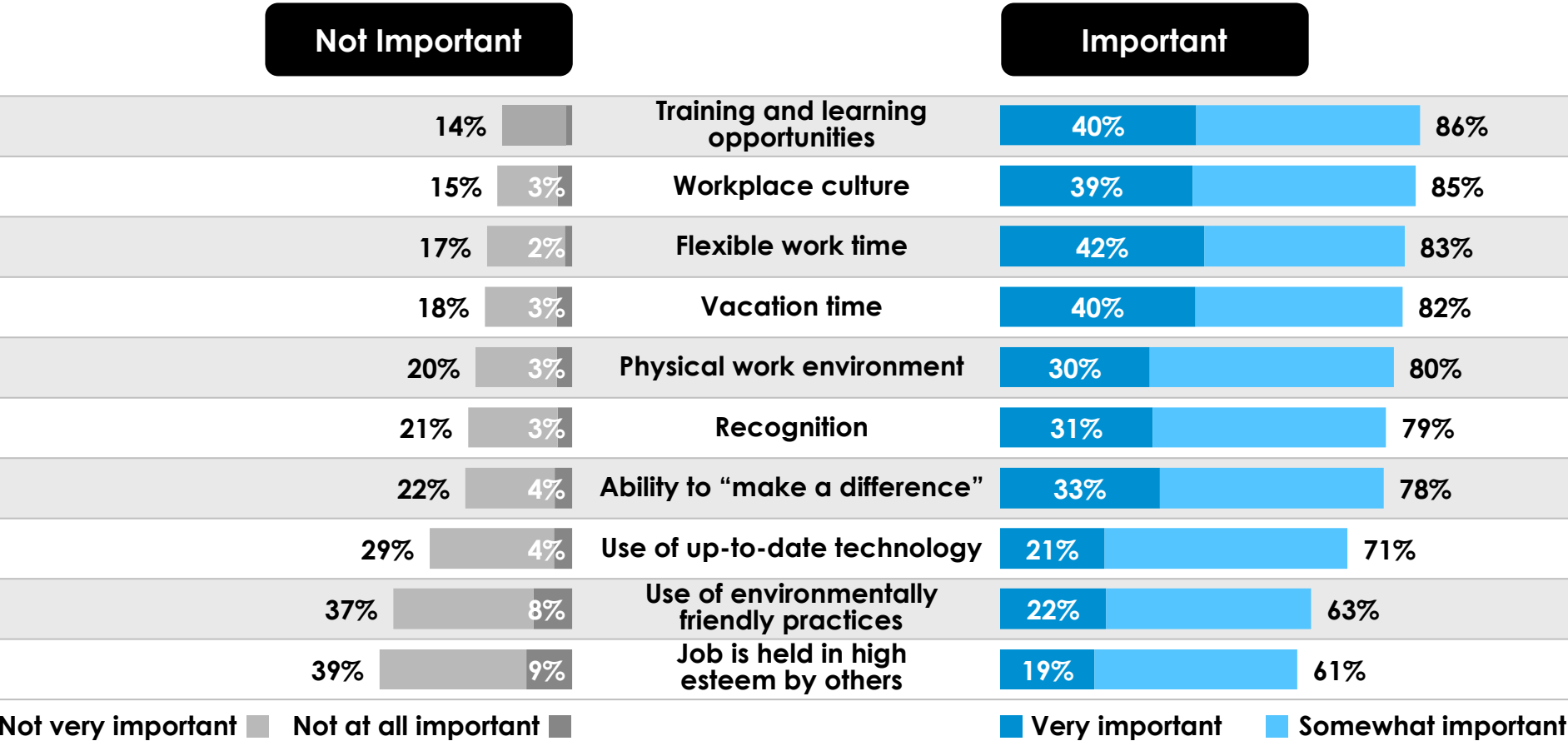
Base: All respondents (n=1,058)

J1. How important are each of the following aspects of a job when you are looking for employment?



Although the job being held in high esteem, environmentally friendly practices, and use of up-to-date tech are the least important aspects, they are still considered at least somewhat important by the majority.

Importance of Employment Aspects *Continued*



Base: All respondents (n=1,058)  
J1. How important are each of the following aspects of a job when you are looking for employment?



# The importance of specific employment aspects differ somewhat by gender, age and region.

## Importance of Employment Aspects by Demographic Groups

Important	Total (n=1,058)	Gender		Age		Region					
		Male (n=316)	Female (n=729)	18 to 30 (n=614)	31 to 45 (n=444)	B.C. (n=152)	Alberta (n=127)	Sask./ Man. (n=75*)	Ontario (n=387)	Quebec (n=258)	Atlantic (n=58*)
Wages or salary	96%	95%	96%	96%	95%	91%	97%	100%▲ BC, ON, QC	96%	96%	98%▲ BC
The work is interesting	95%	94%	96%	95%	96%	92%	96%	100%▲ BC, ON, QC	94%	96%	98%
Job security	94%	93%	94%	93%	95%	93%	97%	97%	95%▲ QC	89%	93%
Stability	93%	93%	94%	93%	95%	91%	96%	94%	95%	91%	94%
Work/life balance	93%	90%	96%▲	92%	96%▲	91%	88%	97%	94%	93%	99%▲ BC, AB, ON, QC
Staff morale	90%	86%	94%▲	89%	93%▲	88%	89%	93%	91%	89%	96%▲ BC, QC
Stress level	88%	86%	90%	87%	90%	84%	95%▲ BC	95%▲ BC, ON	87%	88%	85%
Benefits	88%	86%	90%	86%	91%▲	86%	87%	92%	89%	87%	86%
Physical work location	87%	84%	91%▲	87%	88%	88%	89%	85%	87%	86%	92%
Opportunities for advancement	86%	88%	85%	86%	87%	86%▲ QC	91%▲ QC	92%▲ QC	91%▲ QC	75%	81%
Training and learning opportunities	86%	82%	89%▲	85%	86%	86%	76%	94%▲ AB	87%	85%	89%
Workplace culture	85%	83%	87%	85%	85%	93%▲ AB, QC	73%	89%	86%	82%	87%
Flexible work time	83%	80%	85%	82%	83%	87%	81%	81%	82%	82%	83%
Vacation time	82%	80%	84%	79%	87%▲	79%	90%▲ QC	87%	83%▲ QC	73%	96%▲ BC, ON, QC
Physical work environment	80%	76%	85%▲	80%	82%	79%	74%	86%	83%	76%	90%▲ AB, QC
Recognition	79%	78%	80%	78%	79%	76%	84%	63%	76%	89%▲ BC, SK/MB, ON, ATL	74%
The ability to "make a difference"	78%	74%	83%▲	78%	79%	78%	69%	95%▲	77%	80%	76%
Use of up-to-date technology	71%	74%	68%	70%	72%	76%	64%	79%	73%	66%	72%
Use of environmentally friendly practices	63%	56%	70%▲	64%	63%	68%	59%	57%	63%	60%	79%▲ AB, SK/MB, ON, ATL
Job is held in high esteem by others	61%	62%	60%	64%▲	56%	58%	64%	58%	59%	64%	59%

\*Small base size, interpret with caution.  
Base: All respondents

J1. How important are each of the following aspects of a job when you are looking for employment?



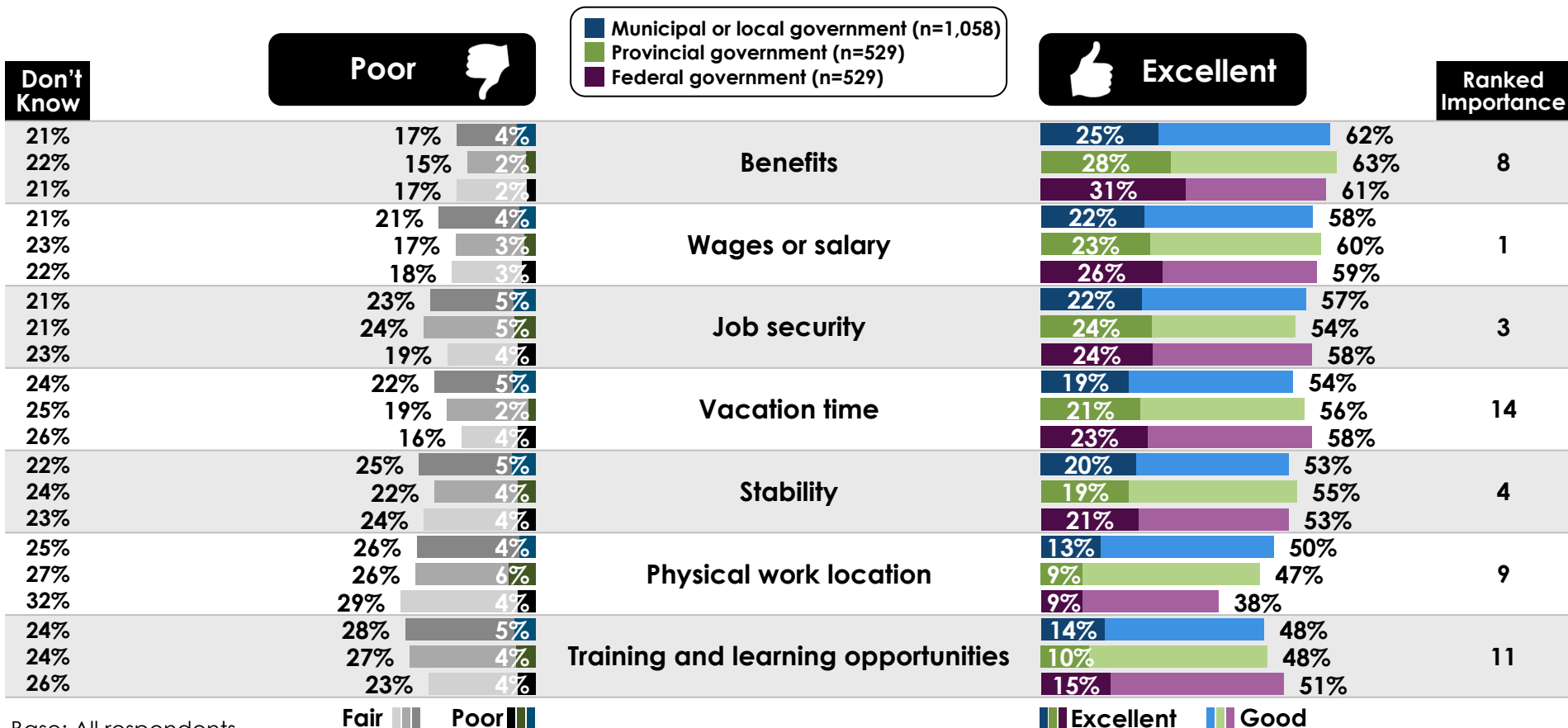
## Ratings on Specific Aspects of Government Jobs

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More than half of prospective employees give all three levels of government excellent or good ratings for benefits, wages or salary, job security, vacation time and stability. These ratings are similar for all three levels of government. Three of the top five rated aspects are also among the top five most important aspects for prospective employees.

## Ratings of Government Jobs on Specific Aspects



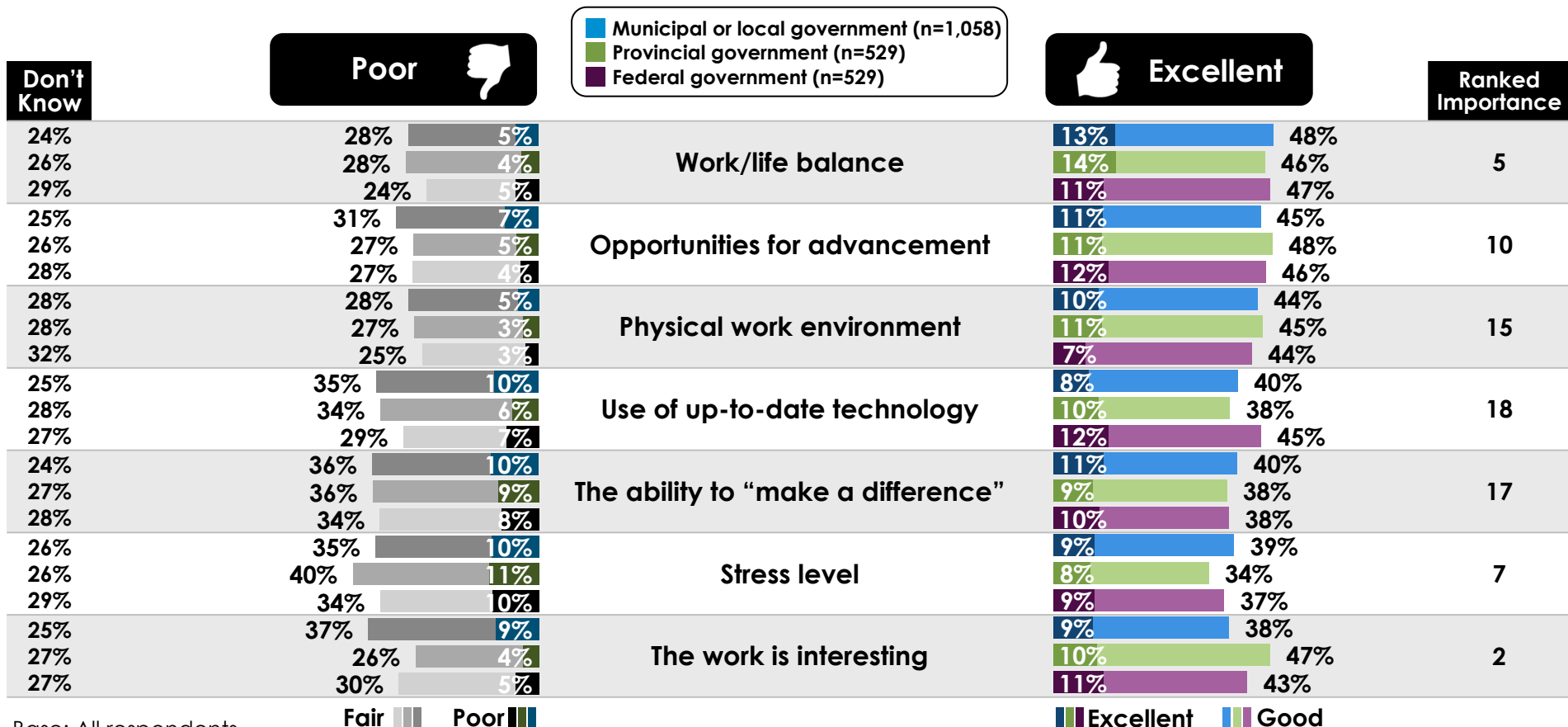
Base: All respondents

G4. Given what you know about public sector jobs with your local **municipal or local government**, how would you rate them on each of the following? G5. Given what you know about public sector jobs with [your local **provincial OR the federal**] government, how would you rate them on each of the following?



All three levels of government receive low ratings for the second most important aspect to prospective employees: having interesting work. Among the three levels of government, municipal receives the lowest ratings for this aspect.

## Ratings of Government Jobs on Specific Aspects *Continued*



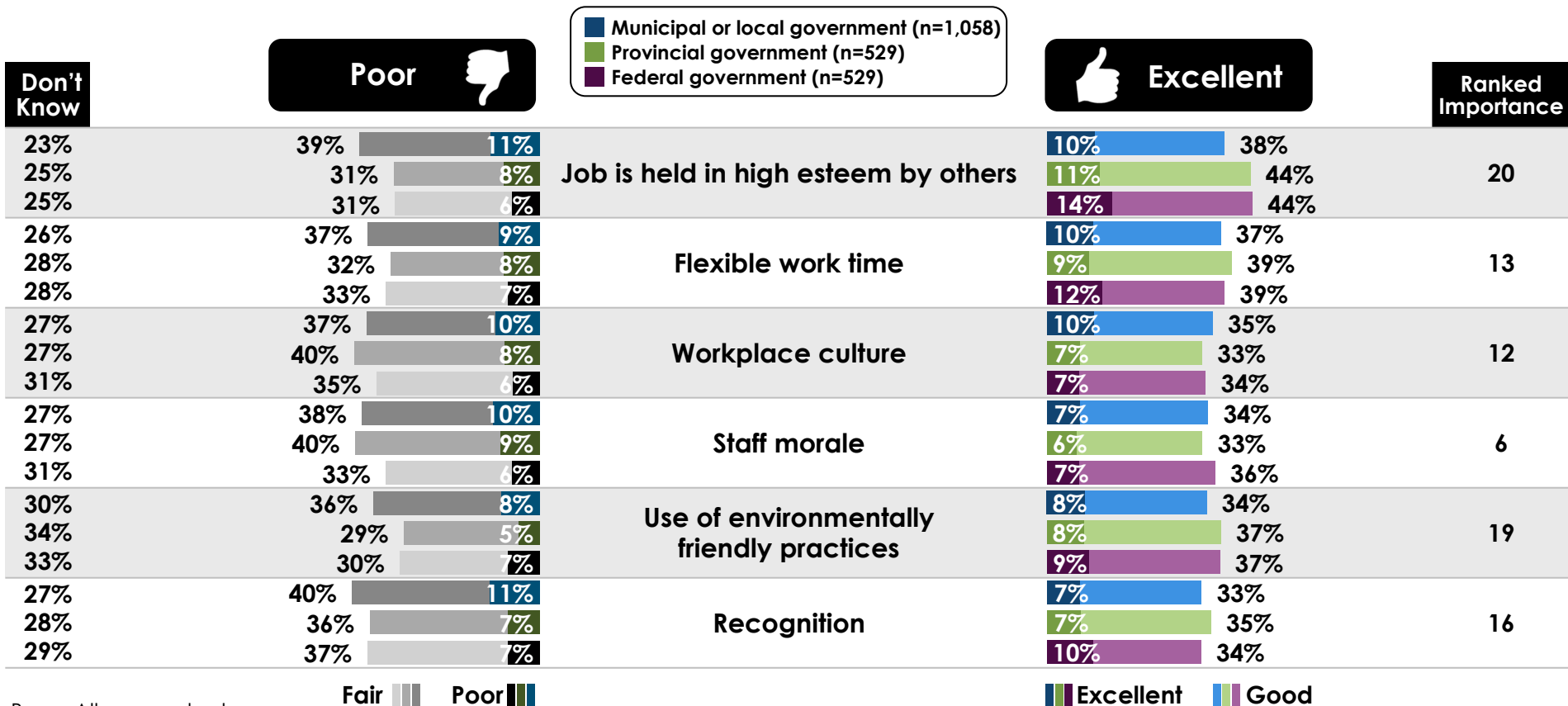
Base: All respondents

G4. Given what you know about public sector jobs with your local **municipal or local government**, how would you rate them on each of the following? G5. Given what you know about public sector jobs with [your local **provincial OR the federal**] government, how would you rate them on each of the following?



All three levels of government also receive low ratings for staff morale, another relatively important aspect to prospective employees.

## Ratings of Government Jobs on Specific Aspects *Continued*



Base: All respondents

G4. Given what you know about public sector jobs with your local **municipal or local government**, how would you rate them on each of the following? G5. Given what you know about public sector jobs with [your local **provincial OR the federal**] government, how would you rate them on each of the following?



# Performance Grids: Areas of High and Low Engagement Among Prospective Employees

## Guide to Interpreting Performance Grids

- The performance grids on the following pages compare ratings on specific aspects of government jobs to the importance prospective employees place on each aspect when looking for employment.
- This analysis is designed to give CAMA an immediate sense of Municipal governments' key areas of high and low engagement when attracting prospective employees.
- Positions within the performance grid are assigned into one of 4 quadrants:

### Key Areas of High Engagement

#### **Relatively important aspects with relatively good performance**

Areas within this quadrant should be emphasized and used to attract prospective employees.

### Latent Areas of High Engagement

#### **Relatively less important aspects with relatively good performance**

Areas within this quadrant can be used to further attract prospective employees, but should not be considered a priority.

### Key Areas of Low Engagement

#### **Relatively important aspects with relatively poor performance**

Areas within this quadrant require the most immediate attention to improve interest in Municipal jobs.

### Latent Areas of Low Engagement

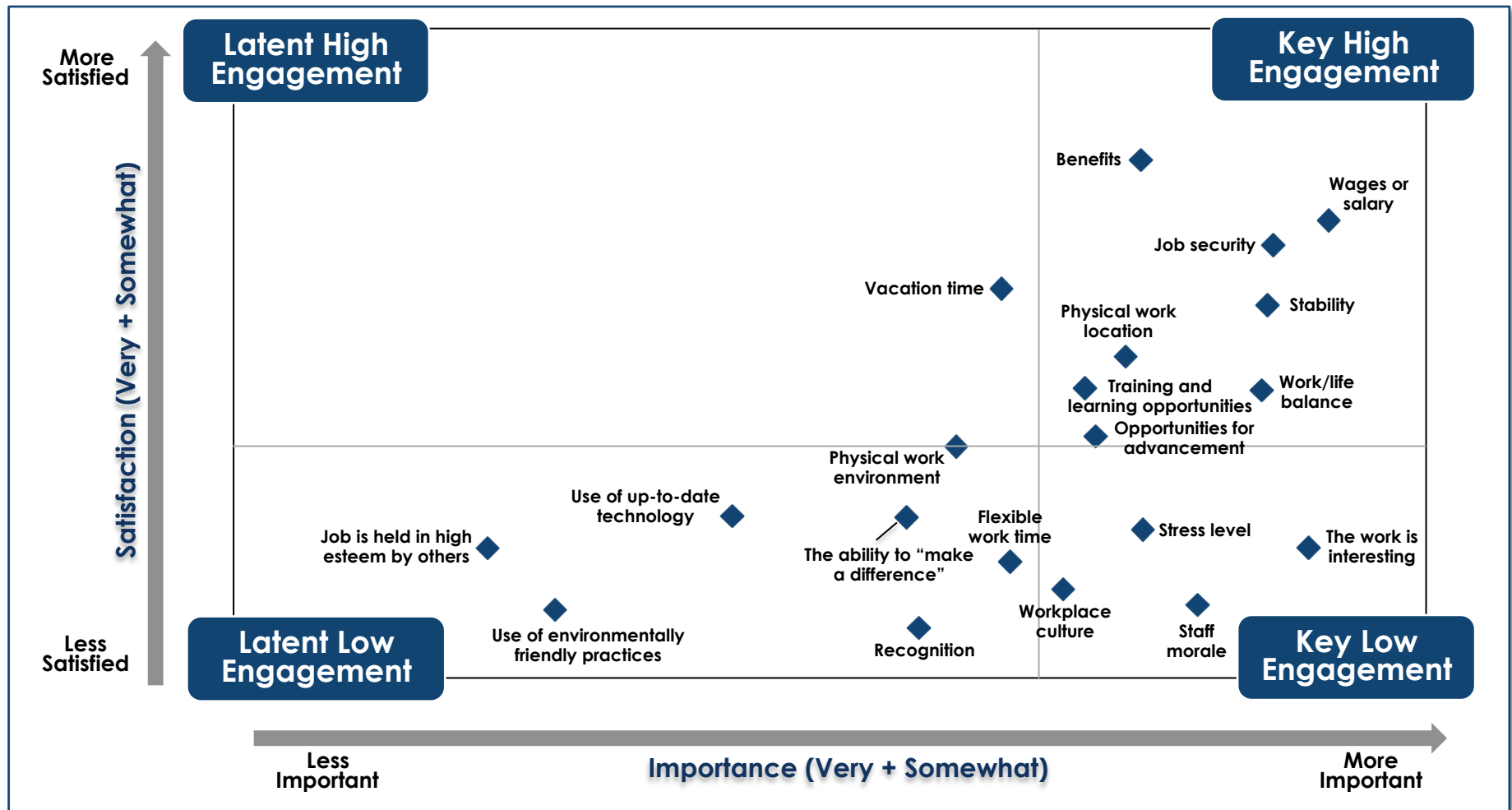
#### **Relatively less important aspects with relatively poor performance**

Areas within this quadrant can be improved upon to further attract prospective employees, but should not be considered a priority.



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.

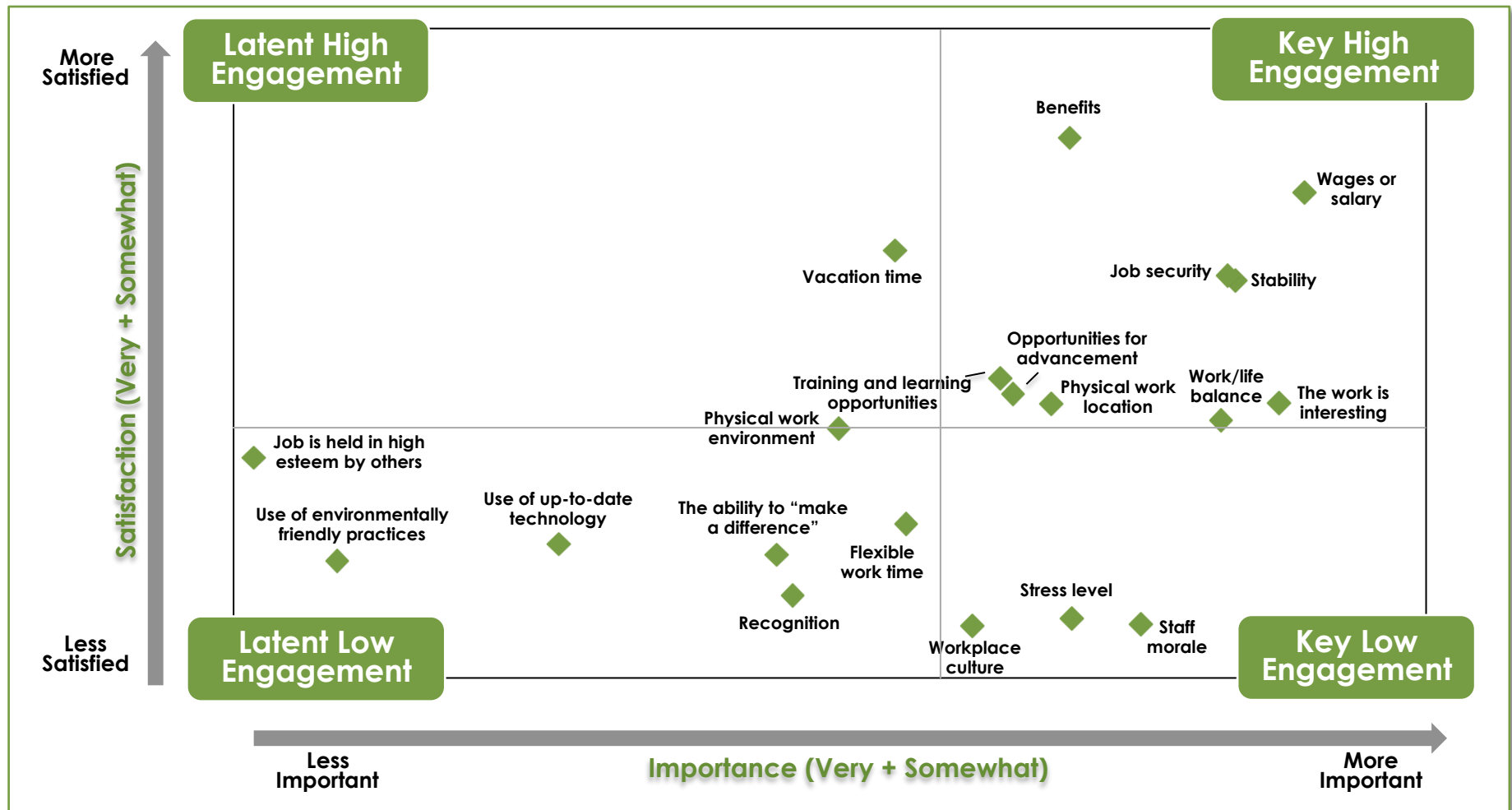
## Performance Grid: Municipal Government Job Aspects





Staff morale, stress level, and workplace culture are also key areas of low engagement for provincial government jobs.

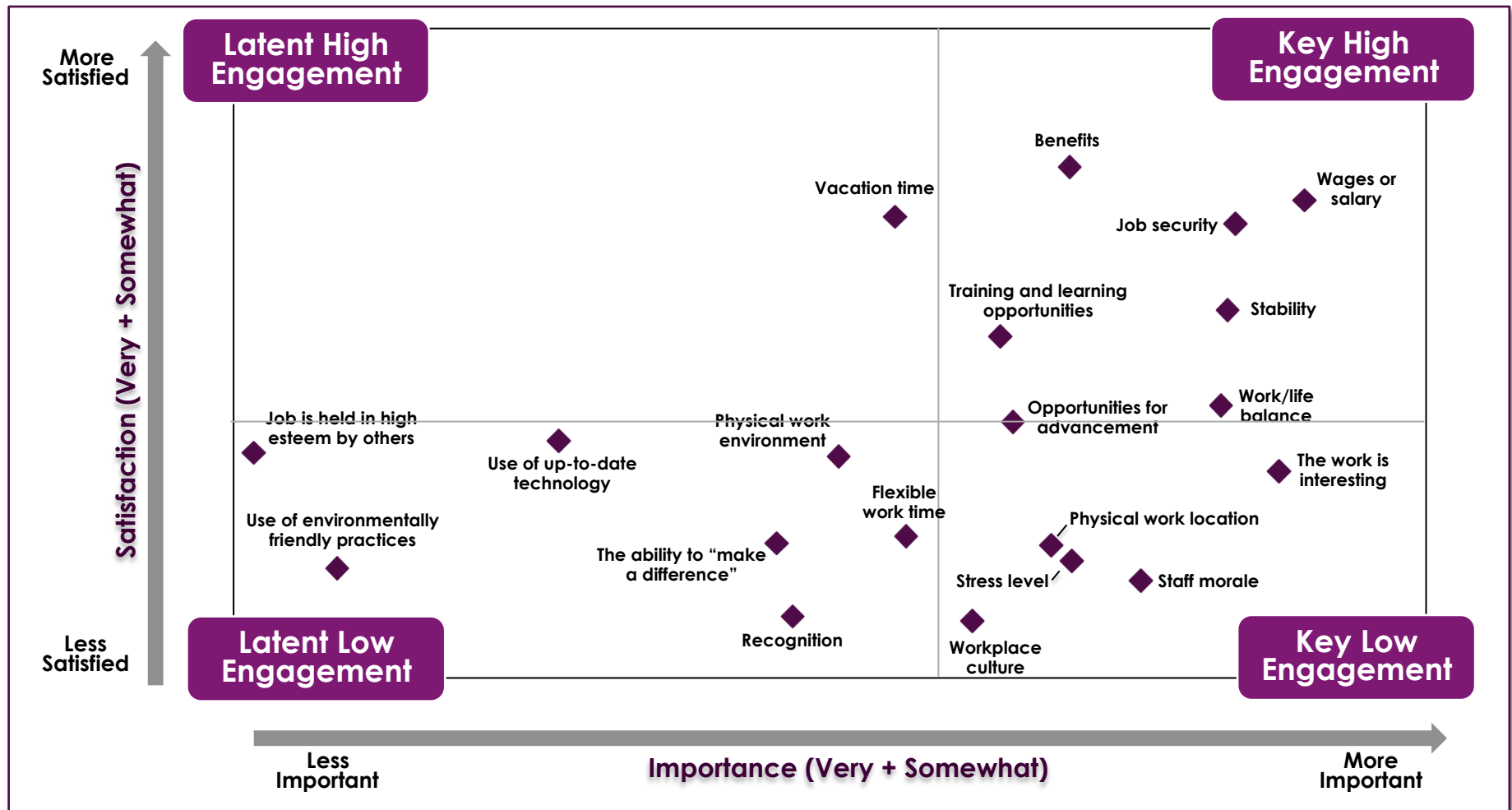
## Performance Grid: Provincial Government Job Aspects





The work being interesting, staff morale, stress level, and workplace culture are also key areas of low engagement for federal government jobs, as is physical work location.

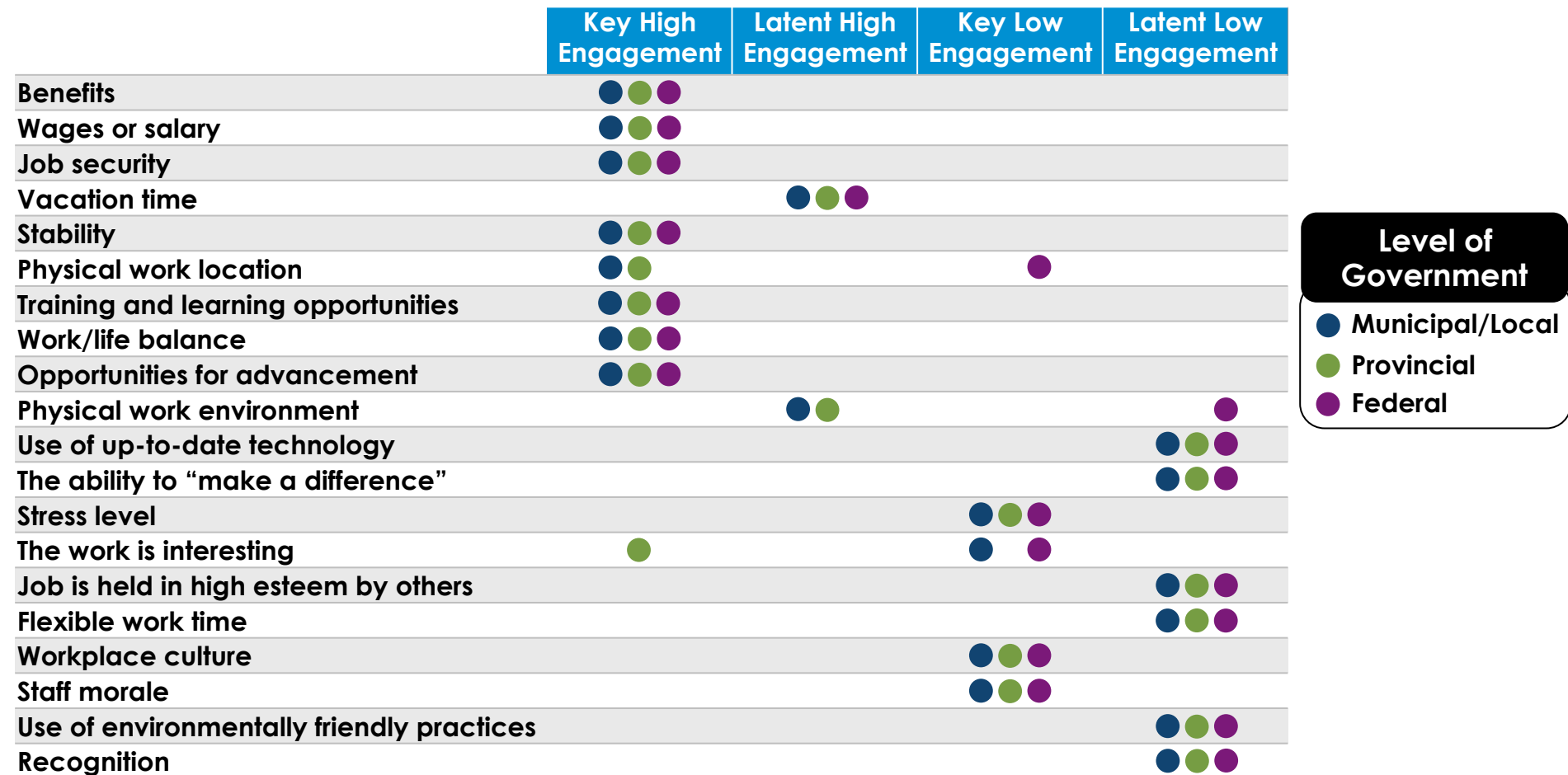
## Performance Grid: Federal Government Job Aspects





Overall, the three levels of government have similar areas of high and low engagement. However, interesting work is a key area of high engagement for provincial government jobs, while it is a key area of low engagement for municipal and federal. Physical work location and environment are both considered low engagement areas for federal jobs, while they are latent areas of high engagement for municipal and provincial.

## Performance Grid: Government Level Comparisons



J1. How important are each of the following aspects of a job when you are looking for employment? G4. Given what you know about public sector jobs with your local **municipal or local government**, how would you rate them on each of the following?



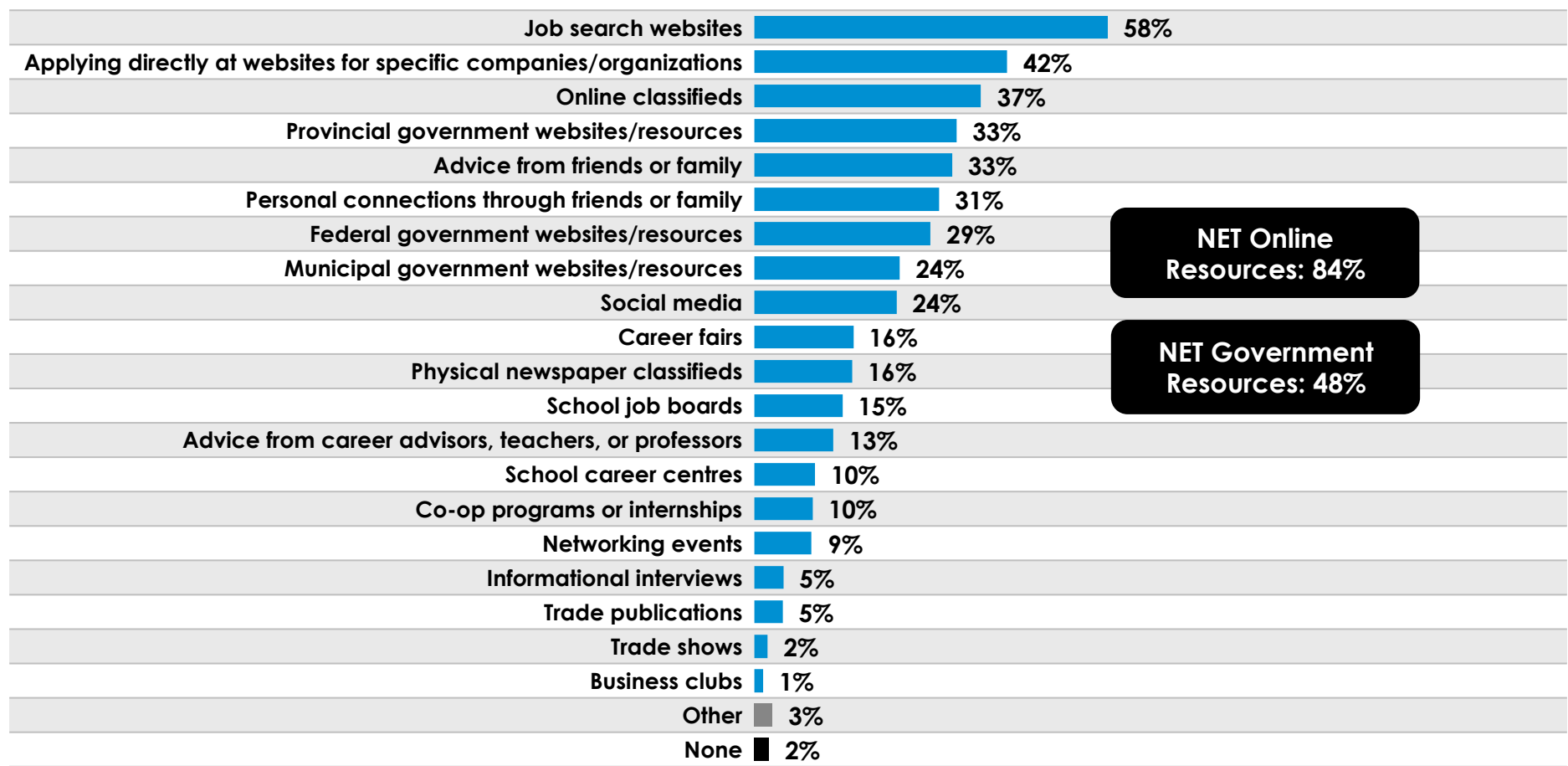
## Job Hunting Resources

Simplified *Understanding*



# Four of the top five most commonly used job searching resources are online.

## Resources Used During Last Job Search



Base: All respondents (n=1,058)  
J2. Thinking about the **last time** you were looking for a job, which of the following did you use or participate in during your job search?



# Use of job search resources differ somewhat by region.

## Resources Used During Last Job Search

	Total (n=1,058)	Job Seeker		Region					
		Yes (n=587)	No (n=471)	B.C. (n=152)	Alberta (n=127)	Sask./ Man. (n=75*)	Ontario (n=387)	Quebec (n=258)	Atlantic (n=58*)
Job search websites	58%	67%▲	48%	53%	55%	51%	64%▲ <sub>QC</sub>	51%	77%▲
Applying directly at websites for specific companies/organizations	42%	46%▲	37%	39%	43%	48%	48%▲ <sub>QC</sub>	30%	45%
Online classifieds	37%	44%▲	29%	40%	35%	46%	39%	32%	39%
Provincial government websites/resources	33%	36%	30%	38%	26%	31%	28%	42%▲ <sub>ON</sub>	44%▲ <sub>ON</sub>
Advice from friends or family	33%	37%▲	27%	28%	29%	36%	38%▲ <sub>QC</sub>	27%	33%
Personal connections through friends or family	31%	34%▲	25%	36%	29%	31%	30%	25%	43%▲ <sub>QC</sub>
Federal government websites/resources	29%	35%▲	22%	26%	25%	29%	28%	29%	50%▲ <sub>BC, AB, ON, QC</sub>
Municipal government websites/resources	24%	29%▲	18%	25%	24%	28%	24%	23%	18%
Social media	24%	31%▲	13%	21%	30%▲ <sub>SK/MB</sub>	10%	24%▲ <sub>SK/MB</sub>	22%	32%▲ <sub>SK/MB</sub>
Career fairs	16%	20%▲	11%	15%	17%	10%	19%	16%	12%
Physical newspaper classifieds	16%	16%	16%	17%	27%▲ <sub>ON</sub>	15%	12%	17%	18%
School job boards	15%	17%▲	11%	14%	8%	16%	22%▲ <sub>AB, QC, ATL</sub>	7%	9%
Advice from career advisors, teachers, or professors	13%	15%	10%	8%	9%	16%	18%▲ <sub>BC, QC, ATL</sub>	11%	7%
School career centres	10%	12%	8%	6%	6%	7%	15%▲ <sub>BC, QC</sub>	8%	7%
Co-op programs or internships	10%	12%▲	6%	9%	4%	6%	14%▲ <sub>ATL</sub>	8%	5%
Networking events	9%	13%▲	5%	8%	7%	7%	13%	7%	7%
Informational interviews	5%	6%▲	3%	6%	1%	2%	5%	7%▲ <sub>AB</sub>	0%
Trade publications	5%	5%	4%	5%	4%	4%	4%	6%	3%
Trade shows	2%	3%	2%	1%	2%	1%	3%	2%	2%
Business clubs	1%	3%	0%	1%	1%	1%	2%	2%	0%
Other	3%	2%	4%	5%	4%	2%	3%	2%	2%
None	2%	0%	6%	<1%	2%	1%	3%	4%▲ <sub>BC</sub>	0%
NET Online Resources	84%	91%▲	76%	80%	82%	83%	86%	83%	94%▲ <sub>BC, QC</sub>

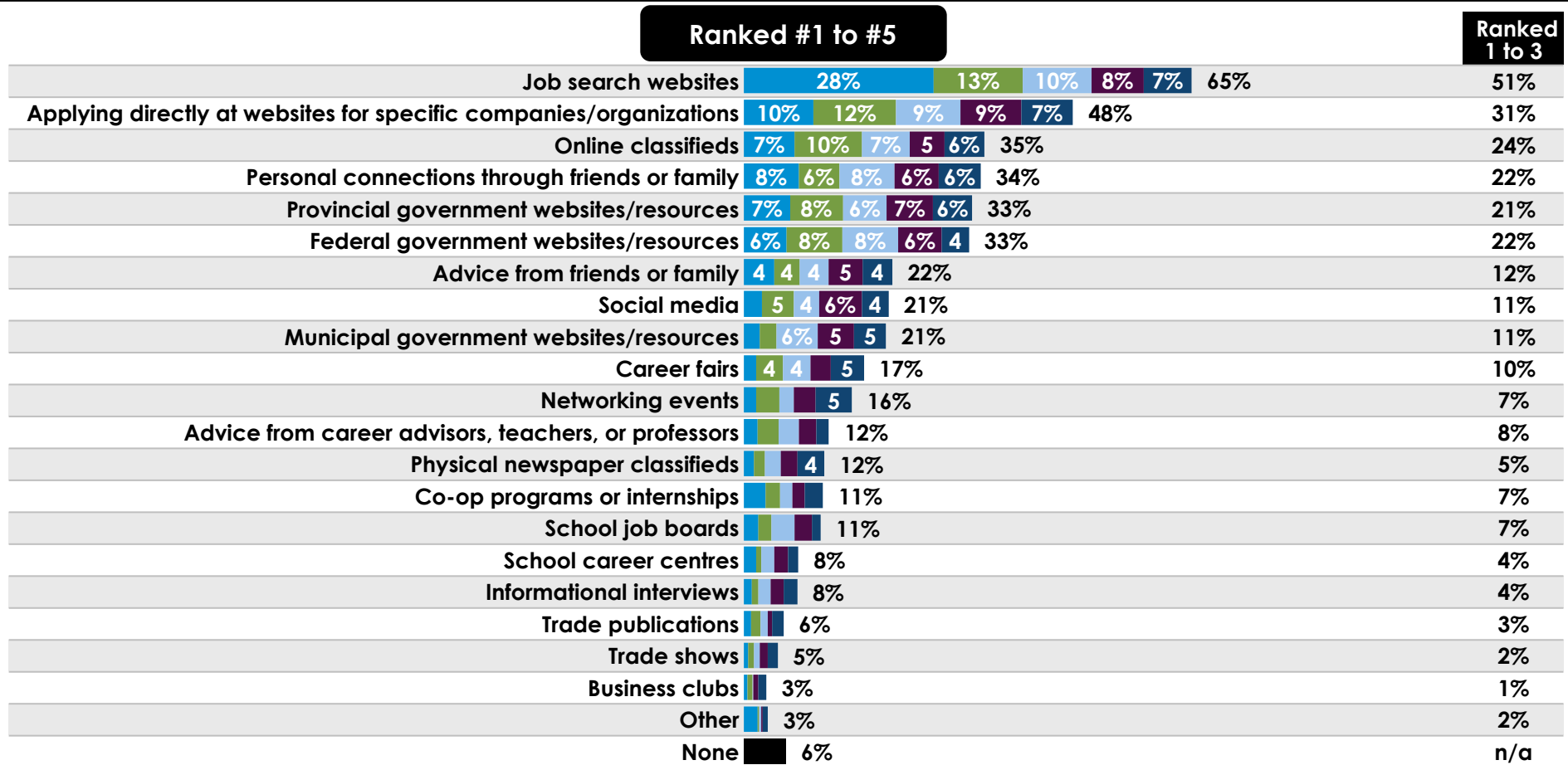
Base: All respondents. \*Small base size, interpret with caution.

J2. Thinking about the **last time** you were looking for a job, which of the following did you use or participate in during your job search?



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



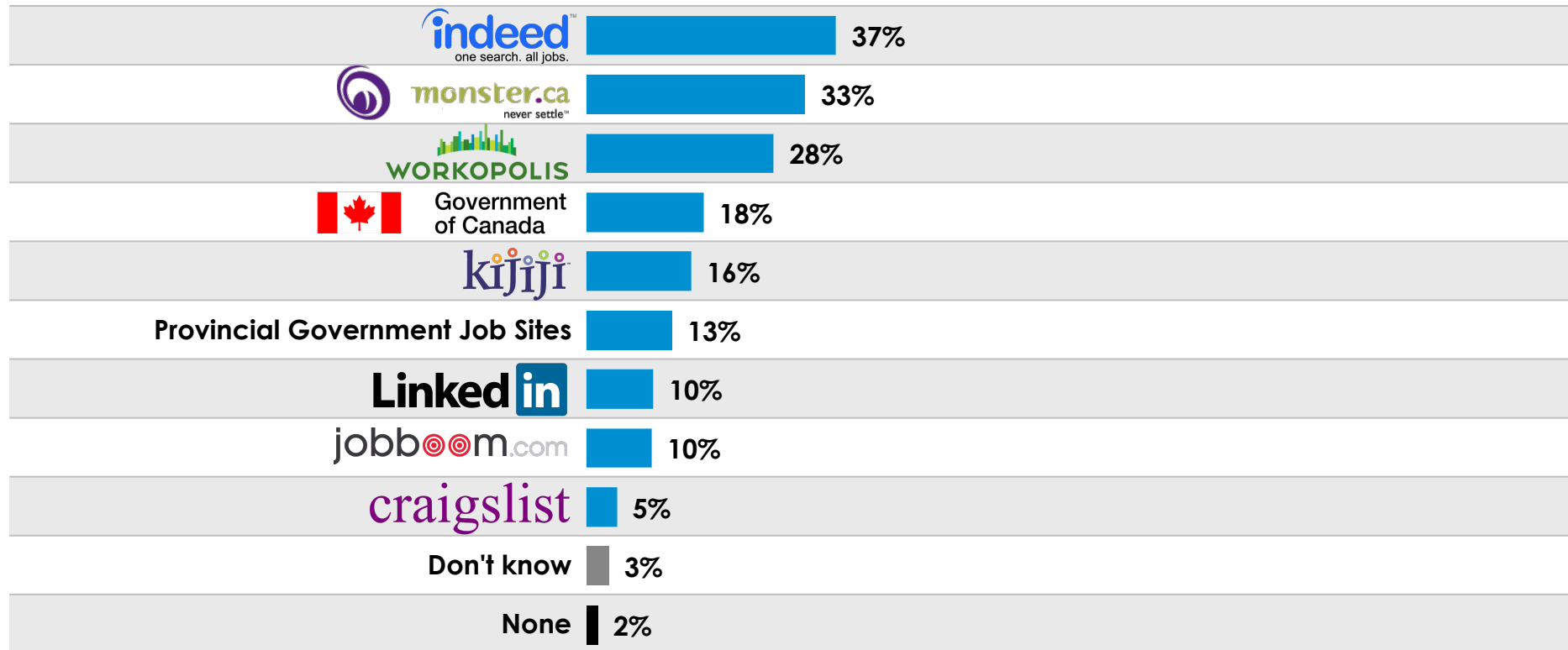
Base: All respondents (n=1,058)

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?



Job hunters use a variety of different job search websites, most commonly indeed.ca, Monster.ca, and Workopolis.com.

## Unaided Job Search Websites Would Use: Would Use Job Search Websites



Note: Results of 5% or more are shown.  
Base: Would use job search websites (n=710)

J4. You mentioned that you would use **job search websites** to assist with your employment search. Which specific websites would you use?



# Use of different job search websites differ significantly by region. Website use also differs by education and income level.

## Unaided Job Search Websites Would Use by Demographic Groups

		Region						Education			Income		
	Total	B.C.	Alberta	Sask./Man.	Ontario	Quebec	Atlantic	Less Than Undergrad Degree	Undergrad Degree	Graduate Degree	<\$40K	\$40K-\$80K	\$80K+
	(n=710)	(n=100)	(n=99*)	(n=46**)	(n=249)	(n=174)	(n=41**)	(n=362)	(n=259)	(n=89*)	(n=277)	(n=224)	(n=105)
indeed one search. all jobs.	37%	34% QC	48% QC	26%	51% BC,SK/MB,QC,ATL	17%	25%	37%	38%	37%	41% \$80K+	36%	27%
monster.ca never settle™	33%	33% QC	43% QC,ATL	33% QC	42% QC,ATL	16%	20%	32%	37% GD	24%	30%	36%	38%
WORKOPOLIS	28%	12%	33% BC	33% BC,QC	40% BC,QC,ATL	17%	20%	27%	31%	24%	29%	25%	36%
Government of Canada	18%	14%	25% QC	23% QC	20% QC	4%	33% BC,QC	20%	18%	5% ▼	21% \$80K+	16%	10%
kijiji	16%	9%	44% ▲	20% QC	13% QC	5%	18%	19%	15%	5% ▼	21%	15%	4% ▼
Prov. Gov. Job Sites	13%	8%	2%	15% ON	2%	42% ▲	6%	16%	9%	14%	16% \$80K+	14%	7%
LinkedIn	10%	10%	11%	0%	13% ATL	8%	5%	6%	13% LUD	16%	9%	10%	15%
jobb@om.com	10%	0%	2%	0%	0%	42% ▲	0%	9%	9%	13%	11%	12%	7%
craigslist	5%	23% ▲	2%	0%	2%	1%	0%	6%	4%	0%	5%	2%	5%
Jobshop (various)	4%	5%	7%	28% ▲	1%	0%	2%	4%	4%	1%	3%	4%	6%
Don't know	3%	6%	5%	4%	3%	1%	0%	4%	1%	8% UD	3%	3%	5%
None	2%	4% ON	2%	1%	1%	2%	0%	1%	3%	2%	<1%	3%	3%

\*Small base size, interpret with caution. \*\*Very small base size, interpret with extreme caution.

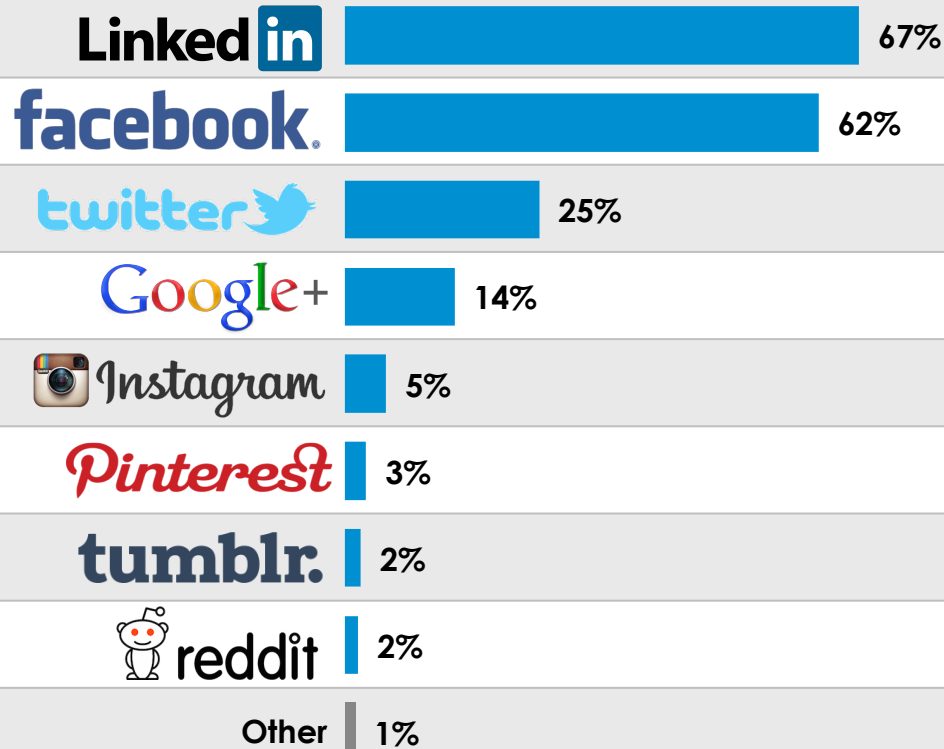
Base: Would use job search websites. Note: results of 5% or more are shown.

J4. You mentioned that you would use **job search websites** to assist with your employment search. Which specific websites would you use?



LinkedIn and Facebook are the most common social media resources prospective employees would use for job hunting.

## Social Media Would Use: Would Use Social Media For Job Search



Base: Would use social media (n=216)  
J5. You mentioned that you would use **social media** to assist with your employment search.  
Which of the following social media resources would you use?



## Respondent Profile

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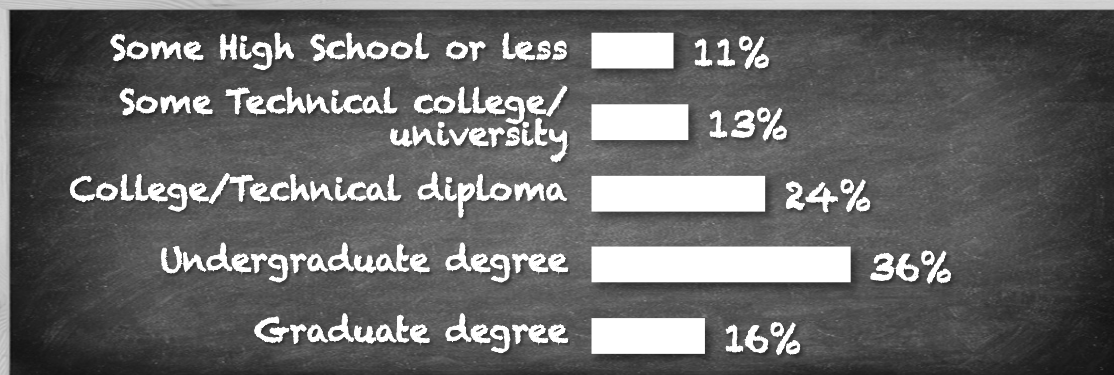


# Respondent Profile

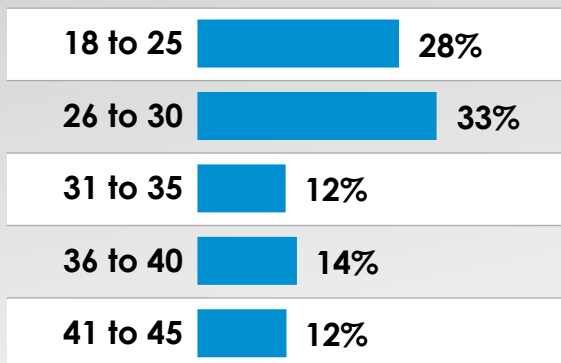
## Gender (excluding prefer not to answer)



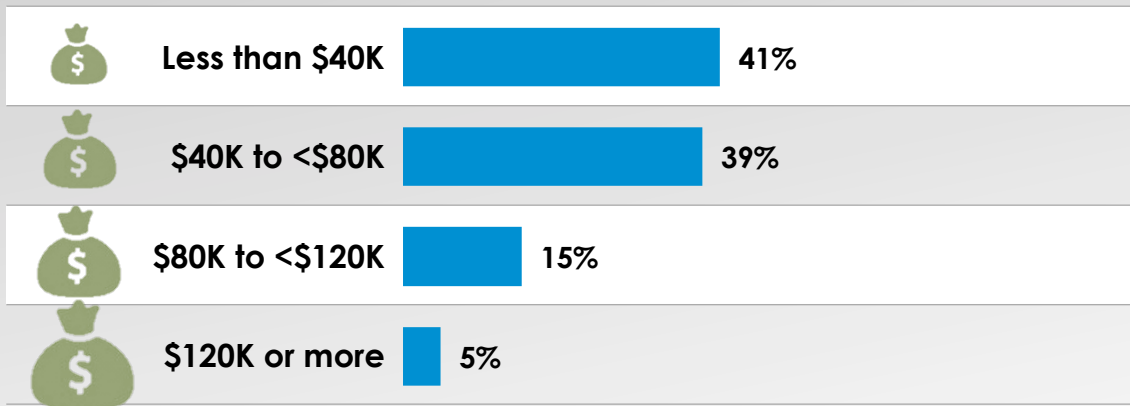
## Education



## Age



## Personal Annual Income (excluding prefer not to answer)



Base: All respondents



# Respondent Profile *Continued*

## Employment Status

Employed full time 58%

Employed part time 18%

Self employed 8%

Currently not employed 16%



84%

Employed

## Actively Searching for Job

**NET: ACTIVELY SEARCHING** 57%

A new job in a different field 24%

A new job with a different employer in the same field 22%

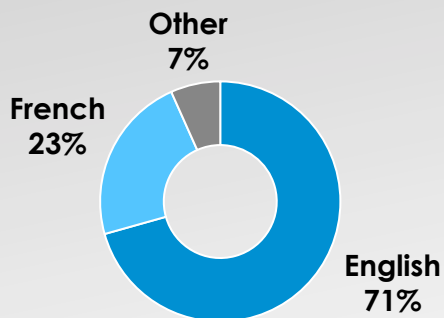
An additional job to the one you already have 14%

A new job (not currently employed) 10%

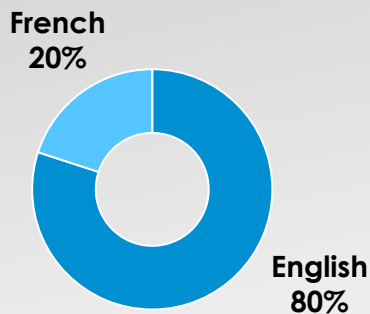
Other 2%

None 43%

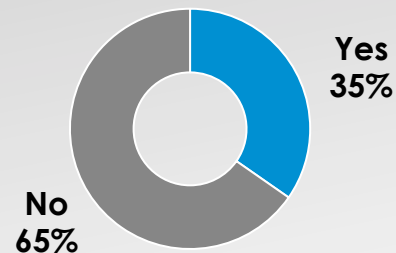
## Spoken First Language



## Survey Language



## Currently Enrolled in Post-Secondary

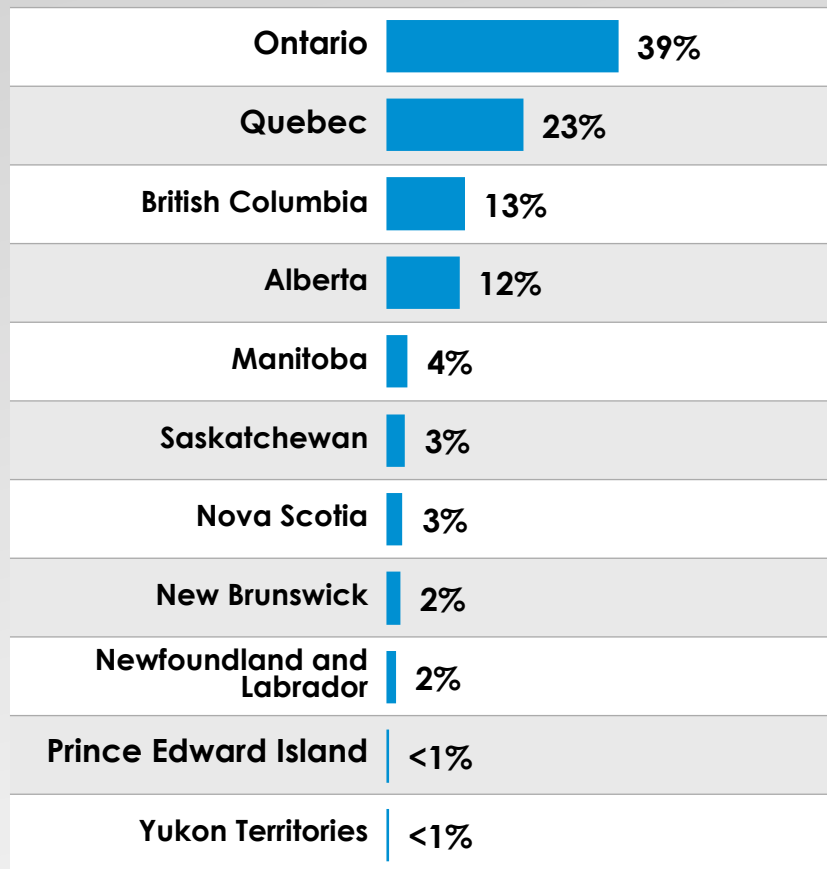


Base: All respondents

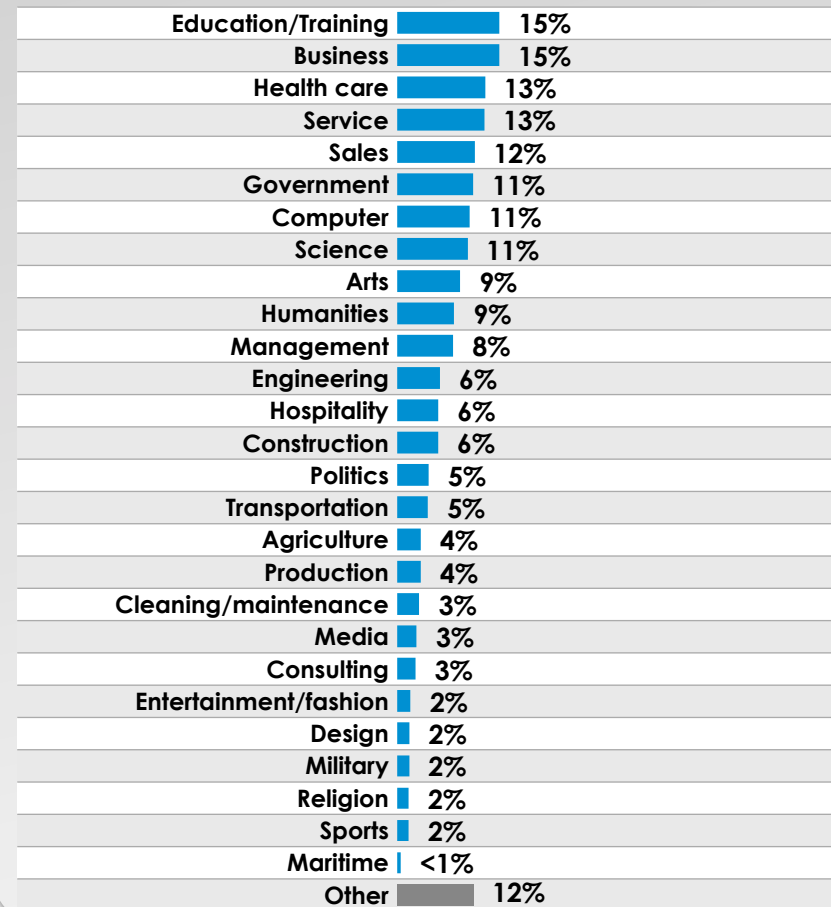


# Respondent Profile *Continued*

## Region



## Academic/Employment Background



Base: All respondents



**For more information  
please contact:**

**Mario Canseco**  
**[mariocanseco@insightswest.com](mailto:mariocanseco@insightswest.com)**

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