

Detailed tables

(Ever Experienced Summary) 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 (very/somewhat/not really/not at all helpful/someone/thing you have never experienced)?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted												
	1174	185	112	89	392	288	108	313	367	491	345	829
	1000	140	96	65*	383	236	80*	276	307	415	295	705
Other relatives/Friends/neighbours	879	122	88	57	339	205	68	248	268	361	272	607
	88%	88%	91%	88%	88%	87%	84%	90%	87%	87%	92%	86%
Your parent(s)	855	120	84	53	330	202	67	240	260	353	264	591
	85%	86%	87%	82%	86%	86%	83%	87%	85%	85%	89%	84%
Newspapers	831	115	83	56	317	196	66	235	263	331	249	583
	83%	82%	86%	86%	83%	83%	82%	85%	86%	80%	84%	83%
Co-worker/associate	792	111	76	52	303	187	63	202	247	341	240	553
	79%	80%	79%	80%	79%	80%	78%	73%	80%	82%	81%	78%
Government employment centre	682	92	68	43	248	173	58	202	221	257	213	469
	68%	66%	71%	66%	65%	73%	72%	73%	72%	62%	72%	67%
A High school teacher I had	642	93	55	44	240	158	52	176	207	256	205	437
	64%	66%	58%	69%	63%	67%	64%	64%	68%	62%	69%	62%
A person who was a mentor to me	635	84	62	44	235	159	52	167	199	267	195	439
	63%	60%	64%	67%	61%	67%	65%	60%	65%	64%	66%	62%

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Career site on the Internet	604 60%	74 53%	58 60%	35 54%	222 58%	167 71% ACD	48 60%	176 64% I	195 64% I	231 56%	195 66% K	409 58%
School Guidance Counsellor	602 60%	78 56%	55 57%	39 59%	222 58%	163 69% ABDF	45 56%	168 61%	192 63%	240 58%	189 64%	413 59%
Human resource or career development specialist or other person at your place of work	595 60%	75 54%	59 61%	36 56%	218 57%	161 69% ACDF	46 57%	169 61%	188 61%	236 57%	172 58%	423 60%
Community based employment agency	558 56%	80 57%	53 55%	32 49%	206 54%	144 61% C	45 56%	176 64% I	180 59% I	200 48%	179 61% K	379 54%
Instructor, tutor or educational staff other than counsellor	554 55%	82 59%	47 49%	39 60%	201 52%	139 59%	46 58%	158 57%	183 60% I	212 51%	172 58%	382 54%
Career specialist, coach or counsellor in an educational setting (school, college, university or other learning environment)	543 54%	71 50%	49 51%	33 51%	195 51%	153 65% ABCDF	42 52%	155 56%	180 59% I	206 50%	165 56%	377 54%
A community / business association or network	512 51%	77 55%	52 54%	33 51%	178 46%	137 58% DF	35 43%	148 53%	162 53%	200 48%	157 53%	355 50%
On-line support & networking groups (mail lists, discussions, chats)	470 47%	56 40%	46 47%	27 41%	174 45%	134 57% ACDF	34 43%	143 52% I	160 52% I	165 40%	148 50%	322 46%
Career specialist, coach or counsellor in private practice	455 45%	61 43%	42 44%	28 43%	160 42%	134 57% ABCDF	31 38%	125 45%	157 51% I	171 41%	147 50%	308 44%
Head-hunter	416 42%	45 32%	40 41%	19 29%	158 41% AC	129 55% ABCDF	27 33%	114 41%	132 43%	168 40%	129 44%	287 41%

Detailed tables

(Topbox Summary - Rebased to respondents who have experienced each) 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 (very/somewhat/not really/not at all helpful/someone/thing you have never experienced)?

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		A	B	C	D	E	F	G	H	I	J	K
A person who was a mentor to me	161 25%	24 28%	18 29%	11 24%	56 24%	37 23%	16 30%	41 25%	52 26%	66 25%	50 25%	111 25%
Your parent(s)	208 24%	30 25%	23 28%	17 32%	70 21%	46 23%	22 32% D	73 31% I	67 26% I	67 19%	59 22%	149 25%
Other relatives/Friends/neighbours	183 21%	24 20%	21 24%	14 25%	62 18%	44 21%	18 27%	62 25% I	59 22%	62 17%	57 21%	126 21%
Co-worker/associate	122 15%	14 12%	18 23% AE	9 16%	46 15%	24 13%	12 19%	25 12%	44 18%	52 15%	25 10%	97 17% J
Career site on the Internet	82 14%	8 11%	12 21% D	9 24% ADE	23 10%	20 12%	11 22% DE	20 12%	30 15%	31 13%	37 19% K	45 11%
Career specialist, coach or counsellor in an educational setting (school, college, university or other learning environment)	72 13%	14 20% D	6 12%	6 18%	18 9%	23 15%	4 11%	27 17%	20 11%	24 12%	21 13%	50 13%
Instructor, tutor or educational staff other than counsellor	67 12%	8 10%	7 14%	6 15%	25 12%	13 9%	9 20% E	27 17% H	16 9%	23 11%	18 10%	49 13%
Newspapers	99 12%	12 10%	14 17%	8 14%	32 10%	24 12%	9 14%	30 13%	33 12%	35 11%	34 14%	65 11%
Head-hunter	45 11%	8 17%	3 7%	2 9%	17 11%	12 10%	3 11%	11 10%	11 9%	21 13%	11 8%	34 12%
Human resource or career development specialist or other person at your place of work	62 10%	9 11%	6 10%	6 16%	19 9%	17 11%	6 12%	16 10%	22 12%	22 9%	13 8%	49 11%

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		A	B	C	D	E	F	G	H	I	J	K
Community based employment agency	57 10%	13 16%	2 3%	5 14%	20 10%	12 8%	7 15%	21 12%	15 8%	20 10%	19 11%	38 10%
A High school teacher I had	63 10%	10 10%	3 6%	6 13%	25 11%	11 7%	8 16%	19 11%	21 10%	23 9%	24 12%	40 9%
Government employment centre	66 10%	7 7%	9 13%	6 14%	13 5%	21 12%	10 18%	21 10%	23 11%	21 8%	19 9%	47 10%
A community / business association or network	43 8%	5 7%	5 10%	6 17%	15 8%	9 7%	3 9%	10 7%	11 7%	21 10%	15 9%	29 8%
School Guidance Counsellor	48 8%	6 8%	2 3%	2 6%	17 8%	14 9%	5 12%	18 11%	15 8%	14 6%	13 7%	35 8%
Career specialist, coach or counsellor in private practice	36 8%	4 7%	2 4%	3 11%	14 9%	10 8%	3 8%	13 11%	9 6%	12 7%	11 7%	25 8%
On-line support & networking groups (mail lists, discussions, chats)	36 8%	5 8%	6 13%	4 14%	11 6%	8 6%	2 7%	12 8%	9 6%	14 9%	13 9%	23 7%

Detailed tables

(Top2box Summary - Rebased to respondents who have experienced each) 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 (very/somewhat/not really/not at all helpful/someone/thing you have never experienced)?

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A person who was a mentor to me	436 69%	60 72% E	41 66%	36 81% E	167 71% E	92 58%	40 77% E	112 67%	130 65%	193 72%	127 65%	308 70%
Other relatives/Friends/neighbours	597 68%	86 70%	62 71%	38 65%	228 67%	131 64%	52 77% E	168 68%	181 68%	246 68%	195 72%	402 66%
Co-worker/associate	526 66%	77 69%	52 69%	36 69%	200 66%	114 61%	46 74% E	119 59%	161 65%	245 72% G	151 63%	375 68%
Your parent(s)	558 65%	76 64%	52 63%	38 71%	206 62%	134 67%	51 77% ABD	151 63%	182 70%	224 64%	173 65%	385 65%
Newspapers	480 58%	65 57%	53 64%	35 63%	174 55%	114 58%	39 59%	131 56%	155 59%	194 58%	155 62%	325 56%
Career site on the Internet	316 52%	34 46%	36 63% A	20 58%	113 51%	81 49%	31 65% AE	90 51%	97 50%	129 56%	112 58%	204 50%
Instructor, tutor or educational staff other than counsellor	266 48%	40 49% E	26 55% E	23 59% E	101 50% E	50 36%	26 56% E	83 53%	87 47%	95 45%	75 44%	191 50%
Government employment centre	324 47%	33 35%	35 52% A	21 49%	117 47% A	83 48% A	35 62% AD	108 54%	98 44%	116 45%	99 47%	224 48%
Human resource or career development specialist or other person at your place of work	263 44%	31 41%	23 39%	19 54%	94 43%	70 43%	25 55%	82 49%	82 44%	98 41%	62 36%	201 47% J
Community based employment agency	240 43%	33 42%	19 35%	12 37%	102 49% E	52 36%	23 52% E	92 52% I	78 43%	69 35%	76 42%	165 43%

Detailed tables

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		A	B	C	D	E	F	G	H	I	J	K
Career specialist, coach or counsellor in an educational setting (school, college, university or other learning environment)	228	32	23	16	73	66	19	74	77	76	68	160
	42%	46%	47%	47%	37%	43%	46%	48%	43%	37%	41%	42%
A High school teacher I had	264	45	21	19	102	52	26	78	83	103	84	181
	41%	48%	38%	43%	42%	33%	51%	44%	40%	40%	41%	41%
Career specialist, coach or counsellor in private practice	165	22	17	8	61	46	12	47	64	54	55	109
	36%	36%	40%	28%	38%	34%	39%	37%	41%	31%	38%	36%
A community / business association or network	185	26	20	16	68	40	15	60	56	69	54	132
	36%	34%	38%	48%	39%	29%	42%	40%	34%	35%	34%	37%
On-line support & networking groups (mail lists, discussions, chats)	145	17	15	10	52	41	12	45	52	48	46	100
	31%	30%	33%	35%	30%	30%	34%	31%	32%	29%	31%	31%
School Guidance Counsellor	186	19	9	10	78	51	19	59	61	65	58	128
	31%	24%	17%	25%	35%	31%	42%	35%	32%	27%	30%	31%
Head-hunter	127	17	12	5	54	33	7	38	38	50	36	91
	31%	37%	30%	25%	34%	25%	28%	34%	29%	30%	28%	32%

Detailed tables

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.?

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		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	1174	185	112	89	392	288	108	313	367	491	345	829
	1000	140	96	65*	383	236	80*	276	307	415	295	705
Very valuable	336 34%	47 34%	31 32%	23 35%	138 36%	68 29%	30 37%	92 33%	110 36%	134 32%	99 33%	238 34%
Somewhat valuable	500 50%	66 47%	46 48%	35 54%	185 48%	134 57%	34 42%	136 49%	152 50%	211 51%	139 47%	361 51%
Not really valuable	123 12%	16 11%	16 17%	4 6%	46 12%	30 13%	12 15%	33 12%	36 12%	53 13%	47 16%	76 11%
Not valuable at all	41 4%	11 8%	4 4%	3 5%	14 4%	5 2%	5 6%	16 6%	8 3%	17 4%	11 4%	30 4%
Summary												
Top2Box - Valuable	837 84%	113 81%	77 80%	58 89%	323 84%	201 85%	64 79%	228 82%	263 86%	345 83%	238 81%	599 85%
Low2Box - Not valuable	163 16%	26 19%	19 20%	7 11%	60 16%	34 15%	17 21%	48 18%	44 14%	70 17%	58 19%	106 15%

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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?

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		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	1174	185	112	89	392	288	108	313	367	491	345	829
	1000	140	96	65*	383	236	80*	276	307	415	295	705
Very certain	220 22%	32 23%	24 25%	16 25%	79 21%	46 20%	23 28%	65 24%	70 23%	85 21%	61 21%	159 23%
Somewhat certain	379 38%	47 34%	35 36%	22 34%	154 40%	96 41%	26 32%	108 39%	122 40%	148 36%	115 39%	264 37%
Not that certain	322 32%	45 32%	29 30%	21 33%	121 32%	79 34%	28 34%	79 28%	98 32%	145 35%	99 34%	223 32%
Certainly not at all	78 8%	16 11%	9 9%	5 8%	30 8%	13 6%	5 6%	24 9%	17 6%	36 9%	19 7%	59 8%
Summary												
Top2Box - Certain	600 60%	79 57%	59 61%	38 59%	232 61%	143 61%	48 60%	173 63%	192 63%	234 56%	177 60%	423 60%
Low2Box - Not certain	400 40%	60 43%	38 39%	27 41%	151 39%	93 39%	32 40%	103 37%	115 37%	181 44%	119 40%	281 40%

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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?

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		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1174	185	112	89	392	288	108	313	367	491	345	829
	1000	140	96	65*	383	236	80*	276	307	415	295	705
My parent(s) were wonderfully supportive in my job search and career path	370	41	39	26	155	78	31	108	117	145	98	273
	37%	30%	40%	40%	40% A	33%	39%	39%	38%	35%	33%	39%
My parent(s) were overbearing and wouldn't let me pursue my own job and career wishes	53	5	7	2	18	18	4	22	16	13	15	38
	5%	4%	8%	2%	5%	8%	5%	8% I	5%	3%	5%	5%
My parent(s) really didn't get involved and I had to find my job and career path on my own	577	93	50	38	211	139	46	146	174	257	183	394
	58%	67% BD	52%	58%	55%	59%	57%	53%	57%	62% G	62%	56%

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(I regret not getting a professional career counselling program) Please indicate how strongly you agree or disagree with the following statements.

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		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
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		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1174	185	112	89	392	288	108	313	367	491	345	829
Weighted	1000	140	96	65*	383	236	80*	276	307	415	295	705
I regret not getting a professional career counselling program												
Agree strongly	110 11%	14 10%	9 10%	7 10%	49 13%	19 8%	13 16% E	39 14% I	35 11%	36 9%	38 13%	72 10%
Agree somewhat	301 30%	43 31%	29 31%	19 29%	105 27%	81 34%	24 29%	85 31%	113 37% I	102 25%	96 33%	205 29%
Disagree somewhat	381 38%	48 34%	35 37%	24 37%	147 39%	96 41%	30 37%	102 37%	108 35%	169 41%	95 32%	286 41% J
Disagree strongly	208 21%	35 25% E	23 23%	16 24%	82 21%	40 17%	14 17%	50 18%	51 16%	107 26% GH	67 23%	141 20%
Summary												
Top2Box - Agree	411 41%	57 41%	39 40%	25 39%	154 40%	100 42%	37 46%	124 45% I	148 48% I	139 33%	134 45%	277 39%
Low2Box - Disagree	589 59%	83 59%	58 60%	40 61%	229 60%	136 58%	44 54%	152 55%	159 52%	276 67% GH	161 55%	428 61%

Detailed tables

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

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
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Base: All respondents Weighted												
	1174	185	112	89	392	288	108	313	367	491	345	829
	1000	140	96	65*	383	236	80*	276	307	415	295	705
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												
Agree strongly	278 28%	41 29%	26 27%	15 23%	113 29%	52 22%	31 39%	82 30%	99 32%	96 23%	85 29%	192 27%
					E		CE	I	I			
Agree somewhat	429 43%	60 43%	37 39%	29 44%	160 42%	116 49%	28 35%	110 40%	135 44%	184 44%	124 42%	305 43%
					F							
Disagree somewhat	210 21%	28 20%	21 22%	15 24%	74 19%	55 23%	15 19%	57 21%	56 18%	95 23%	58 19%	152 22%
Disagree strongly	83 8%	11 8%	12 12%	6 9%	36 9%	13 6%	6 7%	27 10%	17 5%	40 10%	28 9%	55 8%
			E					H		H		
Summary												
Top2Box - Agree	707 71%	101 72%	64 66%	43 67%	273 71%	167 71%	59 74%	192 70%	234 76%	280 67%	210 71%	497 71%
									I			
Low2Box - Disagree	293 29%	39 28%	33 34%	21 33%	110 29%	68 29%	21 26%	84 30%	72 24%	135 33%	86 29%	207 29%
										H		

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(The more satisfied you are with your career, the more likely you are to have greater overall health) Please indicate how strongly you agree or disagree with the following statements.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

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		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1174	185	112	89	392	288	108	313	367	491	345	829
Weighted	1000	140	96	65*	383	236	80*	276	307	415	295	705
The more satisfied you are with your career, the more likely you are to have greater overall health												
Agree strongly	566 57%	85 61%	57 60%	45 70%	222 58%	111 47%	46 57%	158 57%	172 56%	235 57%	156 53%	410 58%
Agree somewhat	369 37%	47 34%	35 36%	17 27%	135 35%	105 45%	29 36%	95 34%	111 36%	162 39%	115 39%	254 36%
Disagree somewhat	54 5%	6 4%	3 3%	1 1%	24 6%	16 7%	5 6%	20 7%	20 7%	13 3%	22 7%	32 5%
Disagree strongly	11 1%	2 1%	1 1%	1 2%	2 1%	4 2%	0 1%	3 1%	3 1%	4 1%	3 1%	8 1%
Summary												
Top2Box - Agree	935 93%	132 94%	92 96%	63 97%	357 93%	216 92%	75 93%	253 92%	283 92%	398 96%	271 92%	664 94%
Low2Box - Disagree	65 7%	8 6%	4 4%	2 3%	26 7%	20 8%	6 7%	23 8%	24 8%	17 4%	25 8%	40 6%

Detailed tables

(The more satisfied you are with your career, the more likely you are to be happier in life, overall) Please indicate how strongly you agree or disagree with the following statements.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1174	185	112	89	392	288	108	313	367	491	345	829
Weighted	1000	140	96	65*	383	236	80*	276	307	415	295	705
The more satisfied you are with your career, the more likely you are to be happier in life, overall												
Agree strongly	651 65%	94 67%	70 73%	46 71%	255 67%	134 57%	52 65%	172 62%	199 65%	279 67%	184 62%	466 66%
Agree somewhat	312 31%	41 29%	25 25%	18 28%	114 30%	93 39%	22 27%	89 32%	97 32%	127 31%	94 32%	218 31%
Disagree somewhat	29 3%	3 2%	1 1%	0 -	11 3%	7 3%	6 8%	12 4%	9 3%	6 2%	13 4%	16 2%
Disagree strongly	8 1%	2 1%	1 1%	1 1%	3 1%	3 1%	0 -	3 1%	2 1%	3 1%	4 1%	4 1%
Summary												
Top2Box - Agree	963 96%	135 96%	94 98%	64 99%	369 96%	226 96%	74 92%	260 94%	296 96%	406 98%	279 94%	684 97%
Low2Box - Disagree	37 4%	5 4%	2 2%	1 1%	13 4%	9 4%	6 8%	15 6%	11 4%	9 2%	17 6%	20 3%

Detailed tables

(I wish my parents had backed off and given me more freedom to choose my own career) Please indicate how strongly you agree or disagree with the following statements.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1174	185	112	89	392	288	108	313	367	491	345	829
Weighted	1000	140	96	65*	383	236	80*	276	307	415	295	705
I wish my parents had backed off and given me more freedom to choose my own career												
Agree strongly	46 5%	4 3%	4 5%	2 4%	12 3%	16 7% D	7 9% AD	18 6% I	14 4%	14 3%	14 5%	32 5%
Agree somewhat	103 10%	11 8%	11 11%	5 8%	41 11%	29 12%	6 8%	39 14% I	34 11% I	29 7%	34 11%	69 10%
Disagree somewhat	347 35%	51 37%	34 36%	23 36%	118 31%	98 41% DF	22 28%	93 34%	117 38%	136 33%	96 32%	251 36%
Disagree strongly	505 50%	73 53% E	47 49%	34 53% E	212 55% E	93 40%	45 56% E	126 46%	142 46%	236 57% GH	152 52%	352 50%
Summary												
Top2Box - Agree	149 15%	15 11%	15 15%	7 11%	53 14%	45 19% A	13 17%	57 21% I	48 16% I	43 10%	47 16%	101 14%
Low2Box - Disagree	851 85%	125 89% E	81 85%	57 89%	330 86%	191 81%	67 83%	219 79%	259 84%	372 90% GH	248 84%	603 86%

Detailed tables

(Parents should just leave it up to the school to help children choose their careers.) Please indicate how strongly you agree or disagree with the following statements.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1174	185	112	89	392	288	108	313	367	491	345	829
Weighted	1000	140	96	65*	383	236	80*	276	307	415	295	705
Parents should just leave it up to the school to help children choose their careers.												
Agree strongly	40 4%	4 3%	2 2%	1 1%	15 4%	13 5%	5 7%	15 5%	12 4%	13 3%	13 4%	28 4%
Agree somewhat	159 16%	21 15%	10 11%	7 11%	69 18%	39 16%	13 16%	58 21% I	50 16%	51 12%	52 17%	107 15%
Disagree somewhat	419 42%	57 40%	39 40%	27 42%	153 40%	118 50% DF	25 31%	110 40%	128 42%	179 43%	119 40%	300 43%
Disagree strongly	382 38%	58 41% E	45 46% E	29 45% E	145 38% E	67 28%	37 46% E	92 33%	117 38%	172 42% G	112 38%	270 38%
Summary												
Top2Box - Agree	199 20%	25 18%	13 13%	8 13%	84 22% BC	51 22%	18 23%	73 27% I	62 20%	64 15%	64 22%	135 19%
Low2Box - Disagree	801 80%	115 82%	84 87% D	57 87% D	299 78%	184 78%	62 77%	202 73%	245 80%	351 85% G	231 78%	569 81%

Which three of the following roles do you think are the most important for parents to play in shaping a child's career choice?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1174	185	112	89	392	288	108	313	367	491	345	829
Weighted	1000	140	96	65*	383	236	80*	276	307	415	295	705
Expose child to different character-building experiences (e.g. sports, hobbies, etc.)	587	80	59	44	231	125	49	163	168	257	172	416
	59%	57%	61%	68% E	60%	53%	60%	59%	55%	62% H	58%	59%
Talk with child about choosing a career	417	55	35	30	146	119	32	114	134	168	130	287
	42%	39%	36%	46%	38%	50% ABD	40%	41%	44%	41%	44%	41%
Encourage child to volunteer in different roles	411	69	46	29	174	58	35	115	132	164	116	295
	41%	50% E	47% E	44% E	46% E	25%	44% E	42%	43%	40%	39%	42%
Help child develop career-related skills/aptitudes	407	49	46	27	151	104	30	112	116	179	113	293
	41%	35%	48% A	42%	39%	44%	37%	41%	38%	43%	38%	42%
Expose child to a variety of careers	364	55	40	21	154	61	34	99	101	165	93	271
	36%	39% E	41% E	32%	40% E	26%	42% E	36%	33%	40% H	31%	39% J
Work with child on planning for a career	205	29	20	11	80	52	14	50	69	85	69	136
	21%	21%	21%	17%	21%	22%	17%	18%	22%	21%	23%	19%

Which three of the following roles do you think are the most important for parents to play in shaping a child's career choice?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Expose child to professional work environment (e.g. take child to work with them)	172	25	16	11	71	31	18	44	52	76	54	118
	17%	18%	17%	16%	19%	13%	23% E	16%	17%	18%	18%	17%
Ensure child talks to his/her guidance counsellor at school	119	14	11	6	38	41	9	35	47	37	35	84
	12%	10%	12%	9%	10%	17% AD	12%	13%	15% I	9%	12%	12%
Ensure child is forming a network of contacts	117	20	6	5	45	35	5	33	37	47	38	79
	12%	14%	7%	8%	12%	15% BF	7%	12%	12%	11%	13%	11%
Link child with a career professional (i.e. a counsellor or coach in private practice)	106	10	3	4	27	51	11	30	32	44	33	73
	11%	7%	3%	5%	7%	22% ABCD	14% BCD	11%	11%	11%	11%	10%
Other role(s)	34	2	7	3	11	10	1	9	12	14	8	26
	3%	2%	7% ADF	5%	3%	4%	1%	3%	4%	3%	3%	4%
None of the above	20	4	0	2	7	7	1	8	7	3	8	11
	2%	3%	-	2%	2%	3%	1%	3% I	2%	1%	3%	2%