



Canadian Online Omni March 12 - 19, 2012

Professions Banner 2

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1_1. (A pharmacist) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A pharmacist												
Strongly encourage	523	60	43	33	176	159	52	106	181	236	87	436
	52%	45%	42%	51%	46%	65%	70%	47%	54%	54%	51%	52%
Somewhat encourage						ABCD	ABCD					
	407	64	55	29	164	78	16	93	135	178	74	333
	41%	48%	54%	44%	43%	32%	22%	41%	40%	41%	44%	40%
Somewhat discourage		EF	EF	F	EF							
	54	6	4	2	34	4	5	21	15	18	7	47
	5%	4%	4%	3%	9%	1%	7%	9%	4%	4%	4%	6%
Strongly discourage				E				HI				
	20	3	0	2	10	4	1	5	8	7	2	17
	2%	2%	-	3%	3%	2%	1%	2%	2%	2%	1%	2%
Summary												
Top2Box	929	124	99	62	340	237	68	199	317	414	160	769
	93%	94%	96%	94%	89%	97%	92%	88%	93%	94%	95%	92%
			D			DF				G		
Low2Box	74	9	4	4	44	7	6	26	23	25	9	65
	7%	6%	4%	6%	11%	3%	8%	12%	7%	6%	5%	8%
					BE		E	I				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_2. (A doctor) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A doctor												
Strongly encourage	605	72	51	37	216	174	55	127	201	277	107	499
	60%	54%	50%	58%	56%	71%	75%	57%	59%	63%	63%	60%
Somewhat encourage						ABCD	ABCD					
	339	53	47	26	138	60	16	78	115	147	57	282
	34%	40%	46%	40%	36%	25%	21%	34%	34%	33%	34%	34%
Somewhat discourage		EF	EF	EF	EF							
	40	6	5	1	19	7	1	12	19	9	4	36
	4%	5%	5%	1%	5%	3%	1%	5%	5%	2%	2%	4%
Strongly discourage								I	I			
	19	2	0	1	11	3	2	8	4	6	1	18
	2%	1%	-	1%	3%	1%	3%	4%	1%	1%	1%	2%
Summary												
Top2Box	944	124	97	64	354	234	71	205	316	423	164	780
	94%	94%	95%	98%	92%	96%	96%	91%	93%	96%	97%	94%
										G		
Low2Box	59	8	5	2	31	10	3	20	23	15	5	53
	6%	6%	5%	2%	8%	4%	4%	9%	7%	4%	3%	6%
								I				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_3. (An airline Pilot) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
An airline Pilot												
Strongly encourage	375	47	30	23	128	114	32	80	127	168	52	322
	37%	35%	30%	36%	33%	47%	43%	35%	38%	38%	31%	39%
Somewhat encourage						ABD						
	454	64	58	29	183	84	36	95	157	203	85	369
	45%	48%	57%	45%	48%	34%	49%	42%	46%	46%	50%	44%
Somewhat discourage		E	E		E		E					
	119	14	8	5	51	35	5	36	34	48	25	93
	12%	11%	8%	8%	13%	14%	7%	16%	10%	11%	15%	11%
Strongly discourage								H				
	55	7	5	7	22	12	2	14	21	20	6	49
	6%	5%	5%	11%	6%	5%	2%	6%	6%	5%	4%	6%
Summary				EF								
	829	111	88	52	311	198	68	175	284	370	137	691
	83%	84%	86%	80%	81%	81%	91%	78%	84%	84%	81%	83%
Low2Box							DE			G		
	174	22	14	13	73	46	6	50	55	69	32	142
	17%	16%	14%	20%	19%	19%	9%	22%	16%	16%	19%	17%
					F	F		I				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_4. (A train engineer) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A train engineer												
Strongly encourage	294	35	23	19	110	83	22	69	99	125	48	246
	29%	27%	23%	29%	29%	34%	30%	31%	29%	29%	28%	29%
Somewhat encourage	481	60	59	32	183	115	32	107	165	210	91	391
	48%	45%	58%	49%	48%	47%	43%	47%	49%	48%	54%	47%
Somewhat discourage	172	30	15	12	67	33	15	33	51	88	27	144
	17%	23%	15%	19%	17%	13%	20%	14%	15%	20%	16%	17%
Strongly discourage		E										
	56	7	4	2	24	14	6	16	24	15	3	53
	6%	5%	4%	3%	6%	6%	8%	7%	7%	4%	2%	6%
								I	I			J
Summary												
Top2Box	775	95	83	51	293	198	54	176	264	335	139	636
	77%	72%	81%	79%	76%	81%	73%	78%	78%	76%	82%	76%
Low2Box						A						
	228	37	19	14	91	46	20	49	75	104	30	198
	23%	28%	19%	21%	24%	19%	27%	22%	22%	24%	18%	24%
		E										

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_5. (A teacher) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A teacher												
Strongly encourage	402	38	41	24	152	114	33	97	124	181	70	332
	40%	29%	40%	37%	40%	46%	44%	43%	37%	41%	42%	40%
Somewhat encourage					A	A	A					
	460	63	52	32	182	98	32	91	158	210	81	379
	46%	48%	51%	49%	47%	40%	43%	41%	47%	48%	48%	45%
Somewhat discourage												
	101	21	9	7	37	21	6	22	41	39	13	88
	10%	16%	9%	11%	10%	9%	8%	10%	12%	9%	8%	11%
Strongly discourage		E										
	40	10	0	2	13	11	3	15	15	9	4	35
	4%	7%	-	3%	3%	5%	5%	7%	5%	2%	3%	4%
		BD				B	B	I				
Summary												
Top2Box	862	102	93	56	334	212	65	188	283	391	151	711
	86%	77%	91%	86%	87%	87%	87%	84%	83%	89%	89%	85%
			A		A	A				H		
Low2Box	141	31	9	9	50	33	9	37	56	48	18	123
	14%	23%	9%	14%	13%	13%	13%	16%	17%	11%	11%	15%
		BDE							I			

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_6. (A police officer) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A police officer												
Strongly encourage	275	28	22	19	89	91	28	58	95	122	49	227
	27%	21%	21%	30%	23%	37%	37%	26%	28%	28%	29%	27%
Somewhat encourage						ABD	ABD					
	462	65	53	32	182	98	33	97	164	201	72	390
	46%	49%	52%	49%	47%	40%	44%	43%	48%	46%	43%	47%
Somewhat discourage												
	185	28	21	7	79	39	10	46	53	85	35	150
	18%	21%	21%	11%	21%	16%	14%	21%	16%	19%	20%	18%
Strongly discourage												
	81	13	6	7	35	17	4	23	27	31	14	67
	8%	10%	6%	10%	9%	7%	5%	10%	8%	7%	8%	8%
Summary												
Top2Box	738	92	75	51	271	188	60	156	259	323	121	617
	74%	70%	73%	79%	70%	77%	81%	69%	76%	74%	71%	74%
Low2Box												
	265	40	28	14	113	56	14	69	80	116	48	217
	26%	30%	27%	21%	30%	23%	19%	31%	24%	26%	29%	26%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_7. (A daycare worker) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A daycare worker												
Strongly encourage	226	28	16	14	73	80	15	67	68	91	40	186
	23%	21%	16%	22%	19%	33%	20%	30%	20%	21%	24%	22%
Somewhat encourage						ABDF		HI				
	439	52	53	29	180	95	30	96	151	193	81	358
	44%	39%	52%	45%	47%	39%	40%	42%	44%	44%	48%	43%
Somewhat discourage			E									
	239	36	26	15	92	53	17	46	84	109	31	208
	24%	27%	25%	23%	24%	22%	23%	20%	25%	25%	18%	25%
Strongly discourage												
	98	17	7	7	39	17	13	16	37	46	17	81
	10%	13%	6%	10%	10%	7%	17%	7%	11%	10%	10%	10%
Summary							BE					
	665	80	70	44	253	175	44	163	219	284	121	545
	66%	60%	68%	67%	66%	71%	60%	72%	64%	65%	72%	65%
Low2Box						A						
	338	52	33	22	131	70	30	62	120	155	48	289
	34%	40%	32%	33%	34%	29%	40%	28%	36%	35%	28%	35%
		E										

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_8. (A Canadian soldier) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A Canadian soldier												
Strongly encourage	183	24	16	16	74	33	20	49	57	77	27	156
	18%	18%	15%	25%	19%	14%	28%	22%	17%	18%	16%	19%
Somewhat encourage				E			E					
	341	42	40	23	134	70	31	69	126	146	54	287
	34%	32%	39%	36%	35%	29%	42%	30%	37%	33%	32%	34%
Somewhat discourage							E					
	264	34	32	14	107	65	13	60	84	120	46	219
	26%	26%	31%	22%	28%	26%	17%	27%	25%	27%	27%	26%
Strongly discourage				F								
	215	32	15	11	70	77	10	47	72	95	42	172
	21%	24%	15%	17%	18%	31%	13%	21%	21%	22%	25%	21%
						BCDF						
Summary												
Top2Box	524	66	56	40	208	103	52	118	183	224	81	443
	52%	50%	54%	61%	54%	42%	70%	52%	54%	51%	48%	53%
				E	E		ADE					
Low2Box	479	66	47	26	176	141	22	107	156	215	88	391
	48%	50%	46%	39%	46%	58%	30%	48%	46%	49%	52%	47%
		F			F	CDF						

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_9. (An accountant) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
An accountant												
Strongly encourage	408	46	33	29	151	114	34	80	144	184	66	342
	41%	35%	32%	44%	39%	47%	46%	36%	42%	42%	39%	41%
Somewhat encourage						AB						
	487	73	58	29	189	108	29	109	163	215	89	397
	49%	55%	57%	44%	49%	44%	39%	48%	48%	49%	53%	48%
Somewhat discourage		EF	F									
	78	10	10	7	28	15	8	23	21	34	10	67
	8%	7%	10%	10%	7%	6%	11%	10%	6%	8%	6%	8%
Strongly discourage												
	31	3	1	1	16	7	3	13	11	7	4	27
	3%	2%	1%	1%	4%	3%	4%	6%	3%	2%	2%	3%
Summary								I				
	895	120	91	58	340	223	63	188	308	399	155	740
	89%	90%	89%	89%	89%	91%	85%	84%	91%	91%	92%	89%
Top2Box									G	G		
	108	13	11	7	44	22	11	37	32	40	14	94
	11%	10%	11%	11%	11%	9%	15%	16%	9%	9%	8%	11%
Low2Box								HI				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_10. (A charity worker) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A charity worker												
Strongly encourage	262	32	23	20	89	76	21	68	89	105	39	223
	26%	24%	23%	31%	23%	31%	28%	30%	26%	24%	23%	27%
Somewhat encourage						D						
	448	53	54	25	169	113	34	103	148	197	86	362
	45%	40%	53%	39%	44%	46%	46%	46%	44%	45%	51%	43%
Somewhat discourage												
	221	36	18	17	100	36	13	38	73	110	30	190
	22%	27%	18%	26%	26%	15%	18%	17%	22%	25%	18%	23%
Strongly discourage		E		E	E					G		
	73	11	7	3	26	19	6	17	29	28	14	59
	7%	8%	7%	5%	7%	8%	8%	8%	8%	6%	8%	7%
Summary												
Top2Box	709	85	77	45	258	189	55	170	237	302	125	585
	71%	64%	75%	69%	67%	77%	74%	76%	70%	69%	74%	70%
						AD						
Low2Box	294	47	25	20	126	56	19	55	102	137	44	249
	29%	36%	25%	31%	33%	23%	26%	24%	30%	31%	26%	30%
		E			E							

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_11. (A judge) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A judge												
Strongly encourage	411	49	36	23	151	121	32	82	140	189	72	340
	41%	37%	35%	35%	39%	50%	43%	37%	41%	43%	42%	41%
Somewhat encourage						ABCD						
	408	54	47	31	161	82	33	86	137	185	80	328
	41%	41%	46%	47%	42%	33%	45%	38%	40%	42%	47%	39%
Somewhat discourage			E	E	E							
	110	19	13	5	46	23	4	33	36	41	13	98
	11%	14%	13%	8%	12%	9%	5%	15%	11%	9%	7%	12%
Strongly discourage		F						I				
	73	11	6	6	26	19	5	24	26	23	5	69
	7%	8%	6%	10%	7%	8%	7%	11%	8%	5%	3%	8%
								I				J
Summary												
Top2Box	820	103	83	54	312	203	65	168	277	374	152	668
	82%	77%	81%	82%	81%	83%	88%	75%	82%	85%	90%	80%
Low2Box										G	K	
	183	30	19	12	72	42	9	57	62	65	17	166
	18%	23%	19%	18%	19%	17%	12%	25%	18%	15%	10%	20%
								I				J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_12. (A plumber) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A plumber												
Strongly encourage	368	51	24	23	139	101	29	75	129	164	47	321
	37%	38%	23%	35%	36%	41%	39%	33%	38%	37%	28%	38%
Somewhat encourage		B			B	B	B					J
	466	61	63	30	171	108	32	99	154	213	85	381
	46%	46%	61%	47%	45%	44%	43%	44%	45%	49%	50%	46%
Somewhat discourage			ADEF									
	124	16	14	8	53	25	8	31	39	54	26	98
	12%	12%	13%	12%	14%	10%	11%	14%	11%	12%	15%	12%
Strongly discourage												
	46	5	2	4	20	11	4	19	18	9	11	34
	5%	4%	2%	6%	5%	4%	6%	9%	5%	2%	7%	4%
Summary								I	I			
	833	112	87	53	311	209	61	174	283	376	132	701
	83%	85%	85%	82%	81%	86%	83%	77%	83%	86%	78%	84%
Low2Box										G		
	170	20	16	12	73	35	13	51	57	62	37	132
	17%	15%	15%	18%	19%	14%	17%	23%	17%	14%	22%	16%
								I				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_13. (A chiropractor) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A chiropractor												
Strongly encourage	330	43	26	21	114	101	25	73	117	140	58	272
	33%	32%	26%	31%	30%	41%	34%	33%	34%	32%	35%	33%
Somewhat encourage						BD						
	463	61	50	30	187	104	30	105	146	212	88	375
	46%	46%	49%	46%	49%	43%	41%	47%	43%	48%	52%	45%
Somewhat discourage												
	143	17	21	11	60	23	12	29	51	64	21	123
	14%	13%	20%	17%	16%	9%	16%	13%	15%	14%	12%	15%
Strongly discourage			E	E	E							
	66	11	5	4	22	16	7	17	26	23	2	64
	7%	9%	5%	6%	6%	7%	10%	8%	8%	5%	1%	8%
												J
Summary												
Top2Box	793	104	76	50	302	206	55	179	263	352	146	647
	79%	79%	75%	77%	78%	84%	75%	79%	77%	80%	86%	78%
Low2Box											K	
	210	28	26	15	83	39	19	46	76	87	23	187
	21%	21%	25%	23%	22%	16%	25%	21%	23%	20%	14%	22%
												J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_14. (A financial advisor) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A financial advisor												
Strongly encourage	302	30	25	18	107	97	26	68	106	128	48	254
	30%	23%	24%	27%	28%	40%	35%	30%	31%	29%	29%	30%
Somewhat encourage						ABD	A					
	471	73	59	33	181	98	28	100	162	209	80	392
	47%	55%	58%	51%	47%	40%	38%	44%	48%	48%	47%	47%
Somewhat discourage		EF	EF									
	167	19	14	13	68	37	15	45	48	74	31	136
	17%	15%	14%	20%	18%	15%	20%	20%	14%	17%	19%	16%
Strongly discourage												
	62	10	4	1	28	12	5	12	23	27	9	52
	6%	8%	4%	2%	7%	5%	6%	5%	7%	6%	6%	6%
Summary												
Top2Box	774	102	84	51	287	195	55	168	268	338	128	646
	77%	77%	82%	78%	75%	80%	73%	75%	79%	77%	76%	77%
Low2Box												
	229	30	18	14	97	50	20	57	71	101	41	188
	23%	23%	18%	22%	25%	20%	27%	25%	21%	23%	24%	23%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_15. (An environmental activist) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
An environmental activist												
Strongly encourage	182	18	12	15	68	58	11	46	49	87	40	142
	18%	14%	12%	23%	18%	24%	15%	20%	14%	20%	24%	17%
Somewhat encourage						AB						
	343	48	32	22	138	79	23	82	119	142	63	280
	34%	36%	32%	34%	36%	32%	31%	36%	35%	32%	37%	34%
Somewhat discourage												
	259	38	28	14	98	58	24	54	95	110	39	220
	26%	29%	27%	22%	25%	24%	32%	24%	28%	25%	23%	26%
Strongly discourage												
	219	29	30	14	80	50	16	43	76	100	27	192
	22%	22%	30%	21%	21%	20%	22%	19%	22%	23%	16%	23%
Summary												
	525	66	44	37	206	137	34	128	168	229	103	422
	52%	50%	43%	57%	54%	56%	46%	57%	50%	52%	61%	51%
Top2Box						B					K	
	478	67	58	28	178	107	40	97	171	210	66	412
	48%	50%	57%	43%	46%	44%	54%	43%	50%	48%	39%	49%
Low2Box			E									J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_16. (A television or radio personality) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A television or radio personality												
Strongly encourage	248	33	19	19	80	78	18	64	85	99	50	198
	25%	25%	18%	29%	21%	32%	25%	28%	25%	23%	29%	24%
Somewhat encourage	464	56	57	26	183	110	32	103	155	206	75	389
	46%	42%	56%	40%	48%	45%	43%	46%	46%	47%	44%	47%
Somewhat discourage	216	34	22	15	87	39	17	36	74	106	36	180
	22%	26%	22%	23%	23%	16%	23%	16%	22%	24%	21%	22%
Strongly discourage	75	9	4	5	35	17	6	23	25	28	9	67
	8%	7%	3%	7%	9%	7%	9%	10%	7%	6%	5%	8%
Summary												
Top2Box	712	89	76	45	262	188	51	167	240	305	124	588
	71%	67%	75%	70%	68%	77%	68%	74%	71%	69%	73%	70%
Low2Box	291	43	26	20	122	57	24	58	99	134	45	246
	29%	33%	25%	30%	32%	23%	32%	26%	29%	31%	27%	30%
		E			E							

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_17. (A priest or minister) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A priest or minister												
Strongly encourage	147	17	12	17	54	30	17	44	43	61	26	122
	15%	13%	12%	27%	14%	12%	22%	19%	13%	14%	15%	15%
Somewhat encourage				ABDE			E	H				
	293	44	37	21	124	44	23	58	107	128	48	245
	29%	33%	36%	32%	32%	18%	31%	26%	31%	29%	28%	29%
Somewhat discourage		E	E	E	E		E					
	311	35	37	14	122	87	16	71	110	131	56	256
	31%	27%	37%	21%	32%	35%	22%	31%	32%	30%	33%	31%
Strongly discourage		C				CF						
	251	36	16	13	84	84	18	52	80	119	40	211
	25%	27%	15%	20%	22%	34%	24%	23%	24%	27%	24%	25%
		B				BCD						
Summary												
Top2Box	440	61	49	38	178	74	40	102	150	189	73	367
	44%	46%	48%	59%	46%	30%	53%	45%	44%	43%	43%	44%
		E	E	E	E		E					
Low2Box	563	71	53	27	206	171	35	123	190	250	96	467
	56%	54%	52%	41%	54%	70%	47%	55%	56%	57%	57%	56%
						ABCDF						

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_18. (An auto mechanic) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
An auto mechanic												
Strongly encourage	304	40	25	20	110	86	22	67	109	128	44	259
	30%	30%	24%	30%	29%	35%	30%	30%	32%	29%	26%	31%
Somewhat encourage	505	69	63	30	195	112	36	115	170	220	82	423
	50%	52%	61%	46%	51%	46%	48%	51%	50%	50%	49%	51%
Somewhat discourage			E									
	144	18	12	13	56	36	10	31	40	74	35	109
Strongly discourage	14%	13%	11%	20%	15%	15%	14%	14%	12%	17%	21%	13%
											K	
Strongly discourage	50	6	3	3	23	10	6	12	21	17	8	43
	5%	4%	3%	4%	6%	4%	9%	5%	6%	4%	5%	5%
Summary												
Top2Box	808	109	87	50	305	199	58	181	279	348	126	682
	81%	83%	85%	76%	79%	81%	78%	81%	82%	79%	75%	82%
Low2Box	195	23	15	15	79	46	16	44	61	91	43	152
	19%	17%	15%	24%	21%	19%	22%	19%	18%	21%	25%	18%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_19. (A journalist) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A journalist												
Strongly encourage	259	29	23	20	87	81	19	57	86	116	46	212
	26%	22%	23%	30%	23%	33%	26%	25%	25%	26%	27%	25%
Somewhat encourage	504	69	59	30	198	117	31	122	163	218	86	418
	50%	52%	57%	46%	52%	48%	42%	54%	48%	50%	51%	50%
Somewhat discourage	180	21	16	12	79	34	18	34	64	82	31	149
	18%	16%	16%	19%	20%	14%	24%	15%	19%	19%	18%	18%
Strongly discourage	60	13	4	4	21	13	6	11	26	23	6	55
	6%	10%	4%	5%	5%	5%	8%	5%	8%	5%	3%	7%
Summary												
Top2Box	763	98	82	49	285	198	50	179	249	334	132	630
	76%	74%	80%	76%	74%	81%	68%	80%	73%	76%	78%	76%
Low2Box	240	35	20	16	99	46	24	46	90	105	37	204
	24%	26%	20%	24%	26%	19%	32%	20%	27%	24%	22%	24%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_20. (A lawyer) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A lawyer												
Strongly encourage	433	49	42	26	154	127	34	86	147	200	78	355
	43%	37%	41%	40%	40%	52%	45%	38%	43%	46%	46%	43%
Somewhat encourage						AD						
	384	54	43	26	155	79	27	93	122	169	71	313
	38%	41%	42%	40%	40%	32%	37%	41%	36%	39%	42%	38%
Somewhat discourage												
	132	18	11	10	61	24	7	27	52	53	16	116
	13%	13%	11%	16%	16%	10%	10%	12%	15%	12%	9%	14%
Strongly discourage					E							
	54	12	6	3	14	14	6	19	18	17	4	50
	5%	9%	6%	4%	4%	6%	8%	8%	5%	4%	2%	6%
		D						I				
Summary												
Top2Box	817	103	85	52	310	206	61	179	269	369	150	668
	81%	78%	83%	80%	81%	84%	82%	80%	79%	84%	88%	80%
											K	
Low2Box	186	29	17	13	75	38	13	46	70	70	20	166
	19%	22%	17%	20%	19%	16%	18%	20%	21%	16%	12%	20%
												J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_21. (A home builder) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A home builder												
Strongly encourage	352	40	24	29	124	110	25	77	123	152	54	298
	35%	30%	24%	44%	32%	45%	34%	34%	36%	35%	32%	36%
Somewhat encourage				AB		ABD						
	500	72	61	29	195	109	34	113	163	225	92	408
	50%	54%	60%	44%	51%	44%	46%	50%	48%	51%	55%	49%
Somewhat discourage			E									
	117	16	13	6	50	19	12	28	38	52	18	99
	12%	12%	13%	10%	13%	8%	16%	12%	11%	12%	11%	12%
Strongly discourage							E					
	34	4	4	2	15	7	3	8	16	10	5	29
	3%	3%	3%	2%	4%	3%	4%	3%	5%	2%	3%	3%
Summary												
Top2Box	852	112	85	57	320	218	59	190	285	377	146	706
	85%	84%	83%	88%	83%	89%	80%	84%	84%	86%	86%	85%
						DF						
Low2Box	151	21	17	8	65	26	15	35	54	62	23	128
	15%	16%	17%	12%	17%	11%	20%	16%	16%	14%	14%	15%
					E		E					

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_22. (A union leader) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A union leader												
Strongly encourage	145	20	15	13	53	34	9	42	39	64	27	118
	14%	15%	14%	20%	14%	14%	12%	19%	12%	15%	16%	14%
Somewhat encourage	269	39	27	16	90	77	21	69	90	109	42	227
	27%	29%	26%	25%	23%	31%	28%	31%	27%	25%	25%	27%
Somewhat discourage	313	39	40	20	132	60	22	62	115	135	60	252
	31%	29%	39%	30%	34%	25%	30%	28%	34%	31%	36%	30%
Strongly discourage	276	35	21	16	109	74	22	52	94	131	40	236
	28%	26%	21%	25%	28%	30%	29%	23%	28%	30%	24%	28%
Summary												
Top2Box	414	59	41	29	143	111	30	111	130	173	68	345
	41%	45%	41%	45%	37%	45%	40%	49%	38%	39%	40%	41%
Low2Box	589	73	61	36	241	134	44	114	209	266	101	489
	59%	55%	59%	55%	63%	55%	60%	51%	62%	61%	60%	59%
									G	G		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_23. (A business executive) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A business executive												
Strongly encourage	395	36	31	26	137	135	29	71	144	180	69	326
	39%	27%	30%	40%	36%	55%	40%	31%	42%	41%	41%	39%
						ABCDF			G	G		
Somewhat encourage	473	78	61	30	182	87	34	113	150	211	86	388
	47%	59%	60%	47%	47%	36%	46%	50%	44%	48%	51%	46%
		DE	DE		E							
Somewhat discourage	98	11	8	7	51	13	6	28	33	37	13	84
	10%	9%	8%	11%	13%	5%	8%	12%	10%	8%	8%	10%
					E							
Strongly discourage	37	7	2	2	13	9	5	14	13	11	1	36
	4%	5%	2%	3%	3%	4%	6%	6%	4%	2%	1%	4%
								I				
Summary												
Top2Box	868	114	92	57	320	222	63	184	294	391	155	714
	87%	86%	90%	87%	83%	91%	85%	82%	87%	89%	91%	86%
						D				G		
Low2Box	135	18	10	9	65	23	11	41	46	48	15	120
	13%	14%	10%	13%	17%	9%	15%	18%	13%	11%	9%	14%
					E			I				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_24. (A local municipal politician) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A local municipal politician												
Strongly encourage	169	18	15	12	53	57	14	44	49	76	30	139
	17%	13%	15%	19%	14%	23%	19%	19%	15%	17%	17%	17%
Somewhat encourage						AD						
	321	36	43	19	132	75	16	75	110	136	60	261
	32%	27%	42%	29%	34%	30%	22%	34%	32%	31%	36%	31%
Somewhat discourage			AF		F							
	300	45	27	19	120	65	25	59	103	138	48	252
	30%	34%	26%	29%	31%	26%	33%	26%	30%	31%	28%	30%
Strongly discourage												
	213	34	17	15	79	49	19	47	77	89	31	182
	21%	25%	17%	23%	21%	20%	26%	21%	23%	20%	18%	22%
Summary												
	490	54	58	31	185	131	30	119	159	212	90	400
	49%	41%	57%	48%	48%	54%	41%	53%	47%	48%	53%	48%
Top2Box			AF			AF						
	513	78	44	34	199	114	44	106	180	227	79	434
	51%	59%	43%	52%	52%	46%	59%	47%	53%	52%	47%	52%
Low2Box		BE					BE					

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_25. (A car salesman) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A car salesman												
Strongly encourage	109	12	9	11	30	40	7	37	27	46	18	91
	11%	9%	9%	16%	8%	16%	10%	16%	8%	10%	11%	11%
Somewhat encourage				D		D		HI				
	272	27	25	14	108	77	21	62	93	116	49	223
	27%	21%	24%	22%	28%	31%	28%	28%	28%	26%	29%	27%
Somewhat discourage						A						
	380	50	44	22	153	84	27	80	123	177	70	311
	38%	38%	43%	33%	40%	34%	36%	35%	36%	40%	41%	37%
Strongly discourage												
	242	42	24	19	94	44	19	47	96	100	32	210
	24%	32%	24%	28%	24%	18%	26%	21%	28%	23%	19%	25%
Summary		E										
	381	40	34	25	137	117	28	99	120	162	67	313
	38%	30%	33%	38%	36%	48%	38%	44%	35%	37%	40%	38%
Low2Box						ABD						
	622	93	69	40	247	128	46	126	219	277	102	520
	62%	70%	67%	62%	64%	52%	62%	56%	65%	63%	60%	62%
		E	E		E							

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_26. (A provincial or national politician) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A provincial or national politician												
Strongly encourage	177	16	18	14	60	54	15	46	52	79	32	145
	18%	12%	17%	22%	16%	22%	20%	20%	15%	18%	19%	17%
Somewhat encourage						A						
	290	32	37	16	130	55	21	71	95	123	49	241
	29%	24%	36%	24%	34%	22%	29%	32%	28%	28%	29%	29%
Somewhat discourage			E		AE							
	277	45	31	16	101	63	22	59	94	124	48	229
	28%	34%	30%	24%	26%	26%	30%	26%	28%	28%	29%	27%
Strongly discourage												
	259	40	17	20	94	73	16	49	98	113	40	219
	26%	30%	17%	30%	24%	30%	21%	22%	29%	26%	24%	26%
		B				B						
Summary												
Top2Box	466	48	54	30	189	109	36	117	147	202	81	386
	47%	36%	53%	46%	49%	44%	49%	52%	43%	46%	48%	46%
Low2Box			A		A							
	537	84	48	36	195	136	38	108	192	236	88	448
	53%	64%	47%	54%	51%	56%	51%	48%	57%	54%	52%	54%
		BD										

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_27. (A researcher) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A researcher												
Strongly encourage	452	57	33	30	146	152	34	110	151	191	78	374
	45%	43%	32%	46%	38%	62%	46%	49%	45%	43%	46%	45%
						ABCDF						
Somewhat encourage	417	55	54	30	182	70	28	81	145	191	70	347
	42%	41%	53%	46%	47%	28%	38%	36%	43%	43%	41%	42%
		E	E	E	E							
Somewhat discourage	101	18	15	4	41	16	7	24	34	44	16	85
	10%	14%	15%	6%	11%	6%	9%	11%	10%	10%	10%	10%
		E	E									
Strongly discourage	33	3	1	2	16	7	5	10	9	13	5	28
	3%	2%	1%	2%	4%	3%	7%	4%	3%	3%	3%	3%
							B					
Summary												
Top2Box	869	111	87	60	327	222	62	191	296	381	148	721
	87%	84%	85%	92%	85%	91%	84%	85%	87%	87%	87%	86%
Low2Box	134	21	16	5	57	23	12	34	43	58	21	113
	13%	16%	15%	8%	15%	9%	16%	15%	13%	13%	13%	14%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_28. (A firefighter) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A firefighter												
Strongly encourage	336	34	26	19	111	113	34	81	109	145	58	278
	34%	26%	25%	28%	29%	46%	46%	36%	32%	33%	34%	33%
Somewhat encourage	482	67	53	34	195	99	34	93	171	218	74	407
	48%	50%	52%	52%	51%	40%	46%	41%	51%	50%	44%	49%
Somewhat discourage	140	25	20	8	58	26	3	35	45	60	30	110
	14%	19%	19%	13%	15%	11%	4%	16%	13%	14%	18%	13%
Strongly discourage	45	7	3	4	21	7	3	16	13	16	6	39
	4%	5%	3%	6%	5%	3%	4%	7%	4%	4%	4%	5%
Summary												
Top2Box	818	101	79	53	305	212	68	174	281	363	132	685
	82%	76%	77%	81%	79%	87%	91%	77%	83%	83%	78%	82%
Low2Box	185	32	23	12	79	33	6	51	59	76	37	148
	18%	24%	23%	19%	21%	13%	9%	23%	17%	17%	22%	18%
		EF	F		EF							

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_29. (A nurse) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A nurse												
Strongly encourage	482	69	47	37	171	115	44	117	156	210	84	398
	48%	52%	46%	56%	45%	47%	59%	52%	46%	48%	50%	48%
Somewhat encourage	419	53	46	24	169	104	24	78	153	187	75	343
	42%	40%	45%	36%	44%	42%	32%	35%	45%	43%	45%	41%
Somewhat discourage	75	8	9	4	32	18	4	19	21	35	8	67
	7%	6%	8%	7%	8%	8%	5%	9%	6%	8%	5%	8%
Strongly discourage	27	3	1	1	12	8	3	11	9	7	2	25
	3%	2%	1%	1%	3%	3%	4%	5%	3%	2%	1%	3%
Summary												
Top2Box	901	121	93	60	340	219	68	195	310	397	159	742
	90%	92%	91%	92%	89%	89%	91%	86%	91%	90%	94%	89%
Low2Box	102	11	9	5	44	26	6	30	29	42	10	92
	10%	8%	9%	8%	11%	11%	9%	14%	9%	10%	6%	11%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1_30. (A public servant / government worker) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		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	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A public servant / government worker												
Strongly encourage	308	34	21	24	107	95	26	69	103	136	50	258
	31%	26%	20%	37%	28%	39%	35%	30%	30%	31%	30%	31%
Somewhat encourage				B		ABD	B					
	474	62	59	32	192	101	29	98	160	216	89	385
	47%	47%	58%	49%	50%	41%	39%	44%	47%	49%	53%	46%
Somewhat discourage			EF		E							
	155	25	17	6	65	28	14	40	49	66	24	131
	15%	19%	16%	10%	17%	11%	19%	18%	14%	15%	14%	16%
Strongly discourage		E										
	66	11	6	3	20	21	5	19	27	20	6	60
	7%	8%	6%	5%	5%	9%	7%	8%	8%	5%	4%	7%
Summary												
Top2Box	782	97	80	56	299	196	55	167	263	353	139	643
	78%	73%	78%	86%	78%	80%	74%	74%	78%	80%	82%	77%
				A								
Low2Box	221	36	23	9	85	49	19	59	76	86	30	191
	22%	27%	22%	14%	22%	20%	26%	26%	22%	20%	18%	23%
		C										

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1. (Top2box Summary) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A doctor	944	124	97	64	354	234	71	205	316	423	164	780
	94%	94%	95%	98%	92%	96%	96%	91%	93%	96%	97%	94%
										G		
A pharmacist	929	124	99	62	340	237	68	199	317	414	160	769
	93%	94%	96%	94%	89%	97%	92%	88%	93%	94%	95%	92%
			D			DF				G		
A nurse	901	121	93	60	340	219	68	195	310	397	159	742
	90%	92%	91%	92%	89%	89%	91%	86%	91%	90%	94%	89%
An accountant	895	120	91	58	340	223	63	188	308	399	155	740
	89%	90%	89%	89%	89%	91%	85%	84%	91%	91%	92%	89%
									G	G		
A researcher	869	111	87	60	327	222	62	191	296	381	148	721
	87%	84%	85%	92%	85%	91%	84%	85%	87%	87%	87%	86%
A business executive	868	114	92	57	320	222	63	184	294	391	155	714
	87%	86%	90%	87%	83%	91%	85%	82%	87%	89%	91%	86%
						D				G		
A teacher	862	102	93	56	334	212	65	188	283	391	151	711
	86%	77%	91%	86%	87%	87%	87%	84%	83%	89%	89%	85%
			A		A	A				H		
A home builder	852	112	85	57	320	218	59	190	285	377	146	706
	85%	84%	83%	88%	83%	89%	80%	84%	84%	86%	86%	85%
						DF						
A plumber	833	112	87	53	311	209	61	174	283	376	132	701
	83%	85%	85%	82%	81%	86%	83%	77%	83%	86%	78%	84%
										G		
An airline Pilot	829	111	88	52	311	198	68	175	284	370	137	691
	83%	84%	86%	80%	81%	81%	91%	78%	84%	84%	81%	83%
							DE			G		
A judge	820	103	83	54	312	203	65	168	277	374	152	668
	82%	77%	81%	82%	81%	83%	88%	75%	82%	85%	90%	80%
										G	K	
A firefighter	818	101	79	53	305	212	68	174	281	363	132	685
	82%	76%	77%	81%	79%	87%	91%	77%	83%	83%	78%	82%
						AD	ABD					
A lawyer	817	103	85	52	310	206	61	179	269	369	150	668
	81%	78%	83%	80%	81%	84%	82%	80%	79%	84%	88%	80%
											K	
An auto mechanic	808	109	87	50	305	199	58	181	279	348	126	682
	81%	83%	85%	76%	79%	81%	78%	81%	82%	79%	75%	82%

1. (Top2box Summary) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
A chiropractor	793	104	76	50	302	206	55	179	263	352	146	647
	79%	79%	75%	77%	78%	84%	75%	79%	77%	80%	86%	78%
											K	
A public servant / government worker	782	97	80	56	299	196	55	167	263	353	139	643
	78%	73%	78%	86%	78%	80%	74%	74%	78%	80%	82%	77%
				A								
A train engineer	775	95	83	51	293	198	54	176	264	335	139	636
	77%	72%	81%	79%	76%	81%	73%	78%	78%	76%	82%	76%
						A						
A financial advisor	774	102	84	51	287	195	55	168	268	338	128	646
	77%	77%	82%	78%	75%	80%	73%	75%	79%	77%	76%	77%
A journalist	763	98	82	49	285	198	50	179	249	334	132	630
	76%	74%	80%	76%	74%	81%	68%	80%	73%	76%	78%	76%
						F						
A police officer	738	92	75	51	271	188	60	156	259	323	121	617
	74%	70%	73%	79%	70%	77%	81%	69%	76%	74%	71%	74%
A television or radio personality	712	89	76	45	262	188	51	167	240	305	124	588
	71%	67%	75%	70%	68%	77%	68%	74%	71%	69%	73%	70%
						AD						
A charity worker	709	85	77	45	258	189	55	170	237	302	125	585
	71%	64%	75%	69%	67%	77%	74%	76%	70%	69%	74%	70%
						AD						
A daycare worker	665	80	70	44	253	175	44	163	219	284	121	545
	66%	60%	68%	67%	66%	71%	60%	72%	64%	65%	72%	65%
						A						
An environmental activist	525	66	44	37	206	137	34	128	168	229	103	422
	52%	50%	43%	57%	54%	56%	46%	57%	50%	52%	61%	51%
						B					K	
A Canadian soldier	524	66	56	40	208	103	52	118	183	224	81	443
	52%	50%	54%	61%	54%	42%	70%	52%	54%	51%	48%	53%
				E	E		ADE					
A local municipal politician	490	54	58	31	185	131	30	119	159	212	90	400
	49%	41%	57%	48%	48%	54%	41%	53%	47%	48%	53%	48%
			AF			AF						
A provincial or national politician	466	48	54	30	189	109	36	117	147	202	81	386
	47%	36%	53%	46%	49%	44%	49%	52%	43%	46%	48%	46%
			A		A							
A priest or minister	440	61	49	38	178	74	40	102	150	189	73	367
	44%	46%	48%	59%	46%	30%	53%	45%	44%	43%	43%	44%
		E	E	E	E		E					
A union leader	414	59	41	29	143	111	30	111	130	173	68	345
	41%	45%	41%	45%	37%	45%	40%	49%	38%	39%	40%	41%
								HI				

1. (Top2box Summary) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
A car salesman	381	40	34	25	137	117	28	99	120	162	67	313
	38%	30%	33%	38%	36%	48%	38%	44%	35%	37%	40%	38%
						ABD						

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

1. (Low2box Summary) To what extent would you encourage or discourage your children to pursue a career in the following profession:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1003	164	87	75	321	270	86	229	346	428	154	849
Weighted	1003	132	102*	65*	384	245	74*	225	339	439	169	834
A car salesman	622	93	69	40	247	128	46	126	219	277	102	520
	62%	70%	67%	62%	64%	52%	62%	56%	65%	63%	60%	62%
		E	E		E							
A union leader	589	73	61	36	241	134	44	114	209	266	101	489
	59%	55%	59%	55%	63%	55%	60%	51%	62%	61%	60%	59%
								G	G			
A priest or minister	563	71	53	27	206	171	35	123	190	250	96	467
	56%	54%	52%	41%	54%	70%	47%	55%	56%	57%	57%	56%
						ABCDF						
A provincial or national politician	537	84	48	36	195	136	38	108	192	236	88	448
	53%	64%	47%	54%	51%	56%	51%	48%	57%	54%	52%	54%
		BD										
A local municipal politician	513	78	44	34	199	114	44	106	180	227	79	434
	51%	59%	43%	52%	52%	46%	59%	47%	53%	52%	47%	52%
		BE					BE					
A Canadian soldier	479	66	47	26	176	141	22	107	156	215	88	391
	48%	50%	46%	39%	46%	58%	30%	48%	46%	49%	52%	47%
		F			F	CDF						
An environmental activist	478	67	58	28	178	107	40	97	171	210	66	412
	48%	50%	57%	43%	46%	44%	54%	43%	50%	48%	39%	49%
			E								J	
A daycare worker	338	52	33	22	131	70	30	62	120	155	48	289
	34%	40%	32%	33%	34%	29%	40%	28%	36%	35%	28%	35%
		E										
A charity worker	294	47	25	20	126	56	19	55	102	137	44	249
	29%	36%	25%	31%	33%	23%	26%	24%	30%	31%	26%	30%
		E			E							
A television or radio personality	291	43	26	20	122	57	24	58	99	134	45	246
	29%	33%	25%	30%	32%	23%	32%	26%	29%	31%	27%	30%
		E			E							
A police officer	265	40	28	14	113	56	14	69	80	116	48	217
	26%	30%	27%	21%	30%	23%	19%	31%	24%	26%	29%	26%
A journalist	240	35	20	16	99	46	24	46	90	105	37	204
	24%	26%	20%	24%	26%	19%	32%	20%	27%	24%	22%	24%
							E					
A financial advisor	229	30	18	14	97	50	20	57	71	101	41	188
	23%	23%	18%	22%	25%	20%	27%	25%	21%	23%	24%	23%
A train engineer	228	37	19	14	91	46	20	49	75	104	30	198
	23%	28%	19%	21%	24%	19%	27%	22%	22%	24%	18%	24%
		E										

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		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
A public servant / government worker	221	36	23	9	85	49	19	59	76	86	30	191
	22%	27%	22%	14%	22%	20%	26%	26%	22%	20%	18%	23%
		C										
A chiropractor	210	28	26	15	83	39	19	46	76	87	23	187
	21%	21%	25%	23%	22%	16%	25%	21%	23%	20%	14%	22%
												J
An auto mechanic	195	23	15	15	79	46	16	44	61	91	43	152
	19%	17%	15%	24%	21%	19%	22%	19%	18%	21%	25%	18%
A lawyer	186	29	17	13	75	38	13	46	70	70	20	166
	19%	22%	17%	20%	19%	16%	18%	20%	21%	16%	12%	20%
												J
A firefighter	185	32	23	12	79	33	6	51	59	76	37	148
	18%	24%	23%	19%	21%	13%	9%	23%	17%	17%	22%	18%
		EF	F		EF							
A judge	183	30	19	12	72	42	9	57	62	65	17	166
	18%	23%	19%	18%	19%	17%	12%	25%	18%	15%	10%	20%
								I				J
An airline Pilot	174	22	14	13	73	46	6	50	55	69	32	142
	17%	16%	14%	20%	19%	19%	9%	22%	16%	16%	19%	17%
					F	F		I				
A plumber	170	20	16	12	73	35	13	51	57	62	37	132
	17%	15%	15%	18%	19%	14%	17%	23%	17%	14%	22%	16%
								I				
A home builder	151	21	17	8	65	26	15	35	54	62	23	128
	15%	16%	17%	12%	17%	11%	20%	16%	16%	14%	14%	15%
					E		E					
A teacher	141	31	9	9	50	33	9	37	56	48	18	123
	14%	23%	9%	14%	13%	13%	13%	16%	17%	11%	11%	15%
		BDE							I			
A business executive	135	18	10	9	65	23	11	41	46	48	15	120
	13%	14%	10%	13%	17%	9%	15%	18%	13%	11%	9%	14%
					E			I				
A researcher	134	21	16	5	57	23	12	34	43	58	21	113
	13%	16%	15%	8%	15%	9%	16%	15%	13%	13%	13%	14%
An accountant	108	13	11	7	44	22	11	37	32	40	14	94
	11%	10%	11%	11%	11%	9%	15%	16%	9%	9%	8%	11%
								HI				
A nurse	102	11	9	5	44	26	6	30	29	42	10	92
	10%	8%	9%	8%	11%	11%	9%	14%	9%	10%	6%	11%
A pharmacist	74	9	4	4	44	7	6	26	23	25	9	65
	7%	6%	4%	6%	11%	3%	8%	12%	7%	6%	5%	8%
					BE		E	I				

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		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
A doctor	59	8	5	2	31	10	3	20	23	15	5	53
	6%	6%	5%	2%	8%	4%	4%	9%	7%	4%	3%	6%
								I				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base