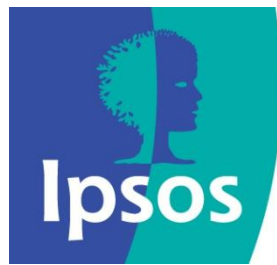


# More Than Six in Ten (62%) Canadians Strongly Agree that It's in Canada's Best Interests to Help Homeless Youth Find Employment

*Majority (57%) Strongly Believe that Employers Who Hire Such Youth are  
Making a Difference in the Lives of Youth and Society*

Public Release Date: Wednesday, November 14<sup>th</sup>, 2012, 5:00 AM EDT



**Ipsos Reid**

*Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit [www.ipsos.ca](http://www.ipsos.ca)*

*For copies of other news releases, please visit  
<http://www.ipsos-na.com/news-polls/>*

---

© Ipsos Reid

Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati  
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto  
Guelph • Ottawa • Montreal • St. John

## **More Than Six in Ten (62%) Canadians Strongly Agree that It's in Canada's Best Interests to Help Homeless Youth Find Employment**

*Majority (57%) Strongly Believe that Employers Who Hire Such Youth are Making a Difference in the Lives of Youth and Society*

**Toronto, ON** – More than six in ten (62%) Canadians ‘strongly agree’ that it’s in Canada’s best interests – socially and economically – to do everything they can to help homeless youth find employment and a way to get off the street, according to a new poll conducted by Ipsos Reid on behalf of Raising the Roof. One-third (33%) of Canadians ‘somewhat agree’ that this is in the country’s best interest (95% ‘agree’ overall), while only 5% ‘disagree’ (1% strongly/4% somewhat).

- Women (66%) are more likely than men to ‘strongly agree’ that finding employment for homeless youth is in Canada’s best interest, although men slightly edge women, overall, in terms of their agreement with this statement (95% vs. 94%)
- Two-thirds (64%) of Canadian seniors, aged 55+, ‘strongly agree’ that it’s in Canada’s interest to find homeless youth employment, followed closely by Canadian youth (63%), aged 18-34, and middle-aged Canadians (58%), aged 35-54.
- Seven in ten Atlantic Canadians (70%) and two-thirds of Quebecers (66%) and residents of Saskatchewan and Manitoba (64%) ‘strongly agree’, while the remaining regions in Canada (Ontario – 61%, Alberta – 55%, and British Columbia – 55%) fall below the national average. Quebecers (97%) and Atlantic Canadians (96%) most ‘agree’, overall, that it’s in Canada’s best interests to find employment for homeless youth.

- The lower a Canadian's income, the more likely they are to 'strongly agree' that it's important that Canada helps homeless youth find employment. Two-thirds (66%) of lower income Canadians (<\$40,000 annually) 'strongly agree' with this statement, while nearly two-thirds (63%) of lower-middle income earners (\$40-\$60,000 annually) similarly agree. Less than six in ten (59%) of upper-middle income (\$60-\$99,000 annually) and high income (\$100,000+ annually) earners 'strongly agree' with this statement, although high income earners (97%) most 'agree' (59% strongly/38% overall).
- Canadians who with no children (62%) are more likely to 'strongly agree' that it's important for Canada to find employment for homeless youth than Canadian parents (59%), although Canadian parents (97%) are more likely to 'agree' (59% strongly/38% somewhat), overall, than Canadians who don't have children (93%, 62% strongly/31% somewhat).

Canadians also firmly believe that those who do hire homeless and disadvantaged youth are making an important contribution to both the youth they hire and society as a whole. Majority (57%) 'strongly agree' employers who hire homeless youth are making these major contributions. Four in ten (38%) 'somewhat agree' with this statement (95% 'agree' overall), while only 5% 'disagree' (1% strongly/4% somewhat).

- Nearly two-thirds (63%) of women 'strongly agree' that important contributions are made to youth and society by employers who hire homeless and disadvantaged youth, compared to only half (50%) of men who also 'strongly agree'. Women (96%, 63% strongly/33% somewhat) slightly edge men (94%, 50% strongly/43% somewhat) in overall agreement with this statement
- While younger Canadians (60%) are most likely to 'strongly agree' that employers make important contributions to youth and society by hiring homeless youth, Canadian seniors (97%)

‘agree’ (56% strongly/41% somewhat) overall compared to middle-aged Canadians (95%, 56% strongly/39% somewhat) and younger Canadians (60% strongly/34% somewhat).

- Residents of Saskatchewan and Manitoba (64%) are most likely to ‘strongly agree’ that employers who give jobs to homeless and disadvantaged youth make an important contribution, slightly edging Quebecers (62%) and Atlantic Canadians (62%), although Quebecers (98%, 62% strongly/35% somewhat) barely top Atlantic Canadians (97%, 62% strongly/35% somewhat) as those who ‘agree’ most overall. The remaining regions (Ontario – 95%, 56% strongly/39% somewhat, Alberta – 93%, 51% strongly/42% somewhat, and British Columbia – 92%, 48% strongly/44% somewhat) barely meet or reside lower than the national average for those who ‘strongly agree’ and ‘agree’, overall, with this statement.
- Interestingly, low income (60%) and high income (59%) earners are the most likely to ‘strongly agree’ that employers who hire homeless and disadvantaged youth are making important contributions to these youth and society, as a whole. Higher income earners, however, (upper-middle earners – 97%, 53% strongly/44% somewhat, and high income earners – 97%, 59% strongly/38% somewhat) ‘agree’ most overall that employers are making such important contributions.
- There is virtually no difference on this matter between Canadian parents and Canadians with no children. 57% of parents and Canadians without children ‘strongly agree’ that hiring homeless youth makes important contributions to the community, while 96% (57% strongly/38% somewhat) of parents and 95% (57% strongly/38% somewhat) of those without children ‘agree’, overall, that these hires are important contributions for both youth and society.



*These are some of the findings of an Ipsos Reid poll conducted between September 24<sup>th</sup> and October 1<sup>st</sup>, 2012, on behalf of Raising the Roof. For this survey, a sample of 1,006 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of +/- 3.5 percentage points for the general Canadian population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

-30-

**For more information on this news release, please contact:**

***Sean Simpson  
Associate Vice President  
Ipsos Reid  
Public Affairs  
(416) 572-4474***

*For full tabular results, please visit our website at [www.ipsos-na.com](http://www.ipsos-na.com). News Releases are available at: <http://www.ipsos-na.com/news-polls/>*