

## **Assessing Perceptions of Nature Conservation as a Place of Employment in Canada**

Prepared by Leger

March 31<sup>st</sup>, 2021

# Table of Contents

Content	Page	Content	Page
Project Overview	3	Motivation for Pursuing a Career in Nature Conservation	22
Key Insights	7	Perceptions of Careers in Nature Conservation	30
Nature Conservation Experience	11	Career Opportunities	35
Skills and Experience Acquired Through Working in Nature Conservation	19	Respondent Profile	45

# PROJECT OVERVIEW

# Project Background and Objectives

Research to date has revealed that there will be considerable shifts in the coming years to the environmental workforce. Specifically, as noted by Eco Canada:

- Roughly 180,000 jobs will be added to the growing environmental workforce in the next eight to ten years
- 1 in 50 Canadians is employed as part of the environmental workforce
- Nearly 600,000 people are part of the environmental workforce

Despite the growth of the environmental workforce, nearly  $\frac{1}{4}$  of this workforce is expected to retire within the next 10 years. This will have a significant impact on the industry and will require efforts to attract new employees to help offset the loss of a large portion of the workforce. With this in mind, it is imperative that we assess perceptions of nature conservation as a place of employment amongst young Canadians to help the industry position itself for success moving forward.

## Project Objectives

The primary project objective of the current research was to assess young Canadians' perceptions of employment in nature conservation. In addition to this, the current research was designed to:

- Assess previous and current experience working in nature conservation
- Evaluate perceptions of nature conservation as a place for employment, including perceptions of the industry in general, the financial and personal benefits of working in nature conservation, career and promotional opportunities, etc.
- Assess the extent to which Canadians are interested in working in nature conservation
- Evaluate young Canadians use of career services to seek employment and education opportunities

# Methodology



Web survey using computer-assisted Web interviewing (CAWI) technology



From February 23<sup>rd</sup> to March 18<sup>th</sup>, 2021.



2,043 Canadians 15 to 30 years of age, randomly recruited from the LEO online panel. Sampling was designed to include representation from key target audiences:



No margin of error can be associated with a non-probability sample (Web panel in this case). However, for comparative purposes, a probability sample of 2,031 respondents would have a margin of error of  $\pm 2.51\%$ , 19 times out of 20.

# Methodology

## Notes on Reading this Report

The numbers presented in this report have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

Key definitions: Respondents were provided with the following definitions throughout the survey. For ease of reporting, these definitions are not included throughout the current report.

- **Nature conservation** is broadly defined as the protection, restoration, cultivation and sustainable engagement of nature. This includes cultural, economic and biophysical dimensions of nature within the following key areas: **area conservation** (*landscapes and waterscapes*), **habitat and species conservation**, and **natural resource stewardship**. Nature conservation spans various industries such as natural resource, advocacy groups, consulting, Indigenous organizations, education and research, ecotourism and recreation, energy, and governments that uphold cultural and societal values to enhance ecosystem services. Nature conservation roles and job titles may include:
  - **Natural, social, and applied sciences** (e.g., Wildlife Biologist, Ecologist, Recovery Strategist, Scientist, Taxonomist, Aquatic and Fisheries Technicians, Restoration Specialists, etc.)
  - **Policy, legislation, and program development and evaluation** (e.g., Policy or Regulatory Analyst/Officer/Advisor, Lawyer, Evaluator, etc.)
  - **Compliance and enforcement** (e.g., Enforcement/Compliance Officer, Park Warden, 15-30 Ranger, Auditor, etc.)
  - **Public awareness, communications, and stakeholder engagement** (e.g., Communications Specialist, Stakeholder Relations Coordinator, Public Engagement Officer, Aboriginal Liaison, etc.)
  - **Business and partnership development** (e.g., Grants or Business Development Officer, etc.)
  - **Advocacy, education, and training**
  - **Governance, leadership, and other roles within business and operations.**

## KEY INSIGHTS

# Interest in Pursuing a Career in Nature Conservation is Impacted by a Lack of Awareness and Understanding

## Interest in Pursuing a Career in Nature Conservation

Despite the amount of career opportunities presented to Canadians through nature conservation, only 1/2 of young respondents indicated that they view working in nature conservation as an excellent career opportunity. Further, results revealed that only 22% of respondents noted that they plan to pursue a temporary career in nature conservation, while only 18% intend to pursue a full-time career in nature conservation. Despite this, 55% of respondents did indicate that they view working in nature conservation as an excellent career opportunity.

## Awareness of Employment Opportunities

A partial explanation for a lack of interest in nature conservation careers can be explained, in part, by a lack of awareness of the opportunities available in nature conservation. Specifically, results revealed that many respondents were largely unaware of the opportunities available to them in nature conservation. Specifically, one third of respondents were unaware of career (full-time and temporary), volunteer, and internship opportunities related to nature conservation. Young respondents (ages 15-17) were significantly less likely to be aware of these opportunities, as well as respondents from large population centers. Further, individuals who have no experience in nature conservation noted that they know too little about opportunities in nature conservation (38%).

## Awareness of Training and Education Opportunities

Results revealed that only 1 in 5 young Canadians have received formal and/or informal training in nature conservation, while only 22% of respondents noted that they were aware of education opportunities in nature conservation. Of those who have, 42% indicated that the training was obtained in high school, while 29% noted it came from their post-secondary education.

Despite a lack of awareness of education and training opportunities, young Canadians did note an appetite for training and education in relation to nature conservation.

Specifically, 42% of respondents noted that they would be interested in taking additional courses and/or training to help them prepare for a potential career in nature conservation.

## Perceptions of Wages and Benefits can be Improved

In line with a lack of interest in pursuing a career in nature conservation, only 54% of respondents indicated that they believe a career in nature conservation is attractive. This may be explained, in part, by the fact that many respondents hold negative views of a career in nature conservation with respect to competitive wages/benefits. Specifically, 33% of respondents indicated that the pay in nature conservation is too low, while only 1 in 5 indicated that wages and benefits are competitive in nature conservation careers. In addition to this, 15% of respondents who no longer work in nature conservation noted that better pay would increase their willingness to return to the industry.

## Results Point to a Lack of Understanding

Overall, these results reflect a lack of understanding and awareness of the opportunities available to employees in the industry as well as the extent to which wages and benefits are (or are not) competitive across the industry. These perceptions may deter individuals away from the industry, as they rely mainly on stereotypical assumptions (e.g., poor pay, seasonal jobs, limited opportunity, etc.). It will be important to establish communication and education campaigns to better educate young Canadians on the opportunities that are available to them.

# Perceived Personal Benefits of a Career in Nature Conservation

## Relevance of Skills Acquired in Nature Conservation

Nature conservation is an industry that provides its workers with invaluable experience that can be applied to other industries. Specifically, 53% of young Canadians believe that the skills they learned while working in nature conservation were relevant to developing skills that would allow them to be successful in their careers.

Young Canadians who have not worked in nature conservation but are interested in a nature conservation career are also aware of the skills that can be obtained through a career in nature conservation. Specifically, they agreed that a career in nature conservation would allow them to learn:

- Valuable soft skills (80% agree)
- Valuable technical skills (81% agree)

Further, 4 in 5 respondents believe that nature conservation would provide them with invaluable experience that they can take with them.

It is believed that soft skills are essential to success in the modern workplace as these skills make it easier to form relationships with people, create trust and dependability, and lead teams. While hard skills such as technical knowledge and computational skills were previously the prime requirement for jobs, the possession of soft skills is now considered essential, and in some cases, even more important than technical knowledge. With this, the soft

skills acquired through working in nature conservation will help employees establish a strong foundation that will help set them up for success.

## Personal Benefits Afforded by a Career in Nature Conservation

When assessing the benefits made available to employees through a career in nature conservation, respondents agree that there are several personal benefits. Specifically, respondents noted that working in nature conservation:

- Is good for physical health (75%)
- Is good for mental health (74%)
- Will allow them to contribute positively to the environment (70%)
- Would be personally rewarding/satisfying (61%)
- Would provide valuable work experience (67%)

These results suggest that young Canadians are cognizant of the personal impact that a career in nature conservation can have. Further, 31% of respondents who currently work in nature conservation noted that the work environment itself is pleasant.

# Perceptions of Diversity and Inclusion in Nature Conservation

## Perceived Lack of Diversity

Results revealed that young Canadians believe that nature conservation is largely composed of men. Specifically, 61% of respondents noted that men are represented/overrepresented in nature conservation jobs. Conversely, respondents noted that several groups were underrepresented including visible minorities, Indigenous Canadians, and new Canadians. Young Canadians with experience in nature conservation (past or present) were significantly more likely to report greater representation across all groups, however, these respondents still noted that males are overrepresented in the industry. Further, results revealed that 27% of respondents indicated that there is a lack of diversity in nature conservation jobs in Canada.

It is important to note that respondents' perceptions of a lack of diversity in the industry may, in part, be fueled by a lack of awareness. Specifically, 37% of respondents indicated that they are unsure of the diversity within nature conservation jobs.

A perceived lack of diversity in the industry is also likely influenced by a lack of direct contact to individuals who have a career in nature conservation as many young Canadians do not have a direct connection to someone who works in nature conservation. Specifically, 67% of young Canadians noted that they do not have family and/or friends who currently work in nature conservation. A lack of direct contact to someone in this sector may limit

young Canadians understanding of the sector, as they do not have firsthand exposure to the industry and careers within it.

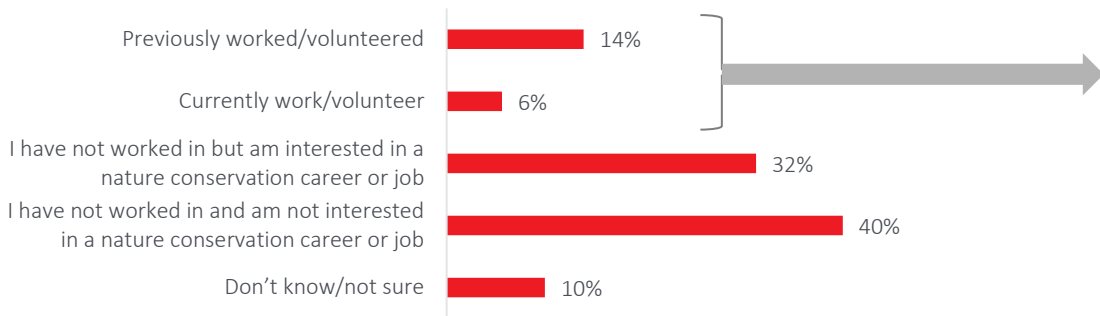
Regardless, a lack of perceived diversity in nature conservation may limit some individuals from pursuing a career in nature conservation as they are unable to “see themselves” in the industry.

Young Canadians also noted that it is important to increase diversity in nature conservation through paid internships (62% agree). This suggests that respondents believe that a perceived lack of diversity can be addressed by presenting opportunities to visible minorities and new Canadians to provide them with increased exposure to the industry.

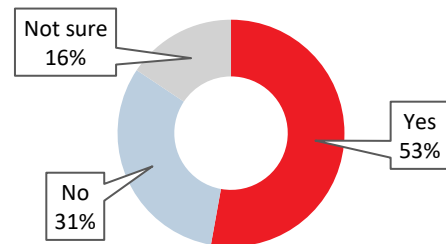
# NATURE CONSERVATION EXPERIENCE

# 1 in 5 Canadians have work/volunteer experience in nature conservation

### Experience Working in Nature Conservation



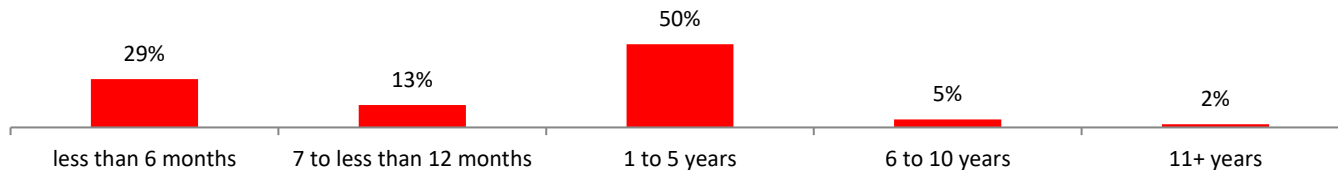
### Experience Working in Natural Resources



0001 Based on this definition, which of the following best applies to you?  
Base: All (n=2034)

0007 In your experience, did you specifically work or volunteer within natural resources?  
Base: Those who do (or have) worked and/or volunteered in nature conservation (n=359).

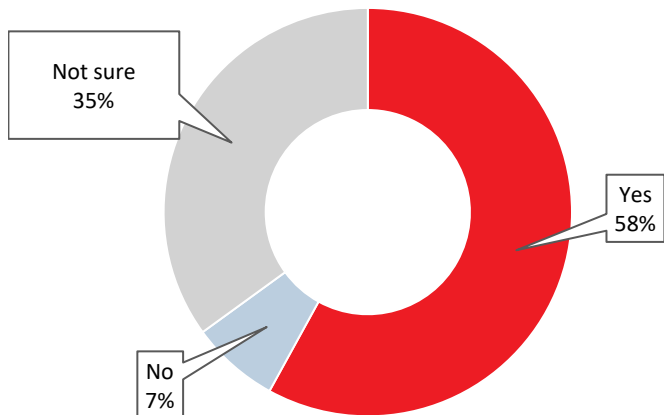
### Time Spent Working in Nature Conservation



0002 Altogether, how long have you worked/volunteered in the nature conservation industry?  
Base: Those who do (or have) worked and/or volunteered in nature conservation (n=359)

# Recommend a Career in Nature Conservation to Others

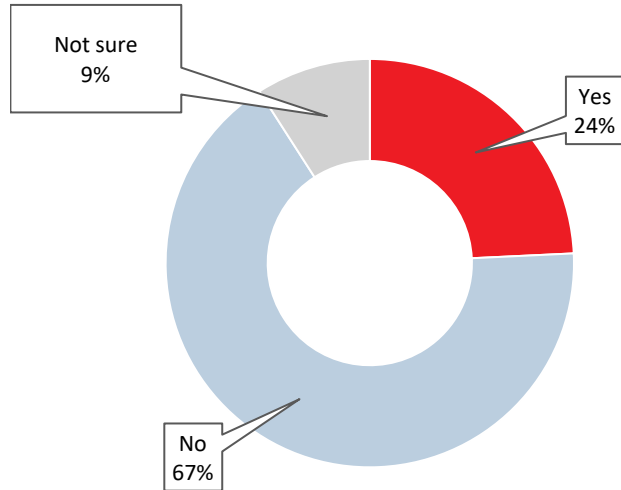
Willing to Recommend a Career in Nature Conservation



Nearly 6 in 10 Canadians would recommend a career in nature conservation to friends and family (58%). This is particularly true for those who currently work/volunteer in nature conservation (86% willing to recommend) and those who have previously worked/volunteered in nature conservation (83% willing to recommend). Further, respondents who have been living in Canada for less than 5 years are also significantly more willing to recommend a career in nature conservation (70%) than respondents who were born in Canada (56%).

# Family and Friends Involvement in Nature Conservation

## Family and Friends Who Currently Work in Nature Conservation



Many young Canadians do not have a direct connection to someone who works in nature conservation. Specifically, 67% of young Canadians noted that they do not have family and/or friends who currently work in nature conservation. A lack of direct contact to someone in this sector may limit young Canadians' understanding of the sector, as they do not have first-hand exposure to the industry and careers within it.

Results revealed that respondents from rural populations were significantly more likely to have friends and family who work in nature conservation (33%) than respondents from larger populations. Further, respondents who have previously worked in nature conservation (52%) and those who currently work in nature conservation (61%) were more likely to have friends and family who currently work in the sector.

# Reasons for Working in Nature Conservation

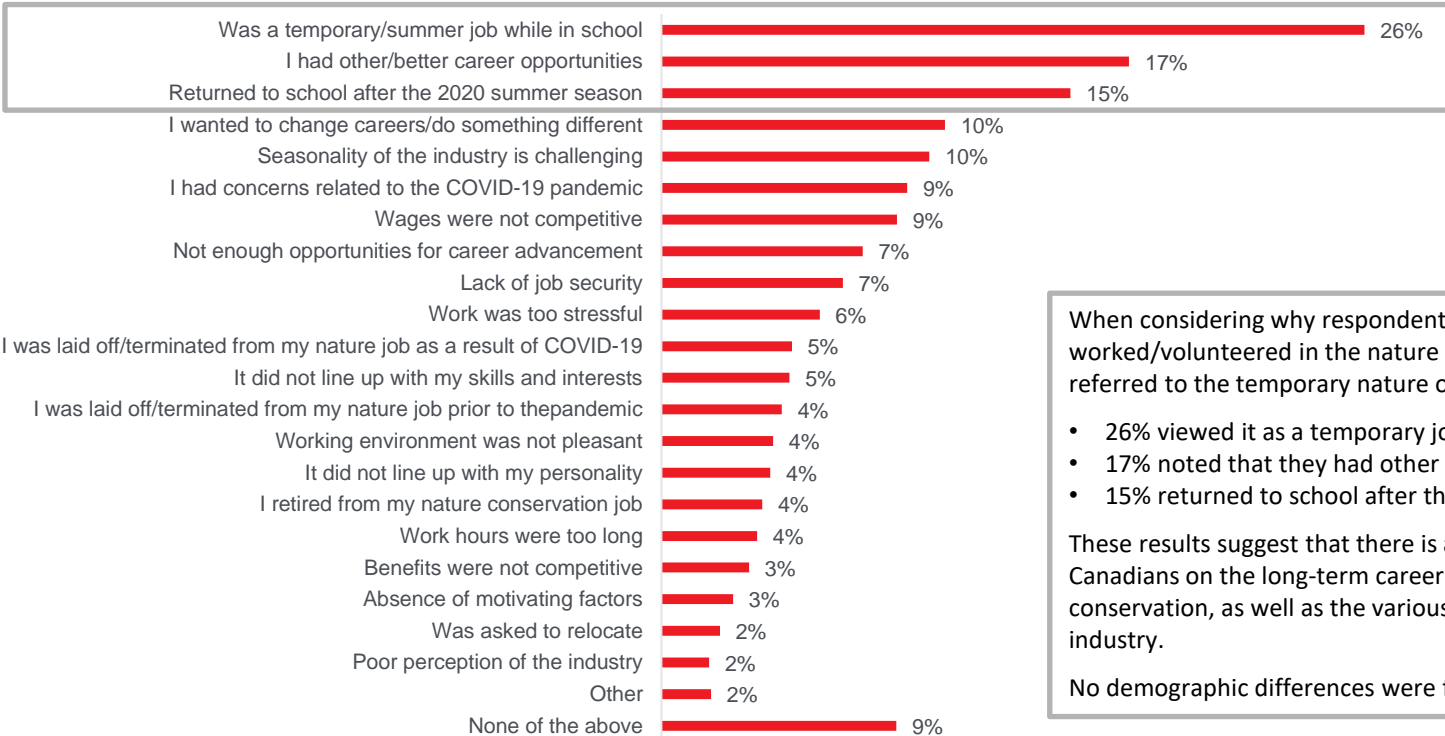


Among respondents who have work experience in nature conservation, 37% noted that working outdoors was the main factor in their decision, while 31% indicated that they did so because the working environment was pleasant.

Beyond the physical work environment, 31% respondents indicated that they do or have worked/volunteered in nature conservation because it lines up with their skills and interests while 26% noted that it lines up with their personality.

No demographic differences were found.

# Reasons for Leaving the Nature Conservation Industry



When considering why respondents no longer worked/volunteered in the nature conservation industry, most referred to the temporary nature of their job. Specifically:

- 26% viewed it as a temporary job while in school
- 17% noted that they had other career opportunities
- 15% returned to school after the 2020 season

These results suggest that there is an opportunity to educate Canadians on the long-term career opportunities in nature conservation, as well as the various positions available within the industry.

No demographic differences were found.

# Ways to Increase Willingness to Work in Nature Conservation

	n=359
Good/Better salary	15%
More job/career opportunities	9%
Job security	4%
Opportunity to work outdoors / with nature	3%
More advertisement of types of jobs available	2%
Increase government funding for research / conservation	2%
General comments stating importance of nature conservation	2%
Lower requirements for entry level jobs	2%
Nothing / In another field	5%
Don't know	55%

Mentions less than 2% not shown

15% of young Canadians who have worked in nature conservation noted that good/better pay would increase their willingness to work in nature conservation. Young Canadians also noted that diverse job opportunities would increase their willingness to work in the sector (9%), as well as greater job security (4%).

These results suggest that young people do not fully understand the breadth of the nature conservation industry and the opportunities that are available to them.

# Reasons for Not Working in Nature Conservation



When examining why respondents have not worked in nature conservation, results revealed that the primary reasons relate to:

- A lack of awareness of the career and education opportunities
- A lack of interest in nature conservation
- Still being in school (largely for 15-17 year old respondents)

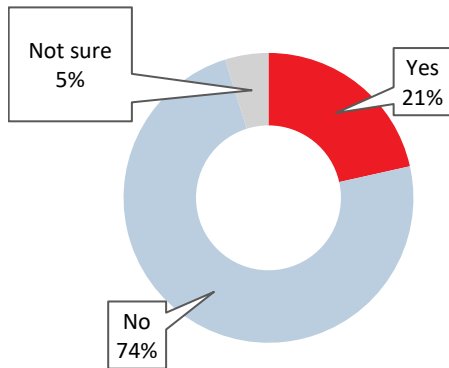
Additionally, results revealed that Indigenous Canadians were significantly more likely to note that they were unaware of education opportunities in nature conservation (31%), while respondents that were 25-30 years of age were less likely to know about potential career opportunities (44%).

Overall, results suggest that there may be an opportunity to establish marketing, communications and education campaigns to help increase awareness of the education and career opportunities available to young Canadians.

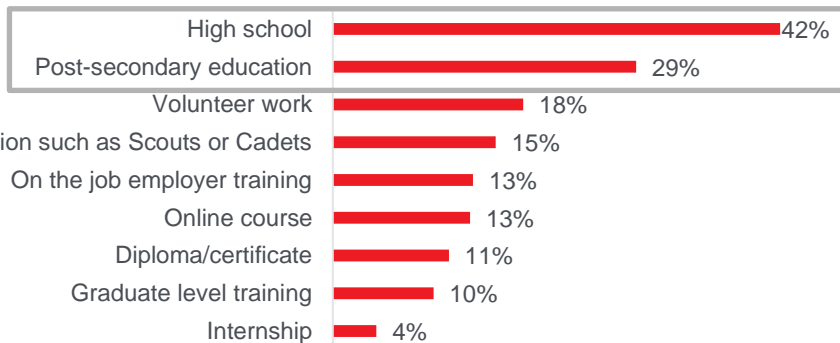
# SKILLS AND EXPERIENCE ACQUIRED THROUGH WORKING IN NATURE CONSERVATION

# Training and Education in Nature Conservation

**Formal and/or Informal Training in Nature Conservation**



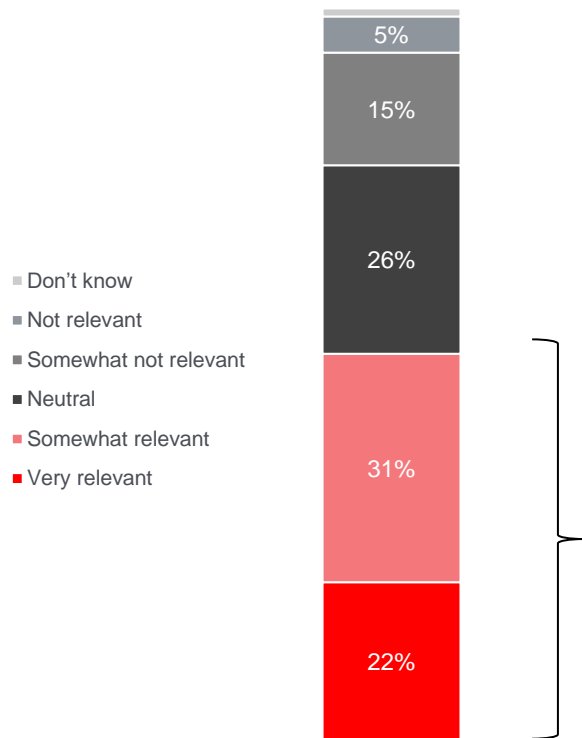
**Location of Training/Education**



Results revealed that 75% of Canadians have not received formal or informal training in nature conservation. Formal and/or informal training in nature conservation was significantly more likely in young Canadians who have previous experience in nature conservation (59%) and those who currently work/volunteer in nature conservation (74%).

Among respondents who have received training, 42% noted that they received their training in high school while 29% received it during their post-secondary education.

# Relevance of Skills Acquired Working in Nature Conservation



Overall, 53% of respondents who have experience in nature conservation (past or present) believe the skills learned in nature conservation were relevant to developing skills that would allow one to be successful in their career.

This was particularly true in Alberta (64% top 2 relevant), British Columbia (63% top 2 relevant) and the Atlantic provinces (66% top 2 relevant). Conversely, respondents in Ontario (46% top 2 relevant) and Quebec (43% top 2 relevant) were less likely to believe the skills learned in nature conservation were relevant to developing skills that would allow them to be successful in their career.

# MOTIVATION FOR PURSUING A CAREER IN NATURE CONSERVATION

# Interest in Nature Conservation Careers

Top 2 Agree



Young Canadians reported a moderate level of interest in careers related to nature conservation. Specifically, young Canadians noted that they:

- Would be interested in a job that helped them repair nature (59%)
- View working in nature conservation as an excellent career opportunity (55%)

However, few young Canadians indicated that they would pursue temporary (22%) or lifelong (18%) employment in nature conservation.

Demographic analyses revealed that respondents between 18 and 30 were significantly more likely to agree with each of these statements than respondents between 15 and 17. Further, respondents who have lived in Canada for less than 5 years were significantly more likely to report that working in nature conservation is an excellent career opportunity (60%).

■ 5 = strongly agree   ■ 4 = agree   ■ 3 = neither agree nor disagree   ■ 2 = disagree   ■ 1 = strongly disagree   ■ Don't know/not sure

# Ways to Increase Willingness to Work in Nature Conservation

	n=1614
Good/Better salary	16%
More job/career opportunities	4%
More/Better benefits	3%
Meaningful work / ability to make a permanent difference	3%
More information on nature conservation / required education	3%
More job/career opportunities close to me (distance)	2%
Job security	2%
Travel opportunities	2%
More learning/training opportunities	2%
Nothing / Work in another field	7%
Don't know	57%

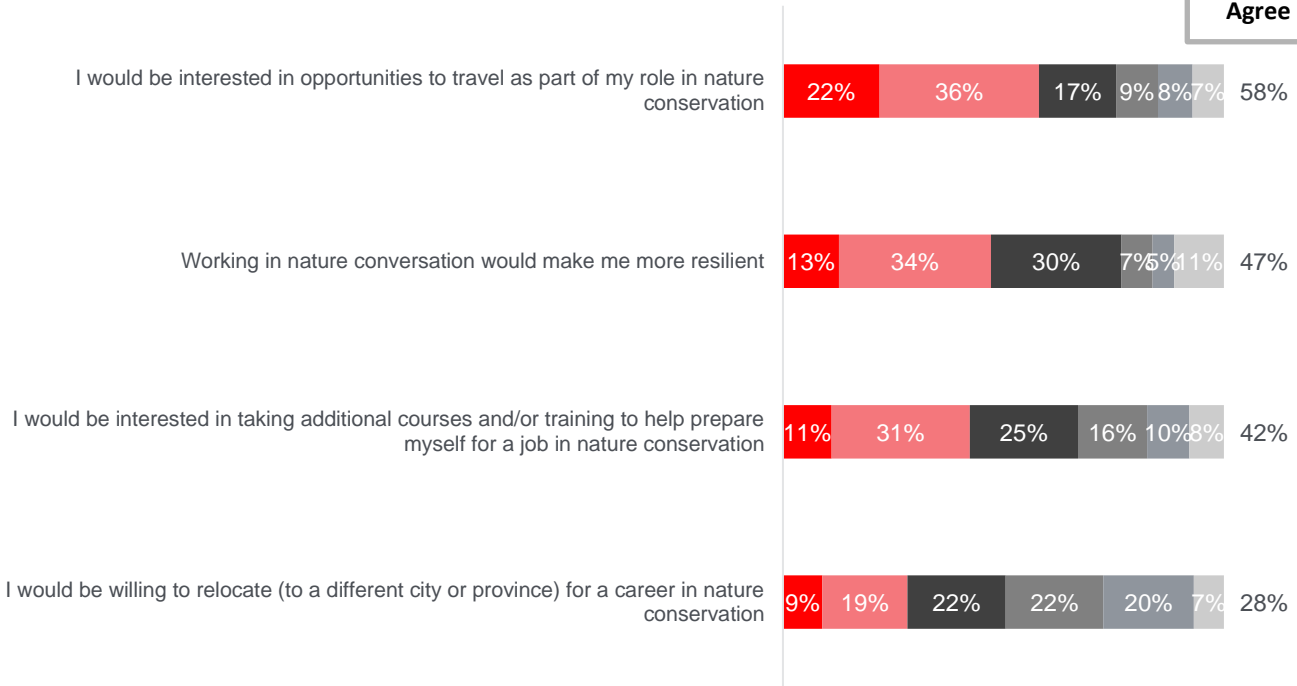
Mentions less than 2% not shown

16% of respondents who have not worked in nature conservation noted that higher pay would increase their willingness to work in nature conservation. When considering their willingness to work in nature conservation, higher pay was significantly more important for 25 to 30 year old respondents (20%), new Canadians who have been living in Canada for 5+ years (24%) and respondents who have previously worked/volunteered in nature conservation (22%).

Over ½ of young people noted that they simply do not know what would increase their willingness to work in nature conservation. This may suggest that there is a lack of understanding of the opportunities and benefits that are available and that young people may not fully understand the breadth of the industry. This was especially true for 15-17 year old respondents as 70% were not sure what would increase their willingness to work in nature conservation.

# Interest in Nature Conservation Careers

**Top 2 Agree**



Results revealed that 58% of respondents would be interested in travel opportunities as part of their role in nature conservation, while only 28% would be willing to relocate for a career in nature conservation. Willingness to relocate was significantly higher among respondents who have lived in Canada for less than 5 years (37% vs. 27% of those born in Canada).

5 = strongly agree   4 = agree   3 = neither agree nor disagree   2 = disagree   1 = strongly disagree   Don't know/not sure

# Young Canadians who are Interested in a Nature Conservation Career or Job

Top 2 Agree



■ 5 = strongly agree ■ 4 = agree ■ 3 = neither agree nor disagree ■ 2 = disagree ■ 1 = strongly disagree ■ Don't know/not sure

Values less than 5% not labelled

Young Canadians who have not worked in nature conservation but are interested in a nature conservation career/job agree that a career in nature conservation would allow them to learn:

- Valuable soft skills
- Valuable technical skills

Further, 4 in 5 respondents believe that nature conservation would provide them with invaluable experience that they can take with them.

This suggests that people who are interested in nature conservation careers do understand the skill based benefits that they industry will provide to them.

# Attractiveness of a Career in Nature Conservation

## A Career in Nature Conservation is Attractive



0015 To what extent do you agree with the following statement: A career in nature conservation is attractive.  
Base: All (n=2043)

Overall, 54% of respondents noted that a career in nature conservation is attractive to them. Results revealed that respondents between 15 and 17 were significantly less likely to agree with this statement compared to those between 18 and 30 years of age.

Those who find an NC career attractive   n=1010	
Meaningful work / ability to make a permanent difference (meets values, passion, etc.)	25%
Opportunity to work outdoors / with nature	18%
Exciting / Fun / Interesting	8%
Good for mental / physical health	5%
Importance of nature conservation	3%
Need more information on nature conservation	2%
Ability to work with animals/wildlife	2%
Don't know	38%

Mentions less than 2% not shown

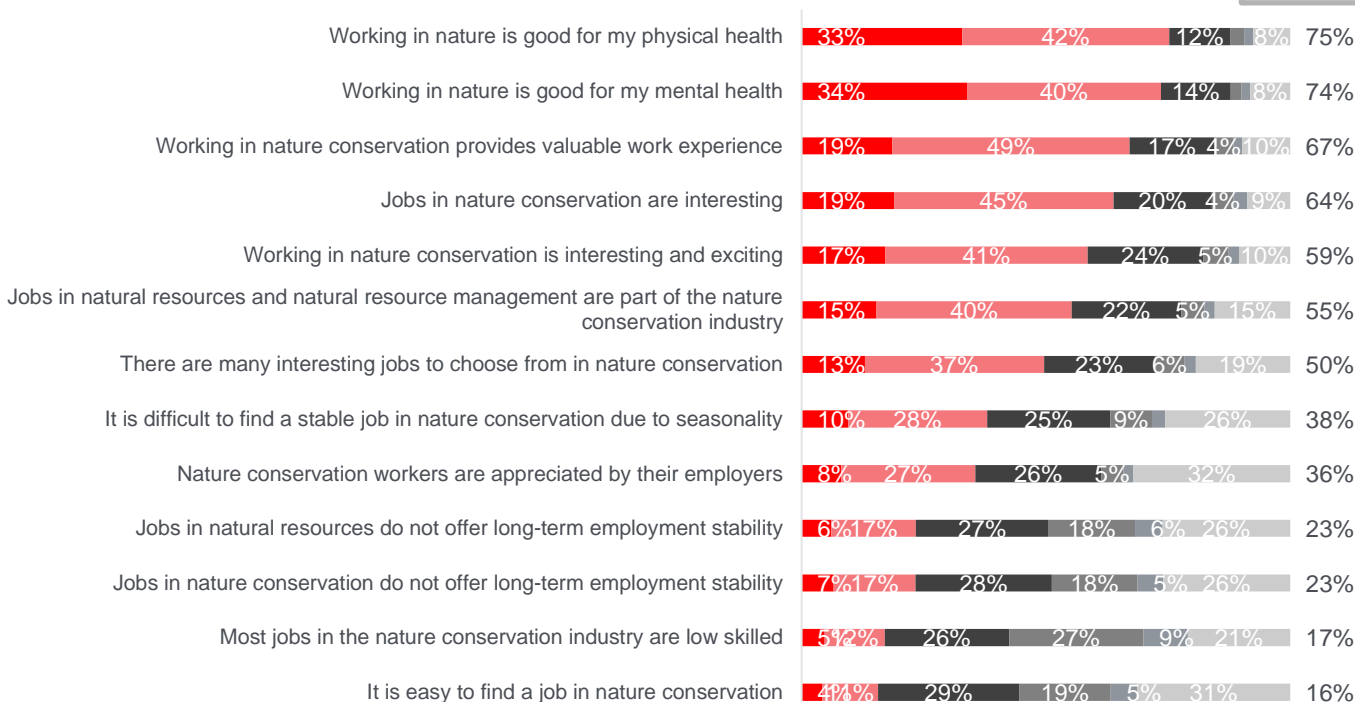
Those who find an NC career unattractive   n=851	
Need more information on nature conservation	11%
Not interested / Not appealing	10%
Prefer another field of work / career	10%
Poor wages/benefits/job stability	4%
Do not want to work outdoors (weather, bugs, dirty, etc.)	3%
It's hard labour / physical	2%
Don't know / Refused	53%

Mentions less than 2% not shown

0016 Can you please explain why you provided a response of [rating of attractiveness of NC career] for how attractive a career in nature conservation is to you  
Base: All (n=1861)

# Perceived Value of Working in Nature Conservation

Top 2 Agree



5 = strongly agree 4 = agree 3 = neither agree nor disagree 2 = disagree 1 = strongly disagree Don't know/not sure

Respondents are aware of several benefits of working in nature conservation:

- Good for physical health (75%)
- Good for mental health (74%)
- Provides valuable work experience (67%)
- Jobs are interesting and exciting (59%)

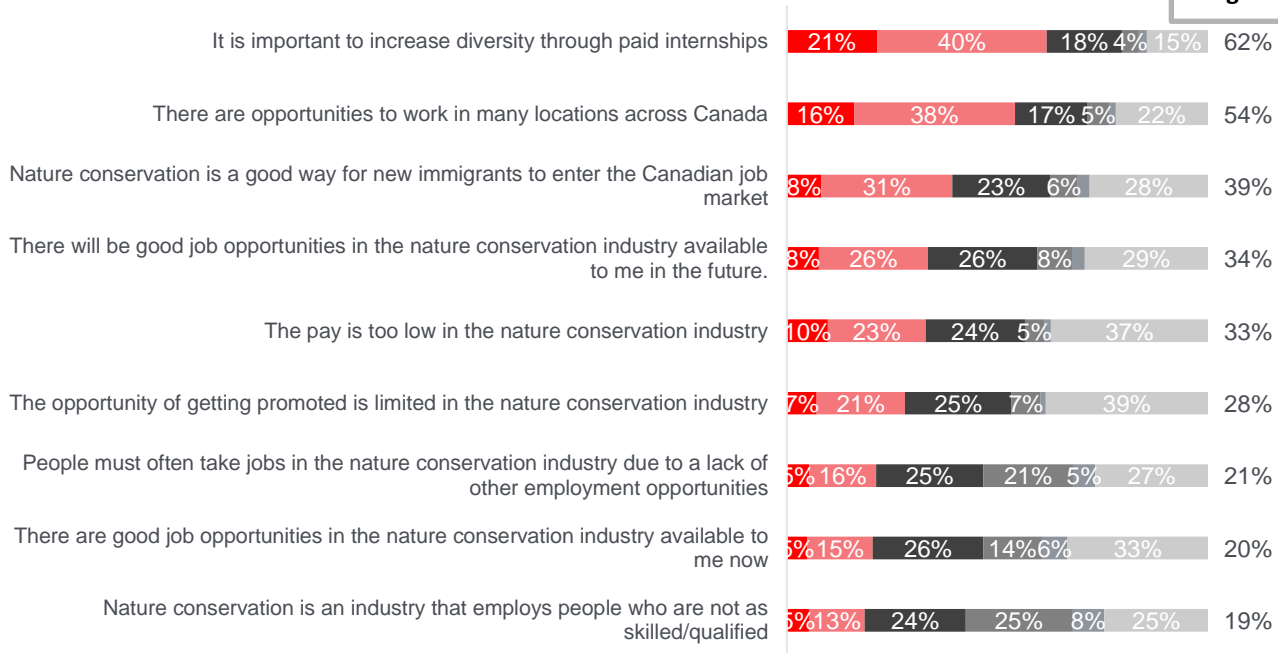
Despite the perceived benefits of working in nature conservation, respondents hold negative views with respect to employment opportunities in the industry. Specifically:

- 16% of noted that it is easy to find a job in nature conservation
- 23% believe that nature conservation jobs do not offer long-term employment stability
- 38% believe it is difficult to find work in this sector due to seasonality

While respondents believe nature conservation jobs can provide them with several benefits, results suggests that they may lack an understanding of the career opportunities that are available to them in this sector.

# Perceived Opportunities in Nature Conservation Careers

**Top 2 Agree**



Nearly two-thirds of respondents noted that it is important to increase diversity in nature conservation through paid internships (62%).

Demographic analyses revealed that respondents living in Canada for less than 5 years differed from those born in Canada on several statements. Specifically, respondents who have lived in Canada for less than 5 years noted that:

- Nature conservation is a good way for new immigrants to enter the Canadian job market (50%)
- There are good career opportunities in nature conservation available in the future (49%)

Results further revealed that new Canadians (39%) and Indigenous Canadians (28%) were significantly more likely to believe that they must take jobs in nature conservation due to a lack of other opportunities.

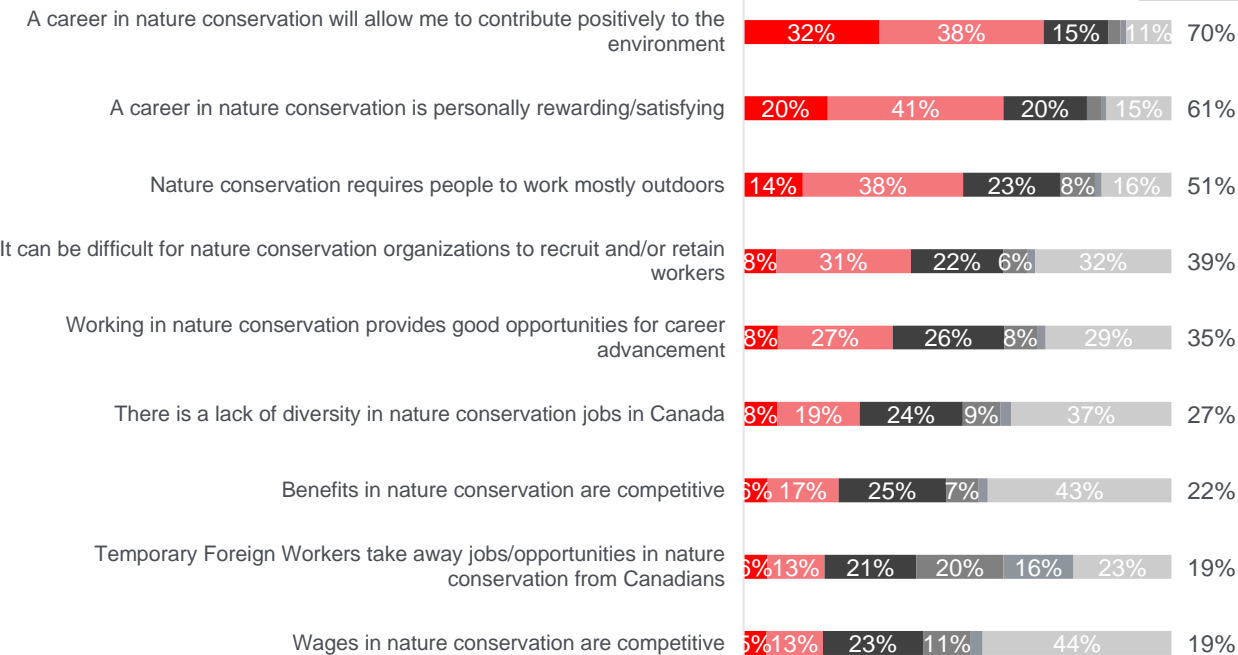
■ 5 = strongly agree ■ 4 = agree ■ 3 = neither agree nor disagree ■ 2 = disagree ■ 1 = strongly disagree ■ Don't know/not sure

Values less than 4% not labelled

# PERCEPTIONS OF CAREERS IN NATURE CONSERVATION

# Opportunities Available in Nature Conservation

Top 2 Agree



Respondents noted that a career in nature conservation would allow them to contribute positively to the environment (70%) and that it would be personally rewarding/satisfying (61%).

When considering tangible elements, few respondents noted the financial rewards and incentives in the industry. Specifically, 19% believe wages in nature conservation are competitive while 22% believe benefits in nature conservation are competitive. Respondents who currently work in nature conservation were significantly more likely to note that wages (45%) and benefits (44%) are competitive when compared to those who have no experience in the industry. Overall, nearly half of respondents noted that they are unaware of the competitiveness of the wages and benefits provided in nature conservation.

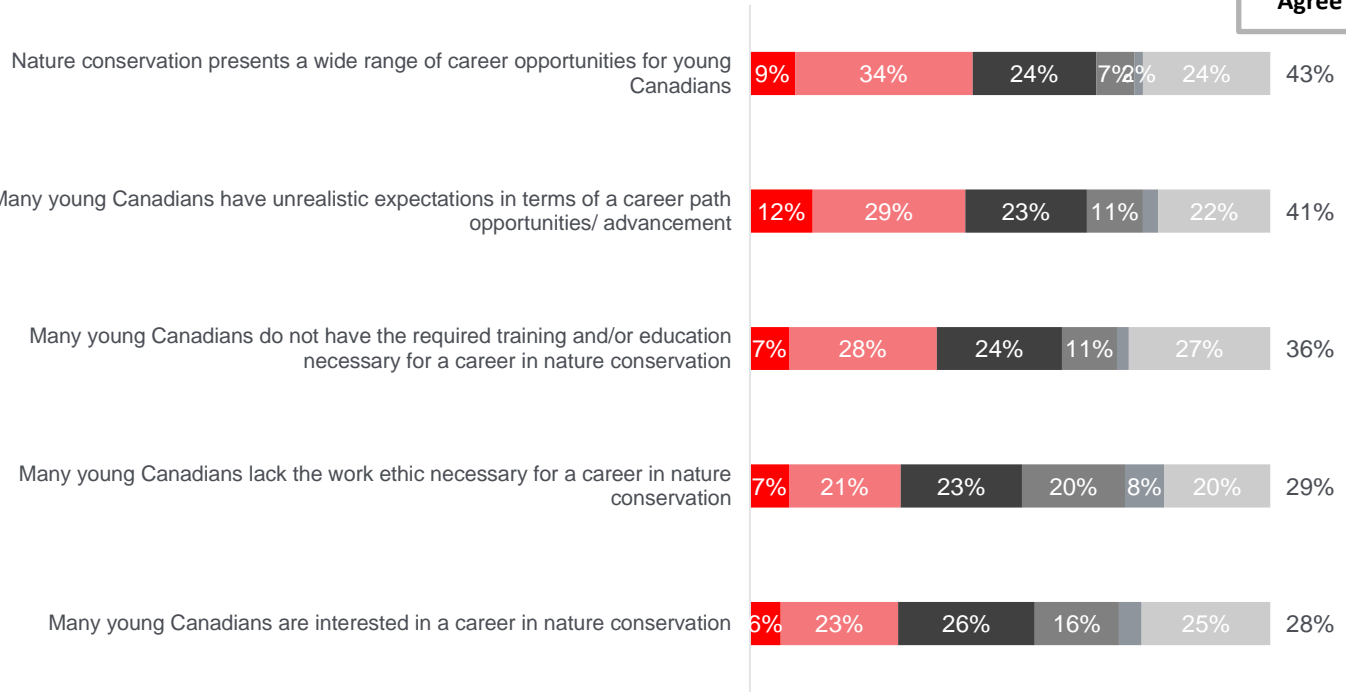
Finally, when assessing diversity in nature conservation jobs, Indigenous Canadians (35%) and recent Canadians (44%) were significantly more likely to agree that there is a lack of diversity in nature conservation jobs in Canada.

■ 5 = strongly agree ■ 4 = agree ■ 3 = neither agree nor disagree ■ 2 = disagree ■ 1 = strongly disagree ■ Don't know/not sure

Values less than 4% not labelled

# Opportunities for Young Canadians

**Top 2 Agree**



When examining perceptions in relation to young Canadians, only 1 in 4 respondents noted that young Canadians are interested in a career in nature conservation (28%).

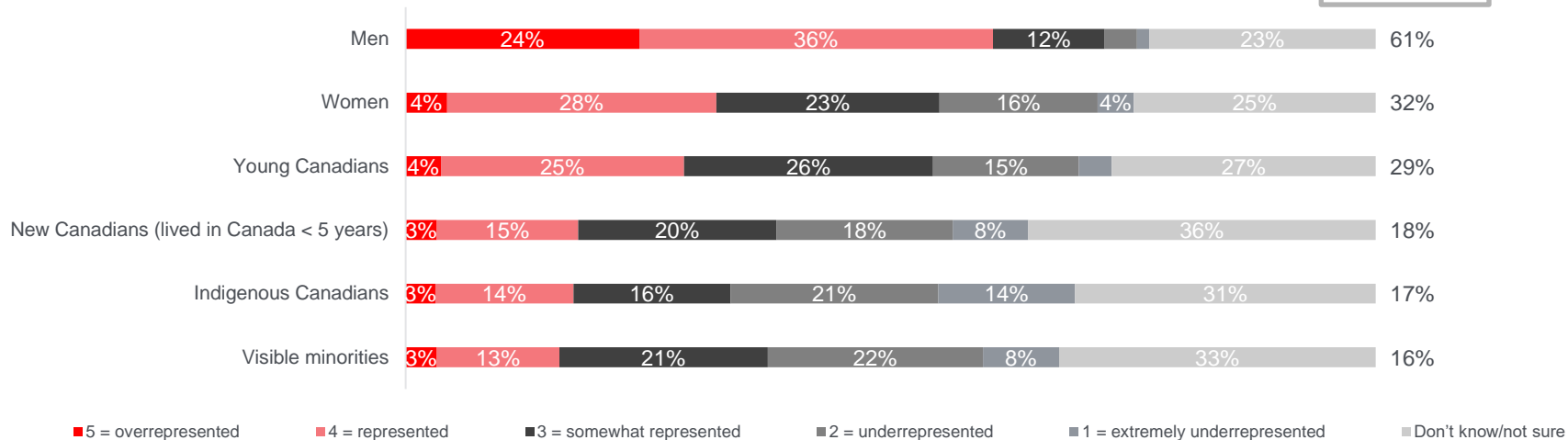
It is possible that many young Canadians are simply unaware of the career opportunities in this industry. As evidence of this, 24% of respondents noted that they do not know about the range of career opportunities for young Canadians.

■ 5 = strongly agree ■ 4 = agree ■ 3 = neither agree nor disagree ■ 2 = disagree ■ 1 = strongly disagree ■ Don't know/not sure

Values less than 4% not labelled

# Perceived Representation in Nature Conservation Jobs and Careers

Top 2 Represented



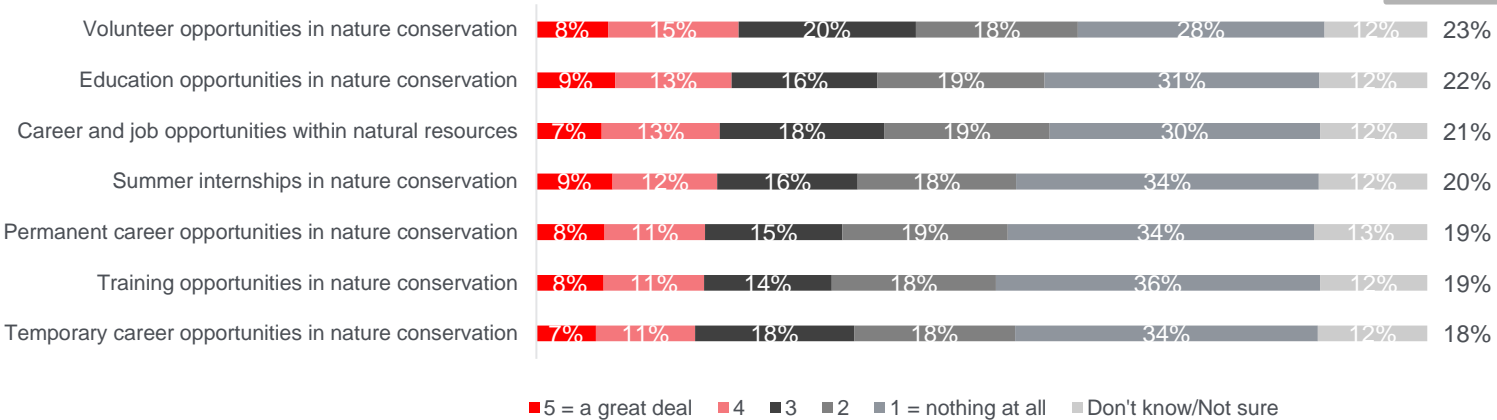
Values less than 4% not labelled

Nearly two-thirds of respondents noted that men are represented/overrepresented in nature conservation jobs (61%). Conversely, respondents noted that several groups were underrepresented including visible minorities, Indigenous Canadians, and new Canadians. A lack of perceived diversity in nature conservation may limit some individuals from pursuing a career in nature conservation as they are unable to “see themselves” in the industry.

It is important to note that between 23% and 36% of respondents noted that they “don’t know” if the groups listed are over or underrepresented in the industry. This once again points to a lack of understanding of the industry as a whole and provides an opportunity to educate young Canadians on elements of inclusion and diversity in nature conservation careers.

# Knowledge of Opportunities Available in Nature Conservation

Top 2 Knowledge



Results revealed that there is a significant lack of understanding with respect to the various opportunities available in nature conservation. Roughly one-third of young Canadians are unaware of volunteer, training, internship, education, and career opportunities related to nature conservation. Young respondents (15-17) were significantly less likely to be aware of these opportunities, as well as respondents from large population centers. Conversely, respondents from small and urban populations are more aware of the various opportunities available to them in nature conservation.

Further, current and former employees in this industry have the greatest awareness of these opportunities, which suggests that knowledge of what is available may largely come from first hand exposure through work/volunteering.

# CAREER OPPORTUNITIES

# Current Employment Status



Overall, 42% of respondents noted that they are currently not working. Demographic analyses revealed that those who were less likely to be working consisted of:

- 15 to 17 years of age (64%)
- Indigenous Canadians (50%)
- Residents of AB (50%), BC (50%) and ON (50%)

35% of respondents indicated that they are currently employed (part- or full-time). Employed respondents are significantly more likely to be:

- 25 to 30 years of age (73%)
- Caucasian (63%)
- Residents of QC (68%), or MB/SK (64%)

# Use of Career Services

# 40%

of respondents have used a career service

0023 Have you used a career service (face-to-face, by phone, online chat, videoconference, or instant messaging)?  
Base: All (n=2043)

Indigenous Canadians (48%) and new Canadians (55%) were significantly more likely to have used a career service to date.

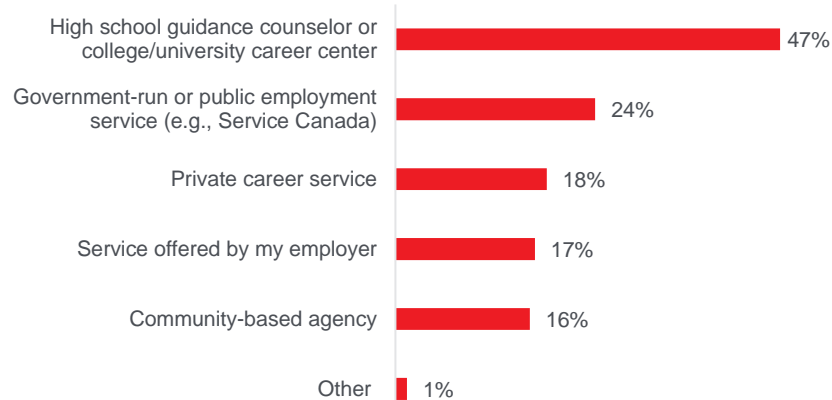
When considering the services received, 15 to 17 year old respondents were significantly more likely to receive help getting reliable information (49%) and deciding on their career direction (40%). Conversely, 25 to 30 year old respondents were significantly more likely to receive help getting skills/credentials needed (32%) and help getting a job or starting a business (25%).

## Career Services Received



0027 Which of the following career services did you receive?  
Base: Those who have used a career service (n=797)

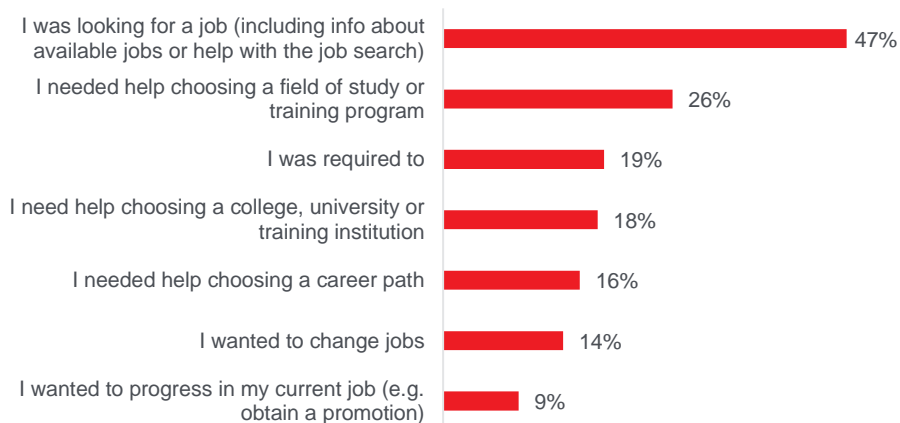
## Career Service(s) Accessed



0025 What kind of career service did you access?  
Base: Those who have used a career service (n=797)

# Use of Career Services

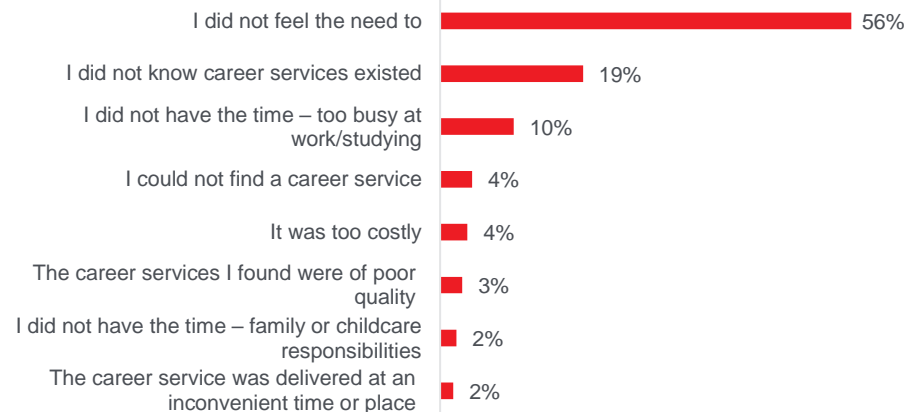
## Reason for Using a Career Service



Results revealed that nearly 50% of respondents used a career service because they were searching for a job. This was especially true for 25 to 30 year old respondents, with 56% having used a career service when searching for a job.

Conversely, results revealed that 15 to 17 year old respondents were more likely to use career services to help them choose a post-secondary institution (34%).

## Reason for Not Using a Career Service



Among those who have not used a career service, 56% noted that they did not feel the need to use one. This was particularly true for respondents born in Canada (58%) and Caucasian respondents (60%). Following this, 1 in 5 respondents noted that they did not use a career service as they simply did not know that career services existed. This presents an opportunity to establish ways to increase both awareness and understanding of the impact that career services can have.

# Skills Assessment

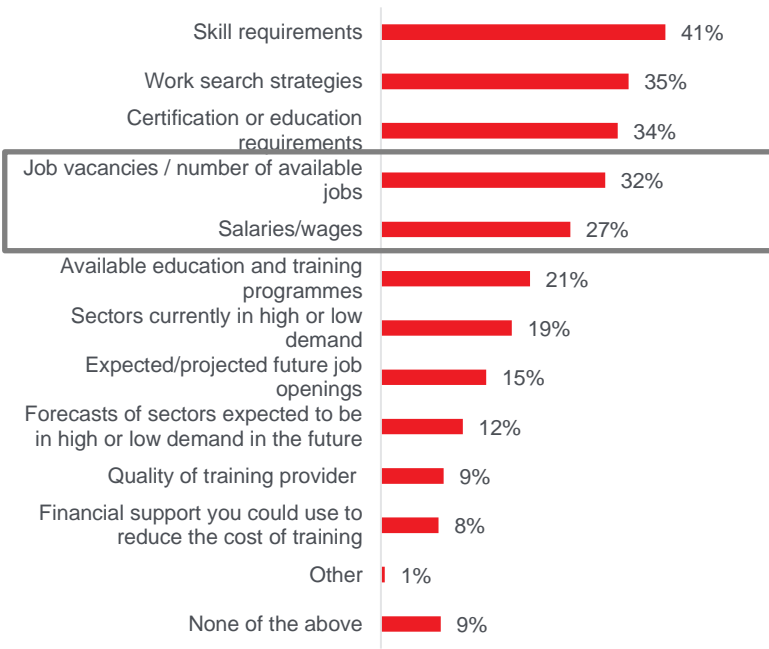
## Assessment of Skills by Career Practitioner



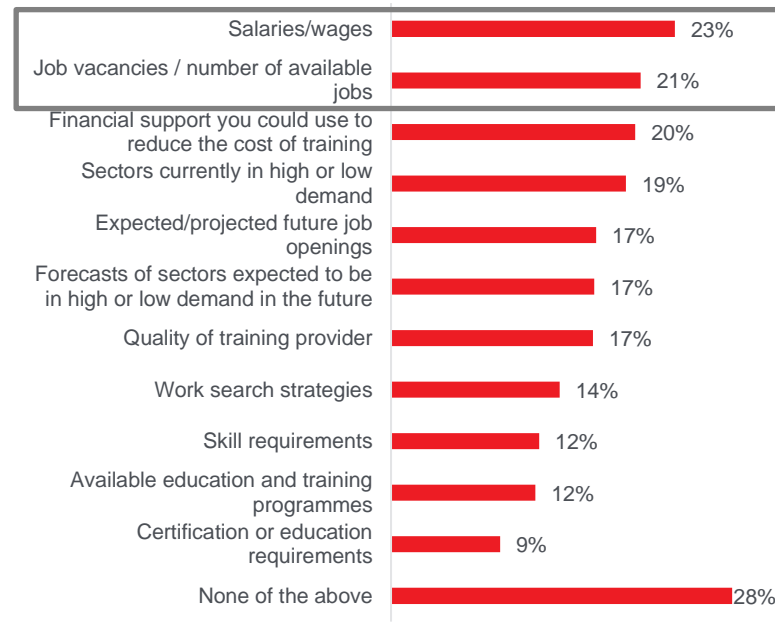
In total, 56% of respondents had their skills assessed by the career practitioner

# Information Received (and Desired)

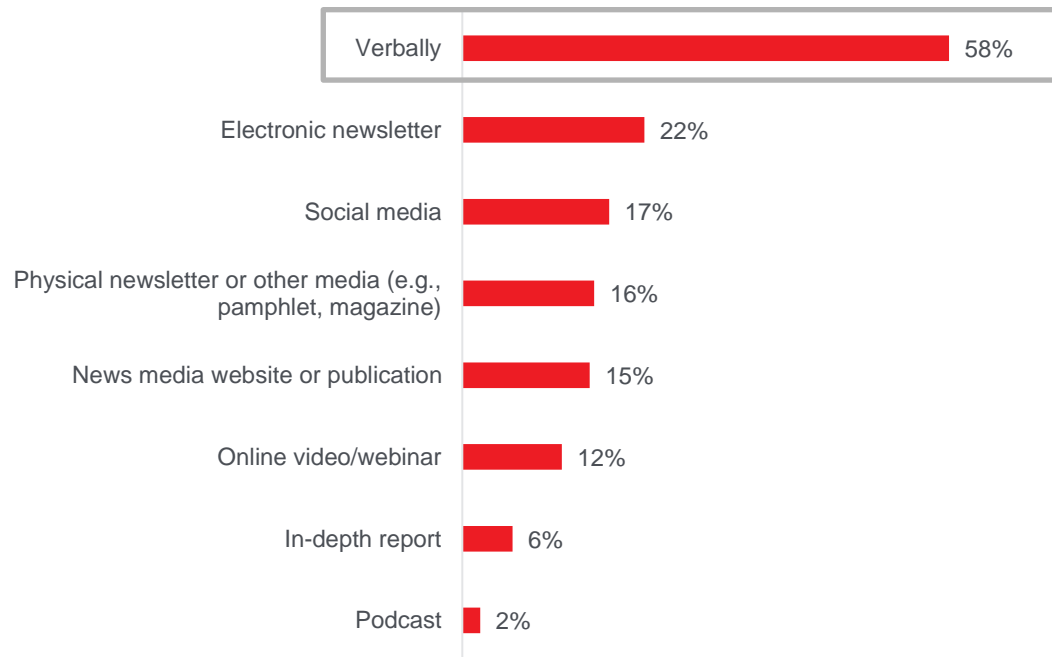
## Information Received



## Information Desired



# Format Information Provided was Delivered In



Over ½ of respondents who have used a career service noted that the information was delivered to them verbally.  
No demographic differences were found.

# Changes Experienced as a Result of Career Services

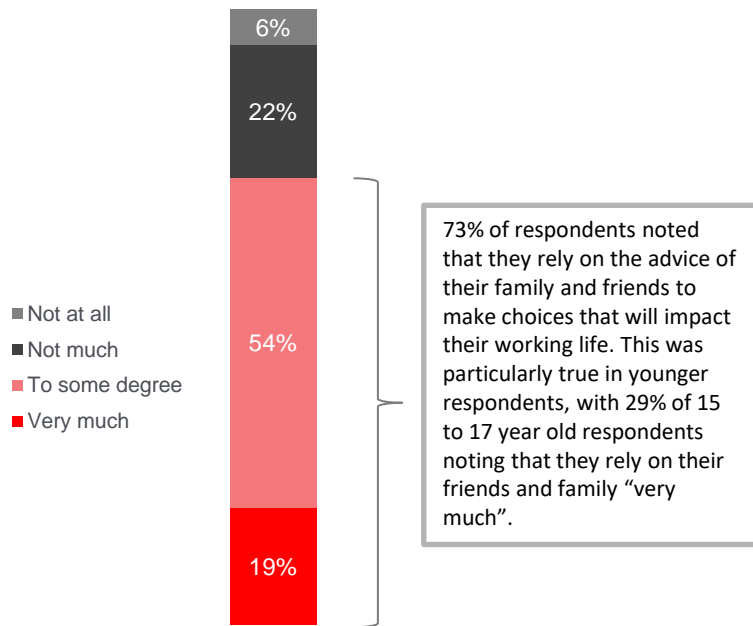


When considering the impact that participating in career services had on them, participants noted that:

- It provided them with accurate information (43%)
- It helped them understand their preferred direction/goals (33%)
- It taught them how to look for a job (32%)

# Receiving Career Help

## Reliance on Family and Friends



## Preferred Way to Receive Career Help



0033 How much do you rely on the advice of family and friends to make choices that will affect your working life?  
Base: All (n=2043)

0034 If you had no constraints, what would be your preferred way to receive career help?  
Base: All (n=2043)

# Leger

*We know Canadians*



leger360.com



@leger360



/LegerCanada



/company/leger360

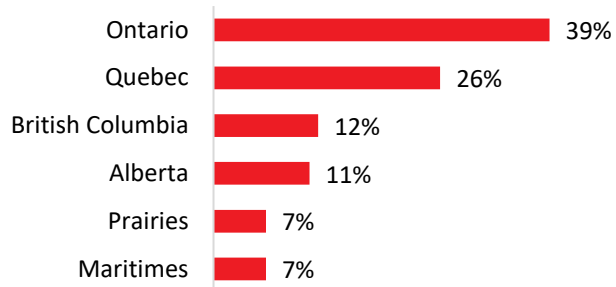


@leger360

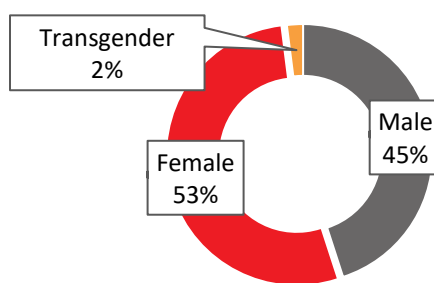
# RESPONDENT PROFILE

# RESPONDENT PROFILE (n=2,043)

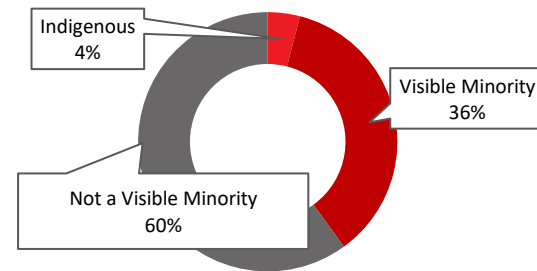
## PROVINCE



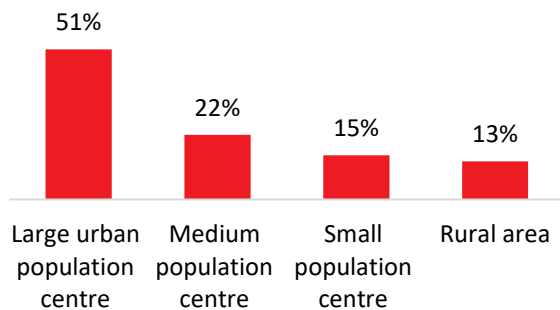
## GENDER IDENTITY



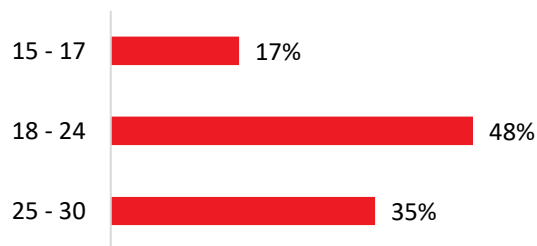
## VISIBLE MINORITY STATUS



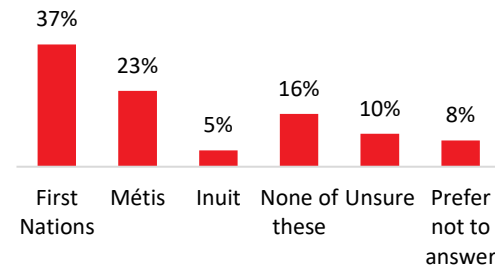
## POPULATION SIZE



## AGE

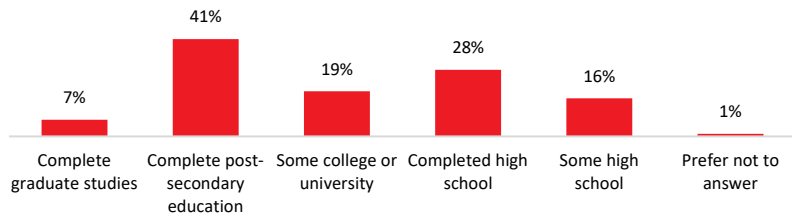


## INDIGENOUS BACKGROUND



# RESPONDENT PROFILE (n=2,043)

## LEVEL OF EDUCATION



## TIME IN CANADA

