

HONOURABLE PROFESSIONS

Canadians Twice as Likely to Prefer Private to Public Sector

A third of respondents think working for a private company is more honourable; two-in-five drawn by “creativity.”

[VANCOUVER – Aug. 5, 2008] – Canadians are twice as likely to think that employment with private companies is more honourable than working for the government, a new Angus Reid Strategies poll reveals.

In the online survey of a representative national sample, one-third of Canadians (33%) say a career with a private company is more respectable, while 15 per cent feel the same way about a government job. Almost two-in-five (37%) think neither occupation is more admirable than the other.

In addition, 43 per cent of Canadians say that if they were given a choice, they would prefer to work in the private sector. One-third (32%) would choose the public sector.

Notably, the level of respect for jobs with private companies drops with education—41 per cent of respondents with a high school degree or less think working for a private company is admirable, compared to 31 per cent of those with a college or technical school diploma and only one-in-four (24%) of those with a university degree.

Male respondents (41%) are also much more likely than female respondents (25%) to find careers within private companies honourable, while those living in Alberta are especially reluctant to choose between either job (46%).

KEY FINDINGS

- **33% think it's more honourable to work for a private company; 15% say government work is more honourable**
- **43% would choose a career in the private sector; 32% prefer public sector**
- **Males (53%), respondents aged 55+ (49%) are more likely to prefer working in the private sector**
- **Most appealing feature of the private sector is creativity (42%); public sector draws most people in with benefits (46%)**

Full topline results are at the end of this release.

*From July 18 to July 20, 2008 Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of **1,005 adult Canadians**. The margin of error for the total sample is +/- **3.1%**, **19 times out of 20**. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.*

When discussing career choices, British Columbians are especially keen on working in the private sector (51%), while those living in the Atlantic Provinces are much more inclined towards the public sector (42%) than the rest of the regions.

Interestingly, males (53%), respondents aged 55 and over (49%) and those with a household income of \$100,000 or more (50%) are more prone to choose a career in the private sector, while women (35%), those living in households earning between \$50,000 and \$99,000 (39%) and those with at least one university degree (36%) are more disposed towards public service.

The survey also asked Canadians which features of the private and public sectors they find more appealing.

Among respondents who expressed an inclination to private sector jobs, 42 per cent mention creativity as an attractive trait, followed by the salaries offered (36%) and the ability to change careers swiftly (16%).

Younger adults (48%) are especially drawn to the salaries offered by private organizations, while older adults (21%) and Atlantic Canadians (25%) like having the ability to switch occupations.

Among respondents who would prefer to work in the public sector, almost half (46%) believe the benefits packages are appealing, while about one-in-four are drawn by both job safety (26%) and the chance to fulfill a vocation of service (24%).

Quebecers (57%) and respondents with a high school degree or less (55%) are especially fond of the benefits packages offered in the public sector, while Albertans (39%) and those with at least one university degree (41%) are more likely to cite a vocation of service as an appealing trait. Job safety is particularly attractive to those living in Manitoba and Saskatchewan (48%).

Honourable Occupations							
Thinking about different occupations, which do you consider more honourable?"							
	Region						
	National	BC	AB	MB/SK	ON	PQ	ATL
Working for a private company	33%	33%	25%	36%	36%	33%	21%
Working for the government	15%	20%	9%	15%	12%	19%	11%
Neither	37%	33%	46%	29%	39%	34%	43%
Not sure	16%	14%	20%	20%	13%	15%	25%

Honourable Occupations											
Thinking about different occupations, which do you consider more honourable?"											
	Gender		Age			Income			Education		
	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/Tech school	Univ+
Working for a private company	41%	25%	33%	31%	35%	34%	33%	33%	41%	31%	24%
Working for the government	15%	14%	16%	14%	14%	16%	12%	19%	12%	16%	16%
Neither	31%	43%	36%	36%	39%	36%	36%	36%	30%	39%	43%
Not sure	13%	18%	15%	19%	13%	14%	18%	11%	17%	14%	17%

Honourable Occupations							
If you had the choice, which sector would you rather work for?							
	Region						
	National	BC	AB	MB/SK	ON	PQ	ATL
Private sector	43%	51%	50%	46%	42%	37%	47%
Public sector	32%	30%	29%	21%	31%	35%	42%
Neither	9%	4%	8%	4%	9%	14%	2%
Not sure	17%	15%	14%	30%	18%	14%	9%

Honourable Occupations											
If you had the choice, which sector would you rather work for?											
	Gender		Age			Income			Education		
	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
Private sector	53%	34%	40%	40%	49%	37%	45%	50%	44%	42%	42%
Public sector	29%	35%	34%	33%	30%	29%	39%	29%	28%	33%	36%
Neither	7%	10%	5%	9%	10%	13%	5%	8%	8%	7%	13%
Not sure	11%	22%	21%	18%	11%	21%	11%	12%	20%	17%	9%

Honourable Occupations							
<i>Asked to respondents who expressed a preference for working in the private sector: Which of these features of the private sector is more appealing to you?</i>							
	Region						
	National	BC	AB	MB/SK	ON	PQ	ATL
Creativity	42%	36%	35%	52%	47%	39%	38%
Salaries	36%	42%	34%	16%	32%	47%	31%
Mobility (ability to change careers swiftly)	16%	13%	24%	18%	16%	11%	25%
Other	6%	9%	7%	15%	5%	3%	6%

Honourable Occupations											
<i>Asked to respondents who expressed a preference for working in the private sector: Which of these features of the private sector is more appealing to you?</i>											
	Gender		Age			Income			Education		
	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
Creativity	41%	42%	38%	43%	43%	34%	47%	46%	45%	37%	47%
Salaries	37%	34%	48%	35%	29%	48%	29%	28%	36%	36%	35%
Mobility (ability to change careers swiftly)	18%	14%	8%	16%	21%	13%	18%	21%	14%	19%	13%
Other	4%	9%	6%	6%	6%	5%	7%	5%	5%	8%	5%

Honourable Occupations

Asked to respondents who expressed a preference for working in the **public** sector:

Which of these features of the public sector is more appealing to you?

	Region						
	National	BC	AB	MB/SK	ON	PQ	ATL
Benefits (including vacation time)	46%	50%	33%	27%	41%	57%	41%
Job Safety	26%	26%	16%	48%	25%	24%	29%
Vocation of Service	24%	23%	39%	6%	29%	15%	28%
Other	5%	2%	12%	19%	5%	3%	2%

Honourable Occupations

Asked to respondents who expressed a preference for working in the **public** sector:

Which of these features of the public sector is more appealing to you?

	Gender		Age			Income			Education		
	Male	Female	18-34	35-54	55+	<\$50K	\$50-99K	\$100K+	HS or less	College/ Tech school	Univ+
Benefits (including vacation time)	42%	49%	38%	45%	53%	53%	43%	42%	55%	45%	34%
Job Safety	22%	28%	22%	33%	19%	25%	24%	31%	28%	27%	20%
Vocation of Service	32%	18%	30%	19%	25%	20%	26%	27%	14%	21%	41%
Other	5%	5%	9%	4%	3%	3%	7%	0%	3%	6%	5%

Angus Reid Strategies is a full-service polling and market research firm which is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995.

Angus Reid Strategies, along with its sister company, Vision Critical, is now the largest Canadian-owned market research enterprise. In addition to its four offices in Canada—located in Vancouver, Calgary, Toronto, and Montreal—the firm also has offices San Francisco, New York and London, England. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel (www.angusreidforum.com), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.

Over the last year, Angus Reid has covered five elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes. <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=194>

More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
www.angusreidstrategies.com**