

**Canadians Most Encouraging to Children Pursuing Career
as a Doctor, Pharmacist or Nurse**

***Canadians Would be Least Encouraging to Children Pursuing
Career as Car Salesman, Union Leader, Priest/Minister
or Politician***

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Toronto, ON – Canadians are more likely to encourage their children to pursue a career in some areas than others, with a profession in healthcare taking the top-three spots in a list of 30 professions, according to a new Ipsos Reid poll conducted on behalf of Postmedia News and Global Television.

Canadians say they'd be most encouraging if their child wished to pursue a career as a doctor (94%), pharmacist (93%) nurse (90%) or accountant (89%), with researcher (87%) and business executive (87%) tied in 5th place. Conversely, and at the bottom of the list, Canadians would be much less thrilled if their child wanted to become a car salesman (38%), union leader (41%), priest/minister (44%), national/provincial politician (47%) or local politician (49%).

Interestingly, more would strongly discourage than strongly encourage their child if they wanted to pursue a career as a soldier (18% strongly encourage vs. 21% strongly discourage), environmental activist (18% strongly encourage vs. 22% strongly discourage), priest/minister (15% strongly encourage vs. 25% strongly discourage), union leader (14% strongly encourage vs. 28% strongly discourage), car salesman (11% strongly encourage vs. 24% strongly discourage), provincial/national politicians (18% strongly encourage vs. 26% strongly discourage) or local politician (17% strongly encourage vs. 21% strongly discourage).



Below is a complete list of the 30 professions tested, along with the percentage of Canadians who say they'd 'encourage' (strongly/somewhat) or 'discourage' (strongly/somewhat) their children to pursue a career in that profession:

Rank	Profession	% Encourage	% Discourage
1	Doctor	94%	6%
2	Pharmacist	93%	7%
3	Nurse	90%	10%
4	Accountant	89%	11%
5	Researcher	87%	13%
5	Business Executive	87%	13%
7	Teacher	86%	14%
8	Home Builder	85%	15%
9	Plumber	83%	17%
9	Airline Pilot	83%	17%
11	Judge	82%	18%
11	Firefighter	82%	18%
13	Lawyer	81%	19%
13	Auto Mechanic	81%	19%
15	Chiropractor	79%	21%
16	Public Servant	78%	22%
17	Train Engineer	77%	23%
17	Financial Advisor	77%	23%
19	Journalist	76%	24%
20	Police Officer	74%	26%
21	TV/Radio personality	71%	29%
21	Charity Worker	71%	29%
23	Daycare Worker	66%	34%
24	Environmental Activist	52%	48%
24	Canadian Soldier	52%	48%
26	Local Politician	49%	51%
27	Provincial/National Politician	47%	53%
28	Priest/Minister	44%	56%
29	Union Leader	41%	59%
30	Car Salesman	38%	62%



Men and women don't always have the same level of encouragement when it comes to certain professions, and it appears that women are generally more encouraging, overall. For example, women are more likely than men to encourage their kids to become a lawyer (85% women vs. 78% men), chiropractor (82% women vs. 76% men), financial advisor (80% women vs. 74% men), journalist (81% women vs. 71% men), charity worker (77% women vs. 64% men), daycare worker (70% women vs. 62% men) environmental activist (60% women vs. 44% men), priest/minister (47% women vs. 40% men) or union leader (47% women vs. 35% men).

These are some of the findings of an Ipsos Reid poll conducted between March 15 and 19, 2012, on behalf of Postmedia News and Global Television. For this survey, a sample of 1,003 adults 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. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error.

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