



PRESS RELEASE | British Columbia

Methodology:

Results are based on an online study conducted from May 20 to May 28, 2019, among 700 parents in British Columbia who have a child enrolled in Kindergarten, Elementary School (Grades 1 to 7) or High School (Grades 8 to 12). The data has been statistically weighted according to Canadian census figures for age, gender and region in British Columbia. The margin of error—which measures sample variability—is +/- 3.7 percentage points, nineteen times out of twenty.

Would you try to encourage or discourage your child to take on these career paths? – “Encourage” listed

- A doctor or nurse – 91%
- An engineer – 89%
- A police officer – 59%
- A professional athlete – 56%
- An arts performer (musician, actor, artist) – 52%
- A politician – 28%

BC Parents Partial to Kids Pursuing Medicine and Engineering

Almost two thirds of parents would try to discourage their children from seeking a career in politics.

Vancouver, BC [September 4, 2019] – Parents in British Columbia are more enthusiastic about their children pursuing a career in medicine or engineering than in politics, a new Research Co. poll has found.

In the online survey of a representative sample of parents who have a child enrolled in K-12 in British Columbia, nine-in-ten respondents (91%) say they would “definitely” or “probably” try to encourage their child to become a doctor or nurse.

A similarly high proportion of parents in British Columbia (89%) would attempt to encourage their child to become an engineer.

Almost three-in-five parents in British Columbia (59%) would try to encourage their child to pursue a career path as a police officer.

More than half of parents in the province would try to steer their child to become a professional athlete (56%) or an arts performer (52%).

Conversely, fewer than three-in-ten parents in British Columbia (28%) would “definitely” or “probably” try to encourage their child to become a politician.

“Almost two thirds of parents in British Columbia (65%) say they would attempt to discourage their children from pursuing a career in politics,” says Mario Canseco, President at Research Co. “The proportion is highest among parents in Vancouver Island (69%).”

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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