

## PROFESSIONS

# Canadians, Americans and Britons Wanted to Become Teachers When They Were Kids

*Less than 10% of adults in the three countries day-dreamed about becoming prime ministers or presidents.*

[VANCOUVER – Sept. 7, 2009] – People in Canada, the United States and the United Kingdom tended to day-dream about becoming teachers when they were children, a new poll conducted by Angus Reid Strategies has found.

The online survey of representative national samples in each one of the three countries listed eight occupations and asked respondents whether they ever fantasized about holding any of those jobs. Being a teacher was the top choice for Canadians (28%), Americans (25%) and Britons (18%).

Being a doctor is second on the list of fantasy professions for young Canadians (25%), followed by becoming a professional athlete (22%) and a police officer (21%).

In the United States, doctors are also listed as the second most fantasized profession (22%), followed by athletes (20%), artists (18%) and police officers (16%). In the United Kingdom, doctors, athletes and police officers are tied in second place (all at 15%).




Strikingly, less than 10 per cent of respondents wanted to serve as their country's head of government when they were children. Nine per cent of Canadians and five per cent of Britons fantasized about working as prime ministers, while eight per cent of Americans day-dreamed about becoming president.

### KEY FINDINGS

- **When they were children, 28% of respondents in Canada, 25% in the U.S. and 18% in the UK day-dreamed about becoming a teacher**
- **Doctors, professional athletes, police officers also ranked highly on the list**
- **Less than 10% in each country fantasized about becoming president or prime minister one day**

Full topline results are at the end of this release.

*From August 27 to August 30, 2009, Angus Reid Strategies conducted an online survey among 1,006 randomly selected Canadian adults who are Angus Reid Forum panelists, 1,002 American adults who are Springboard America panelists, and 2,001 British adults who are Springboard UK panelists. The margin of error—which measures sampling variability—is +/- 3.1% for Canada, +/- 3.1% for the United States, and 2.2 per cent for the United Kingdom. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples representative of the entire adult population of Canada, the US and the UK. Discrepancies in or between totals are due to rounding.*

<b>Professions</b>			
When you were a child, did you ever fantasize about holding any of these jobs?			
	<b>CANADA</b> 	<b>UNITED STATES</b> 	<b>UNITED KINGDOM</b> 
<b>A professional athlete</b>	<b>22%</b>	<b>20%</b>	<b>15%</b>
<b>A firefighter</b>	<b>13%</b>	<b>11%</b>	<b>9%</b>
<b>A police officer</b>	<b>21%</b>	<b>16%</b>	<b>15%</b>
<b>A teacher</b>	<b>28%</b>	<b>25%</b>	<b>18%</b>
<b>A doctor</b>	<b>25%</b>	<b>22%</b>	<b>15%</b>
<b>An artist</b>	<b>18%</b>	<b>18%</b>	<b>12%</b>
<b>An astronaut</b>	<b>15%</b>	<b>15%</b>	<b>13%</b>
<b>Prime Minister / President</b>	<b>9%</b>	<b>8%</b>	<b>5%</b>
<b>None of these</b>	<b>25%</b>	<b>29%</b>	<b>40%</b>

*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 five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. 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 ([www.angusreidforum.com](http://www.angusreidforum.com)), Springboard America ([www.springboardamerica.com](http://www.springboardamerica.com)) and Springboard UK ([www.springboarduk.com](http://www.springboarduk.com)) online panels, which are recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panels are maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.*

*Angus Reid Strategies, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election.*

*[http://angusreidstrategies.com/uploads/pages/pdfs/2008.10.15\\_Election.pdf](http://angusreidstrategies.com/uploads/pages/pdfs/2008.10.15_Election.pdf)*

*Since 2006, Angus Reid Strategies has covered eight provincial 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://angusreidstrategies.com/uploads/pages/pdfs/2008.03.28\\_Anniversary\\_1.pdf](http://angusreidstrategies.com/uploads/pages/pdfs/2008.03.28_Anniversary_1.pdf)*

*[http://www.angusreidstrategies.com/uploads/pages/pdfs/2008.12.09\\_QuebecElection.pdf](http://www.angusreidstrategies.com/uploads/pages/pdfs/2008.12.09_QuebecElection.pdf)*

*[http://www.angusreidstrategies.com/uploads/pages/pdfs/2009.05.13\\_BCElection.pdf](http://www.angusreidstrategies.com/uploads/pages/pdfs/2009.05.13_BCElection.pdf)*

*[http://www.angusreidstrategies.com/uploads/pages/pdfs/2009.06.10\\_NSElection.pdf](http://www.angusreidstrategies.com/uploads/pages/pdfs/2009.06.10_NSElection.pdf)*

*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](http://www.angusreidstrategies.com)**