

CANADIAN PRESS / LEGER MARKETING

Canadians and Work

Report



1.0 Research Findings

- Close to one Canadian out of seven fears losing his or her job.

Question: Are you afraid of losing your job?

| n=1001 | YES | NO | Dnk/Refusal |
|--------|-------|-------|-------------|
| Canada | 14.3% | 84.9% | 0.9% |

- Canadians mentioned being proud of working for their current employer.

Question: Are you proud to be working for your current employer?

| n=1001 | YES | NO | Refusal |
|--------|-------|------|---------|
| Canada | 91.1% | 8.0% | 0.9% |

- Canadian workers are generally satisfied with their jobs.

Question: Are you VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED or VERY DISSATISFIED with your current job?

| n=1001 | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know/Refusal |
|--------|----------------|--------------------|-----------------------|-------------------|--------------------|
| Canada | 54.5% | 38.8% | 4.5% | 1.9% | 0.3% |

Question: Do you plan on changing jobs in the near future?

| n=1001 | YES | NO | Dnk/Refusal |
|--------|-------|-------|-------------|
| Canada | 22.4% | 74.5% | 3.0% |

- One-quarter of workers mentioned being dissatisfied with their salary.

Question: Are you satisfied or not satisfied with... ?

| n=1001 | YES | NO | Does not apply/Refusal |
|---|-------|-------|------------------------|
| ... your salary | 72.2% | 25.3% | 2.5% |
| ... your immediate supervisor's behaviour | 76.9% | 7.9% | 15.2% |
| ... your employer's behaviour | 80.0% | 11.4% | 8.6% |
| ... your working conditions | 88.3% | 10.0% | 1.8% |
| ... your work colleagues' behaviour | 87.2% | 6.2% | 6.6% |

- More than one-third of immediate supervisors are women.

Question: Is your immediate supervisor a MAN or a WOMAN?

| n=1001 | Male | Female |
|--------|-------|--------|
| | 66.6% | 33.4% |

2.0 Results

2.1 Close to one Canadian out of seven fears losing his or her job

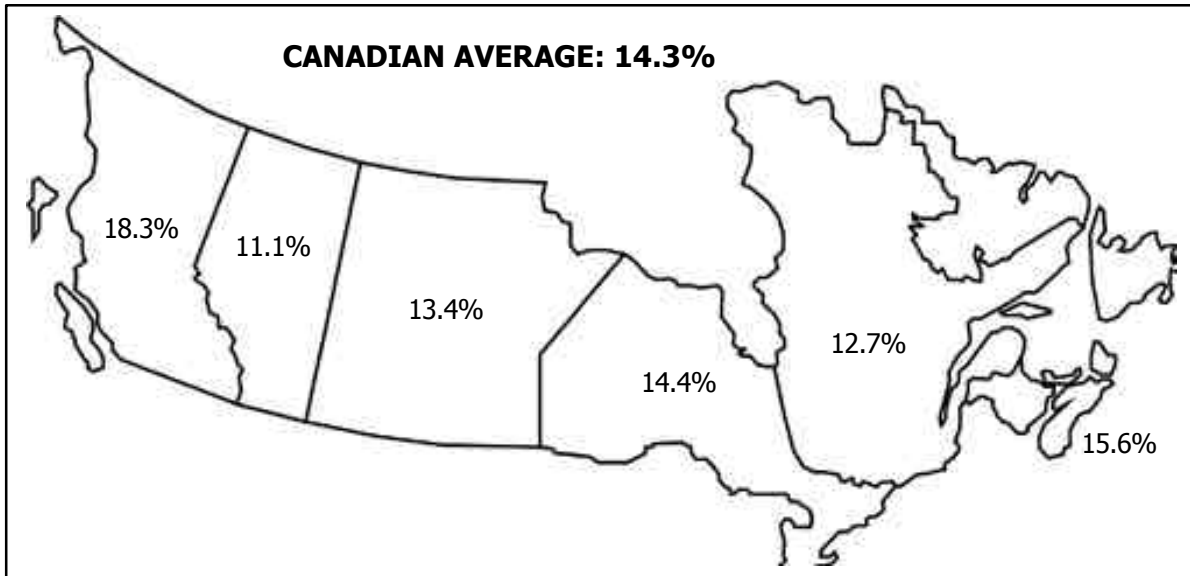
14.3% of Canadian wage earners fear for their jobs.

25.8% of workers with an income of less than \$20,000, 24.9% of those who have neither English nor French as their mother tongue, 18.6% of unionized workers and 17.8% of manual workers are among the most worried.

Question: Are you afraid of losing your job?

| n=1001 | YES | NO | Dnk/ Refusal |
|-----------------------|-------|-------|-----------------|
| 18-24 years old | 9.3% | 90.1% | 0.6% |
| 25-34 years old | 16.3% | 83.7% | 0.0% |
| 35-44 years old | 16.7% | 83.3% | 0.0% |
| 45-54 years old | 11.4% | 86.4% | 2.2% |
| 55-64 years old | 15.0% | 82.3% | 2.7% |
| 65 years old and over | 5.4% | 94.6% | 0.0% |
| Canada | 14.3% | 84.9% | 0.9% |

Percentage of Canadians who are afraid of losing their jobs



2.2 Canadians mentioned being proud of working for their current employer

91.1% of Canadians who are currently employed mentioned feeling proud of working for their current employer while 8.0% did not feel such pride.

92.8% of women, 92.7% of those 25 to 34, 93.9% of Francophones, 94.4% of Albertans, 95.1% of those with an income between \$40,000 and \$59,999 and 93.8% of University-educated Canadians mentioned having this sense of pride while 14.6% of those 18 to 24 years old, 11.4% of manual workers and 10.8% of unionized workers were less likely to have such feelings of pride.

Question: Are you proud to be working for your current employer?

| n=1001 | YES | NO | Refusal |
|--------------------|-------|-------|---------|
| Atlantic provinces | 90.1% | 9.9% | 0.0% |
| Quebec | 91.7% | 6.9% | 1.4% |
| Ontario | 91.2% | 8.3% | 0.4% |
| Prairies | 86.4% | 10.5% | 3.1% |
| Alberta | 94.4% | 4.2% | 1.4% |
| British Columbia | 90.8% | 9.2% | 0.0% |
| Canada | 91.1% | 8.0% | 0.9% |

2.3 Canadian workers are generally satisfied with their jobs

93.3% of workers mentioned being satisfied with their current job, 54.5% of which who said they were very satisfied and 38.8% who said they were somewhat satisfied. 4.5% mentioned being somewhat dissatisfied and 1.9% said they were totally dissatisfied.

However, 22.4% of these same workers said they intended on changing jobs in the relatively short term while 74.5% did not have such plans.

55.5% of those 18 to 24, 28.3% of those 25 to 34, 26.9% of Ontarians and 44.0% of those in the lower income brackets mentioned that they were thinking of changing jobs. However, 85.8% of those 45 to 54, 80.2% of Francophones, 79.6% of Quebecers and 79.5% of those with an income between \$40,000 and \$59,999 were among those who were more likely to change jobs.

Question: Are you VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED or VERY DISSATISFIED with your current job?

| n=1001 | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know/Refusal |
|--------------------|----------------|--------------------|-----------------------|-------------------|--------------------|
| Atlantic provinces | 54.3% | 41.7% | 4.0% | 0.0% | 0.0% |
| Quebec | 48.7% | 46.3% | 13.0% | 2.6% | 0.0% |
| Ontario | 52.8% | 39.7% | 5.1% | 2.2% | 0.2% |
| Prairies | 64.3% | 28.9% | 5.8% | 1.1% | 0.0% |
| Alberta | 62.7% | 26.4% | 5.4% | 2.7% | 2.7% |
| British Columbia | 59.1% | 34.8% | 5.1% | 1.0% | 0.0% |
| Canada | 54.5% | 38.8% | 4.5% | 1.9% | 0.3% |

Question: Do you plan on changing jobs in the near future?

| n=1001 | YES | NO | Dnk/Refusal |
|-----------------------|-------|-------|-------------|
| 18-24 years old | 55.5% | 41.1% | 3.4% |
| 25-34 years old | 28.3% | 69.1% | 2.6% |
| 35-44 years old | 18.2% | 78.1% | 3.8% |
| 45-54 years old | 11.5% | 85.8% | 2.7% |
| 55-64 years old | 12.7% | 84.0% | 3.3% |
| 65 years old and over | 17.0% | 83.0% | 0.0% |
| Canada | 22.4% | 74.5% | 3.0% |

2.4 One-quarter of workers mentioned being dissatisfied with their salary

25.3% of Canadian workers mentioned being dissatisfied with their salary while 72.2% mentioned not feeling this dissatisfaction.

35.9% of those 18 to 24, 27.1% of Anglophones, 38.1% of residents of the Atlantic provinces, 55.7% of those in the lower income brackets and 29.4% of Canadians with lower levels of education were more likely to mention being dissatisfied with their wages.

However, 75.8% of those 35 to 44, 77.7% of Francophones, 79.0% of Canadians who earn at least \$60,000 \$ and 78.8% of University-educated workers mentioned being satisfied with their current salary.

When it comes to the behaviour of employers, 11.4% of workers mentioned being dissatisfied in this regard while 10.0% are not satisfied with their current working conditions.

Conversely, only 7.9% of workers mentioned being dissatisfied with their immediate supervisor regardless of whether that person was a man or a woman.

Finally, only 6.2% of workers mentioned being dissatisfied with the behaviour of their colleagues. We note that 11.6% of those whose mother tongue is neither French nor English mentioned being dissatisfied in this respect.

Question: Are you satisfied or not satisfied with ...?

| n=1001 | YES | NO | Does not apply/ Refusal |
|---|-------|-------|----------------------------|
| ... your salary | 72.2% | 25.3% | 2.5% |
| ... your immediate supervisor's behaviour | 76.9% | 7.9% | 15.2% |
| ... your employer's behaviour | 80.0% | 11.4% | 8.6% |
| ... your working conditions | 88.3% | 10.0% | 1.8% |
| ... your work colleague's behaviour | 87.2% | 6.2% | 6.6% |

2.5 More than one-third of immediate supervisors are women

It would seem that 33.4% of immediate supervisors are women. We not in particular that only 14.9% of men have a woman as their immediate supervisor while this rate is 54.6% for women.

Moreover, 36.2% of those with an income less than \$40,000, 50.1% of office workers and those working in services or sales and 38.8% of workers aged 45 to 54 years old mentioned having a woman as their immediate supervisor.

Conversely, 89.4% of manual workers have a male supervisor as well as 73.5% of those in the higher income brackets.

Question: Is your immediate supervisor a MAN or a WOMAN?

| n=1001 | Man | Woman |
|----------------------------------|-------|-------|
| Man | 85.1% | 14.9% |
| Woman | 45.4% | 54.6% |
| Annual income less than \$20.000 | 60.3% | 39.7% |
| \$20.000 to \$39.999 | 61.8% | 38.2% |
| \$40.000 to \$59.999 | 61.2% | 38.8% |
| \$60.000 and over | 73.5% | 26.5% |
| Canada | 66.6% | 33.4% |

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1583 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal call centre between December 4 and December 13, 2001. Up to ten recalls were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1583 respondents is of $\pm 2.6\%$, 19 times out of 20.