

CANADIAN PRESS / LEGER MARKETING

How Much Importance Canadians Place on their Work

Report



1.0 Study Highlights

- More than 2 out of 3 Canadians work 35 hours or more a week.

Question : *On average, how many paid hours a week do you work ?*

n=995 Employed Canadians

Less than 35 hours	18%	} 69%
35 hours	7%	
36 to 39 hours	11%	
40 hours	36%	
Over 40 hours	22%	
Dnk/Refusal	6%	
Average number of hours in Canada	39 hours	

- 34% of Canadians in the labour force bring work home.

Question : *Do you OFTEN, SOMETIMES, RARELY or NEVER bring work home with you ?*

n=995	Often	Sometimes	Rarely	Never	Don't know / Refusal
Canada	20%	14%	16%	46%	4%

- Telecommuting is not a widely-available option in Canada.

Question : *Have you ever considered telecommuting (paid work from home) ?*

n=1501	YES	NO	Don't know / Refusal
Canada	31%	67%	2%

- A great majority of Canadians consider family more important than work or a social life.

Question : *Do you place MORE, AS MUCH or LESS importance ... ?*

n=1501	More	As much	Less
...on your work than on your social life?			
	33%	27%	30%
...on your work than on your family?			
	11%	13%	66%
...on your social life than on your family ?			
	9%	11%	76%

- Nearly three quarters of Canadians feel that Labour Day celebrates workers more than it does work.

Question : *Do you think Labour Day celebrates work or workers?*

n=1501	Work	Workers	Dnk/Refusal
Canada	12%	77%	11%

2. Results

2.1 Canadians work an average of 39 hours per week

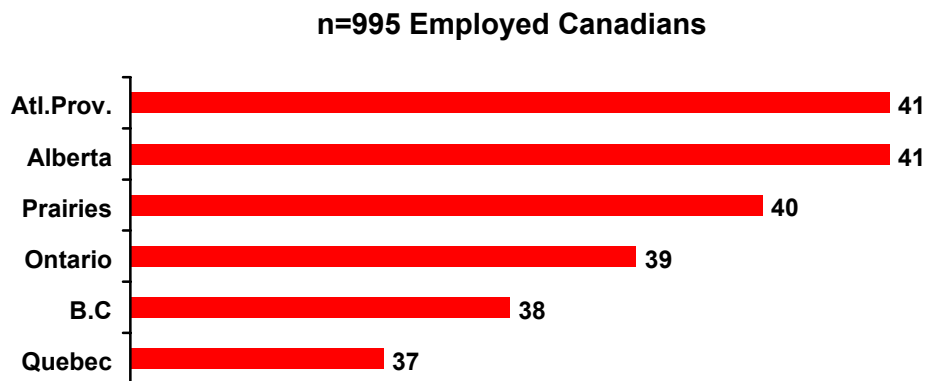
69% of Canadians work over 35 hours a week. 79% of these are men and 56%, over half, are women. The tendency to work more hours per week increased until the age of 44 and then decreased. However, the average number of working hours per week is inversely proportional to the level of education. In other words, Canadians with an elementary school education work an average of 41.5 hours per week, whereas those with a university education work an average of 39 hours per week.

Manual workers seem to work longer hours than any other group with 80% working over 40 hours a week for an average of 43 hours a week. Quebec has the shortest average working week (37 hours) compared to other regions of Canada. In fact, over a third of Quebecers (34%) claim to work 35 hours or less per week.

Question : *On average, how many paid hours do you work a week ?*

n=995 Employed Canadians	18-24	25-34	35-44	45-54	55-64	65+
Less than 35 hours	25%	15%	14%	19%	32%	31%
35 hours	8%	9%	7%	7%	6%	7%
36 to 39 hours	4%	10%	10%	16%	12%	8%
40 hours	32%	40%	39%	32%	30%	14%
Over 40 hours	26%	21%	24%	20%	18%	13%
Dnk/Refusal	5%	5%	6%	6%	3%	28%
Average number of hours	37	39	41	38	37	30

Question : *On average, how many paid hours do you work a week ?*

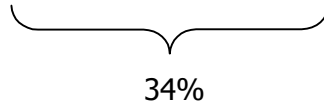


2.2 The working week overlaps office hours

Over a third of Canadians (34%) say they take work home with them, whereas 62% rarely take any home. Of the latter, 16% do so rarely and 46% never do. People with a family income of \$60,000 and over (48%), professionals (55%) and those with a university degree (52%) were more likely to bring work home from the office.

Question : *Do you OFTEN, SOMETIMES, RARELY or NEVER bring work home with you?*

n=995	Often	Sometimes	Rarely	Never	Don't know / Refusal
Under \$20 000	10%	2%	3%	70%	16%
\$20 000 to \$39 999	13%	10%	13%	62%	3%
\$40 000 to \$59 999	20%	12%	21%	45%	2%
\$60 000 and over	28%	20%	17%	33%	1%
Canada	20%	14%	16%	46%	4%



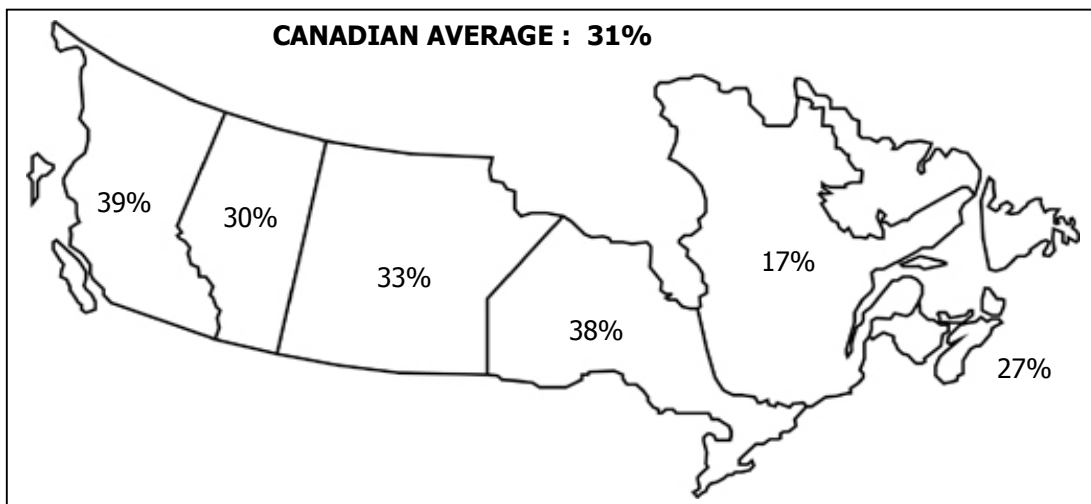
34%

2.3 Telecommuting is not a widely available option

For over two thirds of Canadians (67%), telecommuting is not yet an available option, since only 31% of Canadians claim to be able to do so. However, a significantly higher number of anglophones (36%), Ontario residents (38%), those with a family income of \$60,000 and over (41%) and 39% of professionals can take advantage of this option.

It should be highlighted that Quebec has the lowest proportion of telecommuters with only 17% being able to work from home.

Percentage of Canadians who have the option of telecommuting



2.4 Canadians consider family more important than work or their social life

66% of Canadians consider family more important than work. Men (30%), francophones (29%), Quebecers (32%) and students (36%) are among those who place more or equal importance on work than on family.

Furthermore, a great majority of Canadians (76%) consider family more important than their social life. Francophones (31%), Quebec residents (32%) and those with a family income between \$20,000 and \$39,999 (27%) are more likely to place more or equal importance on a social life than on family.

However, when asked how much importance they placed on their social life in comparison with their work, the majority of Canadians (60%) say they place more or as much importance on their work.

Question : *Do you place MORE, AS MUCH, or LESS importance... ?*

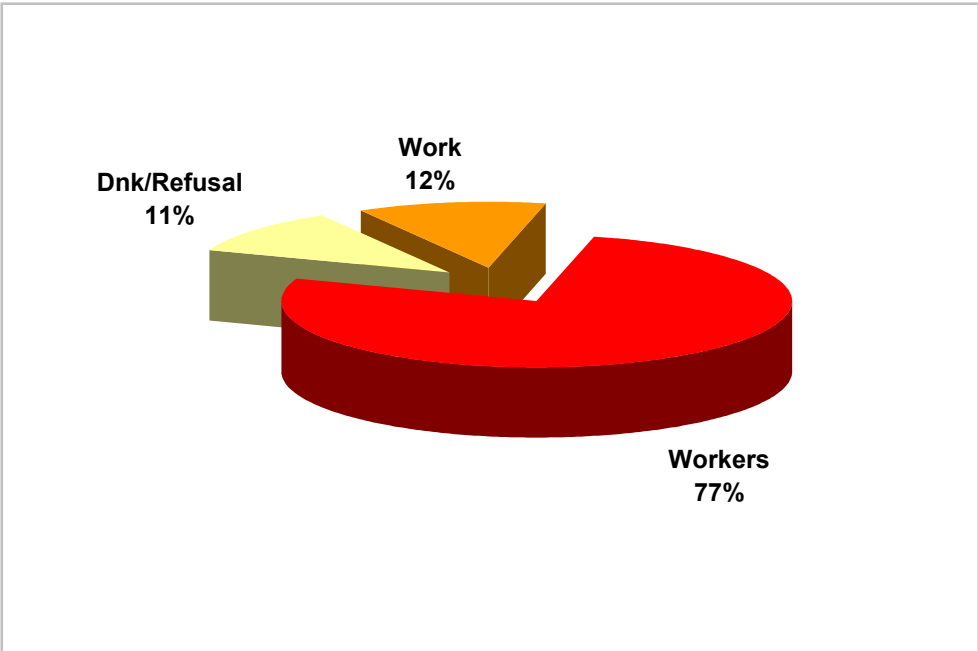
n=1501	More	As much	Less
...on your work than on your social life?			
Atlantic Provinces	41%	13%	29%
Quebec	27%	33%	34%
Ontario	34%	28%	29%
Prairies	40%	16%	32%
Alberta	32%	29%	26%
British Columbia	32%	24%	31%
Canada	33%	27%	30%
...on your work than on your family ?			
Atlantic Provinces	8%	10%	70%
Quebec	10%	22%	62%
Ontario	11%	12%	68%
Prairies	11%	10%	66%
Alberta	13%	11%	62%
British Columbia	12%	10%	64%
Canada	11%	13%	66%
...on your social work than on your family ?			
Atlantic Provinces	6%	5%	88%
Quebec	10%	22%	66%
Ontario	7%	9%	78%
Prairies	9%	6%	81%
Alberta	6%	7%	81%
British Columbia	12%	7%	76%
Canada	9%	11%	76%

- The complement on 100% represents those who didn't know or refused to answer.
- The significant differences are in blue when they are higher and in green when they are lower.

2.5 Labour Day celebrates workers

A majority of Canadians (77%) agree that Labour Day celebrates workers and not work. Francophones (82%) and Quebecers (80%) are the ones most likely to share this view.

Question : *Do you think Labour Day celebrates WORK or WORKERS?*
N=1501



3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1501 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between August 6 and August 11, 2002. Up to ten call-backs 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 1501 respondents is of ± 2.5 , 19 times out of 20.