

WORK LIFE IN THE GTA

- **On Average, Employed GTA Residents Work a 54.2-Hour Workweek.**
 - ***The New Workstyle Workweek: On Average, Employed GTA Residents Work 41.2 Hours per Week at Work, and an Additional 13 Hours at Home for their Employer.***
 - **However, they do spend an Average of 3.2 Hours per Week doing Personal Things at their Workplace, such as Errands, Shopping, Internet Surfing, Email, and Phone Conversations.**
- **Comparatively, they spend an Average of 22.1 Hours per Week of Quality Time with their Family or Friends.**
- **Nevertheless, Four-in-Ten (41%) would Keep their Current Job if they Won \$10 Million in a Lottery**
 - **Moreover, only 15% say they have Called In Sick (when they are not actually sick)**
 - **And, only 12% say they have stolen work supplies.**
- **Almost All (92%) Like their Co-Workers – 70% Very Much**

From August 2 to 7, 2005, Leger Marketing – the Canadian representative of the Gallup International Association – conducted telephone interviews among a randomly selected, representative sample of 316 employed adult residents of the Greater Toronto Area (GTA). The margin of error for the total sample is $\pm 5.5\%$, 19 times out of 20. The City of Toronto (n=149) and Suburban (n=167) sub-segments of the total GTA sample have associated respective margins of error of $\pm 8.0\%$ and $\pm 7.6\%$, 19 times out of 20. The Suburban sub-segment is comprised of the Regions of Durham, Halton, Peel, and York. The results have been statistically weighted according to the most current Census data to ensure a representative sample. Any discrepancies in totals are due to rounding.

Founded in 1986, Leger Marketing is the largest independent full-service research firm in Canada, with more than 500 employees spread over its offices in Toronto, Montreal, Edmonton, Winnipeg, Quebec City, New York City, Philadelphia, and Shanghai. Leger conducts quantitative and qualitative research on behalf of an extensive array of public and private sector clients on a local, national, and global scale. Leger Marketing is the polling Agency of Record for Sun Media, Toronto Life Magazine, Marketing Magazine, and the Canadian Press news service.

The New Workstyle Workweek

- Notably, 58% say they do not work for their employer from their home. This is higher in the 905 Belt (62%) than the City of Toronto (55%).
- Also notable, 41% say they do not do personal things – such as errands, shopping, internet surfing, email, or phone calls – while at the workplace. Suburbanites (46%) are more likely to state this than Torontonians (35%).

The Typical GTA Workweek: Mean Average Hours Per Week Spent...			
1A-D. Please tell me how much time do you spend on each of the following activities per week. About how many hours do you usually spend in a typical week ... ? Base: Employed GTA Residents. N=316.			
	GTA	416	905
Working for employer, or yourself, <u>at your workplace</u>	41.2	39.5	42.7
Working for your employer <u>at home</u>, if you are not self-employed	13.0	14.8	11.4
While at work, doing <u>personal things</u> – like running errands, shopping, or personal internet surfing, email, and phone calls	3.2	3.2	3.1
Outside of work, spending <u>quality time</u> with your <u>family or friends</u>	22.1	22.7	21.6

Four-in-Ten (41%) would Keep their Current Job if they Won \$10 Million

- Notably, the \$40-\$60K (49%) and \$60K-\$99K (46%) income brackets are more likely to agree than those in the \$100K+ (40%) and Under \$40K (41%) income brackets.
- Also, Professionals (46%) are most likely to agree, whereas those in the Service, Sales, and Administrative Sectors (35%) are the least likely. Comparatively, 40% of those in Blue Collar jobs agree.

Working After Winning Lottery			
2A/B/C/D. Please tell me if you... with the following statement: I would continue to work in my current job if I win \$10 million in a lottery. Base: Employed GTA Residents. N=316.			
	GTA	416	905
TOTAL AGREE	41	41	40
Strongly agree	24	26	21
Somewhat agree	17	15	19
Somewhat disagree	8	8	8
Strongly disagree	48	46	50
TOTAL DISAGREE	56	54	58
Don't know/ Refused	3	5	2

Only 15% say they have Called In Sick (When they are Not Actually Sick)

- Employed residents in the 25-34 (34%) and Under 25 (24%) age brackets are the most likely to have “called in sick” when they were not actually sick or unable to work.

“Calling In Sick”			
2A/B/C/D. Please tell me if you... with the following statement: I have called in sick and not reported to work, when I was not actually sick or unable to work. Base: Employed GTA Residents. N=316.			
	GTA	416	905
TOTAL AGREE	15	16	15
Strongly agree	5	7	4
Somewhat agree	10	9	11
Somewhat disagree	9	9	9
Strongly disagree	70	69	72
TOTAL DISAGREE	79	78	80
Don't know/ Refused	6	7	5

Only 12% say they have Stolen Work Supplies

- Notably, the Torontonians (15%) are more likely than Suburbanites (9%) to agree that they “have taken supplies or items from my workplace home with me for my own personal use and not returned them”.
- Among the age brackets, those aged 25-34 are the most likely to say they have stolen work supplies.

Stealing from the Supplies Cabinet			
2A/B/C/D. Please tell me if you... with the following statement: I have taken supplies or items from my workplace home with me for my own personal use and not returned them. Base: Employed. N=316.			
	GTA	416	905
TOTAL AGREE	12	15	9
Strongly agree	2	3	3
Somewhat agree	9	12	6
Somewhat disagree	9	7	11
Strongly disagree	72	69	75
TOTAL DISAGREE	81	76	85
Don't know/ Refused	7	9	5

Almost All (92%) Like their Co-Workers – 70% Very Much

- **Nine-in-Ten (92%) agree that they “like the people they work with”, and 70% strongly agree.**
- **This is somewhat more likely in the 905 Belt (94%) than Toronto (89%).**

Camaraderie in the Workplace			
2A/B/C/D. Please tell me if you... with the following statement: I like the people I work with. Base: Employed GTA Residents. N=316.			
	GTA	416	905
TOTAL AGREE	92%	89%	94%
Strongly agree	70%	70%	70%
Somewhat agree	22%	19%	24%
Somewhat disagree	3%	3%	3%
Strongly disagree	2%	2%	2%
TOTAL DISAGREE	5%	5%	4%
Don't know/ Refused	3%	5%	2%

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For our commentary on this poll, please see our back-page column in the November Issue of Toronto Life Magazine, or contact the Leger Marketing spokesperson:

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Copies of this poll are available on our website:
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