



Press Release

Canada Jumps to Second Spot Among Countries Global Employees Would Consider Moving To

Global Employees Select Canada As the Second Most Desirable Country to Move to, Up from Fourth Place in 2012

Vancouver, BC, April 11, 2017 — This is the 2016 press release template issued by all communications team.

Toronto, ON, June 2, 2017 – Canada has jumped to second spot among global destinations for employees who are considering moving abroad for employment purposes finds a new poll conducted by global research company Ipsos Global Public Affairs on behalf of the Canadian Employee Relocation Council (CERC).

Global employees selected Canada as the second most desirable country to move to, up from fourth spot when the survey was last conducted in 2012. The United States of America remained in top spot at 30 per cent of employees polled, down four points since 2012. In the poll, 22 per cent of employees selected Canada as the second most desirable nation, up two points since 2012. The United Kingdom ranked third at 19 per cent, down three points since 2012; Australia occupies fourth spot at 19 per cent, down one point since 2012.

The survey also uncovered a growing reluctance on the part of employees to consider moving for work. Almost two in ten (18%) of employees in 20 countries say they would be 'very likely' to temporarily relocate for up to 2 years and take a full-time job in another country with a 10% pay increase, down seven points from 2012 (25%). Furthermore, four in ten (40%) of global employees agree that there is nothing their employer can do to convince them to take an international assignment, an increase of five points versus 2012.

According to CERC President and CEO Stephen Cryne, "It is becoming more challenging and complex for companies to motivate employees to move for work. Balancing the needs of today's modern family, which is very likely comprised of dual income professionals, children and aging parents, are at times insurmountable."

In Canada, 19 per cent of employees, a similar proportion compared to findings from the 2012 survey are 'very likely' to relocate. Four in ten (39%) say they are 'not at all likely' to relocate – significantly more than in 2012 when only one quarter (26%) said they would be 'not at all likely' to relocate.

The survey also found that the majority of global employees are most likely to agree that they would only move to a country that is friendly to immigrants. Continues Cryne, "the growing opposition to global trade and immigration in some regions is very likely having an impact on the decision of employees to consider moving today."

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About the Study

These are some of the findings of an Ipsos poll conducted between February 17th, 2017 and March 3rd, 2017, on behalf of the Canadian Employee Relocation Council (CERC). The global poll was sponsored by BDO Global, the Council for Global Immigration, Crown World Mobility, Dwellworks, EuRA, Randstad Holding NV, TheMIGroup, and Weichert Workforce Mobility. For this survey, a sample of 10,091 employees in 20 countries were interviewed via the Ipsos Online Panel system. The countries reported include Argentina, Australia, Brazil, Canada, China, France, Germany, Great Britain, India, Italy, Japan, Mexico, Poland, Russia, South Africa, South Korea, Spain, the Netherlands, Turkey, and the United States of America. Approximately 300-500 individuals participated on a country by country basis with the exception of Australia, Canada, China, France, Germany, Great Britain, Japan, Spain, and the United States where each have a sample of 500+. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the global poll is accurate to within +/- 1.1 percentage points, 19 times out of 20, had all adults been polled. The credibility interval will be wider within individual countries, as the sample size is smaller. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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