



Factum

Majority of Canadian Workers Are Willing to Relocate Within Canada for Work, Appetite for Relocation Higher Compared to Four Years Ago

The Importance of Housing Incentives Has Increased Significantly, BC Tops List of Relocation Destinations

Toronto, Ontario, June 25, 2018 — A new study conducted by Ipsos on behalf of the [Canadian Employee Relocation Council \(CERC\)](#) reveals that a majority of working Canadians are willing to relocate, with the right conditions and incentives, to another province or city within their province. In fact, overall appetite for relocation to another province or city within their current province has increased compared to the previous iteration of the inter-provincial mobility survey in 2014.

One in five working Canadians would relocate, for a full-time job in another city in their province (22%, +6 pts compared to 2014) or a full-time job in another province (18%, +5 pts compared to 2014), for a minimum period of two years, far enough away that people would have to move (with relocation costs covered), and a 10% increase in pay. The proportion of working Canadians that would relocate increases significantly if more incentives and the right conditions are on offer. More specifically, around four in ten could be persuaded to relocate, either in-province (45%, -1 pt) or out-of-province (41%, unchanged since 2014), with additional incentives and the right conditions. Therefore, a majority of working Canadians are willing to relocate for a full-time job, either to another city within their province (67%, +5 pts compared to 2014) or to another province (59%, +5 pts compared to 2014) with the right incentive package.

Overall, the willingness to relocate for a short-term contract (of 6 months or less) has also increased since 2014. Half (52%, +6 pts compared to 2014) of working Canadians would be willing to relocate for a full-time contract job for 6 months or less to another city within their province with the right incentive package, while a similar proportion would be willing to relocate for a full-time contract for 6 months or less to another province (48%, +9 pts compared to 2014).

Looking at those groups that are most likely to relocate for the long or short-term, those working Canadians who are male, between the ages of 18 and 34, have earned a university degree, and are not married are the most willing to relocate for a full-time job in another city or another province. Millennials (those under the age of 35) show the greatest willingness to relocate for work.

The top three incentives that are motivating Canadians to relocate for full-time work include: a 20% increase in pay (45% in-province, 44% to another province), a guarantee of returning to their current role within 2 years (43% in-province, 38% to another province), and having their employer provide temporary housing until permanent housing is available (30% in-province, 25% to another province). Relocation incentives pertaining to housing accommodations have increased in salience the most, over the past four years. In 2014, only 17% of working Canadians chose temporary housing as an important incentive for them to relocate (compared to 30% in 2018).

In fact, housing supports when relocating are deemed as the most important incentives among those willing to relocate: half (51%) of working Canadians say that it is important for an employer to provide a tax-free housing allowance for up to 6 months, while four in ten (39%) say it is important for an employer to provide a non-taxable interest free loan of up to \$100,000 for the purchase of a new home in the new location.

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Finally, in terms of the preferred destinations for relocation within Canada, four in ten (38%) working Canadians rank British Columbia first, followed by Ontario (17%) and Alberta (16%). Similarly, the highest proportion of working Canadians (25%) rank Vancouver as their preferred city of relocation, followed by Toronto (10%), Ottawa (10%), and Calgary (10%).

The results of the inter-provincial mobility survey differ to what was observed in the 2017 Global Mobility Survey conducted by Ipsos on behalf of CERC, which found that Canadians, and global citizens more generally, are less willing to relocate for employment in another country, compared to the previous iteration of that survey in 2012 (<https://www.ipsos.com/en-ca/news-polls/canada-second-spot-employees-would-move-to>). Put another way, at a time when Canadians are less willing to relocate for employment abroad, there is more willingness to do so in Canada, either to another city in their province or to another province.

About the Study

Ipsos conducted a quantitative online survey of n=1,185 working Canadians who are self-employed or employed in either a full-time or part-time capacity. The fieldwork was conducted between April 27th and May 1st, 2018. The precision of Ipsos online surveys are calculated via a credibility interval. In this case, the sample of working Canadians is considered accurate to within +/- 3.2 percentage points, 19 times out of 20, had all working Canadians been surveyed.

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