



Stressed, Restless, Satisfied or Anxious? -- Canadian Workers Not All the Same

-- New Workopolis Survey Identifies Four Major Groups of Workers --

Workopolis -- March 27, 2001 -- A new study of Canada's white collar worker population has identified roughly four major groups, distinguished by their differing levels of job satisfaction and varying motivations to change jobs.

The study by Ipsos-Reid for Workopolis, Canada's leading provider of e-recruiting and job search solutions, explores what determines job satisfaction and what is inclined to entice a worker to consider a job change. In analyzing the data, Ipsos-Reid identified four major groups within the Canadian white-collar population.

"The identification of these broad segments only reinforces the need for companies to have flexible and responsive recruiting strategies," comments Kim Peters, President, Workopolis. "Even a group of people with the same job will be at different places in their careers, and hold different attitudes towards their work. What keeps them happy in a job or compels them to accept a new one can vary enormously."

Young and Restless

Twenty-six per cent of the survey respondents could be described as "young and restless." They tend to be younger and better educated than the general white-collar worker population. They are also most likely to have already made job and employer changes, and are most likely to make another move within the next two years.

"These individuals are motivated by the desire to add experience to their resume and are more attracted to offers of increased vacation time than other segments," comments John Wright, Senior Vice President, Ipsos-Reid. "Most telling of all, 75% of these people keep their resumes up-to-date on the chance that they will come across a new work opportunity."

This group was characterized by the highest scoring on:

- Confidence in finding a job (78% agree vs. average 65%)
- Optimism about future career opportunities (76% vs 62% average)
- Keeping a resume up-to-date (75% vs, 34% average)
- Believing there is a maximum time to stay in a job (42% vs. 27% average)

Stressed Successes

Another 26% of the workers seem to be paying a price for their success. These "stressed successes" are relatively young and already holding senior positions. But the pressures are starting to show. They are "*moderately satisfied with their job*" and 79% agree that their family and friends resent the number of hours they work.

"These people have a complicated relationship with their jobs," comments Wright. "On the one hand, they find their current jobs stressful, yet they are still attracted to jobs that offer seniority and high pay. They don't seem ready to hop off the fast track just yet."

"These 'stressed successes' seem ideal candidates for an offer with non-traditional job benefits," comments Peters. "If a company can offset the stresses of a job with options such as flexible work hours, working from home, or a more relaxed business atmosphere, they may win the loyalty of these prospective employees."

This group scored highest on:

- Friends and family resent hours worked (79% agree vs. average 28%)
- Career is a "big part of who I am" (67% vs. 52%)
- Schedule conflicts with responsibilities (59% vs. 22%)
- Having more to do than they can comfortably handle (51% vs. 28%)
- Experiencing tension at work (48% vs. 27%)

Stable & Satisfied

Twenty-nine per cent of the respondents to the Workopolis survey could be summarized as stable and satisfied. They are very happy with their current position. In fact, 69% agree that they are currently working for 'the ideal company.'

This group tends to be older, more senior and are the least likely to make a move. In fact, only 3% of them keep their resume up-to-date.

"This type of person is the most difficult to dislodge from their current job," says Peters. "And yet with their seniority and experience, many of them are very attractive candidates. An employer who wishes to lure these folks needs to work very hard to prove why a move would be significantly better than staying put."

The Stable and Satisfied group scored lowest on:

- Keeping a resume up-to-date (3% agreed vs. average 34%)
- Being worried about job security (2% vs. 18%)
- Experiencing tension at work (9% vs. 27%)
- Having more than they can comfortably handle (11% vs. 28%)
- Believing there is a maximum time to stay in a job (12% vs. 27%)

Anxious Cynics

Nineteen per cent of the respondents seem perpetually dissatisfied with work. They tend to be older, have comparatively less education and lower income, and have stayed the longest in their current jobs. "The prime motivator for these folks is their salary," comments Wright. "Work is what pays the bills."

This group scored highest on:

- Finding it harder to make ends meet (57% agreed vs. average 31%)
- Being worried about job security (44% vs. 18%)
- Working just for the pay (32% vs. 12%)
- Feeling they could be next in the firing line (16% vs. 6%)

Study Methodology

The Workopolis.com World of Work study was conducted by Ipsos Reid. The study was conducted among 1,000 white-collar workers employed full-time, who represent 36% of Canadians. The survey was conducted between January 26 and February 8, 2001. Results are considered accurate to within 3.1 percentage points, 19 times out of 20.

The sample for the study was drawn from the Ipsos-Reid panel, which represents the general population. Panelists who work part-time, are self-employed, who are not employed, who indicate their occupation is blue-collar, or who work in agriculture, mining, fishing or forestry were excluded from the sample.

About Workopolis

Workopolis is Canada's leading provider of e-cruiting and job search solutions. It manages workopolis.com—Canada's biggest job site—with an average of 35,000 job postings daily and more than five million job searches per month, conducted by more than half a million unique visitors. Workopolis E-cruiting Solutions offers recruiting solutions software, applications, products and services for large and small Canadian companies.

Workopolis is a unique and complementary partnership of two Canadian media companies, Globe Interactive and Toronto Star Newspapers Ltd. workopolis.com incorporates tens of thousands of online job postings, in addition to all career listings from The Globe and Mail, The Toronto Star, the Kitchener-Waterloo Record, and the Hamilton Spectator.

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