

THE TALENT GAME: ATTRACTING AND RETAINING EMPLOYEES

Improved Employee Benefits Tops The List As The Most Important Thing Employers Could Offer Employees (70%) To Stay or Leave Their Current Work Place, Followed by an Extra Week of Vacation (66%)

The logo for Ipsos-Reid, featuring the company name in a sans-serif font with a stylized leaf icon between the two words.

**Seventh Annual Survey of Canada's
Most Respected Corporations**



■ **RAY & BERNDTSON**

Global Leaders in Executive Search

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Improved Employee Benefits Tops The List As The Most Important Thing Employers Could Offer Employees (70%) To Stay or Leave Their Current Work Place, Followed by an Extra Week of Vacation (66%)

Toronto, ON – As part of the Seventh Annual Ipsos-Reid Survey of Canada's Most Respected Corporation sponsored this year by Executive Search firm **Ray & Berndtson**, Canadian workers were asked to rate the importance of various benefits that employers could offer them to either stay at their current workplace or to go to another job.

- Improved employee benefits such as broader health and dental coverage topped the list of what employees say is most important to them (70%) –with Atlantic workers (80%) and women (75%) leading this position.
- Followed by an extra week of vacation each year (66%) – mostly among Ontario (68%), Quebec (68%) and Atlantic (68%) workers.
- Other employee benefits such as sabbaticals, education, health club memberships (57%) – led by Quebec (62%) and Atlantic (64%) workers.
- Profit sharing or stock options (56%) – Mostly among Alberta (68%) workers.

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- Other notable offers included the opportunity to work from home one day a week (42%) – predominantly in Ontario (50%) and Quebec (48%) and more among women (47%) than men (38%).
- Different job responsibilities (37%) – largely among Quebec (44%) workers.
- Commitment to fewer work hours (37%) – More in Ontario (42%) and among women (40%).
- And a less formal work environment (25%) – primarily in Quebec (29%) and Atlantic (28%).

While three-in-ten (28%) of workers from the survey identified themselves as current union members, a further 21% of non-union workers (totals 71%, with 21% of this group or 15% in total) say “they would definitely join a union if given the choice”. This suggests that the potential union labour force in the country could, if circumstances exist or permit, grow to 43% of the national workforce (28% of current union members plus 15% of other workers). Almost four-in-five (38%) of Canadian workers say that “without unions, workers would not receive the pay and job security that they deserve” – leading this view are Atlantic (43%) and Quebec (49%) workers.

These are the findings from this year’s Seventh Annual Ipsos-Reid Public Survey of Canada’s Most Respected Corporations reported by The Globe and Mail’s Report on Business section. The survey was conducted on the Ipsos-Reid Express national omnibus between July 17 to July 20, 2001 and included a random representative sample of 1,000 adult Canadians. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire Canadian adult population been polled. The margin of error will be larger within regions and subgroups. A subsample of 621 Canadians workers were asked a section of the questions in the survey. Results from this subsection can be considered accurate to within ± 4.0 percentage points,



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19 times out of 20. These results have been statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadians adult population. The results of this survey were originally scheduled for release during the second half of September 2001 but were delayed due to world events.

Ray & Berndtson is Canada's largest national executive search firm with five offices coast-to-coast, each a leader in its marketplace and the only global firm operating in our nation's capital. Ray & Berndtson specializes in recruiting executives throughout the world for its Canadian clients. The firm has over 30 partners, each with extensive experience in conducting senior level search assignments in a broad range of industry sectors. Globally, Ray & Berndtson is one of the largest recruiting firms in the world, with 47 offices in major centres of business and government. Canadian offices are located in Vancouver, Toronto, Ottawa, Montreal and Halifax. Please visit www.rayberndtson.com

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Seventh Annual Survey of Canada's Most Respected Corporations



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2001 CANADIAN WORKERS DATA

Percent	
2001	If given the choice, I would definitely join a union
19	Rate 10 - Strongly Agree
12	Rate 7-9
15	Rate 5-6 – Mid-Point (Neutral)
13	Rate 2-4
40	Rate 1 – Strongly Disagree
1	Don't Know/ Not Sure
31	Agree (Rate 7-10)

Percent	
2001	Without unions, workers would not receive the pay and job security they deserve
17	Rate 10 - Strongly Agree
21	Rate 7-9
20	Rate 5-6 – Mid-Point (Neutral)
24	Rate 2-4
17	Rate 1 – Strongly Disagree
1	Don't Know/ Not Sure
38	Agree (Rate 7-10)

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I am now going to read you a list of possible things that an employer could offer you either to stay at your current place of work or to go to another job. For each, please rate the level of importance that you would place on each one. Please use a scale of 1 to 10, where 1 represents not at all important and 10 represents very important.

Percent	
2001	An improved employee benefits program, offering broader health and dental coverage
36	Rate 10 – Very Important
34	Rate 7-9
13	Rate 5-6 – Mid-Point (Neutral)
8	Rate 2-4
8	Rate 1 – Not at all Important
0	Don't Know/ Not Sure
70	Important (Rate 7-10)

Percent	
2001	An extra week of vacation each year
37	Rate 10 – Very Important
29	Rate 7-9
16	Rate 5-6 – Mid-Point (Neutral)
7	Rate 2-4
12	Rate 1 – Not at all Important
0	Don't Know/ Not Sure
66	Important (Rate 7-10)

Percent	
2001	Other employee benefits such as sabbaticals, education, healthclub memberships
23	Rate 10 – Very Important
34	Rate 7-9
21	Rate 5-6 – Mid-Point (Neutral)
11	Rate 2-4
12	Rate 1 – Not at all Important
0	Don't Know/ Not Sure
57	Important (Rate 7-10)



Percent	
2001	Profit sharing or stock options
21	Rate 10 – Very Important
35	Rate 7-9
21	Rate 5-6 – Mid-Point (Neutral)
10	Rate 2-4
12	Rate 1 – Not at all Important
1	Don't Know/ Not Sure
56	Important (Rate 7-10)

Percent	
2001	The opportunity to work one day a week from home
19	Rate 10 – Very Important
23	Rate 7-9
15	Rate 5-6 – Mid-Point (Neutral)
16	Rate 2-4
26	Rate 1 – Not at all Important
0	Don't Know/ Not Sure
42	Important (Rate 7-10)

Percent	
2001	Different job responsibilities than you currently are responsible for
11	Rate 10 – Very Important
26	Rate 7-9
29	Rate 5-6 – Mid-Point (Neutral)
15	Rate 2-4
18	Rate 1 – Not at all Important
0	Don't Know/ Not Sure
37	Important (Rate 7-10)

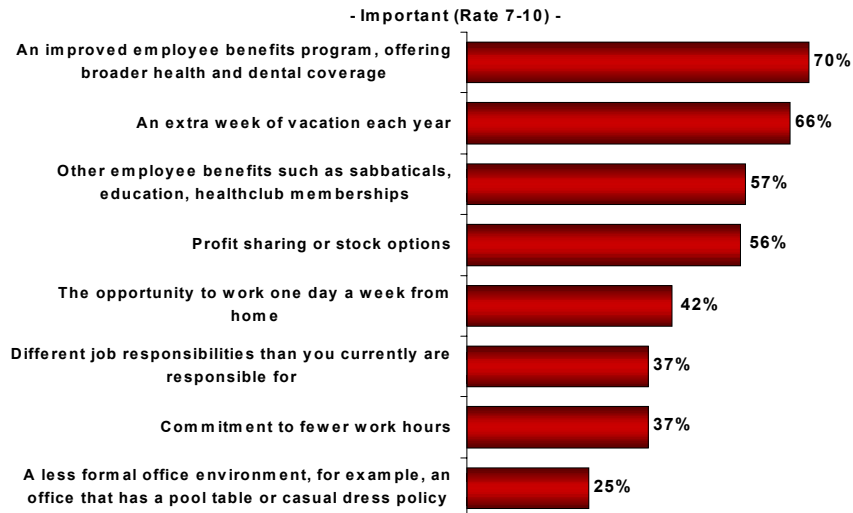


Percent	
2001	Commitment to fewer work hours
13	Rate 10 – Very Important
24	Rate 7-9
26	Rate 5-6 – Mid-Point (Neutral)
19	Rate 2-4
18	Rate 1 – Not at all Important
0	Don't Know/ Not Sure
37	Important (Rate 7-10)

Percent	
2001	A less formal office environment, for example, an office that has a pool table or casual dress policy
10	Rate 10 – Very Important
15	Rate 7-9
20	Rate 5-6 – Mid-Point (Neutral)
26	Rate 2-4
28	Rate 1 – Not at all Important
1	Don't Know/ Not Sure
25	Important (Rate 7-10)



Canadian Workforce...



I am now going to read you a list of possible things that an employer could offer you either to stay at your current place of work or to go to another job. For each, rate the level of importance that you would place on each one?