

MAKING FOR A PRODUCTIVE WORKPLACE: CANADIAN WORKERS TELL WHAT MATTERS MOST

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Canadians Give Their Employer An "A" Grade In Five Different
Work-Environment Evaluations*

*Overall, Employed Canadians Provide Their Employers With A
2.93 Grade Point Average – Representing A "C+" Average*



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Making For A Productive Workplace: Canadian Workers Tell What Matters Most

Survey Of Employed Canadians Reveals That Few Employed Canadians Give Their Employer An “A” Grade In Five Different Work-Environment Evaluations

Overall, Employed Canadians Provide Their Employers With A 2.93 Grade Point Average – Representing A “C+” Average

Toronto, ON – A new Ipsos-Reid/Juice Inc. survey released today reveals that when asked to grade their employers with respect to five work-environment statements, employed Canadians give their employers an overall grade-point-average (G.P.A.) of 2.93, approximately representing a “C+”. In fact, a minority of four in ten employed Canadians (38%) provide an overall grade of “A” for their employer in these five areas.

And looking at the individual grades for each of the five areas, just four in ten or fewer employed Canadians give their employers an “A” grade:

- 42% of employed Canadians give their employer an “A” grade in when it comes to their employer making them feel that “they fit in their work role”;
- 39% give their employer an “A” grade when it comes to their employer making them “feel supported in their role”;
- 38% give their employer an “A” grade when it comes to making them feel “clear in their role”;
- 38% give their employer an “A” grade when it comes to making them feel that they “are valued at their work”; and



- 32% give their employer an “A” grade when it comes to making them feel “inspired”.

Finally, thinking of this same list of five work-related feelings, respondents were asked which *one* makes them *most* productive in their job—38% choose “feeling valued at work”, 23% choose “feeling supported in your role”, 15% choose “feeling inspired at work”, 11% choose “feeling clear in your role”, and 9% choose “feeling fit in your role”.

But while most employed Canadians may not give their employees an “A” grade when considering these five work-environment statements, a strong majority of three in four employees (74%) say they are “very productive” in their workplace.

These are the findings of an Ipsos-Reid/Juice Inc. survey conducted from September 17th to September 24th, 2004. For the survey, a representative randomly selected sample of 1002 adult working Canadians who are either working full-time or part-time for an employer (and not ‘self-employed’) were interviewed by telephone. 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 this entire population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual overall Canadian population according to the 2001 Census data.



Overall, Employed Canadians Assign Their Employers A “C+” Grade

As part of the survey, employed Canadians were asked to think about their current employer and work environment, and in this context were asked to grade their employer according to five different work environment statements using a standard report-card style grading system – where “A” means Excellent, “B” means Good, “C” means Satisfactory, “D” means Bad, and “F” means a complete Failure. When all the grades provided for the five work-environment statements are compiled together into an employer grade-point-average (G.P.A.), we see that employers in Canada are given an overall 2.93 G.P.A from employed Canadians – which represents a C+ average grade.

When this calculation is broken into ranges: a minority of four in ten employed Canadians (38%) provide their employer an overall grade of “A”; while 32% provide their employer a overall grade of “B”, 18% provide their employer an overall grade of “C”, 7% provide their employer an overall grade of “D”, and 4% provide their employer an overall failing grade of “F”. Only a small percentage (1%) of employed Canadians generate a “don’t know” response when their overall grade is calculated.

- Employed Canadians who say they are “very productive” at work provide a significantly higher employer G.P.A. than those who are either “somewhat productive” or “not so productive” (3.04 vs. 2.12).



Few Employed Canadians Give Their Employers An “A” In Each Of Five Different Work-Environment Areas...

When ranking each of the five work-environment statements by highest grades:

1. ***“Your employer makes you feel that you fit in your work role, for example, your employer makes sure you feel you’re doing what you’re motivated and talented to do that you and that feel you belong in your workplace”*** ranks first, with 42% of employed Canadians giving their employer an “A” grade in this area, 32% giving a “B” grade, 17% giving a “C” grade, 5% giving a “D” grade, and 4% giving an “F” grade. Only 1% of employed Canadians “don’t know” how to grade their employer in this area. Overall, employed Canadians give their employers a G.P.A. of 3.03 with regard to this statement – approximately a “B-” grade.
- Employed Canadians aged 18-34 (44%) and aged 55 and over (49%) are significantly more likely than employed Canadians aged 35-54 (35%) to give their employer an “A” grade in this area.
- Those employed Canadians who say “they are very productive” at work are significantly more likely than other employed Canadians to give their employer an “A” grade in this area (48% vs. 19%).
2. ***“Your employer makes you feel that you are supported in your role, for example, your employer makes sure you have the training, tools and systems that you need to succeed, gives you the backing you need, and gives you the freedom and authority to do what you’re responsible for in your job”*** ranks second, with 39% of employed Canadians giving their employer an “A” grade in this area, 33% giving their employer a “B” grade, 18% giving their employer a “C” grade, 6% giving their employer a “D” grade, and 4% giving their employer an “F” grade. Only 1% of employed Canadians “don’t know” how to grade their employer in this area. Overall, employed Canadians



give their employers a G.P.A. of 2.09 with regard to this statement – approximately a “C+” grade.

- Employed Canadians from Atlantic Canada (58%) are the most likely to give their employer an “A” grade in this area, followed by employed Canadians from Saskatchewan/Manitoba (40%), Quebec (39%), Ontario (38%), British Columbia (32%), and Alberta (30%).
- Employed Canadians from rural areas are significantly more likely than those from urban areas to give their employer an “A” grade in this area (49% vs. 36%).
- Those employed Canadians who work in companies with 50 employees or less are significantly more likely than those who work in companies with more than 50 employees to give their employer an “A” grade in this area (49% vs. 33%).
- Those employed Canadians who say they are “very productive” at work are significantly more likely than all other employed Canadians to give their employer an “A” grade in this area (43% vs. 20%).

3. **“Your employer makes you feel that you are clear in your role, for example, your employer makes you know what outcomes and goals are expected, and makes sure you’re clear about your progress and the company’s big picture goals”** ranks third, with 38% of employed Canadians giving their employer an “A” grade in this area, 35% give a “B” grade, 17% give a “C” grade, 6% give a “D” grade, and 2% give an “F” grade”. Only 1% of employed Canadians “don’t know” how to grade their employer in this area. Overall, employed Canadians give their employers a G.P.A. of 3.01 with regard to this statement – approximately a “B-” grade.

- Once again, employed Canadians from Atlantic Canada (62%) are the most likely to give their an employer an “A” grade in this area, followed by employed Canadians from



Ontario (40%), Alberta (35%), Saskatchewan/Manitoba (34%), Quebec (34%), and British Columbia (33%).

- Employed Canadians from rural areas are significantly more likely than employed Canadians from urban areas to give their employer an “A” grade in this area (48% vs. 36%).
- Those employed Canadians who say they are “very productive” at work are significantly more likely than all other employed Canadians to give their employer an “A” grade in this area (44% vs. 24%).

4. **“Your employer makes you feel that you are valued at your work, for example, your employer makes you feel cared for as a person, makes you feel recognized and makes you feel respected”** is ranked fourth, with 38% of employed Canadians giving their employer an “A” grade in this area, 30% giving a “B” grade, 18% giving a “C” grade, 8% giving a “D” grade, and 5% giving an “F” grade. Only 1% of employed Canadians “don’t know” how to grade their employer in this area. Overall, employed Canadians give their employers a G.P.A. of 2.87 with regard to this statement – approximately a “C+” grade.

- Employed Canadians aged 18-34 are significantly more likely than employed Canadians aged 35 and over to give their employer an “A” grade in this area (44% vs. 36%).
- Those employed Canadians with less than a highschool education are significantly more likely than those with highschool diploma or higher levels of education to give their employer an “A” grade in this area (55% vs. 37%).
- Those employed Canadians who work in companies with 50 employees or less are significantly more likely than employed Canadians who work in companies with more than 50 employees to give their employer an “A” grade in this area (48% vs. 32%).



- Those employed Canadians who say they are “very productive” at work are significantly more likely than all other employed Canadians to give their employer an “A” grade in this area (42% vs. 25%).
5. **“Your employer makes you feel inspired at your work, for example, your employer makes you feel your job has meaning and purpose, makes you feel like you make a difference, makes you achieve results and makes you feel productive and successful”** ranks last, with 32% of employed Canadians giving their employer an “A” grade in this area, 32% giving a “B” grade, 21% giving a “C” grade, 8% giving a “D” grade, and 6% giving an “F” grade. Only 1% of employed Canadians “don’t know” how to grade their employer in this area. Overall, employed Canadians give their employers a G.P.A. of 2.77 with regard to this statement – approximately a “C” grade.
- Employed Canadians in Atlantic Canada (41%) and Saskatchewan/Manitoba (41%) are the most likely to give their employer an “A” grade in this area, followed by employed Canadians in Ontario (34%), Quebec (33%), Alberta (28%), and British Columbia (21%).
 - Employed Canadians living in rural areas are significantly more likely than employed Canadians living in urban areas to give their employer an “A” grade in this area (41% vs. 30%).
 - Employed Canadians with an annual household income of less than \$30,000 are more likely than those with an annual household income of \$30,000 or more to give their employer an “A” grade in this area (43% vs. 31%).
 - Those employed Canadians who work in companies with 50 employees or less are significantly more likely than employed Canadians who work in companies with more than 50 employees to give their employer an “A” grade in this area (43% vs. 27%).



- Those employed Canadians who say they are “very productive” at work are significantly more likely than all other employed Canadians to give their employer an “A” grade in this area (36% vs. 22%).

Three-Quarters (74%) Of Employed Canadians Say They Are “Very Productive” At Work...

Thinking about their personal level of productivity in their workplace, three-quarters of employed Canadians (74%) would say they are “very productive”. Of remaining employed Canadians, one-quarter (25%) would say they are “somewhat productive” in their workplace, and 1% would say they are “not so productive”.

- Employed Canadians who are residents of Atlantic Canada (82%) are the most likely to say they are “very productive” in their workplace, followed by those who are residents of Alberta (80%), Ontario (75%) and British Columbia (75%), and Saskatchewan/Manitoba (67%).
- Women are more likely than men to say they are “very productive” in their workplace (78% vs. 69%).
- Employed Canadians working in companies with more than 50 employees are significantly more likely than those who work in companies with 50 employees or less to say they are “very productive” in their workplace (76% vs. 69%).



What Do Employed Canadians Say Makes Them Most Productive At Work?

Employed Canadians were also asked to choose from a list of feelings and pick one they think would make them most productive on their job at their workplace. Four in ten employed Canadians (38%) choose “feeling valued at work” as the feeling they think would make them most productive on their job at their workplace, while 23% choose “feeling supported in your role”, 15% choose “feeling inspired at work”, 11% choose “feeling clear in your role”, and 9% choose “feeling fit in your role”. The remaining 5% of employed Canadians “don’t know” which feeling would make them most productive at their workplace.

- No demographic trends are apparent with respect to this question.

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