

CANADA SPEAKS

Presented by Sympatico / MSN

Rewards, Vacations, and Perks are Passé: Canadians Care Most About Cash

*Four in ten (39%) Consider Salary the Most Important
Consideration When Choosing a Job, While Vacation Time Least
Important (2%)*

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Rewards, Vacations, and Perks are Passé: Canadians Care Most About Cash

***Four in ten (39%) Consider Salary the Most Important Consideration
When Choosing a Job, While Vacation Time Least Important (2%)***

Toronto, ON – August 13, 2007 – Forget corporate credit cards, concert tickets, priority parking spots and extra vacation time. When it comes to choosing a job, many Canadians are looking for cash. A recent *Canada Speaks* survey by Sympatico / MSN found that four in ten (39%) Canadians rank salary as the most important consideration when looking for a job, followed by a good location (13%) and flexible hours (10%). However, rewards and perks (3%) and vacation time (2%) trailed far behind.

Interestingly, although Canadians don't consider vacation time a priority when looking for a job, when asked about their current workload, their responses suggest they would welcome more leisure time. Four in ten (41%) 'find it difficult to balance their work time and family time', six in ten (61%) 'wish they could work fewer hours', and four in ten (38%) feel burned out by their work load.

Despite the workloads, some Canadians are very happy with their career choices. In fact, almost three in ten (28%) say they are working in their 'dream job'. The survey also indicates almost all Canadians have a soft spot for their supervisor, with 78% admitting they 'like their boss'.

Still, most Canadians don't want work to be the central part of their life. Seventy-two per cent prefer to 'work to live,' while one quarter (24%) agree that work takes a more dominant place in their lives, and that they 'live to work'.

The survey also found that some Canadians are contemplating career moves. Three in ten (28%) are thinking about changing their current job, but staying in their field while a similar margin (29%) want to make a more drastic move and are thinking about changing their entire career choice.

When searching for a new job, perhaps Canadians will look back to their career aspirations as youth. The most popular career choice for Canadians growing up was a teacher (21%) followed by an actor/singer (13%). Specifically, Women were more likely (30%) than men (12%) to want to become a teacher while men were more likely (12%) than women (2%) to want to become an astronaut.

With Canada Speaks, Sympatico / MSN is listening to its readers' opinions in order to continue providing them with the information they care most about. Canada's most popular online destination with more than 19.7 million visitors per month, Sympatico.MSN.ca is the one online destination that provides the tools and information Canadian's need to connect with friends, family, and what's happening – in their community and around the world.*

** comScore Media Metrics, May 2007*

These are the findings of an Ipsos Reid poll conducted from July 20 to July 24 via a regionally representative online Canadian sample of 3061 adult Canadians. The survey was conducted online. With a sample of this size, results for each wave are accurate with +/-1.8 percentage points, 19 times out of 20, of what they would have been had the entire Canadian adult population been polled. These data were weighted to ensure the sample's regional and age/sex composition reflects the actual Canadian population according to Census data



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* comScore Media Metrics, May 2007*

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