

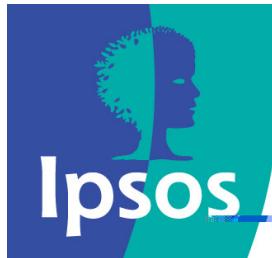
CANADA SPEAKS

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%)*

Public Release Date: Monday, Aug 13, 2007, 6:00AM EST



Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

*For copies of other news releases, please visit
<http://www.ipsos-na.com/news/>*

© Ipsos Reid

*Washington • New York • Chicago • Minneapolis • Seattle • San Francisco
Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montreal*



Ipsos Reid

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

About Sympatico / MSN

Sympatico / MSN is Canada's most popular online destination, with more than 19 million unique visitors* experiencing its information and communication services each month. Offered in a strategic alliance between Bell Sympatico and Microsoft, Sympatico.MSN.ca brings together Bell Sympatico's Web content and broadband services with popular web services for MSN, including Windows Live Messenger, Windows Live Hotmail, Windows Live Spaces and Live Search. The site gives Canadians easy access to the tools and services they love to use. Bell Sympatico is Canada's leading Internet service provider and Sympatico.MSN.ca delivers exclusive content to Sympatico High Speed Internet service subscribers, while Windows Live Messenger, Windows Live Hotmail and Windows Live Spaces are the country's most used instant messaging, web-based email service and social networking services.

* comScore Media Metrics, May 2007*

-30-

For more information on this news release, please contact:

*John Wright
Senior Vice President
Ipsos Reid
Public Affairs
(416) 324-2900*

*Cortney Anderson
High Road Communications
(416) 644 2260
mcameirao@highroad.com*

*For full tabular results, please visit our website at www.ipsos.ca.
News Releases are available at: <http://www.ipsos-na.com/news/>*