

ONE QUARTER (22%) OF WORKING CANADIANS BECOMING LESS LOYAL TO THEIR EMPLOYER



Ipsos Reid

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Toronto, ON -- A new study conducted by Ipsos Reid suggest a trend of declining loyalty among Canadian workers towards their place of employment, according to Ipsos Reid's Build a Better Workplace study.

Likely a result of the economic slowdown and the belt-tightening that has been occurring among businesses in order to cope with the crunch, one quarter (22%) of Canadian employees say that their sense of loyalty to their employer is 'decreasing'. Conversely, just 11% say their sense of loyalty is increasing, representing a net decline of 11 points. Six in ten (64%) say their sense of loyalty is holding stable.

Moreover, this decreasing loyalty is consistent across the country (23% in the west; 24% in Ontario; and 22% in Atlantic Canada) with the notable exception of Quebec, where only 10% of workers say that their sense of loyalty is decreasing.

The drop in loyalty is more pronounced in workplaces that have been hit hard by the economic recession. Among those whose place of work has made staff cuts, 36% feel less loyal. In organizations where salary freezes have been implemented, 31% of workers have a diminished sense of loyalty towards their employer.

These are the findings of an Ipsos Reid poll conducted from May 22 to May 29, 2009. For the survey, a representative randomly selected sample of 1128 employed adults was interviewed online.

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sample of this size, the results are considered accurate to within ± 2.9 percentage points, 19 times out of 20, of what they would have been had the entire employed adult 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 Canadian population according to the 2006 Census data.

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- 2 -

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