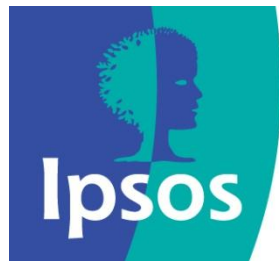


**Less Than Half (44 Per Cent) of Canadian Employees Have
Confidence in the Senior Leadership at Their Workplace;
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Cent), and Retail Employees (39 Per Cent) Least Confident
*Only Slightly More 'Agree' (39%) That They Trust What Senior Leaders Say
Than 'Disagree' (32%)***

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Less Than Half (44 Per Cent) of Canadian Employees Have Confidence in the Senior Leadership at Their Workplace; British Columbians (43 Per Cent), Atlantic Canadians (43 Per Cent), and Retail Employees (39 Per Cent) Least Confident

Only Slightly More 'Agree' (39%) That They Trust What Senior Leaders Say Than 'Disagree' (32%)

Toronto, ON – Less than half (44 per cent) of Canadian employees 'agree' (14% strongly/31% somewhat) that 'they have confidence in the senior leadership of my workplace', according to a new poll conducted by Ipsos Loyalty on behalf of the Canadian Management Centre. Three in ten (29%), however, 'disagree' (14% strongly/15% somewhat) that they're confident in their senior leadership, while one-quarter (26%) are neutral on the subject. When broken down regionally, these results are fairly consistent across Canada. Highest confidence ratings for senior leaders are reported in Manitoba and Saskatchewan (48 per cent) and Alberta (47 per cent), while lowest confidence levels are seen in British Columbia (43 per cent) and Atlantic Canada (43 per cent).

The confidence that employees have with senior leadership varies considerably by industry. Employees in the transportation (32 per cent), government (35 per cent) and retail industries (39 per cent) exhibit the lowest levels of confidence in their senior leadership, while the highest levels of confidence were reported by employees in high tech/IT (55 per cent).

Only four in ten (39%) Canadian employees 'agree' (11% strongly/29% somewhat) that 'they trust what their senior leaders say'. This is only slightly higher than the one-third (32%) of employees who 'disagree' (15% strongly/17% somewhat) that they trust what their senior leadership says. Three in ten (28%) remain neutral on the subject, while 1% don't know if they trust what their senior leaders say. Regionally, the highest levels of trust in what senior leaders say is seen in Ontario (41 per cent) and Quebec (40 per cent). Despite having the highest level of confidence in their senior leadership, Manitoba and Saskatchewan (35 per cent) and Alberta (36 per cent) report the lowest level of trust in what their leaders say.

Only 38 per cent of Canadian employees feel that senior leadership is doing a good job at communicating what is happening across the workplace. Across Canada, Albertans are the most satisfied at 41 per cent whereas employees in Manitoba and Saskatchewan are the most disappointed at 35 per cent. When it comes to various sectors, those in financial industries (53 per cent) seem to be doing a good job but there is room for improvement for those in transportation (26 per cent) and health and social work (33 per cent).

Just over half (56 per cent) of Canadian employees have confidence in the decisions made by their managers. Employees who are most satisfied with the decisions made by their managers are in education (82 per cent), government (73 per cent), and health and social work (72 per cent), while the least satisfied employees are in retail (58 per cent) and transportation (61 per cent).

Only 46 per cent of Canadian employees are satisfied with the internal communications in their workplace, while human resources (HR) experts and professionals share the same view



at 49 per cent. By industry, those in transportation reported the lowest scores at 26 per cent, whereas financial services (53 per cent) and education (52 per cent) reported the most satisfaction with their internal communications.

When it comes to what channels Canadian employees depend on to stay informed about their workplace, the top three are: email (60 per cent), colleagues (54 per cent) and their direct manager (49 per cent). The lowest results were social media (5 per cent), external media (9 per cent) and rumour/gossip (10 per cent).



These are some of the findings of an Ipsos Loyalty poll conducted in August, 2012, on behalf of the Canadian Management Centre. For this survey, a sample of 1,200 Canadians from Ipsos' Canadian online panel was interviewed online. The precision of Ipsos online polls are calculated using a credibility interval. In this case, the poll is accurate to +/- 3.2 percentage points of all Canadian employees and +/- 5 percentage points for human resources professionals in Canada. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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