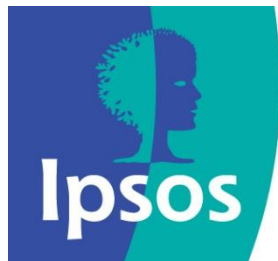


Canadians Cautiously Optimistic About Job Market and Economy Heading into 2014

Employers and Employees to Ask More of Each Other in the Coming Year to Improve Business Results and Job Satisfaction

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Ipsos Reid

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Canadians Cautiously Optimistic About Job Market and Economy Heading into 2014

Employers and Employees to Ask More of Each Other in the Coming Year to Improve Business Results and Job Satisfaction

Toronto, ON – Despite ending on a down note of nearly 50,000 lost jobs heading into 2014, a new study conducted by Ipsos Reid on behalf of Randstad shows that Canadian workers are entering 2014 with a cautiously optimistic outlook for the job market and the economy this year.

Three in ten (30%) working Canadians are ‘more confident’ (5% much more/25% somewhat more) in the strength of the Canadian economy compared to the start of 2013 versus one in five (20%) who are ‘less confident’ (4% much less/17% somewhat less) in 2014’s economic start. Half (50%) feel about the same towards the strength of the country’s economy compared to this time last year. Albertans (35%), British Columbians (32%), and Ontarians (32%) are the most confident in the economy’s strength heading full-steam into 2014, while those from the Prairies (27%), Quebec (27%), and Atlantic Canada (20%) are least confident.

Although working Canadians are slightly more optimistic than pessimistic about the national economy, they appear to split when it comes to perceptions towards Canada’s job market heading into 2014. While half (48%) feel about the same amount of confidence in the job market in 2014 as they did in 2013, a quarter (25%) feel ‘more confident’ (4% much more/21% somewhat more) in the job market heading into this year with a near equal proportion (27%)

indicate they feel 'less confident' (7% much less/20% somewhat less) this year than they did at the beginning of last year.

Canadians working in a managerial or executive position are significantly more confident (30%) than those in non-managerial (19%) positions, while workers under the age of 35 (31%) are more confident in the job market than their middle-aged (22%, aged 35-54) and senior (26%, aged 55+) counterparts.

Regionally, the West has more confidence than the rest. Working Canadians from Western Canada have more confidence in the job market compared to those in Eastern Canada. British Columbians (30% more confident/23% less confident), Albertans (31% more confident/14% less confident), and Prairies residents (27% more confident/19% less confident) have a slightly more optimistic view of the national job market compared to Quebecers (23% more confident/28% less confident), Ontarians (23% more confident/32% less confident) and Atlantic Canadians (18% more confident/34% less confident).

Finding a New Job in 2014...

Despite half (47%) of working Canadians thinking that the degree of difficulty in finding a new job in 2014, compared to 2013, will be about the same, among the remaining half it appears that there is an expectation that this search will be more difficult rather than easier compared to last year. One in three (33%) believe finding a new job this year will be 'more difficult' (5% much more/28% somewhat more) compared to one in five (20%) who believe it will be 'easier' (2% much easier/18% somewhat easier).

Men (23%) are more likely than women (16%) to believe finding a job will be 'easier' in 2014, while women (38%) are more likely than men (30%) to see it being 'more difficult'. Ontarians

(41%) are most pessimistic about the ability to find a new job in 2014, while Albertans (33%) are the most optimistic.

Despite this, nearly one in three (31%) indicate a likelihood to look for a new job in 2014, although more than two in three (69%) say this is unlikely and they will stay with their current employer. Younger workers (47%) most cite a likelihood to look for new employment this year, which is significantly higher than the national average (31%).

Ontarians (35%), Albertans (33%), and British Columbians (33%) are most likely to look for a new job, while Quebecers (24%) are least likely.

A Better Bottom-Line Expected in 2014 – for Companies and Employees Alike...

Working Canadians appear more optimistic when it comes to their organizations' performance in the coming year. Nearly nine in ten (89%) expect their employer to perform better (37%) or about the same (52%) financially this year when compared to 2013. Just one in ten (11%) expect their company to perform 'worse' (1% much worse/10% somewhat worse) financially in comparison to last year.

As Canadians expect their companies to perform better, they also expect to receive bigger paychecks themselves as half (51%) expect to receive a raise in 2014. Quebecers (58%) and Albertans (57%) are most likely to expect a raise this year while Ontarians (55%) and British Columbians (52%) least expect one.

Both Employers and Employees Expect to Ask More of Each Other in 2014...

Canadian employers state that, in order for them to contribute to their organization's success in 2014, the most mentioned 'top three' needs include their employees needing to expect greater demands on productivity (65%), greater expectations for better results with budgets



similar or below 2013 levels (64%), and greater expectations for new tasks as a part of their everyday roles. Managers from Atlantic Canada (77%) and Alberta (72%) most expect increased productivity by their employees to be in greater demand this coming year.

While managers will expect more from their employees in 2014, those in non-managerial roles are also expecting employers to bring more to the table this year. Asked to provide the top three contributions a manager could provide to create satisfaction in their role this year, providing better performance incentives and financial rewards (45%) is most mentioned, followed by allowing for a better work-life balance (42%), and providing better training and development for employees.



These are some of the findings of an Ipsos Reid poll conducted between December 20th to 29th, 2013 on behalf of Randstad. For this survey, a sample of 2,076 employed Canadians (including 800 managers/employers and 1,276 generally employed Canadians) from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 2.5 percentage points had all employed Canadians been polled, within +/- 4 percentage points of all Canadians working in a managerial role, and within +/- 3.1 percentage points of all Canadians working in non-managerial roles. 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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