



# Canadians on the Move: Measuring Opinions of Career Mobility Among Canadians

Conducted on behalf of:



These are some of the findings of an Ipsos Reid poll conducted between March 18<sup>th</sup> to 20<sup>th</sup>, 2014, on behalf of the Canadian Employee Relocation Council (CERC).

For this survey, a sample of 2,008 adults from Ipsos' Canadian online panel was interviewed online. The employment distribution breaks down as follows:

- Employed Canadians n = 1,140
- Canadians employed full-time n=817
- Canadians employed part-time n=323
- Unemployed Canadians n=356

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.

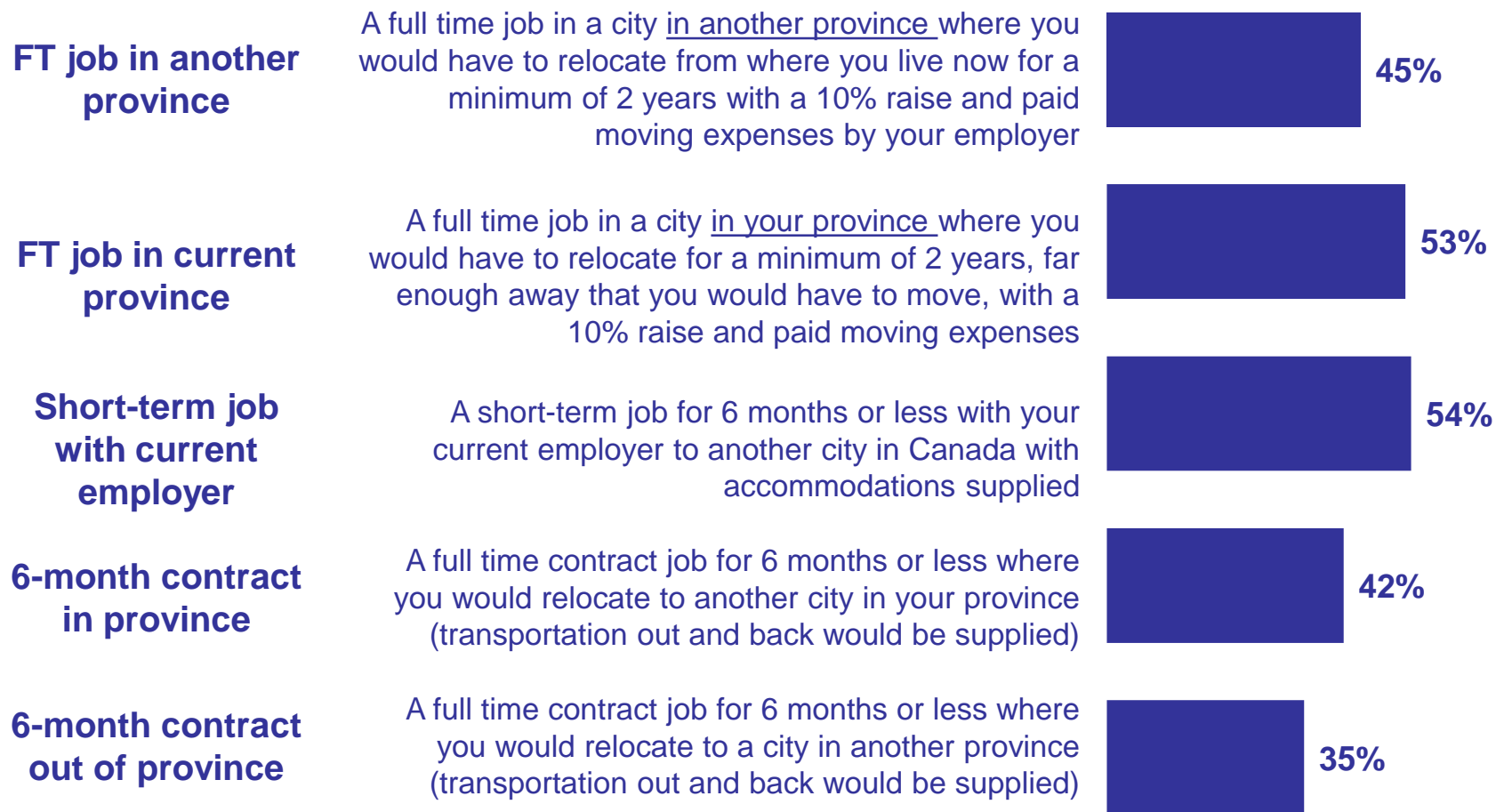
The precision of Ipsos online polls is measured using a Bayesian credibility interval. In this case, the survey is considered accurate to within +/- 2.5 percentage points had all Canadians been surveyed. The precision of the employment sub-groups breaks down as follows:

- Employed Canadians +/- 3.3 percentage points
- Canadians employed full-time +/- 3.9 percentage points
- Canadians employed part-time +/- 6.2 percentage points
- Unemployed Canadians +/- 5.9 percentage points

All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error.

# AT A GLANCE

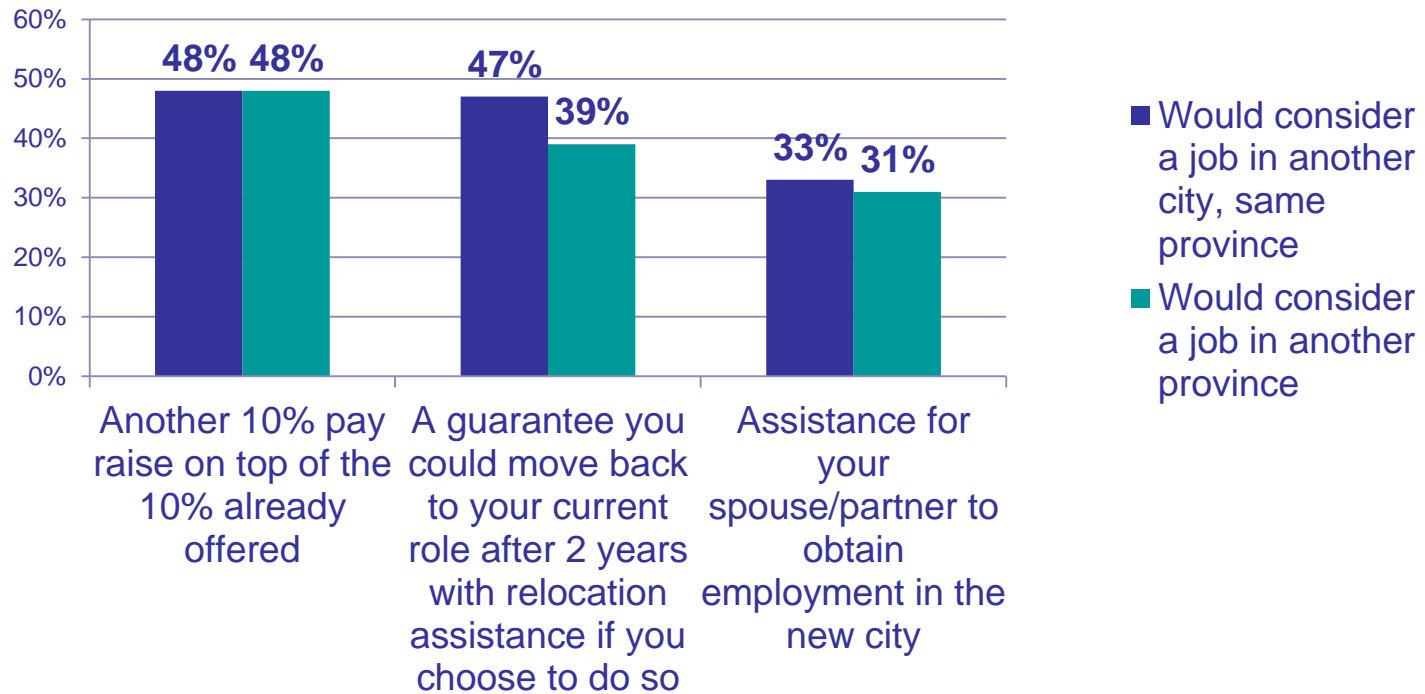
**About half of Canadians would consider relocating for a full time job in their current (54%) or outside (45%) province—and half (54%) would do likewise for a short-term job with their employer in another province ...Other Canadians would consider a full time contract job in their province (42%) or in another (35%)...**



Q1. Imagine if you had a job opportunity in the near future that would mean relocating. How willing would you be to take it based on the following:

**Base: All Respondents n=2008**

**Canadians who would consider relocating *to take a full time job in a city In their own or another province* favor three incentives above all others tested: another 10% pay raise, a guarantee to move back and spousal job assistance...**



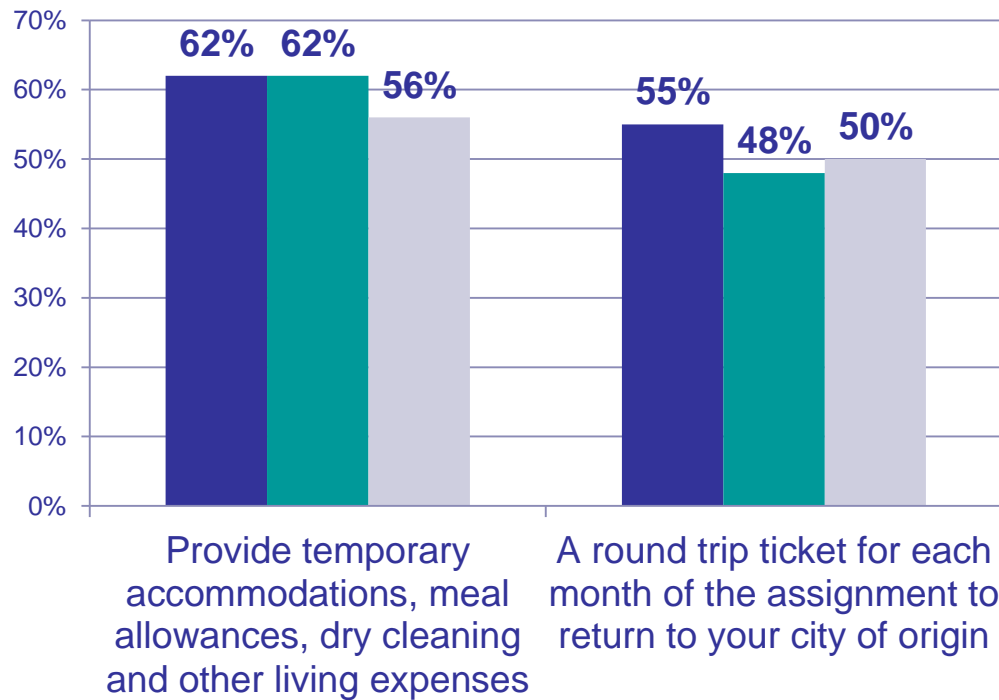
Q2A. You indicated an interest in taking a full time job in a city in your province where you would have to relocate for a minimum of 2 years far enough away that you would have to move with a 10% raise and paid moving expenses. Suppose you were negotiating the job opportunity with your employer. Please choose any three (3) items from the following list as incentives/factors that would be crucial for you to accept the job:

**Base: Consider/Persuaded To Take FT Job In A City In Your Province n=1031**

2B. You indicated an interest in taking a full time job in a city outside of your province in another Canadian Province or Territory for a minimum of 2 years with a 10% raise and paid moving expenses. Suppose you were negotiating the job opportunity with your employer. Please choose any three (3) items from the following list as incentives/factors that would be crucial for you to accept the job:

**Base: Consider /Persuaded To Take FT Job In A City In Another Province n=882**

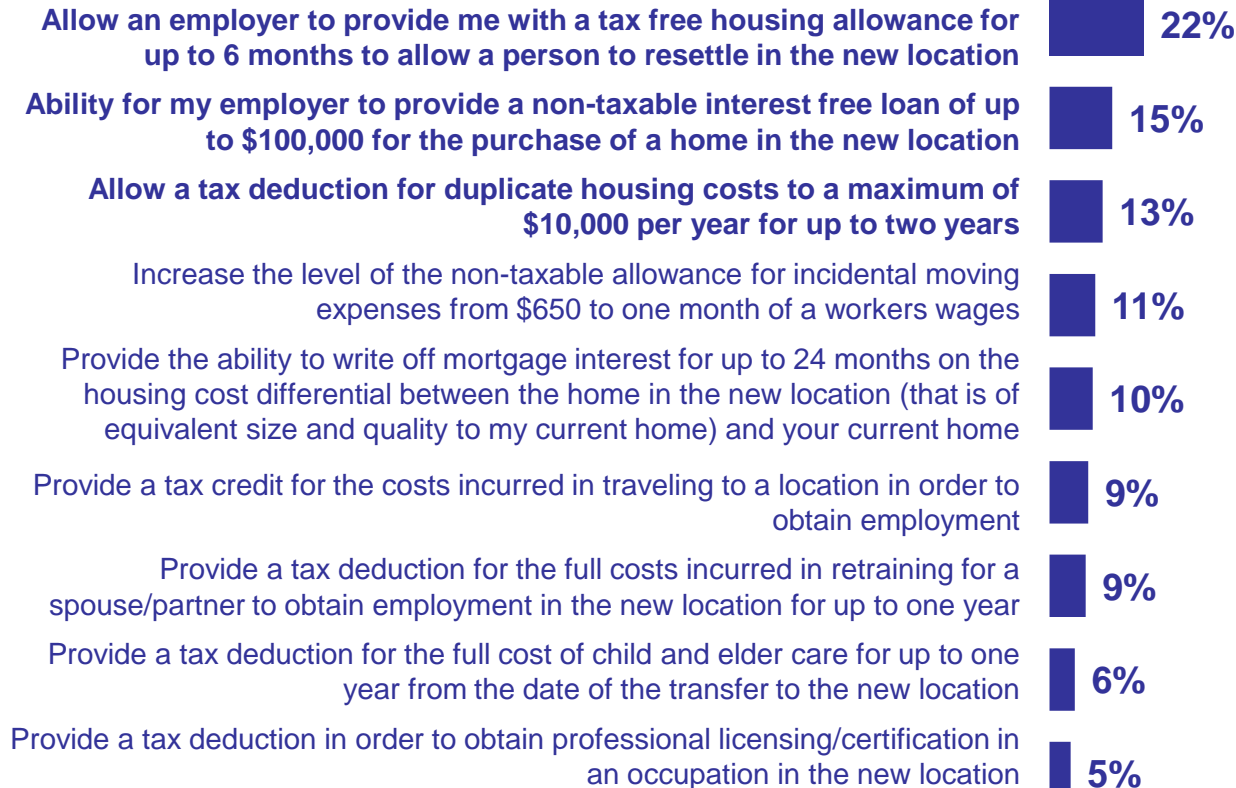
For consideration of all three types of short-term work positions the top two incentives of all those tested are temporary accommodations and expenses, and round-trip tickets to return to their home city...



- Would consider 6 month contract with current employer in another city in Canada
- Would consider a 6-month contract in current province
- Would consider a 6-month contract in another province

2C\_1. You indicated an interest in taking a temporary, short term assignment for up to six (6) months in another city in Canada with accommodations supplied. Suppose you were negotiating the job opportunity with the employer. Please choose any three (3) items from the following list as incentives/factors that would be crucial for you to accept the job: **Base: Consider/Persuaded To Take Short Term Job For 6 Months Or Less n=626; Base: Consider/Persuaded To Take Ft Contract Job For Six Months Or Less To Another City In Your Province n=803; Base: Consider/Persuaded To Take Ft Contract Job For Six Months Or Less To Another City In Another Province n=677**

# Potential Government Policies As Incentives:



Respondents who would consider a relocation job were asked to select the top government incentive that could be provided for each of the five types of relocation options. 4,136 mentions were counted. This scorecard represents the percentage of mentions each incentive received across all five options.

Q4\_1And of all of the incentives listed, if you had to choose just one to take advantage of for a job relocation, which would it be?

Base: Consider /Persuaded To Take FT Job In A City In Another Province n=882 Base: Consider/Persuaded To Take FT Job In A City In Your Province n=1031 Base: Consider/Persuaded To Take Short Term Job For 6 Months Or Less n=626 Base: Consider/Persuaded To Take Ft Contract Job For Six Months Or Less To Another City In Your Province n=803 Base: Consider/Persuaded To Take Ft Contract Job For Six Months Or Less To Another City In Another Province n=677

# DETAILED FINDINGS



# Between 12% and 17% of Canadians Would Take the Job Immediately—Others Would Need to Be Persuaded...

- All things considered, I'd take the job
- I might be persuaded to take the job if the right conditions and incentives were in place
- I would not consider or take the job under any circumstance

Willingness to move  
(Net "I'd take the job" and "I might be persuaded")

A full time job in a city in another province where you would have to relocate from where you live now for a minimum of 2 years with a 10% raise and paid moving expenses by your employer

12%

33%

55%

45%

A full time job in a city in your province where you would have to relocate for a minimum of 2 years, far enough away that you would have to move, with a 10% raise and paid moving expenses

17%

36%

47%

53%

A short-term job for 6 months or less with your current employer to another city in Canada with accommodations supplied

14%

40%

46%

54%

A full time contract job for 6 months or less where you would relocate to another city in your province (transportation out and back would be supplied)

10%

32%

58%

42%

A full time contract job for 6 months or less where you would relocate to a city in another province (transportation out and back would be supplied)

8%

27%

65%

35%

Q1. Imagine if you had a job opportunity in the near future that would mean relocating. How willing would you be to take it based on the following:

Base: All Respondents n=2008



## Taking Full Time Job In A City In Your Province Where You Would Relocate For A Minimum 2 Years Far Enough Away That You Would Have To Move With A 10% Raise And Moving Expenses. Top Items Wanted From Employer To Move:



Q2A. You indicated an interest in taking a full time job in a city in your province where you would have to relocate for a minimum of 2 years far enough away that you would have to move with a 10% raise and paid moving expenses. Suppose you were negotiating the job opportunity with your employer. Please choose any three (3) items from the following list as incentives/factors that would be crucial for you to accept the job:

**Base: Consider/Persuaded To Take FT Job In A City In Your Province n=1031**



## Taking Full Time Job In A City In Another Province Where You Would Relocate For A Minimum 2 Years With A 10% Raise And Moving Expenses. Top Items Wanted From Employer To Move:



2B. You indicated an interest in taking a full time job in a city outside of your province in another Canadian Province or Territory for a minimum of 2 years with a 10% raise and paid moving expenses. Suppose you were negotiating the job opportunity with your employer. Please choose any three (3) items from the following list as incentives/factors that would be crucial for you to accept the job:

**Base: Consider /Persuaded To Take FT Job In A City In Another Province n=882**

## A Short-term Job For 6 Months Or Less With Your Current Employer To Another City In Canada With Accommodations Supplied...Wanted From Employer:

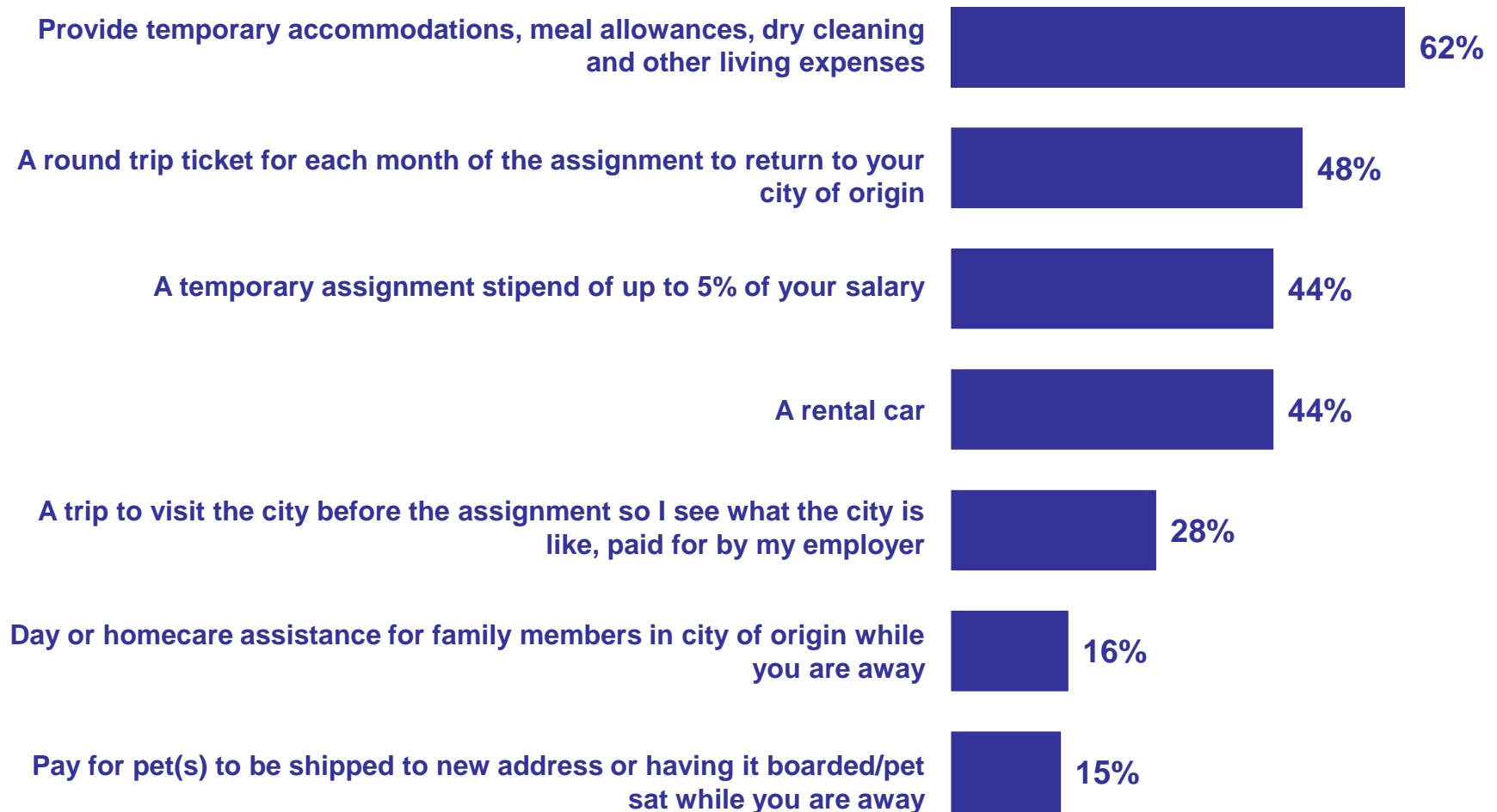


2C\_1. You indicated an interest in taking a temporary, short term assignment for up to six (6) months in another city in Canada with accommodations supplied. Suppose you were negotiating the job opportunity with the employer. Please choose any three (3) items from the following list as incentives/factors that would be crucial for you to accept the job:

**Base: Consider/Persuaded To Take Short Term Job For 6 Months Or Less n=626**



## A Full Time Contract Job For 6 Months Or Less Where You Would Relocate To Another City In Your Province (Transportation Out And Back Would Be Supplied)...Wanted From Employer:



2C\_2. You indicated an interest in taking a temporary, short term assignment for up to six (6) months in another city in Canada with accommodations supplied. Suppose you were negotiating the job opportunity with the employer. Please choose any three (3) items from the following list as incentives/factors that would be crucial for you to accept the job:

**Base: Consider/Persuaded To Take Ft Contract Job For Six Months Or Less To Another City In Your Province n=803**



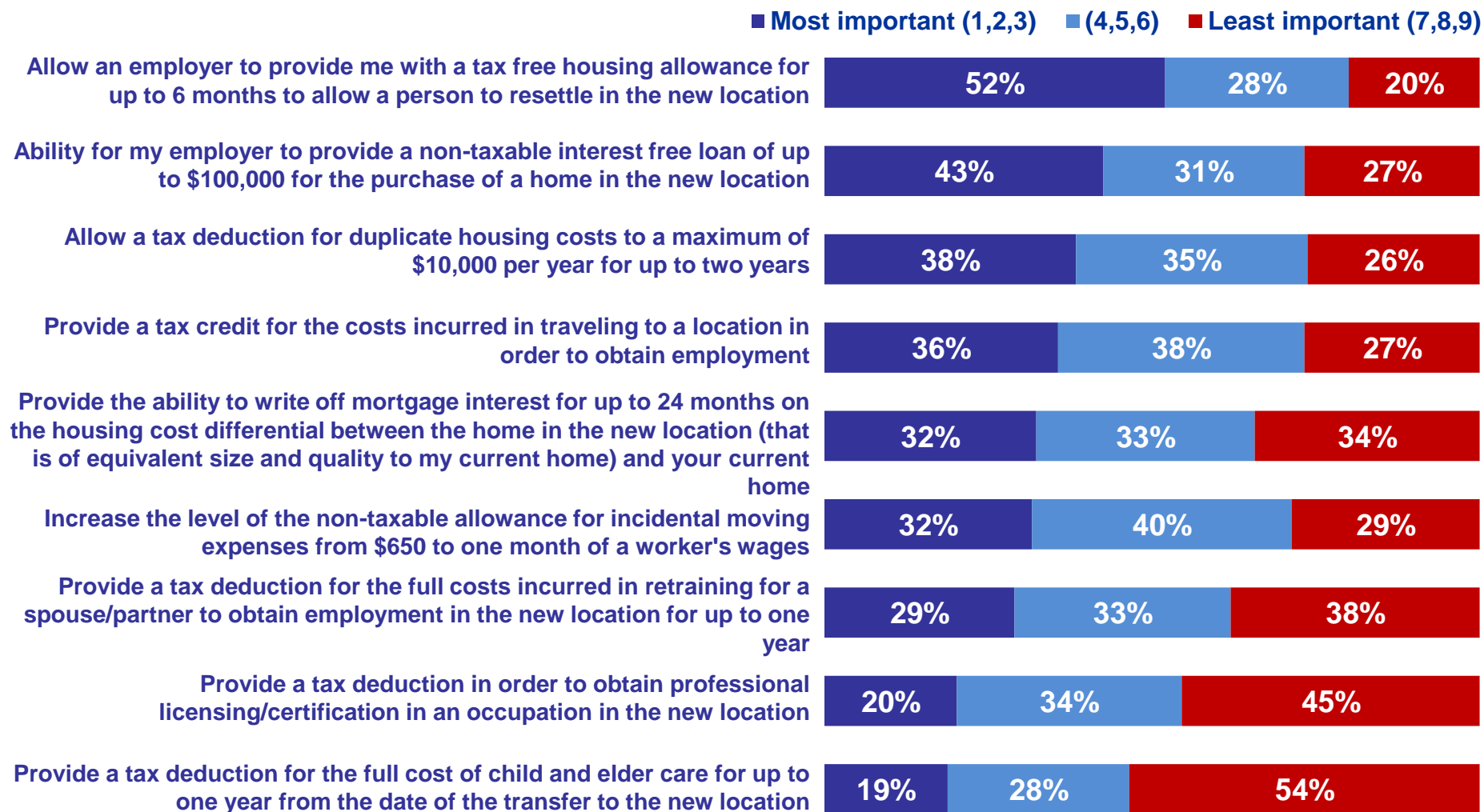
## A Full Time Contract Job For 6 Months Or Less Where You Would Relocate To A City In Another Province (Transportation Out And Back Would Be Supplied)...Wanted From Employer:



2C\_3. You indicated an interest in taking a temporary, short term assignment for up to six (6) months in another city in Canada with accommodations supplied. Suppose you were negotiating the job opportunity with the employer. Please choose any three (3) items from the following list as incentives/factors that would be crucial for you to accept the job:

**Base: Consider/Persuaded To Take Ft Contract Job For Six Months Or Less To Another City In Another Province n=677**

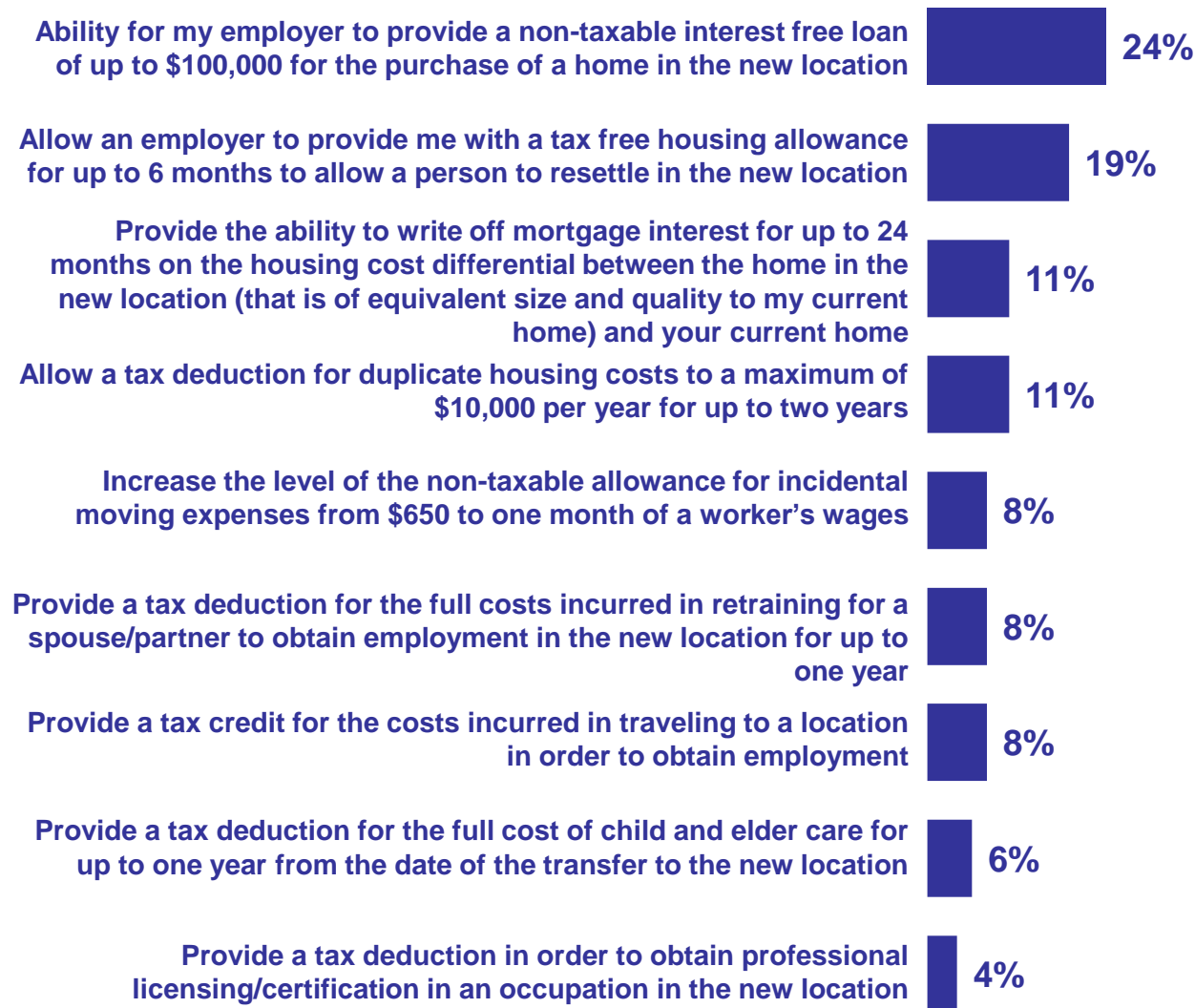
# Potential Government Policies That Could Incent Those Who Are Willing to Move:



Q3. Generally, and not specific to the previous answer about a job offer you chose previously, there are some actions that governments could undertake to make job relocation more acceptable for those affected. Now, if you personally had to relocate to another city, please rank the following nine possible incentives that you would want to take advantage of from most important to least important:

**Base: Consider/Persuaded To Take FT Job /Short Term/FT Contract Job For Six Months Or Less n=1279**

# Potential Government Policies That Would Incent Workers To Move: *A full time job in a city in another province where you would have to relocate from where you live now for a minimum of 2 years with a 10% raise and paid moving expenses by your employer...*

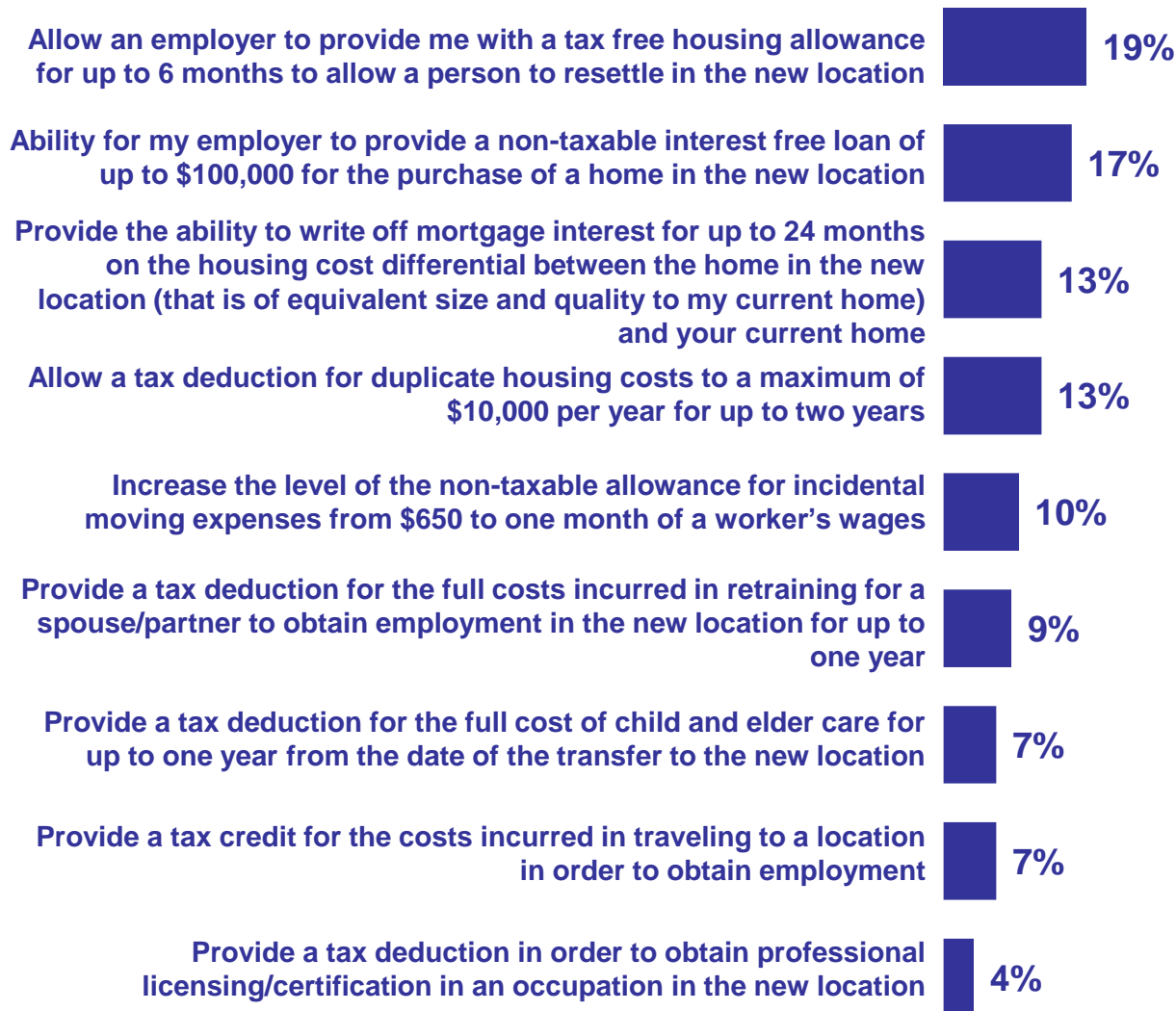


Q4\_1And of all of the incentives listed, if you had to choose just one to take advantage of for a job relocation, which would it be?

**Base: Consider /Persuaded To Take FT Job In A City In Another Province n=882**



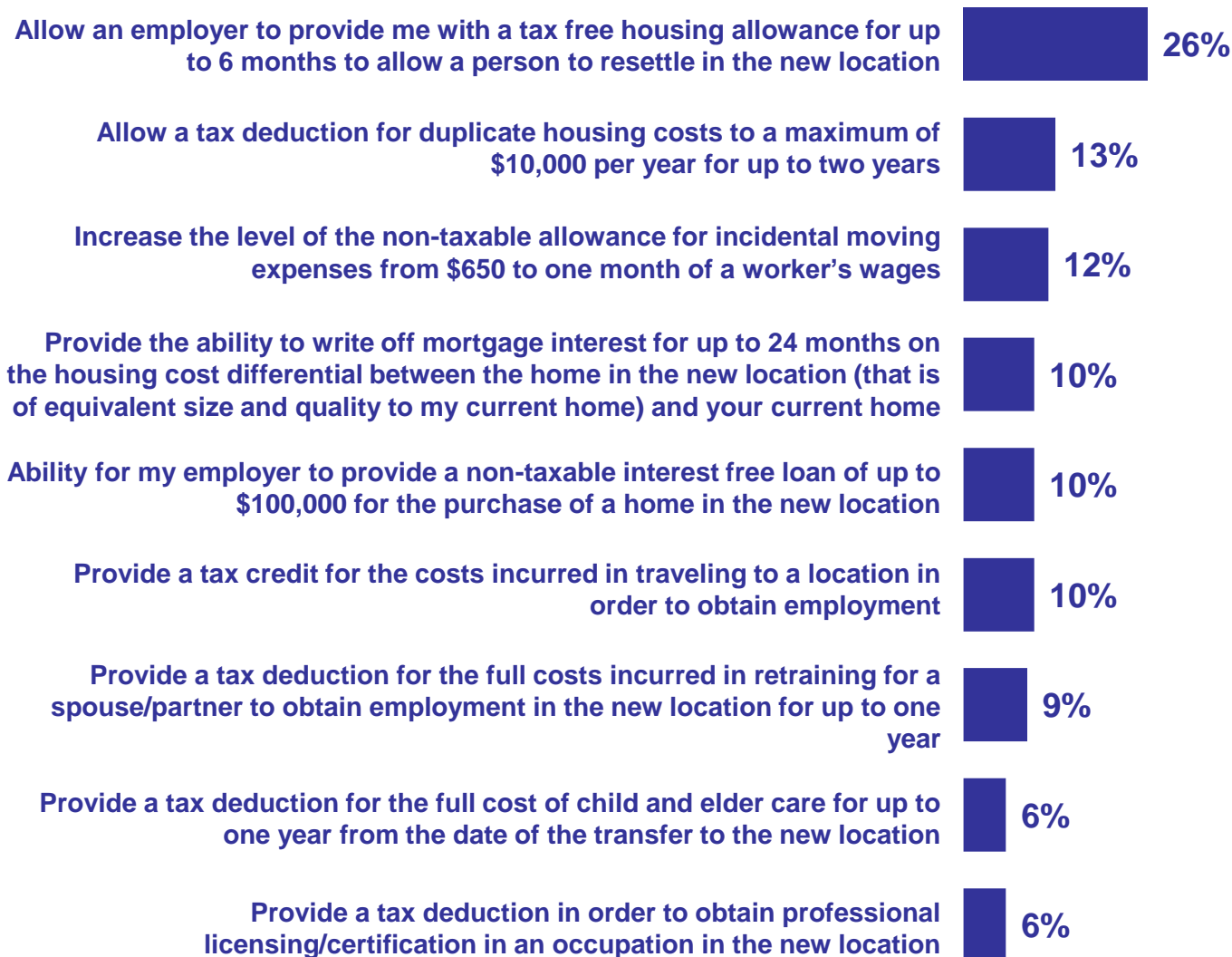
# Potential Government Policies That Would Incent Workers To Move: *A full time job in a city in your province where you would have to relocate for a minimum of 2 years, far enough away that you would have to move, with a 10% raise and paid moving expenses...*



Q4\_2 And of all of the incentives listed, if you had to choose just one to take advantage of for a job relocation, which would it be?

**Base: Consider/Persuaded To Take FT Job In A City In Your Province n=1031**

## Potential Government Policies That Would Incent Workers To Move : *A short-term job for 6 months or less with your current employer to another city in Canada with accommodations supplied...*



Q4\_3 And of all of the incentives listed, if you had to choose just one to take advantage of for a job relocation, which would it be?

**Base: Consider/Persuaded To Take Short Term Job For 6 Months Or Less n=626**

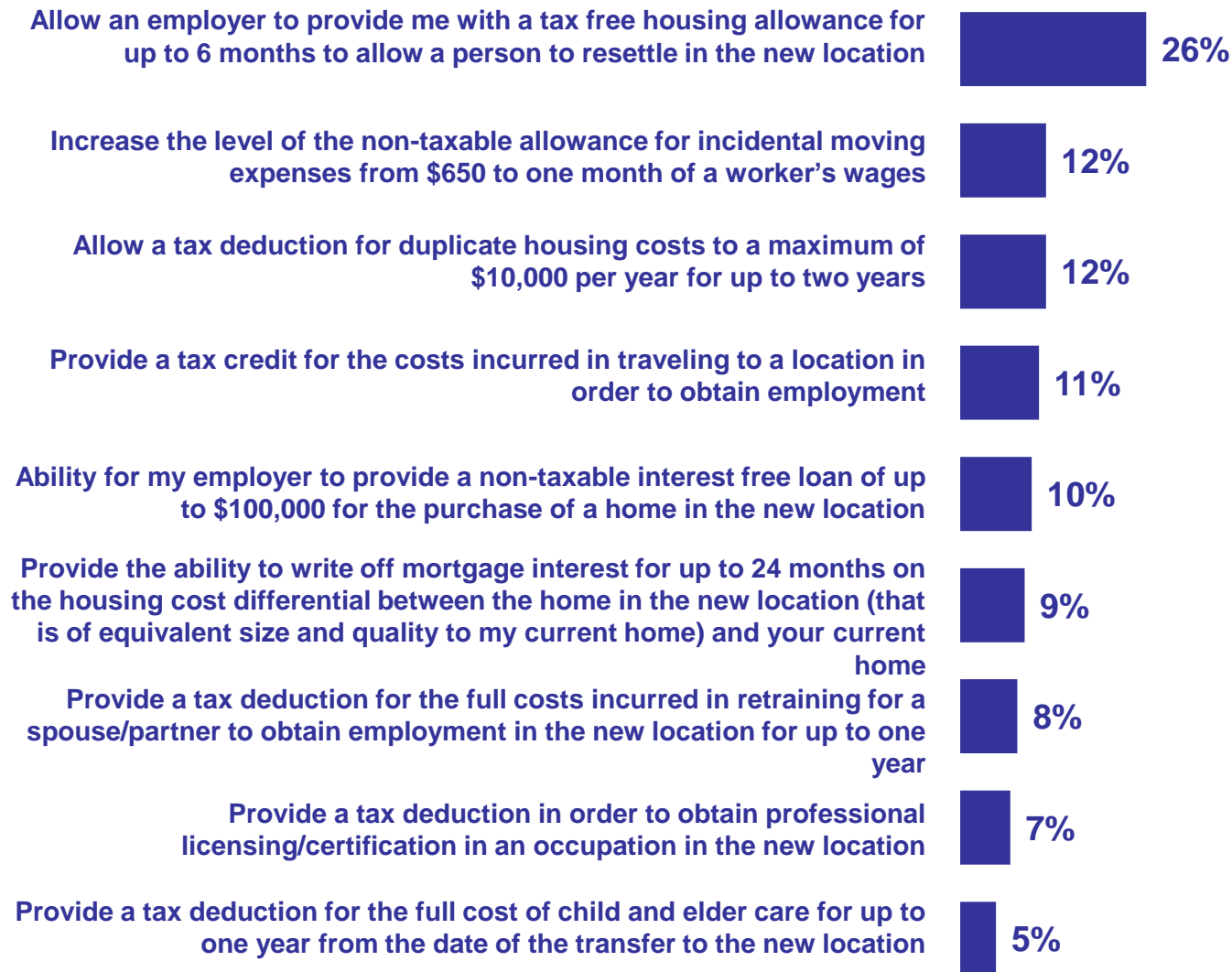
## Potential Government Policies That Would Incent Workers To Move : *A full time contract job for 6 months or less where you would relocate to another city in your province (transportation out and back would be supplied)...*



Q4\_4 And of all of the incentives listed, if you had to choose just one to take advantage of for a job relocation, which would it be?

**Base: Consider/Persuaded To Take Ft Contract Job For Six Months Or Less To Another City In Your Province n=803**

## Potential Government Policies That Would Incent Workers To Move : A full time contract job for 6 months or less where you would relocate to a city in another province (transportation out and back would be supplied)...

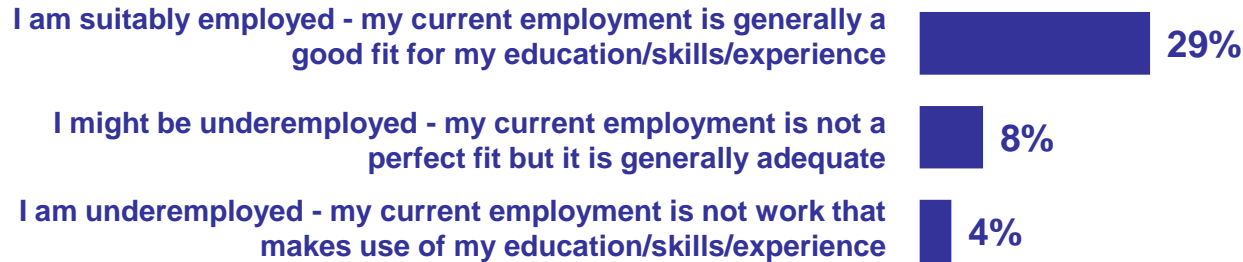


Q4\_5 And of all of the incentives listed, if you had to choose just one to take advantage of for a job relocation, which would it be?

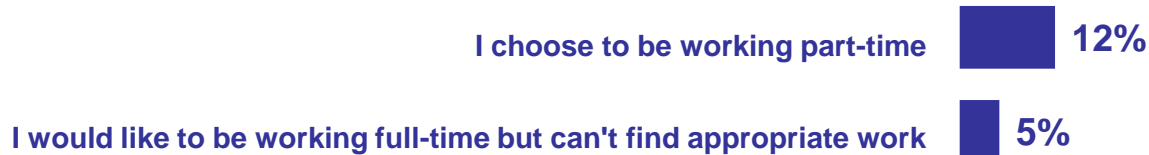
**Base: Consider/Persuaded To Take Ft Contract Job For Six Months Or Less To Another City In Another Province n=677**

## A Total of 21% Believe They Are *Underemployed*...

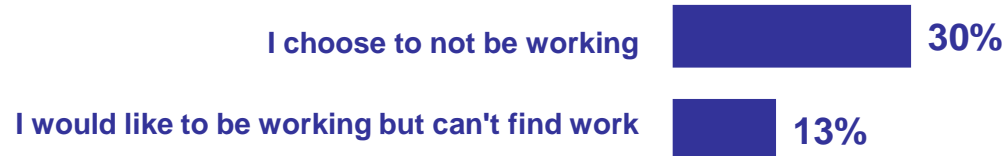
### If employed full-time: (Net)



### If employed part-time: (Net)



### If not employed: (Net)



5. Now we would like you to consider if you would consider yourself to be "underemployed". One way to be underemployed is if a worker is overqualified and has education, skills or experience that go beyond the requirements of the job. For example, they have a university degree in biology and they work as a salesperson in a clothing store. Another way to be underemployed is to not have enough paid work. For example, the worker wishes to have full-time work but could only find part-time a job. Others are unemployed but are searching for work. Which of the following statements most closely describes your current situation?

**Base: All Respondents n=2008**

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