



Build A Better Workplace

How is the Canadian workforce dealing with the economic downturn? Our latest syndicated study probes this question.

Build a Better Workplace offers a forward looking view into the mindset of Canadians as they consider their work experience and their employer's policies and communications.

The first round of the study conducted at the end of January showed that one quarter of the Canadian workforce is concerned about holding on to their jobs. And concerns about job security were found across most sectors of the economy and across all career streams.

This may have you wondering, what is the best strategy to keep productivity and staff engagement high when employees fear the worst?

The Study

Build a Better Workplace is a syndicated study designed to offer detailed and actionable data. Each quarter, we will ask Canadian employees what their job-related concerns and expectations are, and how they evaluate management's responses to the crisis.

Deliverables

Each quarter, you will receive insights into current organizational and HR challenges. In addition to employee concerns and expectations, topics such as motivation, compensation and stress levels will be investigated.

Reporting will include sector breakdowns, regional breakdowns across Canada, as well as standard demographic breaks (i.e. generation and gender). In addition, the report will include advanced statistical analysis designed to understand the drivers of employee attitudes, motivation and well being at work.

Survey Methodology

This study will be conducted through online interviews with a nationally representative sample of 1,000 Canadian employees each quarter.

Survey Schedule

| | Spring 2009 | Summer 2009 | Fall 2009 | Winter 2010 |
|--------------|-------------|---------------|-----------------|-----------------|
| Interviewing | Early May | Early August | Early November | Early February |
| Reporting | End of May | End of August | End of November | End of February |

Pricing

| | |
|------------|-------|
| 2 quarters | \$590 |
| 4 quarters | \$975 |

All prices are in \$CDN before tax.

Contact Information

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Build a Better Workplace Study

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