



GENERATIONAL ATTITUDES TOWARDS WORK

**Opinion survey
of Quebec workers**

**For the
Ordre des conseillers en ressources humaines
et en relations industrielles agréés du Québec**

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SURVEY METHODOLOGY

The survey results are based on 1,001 telephone interviews, conducted from August 17 to 28, 2006 as part of a CROP-express omnibus survey. Of these respondents, 599 were part of the working population.¹

Respondents were selected at random from among persons 18 years of age and over living in selected households and able to answer questions in French or in English. No substitutions of households or respondents were allowed. A probabalistic approach was used to select the household sample from telephone customers across Quebec.

Interviews were carried out from the CROP call centre in Montreal. The geographical distribution of respondents was as follows: 501 in Greater Montreal, 200 in Greater Quebec City and 300 from elsewhere in Quebec.

During the compilation process, the results were weighted according to gender, age, region of residence and language most often spoken at home, using data obtained from the Statistics Canada 2001 census to reflect the distribution of the adult population in Quebec.

Statistically, a sample of this size (n=1,001) is accurate within 3 percentages points, 19 times out of 20. The margin of error increases by 4% for the workers sub-sample.

Claude Gauthier
Vice President

¹ The survey population for the questions asked at the request of the Ordre des CRHA et CRIA du Québec was made up of a sub-sample of 599 respondents active in the workforce.

**COMPARISON BETWEEN THE SURVEY POPULATION AND THE TOTAL ANALYSIS
SAMPLE BEFORE AND AFTER WEIGHTING**

	Population 1 N= 6,060,065		Sample n=1,001			Working n=599 %
	N	%	N	%	% weighted	
REGION						
Greater Montreal	2,890,525	48	501	50	47	49
Greater Quebec City	587,185	10	200	20	10	10
Elsewhere in Quebec	2,582,355	43	300	30	43	41
GENDER						
Male	2,962,280	49	419	42	49	55
Female	3,097,785	51	582	58	51	45
AGE GROUP						
18-34 years	1,713,260	28	252	25	28	33
35-54 years	2,390,880	40	415	42	39	55
55 years and over	1,955,925	32	334	33	33	13
LANGUAGE MOST OFTEN SPOKEN AT HOME						
French	5,031,810	83	893	89	83	84
English, other	1,028,255	17	108	11	17	16

¹ Non-institutionalized persons 18 years and over, according to region, gender, age and language most often spoken at home. Source: Statistics Canada, 2001 census, July 2005 estimates.

OTHER CHARACTERISTICS OF THE SURVEY POPULATION

	n=1 001	% weighted	Working n=599 %
EDUCATION			
7 years or less	51	5	1
8-12 years	325	34	32
13-15 years	253	24	26
16 years and more	371	36	42
OCCUPATION			
Working	599	60	100
Unemployed	27	3	--
Staying at home full-time	76	8	--
Retired	244	23	--
Student	52	6	--
Less than \$20,000	111	12	4
\$20,000 to \$39,999	196	21	19
\$40,000 to \$59,999	214	21	21
\$60,000 and over	350	34	47
DNK/Refused	130	12	8
FIRST LANGUAGE			
French	860	82	82
English	64	8	9
Other	77	10	9
AVERAGE INTERVIEW TIME:		15 minutes	

SUMMARY OF RESULTS

Survey population

- The survey was conducted among 1,001 Quebecers, interviewed between August 17 and 28, 2006. Of this sample, 599 respondents were part of the working population.
- The vast majority (85%) worked full-time (30 or more hours/week) and 83% were salaried employees.
- For analysis purposes, these 599 respondents were broken down into age groups or generations, i.e. 18-28 years (16%), 29-43 years (41%), 44-60 years (41%) and 61 years and over (2%).

General attitude

- Overall, nine respondents out of ten said they were very (50%) or somewhat (42%) satisfied with current job.
 - No significant differences were noted between the different generations or between salaried employees and self-employed workers.

Scale of values

- A large majority (96%) of those interviewed considered work to be an important value, with 47% ranking it as "very important," and 49% as "somewhat important."
 - The slight percentage difference (nuance à traduire) between "very" and "somewhat" important indicates that respondents who are very satisfied with their job also consider their work to be very important (58% compared to an average 47%).
- To determine where Quebec workers place work on their scale of values, respondents were asked to rank it along with six other factors. **Family** took first place, with 91% claiming **family** to be "very important" in their lives.

- At 47%, work placed fifth out of the seven values, trailing family (91%), a sense of responsibility (84%), respect of authority (55%), leisure activities (53%), but ahead of career (32%) and money (28%).

The survey also showed that:

- 44% who said they were not very or not at all satisfied with their job felt that money was very important, compared to 28% of all respondents;
- 64% of those who were very satisfied with their job ranked respect of authority as a very important value (compared to an average 55%);
- career was considered to be very important by 44% of the 18-to-28 age group and by 41% of those who were "very satisfied" with their job (compared to an average 32%).

SCALE OF VALUES

	All workers			Generations ¹			
	Very important	Somewhat important	Total	18-28 years n=84	29-43 years n=243	44-60 years n=257	61 years and over ² n=15
	%	%	%	%	%	%	%
Family	91	8	99	100	99	99	96
A sense of responsibility	84	15	99	98	100	100	100
Respect of authority	55	38	93	89	93	95	86
Leisure activities	53	42	95	94	97	95	88
Work	47	49	96	93	97	96	100
Career	32	55	88	89	90	85	76
Money	28	63	91	89	92	92	90

Q24. For each of the following values, tell me whether they are very important, somewhat, not very, or not at all important to you.

¹ The percentages represent the total "very important" and "somewhat important" responses.

² The size of the sub-sample (n=15) does not allow us to estimate the margin of error for the percentages presented.

Attitudes toward work: motivation

- The large majority (90-95%) of respondents are motivated by their job:
 - 95% totally (68%) or somewhat (27%) agreed with the statement "In my job, I feel motivated to give the best I can"
 - 92% said they liked their work: 64% a great deal, 29% somewhat;
 - nine out of ten respondents totally agreed (56%) or somewhat agreed (35%) with the statement "My job gives me a feeling of personal fulfillment";
 - only 41% totally (20%) or somewhat (21%) agreed with the statement "I consider work as a source of income, not a place to get personal satisfaction"; and
 - most salaried employees felt very (59%) or somewhat (34%) motivated by the desire to contribute to the success and achievement of the objectives of the company where they are employed;
 - No significant differences in attitudes towards motivation were noted between the different generations.

Corporate image and reputation

- Nine out of ten respondents were proud (totally 60%, somewhat 31%) to work for their current employer, the most enthusiastic being those who are very satisfied with their job.
- Eight out of ten totally (52%) or somewhat (28 %) planned on working for a long time for their current employer.

ATTITUDES TOWARDS WORK - Motivation -

	All workers			Generation ¹			
	Very motivated	Somewhat motivated	Total	18-28 years n=73	29-43 years n=21	44-60 years n=209	61 years and over ² n=8
Base: 503 salaried employees	%	%	%	%	%	%	%
Motivated by the desire to contribute to the success and achievement of the objectives of the company where you are employed	59	34	93	92	95	92	73

Q25. Generally speaking, are you very motivated, somewhat, not very or not at all motivated by the desire to contribute to the success and achievement of the objectives of the company where you are employed?

	All workers	Generation ¹
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¹ The percentages represent the total "very important" and "somewhat important" responses.
² The size of the sub-sample (n=15) does not allow us to estimate the margin of error for the percentages presented.

	Totally agree	Somewhat agree	Totally agree	18-28 years n=84	29-43 years n=24	44-60 years n=257	61 years and over ² n=15
	%	%	%	%	%	%	%
In my job, I feel motivated to give the best I can	68	27	95	89	96	96	100
I like the work I do a great deal	64	29	92	89	93	43	97
My job gives me a feeling of personal fulfillment	56	35	90	85	93	89	100
I consider work as a source of income, not a place to get personal satisfaction	20	21	41	46	38	42	52

Q26. Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following statements :

- A majority of the respondents (89%) respect authority, although not all to the same degree: 43% totally agreed with the statement "I always respect the decisions taken by management, as long as they are ethical, even when I don't agree with these decisions," while 46% agreed somewhat.
- Lastly, 53% of the salaried employees CROP interviewed would be prepared to switch to another employer at any time if they were offered better work conditions: 30% totally agreed with this statement and 23%, somewhat agreed.
 - The percentage of respondents agreeing with this statement tended to decrease with age, dropping from 67% for the 18-to-28 age group and to 27% for those over 60.

Retirement

- Slightly more than one-third (36%) of salaried employees work for organizations where their employer makes no contribution to their retirement. A comparable percentage (35%) work for an employer who offers a private retirement plan, and 24% for an employer who contributes to their RRSP.
- The average expected retirement age is 61.5. Analysis of the results indicate that self-employed workers plan to retire a little later (63.7) than salaried employees (61.1).

ATTITUDES TOWARDS WORK
- Corporate image and reputation -

	All workers			Generation ¹			
	Totally agree	Somewhat agree	Totally agree	18-28 years n=73	29-43 years n=21	44-60 years n=209	61 years and over ² n=8
Base: 503 salaried employees	%	%	%	%	%	%	%
I am proud to work for my current employer	60	31	91	95	92	91	100
I always respect the decisions taken by management, as long as they are ethical, even when I don't agree with these decisions.	43	46	89	91	90	86	67
I would switch to another employer at any time if I were offered better work conditions	30	23	53	67	55	46	27
I plan on working for a long time for my current employer	52	28	81	75	83	81	73

Q26. Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following statements:

¹ The percentages represent the total "very important" and "somewhat important" responses.

² The size of the sub-sample (n=15) does not allow us to estimate the margin of error for the percentages presented.

APPENDIX : QUESTIONNAIRE

NOW...

22. Which of the following best describes your own present situation? Are you ...

n=1 001
%

...working full-time (30 hours/week and more).....	51	
...working part-time	9	
...unemployed/looking for a job	3	= > Q34
...staying at home full-time	8	= > Q34
...retired	23	= > Q34
...student	6	= > Q34
* refusal	--	= > Q34

23. Are you a salaried employee or self-employed?

=> Q46A si REG=#5, #6

n=599
%

Salaried employee (works for an employer)	83
Self-employed (own business)	17
* Refusal	--

24. For each of the following values, tell me whether they are very important, somewhat, not very, or not at all important to you?

a) Work (in general)?

%

very important	47
somewhat important	49
not very important.....	3
not important at all	1
* DNK/Refusal	--

b) Money?

%

very important	28
somewhat important	63
not very important.....	8
not important at all	1
* DNK/Refusal	--

c) Respect of authority?

%

very important	55
somewhat important	38
not very important.....	6
not important at all	1
* DNK/Refusal	--

24. For each of the following values, tell me whether they are very important, somewhat, not very, or not at all important to you?

d) A sense of responsibility?

	n=599
	%
very important	84
somewhat important	15
not very important.....	--
not important at all	--
* DNK/Refusal	--

e) Family?

	%
very important	91
somewhat important	8
not very important.....	1
not important at all	--
* DNK/Refusal	--

f) Career?

	%
very important	32
somewhat important	55
not very important.....	11
not important at all	1
* DNK/Refusal	--

g) Leisure activities?

	%
very important	53
somewhat important	42
not very important.....	4
not important at all	--
* DNK/Refusal	--

25. Generally speaking, are you very motivated, somewhat, not very or not at all motivated by the desire to contribute to the success and achievement of the objectives of the company where you are employed?
=> +5 si NON(Q23=1)

	n=599
	%
Very motivated.....	59
Somewhat motivated.....	34
Not very motivated	6
Not at all motivated.....	1
* DNK/Refusal	--

26. Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following statements:

- a) I am proud to work for my current employer

	%
Totally agree	60
Somewhat agree	31
Somewhat disagree	6
Totally disagree	2
* DNK/Refusal	1

- b) I always respect the decisions taken by management, as long as they are ethical, even when I don't agree with these decisions

	%
Totally agree	43
Somewhat agree	46
Somewhat disagree	8
Totally disagree	2
* DNK/Refusal	1

- c) I would switch to another employer at any time if I were offered better work conditions

	%
Totally agree	30
Somewhat agree	23
Somewhat disagree	2
Totally disagree	17
* DNK/Refusal	2

26. Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following statements:

d) I plan on working for a long time for my current employer

	%
Totally agree	52
Somewhat agree	28
Somewhat disagree	10
Totally disagree	7
* DNK/Refusal	2

e) In my job, I feel motivated to give the best I can

	%
Totally agree	68
Somewhat agree	27
Somewhat disagree	3
Totally disagree	2
* DNK/Refusal	--

f) I like the work I do a great deal

	%
Totally agree	64
Somewhat agree	29
Somewhat disagree	5
Totally disagree	3
* DNK/Refusal	--

g) I consider work as a source of income, not a place to get personal satisfaction

	%
Totally agree	20
Somewhat agree	21
Somewhat disagree	34
Totally disagree	24
* DNK/Refusal	1

h) My job gives me a feeling of personal fulfillment

	%
Totally agree	56
Somewhat agree	35
Somewhat disagree	6
Totally disagree	3
* DNK/Refusal	1

27. Generally speaking, are you very satisfied, somewhat, not very or not at all satisfied with your current job?

n=599
%

Very satisfied.....	50
Somewhat satisfied.....	42
Not very satisfied.....	7
Not at all satisfied.....	1
* DNK/Refusal	--

32. At what age do you expect to retire?

%

Less than 50 years	2
50-54 years	8
55-59 years	31
60-64 years	27
65-69 years	4
70 years and over	4
* Don't expect to retire	3
* DNK/Refusal	9

33. In your organization, does your employer:
=> +1 si Q23=2

n=503
%

...contribute to your RRSP	24
...offer a private retirement plan	35
...or doesn't offer anything with regard to retirement?	36
* Other (specify):.....	2
* DNK/Refusal	--

.....

APPENDIX:
2. STATISTICAL TABLES