

Are you currently employed?

	Age												Generation						Gender		Province							Income			
	18-34			35-54			55+			Gen Z (18 to 27)		Millennials (28 to 43)		Gen X (44 to 59)		Boomers I (60 to 69)		Boomers II (70+)		Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U										
BASE: All Respondents	2672	683	809	1181	312	652	665	490	556	1049	1320	1353	374	302	152	1062	600	183	704	907	744										
BASE: WEIGHTED	2073	732	871	1070	356	674	689	468	508	954	1312	1387	359	298	175	1018	632	192	642	865	641										
Yes, I'm employed full-time	1104	382	585	137	155	432	434	73	10	83	612	493	147	120	84	456	225	72	161	413	435										
Yes, I'm employed part-time	41%	52%	67%	13%	44%	64%	63%	16%	2%	9%	47%	36%	41%	40%	48%	45%	36%	37%	19%	47%	68%										
No, I'm not currently employed	346	172	85	89	107	98	67	55	19	74	142	204	41	41	23	148	69	17	150	105	58										
MEAN	13%	24%	10%	8%	9%	10%	10%	12%	4%	8%	11%	13%	12%	14%	17%	15%	11%	9%	18%	12%	9%										

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/J - K/L - M/N/O/P/Q/R - S/T/U - V/W
 Overlap formulae used.
 Comparison Groups
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Cms January 9th, 2024
 Maru/Blue
 January 9th, 2024
 10 Jan 2024

When you think about your current role and the responsibilities at work, how would you rate your happiness?

	Age												Generation						Gender		Province							Income			
	18-34			35-54			55+			Gen Z (18 to 27)		Millennials (28 to 43)		Gen X (44 to 59)		Boomers I (60 to 69)		Boomers II (70+)		Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U										
BASE: # Selected Code 1-2 in SC1R1	1495	563	654	279	244	555	499	159	39	197	772	723	197	161	106	650	295	86	271	532	550										
BASE: WEIGHTED	1451	555	670	228	263	501	428	207	107	754	897	889	162	113	65	605	294	89	311	518	492										
TOP 3 BOX (NET)	44%	42%	42%	52%	43%	40%	44%	51%	74%	55%	47%	40%	41%	47%	42%	40%	51%	50%	37%	42%	49%										
TOP 2 BOX (NET)	30%	18%	13%	25%	23%	18%	20%	24%	48%	28%	24%	18%	19%	26%	23%	20%	23%	19%	16%	19%	24%										
10 - Very happy	160	87	61	32	40	46	49	17	7	24	86	64	22	17	7	73	33	7	34	55	55										
9	11%	12%	9%	14%	15%	9%	10%	13%	9%	12%	11%	9%	12%	11%	6%	12%	11%	8%	11%	11%	11%										
8	14%	5%	6%	25%	21%	5%	13%	13%	7%	20	81	64	14	24	13	50	35	11	23	46	64										
7	10%	9%	10%	11%	8%	10%	11%	10%	23%	13%	11%	9%	7%	10%	11%	8%	12%	12%	7%	9%	13%										
6	32%	11%	15%	60%	51%	11%	120	35	7	42	177	152	41	34	28	118	81	27	58	117	124										
5	23%	21%	23%	27%	20%	22%	24%	27%	26%	27%	23%	22%	22%	21%	25%	19%	28%	30%	19%	23%	25%										
4	280	117	124	39	59	114	80	25	2	27	141	139	41	31	20	123	50	16	60	94	105										
3	19%	21%	19%	17%	22%	22%	19%	20%	7%	17%	19%	22%	22%	19%	17%	20%	17%	18%	19%	18%	21%										
2	184	78	87	19	37	73	56	12	1	13	91	93	26	13	16	86	33	11	45	87	27										
1 - Very unhappy	13%	14%	13%	8%	14%	15%	11%	10%	3%	8%	12%	13%	9%	14%	8%	14%	14%	11%	12%	15%	13%										
MEAN	17%	7%	8%	23%	26%	7%	13%	13%	3%	16%	8%	9%	25%	16%	10%	30%	28%	6%	40%	75%	44%										

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/J - K/L - M/N/O/P/Q/R - S/T/U - V/W
 Overlap formulae used. * small base
 Comparison Groups
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Cms January 9th, 2024
 Maru/Blue
 January 9th, 2024
 10 Jan 2024

How satisfied are you with each of the following? Current work-life balance

BASE: # Selected Code 1,2 in SQR1	Age				Generation							Gender		Province										Income		
	Total	18-34	35-54	55+	Gen Z (18 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers I (60 to 69)	Boomers II (70+)	Boomers+ (80+)	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+					
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U					
1495	563	654	278	244	555	499	168	39	197	772	723	197	161	106	650	295	86	271	532	550						
1451	555	670	226	263	530	501	128	29	157	754	697	189	162	113	605	294	89	311	518	492						
642	211	306	124	104	217	232	68	22	90	342	300	90	59	50	255	150	38	115	223	246						
44%	38%	46%	55%	41%	46%	53%	76%	57%	45%	43%	48%	37%	44%	42%	51%	43%	37%	43%	37%	50%						
371	109	183	76	55	114	144	41	17	58	217	154	55	33	28	150	86	19	58	131	148						
26%	20%	27%	37%	21%	25%	29%	32%	55%	37%	23%	22%	29%	26%	25%	25%	29%	21%	19%	25%	30%						
187	61	88	38	28	55	73	24	7	31	105	82	26	16	15	81	39	10	29	72	69						
13%	11%	13%	17%	11%	10%	15%	18%	25%	20%	14%	12%	14%	10%	13%	13%	13%	11%	9%	14%	14%						
164	48	95	41	27	59	71	17	9	27	112	72	29	17	13	69	47	9	30	59	79						
13%	9%	14%	18%	10%	11%	14%	14%	32%	17%	15%	10%	10%	10%	11%	16%	10%	9%	11%	16%	16%						
271	102	123	46	49	103	88	27	5	32	125	146	35	26	22	105	64	19	57	92	98						
19%	18%	18%	20%	19%	19%	18%	21%	18%	20%	17%	21%	19%	16%	19%	17%	22%	21%	18%	16%	20%						
251	86	129	36	37	89	98	24	2	26	132	119	36	39	25	94	44	14	47	90	84						
17%	15%	19%	16%	14%	17%	20%	19%	7%	17%	18%	17%	19%	24%	22%	16%	15%	16%	15%	17%	17%						
168	78	72	18	33	78	45	11	1	12	90	78	15	19	7	75	32	20	42	65	50						
12%	14%	11%	8%	13%	15%	9%	9%	2%	8%	12%	11%	8%	12%	6%	12%	11%	22%	14%	13%	10%						
185	91	72	23	43	71	57	10	4	15	92	98	27	18	15	88	27	9	47	83	54						
13%	16%	11%	10%	16%	13%	11%	8%	10%	9%	12%	12%	14%	12%	14%	10%	9%	10%	15%	12%	11%						
67	37	23	8	21	17	5	0	5	34	33	4	14	4	28	14	3	13	28	22							
5%	7%	3%	3%	8%	5%	3%	4%	-	3%	4%	5%	2%	8%	4%	5%	5%	3%	4%	5%	5%						
81	27	24	9	16	19	9	0	0	6	23	38	6	4	6	27	14	4	23	18	16						
4%	5%	4%	4%	6%	4%	4%	0%	-	4%	3%	5%	3%	2%	5%	4%	5%	4%	7%	4%	3%						
41	14	23	3	7	14	19	1	0	1	21	20	9	4	4	18	6	0	11	16	11						
3%	3%	4%	1%	3%	3%	4%	1%	-	1%	3%	3%	5%	3%	3%	2%	-	4%	3%	2%	2%						
36	11	20	5	2	17	15	2	0	2	20	15	3	4	2	18	7	2	12	15	9						
2%	2%	3%	1%	2%	2%	2%	2%	0	3	4	3%	3%	3%	3%	3%	3%	4%	3%	2%	2%						
75	25	43	8	8	31	33	3	0	3	41	36	11	9	5	36	13	2	23	30	20						
5%	5%	6%	4%	3%	6%	7%	3%	-	2%	5%	5%	6%	5%	5%	6%	4%	3%	7%	6%	6%						
137	52	68	17	24	51	53	9	0	9	64	73	17	12	11	64	27	6	46	49	36						
9%	9%	10%	8%	9%	10%	11%	7%	-	8%	9%	10%	9%	8%	10%	11%	9%	7%	10%	9%	7%						
6.90	6.60	6.90	7.30	6.60	6.70	7.00	7.30	8.30	7.50	7.00	6.80	7.00	6.70	6.90	6.70	7.10	6.90	6.40	6.90	7.10						

Proportions: Means: Columns Tested (5% risk level) - B-C-D - EFGHJ-KL - MNOPQR - STU - VW
 Overall formulae used: * small base
 Comparison Groups
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level
 Omni January 8th, 2024
 MaruBlue
 January 9th, 2024
 10 Jan 2024

How satisfied are you with each of the following? Flexibility options provided by your workplace

BASE: # Selected Code 1,2 in SQR1	Age				Generation							Gender		Province										Income		
	Total	18-34	35-54	55+	Gen Z (18 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers I (60 to 69)	Boomers II (70+)	Boomers+ (80+)	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+					
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U					
1495	563	654	278	244	555	499	168	39	197	772	723	197	161	106	650	295	86	271	532	550						
1451	555	670	226	263	530	501	128	29	157	754	697	189	162	113	605	294	89	311	518	492						
656	227	307	122	114	218	228	71	25	96	352	303	88	70	45	237	153	43	119	221	254						
45%	41%	46%	55%	42%	47%	45%	56%	55%	43%	44%	47%	37%	44%	42%	52%	48%	38%	43%	42%	52%						
386	133	171	62	62	130	127	48	19	67	213	173	55	51	24	145	90	21	77	126	141						
27%	24%	25%	36%	24%	25%	25%	38%	65%	42%	28%	25%	31%	21%	24%	31%	24%	25%	24%	29%	29%						
219	78	94	47	44	64	72	28	11	30	114	105	32	30	13	84	46	14	46	76	78						
15%	14%	14%	21%	17%	12%	14%	22%	40%	20%	15%	10%	17%	19%	12%	14%	16%	15%	15%	15%	16%						
167	55	77	35	18	66	65	21	7	28	99	87	23	20	10	61	44	7	30	50	53						
11%	10%	11%	16%	7%	12%	11%	16%	22%	18%	13%	10%	12%	12%	9%	10%	15%	8%	10%	10%	13%						
269	94	136	60	52	88	100	23	6	29	139	130	32	19	21	111	63	22	42	65	113						
19%	17%	20%	17%	20%	17%	20%	18%	21%	19%	18%	19%	17%	12%	19%	18%	21%	24%	14%	18%	23%						
225	84	107	34	37	87	81	20	1	21	110	115	29	17	21	100	43	15	56	79	74						
16%	15%	16%	15%	14%	16%	16%	15%	4%	13%	15%	16%	15%	10%	19%	16%	15%	17%	16%	15%	15%						
152	60	80	14	27	64	44	6	2	26	93	89	17	17	16	58	34	10	42	47	50						
11%	14%	9%	6%	14%	12%	9%	6%	6%	5%	11%	10%	9%	11%	14%	10%	11%	11%	13%	9%	10%						
171	65	83	24	22	75	67	15	1	16	86	85	23	26	9	79	26	11	38	70	42						
12%	12%	12%	11%	9%	14%	11%	12%	3%	10%	11%	12%	16%	8%	13%	8%	12%	12%	12%	14%	9%						
68	37	25	6	20	23	21	4	1	4	35	34	8	8	6	33	10	4	12	28	24						
5%	7%	4%	3%	8%	4%	4%	3%	2%	3%	5%	5%	4%	5%	5%	5%	5%	5%	4%	5%	5%						
74	28	39	8	14	28	26	6	0	6	41	33	12	4	9	36	11	2	21	26	24						
5%	5%	6%	3%	5%	5%	5%	4%	-	4%	5%	5%	6%	3%	8%	6%	4%	2%	7%	5%	5%						
41	17	17	7	10	13	18	1	0	1	15	28	6	9	4	12	10	0	11	17	10						
3%	3%	3%	3%	4%	2%	4%	1%	-	1%	2%	4%	3%	6%	3%	2%	3%	-	3%	3%	2%						
63	18	33	12	8	23	26	6	0	6	33	30	6	10	3	30	9	4	13	30	15						
4%	3%	5%	5%	3%	4%	5%	0%	-	4%	4%	4%	3%	6%	3%	5%	3%	5%	4%	6%	3%						
104	36	50	18	18	36	43	7	0	7	46	58	12	20	7	43	19	4	24	47	25						
7%	6%	8%	8%	7%	7%	9%	0%	-	4%	6%	6%	7%	12%	6%	7%	6%	5%	8%	9%	5%						
178	63	89	27	32	64	70	12	0	12	87	91	24	24	16	79	30	6	45	73	49						
12%	11%	13%	12%	12%	14%	10%	-	8%	12%	13%	13%	15%	14%	13%	10%	6%	14%	14%	10%	10%						
6.80	6.70	6.80	7.10	6.70	6.70	6.70	7.30	8.70	7.80	7.00	6.90	6.70	6.90	6.80	6.80	6.80	7.10	7.00	6.80	6.80						

Proportions: Means: Columns Tested (5% risk level) - B-C-D - EFGHJ-KL - MNOPQR - STU - VW
 Overall formulae used: * small base
 Comparison Groups
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level
 Omni January 8th, 2024
 MaruBlue
 January 9th, 2024
 10 Jan 2024

How satisfied are you with each of the following? Current compensation

BASE: # Selected Code 1,2 in SQR1	Age				Generation							Gender		Province										Income		
	Total	18-34	35-54	55+																						

4		5%	6%	4%	3%	7%	5%	4%	4%		3%	5%	5%	4%	5%	5%	4%	5%	4%	5%		
		D																				
3		85	23	37	5	8	23	30	2	1	3	34	31	8	10	7	20	15	5	21	22	14
		4%	4%	5%	2%	3%	4%	6%	2%	3%	2%	4%	4%	4%	6%	6%	3%	5%	5%	7%	4%	3%
2		31	6	12	3	8	15	4	0	4	15	16	2	7	3	13	6	0	6	17	5	5
		2%	1%	2%	5%	1%	2%	3%	3%	-	2%	2%	2%	1%	4%	3%	2%	2%	-	2%	3%	1%
1 - Very dissatisfied		32	9	18	5	8	10	11	0	0	5	19	13	8	2	3	12	3	3	13	11	7
		2%	2%	3%	2%	2%	2%	2%	4%	-	3%	3%	2%	4%	1%	3%	2%	1%	4%	4%	2%	1%
BOTTOM 2 BOX (NET)		63	15	30	18	9	18	27	9	0	9	34	29	9	9	7	26	9	3	19	28	12
		4%	3%	4%	8%	4%	3%	5%	7%	-	5%	4%	4%	5%	5%	6%	4%	3%	4%	6%	5%	2%
BOTTOM 3 BOX (NET)		128	38	67	23	18	41	57	11	1	12	67	60	18	19	14	46	23	8	40	50	25
		9%	7%	10%	10%	7%	8%	11%	8%	3%	7%	9%	9%	9%	12%	12%	8%	6%	9%	13%	10%	5%
MEAN		6.90	6.90	6.80	7.10	7.00	6.80	6.80	7.20	8.10	7.40	6.90	6.80	6.80	6.80	6.50	6.90	7.00	6.90	6.40	6.80	7.20
											F	EF	GH	JK								ST

Proportions: Means; Columns Tested (5% risk level) - B/C/D - E/F/G/H/J - K/L - M/N/O/P/Q/R - S/T/U - V/W
 Overlap formulae used. * small base
 Comparison Groups
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level
 Omni January 8th, 2024
 ManuBlue
 January 9th, 2024
 10 Jan 2024

How satisfied are you with each of the following? Recognition you receive from your management team (both formal and informal)

	Total	Age										Generation					Gender		Province								Income		
		18-34		35-54		55+		Gen Z (18 to 27)		Millennials (28 to 43)		Gen X (44 to 59)		Boomers I (60 to 69)		Boomers II (70+)		Male	Female	BC	AB	MB/SK	CN	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U							
BASE: If Selected Code 1,2 in SQR1	1495	563	654	276	244	555	499	158	39	197	772	723	197	161	106	650	295	96	271	532	550								
BASE: WEIGHTED	1451	555	670	226	263	530	501	126	20	157	754	697	189	162	113	605	294	89	311	518	492								
TOP 3 BOX (NET)	517	179	243	84	91	172	180	55	18	74	298	248	65	63	41	295	118	24	81	174	188								
		36%	32%	30%	42%	30%	36%	43%	60%	47%	36%	36%	35%	39%	37%	34%	40%	27%	29%	34%	40%								
TOP 2 BOX (NET)	284	96	133	55	44	98	98	31	14	44	158	126	35	36	18	119	68	8	59	93	102								
		20%	17%	20%	24%	17%	18%	20%	24%	48%	28%	21%	18%	19%	22%	16%	20%	23%	9%	19%	18%	21%							
10 - Very satisfied	158	54	79	25	29	55	55	12	8	20	88	88	22	20	13	66	32	4	33	51	55								
		11%	10%	12%	11%	11%	10%	11%	9%	28%	13%	12%	10%	12%	13%	12%	11%	11%	4%	11%	10%	11%							
9	126	41	55	30	15	43	43	19	6	25	69	67	13	16	5	53	36	4	25	42	48								
		9%	7%	8%	13%	6%	8%	9%	10%	20%	16%	9%	9%	7%	10%	4%	9%	12%	4%	8%	8%	10%							
8	233	84	110	39	47	74	82	25	5	29	110	123	30	27	23	86	50	16	32	81	97								
		16%	15%	16%	17%	18%	14%	16%	19%	17%	19%	15%	18%	17%	14%	14%	17%	18%	10%	16%	16%	20%							
7	215	85	94	36	35	84	68	22	5	27	124	90	32	22	11	83	47	19	42	81	74								
		15%	15%	14%	16%	13%	16%	13%	17%	18%	17%	16%	13%	17%	14%	16%	14%	16%	21%	13%	16%	19%							
6	175	80	73	22	40	72	52	11	1	11	90	86	17	10	11	87	36	14	44	61	60								
		12%	14%	11%	10%	10%	14%	10%	8%	3%	7%	12%	12%	9%	6%	10%	14%	12%	15%	14%	12%	12%							
5	215	99	95	22	42	88	68	14	3	17	111	104	26	23	15	104	36	12	60	78	60								
		15%	18%	14%	10%	16%	17%	14%	11%	11%	15%	15%	14%	14%	14%	17%	12%	13%	19%	15%	12%								
4	97	42	44	11	17	44	28	7	1	8	43	54	13	13	10	34	17	10	18	32	38								
		7%	8%	7%	5%	7%	8%	6%	5%	2%	5%	8%	7%	8%	9%	6%	6%	6%	11%	6%	6%	8%							
3	79	34	35	10	16	26	32	5	0	5	41	38	9	11	10	32	14	3	24	24	22								
		5%	6%	5%	5%	6%	5%	6%	4%	-	3%	5%	6%	6%	7%	8%	5%	5%	3%	8%	5%	5%							
2	60	18	33	9	9	17	32	2	0	2	33	27	6	9	9	32	9	6	9	28	15								
		4%	3%	5%	4%	4%	3%	6%	1%	-	1%	4%	4%	3%	5%	7%	4%	3%	7%	2%	5%	3%							
1 - Very dissatisfied	83	18	53	22	12	27	42	12	0	13	44	49	21	10	6	38	16	2	25	39	24								
		6%	3%	8%	10%	4%	5%	8%	9%	2%	6%	7%	11%	6%	5%	6%	6%	3%	8%	7%	5%								
BOTTOM 2 BOX (NET)	153	36	97	30	21	44	73	14	0	14	77	76	27	18	14	60	25	8	32	66	40								
		11%	7%	13%	13%	8%	8%	10%	11%	2%	9%	10%	11%	14%	11%	13%	10%	6%	10%	10%	13%	8%							
BOTTOM 3 BOX (NET)	232	70	121	40	37	71	105	19	0	19	118	114	36	30	24	92	39	11	57	91	62								
		16%	13%	18%	18%	14%	13%	21%	15%	2%	12%	16%	16%	19%	18%	21%	15%	13%	12%	16%	16%	13%							
MEAN	6.20	6.30	6.20	6.40	6.30	6.20	6.10	6.50	8.00	6.80	6.30	6.10	6.10	6.20	6.00	6.20	6.50	6.00	6.00	6.10	6.50								

Proportions: Means; Columns Tested (5% risk level) - B/C/D - E/F/G/H/J - K/L - M/N/O/P/Q/R - S/T/U - V/W
 Overlap formulae used. * small base
 Comparison Groups
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level
 Omni January 8th, 2024
 ManuBlue
 January 9th, 2024
 10 Jan 2024

How satisfied are you with each of the following? - Index Score Summary

	Age					Generation							Gender		Province								Income			
	Total	18-34	35-44	45+	Gen Z (18 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers I (60 to 69)	Boomers II (70+)	Boomers III (80+)	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+					
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U					
BASE: # Selected Code 1.2 in S&C21	1495	563	654	278	244	555	499	168	31	197	772	197	161	106	650	295	86	271	532	550						
BASE: WEIGHTED	1451	555	670	228	263	530	501	128	29	157	754	697	189	162	113	605	294	89	311	516	492					
Current work-life balance	6.9	6.6	6.9	7.3	6.6	6.7	7.0	7.3	8.3	7.5	7.0	6.8	7.0	6.7	6.9	6.7	7.1	6.9	6.4	6.8	7.1					
Flexibility options provided by your workplace	6.8	6.7	6.8	7.1	6.7	6.7	6.7	7.3	8.7	7.6	6.9	6.7	6.9	6.6	6.6	6.6	7.1	7.0	6.6	6.6	7.1					
Current compensation	6.1	6.1	6.1	6.2	6.2	6.1	6.0	6.2	7.5	6.4	6.4	5.8	6.5	6.0	6.2	6.0	6.1	6.1	5.6	6.0	6.6					
Current benefits package	6.0	5.9	6.0	6.1	6.0	6.0	6.0	6.0	6.2	6.0	6.3	5.7	6.1	6.3	6.0	6.0	5.7	6.4	6.1	6.1	6.6					
Support you receive from your colleagues (both formal and informal)	6.9	6.9	6.8	7.1	7.0	6.8	6.8	7.2	8.1	7.4	6.9	6.8	6.8	6.8	6.5	6.9	7.0	6.9	6.4	6.8	7.2					
Recognition you receive from your management team (both formal and informal)	6.2	6.3	6.2	6.4	6.3	6.2	6.1	6.5	8.0	6.8	6.3	6.1	6.1	6.2	6.0	6.2	6.5	6.0	6.0	6.1	6.5					
Options provided by your workplace for career advancement and development	5.9	6.0	5.8	5.9	6.1	6.0	5.6	5.9	7.5	6.2	6.2	5.6	6.0	6.0	5.6	5.9	5.9	5.8	5.4	5.9	6.3					
Work-life balance & flexibility	6.8	6.6	6.8	7.2	6.7	6.7	6.8	7.3	8.5	7.5	6.9	6.7	7.0	6.6	6.8	6.7	7.1	7.0	6.5	6.7	7.1					
Compensation & benefits	6.1	6.0	6.1	6.2	6.1	6.0	6.1	6.8	8.2	6.3	5.8	6.3	6.2	6.1	6.0	5.9	6.3	5.3	6.0	6.0	6.6					
Support & recognition	6.6	6.6	6.5	6.8	6.6	6.5	6.4	6.9	8.0	7.1	6.6	6.5	6.5	6.5	6.2	6.6	6.8	6.5	6.2	6.5	6.8					
Options for career advancement	5.9	6.0	5.8	5.9	6.1	6.0	5.6	5.9	7.5	6.2	6.2	5.6	6.0	6.0	5.6	5.9	5.9	5.8	5.4	5.9	6.3					
Overall Weighted Index	520	178	242	89	89	166	180	57	18	75	295	225	69	56	41	202	124	28	81	174	216					
TOP 3 BOX (NET)	36%	32%	36%	44%	34%	31%	38%	44%	63%	48%	39%	32%	37%	35%	36%	33%	42%	31%	26%	34%	44%					
TOP 2 BOX (NET)	22%	21%	22%	28%	22%	21%	23%	28%	44%	33%	27%	24%	27%	26%	26%	25%	31%	21%	16%	23%	31%					
10 - Very satisfied	84	30	33	21	13	30	26	9	6	15	53	31	15	7	5	36	18	2	15	35	24					
9	6%	5%	5%	9%	5%	5%	7%	21%	10%	7%	9%	6%	4%	4%	6%	6%	2%	5%	7%	5%						
8	138	51	61	38	29	40	48	18	5	23	86	52	18	23	9	56	25	9	16	48	55					
7	10%	9%	9%	12%	11%	7%	10%	14%	17%	15%	11%	8%	9%	14%	9%	9%	11%	5%	9%	13%						
6	297	97	149	51	47	97	116	30	7	37	156	140	37	27	28	109	80	17	50	91	127					
5	20%	18%	22%	22%	18%	18%	23%	23%	24%	23%	21%	20%	19%	17%	25%	18%	27%	19%	16%	18%	26%					
4	322	136	140	46	59	135	98	27	5	32	166	156	37	39	20	139	61	25	73	119	106					
3	22%	20%	21%	20%	23%	20%	19%	21%	16%	20%	22%	22%	20%	24%	17%	23%	21%	28%	24%	23%	21%					
2	232	106	101	25	57	84	62	16	3	20	118	114	34	21	14	105	44	14	56	85	69					
1	16%	18%	15%	11%	22%	18%	12%	13%	11%	12%	16%	16%	18%	13%	12%	17%	15%	16%	18%	17%	14%					
MEAN	6.70	6.70	6.60	6.80	6.70	6.60	6.50	6.80	7.80	7.10	6.80	6.90	6.70	6.60	6.40	6.60	6.80	6.70	6.20	6.60	7.00					

Proportions/Means: Columns Tested (5% risk level) - B-C-D - E/F/G/H/J - K-L - M/N/O/P/Q-R - S/T/U - V/W

Overall format used: * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni January 8th, 2024

ManuBlue

January 9th, 2024

10 Jan 2024

Which of the following career goals do you plan to actively pursue in 2024?

	Age					Generation							Gender		Province								Income			
	Total	18-34	35-44	45+	Gen Z (18 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers I (60 to 69)	Boomers II (70+)	Boomers III (80+)	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+					
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U					
BASE: # Selected Code 1.2 in S&C21	1495	563	654	278	244	555	499	168	31	197	772	197	161	106	650	295	86	271	532	550						
BASE: WEIGHTED	1451	555	670	228	263	530	501	128	29	157	754	697	189	162	113	605	294	89	311	516	492					
Develop new skills	547	269	231	47	132	232	150	23	10	33	290	257	73	56	49	251	82	35	104	186	207					
Earn a higher salary in your company	516	243	224	48	116	214	155	23	8	31	383	333	92	43	42	242	106	33	99	177	192					
Get promotion in your company	296	163	117	16	77	132	77	6	3	9	174	122	26	32	17	148	53	20	50	112	118					
Pursue a different career	150	87	51	12	50	81	35	3	0	3	87	84	17	21	11	69	28	5	46	52	42					
Move to a different company (within the same industry)	133	63	61	9	33	60	35	5	1	6	81	53	18	15	11	67	15	6	39	45	42					
Become a mentor	132	53	58	21	24	48	43	14	3	16	80	41	17	14	7	64	32	8	19	49	56					
Start your own business	130	89	38	3	59	46	26	1	0	1	80	50	8	9	8	65	32	9	30	67	38					
Move to a different industry	104	50	46	8	21	42	37	3	0	3	61	43	14	16	6	42	21	6	36	37	27					
Move to a different market/region	97	32	21	4	14	30	9	3	1	4	36	21	7	5	2	28	13	2	13	25	17					
Other	380	53	220	107	14	96	87	12	79	181	218	69	45	34	124	91	26	83	134	119						
None of the above	26%	9%	33%	47%	5%	18%	38%	52%	42%	50%	21%	31%	31%	28%	37%	20%	31%	30%	27%	26%	24%					

Proportions/Means: Columns Tested (5% risk level) - B-C-D - E/F/G/H/J - K-L - M/N/O/P/Q-R - S/T/U - V/W

Overall format used: * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni January 8th, 2024

ManuBlue

January 9th, 2024

10 Jan 2024

Which of the following career goals do you plan to actively pursue in 2024?

	Age				Generation							Gender		Province								Income		
	Total	18-34	35-54	55+	Gen Z (18 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers I (60 to 69)	Boomers II (70+)	Boomers+ (80+)	Male	Female	BC	AB	MB-SK	ON	PQ	ATL	<\$5K	\$5K-\$9K	\$10K+			
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U			
BASE: Excluded None Of The Above	1117	518	450	149	231	465	320	77	21	100	817	500	138	114	76	527	201	61	200	398	422			
BASE: WEIGHTED	1071	522	450	118	248	434	311	61	17	78	552	478	129	116	78	481	203	63	228	364	374			
Develop new skills	547	269	231	47	132	232	190	23	10	33	390	267	73	56	48	251	82	35	104	186	207			
	51%	54%	51%	39%	53%	54%	48%	38%	58%	42%	49%	54%	57%	48%	63%	52%	40%	56%	46%	49%	55%			
		D	D		H	H									Q	Q	Q	Q	Q		S			
Earn a higher salary in your company	516	243	224	48	116	214	155	23	8	31	283	233	52	43	42	242	105	33	99	177	182			
	48%	48%	50%	40%	47%	49%	50%	38%	45%	39%	48%	49%	40%	37%	53%	50%	51%	53%	44%	46%	51%			
															N	N								
Get promotion in your company	295	163	117	16	77	132	77	6	3	9	174	122	26	32	17	148	53	20	50	112	116			
	28%	32%	26%	14%	31%	31%	25%	11%	18%	12%	22%	22%	20%	28%	22%	31%	26%	31%	22%	29%	31%			
		CD	D		HJ	HJ										M					S			
Pursue a different career	160	87	51	12	50	81	35	3	0	3	87	84	17	21	11	88	28	5	46	52	42			
	14%	17%	11%	10%	20%	16%	11%	6%	-	4%	11%	17%	13%	18%	14%	14%	14%	6%	20%	13%	11%			
		CD			GHJ	J									K					U				
Move to a different company (within the same industry)	133	63	61	9	33	60	35	5	1	6	81	53	18	15	11	87	15	8	39	45	42			
	12%	13%	14%	8%	13%	14%	11%	9%	2%	7%	14%	11%	14%	13%	14%	14%	7%	13%	17%	12%	11%			
																Q								
Become a mentor	132	53	58	21	24	48	43	14	3	16	80	41	17	14	7	84	32	8	19	49	56			
	12%	11%	13%	18%	9%	11%	14%	22%	16%	21%	15%	9%	13%	12%	9%	11%	16%	13%	8%	13%	15%			
																					S			
Start your own business	130	89	38	3	59	45	25	1	0	1	80	50	8	9	8	65	32	9	30	57	38			
	12%	18%	9%	3%	24%	11%	8%	1%	-	1%	14%	10%	6%	8%	10%	14%	16%	15%	13%	15%	10%			
		CD	D		FGHJ	HJ	HJ									M	M							
Move to a different industry	104	50	45	8	21	42	37	3	0	3	61	43	14	16	6	42	21	6	36	37	27			
	10%	10%	10%	7%	9%	10%	12%	6%	-	4%	10%	9%	11%	14%	7%	9%	10%	9%	16%	10%	7%			
																					U			
Move to a different market/abroad	57	32	21	4	14	30	9	3	1	4	36	21	7	5	2	28	13	2	13	25	17			
	5%	6%	5%	3%	6%	7%	3%	4%	5%	4%	6%	4%	6%	4%	3%	6%	6%	3%	6%	7%	4%			
																					G			
Other	42	5	14	23	1	11	10	14	6	20	20	22	6	4	4	18	8	2	4	17	16			
	4%	1%	3%	20%	0%	3%	3%	23%	33%	25%	3%	9%	4%	5%	4%	4%	4%	3%	2%	4%	4%			
		B	BC			E	EF			EF														

Proportions/Mean: Columns Tested (5% risk level) - B-C-D - E-F-G-H-J - K-L - M-N-O-P-Q-R - S-T-U - V-W

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni January 8th, 2024

MarieBlue

January 9th, 2024

10 Jan 2024