



ADP

Quantitative Results

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Methodology

INSTRUMENT

An online survey of 1547 Canadians was conducted between December 21st and December 23rd, 2015 using *Legerweb*.

A probability sample of the same size would yield a margin of error of +/- 2.5%, 19 times out of 20.

ONLINE PANEL

Leger's online panel has more than 475,000 members nationally – with between 10,000 and 20,000 new members added each month, and has a retention rate of 90%.

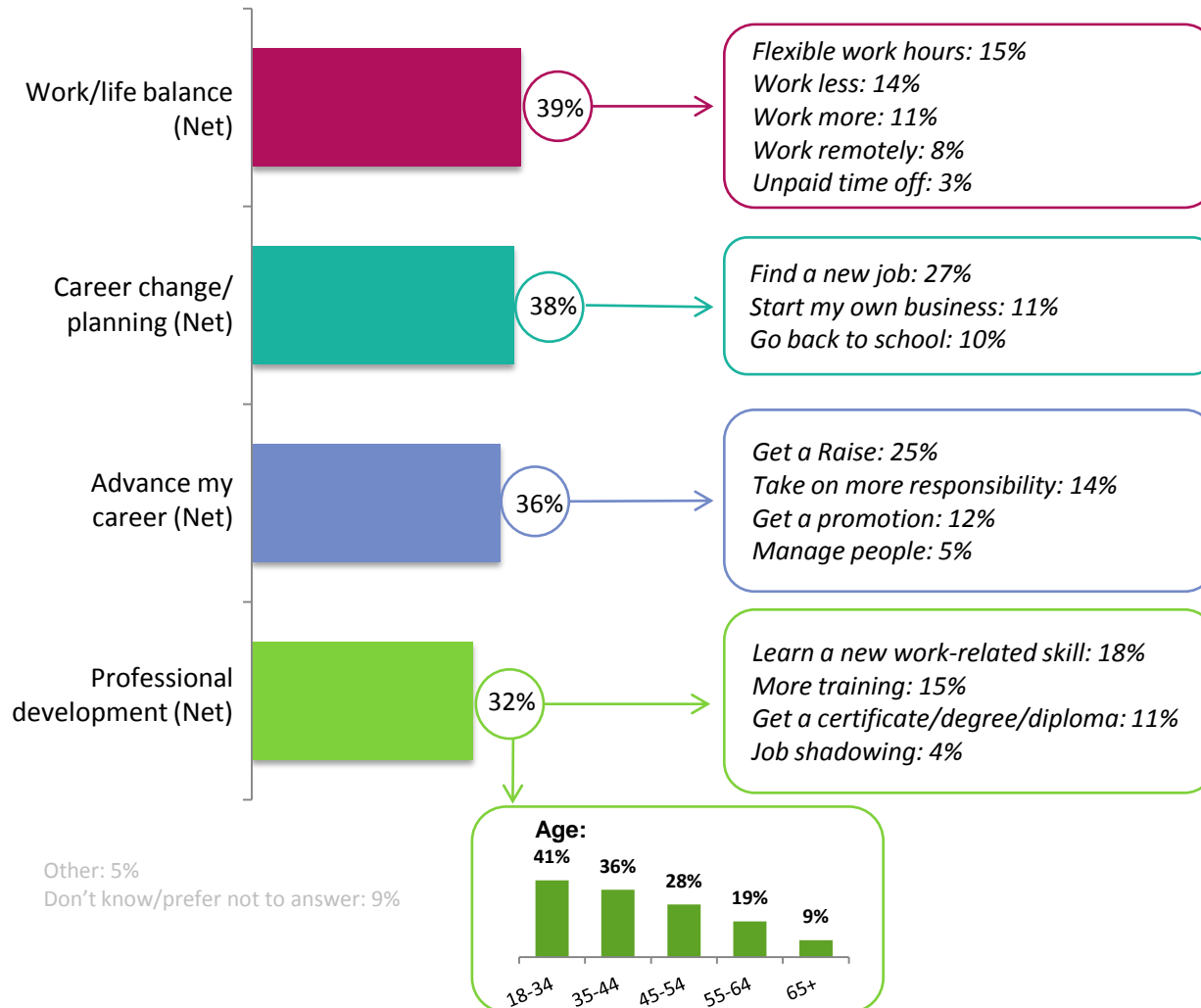
We ensure the protection of privacy via the usage of unique URLs and respondent IDs in combination with survey IDs.

QUALITY CONTROL

Stringent quality assurance measures allow Leger Marketing to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.

2016 Work Related New Years Resolutions

Which work or career related resolutions would you like to make in 2016?



More than one-third (39%) of Canadians planning to work in 2016 indicated their work or career resolutions are related to their work/life balance, while 38% indicate their 2016 resolutions involve career change and planning, 36% say they plan to advance their career and 32% would like to work on professional development.

Millennials (age 18-34) are more likely compared to other age groups to say they would like to make a career change (55% vs. 31%). Those aged 18-44 are more likely to say they would like to advance their career compared to those who are over 45 (46% vs. 26%). Age also impacts likelihood to say they would like to make a resolution about professional development.

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