

EXPERTS IN EMPLOYEE ATTRACTION & RETENTION STRATEGIES



## **Workforce Survey**

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## **BACKGROUND**

The following survey was sent in early March 2009 to over 700 individuals who registered with Vertical Bridge Corporate Consulting in the past 3 years while conducting their job search. The demographics represented in the survey include individuals from all industries and sectors both at the non-management and management level.

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## Vertical Bridge Corporate Consulting

### 2009 Workforce Survey Results

**If you are currently employed, do you fear the loss of your job due to the current economy? (Please check the one that applies)**

	<b>Response Ratio</b>
Not all fearful	25.7%
Slightly fearful	22.8%
Somewhat fearful	20.0%
Quite fearful	4.2%
Very fearful	2.8%
Currently not employed	21.4%
No Responses	2.8%
<b>Total</b>	<b>100%</b>

**What is your current income status?**

	<b>Response Ratio</b>
Single income	30.0%
Dual income	42.8%
No Responses	27.1%
<b>Total</b>	<b>100%</b>

**Do you have any dependents that you support?**

	<b>Response Ratio</b>
Yes	28.5%
No	44.2%
No Responses	27.1%
<b>Total</b>	<b>100%</b>

**What is your educational level?**

	<b>Response Ratio</b>
High School (incomplete)	0.0%
High School (graduate)	1.4%
Some College/Post Secondary	22.8%
University Degree	48.5%
No Responses	27.1%
<b>Total</b>	<b>100%</b>

<b>What is your current level of employment?</b>	
	<b>Response Ratio</b>
Non-management	41.4%
Management	24.2%
Executive	7.1%
No Responses	27.1%
<b>Total</b>	<b>100%</b>

<b>Have you changed your behaviour in order to prepare for a possible job loss? (Please check all that apply)</b>	
	<b>Response Ratio</b>
No - I haven't changed my behaviour	20.2%
Yes - Cut personal spending	35.4%
Yes - Working harder	13.9%
Yes - Saving more	20.2%
Yes - Actively looking for a new position	6.3%
Other - ("also looking for additional part-time", "developing more rev streams", "always being open to other opportunities")	3.7%
<b>Total</b>	<b>100%</b>

<b>If you were to lose your job would you want any career transition support i.e. career planning/counseling, outplacement?</b>	
	<b>Response Ratio</b>
Yes, if employer paid for it	40.0%
Yes, would pay for it myself	4.2%
No, not interested	28.5%
No Responses	27.1%
<b>Total</b>	<b>100%</b>

<b>How long have you been looking for work?</b>	
	<b>Response Ratio</b>
Less than 30 days	27%
1-2 months	27%
3-6 months	33%
6+ months	13%
<b>Total</b>	<b>100%</b>

<b>How difficult is it to find work in today's market?</b>	
	<b>Response Ratio</b>
Not difficult at all	0%
Slightly difficult	13%
Somewhat difficult	13%
Quite difficult	33%
Very difficult	40%
<b>Total</b>	<b>100%</b>

<b>How are you looking for work? (Please check all that apply)</b>	
	<b>Response Ratio</b>
Internet Job Boards	24.5%
Networking through friends	21.0%
Recruiters	19.2%
Applying direct to company's websites	21.0%
Associations	10.5%
Other - ("Vancouver Sun", "calling VP sales")	3.5%
<b>Total</b>	<b>100%</b>

<b>What was the reason for leaving your last job?</b>	
	<b>Response Ratio</b>
Lay-off by employer	60%
Quit	0%
Company closed down	7%
Other - ("contract ended", "family matter", "relocation")	33%
<b>Total</b>	<b>100%</b>

<b>If you were laid off were you provided with any career transition support i.e. career planning/counseling, outplacement? If yes, please describe.</b>	
	<b>Response Ratio</b>
Yes	7%
No	93%
<b>Total</b>	<b>100%</b>
2 Comment(s): "Outplacement/planning/counseling for 1 month", "I was a contractor"	

<b>Would you be interested in career transition support?</b>	
	<b>Response Ratio</b>
Yes, if employer paid for it	40%
Yes, would pay for it myself	0%
No, not interested	60%
<b>Total</b>	<b>100%</b>

## **ABOUT VERTICAL BRIDGE**

Vertical Bridge Corporate Consulting Inc. was founded in 2004 to assist market leaders to develop human resource strategies that will attract, optimize and retain top employees.

Our goal is to build relationships that help our clients achieve success in today's competitive marketplace.

Our team of highly regarded professionals brings a diverse range of experience in a variety of industries and disciplines to every project they undertake. These include accounting and finance, information technology, sales and marketing, human resources management, coaching, facilitation and training.

We provide seven distinct services:

- Recruitment and Executive Search
- Outplacement Services
- Coaching and Mentoring Programs
- Employee Engagement Programs
- Retention Strategy Development
- HR Consulting
- Workshops, Seminars & Customized Training Programs

For more information or to receive additional copies of this survey, please contact:

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