



Leadership for Workforce Mobility

Canadian workers more willing to move: Vancouver tops list of destinations

Toronto, Ontario, June 27, 2018 – A new study conducted by Ipsos on behalf of the Canadian Employee Relocation Council (CERC) reveals that a majority of working Canadians are willing to relocate, with the right conditions and incentives, to another province or city within their province. In fact, overall appetite for relocation to another province or city within their current province has increased compared to the previous iteration of the inter-provincial mobility survey in 2014.

According to CERC's President and CEO, Stephen Cryne, "Labour mobility is vitally important to balancing Canada's labour markets by getting the skills to where the jobs are, and we are quite encouraged by the results of this year's survey."

One in five working Canadians would relocate, for or a full-time job in another province (18%, +5 pts compared to 2014), for a minimum period of two years, (with relocation costs covered), and a 10% increase in pay. The proportion of working Canadians that would relocate increases significantly if more incentives and the right conditions are on offer.

Looking at those groups that are most likely to relocate for the long or short-term, those working Canadians who are male, between the ages of 18 and 34, have earned a university degree, and are not married are the most willing to relocate. Millennials (those under the age of 35) show the greatest willingness to relocate for work.

"Clearly there is a developing positive trend, particularly among young, educated professionals to be mobile," continues Cryne, "but housing costs are a growing consideration in key centres across the country."

The top three incentives motivating Canadians to relocate for full-time work include: a 20% increase in pay, a guarantee of returning to their current role within two years, and having their employer provide temporary housing until permanent housing is available. Relocation incentives pertaining to housing accommodations have increased in salience the most, over the past four years (30%, +13 pts since 2014).

In fact, housing supports when relocating are deemed as the most important incentives among those willing to relocate: half (51%) of working Canadians say that it is important for an employer to provide a tax-free housing allowance for up to 6 months, while four in ten (39%) say it is important for an employer to provide a non-taxable interest free loan of up to \$100,000 for the purchase of a new home in the new location.

Finally, in terms of the preferred destinations for relocation within Canada, four in ten (38%) working Canadians rank British Columbia first, followed by Ontario (17%) and Alberta (16%). Similarly, the highest proportion of working Canadians (25%) rank Vancouver as their preferred city of relocation, followed by Toronto (10%), Ottawa (10%), and Calgary (10%).

About the Study: Ipsos conducted a quantitative online survey of n=1,185 working Canadians who are self-employed or employed in either a full-time or part-time capacity. The fieldwork was conducted between April 27th and May 1st, 2018. The precision of Ipsos online surveys are calculated via a

credibility interval. In this case, the sample of working Canadians is considered accurate to within +/- 3.2 percentage points, 19 times out of 20, had all working Canadians been surveyed.

The survey was made possible with the generous support of the Canadian Association of Movers.

To arrange an interview with Stephen Cryne, please contact Susanna Shankman at 416 593 9812, or via email sshankman@cerc.ca

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