

Report

EMPLOYEE ENGAGEMENT DURING COVID-19

Presented by

Leger



INSTITUTE FOR
PUBLIC RELATIONS

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PROJECT NUMBER 82654_043





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METHODOLOGY



Web survey using computer-assisted Web interviewing (CAWI) technology.



From May 8th to May 10th, 2020



1,526 Canadians and 1,004 Americans, 18 years of age or older, randomly recruited from LEO's online panel.



Using data from the 2016 Census, results were weighted according to gender, age, mother tongue, region, education level and presence of children in the household in order to ensure a representative sample of the population.

In this report, data red boxes indicate a significantly higher proportion than that of other respondents.



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DETAILED RESULTS

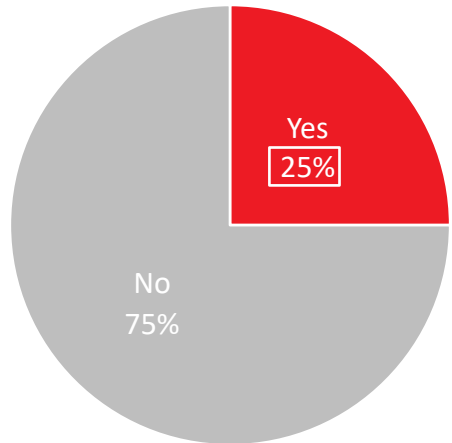
EMPLOYMENT STATUS SINCE COVID-19

Over 1 in 5 Canadians and Americans have become unemployed, furloughed, or laid-off due to the COVID-19 pandemic. Canadians are more likely to be unemployed vs. Americans (25% vs. 21%).

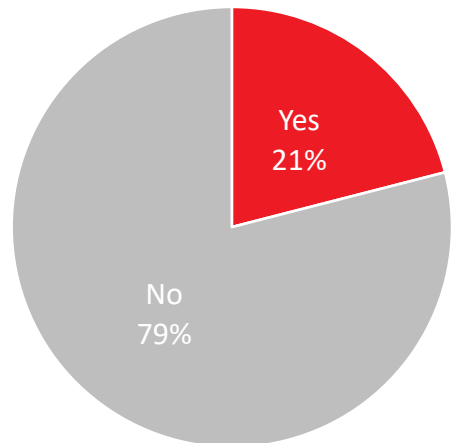
% UNEMPLOYED, FURLOUGHED OR LAID-OFF DUE TO COVID-19




TOTAL CANADA



TOTAL US

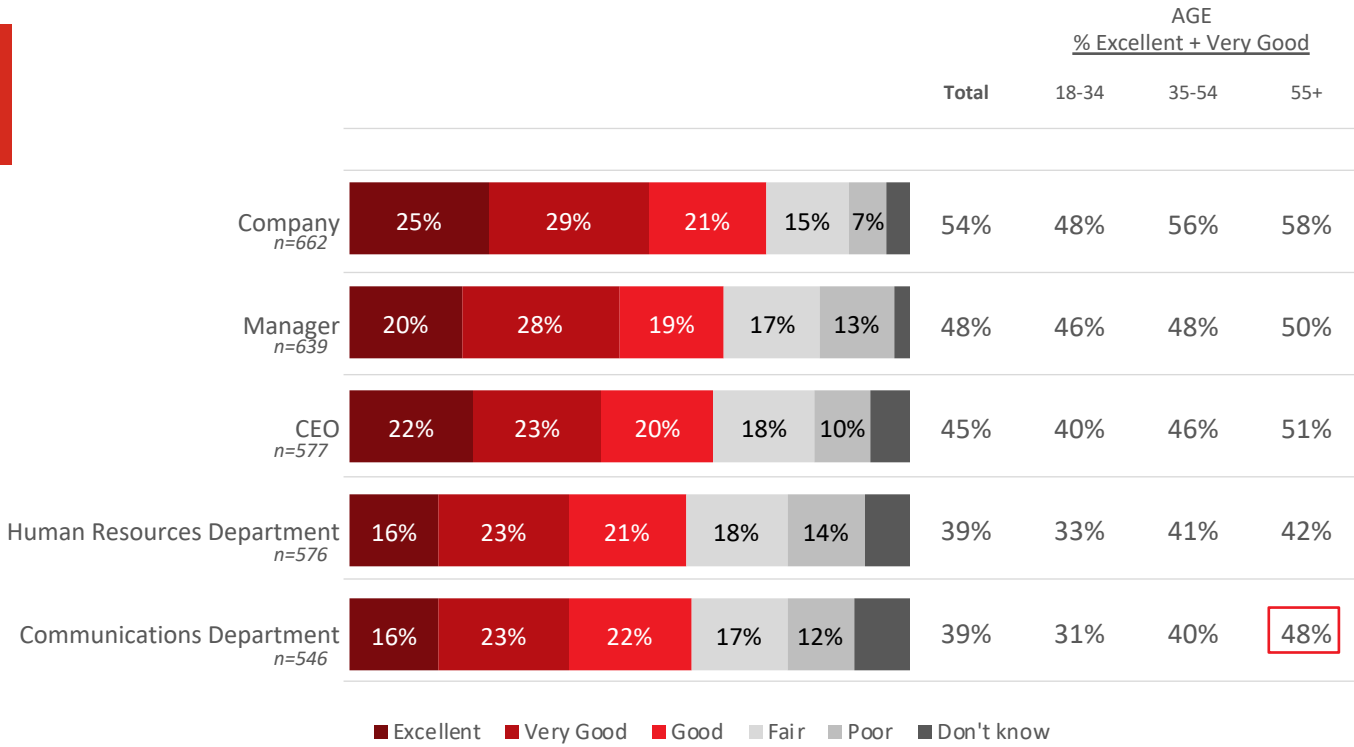


0001 Are you unemployed, furloughed or have you been laid off due to COVID-19? Bases: Total Canadians n=1526 | Americans n=1004

 Significantly higher

RATINGS OF COMPANY COMMUNICATIONS

A majority of those who receive communication from each source are satisfied with the COVID-19 related information and updates – with the highest satisfaction being with the company, manager and CEO.

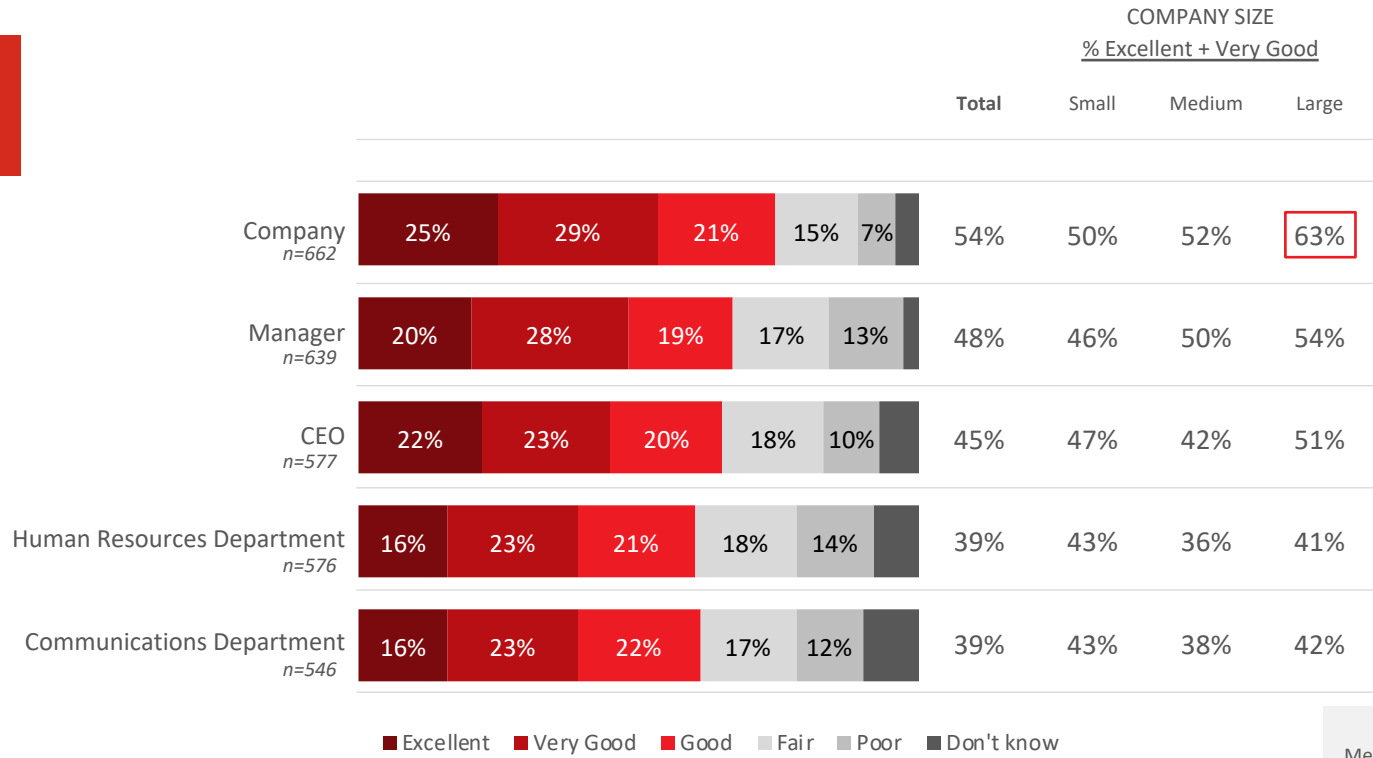


0002 How well is the following communicating updates and information to you during COVID-19?
 Base: Canadians who are not unemployed due to COVID-19; excluding respondents who answered N/A (n=546-662)

48% Significantly higher

RATINGS OF COMPANY COMMUNICATIONS

Satisfaction is strong across all company sizes. Those who work for large companies (500+ employees) are more likely to be satisfied with company COVID-19 communications vs. small and medium size companies.



■ Excellent
 ■ Very Good
 ■ Good
 ■ Fair
 ■ Poor
 ■ Don't know

Small = 1-99 employees
 Medium = 100-499 employees
 Large = 500+ employees

NOTE: Company size does not include those who do not know or prefer not to disclose the size of their company

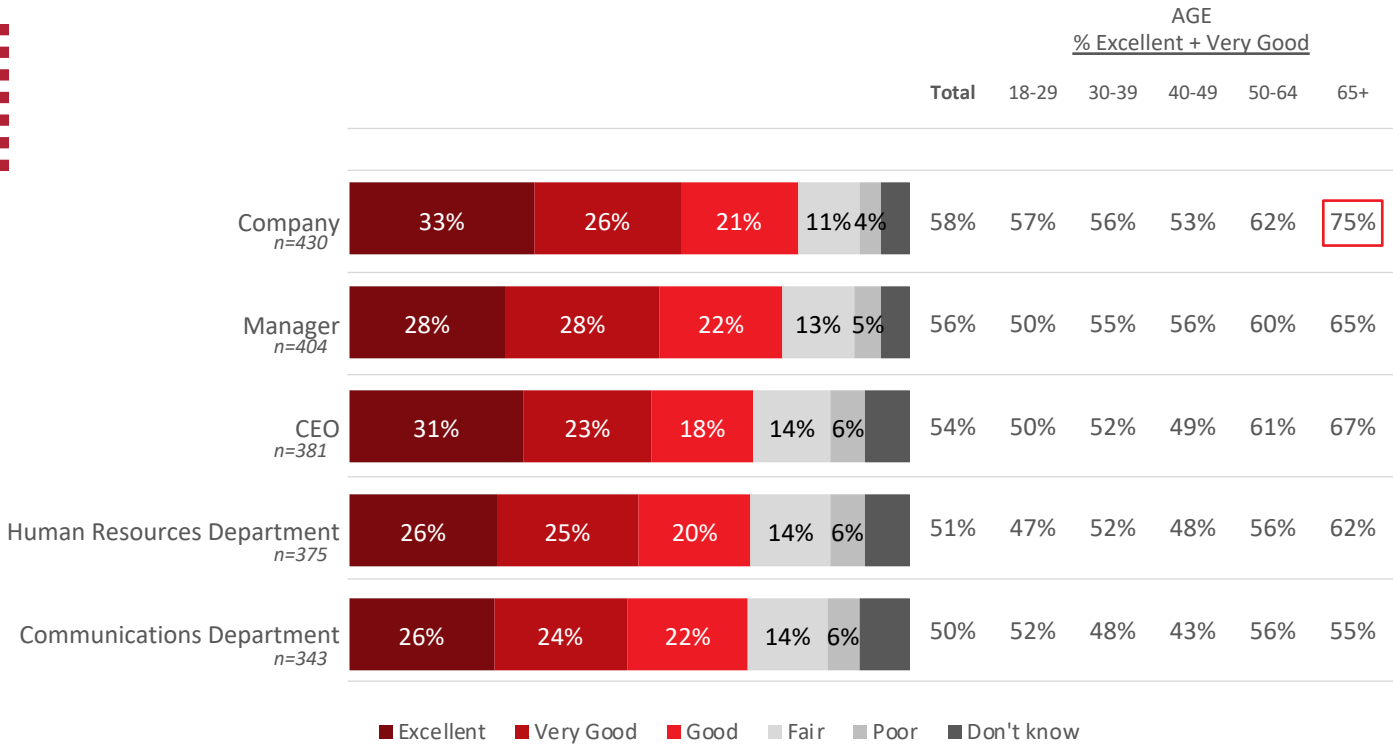
0002 How well is the following communicating updates and information to you during COVID-19?

Base: Canadians who are not unemployed due to COVID-19; excluding respondents who answered N/A (n=546-662)

63% Significantly higher

RATINGS OF COMPANY COMMUNICATIONS

Age does not appear to have a significant impact on the level satisfaction with COVID-19 communications.

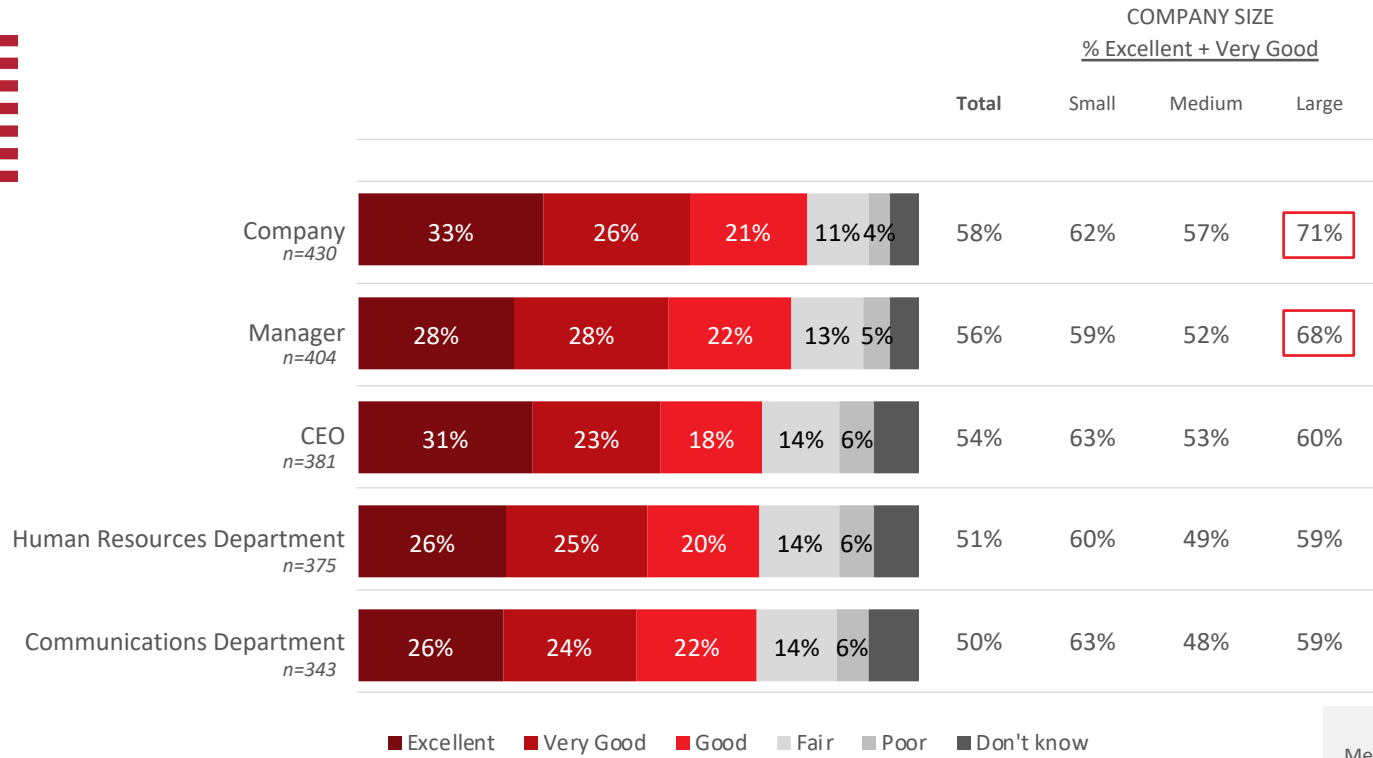


0002 How well is the following communicating updates and information to you during COVID-19?
 Base: Americans who are not unemployed due to COVID-19; excluding respondents who answered N/A (n=343-430)

75% Significantly higher

RATINGS OF COMPANY COMMUNICATIONS

Americans who work for larger-scale companies, with 500 or more employees, are significantly more satisfied with the updates and information they've received from their company, and managers.



Small = 1-99 employees
 Medium = 100-499 employees
 Large = 500+ employees

NOTE: Company size does not include those who do not know or prefer not to disclose the size of their company
 0002 How well is the following communicating updates and information to you during COVID-19?
 Base: Americans who are not unemployed due to COVID-19; excluding respondents who answered N/A (n=343-430)

RATINGS OF COMPANY COMMUNICATIONS

Americans are more likely to give a higher ratings of communications from their manager and/or CEO, as well as their HR and Communications departments.





Communication from...	Company		Manager		CEO		HR Department		Communications Department	
	Base: 662	430	639	404	577	381	576	375	546	343
Total: Excellent + Very Good	54%	58%	48%	56%	45%	54%	39%	51%	39%	50%
Excellent	25%	33%	20%	28%	22%	31%	16%	26%	16%	26%
Very Good	29%	26%	28%	28%	23%	23%	23%	25%	23%	24%
Good	21%	21%	19%	22%	20%	18%	21%	20%	22%	22%
Total: Poor + Fair	21%	16%	30%	17%	28%	20%	32%	20%	29%	19%
Fair	15%	11%	17%	13%	18%	14%	18%	14%	17%	14%
Poor	7%	4%	13%	5%	10%	6%	14%	6%	12%	6%
Don't know	4%	5%	3%	5%	7%	8%	8%	8%	10%	9%

0002 How well is the following communicating updates and information to you during COVID-19?
 Base: Those who are not unemployed due to COVID-19; excluding respondents who answered N/A (Canadians n=546-662 | Americans n=343-430)

Significantly higher

FREQUENCY OF COMPANY COMMUNICATIONS


Overall, daily communications with direct supervisor/manager has decreased slightly since COVID-19. Few noteworthy differences are apparent between Canadians and Americans.

	BEFORE COVID-19		DURING COVID-19	
				
	<i>Base:</i> 550	367	548	357
Daily	36%	34%	26%	27%
Several times a week	32%	35%	33%	38%
Once a week	17%	17%	22%	21%
Once every two weeks	5%	6%	9%	7%
Once a month or less often	10%	8%	11%	7%

0003 How often were you speaking to your direct supervisor/manager on the phone, video conference, or face-to-face before COVID-19?

0004 How often are you speaking to your direct supervisor/manager now on the phone, video conference, or face-to-face since COVID-19?

Base: Those who are not unemployed due to COVID-19; excluding respondents who answered N/A (Canadians n=550 | 548); (Americans n=367 | 357)

 Significantly higher

FREQUENCY OF COMPANY COMMUNICATIONS

Canadians at large companies experienced the greatest decrease in daily communications, while weekly communications increased slightly.




BEFORE COVID-19	Total	COMPANY SIZE		
		Small	Medium	Large
	550	171	111	231
Daily	36%	36%	34%	37%
Several times a week	32%	31%	30%	35%
Once a week	17%	20%	19%	14%
Once every two weeks	5%	5%	4%	4%
Once a month or less often	10%	8%	13%	9%

DURING COVID-19	Total	COMPANY SIZE		
		Small	Medium	Large
	548	172	106	234
Daily	26%	31%	19%	26%
Several times a week	33%	31%	37%	34%
Once a week	22%	23%	24%	21%
Once every two weeks	9%	7%	8%	8%
Once a month or less often	11%	9%	12%	11%

NOTE: Company size does not include those who do not know or prefer not to disclose the size of their company

Small = 1-99 employees
Medium = 100-499 employees
Large = 500+ employees

0003 How often were you speaking to your direct supervisor/manager on the phone, video conference, or face-to-face before COVID-19?
0004 How often are you speaking to your direct supervisor/manager now on the phone, video conference, or face-to-face since COVID-19?
Base: Canadians who are not unemployed due to COVID-19; excluding respondents who answered N/A (n=550 | 548)

 Significantly higher

FREQUENCY OF COMPANY COMMUNICATIONS

Frequency of communications is fairly similar across all company sizes.




BEFORE COVID-19	Total	COMPANY SIZE		
		Small	Medium	Large
	<i>Base:</i> 367	116	87	135
Daily	34%	41%	24%	33%
Several times a week	35%	30%	42%	37%
Once a week	17%	13%	24%	16%
Once every two weeks	6%	6%	3%	8%
Once a month or less often	8%	10%	8%	6%

DURING COVID-19	Total	COMPANY SIZE		
		Small	Medium	Large
	<i>Base:</i> 357	111	87	130
Daily	27%	30%	20%	25%
Several times a week	38%	39%	37%	42%
Once a week	21%	21%	27%	18%
Once every two weeks	7%	6%	7%	8%
Once a month or less often	7%	5%	9%	6%

NOTE: Company size does not include those who do not know or prefer not to disclose the size of their company

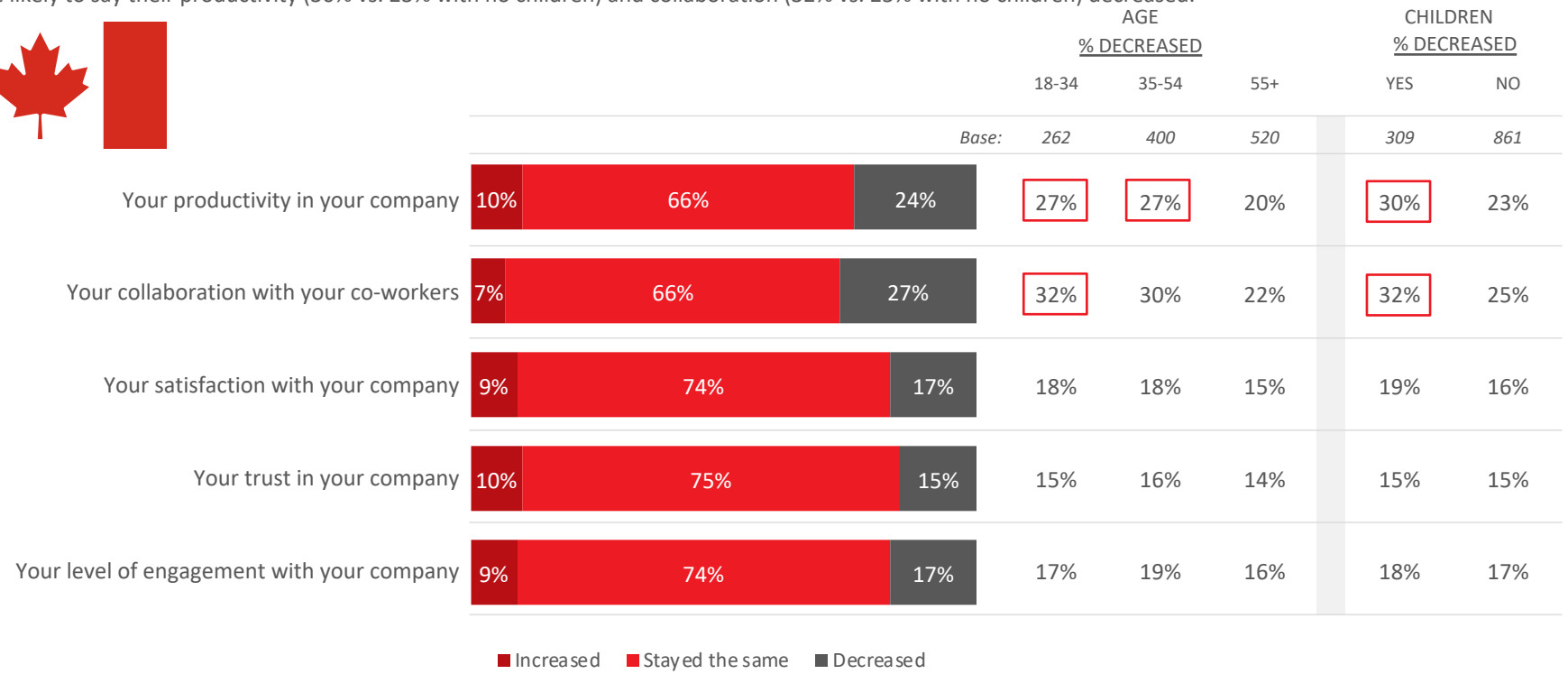
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0003 How often were you speaking to your direct supervisor/manager on the phone, video conference, or face-to-face before COVID-19?
 0004 How often are you speaking to your direct supervisor/manager now on the phone, video conference, or face-to-face since COVID-19?
 Base: Americans who are not unemployed due to COVID-19; excluding respondents who answered N/A (n=367 | 357)

 Significantly higher

ATTITUDE TOWARDS WORK AND COMPANY

A majority of Canadians feel their attitude towards work and their company has remained unchanged through the pandemic. Over 6 in 10 Canadians say their satisfaction, trust and level of engagement with their company has stayed the same. About a quarter say their productivity and collaboration with co-workers has decreased. Those with children are more likely to say their productivity (30% vs. 23% with no children) and collaboration (32% vs. 25% with no children) decreased.



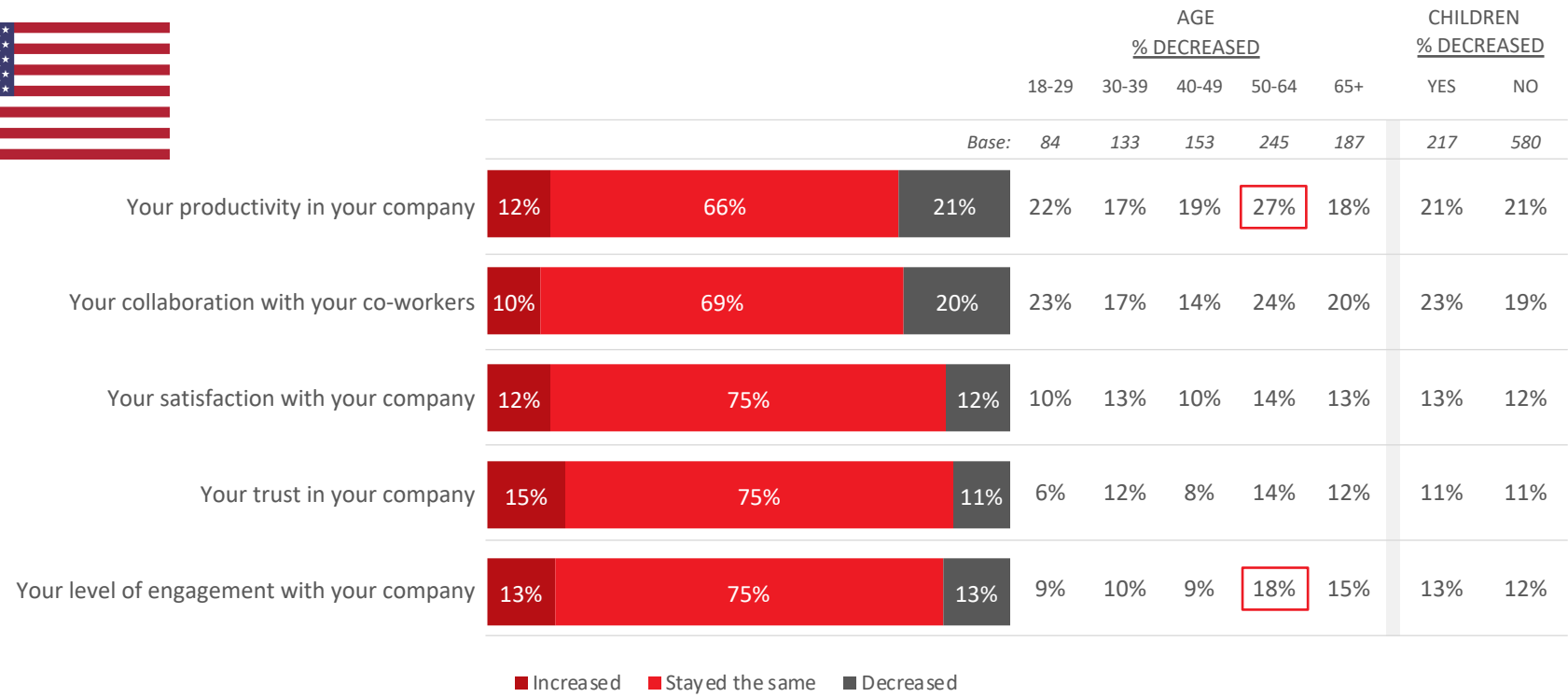
0005 Since COVID-19, how has the following changed in terms of your work with your company? Base: Canadians who are not unemployed due to COVID-19 (n=1182)

□ Significantly higher

ATTITUDE TOWARDS WORK AND COMPANY



Many Americans say their attitude towards work and company has stayed the same during COVID-19. About 1 in 5 say their productivity and collaboration with colleagues has decreased.



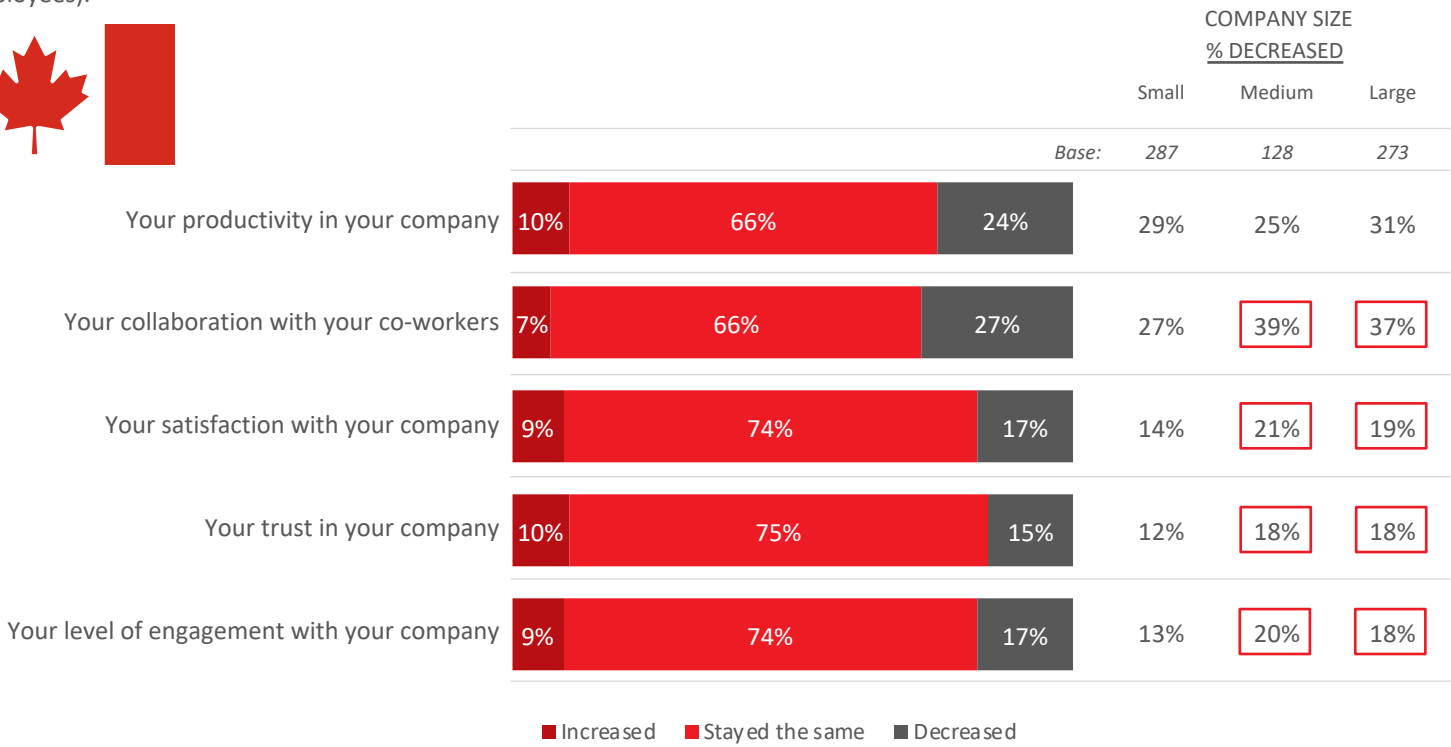
■ Increased ■ Stayed the same ■ Decreased

0005 Since COVID-19, how has the following changed in terms of your work with your company? Base: Americans who are not unemployed due to COVID-19 (n=802)

□ Significantly higher

ATTITUDE TOWARDS WORK AND COMPANY

Canadians who work for medium or large companies (100-500+ employees) are more likely to say their collaboration with co-workers, satisfaction, trust and level of engagement with their company has decreased since the outbreak of COVID-19 compared to those at smaller companies (1-99 employees).



Small = 1-99 employees
 Medium = 100-499 employees
 Large = 500+ employees

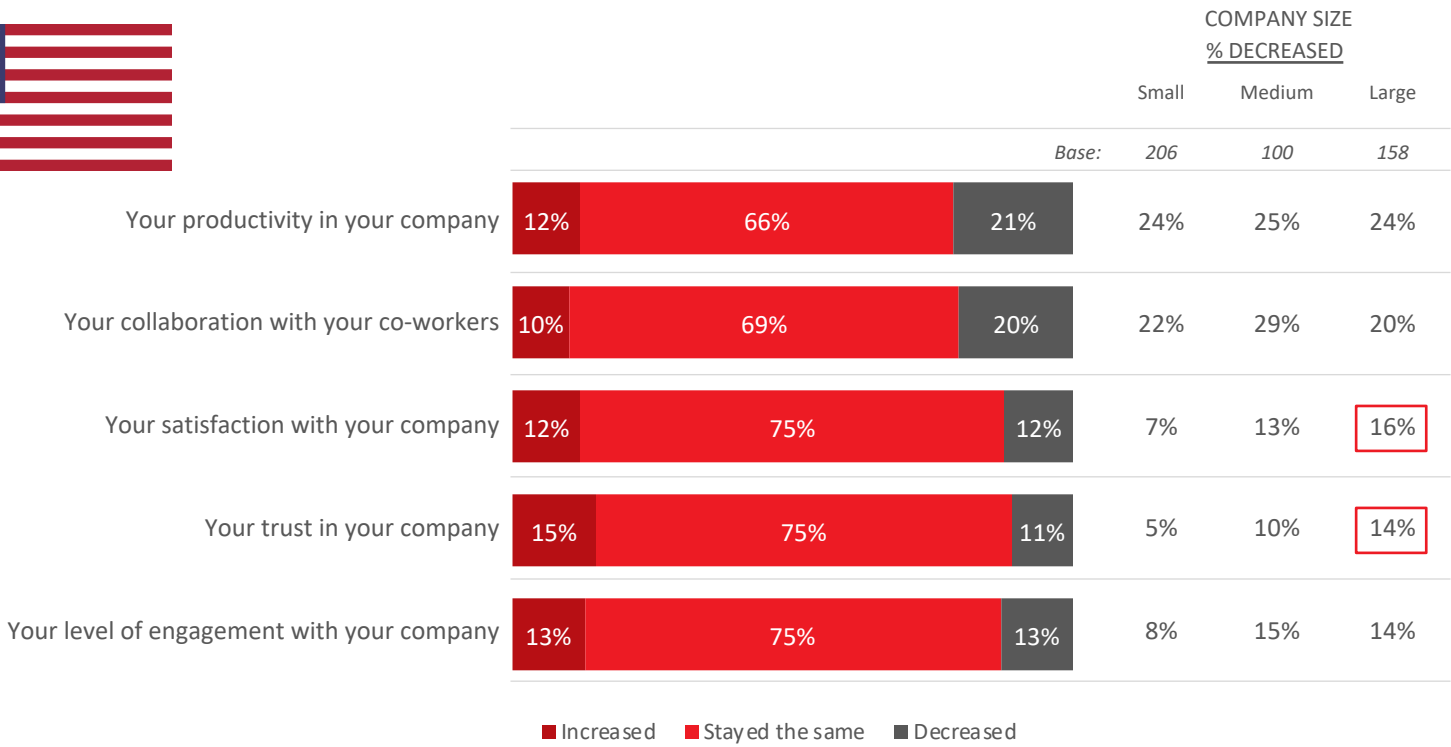
NOTE: Company size does not include those who do not know or prefer not to disclose the size of their company

005 Since COVID-19, how has the following changed in terms of your work with your company? Base: Canadians who are not unemployed due to COVID-19 (n=1182)

□ Significantly higher

ATTITUDE TOWARDS WORK AND COMPANY

Americans working for large companies (500+ employees) are more likely to say their satisfaction and trust with their company has decreased since the introduction of the COVID-19 pandemic.



Small = 1-99 employees
 Medium = 100-499 employees
 Large = 500+ employees

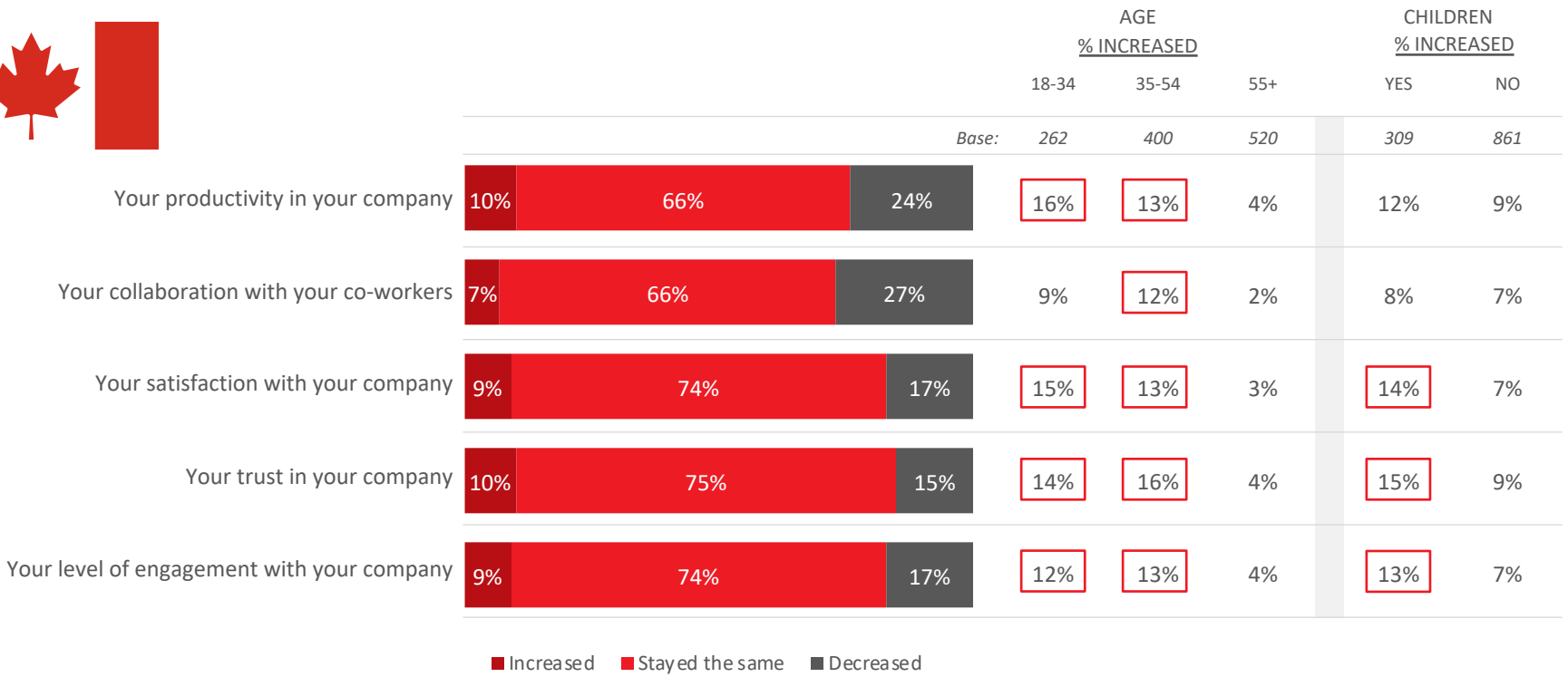
NOTE: Company size does not include those who do not know or prefer not to disclose the size of their company

0005 Since COVID-19, how has the following changed in terms of your work with your company? Base: Americans who are not unemployed due to COVID-19 (n=802)

□ Significantly higher

ATTITUDE TOWARDS WORK AND COMPANY

Those under 55 years of age are more likely to say their productivity, satisfaction, trust and engagement has increased since the on-set of the COVID-19 pandemic. Those with children have gained more trust, satisfaction and engagement with their company during the crisis.



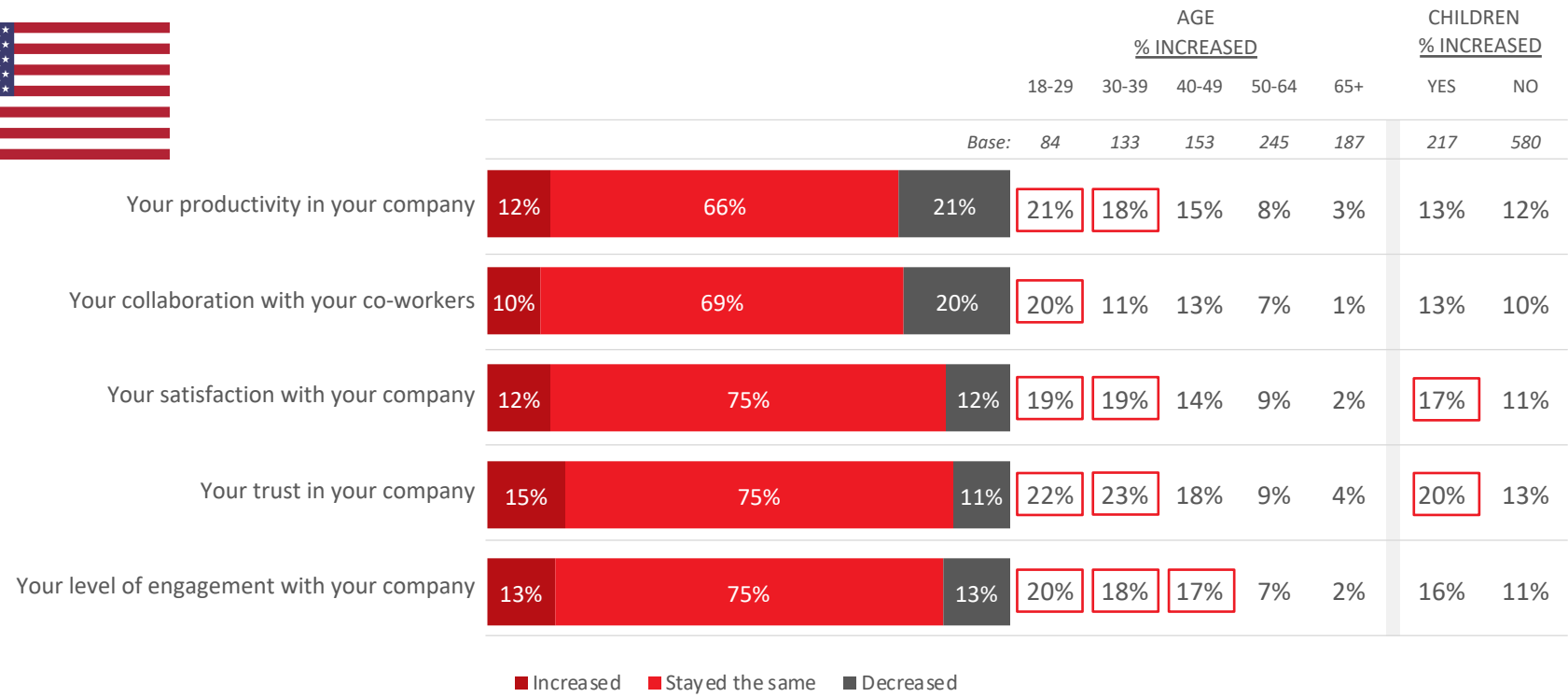
■ Increased ■ Stayed the same ■ Decreased

0005 Since COVID-19, how has the following changed in terms of your work with your company? Base: Canadians who are not unemployed due to COVID-19 (n=1182)

□ Significantly higher

ATTITUDE TOWARDS WORK AND COMPANY

Younger Americans are more likely to say their productivity, collaboration, satisfaction, trust and engagement with company has increased since COVID-19. Those with children are more likely to say their satisfaction and trust in company have increased.



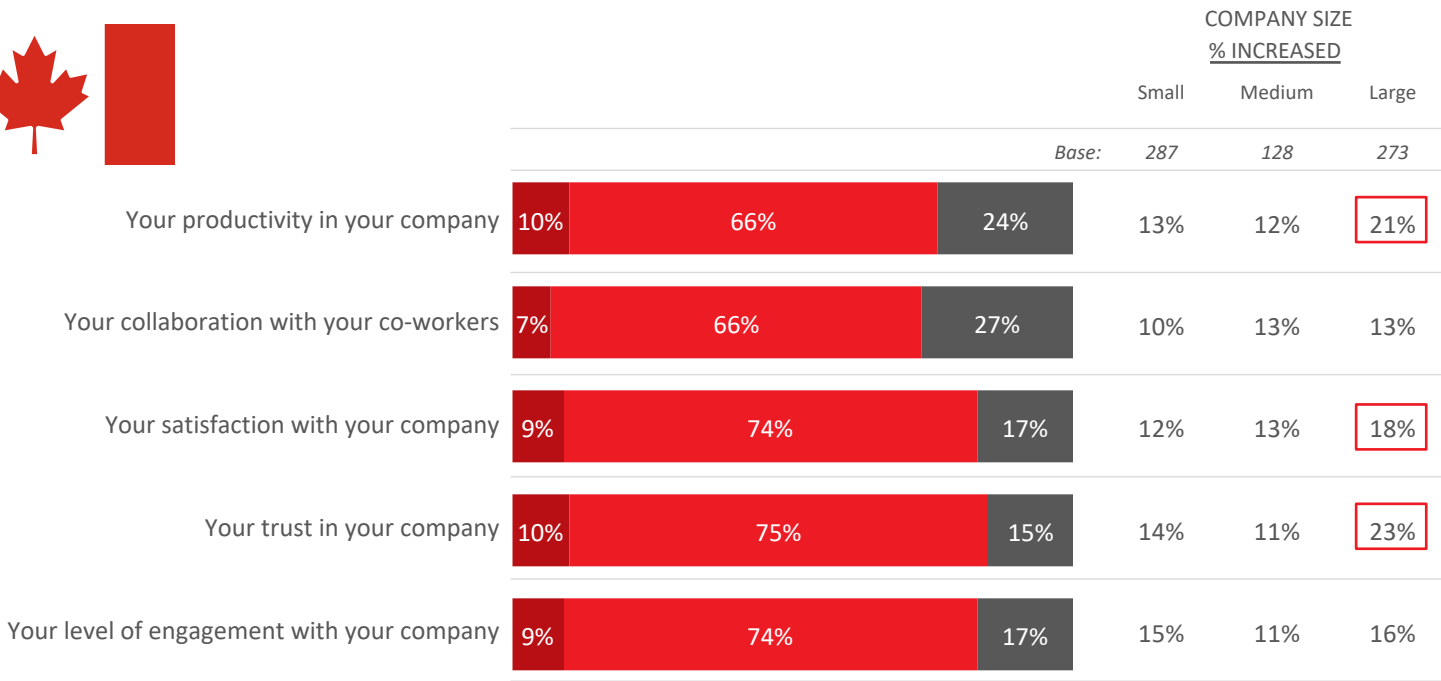
■ Increased ■ Stayed the same ■ Decreased

0005 Since COVID-19, how has the following changed in terms of your work with your company? Base: Americans who are not unemployed due to COVID-19 (n=802)

□ Significantly higher

ATTITUDE TOWARDS WORK AND COMPANY

Canadians who work for a larger company (500+ employees) are more likely to say their productivity, satisfaction and trust with company has increased since the outbreak of COVID-19.



■ Increased ■ Stayed the same ■ Decreased

Small = 1-99 employees
Medium = 100-499 employees
Large = 500+ employees

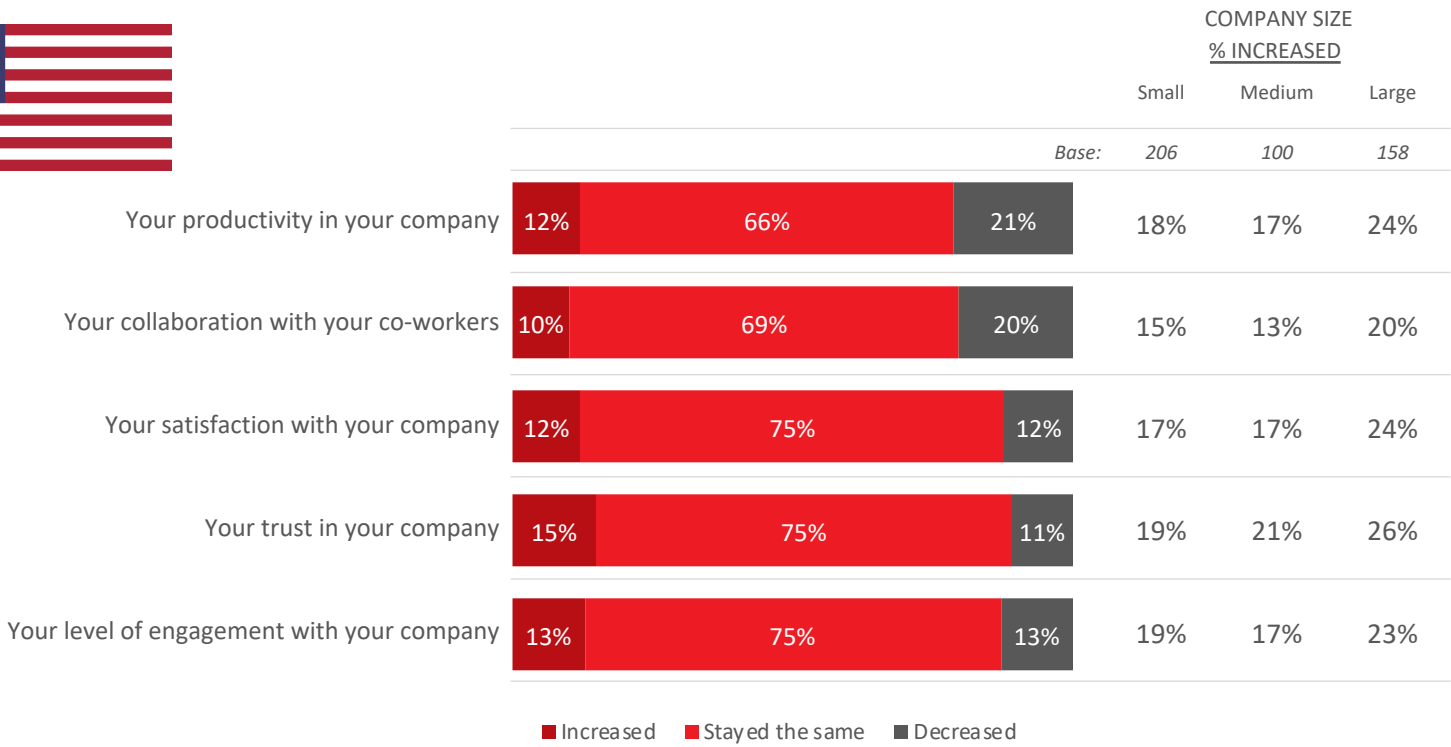
NOTE: Company size does not include those who do not know or prefer not to disclose the size of their company

005 Since COVID-19, how has the following changed in terms of your work with your company? Base: Canadians who are not unemployed due to COVID-19 (n=1182)

□ Significantly higher

ATTITUDE TOWARDS WORK AND COMPANY

For Americans, company size does not appear to have a significant impact on improvement in productivity, collaboration or positive feelings towards company.



■ Increased ■ Stayed the same ■ Decreased

Small = 1-99 employees
Medium = 100-499 employees
Large = 500+ employees

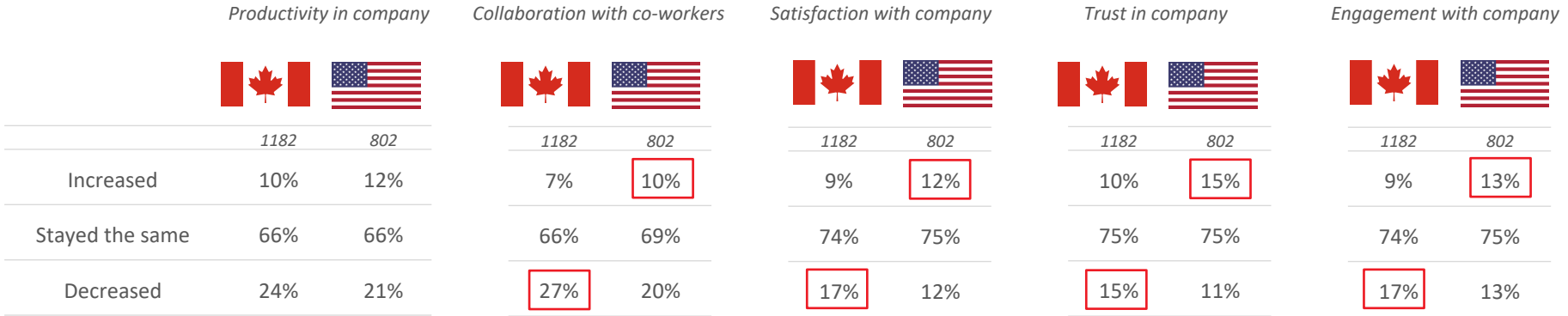
NOTE: Company size does not include those who do not know or prefer not to disclose the size of their company

0005 Since COVID-19, how has the following changed in terms of your work with your company? Base: Americans who are not unemployed due to COVID-19 (n=802)

□ Significantly higher

ATTITUDE TOWARDS WORK AND COMPANY

Overall, majority of attitudes towards work and company are reported to have stayed the same since COVID-19. American's collaboration, trust, satisfaction and engagement with company are more likely to have increased during the pandemic vs. Canadians.



0005 Since COVID-19, how has the following changed in terms of your work with your company?
 Base: among those who are not unemployed due to COVID-19 (Canadians n=1182); (Americans n=802)

 Significantly higher

SIZE OF COMPANY

