

**For Immediate Release**

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## **SHOULD I STAY, OR SHOULD I GO?**

*55% of employees in BC would seriously consider leaving their job if a better one came along, according to BC HRMA and Insights West*

**Vancouver, BC** – More than half (55 per cent) of all BC employees are susceptible to leaving their current jobs - and pay is not necessarily at the heart of the issue. This is according to a study by Insights West, in which 788 working British Columbians were surveyed.

Research by the BC Human Resources Management Association's national HR Metrics Service has also discovered a similar and supporting trend. Together, the results from these two studies suggest employers should take a hard look at whether they are doing enough to prevent good employees from leaving.

### **Half are waiting for something better**

While Insights West found relatively few BC employees are unhappy with their employer, only 25 per cent can be considered "delighted". 55 per cent reported they would seriously consider switching to a new job (43 per cent would leave if the right opportunity arose, and 12 per cent are actively looking for a new job).

Meanwhile, data from BC HRMA's HR Metrics Service found the resignation rate (the percentage of the employer's workforce that resigned that year) increased to 6.5% in 2013 - a jump of nearly a full percentage point from 2010. The proportion of employees who resigned after just 90 days on the job nearly doubled to 15.6% in 2013 (from 8.4% in 2010). In spite of efforts to increase employee engagement in Western Canada's, many in the workforce are "talking with their feet".

### **Motivation is the Issue**

In its survey, Insights West identified drivers such communications from senior management, training and learning opportunities, physical work environment, and company processes and procedures as those driving staff morale and engagement the most.

The results of this satisfaction/loyalty study, combined with BC HRMA's data on employee resignations and retention, clearly demonstrates being well-compensated does not necessarily guarantee that an employee will stay should a better opportunity present itself.

"Most concerning is the notion that employees may be simply showing up to 'punch the clock' because they can't find something better," says Steve Mossop, President of Insights West.

“We found that being rewarded for doing a good job is one of the largest determinants of a happy workforce, and that employee motivation is driven by more than just pay and benefits. Our survey found only six in ten of those surveyed feel they are being rewarded for doing a good job.”

“Employers shouldn’t ignore this, as it’s anticipated that more jobs will be created in BC in the years ahead than can be filled by the current labour market,” adds Christian Codrington, Senior Manager, Professional Practice, BC HRMA. “Employers will need to look at improving overall job satisfaction if they wish to remain competitive in the labour market and keep employee resignation rates low long term.”

To see a summary of Insights West’s BC study, please visit their [website](#).

For more information on the BC HRMA’s HR Metrics Service, please visit [HR Metrics Service](#).

### **About Insights West**

Insights West is a progressive, Western-based, full-service marketing research company. It exists to serve the market with insights-driven research solutions and interpretive analysis through leading-edge tools, normative databases, and senior-level expertise across a broad range of public and private sector organizations. Insights West is based in Vancouver and Calgary.

[www.insightswest.com](http://www.insightswest.com)

### **About BC HRMA**

The BC-based Human Resources Management Association is a non-profit organization dedicated to advancing professional people practices through professional development opportunities such as conference, workshops, symposiums, mentorship and volunteer programs. The association provides leadership to more than 5,500 members and 3,000 affiliates that collectively represent CEOs, directors of HR, consultants, educators, students, HR generalists, and small-business owners. Established in 1942, HRMA is a founding member of the Canadian Council of Human Resources Associations (CCHRA) and the exclusive grantor of the Certified Human Resources Professional (CHRP) designation in British Columbia and Yukon. [www.bchrma.org](http://www.bchrma.org)

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