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**On this Labour Day: Let's make *Job Quality* a national goal**

**Ottawa** – A new study by CPRN is urging employers and governments to focus on job quality as a means to recruit and retain the workers needed for Canada's future prosperity. In ***21<sup>st</sup> Century Job Quality: Achieving What Canadians Want***, author Graham Lowe finds that the economic prosperity of the new century hasn't resulted in an overall improvement in job quality – even though many Canadian employers are struggling to attract and keep skilled workers.

The report provides solid Canadian evidence that the nature of a job and the environment in which people work are critical to achieving employee satisfaction. That being said, Lowe warns "It should be of concern that only about one-third of all workers are very satisfied with their jobs and that fewer than one in five employees are very positive about multiple dimensions of job quality."

Lowe examined a number of job quality indicators and found a mixed picture. For example: job security, earnings and workplace health and safety have improved in the past 15 years. But job satisfaction and participation in job-related training have stalled and other indicators have worsened such as union membership, work-life balance and job stress.

With Canada's workforce aging, and skilled workers at a premium, Lowe makes several key recommendations for immediate action:

- Job quality becomes a key component of employers' workforce renewal strategies
- A national survey of job quality in Canada by key stakeholders including governments and employers
- Voluntary standards need to be developed and implemented for improving job quality (such as the Health and Safety Executive's in Britain)

Lowe describes these recommendations as modest and practical, "So given today's market pressures, finding consensus to act should be straight forward."

To download a copy of ***21<sup>st</sup> Century Job Quality: Achieving What Canadians Want***, please go to [www.cprn.org](http://www.cprn.org).

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