

**Monster.ca “If I were CEO” Survey
–Summary of Results–**

Who do you imagine would be the ultimate CEO to work for?

- More than one-quarter of Canadians (28%) chose Barack Obama as the ultimate CEO.
 - Not surprisingly, Obama was the most popular with the 18-34 crowd, at 32%.
 - Obama was least popular in Alberta, clocking in with just 18%.
 - He was the most popular in Quebec, at 37%.
- The “current boss” was the choice of 16% of Canadians.
 - This choice was the most popular on the Prairies at 25%.
- Five per cent of Canadians chose Donald Trump as the CEO they’d most like to work for.
 - The Donald was slightly more popular in Ontario and Alberta, both at 6%.
- From opposite ends of the celebrity spectrum Don Cherry and David Suzuki each garnered 11% of the vote, as did Captain Kirk, William Shatner.
 - David Suzuki was the most popular in Atlantic Canada at 16% and the least popular on the Prairies at 5%.
 - Don Cherry was the most popular in Alberta at 18% and the least popular in Quebec at 6%.
 - Captain Kirk was less popular with women (7%) than men (14%).
- Only 3% of Canadians chose the Queen as the ultimate CEO but she beat out Prime Minister Stephen Harper, who earned just 2% of the vote.
- From the write-in category, other prospective CEOs Canadians would like to work for included:

Canadians

Celine Dion
Tommy Douglas
Cito Gaston
General Rick Hillier
Jack Layton
Pierre Trudeau
W. Brett Wilson

Americans

Warren Buffet
Bill Clinton
Ellen DeGeneres
Dilbert
Bill Gates
Steve Jobs
Gene Simmons
Jack Welch
Oprah Winfrey

Religious Leaders

The Dalai Lama
Jesus Christ
Mother Theresa

If you could give one piece of advice to your current CEO, what would it be?

- One third of Canadians (33%), recommend that the CEO should “spend time in the trenches” getting to know what employees do day-to-day.
 - This idea was the most popular on the Prairies at 36%.
- A further 17% of Canadians recommended that the CEO should live on an average employee’s pay cheque for a month.
 - Men were more likely, at 19%, than women (15%) to recommend the temporary CEO pay cut.
 - The Quebecois were less likely to think the CEO needed a paycheque reality check at 11% versus English Canadians at 18%.
- Employees didn’t want to get too close to the big boss, with just 9% nationwide thinking the CEO should be having lunch with employees at least once a month.

- This idea was particularly unpopular on the Prairies where just 4% thought lunching with the CEO made sense.
- The idea was the most popular in Quebec, where 12% of employees thought the CEO should lunch with employees at least once a month.

If I were the CEO I would...

Statement	Score*
Improve two-way communication between managers and staff	75.5
Improve health care benefits for all employees	63.4
Offer flexible working hours	61.3
Increase wages for all employees	60.1
Offer the option of a four-day work week	58.1
Make the company more environmentally friendly	57.7
Increase annual vacation allotment	52.5
Allow tele-commuting (work from home)	47.9
Make it easier to transfer/work abroad	45.8
Offer company-subsidized or free daycare for staff with young children	45.0
Give staff company-subsidized or free transit passes	42.3
Redecorate the offices	25.5
Move the office to another location	18.9

*Respondents were asked to select their priorities for what they would do if they were CEO by rating thirteen statements, using a scale where zero meant "it is not a priority" and 100 meant "it is high priority"

Methodology

From September 29th to October 4th 2010, Angus Reid Public Opinion conducted an online survey among a randomly selected, representative sample of **2,009 employed adult Canadians** who are Angus Reid Forum panel members. The margin of error is $\pm 2.2\%$, 19 times out of 20. The results have been statistically weighted to ensure a representative sample. Discrepancies in or between totals are due to rounding.

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