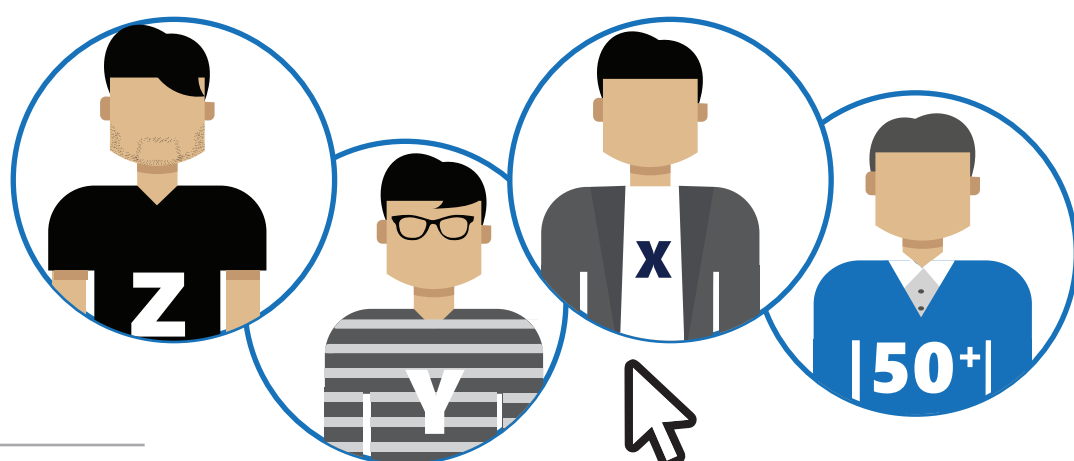


Men at work

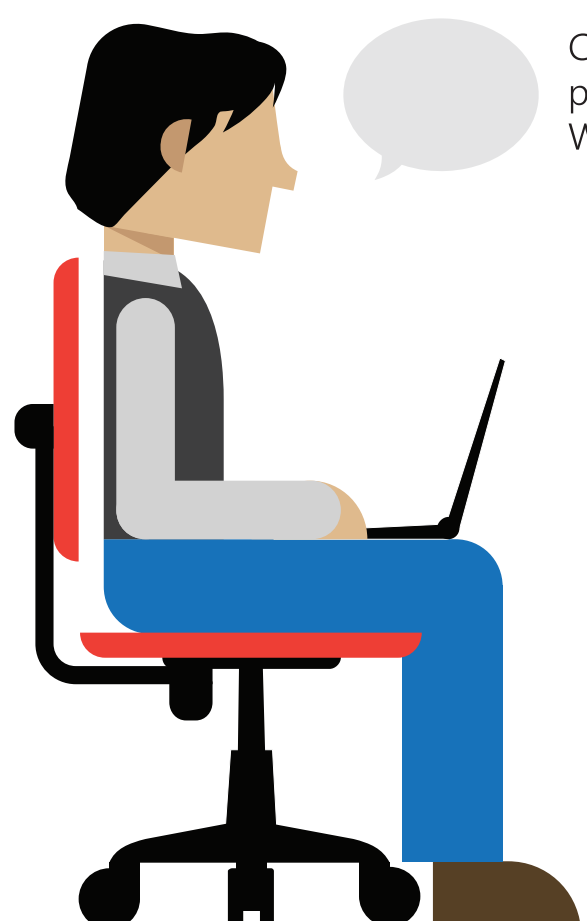
what he thinks about his job, finances, and what keeps him up at night.







Microsoft, in partnership with Omnicom, conducted a study to better understand Canada's modern man, specifically his general attitudes surrounding his life at work, at home, and at play.

METHODOLOGY:

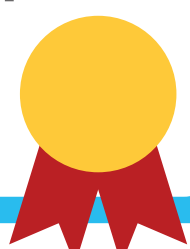
GfK Research was commissioned to survey 2,300 men and women between the ages of 16-65 across Canada, both online and through in-depth video interviews with Canadian men.



Canadian men today are looking for more than a job, they hold things like passion, balance, fulfillment and feeling rewarded in high regard. When asked to rate by **importance**, here's what they said:

-  **80% WORK/LIFE BALANCE**
-  **79% PASSION FOR THE JOB**
-  **77% FEELING REWARDED BY THE JOB**
-  **76% PERSONAL FULFILLMENT IN WORK**

1/3 OF WORKING MEN WORRY THAT THEIR EDUCATION MAY NOT BE GOOD ENOUGH



40%

OF MEN SAY THEIR EMPLOYER NEEDS TO TREAT THEM BETTER

WHY SO STRESSED

1/4 worry about losing their jobs

61% need a vacation

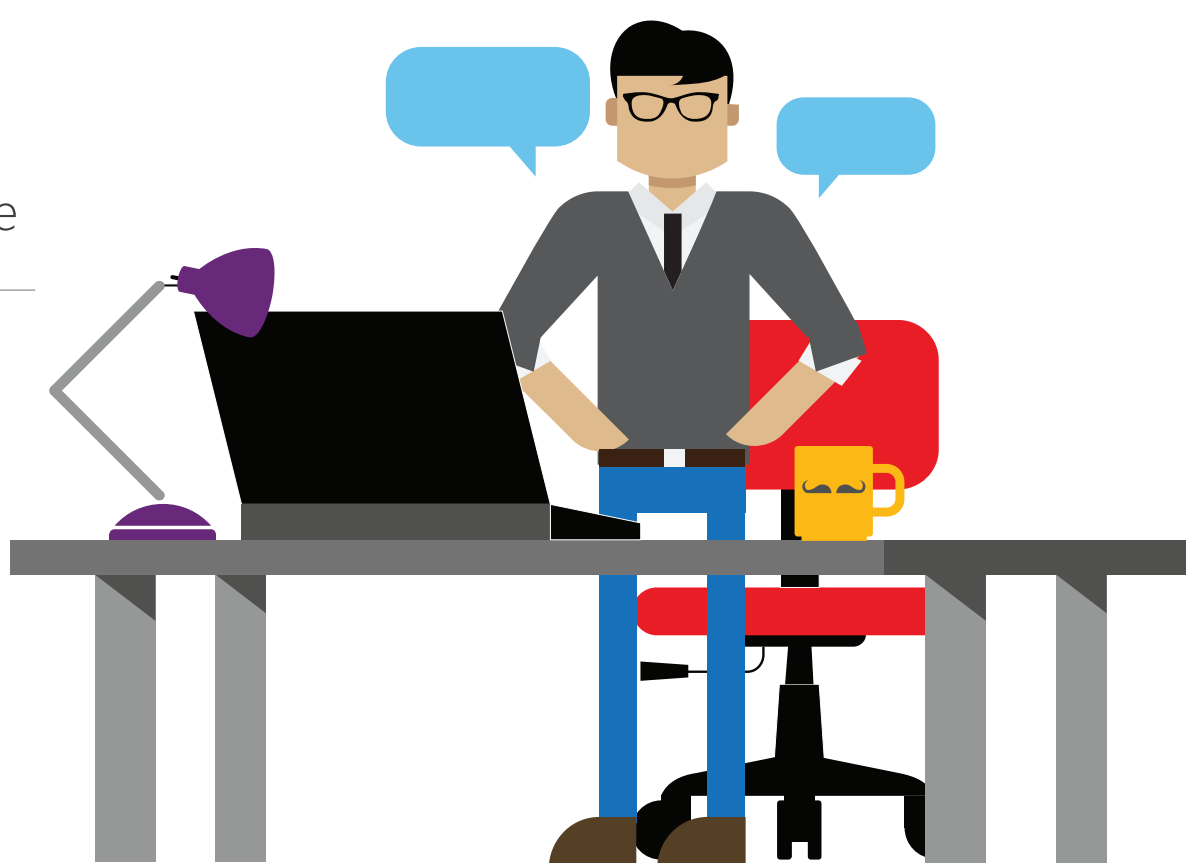
1/3 of men under 50 feel burnt out at their jobs

EVEN STILL, TODAY'S MAN AT WORK IS COMMITTED TO HIS JOB AND HIS EMPLOYER.

WORK SEEMS TO BE THE MAIN CULPRIT.

37% say work defines who they are

65% feel it's important to show loyalty to their employer.



It's all about the money, money, money.



41% of Canada's men at work say they're living comfortably, but men are still worrying about...

55%
SAVING FOR RETIREMENT

45%
LONG TERM FINANCES

42%
THE AMOUNT OF DEBT THEY HAVE

35%
DAY TO DAY FINANCES

Work, money, and stress are just a small part of what makes up Canada's modern man.



DIG DEEPER INTO THE BEHAVIOURS, ATTITUDES, AND INTERESTS OF THESE MEN AT WORK BY VISITING THE MODERN MAN STUDY AT [HTTP://MICROSOFTADVERTISING.CA/MODERNMAN](http://microsoftadvertising.ca/modernman)