

How are current economic conditions affecting Canadian Marketers?

A survey of the marketing mindset heading into 2009



In late 2008, Marketers on Demand conducted an online survey of 459 Marketers in Canada. The purpose was to discover the mindset of marketers under the current economic conditions and to gain a better understanding of how hiring will need to change to address this mindset, if at all. The following whitepaper presents the results and analysis of this survey.

Overview

With the current economic slow down in the market place and plenty of uncertainty about what to expect for 2009 there is a lot of debate around the effect of this economy on Canadians. This survey, conducted at the end of 2008, was designed specifically to gain an understanding of this effect on Canadian Marketers, and looks at perceptions of marketing spend, attrition, and whether marketers are willing to consider new job opportunities.

The sample

The survey was emailed to approximately 2000 marketers in Ontario, the bulk of which reside in the GTA. Of those emailed, 459 responded to the survey. Participants were notified in the survey invitation that they were entitled to enter a draw at the end of the survey via email for one (1) \$50 Starbucks gift card, only one(1) prize was available. The Starbucks draw received 162 entries which suggests that those who entered the draw were more engaged in the survey and interested in the outcome, than entering solely for the prize.

Demographic and Education

Of all the respondents, 52.9% were male and 46.6% were female. On the question of education 91% of respondents had completed some degree of post secondary education, the bulk having an undergrad degree at 46.8%, 31.1% having a post secondary degree and 13.1% having a college diploma.

Employed versus unemployed

71.3% employed versus 28.6% unemployed

Career Level

This sample represented a range of career levels starting at entry level up to vice president or above. Two thirds of the responses came from the manager/senior manager and director level, 43.4% being managers/senior managers and 23.2% being directors. 13.7% of responses came from the VP+ level.

The Questions

Questions 1–4 determined gender, level of education, employment status and career level.

5. Do you feel the current economic downturn will have an effect on marketing spending?

89.5% said yes

6.6% neutral

Less than 4% disagreed

6. Have you already noticed changes in the marketing department with regards to budgeting?

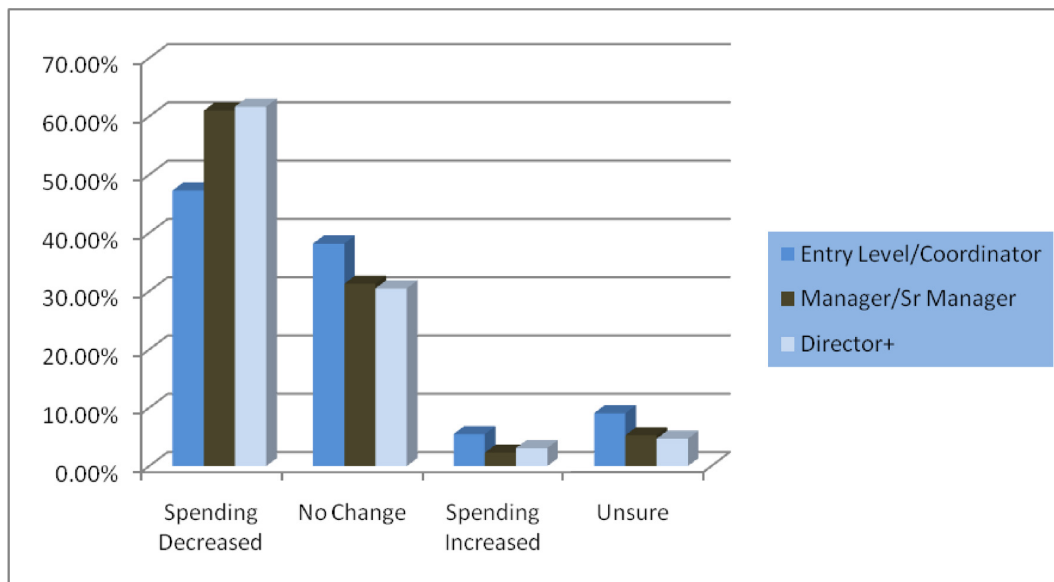
To ensure responses for this question were relevant, only answers from employed individuals were examined. This graph indicates the responses from 3 general career levels: entry level/coordinator, manager/sr. manager and director + (312 responses)

58.9% spending decreased

32.2% no change

5.7% unsure

3.2 % increased



7. Have you experienced any layoffs in the marketing department due to the economic downturn?

The following results offer the general sample's perspective followed by employed responses only.

General responses:

34.2% agree or strongly agree

32.2% neutral

33.6% disagree or strongly disagree

Employed responses:

26.7% agree or strongly agree

29.9% neutral

43.3% disagree or strongly disagree

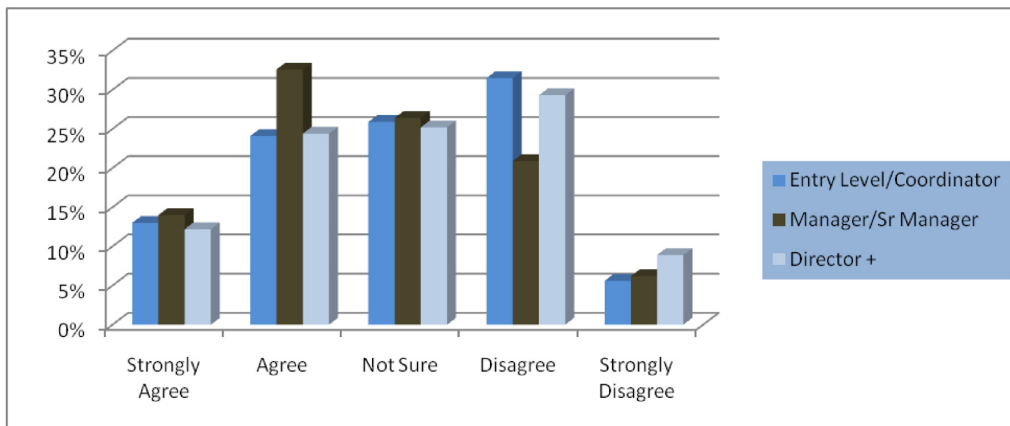
8. Do you feel less secure in your current employment situation because of the current economic slow down?

The following results were pulled from the employed sample only.

40.9% agree or strongly agree with this statement.

25.8% neutral

33.3% disagree or strongly disagree with this statement.



9. With the current economic slowdown, do you feel you are less likely to entertain new job opportunities?

The results below were pulled from the employed sample only.

38.2% agree or strongly agree

45.1% disagree or strongly disagree

10. What would it take for you to take a new job opportunity?

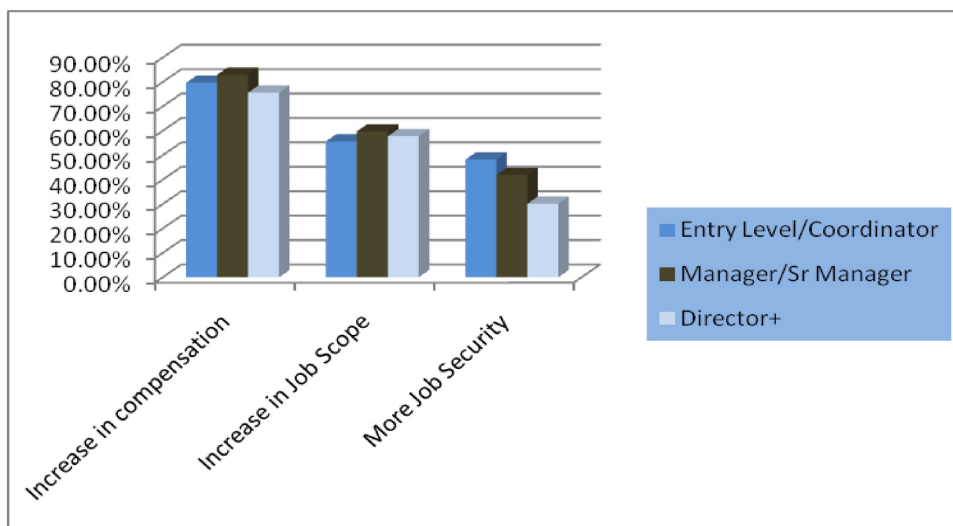
Top three responses from the Employed sample:

79.4% increase in compensation

58.2% increase in Job Scope

38.2% more job security

The chart below indicates percentage of responses from each career level.



Summation

When Marketers on Demand set out to conduct this survey, the purpose was to discover the mindset of marketers under the current economic conditions and to gain a better understanding of how hiring will need to change to address this mindset, if at all. The findings of this survey seem to confirm many of the sentiments you would have expected, such as the sense of uncertainty and lack of confidence in job security. Surprisingly, one of the key findings of the survey is that employed marketers are still willing to explore new opportunities provided they come with the desired benefits.

3 out of 4 directors or higher indicate they would consider a new job opportunity if it came with an increase in pay.

In terms of marketing spending, one would expect to see reductions in spending. Overwhelmingly **89.5%** of respondents confirmed this sentiment when asked the question of whether budget changes were taking place at the time, most respondents indicated seeing a decrease taking place within their departments. Understandably, upper management seemed especially aware of the decreases. Only **3.2%** of respondents indicated an increase in spending within their department.

Given that this survey was conducted towards the end of 2008, it is surprising that **43.3%** of employed respondents had not yet experienced layoffs within their department. Given the tremendous amount of media coverage and the rise in unemployment rates over the last three months, this question should be revisited. Since October 2008, employment has declined **2.1%** with a net loss of 387,000 full time jobs. This is a 7 year low at an **8.0%** national unemployment rate (Statistics Canada Labour Force Survey released April 9 2009.)

The follow-up question on job security, and whether Marketers feel secure in their current employment situation indicates that of those employed, two(2) out of five(5) marketers do not feel secure in their jobs whilst one(1) third of respondents do not feel that the economic situation is having an impact on their Job security.

Mid level marketers/managers indicated the highest sense of job security concern when compared to entry level and director Level respondents.

One of the assumptions we made when designing the survey was that if there was a sense of uncertainty in the market place, that it would trickle down into the psyches of those employed and in turn affect their willingness to look at new job opportunities. Given that the results indicated that of those employed **40.9%** felt less secure in their job and that **58.9%** of respondents had noticed marketing spending had decreased, we were surprised to note that **45.1%** of the employed sample would still consider new opportunities. It was of further interest that job security was not the first choice for marketers looking at new job opportunities.

The top three choices for luring candidates to a new job were
#1. Increase in compensation,
#2. Increase in job scope, and
#3. More job security.

This is good news for employers who are looking to hire who may have had concerns about being able to attract top candidates in this marketplace, especially for those who are employed full time already. The results suggest that employees who are at the director level or higher are most motivated by increased compensation and job scope, whilst entry level candidates are more motivated by job security.

About Marketers on Demand

Marketers on Demand(MoD) is the only full service staffing agency dedicated exclusively to supporting Marketing organizations. MoD helps companies build their marketing teams with full-time, part-time, permanent and interim professionals. Our niche expertise ensures that our talent pool of pre-screened associates have all the capabilities you'd expect from a Marketing professional. MoD services the entire Marketing vertical with roles ranging from interactive to brand management, market research and marketing communications.

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