

A break from the desk boosts productivity for Torontonians

Survey commissioned by Toronto Hydro Telecom reveals that 85% of working Torontonians believe flexible workplace options would result in greater job satisfaction

TORONTO ON, Tuesday, May 29, 2007 – In today’s battle for balance in the hectic work environment, Torontonians would benefit even from a change of scenery, according to a new survey conducted by Ipsos Reid, commissioned by Toronto Hydro Telecom. According to the survey, over a quarter of Torontonians feel chained to the desk and unable to take breaks through the day without feeling guilty. In fact, on a typical workday, most Torontonians only get outside during their commute to and from work. Despite 91 per cent of respondents acknowledging that a break away from the desk is invigorating, there is an obvious disconnect between what Torontonians believe is good for their work productivity and what they actually practice.

“These results illustrate the difficulties we all face in the battle between productivity at work and balance in our personal lives,” says Dave Dobbin, president, Toronto Hydro Telecom. “With One Zone™’s WiFi access available in the downtown core, busy Torontonians previously bound to their desks now have the option of leaving their desks while staying connected to their offices, eliminating that feeling of anxiety and guilt by actively, and very simply, changing their working environments.”

In fact, Torontonians indicate:

- 87% maintain that when they are able to get away from their desks, they are happier and, therefore, more productive.
- 70% agree they would stay longer at their job, and 85% believe they would be happier in their jobs if there was a policy in place that let them better manage their work and personal life through flexible workplace options.



- 3 in 10 (27%) admit they will ‘try to sneak out of the office early’ in order to maximize their time outside this summer.
- 3 in 10 feel they are chained to their desks at work and are ‘hesitant to leave it unless necessary’.
- One third claim that they feel guilty leaving the office during the day unless it is for a business meeting.

So what is holding companies back from giving employees flexibility in where they work?

“Organizational culture and the behaviour of upper level management is a large reason for the way in which employees behave,” said Jennifer Kelly, president, Shifting Momentum and corporate management consultant. “When you feel empowered as an employee you are more committed, productive and efficient in your work. When managers give their staff the appropriate tools to better manage their work and time, the positive results are seen in increased productivity, heightened creativity and overall happier staff.”

One Zone is the only WiFi network in Canada to offer users true mobility by providing seamless access within the six square kilometre downtown Toronto coverage area. It provides true mobility across a seamless WiFi zone that spans 235 city blocks – a welcome relief for customers who know the frustrations of juggling multiple usernames, passwords or IDs in a series of non-overlapping hot spots.

“We know Torontonians want to spend more time outdoors and believe doing so will help them re-focus on work and be more productive throughout the workday. With One Zone, we have created the opportunity for people to enjoy our city while still contributing to the work force,” adds Dobbin.

With the summer fast approaching and in step with Toronto Technology Week, Toronto Hydro Telecom challenges Toronto-area businesses to implement a ‘Work Outside Day’, whereby companies allow employees to work outside, in exchange for a \$2 donation to a charity of the organization’s choice. To kick off this trend, Toronto Hydro Telecom is hosting its first Work Outside Day on Friday, June 1st, for all Toronto Hydro Telecom employees.



About Toronto Hydro Telecom

Toronto Hydro Telecom Inc. is a full service provider offering customers a suite of managed network services from connectivity, including Private Line and Ethernet MetroLAN, to value added services like Security and Storage. The company's latest offering is its One Zone WiFi subscription services.

With its wholly-owned 450-kilometre state-of-the-art fibre optic network and operations throughout Toronto, Toronto Hydro Telecom connects over 500 commercial buildings within the city's downtown core. Through partnerships and alliances, the company counts many of Canada's leading businesses and institutions among its clients, including financial institutions, mutual fund companies, broadcasters, hospitals, colleges and universities.

For more information about Toronto Hydro Telecom, the telecom subsidiary of Toronto Hydro Corporation, see www.thtelecom.ca and www.onezone.ca.

About the Survey

The poll was conducted by Ipsos Reid poll on behalf of Toronto Hydro Telecom from May 20 to May 26, 2007. For the survey, a representative randomly selected sample of 549 working adults who live in the greater Toronto area was interviewed online. With a sample of this size, the results are considered accurate to within ± 4.2 percentage points, 19 times out of 20, of what they would have been had the entire adult population living in the greater Toronto area been polled. These data were weighted to ensure that the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.

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