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### **What Young Women Want**

National survey of post-secondary students finds women choose work-life balance, job security and serving a greater good in far greater numbers than men.

(Toronto) According to a new report based on the 2010 *Canada's Top Campus Employers Survey*, today's young women and men are making career decisions for very different reasons.

In terms of specific factors when choosing a career some of the biggest differences between women and men are work-life balance (63 v. 51%), a healthy workplace (62 v. 45%), job security (57 v. 44%) and a good health and benefits plan (50 v. 35%).

When it comes to career goals, women ranked the goal "Feel that I am serving a cause or greater good" far higher than men: 78 v. 67%.

With respect to employment sectors, women are more interested in careers in healthcare (27 v. 14%), government or public service (26 v. 21%), and education/teaching (23 v. 14%).

Graham Donald, co-author of the study, feels this information is important for employers because the majority of graduates entering the workforce today are women. "For employers who are investing in new hires," he says, "the challenge is attracting and retaining a growing number of women by developing recruitment and retention strategies that are more in line with how women make their career decisions and what they want from their jobs."

The *Canada's Top Campus Employers Survey* is conducted annually by Brainstorm Strategy Group Inc. and DECODE. The report reflects the attitudes of more than 27,000 Canadian university and college students on what makes a great employer and how they make their career decisions.

Further details can be found at: [http://www.topcampusemployers.ca/in\\_the\\_news](http://www.topcampusemployers.ca/in_the_news).

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