



2010 Top Campus Employers Report
Gender Difference Highlights

November 2010



Executive Summary – Gender Differences

The ***Canada's Top Campus Employers Report*** is produced annually by Brainstorm Strategy Group Inc. and DECODE. The 2010 Report reflects the attitudes of more than 27,000 Canadian university and college students on what makes a great employer and how students make their career decisions. This brief sub-report provides highlights of some important differences between today's young women and young men with regards to career aspirations, employer selection, and employment preferences.

When it comes to specific factors for choosing a career (slide #10), 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% (slide #11).

With respect to employment sectors (slide #13), women are more interested in careers in healthcare (27 v. 14%), government or public service (26 v. 21%), and education/teaching (23 v. 14%).

Also of interest, is the greater role parents play in influencing the career decisions of their daughters (slide #13).

With regard to salary expectations, female students expect to earn significantly less than their male counterparts (slide #16).

This information, as well as the greater details provided in the full report, is important for employers because the majority of graduates entering the workforce today are women. For employers who are investing in new hires, 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.

Employers subscribe to *The Report* to obtain a customized competitive analysis of their reputation on campus and the interests and beliefs of their target student candidates, information that is critical to the development of their overall student attraction and campus hiring strategies.

To purchase the fully customized report, contact Eric Meerkamper at DECODE (eric@decode.net) or Graham Donald at Brainstorm Strategy Group (graham@brainstorm.ca).

Research overview

The Questionnaire:

- Created with 16 years of experience, extensive research within HR, focus groups and communication with our employer clients, post-secondary institutions, and students.
- Comprised of closed-ended questions with an extensive list of alternatives, 'Other' options and open-ended questions that provide qualitative data.
- Provided in both English and French.

The List of Employers:

- Composition of market knowledge, evaluations of previous years' lists, extensive market analysis complemented by information derived from discussions with clients, educational institutions, and students' 'write-ins.'

The Data Collection:

- Online survey, distributed primarily via university and college partners (career centres and co-op offices).
- Fielded from February to May 2010

Students:

- University & college students from all educational years and areas of study.

Top Campus Employers Partners

DECODE

- For the past 16 years, DECODE has been working with leading organizations to help them develop better employee, consumer, and citizen experiences.
- By paying particular attention to youth, young adults and young families DECODE has gained a unique understanding of these dynamic, future focused and change leading segments of the population.
- DECODE has built innovative employee recruitment, engagement and retention programs for global leaders in financial services, telecommunications, consumer packaged goods, strategic consulting, technology, government and public service.
- www.DECODE.net

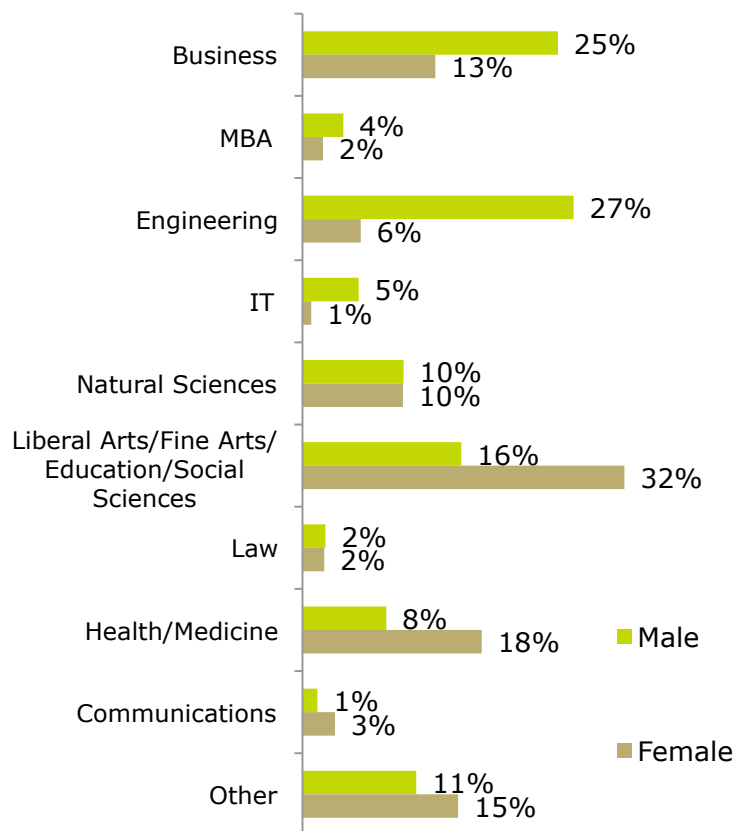
Brainstorm Consulting

- Brainstorm Strategy Group Inc. helps employers attract, recruit and retain students and graduates with the right fit for their organization.
- We do this through: 1) strategic consulting; 2) customized and omnibus research projects; and 3) client-specific training programs as well as industry-wide conferences such as the *Campus Recruiting Forums* held annually across North America.
- The Brainstorm team has more than 20 years experience in the campus recruitment field and valued relationships with universities and colleges across the country.
- www.brainstorm.ca

Total sample information

- 27,779 Students
 - 90% full-time students
 - 10% part-time*
- 60 Post-Secondary Institutions **
 - 90% university students
 - 10% college/institute of technology students
- Mother Tongue
 - 66% English
 - 18% French
 - 16% Other
- International Students
 - 10% International Students

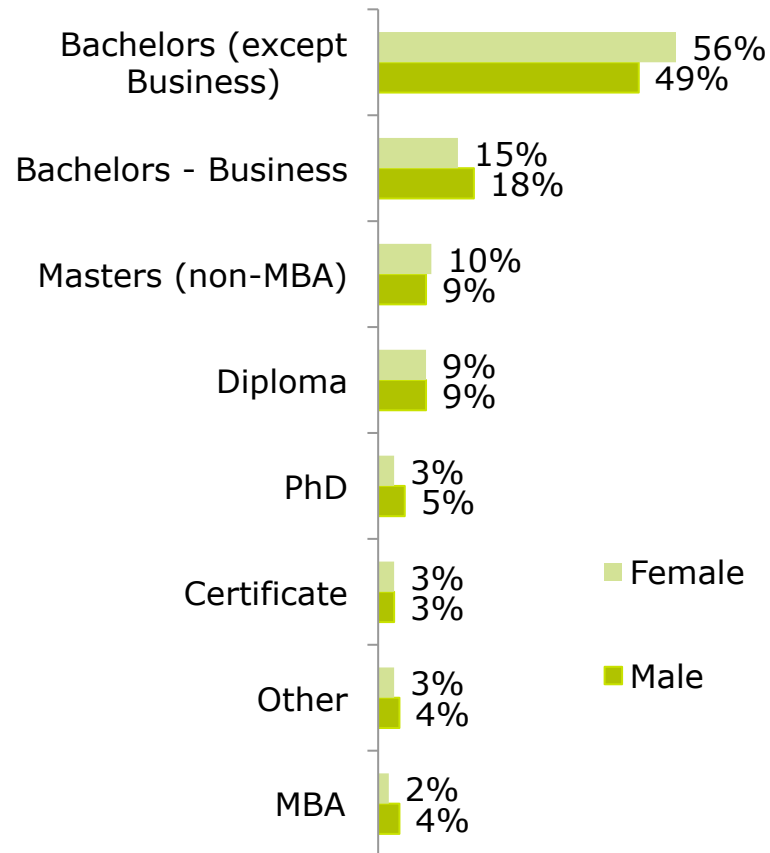
Area of study and gender split



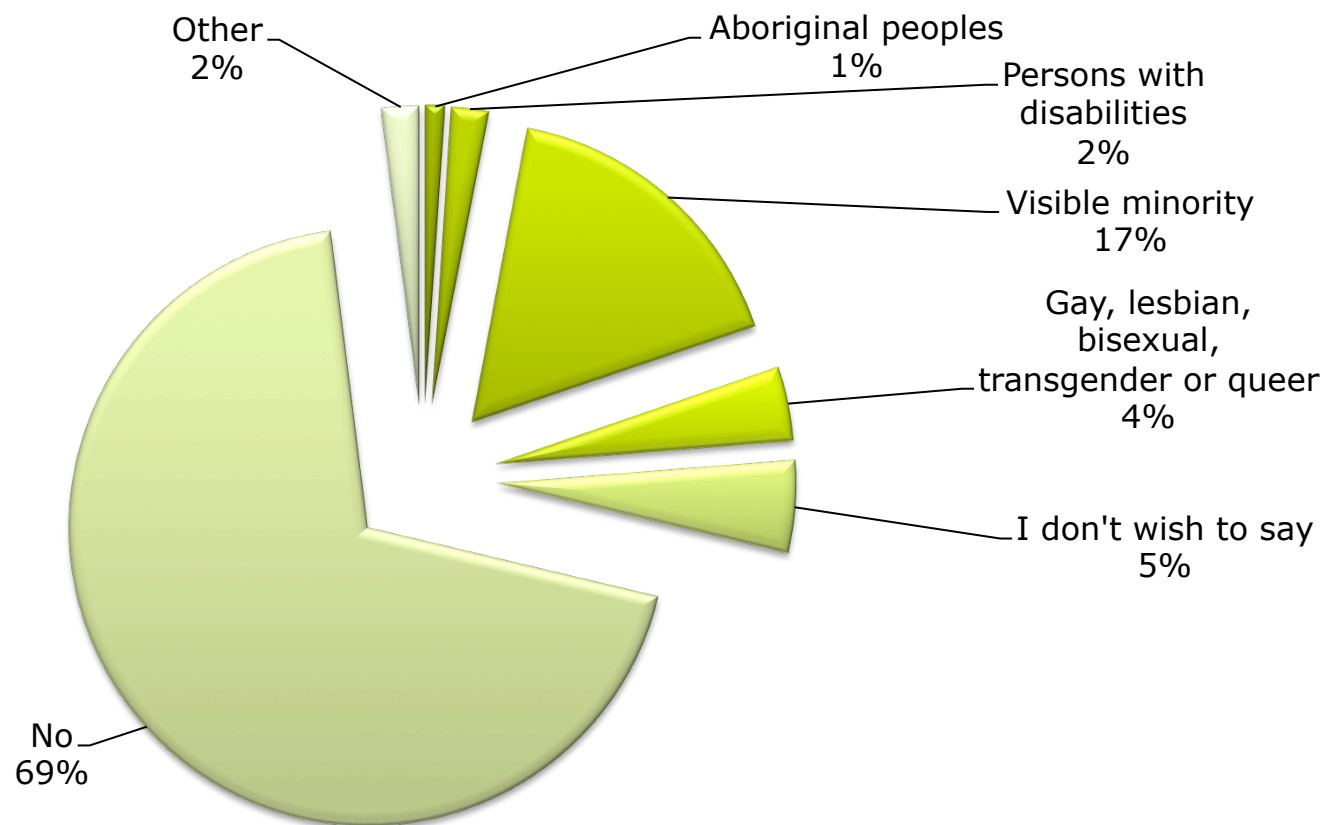
	Overall Students	
	Male	Female
Business UG	44%	56%
MBA	64%	36%
Engineering	75%	25%
IT	80%	20%
Natural Sciences	39%	61%
Liberal Arts/Fine Arts/ Education/Social Sciences	24%	76%
Law	41%	59%
Health/Medicine	23%	77%
Communications	22%	78%
Other	31%	69%

Degrees & GPA

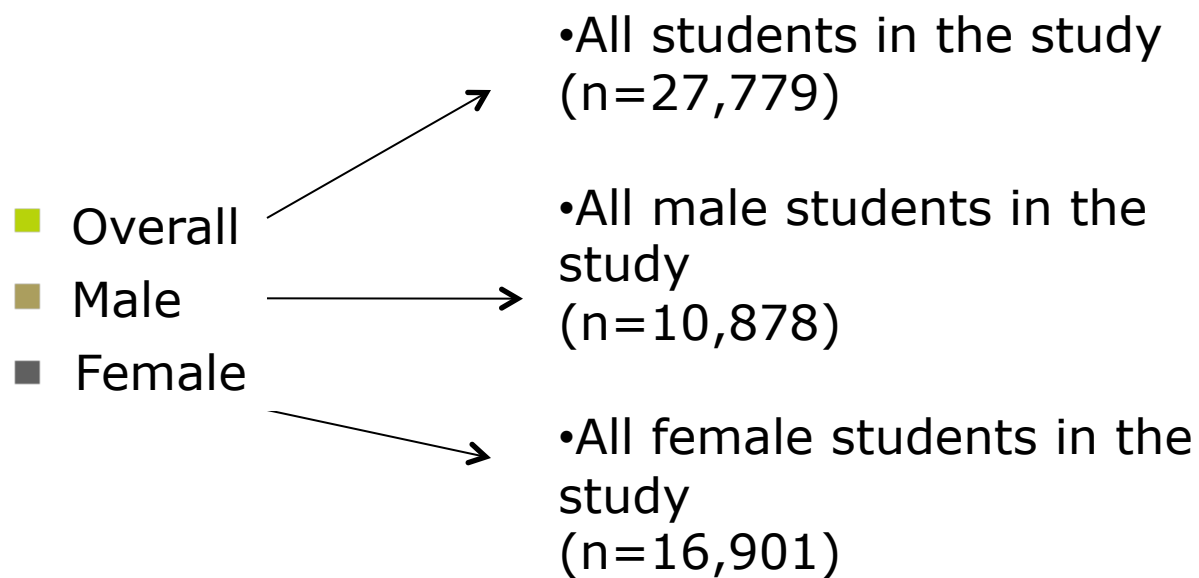
Degree Type



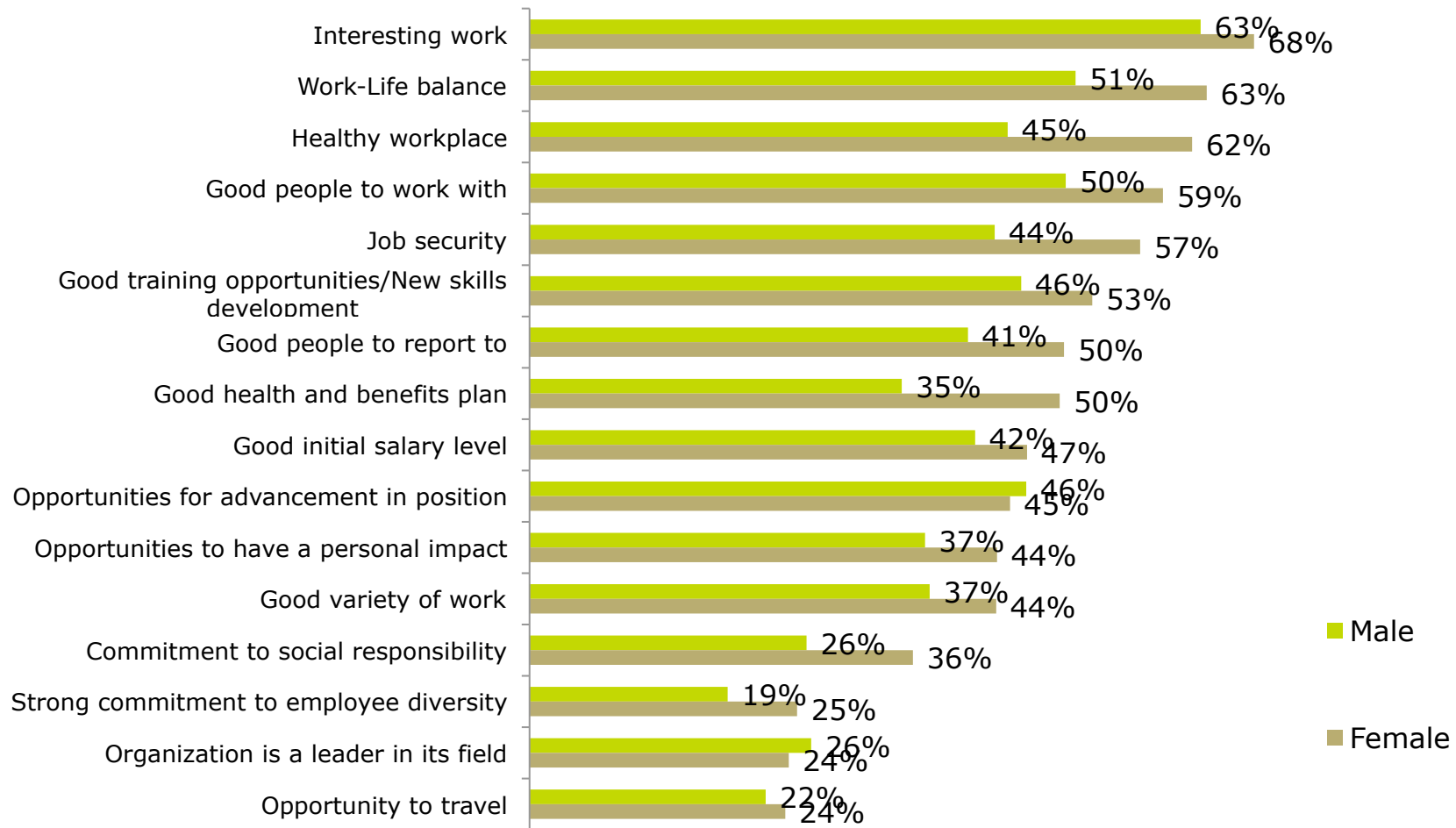
Student diversity



A note on the legends

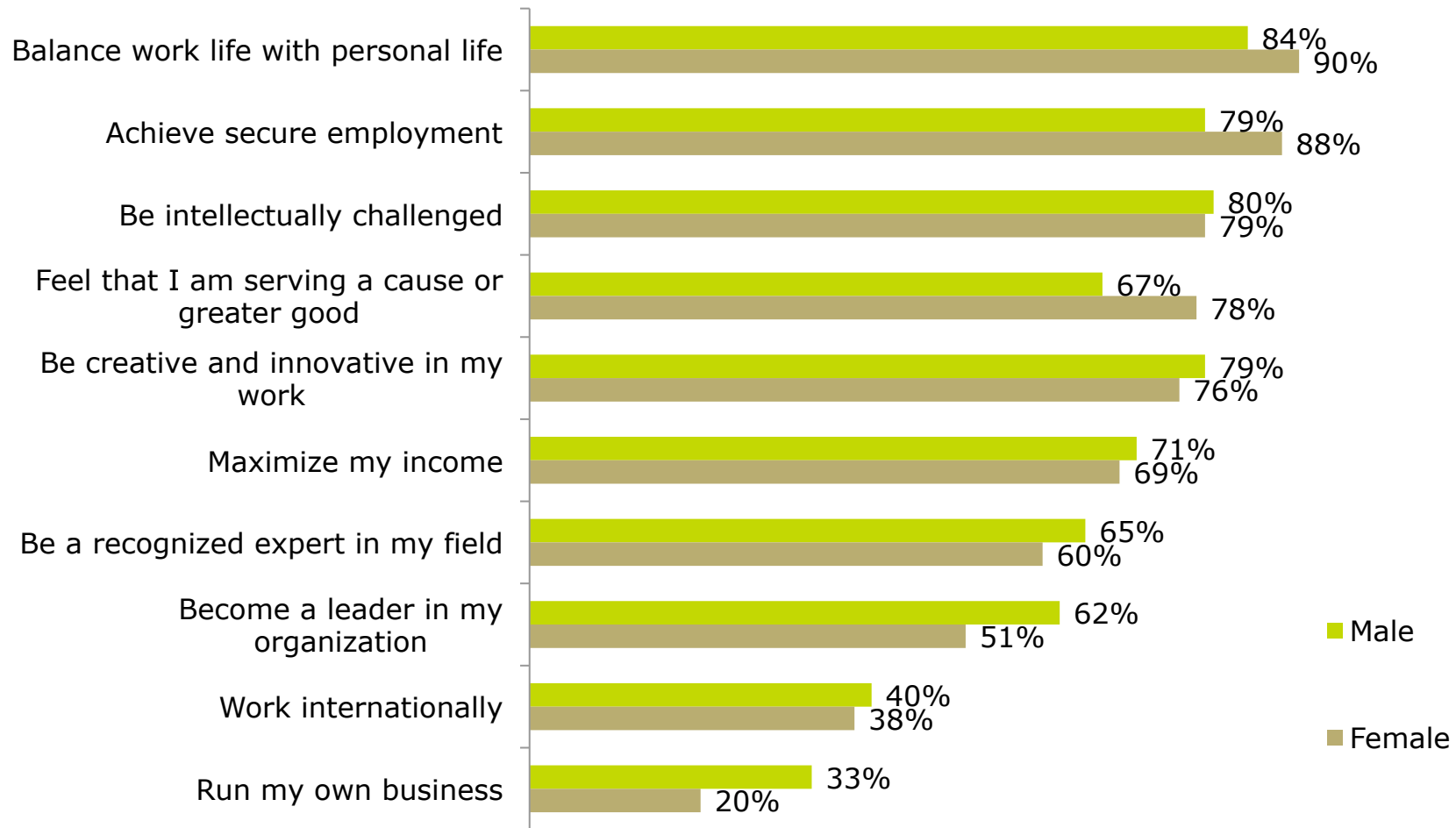


Decision Making Factors



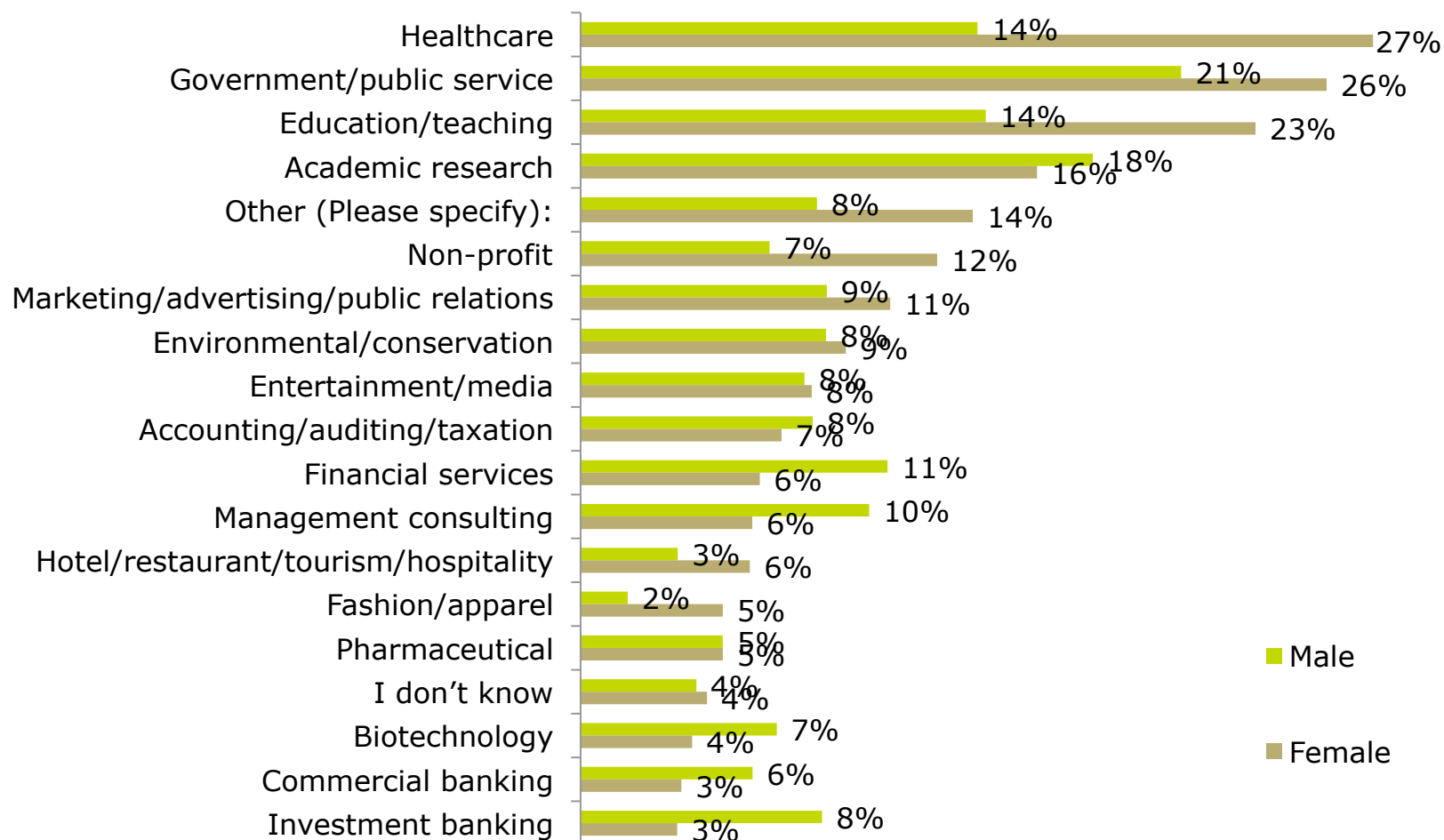
“Importance in decision making of employment” (summary of top box scores)”

Work-life balance is the most important career goal for students

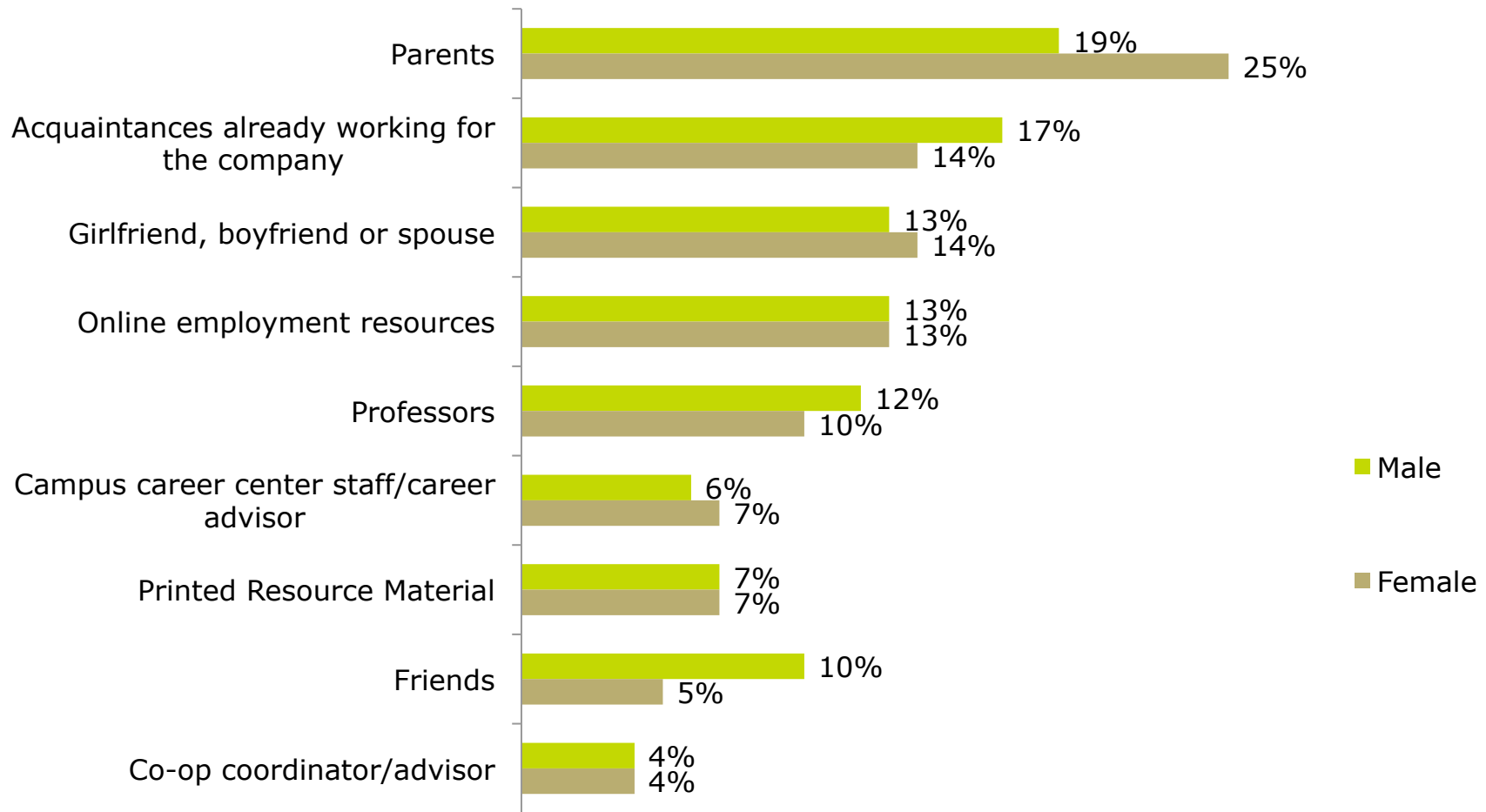


“Below is a list of possible career goals. Which are most important to you?”
 (Top 2: Scale 1 to 5 where 1=not at all important and 5=very important)

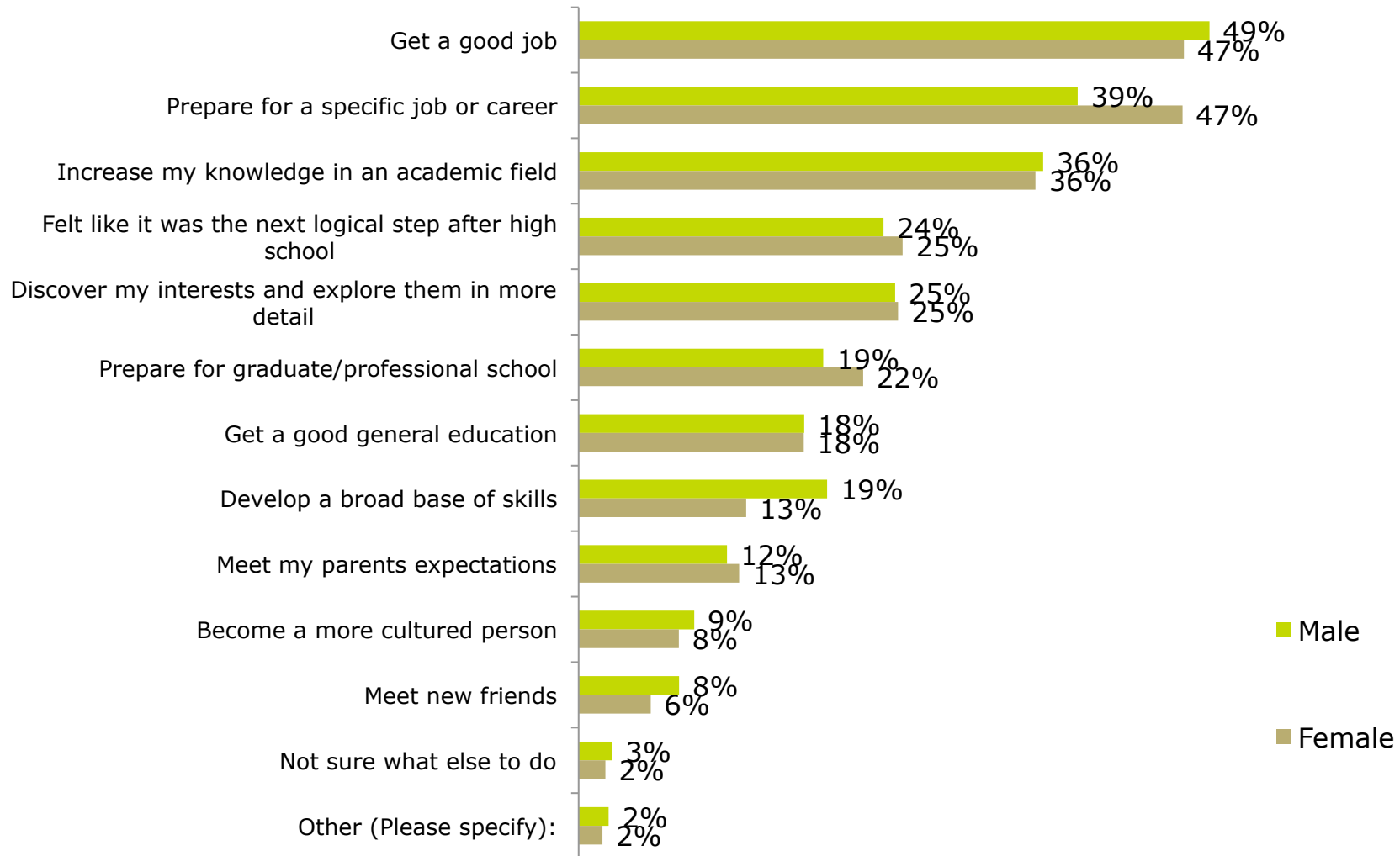
Top industries of interest



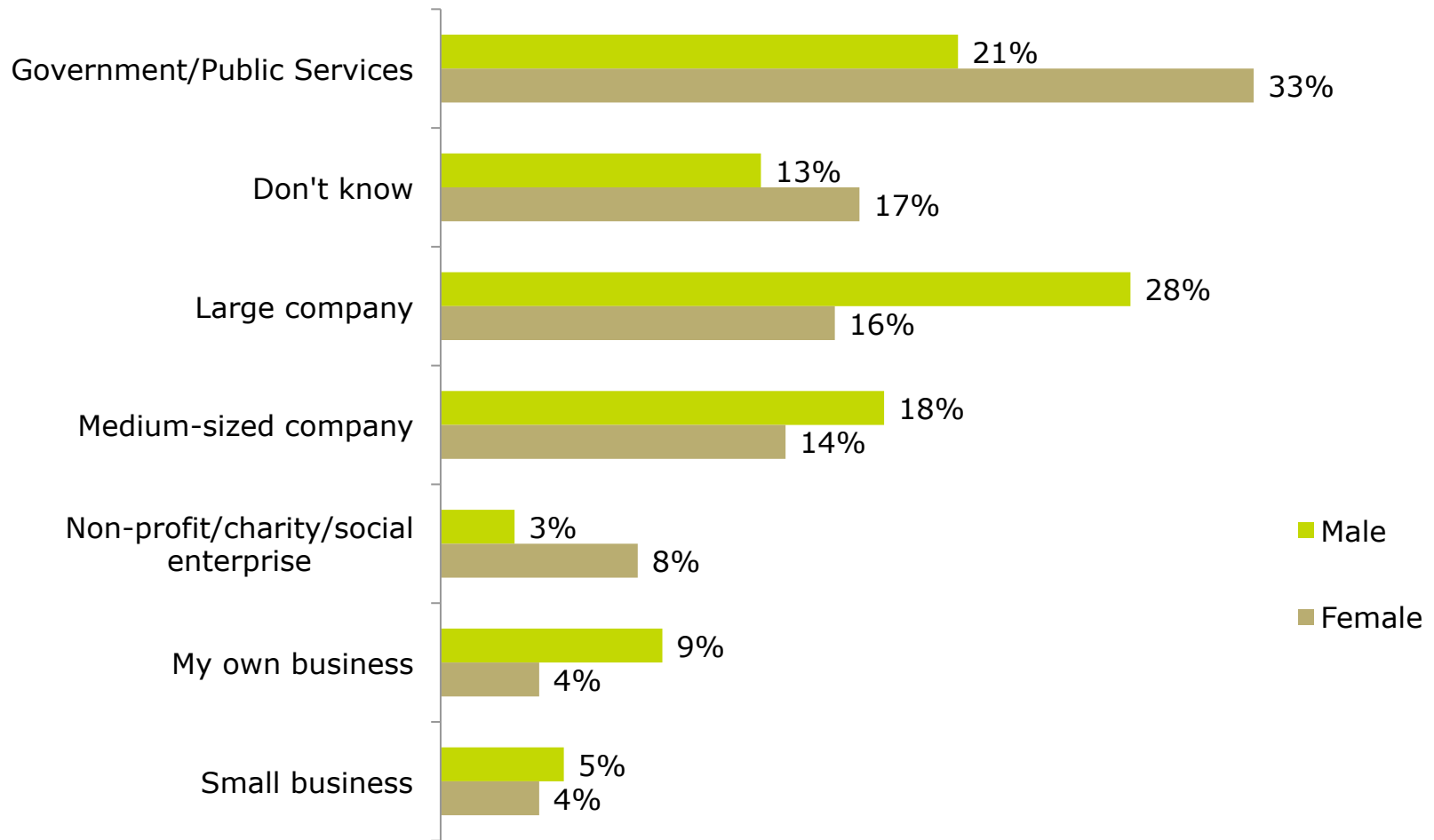
Influencers in career choice process



Why students chose to go to college or university



Preferred organization types



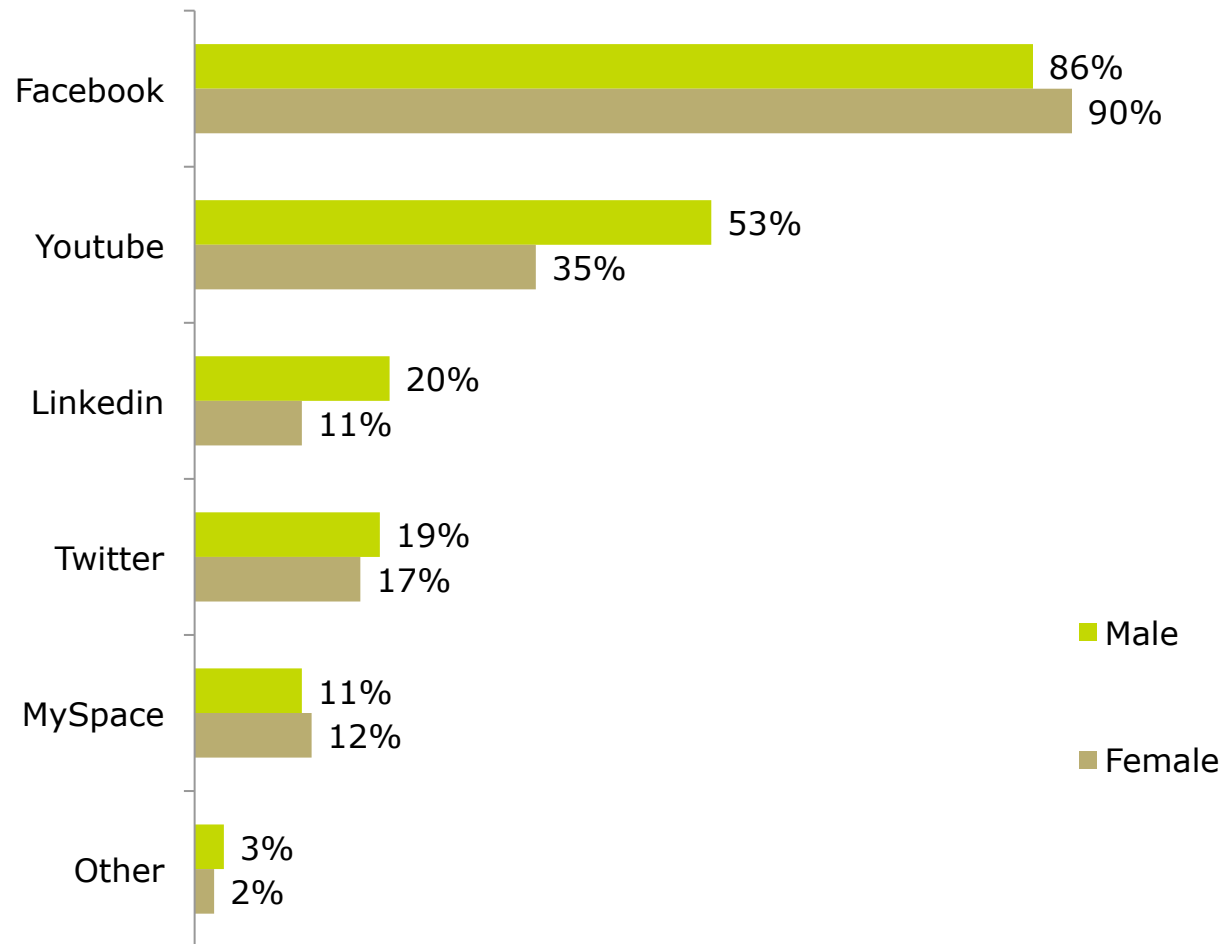
Salary expectations after graduation and 5 years later

Expected Annual Base Salary	Male	Female
... at first job after graduation	\$58,641	\$50,589
...five years after graduation	\$97,725	\$74,587

"What annual base salary do you expect at your first job after graduation?"

"What annual base salary do you expect five years after graduation?"

Twitter and LinkedIn are far from ubiquitous



Brand Ranking - Top 30 Overall

Employer	Rank	Percent	Employer	Rank	Percent
Government of Canada	1	26.96%	Public Service Commission	16	5.07%
Provincial Government	2	17.17%	Facebook	17	4.30%
Apple	3	15.88%	Oxfam	18	4.22%
Health Canada	4	14.00%	Research In Motion (RIM) / Blackberry	19	4.10%
Google	5	13.59%	CBC	20	4.09%
The Hospital for Sick Children	6	9.46%	Canadian Forces	21	4.05%
Municipal Government	7	7.39%	Bank of Canada	22	3.96%
Air Canada	8	7.22%	Deloitte	23	3.96%
Canadian Cancer Society	9	5.93%	L Oréal	23	3.96%
Big Brothers Big Sisters	10	5.75%	Electronic Arts	25	3.88%
Microsoft	11	5.62%	Canadian Security Intelligence Service (CSIS)	26	3.83%
David Suzuki Foundation	12	5.50%	Fairmont Hotels & Resorts	27	3.80%
Bombardier	13	5.46%	United Way	28	3.70%
Canadian Institute for Health Information	14	5.30%	3M	29	3.65%
University Health Network	15	5.28%	Ernst & Young	30	3.45%

Brand Ranking - Top 30 Male

Employer	Rank	Percent	Employer	Rank	Percent
Government of Canada	1	20.56%	Canadian Forces	16	5.17%
Apple	2	19.65%	Facebook	17	4.83%
Google	3	19.09%	Hydro Quebec	18	4.76%
Provincial Government	4	12.20%	Deloitte	19	4.48%
Microsoft	5	9.48%	Canadian Security Intelligence Service (CSIS)	19	4.48%
Bombardier	6	9.40%	GE	21	4.45%
Health Canada	7	7.36%	Bank of Canada	22	4.35%
Electronic Arts	8	7.02%	Toyota	23	4.27%
Ubisoft	9	6.35%	Goldman Sachs	24	3.92%
Research In Motion (RIM) / Blackberry	10	6.10%	Ernst & Young	25	3.61%
IBM	11	5.99%	SNC Lavalin	26	3.52%
Boeing	12	5.94%	KPMG	27	3.44%
Municipal Government	13	5.78%	David Suzuki Foundation	28	3.43%
3M	14	5.68%	Pfizer	29	3.38%
Air Canada	15	5.64%	The Hospital for Sick Children	30	3.35%

Brand Ranking - Top 30 Female

Employer	Rank	Percent	Employer	Rank	Percent
Government of Canada	1	31.07%	Oxfam	16	5.63%
Provincial Government	2	20.37%	United Way	17	5.24%
Health Canada	3	18.27%	Fairmont Hotels & Resorts	18	4.93%
Apple	4	13.45%	CBC	19	4.57%
The Hospital for Sick Children	5	13.39%	Facebook	20	3.96%
Google	6	10.05%	Bank of Canada	21	3.72%
Big Brothers Big Sisters	7	8.53%	Deloitte	22	3.62%
Municipal Government	8	8.43%	Procter & Gamble	22	3.62%
Canadian Cancer Society	9	8.34%	Canada Revenue Agency	24	3.59%
Air Canada	10	8.24%	Canadian Security Intelligence Service (CSIS)	25	3.42%
Canadian Institute for Health Information	11	7.09%	Ernst & Young	26	3.34%
University Health Network	12	6.88%	Canadian Forces	27	3.33%
David Suzuki Foundation	13	6.83%	Westjet	28	3.32%
Public Service Commission	14	6.42%	TD Bank Financial Group / TD Canada Trust	29	3.16%
L Oréal	15	5.85%	Pfizer	30	3.15%

Top Campus Employers Logo Program

Employers that achieve "Top Campus Employer" status and subscribe to the research report are entitled to display the "Canada's Top Campus Employers" logo.

To receive status as a "Top Campus Employer," organizations must rank in the top 25 selected overall, or as selected by students in any one of these major areas of study: engineering, information technology, liberal arts, natural sciences, undergrad business, or MBA.



For details visit: www.topcampusemployers.ca.

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