



University students rank federal government top employer

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By **Stacy Kelly**, Ontario Higher Education Examiner

According to a survey of 27,000 Canadian university students, the government of Canada is the most desirable organization at which to work. Provincial governments, Apple, Health Canada, and Google complete the top five.

Released this week, the sixth annual [Canada's Top Campus Employers Report](#) reveals that the postsecondary students in Canada not only have an increased level of confidence in the job market but that they also have a strong desire to work for government and non-profit organizations. The ranking was generated by analyzing the respondents' attitudes to fourteen different criteria, including career interests and goals, expectations for advancement, salary expectations, and student debt and part-time work demands.

"It is interesting to see that 14 of the 25 top employers listed are either government, government-related or non-profit," says Graham Donald, President of Brainstorm Strategy Group Inc. and co-author of the report. "It demonstrates that despite the challenges of the economy in the past couple of years young people are not going to waver from their desire to do meaningful, interesting and useful work."

In a press release accompanying the report, the authors suggest employers face a significant challenge in recruiting and retaining the current generation of university students, who are looking for good income, work-life balance, secure employment, creativity and innovation in their careers.



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