

# GENERATION Y KEEPING EYE OUT FOR STABLE, MEANINGFUL JOBS

YOUNG PEOPLE PRIORITIZING EMPLOYERS' IMPACT, JOB SECURITY

By SIMI PANNU  
Government and non-profit organizations once again dominated Canada's Top Campus Employer Rankings, indicating young people continue to want job stability and the opportunity to make a difference with their work, says the report's co-authors.

"Young people are attracted for a number of reasons," said Eric Meerkamper, president of Decode, which launched the study in 2004. "Positive impact, making money, stability are really important."

The 2010 Canada's Top Campus Employers Report, also co-produced by Brainstorm Strategy Group, finds the Government of Canada at the top of the overall employer

rankings. Provincial and municipal governments as well as Health Canada, the Public Service Commission and the Canadian Forces also make it to the top 25.

In regard to the corporate sector, popular companies such as Google, Facebook, Apple and Microsoft made the list alongside Research in Motion (RIM), Bombardier and Deloitte.

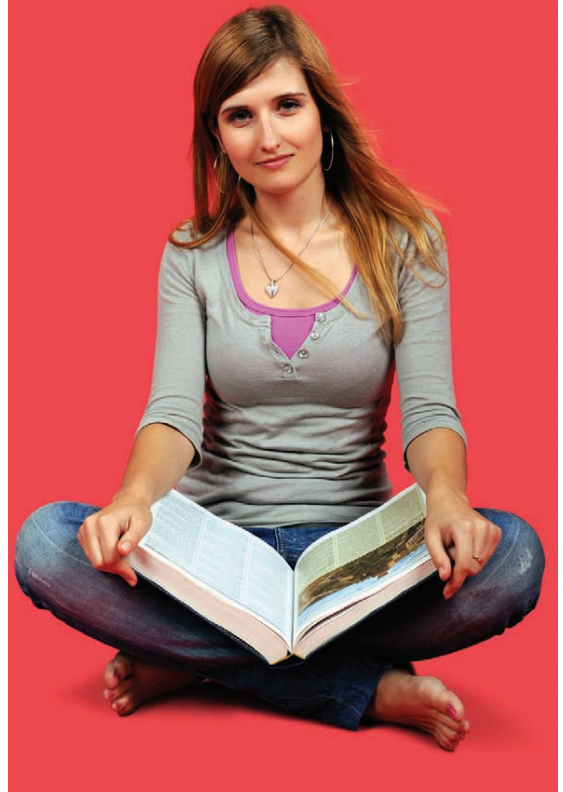
The survey also reflected students' interests in non-profit organizations. On the list were the Hospital for Sick Kids, the Canadian Cancer Society, Big Brothers Big Sisters, and the David Suzuki Foundation.

"It is interesting to see that 14 of the 25 top employers listed are either government,

government-related or non-profit," said Graham Donald, president of Brainstorm Strategy Group. "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."

More than 27,000 Canadian university and college students were surveyed, and study results emphasized that employers need to understand what students want in order to attract a new generation of employees, including flexible work hours and healthier workplaces.

Full rankings are available at [TopCampusEmployers.ca](http://TopCampusEmployers.ca). [talentegg.ca](http://talentegg.ca)



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