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Government Tops Canada's Top Campus Employer Rankings

By [Simi Pannu](#) in [News](#) on September 28, 2010



Government and non-profit organizations once again dominated the list, indicating young people continue to want job stability and the report's co-authors.

"Young people are attracted for a number of reasons," said Epreception of stability. Positive impact, making money, stability

The 2010 Canada's Top Campus Employers Report, produced by the Government of Canada at the top of the overall employer list. The Public Service Canada was the top 25.

With regard to the list along: companies such as Bombardier, an

The survey also included non-profit organizations. On the list were the Hospital for Sick

is a

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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. This is a positive sign about the strength of character that Generation Y brings to the workplace.”

More than 27,000 Canadian university and college students were surveyed to determine what makes a great employer and which companies they most want to work for.

The report emphasized that employers need to understand and adapt to what students want in order to attract a new generation of employees. Changes, as outlined by the report, include flexible work hours and healthier workplaces.

“A number of companies subscribe to this, and are very interested in developing their recruitment strategy to target the right students,” said Meerkamper.

Canada's Top Employer Brands as selected by all university and college students:

1. Government of Canada
2. Provincial Government
3. Apple
4. Health Canada
5. Google
6. The Hospital for Sick Children
7. Municipal Government
8. Air Canada
9. Canadian Cancer Society
10. Big Brothers Big Sisters
11. Microsoft
12. David Suzuki Foundation
13. Bombardier
14. Canadian Institute for Health Information
15. University Health Network
16. Public Service Commission
17. Facebook
18. Oxfam
19. Research In Motion (RIM) / Blackberry
20. CBC
21. Canadian Forces
22. Bank of Canada
23. Deloitte
24. L'Oréal
25. Electro

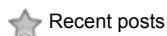


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The Canada's Top Campus Employers Report was launched in 2004 and is conducted annually by Brainstorm Strategy Group Inc. and DECODE. The rankings also feature six sub-groups that list the top 25 employers as rated by students in liberal arts, engineering, information technology, natural sciences, undergraduate business, and MBA programs.

Full rankings are available at TopCampusEmployers.ca.



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This article was written by [Simi Pannu](#)



[Simi Pannu](#) is TalentEgg's Fall 2010 editorial intern. She is a first-year journalism student at Ryerson University.

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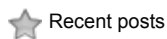
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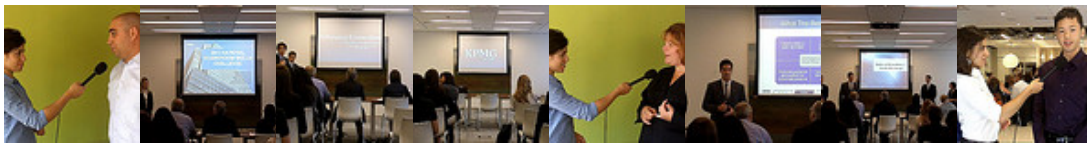
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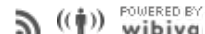
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