

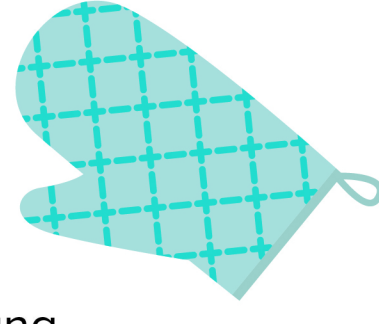


The

EMPLOYER RECIPE

FOR ATTRACTING

GEN-Y & Z



In February, 2015, yconic surveyed 1,385 students and young adults aged 15-34 about employment drivers.

TOP 3

INDUSTRIES OF INTEREST

AMONG YOUNG JOB-SEEKERS

39%



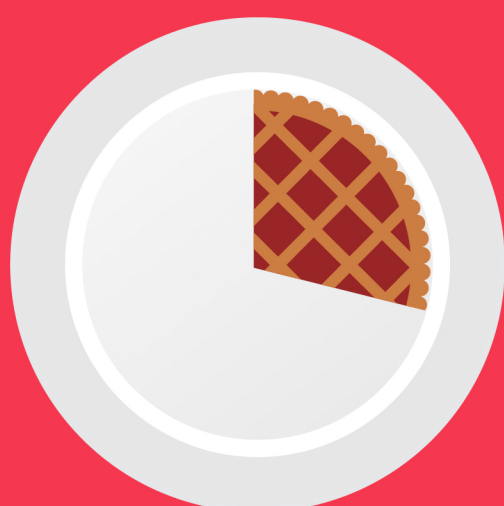
Government

36%



Teaching, training or service in a field of interest

29%



Professional Services (e.g. accounting)

Considering the mindset of young people – academic debt, high unemployment – it's less surprising that industries which offer long-term stability ie. clear pay grades and increases, health benefits and more, top the list.

Satisfaction

"Good health care, pays off student loans over time, extended holidays, government perks." - Student Respondent on why they want to work for the government.

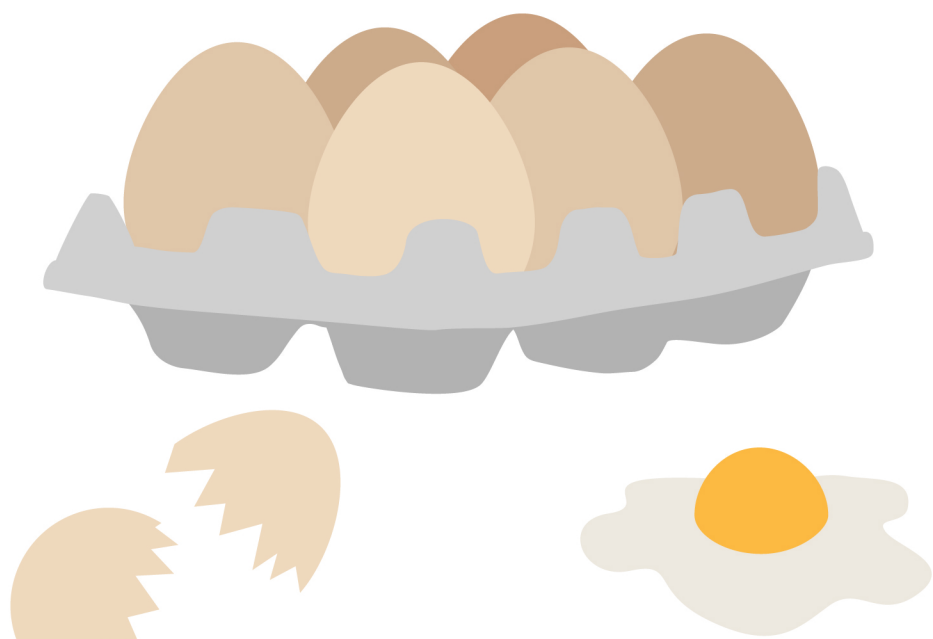
THE RECIPE FOR ATTRACTING & RETAINING GEN-Y & Z EMPLOYEES

Compensation remains top of list (71%) when choosing an employer. After compensation, these factors are important for attracting and retaining young talent.



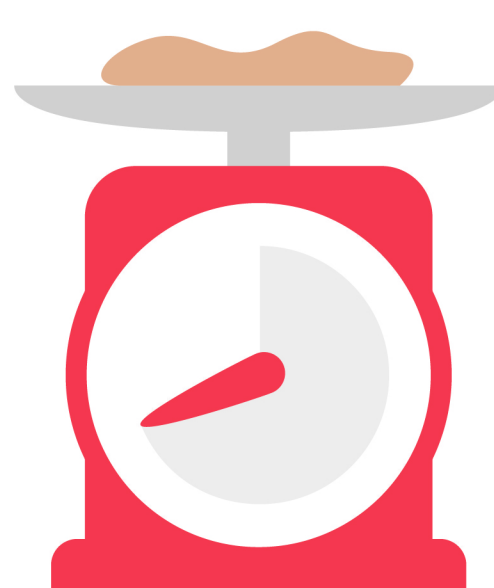
69% SCHEDULE FLEXIBILITY

68%



INTERESTING & CHALLENGING WORK

65%

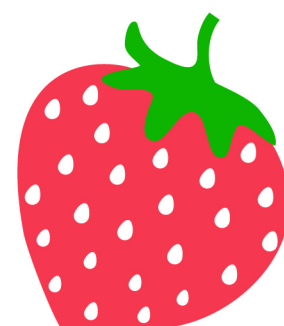


ABILITY TO GAIN WORK EXPERIENCE

17% said this was the most important

79% hope to gain experience in their field of study at their next place of employment

59%



HEALTH BENEFITS



59% COMPANY LOCATION

56% CAREER ADVANCEMENT

50%

TEAM MEMBERS

44% PERKS

- Employee discounts
- Stocked kitchen
- Gym memberships



An infographic brought to you by

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The survey was conducted online with 1,385 English-speaking Canadians aged 15 to 34 randomly selected from yconic's proprietary online research panel. The survey was completed from February 20 – March 3, 2015. Our credibility interval based on a non-probability sample is +/-2.6%, 19 times out of 20.

yconic operates Canada's largest student help platform and youth-focused market research panel and works with partners to help them authentically engage with youth through Market Research and Insights, Digital Marketing Solutions and Talent Services. For more information, visit yconic.com