



the world of work in Canada

Employer branding is one of the most important ways to distinguish a company in this day and age of 24/7 media overload. The Randstad Award survey is the largest piece of employer branding research in the world and it's completely independent.

what do employees find important?



the thing that matters most: competitive salary and benefits

For a quarter of the potential workforce in Canada – both male and female – the main factor when looking for an employer is one that offers a competitive salary and employee benefits.



men / women

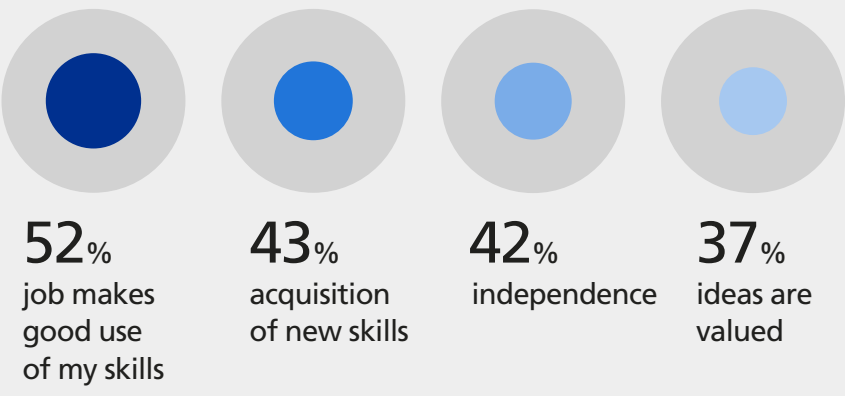
- Prefer financially sound companies that offer career progression opportunities and have strong management in place.
- Prefer flexible working, accessibility and a pleasant work atmosphere.

difference by age

- Younger Canadians mainly look for career progression opportunities and flexible working.
- The older Canadian workforce is more concerned with financial health, quality of products and services, salary and accessibility.

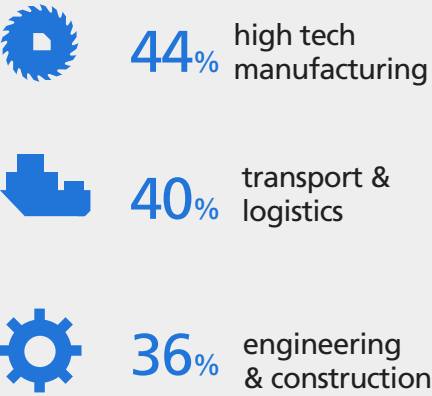
what makes work interesting?

According to more than half of Canadian employees, the most interesting jobs are those that enable them to make good use of their skills.



favourite sectors

The Top 3 fields that employees in Canada currently prefer to work in are

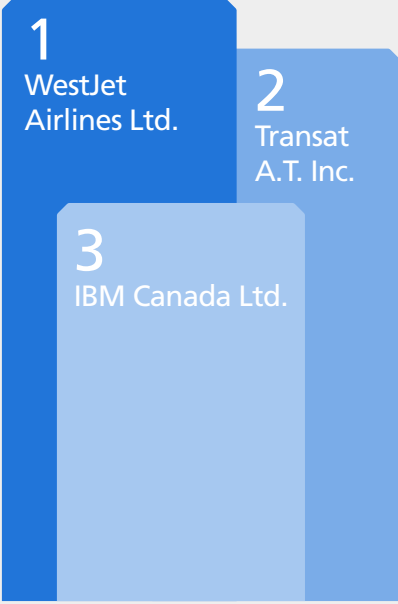


the best work environment is...

In Canada, employees believe that recognition for work well done and respect from colleagues are the primary factors that create a pleasant work atmosphere.



who we want to work for...



Who are the most attractive employers in the country? These are the Top 3 companies that Canadian employees would most like to work for.