

EARLY TALENT INSIGHTS

Home to over 12,000 students, the Ted Rogers School of Management at Toronto Metropolitan University is Canada's leading diverse, entrepreneurial business school centered in an urban learning environment.

Each month, we survey students at the Ted Rogers School to deliver timely and relevant insights to Canadian organizations. Our goal is to help you better understand the early talent workforce, enabling you to refine your recruitment and retention strategies accordingly.

In this edition of *Early Talent Insights*, we share our students' perspectives on the importance of diversity and inclusion in the workplace.

January 2026

Students Value Diversity and Inclusion in the Workplace

STUDENT POLL

How important is diversity and inclusion in the workplace to you?



1,530

No. Responses



12

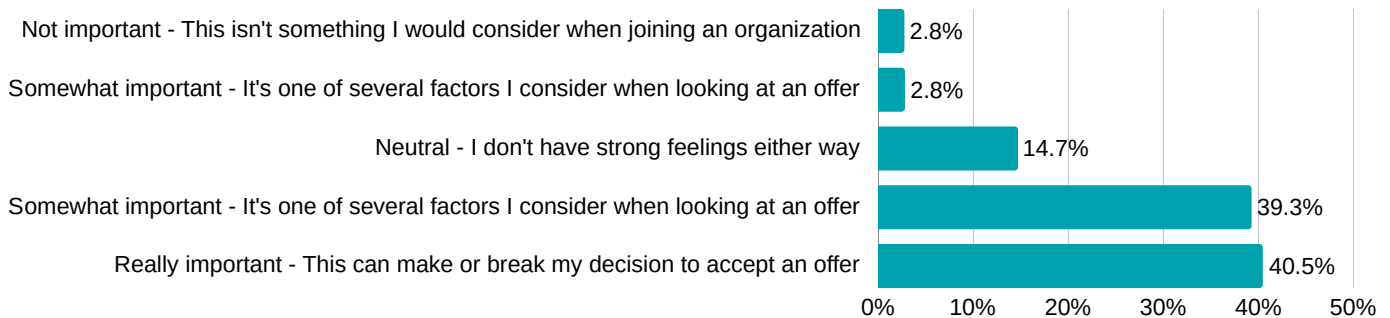
No. Bachelor of Commerce Programs
(representing 5 Schools)



1-4

Years of Study

Summary of Student Responses



Nearly 80% of students who participated in the poll consider diversity and inclusion to be either 'somewhat important' or 'very important' in the workplace. This perspective is influencing how students evaluate job offers.

Student Responses by Year of Study

From their first year to their final year, students consistently emphasize diversity and inclusion as a core value and enduring priority throughout their university journey.

Response	1st	2nd	3rd	4th
Not important - This isn't something I would consider when joining an organization	3.56%	2.23%	2.55%	2.51%
Not very important - It's not something I typically factor into my decision-making	3.34%	2.01%	2.92%	3.06%
Neutral - I don't have strong feelings either way	14.70%	15.85%	13.87%	13.93%
Somewhat important - It's one of several factors I consider when looking at an offer	36.08%	43.30%	39.05%	38.44%
Really important - This can make or break my decision to accept an offer	42.32%	36.61%	41.61%	42.06%

Student Responses by School

A closer examination of school-specific responses reveals that students in the Schools of Business Management and Hospitality and Tourism Management place significantly greater emphasis on the importance of workplace diversity and inclusion. They recognize that these factors are critical in determining whether to accept a job offer.

Response	Accounting & Finance	Business Management	Business Technology Management	Hospitality & Tourism Management	Retail Management
Not important - This isn't something I would consider when joining an organization	5.92%	1.90%	2.95%	2.18%	0.00%
Not very important - It's not something I typically factor into my decision-making	1.36%	3.04%	3.41%	0.00%	2.94%
Neutral - I don't have strong feelings either way	16.36%	13.67%	15.91%	13.04%	14.71%
Somewhat important - It's one of several factors I consider when looking at an offer	41.36%	35.57%	44.32%	39.13%	47.06%
Really important - This can make or break my decision to accept an offer	35.00%	45.82%	33.41%	45.65%	35.29%

Co-op Student Responses vs. Non-Co-op

Participation in the Co-op program does not appear to alter students' perspectives on diversity and inclusion. For both groups of students, these values continue to be regarded as critically important.

Response	Non-Co-op	Co-op
Not important - This isn't something I would consider when joining an organization	2.57%	2.98%
Not very important - It's not something I typically factor into my decision-making	3.25%	2.20%
Neutral - I don't have strong feelings either way	13.33%	16.64%
Somewhat important - It's one of several factors I consider when looking at an offer	39.53%	38.93%
Really important - This can make or break my decision to accept an offer	41.32%	39.25%

Question to Consider



Given the importance of diversity and inclusion to students and your desire to hire top talent, are you confident your brand is communicating and delivering on a D&I strategy that resonates with students?

Contact Us

If you would like to discuss these findings in more detail or explore ways in which a Business student (Co-op and/or Internship) can add value to your organization, please click the '*Connect With Us*' button below.



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