

# 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 what students prioritize when assessing full-time job offers.

October 2025

## Salary and Benefits Remain the Most Important Factor

### STUDENT POLL

When assessing a full-time job offer, what are the MOST important factor(s) in your decision? (Pick as many as apply)



1,890

No. Responses



12

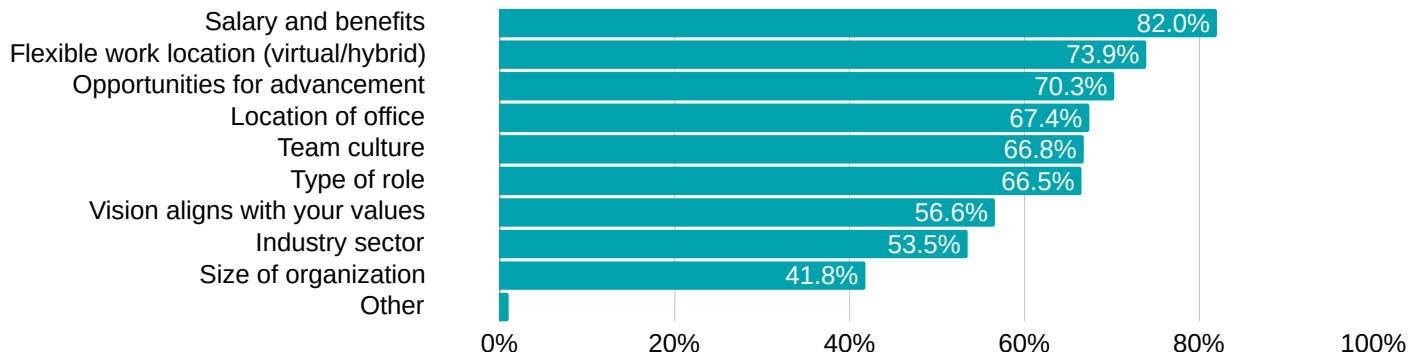
No. Bachelor of Commerce Programs (representing 5 Schools)



1-4

Years of Study

### Summary of Student Responses



Salary and benefits, flexible work location, and advancement opportunities rank as the top factors, highlighting a pragmatic, self-focused approach to students' career decisions.

While factors like location, team culture and type of role matter, they are secondary to these core priorities. Other considerations, such as company values, industry sector, or organizational size, carry less influence.

For recruiters, this suggests that students and new graduates view pay, flexibility, and growth as baseline expectations, with mission and brand identity playing a smaller role in their initial decision-making.

## Student Responses by Year of Study

As students advance through their academic careers, their priorities shift. Early on, they may be drawn to broad concepts such as career growth, company values, team culture, and role type. However, by their final year, these factors tend to take a back seat to more immediate, practical concerns—such as compensation, job stability, and location.

One priority remains consistent across all stages: flexible work location. This underscores a persistent emphasis on work-life balance, which students view as a core, non-negotiable expectation. For recruiters, this signals the importance of positioning roles with clear, tangible benefits and flexibility to attract top graduating talent.

Response	1st	2nd	3rd	4th
Salary and benefits	88.34%	87.15%	74.77%	73.88%
Flexible work location (virtual/hybrid)	75.00%	76.31%	71.77%	71.52%
Opportunities for advancement	74.32%	77.91%	68.77%	58.03%
Location of office	70.10%	74.70%	68.17%	55.67%
Team culture	72.30%	72.09%	68.77%	52.03%
Type of role	69.26%	75.30%	68.77%	52.03%
Vision aligns with your values	63.51%	67.47%	53.15%	38.76%
Industry sector	56.42%	65.86%	52.58%	37.04%
Size of organization	45.10%	54.42%	43.84%	22.70%
Other	1.69%	0.20%	1.20%	0.86%

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

The results of the survey demonstrate that Co-op students focus more on practical, in-person aspects of a job, such as office location and the specific type of role. In contrast, non-Co-op students place more emphasis on salary, benefits, advancement opportunities, and alignment with a company's values.

Response	Non Co-op	Co-op
Salary and benefits	83.56%	79.64%
Flexible work location (virtual/hybrid)	73.03%	75.35%
Opportunities for advancement	72.17%	67.17%
Location of office	65.75%	70.08%
Team culture	66.70%	66.90%
Type of role	65.24%	68.56%
Vision aligns with your values	58.65%	53.32%
Industry sector	53.08%	54.16%
Size of organization	40.84%	43.35%
Other	1.20%	0.69%

## Question to Consider



Does your campus recruitment strategy address what is most important to students?



Do your offer letters align with these priorities?

## 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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