

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.

We conduct monthly polls with students at the Ted Rogers School to provide Canadian organizations with timely and relevant insights. Our goal is to help you understand the early talent labour force so you can tailor your recruitment and retention strategies accordingly.

In this issue of *Early Talent Insights*, we highlight the primary method used by students when searching for a full-time position.

August 2024

Almost 42% of Students Rely on LinkedIn

STUDENT POLL

What is/would be your primary method of searching for a full-time role?

Even if you are not yet searching for a full-time job, please tell us what you anticipate as your primary method.



1,542

No. Responses



12

No. Bachelor of Commerce Programs
(representing 5 Schools)



1-4

Years of Study

Summary of Student Responses

Response	% of Total Responses
LinkedIn	41.5%
Indeed	22.0%
Employer's Website	20.0%
Employer's Events/Networking	8.0%
TRSM Newsletters	5.0%
Other	2.0%
Magnet	1.0%
Workopolis	0.5%
Total	100.0%

At different academic levels, LinkedIn stands out as the main job search platform for students, aligning with its typical user base of millennials and Gen Z. Interestingly, fourth-year students at TRSM use it even more, unlike their peers in other years.

Responses by Year of Study, as a Percentage of Total

Response	1st	2nd	3rd	4th
LinkedIn	38.0%	34.5%	36.5%	53.5%
Indeed	32.0%	26.0%	19.0%	12.5%
Employer's Website	16.0%	23.5%	25.0%	18.5%
Employer's Events/Networking	10.5%	7.0%	8.5%	7.0%
TRSM Newsletters	1.5%	7.0%	7.5%	5.5%
Other	1.0%	1.5%	2.5%	2.5%
Magnet	1.0%	0.0%	1.0%	0.5%
Workopolis	0.0%	0.5%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%

Responses by School, as a Percentage of Total

Response	Accounting & Finance	Business Management	Business Technology Management	Hospitality & Tourism Management	Retail Management
LinkedIn	31.5%	42.5%	47.5%	38.0%	46.0%
Indeed	27.5%	23.5%	14.5%	21.5%	25.5%
Employer's Website	23.0%	17.0%	25.0%	21.5%	20.5%
Employer's Events/Networking	11.5%	8.0%	5.5%	15.0%	8.0%
TRSM Newsletters	4.5%	6.0%	4.0%	4.0%	0.0%
Other	1.0%	1.5%	3.0%	0.0%	0.0%
Magnet	0.5%	1.0%	0.5%	0.0%	0.0%
Workopolis	0.5%	0.5%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Among the five Schools at TRSM, student opinions differ. LinkedIn and Indeed dominate as the most commonly used job search platforms, but the employer's website also plays a significant role, perhaps even more so than Indeed for some students i.e. those in the Business Technology Program.

Co-op Student Responses vs. Non-Co-op, as a Percentage of Total

Response	Co-op	Non-Co-op
LinkedIn	39.5%	43.5%
Indeed	14.0%	27.0%
Employer's Website	26.0%	16.0%
Employer's Events/Networking	7.5%	8.5%
TRSM Newsletters	8.5%	3.0%
Other	3.5%	1.0%
Magnet	0.5%	1.0%
Workopolis	0.5%	0.0%
Total	100.0%	100.0%

Clearly, Co-op students use Indeed far less than their non-program counterparts, while emphasizing the employer's website more.

Questions to Consider



Do you leverage LinkedIn, Indeed, and your website when posting full-time roles for new graduates?



Are you engaged on campus through networking events?



When posting full-time roles for new graduates and co-op students, do you have specific information on your careers site for new grads and student programming/initiatives, including company culture?



Does your company tap into your professional networks on LinkedIn when looking to fill a vacancy?

Contact Us

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