

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 present a summary of what perks, other than medical and dental coverage, are of most interest to students.

March 2024

'Ability to Work From Home' is the Most Desired Perk

STUDENT POLL

Medical and dental coverage is common in employment offers. What other 'perk' can an employer offer you that would be of most interest?



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No. Responses



12

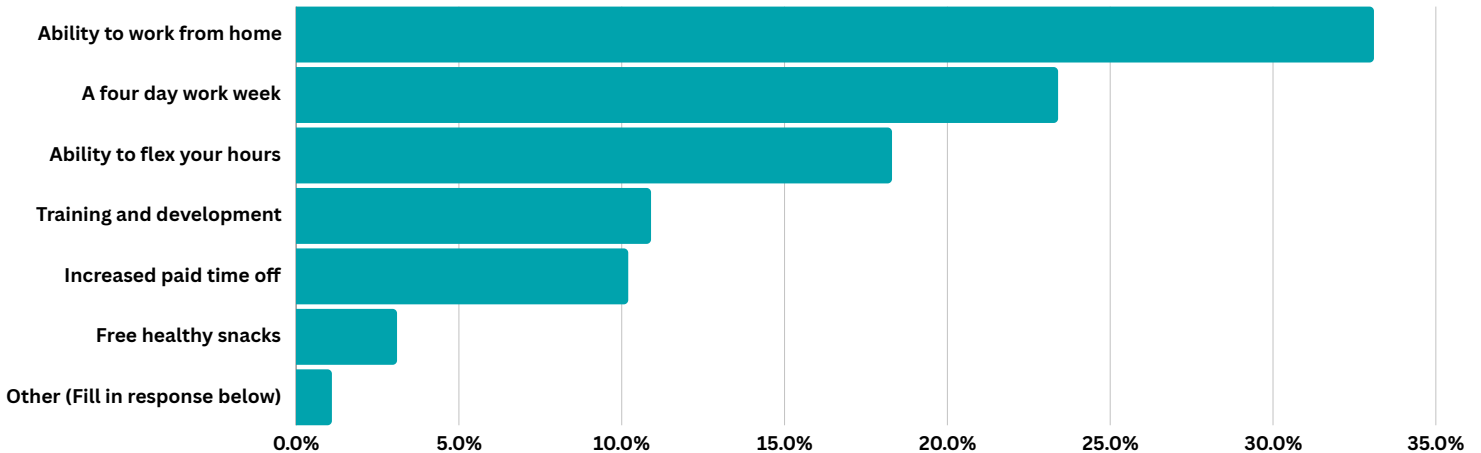
No. Bachelor of Commerce Programs
(representing 5 Schools)



1-4

Years of Study

Summary of Responses



Our students are expressing a strong desire for flexible work environments, involving the option to work from home during the week and to flex their hours. This preference is much stronger among students in their 4th and final year of study.

Responses by Year of Study, as a Percentage of Total

Response	1st Year	2nd Year	3rd Year	4th Year+
Work From Home	29%	32%	36%	36%
4-Day Work Week	18%	26%	22%	29%
Flex Hours	25%	19%	17%	11%
Training/Dev't	11%	9%	11%	13%
More Paid Time Off	11%	10%	10%	10%
Free Healthy Snacks	5%	3%	3%	1%
Other	1%	1%	1%	0%

And of further interest, is that students in the Business Technology Program have an even stronger preference for workplace flexibility, in particular the option to work from home.

Responses by School, as a Percentage of Total

Response	Accounting and Finance	Business Management	Business Technology Management	Hospitality and Tourism Management	Retail Management
Work From Home	30%	31%	42%	15%	37%
4-Day Work Week	20%	25%	22%	20%	29%
Flex Hours	25%	17%	15%	35%	9%
Training/Dev't	10%	12%	10%	5%	6%
More Paid Time Off	9%	11%	7%	20%	14%
Free Healthy Snacks	5%	3%	3%	5%	5%
Other	1%	1%	1%	0%	0%

If we take an even deeper dive and look at the specific preferences of our Co-op students, we can see that fewer of them are interested in working from home, compared to students who are not in the program. Why? It is likely that Co-op students perceive greater value in gaining in-person, hands-on experience in a real-world corporate environment.

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

Response	Co-op Students	Non-Co-op Students
Work From Home	31%	38%
4-Day Work Week	22%	26%
Flex Hours	21%	14%
Training/Dev't	12%	10%
More Paid Time Off	10%	8%
Free Healthy Snacks	3%	3%
Other	1%	1%

Questions to Consider



Do you offer a hybrid work option for students and/or new graduates? If not, is it an option?



If you currently offer flexibility in the workplace, how do you effectively manage virtual teams and are you confident your student staff feel supported?

Contact Us

If you would like access to the full data set or wish to hire one of our students and/or graduates, please connect with our Corporate Partnerships team.



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