

FROM **LEARNING** TO **WORK**

Canada's Campus Recruitment Report™

TOP EMPLOYER CAMPUS BRAND RANKINGS

September 24, 2008



About DECODE, Brainstorm and Universum

DECODE

- For the past 14 years, DECODE has been working with leading organizations to help them develop better employee, consumer, and citizen experiences.
- By paying particular attention to youth, young adults and young families DECODE has gained unique understanding into these dynamic, future focused and change leading segments of the population.
- DECODE has built innovative employee recruitment, engagement and retention programs for global leaders in financial services, telecommunications, consumer packaged goods, strategic consulting, technology, government and public service
- www.DECODE.net

Brainstorm Consulting

- Brainstorm Consulting helps campus recruiters and career centres achieve better results with the resources they invest
- Brainstorm's founder, Graham Donald, has been a leader in the field of campus recruiting and career services for 18 years and is a pioneer of online recruiting technologies.
- Brainstorm works with employers on the development of strategic campus recruiting programs; provides leading-edge research and information; and delivers training through workshops and the annual *Campus Recruiting Forums* held in cities throughout North America
- www.brainstorm.ca

Universum

- Universum is the Global Employer Branding Leader
- As thought leaders, Universum drives the industry forward, having focused exclusively on Employer Branding (EB) for 18 years
- Universum is a trusted partner to over 500 clients worldwide including a majority of Fortune 100 companies
- They help employers understand, attract future, and retain current and ideal employees
- Universum's full-solution media portfolio, consisting of 40 employer branding publications, ads, top company videos, and events, guide an audience of highly educated talent in their search to identify their ideal employers
- www.universumglobal.com



The Data Collection

- National Online survey, distributed directly through more than 50 University and College partners (career centers and the educational institutions)
- Survey was conducted in the spring of 2008
- Survey has previously been conducted in 2004, 2006 and 2007

Student Respondents

- Gathered responses from more than 27,983 Canadian University and College students from all educational years
- The largest and most comprehensive study of its kind in Canada

Participating Universities and Colleges

University	University
ALGONQUIN COLLEGE	ST. THOMAS UNIVERSITY
BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY	TRENT UNIVERSITY
BROCK UNIVERSITY	UNIVERSITÉ DE MONCTON
CAMOSUN COLLEGE	UNIVERSITÉ DE MONTRÉAL
CARLETON UNIVERSITY	UNIVERSITÉ DE SHERBROOKE
CENTENNIAL COLLEGE	UNIVERSITÉ LAVAL
CONCORDIA UNIVERSITY	UNIVERSITY COLLEGE OF THE FRASER VALLEY
DALHOUSIE UNIVERSITY	UNIVERSITY OF ALBERTA
DURHAM COLLEGE	UNIVERSITY OF BRITISH COLUMBIA
FANSHAWE COLLEGE	UNIVERSITY OF CALGARY
GEORGIAN COLLEGE	UNIVERSITY OF LETHBRIDGE
HOLLAND COLLEGE	UNIVERSITY OF MANITOBA
KWANTLEN UNIVERSITY COLLEGE	UNIVERSITY OF NEW BRUNSWICK - FREDERICTON
MALASPINA UNIVERSITY COLLEGE	UNIVERSITY OF ONTARIO INSTITUTE OF TECHNOLOGY
MCGILL UNIVERSITY	UNIVERSITY OF OTTAWA
MCMASTER UNIVERSITY	UNIVERSITY OF REGINA
MEMORIAL UNIVERSITY OF NEWFOUNDLAND	UNIVERSITY OF SASKATCHEWAN
NIAGARA COLLEGE OF APPLIED ARTS AND TECHNOLOGY	UNIVERSITY OF TORONTO - ST. GEORGE CAMPUS
NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY	UNIVERSITY OF TORONTO - SCARBOROUGH
QUEEN'S UNIVERSITY	UNIVERSITY OF VICTORIA
RYERSON UNIVERSITY	UNIVERSITY OF WATERLOO
SAINT MARY'S UNIVERSITY	UNIVERSITY OF WESTERN ONTARIO
SIMON FRASER UNIVERSITY	WILFRID LAURIER UNIVERSITY
ST. FRANCIS XAVIER UNIVERSITY	YORK UNIVERSITY

Important Note to Employer Brand Rankings

The following lists indicate the how the various employer brands were ranked by the students as the most desirable places to work following graduation

IDEAL™ Employer Ranking (All Respondents)

EMPLOYER	RANK	EMPLOYER	RANK
Government of Canada	1	Johnson & Johnson	21
Health Canada	2	TD Bank Financial Group / TD Canada Trust	22
Google	3	3M	23
Provincial Government	4	Pfizer Canada	24
Apple	5	KPMG	25
Microsoft	6	Bombardier	26
Air Canada	7	Canada Revenue Agency	27
CBC	8	Canadian Forces	28
Westjet	9	Procter & Gamble Canada	29
Research In Motion (RIM)	10	PricewaterhouseCoopers	30
Electronic Arts	11	Public Service Commission	31
L'Oreal Canada	12	Honda	32
Canadian Security Intelligence Service (CSIS)	13	Boeing	33
IBM	14	Canadian Natural Resources Limited	34
RCMP	15	RBC Financial Group / Royal Bank of Canada	35
Deloitte	16	Shell Canada	36
Ernst & Young	17	JP Morgan Investment Bank	37
Toyota	18	Goldman Sachs	38
Bank of Canada	19	Starbucks	39
Fairmont Hotels & Resorts	20	BC Hydro	40

IDEAL™ Employer Ranking (Business Students)

EMPLOYER	RANK	EMPLOYER	RANK
Government of Canada	1	Research In Motion (RIM)	21
Google	2	Merrill Lynch	22
Apple	3	Johnson & Johnson	23
Deloitte	4	Toyota	24
Ernst & Young	5	BMO Financial Group / Bank of Montreal	25
KPMG	6	IBM	25
PricewaterhouseCoopers	7	HSBC Bank Canada	27
L'Oreal Canada	8	3M	28
Bank of Canada	9	Electronic Arts	29
Air Canada	10	TD Securities	29
Westjet	11	CIBC	31
TD Bank Financial Group / TD Canada Trust	12	Health Canada	32
Microsoft	13	Bombardier	33
RBC Financial Group / Royal Bank of Canada	14	Starbucks	34
Fairmont Hotels & Resorts	15	Boston Consulting Group	35
Canada Revenue Agency	16	McKinsey & Company	36
JP Morgan Investment Bank	17	CIBC World Markets	37
Procter & Gamble Canada	18	Sun Life Financial	38
Provincial Government	18	Honda	39
Goldman Sachs	20	Manulife Financial	40
		National Bank of Canada	40

IDEAL™ Employer Ranking (IT Students)

EMPLOYER	RANK
Google	1
Microsoft	2
IBM	3
Apple	4
Government of Canada	5
Electronic Arts	6
Health Canada	7
Research In Motion (RIM)	8
Provincial Government	9
AMD / ATI	10
Cisco Systems	11
Canadian Security Intelligence Service (CSIS)	12
Dell	12
Hewlett-Packard	14
RCMP	15
Air Canada	16
TD Bank Financial Group / TD Canada Trust	17
Westjet	17
Toyota	19
TELUS Communications	20

IDEAL™ Employer Ranking (Engineering Students)

EMPLOYER	RANK	EMPLOYER	RANK
Google	1	GE Canada	21
Apple	2	Provincial Government	22
Microsoft	3	EnCana	23
Boeing	4	Imperial Oil	24
Toyota	5	Exxon Mobil	25
IBM	6	Hydro One	26
Government of Canada	7	Husky Energy	27
Bombardier	8	Suncor Energy Inc.	27
Research In Motion (RIM)	9	Golder Associates	29
Shell Canada	9	Hydro Quebec	29
Honda	11	Atomic Energy of Canada Limited	31
BC Hydro	12	Health Canada	32
Ontario Power Generation	13	Canadian Forces	33
Electronic Arts	14	Pratt & Whitney Canada	34
AMD / ATI	15	General Motors of Canada	35
Petro-Canada	16	Air Canada	36
Stantec	17	Canadian Security Intelligence Service (CSIS)	36
3M	18	Synchrude Canada Ltd.	38
SNC Lavalin	18	Dell	39
Siemens	20	Cisco Systems	40

IDEAL™ Employer Ranking (Natural Science Students)

EMPLOYER	RANK	EMPLOYER	RANK
Health Canada	1	3M	16
Government of Canada	2	Air Canada	17
Provincial Government	3	BC Hydro	18
Google	4	Shell Canada	19
Pfizer Canada	5	Procter & Gamble Canada	20
Canadian Natural Resources Limited	6	Golder Associates	20
Apple	7	Petro-Canada	22
GlaxoSmithKline	8	Hydro Quebec	23
Johnson & Johnson	9	CBC	24
Research In Motion (RIM)	10	NOVA Chemicals	25
RCMP	11	Novartis	26
Microsoft	12	Atomic Energy of Canada Limited	26
L'Oreal Canada	13	Electronic Arts	28
Canadian Security Intelligence Service (CSIS)	13	Nestlé	29
Canadian Forces	15	Apotex	30

IDEAL™ Employer Ranking (Liberal Arts Students)

EMPLOYER	RANK	EMPLOYER	RANK
Government of Canada	1	Starbucks	21
Provincial Government	2	Canadian Natural Resources Limited	22
Health Canada	3	TD Bank Financial Group / TD Canada Trust	23
CBC	4	Johnson & Johnson	24
Google	5	RBC Financial Group / Royal Bank of Canada	25
Apple	6	Toyota	26
Canadian Security Intelligence Service (CSIS)	7	National Bank of Canada	27
Air Canada	8	Hydro Quebec	28
RCMP	9	Industry Canada	29
Westjet	10	3M	30
Public Service Commission	11	Bombardier	31
L'Oreal Canada	12	CIBC	32
Electronic Arts	13	Hudson's Bay Company	32
Fairmont Hotels & Resorts	14	Rogers Communications	34
Microsoft	15	Canadian Pacific Railway	35
Ontario Teachers Pension Plan Board	16	IBM	36
Canadian Forces	17	Procter & Gamble Canada	36
Bank of Canada	18	Scotiabank / Bank of Nova Scotia	38
Research In Motion (RIM)	19	Boeing	39
Canada Revenue Agency	20	Honda	40

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