

2008 Survey: Gen X and Y – What do they want?

Employers are a little out of touch with what's important to Gen X and Y employees. While Gen X and Y are looking for companies where they can advance and grow their skills and salaries, employers' most common incentives are support of local charities and a casual dress code.

Two surveys were conducted by David Aplin Recruiting using the online Zoomerang software tool. In the first survey, over 15,000 workers and post-secondary students from across Canada were invited to participate, with almost 3000 responding for a 18.8% response rate. In the second survey, over 11,000 hiring managers were asked to complete the survey, with over 1000 responding for a 9.2% rate of response. The surveys were conducted over April and May 2008.

The surveys contained two parts. In Part 1, workers were asked what issues are most important to them generally. The hiring managers were asked what issues they thought were important to workers in the Gen X and Y demographic. In Part 2, employees were asked to rank the importance of various incentives in attracting them to a company, or keeping them happy where they are. Employers were asked to list what incentives they are currently offering their employees.

Gen Y was defined as those born 1980 and after, Gen X as those born 1962 to 1979. While Baby Boomers were not the focus of these surveys, their results were also collected. They were defined as those born 1945 to 1961. The results of the two surveys were analyzed and compared. The following is what we found.

Part I: How in tune are employers with what is important to Gen X and Y?

Issues of most importance to Gen X and Y employees	Issues employers think are important to Gen X and Y
1. Family and friends	Fun, enjoyment of life and work
2. Health and wellness	Family and friends
3. Fun, enjoyment of life and work	Freedom, autonomy

Generational Comparisons

Issues of most importance to Gen Y employees	Issues of most importance to Gen X employees	Issues of most importance to Baby Boomers
1. Fun, enjoyment of life and work	Family and friends	Family and friends
2. Family and friends	Health and wellness	Health and wellness
3. Health and wellness	Fun, enjoyment of life and work	Fun, enjoyment of life and work

Regional Comparisons

Region	Issues of most importance to Gen X and Y employees	Issues employers think are most important to Gen X and Y employees
Atlantic Canada	<ol style="list-style-type: none"> 1. Health and wellness 2. Fun, enjoyment of life, work 3. Family and friends 	Fun, enjoyment of life, work Family and friends Freedom, autonomy
Quebec	<ol style="list-style-type: none"> 1. Family and friends 2. Health and wellness 3. Financial rewards, security 	Family and friends Fun, enjoyment of life, work Freedom, autonomy
Eastern Ontario	<ol style="list-style-type: none"> 1. Family and friends 2. Meaningful work 3. Health and wellness 	Fun, enjoyment of life, work Family and friends Freedom, autonomy
South Central Ontario	<ol style="list-style-type: none"> 1. Family and friends 2. Health and wellness 3. Fun, enjoyment of life, work 	Fun, enjoyment of life, work Family and friends Freedom, autonomy
Manitoba and Saskatchewan	<ol style="list-style-type: none"> 1. Family and friends 2. Fun, enjoyment of life, work 3. Health and wellness 	Family and friends Fun, enjoyment of life, work Freedom, autonomy
Alberta	<ol style="list-style-type: none"> 1. Family and friends 2. Health and wellness 3. Fun, enjoyment of life, work 	Family and friends Fun, enjoyment of life, work Freedom, autonomy
B.C.	<ol style="list-style-type: none"> 1. Family and friends 2. Health and wellness 3. Fun, enjoyment of life, work 	Family and friends Fun, enjoyment of life, work Freedom, autonomy

Note: Response rates from Northern and Western Ontario were too low to be statistically significant. Some companies reported being in more than one region.

Summary

Time for family and friends, health and wellness, and fun, enjoyment of life and work were consistently the top three issues of importance for Canadian workers. There was very little generational or regional variation.

Overall, employers underestimated the importance of health and wellness to their employees. They also consistently overestimated the importance of freedom and autonomy.

Conclusion of Part I

Part 2: Are employers offering incentives employees want?

Top ten most important incentives according to Gen X and Y employees	Ranked as quite or extremely important	Percentage of companies offering incentive
1. Advancement opportunities	90%	60%
2. Performance-based bonuses, salary increases	88%	66%
3. Excellent benefits package	86%	62%
4. New challenges, variety of interesting projects	85%	55%
5. Pension or retirement savings plan	83%	63%
6. High salary	83%	31%
7. Meaningful work, opportunities to make a difference	83%	48%
8. Recognition, feedback	77%	66%
9. Flexible work hours, telecommuting	75%	54%
10. Mentoring, coaching	74%	56%

Incentives most commonly offered by employers	
1. Corporate support of local charities and causes	70%
2. Casual dress code	67%
3. Performance-based bonuses, salary increases	66%
4. Recognition, feedback	66%
5. Pension or retirement savings plan	65%
6. Excellent benefits package	62%
7. Advancement opportunities	60%
8. Mentoring, coaching	56%
9. Fun, inclusive social activities at work	56%
10. New challenges, variety of interesting projects	55%

Generational Comparisons

Incentives most important to Gen Y		Incentives most important to Gen X		Incentives most important to Boomers		
1.	Advancement opportunities	93%	Advancement opportunities	90%	New challenges, variety of interesting projects	88%
2.	(tie) Excellent benefits package	88%	Performance-based bonuses and salary increases	88%	Meaningful work, opportunities to make a difference	84%
3.	(tie) Performance-based bonuses and salary increases	88%	Excellent benefits package	87%	Performance-based bonuses, salary increases	82%
4.	New challenges, variety of interesting projects	84%	New challenges, variety of interesting projects	86%	(tie) Excellent benefits package	81%
5.	Pension or retirement savings plan	83%	High Salary	84%	(tie) Pension or retirement savings plan	81%
6.	Meaningful work, opportunities to make a difference	82%	Meaningful work, opportunities to make a difference	83%	Advancement opportunities	80%
7.	Recognition, feedback	81%	Pension or retirement savings plan	82%	High salary	76%
8.	High salary	80%	Recognition, feedback	76%	Recognition, feedback	75%
9.	Paid tuition, time off to upgrade education	79%	Flexible work hours, telecommuting	75%	Flexible work hours, telecommuting	71%
10.	Flexible work hours, telecommuting	78%	Mentoring, coaching	73%	Mentoring, coaching	69%

According to the survey, the following incentives are **least likely to sway a Gen Y** employee to consider working for a specific company:

On-site childcare	29%
Corporate support of global charities and causes	31%
Corporate support of local charities and causes	37%
Time off to volunteer in the community	37%
Fully stocked kitchen	37%
Subsidized childcare	37%
On-site health classes	42%
Casual dress code	45%
Employee lounge	47%

According to the survey, the following incentives are **least likely to sway a Gen X** employee to consider working for a specific company:

Corporate support of global charities and causes	23%
Fully stocked kitchen	27%
Employee lounge	29%
On-site childcare	29%
Time off to volunteer in the community	31%
Corporate support of local charities and causes	32%
On-site health classes	32%
Subsidized childcare	36%
On-site fitness facilities	40%
Fun, inclusive social activities at work	43%

According to the survey, the following incentives are **least likely to sway Baby Boomers** to consider working for a specific company:

On-site childcare	12%
Subsidized childcare	14%
Fully stocked kitchen	17%
Employee lounge	20%
Corporate support of global charities and causes	24%
On-site health classes	27%
Fun, inclusive social activities at work	30%
Subsidized transportation	32%
On-site fitness facilities	33%
Free fitness memberships	33%

The biggest discrepancy between the percentage of companies offering an incentive, and the degree to which employees feel it's important:

Gen Y	<u>Incentive</u>	<u>Employee</u>	<u>Employer</u>	<u>Difference</u>
1.	High salary	80%	31%	49%
2.	Signing bonus	59%	11%	48%
3.	Subsidized transportation	55%	12%	43%
4.	Free fitness memberships	60%	18%	42%
5.	Corporate support of local charities and causes	37%	70%	33%
6.	Casual dress code	45%	67%	22%

Gen X	<u>Incentive</u>	<u>Employee</u>	<u>Employer</u>	<u>Difference</u>
1.	High salary	84%	31%	53%
2.	Signing bonus	58%	11%	47%
3.	Meaningful work	83%	48%	35%
4.	Company stock options	55%	22%	33%
5.	Corporate support of local charities and causes	32%	70%	38%
6.	Casual dress code	44%	67%	23%

Boomers	<u>Incentive</u>	<u>Employee</u>	<u>Employer</u>	<u>Difference</u>
1.	High salary	76%	31%	45%
2.	Meaningful work	84%	48%	36%
3.	Signing bonus	45%	11%	34%
4.	New challenges	88%	55%	33%
5.	Corporate support of local charities and causes	34%	70%	36%
6.	Casual dress code	37%	67%	30%

Summary

Employers are not quite hitting the mark when it comes to incentive packages. The top two most common incentives offered by employers Canada-wide – corporate support of local charities and causes, and casual dress code – were not listed on any of the workers' top-ten lists.

Instead, companies might want to focus on compensation packages that include:

- performance-based bonuses and salary increases
- excellent benefits
- pensions or retirement savings plans
- high salaries

and the quality of the job itself - issues like:

- meaningful work, opportunities to make a difference
- new challenges, variety of interesting projects.

Areas where there were large discrepancies between the percentage of workers ranking an incentive as important and companies who offered that incentive, leaving opportunities for employers to set themselves apart from the competition include:

- high salaries
- signing bonuses
- subsidized transportation
- meaningful work, opportunities to make a difference
- free fitness memberships
- new challenges, variety of interesting projects
- company stock options

Regional Comparisons

Region	Incentives of most importance to Gen X and Y employees	Incentives most often offered by employers
Atlantic Canada	<ol style="list-style-type: none"> 1. Advancement opportunities 2. Excellent benefits package 3. Pension or retirement savings plan 	<ol style="list-style-type: none"> 1. Corporate support of local charities and causes 2. Pension or retirement savings plan 3. Performance-based bonuses, salary increases
Quebec	<ol style="list-style-type: none"> 1. Advancement opportunities 2. Meaningful work, opportunities to make a difference 3. New challenges, variety of interesting projects 	<ol style="list-style-type: none"> 1. Performance-based bonuses, salary increases 2. Pension or retirement savings plan 3. Advancement opportunities
Eastern Ontario	<ol style="list-style-type: none"> 1. Advancement opportunities 2. New challenges, variety of interesting projects 3. Meaningful work, opportunities to make a difference 	<ol style="list-style-type: none"> 1. Performance-based bonuses, salary increases 2. Corporate support of local charities and causes 3. Recognition, feedback
South Central Ontario	<ol style="list-style-type: none"> 1. Advancement opportunities 2. Meaningful work, opportunities to make a difference 3. Performance-based bonuses, salary increases 	<ol style="list-style-type: none"> 1. Performance-based bonuses, salary increases 2. Corporate support of local charities and causes 3. Recognition, feedback

Region	Incentives of most importance to Gen X and Y employees	Incentives most often offered by employers
Manitoba and Saskatchewan	1. Advancement opportunities 2. Excellent benefits package 3. Performance-based bonuses, salary increases	1. Corporate support of local charities and causes 2. Performance-based bonuses, salary increases 3. Pension or retirement savings plan
Alberta	1. Advancement opportunities 2. Performance-based bonuses, salary increases 3. Excellent benefits package	1. Performance-based bonuses, salary increases 2. Corporate support of local charities and causes 3. Pension or retirement savings plan
B.C.	1. Advancement opportunities 2. Performance-based bonuses, salary increases 3. Excellent benefits package	1. Performance-based bonuses, salary increases 2. Corporate support of local charities and causes 3. Recognition, feedback

Note: Response rates from Northern and Western Ontario were too low to be statistically significant. Some companies reported being in more than one region.

Summary

There is little regional variation in what Canadian workers want. Across the country, respondents consistently ranked advancement opportunities as their most important incentive. However, advancement opportunities only made the top three list of employer offerings in Quebec.

While corporate support of local charities and causes made the top three list of company incentives in every region except Quebec, it ranked very low for employees across all regions of the country.

While not making the top three list, it is still interesting to note that 91% of Quebec workers ranked freedom, autonomy to be quite or extremely important, significantly higher than workers in the rest of Canada.

Company size comparison

Incentives offered by companies across Canada, according to number of employees				
1-50	51-100	101-500	501-1000	Over 1000
1. Casual dress code	1. Corporate support of local charities and causes	1. Corporate support of local charities and causes	1. Performance-based bonuses, salary increases	1. Pension or retirement savings plan
2. Recognition, feedback	2. Fun, inclusive social activities at work	2. Casual dress code	2. Corporate support of local charities and causes	2. Corporate support of local charities and causes
3. New challenges, variety of interesting projects	3. Performance-based bonuses, salary increases	3. Pension or retirement savings plan	3. Pension or retirement savings plan	3. Performance-based bonuses, salary increases

Summary

Smaller companies with one to 50 employees are more apt to offer a casual dress code and recognition - not priorities for most workers. However, smaller companies are also more likely to offer new challenges, and a variety of interesting projects, something that was rated quite high by employees.

Small to mid-sized companies of 51 to 100 employees tend to offer corporate support of local charities and causes, and fun, inclusive social activities at work – neither being incentives that ranked high in importance with employees. They do however often offer performance-based bonuses and salary increases, a very important incentive for workers.

The two most common incentives offered by mid-sized companies of 101 – 500 employees are corporate support of local charities and causes and a casual dress code. While these incentives

are not highly sought after by employees, they do value having a company pension or retirement savings plan.

As companies get larger, they tend to offer more incentives that are important to employees. In companies with over 500 employees, performance-based bonuses and salary increases, and company pensions or retirement savings plans are offered more often to employees than in smaller companies. They also offer corporate support of local charities and causes, not an incentive that was ranked high by workers.

CONCLUSION

The two most common incentives Canadian companies are offering to attract and retain employees are corporate support of local charities and having a casual dress code. While admitting in a focus group that these incentives are nice to have, Gen X and Y employees don't expect their employer to offer them. In fact, when asked to rank what an employer could offer to attract or retain them, Gen X and Y (and Baby Boomers too for that matter), these incentives didn't even make their top-ten list.

When it comes to choosing a company to work for, Gen X and Y are looking for advancement opportunities more than anything else. That was the number one incentive for 96% of respondents in the Gen Y demographic and 90% for Gen X.

Financial security, not just now but in the long term, also ranked high as an employment incentive for Gen X and Y, with benefits, performance-based bonuses and salary increases, company pensions or RSP contributions, and high salary all making the top-ten list. While getting the basics met is important, so too is finding a company that offers interesting, challenging and meaningful work.

Overall, the top ten most influential employment incentives are:

- 1) Advancement opportunities
- 2) Performance-based bonuses, salary increases
- 3) Excellent benefits package
- 4) New challenges, variety of interesting projects
- 5) Meaningful work, opportunities to make a difference
- 6) Pension or retirement savings plan
- 7) High salary
- 8) Recognition, feedback
- 9) Flexible work hours, telecommuting
- 10) Mentoring, coaching

In addition paying attention to the top ten incentives employees want, employers can stand apart from the crowd by offering perks that are in high demand, but very few companies are currently offering them. These include:

- Signing bonuses
- Subsidized transportation
- Free fitness memberships
- Company stock options

In the end, Gen X and Y want their current and future financial needs met by their employer, and they want to enjoy their work. They do not expect the company they work for to satisfy their social needs or community involvement – they can do that on their own.

The Raw Results

Zoomerang Survey Results

What's Important to You?

Response Status: Completes

Filter: Gen Y

May 05, 2008 7:19 AM PST

What's Important to You?

What issues are most important to you at the moment? You may or may not be acting on them right now, we just want to get a sense for what you feel is important. Please rate the following according to importance, where 1 = not important at all, 2 = slightly important, 3 = somewhat important, 4 = quite important, and 5 = extremely important.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Not important at all	Slightly important	Somewhat important	Quite important	Extremely important
Environmental issues	8 2%	35 8%	131 28%	198 43%	93 20%
Family and friends	3 1%	0 0%	19 4%	88 19%	355 76%
Your community	6 1%	32 7%	135 29%	224 48%	68 15%
Your health and wellness	3 1%	2 0%	25 5%	144 31%	291 63%
Financial rewards, security	4 1%	6 1%	50 11%	204 44%	201 43%
Meaningful work, making a difference	7 2%	7 2%	49 11%	204 44%	198 43%
Fun, enjoyment of life and work	3 1%	2 0%	14 3%	147 32%	299 64%
Life-long learning	5 1%	3 1%	59 13%	201 43%	197 42%
Challenge	5 1%	6 1%	77 17%	225 48%	152 33%
Recognition	9 2%	23 5%	107 23%	186 40%	140 30%

Freedom, autonomy	3 1%	9 2%	81 17%	213 46%	159 34%
Creativity	10 2%	16 3%	95 20%	192 41%	152 33%
Competition	33 7%	66 14%	154 33%	153 33%	59 13%

What's Important to You in a Job?

What can an employer offer to attract you to their company if you're looking for a job, or keep you happy where you are? Please rank the following in terms of how important it would be in attracting you to a new employer if you're looking for a job, or keeping you happy where you are, where 1 = not important at all, 2 = slightly important, 3 = somewhat important, 4 = quite important, and 5 = extremely important.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Not important at all	Slightly important	Somewhat important	Quite important	Extremely important
Corporate support of local charities and causes	37 8%	75 16%	183 39%	135 29%	35 8%
Corporate support of global charities and causes	37 8%	91 20%	193 42%	109 23%	35 8%
Corporate initiatives to protect environment	20 4%	43 9%	155 33%	167 36%	80 17%
Time off to volunteer in the community	37 8%	86 18%	170 37%	116 25%	56 12%
Free fitness memberships	34 7%	41 9%	112 24%	134 29%	144 31%
On-site health classes	53 11%	78 17%	139 30%	114 25%	81 17%
On-site fitness facilities	47 10%	55 12%	117 25%	135 29%	111 24%
Fully stocked kitchen	43 9%	97 21%	153 33%	107 23%	65 14%
Employee lounge	30 6%	70 15%	144 31%	145 31%	76 16%
Subsidized childcare	102 22%	73 16%	118 25%	103 22%	69 15%
On-site childcare	122 26%	87 19%	120 26%	79 17%	57 12%
Subsidized transportation	38 8%	69 15%	101 22%	154 33%	103 22%

Fun, inclusive social activities at work	20 4%	34 7%	136 29%	164 35%	111 24%
Flexible work hours, telecommuting	8 2%	22 5%	75 16%	176 38%	184 40%
Casual dress code	43 9%	68 15%	145 31%	134 29%	75 16%
More vacation time, personal days off	6 1%	32 7%	86 18%	146 31%	195 42%
Recognition, feedback	4 1%	12 3%	71 15%	201 43%	177 38%
Mentoring, coaching	4 1%	19 4%	89 19%	192 41%	161 35%
Meaningful work opportunities to make a difference	3 1%	10 2%	71 15%	200 43%	181 39%
New challenges, variety of interesting projects	3 1%	9 2%	60 13%	192 41%	201 43%
Paid tuition and time off to upgrade education	7 2%	24 5%	73 16%	142 31%	219 47%
High salary	3 1%	11 2%	79 17%	157 34%	215 46%
Signing bonus	21 5%	49 11%	119 26%	137 29%	139 30%
Company stock options	28 6%	48 10%	153 33%	136 29%	100 22%
Excellent benefits package	4 1%	7 2%	45 10%	162 35%	247 53%
Pension or retirement savings plan	8 2%	17 4%	54 12%	168 36%	218 47%
Performance-based bonuses, salary increases	5 1%	12 3%	40 9%	163 35%	245 53%
Advancement opportunities	2 0%	4 1%	26 6%	115 25%	318 68%

Please tell us a little about yourself

How do you decide where you want to work? Do you seek out employers who offer the best of the basics - things like compensation, benefits, opportunities? Or do you look for employers who share your values on things like the environment and giving back to the community?		
The basics must be met first, then shared values are taken into consideration.	317	70%
Shared values are most important, then things like compensation and other basics are factored in.	123	27%
Other, please specify	15	3%
Total	455	100%
Gender		
Male	183	39%
Female	282	61%
Total	465	100%
Age		
under 18	0	0%
18 - 28	465	100%
29 - 46	0	0%
47 - 63	0	0%
over 63	0	0%
Total	465	100%
What part of the country do you live in?		
Atlantic Canada	52	11%
Quebec	6	1%
Eastern Ontario	26	6%
South Central Ontario	19	4%
Northern Ontario	0	0%
Western Ontario	3	1%
Manitoba/Saskatchewan	100	22%
Alberta	165	35%
B.C.	87	19%
Other	7	2%
Total	465	100%

Zoomerang Survey Results

What's Important to You?

Response Status: Completes

Filter: **Gen X**

May 05, 2008 7:14 AM PST

What's Important to You?

What issues are most important to you at the moment? You may or may not be acting on them right now, we just want to get a sense for what you feel is important. Please rate the following according to importance, where 1 = not important at all, 2 = slightly important, 3 = somewhat important, 4 = quite important, and 5 = extremely important.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Not important at all	Slightly important	Somewhat important	Quite important	Extremely important
Environmental issues	26 2%	119 7%	429 27%	689 43%	327 21%
Family and friends	11 1%	9 1%	57 4%	351 22%	1162 73%
Your community	12 1%	96 6%	435 27%	777 49%	270 17%
Your health and wellness	11 1%	6 0%	69 4%	437 27%	1067 67%
Financial rewards, security	10 1%	15 1%	172 11%	690 43%	703 44%
Meaningful work, making a difference	10 1%	27 2%	144 9%	659 41%	750 47%
Fun, enjoyment of life and work	11 1%	14 1%	90 6%	539 34%	936 59%
Life-long learning	15 1%	38 2%	248 16%	717 45%	572 36%
Challenge	13 1%	33 2%	244 15%	801 50%	499 31%
Recognition	25 2%	90 6%	396 25%	668 42%	411 26%
Freedom, autonomy	12 1%	30 2%	233 15%	744 47%	571 36%
Creativity	21 1%	79 5%	335 21%	727 46%	428 27%
Competition	114 7%	254 16%	566 36%	480 30%	176 11%

What's Important to You in a Job?

What can an employer offer to attract you to their company if you're looking for a job, or keep you happy where you are? Please rank the following in terms of how important it would be in attracting you to a new employer if you're looking for a job, or keeping you happy where you are, where 1 = not important at all, 2 = slightly important, 3 = somewhat important, 4 = quite important, and 5 = extremely important.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Not important at all	Slightly important	Somewhat important	Quite important	Extremely important
Corporate support of local charities and causes	124 8%	347 22%	622 39%	406 26%	91 6%
Corporate support of global charities and causes	165 10%	407 26%	652 41%	292 18%	75 5%
Corporate initiatives to protect environment	70 4%	215 14%	529 33%	544 34%	233 15%
Time off to volunteer in the community	146 9%	344 22%	607 38%	386 24%	108 7%
Free fitness memberships	131 8%	250 16%	465 29%	467 29%	278 17%
On-site health classes	210 13%	361 23%	502 32%	355 22%	163 10%
On-site fitness facilities	172 11%	297 19%	483 30%	409 26%	230 14%
Fully stocked kitchen	254 16%	404 25%	500 31%	349 22%	84 5%
Employee lounge	209 13%	376 24%	542 34%	351 22%	113 7%
Subsidized childcare	428 27%	258 16%	330 21%	352 22%	223 14%
On-site childcare	496 31%	296 19%	339 21%	253 16%	207 13%
Subsidized transportation	202 13%	296 19%	409 26%	424 27%	260 16%
Fun, inclusive social activities at work	106 7%	281 18%	517 32%	501 31%	186 12%
Flexible work hours, telecommuting	33 2%	72 5%	295 19%	574 36%	617 39%
Casual dress code	123 8%	246 15%	527 33%	488 31%	207 13%

More vacation time, personal days off	29 2%	121 8%	325 20%	563 35%	553 35%
Recognition, feedback	15 1%	69 4%	305 19%	682 43%	520 33%
Mentoring, coaching	16 1%	87 5%	329 21%	687 43%	472 30%
Meaningful work opportunities to make a difference	9 1%	38 2%	227 14%	695 44%	622 39%
New challenges, variety of interesting projects	6 0%	31 2%	191 12%	762 48%	601 38%
Paid tuition and time off to upgrade education	50 3%	115 7%	372 23%	575 36%	479 30%
High salary	8 1%	24 2%	234 15%	663 42%	662 42%
Signing bonus	71 4%	174 11%	425 27%	508 32%	413 26%
Company stock options	75 5%	193 12%	447 28%	535 34%	341 21%
Excellent benefits package	17 1%	36 2%	161 10%	587 37%	790 50%
Pension or retirement savings plan	20 1%	51 3%	216 14%	563 35%	741 47%
Performance-based bonuses, salary increases	19 1%	25 2%	150 9%	603 38%	794 50%
Advancement opportunities	11 1%	18 1%	138 9%	540 34%	884 56%

Please tell us a little about yourself

How do you decide where you want to work? Do you seek out employers who offer the best of the basics - things like compensation, benefits, opportunities? Or do you look for employers who share your values on things like the environment and giving back to the community?

The basics must be met first, then shared values are taken into consideration.	1007	65%
Shared values are most important, then things like compensation and other basics are factored in.	452	29%
Other, please specify	80	5%
Total	1539	100%

Gender		
Male	834	52%
Female	757	48%
Total	1591	100%
Age		
under 18	0	0%
18 - 28	0	0%
29 - 46	1591	100%
47 - 63	0	0%
over 63	0	0%
Total	1591	100%
What part of the country do you live in?		
Atlantic Canada	81	5%
Quebec	27	2%
Eastern Ontario	103	6%
South Central Ontario	122	8%
Northern Ontario	14	1%
Western Ontario	13	1%
Manitoba/Saskatchewan	357	22%
Alberta	517	32%
B.C.	332	21%
Other	25	2%
Total	1591	100%

Zoomerang Survey Results

What's Important to You?

Response Status: Completes

Filter: **Boomers**

Jun 06, 2008 12:29 PM PST

What's Important to You?

What issues are most important to you at the moment? You may or may not be acting on them right now, we just want to get a sense for what you feel is important. Please rate the following according to importance, where 1 = not important at all, 2 = slightly important, 3 = somewhat important, 4 = quite important, and 5 = extremely important.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Not important at all	Slightly important	Somewhat important	Quite important	Extremely important
Environmental issues	9 1%	51 7%	170 22%	359 47%	181 24%
Family and friends	3 0%	9 1%	28 4%	153 20%	577 75%
Your community	5 1%	35 5%	199 26%	383 50%	148 19%
Your health and wellness	3 0%	1 0%	34 4%	179 23%	553 72%
Financial rewards, security	3 0%	4 1%	96 12%	364 47%	303 39%
Meaningful work, making a difference	2 0%	8 1%	52 7%	307 40%	401 52%
Fun, enjoyment of life and work	0 0%	5 1%	48 6%	298 39%	419 54%
Life-long learning	2 0%	18 2%	138 18%	326 42%	286 37%
Challenge	3 0%	18 2%	93 12%	385 50%	271 35%
Recognition	12 2%	63 8%	217 28%	310 40%	168 22%
Freedom, autonomy	1 0%	16 2%	109 14%	359 47%	285 37%

Creativity	4	35	144	355	232
	1%	5%	19%	46%	30%
Competition	58	132	292	211	77
	8%	17%	38%	27%	10%

What's Important to You in a Job?

What can an employer offer to attract you to their company if you're looking for a job, or keep you happy where you are? Please rank the following in terms of how important it would be in attracting you to a new employer if you're looking for a job, or keeping you happy where you are, where 1 = not important at all, 2 = slightly important, 3 = somewhat important, 4 = quite important, and 5 = extremely important.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Not important at all	Slightly important	Somewhat important	Quite important	Extremely important
Corporate support of local charities and causes	55 7%	144 19%	308 40%	216 28%	48 6%
Corporate support of global charities and causes	79 10%	182 24%	325 42%	146 19%	39 5%
Corporate initiatives to protect environment	27 4%	86 11%	225 29%	290 38%	143 19%
Time off to volunteer in the community	55 7%	151 20%	300 39%	217 28%	48 6%
Free fitness memberships	109 14%	156 20%	247 32%	171 22%	88 11%
On-site health classes	137 18%	196 25%	228 30%	160 21%	50 6%
On-site fitness facilities	129 17%	170 22%	213 28%	187 24%	72 9%
Fully stocked kitchen	187 24%	226 29%	230 30%	100 13%	28 4%
Employee lounge	141 18%	230 30%	242 31%	118 15%	40 5%
Subsidized childcare	379 49%	155 20%	129 17%	67 9%	41 5%
On-site childcare	409 53%	155 20%	114 15%	61 8%	32 4%
Subsidized transportation	167 22%	159 21%	201 26%	159 21%	85 11%
Fun, inclusive social activities at work	95 12%	175 23%	273 35%	161 21%	67 9%
Flexible work hours, telecommuting	16 2%	54 7%	152 20%	311 40%	238 31%
Casual dress code	69 9%	135 18%	280 36%	204 26%	83 11%

More vacation time, personal days off	17 2%	57 7%	219 28%	269 35%	209 27%
Recognition, feedback	10 1%	30 4%	154 20%	332 43%	245 32%
Mentoring, coaching	14 2%	59 8%	168 22%	309 40%	221 29%
Meaningful work opportunities to make a difference	2 0%	18 2%	101 13%	317 41%	333 43%
New challenges, variety of interesting projects	2 0%	13 2%	82 11%	338 44%	336 44%
Paid tuition and time off to upgrade education	49 6%	99 13%	211 27%	238 31%	174 23%
High salary	4 1%	19 2%	163 21%	333 43%	252 33%
Signing bonus	51 7%	103 13%	269 35%	190 25%	158 20%
Company stock options	47 6%	93 12%	259 34%	214 28%	158 20%
Excellent benefits package	10 1%	21 3%	107 14%	265 34%	368 48%
Pension or retirement savings plan	13 2%	27 4%	105 14%	255 33%	371 48%
Performance-based bonuses, salary increases	7 1%	18 2%	108 14%	272 35%	366 47%
Advancement opportunities	9 1%	23 3%	121 16%	279 36%	339 44%

Please tell us a little about yourself

How do you decide where you want to work? Do you seek out employers who offer the best of the basics - things like compensation, benefits, opportunities? Or do you look for employers who share your values on things like the environment and giving back to the community?

The basics must be met first, then shared values are taken into consideration.	450	61%
Shared values are most important, then things like compensation and other basics are factored in.	229	31%
Other, please specify	58	8%
Total	737	100%

Gender		
Male	430	56%
Female	341	44%
Total	771	100%
Age		
under 18	0	0%
18 - 28	0	0%
29 - 46	0	0%
47 - 63	771	100%
over 63	0	0%
Total	771	100%
What part of the country do you live in?		
Atlantic Canada	27	4%
Quebec	15	2%
Eastern Ontario	55	7%
South Central Ontario	59	8%
Northern Ontario	3	0%
Western Ontario	7	1%
Manitoba/Saskatchewan	156	20%
Alberta	233	30%
B.C.	202	26%
Other	14	2%
Total	771	100%

Zoomerang Survey Results - Employers

What Do Generation X and Y Workers Really Want?

Response Status: Completes

Filter: No filter applied

May 05, 2008 8:04 AM PST

What's Important to Gen X and Gen Y Workers?

1. How important do you think these issues are to persons aged 18 - 45? Please rate the following where 1 = not important at all, 2 = slightly important, 3 = somewhat important, 4 = quite important, and 5 = extremely important.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Not important at all	Slightly important	Somewhat important	Quite important	Extremely important
Environmental issues	8 1%	43 4%	249 24%	572 56%	149 15%
Time for family and friends	6 1%	2 0%	57 6%	428 42%	530 52%
Community involvement	16 2%	158 15%	494 48%	315 31%	38 4%
Health and wellness	4 0%	23 2%	127 12%	532 52%	333 33%
Financial rewards, security	3 0%	24 2%	189 19%	468 46%	337 33%
Meaningful work, making a difference	4 0%	24 2%	191 19%	496 49%	306 30%
Fun, enjoyment of life and work	4 0%	5 0%	37 4%	433 42%	541 53%
Life-long learning	5 0%	65 6%	317 31%	479 47%	157 15%
Challenge	3 0%	36 4%	236 23%	559 55%	187 18%
Recognition	3 0%	32 3%	153 15%	468 46%	363 36%

Freedom, autonomy	3 0%	11 1%	134 13%	507 50%	366 36%
Creativity	1 0%	38 4%	272 27%	517 51%	191 19%
Competition	10 1%	166 16%	479 47%	302 30%	61 6%

What is your company offering to attract and retain workers? With the imminent retirement of the baby boom generation and the limited supply of younger workers to replace them, what incentives do you offer that might attract and retain new employees?

Please check any of the following that your company currently offers employees.

Corporate support of local charities and causes	719	70%
Corporate support of global charities and causes	255	25%
Corporate initiatives to protect environment	425	41%
Time off to volunteer in the community	323	32%
Free fitness memberships	180	18%
On-site health classes	150	15%
On-site fitness facilities	196	19%
Fully stocked kitchen	233	23%
Employee lounge	359	35%
Subsidized childcare	25	2%
On-site childcare	29	3%
Subsidized transportation	128	12%
Fun, inclusive social activities at work	570	56%
Flexible work hours, telecommuting	554	54%
Casual dress code	690	67%
More vacation time, personal days off	396	39%
Recognition, feedback	677	66%
Mentoring, coaching	574	56%
Meaningful work opportunities to make a difference	494	48%
New challenges, variety of interesting projects	564	55%
Paid tuition and time off to upgrade education	504	49%
High salary	321	31%
Signing bonus	116	11%
Company stock options	221	22%
Excellent benefits package	640	62%
Pension or retirement savings plan	646	63%
Performance-based bonuses, salary increases	679	66%
Advancement opportunities	617	60%

Are these benefits offered to all employees?		
Yes	742	75%
No	248	25%
Total	990	100%

Please tell us a little about your company

How many employees are in your company?		
1 - 50	228	22%
51 - 100	115	11%
101 - 500	267	26%
501 - 1000	106	10%
over 1000	312	30%

What kinds of workers are employed by your company?		
Accounting & Finance	818	80%
Engineering & Technical	509	50%
Human Resources	671	65%
Information Technology	688	67%
Legal	371	36%
Sales & Marketing	632	62%
Supply Chain	318	31%
Other	504	49%



Where are you located?		
Atlantic Canada	200	20%
Quebec	144	14%
Eastern Ontario	204	20%
South Central Ontario	254	25%
Northern Ontario	92	9%
Western Ontario	111	11%
Manitoba/Saskatchewan	216	21%
Alberta	490	48%
B.C.	364	36%
Other	121	12%