

Hubert's Insights

For Ted Rogers School Students

Each month, Hubert asks TRSM students a specific question concerning preferences and attitudes related to employers and the work environment. This Series provides you with a concise summary of each monthly poll and coaching on how to leverage the insight.

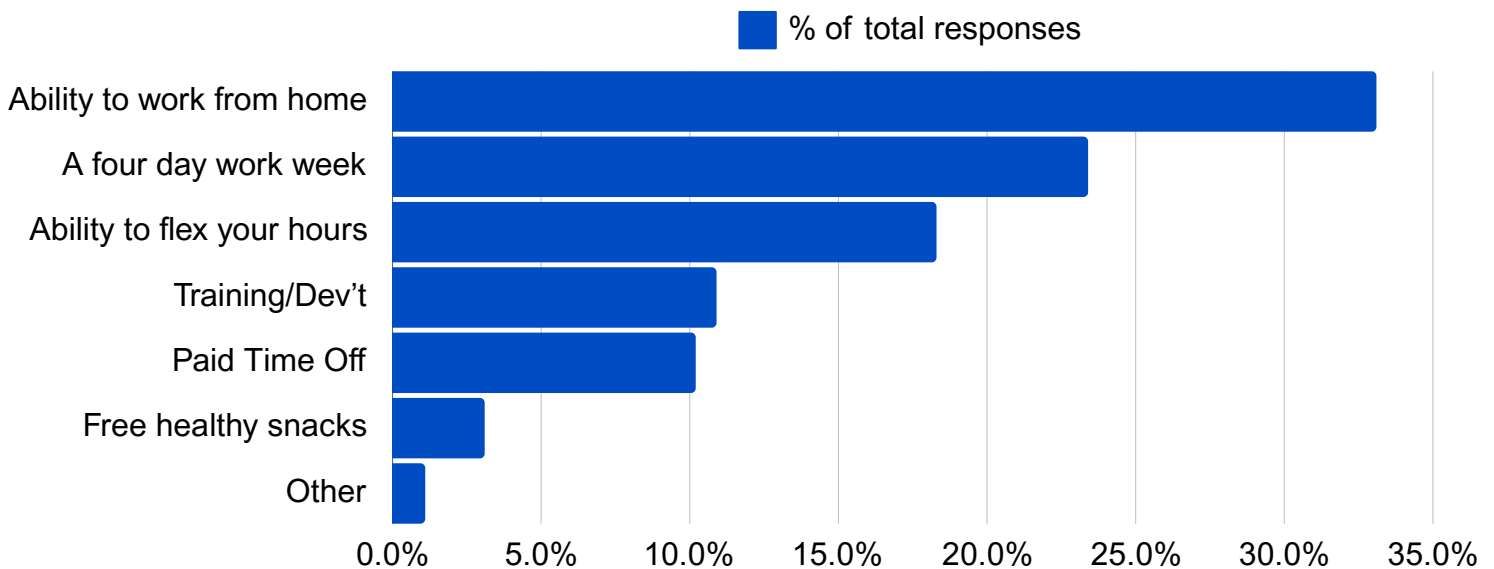
2024

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

HUBERT POLL NO. 2

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

The most common response across 1,506 TRSM students who answered the poll was 'Ability to work from home' followed by 'A four day work week', and 'Ability to flex your hours'.



The data from Ted Rogers students shows that the most valuable perk is the ability to work from home (33.1%). This does not come as a surprise as the desire for work-life balance and flexibility is a growing trend, particularly among younger generations.

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%

Food for Thought



Which is the most important perk to you?



Do you know how to negotiate the perks you want?



Do the top employers within your industry offer a remote/hybrid option?



Do you have what you need to be able to work from home?



How will it influence your employment decisions?



what type of training do you look for to help you be successful when starting a new job?

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Staff Contributor

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Laura is a Co-op Coordinator with a Bachelor of Arts Degree (Psychology), Career and Work Counselling Diploma and Human Resources Management Certificate. She has 13+ years experience working in post-secondary and recruitment environments, and enjoys working with Ted Rogers students to explore different career avenues through the Co-op program.



Student Contributors

Antonio DiVincenzo

Antonio is a Marketing Management Co-op student working as a Project Coordinator for Hub Insights on his first work term. With a strong interest in competitive gaming, he uses his spare time competing on TMU E-Sports R6 team and wishes to pursue a marketing career within the E-Sports industry.