

## **Generations at work: young and old workers in Quebec have more in common than it seems!**

A survey by Randstad Canada reveals the similarities in the expectations of younger and older workers to employers.

MONTREAL, July 19, 2012 / CNW Telbec / - The results of recent independent survey Randstad Award, conducted among 7,000 Canadians by ICMA International and sponsored by Randstad Canada, the Canadian leader in employment services, recruitment and HR solutions, the generations at work are certainly different concerns, but young and old have similar criteria when it comes to evaluating what makes an attractive employer.

According to the survey, recent graduates and workers closer to retirement in Quebec seem to care more than other age groups of the reputation and image of the company, while among employees aged 25 and 59 years, there is more interest than other groups to the work environment and job security.

Among 18-24 year olds, the test image and strong values is 56% higher than for the next generation, the 25-39 age group. Similarly, among those aged 60-64, this criterion is more important than 74% for the group of 40-59 years.

For 18-24 and 60-64, the most important criterion is the salary and benefits, while among 25-39 and 40-59, the number one criterion is the safety of job.

Employees aged between 25 and 59 years looking for more career advancement and balance work and family than their younger or older. For the group of 25-39, work family balance is greater than 30% compared to 18-24 years. Opportunities for career progression are in turn 48% higher for 40-59 than for 60-64.

"It is interesting to note the differences and similarities between age groups. People in early or late career have a common wish to identify with the companies they choose and therefore seek a clear image and values, while mid-career people want to be able to better accommodate their family obligations and personal and career ambitions," said Marc-Etienne Julien, Chairman, Recruitment Division, Randstad Canada.

"Employers who understand the areas of convergence between the different age groups can benefit to best manage a workforce more diverse. For example, they can set up mentoring programs to give workers experienced meaningful opportunities to share knowledge and facilitate the integration of younger," continued Julien.

The survey was conducted in the framework of Randstad Award, aimed at identifying the most attractive employers among the 150 largest companies in the country.