

research

GENERATION Y

REPUTATION



Which of the following reputation based attributes would influence your decision to join or stay at an organization?

Attribute	Influential	Not Influential
Leadership opportunities / hiring from within	94%	6%
Perceived as a fun place to work	87%	13%
Formal training and development programs	83%	18%
Employee empowerment	82%	18%
Company that is tech savvy	80%	20%
Strong brand name grounded in rich heritage	73%	27%
Commitment to diversity	71%	29%
Global offices	59%	41%
Cool/hip brand name	44%	56%
Company that is regularly in the news	36%	64%

656 Generation Y respondents surveyed*

2009

Brill Street Market Research

*Brill Street works across all generations and defines Generation Y as a new perspective, not an age. For the purposes of this study, Generation Y was defined as people ages 18-28.