

Life Sciences sector report 2014



good to know you

randstad award

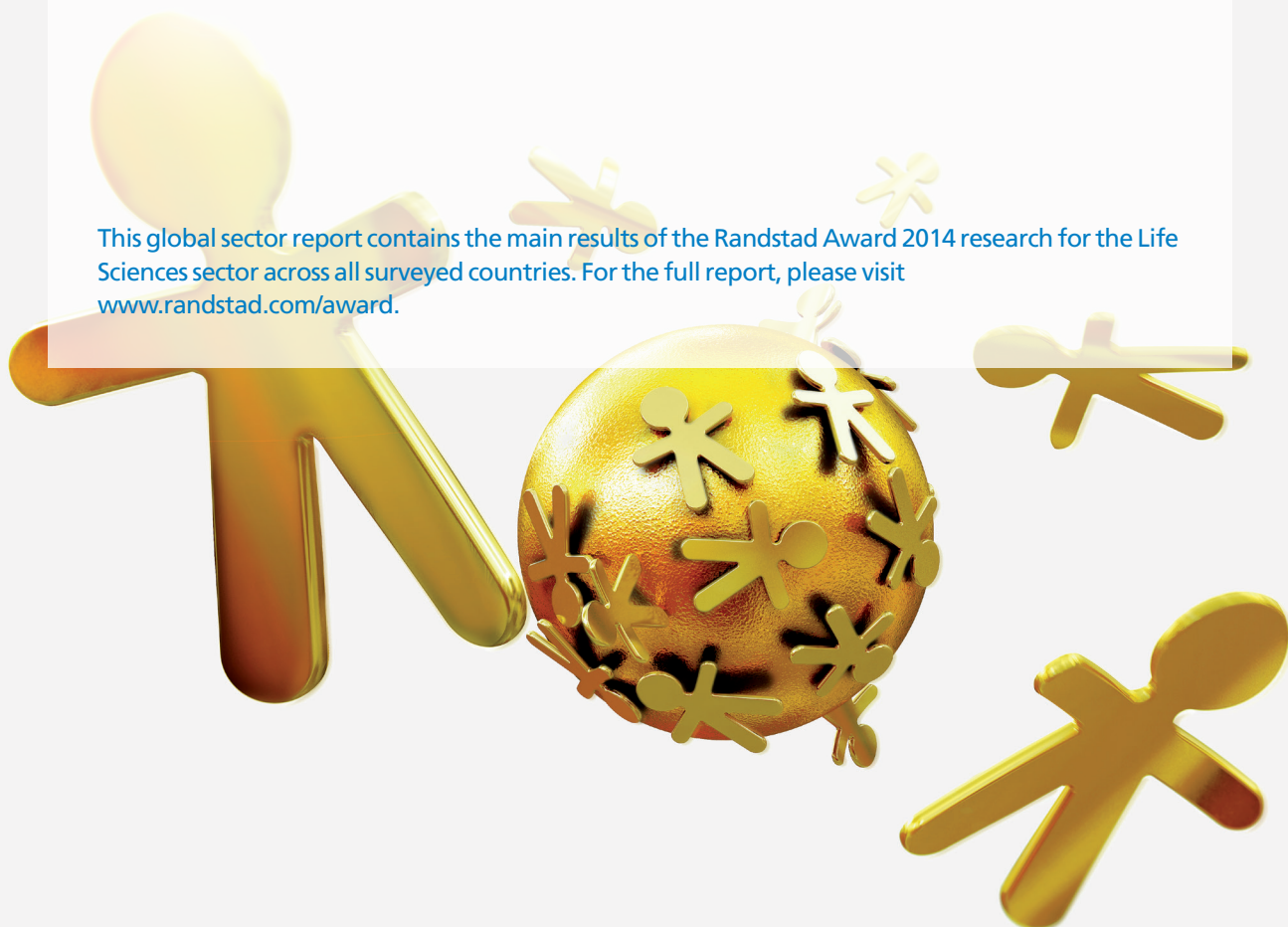
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This global sector report contains the main results of the Randstad Award 2014 research for the Life Sciences sector across all surveyed countries. For the full report, please visit www.randstad.com/award.



1 background and survey design

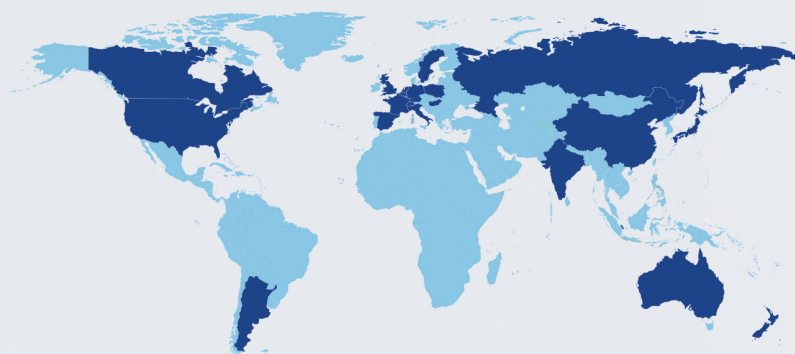
A company's success hinges on the quality of its employees, and in today's highly competitive job market, employer branding is a crucial tool for attracting and retaining the right kind of talent. A strong employer brand image raises your visibility in the job market and makes you stand out from the competition, helping you to recruit highly skilled and promising new employees. It also encourages existing employees to identify with your company, enhancing their motivation, engagement – and productivity. In order to strengthen your employer brand, however, you need to have insight into how your organization and your sector are perceived by potential employees and the public at large. In addition, you need to understand the general preferences and priorities of jobseekers in your sector and country.

the Randstad Award

The Randstad Award was created to provide employers with precisely these kinds of insights. Started in Belgium in 2000, the Randstad Award has grown into the world's largest survey into employer branding, capturing the views of some 200,000

people. In each of the 23 participating countries across Europe, Asia/Pacific and the Americas, a representative sample of employees and job seekers between the ages of 18 and 65 are asked (online) about their perceptions of their country's largest companies.¹

Randstad Award – key facts



Australia	China	Hungary	Netherlands	Singapore	UK
Argentina	France	India	New Zealand	Spain	USA
Belgium	Germany	Italy	Poland	Sweden	
Canada	Hong Kong	Japan	Russia	Switzerland	

note: Luxembourg is not included in global data; local reports are available

- 23 countries participating in 2014, covering 75% of the global economy
- representative sample aged 18 to 65 based on region, age and sex – slightly biased towards respondents aged under 40, potential workers being the target audience of the survey
- sample comprised of students, employed and unemployed workforce
- interviews conducted online between September 6 and December 30, 2013

¹ Participating countries: Argentina, Australia, Belgium, Canada, China, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Luxembourg, the Netherlands, New Zealand, Poland, Russia, Singapore, Spain, Sweden, Switzerland, the UK and the USA.

definitions

In this study, a number of terms are used that may require some explanation.

name awareness

The respondents are asked to identify the companies they recognize, that is, those they know enough about to have an opinion about them. The result is a measure of what we call 'name awareness'.

attractiveness

Respondents are then asked whether or not they would like to work for those companies that they know. They then evaluate the relative attractiveness of each of the selected companies and sectors based on 10 key factors, including financial health, long-term job security, good work/life balance, and interesting job content. Unlike similar surveys, HR officers, staff members or experts are not invited to take part, which guarantees maximum independence and objectivity.

The survey makes a clear distinction between 'absolute attractiveness' and 'relative attractiveness'. A smaller, lesser-known company may actually be a more appealing potential employer than a larger, well-known company – but based on absolute attractiveness, the high-profile organization would rank better in the ratings due to greater public awareness. To make sure that a small company's ranking is not impacted adversely by its brand awareness, the Randstad Award distinguishes between absolute attractiveness (among all respondents) and relative attractiveness (among respondents who know the company). By applying this methodology uniformly across all countries, we are able to draw useful comparisons between companies, sectors and countries.

types of respondents

Participants in the survey are divided into 'global respondents', 'sector employees' and 'sector advocates', based on the intimacy of their relationship with the sector under analysis. Global respondents are people who are employed in any sector (they are sometimes referred to as 'all respondents'). Most of them will be working in a sector other than the one being assessed. As a group they therefore have a relatively objective view of the sector. Sector employees, as the name

suggests, are, however, themselves employed in the sector. They know its good points – and its bad points. Sector advocates, finally, are people who are not employed in the sector but would like to work for one or more companies in the sector. Their responses are often more 'extreme' or lack the nuance that sector employees demonstrate.

Life Sciences sector (global)

This global sector report contains the main results for the Life Sciences sector across all surveyed countries. The main results across all sectors per country, including the Randstad Award winner for each country, can be found in the publicly available general report. Company reports, which detail the strengths and weaknesses of individual companies and provide an excellent industry benchmark, are available to the companies being surveyed. Together, these reports convey vital information on employer branding and job seeker preferences that can help employers worldwide to strengthen their employer brand image and attract and retain the people they want.

the sample

The total sample used in evaluating the Life Sciences sector consisted of almost 200,000 people (global respondents), approximately half of whom were men and half women. In terms of age, the sample contained a majority of people in the 25-44 year age range (56%). This reflects the preponderance in the intermediate group of people in work. Indeed, the proportions of the other two groups (18-24 years: 14%; and 45-65 years: 30%) may be said to reflect the proportions in the working population in many countries.

description of online respondents

	global all respondents		Life Sciences employees ⁽¹⁾		Life Sciences advocates ⁽²⁾	
overall	195,018		3,392		28,729	
gender						
men	90,771	47%	1,854	55%	13,256	46%
women	104,247	53%	1,538	45%	15,473	54%
age						
18-24 years	26,457	14%	274	8%	2,551	9%
25-44 years	109,413	56%	2,255	66%	17,076	59%
45-65 years	59,148	30%	863	25%	9,102	32%
education						
primary/secondary education	70,747	36%	816	24%	7,645	27%
further education (bachelor)	59,178	30%	892	26%	8,633	30%
university (master) and higher	63,516	33%	1,643	48%	11,807	41%

⁽¹⁾ respondents currently working in the Life Sciences sector

⁽²⁾ respondents who would like to work in one or more companies in the Life Sciences sector

2 overall results

employees in all sectors

Employees from all sectors were asked what the most important criterion when choosing an employer was, for them. They were asked to choose from a list of functional attributes, including tangible factors, such as salary & benefits, long-term job security, good training and career opportunities, as well as more abstract criteria, such as a pleasant working atmosphere, strong image/strong values, and good work/life balance. Practical factors, such as convenient location, flexible working and diversity management, were also included in the list.

2.1. what are the most important attributes when choosing an employer?

global respondents

Some 23% of global respondents said that salary & employee benefits were the most important factor, and 14% chose long-term job security. These were followed (at 9%) by a pleasant working atmosphere and interesting job content. When people were asked to name their top five criteria when choosing an employer, a more nuanced picture emerges, especially when we compare the findings with those of last year. For example, 'salary & benefits' have become even more important to people than last year (rising from 59% to 67%) – which is hardly surprising, perhaps, given the economic situation of the past few years. Simultaneously, the importance of long-term job security, though still considerable at 54%, has fallen from 58% last year. The importance of a pleasant working atmosphere, which was valued at 54% in 2013, has fallen to 50%. It would seem as if people are fixing their hope on money, and valuing other factors less highly. On the other hand, interest in good training, strong management and strong image/values has risen slightly since last year, as has attention to the environment and society.

Life Sciences employees and Life Sciences advocates

When Life Sciences employees were asked which functional attribute they look for most in a job, they were like the global respondents in that they particularly valued 'salary & employee benefits'. At 68%, however, this interest in salary and benefits

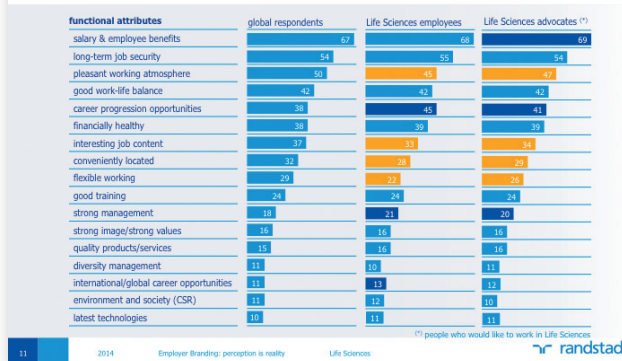
salary globally viewed as the most important functional attribute and most often selected in respondents' top 5

what is the most important criterion to you when choosing an employer?
what is your top 5 of most important criteria when choosing an employer?



employees and advocates of Life Sciences look more for career & strong management and less for atmosphere & flexibility

what is your top 5 of most important criteria when choosing an employer?



was only very slightly higher than average (67%). It is shared even more enthusiastically by Life Sciences advocates (69%). The second most popular attribute among Life Sciences employees and advocates was 'long-term job security' (55% and 54%). In that respect, they are in line with the general trend towards a greater concern for financial security. As if to counteract this emphasis on salary and security, employees in the Life Sciences sector, like global respondents, mention, as their third most important attribute in a job, 'a pleasant working atmosphere'. However, at 45% and 47%, both Life Sciences employees and Life Sciences advocates are less interested in this attribute than global respondents (50%).

career opportunities important

Life Sciences employees and advocates showed considerably more than average interest in career progression opportunities (45% for employees and 41% for advocates vs. average 38%) and international/global career opportunities (13% vs. 11% average). Interestingly, both Life Sciences employees and Life Sciences advocates were not unduly interested in interesting job content, nor were practical matters, such as convenient location or flexible working hours. What Life Sciences employees, however, do find attractive attributes are strong management and, to a lesser degree, quality products and services, and innovative technologies. Life Sciences advocates in general follow the views of Life Sciences employees.



2.2. what personality traits do potential employees look for in an employer?

This year's survey asked respondents what personality traits would they would like to have in an employer.

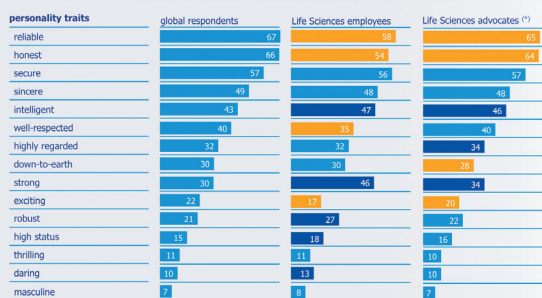
Global respondents said they particularly look for the traits of 'reliable' (67%) and 'honest' (66%) and to a slightly lesser extent for 'secure' (57%), followed by 'sincere' (49%). Although Life Sciences employees also mention these traits as desirable, they are considerably less interested than average in 'reliable' and 'honest'.

Life Sciences employees and advocates are looking for intelligence in a prospective Life Sciences employer, rating this trait at 46–47% compared to the global figure of 43%. Life Sciences employees (and, to a lesser extent, advocates) are also very attracted by the trait 'strong' (a high 46% for employees; 34% for advocates, vs. the global respondents' valuation of 30%). Similarly, 'robust' is highly rated by Life Sciences employees (27%). Interestingly, this group is not attracted by excitement, but does want an employer to show some daring and enjoy high status.

intelligence & strength more valued in an employer by both Life Sciences employees/advocates; less interest in excitement

what are the top 5 personality traits you look for in an employer?

■ = at least 2% above average
■ = at least 2% below average



(*) people who would like to work in Life Sciences

3 life sciences sector results

sector attractiveness

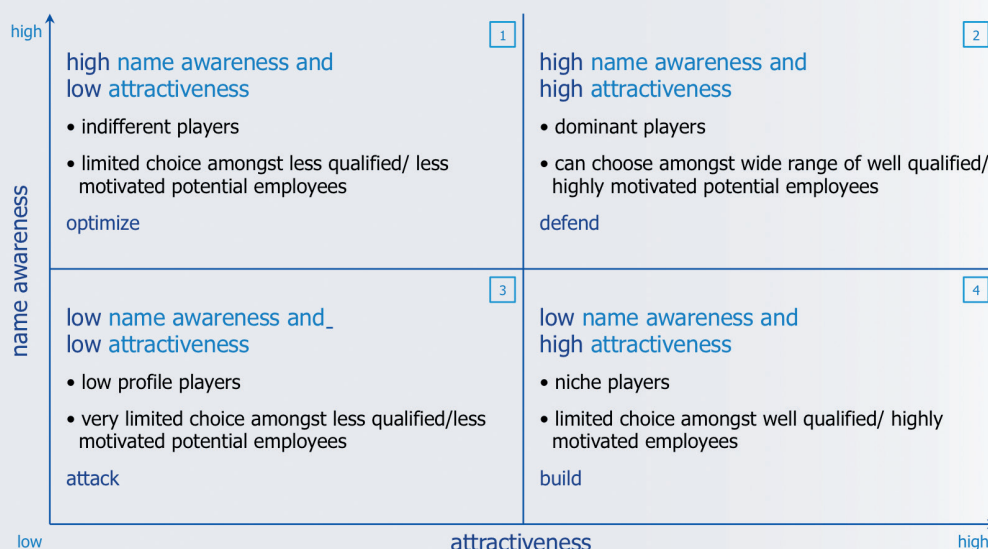
When assessing the attractiveness of a sector, it is important to bear in mind that a sector that contains companies with a lower public profile could be at a disadvantage compared to sectors that feature large companies with higher name recognition. So, to create a level playing field, the Randstad Award collects information on both the absolute attractiveness of a sector (the number of total respondents who indicate they would like to work for the organizations within that sector), and overall brand awareness (the number of people who know the company well enough to have an opinion about it).

Putting these two types of information together gives the key metric of the Randstad Awards, 'relative attractiveness' – that is, the proportion of people who know a company and who would actually like to work for it. This metric eliminates the advantage well-known organizations could have over lesser-known ones.

This section compares the name awareness, relative attractiveness and overall attractiveness of sectors in various countries based on the following grid:

Randstad Award attractiveness grid

attractiveness by name awareness



The best employer/sector position is Quartile 2, which combines high name awareness with high relative attractiveness. Quartile 4 also indicates high relative attractiveness, but lower name awareness (and thus access to the best of a more limited pool of employees). Quartile 1 represents well-known but not particularly desirable companies/sectors, while Quartile 3 is the most disadvantaged: both little known and little desired by those that do know them.

3.1 how attractive is the Life Sciences sector compared to other sectors?

Life Sciences employees said they found their sector very attractive to work in. Global respondents, though less enthusiastic, still rank it high in attractiveness, after IT, but ahead of Consulting, Automotive, Technology and Industrial/ Manufacturing. In terms of name awareness, however, Life Sciences employees are conscious of their sector's low profile, though in fact they still underestimate it. Life Sciences is located within Quartile 4, the quartile of 'niche players'. This suggests that raising the sector's level of name awareness could make the sector more successful in recruiting talent.

your sector's position vs. other global sectors

KEY TO READ:
position 3 for salary/employee benefits means: out of the 15 global sectors, your sector is the 3rd most attractive for salary/employee benefits

■ = within top 3 of all global sectors

	position of Life Sciences within 15 global sectors ^(*)			
	Americas	APAC	Russia	Europe
name awareness	10	13	8	13
attractiveness	2	3	12	4
salary/employee benefits	3	3	6	3
career opportunities	3	4	8	3
pleasant working atmosphere	3	3	8	4
long-term job security	2	2	6	2
good work/life balance	2	2	9	4
financially healthy	1	4	6	3
interesting jobs (content)	2	3	10	3
good training	2	4	8	3
strong management	2	4	6	2
care about environment/society	1	2	3	4

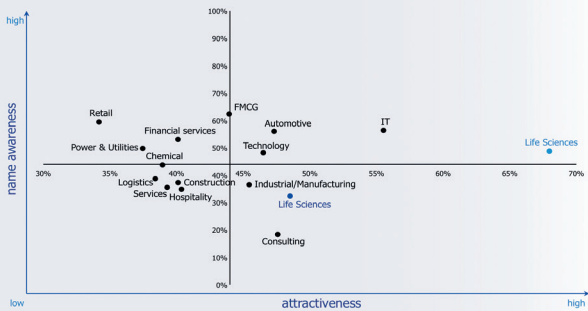
^(*)global sectors including approx. 5,000 companies surveyed worldwide

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your sector's position vs. other global sectors

amongst respondents that know one or more companies operating in this sector

- sectors (all respondents)
- your sector (all respondents)
- your sector (employees)



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how does Life Sciences compare with other sectors?

The survey also shows how Life Sciences compares to other global sectors (15 global sectors, including approx. 5,000 companies surveyed worldwide). These sectors are examined in the context of a given region: the Americas, Asia-Pacific (APAC), Russia and Europe. The survey then determines, first, how Life Sciences ranks for name awareness and attractiveness, and second, how it compares with other sectors regarding functional attributes (e.g., salary & benefits, good training, and so on).

name awareness and attractiveness

For name awareness, Life Sciences ranks best in Russia (#8). Surprisingly, perhaps, the sector does not do well in either APAC or Europe, which come no further than a shared #13 position. In the Americas, the sector occupies the #10 position. It is worthy of note that the Life Sciences sector does not occupy a top-3 position in name awareness and attractiveness. In terms of attractiveness, Life Sciences scores somewhat better. It is the #2 in the Americas, #3 in APAC and #4 in Europe. In Russia, however, the sector lags well behind in attractiveness (#12). Summing up, this indicates that Life Sciences is most highly regarded in the Americas, APAC and Europe, while there is clearly a need for the sector to increase its name awareness if it is to attract superior talent in the global talent market.

functional attributes

The survey also explores how the Life Sciences sector compares with other global sectors in the various regions with regard to the various functional attributes reviewed in this survey (i.e., salary & employee benefits, career opportunities, pleasant working atmosphere, long-term job security, good work/life balance, financially healthy, interesting job content, good training, strong management and care about the environment and society).

the Americas and Europe

With respect to all functional attributes, Life Sciences is seen in the Americas as very highly regarded. It ranks in the first, second or third most attractive sector on all attributes. It is seen as the most financially stable sector, and is perceived as caring for the environment and society. Europe also ranks high with respect to many attributes, with seven being in the top 3 most attractive sectors. Interestingly, it is precisely the less tangible attributes (e.g., a pleasant working atmosphere, a good work/life balance and care about the environment and society) that occur lowest in the sector ranking in Europe.



APAC

In APAC, the Life Sciences sector is placed outside the top 3 in career opportunities, good training, strong management and financial health, but otherwise scores well. Improving its standing with regard to, say, training and career opportunities would bring the sector in APAC up to the level it enjoys in the Americas.

Russia

In Russia, Life Sciences is not seen as an interesting sector to work in. In respect of most attributes, it falls in the #6–#10 range. It seems that the sector is not performing very well in terms of training, working atmosphere, work/life balance and job content. However, it is seen as caring about the environment and society.

how does the Life Sciences sector appeal to various subgroups?

We now turn to examine how the Life Sciences sector appeals to various subgroups: men and women, age groups, educational levels, and regions. Appeal or attractiveness was determined from respondents' answer to the question, 'Would you like to work for this Life Sciences company?' compared to the average rating of 49%.

gender

With regard to gender, the Life Sciences sector is slightly more attractive to women than to men (49% women; 48% men).

age

Life Sciences is most attractive as a sector to work in for 25-to-44-year-olds (50%). At 48%, 18-to-24-year-olds also find it attractive, though slightly less than average. The Life Sciences sector is least attractive to 45-to-65-year-olds (4% below average).

educational level

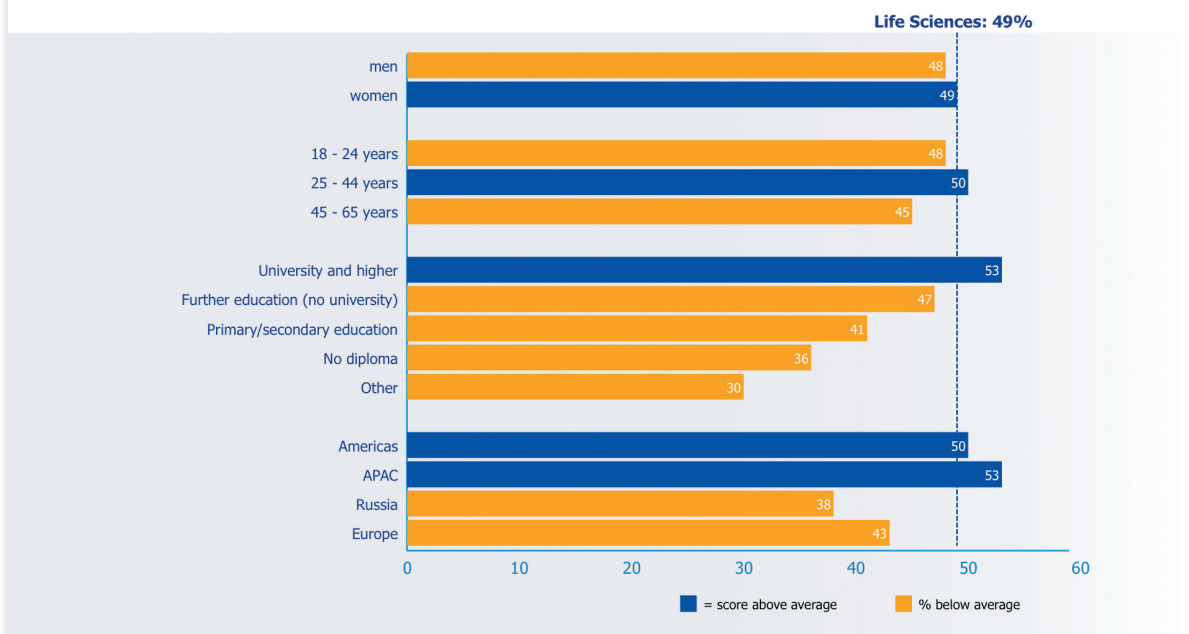
As a sector, the Life Sciences sector is clearly most attractive to those with a postgraduate university degree or other form of higher education (4% above average). All other educational levels tend to be less interested in working in the sector.

location

People in APAC find the idea of working in the Life Sciences sector very attractive (4% above average). Respondents in the Americas also say they would also like to work in the Life Sciences sector (1% above average). People in Russia are least attracted to working in the Life Sciences sector (11% below average), while Europeans are only slightly more interested in working in the sector than Russians (6% below average).

your sector's attractiveness amongst subgroups

would you like to work for this company (in sector Life Sciences)?



3.2 how attractive is the Life Sciences sector in the various countries?

We now review what the survey tells us about how popular the Life Sciences sector is in various countries around the world.

Argentina

Respondents who know one or more companies operating in the Life Sciences sector in Argentina say that Life Sciences is one of the most attractive sectors in this country, placing it behind Technology and IT, on a par with Automotive, and ahead of Chemical. The sector's name awareness, however, is low – in fact, one of the lowest, and on a par with Chemical and Industrial/Manufacturing. By improving this low profile, the sector could perhaps easily gain an advantage over competing sectors such as Chemical and IT. Life Sciences employees rank their sector as more attractive than do people from other sectors. They also overestimate its name awareness among the general public. Overall, Life Sciences is located in Quartile 4 in Argentina.

Australia

By employees in the Life Sciences sector in Australia, the sector is seen as highly attractive, although having poor name awareness. But people working in other sectors rank it as much less attractive and also give it even lower name awareness. They put Life Sciences after Technology and IT, and on a par with Consulting, FMCG and Automotive, certainly in terms of attractiveness. In terms of name awareness, Life Sciences is actually ranked as one of the least known sectors: less than Consulting, but higher than its potential rival for talent, Chemical. In Australia, Life Sciences is also located in Quartile 4.

Belgium

Life Sciences employees in Belgium rank their sector very highly in terms of attractiveness – far ahead of its closest rival, IT. They also assign it a relatively high level of name awareness. However, workers in other sectors in Belgium take a different view. Although they designate Life Sciences as the most attractive sector (ahead of IT), they also see it as having poor name awareness, ahead of Chemical and Consulting but behind IT and Technology. This results in a position in Quartile 4.

Canada

Life Sciences employees in Canada rank Life Sciences as the most attractive sector by far, with a good name awareness score. However, this is not



how the sector is perceived by others. They place it second in attractiveness: after IT, but ahead of Technology and Automotive. In terms of name awareness, Life Sciences trails far behind IT, Automotive and Technology, but ahead of Consulting. Again, Life Sciences is located in Quartile 4.

China

In China, employees working in Life Sciences see their sector as being very attractive, but with poor name awareness. Employees in other sectors see it as less attractive and with much poorer name awareness. In terms of attractiveness, the sector is placed after Consulting and Financial Services, and on a par with Power & Utilities. In terms of name awareness, the sector is ranked low – better than Consulting and on a par with Power & Utilities, but otherwise lagging behind all other sectors. Here too, Life Sciences is located in Quartile 4.

France

In France, Life Sciences employees have an inflated view of their sector's attractiveness and, to a lesser degree, name awareness. In terms of attractiveness, employees in other sectors position Life Sciences after Technology, Services and Chemical, and on a par with Consulting, IT and FMCG. In terms of name awareness, Life Sciences does very badly, along with IT and Consulting. This trio shows the worst name awareness of all sectors in France. These scores for Life Sciences again result in a position in Quartile 4.

Germany

Employees in the Life Sciences sector in Germany are pleased with the position of their sector, ranking it the most attractive of any sector by far, and enjoying reasonable name awareness. Respondents in other sectors, however, are less enthusiastic about Life Sciences. In terms of attractiveness, they position the sector behind Consulting, IT, Automotive and Technology. In

terms of name awareness, however, they rank Life Sciences as one of the lowest sectors, close to Chemical and Industrial/Manufacturing, and ahead of Consulting. In Germany, too, Life Sciences is located in Quartile 4.

Hong Kong

Life Sciences employees in Hong Kong believe their sector is attractive, but realize that its name awareness is poor. Those working in other sectors see Life Sciences, in terms of attractiveness and name awareness, as lagging a long way behind IT, the best-positioned sector in Hong Kong. In fact, Life Sciences has the lowest name awareness of all sectors surveyed. It does however, score well on attractiveness, taking 2nd place after IT. These things combined results in a position in Quartile 4.

Hungary

Life Sciences sector employees in Hungary give their sector the highest ranking in terms of attractiveness, but they are at the same time conscious of the fact that it has relatively poor name awareness. People working in other sectors in Hungary rate Life Sciences as less attractive than IT, Automotive and Technology. The name awareness of these three sectors is also better than that of Life Sciences. They form a trio that is well out in front. They are all (just) within Quartile 2, the best quartile, whereas Life Sciences finds itself in Quartile 4.

India

Those who work in the Life Sciences sector in India are pleased with their sector, rating it as the most attractive sector, but they realize that it does not have the best name awareness. People working in other sectors, however, place Life Sciences in Quartile 3, the least popular Quartile in terms of both attractiveness and name awareness. In attractiveness, the sector ranks #8, while in name awareness, it performs only slightly better than Logistics, but is otherwise the worst positioned sector.

Italy

The Life Sciences sector in Italy is well thought of by employees in the sector. In terms of attractiveness, those working in other sectors position Life Sciences after IT, Technology, Industrial/Manufacturing and Automotive. In terms of name awareness, they place it in one of the lowest positions, along with Chemical, Logistics and Consulting. The closest neighbor of the Life Sciences sector is Chemical. In Italy, Life Sciences is located on the border of Quartiles 3 and 4.

Japan

People working in Life Sciences in Japan rate the sector highly, with good name awareness and attractiveness. However, this picture is not backed up by other sectors, at least not in all respects. Although Life Sciences ranks the same as IT and Consulting, and almost as well as FMCG in terms of attractiveness, the Life Sciences sector has the worst name awareness, apart from Consulting, Logistics and Hospitality. This results in a position in Quartile 4, along with Technology and Consulting.

The Netherlands

Those working in the Life Sciences sector in the Netherlands rank the sector very highly in terms of attractiveness, but less so in terms of name awareness. The more objective view of those from other sectors places Life Sciences within Quartile 4, behind IT, Technology, FMCG and Automotive, both in terms of attractiveness and name awareness.

New Zealand

Life Sciences employees in New Zealand position their own sector very highly in terms of attractiveness, perhaps unrealistically so. However, workers in other sectors place Life Sciences close to Consulting. Both are perceived as having poor name awareness, Life Sciences more so than Consulting. In terms of attractiveness, Life Sciences in New Zealand is positioned after Technology, IT, Automotive, Consulting and FMCG, resulting in a Quartile 3 position.

Poland

Life Sciences employees in Poland are content with their sector, ranking it highest in terms of attractiveness. The judgment of employees working in other sectors is rather different, however. In terms of attractiveness, the sector is ranked after IT, Technology and Automotive, but on a par with Consulting. The name awareness of Life Sciences in Poland is on the same level as Industrial/Manufacturing, and indeed somewhat higher than Consulting: together these three come in last when it comes to name awareness. This results in a relatively high Quartile 4 position for Life Sciences in Poland.

Russia

In Russia, Life Sciences employees place their own sector relatively high, in terms of both attractiveness and name awareness. But workers in other sectors take a totally different view. Its attractiveness is very low, with only Hospitality and Retail ranking lower. Life Sciences' name awareness is slightly better, being higher than Chemical, for instance, but lower than IT and Technology.

Singapore

Those working in the Life Sciences sector in Singapore experience their sector as highly attractive (more so than all others), but see it as having only modest name awareness. Employees in other sectors, however, place Life Sciences just behind IT in terms of attractiveness, making it the second-most attractive sector in Singapore.

However, the sector suffers from poor name awareness, having the poorest score, after Industrial/Manufacturing. The name awareness of Life Sciences is slightly less than that of Consulting. This results in a Quartile 4 position for Life Sciences in Singapore.

Spain

Life Sciences employees in Spain rate their sector highly, but recognize that its name awareness is relatively poor. Workers in other sectors put Life Sciences far behind the IT sector in terms of attractiveness, but slightly ahead of Technology and well ahead of all other sectors. However, its name awareness is on a par with Industrial/Manufacturing but well below Technology and Chemical. These rankings locate Life Sciences in Quartile 4.

Sweden

Those working in the Life Sciences sector in Sweden rank it as the most attractive sector, but acknowledge that its name awareness leaves something to be desired. Workers in other sectors rank Life Sciences as the most attractive sector behind Technology, Automotive and Consulting. However, they place the sector low in name awareness, close to Hospitality and Consulting, at the bottom and in Quartile 4.

Switzerland

Life Sciences employees in Switzerland are content, positioning their sector as the most attractive, and as having reasonable name awareness. However, global respondents take a more nuanced view of the sector. They see Life Sciences as less attractive than IT (which is essentially the all-round best sector



in Switzerland), but slightly more attractive than Technology, Industrial/Manufacturing and Hospitality (in ascending order of attractiveness). However, along with these two sectors and Consulting, Life Sciences suffers from poor name awareness, on a par with Chemical, resulting in a Quartile 4 position.

UK

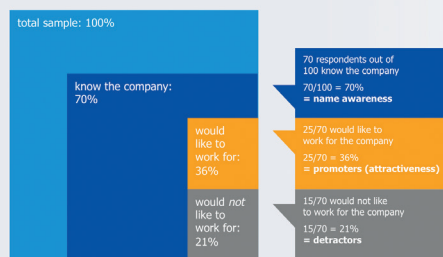
Life Sciences employees in the UK grossly overestimate their sector's attractiveness. In this regard, others place the sector's attractiveness well behind that of IT, Technology, Automotive and just behind that of Industrial/Manufacturing. Its name awareness, however, is low, only above Industrial/Manufacturing and Construction. Life Sciences is located in Quartile 4. The closest neighbors of Life Sciences are Industrial/Manufacturing and Consulting.

USA

Life Sciences employees in the USA have a high opinion of their sector in terms of attractiveness and name awareness. Employees in other sectors, however, see a more nuanced picture. They rank Life Sciences as the third most attractive sector after IT and Construction. With regard to name awareness, Life Sciences is placed unusually high, on a par with Hospitality, Logistics and Power & Utilities. This results in a Quartile 4 position that is close to Quartile 2.

Randstad Award - concept

Randstad Employer Attractiveness Score (REMAS)



$$\text{REMAS} = \text{promoters} - \text{detractors} = 15\%$$

3.3 REMAS, an alternative parameter for measuring company attractiveness

This year, Randstad is introducing a new way of measuring and comparing an employer's attractiveness score: the Randstad Employer Attractiveness Score (REMAS, for short). This metric makes it easy to benchmark the performance of different employers or sectors.

how does the REMAS work?

The REMAS is an adaptation of the concept of Reichfield's Net Promoter Score specifically to the needs of employer branding. People who know a sector or company are asked whether or not they would like to work for that company or sector. The REMAS is calculated by taking the percentage of those that would like to work in the given sector or company (the 'promoters') and then subtracting the percentage that would not like to do so (the 'detractors').

your sector's REMAS vs. other global sectors

amongst respondents who know one or more companies within the sector; the percentage that would like to work for the company minus the percentage that would not

	promoters	detractors	REMAS
1. IT	56%	17%	39%
2. Life Sciences	49%	18%	30%
3. Automotive	47%	20%	27%
4. Technology	47%	20%	27%
5. Consulting	48%	22%	26%
6. Industrial/Manufacturing	45%	21%	25%
7. FMCG	44%	24%	20%
8. Construction	40%	24%	16%
9. Services	39%	28%	12%
10. Hospitality	40%	29%	12%
11. Financial services	40%	29%	11%
12. Chemical	39%	28%	11%
13. Logistics	38%	28%	11%
14. Power & Utilities	37%	30%	7%
15. Retail	34%	32%	2%

(*) based on company attractiveness

The table shows how, by using the REMAS, one can quickly see how the Life Sciences sector (for instance) measures up against other sectors in terms of employer attractiveness. With a score of 30%, Life Sciences has both the second-highest percentage of promoters and the second-lowest percentage of detractors, which means it ranks No. 2 in terms of REMAS.

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4.1. most attractive sectors

This section analyses which sectors are considered most attractive:

- by respondent group
- within subgroups
- by attribute

top 10 most attractive sectors by respondent group

We now turn to consider how the sectors compare in attractiveness, as determined by their REMAS, per respondent group (global respondents, Life Sciences employees and Life Sciences advocates).

Attractiveness in this context is defined as the percentage of people who know one or more companies operating in a given sector and would like to work for a company in that sector.

top 10 most attractive sectors by respondent group

attractiveness: amongst respondents who know one or more companies operating in a particular sector; percentage who would like to work for the companies within the sectors

global respondents		Life Sciences employees		Life Sciences advocates	
1. IT	56%	1. Life Sciences	68%	1. Life Sciences	90%
2. Life Sciences	49%	2. Consulting	57%	2. IT	71%
3. Consulting	48%	3. IT	56%	3. Technology	67%
4. Automotive	47%	4. Automotive	52%	4. Automotive	66%
5. Technology	47%	5. Chemical	52%	5. Consulting	65%
6. Industrial-Manufacturing	45%	6. Industrial-Manufacturing	51%	6. FMCG	64%
7. FMCG	44%	7. FMCG	51%	7. Industrial-Manufacturing	63%
8. Hospitality	40%	8. Financial services	50%	8. Chemical	62%
9. Construction	40%	9. Technology	50%	9. Construction	60%
10. Financial services	40%	10. Construction	49%	10. Financial services	56%

how people in other sectors see Life Sciences

Global respondents (those who do not work in the Life Sciences sector but who know one or more companies operating in it) give the Life Sciences sector a REMAS of 49%, placing it in #2 position, after the #1, IT (56%), followed by Consulting, at #3 (48%).

how those currently working in Life Sciences see their sector

Life Sciences employees, as expected, place Life Sciences at the top (with a REMAS of 68%). They place Consulting in second place (57%) and IT in third place (56%).

how those wanting to work in Life Sciences see the sector

Life Sciences advocates, again not surprisingly, also give Life Sciences the highest score (90%), with IT and Technology coming in at #2 (71%) and #3 (67%) respectively.

how subgroups rank sectors as most attractive

Given that all respondents ranked IT as most attractive, it is interesting to see what we can learn from which sectors they rank as second and third.

most attractive sector within subgroups viewed by all respondents

	1 st position	2 nd position	3 rd position
overall	IT	Life sciences	Consulting
men	IT	Automotive	Technology
women	IT	Life sciences	Consulting
18-24 years	IT	Consulting	Technology
25-44 years	IT	Life Sciences	Consulting
45-65 years	IT	Life Sciences	Automotive
primary/secondary education	IT	Technology	Automotive
further education (bachelor)	IT	Life Sciences	Technology
university (master) and higher	IT	Consulting	Life Sciences

overall

Workers in all sectors place Life Sciences and Consulting as #2 and #3 respectively.

gender

Men gave second and third places to Automotive and Technology, while women went for Life Sciences and Consulting.

age

The younger age group (18-24) assigns Consulting and Technology second and third place, while the older age group (45-65) gave second place to Life Sciences followed by Automotive. The intermediate age group (25-44) gave Life Sciences second place, and Consulting third place.

educational level

Respondents with the highest educational levels (postgraduate: Master's or Ph.D.) also give

Consulting and Life Sciences second and third place. The intermediate educational group ranked Life Sciences and Technology #2 and #3 respectively.

affinities

These preferences and assessments across the various subgroups not only indicate respondents' perceptions of the degree to which they like working (or would like to work) in a given sector, but also give an indication of affinities. For example, the results suggest that the Automotive sector may appeal more strongly to older men and lower educational levels; that Technology appeals to younger men, with an intermediate level of education; that Consulting appeals mainly to women and young-to-intermediate age groups; and that Life Sciences appeals to those of an intermediate age group with a medium-to-high level of education. Though such interpretations are only ever likely to be indicative, they may be useful in directing recruitment efforts towards people who have an affinity, natural or acquired, with a particular sector.

Life Sciences employees and Life Sciences advocates

Life Sciences employees in general see their own sector as the most attractive sector, with the exception of the 18-24 age group, which puts Consulting in first place. Life Sciences advocates see the sector as the most attractive without exception. The fact that younger employees in the Life Sciences sector put Consulting in #1 position, ahead of their own sector, suggests that they may shift to Consulting should an opportunity occur. The middle age group and the more highly educated also see Consulting as an alternative should they need to leave the Life Sciences sector. It seems that Life Sciences employees and advocates see a natural link with IT, Technology and Consulting when looking for an alternative to Life Sciences.

most attractive sector within subgroups viewed by Life Sciences employees

	1 st position	2 nd position	3 rd position
overall	Life Sciences	Consulting	IT
men	Life Sciences	IT	Consulting
women	Life Sciences	Consulting	IT
18-24 years	Consulting	Life Sciences	IT
25-44 years	Life Sciences	Consulting	IT
45-65 years	Life Sciences	IT	Technology
primary/secondary education	Life Sciences	Chemical	IT
further education (bachelor)	Life Sciences	IT	Automotive
university (master) and higher	Life Sciences	Consulting	IT

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most attractive sector within subgroups viewed by Life Sciences advocates

	1 st position	2 nd position	3 rd position
overall	Life Sciences	IT	Technology
men	Life Sciences	IT	Technology
women	Life Sciences	IT	FMCG
18-24 years	Life Sciences	IT	Consulting
25-44 years	Life Sciences	IT	Technology
45-65 years	Life Sciences	IT	Technology
primary/secondary education	Life Sciences	IT	Technology
further education (bachelor)	Life Sciences	IT	Technology
university (master) and higher	Life Sciences	IT	Automotive

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how people rank sector attractiveness on the basis of functional attributes

Earlier in this report, we analyzed the value that global respondents, Life Sciences employees and Life Sciences advocates attach to certain functional attributes, such as salary & benefits, career opportunities, and so on. We now analyze how these ten functional attributes contribute individually to a sector's attractiveness – in the eyes of global respondents, Life Sciences Employees and Life Sciences Advocates.

Life Sciences

The Life Sciences sector is seen by global respondents, Life Sciences employees and Life Sciences advocates as being financially healthy, providing a pleasant working atmosphere, long-term job security, and good work/life balance, plus interesting job content. The sector is also perceived as caring about the environment and society. At a secondary level, the sector is thought to offer good salary and career opportunities, good training and strong management.

IT

On the basis of all attributes, all respondents rank the IT sector first, with one notable exception: the attribute 'financially healthy', for which Life Sciences are apparently seen as providing greater security and given first ranking, with IT having to be content with second position.

Consulting

Consulting is seen by all respondents, Life Sciences employees and Life Sciences advocates as being financially healthy, providing a good salary and benefits, good training and career opportunities, strong management, interesting job content, and care for the environment and society.

Automotive

The Automotive sector ranks often as third most attractive sector. It is seen by global respondents, Life Sciences employees and Life Sciences advocates as offering long-term job security, good work/life balance, care for the environment and society, as well as a pleasant working atmosphere, and strong management.

most attractive sector by attribute viewed by all respondents

	1 st position	2 nd position	3 rd position
salary/employee benefits	IT	Consulting	Life Sciences
career opportunities	IT	Consulting	Life Sciences
pleasant working atmosphere	IT	Life Sciences	Hospitality
long-term job security	IT	Life Sciences	Automotive
good work/life balance	IT	Life Sciences	Automotive
financially healthy	Life Sciences	IT	Consulting
interesting jobs (content)	IT	Life Sciences	Consulting
good training	IT	Consulting	Life Sciences
strong management	IT	Consulting	Life Sciences
care about environment/society	IT	Life Sciences	Automotive

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most attractive sector by attribute viewed by Life Sciences employees

	1 st position	2 nd position	3 rd position
salary/employee benefits	Life Sciences	IT	Consulting
career opportunities	Life Sciences	Consulting	IT
pleasant working atmosphere	IT	Life Sciences	Automotive
long-term job security	Life Sciences	IT	FMCG
good work/life balance	Life Sciences	IT	Industrial/Manufacturing
financially healthy	Life Sciences	Consulting	IT
interesting jobs (content)	Life Sciences	IT	Consulting
good training	Life Sciences	Consulting	IT
strong management	Life Sciences	IT	Automotive
care about environment/society	IT	Life Sciences	Industrial/Manufacturing

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most attractive sector by attribute viewed by Life Sciences advocates

	1 st position	2 nd position	3 rd position
salary/employee benefits	Life Sciences	IT	Consulting
career opportunities	Life Sciences	IT	Consulting
pleasant working atmosphere	IT	Life Sciences	Automotive
long-term job security	Life Sciences	IT	FMCG
good work/life balance	Life Sciences	IT	Automotive
financially healthy	Life Sciences	Consulting	FMCG
interesting jobs (content)	Life Sciences	IT	Technology
good training	Life Sciences	IT	Consulting
strong management	Life Sciences	IT	Consulting
care about environment/society	Life Sciences	IT	Automotive

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FMCG

FMCG is seen by Life Sciences employees and advocates as being financially healthy and offering long-term job security.

Industrial/Manufacturing

Industrial/Manufacturing is mentioned by Life Sciences employees in third place for good work/life balance and care about the environment and society.

Technology

Technology is mentioned in third place by Life Sciences advocates as having interesting job content.

Hospitality

Interestingly, the Hospitality sector is mentioned once as an option by all respondents, particularly as providing a pleasant working environment.

4.2. most attractive companies

This Randstad Global Life Sciences Report concludes with the top three most attractive companies by country. The ranking is determined on the basis of the percentage of respondents who say they would like to work for the company in question. All countries included in this ranking have a minimum of 10% name awareness. The results are as follows:

top 3 most attractive companies by country

attractiveness: amongst respondents who know the company (minimum 10% name awareness);
% that would like to work for the company

Americas	Award winner	1st runner up	2nd runner up
Argentina	Mercedes Benz	Ford	Toyota
Canada	WestJet Airlines	Bombardier	IBM Canada
USA	Google	Amazon.com	Microsoft Corporation
APAC			
Australia	ABC	Virgin Australia	Department of Immigration & Border Protection
China	IBM	Intel	Apple
Hong Kong	Cathay Pacific	MTR	Hong Kong Dragon Airlines
India	Microsoft	Google India	Sony
Japan	Meiji Holdings	Suntory Holdings	Sony
New Zealand	TVNZ	Coca-Cola Amatil	Department of Conservation
Singapore	Singapore Airlines	Shell	Changi Airport Group
Russia	Gazprom	BMW	Rosneft

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top 3 most attractive companies by country (continued)

attractiveness: amongst respondents who know the company (minimum 10% name awareness);
% that would like to work for the company

Europe	Award winner	1st runner up	2nd runner up
Belgium	GSK	Pfizer	Jan De Nul
France	Airbus	Dassault Aviation	Eurocopter
Germany	BMW	Daimler	Audi
Hungary	Audi	Mercedes-Benz	IBM
Italy	Thales Alenia Space	Ferrero	Feltrinelli
Luxembourg	RTL Group	Groupe Enovos	Banque de Luxembourg
Netherlands	Philips	Luchthaven Schiphol	KLM
Poland	Mercedes-Benz	Toyota Motor	Samsung Electronics
Sweden	IKEA	Sveriges Television	Sveriges Radio
Switzerland	Patek Philippe	Swatch	Rolex
Spain	IBM	Nestlé	Bayer
UK	BMW	Rolls-Royce Group	John Lewis

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