

2015 Randstad Award Hong Kong

What are the main factors defining attractiveness of an employer?
Which are the most attractive sectors?
Which are the most attractive companies?

Attractiveness of an employer defined by functional attributes

When comparing the results from 2015 with 2014 in Hong Kong, the top factors when looking for a job have evolved: **salary** still comes first (26%, +14%) but significantly increasing compared to a sharp decrease in 2014. **Financial health of the company** (11%, +5%) is next followed by **career prospects** (9%, -2%), **good work-life balance** (8%, -1%) and **job security** (8%, id.).

When people are asked to select their top 5 most important factors, we also observe some changes compared to 2014: even if **salary** remains the most important factor when looking for a job, it has significantly increased (63%, +20%), coming back at its 2013 level. Next are, clearly increased in importance compared to 2014, **pleasant working atmosphere** (49%, +9%), **work-life balance** (47%, +12%), **career prospects** (45%, +8%), **job security** (43%, +3%) and **financial health** (41%, +9%).

criteria	most important	top 5 most important	2015	2014	2013
salary & employee benefits	26	63	▲	43% ▼	63%
pleasant working atmosphere	7	49	▲	40% ▼	53%
good work-life balance	8	47	▲	35% ▼	45%
career progression opportunities	9	45	▲	37% ▼	44%
long-term job security	8	43	▲	40% ▼	65%
financially healthy	11	41	▲	32% ▼	40%

Attributes by gender

Working atmosphere, work-life balance, financial health, good location and flexibility are valued more by women in Hong Kong, as well as competitive salary. Career opportunities, training, strong management, quality of products/services and innovativeness seem more often sought out by men when looking for an employer.

Attributes by age

Younger potentials are more looking for possibilities to grow in their career on local or international level and to have interesting jobs. They are also more attracted by flexible working arrangements. To Hong Kong's older workforce, financial stability and job security seem more important.

Attributes by education level

People with a lower education degree attach higher importance to job security and financially healthy employers who are conveniently located.

Top 3 sectors in which potential employees would like to work

- **transportation & logistics**
- **engineering, construction & energy**
- **property & real estate**

Top 3 most attractive sectors viewed by attribute

	1 st position	2 nd position	3 rd position
salary & employee benefits	professional services	transportation & logistics	engineering, construction & energy
career progression opportunities	transportation & logistics	professional services	engineering, construction & energy
pleasant working atmosphere	transportation & logistics	dining, leisure & hospitality	engineering, construction & energy
long-term job security	transportation & logistics	engineering, construction & energy	professional services
good work-life balance	transportation & logistics	engineering, construction & energy	property & real estate
financially healthy	property & real estate	professional services	transportation & logistics
interesting job content	transportation & logistics	services	dining, leisure & hospitality
good training	transportation & logistics	professional services	engineering, construction & energy
strong management	transportation & logistics	professional services	property & real estate
environmentally & socially aware (CSR)	transportation & logistics	engineering, construction & energy	dining, leisure & hospitality

Top 3 companies for which potential employees would like to work

1.	Cathay Pacific
2.	Ocean Park Corporation
3.	CLP