

2016 Randstad Award Japan

What are the main factors defining attractiveness of an employer?

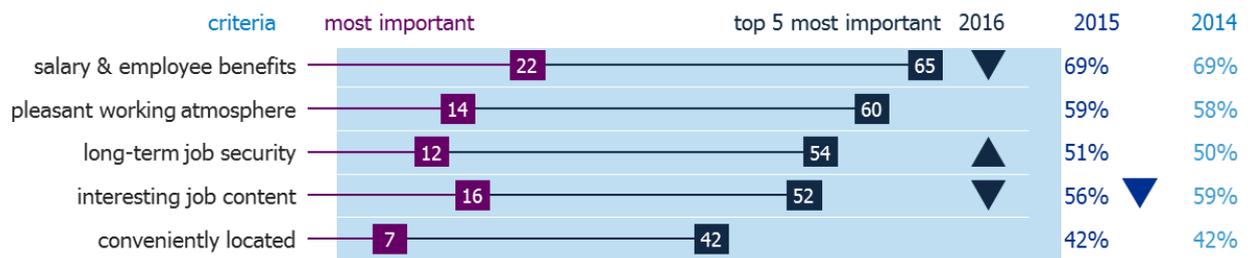
Which are the most attractive sectors?

Which are the most attractive companies?

Attractiveness of an employer defined by functional attributes

Compared to 2015, there is a slight shift in what Japanese find the single most important factor when looking for a job: salary (22%, +2%) is still viewed as the most important factor before job content (16%, -2%). Pleasant work atmosphere (14%, id.) is next before job security (12%, id.). Next is convenient location (7%, +1%), which jumps over work-life balance in the single most important factor ranking.

When they are asked to select their top 5 most important factors, we see a similar pattern compared to the 2015 survey: salary comes out first again (65%, -4%) followed by working atmosphere (60%, +1%). Job security (54%, +3%) has switched places with job content (52%, -4%). Like last year, convenient location (42%, id.) is next.



Attributes by gender

Atmosphere, good location, work-life balance and flexible working arrangements are searched more by women in Japan. To men, financial stability, domestic and international career opportunities, strong management and strong image or values are more important. Men are also more attracted by companies that use the latest technologies and offer high quality services and products.

Attributes by age

Young potentials (aged 18 – 24) are more focused on interesting job content, good training, work-life balance and global career opportunities. Flexible working arrangements are more important to those aged 25 – 44, while older workforce looks more for high salary, financial stability and strong management.

Attributes by education level

Long-term job security attracts more people with a lower education degree. Japanese with a further education degree attach higher importance to good workplace accessibility and flexible

working arrangements. Job content, work-life balance, the use of latest technologies and (global) career opportunities are more valued by people with a university or postgraduate educational degree.

Top 3 sectors in which potential employees would like to work

- food, beverages, fodder & tobacco
- nonelectric, electric & precision machine
- chemical, pharma, fiber & glass

Top 3 most attractive sectors viewed by attribute

	1 st position	2 nd position	3 rd position
financially healthy	food, beverages, fodder & tobacco	trading & wholesale	information & communication
good training	transport equipment	food, beverages, fodder & tobacco	information & communication
long-term job security	food, beverages, fodder & tobacco	trading & wholesale	transport equipment
career progression opportunities	trading & wholesale	information & communication	food, beverages, fodder & tobacco
strong management	food, beverages, fodder & tobacco	transport equipment	trading & wholesale
interesting job content	food, beverages, fodder & tobacco	nonelectric, electric & precision machine	chemical, pharma, fiber & glass
pleasant working atmosphere	food, beverages, fodder & tobacco	nonelectric, electric & precision machine	information & communication
salary & employee benefits	trading & wholesale	food, beverages, fodder & tobacco	finance & insurance
good work-life balance	food, beverages, fodder & tobacco	chemical, pharma, fiber & glass	trading & wholesale
environmentally & socially aware (CSR)	food, beverages, fodder & tobacco	transport equipment	oil, coal, plastic & rubber

Top 3 companies for which potential employees would like to work

1.	SUNTORY HOLDINGS LIMITED	2.	KIRIN HOLDINGS COMPANY, LIMITED	3.	MEIJI HOLDINGS CO., LTD.
	39.39%		38.07%		37.93%