

2015 Randstad Award The Netherlands

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 the Dutch are asked to indicate the single most important factor when looking for a job, we see a quite similar pattern compared to 2014. However, they now first point at **salary (19%, +1%)** and then **pleasant working atmosphere (18%, id.)**. These are followed by **job security (13%, id.)**, **interesting job content (11%, -1%)** and **good work-life balance (8%, +1%)**.

When respondents are asked to select their top 5 most important factors, results from 2015 are very similar to 2014: **pleasant working atmosphere comes out first (68%, +1%)** before **salary (67%, id.)**. **Job security (56%, +1%)** is next followed by **good work-life balance (46%, +2%)** and **interesting job content (40%, -1%)**, the latter stabilising after a sharp increase in 2014 (+13%).

criteria	most important	top 5 most important	2015	2014	2013
pleasant working atmosphere	18	68		67% ▼	73%
salary & employee benefits	19	67		67%	66%
long-term job security	13	56		55%	53%
good work-life balance	8	46	▲	44% ▼	47%
interesting job content	11	40		41% ▲	28%

Attributes by gender

Women more value atmosphere and salary, but also work-life balance, flexibility and a good location. The Dutch men on the other hand seek out more interesting job content, (international) career progression opportunities in financially healthy organizations with a strong management and image that use the latest technologies and offer high quality products and/or services.

Attributes by age

Young potentials are typically searching for employers that offer an interesting job content, good training and (international) career opportunities. They are also more concerned with a strong management and image. To the older workforce of The Netherlands, work atmosphere, salary, job security and financial stability are more attractive, as well as a good location.

Attributes by education level

Higher educated people are looking for an employer who offers interesting job content, good career opportunities – both domestic and international – and training opportunities. They also more value environmental and social awareness. Lower educated people are more attracted by salary, job security, financial health and good location.

Top 3 sectors in which potential employees would like to work

- **healthcare**
- **high tech industry**
- **education HBO +**

Top 3 most attractive sectors viewed by attribute

	1 st position	2 nd position	3 rd position
salary & employee benefits	chemical	non-profit	finance
career progression opportunities	healthcare	education HBO +	chemical
pleasant working atmosphere	education HBO +	healthcare	education VO
long-term job security	non-profit	healthcare	chemical
good work-life balance	commune & province	education HBO +	non-profit
financially healthy	chemical	food	high tech industry
interesting job content	healthcare	education HBO +	non-profit
good training	education HBO +	healthcare	non-profit
strong management	chemical	food	high tech industry
environmentally & socially aware (CSR)	education HBO +	healthcare	non-profit

Top 3 companies for which potential employees would like to work

1.	Philips	55.55%
2.	KLM	51.96%
3.	LUMC	51.40%