

2015 Randstad Award UK

**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, the results are similar: **salary and employee benefits (20%, -2%)** remains the most important factor when looking for a job in the UK. **Job security (15%, -1%)** is next before **interesting job content (10%, -1%)**, **pleasant working atmosphere (8%, id.)** and **work-life balance (8%, id.)**.

When people in the UK are asked to select their top 5 most important factors, despite overall slightly decreasing importance versus 2014, the 3 most important items remain the same: **salary (62%, -3%)**, **long-term job security (54%, -2%)** and **pleasant working atmosphere (49%, -3%)**. **Good work-life balance (45%, -1%)** and **interesting job content (44%, -1%)** are next.

criteria	most important	top 5 most important	2015	2014	2013
salary & employee benefits	20	62	▼	65% ▲	62%
long-term job security	15	54	▼	56%	54%
pleasant working atmosphere	8	49	▼	52% ▼	57%
good work-life balance	8	45		46%	48%
interesting job content	10	44		45% ▼	48%

Attributes by gender

Salary and job security are equally motivating men and women. **Working atmosphere, work-life balance, good location and flexible working arrangements** are searched more by women in the UK. **Men** attach higher importance to **financial health and strong management**. They look more for **(international) career opportunities and innovation** when looking for an employer.

Attributes by age

Young potentials are looking more for **training and career opportunities**. They are also motivated by aspects that are overall less important for the general population (**strong management /image, quality products and services, diversity, international career opportunities, CSR and innovation**). **Older people** are most concerned about **salary and job security**. They also attach more importance to **job content** and prefer to work in financially healthy organizations with a good location.

Attributes by education level

Job security and convenient location attract more people with a lower education degree, whereas **interesting job content and (international) career opportunities** are more appealing to the higher educated.

Top 3 sectors in which potential employees would like to work

- **automotive aerospace**
- **pharma life science**
- **electronic engineering**

Top 3 most attractive sectors viewed by attribute

	1 st position	2 nd position	3 rd position
salary & employee benefits	professional services	investment banking	automotive aerospace
career progression opportunities	professional services	pharma life science	investment banking
pleasant working atmosphere	automotive aerospace	electronic engineering	healthcare
long-term job security	pharma life science	automotive aerospace	electronic engineering
good work-life balance	automotive aerospace	electronic engineering	pharma life science
financially healthy	pharma life science	professional services	mineral fuel
interesting job content	automotive aerospace	pharma life science	electronic engineering
good training	automotive aerospace	professional services	pharma life science
strong management	automotive aerospace	pharma life science	professional services
environmentally & socially aware (CSR)	healthcare	pharma life science	automotive aerospace

Top 3 companies for which potential employees would like to work

1. **John Lewis**
2. **BMW**
3. **British Airways**