

randstad award 2015 - global results

The Randstad Award is the largest independent employer branding research globally, capturing the views of over 225,000 people in 23 countries. These are the highlights of the global results.

More information: www.randstad.com/award

the best
global
employers
of 2015
worldwide

top 3 sectors

Top 3 sectors in which potential employees would like to work.



56%
IT



52%
technology



51%
life sciences

top 3 most attractive employers



choosing an employer

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

63%

offers competitive salary & employee benefit

52%

offers long-term job security

48%

has a pleasant working atmosphere

42%

ensures a good work-life balance

38%

offers career progression opportunities

leavers vs. stayers

What are the most important drivers to leave, consider another job or stay?

13%

left in past 12 months

21%

potential leavers in 12 months

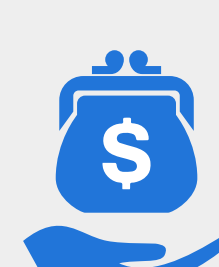
61%

stayers

why did
you change
jobs or
stay?



limited career path



compensation too low



good work-life balance

social media use

Would you use social media when applying for a job?

yes: 49%

networks

What social media network would you use?



56%
Facebook



39%
Google+



34%
LinkedIn

are you
considering
changing
jobs?

potential job changers

What percentage of people consider changing jobs in the next 12 months?



21%

17%

26%

17%

25%

Global

Americas

APAC

Europe

Russia