

2015 Randstad Award Belgium

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

In Belgium, today salary and employee benefits (18%, -1%) remain the most important factor determining the Belgian labor market's preference for a particular firm, along with long-term job security (18%, -1%). As in 2014, these factors are followed by interesting job content (14%, +2%), pleasant working atmosphere (9%, +1%), financial health (8%, -1%), and good work-life balance (7%, id.).

When respondents are asked to select their top 5 most important factors, salary comes out first again (64%, -1%) now showing a stabilisation compared to the high increase we observed between 2013 and 2014 (+11%). Job security (59%, -2%) and pleasant working atmosphere (56%, -1%) are next before interesting job content (48%, +1%) and good work-life balance (43%, +1%).

criteria	most important	top 5 most important	2015	2014	2013
salary & employee benefits	18	64		65% ▲	54%
long-term job security	18	59		61% ▼	69%
pleasant working atmosphere	9	56		57%	58%
interesting job content	14	48		47% ▼	50%
good work-life balance	7	43		42% ▲	39%

Attributes by gender

A pleasant atmosphere, work-life balance, a good location and flexible working arrangements are valued more by women, but also an interesting job content. Belgian men generally tend to look more for (international) career opportunities and good training. Furthermore, they also like to work more for financially healthy organizations with strong management where company image and values are strong and the latest technologies are used.

Attributes by age

Young potentials today are looking more for (international) career opportunities in organizations that offer good training, are concerned with the environment, diversity and technology. Older people are most concerned about job security. They also prefer to work in financially healthy organizations with a strong management that offer quality products and/or services.

Attributes by education level

Job security and financially healthy companies 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

- **International Institutions**
- **Pharmaceutical**
- **Media**

Top 3 most attractive sectors viewed by attribute

	1 st position	2 nd position	3 rd position
salary & employee benefits	International Institutions	Pharmaceutical	Informatics-consultancy
career progression opportunities	International Institutions	Pharmaceutical	Informatics-consultancy
pleasant working atmosphere	Media	International Institutions	Pharmaceutical
long-term job security	International Institutions	Federal/regional public sector	Pharmaceutical
good work-life balance	Federal/regional public sector	International Institutions	Pharmaceutical
financially healthy	International Institutions	Pharmaceutical	FMCG Food
interesting job content	International Institutions	Pharmaceutical	Media
good training	International Institutions	Pharmaceutical	Informatics-consultancy
strong management	Pharmaceutical	FMCG Food	Automotive (retail/services)
environmentally & socially aware (CSR)	International Institutions	Federal/regional public sector	Pharmaceutical

Top 3 companies for which potential employees would like to work

1. European Commission	66.90%
2. European Council	66.40%
3. NATO	63.66%