

2015 Randstad Award China

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 2014, we see a similar pattern compared to the 2014 survey: **salary (24%, -2%)** is viewed as the most important factor when looking for a job before **career prospects (12%, id.)** and **job security (12%, id.)**. This year, **financial health of the company (9%, +2%)** is next before **good work-life balance (7%, +1%)** and **pleasant work atmosphere (6%, -1%)**.

When Chinese are asked to select their top 5 most important factors, we observe that, even if **salary** remains the most important factor when looking for a job, it has decreased compared to 2014 (64%, -6%). **Career prospects (50%, -1%)** and **job security (50%, -1%)** are next before **good work-life balance (42%, +1%)**, **pleasant working atmosphere (41%, -2%)** and **financial health (40%, -1%)**.

criteria	most important	top 5 most important	2015	2014	2013
salary & employee benefits	24	64	▼	70%	64%
career progression opportunities	12	50	▼	51%	55%
long-term job security	12	50	▼	51%	54%
good work-life balance	7	42	▲	41%	43%
pleasant working atmosphere	6	41	▼	43%	48%
financially healthy	9	40	▲	41%	38%

Attributes by gender

Atmosphere, good location, work-life balance and flexible working are searched more by women in China. To men, strong management/ image/ values is more important. Men are also more attracted by companies that offer high quality service and products and use the latest technologies.

Attributes by age

Older workforce values salary, job security and financial health clearly more than younger people. Being able to work not far from home is also more important for the older people. Younger people, on the other hand, look more for employers who offer (international) career opportunities, interesting jobs and good training.

Attributes by education level

Chinese people with a higher education degree value (international) career opportunities more. People with a lower education degree attach higher importance to job security and financially healthy employers who offer good training and quality products/services.

Top 3 sectors in which potential employees would like to work

- power, utilities & telecom
- pharmaceutical & chemical
- finance (banking & insurance)

Top 3 most attractive sectors viewed by attribute

	1 st position	2 nd position	3 rd position
salary & employee benefits	pharmaceutical & chemical	power, utilities & telecom	finance (banking & insurance)
career progression opportunities	pharmaceutical & chemical	power, utilities & telecom	informatics & consulting
pleasant working atmosphere	power, utilities & telecom	pharmaceutical & chemical	informatics & consulting
long-term job security	power, utilities & telecom	pharmaceutical & chemical	finance (banking & insurance)
good work-life balance	pharmaceutical & chemical	power, utilities & telecom	finance (banking & insurance)
financially healthy	pharmaceutical & chemical	power, utilities & telecom	finance (banking & insurance)
interesting job content	power, utilities & telecom	informatics & consulting	pharmaceutical & chemical
good training	pharmaceutical & chemical	power, utilities & telecom	finance (banking & insurance)
strong management	pharmaceutical & chemical	power, utilities & telecom	finance (banking & insurance)
environmentally & socially aware (CSR)	pharmaceutical & chemical	power, utilities & telecom	finance (banking & insurance)

Top 3 companies for which potential employees would like to work

1.	阿里巴巴集团 (ALIBABA GROUP)
2.	国际商业机器公司 (IBM)
3.	苹果公司 (APPLE)