

2015 Randstad Award France

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 France, salary and employee benefits (21%, -1%) remain the most important factor when looking for a job. We see a similar pattern compared to 2014, salary being followed by long-term job security (16%, -2%) and interesting job content (13%, +1%). Pleasant working atmosphere (9%, id.) comes next.

When people are asked to select their top 5 most important factors, salary comes out first (68%, -4%) showing now a slight decrease after a clear increase between 2013 and 2014 (+13%). Job security (55%, -4%) and pleasant working atmosphere (54%, -4%) are next before interesting job content (49%, +1%) and career prospects (42%, id.).

criteria	most important	top 5 most important	2015	2014	2013
salary & employee benefits	21	68	▼	72%	59%
long-term job security	16	55	▼	59%	66%
pleasant working atmosphere	9	54	▼	58%	58%
interesting job content	13	49	▲	48%	43%
career progression opportunities	6	42	▼	42%	45%
good work-life balance	6	40	▲	39%	31%

Attributes by gender

French women are more preoccupied with salary and job security. They look more for pleasant work atmosphere and work-life balance along with flexible working arrangements and good accessibility of the workplace. To men, financially healthy companies with strong management that offer (international) career progression opportunities and make use of latest technologies are more attractive.

Attributes by age

Young potentials are highly driven by (international) career prospects along with training opportunities. They are also more concerned with diversity at work and environmental and social awareness (CSR) compared to the older workforce who attach more importance to salary, job security and employers' financial stability.

Attributes by education level

People with a higher education degree are more often driven by interesting jobs and international career prospects, whereas people with a lower degree more often look for employers who offer high salary and long-term job security.

Top 3 sectors in which potential employees would like to work

- **aeronautics**
- **consumer goods**
- **energy-environment**

Top 3 most attractive sectors viewed by attribute

	1 st position	2 nd position	3 rd position
salary & employee benefits	aeronautics	energy-environment	consumer goods
career progression opportunities	aeronautics	energy-environment	consumer goods
pleasant working atmosphere	aeronautics	media	consumer goods
long-term job security	aeronautics	energy-environment	consumer goods
good work-life balance	aeronautics	energy-environment	consumer goods
financially healthy	aeronautics	consumer goods	food industry
interesting job content	aeronautics	media	energy-environment
good training	aeronautics	energy-environment	advise-support
strong management	aeronautics	consumer goods	energy-environment
environmentally & socially aware (CSR)	energy-environment	aeronautics	consumer goods

Top 3 companies for which potential employees would like to work

1.	Airbus
2.	L'Oréal
3.	EDF