

# 2015 Randstad Award Germany

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

Today, **long-term job security (21%, id.)** remains the most important factor when looking for a job in Germany, before **salary (16%, -1%)** and **pleasant working atmosphere (13%, id.)**. These are followed by **good work-life balance (9%, id.)** and **financial health (9%, -1%)**.

When Germans are asked to select their top 5 most important factors, **long-term job security (62%, +1%)** remains the primary factor, followed very closely by **work atmosphere (61%, +1%)**. The importance of both aspects (especially job security) is stabilizing after a sharp decrease between 2013 and 2014. **Salary** comes next (**56%, -3%**), showing now a slight decrease after the clear increase of last year. Next in the top 5 are **work-life balance (51%, id.)** and **financial health (45%, id.)**.

criteria	most important	top 5 most important	2015	2014	2013
long-term job security	21	62		61% ▼	73%
pleasant working atmosphere	13	61		60% ▼	65%
salary & employee benefits	16	56	▼	59% ▲	37%
good work-life balance	9	51		51% ▲	42%
financially healthy	9	45		45% ▼	67%

## Attributes by gender

Flexible working arrangements, good work-life balance, a pleasant atmosphere and a good location are valued more by women as well as the job security. German men generally tend to look more for interesting jobs in organizations with a strong management that offer career growth opportunities and make use of the latest technologies.

## Attributes by age

Even though long-term job security, atmosphere and salary also make up the top 3 of most important aspects, young potentials are clearly more looking for (international) career opportunities and interesting jobs in organizations that offer good training. Older people in Germany are most concerned about job security, working atmosphere and salary, but also about working for financially healthy companies.

## Attributes by education level

People with a higher education degree are more often driven by interesting jobs and companies offering quality products/services and environmentally & socially aware, whereas people with a

lower degree more often look for financially healthy employers who offer high salary and long-term job security.

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

- vehicles
- IT-consulting & telecom
- machine construction

### Top 3 most attractive sectors viewed by attribute

	1 <sup>st</sup> position	2 <sup>nd</sup> position	3 <sup>rd</sup> position
salary & employee benefits	vehicles	chemical	pharmaceutical
career progression opportunities	vehicles	pharmaceutical	chemical
pleasant working atmosphere	vehicles	pharmaceutical	services
long-term job security	vehicles	chemical	pharmaceutical
good work-life balance	vehicles	services	pharmaceutical
financially healthy	vehicles	FMCG	IT-consulting & telecom
interesting job content	vehicles	pharmaceutical	chemical
good training	vehicles	IT-consulting & telecom	pharmaceutical
strong management	vehicles	FMCG	IT-consulting & telecom
environmentally & socially aware (CSR)	vehicles	services	energy

### Top 3 companies for which potential employees would like to work

1.	BMW
2.	Audi
3.	Daimler

