

2015 Randstad Award Italy

**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

When the Italians are asked to indicate the single most important factor when looking for a job, they point at **job security** (21%, +2%) as the most important factor, before **salary** (14%, +2%) and **financial health** (9%, id.). These are followed by **pleasant working atmosphere** (8%, -1%), **interesting job content** (8%, -2%) and **work-life balance** (7%, -1%).

When they are asked to select their top 5 most important factors, **salary** comes out first showing significant increase (56%, +4%) before **job security** (55%, +2%) that ranks second. **Pleasant working atmosphere** (48%, +1%) is next followed by **financial health** (41%, +1%) and **work-life balance** (41%, -1%).

criteria	most important	top 5 most important	2015	2014	2013
salary & employee benefits	14	56	▲	52%	43%
long-term job security	21	55	▼	53%	62%
pleasant working atmosphere	8	48	▼	47%	62%
financially healthy	9	41	▼	40%	57%
good work-life balance	7	41		42%	43%

Attributes by gender

Italian women are more attracted by working atmosphere, work-life balance, flexible working arrangements, convenient location but also by job security. Men look more for (international) career growth opportunities that make use of latest technologies and with a strong management.

Attributes by age

While salary obtains a consensus among all age groups, young potentials are typically searching for employers that offer (international) career opportunities and slightly more focused on diversity management. Older people in Italy on the other hand are more concerned about job security and value financially healthy companies with a strong management.

Attributes by education level

People with a higher education degree are more often driven by (international) career opportunities, interesting jobs and good training, 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

- **fashion & luxury**
- **media**
- **electrical-electronic**

Top 3 most attractive sectors viewed by attribute

	1 st position	2 nd position	3 rd position
salary & employee benefits	fashion & luxury	pharma	consulting services
career progression opportunities	consulting services	pharma	fashion & luxury
pleasant working atmosphere	fashion & luxury	media	FMCG
long-term job security	pharma	fashion & luxury	electrical-electronic
good work-life balance	FMCG	fashion & luxury	electrical-electronic
financially healthy	fashion & luxury	pharma	FMCG
interesting job content	media	fashion & luxury	consulting services
good training	consulting services	pharma	electrical-electronic
strong management	fashion & luxury	pharma	FMCG
environmentally & socially aware (CSR)	FMCG	fashion & luxury	electrical-electronic

Top 3 companies for which potential employees would like to work

1. **Ferrero**
2. **Armani**
3. **Coca-Cola**