

# 2015 Randstad Award Japan

**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, there is a shift in what Japanese find the single most important factor when looking for a job: **salary** (20%, id.) is now viewed as the most important factor before **job content** (18%, -3%). **Pleasant work atmosphere** (14%, +1%) is next before **job security** (12%, id.) and **convenient location** (6%, id.).

When they are asked to select their top 5 most important factors, we see a similar pattern compared to the 2014 survey: **salary** comes out first again (69%, id.) followed by **working atmosphere** (59%, +1%). **Job content** (56%, -3%) moves down one place after atmosphere and is followed by **job security** (51%, +1%) and **convenient location** (42%, id.).

| criteria                     | most important | top 5 most important | 2015 | 2014  | 2013 |
|------------------------------|----------------|----------------------|------|-------|------|
| salary and employee benefits | 20             | 69                   |      | 69% ▲ | 66%  |
| pleasant working atmosphere  | 14             | 59                   |      | 58% ▼ | 68%  |
| interesting job content      | 18             | 56                   | ▼    | 59% ▲ | 57%  |
| long-term job security       | 12             | 51                   |      | 50% ▼ | 52%  |
| conveniently located         | 6              | 42                   |      | 42% ▼ | 55%  |

## Attributes by gender

Atmosphere, good location, work-life balance and flexible working are searched more by women in Japan. To men, domestic and international career opportunities, strong management and financial health is more important. Men are also more attracted by companies that use the latest technologies and offer high quality service and products.

## Attributes by age

Young potentials are more focused on good training and career opportunities. Work-life balance is important up to 44 years, while older workforce looks more for financial stability, high salary and strong image/values. Flexible work arrangements and good accessibility of the workplace becomes more important after the age of 25.

## Attributes by education level

Job security and work atmosphere attract more people with a lower education degree, whereas career prospects and job content are more appealing to the higher educated. Use of latest technologies, quality of products and services and strong image/values are also more important to higher educated workforce. Convenient location and flexible working arrangements more often motivate lower educated workforce in their job search.

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

- food, beverages, fodder & tobacco
- internet & contents
- nonelectric, electric & precision machine

### 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             | trading & wholesale               | finance & insurance               | information & communication               |
| career progression opportunities       | internet & contents               | trading & wholesale               | nonelectric, electric & precision machine |
| pleasant working atmosphere            | food, beverages, fodder & tobacco | internet & contents               | nonelectric, electric & precision machine |
| long-term job security                 | food, beverages, fodder & tobacco | chemical, pharma, fiber & glass   | nonelectric, electric & precision machine |
| good work-life balance                 | food, beverages, fodder & tobacco | internet & contents               | chemical, pharma, fiber & glass           |
| financially healthy                    | food, beverages, fodder & tobacco | trading & wholesale               | information & communication               |
| interesting job content                | internet & contents               | food, beverages, fodder & tobacco | nonelectric, electric & precision machine |
| good training                          | transportation                    | service                           | information & communication               |
| strong management                      | internet & contents               | food, beverages, fodder & tobacco | transport equipment                       |
| environmentally & socially aware (CSR) | food, beverages, fodder & tobacco | chemical, pharma, fiber & glass   | transport equipment                       |

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

1. Kirin Holdings
2. Suntory Holdings Limited
3. Meiji Holdings