

2015 Randstad Award Luxembourg

**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 potential workforce in Luxembourg is asked to indicate the single most important factor when looking for a job, they point at **job security** (24%, -1%) as the most important factor, before **salary** (18%, +1%) and **interesting job content** (11%, -3%). These are followed by **pleasant working atmosphere** (10%, -1%).

When they are asked to select their top 5 most important factors, results from 2015 and 2014 are very much alike, even if the first 4 factors in the ranking show slight decline in their ratings. **Salary** remains the most important criterion (67%, -2%), **job security** (62%, -5%), **work atmosphere** (61%, -2%) and **interesting job content** (48%, -2%) are next. **Good work-life balance** is fifth on the ranking (40%, id.).

criteria	most important	top 5 most important	2015	2014	2013
salary & employee benefits	18	67	▼	69%	NA
long-term job security	24	62	▼	67%	NA
pleasant working atmosphere	10	61	▼	63%	NA
interesting job content	11	48	▼	50%	NA
good work-life balance	6	40		40%	NA

Attributes by gender

Working atmosphere, work-life balance, flexibility and a good location are much more important to women. Luxembourgish men on the other hand seek out more (international) career progression opportunities in organizations with strong management that use the latest technologies.

Attributes by age

Young potentials are typically searching for employers that offer good training and (international) career opportunities. They are also more attracted by quality products/ services and concerned with environmental and social awareness (CSR). To the older workforce of Luxembourg, salary, job security and financial stability remain major drivers when looking for an employer.

Attributes by education level

People with a higher education degree are more often motivated by competitive salary, good work-life balance, strong management in a company that offers quality products/services and international/global career opportunities. People with a lower degree more often look for long-term job security.

Top 3 sectors in which potential employees would like to work

- **transport-logistics**
- **services**
- **finance**

Top 3 most attractive sectors viewed by attribute

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

Top 3 companies for which potential employees would like to work

1. **RTL Group**
2. **Luxair**
3. **Banque de Luxembourg**