

# 2015 Randstad Award Poland

**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 Polish are asked to indicate the single most important factor when looking for a job, 2015 results are similar to 2014: they point at **salary** (24%, -3%) as the most important factor followed by **job security** (17%, -1%). Then **financial health** (11%, -1%) is stabilising after a sharp decrease between 2013 and 2014 (-27%). Next are **job content** (10%, -1%) and **pleasant work atmosphere** (7%, -1%).

When they are asked to select their top 5 most important factors, the top 5 ranking is also similar to last year: **salary** comes out first despite drop (63%, -6%), before **job security** (57%, -3%), **pleasant working atmosphere** (53%, id.), **financial health** (47%, -2%) and **interesting job content** (47%, -1%). However, it is to be noted that people in Poland are starting to look more at various factors while previously they used to focus more on major factors like salary and job security.

criteria	most important	top 5 most important	2015	2014	2013
salary & employee benefits	24	63	▼	69% ▲	49%
long-term job security	17	57	▼	60% ▼	70%
pleasant working atmosphere	7	53		53%	54%
financially healthy	11	47	▼	49% ▼	72%
interesting job content	10	47		48%	49%

## Attributes by gender

**Job security, working atmosphere, work-life balance and flexible working arrangements** are typically searched by women. Men, on the other hand, are motivated more by companies offering quality products/services with a strong management and making use of the latest technologies.

## Attributes by age

**Young potentials** are typically searching employers that offer interesting job content, training opportunities and flexible working arrangements and that make use of the latest technologies. For **older workforce**, job security and financial health remain the main drivers when looking for an employer.

## Attributes by education level

**Financially healthy companies** and that have a good location attract more people with a lower education degree, whereas interesting job content and career opportunities are more appealing to the higher educated.

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

- **power sector**
- **automotive**
- **materials and fuel**

### 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	power sector	automotive	materials and fuel
career progression opportunities	automotive	power sector	electrotechnical
pleasant working atmosphere	automotive	mechanical engineering	paper and timber
long-term job security	power sector	mechanical engineering	materials and fuel
good work-life balance	power sector	automotive	mechanical engineering
financially healthy	materials and fuel	power sector	automotive
interesting job content	automotive	mechanical engineering	power sector
good training	automotive	power sector	electrotechnical
strong management	materials and fuel	automotive	power sector
environmentally & socially aware (CSR)	paper and timber	power sector	automotive

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

1.	<b>KGHM Polska Miedź</b>
2.	<b>Zespół Elektrowni PAK</b>
3.	<b>Volkswagen Motor Polska</b>