

2015 Randstad Award Russia

**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 Russians are asked to indicate the single most important factor when looking for a job, they point at **competitive salary and benefits (34%, -2%)** as the primary factor, followed at considerable distance by **financial health (13%, +2%)** and **job content (10%, +1%)**. **Job security (6%, id.)** and **flexible working options (5%, -1%)** are next.

When they are asked to select their top 5 most important factors, we see a very similar pattern compared to the 2014 survey: **salary** again comes out as a major factor (**72%, -2%**) followed by **financial health (53%, +4%)**. **Job content (47%, +2%)** and **job security (44%, id.)** are next followed by **career opportunities (37%, id.)**, **pleasant atmosphere (36%, id.)**, **work-life balance (34%, -1%)**, **good location (32%, -2%)** and **flexible working (31%, -1%)**.

criteria	most important	top 5 most important	2015	2014	2013
salary & employee benefits	34	72	▼	74%	NA
financially healthy	13	53	▲	49%	NA
interesting job content	10	47	▲	45%	NA
long-term job security	6	44		44%	NA
career progression opportunities	4	37		37%	NA
pleasant working atmosphere	4	36		36%	NA
good work-life balance	4	34		35%	NA
conveniently located	4	32		34%	NA
offers flexible working arrangements	5	31		32%	NA

Attributes by gender

Men are more attracted to interesting job content, international career opportunities, strong management and innovation (technology), while women look more for competitive salary, pleasant working atmosphere, good work-life balance, accessibility and flexibility.

Attributes by age

Young potentials aged <25 are highly driven by (international) career prospects, along with flexible working arrangements and training opportunities. The older workforce in Russia finds financial health, long-term job security and strong management more important.

Attributes by education level

Lower educated workforce is more attracted to companies who offer flexible working arrangements and good training. Higher educated people, on the other hand, seem to attach higher importance to salary and interesting job content.

Top 3 sectors in which potential employees would like to work

- oil & gas, energy
- consumer electronics
- general industry

Top 3 most attractive sectors viewed by attribute

	1 st position	2 nd position	3 rd position
salary & employee benefits	oil & gas, energy	consumer electronics	healthcare & pharmacy
career progression opportunities	oil & gas, energy	consumer electronics	general industry
pleasant working atmosphere	consumer electronics	oil & gas, energy	internet
long-term job security	oil & gas, energy	consumer electronics	general industry
good work-life balance	internet	oil & gas, energy	consumer electronics
financially healthy	oil & gas, energy	consumer electronics	healthcare & pharmacy
interesting job content	consumer electronics	oil & gas, energy	general industry
good training	oil & gas, energy	consumer electronics	healthcare & pharmacy
strong management	oil & gas, energy	consumer electronics	healthcare & pharmacy
environmentally & socially aware (CSR)	oil & gas, energy	healthcare & pharmacy	consumer electronics

Top 3 companies for which potential employees would like to work

1.	Gazprom
2.	Rosneft
3.	SAMSUNG