

2015 Randstad Award Sweden

**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 comparing results from 2015 with 2014 in Sweden, the results are very similar. When looking for a job, job content (23%, -1%) remains the most important factor, before pleasant working atmosphere (15%, +1%), salary (13%, -1%) and job security (12%, -1%). These are followed by convenient location (6%, id.).

When the Swedish are asked to select their top 5 most important factors in 2015, again results are similar to last year: pleasant working atmosphere (61%, -3%) and interesting job content (61%, -3%) remain the two main criteria in the job search although their importance has slightly decreased. Next in the top 5 are salary (51%, -5%), job security (49%, -1%) and convenient location (43%, -1%).

criteria	most important	top 5 most important	2015	2014	2013
pleasant working atmosphere	15	61	▼	64%	NA
interesting job content	23	61	▼	64%	NA
salary & employee benefits	13	51	▼	56%	NA
long-term job security	12	49		50%	NA
conveniently located	6	43		44%	NA

Attributes by gender

Working atmosphere and interesting work are even more important to women, but whereas men more often look for high salary, women attach more importance to long-term job security. Furthermore, women more often attach higher value to a good location, work-life balance and flexible working arrangements. Men point more often at (international) career opportunities, financially healthy companies and making use of latest technologies.

Attributes by age

Young potentials are typically searching for employers that offer (international) career opportunities and good training and who are concerned about environment and society (CSR) with a diversity management. To Sweden's older workforce, job content and salary remain major drivers when looking for an employer.

Attributes by education level

People who have a lower education degree are clearly more looking for long-term job security in their job hunt. An interesting job is clearly more important to the higher educated as well as (international) career prospects.

Top 3 sectors in which potential employees would like to work

- pharmaceutical
- manufacture
- food production

Top 3 most attractive sectors viewed by attribute

	1 st position	2 nd position	3 rd position
salary & employee benefits	pharmaceutical	financial services	manufacture
career progression opportunities	pharmaceutical	financial services	IT telecom
pleasant working atmosphere	financial services	pharmaceutical	trading and sales
long-term job security	financial services	food production	pharmaceutical
good work-life balance	food production	financial services	trading and sales
financially healthy	financial services	pharmaceutical	trading and sales
interesting job content	pharmaceutical	manufacture	IT telecom
good training	pharmaceutical	financial services	manufacture
strong management	pharmaceutical	financial services	manufacture
environmentally & socially aware (CSR)	food production	trading and sales	services

Top 3 companies for which potential employees would like to work

1. Ikea
2. Sveriges Television
3. Volvo Car Group