

2015 Randstad Award Switzerland

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 Swiss are asked to indicate the single most important factor when looking for a job, 2015 results are very similar to last year: pleasant work atmosphere (16%, id.) remains the primary factor, closely followed by salary (14%, id.) and long-term job security (13%, -1%). Job content (12%, +1%) is next before work-life balance (10%, +1%).

When they are asked to select their top 5 most important factors, again we observe a similar pattern compared to the 2014 survey: working atmosphere again comes out first (60%, id.). Salary (59%, +2%) and job security (50%, id.) are next before work-life balance (48%, +2%). Flexible working arrangements and job content remain at shared fifth position (both 42%, +2%).

criteria	most important	top 5 most important	2015	2014	2013
pleasant working atmosphere	16	60		60%	NA
salary & employee benefits	14	59		57%	NA
long-term job security	13	50		50%	NA
good work-life balance	10	48	▲	46%	NA
offers flexible working arrangements	7	42		40%	NA
interesting job content	12	42		40%	NA

Attributes by gender

Men are more attracted to interesting jobs that offer (international) career growth opportunities and make use of latest technologies. Women look more for pleasant working atmosphere, work-life balance, convenient location and flexible flexibility at work. While men tend to be more driven by a strong management, women call more for a diversity management.

Attributes by age

Young potentials are typically searching for employers that offer training and (international) career opportunities. Older people in Switzerland on the other hand are clearly more concerned about salary and job security. They value financially healthy companies that offer quality products/services.

Attributes by education level

Higher educated respondents are more attracted to companies that offer interesting job content and (international) career prospects, while lower educated people look more for pleasant working atmosphere, job security and financially stable companies.

Top 3 sectors in which potential employees would like to work

- **watchmaking industry**
- **informatics-consulting**
- **industrial-manufacturing**

Top 3 most attractive sectors viewed by attribute

	1 st position	2 nd position	3 rd position
salary & employee benefits	watchmaking industry	informatics-consulting	finance
career progression opportunities	informatics-consulting	watchmaking industry	pharmaceutical-chemical
pleasant working atmosphere	watchmaking industry	informatics-consulting	industrial-manufacturing
long-term job security	watchmaking industry	informatics-consulting	pharmaceutical-chemical
good work-life balance	watchmaking industry	informatics-consulting	industrial-manufacturing
financially healthy	watchmaking industry	informatics-consulting	FMCG
interesting job content	informatics-consulting	watchmaking industry	pharmaceutical-chemical
good training	informatics-consulting	watchmaking industry	pharmaceutical-chemical
strong management	watchmaking industry	informatics-consulting	pharmaceutical-chemical
environmentally & socially aware (CSR)	watchmaking industry	informatics-consulting	industrial-manufacturing

Top 3 companies for which potential employees would like to work

1.	Google	67.98%
2.	PATEK PHILIPPE	64.90%
3.	Swatch	63.28%