

## **Randstad Award Global Sector Reports: Finance & Banking, IT Consulting, FMCG**

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The Randstad Award is the largest independent employer branding study in the world, identifying the most attractive employers in 14 countries. Next to country research, Randstad also looked into key issues and drivers in three specific industry sectors; comprehensive reports on perceived attractiveness of companies and trends in recruitment channels in Finance, FMCG and IT Consulting are now available.

### ***Financial health* deciding factor**

Globally *long-term job security* is the single most important factor in choosing to work for a specific company, but in regard to Finance, FMCG and IT Consulting, respondents choose *financial health* as the most important driver. When asked to select a top 5 of most important drivers when choosing to work in these sectors, *financial health* is joined by *job security* and *salary & employee benefits*. In most other industry sectors a *pleasant working atmosphere* holds second place, after *job security* and before *salary & employee benefits*.

### **Recruitment channels**

Regardless of geography or sector, respondents use job boards the most when looking for a job. We see variations in the use of other recruitment channels: potential talent in FMCG prefer using recruitment agencies more (+11%) than their counterparts in the total sample, they also apply spontaneously twice as much. Unsurprising perhaps, talent in IT has a higher preference for social media (+15%).

Taking gender into account there are many differences: women in FMCG use adverts in newspapers/magazines 24% more than men do, and, in contrast with global findings, they also use networking events (+17%) and social media (+16%) more. The opposite is true for Finance where 27% more men than women use social media. The two major differences in IT: women use employers' websites 49% more than men, and they blow men out of the water when it comes to spontaneous applications (+91%).

### **Attractiveness per geography**

**Finance** is viewed as more attractive in Italy, Spain and especially India compared to 2011. Finance is also popular in Singapore where it's considered the 3<sup>rd</sup> most attractive sector to work in. In Japan however, Finance is the least attractive sector of all. Finance is considered reasonably attractive in Belgium, Germany, New Zealand and the UK.

Several countries show the same trend: most sectors incl. **IT** are rated more attractive than in 2011. This applies to Belgium, Germany, Poland, Spain and India. Germans consider IT one of the top three sectors to work in, and Indians consider it the best sector of all.

**FMCG** doesn't score high on any of the 10 most important factors for attractiveness in Australia, Canada, Italy, Poland, Singapore and the UK. Nor is it very popular in Spain except when it comes to environment & society. By contrast, FMCG is considered very attractive in India and even more so in Japan. The sector is viewed as slightly more attractive (+3%) in The Netherlands.

The Randstad Award Global Sector Reports on Finance & Banking, FMCG and IT Consulting are available at [www.randstad.com/press-room/research-reports](http://www.randstad.com/press-room/research-reports) and <http://www.randstad.com/award>.