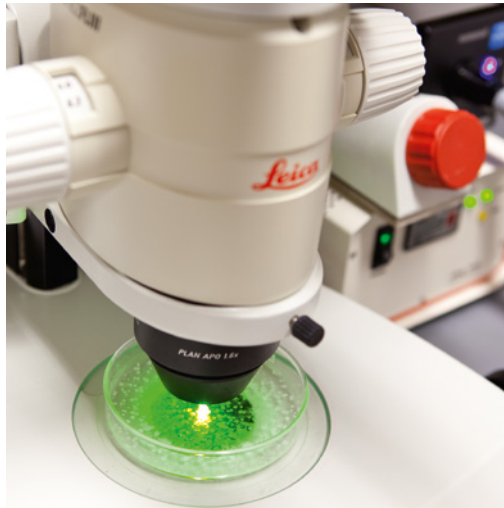


Randstad Award life sciences sector report 2015



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1 background and survey design

A company's success hinges on the quality of its employees, and in today's highly competitive job market, employer branding is a crucial tool for attracting and retaining the right kind of talent. A strong employer brand raises your visibility in the job market and enables you to stand out from the competition, helping you to recruit highly skilled and promising new employees. It also encourages existing employees to identify with your company, enhancing their motivation, engagement – and productivity. In order to strengthen your employer brand, however, you need to have insight into how your organization and your sector are perceived by potential employees and the public at large. In addition, you need to understand the general preferences and priorities of job seekers in your sector and country.

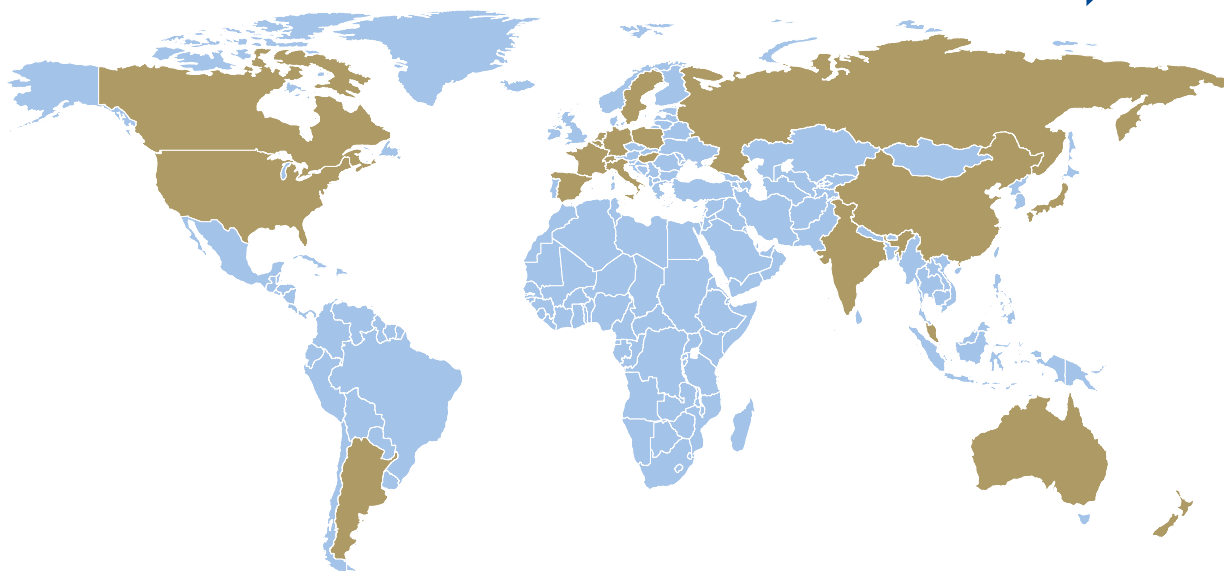
the Randstad Award

The Randstad Award was created to provide employers with precisely these kinds of insights. Started in Belgium in 2000, the Randstad Award has grown into the world's largest survey of employer branding, capturing the views of over 225,000 people. In each of the 23 participating countries across Europe, Asia-Pacific (APAC), Russia and the Americas, a representative sample of employees and job seekers between the ages of 18 and 65 are asked (online) about their perceptions of their country's largest companies.

participating countries

The 23 countries that participated in 2015 are divided into four different regions:

- Americas (Argentina, Canada, USA)
- Asia-Pacific (APAC) (Australia, China, Hong Kong, India, Japan, New Zealand, Singapore)
- Europe (Belgium, France, Germany, Hungary, Italy, Luxembourg, the Netherlands, Poland, Spain, Sweden, Switzerland, UK)
- Russia



definitions

In this study, a number of terms are used that may require some explanation.

■ name awareness

Respondents are asked to identify the companies they know well enough to have an opinion about. The result is a measure of what we call "name awareness".

■ attractiveness

Respondents are asked whether or not they would like to work for the companies they know. The relative attractiveness of each of the selected companies and sectors based on 10 key factors is evaluated, including financial health, long-term job security, good work-life balance, and interesting job content. Unlike similar surveys, HR officers, staff members or experts are not invited to take part, which guarantees maximum independence and objectivity.

reports

This global sector report contains the main results for the life sciences sector across all surveyed countries. The main results across all sectors per country, including the Randstad Award winner for each country, can be found in the publicly available global report. Besides this report on the life sciences sector, there are sector reports available on the FMCG and financial services sectors, as well as an IT profile report. Company reports, which detail the strengths and weaknesses of individual companies and provide an excellent industry benchmark, are also available on a confidential basis. Together, these reports convey vital information on employer branding and job seeker preferences that can help employers worldwide to strengthen their employer brand and attract and retain the people they need. You can find all reports on: www.randstad.com/award-reports.

types of respondents

Participants in the survey are divided into "global respondents", "sector employees" and "sector advocates", based on their relationship with the sector under analysis. Global respondents are people who are employed in any sector (often referred to as "all respondents"). Most of them will be working in a sector other than the one being assessed. As a group, they therefore have a relatively objective view of the sector. Sector employees, as the name suggests, are employed within the sector. They therefore have a subjective and more qualified opinion concerning the sector. The third set of respondents are sector advocates, who are not employed in the sector but would like to work for one or more companies in the sector. Their responses are often more "extreme" or lack the refinement that sector employees tend to demonstrate.

description of online respondents: global

	global all respondents	Life Sciences employees ⁽¹⁾	Life Sciences advocates ⁽²⁾
overall	226,578	3,521	32,462
gender			
men	110,788 49%	1,841 52%	15,046 46%
women	115,790 51%	1,680 48%	17,416 54%
age			
18-24 years	32,096 14%	304 9%	2,910 9%
25-44 years	127,118 56%	2,372 67%	19,514 60%
45-65 years	67,364 30%	845 24%	10,038 31%
education			
higher education (master)	68,860 30%	1,429 41%	12,773 39%
higher education (bachelor)	72,172 32%	1,218 35%	10,791 33%
primary/secondary education	84,180 37%	860 24%	8,801 27%
no diploma/other	1,366 1%	14 0%	97 0%

⁽¹⁾ respondents currently working in Life Sciences sector

⁽²⁾ respondents who would like to work in one or more Life Sciences companies

2 overall results

most important criteria when choosing an employer

Employees from all sectors were asked what they considered to be the most important criteria when choosing an employer. They could choose from a list of functional attributes, including tangible values such as salary & benefits, long-term job security, good training and career opportunities, as well as more abstract ones, such as a pleasant working atmosphere, strong image/strong values and good work-life balance. Practical factors, such as convenient location, flexible working arrangements and availability of the latest technologies, were also included in the list.

salary and employee benefits still top the list

Since 2014, no remarkable shifts have been observed in the most important criteria worldwide when choosing to work for an employer. For instance, the criterion selected most often by people in their Top 5 ranking is still salary & employee benefits, followed by long-term job security and pleasant working atmosphere.

Previously, given the economic situation, respondents were more focused on factors such as salary and job security, but now, especially in Europe, values such as work-life balance and flexible working arrangements have moved up in importance.

compared to 2014, salary and employee benefits have lost in relative importance

what is your top 5 of most important criteria when choosing an employer?

criteria	2015	2014
salary & employee benefits	63	67%
long-term job security	52	54%
pleasant working atmosphere	48	50%
good work-life balance	42	42%
career progression opportunities	38	38%
financially healthy	37	38%
interesting job content	36	37%
conveniently located	32	32%
offers flexible working arrangements	29	29%
good training	24	24%
strong management	19	18%
strong image/strong values	16	16%
quality products/services	16	15%
diversity management	12	11%
international/global career opportunities	12	11%
environmentally & socially aware (CSR)	11	11%
uses latest technologies	11	10%

life sciences employees and advocates look for (international) career prospects and job content

The choices of life sciences employees and advocates are generally in line with the choices of global respondents. However, they attach slightly more importance to career progression opportunities, interesting job content and international/global opportunities. On the other hand, life sciences employees and advocates rate convenient location and strong image/strong values as less important than do global respondents.



What attributes make your top 5 of most important criteria when choosing an employer?

criteria viewed by life sciences advocates vs. employees – ranked by occurrence in Top 5



3 life sciences sector results



sector attractiveness

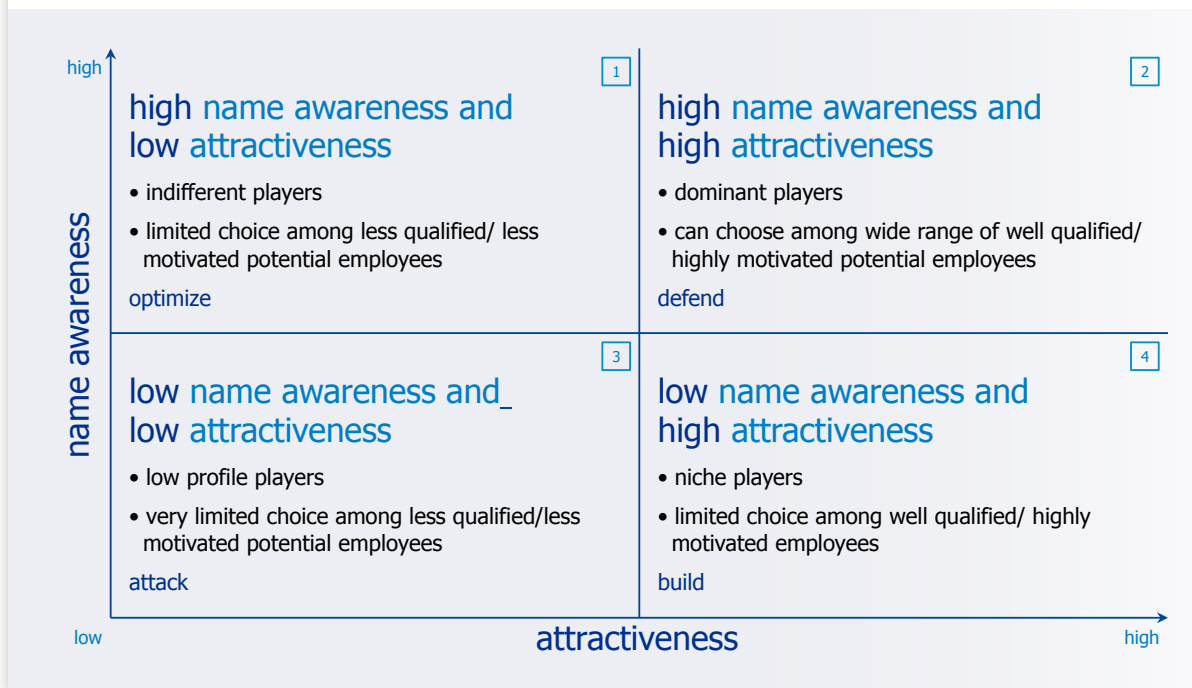
When assessing the attractiveness of a sector, it is important to factor in that a sector that contains companies with a lower public profile could be at a disadvantage compared to sectors that include large companies with higher name recognition. So, to create a level playing field, the Randstad Award collects the "relative attractiveness" of a company within a particular sector. This is the proportion of people who know a company and who would actually like to work for it. This metric eliminates the advantage well-known organizations could have over lesser-known ones.

This section compares the name awareness and relative attractiveness of sectors in the various countries and regions based on the following grid:

the life sciences sector is seen as an attractive sector by all respondents. It is third in the global ranking, dropping one place compared to 2014

Randstad Award attractiveness grid

attractiveness by name awareness



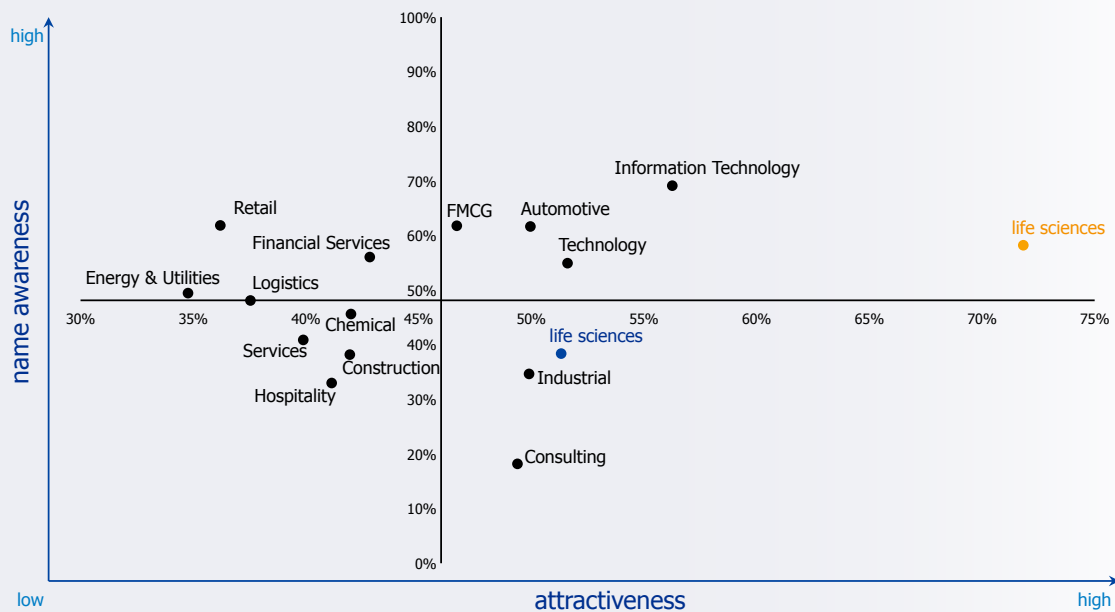
3.1 how does the life sciences sector compare with other global sectors?

The survey results show how the life sciences sector compares with other global sectors (15 global sectors, including approx. 6,000 companies surveyed worldwide) in terms of attractiveness and name awareness.

life sciences: position vs. other global sectors

amongst respondents that know one or more companies operating in this sector

- sectors (all respondents)
- life sciences (all respondents)t
- life sciences (employees)



name awareness and attractiveness of the life sciences sector

The life sciences sector is highly valued by both its employees and, to a lesser extent, by all respondents. It is positioned in quadrant 4 by all respondents, indicating that although the sector is considered attractive (No. 3 globally), it is not particularly well-known. Life sciences employees

position their own sector firmly in quadrant 2, assigning it a very high level of attractiveness (almost 20% higher than the No. 1 sector, IT). This indicates that life sciences employees are very happy with their sector. Although the life sciences sector gained in attractiveness in 2015 (51.3%, compared to 48.5% in 2014), the sector dropped from second to third place in the ranking.

ranking all global sectors

	2015	2014
1. IT	56%	56%
2. technology	52% ▲	47%
3. life sciences	51% ▲	49%
4. automotive	50% ▲	47%
5. industrial	50% ▲	45%
6. consulting	49%	48%
7. FMCG	47% ▲	44%
8. financial services	43% ▲	40%
9. chemical	42% ▲	39%
10. construction	42%	40%
11. hospitality	41%	40%
12. services	40%	39%
13. logistics	38%	38%
14. retail	36% ▲	34%
15. energy & utilities	35% ▼	37%

3.1.1 regional differences

The survey also explores how the life sciences sector compares with other global sectors in the various regions with regard to ten functional attributes reviewed in this survey (e.g., salary & employee benefits, long-term job security and pleasant work atmosphere). In the rankings, name awareness and attractiveness are also included, which means attributes may be ranked 1-12.



life sciences: attractiveness position vs. other global sectors

position of your sector for each attribute viewed by all respondents

	global	Americas	APAC	Europe	Russia
name awareness	11	9	11	12	12
attractiveness	3	2	3	5	7
salary/employee benefits	3	2	3	2	6
long-term job security	1	1	2	3	6
pleasant work atmosphere	2	2	2	4	5
good work-life balance	2	2	1	3	4
career prospects	3	2	4	2	5
financially healthy	1	1	3	3	4
interesting job content	2	2	3	2	7
good training	3	2	4	2	4
strong management	2	1	2	3	4
environment & society (CSR)	3	1	1	2	1

■ Life Sciences within top 3 of 15 global sectors

life sciences most popular in the Americas

Globally, the life sciences sector ranks as one of the Top 3 sectors for all functional attributes. The sector scores relatively low on name awareness. Respondents in the Americas are the most positive about the life sciences sector. In APAC, the sector is also popular, with respondents regularly ranking it as one of their Top 3 sectors. Although life sciences ranks only 12th in terms of name awareness in Europe, for all other attributes, the region is clearly positive. In Russia, the life sciences sector is not very well known and scores relatively low on all attributes.

The functional attributes most highly valued across all regions for the life sciences sector are long-term job security and financial health

3.1.2 how does the life sciences sector appeal to various subgroups?

The various subgroups in question are gender, age and education. The attractiveness of the life sciences sector is determined by the response given to the question "Would you like to work for this life sciences company?" The responses are compared to the overall attractiveness score for the life sciences sector, which is 51%.

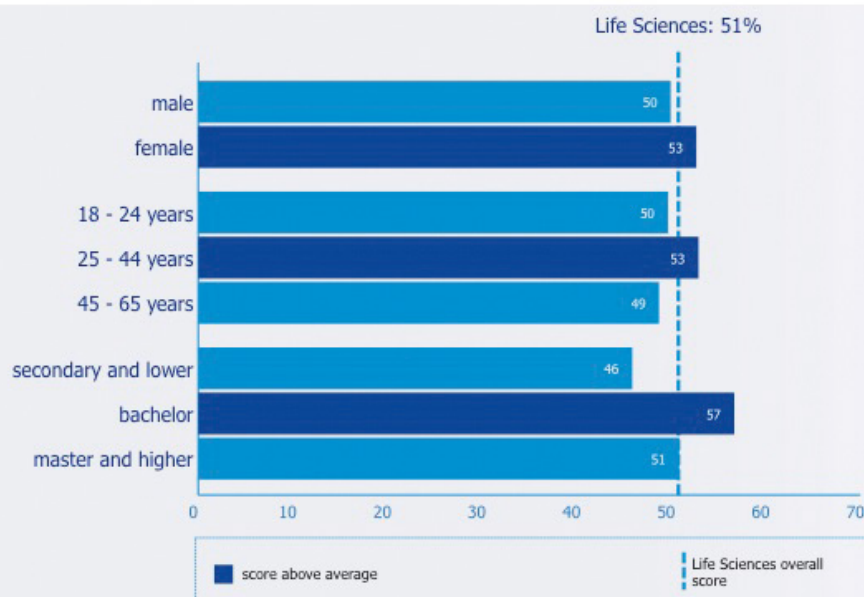
life sciences most attractive to women, the 25–44 age group and those with a Bachelor's degree

Slightly more women than men said they wanted to work in the life sciences sector. Both the 18–24 age group and the 45–65 age group are less keen to work

within the sector than 25–44-year-olds. In terms of education, those with a Bachelor's degree are clearly attracted most by the sector – considerably more so than either those with a higher degree or those with secondary (or lower) education.

life sciences: attractiveness viewed by demographic group

would you like to work for this life sciences company?



3.2 how attractive is the life sciences sector in the various countries?

As seen in the previous section – where the life sciences sector was looked at per region – there are many different, and sometimes, conflicting, opinions worldwide. In this section, we describe the responses with regard to the various sectors in terms of name awareness and attractiveness in the individual countries. To get a more balanced picture, we differentiate between the responses of “all respondents” and those of “life sciences employees”. Due to the limited number of employees within the sector, the views of sector employees should be interpreted with caution.

Argentina

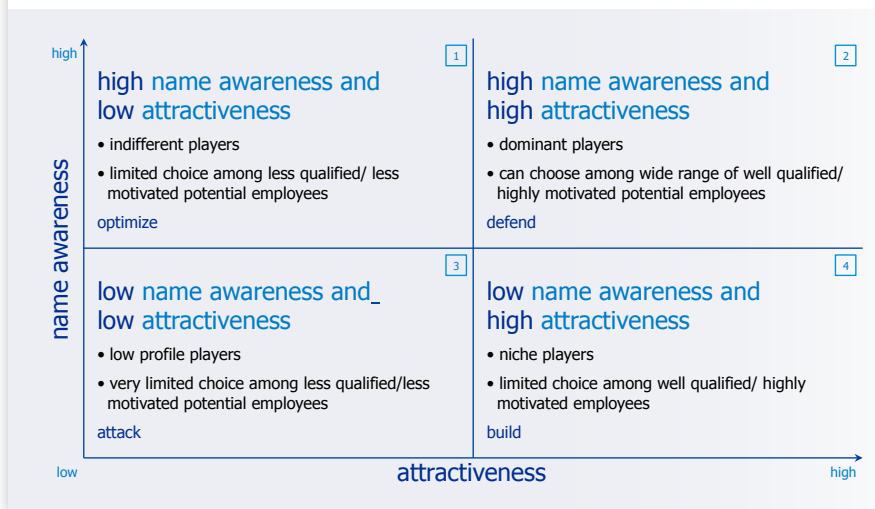
The life sciences sector is quite popular in Argentina and is placed in quadrant 2. All respondents rank it No. 3 in attractiveness and No. 6 in name awareness. Interestingly, life sciences employees in Argentina are less positive about their own sector, ranking it only No. 6 in attractiveness. The most attractive sector in Argentina is IT, followed by technology.

the most attractive sector in Argentina is: IT
life sciences ranks No. 3



Randstad Award attractiveness grid

attractiveness by name awareness



In more than half of the countries the global respondents place the life sciences sector in quadrant 4 while the life sciences employees place the sector in quadrant 2. This means that the overall attractiveness is high for both groups, but the name awareness is relatively low for the global respondents.

the most attractive
sector in **Australia** is:
technology
life sciences
ranks **No. 2**



Australia

In Australia, life sciences is also one of the most popular sectors. At 42%, life sciences ranks No. 2 in terms of attractiveness (all respondents). At 72%, life sciences employees rank their own sector as the No. 1 most attractive sector by far. Technology, which scores only 44%, is considered the most attractive sector in Australia. The third most attractive sector here is IT.

Belgium

In Belgium, the life sciences sector has poor name awareness among all respondents, but they rank it No. 1 for attractiveness (approx. 46%). Life sciences employees rate their own sector even higher for attractiveness (approx. 69%). Name awareness is also higher among sector employees. The second most attractive sector in Belgium is technology, followed by IT.

the most attractive
sector in **Belgium** is:
life sciences



the most attractive
sector in **Canada** is: IT
life sciences
ranks **No. 2**



Canada

The life sciences sector is well-known and well-liked in Canada. It ranks No. 2 for attractiveness and No. 7 for name awareness. Life sciences employees rate their own sector very highly (83%), which is some 30 percentage points higher than the overall No. 1 sector in Canada, IT. The third most attractive sector here is automotive.

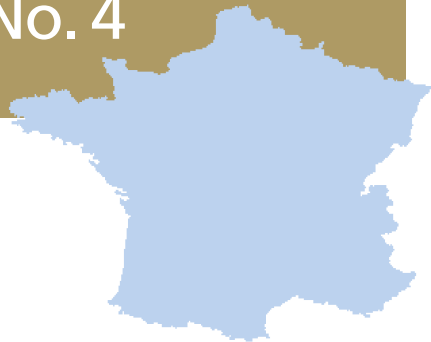
China

In China, all respondents rank the life sciences sector No. 10 for name awareness and No. 4 for attractiveness. Name awareness is much higher among life sciences employees, who also rate the sector No. 1 in terms of attractiveness. The most attractive sector in China is IT, followed by chemical and financial services.

the most attractive
sector in **China** is: IT
life sciences
ranks **No. 4**



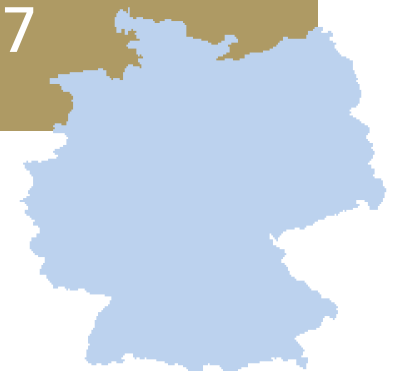
the most attractive
sector in **France** is: IT
life sciences
ranks **No. 4**



France

In France, the life sciences sector is not very well known among all respondents, ranking only No. 11, but it ranks No. 4 for attractiveness. Life sciences employees rank it No. 1 for attractiveness and joint No. 2 with IT for name awareness. The most attractive sector in France is IT, followed by technology and services.

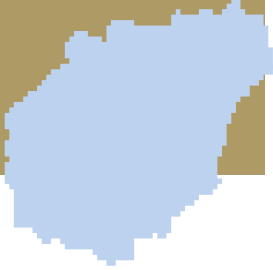
the most attractive
sector in **Germany** is: IT
life sciences
ranks **No. 7**



Germany

In Germany, all respondents rank the life sciences sector No. 7 for attractiveness and No. 12 for name awareness. Life sciences employees are more positive about their own sector, ranking it No. 1 for attractiveness and No. 7 for name awareness. The most attractive sector in Germany is IT, followed by automotive and technology.

the most attractive sector
in **Hong Kong** is: IT
life sciences
ranks **No. 2**



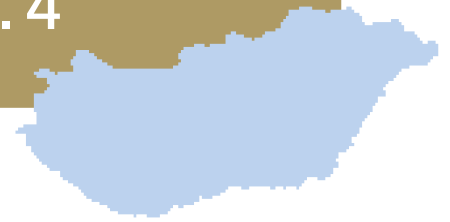
Hong Kong

Life sciences is a popular sector in Hong Kong, but the companies within the sector are not well-known. All respondents rank it No. 11 for name awareness and No. 2 for attractiveness. Life sciences employees rank it joint No. 10 for name awareness and No. 1 for attractiveness. The most attractive sector in Hong Kong is IT, and the third most attractive sector is logistics.

Hungary

In Hungary, life sciences is one of the most popular sectors. All respondents rank it No. 4 in attractiveness, and No. 8 for name awareness. Life sciences employees place the sector more firmly in quadrant 2, with both very high name awareness (No. 1) and attractiveness (No. 1). The most attractive sector in Hungary is IT, followed by technology and automotive.

the most attractive
sector in **Hungary** is: IT
life sciences
ranks **No. 4**



the most attractive
sector in **India** is: IT
life sciences
ranks **No. 11**



India

In India, the life sciences sector is not very popular. All respondents place it in quadrant 3, with low attractiveness (No. 11) and low name awareness (No. 12). Life sciences employees have a higher opinion of the sector and show considerably higher name awareness. They also rank it No. 2 in attractiveness. The most attractive sector in India is IT, followed by consulting and technology.

Italy

In Italy, life sciences ranks No. 7 for attractiveness and only No. 13 for name awareness (all respondents). Life sciences employees find their own sector much more attractive (No. 1), but only rank it No. 6 for name awareness. The most attractive sector in Italy is IT, followed by technology and services.

the most attractive
sector in **Italy** is: IT
life sciences
ranks **No. 7**



the most attractive
sector in **Japan** is:
hospitality
life sciences
ranks **No. 3**



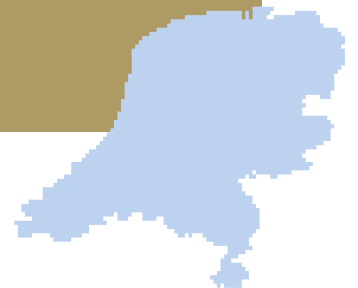
Japan

Life sciences is one of the most popular sectors in Japan. It ranks No. 3 in terms of attractiveness (all respondents) and has average name awareness. Life sciences employees value their own sector extremely highly and rank it No. 1 for attractiveness. Hospitality is the most attractive sector overall (even though it has almost no name awareness), followed by FMCG.

Netherlands

The life sciences sector in the Netherlands scores very low on name awareness. It enjoys average attractiveness among all respondents (No. 6), while life sciences employees rank it No. 1 for attractiveness. The most attractive sector in the Netherlands is technology, followed by IT and automotive.

the most attractive sector
in **Netherlands** is:
technology
life sciences
ranks **No. 6**



the most attractive sector
in **New Zealand** is: IT
life sciences
ranks **No. 4**



New Zealand

In New Zealand, life sciences is seen as one of the most attractive sectors. All respondents rank it No. 4 and sector employees rank it No. 2 for attractiveness. The sector enjoys average name awareness. The most attractive sector in New Zealand is IT, followed by technology and automotive.

the most attractive
sector in **Poland** is: IT
life sciences
ranks **No. 8**



Poland

The life sciences sector has very low name awareness among all respondents in Poland (No. 14), and ranks a relatively low No. 8 for attractiveness. Life sciences employees rank it No. 9 for name awareness and No. 3 for attractiveness. The most attractive sector in Poland is IT, followed by automotive and industrial.

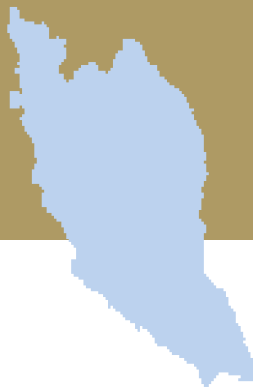
Russia

In Russia, the life sciences sector is not very popular with all respondents. The sector is placed on the borderline of quadrant 3 and 4, and ranks No. 7 in attractiveness and No. 12 in name awareness. Life sciences employees rate their sector better, ranking it No. 1 in attractiveness and No. 8 in name awareness. The most attractive sector in Russia is industrial, followed by technology and automotive.

the most attractive
sector in **Russia** is:
industrial
life sciences
ranks **No. 7**



the most attractive
sector in **Singapore**
is: life sciences



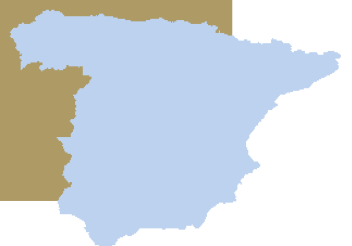
Singapore

Life sciences is the most attractive sector in Singapore among all respondents and sector employees. The sector enjoys average name awareness. Life sciences employees value their own sector extremely highly, rating it even 20 percentage points higher than all respondents. The second most attractive sector in Singapore is energy & utilities, followed by hospitality.

Spain

In Spain, the life sciences sector is ranked No. 4 in attractiveness by all respondents, but scores very low on name awareness (No. 14). Life sciences employees rank the sector No. 2 in attractiveness and No. 8 in name awareness. The most attractive sector in Spain is IT, followed by technology and automotive.

the most attractive
sector in **Spain** is: IT
life sciences
ranks **No. 4**



the most attractive
sector in **Sweden** is: IT
life sciences
ranks **No. 4**



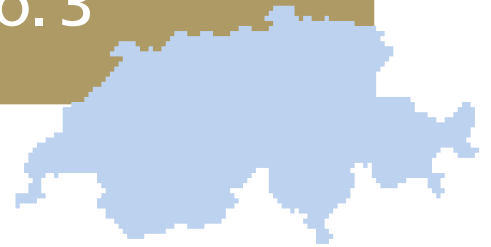
Sweden

In Sweden, life sciences ranks No. 4 for attractiveness and No. 11 for name awareness (all respondents). Life sciences employees in Sweden rate the sector very highly for attractiveness, over 35 percentage points more than all respondents, and rank it a clear No. 1. The most attractive sector in Sweden is IT, followed by technology and automotive.

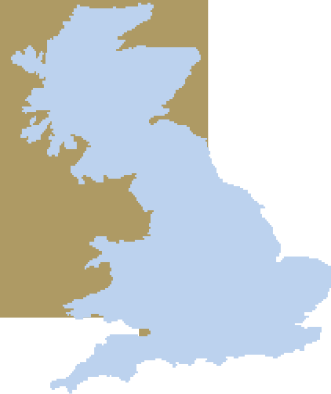
Switzerland

In Switzerland, the life sciences sector ranks No. 3 for attractiveness and joint No. 11 for name awareness. Life sciences employees value their sector very highly and rank it No. 1 for attractiveness and No. 5 for name awareness. The most attractive sector in Switzerland is IT, followed by technology.

the most attractive sector
in **Switzerland** is: IT
life sciences
ranks **No. 3**



the most attractive
sector in **UK** is: IT
life sciences
ranks **No. 3**



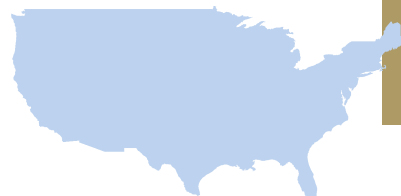
UK

In the UK, the life sciences sector is the third most attractive sector (all respondents), but enjoys relatively low name awareness. Similar to what we see in other countries, life sciences employees rank the sector No. 1 for attractiveness. The most attractive sector in the UK is IT, followed by technology.

USA

In the USA, life sciences is seen as a very attractive sector by all respondents, who rank it No. 2. However, it only ranks No. 9 in name awareness. Life sciences employees are again positive about their own sector, ranking it the clear winner in terms of attractiveness. The most attractive sector in the USA is IT and the third most attractive sector is construction.

the most attractive sector in
USA is: IT
life sciences
ranks **No. 2**



4 most attractive sectors

4.1 top 10 most attractive sectors by respondent group

The following overview shows how sectors compare in terms of attractiveness, based on the responses per respondent group, i.e., global respondents, life sciences employees and life sciences advocates.

top 10 most attractive sectors by respondent group

attractiveness: among respondents who know one or more companies operating in a particular sector; percentage who would like to work for the companies within the sectors

global respondents			life Sciences employees			life Sciences advocates		
1.	Information Technology	56%	1.	Life Sciences	72%	1.	Life Sciences	89%
2.	Technology	52%	2.	Information Technology	62%	2.	Information Technology	75%
3.	Life Sciences	51%	3.	Chemical	60%	3.	Chemical	70%
4.	Automotive	50%	4.	Automotive	55%	4.	Technology	68%
5.	Industrial	50%	5.	Technology	55%	5.	Automotive	68%
6.	Consulting	49%	6.	Industrial	54%	6.	Industrial	66%
7.	FMCG	47%	7.	Construction	52%	7.	Consulting	66%
8.	Financial Services	43%	8.	Financial Services	52%	8.	FMCG	65%
9.	Chemical	42%	9.	FMCG	51%	9.	Construction	62%
10.	Construction	42%	10.	Consulting	49%	10.	Financial services	60%

While global respondents chose the IT sector as the most attractive sector to work in, both life sciences employees and advocates chose life sciences. IT and life sciences are clearly the two most popular sectors

overall among all three respondent groups. The chemical sector seems to be significantly more popular among life sciences employees and advocates than among global respondents.

4.2 top 3 most attractive sectors within subgroups

IT most popular choice overall

Both male and female respondents selected IT as their top choice. IT was also the top choice for all age groups and educational levels. In general, life sciences is also one of the most popular sectors, and it is regularly chosen in the Top 3 by all subgroups. Only men and the younger age groups do not list life sciences in their Top 3. Other popular sectors among all respondents are technology and consulting.

top 3 most attractive sectors within subgroups viewed by all respondents

	1 st position	2 nd position	3 rd position	rank L.S.
overall	Information Technology	Technology	Life Sciences	3
men	Information Technology	Technology	Automotive	5
women	Information Technology	Life sciences	Consulting	2
18-24 years	Information Technology	Consulting	Technology	6
25-44 years	Information Technology	Technology	Consulting	4
45-65 years	Information Technology	Life Sciences	Technology	2
primary/secondary education	Information Technology	Technology	Life Sciences	3
further education (bachelor)	Information Technology	Technology	Life Sciences	3
university (master) and higher	Information Technology	Life Sciences	Technology	2

Life sciences tops the list for sector employees and advocates

Overall, life sciences is the most attractive sector for life sciences employees, and it is chosen by every demographic group in either 1st or 2nd position. The second most attractive sector is IT, followed by

chemical. Life sciences advocates are employees who do not work within the sector but would like to do so. Not surprisingly, the choices of these respondents therefore reflect a bias towards the sector. The life sciences sector is the first choice in all subgroups. IT is the next popular choice, followed by chemical.

top 3 most attractive sectors within subgroups viewed by life sciences employees

	1 st position	2 nd position	3 rd position
overall	Life Sciences	Information Technology	Chemical
men	Life Sciences	Information Technology	Chemical
women	Life Sciences	Chemical	Construction
18-24 years	Consulting	Life Sciences	Information Technology
25-44 years	Life Sciences	Information Technology	Chemical
45-65 years	Life Sciences	Chemical	Information Technology
primary/secondary education	Information Technology	Life Sciences	Industrial
further education (bachelor)	Life Sciences	Information Technology	Chemical
university (master) and higher	Life Sciences	Chemical	Technology

top 3 most attractive sectors within subgroups viewed by life sciences advocates

	1 st position	2 nd position	3 rd position
overall	Life Sciences	Information Technology	Chemical
men	Life Sciences	Information Technology	Chemical
women	Life Sciences	Information Technology	Chemical
18-24 years	Life Sciences	Information Technology	Automotive
25-44 years	Life Sciences	Information Technology	Chemical
45-65 years	Life Sciences	Information Technology	Chemical
primary/secondary education	Life Sciences	Information Technology	Chemical
further education (bachelor)	Life Sciences	Information Technology	Chemical
university (master) and higher	Life Sciences	Information Technology	Technology

4.3 top 3 most attractive sectors by attribute viewed by all respondents

This section describes how the sectors are perceived in terms of attributes (such as salary & employee benefits, career opportunities, and job security) by all respondents.

The life sciences sector is the second most attractive sector by attribute overall. It appears a total of 10 times in the Top 3: twice in position 1, four times in position 2, and four times in position 3. The life sciences sector is chosen as the No. 1 sector for the attributes long-term job security and financial health.

The IT sector is the clear winner. It is in the Top 3 for all ten attributes and it is even No. 1 eight times. It is in second place for long-term job security and in third place for financial health. Obviously, employees believe that this sector offers excellent labor conditions all-round.

Other sectors that are well represented in the Top 3 are consulting, industrial and technology.

top 3 most attractive sectors by attribute viewed by all respondents

	1 st position	2 nd position	3 rd position
salary/employee benefits	Information Technology	Consulting	Life Sciences
career opportunities	Information Technology	Consulting	Life Sciences
pleasant working atmosphere	Information Technology	Life Sciences	Technology
long-term job security	Life Sciences	Information Technology	Industrial
good work/life balance	Information Technology	Life Sciences	Industrial
financially healthy	Life Sciences	Consulting	Information Technology
interesting jobs (content)	Information Technology	Life Sciences	Technology
good training	Information Technology	Consulting	Life Sciences
strong management	Information Technology	Life Sciences	Consulting
care about environment/society	Information Technology	Industrial	Life Sciences

4.4 top 3 most attractive sectors by attribute viewed by life sciences employees

IT and life sciences are the sectors life sciences employees clearly find most attractive in terms of their attributes. Both IT and life sciences top the list five times out of ten, and come second five times. Life sciences employees differ from global respondents in their No. 3 choice, showing a clear preference for the chemical sector. Consulting appeals less to life sciences employees, and does not appear in their Top 3.

top 3 most attractive sectors by attribute viewed by life sciences employees

	1 st position	2 nd position	3 rd position
salary/employee benefits	Life Sciences	Information Technology	Chemical
career opportunities	Information Technology	Life Sciences	Technology
pleasant working atmosphere	Information Technology	Life Sciences	Industrial
long-term job security	Life Sciences	Information Technology	Chemical
good work/life balance	Information Technology	Life Sciences	Industrial
financially healthy	Life Sciences	Information Technology	Chemical
interesting jobs (content)	Life Sciences	Information Technology	Chemical
good training	Information Technology	Life Sciences	Automotive
strong management	Life Sciences	Information Technology	Automotive
care about environment/society	Information Technology	Life Sciences	Industrial

4.5 most attractive sectors by attribute viewed by life sciences advocates

Generally, life sciences advocates tend to have a bias towards the life sciences sector. However, when asked how they view the sector with regard to employment conditions (i.e., the ten attributes), the advocates chose the life sciences sector less often as their top choice than sector employees. Overall, advocates chose the sector twice in position 1 (for the attributes long-term job security and

financial health), and eight times in position 2. IT was chosen eight times in position 1. This suggests that although this respondent group wants to work within the life sciences sector, and is keen about this sector, they believe that IT has more to offer in terms of attributes.

most attractive sector by attribute viewed by life sciences advocates

	1 st position	2 nd position	3 rd position
salary/employee benefits	Information Technology	Life Sciences	Consulting
career opportunities	Information Technology	Life Sciences	Consulting
pleasant working atmosphere	Information Technology	Life Sciences	Automotive
long-term job security	Life Sciences	Information Technology	Chemical
good work/life balance	Information Technology	Life Sciences	Automotive
financially healthy	Life Sciences	Information Technology	FMCG
interesting jobs (content)	Information Technology	Life Sciences	Technology
good training	Information Technology	Life Sciences	Consulting
strong management	Information Technology	Life Sciences	Consulting
care about environment/society	Information Technology	Life Sciences	Automotive

5 most Attractive companies

5.1 top 3 most attractive companies by country

The ranking of the Top 3 most attractive companies by country is determined on the basis of the percentage of respondents who say they would like to work for the company in question. All companies included in this ranking have a minimum of 10% name awareness. The results are as follows:

top 3 most attractive companies by country (Americas, APAC & Russia)

Americas	Award winner	1st runner up	2 nd runner up
Argentina	Mercedes Benz	IBM	Bayer
Canada	IBM	WestJet Airlines Ltd.	Coca-Cola
USA	Microsoft	The Walt Disney Company	Coca-Cola
APAC			
Australia	Virgin	ABC	Department of Immigration & Border Protection
China	Alibaba Group	IBM	Apple
Hong Kong	Cathay Pacific	Ocean Park Corporation	CLP
India	Google	Microsoft	Sony
Japan	Kirin Holdings	Suntory Holdings	Meiji Holdings
New Zealand	Department of Conservation	TVNZ	New Zealand Customs Service
Singapore	Procter & Gamble	Changi Airport Group	Shell
Russia	Gazprom	Rosneft	Samsung



top 3 most attractive companies by country (Europe)

Europe	Award winner	1st runner up	2 nd runner up
Belgium	European Commission	Council of the European Union	Nato
France	Airbus	L'Oréal	EDF
Germany	BMW	Audi	Daimler
Hungary	Mercedes Benz	Audi	IBM
Italy	Ferrero	Armani	Coca-Cola
Luxembourg	RTL Group	Luxair	Banque de Luxembourg
Netherlands	Philips	KLM	LUMC
Poland	KGHM Polska Miedz	Zespół Elektrowni PAK	Volkswagen
Sweden	IKEA	Sveriges Television	Volvo
Switzerland	Google	Patek Philippe	Swatch
Spain	Sony	Siemens	Mercedes Benz
UK	John Lewis	BMW	British Airways

5.2 top 10 Global Randstad Award

The Global Randstad Award is presented each year to the most attractive employer across the globe. It is not just another prize for the trophy cabinet, because the winner is chosen on the basis of the outcome of the world's largest employer branding survey.

The 2015 winner is Microsoft, which scored extremely well in all categories. First runner-up was Sony, closely followed in third place by Samsung.

The winner of the Global Randstad Award is chosen from a list of the Top 50 global companies based on a set of objective criteria:

- number of employees
- corporate/profit (public sector organizations are excluded)
- operating in at least 25 countries
- same company name in all countries
- min. 30% of employees outside the home country

top 10 most attractive global companies worldwide

attractiveness: among respondents who know the company (minimum 10% name awareness), percentage who would like to work for the company

1.	Microsoft	67.79%
2.	Sony	61.77%
3.	Samsung	60.83%
4.	General Electric	59.25%
5.	Philips	57.74%
6.	HP	57.69%
7.	Siemens	57.56%
8.	IBM	57.10%
9.	Coca-Cola	56.37%
10.	Tata Consultancy Services	56.23%

note: top 50 largest employers worldwide measured in 22 participating countries (excl. Luxemburg)



6 top 50 largest employers worldwide

Companies also listed in 2014:

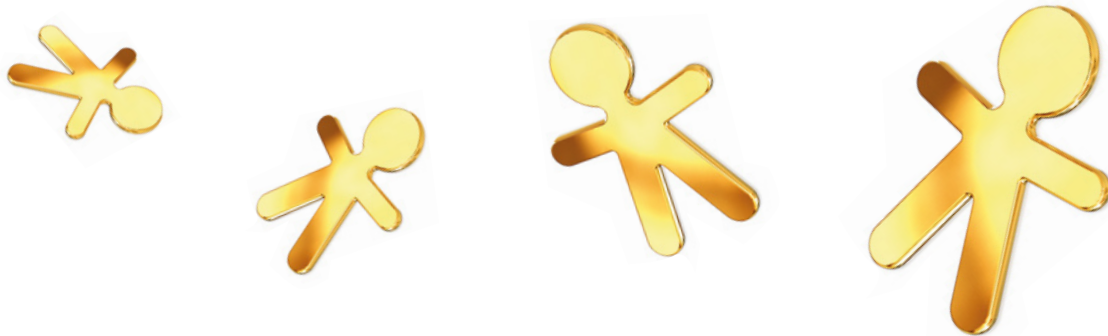
Accenture
Allianz
ArcelorMittal
AT&T
AXA
BASF
Bayer
Bosch Group
Cargill
Carrefour
Citigroup
Coca-Cola
Compass Group
Deutsche Post DHL
FedEx
Ford
GDF Suez
General Electric
General Motors
Hitachi
Honda
Honeywell
HP

HSBC Holdings
IBM
Ikea
Johnson & Johnson
KPMG
McDonalds
Nestlé
Novartis
Panasonic Corp.
PepsiCo
Philips
Procter & Gamble
PwC
Samsung
Siemens
Sodexo
Sony
ThyssenKrupp
Toyota
Unilever
UPS
Volkswagen Group

Newcomers:

Dell
Ernst & Young
Microsoft
Toshiba
Tata Consultancy

“While BMW was the Global Randstad Award winner in 2014, the company is not included this year as one of the 50 largest employers worldwide due to their number of employees not meeting the threshold”





good to know you

Randstad is one of the leading HR services providers in the world, with around 29,000 corporate employees and around 4,400 offices in 39 countries. Randstad employs more than 500,000 people every day and generated revenue of €17.2 billion in 2014. Randstad's resourcing capability gives us a unique 360-degree perspective on workforce trends. We share our extensive knowledge of the current labor market through research studies and guidance on emerging best practice, which includes the Randstad Award. By

doing so, we hope to provide our clients with the benefit of our professional experience and enable them to stay ahead in an increasingly complex, competitive and fast moving employment market.

More information:
www.randstad.com/award-reports

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