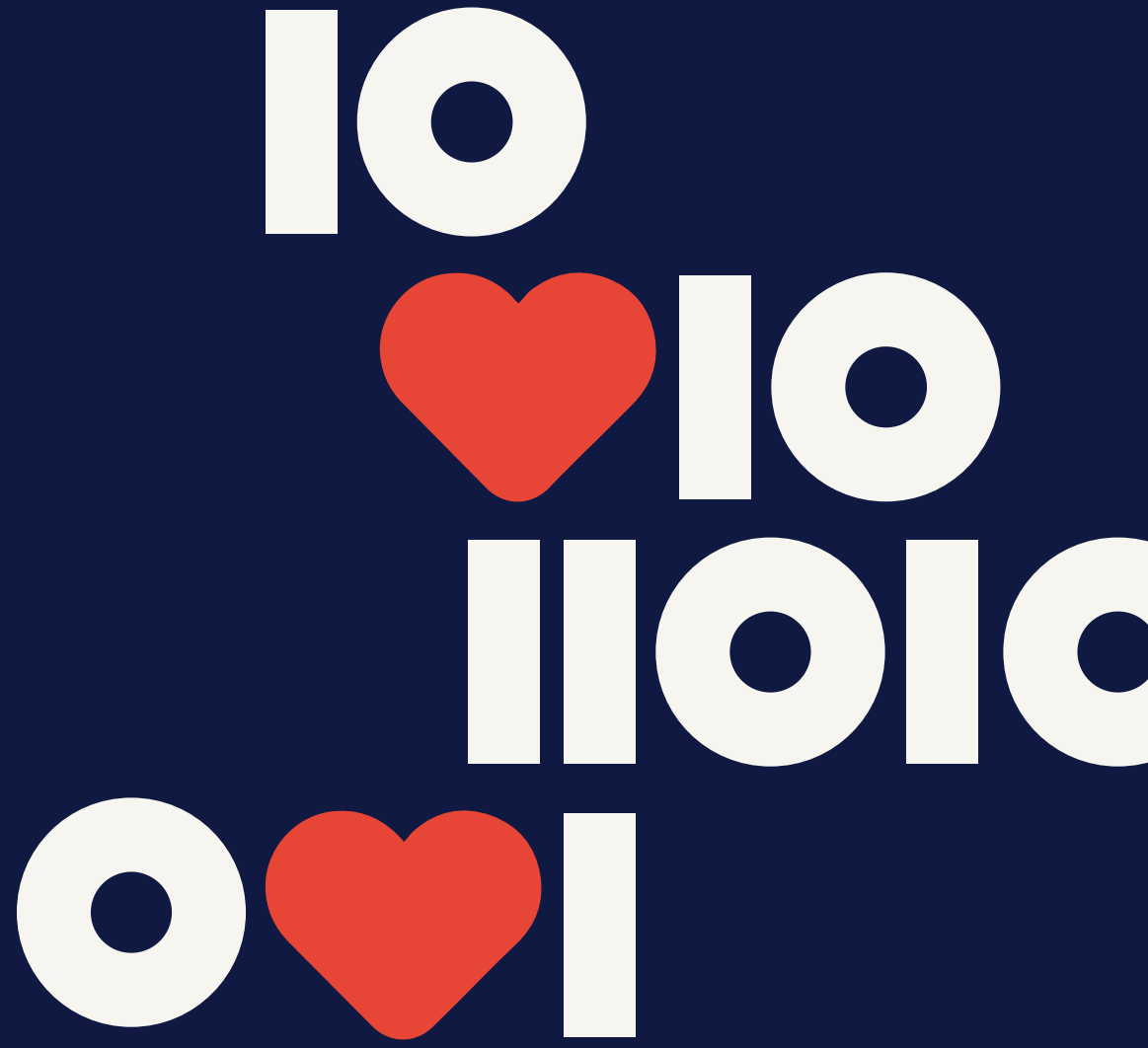
employer brand research 2018.

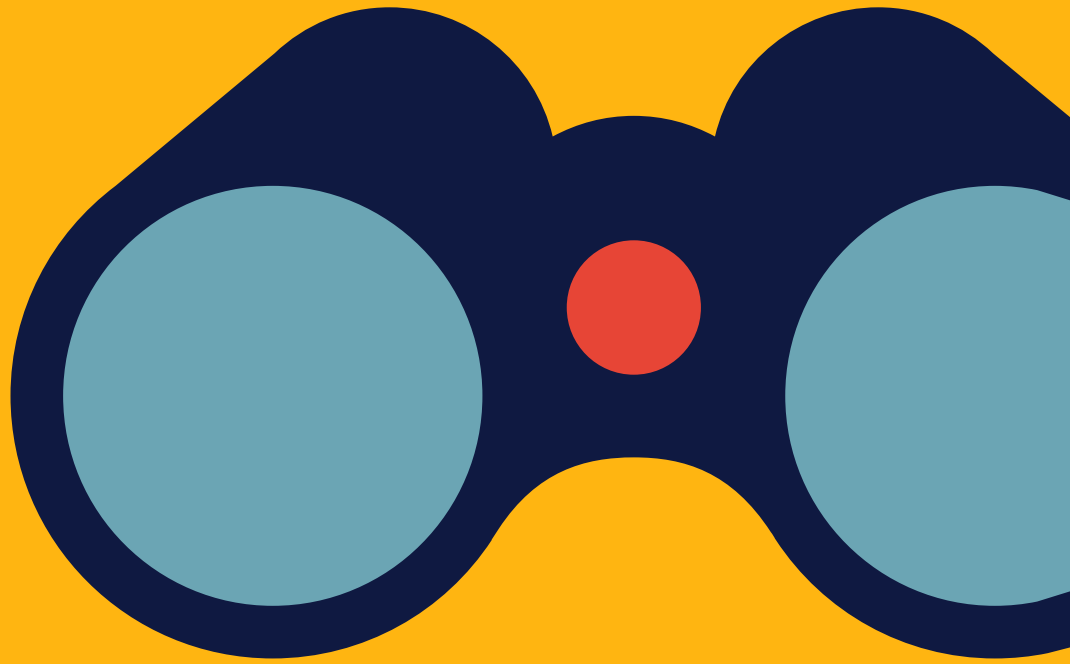
global insights into the perception of the engineering sector



randstad

human forward.

content.



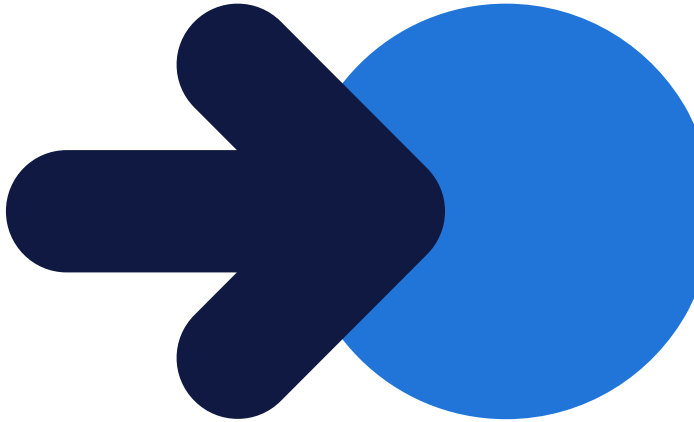
executive

summary.

executive summary.

the power of the randstad employer brand research to help you win the war for talent

Whether it’s in software or construction, aerospace or electronics, engineering is a field that spans every industry. Naturally, demand for engineering skills is rising around the world in just about every business, driven by the Fourth Industrial Revolution. For employers, the challenge to acquire the talent they need has never been greater.



executive summary.

So how can your organization ensure access to these critical skillsets? Knowing the qualities engineers look for in an employer can be elusive, but our annual survey of working-age adults helps to shed light on what motivates them to join and stay with an organization. By leveraging the insights reported in our 2018 Randstad Employer Brand Research — an exhaustive survey of 175,000 working-age adults in 30 countries about their employment preferences — you can better position your company as an employer of choice and attract the engineering skills needed to drive innovation and support your operations.

executive summary.

What should you know about this year's report findings? Remarkably, a good salary and benefits is not the most important factor for determining whether engineers stay with a company. This is by far the No. 1 attribute they seek in a new employer, but it's second to job security when it comes to retention — a surprising result considering the growing talent scarcity around the world.
Furthermore, our data shows that a good work-life balance is nearly as important as salary and benefits.

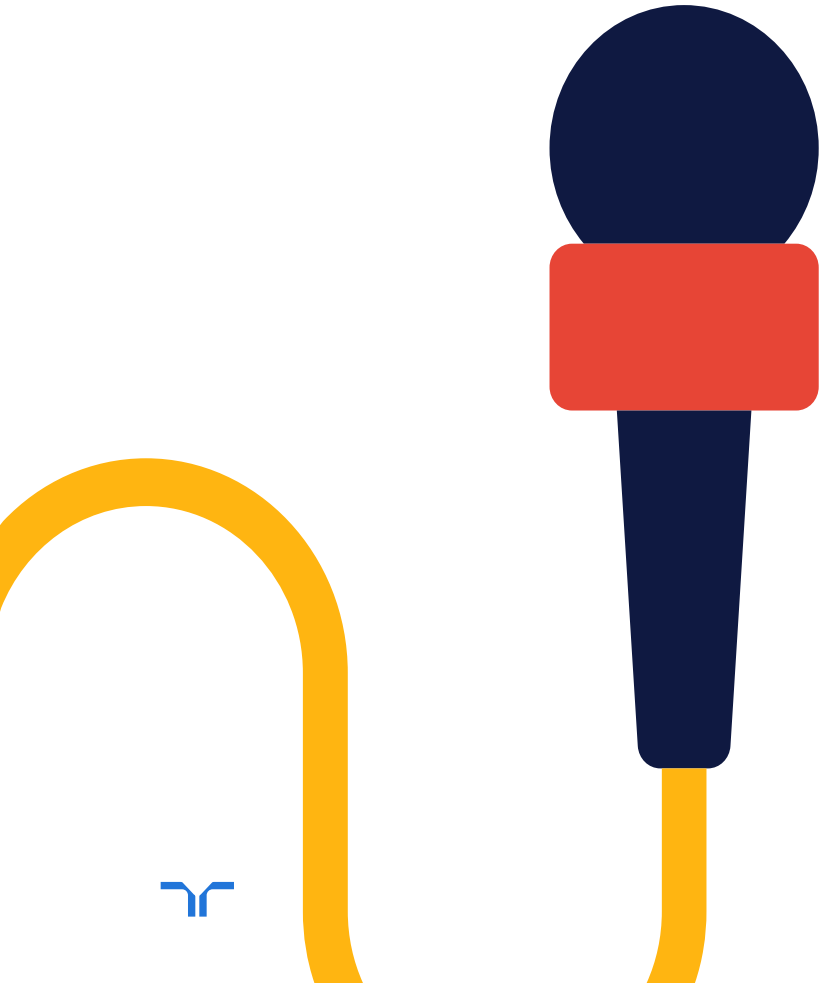
executive summary.

What does this tell you about workers in this field? Job security and a good work-life balance are typically more important to experienced workers since they have family obligations and are ready to settle into a role for some time. However, this may not accurately reflect some segments — in software, for example — where younger engineers dominate the workforce. In the technology industry, according to Stack Overflow, the average age of developers was 28 years old, according to a 2015 survey. In other segments such as civil and mechanical, the average age is notably higher.

executive summary.

How your company should attract talent, then, will depend on the engineering skills you seek. Keep in mind that even as you build an attractive employee value proposition, you must also create specific messaging and recruitment campaigns that resonate with your relevant engineering disciplines. This means undertaking the appropriate research, soliciting internal input and honing in on the benefits most appealing to your target audience. Only by acquiring a clear understanding of what motivates the talent you seek can you beat your competition for talent.

executive summary.



We hope you find this year's engineering sector report to be a resource you come back throughout the year as you look to recruit and retain the best talent in the field. We invite you to explore more of our thought leadership in the area of employer branding and talent attraction by visiting our insight center on www.randstad.com.

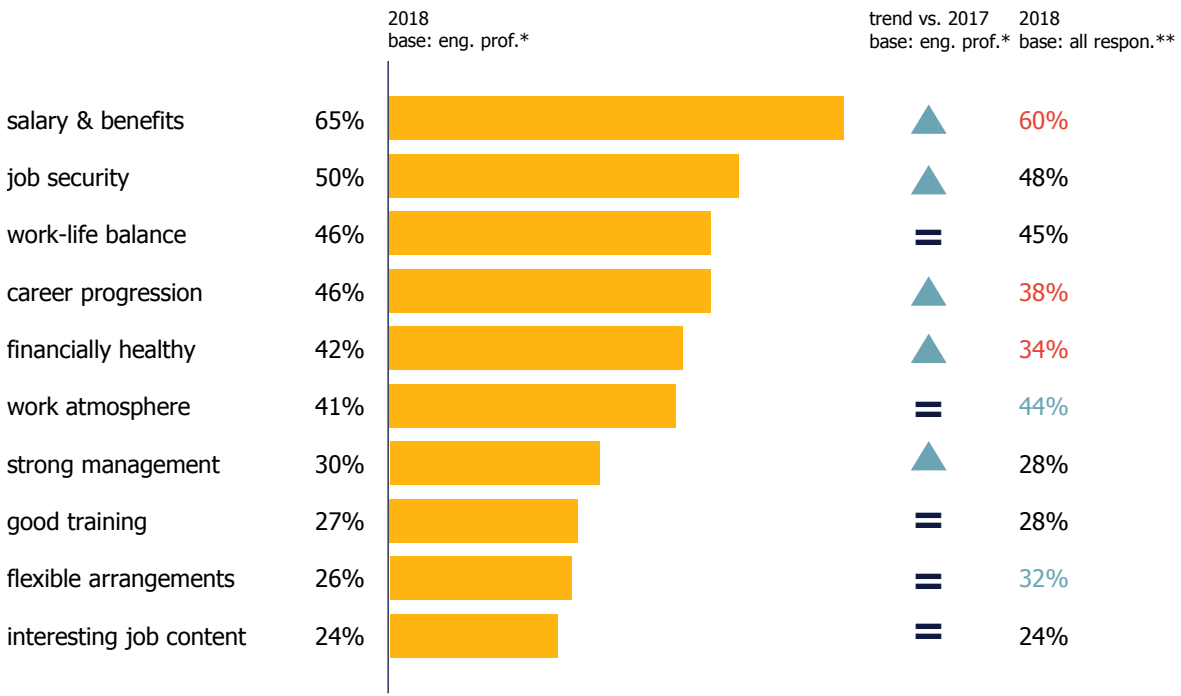
owen goodhead
managing director
randstad CPS and qualitair

what do

workers want.

what do engineering workers want
vs. global employees.

top 10 reasons to choose an employer



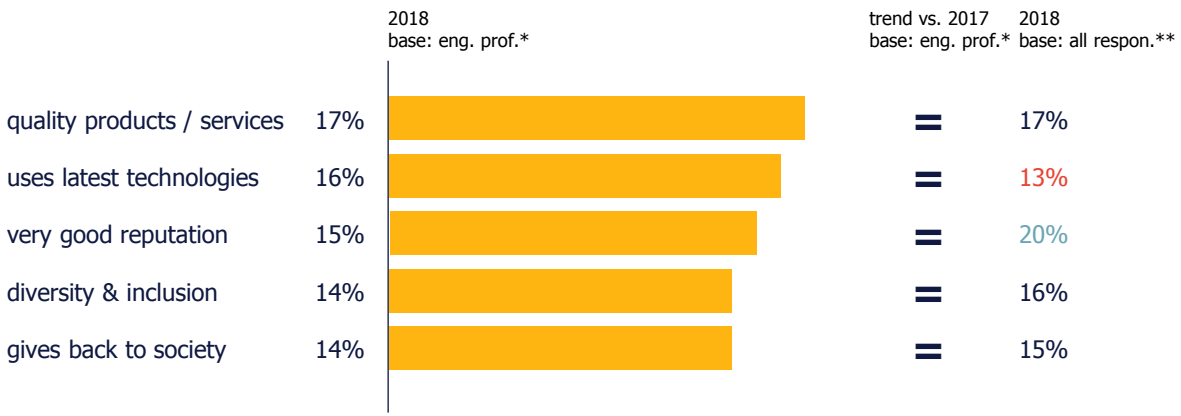
The ranking of the top 3 reasons to choose an employer is similar to last year. However, after gaining importance over time, career progression opportunities are now comparable level with good work-life balance (46%). Job security and attractive salary & benefits are also deemed more important than last year.

Compared to their peers in other job functions, engineering professionals place greater value on attractive salary and benefits (+5%), career progression opportunities (+8%) and an employer's financial health (+8%).

* triangle highlighted green or red when the difference with 2017 data is 3+ percent higher or lower
** percentage highlighted green or red, when the difference with engineering professionals for 2018 is 3 percent higher or lower

what do engineering workers want
vs. global employees.

least important reasons to choose an employer



Whilst a financially-driven attribute tops the list of must-haves for the ideal employer, it is not surprising that non-financial attributes are seen as less important by engineering professionals.

Having said this, although of lower importance compared to other aspects, using the latest technologies attracts engineering professionals significantly more than employees in other professions (+3%). Compared to the global workforce, having a very good reputation is less often essential in an employer as far as engineering professionals are concerned (-5%).

* triangle highlighted green or red when the difference with 2017 data is 3+ percent higher or lower
** percentage highlighted green or red, when the difference with financial services professionals for 2018 is 3+ percent higher or lower

employer exchange gap analysis global.

a gap between what employees seek and what employers offer is a valuable opportunity for a company's EVP.

engineering employees seek	engineering employers offer
1 salary & benefits	1 financially healthy
2 job security	2 uses latest technologies
3 career progression	3 very good reputation
4 work-life balance	4 job security
5 financially healthy	5 salary & benefits
6 work atmosphere	6 career progression
7 interesting job content	7 interesting job content
8 uses latest technologies	8 work atmosphere
9 very good reputation	9 work-life balance
10 gives back to society	10 gives back to society

please note that for comparison reasons a shortened list of 10 out of the original 16 drivers is shown above.

At a global level, the most attractive attributes sought in employers are not currently aligned with the perceived core values provided by companies.

Having said this, the engineering sector performs better than most other sectors in this respect with almost all drivers being attributed more often to engineering companies.

Together with the ITC sector, the engineering sector is one of the few sectors where an attractive salary & benefits is perceived as one of the top 5 values companies offer.

what do engineering workers want
global differences.

1/2

gender

men

career progression & work-life balance

are equally as important for male engineering professionals (45%), while globally men value work-life balance (44%) more than career progression (39%).

women

51%

of men in engineering find job security important, making it the #2 most important factor. Women in engineering attach less value to job security and only rank it #4 (46%).

women

67%

of women in engineering find salary and benefits important. Men working in engineering and women globally find this less important (respectively 64%, 62%).

age

18-24

39%

of the 18-24 y.o. engineering workforce find strong management important, while employees aged 25-44 (30%) and 45+ (29%) find this less important. Globally, employees aged 18-24 also attach less value to it (30%).

25-44

financial health

of a company is not that important to 25-44 y.o. engineers, ranking it #6, while the 18-24 y.o. and 45+ y.o. rank it #3.

45+

39%

of the 45+ y.o. engineering workforce find career progression opportunities important, while globally this is only 31% among the 45+ y.o. workers.

what do engineering workers want
global differences.

2/2

region

lat am

21%

of engineering professionals in Latin America find the usage of the latest technologies important; this is higher than the global average in engineering (16%).

russia

15%

of the engineering workforce in Russia find good training important, while this is 27% for the average engineer and 34% in North America engineering.

north america

34%

of the engineers in North America place value on the convenient location of their (potential) employer, while globally in engineering this is only 24%.

education

lower educated

work atmosphere

ranks #2 among lower educated engineering professionals, among middle educated and higher educated employees it only ranks #6.

middle educated

29%

of the middle educated engineering workforce find flexible arrangements important, this is higher than among the lower and higher educated professionals (26% and 25% respectively).

higher educated

48%

of higher educated engineers find a good work-life balance important, while among the lower and middle educated this is valued to a lesser extent (respectively 36% and 43%).

what do engineering workers want
gender and region.

1/3

attractive salary & benefits, job security, work-life balance and career progression opportunities are consistent across the globe except for women in EMEA and North America where career progression is not ranked in the top 5 wants.

north america

women*

- salary & benefits
- strong management
- job security
- location
- work-life balance

men

- salary & benefits
- job security
- work-life balance
- strong management
- career progression

● driver is ranked higher than for Engineering professionals globally

lat am

women*

- career progression
- salary & benefits
- work atmosphere
- strong management
- job security

men

- salary & benefits
- career progression
- work atmosphere
- job security
- work-life balance

* indicative results as a result of low base size

what do engineering workers want
gender and region.
2/3

EMEA

women

- salary & benefits
- work atmosphere
- job security
- work-life balance
- flexible arrangements

men

- salary & benefits
- job security
- work atmosphere
- work-life balance
- career progression

● driver is ranked higher than for Engineering professionals globally

APAC

women

- salary & benefits
- work-life balance
- career progression
- financially healthy
- job security

men

- Salary & benefits
- job security
- career progression
- work-life balance
- financially healthy

what do engineering workers want
gender and region.
3/3

russia

women

- salary & benefits
- financially healthy
- career progression
- job security
- interesting job content

men

- salary & benefits
- financially healthy
- job security
- career progression
- interesting job content

● driver is ranked higher than for Engineering professionals globally

what do engineering workers want career progression opportunities.

1/4

Globally ranked as the second most important driver, engineering professionals are significantly more often driven by career progression opportunities (46%) than the general population (38%). This difference stems from a larger gap in APAC and Latin America. In Latin America career progression opportunities are valued most, as 60% of the engineering professionals mention it in their top 5 (#2).

Globally, career progression opportunities appeal more to 18-44 y.o. workers and gender does not play a differentiating role except in Russia where it is deemed particularly attractive among female engineering professionals.

what do engineering workers want
career progression opportunities.

2/4

a demographic split of the total population vs. engineering professionals who rank 'career progression opportunities' in their top five most important factors.

north america

age	all	engin.
18-24	33%	base low
25-44	36%	44%
45-65	27%	base low
male	35%	36%
female	32%	base low

● if the difference with the wider regional importance is 5% or higher

lat am

age	all	engin.
18-24	57%	48%*
25-44	56%	63%
45-65	52%	59%
male	52%	57%
female	57%	71%*

* indicative results as a result of low base size

what do engineering workers want
career progression opportunities.

3/4

EMEA

age	all	engin.
18-24	45%	45%
25-44	38%	42%
45-65	29%	36%
male	38%	41%
female	36%	39%

● if the difference with the wider regional importance is 5% or higher

APAC

age	all	engin.
18-24	41%	56%
25-44	42%	50%
45-65	34%	44%
male	41%	49%
female	40%	50%

what do engineering workers want
career progression opportunities.

4/4

russia

age	all	engin.
18-24	62%	base low
25-44	51%	53%
45-65	33%	32%
male	44%	44%
female	49%	51%

● if the difference with the wider regional importance is 5% or higher

what do workers want summary.

1/2

Standard factors such as attractive salary & benefits, long-term job security and good work-life balance dominate and are fairly uniform across the globe for people working in engineering professions.

Five out of the seven top level drivers in choosing a company have gained importance compared to last year. Although most of these attributes should be considered as hygiene factors when attracting engineering professionals, one should not solely focus on them.

The dynamic trend in what employees want and the fact that even the lower rated attributes are quite often mentioned in the top 5 wants, makes the employer branding field in engineering relatively diverse.

The number of women in engineering is low (in our study 19%) and women in management positions are even more scarce.

what do workers want summary.

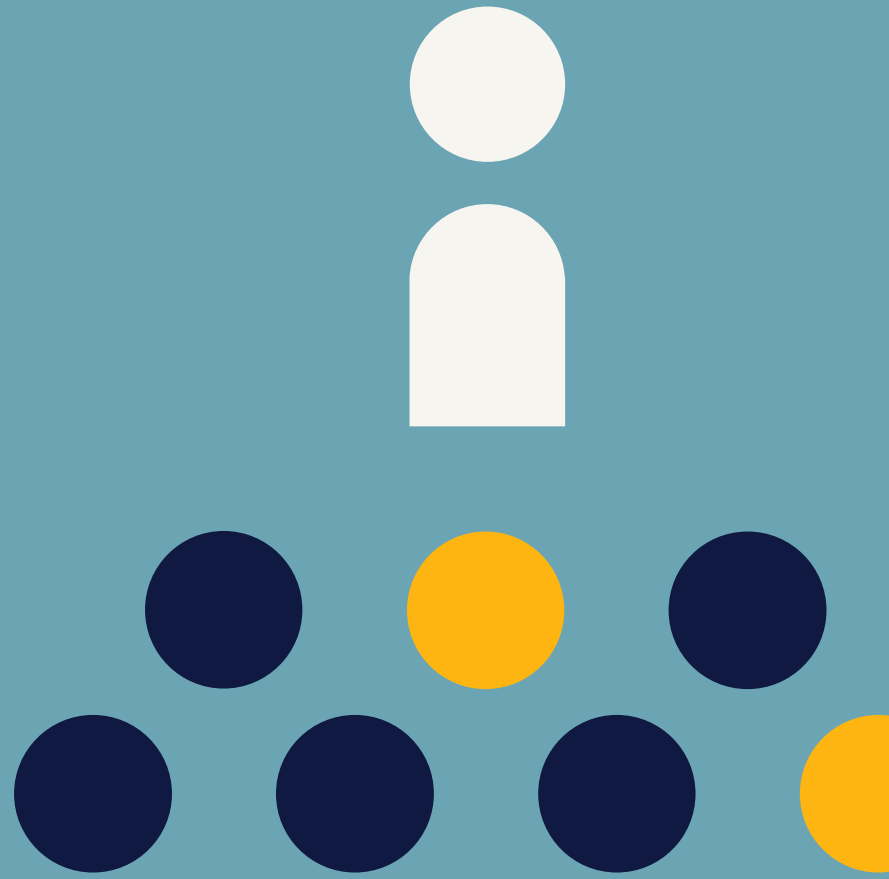
2/2

The importance of career progression opportunities has increased compared to last year and it is much higher among engineering professionals than among the general population (46% vs 38%). This gap stems largely from women (48% vs 37% for women globally), who deem career progression opportunities even more important than long-term job security.

On one hand, this may be caused by the scarcity of engineering talent, and on the other around diversity in management. As such, women may see more career opportunities themselves in this sector.

The strength of the engineering sector can be partly explained by the high perception that the sector offers attractive salary & benefits significantly more than the global average employer.

Although employees perceive engineering companies as financially healthy, it is the only value which shows a lower absolute score than the global average company. Given its increasing importance among engineering professionals (now #5), this factor requires extra attention.



switching

behavior.

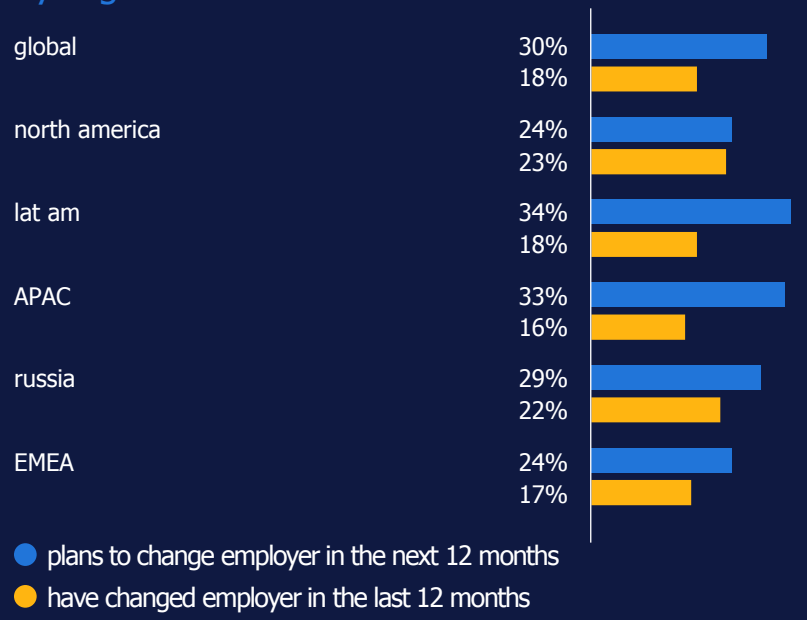
switching jobs
engineering professionals.

As talent in engineering is scarce, one may expect engineers to have more opportunities to switch employer than the general population, however, plans of switching and actual switching behavior of the engineering professionals does not differ from that of the global average employee.

The same regional differences apply for the engineering professionals as for the global workforce: retaining engineering professionals seems to be more difficult in North America and Russia.

North America is the only region where there is no gap between those planning to switch and those who have done so in the past year. This may be caused by a lack of barriers which could prevent employees from changing their employer in this region compared to others.

by region



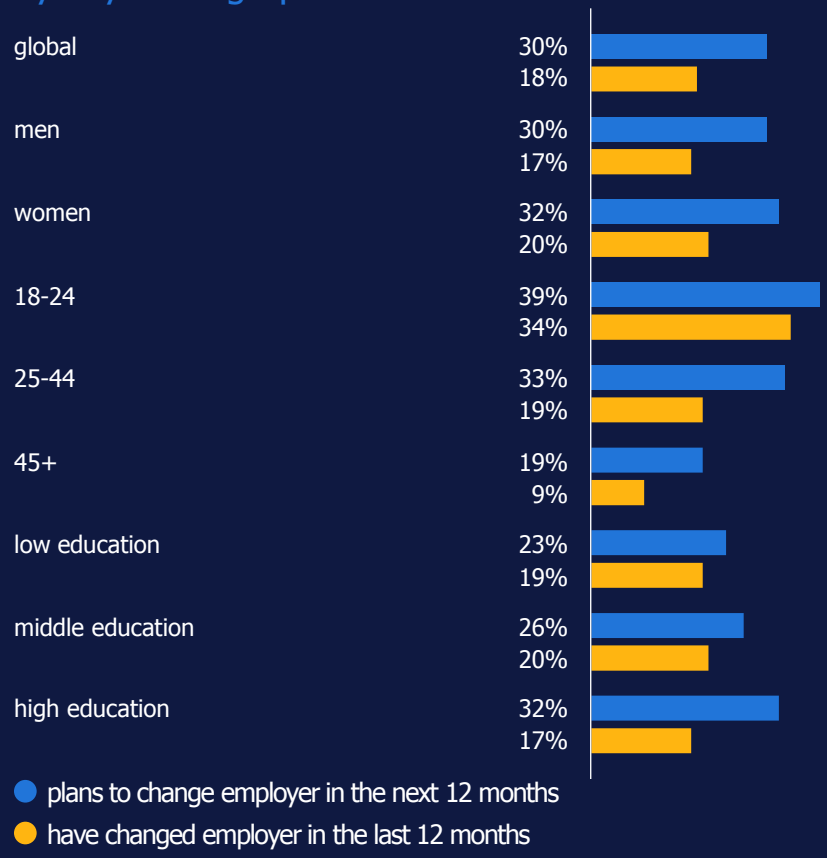
switching jobs
engineering professionals.

Across demographics we see similar switching behavior of engineering professionals compared to the global workforce. The proportion having changed jobs does not differ by gender or education.

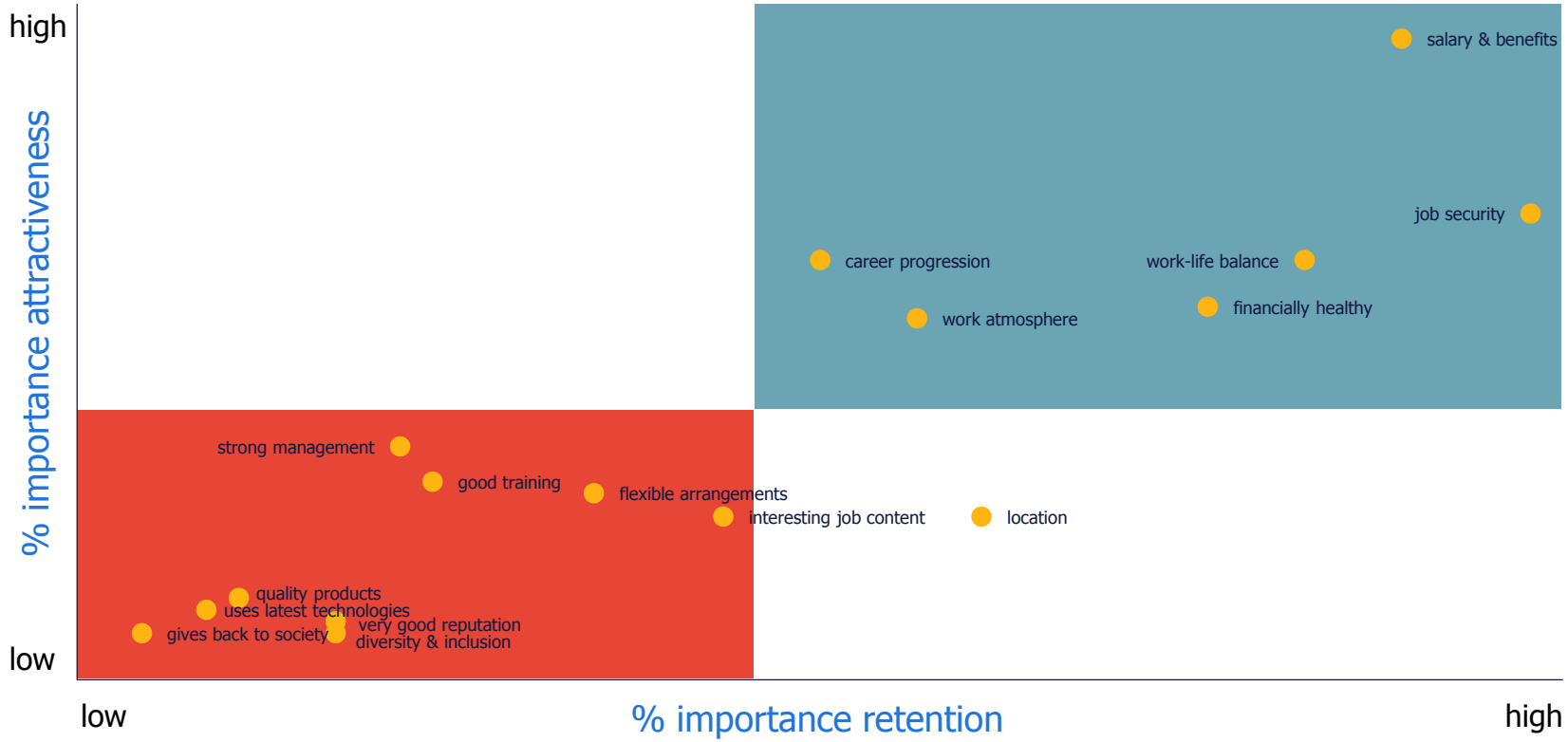
Age is the strongest differentiating factor. The global switching behavior sharply declines as age heightens. Having said this, across sectors, retaining the 18-24 y.o. engineering professional proves even more difficult (34% changed) than the 18-24 y.o. in other job functions (28% changed).

The 45+ y.o. engineering professionals place less value on career progression opportunities which may result in a higher likelihood to stay with their current employer.

by key demographic



EVP drivers among engineers
attraction vs. retention.



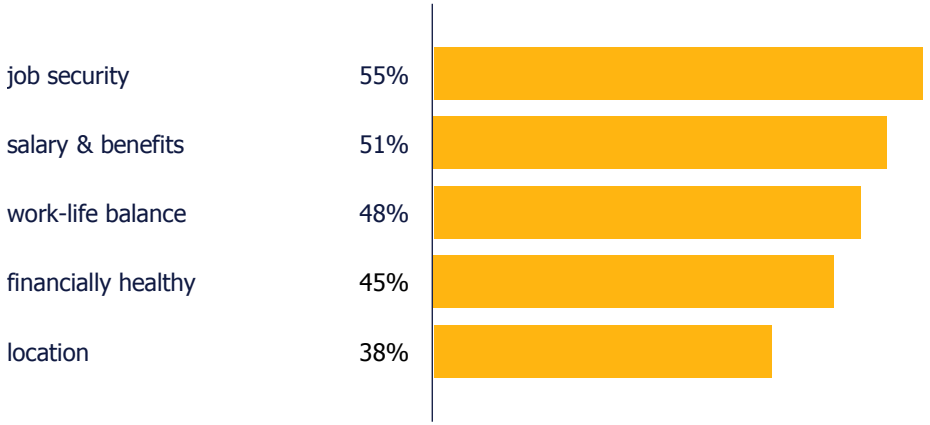
Attractive salary & benefits, long term job security and good work-life balance rank top 3 drivers for both attracting as retaining employees.

Financial health and a convenient location are more important for retaining employees, than they are for attracting them. Career progression opportunities, ranks #4 for attracting employees, however is considerably less important for retaining them (#7).

Although a number of attributes are ranked in low importance for retention and attraction, these drivers should not be neglected when developing your employer brand and may provide the edge other employers lack.

EVP drivers engineering professionals
reasons to stay.

top 5 reasons to stay with an employer



differences

25-44 and 45+ y.o.

good work life-balance

is ranked the #3 most important factor for staying with the current employer among the 25-44 and 45+ y.o engineers, while this is only ranked #6 among 18-24 y.o. engineering employees.

lower educated

26%

of the lower educated engineers find good training important for them to stay. This is higher than middle- and higher educated professionals in the engineering sector (22% and 20%, respectively).

high educated

38%

of the higher educated engineers find a pleasant work atmosphere important if they are to stay with their employer. This is higher than the lower and middle educated professionals in the engineering sector (25% and 33%, respectively).

men

31%

of men in engineering indicate that interesting job content is an important retention driver; this is more than for female engineers (27%).

russia

65%

of the engineering professionals in Russia find attractive salary & benefits important for retention. This is significantly higher than elsewhere on the globe (e.g. Latin America: 47% - North America: 58%).

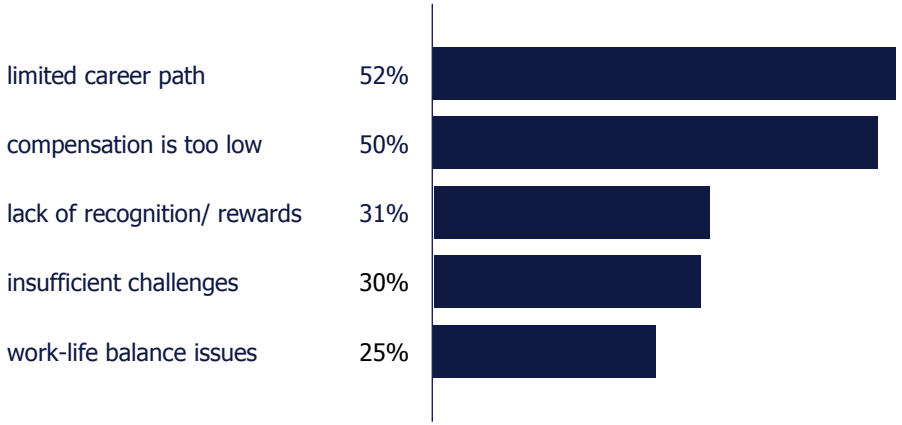
lat am

46%

of the engineering professionals in Latin America find long-term job security less important for retention than engineering employees anywhere else on the globe (engineers global: 55%).

EVP drivers engineering professionals reasons to leave.

top 5 reasons to leave an employer



differences

18-44 y.o.

limited career path

is the #1 factor why engineers under 44 would look for a new employer, while for the 45+ workforce #1 it is a too low compensation.

middle/higher educated

lack of challenges

is one of the top 5 reasons for middle and higher educated to leave. For lower educated engineers, lack of challenges is only rated as the #9 reason to leave.

lower educated

28%

of the lower educated engineering professionals mention a long commuting time as a reason to leave; middle- and higher educated engineering professionals mention this less often (19% and 20%, respectively).

women

24%

of women in financial services mention little / no advantages as a reason to leave, whilst this is 17% for men.

EMEA/APAC

lack of recognition

is considerably more often mentioned as a reason to leave a company in EMEA and APAC (38% and 34% respectively) compared to Latin America, Russia, and North America (27%, 25%, and 15%, respectively).

lat am/russia

financial health

of a company is considerably more often mentioned in Latin America and Russia as a reason to leave a company (respectively 36%, 39%) compared to North America, EMEA, and APAC (respectively 23%, 21%, 20%).

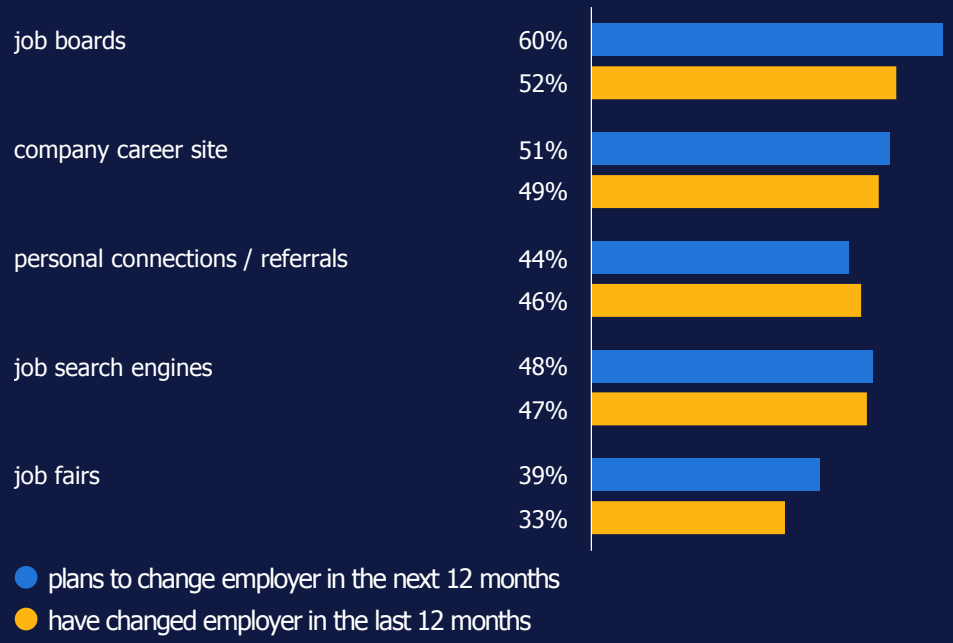
switching behavior engineering professionals.

There is a strong global trend towards online when it comes to the most often used channels to look for a job. The same holds true for engineering professionals: job boards and job search engines are used by half of the engineering workforce.

The engineering professional who is planning to change jobs makes more use of company career sites (51%) and job boards (60%) than the global average (44% and 51% respectively).

However, offline channels such as job fairs and recruiters are also used more often and should definitely be considered when developing your recruitment strategy.

top 5 channels used to look for a job*



* based on those who have changed jobs in the last 12 months or are planning to change in the next year

switching behavior summary.

although engineering professionals are scarce, retention is not as a big of an issue for engineering as it is in other sectors and the switching behavior recorded is comparable to the global average. This is likely the result of both engineering work requiring a specific skillset and the positive perception of engineering companies.

Based on our study we can conclude that the engineering workforce is aging; with only 8% of engineering professionals being between 18-24 y.o., while this is 15% among the wider workforce.

Attracting young engineers is difficult and once hired it is important to retain them. The sector seems to struggles with the latter with 34% of younger employees switching jobs in the last 12 months, compared to 28% among the 18-24 y.o. global workforce. To keep them from switching, employers should consider developing a personal approach/ program as the results shows that retention drivers are much more diverse than for the older workforce.

To attract the 18-24 y.o. engineering professionals it is vital to know where to find them. The 18-24 y.o. age group make more use of a wide scope of online platforms when looking for jobs. However, engineering employers should also exploit offline recruitment channels such as recruiters and job fairs as the young professionals use them almost twice as often as the 18-24 y.o. employees working in other sectors.

One's company career site should also not be overlooked: it looks like engineers who plan to change their jobs already have an idea about where they want to go as they use company career sites more often than the average employee does.

switching behavior
summary.

- A limited career path is another key drivers identified as driving engineering employees away when compared to the global population (52% vs 43%). This is especially true among those aged 18-24 y.o., with higher education, women and those living in APAC and Latin America.

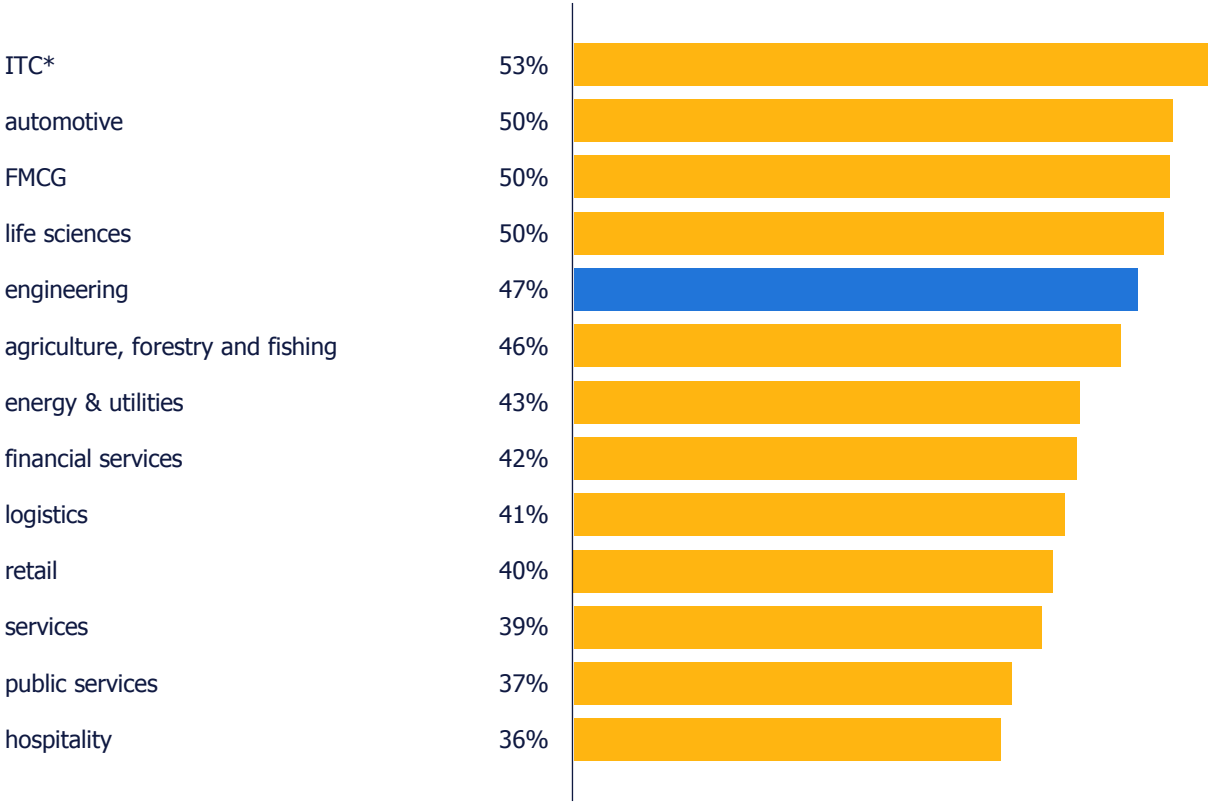
- As a result, engineering companies should emphasize career progression opportunities in their employer brand to avoid having to buy your way out of retention issues.

how attractive

is the sector.

sector attractiveness global.

sector attractiveness

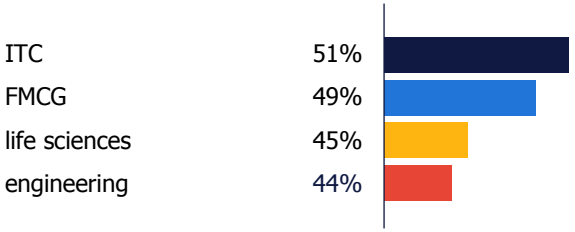


* the ITC sector relates to companies in IT, technology & communications

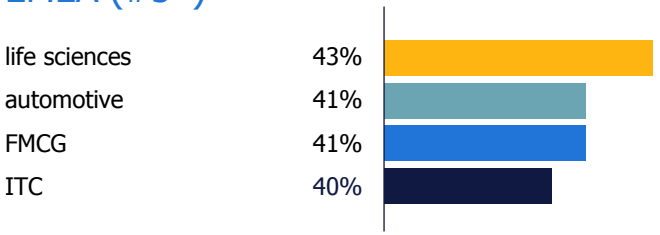
The global workforce is most willing to work for ITC companies. The engineering sector ranks relatively strongly in 5th place with 47% behind ITC (53%), automotive, FMCG and life sciences (50% respectively).

sector attractiveness by region.

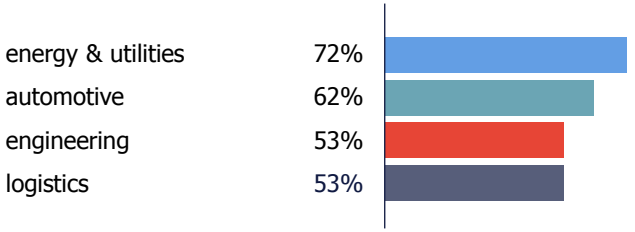
north america



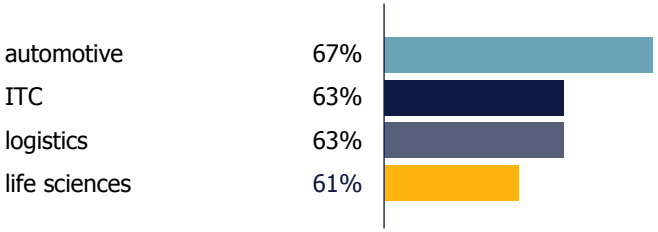
EMEA (#5*)



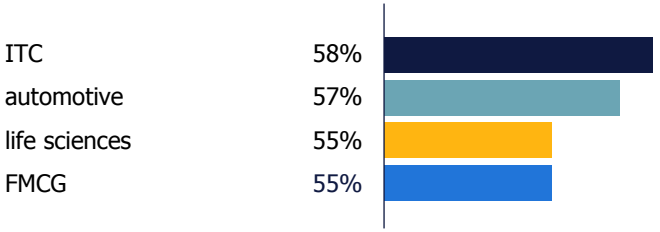
russia



lat am (#5*)



APAC (#5*)



ITC, life sciences and automotive top the rankings in four out of the five regions.

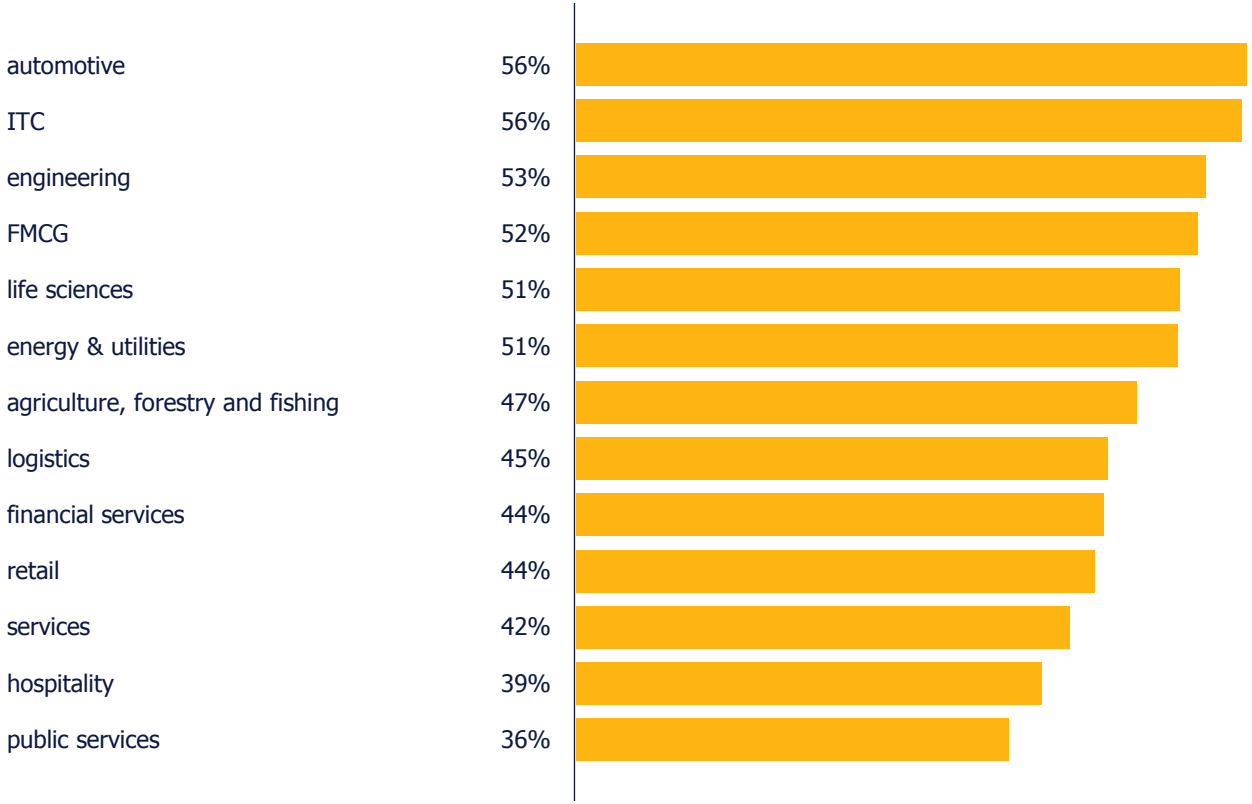
Globally, as well as for Latin America, APAC and EMEA, the engineering sector ranks 5th in attractiveness. Relative attractiveness is highest in Russia.

Although not in the top 4 sectors, willingness to work for the engineering sector is highest in Latin America (57%).

* ranking of engineering sector in this region

sector fluidity engineering professionals.

sector attractiveness



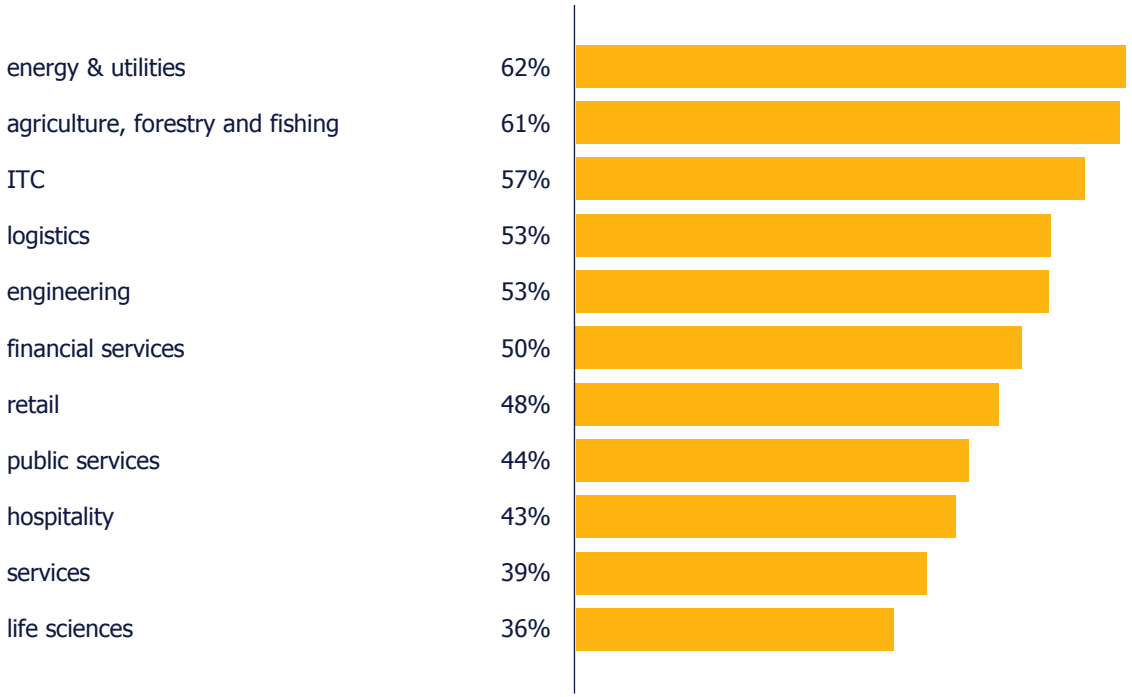
* please note that the sector definitions based on job function and those based on companies is not the same

Having a high sector attractiveness means that a large share of engineering workers is willing to work for a (different) sector, and might therefore be at risk of switching.

Although willingness to work for the engineering sector is higher among engineering professionals (53%) than for the general population (47%), engineering professionals are more willing to work for the ITC and automotive sector than for the engineering sector.

sector fluidity engineering sector attractiveness.

sector attractiveness



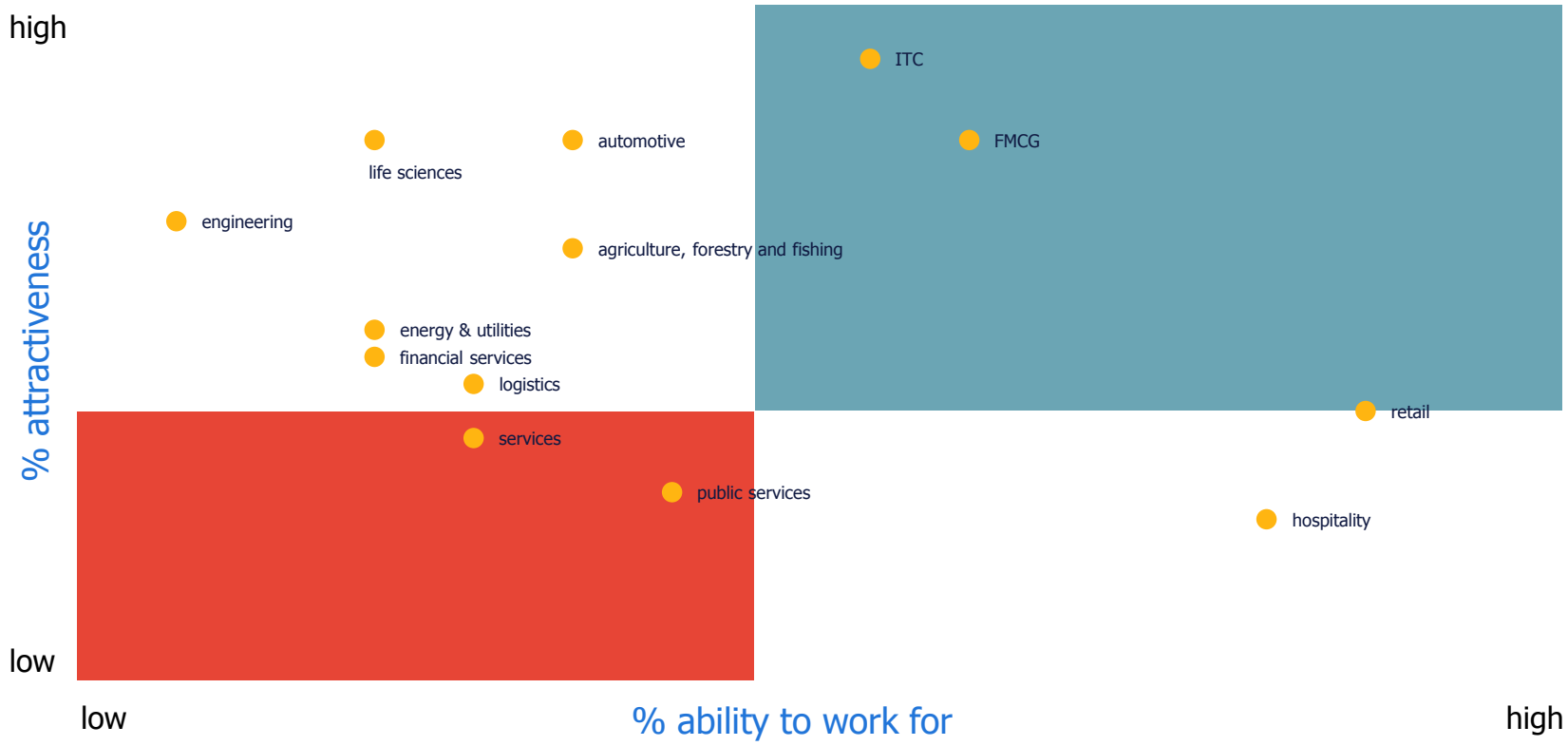
A high attractiveness of the engineering sector among employees working in sectors other than engineering means that the engineering sector is in a strong position to target these professionals in their strive to attract talent.

The engineering sector is most attractive among professionals in energy & utilities and agriculture, forestry & fishing. However, targeting them remains difficult as they show to be more open to a wide range of sectors and they may not necessarily have the skills one needs.

* please note that the sector definitions based on job function and those based on companies is not the same

* Please note that the sector definitions based on job function and those based on companies is not the same

sector attractiveness vs ability to work for it.



Employees are more often willing to work for a sector that they feel they are actually able to.

Retail and Hospitality are the only exceptions for which, although relatively unattractive, most employees indicate to be able to work in.

Taking into account the type of organization and their skills, the general population feels least able to work for a company in the engineering industry than for a company in a different sector.

switching attractiveness summary.

1/2

- The engineering sector is relatively attractive as 47% of the general population is willing to work for an engineering company. Apart from financial health, companies in the sector are perceived to offer all employer brand attributes over and above the global average, which may also explain the high attractiveness.
- The perceived ability to work for a company is lowest for the engineering sector (31%). As a result, the pool of employees engineering companies can draw from is limited.
- Diversity is an issue in engineering (19% female according to our study). The fact that women feel even less capable to work in engineering (27%) than men do (34%), is likely to be a reason for the lower willingness to work in this sector (45% vs 49% for men). To address this, engineering employers are advised to emphasize the opportunities for tailored training in their targeted hiring plans.

switching attractiveness summary.

2/2

- In general, willingness to work for a sector is lower among the lower educated workers than the higher educated. When looking at the engineering sector this difference is even larger (36% vs 53%).
- Relative to other sectors, the attractiveness of engineering among the lower educated is also weak (#9). Although lower educated job functions are less common in engineering, the sector could benefit a lot by being perceived attractive among a wider group of workers.
- engineering professionals are more willing to work for the automotive and ITC sector than for the engineering sector. The ITC sector is attractive among workers from a wide range of sectors, but the automotive sector and the energy and utilities sector pose a relatively larger threat. As willingness to work among engineering professionals of these sectors is significantly higher than for the wider population (automotive +6%, energy and utilities +8%), they are at high risk of leaving and therefore showing what differentiates your company from others becomes key.

appendix.

1. what do engineering workers want – country comparison
2. what do engineering workers want – trend analysis
3. about the research

what do workers want

country comparison.

what do engineering workers want by country.

1/3

	argentina	australia	austria	brazil	belgium	canada	china	czech rep.	dubai	france
salary & benefits	64%	58%	65%	60%	63%	63%	65%	77%	52%	66%
job security	49%	49%	63%	39%	48%	50%	52%	60%	48%	44%
work-life balance	47%	57%	39%	29%	46%	49%	48%	32%	43%	47%
career progression	58%	44%	36%	60%	37%	37%	54%	44%	53%	45%
financially healthy	17%	32%	37%	28%	28%	31%	48%	51%	29%	34%
work atmosphere	59%	30%	49%	45%	48%	46%	42%	53%	35%	54%
strong management	16%	33%	15%	36%	13%	23%	34%	14%	41%	12%
good training	21%	36%	19%	36%	35%	27%	29%	12%	34%	24%
flexible arrangements	38%	32%	48%	31%	37%	28%	20%	16%	19%	33%
interesting job content	27%	27%	40%	18%	30%	28%	15%	53%	14%	40%
location	15%	28%	23%	14%	36%	35%	21%	21%	14%	32%
quality products	10%	16%	12%	22%	16%	14%	20%	12%	21%	17%
uses latest technologies	19%	17%	12%	21%	13%	18%	13%	17%	20%	16%
very good reputation	13%	19%	15%	19%	16%	16%	8%	18%	31%	13%
diversity & inclusion	16%	11%	9%	16%	10%	19%	15%	10%	21%	11%
gives back to society	24%	11%	14%	22%	20%	12%	15%	11%	21%	15%

what do engineering workers want by country.

2/3

	germany	greece	hong kong	hungary	india	italy	japan	luxem-bourg	malaysia	new zealand
salary & benefits	70%	75%	57%	80%	46%	54%	67%	60%	73%	64%
job security	65%	49%	46%	60%	44%	44%	41%	70%	33%	46%
work-life balance	45%	44%	62%	46%	50%	53%	42%	36%	55%	60%
career progression	37%	57%	35%	41%	41%	42%	25%	39%	49%	43%
financially healthy	41%	19%	47%	51%	30%	46%	38%	44%	38%	30%
work atmosphere	46%	60%	28%	66%	28%	43%	47%	36%	34%	38%
strong management	12%	15%	30%	18%	41%	19%	27%	15%	45%	35%
good training	20%	23%	29%	25%	26%	32%	18%	16%	30%	34%
flexible arrangements	40%	23%	22%	28%	25%	28%	28%	48%	36%	26%
interesting job content	35%	21%	22%	17%	27%	32%	36%	32%	16%	31%
location	20%	17%	26%	20%	17%	25%	22%	23%	20%	25%
quality products	11%	26%	12%	9%	22%	12%	20%	8%	13%	9%
uses latest technologies	18%	22%	17%	13%	31%	19%	19%	17%	11%	15%
very good reputation	17%	15%	28%	4%	30%	17%	23%	15%	20%	16%
diversity & inclusion	9%	10%	12%	10%	19%	10%	21%	16%	13%	13%
gives back to society	11%	21%	12%	10%	23%	14%	13%	25%	15%	11%

what do engineering workers want by country.

3/3

	nether-lands	poland	portugal	russia	singapore	spain	sweden	switzer-land	UK	US
salary & benefits	74%	81%	71%	76%	68%	66%	52%	66%	55%	64%
job security	41%	53%	51%	48%	41%	46%	41%	63%	58%	47%
work-life balance	42%	52%	56%	33%	64%	52%	36%	44%	41%	43%
career progression	45%	47%	53%	46%	46%	43%	37%	37%	35%	35%
financially healthy	35%	31%	40%	68%	31%	25%	26%	40%	24%	33%
work atmosphere	54%	45%	47%	32%	36%	45%	54%	53%	35%	32%
strong management	11%	9%	20%	24%	42%	16%	29%	13%	28%	42%
good training	17%	25%	31%	15%	35%	27%	25%	22%	43%	35%
flexible arrangements	41%	25%	28%	29%	34%	38%	39%	38%	27%	29%
interesting job content	52%	41%	23%	42%	17%	40%	53%	30%	32%	15%
location	35%	26%	19%	31%	24%	26%	21%	22%	33%	34%
quality products	18%	10%	12%	8%	11%	12%	20%	13%	13%	16%
uses latest technologies	11%	20%	12%	17%	8%	17%	14%	15%	14%	20%
very good reputation	6%	17%	10%	17%	16%	19%	22%	21%	24%	21%
diversity & inclusion	5%	9%	9%	7%	15%	10%	12%	9%	15%	18%
gives back to society	11%	7%	14%	7%	12%	15%	13%	13%	10%	11%

what do engineering workers want country level summary.

- Attractive salary & benefits is consistently the highest scoring driver across all countries with the exception of the UK and Luxembourg where they are most drawn towards long-term job security.
- Similarly, in India and Hong Kong it is a good work-life balance that tops the list of drivers, in Sweden it is a pleasant work atmosphere and in Dubai career progression opportunities. Engineers in Poland and Hungary value attractive salary & benefits the most across all countries (81% and 80% respectively and compared to 65% global engineers).
- Even though diversity on the work floor is valued less than the other drivers, the Japanese, Indian, Canadian and Dubai engineers place significantly more value on this driver than their peers elsewhere.

what do engineering workers want
country level summary.

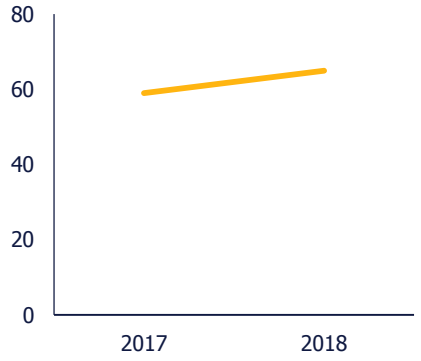
- A good work-life balance is the third most important driver for engineers worldwide, after long term job security. It is ranked highest in Singapore, Hong Kong and New Zealand. Brazilian, Czech and Russian engineers, on the other hand, are much les interested in this attribute than their peers in other parts of the world.
- A pleasant work atmosphere, ranking 4th close to good work-life balance, is ranked highest in Hungary and Argentina and lowest in India, Hong Kong and Australia.
- The global engineer does not find strong management a strikingly important attribute in their (potential) employer. However, engineers in Malaysia, the US, Singapore, India and Dubai find strong management nearly twice as important as the average global engineer does.

what do workers want

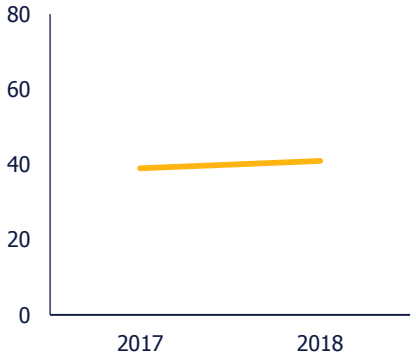
trend analysis.

what do ITC workers want
global trends.
1/2

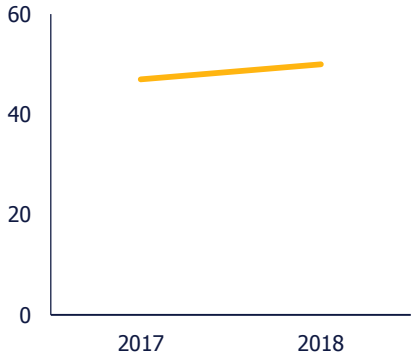
salary and benefits



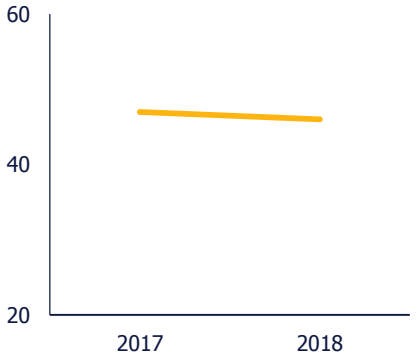
work atmosphere



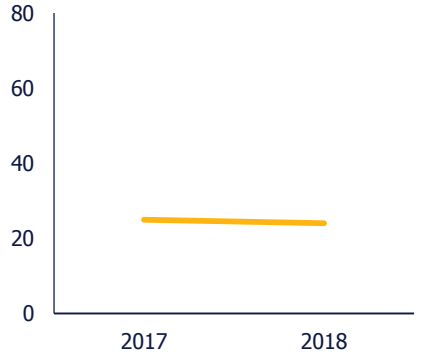
job security



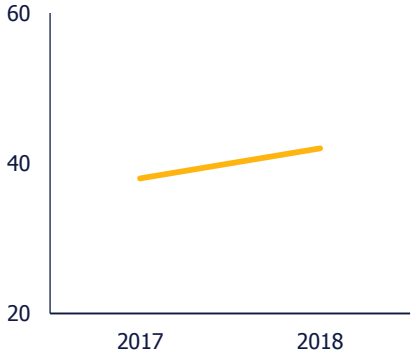
work-life balance



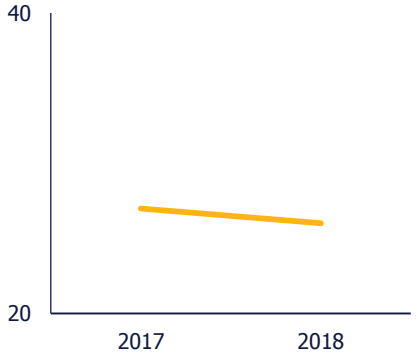
interesting job content



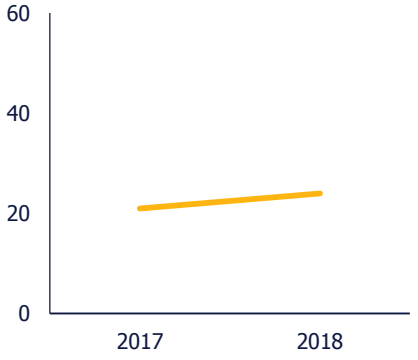
financially healthy



flexible arrangements*



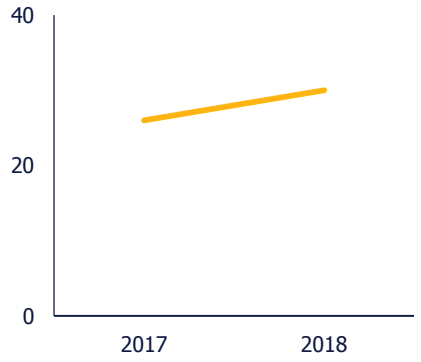
location



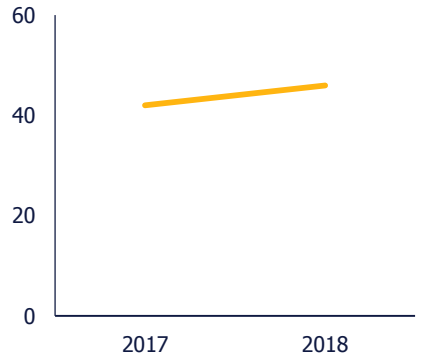
*flexitime, teleworking, etc.

what do ITC workers want
global trends.
2/2

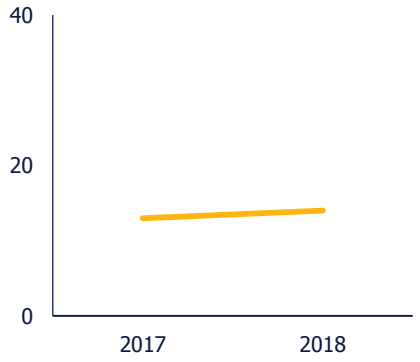
strong management



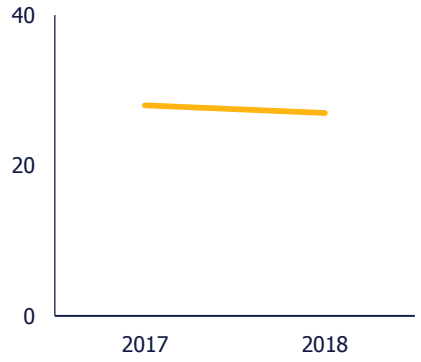
career progression



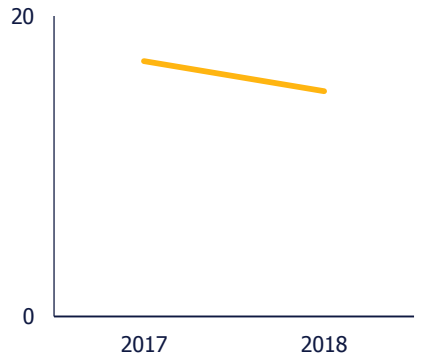
diversity & inclusion



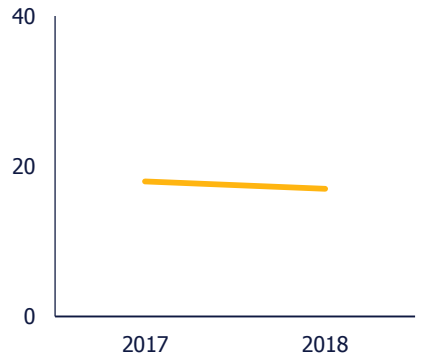
good training



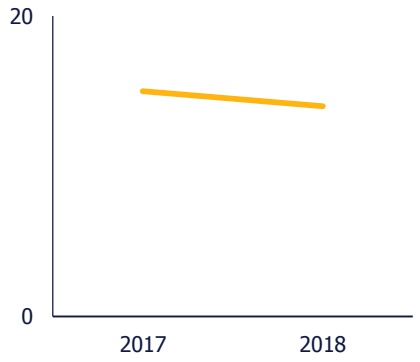
very good reputation



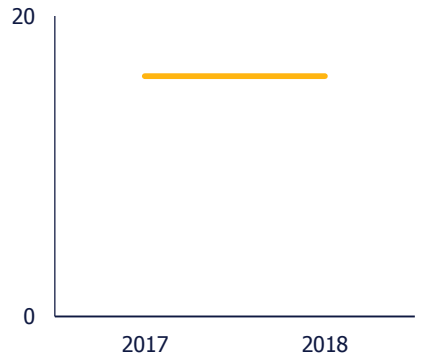
quality products



gives back to society



uses latest technologies



about the

research.

what is the randstad employer brand research.

- Representative employer brand research based on perceptions of the general audience. Optimizing 17 years of successful employer branding insights.
- Independent survey with over 175,000 respondents in 30 countries worldwide.
- Reflection of sector attractiveness is based on employers known by at least 10% of the population.
- Valuable insights to help employers shape their employer brand.

30 countries surveyed covering more than 75% of the global economy.

austria
australia
argentina
belgium
brazil
canada
china
czech republic
dubai
france
germany
greece
hong kong
hungary
italy
india
japan
luxembourg
malaysia
new zealand
netherlands
poland
portugal
russia
singapore
spain
sweden
switzerland
UK
USA

countries surveyed

worldwide
- over 175,000 respondents
- 5,755 companies surveyed

sample
- aged 18 to 65
- representative on gender
- overrepresentated on age 25 – 44
- comprised of students, employed and unemployed workforce

country
- 1,565 to 12,332 respondents see appendix for breakdown of respondents per country

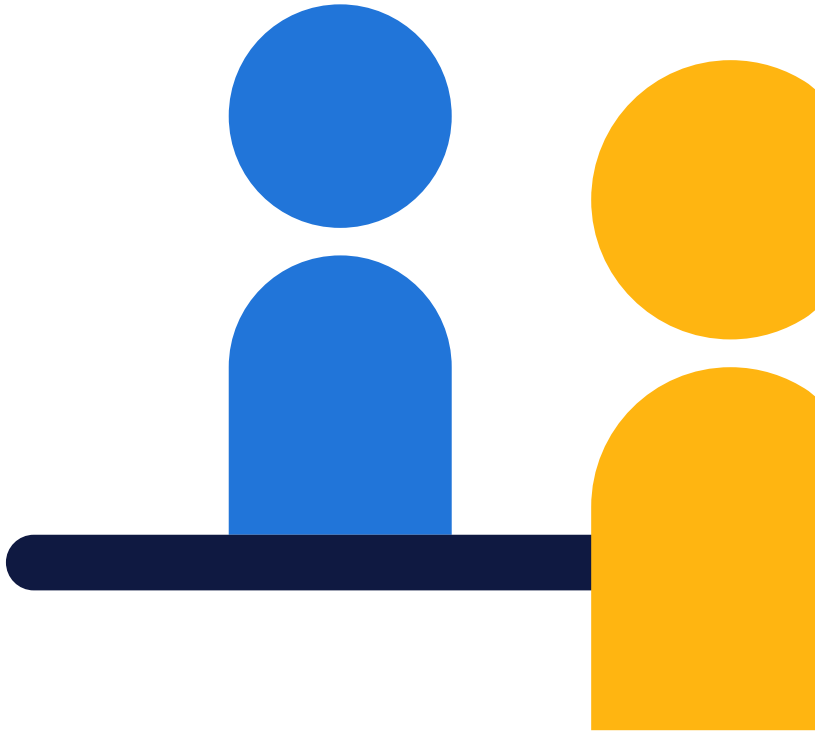
fieldwork
- online interviews
- between 10 November and 28 December 2017

length of interview
- 16 minutes

breakdown respondents by country.

country	n=
argentina	4230
australia	9555
austria	7507
belgium	12046
brazil	4284
canada	4528
china	5691
czech republic	7476
dubai	2501
france	6440
germany	4322
greece	7435
hong kong	4295
hungary	8201
india	3009

country	n=
italy	5855
japan	7105
luxembourg	1565
malaysia	3308
new zealand	3757
poland	5923
portugal	6752
russia	9431
singapore	3813
spain	6822
sweden	5139
switzerland	4799
the netherlands	12332
UK	5703
USA	4813

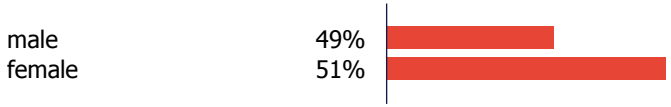


global sample composition

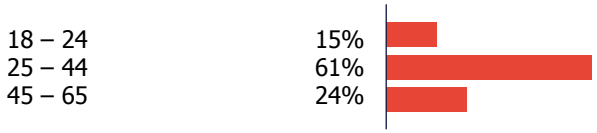
socio-demographics, employment situation, region.

1/2

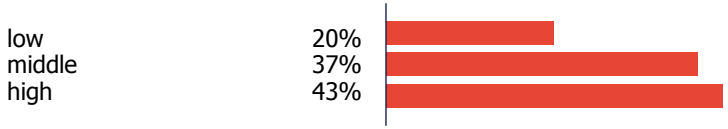
gender



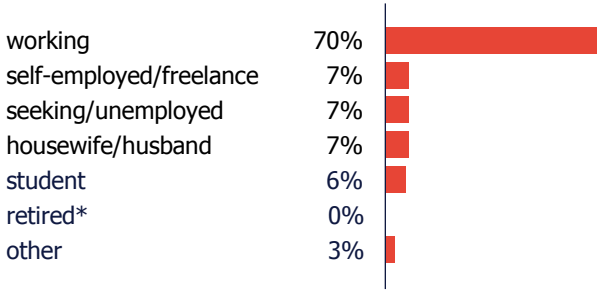
age



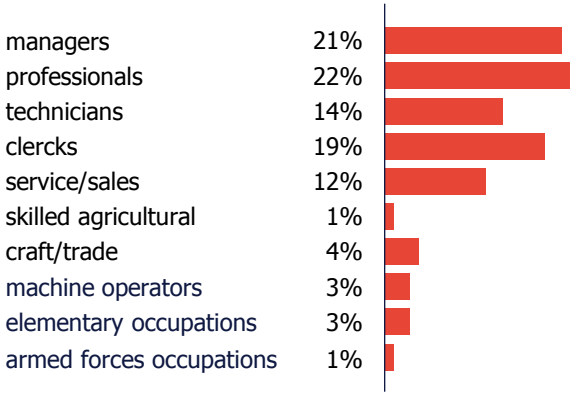
education



working situation



function



* including early retirement

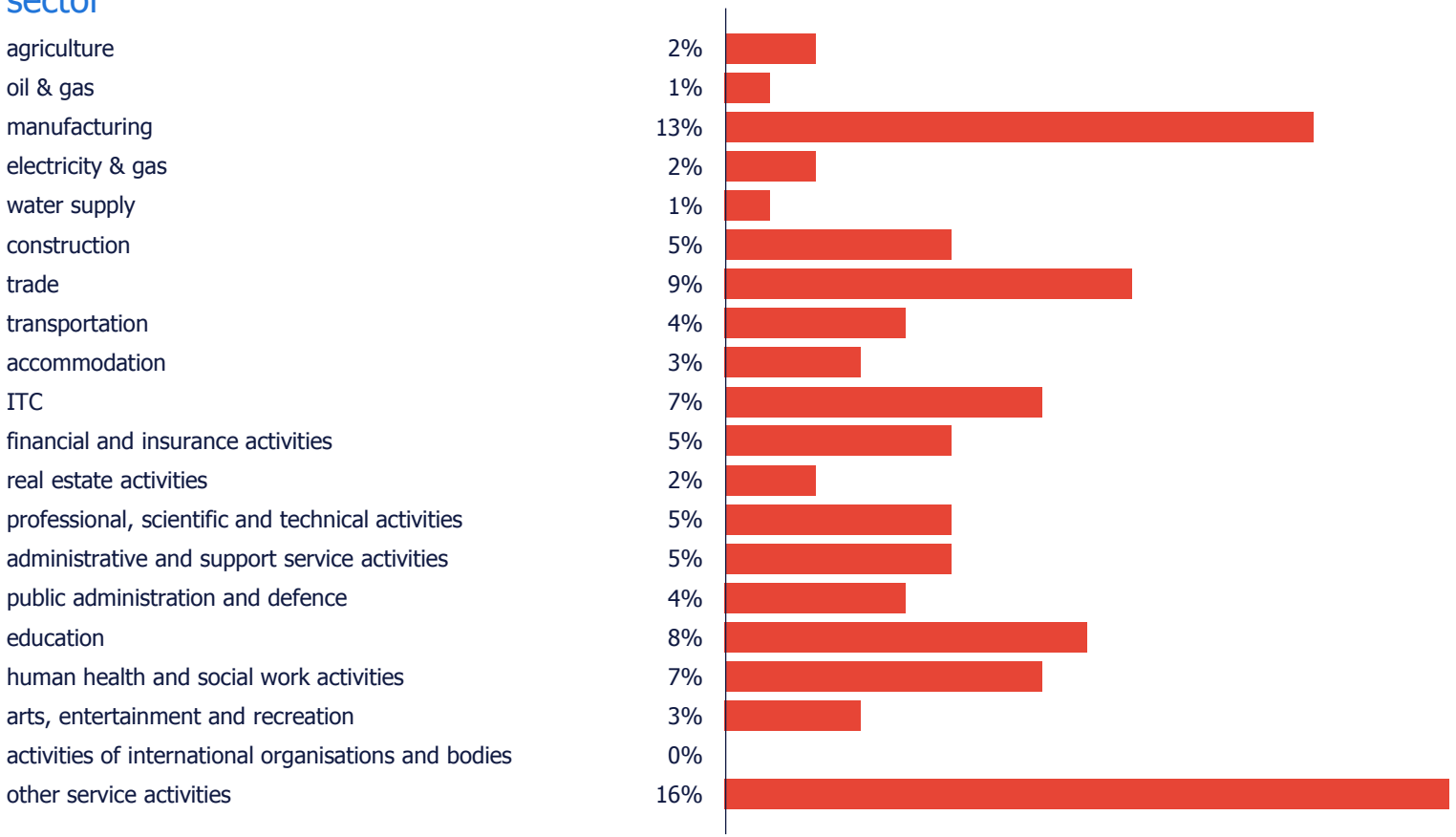
total sample: n=178,678
fieldwork: 10 November to 28 December 2017

global sample composition

socio-demographics, employment situation, region.

2/2

sector



the employer brand roadmap.

randstad

human forward.