

CEE Jobseekers Survey

January 2011



Dear Business Partners, Valued Customers,

Grafton Recruitment, your recruitment solutions provider, is back again with the most recent outcome of the jobseekers market survey. Grafton is asking jobseekers on a regular basis about their views on the economic situation, job security, job motivation and challenges with finding a job. The results of the survey are broken down by country and are presented on the local Grafton web sites:

grafton.cz	grafton.sk	grafton.pl
grafton.hu	grafton.lt	grafton.ro

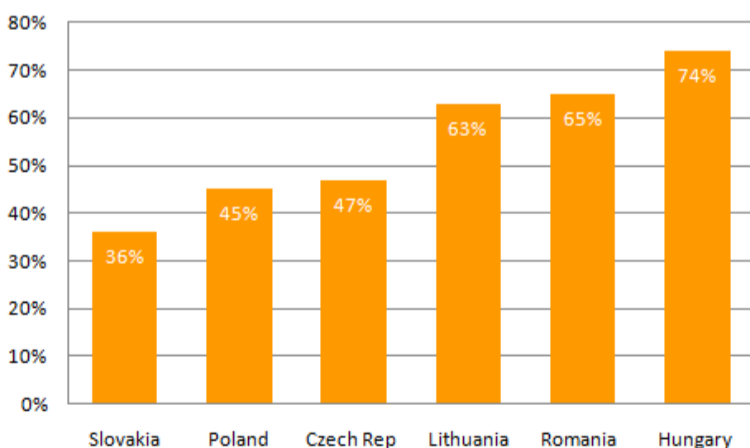
I extracted some of the important highlights to give you an overall Grafton CEE perspective covering 6 countries (CZ, SVK, POL, HU, RO, LI). This time we had 6,411 respondents in total.

Traditionally, we have an equal spread of the male and female respondents, majority with second and third level education with the bulk of respondents in the 21 - 40 age range. Over 2/3 are currently employed but looking for job opportunities due to several reasons.

The Macroeconomical environment

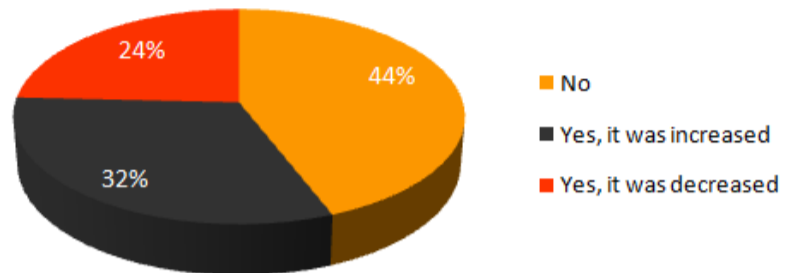
In all 6 countries, the respondents are feeling the impacts of the economic downturn and are still concerned about their job security. When we compare the countries, Hungarians are concerned the most, followed by Romania and Lithuania. The Czechs, Slovaks and Poles are less concerned and in fact, 22% of Czechs and 23% of Slovaks think that the crisis is over, it is certainly not the case of Hungary 9% or Romania 1,3%!

Are you worried about employment because of the economic crisis?



I think it clearly reflects the economic and political environment of each country and the opinions in the labour markets. Interestingly, jobseekers feel that the economic improvement will happen in two years. Note: It hasn't changed since our last survey in June 2010.

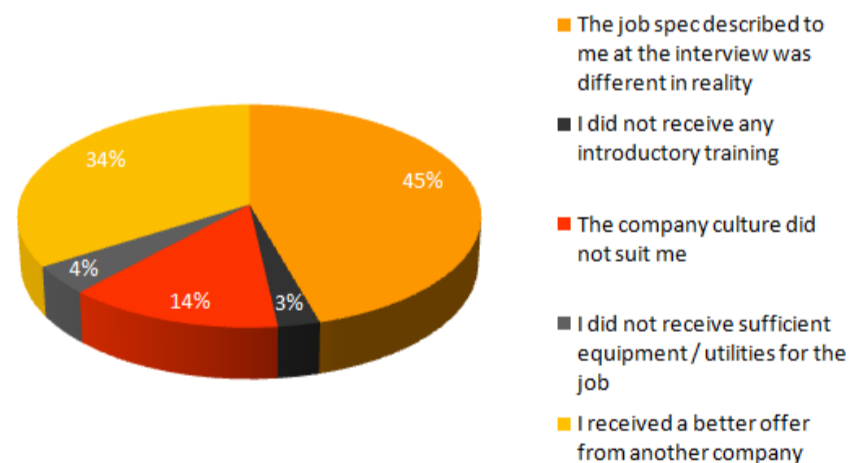
Looking at the salary increases / decreases, the situation in the region is fairly similar and only 1/3 of respondents state that their salary went up in the last 12 months.



When considering a job change, the salary level is, however, the main decision making driver. It is interesting to note that in our past surveys, it was the job content that ranked higher than salary level in some countries. When the situation on the market becomes uneasy, people are more sensitive about their incomes and the financial resources become critically important.

Recruitment Strategies and Employer Branding

A clear message to recruiters is presented in the chart below. The key reason for leaving in the trial/probation period is the fact that the job content does not correspond to the job description and expectations set at the interview stage. We can save a lot of money and energy by making sure that our recruitment process is well prepared and structured and by setting the right expectations to candidates at the start of the process.



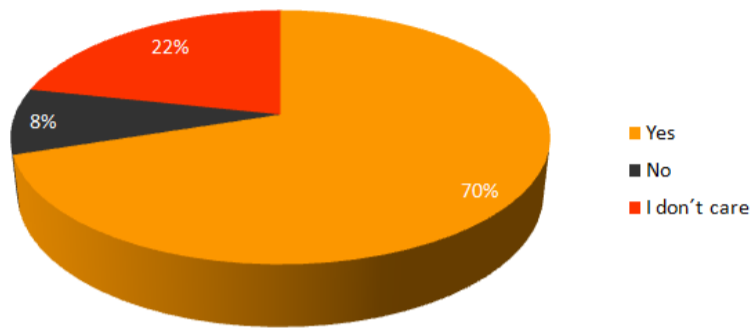
Our survey confirms again the importance of the employer branding and the company reputation on the market. In Romania it is actually the key factor in making a decision about a new job opportunity. Our generation and especially the new generation of the

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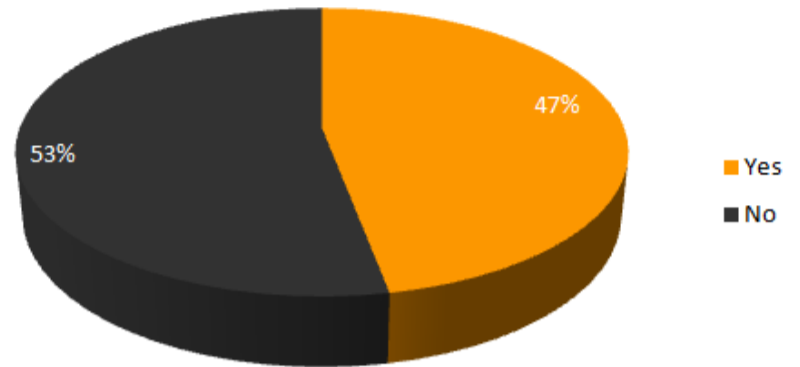
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jobseekers find important the corporate social responsibility of the employer as demonstrated below.



Are you using Social Networks to look for a job?



The labour market is changing and the use of internet and cloud computing with the generation Y and Z shaping the market space is truly taking off. You see from the picture below that only 7% of the total respondents are not using social media sites. The chart shows that Facebook is a major site but there are still a lot of local social media sites which are commonly used Goldenline, Spoluzaci.cz, iWiW, nasza klasa to name a few... Although social media are only used for job searching by 47% of respondents, they are starting to play an important role and will need to be included in the recruitment and employment branding strategy.

Those are the highlights, our full survey reports have significantly more interesting findings. Please contact our local Grafton Country Managers or go to our local web site to download the full version of the survey with your country specifics. I am sure you will find this interesting data useful for your HR strategies.

Milan Novak
 Managing Director CEE
 Grafton Recruitment

Do you have an account on Social Networks?

