



MULTILINGUAL CANDIDATES SURVEY

CEE region / 2013

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MULTILINGUAL CANDIDATES SURVEY

CEE region

At Cpl Jobs we pride ourselves in having an exemplar understanding of the multilingual talent space and our 2013 Talent Survey 'Making the Magnet Sticky' aims to provide a comparative analysis of the key motivators and perhaps more importantly 'de-motivators' from within this specific demographic. The approach aims to provide the market with a CEE quantitative and qualitative data set which can be used, in tandem with our in country consultant teams, to inform, guide and improve multilingual attraction and retention strategies in the year ahead.

Despite a number of correlations across each country the message is clear that a uniform approach across each country is less likely to have a uniform outcome and local cultural nuances remain more critical and ever in finding, attracting, developing and retaining multilingual talent. In addition although we note many correlations with previous years it is more than apparent that the expectations of this talent base shift rapidly and responding to this on a real time basis becomes ever more critical if companies wish to attain and retain these necessary skill sets. In terms of overall highlights the following points are perhaps most critical:

1) Regardless the country, 'good atmosphere' is one of the most – if not the most – appreciated factor in terms

of level of satisfaction toward the job. It outnumbers 'salary level', 'job benefits' or 'reputation of employer'.

2) The most of candidates is willing to relocate for a new job under certain circumstances. One of the most important is a better salary.

3) Bigger responsibility connected with managing a project is not seen as an important factor that constitutes a promotion by most of the candidates. Far more important is, among others, a new job title.

If you would like to discuss any aspect of our report or would like us to facilitate a free half day workshop with your team please do not hesitate to contact us.

1

How relevant are the following factors to **the level of satisfaction you feel toward your job?**

Czech Republic

	Strongly irrelevant	Irrelevant	Neither relevant nor irrelevant	Relevant	Strongly Relevant
Salary level	0.0%	0.0%	8.6%	50.0%	41.4%
Job benefits	0.9%	4.3%	20.7%	59.9%	23.3%
Location	0.9%	11.2%	18.1%	47.4%	22.4%
Good atmosphere	0.0%	2.6%	6.9%	37.9%	52.6%
Opportunities for development/promotion	0.9%	2.6%	6.9%	40.5%	49.1%
Reputation of employer	3.4%	6.0%	17.2%	44.0%	29.3%
Interesting job	0.0%	3.4%	6.0%	43.1%	47.4%
Good corporate culture	2.6%	3.4%	15.5%	50.0%	28.4%
Type of contract available	0.9%	5.2%	19.8%	41.4%	32.8%

Hungary

	Strongly irrelevant	Irrelevant	Neither relevant nor irrelevant	Relevant	Strongly Relevant
Salary level	0.0%	1.3%	6.3%	47.5%	45.0%
Job benefits	1.3%	1.3%	11.3%	53.8%	32.5%
Location	0.0%	3.8%	18.8%	48.8%	28.8%
Good atmosphere	0.0%	1.3%	5.0%	37.5%	56.3%
Opportunities for development/promotion	1.3%	1.3%	5.0%	43.8%	48.8%
Reputation of employer	1.3%	2.5%	12.5%	52.5%	31.3%
Interesting job	0.0%	2.5%	7.5%	41.3%	48.8%
Good corporate culture	0.0%	2.5%	7.5%	52.5%	37.5%
Type of contract available	1.3%	1.3%	22.5%	37.5%	37.5%

Poland

	Strongly irrelevant	Irrelevant	Neither relevant nor irrelevant	Relevant	Strongly Relevant
Salary level	1.8%	1.8%	6.3%	55.0%	35.1%
Job benefits	0.9%	2.7%	18.9%	60.4%	17.1%
Location	1.8%	3.6%	21.6%	53.2%	19.8%
Good atmosphere	0.0%	2.7%	9.0%	38.7%	49.5%
Opportunities for development/promotion	2.7%	3.6%	9.9%	45.0%	38.7%
Reputation of employer	0.0%	8.1%	24.3%	48.6%	18.9%
Interesting job	0.9%	5.4%	8.1%	46.8%	38.7%
Good corporate culture	1.8%	2.7%	24.3%	47.7%	23.4%
Type of contract available	3.6%	4.5%	16.2%	55.9%	19.8%

Slovakia

	Strongly irrelevant	Irrelevant	Neither relevant nor irrelevant	Relevant	Strongly Relevant
Salary level	0.0%	0.0%	7.0%	45.6%	47.4%
Job benefits	0.0%	1.8%	15.8%	52.6%	29.8%
Location	1.8%	3.5%	28.1%	38.6%	28.1%
Good atmosphere	0.0%	0.0%	3.5%	42.1%	54.4%
Opportunities for development/promotion	0.0%	0.0%	7.0%	40.4%	52.6%
Reputation of employer	0.0%	0.0%	24.6%	45.6%	29.8%
Interesting job	0.0%	3.5%	1.8%	40.4%	54.4%
Good corporate culture	0.0%	1.8%	15.8%	49.1%	33.3%
Type of contract available	1.8%	1.8%	26.3%	33.3%	36.8%

2

In your opinion, **what constitutes an excellent benefits system?**
(1 = most important; 9 = least important)

Czech Republic

	9	8	7	6	5	4	3	2	1
Private medical care	5.2%	11.2%	12.1%	11.2%	6.0%	9.5%	8.6%	15.5%	20.7%
An insurance package	5.2%	5.2%	7.8%	7.8%	17.2%	13.8%	12.1%	16.4%	14.7%
A multisport card	11.2%	18.1%	21.6%	15.5%	15.5%	2.6%	6.9%	5.2%	3.4%
Tickets to social events i.e. cinema, opera	15.5%	18.1%	18.1%	19.8%	6.0%	6.0%	8.6%	6.0%	1.7%
Lunch vouchers	2.6%	7.8%	10.3%	11.2%	17.2%	18.1%	13.8%	12.9%	6.0%
Training events	5.2%	6.0%	12.1%	9.5%	9.5%	15.5%	19.0%	15.5%	7.8%
Language courses	6.9%	11.2%	7.8%	12.9%	12.1%	19.0%	16.4%	5.2%	8.6%
Financial bonuses	4.3%	7.8%	2.6%	6.0%	8.6%	7.8%	12.9%	15.5%	34.5%
Childcare subsidies	44.0%	14.7%	7.8%	6.0%	7.8%	7.8%	1.7%	7.8%	2.6%

Hungary

	9	8	7	6	5	4	3	2	1
Private medical care	2.5%	10.0%	10.0%	6.3%	20.0%	11.3%	13.8%	16.3%	10.0%
An insurance package	5.0%	5.0%	10.0%	15.0%	7.5%	7.5%	10.0%	22.5%	17.5%
A multisport card	13.8%	16.3%	21.3%	13.8%	7.5%	6.3%	11.3%	6.3%	3.8%
Tickets to social events i.e. cinema, opera	20.0%	25.0%	13.8%	13.8%	5.0%	10.0%	10.0%	1.3%	1.3%
Lunch vouchers	3.8%	8.8%	8.8%	10.0%	15.0%	20.0%	8.8%	16.3%	8.8%
Training events	2.5%	5.0%	12.5%	7.5%	22.5%	22.5%	16.3%	2.5%	8.8%
Language courses	11.3%	7.5%	8.8%	22.5%	12.5%	13.8%	10.0%	10.0%	3.8%
Financial bonuses	3.8%	8.8%	5.0%	3.8%	0.0%	2.5%	8.8%	23.8%	43.8%
Childcare subsidies	37.5%	13.8%	10.0%	7.5%	10.0%	6.3%	11.3%	1.3%	2.5%

Poland

	9	8	7	6	5	4	3	2	1
Private medical care	0.0%	3.6%	1.8%	2.7%	8.1%	6.3%	9.9%	23.4%	44.1%
An insurance package	6.3%	9.0%	7.2%	13.5%	14.4%	18.0%	14.4%	12.6%	4.5%
A multisport card	6.3%	16.2%	11.7%	18.0%	12.6%	9.9%	9.0%	11.7%	4.5%
Tickets to social events i.e. cinema, opera	18.9%	19.8%	20.7%	16.2%	9.9%	6.3%	4.5%	2.7%	0.9%
Lunch vouchers	12.6%	12.6%	25.2%	11.7%	10.8%	17.1%	5.4%	2.7%	1.8%
Training events	2.7%	7.2%	7.2%	13.5%	15.3%	16.2%	16.2%	14.4%	7.2%
Language courses	4.5%	11.7%	8.1%	13.5%	16.2%	12.6%	16.2%	11.7%	5.4%
Financial bonuses	3.6%	4.5%	6.3%	4.5%	6.3%	8.1%	18.9%	16.2%	31.5%
Childcare subsidies	45.0%	15.3%	11.7%	6.3%	6.3%	5.4%	5.4%	4.5%	0.0%

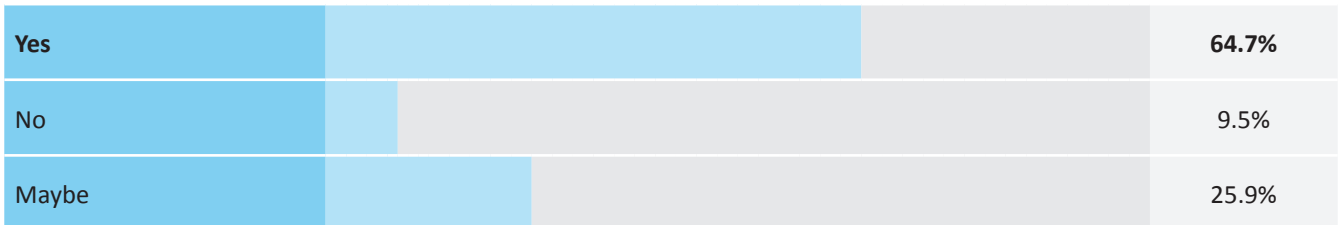
Slovakia

	9	8	7	6	5	4	3	2	1
Private medical care	7.0%	5.3%	10.5%	14.0%	10.5%	15.8%	10.5%	12.3%	14.0%
An insurance package	8.8%	10.5%	3.5%	7.0%	14.0%	17.5%	17.5%	12.3%	8.8%
A multisport card	12.3%	15.8%	15.8%	17.5%	14.0%	8.8%	3.5%	8.8%	3.5%
Tickets to social events i.e. cinema, opera	14.0%	14.0%	35.1%	10.5%	10.5%	8.8%	5.3%	1.8%	0.0%
Lunch vouchers	1.8%	12.3%	14.0%	21.1%	8.8%	8.8%	8.8%	15.8%	8.8%
Training events	3.5%	3.5%	5.3%	10.5%	10.5%	17.5%	17.5%	15.8%	15.8%
Language courses	10.5%	19.3%	5.3%	10.5%	10.5%	15.8%	19.3%	5.3%	3.5%
Financial bonuses	0.0%	3.5%	1.8%	3.5%	7.0%	1.8%	12.3%	28.1%	42.1%
Childcare subsidies	42.1%	15.8%	8.8%	5.3%	14.0%	5.3%	5.3%	0.0%	3.5%

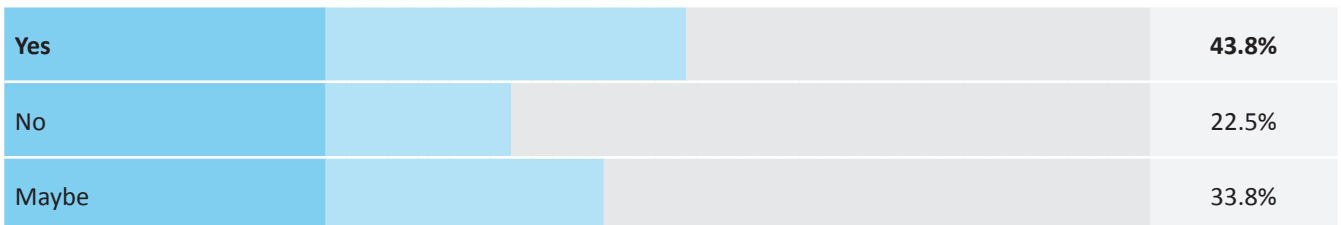
3

Would you consider relocating for a new job?

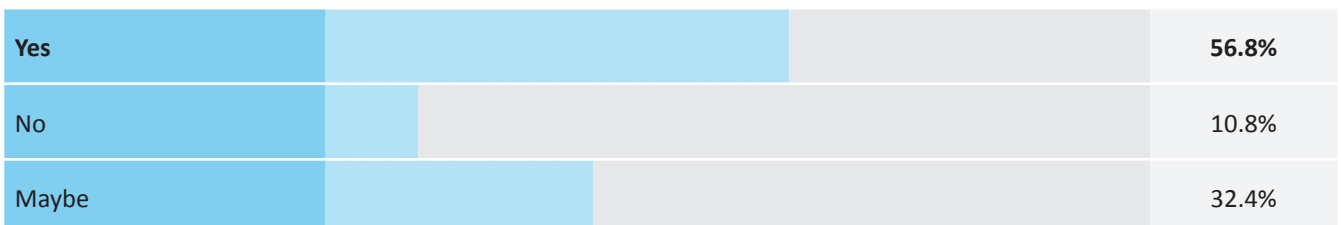
Czech Republic



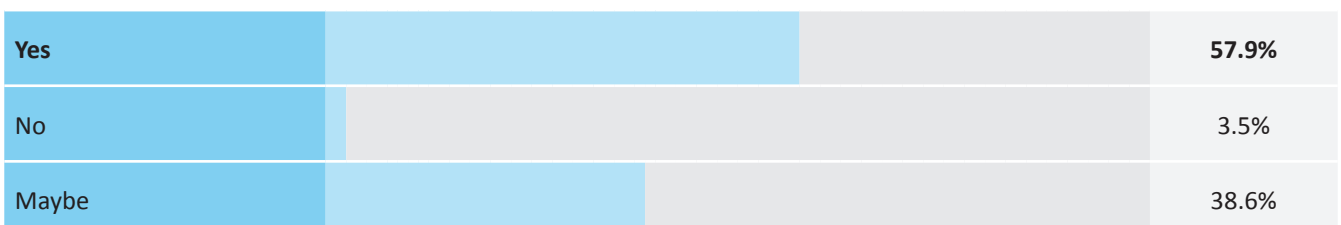
Hungary



Poland



Slovakia



4

Under which circumstances would you consider relocating to a different city to start a new job? (Multiple answers)

Czech Republic

A better salary		81.6%
An attractive benefits package		42.5%
Better reputation of the employer		12.6%
Possibilities for promotion		48.3%
A more interesting job		72.4%
A more attractive location		40.2%
Travel cost refunds		25.3%
A company flat		42.5%
Financial bonus for relocation		42.5%
The level of advice available i.e. finding accommodation		18.4%
No special circumstances are required, I'm open to relocation		16.1%

Hungary

A better salary		85.7%
An attractive benefits package		46.9%
Better reputation of the employer		22.4%
Possibilities for promotion		51.0%
A more interesting job		65.3%
A more attractive location		57.1%
Travel cost refunds		26.5%

A company flat		44.9%
Financial bonus for relocation		40.8%
The level of advice available i.e. finding accomodation		14.3%
No special circumstances are required, I'm open to relocation		12.2%

Poland

A better salary		88.0%
An attractive benefits package		28.9%
Better reputation of the employer		20.5%
Possibilities for promotion		55.4%
A more interesting job		59.0%
A more attractive location		38.6%
Travel cost refunds		31.3%
A company flat		44.6%
Financial bonus for relocation		54.2%
The level of advice available i.e. finding accomodation		15.7%
No special circumstances are required, I'm open to relocation		10.8%

Slovakia

A better salary		82.2%
An attractive benefits package		40.0%
Better reputation of the employer		20.0%
Possibilities for promotion		35.6%
A more interesting job		73.3%

A more attractive location		46.7%
Travel cost refunds		28.9%
A company flat		31.1%
Financial bonus for relocation		28.9%
The level of advice available i.e. finding accomodation		4.4%
No special circumstances are required, I'm open to relocation		4.4%

5 If you are willing to relocate, are there **any limitations related to the location?**

Czech Republic

I won't relocate abroad		5.7%
I won't relocate to a smaller city		10.3%
I won't relocate to a city I would consider to be less attractive		25.3%
I won't relocate to a different province/region		3.4%
There are no limitations		66.7%

Hungary

I won't relocate abroad		0.0%
I won't relocate to a smaller city		10.2%
I won't relocate to a city I would consider to be less attractive		30.6%
I won't relocate to a different province/region		6.1%
There are no limitations		61.2%

Poland

I won't relocate abroad		3.6%
I won't relocate to a smaller city		16.9%
I won't relocate to a city I would consider to be less attractive		31.3%
I won't relocate to a different province/region		1.2%
There are no limitations		62.7%

Slovakia

I won't relocate abroad		0.0%
I won't relocate to a smaller city		11.1%
I won't relocate to a city I would consider to be less attractive		33.3%
I won't relocate to a different province/region		8.9%
There are no limitations		64.4%

6

Under what circumstances **would you consider quitting your job?**
(Multiple answers)

Czech Republic

Low salary		66.3%
An unsatisfying benefits system		22.8%
Bad reputation of the employer		21.7%
Unattractive location		13.0%
Lack of promotion opportunities		55.4%
Uninteresting job		60.9%

Lack of training provided by my employer		25.0%
A bad working atmosphere		76.1%
Unsuitable corporate culture		27.2%
Bad relationship with my supervisors		51.1%
Type of contract		21.7%

Hungary

Low salary		58.1%
An unsatisfying benefits system		21.0%
Bad reputation of the employer		33.9%
Unattractive location		19.4%
Lack of promotion opportunities		53.2%
Uninteresting job		56.5%
Lack of training provided by my employer		22.6%
A bad working atmosphere		88.7%
Unsuitable corporate culture		45.2%
Bad relationship with my supervisors		58.1%
Type of contract		14.5%

Poland

Low salary		72.8%
An unsatisfying benefits system		18.5%
Bad reputation of the employer		26.1%
Unattractive location		12.0%

Lack of promotion opportunities		60.9%
Uninteresting job		64.1%
Lack of training provided by my employer		25.0%
A bad working atmosphere		78.3%
Unsuitable corporate culture		33.7%
Bad relationship with my supervisors		56.5%
Type of contract		25.0%

Slovakia

Low salary		69.6%
An unsatisfying benefits system		17.4%
Bad reputation of the employer		26.1%
Unattractive location		13.0%
Lack of promotion opportunities		56.5%
Uninteresting job		76.1%
Lack of training provided by my employer		21.7%
A bad working atmosphere		80.4%
Unsuitable corporate culture		28.3%
Bad relationship with my supervisors		50.0%
Type of contract		19.6%

7

In your opinion, **what constitutes a promotion?** Please rank by order of importance.
(1 = most important; 6 = least important)

Czech Republic

	6	5	4	3	2	1
A new job title	16.3%	17.4%	17.4%	12.0%	16.3%	20.7%
A higher salary	2.2%	10.9%	10.9%	15.2%	32.6%	28.3%
Managing a group of people	3.3%	8.7%	18.5%	26.1%	18.5%	25.0%
Managing a project	2.2%	14.1%	27.2%	26.1%	20.7%	9.8%
Managing international projects	2.2%	35.9%	21.7%	14.1%	9.8%	16.3%
Engagement in managing non-business projects e.g. CSR projects	73.9%	13.0%	4.3%	6.5%	2.2%	0.0%

Hungary

	6	5	4	3	2	1
A new job title	17.7%	19.4%	8.1%	14.5%	22.6%	17.7%
A higher salary	4.8%	8.1%	9.7%	16.1%	21.0%	40.3%
Managing a group of people	3.2%	11.3%	21.0%	27.4%	19.4%	17.7%
Managing a project	1.6%	12.9%	40.3%	17.7%	19.4%	8.1%
Managing international projects	3.2%	33.9%	12.9%	19.4%	16.1%	14.5%
Engagement in managing non-business projects e.g. CSR projects	69.4%	14.5%	8.1%	4.8%	1.6%	1.6%

Poland

	6	5	4	3	2	1
A new job title	19.6%	13.0%	14.1%	10.9%	25.0%	17.4%
A higher salary	3.3%	5.4%	8.7%	19.6%	16.3%	46.7%
Managing a group of people	4.3%	12.0%	25.0%	30.4%	15.2%	13.0%

Managing a project	2.2%	18.5%	27.2%	21.7%	19.6%	10.9%
Managing international projects	2.2%	31.5%	20.7%	15.2%	18.5%	12.0%
Engagement in managing non-business projects e.g. CSR projects	68.5%	19.6%	4.3%	2.2%	5.4%	0.0%

Slovakia

	6	5	4	3	2	1
A new job title	23.9%	15.2%	8.7%	8.7%	23.9%	19.6%
A higher salary	0.0%	6.5%	17.4%	13.0%	26.1%	37.0%
Managing a group of people	2.2%	15.2%	15.2%	41.3%	8.7%	17.4%
Managing a project	4.3%	17.4%	34.8%	21.7%	15.2%	6.5%
Managing international projects	0.0%	26.1%	19.6%	15.2%	23.9%	15.2%
Engagement in managing non-business projects e.g. CSR projects	69.6%	19.6%	4.3%	0.0%	2.2%	4.3%

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