

Money talks

Ideal Employer importance criteria by region (%)

CRITERIA	US	UK	APAC	GLOBAL
Competitive salary	82	82	81	81
Challenging/Interesting work	83	84	71	80
Positive culture	77	71	78	75
Opportunities for promotion	72	73	70	72
Strong executive leadership	73	63	68	67
Financial performance of firm	71	60	68	66
Competitive bonus	67	60	68	64
Solid training and development	59	59	61	61
Attractive benefits	67	50	59	58
Office environment	59	54	59	58
Work with key industry players	52	52	54	54
Manageable working hours	54	50	58	52
Leader in the industry	52	48	52	51
Innovator in the industry	53	46	45	48
Flexible working options	43	37	40	39
Is a good corporate citizen	41	31	34	36
Progressive on issues like diversity	39	33	34	35
Opportunity to travel	22	23	25	25