

What's most important to today's job seekers?

Salaries and good benefits top the list, of course, but what other factors can entice candidates' interest?

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Not surprisingly, those with a job — and those seeking a job — care most about how much they are going to get paid and what kinds of benefits are offered, according to a Glassdoor survey.

The Harris Poll surveyed more than 1,100 U.S. adults on behalf of Glassdoor and found the top considerations for both seekers and workers are salaries (67 percent) and benefits (63 percent), followed by the job's location (59 percent), commute time (43 percent) and employee reviews in job ads (32 percent).

Nearly half (48 percent) of the respondents say that the availability of benefits and perks such as gym memberships and paid time off would make them more likely to apply for a job at a company, followed closely by a convenient, easy commute (47 percent). These two factors, plus high salaries (46 percent), good work-life balance (43 percent) and the ability to work from home (41 percent), are more important than a great company culture (35 percent), whether the company's financial performance is good (26 percent), or familiarity with the brand (23 percent).

“Job seekers crave transparency on pay, not only to make an initial judgment about whether to consider applying for a job, but also to assess if an employer holds long term potential for them,” says Julie Coucoules, Glassdoor's global head of talent acquisition. “Quality candidates are typically well-researched and those that go beyond job ads and look for a richer set of background data that includes benefits and employee reviews, among other specific traits about an employer. This means that employers should make information available to job candidates proactively, or they risk missing out on quality candidates applying.”

When assessing a company's long-term potential as an employer, more than two in five (44 percent) respondents say that company transparency on pay and benefits is the most important factor, followed by an explanation from employers about how they can grow within the company (39 percent). Thirty-seven percent of workers/job seekers say a company having a track record for promoting from within would signify a company has long-term potential for them as an employee.

While many employers can't afford to boost salaries or benefits to attract and retain workers, they can enhance perks, according to HRDive.

"Workers' desire for work-life balance and flexible work schedules demonstrates a growing need for more personal time," HRDive writes. "Employers that support workers' needs for more time for family and personal responsibilities, like caregiving, are often recognized as employers of choice."

The recent high-profile scandals involving unethical behavior or sexual misconduct have compelled workers to become more focused on company brand and culture than ever before, according to HRDive. "Job seekers are routinely eyeballing company-rating sites before submitting applications," HRDive writes. "Employers that create cultures based on high ethical standards, civility, and inclusiveness will attract and hold onto talent with the same values."

By Katie Kuehner-Hebert