



METHODOLOGICAL NOTE TO THE “MARKET ANALYSIS” PHASE

The first phase of our Professional Kit is called “Market Analysis” and it consists of different charts that sum up different parameters connected to quality of work and life in different countries.

1. From Data to Output

The data have been collected from specialized institutions, such as OECD, Eurostat, and World Bank, specialized in providing reliable data to guide the decision-making process and policies of international bodies.

The Wexplore team partnered with a **professional research team** specialized in labor and social policies in the following process:

- Selecting key variables to provide relevant insights to a person and a professional approaching an international market
- Collecting and analyzing the related data from the wealth of information contained in the sources mentioned above, following a sound research-based methodology and approach
- Provide a final output providing a comprehensive and comparative overview of the countries.

These data are all referred to the year 2014 or the closest year available and are taken from external agencies such as OECD, Eurostat, World Bank.

The countries who are taken into account currently are: Union European countries, Iceland, Norway, Switzerland, Macedonia and Turkey and they were compared based on different parameters that were grouped in three main areas: **labour market situation**, **quality of work** and **quality of life**.

Under the labour market situation’s area were analyzed the following areas:

- Labour Market Inclusiveness
 - Employment in high-technology sectors out of total employment
 - Total knowledge-intensive activities out of total employment
- Labour Market Accessibility
- Evolution of the employment and economics and economics situation
 - Employment rate by gender
 - Employment rate by age group
 - Employment rate by educational level
 - Employed by sector of activity out of total employment
 - Employed by occupational position out of total employment

Under the Quality of Work’s area were analyzed the following areas:

- Employment stability
- Safety at work
- Work-life balance



Under the Quality of Life's area were analyzed the following areas:

- Cost of life
- Environmental quality
- Security
- Life satisfaction
- Health care system coverage
- Family friendly policies

2. From Output to Individual

All these information were translated into color-coded maps, in order to make them easily readable, understandable and exploitable by any user.

How to read them? The darker the colour, the higher the level of the parameter is. In this way, you can easily compare different countries at a glance, and find the best match according to your professional profile, but also according to your personal needs and expectations.