

ID Code	Construct	Item	Measurement Scale
OA1	Organizational Attractiveness	For me, this company would be a good place to work.	1 = strongly disagree to 5 = strongly agree.
OA2		I would not be interested in this company except as a last resort.	
OA3		This company is attractive to me as a place for employment.	
OA4		I am interested in learning more about this company.	
OA5		A job at this company is very appealing to me.	
FAM1	Familiarity	What knowledge do you have of the company?	1 = very little to 7 = a lot
FAM2		What knowledge do you have of the products/services offered by the company?	
FAM3		What knowledge do you have of the company's prestige?	
OP1	Opportunity to Perform perception	To be given the possibility to show their talents during the selection process.	1 = not at all to 7 = completely
OP2		Can show their best during physical selection.	
OP3		To get the chance to demonstrate what they are worth.	
OP4		To get the chance to display their potential.	
ITA1	Intention to Apply (ITA)	In the future, I think I will use this site to submit my application.	1 = strongly disagree to 7 = strongly agree
ITA2		When I look for work, I will come back to this site.	
ITA3		I will take the job offers from this site into consideration.	