

employer  
brand research  
2020

global report.

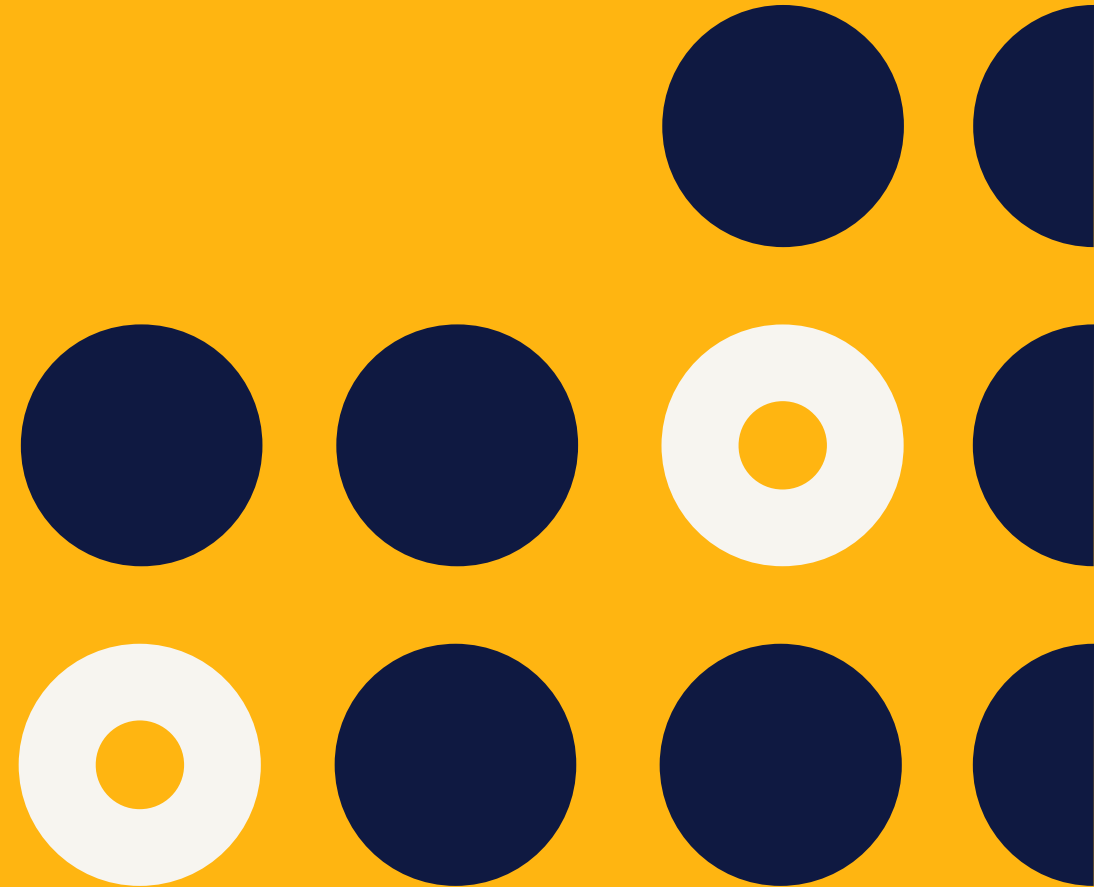
 randstad

human forward.



# contents.

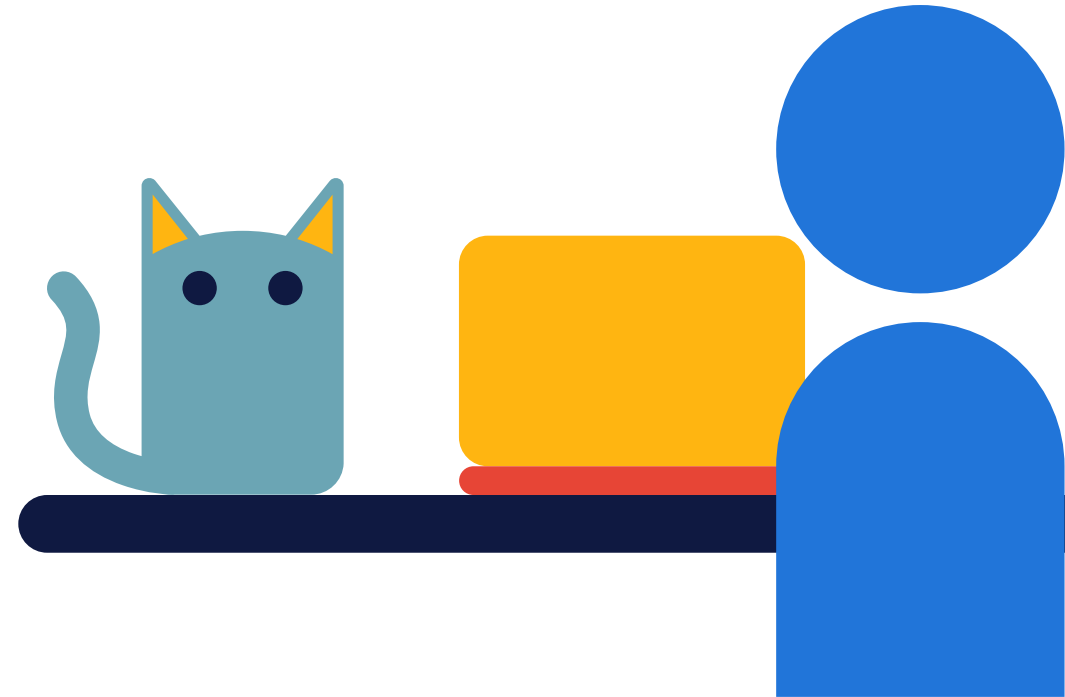
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# foreword

As we publish this year's Randstad Employer Brand Research, we at Randstad are fully aware of the new situation we are in as a result of COVID-19. The timing of the questionnaire and its results were analyzed before the discovery of the virus. Since then, COVID-19 has paralyzed local economies and labor markets and as a result several companies find themselves facing unprecedented challenges.

In these uncertain times, employer branding is more important than ever. This year's Randstad Employer Brand Research results can be very helpful in building on a sharpened employer branding strategy for your company.



executive

summary.



# executive summary.

Welcome to the 20<sup>th</sup> edition of the Randstad Employer Brand Research Global Report where this year the REBR enters its 20<sup>th</sup> year of operation. Starting in 2000, the Research now covers 33 markets and collects strategic and insightful data from some 185,000 respondents per year.

The last 2 decades have seen the world of work change dramatically but never so much than since the beginning of digital age. Our research confirms that despite these transformational changes, attractive salary & benefits, work-life balance and job security remain the top three most important offerings the global workforce seek from their ideal employer.



## executive summary.



Zooming in on the top drivers, differences between target groups begin to emerge through our data which strengthens the theory that a one-size-fits-all employee value proposition will not render valuable results as preferences vary widely depending on these groups.

An example can be seen in the secondary reasons to choose an employer. A pleasant work-atmosphere is more valued in Europe than anywhere else and in CIS being financially healthy is the second most important driver, after attractive salary & benefits. The Latin American workforce is more interested in career progression opportunities, while those in North America and APAC place more value in career progression within a company.

## executive summary.

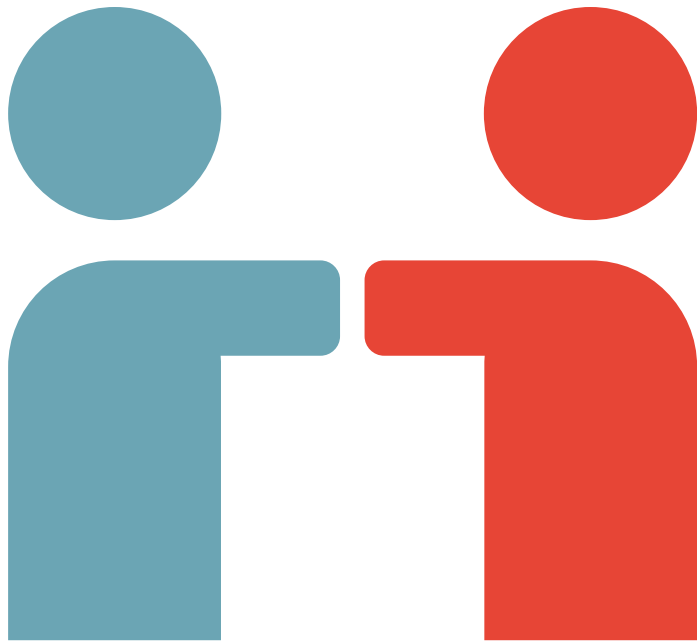


Similarly, preferences differ across the generational cohorts. When targeting gen z's, an employee value proposition highlighting a pleasant work-atmosphere will appeal more than an employer whose EVP focuses on job security.

For millennials and gen x, a successful EVP strategy could focus more on good work-life balance and long term job security than on pleasant work atmosphere.

Boomers are more likely to choose an employer based on the attractiveness of the salary & benefits offer, while a convenient location may impact their decision as well.

# executive summary.



throughout this report we also look into the switching behavior of the global workforce and the choices employees make when they decide to go to a different employer.

Consistent with previous years, about 2 in 10 global workers changed their employer in the past 12 months and about 1 out of 4 plans to do so in the coming year.

Aside from the most obvious reason to switch being due to a higher salary elsewhere (60%) around 40% of employees did so because of a mismatch between their personal values and those of the organization or because of poor relationships with their manager or colleagues.



# executive summary.



In addition to the continuous metrics the REBR provides each year, we also use the platform to conduct research on a particular issue prevalent within the industry.

For 2020 we have broken down our most sought after driver of attractive salary and benefits to specifically look at how important non-monetary benefits are for the global workforce and what particular benefits are most attractive.

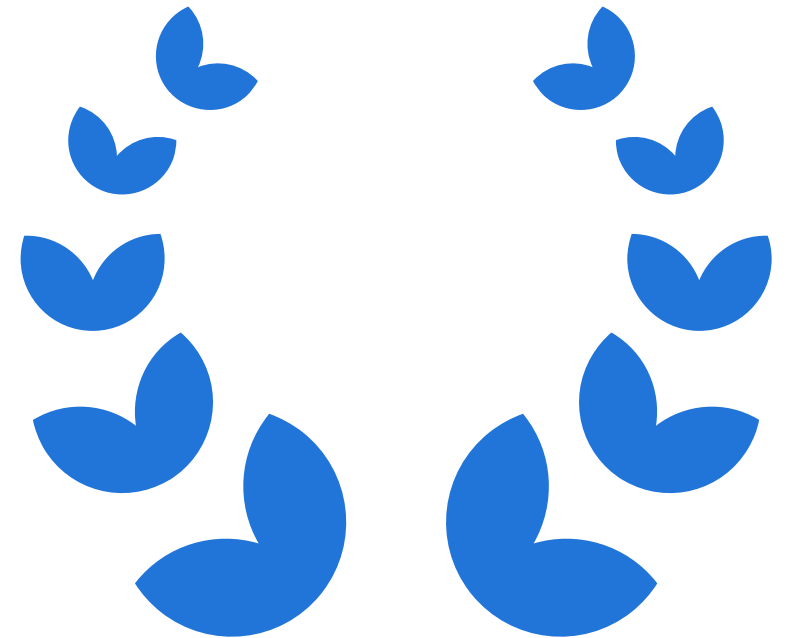
Echoing the top drivers, the most attractive benefits have to do with flexibility: additional vacation benefits (80%), flexible working hours (79%), being able to work from home (72%). Also health care insurance packages (79%) and the reimbursement of mobility expenses (72%) are very attractive benefits, worldwide and could be given more visibility to attract the right talent.

# executive summary.

With so many disruptive forces affecting businesses around the globe; finding, training and retaining talent is currently one of the most critical challenges companies face in these uncertain times. To make sure you are best positioned to be an employer of choice, we invite you to take a closer look at this year's research and learn what factors will really motivate the workers you need to drive results.

Should you need further insights into how your employer brand is performing, make sure to contact your local Randstad specialist for a customized report.

Enjoy!



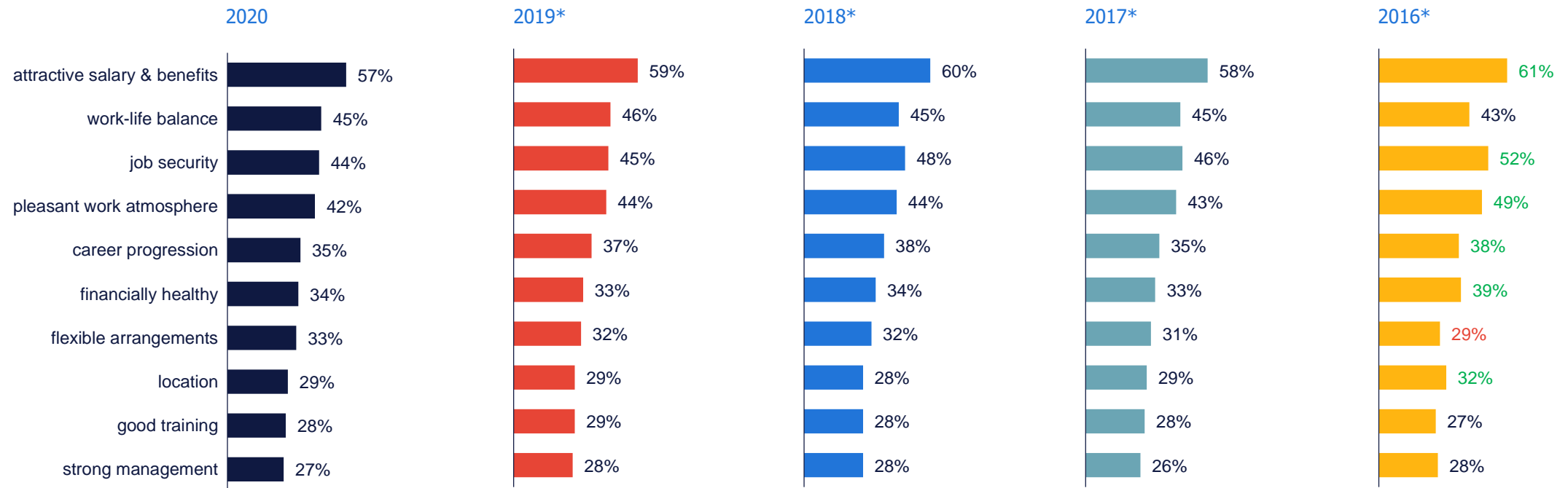
what do



**workers  
want.**

while attractive salary & benefits remains the most sought after driver overall, the top 5 drivers register a decrease when compared to 2019.

top 10 reasons to choose an employer

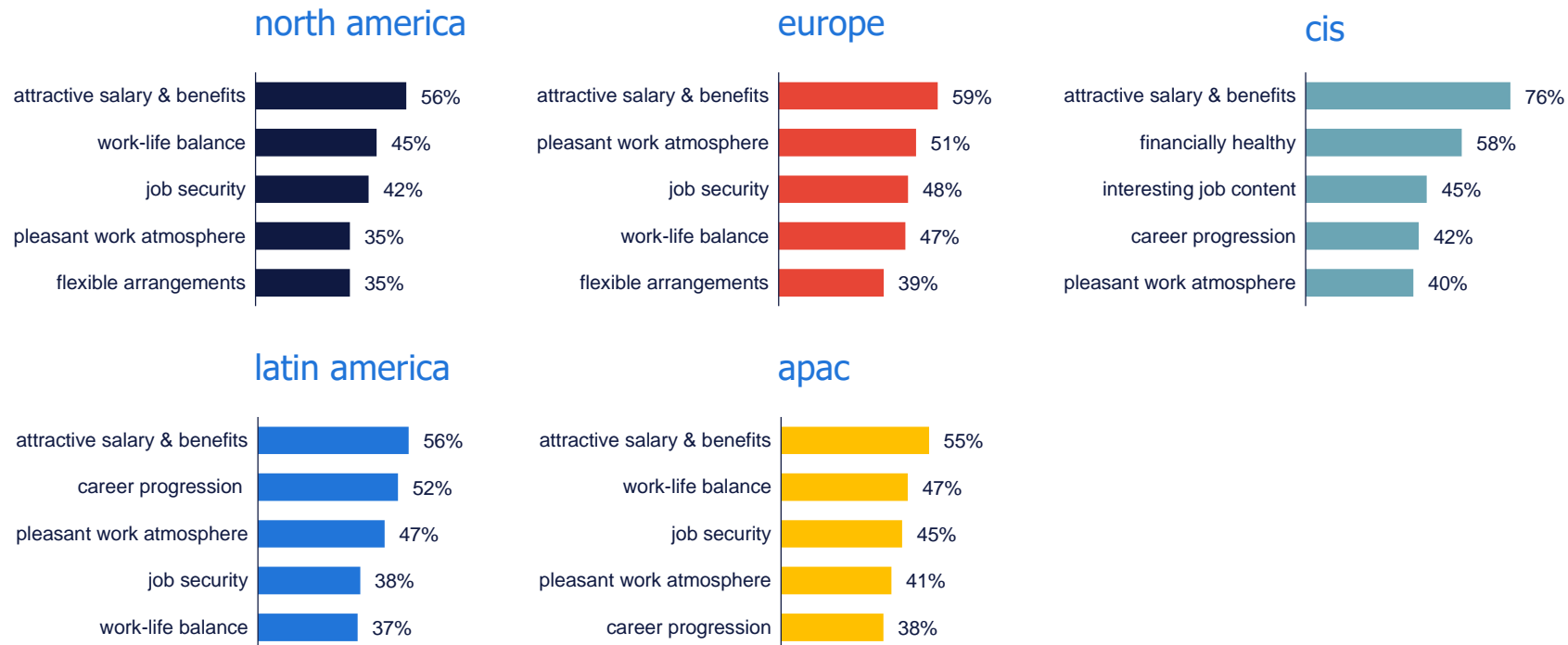


\*percentage highlighted green or red, when the difference with 2020 data is 3% higher or lower



# secondary and tertiary reasons to choose an employer differ per region with notable differences being recorded in CIS compared to elsewhere.

what do workers want - by region



[click here](#) for a breakdown of these results by generation



# what potential employees seek vs what they perceive employers to offer.

Understanding the gap between what employees want and what they think employers offer provides valuable insights into building an employer brand

employees seek	current employer offers	other employers are perceived to offer
01 attractive salary & benefits	01 job security	01 financially healthy
02 work-life balance	02 financially healthy	02 uses latest technologies
03 job security	03 very good reputation	03 very good reputation
04 pleasant work atmosphere	04 pleasant work atmosphere	04 job security
05 career progression	05 work-life balance	05 attractive salary & benefits
06 financially healthy	06 interesting job content	06 career progression
07 interesting job content	07 career progression	07 pleasant work atmosphere
08 very good reputation	08 attractive salary & benefits	08 work-life balance
09 gives back to society	09 gives back to society	09 interesting job content
10 uses latest technologies	10 uses latest technologies	10 gives back to society



# with the exception of latin america employees believe that their own employer delivers on at least 1 of their top 3 requirements.

employee - employer exchange gap analysis by region

	employees seek	their employers offer	other employers offer
north america	<ol style="list-style-type: none"> <li>1 attractive salary &amp; benefits</li> <li>2 work-life balance</li> <li>3 job security</li> </ol>	<ol style="list-style-type: none"> <li>1 financially healthy</li> <li>2 very good reputation</li> <li>3 job security</li> </ol>	<ol style="list-style-type: none"> <li>1 financially healthy</li> <li>2 uses latest technologies</li> <li>3 very good reputation</li> </ol>
europa	<ol style="list-style-type: none"> <li>1 attractive salary &amp; benefits</li> <li>2 pleasant work atmosphere</li> <li>3 job security</li> </ol>	<ol style="list-style-type: none"> <li>1 job security</li> <li>2 financially healthy</li> <li>3 interesting job content</li> </ol>	<ol style="list-style-type: none"> <li>1 financially healthy</li> <li>2 uses latest technologies</li> <li>3 very good reputation</li> </ol>
cis	<ol style="list-style-type: none"> <li>1 attractive salary &amp; benefits</li> <li>2 financially healthy</li> <li>3 interesting job content</li> </ol>	<ol style="list-style-type: none"> <li>1 financially healthy</li> <li>2 very good reputation</li> <li>3 job security</li> </ol>	<ol style="list-style-type: none"> <li>1 financially healthy</li> <li>2 uses latest technologies</li> <li>3 very good reputation</li> </ol>
latin america	<ol style="list-style-type: none"> <li>1 attractive salary &amp; benefits</li> <li>2 career progression</li> <li>3 pleasant work atmosphere</li> </ol>	<ol style="list-style-type: none"> <li>1 very good reputation</li> <li>2 financially healthy</li> <li>3 job security</li> </ol>	<ol style="list-style-type: none"> <li>1 financially healthy</li> <li>2 uses latest technologies</li> <li>3 very good reputation</li> </ol>
apac	<ol style="list-style-type: none"> <li>1 attractive salary &amp; benefits</li> <li>2 work-life balance</li> <li>3 job security</li> </ol>	<ol style="list-style-type: none"> <li>1 job security</li> <li>2 financially healthy</li> <li>3 work-life balance</li> </ol>	<ol style="list-style-type: none"> <li>1 financially healthy</li> <li>2 very good reputation</li> <li>3 attractive salary &amp; benefits</li> </ol>



# what do workers want summary.

The hierarchy of EVP drivers has remained relatively stable over the past 5 years. In 2020, the top 3 consist of attractive salary & benefits, work-life balance and job security.

despite the consistency across the top drivers sought after, the secondary reasons differ per region. For North America and APAC the second most sought after driver is career progression, while in CIS the financial health of the employer is considered important. pleasant work-atmosphere is the second most important driver in Europe and in Latin America it is career progression opportunities.





# what do workers want summary.

Worldwide, employees perceive the offering from their own employer slightly better than that of other employers – with the exception of attractive salary & benefits. Regionally, only employers in CIS are perceived to deliver on one of the top 3 most sought after drivers – financially healthy.

There is also a clear EVP differentiation when looking across generational. Gen z finds a pleasant atmosphere more important than security while millennials and gen x would rather get a good work-life balance and security from their employer. Boomers are more likely to choose an employer based on the salary & benefits, but a convenient location could also impact their decision.



switching



behavior.

job switching behavior is highest in cis and north america, while intention is highest in latin america.

global switchers

18%

changed employer in the past year.

global intenders

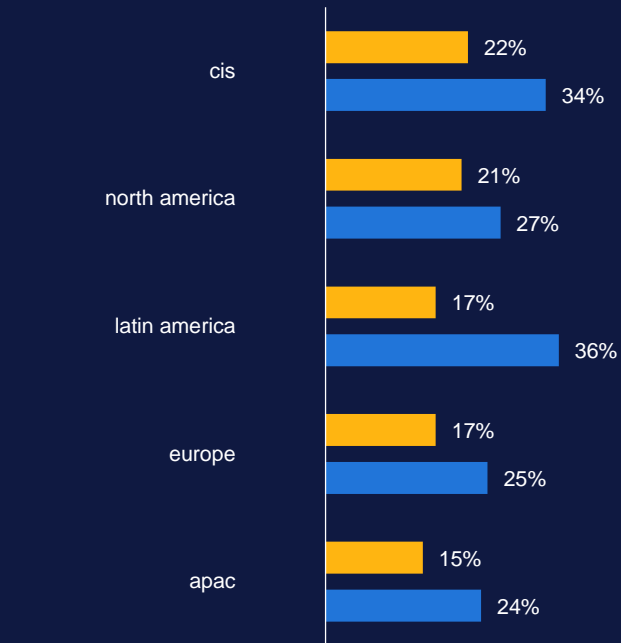
26%

plan to change employer within the next year.

[click here](#) for a breakdown of these results by generation



percentage having changed or planning to change employer within a year (by region)



● switchers

● intenders

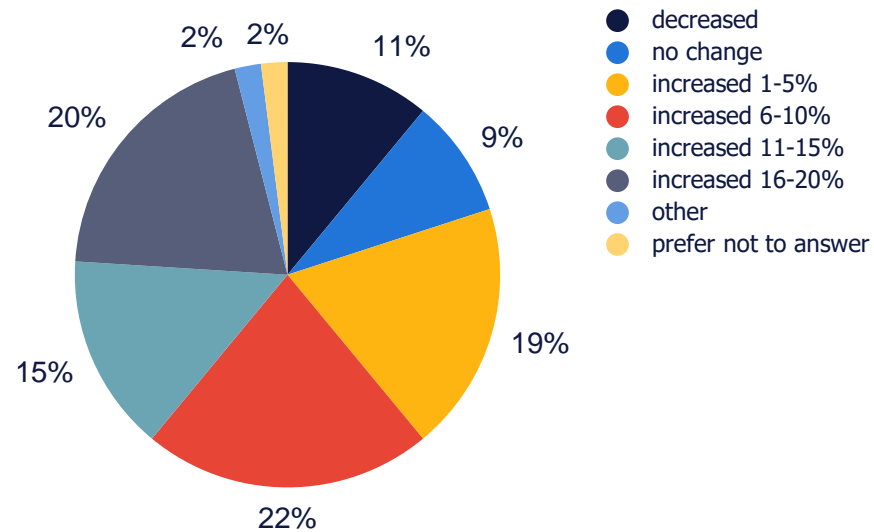
# 59% of the switchers left their employer in the past 12 months for a more attractive salary elsewhere.

% (completely) agrees with the statement  
"I changed my job" because of



n=68,279

salary change after switch



n=17,341

\*among workforce who have changed employer in the last 12 months



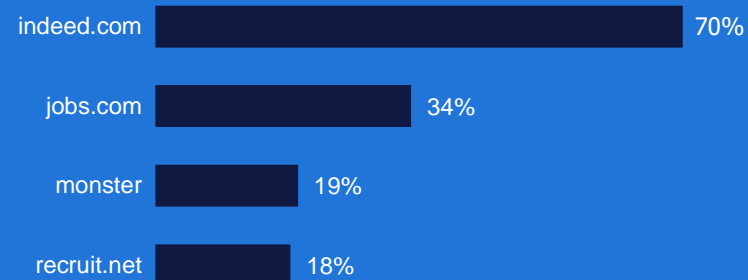
# channels used to find the next job.

One in three switchers found their new employer through job portals or personal connections/referrals. Among those switching through job portals, a vast majority did so with the help of indeed.com

## top 5 channels used to find a job



## top 4 job portals



\*among workforce who have changed employer in the last 12 months



7 out of 10 employees find non-monetary benefits important when choosing their employer, with significant differences noted between regions.

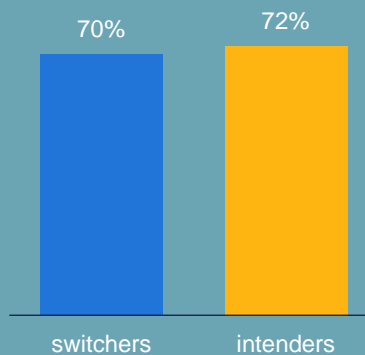
global



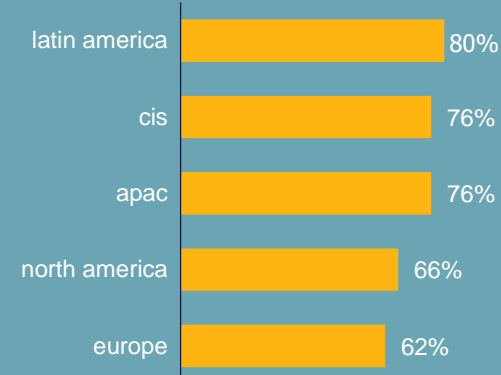
70%

find non-monetary benefits important

by behavior



by region



# additional benefits importance.



flexibility in terms of working hours or being able to work from home along with more free time (vacation, sabbaticals) and health care insurance packages are among the most attractive benefits globally.

## 80%

of the global workforce finds additional vacation (annual leave, sabbatical leave) attractive as an employee benefit.

- 1 flexible working hours
- 2 additional vacation benefits
- 3 health care

top 3 most attractive benefits in **euope.**

## 61%

of the male global workforce finds the opportunity to buy company shares attractive as an employee benefit as opposed to 51% of the female global workforce.

- 1 health care
- 2 flexible working hours
- 3 additional vacation benefits

top 3 most attractive benefits in **north america and latin america.**

## 80%

of the millennials are attracted to an employer that offers flexible working hours.

- 1 additional vacation benefits
- 2 health care
- 3 reimbursement of mobility expenses

top 3 most attractive benefits in **apac.**

## 54%

health care – the most often offered employee benefit.

- 1 health care
- 2 additional vacation benefits
- 3 reimbursement of mobility expenses

top 3 most attractive benefits in **cis.**



# switching behavior summary.

one in five employers changed employer in the past year and one in four plans to do so in the coming year. Just like in 2019 switching behavior is highest in CIS and North America, whereas an intender is more likely to live in Latin America or CIS. A more attractive salary elsewhere seems the biggest trigger for workforce to change employer with nearly 4 in 5 employees receiving a salary increase after moving to a new employer.

7 out of 10 global employees find non-monetary benefits (very) important when choosing their employer. This is slightly higher among intenders. Workforce in Latin America is more likely to find non-monetary benefits (very) important.





# switching behavior summary.

approximately a third of those who switched job found their next employer through job portals or personal connections/referrals.

4 out of 5 global employees find additional vacation benefits (annual leave, sabbatical leave) attractive. At a regional level, health care is considered most attractive benefit in North America, Latin America and CIS, whereas flexible working hours is most attractive in Europe and additional vacation benefits in APAC.

when it comes to generations, 80% of millennials find flexible working attractive as an additional benefit. As in previous years, flexible working hours is consistently in the top 3 most attractive benefits across all education levels.



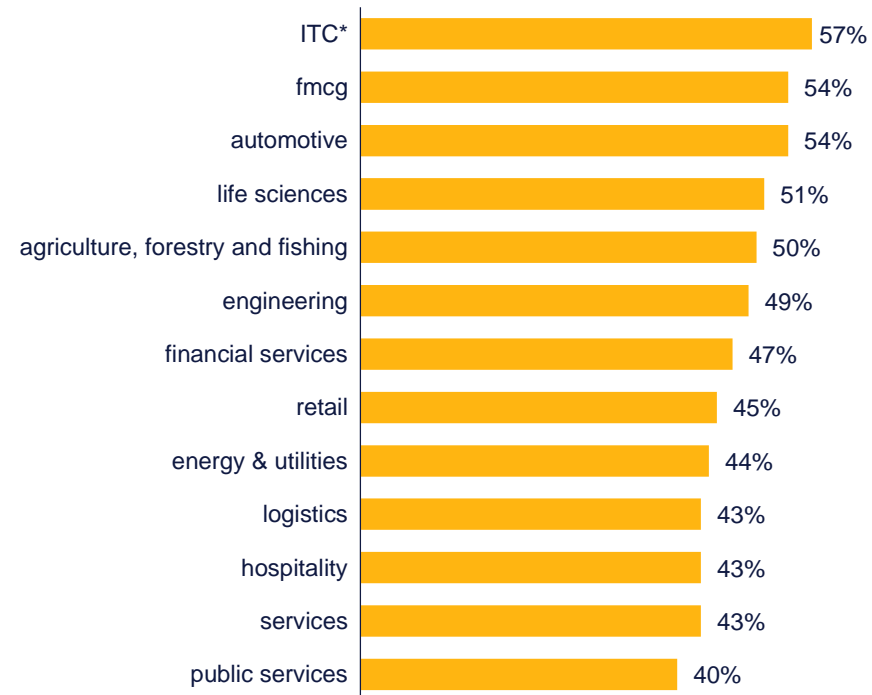
sector



attractiveness.

# ITC remains the most attractive sector worldwide.

## sector attractiveness - global

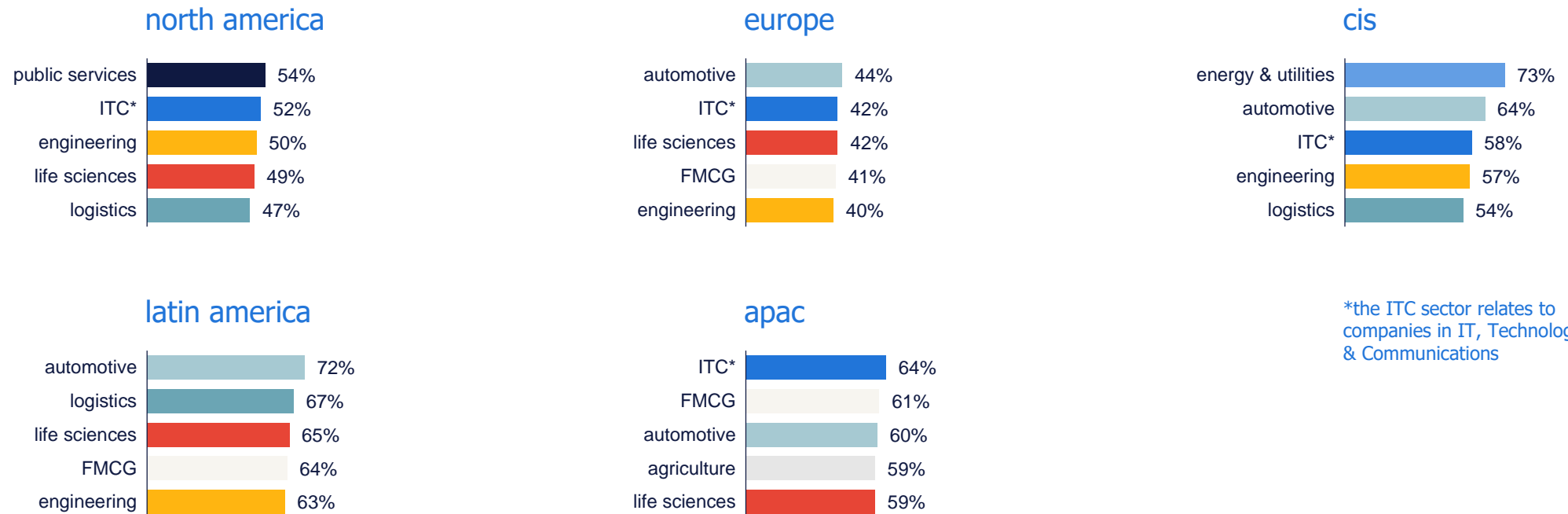


\*the ITC sector relates to companies in IT, Technology & Communications



# ITC, automotive and life sciences are top sectors in 4 out of the 5 regions.

sector attractiveness by region



\*the ITC sector relates to companies in IT, Technology & Communications

[click here](#) for a breakdown of these results by generation



# employers in the ITC and automotive sector score higher on attractive salary & benefits than the global average.

## global

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- financially healthy
- uses latest technologies
- very good reputation
- job security
- attractive salary & benefits

## top 5 values attributed to the top 3 sectors

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### ITC #1

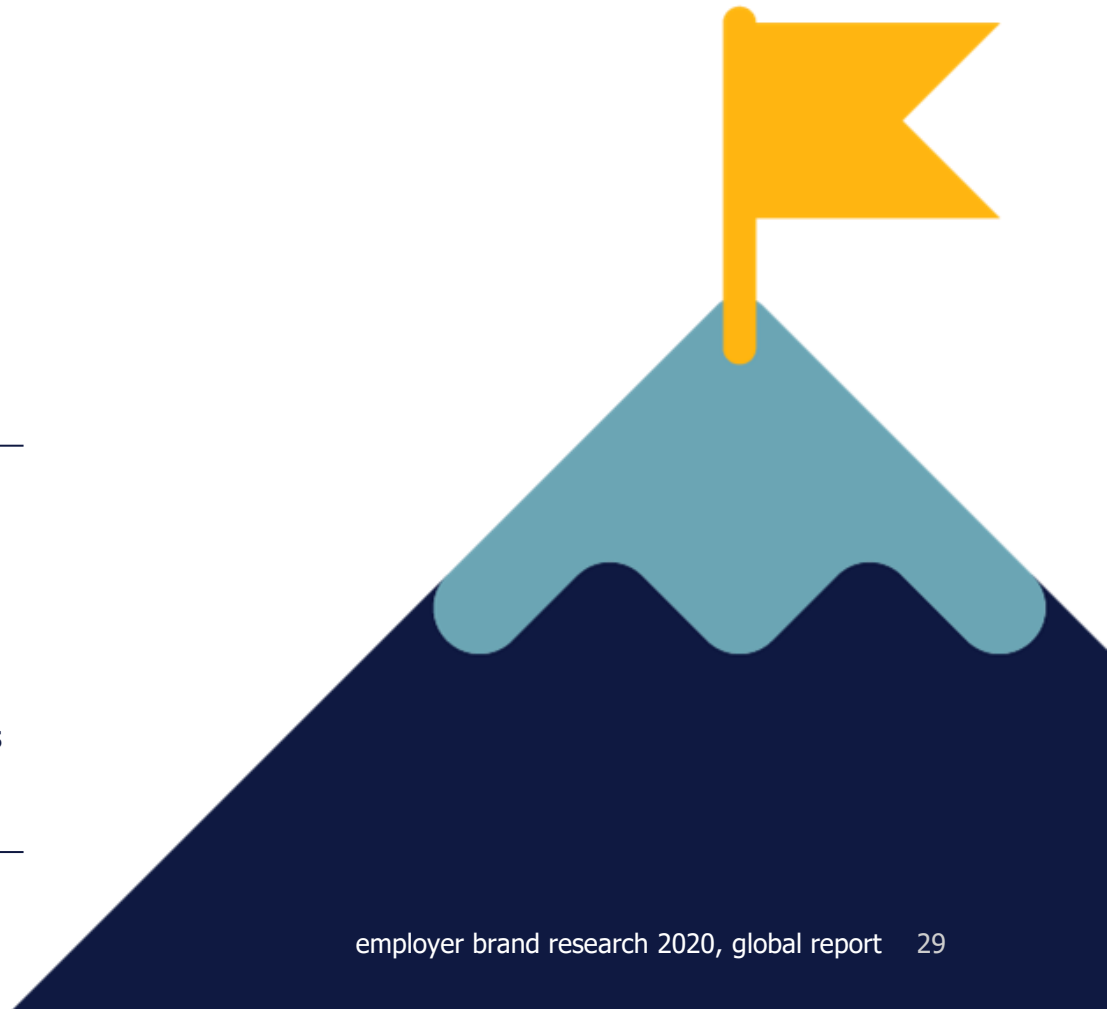
- uses latest technologies
- financially healthy
- attractive salary & benefits
- very good reputation
- career progression

### FMCG #2

- financially healthy
- very good reputation
- job security
- uses latest technology
- attractive salary & benefits

### automotive #3

- uses latest technologies
  - financially healthy
  - very good reputation
  - attractive salary & benefits
  - career progression
- 



# sector attractiveness summary.

ITC, FMCG & automotive are the top 3 most attractive sectors in the world. Their high attractiveness is reflected in their scores across the key drivers as these sectors score better than other sectors on most drivers.

regionally, ITC, automotive and life sciences dominate the top 5 most attractive industries – with the exception of CIS. In this region the most attractive employers can be found in the energy sector.

employers in ITC, FMCG and automotive are especially perceived to be financially healthy. Furthermore, ITC and automotive are considered tech savvy industries and employers in ITC have a reputation of offering higher salary & benefits than those companies in other sectors.



# appendix.

- 1 The importance of employer branding
- 2 what do workers want - country comparison
- 3 what do workers want - generational comparison
- 4 what do workers want - trend analysis
- 5 switching behavior by subgroups
- 6 about the research



# the importance of employer branding.



millennials are 2.5 times more likely than gen-xers and baby boomers to share their opinions about employers on review sites and social media.<sup>1</sup>

91%

of candidates seek out at least one online or offline resource to evaluate an employer's brand before applying for a job.<sup>1</sup>

31%

of employers believe review sites give an unfair description of a company's employment practices and culture, while 55% claim these sites give a "somewhat fair" representation.<sup>1</sup>

55%

of job seekers abandon their application processes after reading negative reviews. Only 45% of employers monitor and address those reviews.<sup>2</sup>

99%

of employers believe managing the employer brand and reputation is important when attracting top talent, while 95% of employers believe employer brand protection will become more important in the next years.<sup>5</sup>

78%

of candidates consider that the overall candidate experience they receive represents an indicator of how a company values its employees.<sup>4</sup>

15%

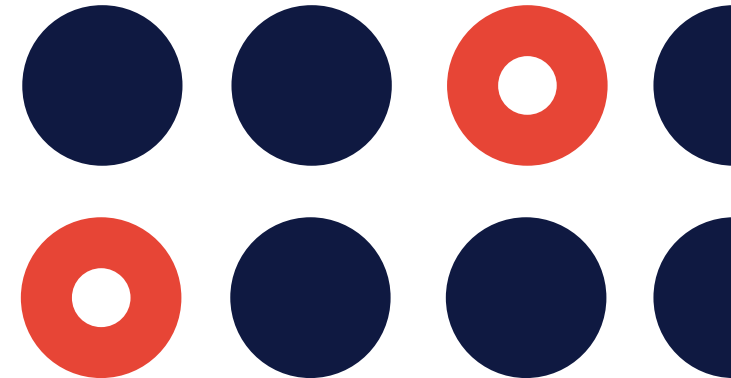
of candidates who have a positive hiring experience are willing to put more effort into the job.<sup>3</sup>

65%

of companies were able to increase their brand recognition from employee advocacy posted on social media platforms.<sup>6</sup>

91%

of companies believe employer brand and reputation can impact revenue.<sup>1</sup>



Here we can highlight the most commonly offered benefit – or the benefit with the largest gap, globally

28%





# source bibliography.

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<https://www.talentnow.com/recruitment-statistics-2018-trends-insights-hiring-talented-candidates/>

3 Officevibe: 12 Recruiting Statistics that Will Change the Way You Hire  
<https://www.officevibe.com/blog/12-recruiting-stats>

4 talentadore: Candidate Experience Statistics You Should Know  
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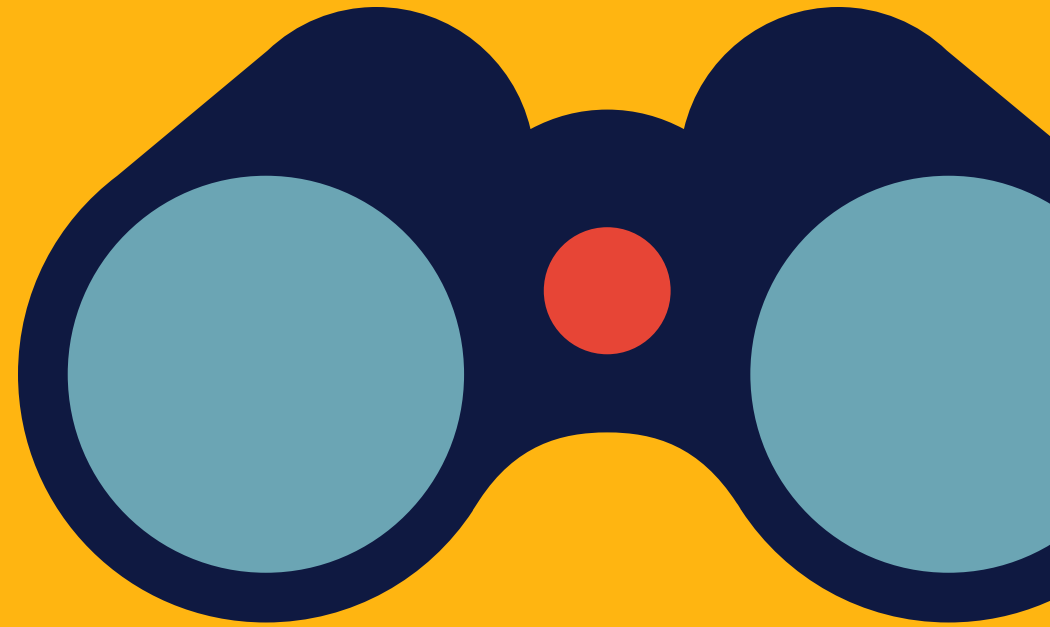
5 CareerArc : 23 Surprising Stats on the Future of Recruiting  
<http://www.careerarc.com/blog/2017/04/future-of-recruiting-study-infographic/>

6 Hinge Marketing: Understanding Employee Advocacy on Social Media  
<https://hingemarketing.com/uploads/hinge-research-employee-advocacy.pdf>



what do  
workers want

country  
comparison.



# what do workers want by country.

1/4

	argentina	australia	austria	brazil	belgium	canada	china	czech rep.	france	germany
attractive salary & benefits	61%	51%	62%	55%	64%	60%	54%	69%	61%	62%
work-life balance	41%	55%	43%	36%	48%	49%	45%	36%	50%	40%
job security	53%	47%	56%	34%	52%	46%	46%	53%	41%	58%
pleasant work atmosphere	57%	40%	55%	45%	53%	40%	38%	53%	57%	50%
career progression	56%	32%	32%	51%	37%	33%	46%	37%	41%	30%
financially healthy	21%	24%	36%	29%	29%	26%	43%	46%	29%	36%
flexible arrangements	43%	36%	47%	31%	39%	33%	25%	33%	34%	45%
location	16%	33%	29%	22%	34%	34%	22%	38%	27%	25%
good training	22%	35%	17%	31%	24%	31%	28%	12%	24%	18%
strong management	15%	33%	12%	31%	15%	26%	33%	12%	11%	13%
interesting job content	24%	22%	35%	18%	26%	24%	22%	39%	35%	33%
very good reputation	13%	22%	15%	21%	15%	22%	14%	20%	13%	18%
diversity & inclusion	21%	21%	14%	24%	12%	19%	21%	10%	15%	17%
quality products	12%	16%	14%	21%	16%	18%	24%	13%	19%	15%
gives back to society	24%	18%	18%	26%	18%	18%	20%	11%	22%	18%
uses latest technologies	16%	11%	9%	18%	10%	13%	16%	10%	12%	13%



# what do workers want by country.

2/4

	greece	hong kong	hungary	india	italy	japan	kazakhstan	luxembourg	malaysia	netherlands
attractive salary & benefits	72%	60%	73%	41%	47%	65%	73%	67%	62%	70%
work-life balance	42%	57%	49%	43%	52%	48%	27%	53%	48%	52%
job security	47%	42%	56%	40%	46%	44%	26%	59%	34%	38%
pleasant work atmosphere	61%	33%	61%	24%	51%	60%	39%	44%	37%	62%
career progression	48%	34%	32%	35%	36%	20%	48%	35%	39%	39%
financially healthy	28%	41%	48%	37%	33%	28%	52%	31%	37%	31%
flexible arrangements	32%	29%	39%	26%	33%	35%	33%	46%	35%	42%
location	25%	27%	31%	24%	24%	36%	16%	28%	25%	39%
good training	25%	31%	19%	31%	30%	18%	27%	17%	27%	17%
strong management	16%	29%	19%	36%	17%	22%	19%	12%	43%	13%
interesting job content	17%	23%	15%	23%	27%	30%	40%	32%	18%	45%
very good reputation	16%	25%	5%	34%	21%	16%	18%	14%	25%	8%
diversity & inclusion	13%	15%	15%	20%	17%	19%	28%	16%	16%	7%
quality products	17%	17%	11%	27%	15%	16%	16%	12%	16%	15%
gives back to society	20%	14%	13%	24%	21%	12%	15%	20%	18%	11%
uses latest technologies	17%	13%	9%	30%	17%	8%	18%	12%	17%	6%



# what do workers want by country.

3/4

	new zealand	norway	poland	portugal	romania	russia	singapore	spain	sweden	switzer- land
attractive salary & benefits	56%	45%	74%	66%	66%	76%	66%	60%	40%	59%
work-life balance	55%	35%	40%	52%	43%	27%	62%	53%	44%	51%
job security	42%	41%	55%	48%	51%	34%	41%	46%	43%	50%
pleasant work atmosphere	43%	53%	51%	49%	53%	40%	40%	46%	62%	57%
career progression	34%	28%	49%	49%	49%	42%	41%	38%	33%	31%
financially healthy	24%	24%	32%	34%	28%	58%	32%	23%	19%	33%
flexible arrangements	32%	32%	31%	31%	35%	29%	36%	42%	40%	42%
location	27%	24%	25%	21%	13%	25%	29%	26%	25%	26%
good training	36%	41%	32%	28%	29%	19%	28%	25%	21%	21%
strong management	35%	25%	10%	20%	23%	18%	36%	11%	36%	12%
interesting job content	23%	42%	19%	21%	16%	45%	18%	31%	51%	30%
very good reputation	21%	17%	25%	14%	21%	20%	18%	17%	16%	17%
diversity & inclusion	20%	26%	14%	15%	14%	14%	17%	18%	19%	16%
quality products	16%	18%	14%	14%	22%	15%	11%	15%	15%	17%
gives back to society	18%	23%	14%	20%	12%	18%	12%	25%	21%	21%
uses latest technologies	10%	13%	14%	12%	17%	17%	10%	15%	9%	11%



# what do workers want by country.

4/4

	ukraine	UK	US
attractive salary & benefits	77%	54%	56%
work-life balance	28%	52%	45%
job security	33%	46%	42%
pleasant work atmosphere	45%	36%	35%
career progression	46%	33%	29%
financially healthy	49%	25%	30%
flexible arrangements	34%	37%	35%
location	23%	35%	34%
good training	16%	34%	34%
strong management	19%	27%	33%
interesting job content	42%	26%	19%
very good reputation	18%	22%	26%
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uses latest technologies	19%	11%	15%



what do  
workers want

generational  
comparison.

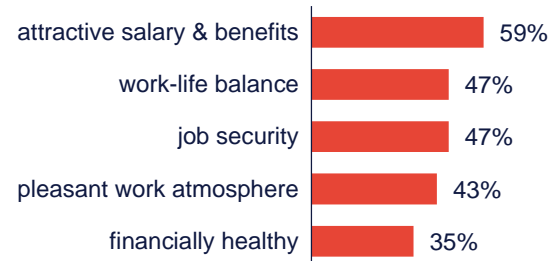


attractive salary & benefits is the most sought after driver for boomers where as work-life balance is more important for gen x.

gen z (18-24)



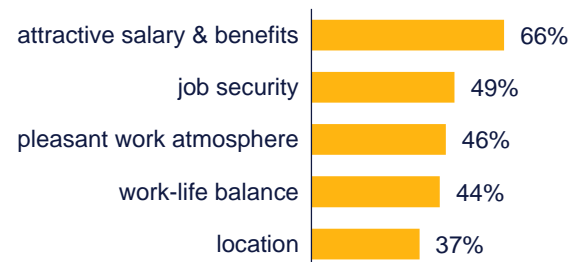
gen x (35-54)



millennials (25-34)



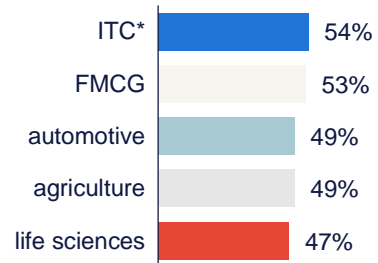
boomers (55-64)



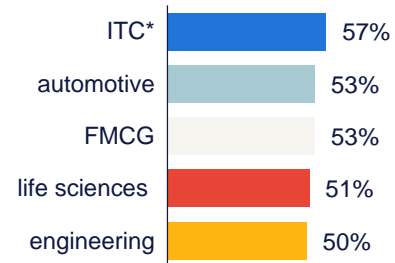


# sector attractiveness by generation.

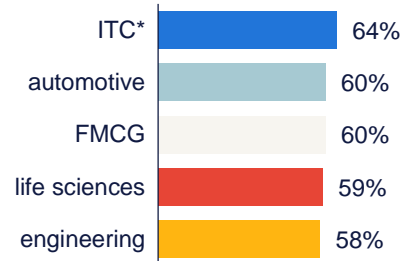
gen z (18-24)



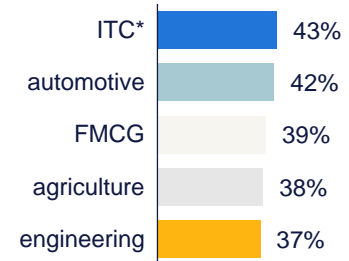
gen x (35-54)



millennials (25-34)



boomers (55-64)



\*the ITC sector relates to companies in IT, Technology & Communications



what do  
workers want



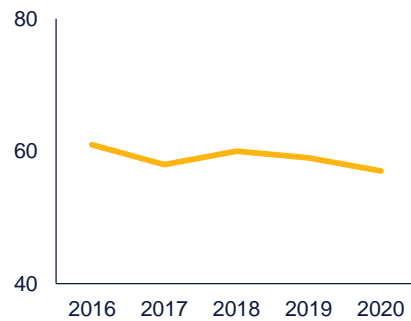
trend analysis.

# what do workers want

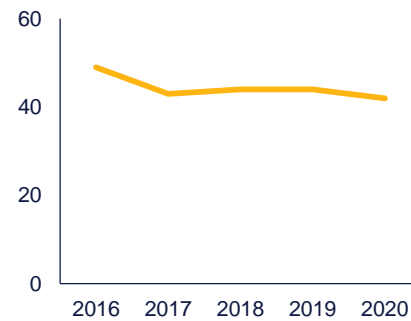
## global trends.

1/2

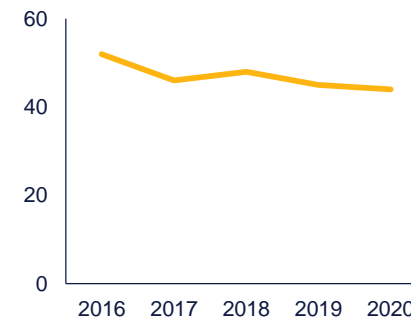
attractive salary & benefits



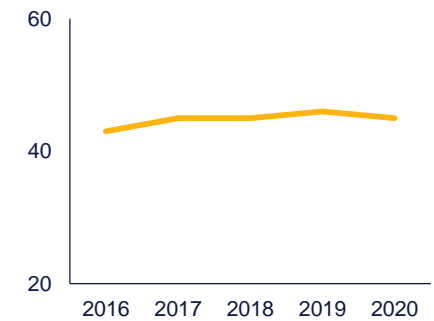
pleasant work atmosphere



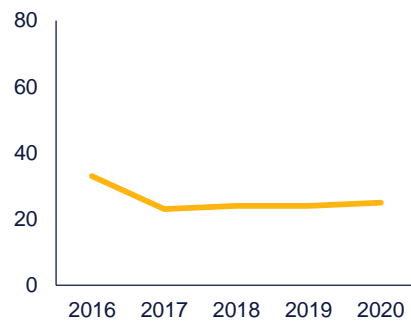
job security



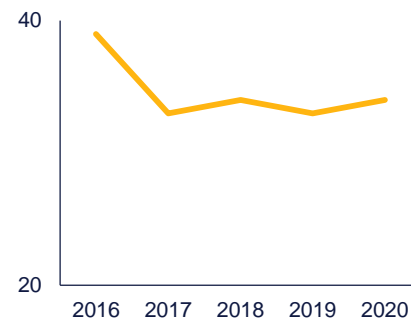
work-life balance



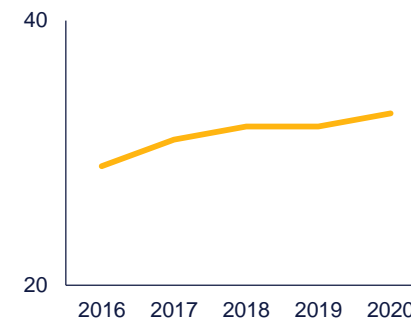
interesting job content\*



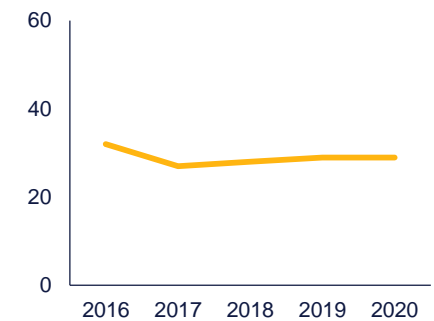
financially healthy



flexible arrangements



location



\*in 2017 was interesting and stimulating work

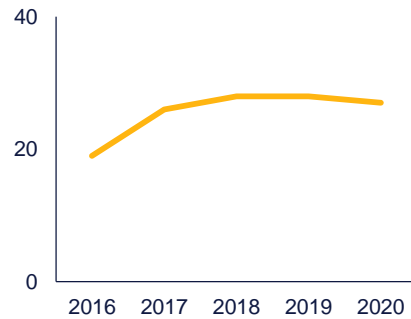


# what do workers want

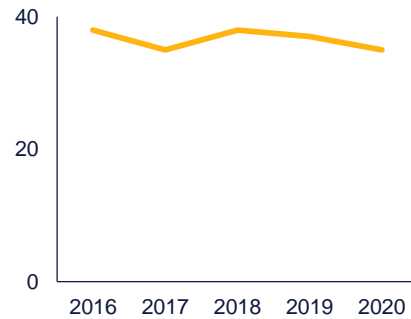
## global trends.

2/2

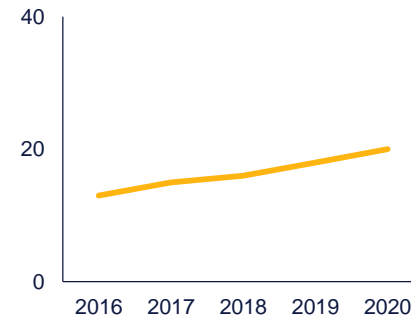
strong management



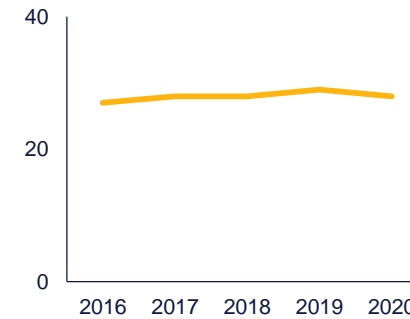
career progression



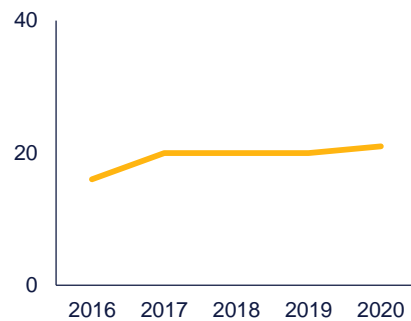
diversity & inclusion



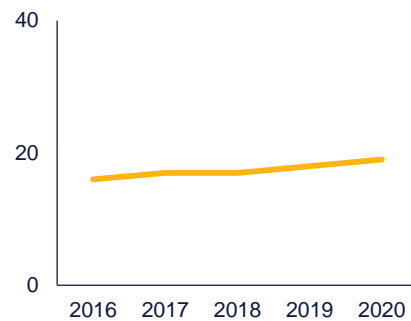
good training



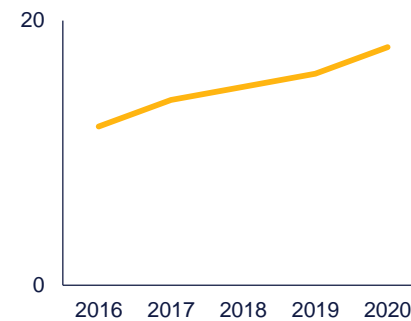
very good reputation\*



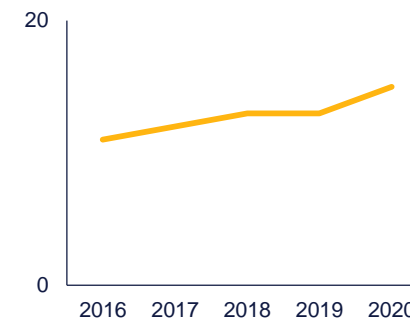
quality products



gives back to society



uses latest technologies



\*prior to 2017 was strong image/values

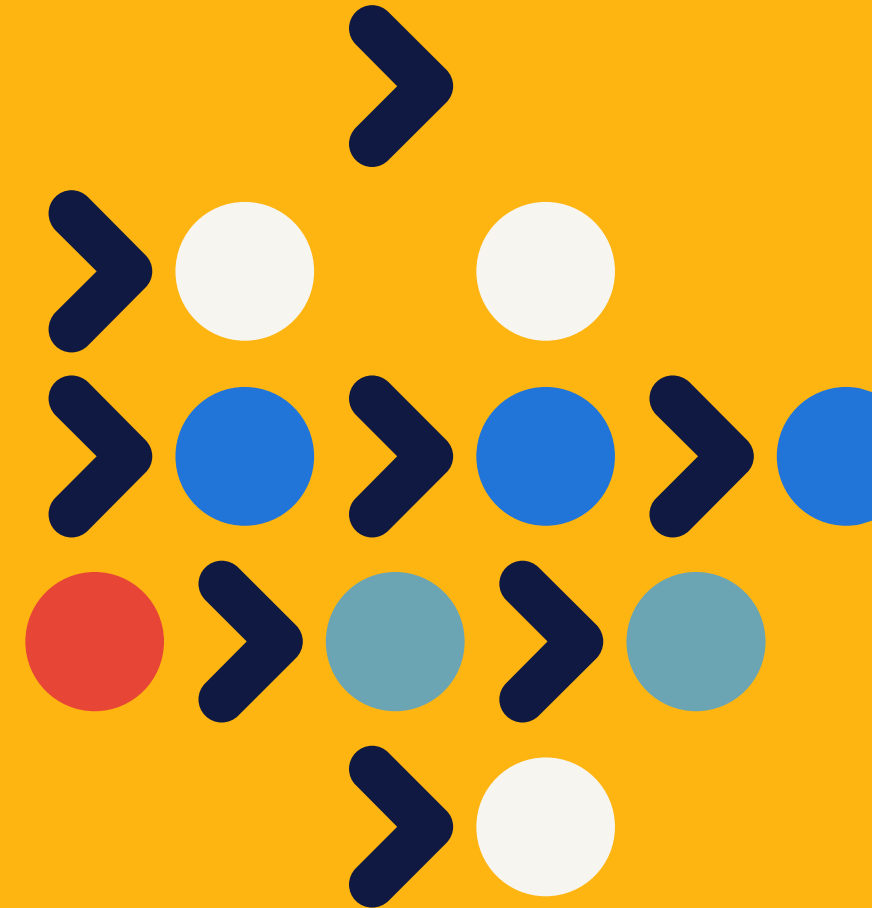
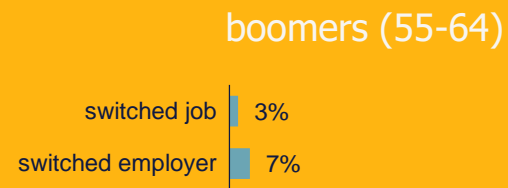
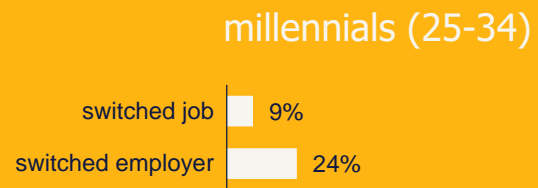
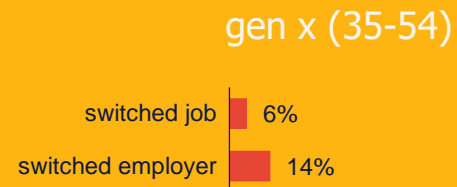
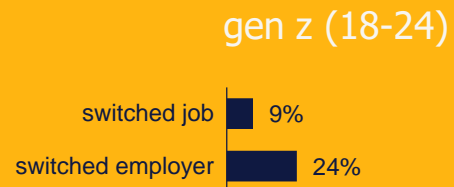


switching  
behavior



by subgroups.

# switchers: proportion of employees who have changed job or employer in the past year by generation.



switched job=within the same organization



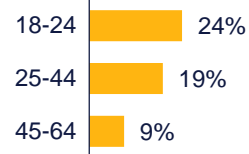
# switchers: proportion of employees who have changed employers in the past year by subgroup.

1/2

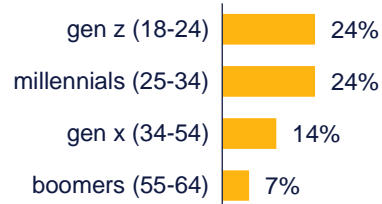
## gender



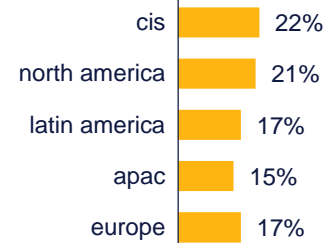
## age



## generation



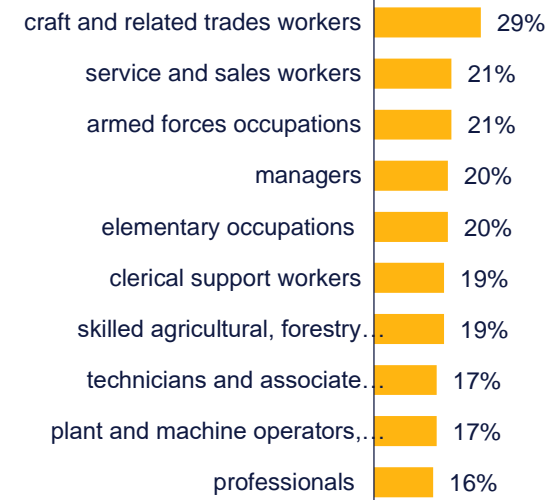
## region



## education

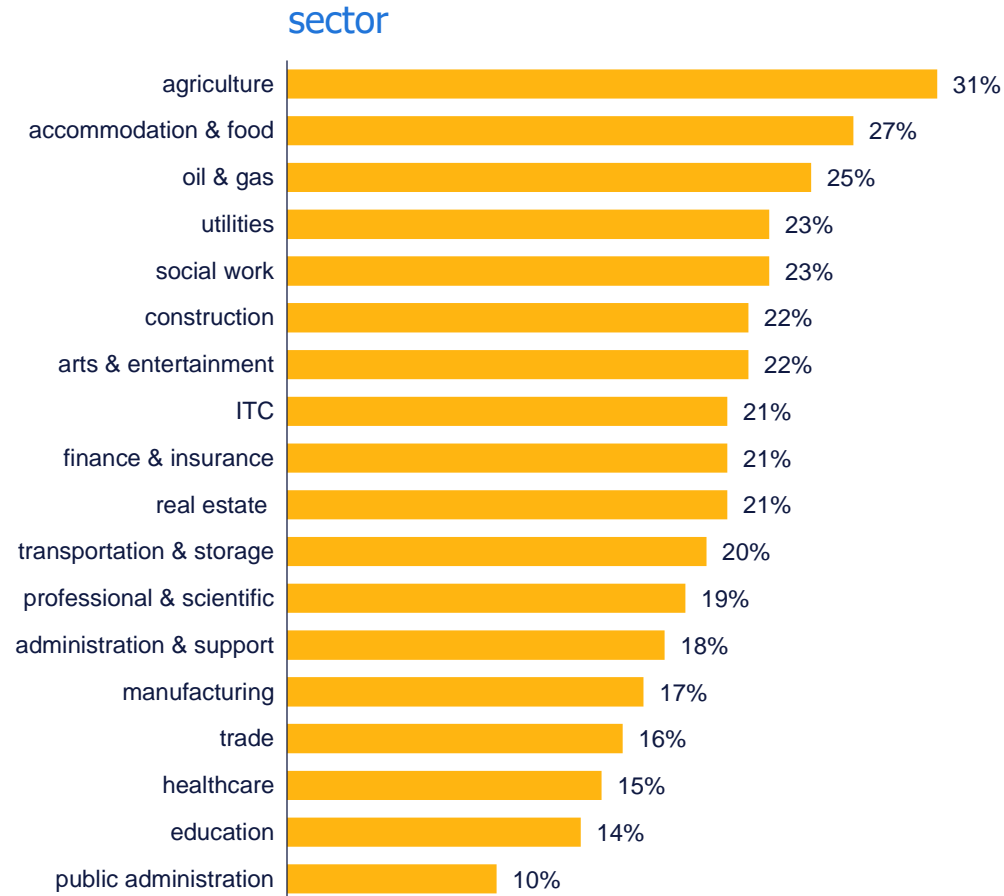


## function



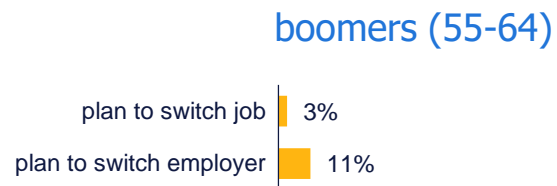
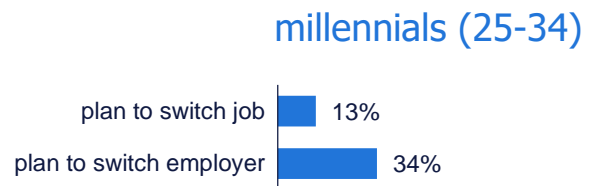
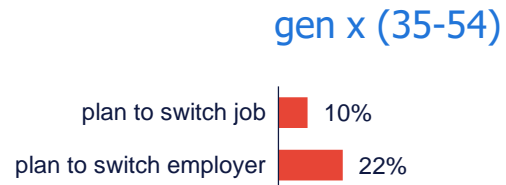
# switchers: proportion of employees who have changed employers in the past year by subgroup.

2/2





# intenders: proportion of employees who are planning to change job or employer in the next year by generation.



switch job=within the same organization



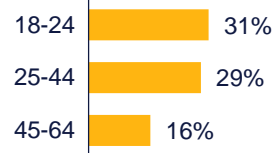
# intenders: proportion of employees who are planning to change employer in the next year by subgroup.

1/2

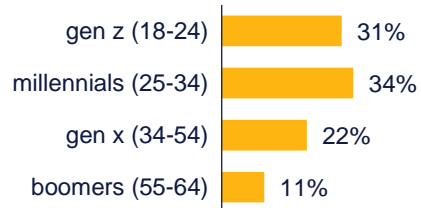
## gender



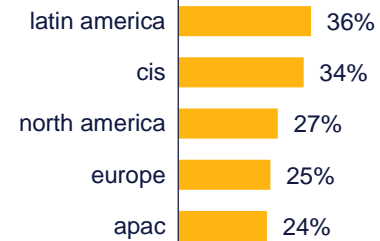
## age



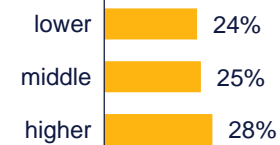
## generation



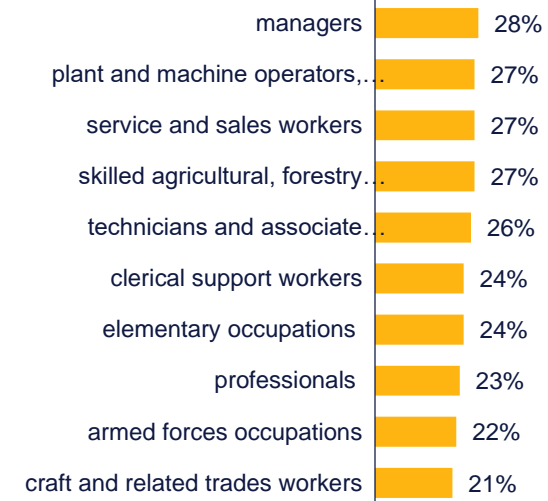
## region



## education



## function

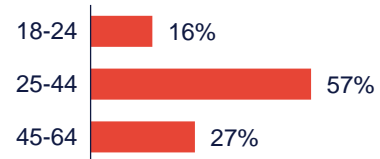


# sample composition socio-demographics, employment situation, region.

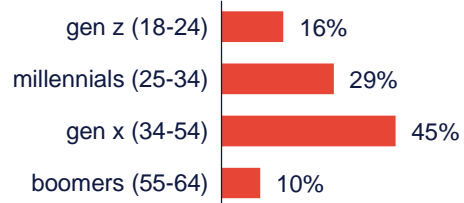
## gender



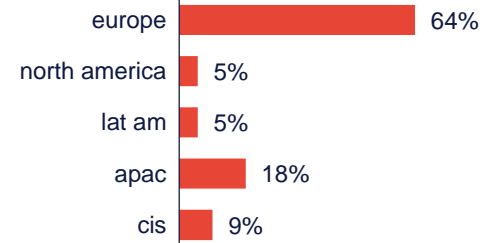
## age



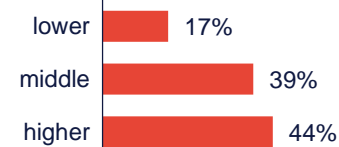
## generation



## region



## education



## working situation

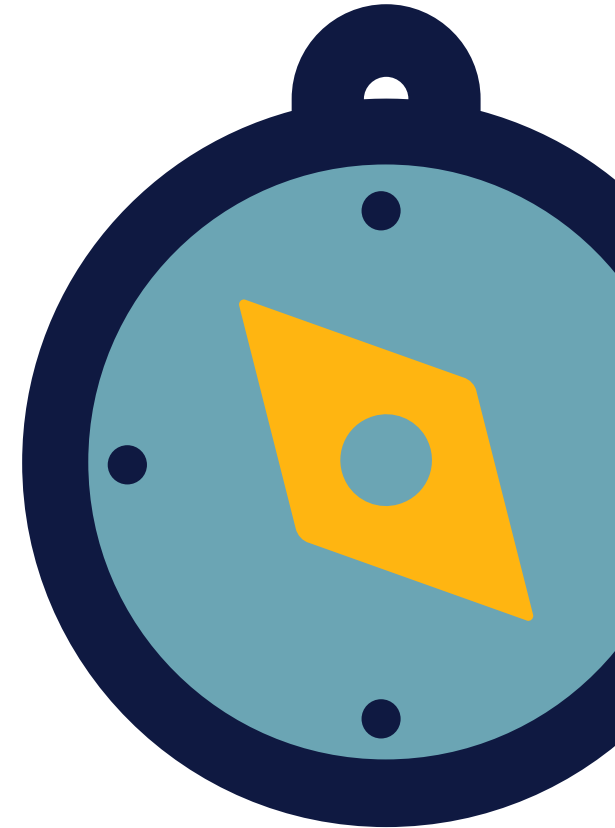
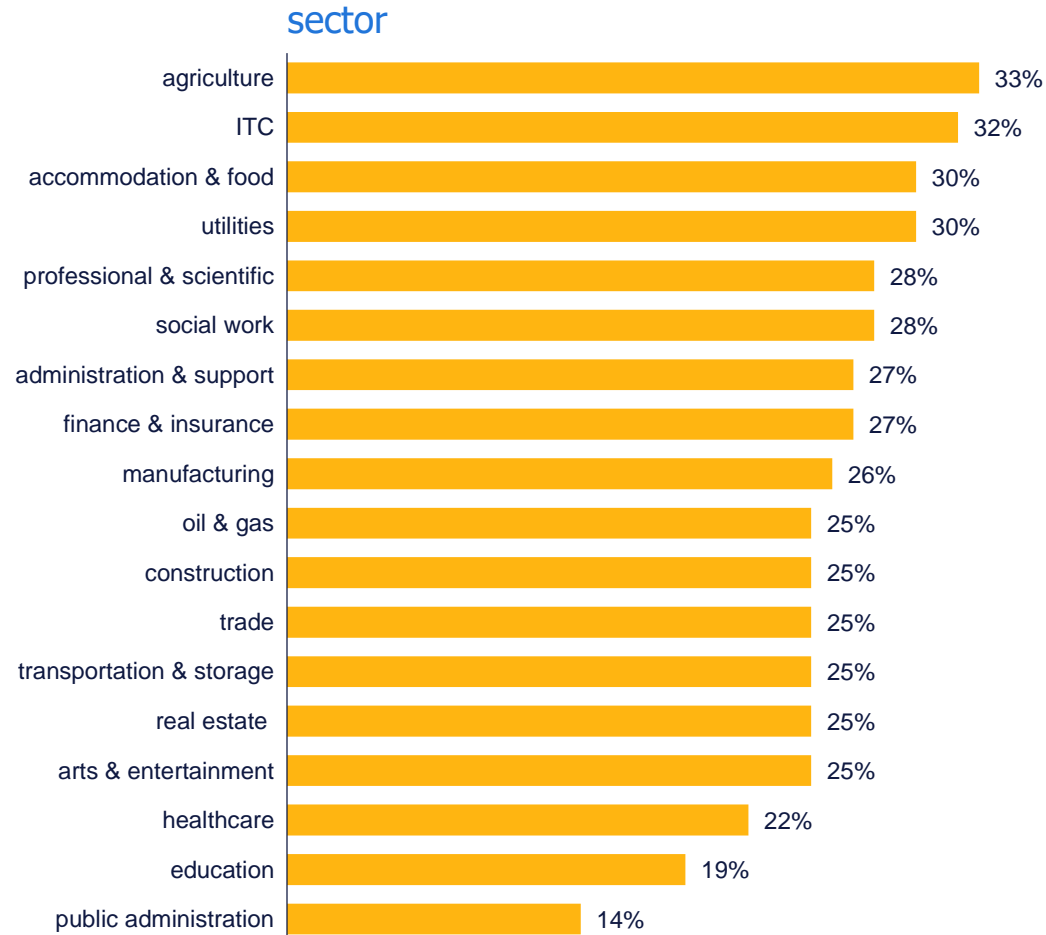


total sample: n=184,464  
fieldwork: between december 2019 and january 2020



# intenders: proportion who are planning to change employer in the next year by subgroup.

2/2



about the



research.

# what is the randstad employer brand research?

- a representative employer brand research based on perceptions of the general audience. Optimizing 20 years of successful employer branding insights.
- an independent survey with nearly 185,000 respondents in 33 markets worldwide.
- a reflection of employer attractiveness for each market's 150 largest employers known by at least 10% of the population.
- provides valuable insights to help employers shape their employer brand.



# 33 markets surveyed covering more than 75% of the global economy.

austria  
australia  
argentina  
belgium  
brazil  
canada  
china  
czech republic  
france  
germany  
greece  
hong kong SAR  
hungary  
italy  
india  
japan  
kazakhstan  
luxembourg  
malaysia  
new zealand  
netherlands  
norway  
poland  
portugal  
romania  
russia  
singapore  
spain  
sweden  
switzerland  
ukraine  
UK  
USA



● markets surveyed

## worldwide

- nearly 185,000 respondents
- 6,136 companies surveyed

## sample

- aged 18 to 64
- representative on gender
- overrepresentation of age 25 - 44
- comprised of students, employed and unemployed workforce

## fieldwork

- online interviews
- between december 2019 and january 2020

## length of interview

- 16 minutes



# employer brand research set up.

---

## 30 companies per respondent

'do you know this company?': determines awareness.

## for each company known

'would you like to work for this company?': determines attractiveness.

## each company known

rating on a set of drivers: determines reason for attractiveness.

---

## smart sampling

Each respondent is shown 30 companies. Each company is evaluated only by respondents who are aware of that particular brand.

In order to make sure that the less well known brands are assessed by a sufficient number of respondents, we make use of a smart sampling method.

This method ensures that the lesser known companies are shown to more respondents in order to realize a sufficient robust sample. That way the Randstad Employer Brand Research assures dependable insights for both well known and lesser known employer brands.

---

## drivers

each company is evaluated on:

- 01 financially healthy
  - 02 uses latest technology
  - 03 very good reputation
  - 04 job security
  - 05 career progression
  - 06 gives back to society
  - 07 interesting job content
  - 08 pleasant work atmosphere
  - 09 work-life balance
  - 10 attractive salary & benefits
- 

## KANTAR

for this research, Randstad partners with Kantar, one of the world's largest insight, information and consultancy networks.



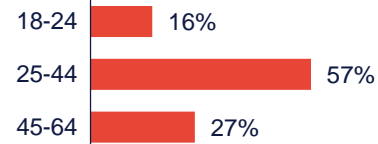


# sample composition socio-demographics, employment situation, region.

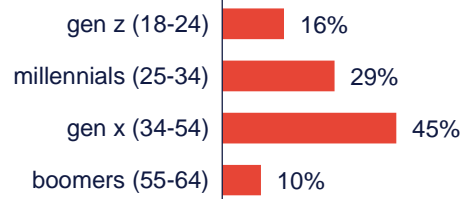
## gender



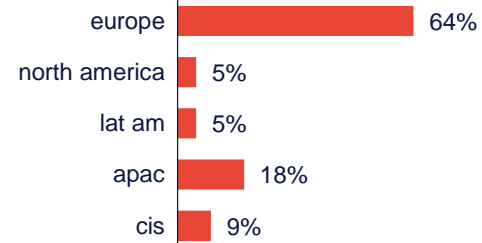
## age



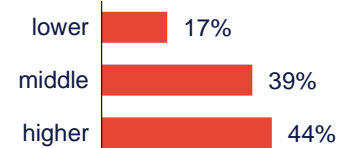
## generation



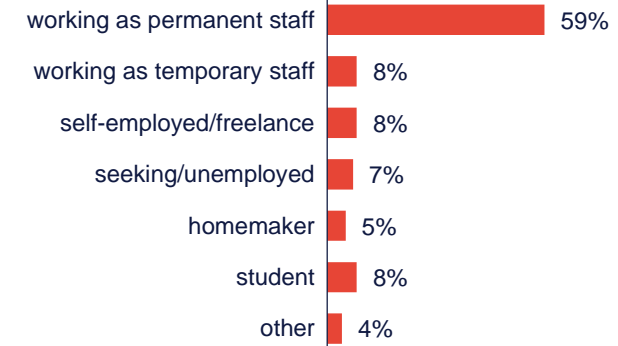
## region



## education



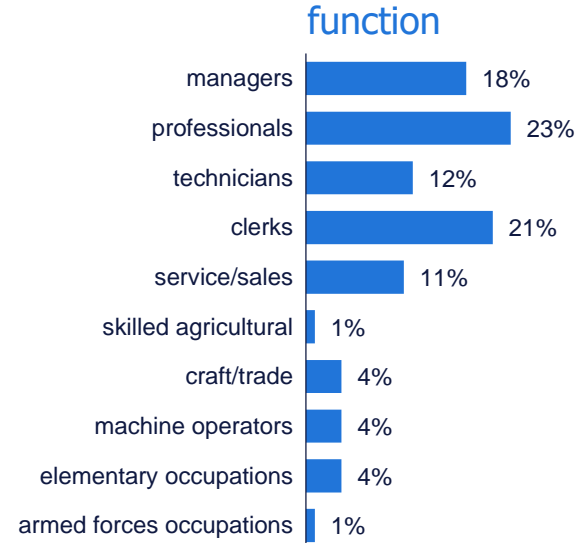
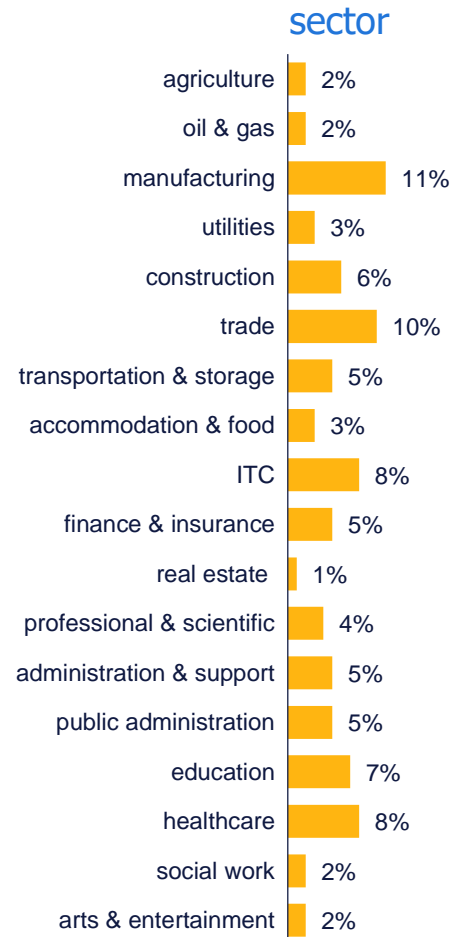
## working situation



total sample: n=184,464  
fieldwork: between december 2019 and january 2020



# sample composition sector, function.



base: currently  
employed (n=139,838)



# breakdown respondents by country.

country*	n=
argentina	4570
australia	9494
austria	3761
belgium	12702
brazil	4045
canada	3527
china	3593
czech republic	4724
france	8779
germany	6315
greece	3504
hong kong	2549
hungary	6502
india	3594
italy	6274
japan	3513
kazakhstan	3500

country*	n=
luxembourg	1500
malaysia	2532
the netherlands	13055
new zealand	4131
norway	3864
poland	6256
portugal	4481
romania	4564
russia	13574
singapore	3028
spain	9409
sweden	4775
switzerland	4911
ukraine	7861
UK	7264
US	5013

\*global data is weighted on GDP



# the employer brand roadmap.



randstad

human forward.

