

employer brand research 2022

sweden.

 randstad

human forward.



content.

- 1 introduction
- 2 employer attractiveness
- 3 top employers
- 4 switching behaviour
- 5 training & career development
- 6 work-life balance & remote working
- 7 further reading



what is the randstad employer brand research?

- a representative employer brand research based on perceptions of the general audience. Optimizing over 22 years of successful employer branding insights.
- an independent survey with nearly 163,000 respondents and 5,944 companies surveyed worldwide.
- a reflection of employer attractiveness for the market's 150 largest employers known by at least 10% of the population.
- provides valuable insights to help employers shape their employer brand.



31 markets surveyed covering more than 70% of the global economy.

argentina
australia
austria
belgium
brazil
canada
china
czech republic
france
germany
greece
hong kong SAR
hungary
india
italy
japan
luxembourg
malaysia
mexico
new zealand
norway
poland
portugal
romania
singapore
spain
sweden
switzerland
the netherlands
uk
usa



● markets surveyed

[click here](#) for detailed research methodology

worldwide

- nearly 163,000 respondents
- 5,944 companies surveyed

sample

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

country

- 4,614 respondents

fieldwork

- online interviews
- january 2022

length of interview

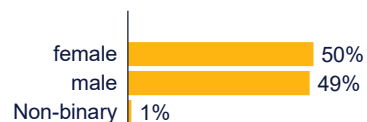
- 16 minutes



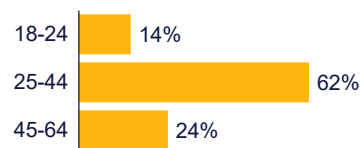
sample composition in sweden

socio-demographics, employment status, region.

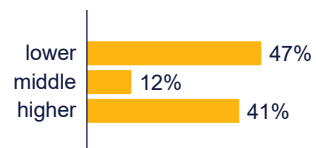
gender



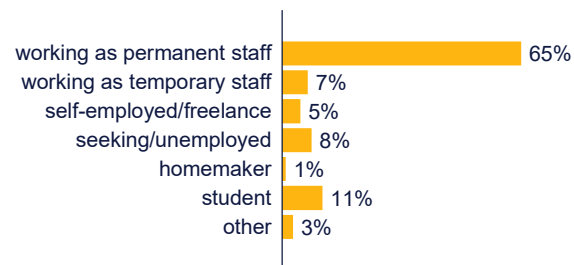
age



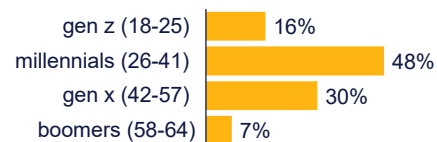
*education



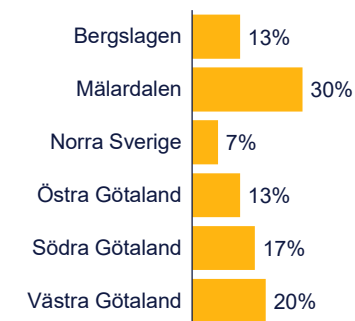
employment status



generation



region



1. Dalarna, Gävleborg, Örebro, Värmland
2. Gotland, Södermanland, Stockholm, Uppsala, Västmanland
3. Jämtland, Norrbotten, Västerbotten, Västernorrland
4. Jönköping, Kalmar, Kronoberg, Östergötland
5. Blekinge, Skåne
6. Halland, Västra Götaland

total sample: 4,614



sweden

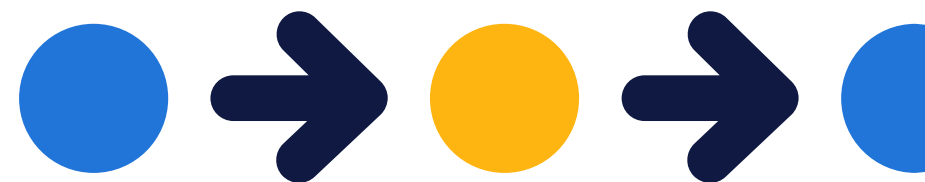
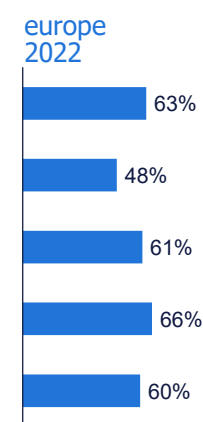
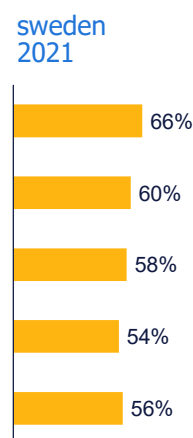
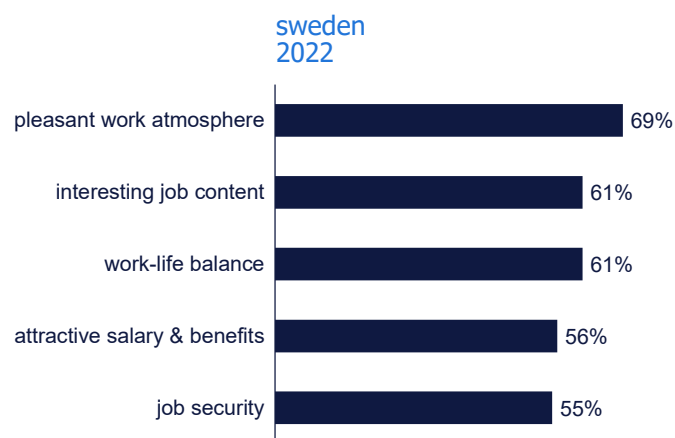
employer attractiveness.



what potential employees want

the 5 most important drivers when choosing an employer.

just like last year pleasant work atmosphere is the most important driver, even more so for female employees (77%). This is followed by the drivers interesting job content and work-life balance. All three drivers have increased over the past 12 months.



*europa: austria, belgium, czech republic, france, germany, greece, hungary, italy, luxembourg, norway, poland, portugal, romania, spain, sweden, switzerland, the netherlands, and uk.

what potential employees want choosing an employer.

most important drivers



interesting job content & work-life balance

- These top drivers are also more important for the female workforce (64% & 66%) than for men (57% & 55%). This is also true for stayers compared to switchers, who have a significantly higher score on all three drivers.
- Swedish workers are unlike European workers who on average do not have job content as a top 5 driver but consider salary much more important.
- Employees indicate an average number of 6 to 7 drivers they feel are important for an employer. This average number is somewhat higher for females than for males.

[click here](#) for a breakdown of the EVP importance results by socio-demographic profile.

employer evaluation drivers



long-term job security, interesting job content, pleasant work atmosphere

- Work-life balance is not in this top-3; it 'merely' ranks 5th. This means that there's room for improvement in this area.
- Current employers are rated lowest on salary and benefits (33%), career progression (40%) and the possibility to work from home (40%).
- Males generally are somewhat more positive about their employers than females, while 35-54 appears to be the most positive age bracket.

[click here](#) for a deep dive into the most attractive sectors and employers in 2022.



what potential employees want employer takeaways.

top 3 takeaways

- The most important driver for employers to choose an employer is the pleasant work atmosphere. This element ranks 3rd in the evaluation of current employers, indicating there is some room for improvement.
 - Another opportunity for improvement lies in a good work-life balance. This driver is currently ranked 5th in the evaluation of the current employer, while it is the 3rd most important driver for their ideal employer.
 - For interesting job content there is not such a discrepancy: it is an important driver and employees rate their employer quite high on this attribute.
-



what do potential employees want by job collars in focus.

white-collar

65%

of white-collar employees consider pleasant work atmosphere as the most important driver for choice. Interesting job content ranks 2nd, while work-life balance, attractive salary & benefits and job security complete the top-5 main choice drivers for white-collar employees. This is in-line with the average Swedish workforce.

Salary appears to have become a slightly more important driver in the past year (+4%); the other top-5 drivers remain at equal levels.

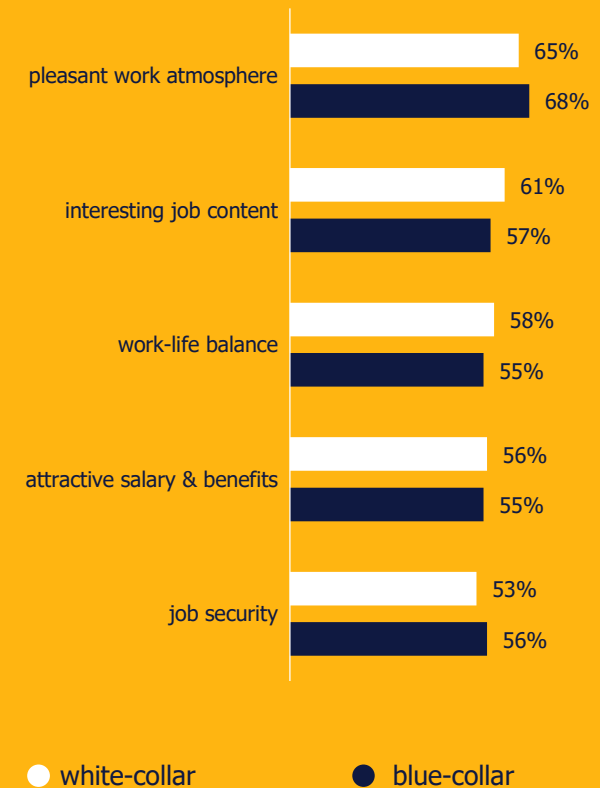
blue-collar

68%

of blue-collar workers consider a pleasant work atmosphere as the most important attribute for an employer, leaving interesting job content and work-life balance trailing. Comparing to a year ago, pleasant work atmosphere and work-life balance have gained some importance among this group (+5% and +4% respectively).

In general, white and blue-collar employees show quite similar scores.

most important attributes



top



employers.

top employers to work for in sweden.



2022

- 01 Spotify
- 02 IKEA
- 03 Volvo Cars
- 04 AFRY
- 05 Sveriges Television
- 06 ICA
- 07 Systembolaget
- 08 Ericsson
- 09 Volvo Group
- 10 Linköpings universitet

2021

- 01 IKEA
- 02 Essity
- 03 Sveriges Radio
- 04 Volvo Cars
- 05 Försvarets materielverk
- 06 EY
- 07 Södra Skogsägarna
- 08 CGI
- 09 Volvo Group
- 10 Systembolaget

top employers to work for in sweden.

11-20

2022

- 11 EY
- 12 Trafikverket
- 13 Sveriges Radio
- 14 Försvarsmakten
- 15 WSP
- 16 Regeringskansliet
- 17 ABB
- 18 Tullverket
- 19 Clas Ohlson
- 20 Försvarets materielverk
- 20 Holmen

2021

- 11 Sveriges Television
- 12 Försvarsmakten
- 13 Sandvik
- 14 ICA
- 15 Statens institutionsstyrelse
- 16 AstraZeneca
- 17 Polisen
- 18 Fazer
- 19 Åhléns
- 20 Epiroc

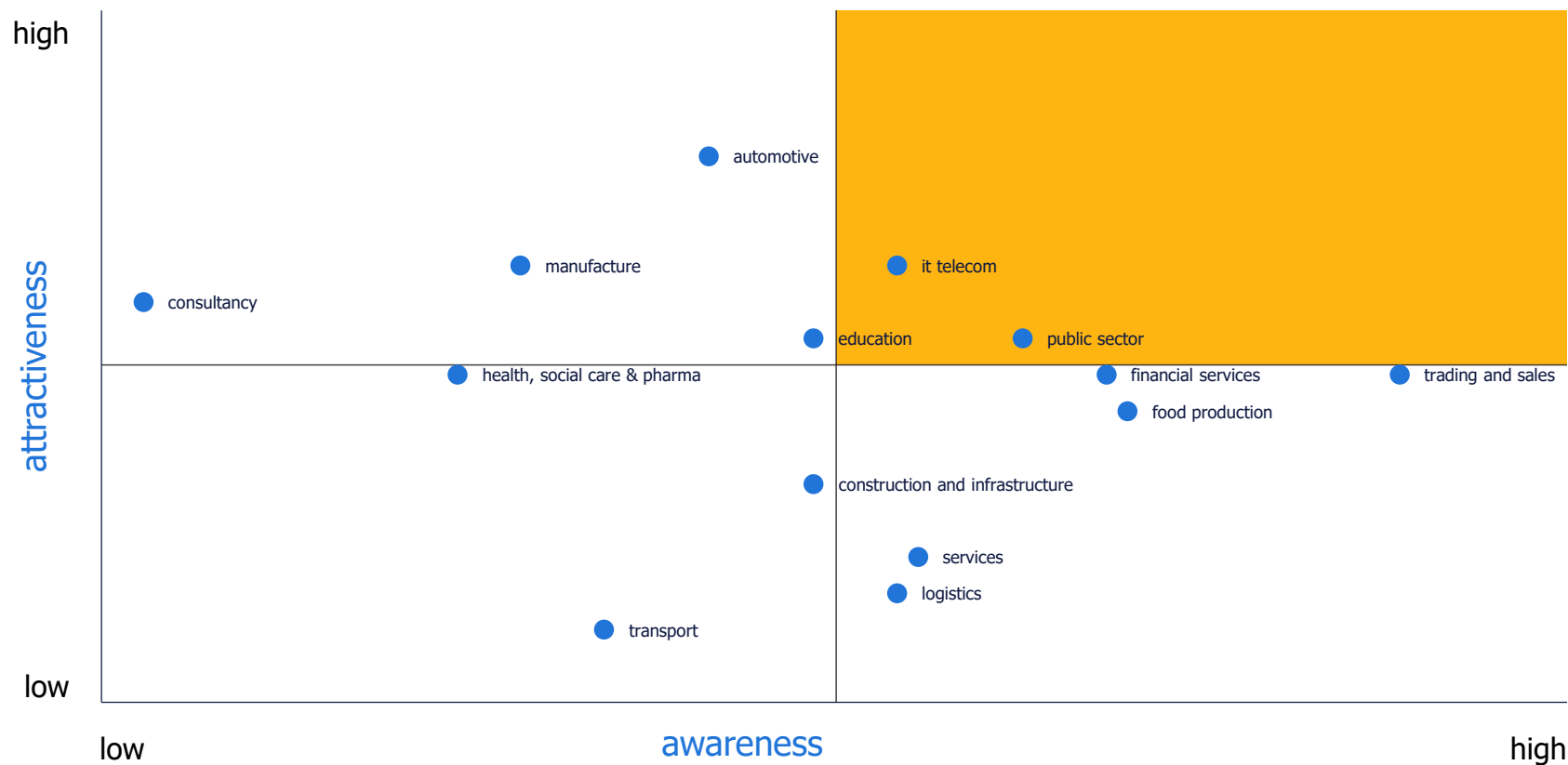
sweden's top 3 EVP drivers of the top 5 companies.

top 5 companies	1	2	3
1 Spotify	financially healthy	possibility to work remotely/from home	very good reputation
2 IKEA	financially healthy	very good reputation	job security
3 Volvo Cars	financially healthy	very good reputation	career progression
4 AFRY	interesting job content	financially healthy	career progression
5 Sveriges Television	interesting job content	financially healthy	pleasant work atmosphere

sweden's top employers by EVP driver.

EVP driver	1	2	3
pleasant work atmosphere	IKEA	Spotify	Linnéuniversitetet
interesting job content	Kungliga tekniska högskolan	Karolinska institutet	Lunds universitet
work-life balance	IKEA	CGI	Combitech
attractive salary & benefits	Volvo Group	Spotify	EY
job security	Polisen	IKEA	Försvarmakten
career progression	Försvarmakten	Volvo Group	Lunds universitet
financially healthy	IKEA	Spotify	ICA
possibility to work remotely/from home	Spotify	CGI	EY
gives back to society	Sveriges lantbruksuniversitet	Södra Skogsägarna	Lunds universitet
very good reputation	IKEA	Spotify	Chalmers tekniska högskola

top performing sectors in sweden by awareness and attractiveness.



high awareness

having a high awareness means that employers in the sector are widely known.

high attractiveness

a sector with high attractiveness contains more highly attractive companies than other sectors.

job-switching behaviour



in focus.

switching behaviour finding another employer.

1 in every 8 Swedish employees recently changed employer

13% of employees in Sweden switched employer in the last half of 2021, similar to the year before (11%). The 18-24-year-olds (22%) were more likely to switch in the last half of 2021. About a quarter (23%) intend to change employer in the first 6 months of 2022, again mainly the younger age bracket (18-34: 27%). This is also very similar to a year ago, with 20% who were intending to switch jobs.

Public employment services (PES) – Jobcentre Plus on top

PES is the most important channel used by job switchers in Sweden (34%), even more so by female employees (42%). Personal connections or referrals are second most important (32%), also mainly by females (37%). Recruiters on the other hand, which rank 3rd (25%), are more important search channel for males (31%) and white-collar employees (36%). Job portals which was ranked 3rd last year, has seen a continuous decline over the past 2 years, ranking in 7th place this year.



most important attributes switchers vs. stayers.

switchers

13%

changed employer in the
second half of 2021.

This is slightly more than
in the second half of 2020
(11%).

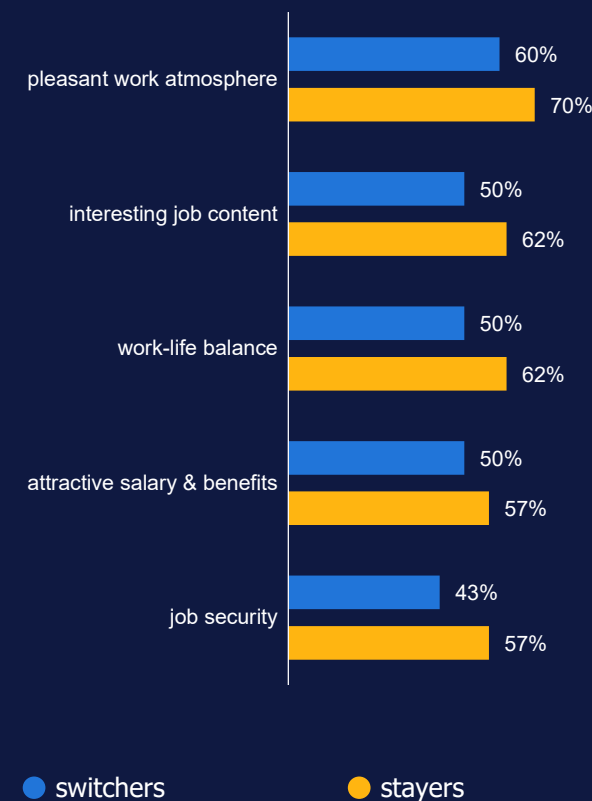
intenders

23%

plan to change employer
in the first half of 2022.

This is slightly more than
in the first half of 2021
(20 %).

most important attributes



fear of job loss in 2022 intention to switch.

37%

of the employees who are afraid of losing their job, plan to change their job in the first half of 2022.

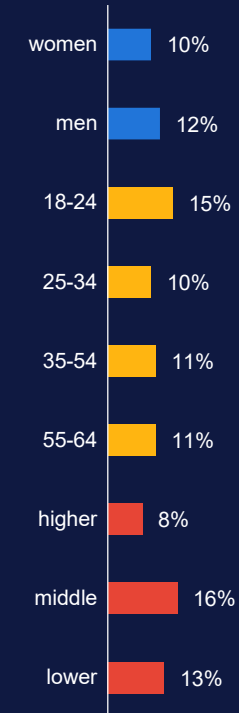
This is higher than in 2021 (31%).

17%

of the employees who are not afraid of losing their job, plan to change their job in the next 6 months.

This is slightly more than in 2021 (14%).

fear of job loss, by socio-demographics



switching behaviour job collars in focus.

white-collar

17%

of white-collar employees changed their employer in the last six months of 2021, and another quarter (24%) intends to do so in the first six months of 2022. This is clearly more than in 2021 (9% and 13% respectively).

blue-collar

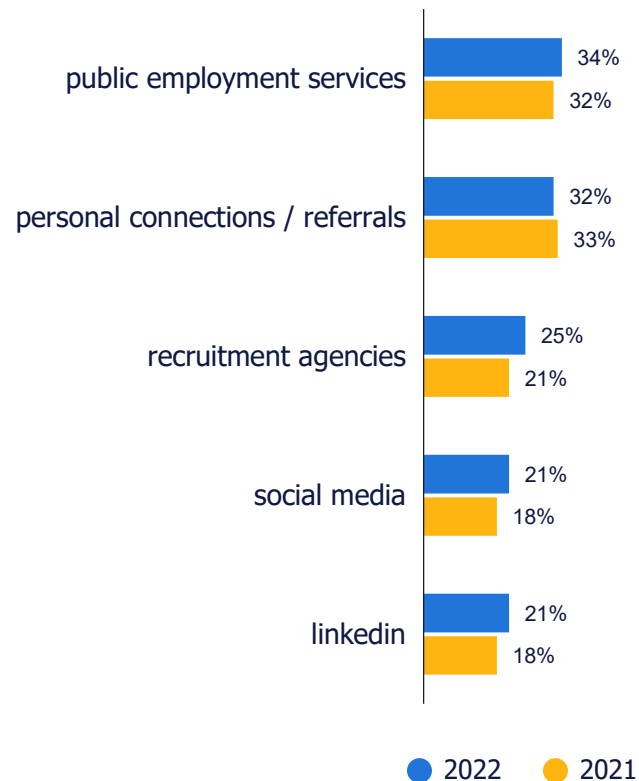
12%

of blue-collar workers changed employers in the last 6 months of 2021, and another 19% intends to do so in the next 6 months. Unlike white-collar employees this is quite similar to 2021 (13% and 17% respectively).

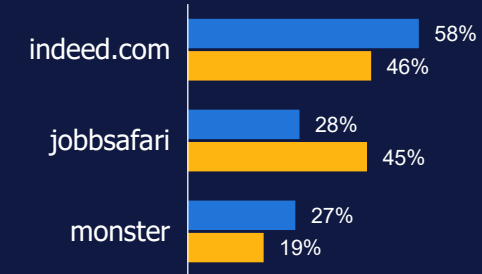


how do employees in sweden find new job opportunities.

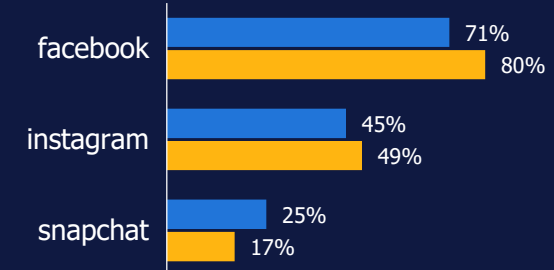
top 5 channels used to find new job opportunities



top 3 job portals (*20%)



top 3 social media channels (*21%)



*note: job portals & social media are follow up questions from channels used to find new jobs.



training &
career
development

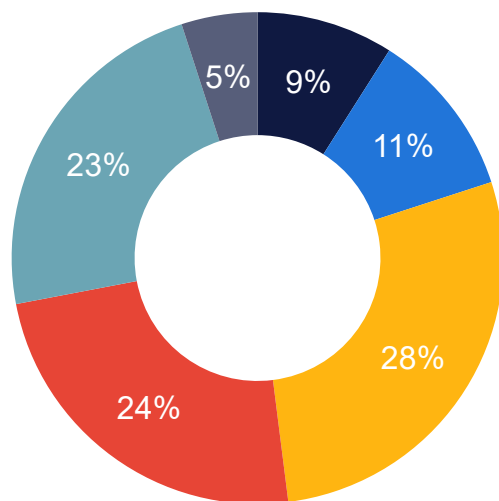
in 2022.



importance of personal career growth/progression.

overall, how much importance do you place on your personal career growth?

sweden



- 1 – not at all important to me
- 2
- 3
- 4
- 5 – very important to me
- don't know

sweden

Personal career growth is in essence important to almost half of the Swedish employees (47%).

The importance of personal career progression decreases with age (from 62% among 18-24 to 25% among 55-64) and is higher among white collar employees (53%) than among blue collar workers (39%).

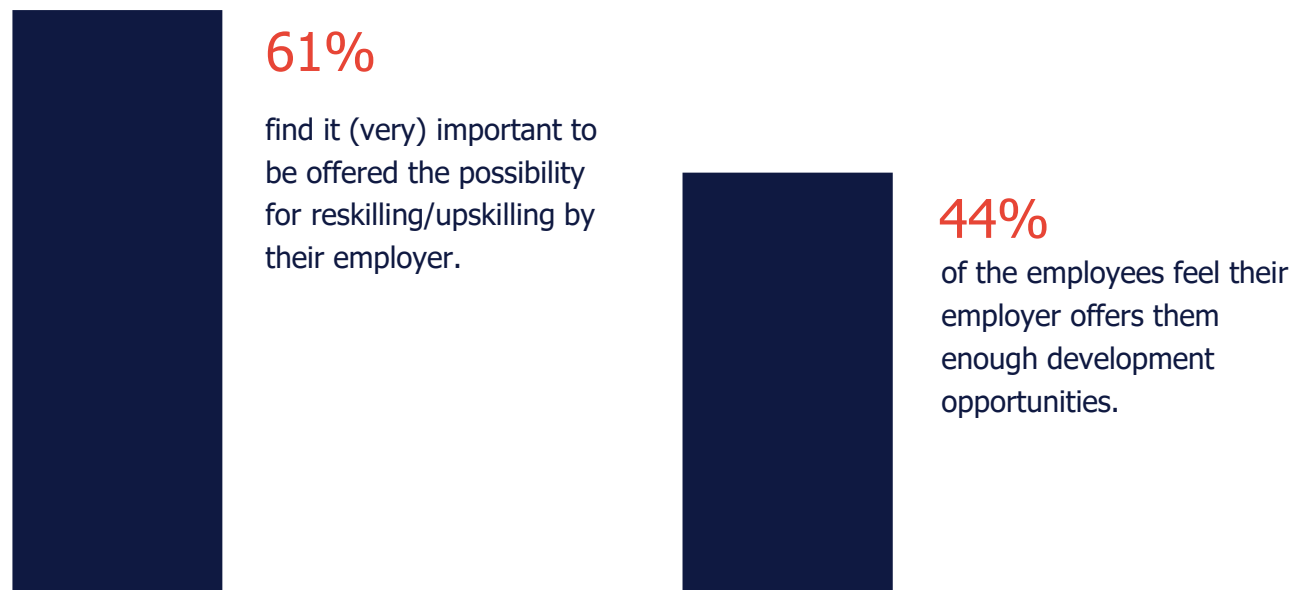
europe

59% of the employees in the region find their career progression (very) important to them.

The Swedish workforce place less importance on personal career growth compared to the average European employee.

importance vs. offer on reskilling/upskilling.

gap in employees' perception of the reskilling/upskilling importance and employers actually offering such opportunities



Reskilling or upskilling among the workforce in Sweden is considered especially important for females (63%), employees 54 and younger (63%) and mid to higher-educated employees (67%).

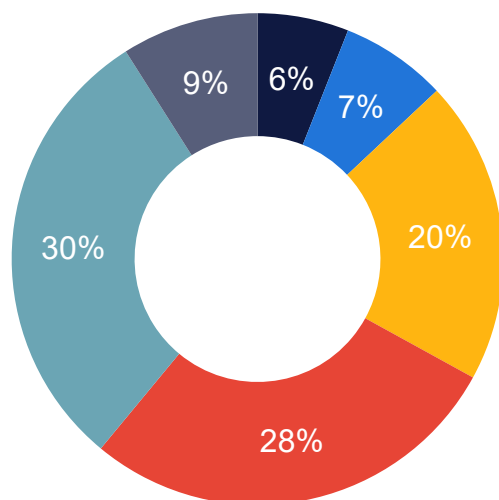
Slightly less than half of the employees feel that their employer offers them enough opportunities to develop themselves in their role. This holds true mainly for the higher-educated (48%) and males (48%), but not as much for employees aged 55+ (33%).

Looking only at those who want to reskill or upskill, around half (54%) are indeed given the opportunity by their employer to do so.

likeliness to stay if reskilling/upskilling were offered.

would you be more likely to continue working for your employer if you would be able to reskill or upskill yourself through your organization?

sweden



- 1 - very unlikely
- 2
- 3
- 4
- 5 - very likely
- don't know

sweden 58%

are (very) likely to stay with their employer should reskilling/upskilling opportunities be offered.

The likeliness to stay with one's employer should reskilling/upskilling be offered is clearly lower for the 55+ age bracket (40%) than for younger employees (18-34: 63%). This does not differ when looking at the white/blue collar workforce.

europe 65%

in the region said that they were (very) likely to stay by their employer should reskilling/upskilling opportunities be offered.

The Swedish intention to stay if reskilling/upskilling were offered by their employer is lower than the average European worker (58% vs. 65%). There are more employees who feel it unlikely that they would stay (13% vs. 9%).

work-life balance & remote working

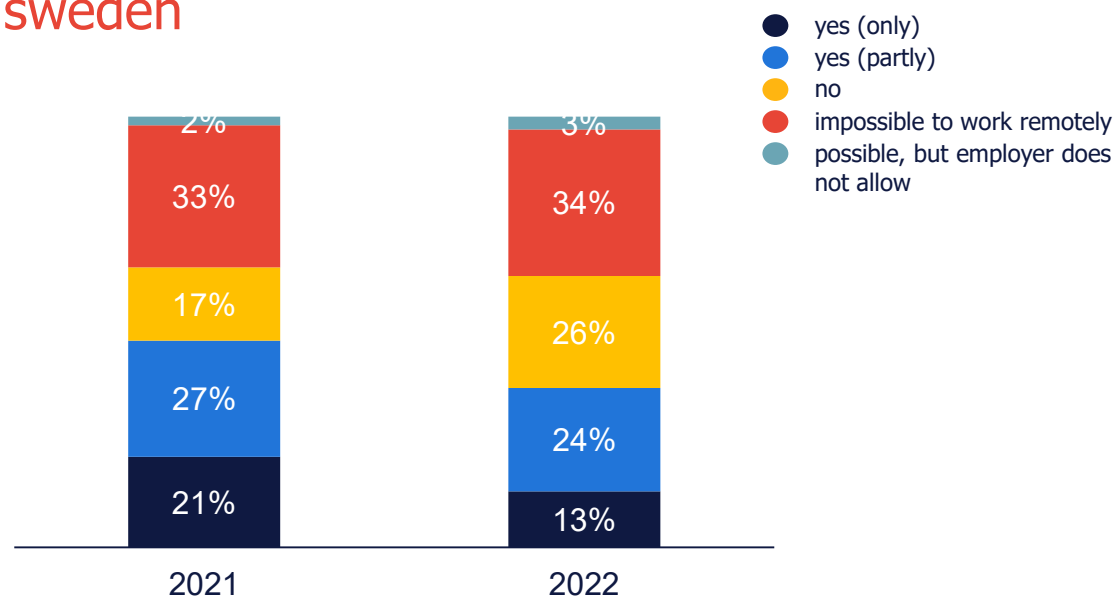
in sweden.



trend in remote working.

did you start working (more) remotely/ from home?

sweden



sweden

37%

work remotely/from home.

Remote working in Sweden has decreased from 48% in 2021 to 37% in 2022. It is employees aged 35-54 and males that work from home the most.

For over a third (37%) of the workforce, remote working is not allowed, or jobs are bound to the premises making working from home or elsewhere impossible. This applies especially to females (42%) and 18-24-year-olds (57%).

europe

38%

work remotely/from home.

When looking across Europe, the trend in remote working in Sweden is not materially different.

One in three European employees are not able to work remotely, which is substantially less than in Sweden. Furthermore, 31% of European employees only work at their employee's premises, which is higher than that of the Swedish workforce (26%).

remote working looking into the future.

looking into the future, how much of your time do you expect to be working remotely/from home?



7%

of the current remote workers expect to be working max. 10% remotely in the future



79%

expect to have a blend of working (20-80%) remotely and at the employer's premises.



14%

think they will be working remotely at least 90% of their time.

sweden 93%

of the current remote workers believe they will continue doing so, if partly, in the future

Almost all employees who are currently working remotely think that they will continue to do so in the future. In general, the expectation is that the proportion of hours worked remotely will go down. Only one in five who work remotely only assume they will keep on doing that in the future; 4 out of five think it will become a hybrid way of working.

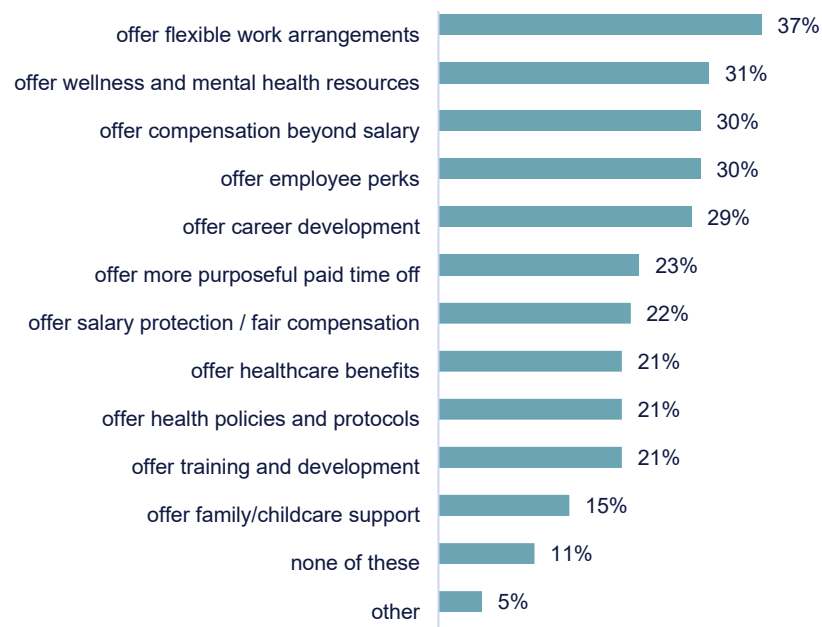
europe 95%

of the European employees who currently work remotely believe they will continue doing so one way or another

When looking across the Europe region it is clear that Sweden does not have a substantially different position overall when it comes to remote working. However, a far higher proportion of European employees who work remotely only assume they will keep on doing that in the future (38%); with 3 out of five who think it will become a hybrid way of working.

employer actions to improve work-life balance.

which of the following should your employer do to support you in maintaining a good work-life balance? They should...



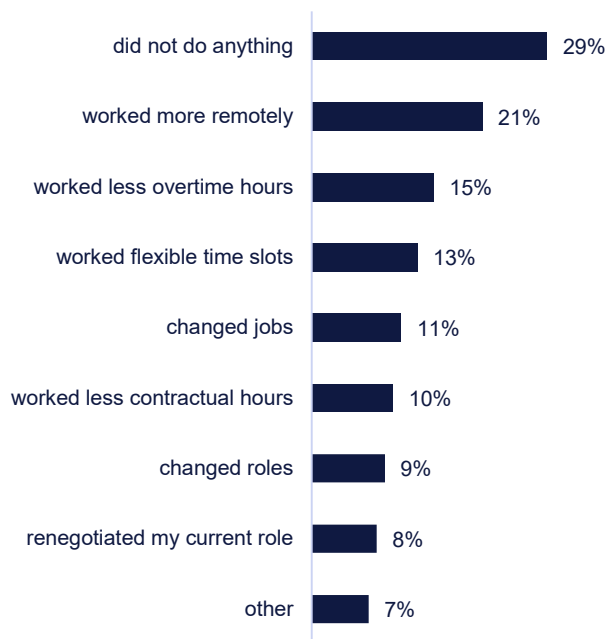
On average employees choose about 2.8 benefits they would like their employer to offer to support maintaining their work-life balance. Flexible work arrangements (37%) is the main one of these, especially for those with a higher education level.

Family/childcare support is especially important for employees aged 18-34 and females. Most of the support options are wanted more by women than by men for that matter.

Healthcare benefits are more appealing to older employees, while this group is not very susceptible to skills training or career development. Those with a higher education level on the other hand do greatly value career development.

employee personal actions to improve work-life balance.

what have you done, if anything, to improve your work-life balance? I...



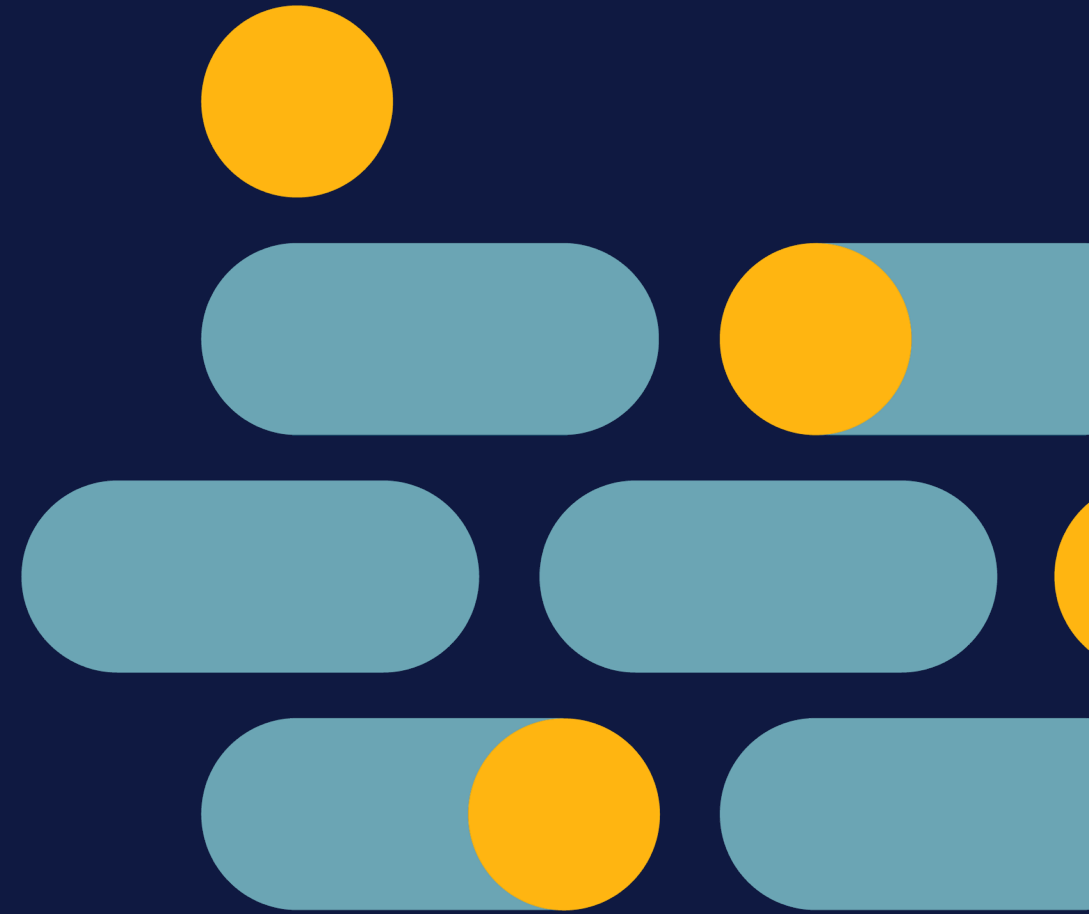
Employees on average took only one action out of the eight shown here to improve their work-life balance. Working more remotely or from home (21%) is the action taken most, especially by those with higher education level and employees aged 35-54.

Working flexible time slots is an action taken mainly by the youngest age brackets (18-24) and males.

Well over a quarter did not do anything (29%). This lack of action clearly increases with age.

appendix 1

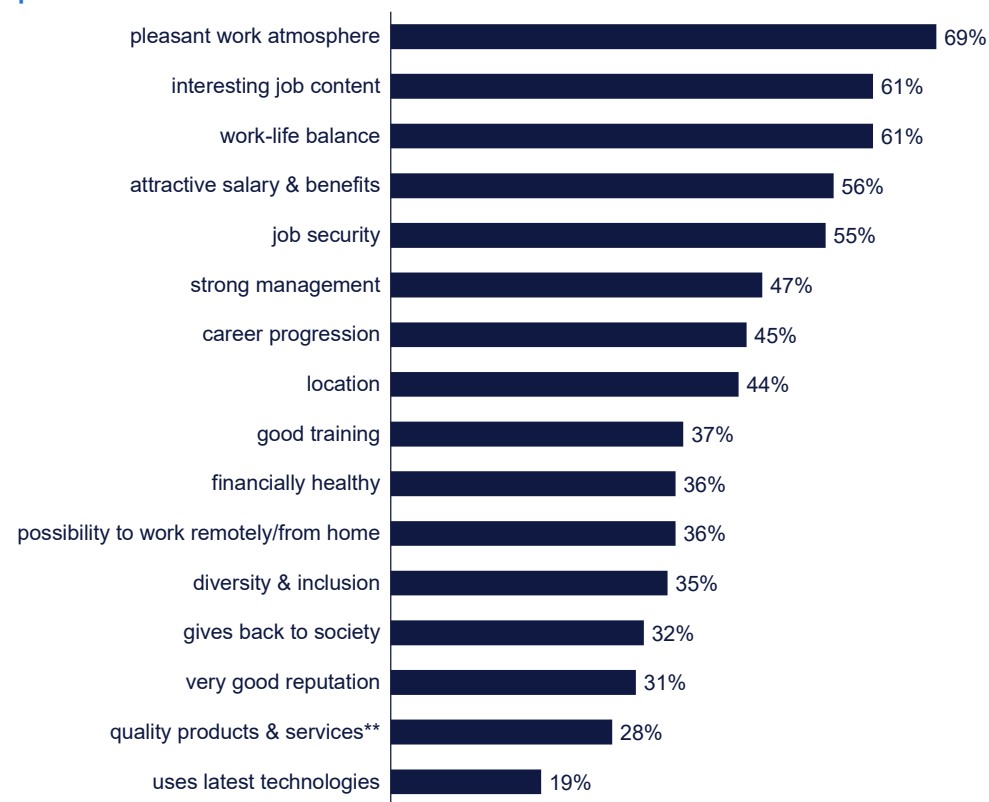
deep dive
EVP drivers.



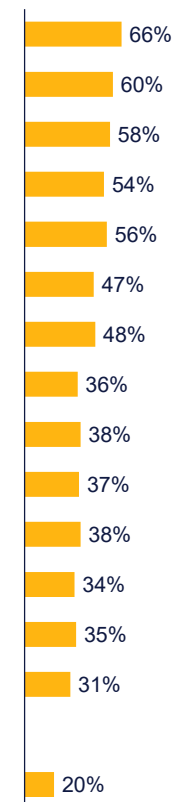
what potential employees want

the most important criteria when choosing an employer.

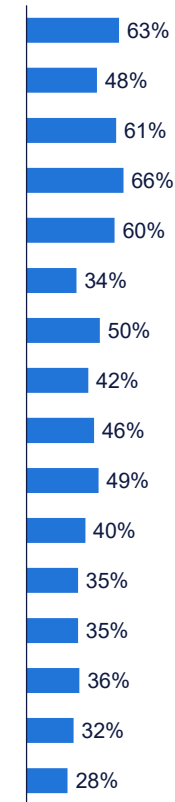
important criteria



sweden 2021



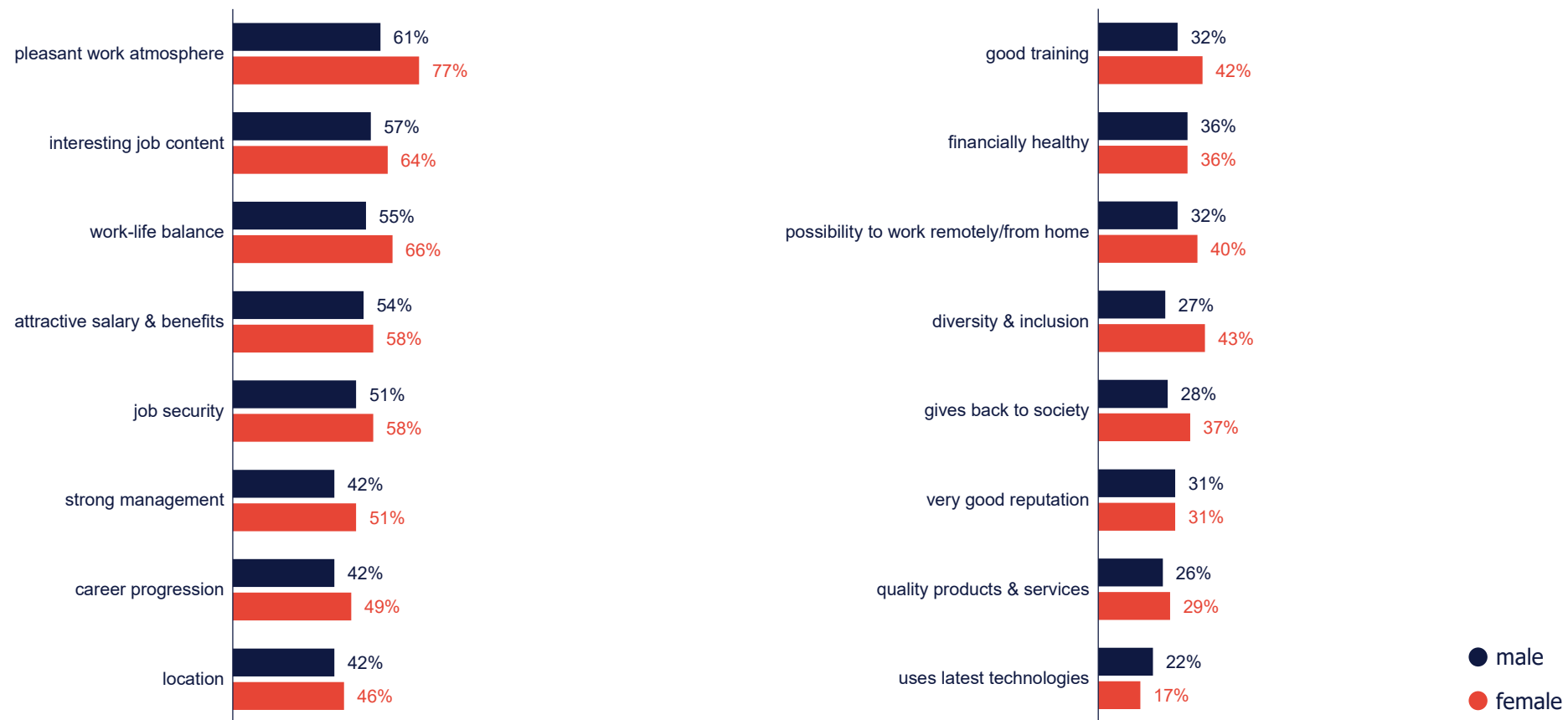
europe



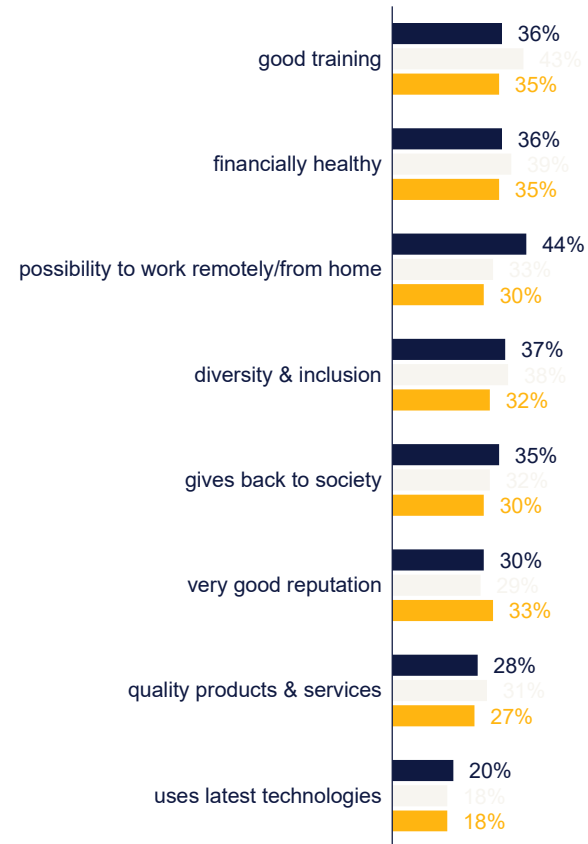
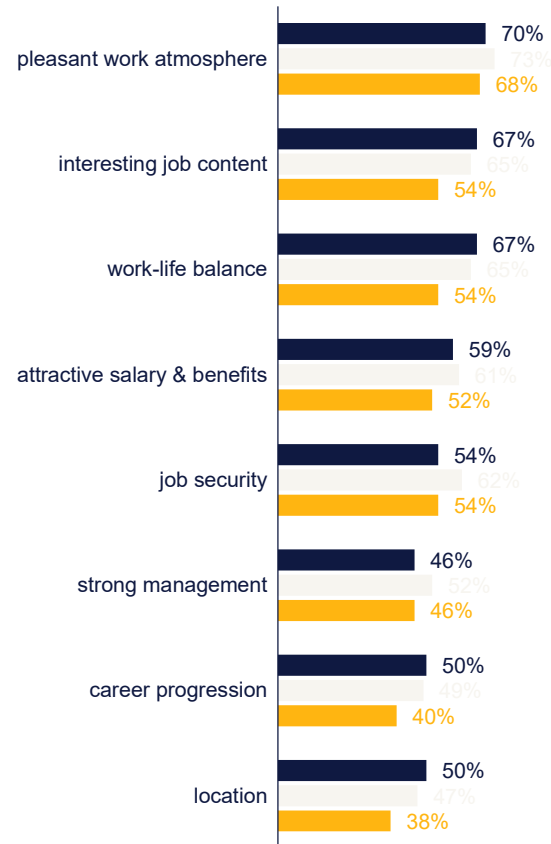
**not researched in 2021



EVP driver importance by gender.

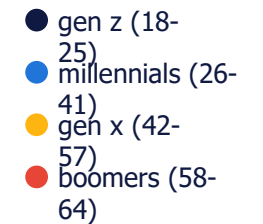
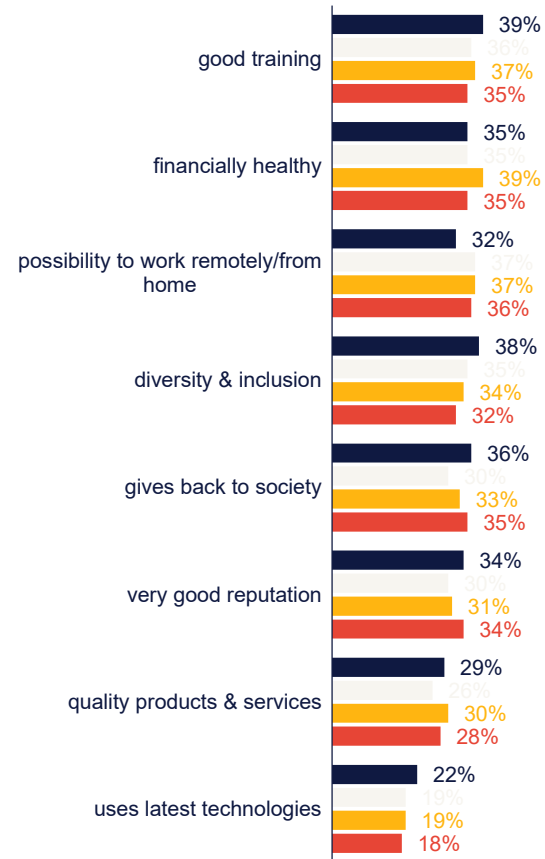
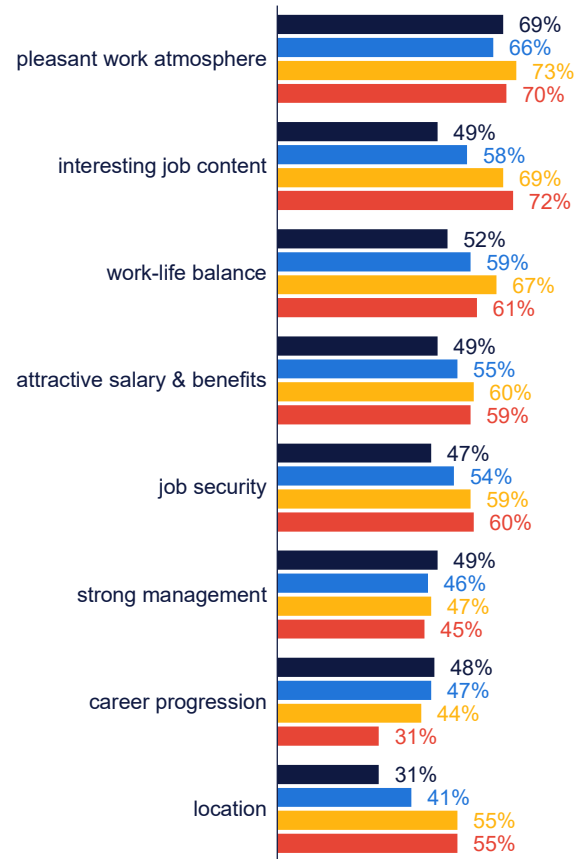


EVP driver importance by education.

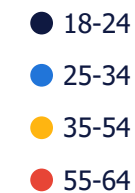
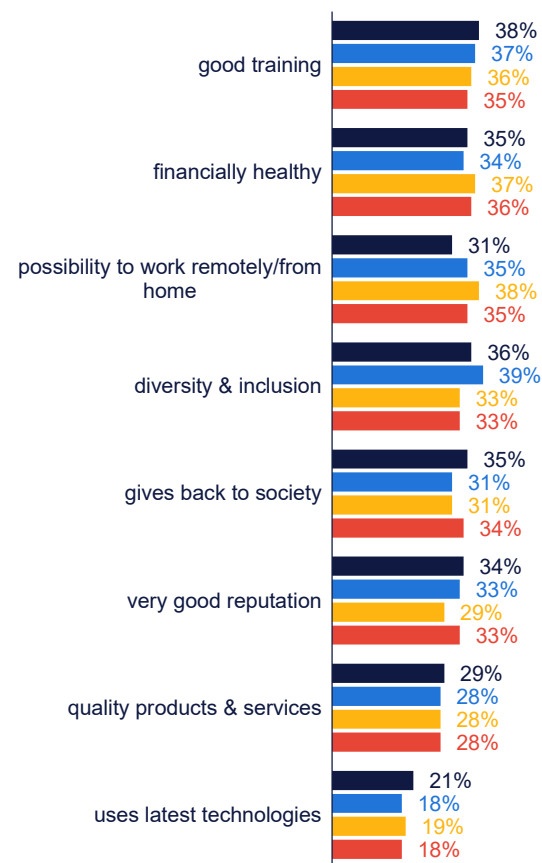
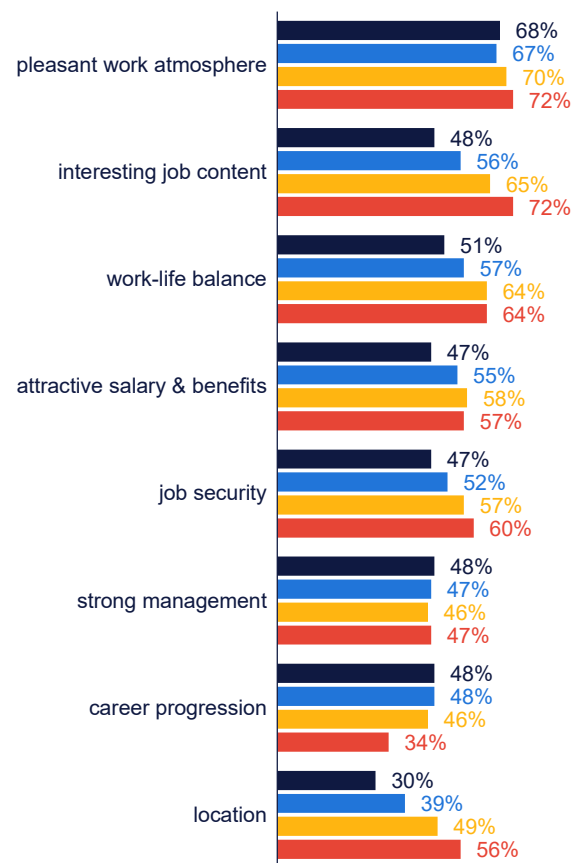


● higher
● middle
● lower

EVP driver importance by generation.

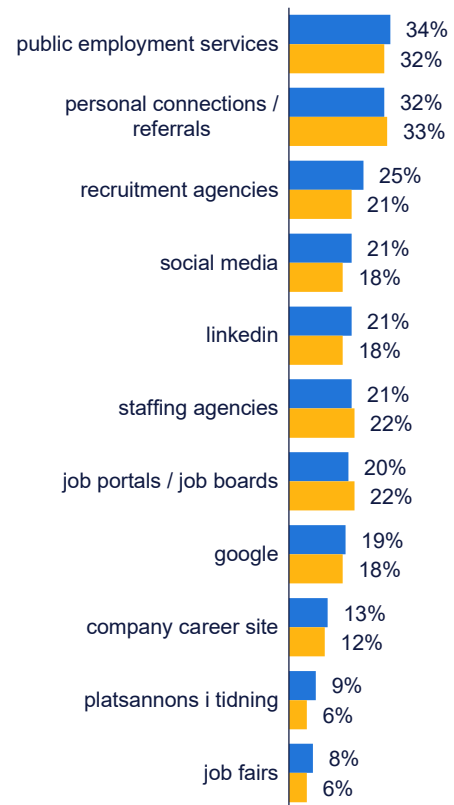


EVP driver importance by age.

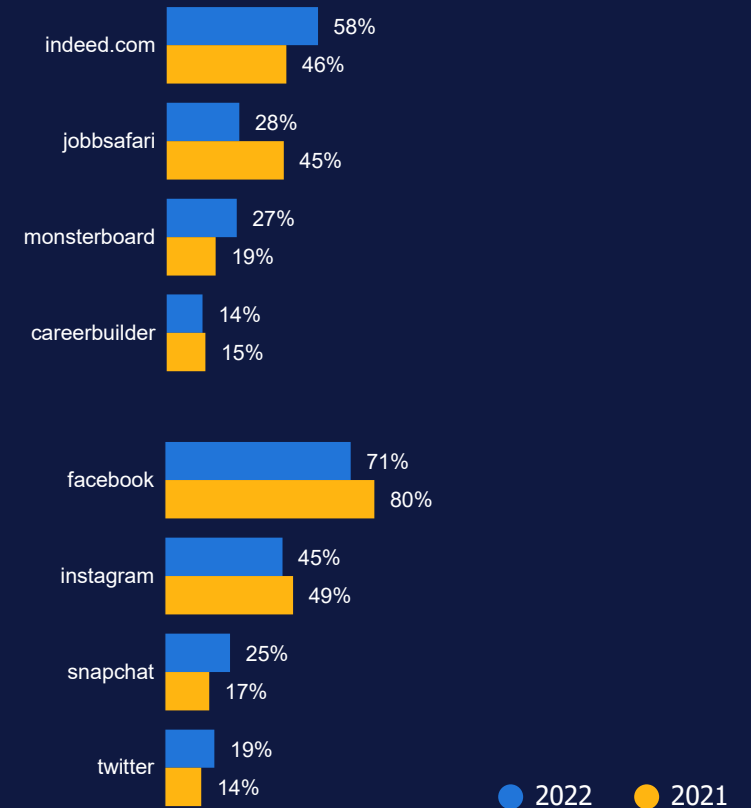


finding new job opportunities in sweden

channels used to find new job opportunities



channels used to find new job opportunities deep dive social media & job portals



● 2022 ● 2021



appendix 2



deep dive
employers.

perception of employer offer in sweden.

Understanding the gap between what employees want and what they think employers offer provides valuable insights into building an employer brand. Furthermore, benchmarking against what employees perceive being offered by their current employer gives more context to the gaps that need to be bridged.

evaluation of current employer

- 01 job security
- 02 offers interesting job content
- 03 pleasant work atmosphere
- 04 very good reputation
- 05 good work-life balance
- 06 financially healthy
- 07 gives back to society
- 08 career progression
- 09 possibility to work remotely/from home
- 10 attractive salary and benefits

general perception of employers in sweden

- 01 financially healthy
- 02 job security
- 03 very good reputation
- 04 career progression
- 05 pleasant work atmosphere
- 06 work-life balance
- 07 offers interesting job content
- 08 gives back to society
- 09 attractive salary & benefits
- 10 possibility to work remotely/from home

profile of ideal employer

- 01 pleasant work atmosphere
- 02 offers interesting job content
- 03 work-life balance
- 04 attractive salary & benefits
- 05 job security
- 06 career progression
- 07 financially healthy
- 08 possibility to work remotely/from home
- 09 gives back to society
- 10 very good reputation

perception of employer offer in sweden and the region.

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



employers in sweden are perceived to offer

- 01 financially healthy
- 02 job security
- 03 very good reputation
- 04 career progression
- 05 pleasant work atmosphere
- 06 work-life balance
- 07 offers interesting job content
- 08 gives back to society
- 09 attractive salary & benefits
- 10 possibility to work remotely/from home

employers in europe are perceived to offer

- 01 financially healthy
- 02 job security
- 03 very good reputation
- 04 career progression
- 05 offers interesting job content
- 06 attractive salary & benefits
- 07 pleasant work atmosphere
- 08 work-life balance
- 09 gives back to society
- 10 possibility to work remotely/from home

sector

insights.



sweden's best performing companies by sector.

1/2

	top 3 companies		
sector	1	2	3
01 automotive	Volvo Cars	Volvo Group	Scania
02 it telecom	Spotify	Ericsson	Axis
03 consultancy	AFRY	WSP	Tyréns
04 manufacture	Volvo Cars	Volvo Group	ABB
05 public sector	Linköpings universitet	Trafikverket	Försvarsmakten
06 education	Linköpings universitet	Uppsala universitet	Göteborgs universitet
07 trading and sales	IKEA	ICA	Systembolaget
08 financial services	EY	Handelsbanken	Folksam
09 food production	Fazer	Lantmännen	Arla
10 construction and infrastructure	Vattenfall	NCC	Riksbyggen

sweden's best performing companies by sector.

2/2

	top 3 companies		
sector	1	2	3
11 services	Spotify	Sveriges Television	Sveriges Radio
12 health, social care & pharma	AstraZeneca	Apoteket	Apotek Hjärtat
13 transport	Swedavia	Stena Line	Transdev
14 logistics	Green Cargo	Schenker	PostNord

sweden's sectors score best on these 3 EVP drivers.

1/2

sector	top 3 EVP drivers		
	1	2	3
01 automotive	financially healthy	very good reputation	career progression
02 manufacture	financially healthy	very good reputation	career progression
03 it telecom	financially healthy	career progression	possibility to work remotely/from home
04 consultancy	financially healthy	career progression	Offers interesting job content
05 education	very good reputation	Offers interesting job content	job security
06 public sector	job security	career progression	gives back to society
07 health, social care & pharma	financially healthy	job security	career progression
08 financial services	financially healthy	job security	career progression
09 trading and sales	financially healthy	very good reputation	job security
10 food production	financially healthy	very good reputation	job security



sweden's sectors score best on these 3 EVP drivers.

2/2	top 3 EVP drivers		
sector	1	2	3
11 construction and infrastructure	financially healthy	job security	career progression
12 services	financially healthy	job security	work-life balance
13 logistics	financially healthy	job security	career progression
14 transport	financially healthy	job security	work-life balance



randstad

human forward.

