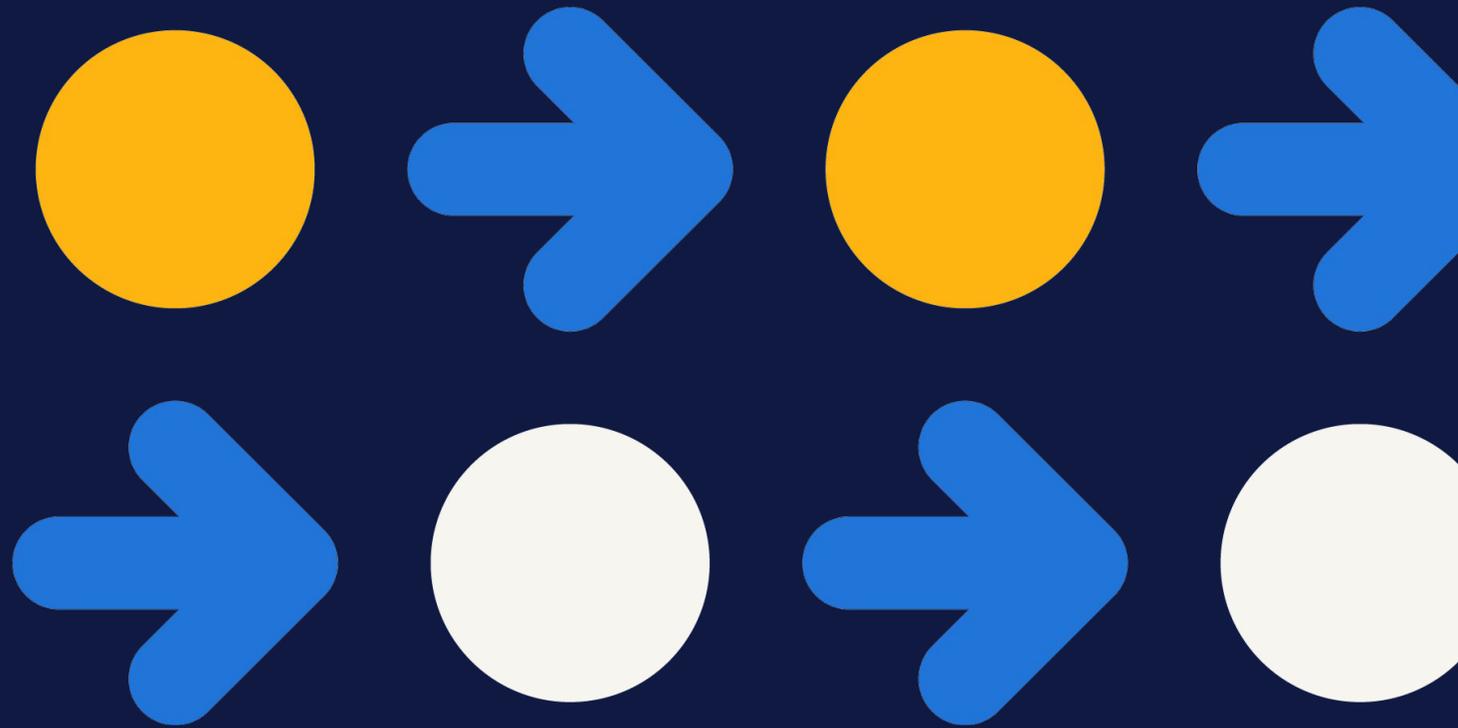


employer  
brand research  
2021



united kingdom.

 randstad

human forward.

# content.

- 1 introduction
- 2 employer attractiveness
- 3 switching behavior
- 4 COVID-19 in focus
- 5 further reading



# what is the randstad employer brand research?

- a representative employer brand research based on perceptions of the general audience. Optimising over 21 years of successful employer branding insights.
- an independent survey with over 190,000 respondents in 34 markets 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.



# the employer brand roadmap.



# why employer branding matters.



companies are overpaying on salaries by 10% if they don't have a strong brand.<sup>1</sup>

50%

of candidates say they wouldn't work for a company with a bad reputation - even with a pay increase.<sup>2</sup>

96%

agree that alignment of personal values with a company's culture is a key factor in their satisfaction working there.<sup>3</sup>

80%

of workforce leaders agree that a strong employer brand has a significant impact on their ability to hire great workforce.<sup>4</sup> As people work for cultures, not companies, their perception of you as an employer is of paramount importance. Both recruiters and candidates cite company culture as one of the most important determinants in employer choice. Also, if your culture is transparent: candidates actively research the culture of companies to understand if they'll fit. If candidates see positive employee and candidate experiences on review sites, they feel more confident submitting their resume and making a career move.

# why employer branding matters.

---

19%

Only 19% of employees globally perceive a strong alignment between what their employer says about itself and their experience working there.<sup>5</sup>

---

1-2x

companies with a strong employer brand have a 1-2x faster time to hire.<sup>8</sup>

---

#1

#1 obstacle to candidates in the application process is not knowing what it's like to work at an organisation.<sup>7</sup>

---

76%

employees who experience a strong alignment between what their employer says about itself and their experience working there are more likely to recommend their employer as a place to work.<sup>9</sup>

---

52%

52 % of candidates first seek out the company's website and social media to learn more about an employer.<sup>6</sup>



# 34 markets surveyed covering more than 80% of the global economy.

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



● markets surveyed

[click here](#) for detailed research methodology

## worldwide

- over 190,000 respondents
- 6,493 companies surveyed

## sample

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

## country

- 9,082 respondents

## fieldwork

- online interviews
- january 2021

## length of interview

- 16 minutes



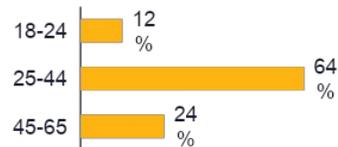
# sample composition in the united kingdom

## socio-demographics, employment status, region.

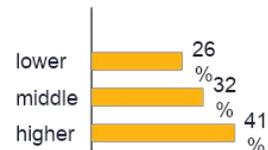
### gender



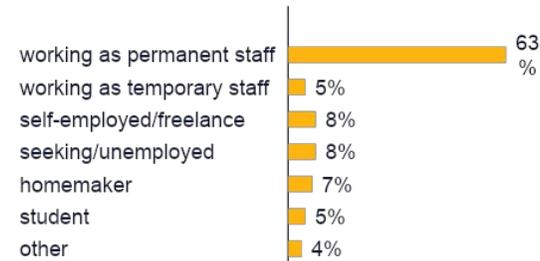
### age



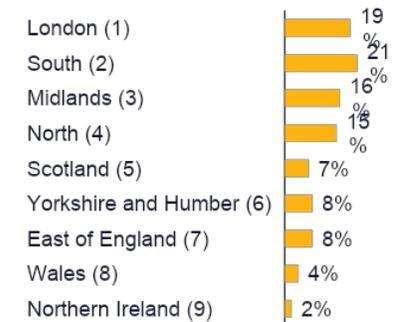
### education



### employment status



### region



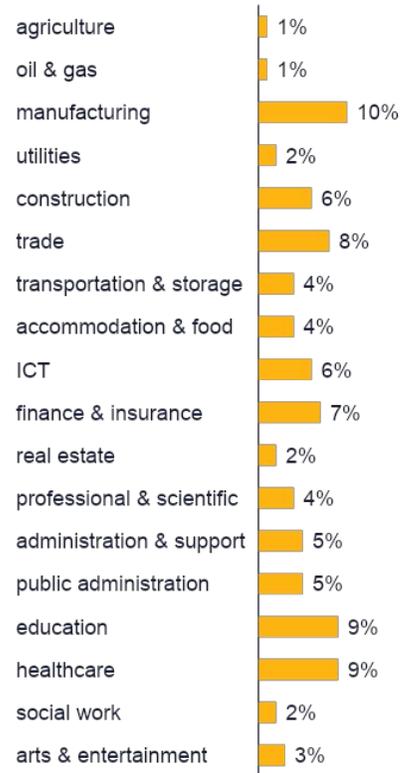
1. London
2. South East, East Of England
3. South West, Wales
4. East Midlands, North West
5. Yorkshire and Humber
6. West Midlands
7. North East
8. Scotland
9. Northern Ireland

total sample: 9,082  
fieldwork: january 2021

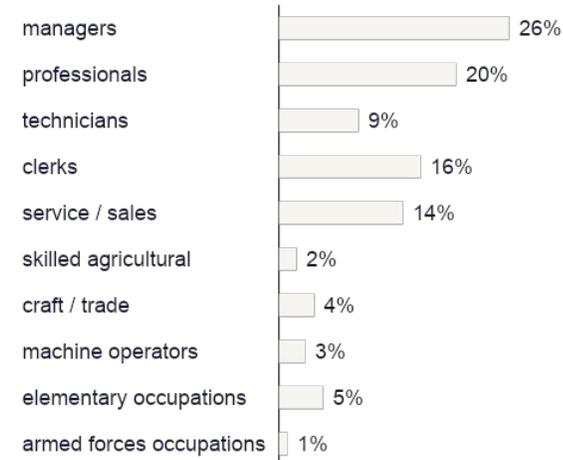


# sample composition in the united kingdom sector, function.

## sector



## function



base: currently employed (n=6,869)



united  
kingdom

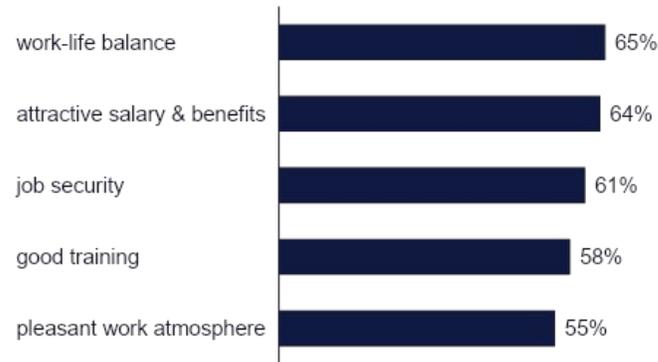
employer  
attractiveness.



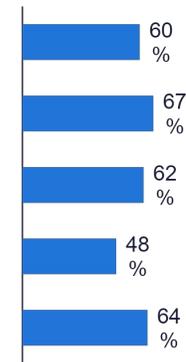
# what potential employees want

## the 5 most important drivers when choosing an employer.

### top 5 most important drivers



### europa 2021



### united kingdom 2020

- 01 attractive salary & benefits
- 02 work-life balance
- 03 job security
- 04 flexible arrangements\*\*
- 05 pleasant work atmosphere

### united kingdom 2019

- 01 attractive salary & benefits
- 02 work-life balance
- 03 job security
- 04 pleasant work atmosphere
- 05 location



\*when comparing 2021 with previous years, please note that this question has been altered in that respondents are now free to choose as many drivers as they considered important from a list of 16 drivers whilst in previous years they were forced to pick exactly 5 out of these 16.

\*\*\*only researched in 2021 \*\*not researched in 2021



# what potential employees want when choosing an employer.

---

## most important driver

### work-life balance and salary & benefits

Work-life balance and salary & benefits are the most important drivers among employees in the UK. Both these drivers are more prominent among women, those 35 and older and mid to higher-educated employees. Furthermore, these are the employees who are more demanding overall as they consider more than 8 drivers as essential. Men, employees 34 and younger, and the lower-educated consider on average 7 drivers as important. A COVID-19 safe work environment is rated 6th in importance among employees. Women (59%) and employees 55 and older (60%) find this element even more important than other demographic groups.

---

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

---

## employers' proposition

### a COVID-safe work environment

British employees rate their own employer highest on having a COVID-safe work environment, closely followed by having a very good reputation and offering long-term job security. The lowest ratings given by employees are for the possibility to work remotely, career progression, giving back to society, and salary & benefits. This is especially true among women, employees 55 and older, and the lower-educated. When looking at regional differences, employees living in the East of England are the least satisfied with their employer when it comes to salary and benefits and career progression.

---

[click here](#) for a deep dive into the most attractive sectors and employers in 2021.

---

## recommended employer focus

### work-life balance and career progression

There is a gap in what employees in the UK seek and what their employers are perceived to offer. Two of them concern work-life balance and career progression, which are of the most sought-after drivers and yet are not of the top attributes for UK employers. Employers in the UK may want to pay attention and deliver strategies to bridge this gap. Furthermore, employees rate their salary & benefits as one of the lowest drivers offered by their employer, despite this being an important driver for most employees. As this is a consistent driver coming up among employees, it may be worthwhile keeping this element in mind when focusing on employees' needs.



# what do potential employees want job collars in focus.

## white-collar

68%

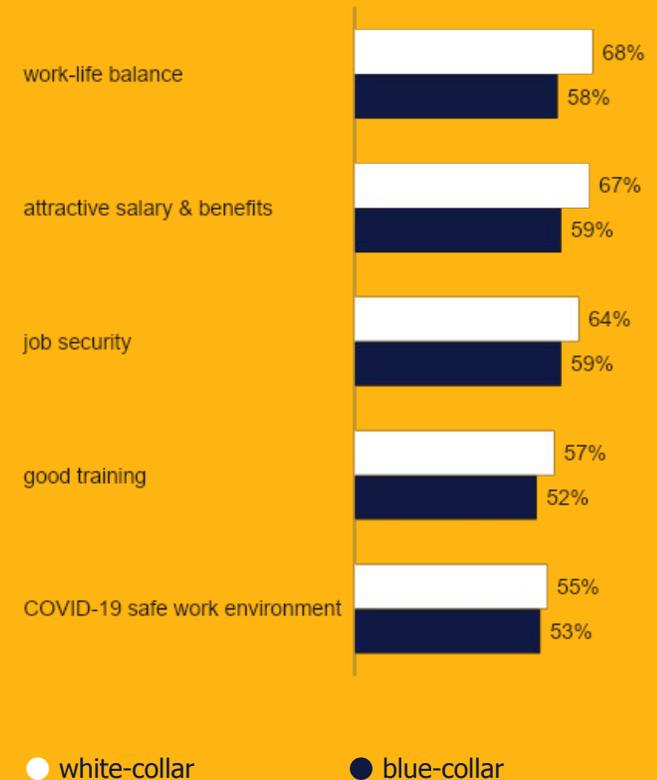
of white-collar workers consider work-life balance as the most important driver, more so than salary & benefits and job security. Overall, this group is more demanding in what they are looking for than the average UK employee.

## blue-collar

59%

of blue-collar workers consider attractive salary & benefits and job security as the most important drivers. Overall, the average blue-collar worker rates each EVP driver as less important than that of white-collar employees.

## most important attributes



# job-switching behavior



in focus.

# switching behavior finding another employer.

about 1 in 5 British employees intend to change employer

12% Of employees in the UK changed their employer in the last half of 2020, more so among men, employees between 18-34, and mid to higher-educated employees. Furthermore, another 19% of employees intend to switch employers in the first half of 2021, which sees the same group of 18-34-year-olds and further mid to higher-educated employees intending to do so.

recruiters on top

Recruiters (33%) and job portals (29%) are the most used channels among switchers. Looking for a job via recruiters is especially popular among men, whereas women are more likely to use job portals for finding work. Indeed.com (74%) is the leading job portal among employees. Next to that, Google and LinkedIn are more likely to be used by men and mid to higher-educated employees.



# most important attributes switchers vs. stayers.

## switchers

2021

12%

changed employer in the  
past 6 months.

2021

14%

of those affected by  
COVID changed employer  
in the past 6 months.

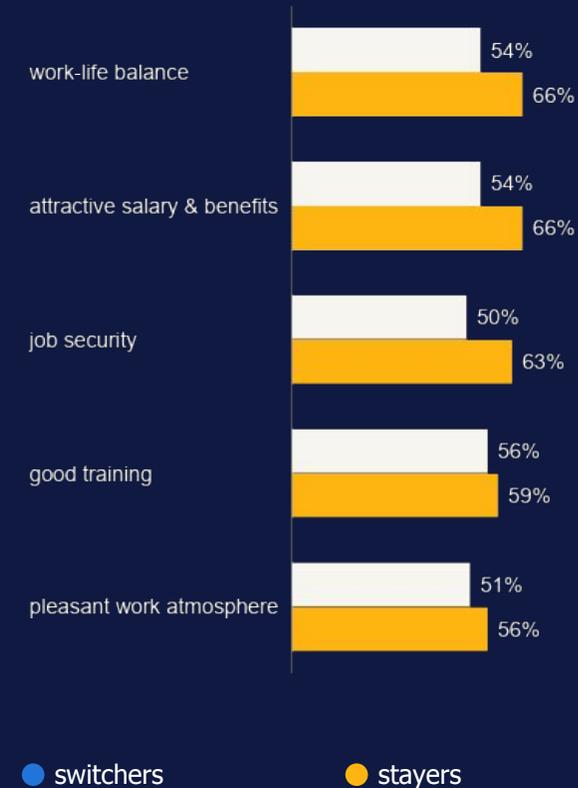
## stayers

2021

88%

stayed with their employer  
in the past 6 months.

## most important attributes



\* past 6 months = last half of 2020. REBR2021 covers a period of 6 months (as opposed to 12 months in the past) in order to better capture the impact of COVID-19.

# switching behavior job collars in focus.

## white-collar intenders

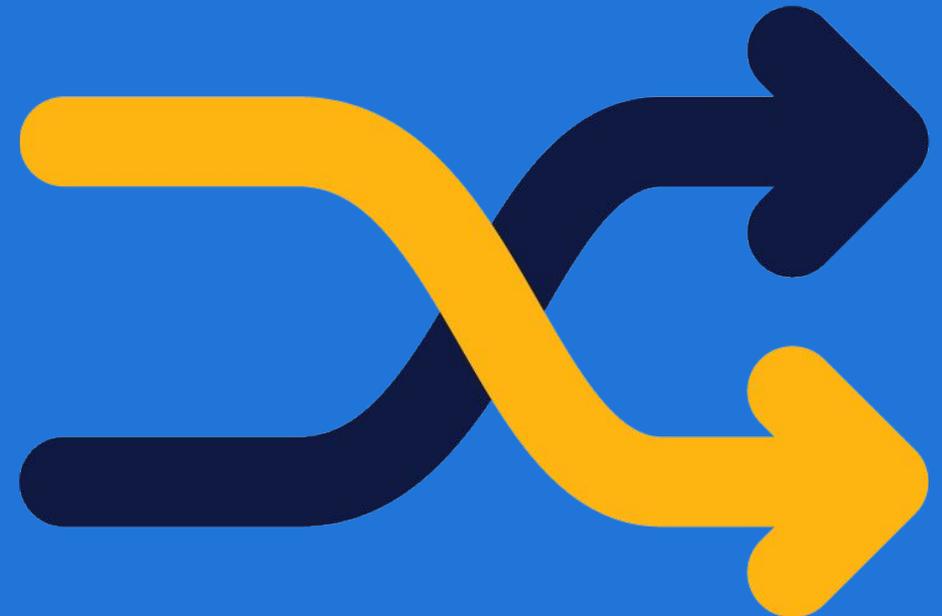
18%

of white-collar employees intend to change to another employer in the first half of 2021. This is not too different from the average British employee (19%) who intends to switch employers. White-collar employees are more likely than the average UK employee to use recruiters (40%) for finding jobs.

## blue-collar switchers

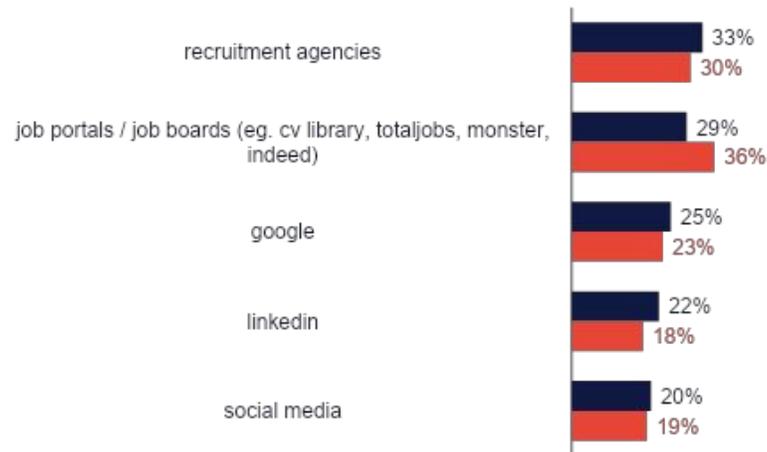
14%

of blue-collar employees switched employers in the last half of 2020. This is not much different when compared to white-collar workers (13%).

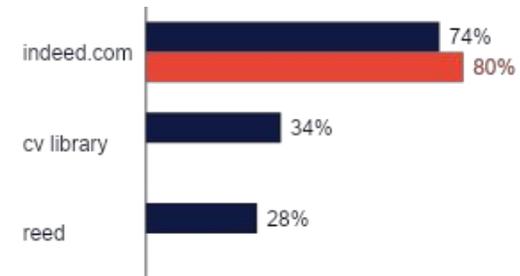


# how do employees in the united kingdom find new job opportunities.

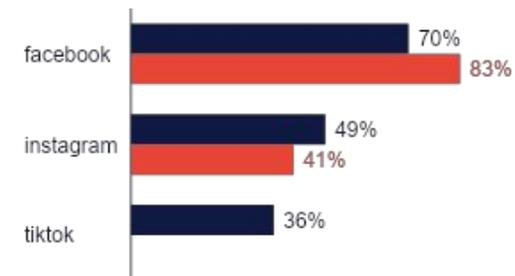
## top 5 channels used to find new job opportunities



## top 3 job portals



## top 3 social media channels



● 2021

● 2020



# changes in salary for job switchers.

24% of employees switched jobs for the same salary as their previous role.

---

## 48%

of employees aged between 55 and 64 reported a decrease in salary, when switching jobs.

---

---

## 28%

of employees based in the East of England took a pay cut when changing jobs.

---

## decreases in pay.

Geographically, the East of England was the hardest hit by pay cuts. 28% of employees in the region who changed jobs, did so with a pay cut, compared to just 14% in London.

Looking at fluctuations in pay per sector, those working in agriculture and transportation saw the largest decreases in salary when changing roles, with a reduction of income reported by 44% and 43% respectively.

Types of roles most impacted by pay cuts when switching include;

- cleaners and agricultural workers, 32%
- plant and machine operators, 26%
- doctors and teachers, 23%

## pay rises.

Nearly one in five (18%) manufacturing workers received a pay rise of £30,000 and upwards when changing roles.

29% of healthcare workers also received pay rises when changing roles, seeing an increase of between £500 and £2,000 per annum.



\* next 6 months = first half of 2021. REBR2021 covers a period of 6 months (as opposed to 12 months in the past) in order to better capture the impact of COVID-19.

# COVID-19

in focus.



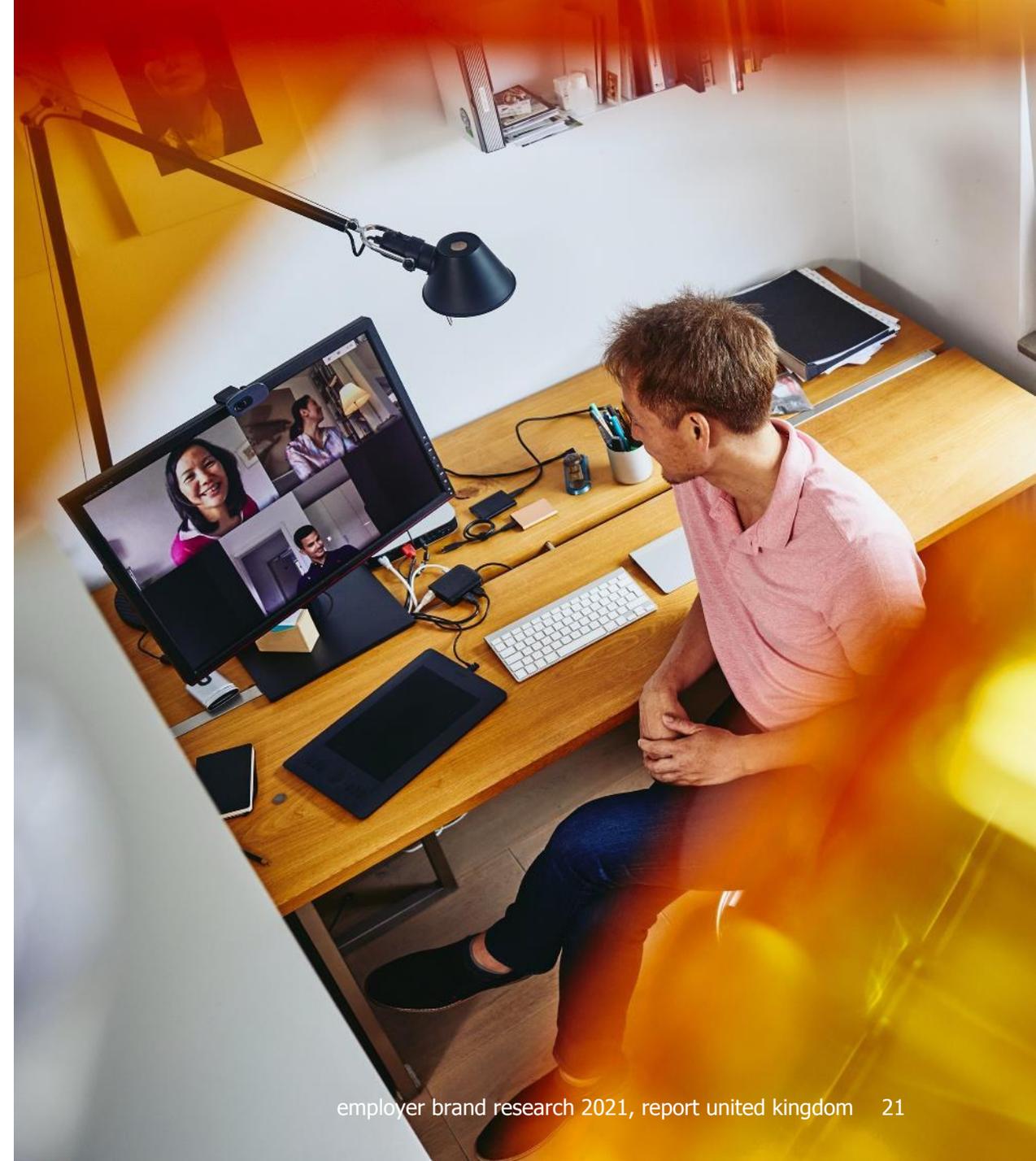
# COVID-19 and its impact on the labor market.

## possibility of working remotely relatively important

43% of employees in the UK are attracted by the possibility to work remotely, which makes this driver relatively important to employees but is not ranked as one of the top-most important. Women and higher-educated employees are more inclined to rank this driver as important, however, it still trails behind the drivers that are more attractive to them. There is no difference between those who work part-time or full-time when it comes to the importance of working from home.

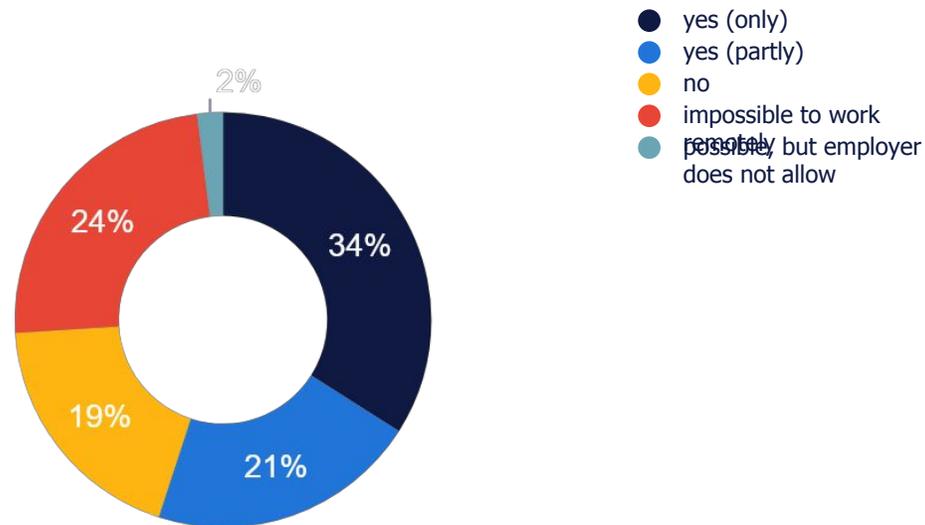
## more than half of the employees started to work (more) remotely during COVID-19 pandemic

Out of the 55% employees who started working more remotely, 60% were involved in the decision to work remotely, whereas 39% of employees working remotely had no choice in the decision to do so. 44% of employees continued to work as normal, especially among men (51%) and higher-educated employees (50%).



# remote working due to COVID-19.

did you start working (more) remotely/ from home due to the COVID-19 crisis?



## united kingdom

28%

of the employees who said they worked remotely, do so out of their own decision.

Men (33%), more so than women (22%) made their own choice to work from home, however, 35% of women were more seen to make this decision along with the authorities than men (29%). It is primarily the higher-educated employees that started working more remotely.

Only 2% of employees who can work from home are not allowed to do so by their employer. Next to that 24% of employees' jobs are bound to the premises which makes working from home or elsewhere impossible.

## europe

23%

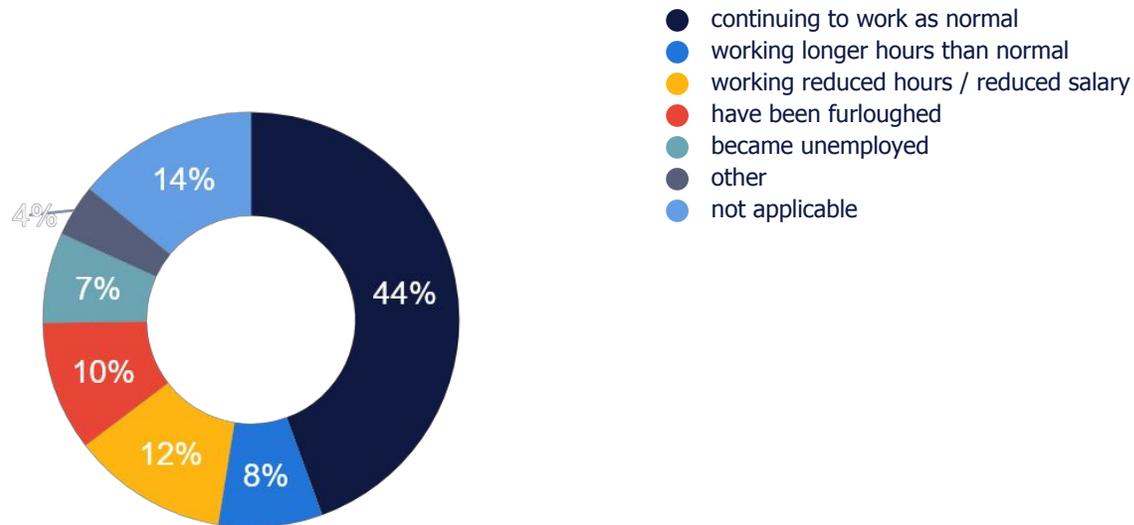
of the employees who said they worked remotely, do so out of their own decision.

When looking across Europe, we do not see major differences among the socio-demographics as far as the decision to work remotely is concerned. Most European employees (40%) were obliged to work more remotely by their employer and / or the authorities.

A very little proportion of Europeans who could work from home were not allowed to do so by their employer (2%). For 28% of Europeans, working from home is impossible as their jobs are bound to the premises with this being most often the case for the lower-educated (40%).

# employment situation changes due to COVID-19.

how COVID-19 changed one's employment situation



four out of ten saw their employment situation change

europa

39%

have seen their employment situation change due to COVID-19.

41% of employees were either furloughed, became unemployed, worked different hours than usual or for other reasons saw their employment situation change due to COVID-19.

Employees aged between 18-24 (13%) were more likely to become unemployed than the average workforce.

Those who started working more hours are especially true among 25-34-year-olds (12%) and higher-educated employees (11%).

More men (51%) and higher-educated (50%) employees continued to work as normal.

# COVID-19 impact on career progression.

Do you feel that the Covid pandemic will directly impact your career progression in the next 12 months?

With an eye on progression, 25% of women do not believe that the pandemic will influence their career progression in the next 12 months, compared to just 17% of men.

A promotion is not expected to be received this year by 20%, amid financial difficulties and businesses finding their feet again post-pandemic.

38% of UK employees expect to stay at the same level, with no progression on the radar for the rest of 2021. However, those living in London have been most impacted by the pandemic in terms of progression, with 12% taking a demotion or having their role scaled back.

A deep dive into sectors identified manufacturing and utilities workers as the most confident about progressing in their role, with 13% and 18% still expecting to progress in 2020, respectively.



# job loss fear in 2021 intention to switch.

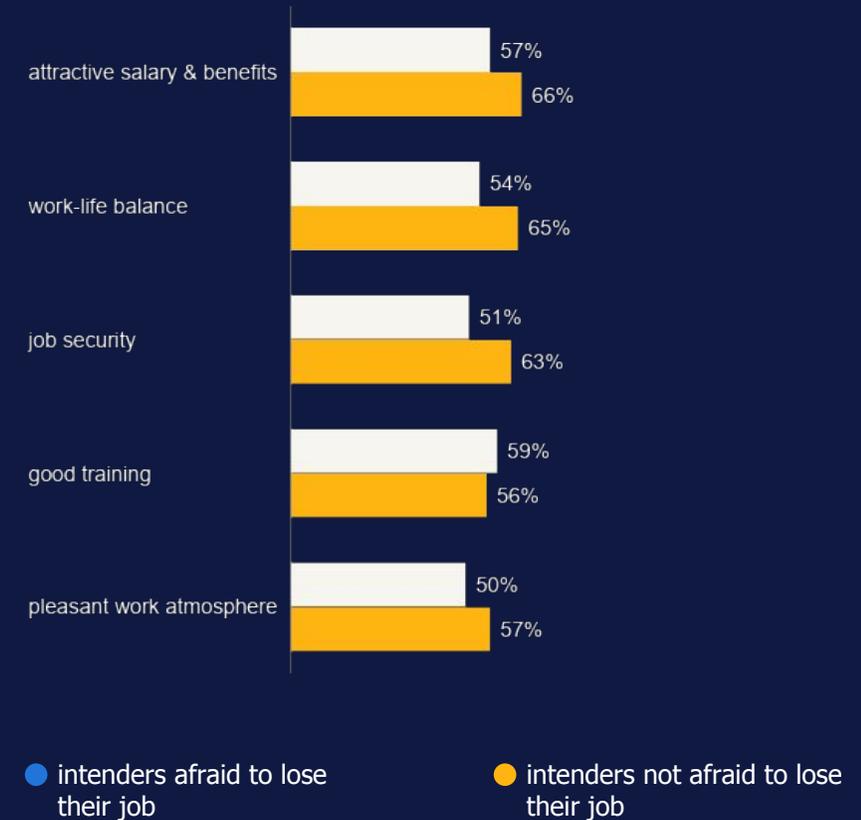
30%

of the employees who are afraid of losing their job, plan to change their job in the next 6 months.

12%

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

## most important attributes



\* next 6 months = first half of 2021. REBR2021 covers a period of 6 months (as opposed to 12 months in the past) in order to better capture the impact of COVID-19.

# intention to switch amongst those affected by COVID-19.

---

intenders

2021

19%

plan to change employer in the  
next 6 months.

---

intenders

2021

27%

of those affected by COVID-19 plan to  
change their employer in the next 6 months.



\* next 6 months = first half of 2021. REBR2021 covers a period of 6 months (as opposed to 12 months in the past) in order to better capture the impact of COVID-19.

If one's employment situation has changed due to COVID-19, the intention to change to a new employer is considerably higher (27%) than those who just intend to change employers (19%).

The way British employers have supported their employees and handled the pandemic has had a positive impact on loyalty among employees. Overall, 58% of employees feel more loyal to their employer as opposed to 10% who feel less loyal to their employer. Furthermore, mid to higher-educated employees (average 60%) feel more loyal to their employer than lower-educated employees do (48%).

Whether one was obliged to work from home or if that was a decision one could make for themselves does not have a major impact on loyalty.

# job loss fear in 2021 due to COVID-19.

## some fear of losing job

The COVID-19 pandemic has caused varied concerns among employees over the security of their jobs. Employees were asked about how worried they are about losing their job in 2021 due to COVID-19.

In the UK, 29% of employees indicated that they are afraid of losing their job. On the other hand, 45% of employees in the UK are not at all afraid of losing their job this year and this is especially true among 55 and older employees (58%).

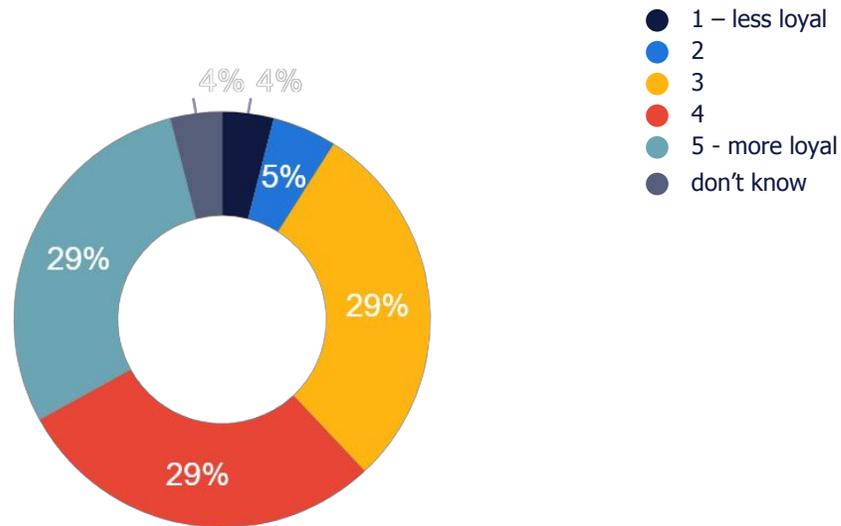
34% of those living in London are more worried about losing their job in 2021 compared to the other regions in the UK (average 28%). Whereas 60% of employees living in Northern Ireland are the least worried about losing their job, compared to the average 45% of all other regions in the UK.

30% Of employees who are afraid of losing their job plan to change their employer in the first half of 2021, whereas a mere 12% of employees who are not worried about becoming unemployed intend to switch jobs.



# loyalty towards employers during the pandemic.

loyalty to one's employer based on how well supported employees felt during the COVID-19 pandemic



## works only remotely

**59%** of the employees who only work from home feel more loyal towards their employer because of how the employer managed the COVID-19 situation.

## works partly remotely

**57%** of the employees who work partly from home feel more loyal towards their employer because of how the employer managed the COVID-19 situation.

## obliged to work remotely

**56%** of the employees who were obliged by their employer / authorities to work from home feel more loyal towards their employer because of how the employer managed the COVID-19 situation.

## own decision to work remotely

**58%** of the employees who decided on their own to work from home feel more loyal towards their employer because of how the employer managed the COVID-19 situation.

# let's talk.

our research has many insightful, but complex insights so we'd love the opportunity to walk you through this document, share our thoughts and answer any questions you might have.

randstad uk

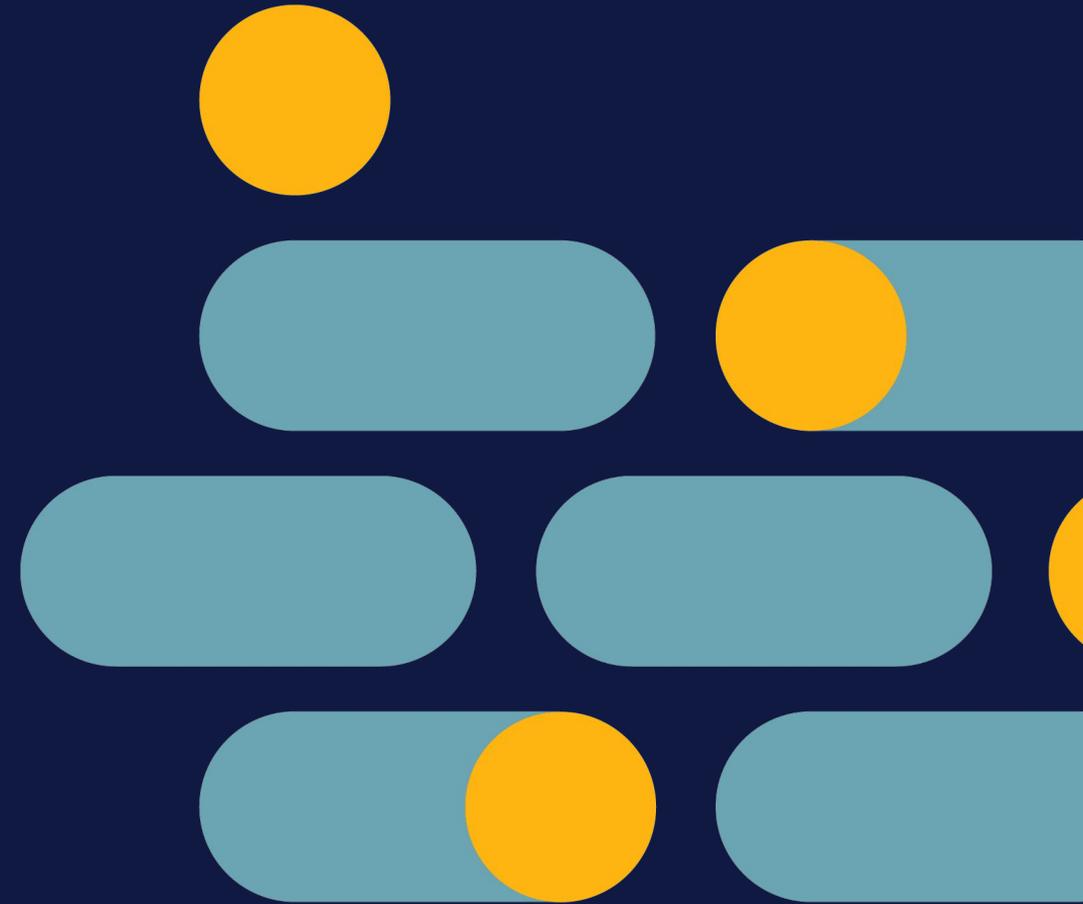
James Robinson

[james.robinson@randstad.co.uk](mailto:james.robinson@randstad.co.uk)



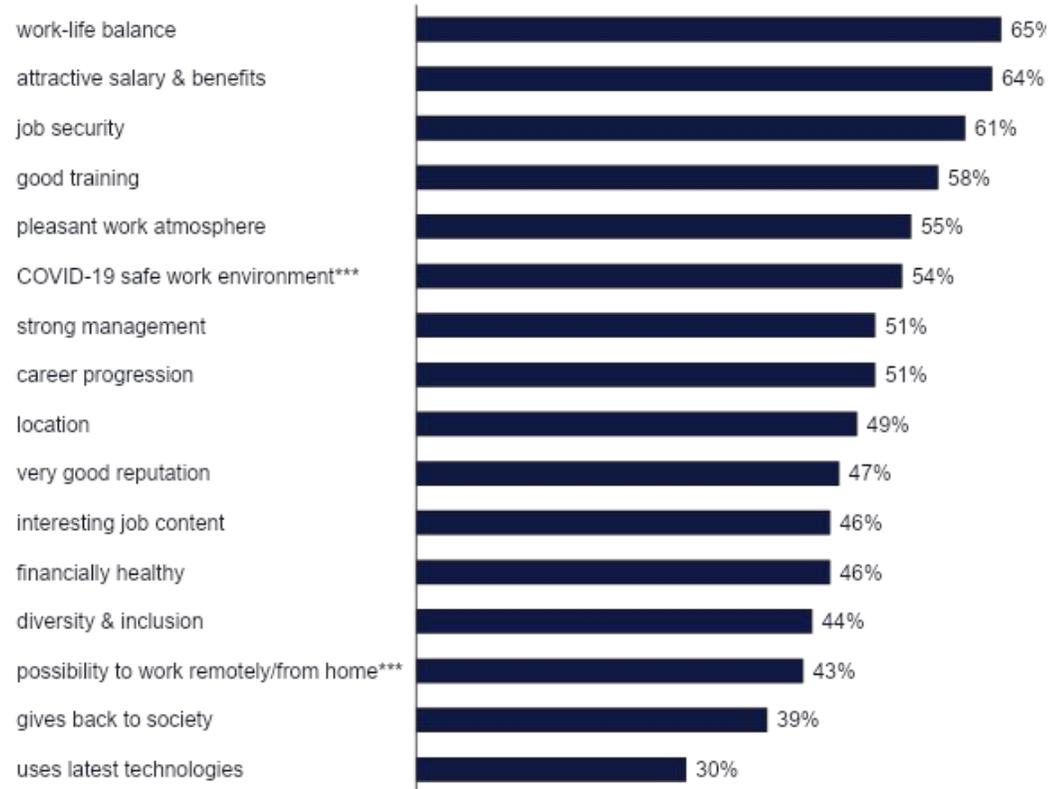
# appendix 1

deep dive  
EVP drivers.

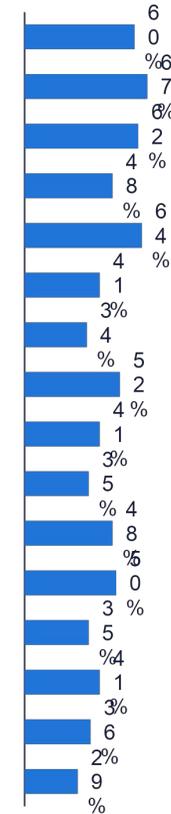


# what potential employees want the most important criteria when choosing an employer.

## important criteria



## europa 2021



## united kingdom 2020

- 01 attractive salary & benefits
- 02 work-life balance
- 03 job security
- 04 flexible arrangements\*\*
- 05 pleasant work atmosphere
- 06 location
- 07 good training
- 08 career progression
- 09 strong management
- 10 interesting job content
- 11 financially healthy
- 12 very good reputation
- 13 diversity & inclusion
- 14 gives back to society
- 15 quality products\*\*
- 16 uses latest technologies

## united kingdom 2019

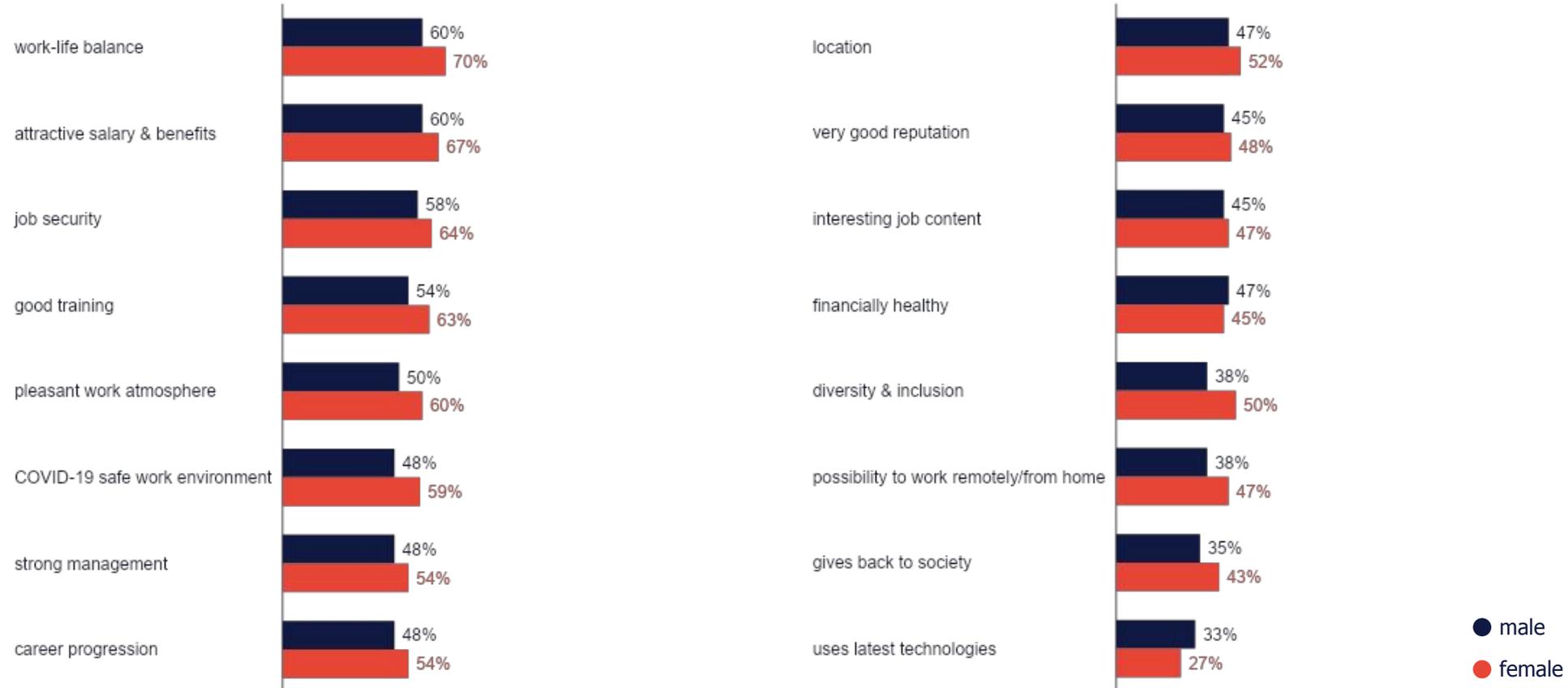
- 01 attractive salary & benefits
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- 16 uses latest technologies

\* when comparing 2021 with previous years, please note that this question has been altered in that respondents are now free to choose as many drivers as they considered important from a list of 16 drivers whilst in previous years they were forced to pick exactly 5 out of these 16.

\*\*\*only researched in 2021 \*\*not researched in 2021



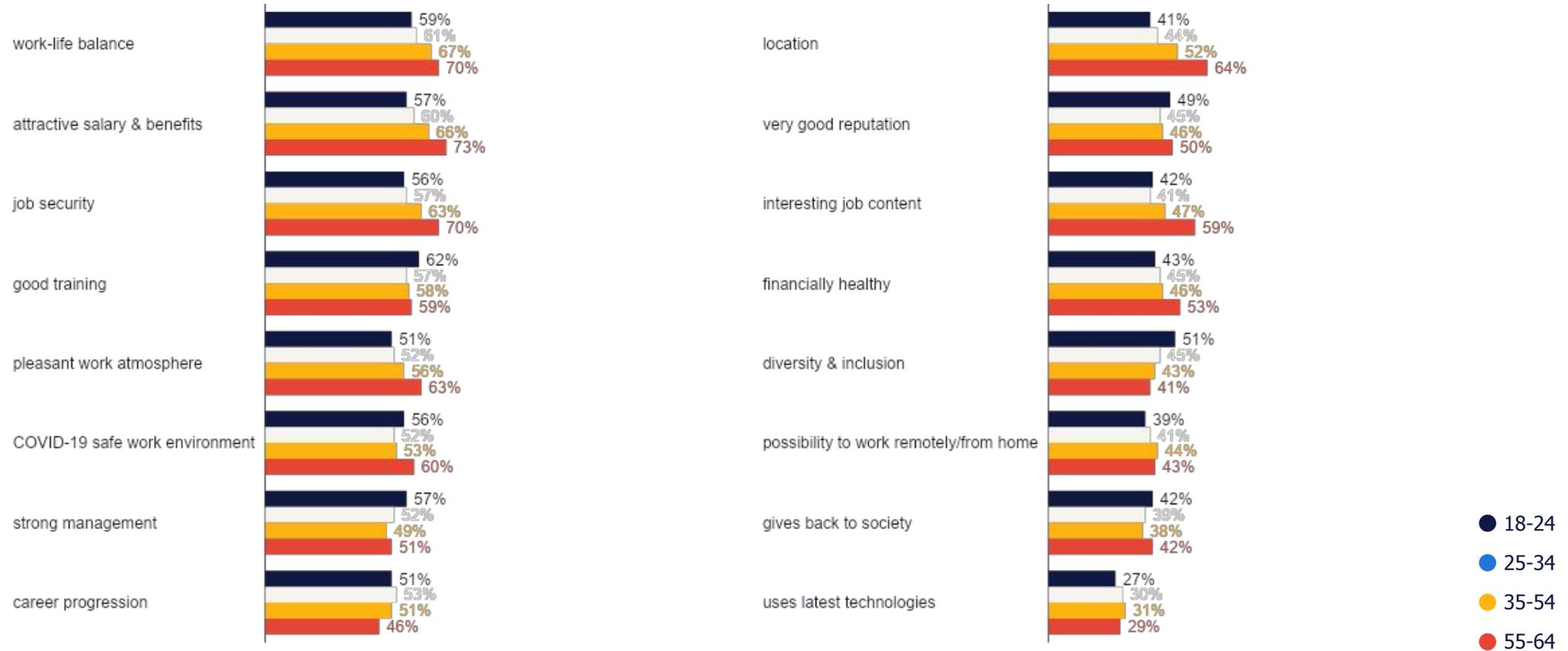
# EVP driver importance by gender.



# EVP driver importance by education.

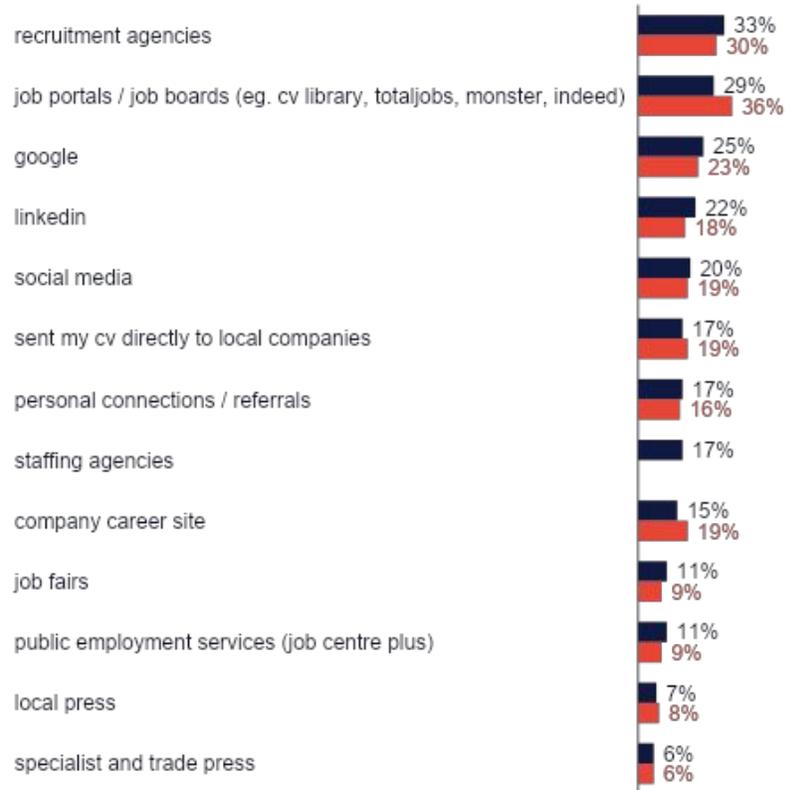


# EVP driver importance by age.

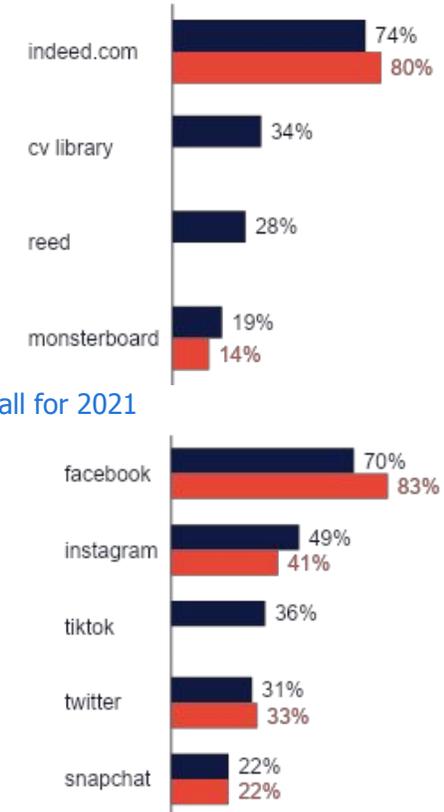


# how do employees in the united kingdom find new job opportunities.

channels used to find new job opportunities



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



\*base is too small for 2021

● 2021

● 2020



# appendix 2



deep dive  
employers.

# perception of employer offer in the united kingdom.

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	general perception of employers in the united kingdom	profile of ideal employer
01 COVID-19 safe work environment	01 financially healthy	01 work-life balance
02 very good reputation	02 COVID-19 safe work environment	02 attractive salary & benefits
03 financially healthy	03 very good reputation	03 job security
04 job security	04 career progression	04 pleasant work atmosphere
05 pleasant work atmosphere	05 job security	05 COVID-19 safe work environment
06 work-life balance	06 attractive salary & benefits	06 career progression
07 attractive salary & benefits	07 pleasant work atmosphere	07 very good reputation
08 gives back to society	08 work-life balance	08 financially healthy
09 career progression	09 gives back to society	09 possibility to work remotely/from home
10 possibility to work remotely/from home	10 possibility to work remotely/from home	10 gives back to society



# perception of employer offer in the uk and the region.

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



## employers in the united kingdom are perceived to offer

- 01 financially healthy
- 02 COVID-19 safe work environment
- 03 very good reputation
- 04 career progression
- 05 job security
- 06 attractive salary & benefits
- 07 pleasant work atmosphere
- 08 work-life balance
- 09 gives back to society
- 10 possibility to work remotely/from home

## employers in europe are perceived to offer

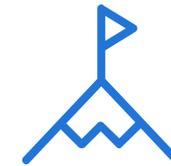
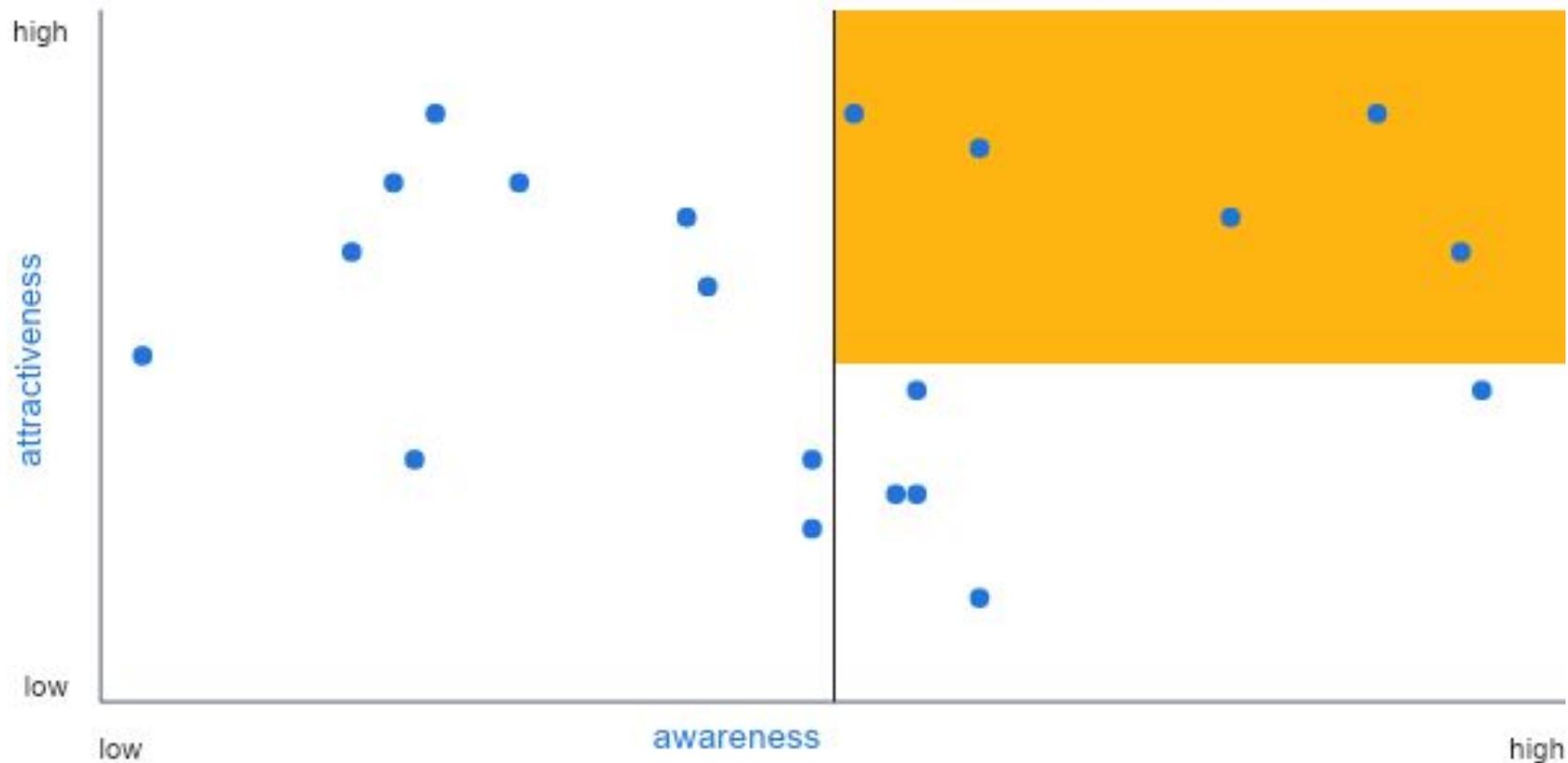
- 01 financially healthy
- 02 job security
- 03 very good reputation
- 04 COVID-19 safe work environment
- 05 career progression
- 06 pleasant work atmosphere
- 07 attractive salary & benefits
- 08 work-life balance
- 09 gives back to society
- 10 possibility to work remotely/from home

sector

insights.



# top performing sectors in the united kingdom 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.



# uk's best performing companies by sector.

1/2

## top 3 companies

sector	1	2	3
01 marketing & media	WPP Group (Hill & Knowlton, JWT, Ogilvy Group, TNS...)	Pearson (The Financial Times Group, Pearson & Penguin Randomhouse)	Thomson Reuters
02 electronic engineering	Philips	Siemens	Hitachi
03 professional services	PwC	Deloitte	IBM
04 automotive aerospace	British Airways	BMW	Rolls-Royce Group
05 investment banking	Barclays Investment Bank	JP Morgan	Deutsche Bank
06 pharma life science	GlaxoSmithkline (Ribena, Lucozade, MacLean's..)	AstraZeneca	Merck
07 manufacturing	BOC (oxygen/gas supply)		
08 it & telecom	Amazon	IBM	Oracle
09 engineering	Rolls-Royce Group	BAE Systems	Laing O'Rourke
10 retail banking	Barclays Bank	Lloyds (incl. Halifax, Bank Of Scotland & Scottish Widows)	Nationwide Building Society



# uk's best performing companies by sector.

2/2

## top 3 companies

sector	1	2	3
11 healthcare	Southern Cross Healthcare Group	Bupa Care Services	GlaxoSmithkline (Ribena, Lucozade, MacLean's..)
12 construction	Laing O'Rourke	Kier Group	Amey
13 retail	John Lewis	Amazon	Boots
14 fmcg	Coca Cola	Mondelēz International (Cadbury, Dairylea, Kenco...)	Unilever (Dove, Persil, Bovril...)
15 business services	Royal Mail	SSP Group	Accenture
16 mineral fuel	Glencore International	BP	EDF Energy
17 transport and logistics	Royal Mail	Network Rail	XPO Logistics
18 insurance	Zurich Insurance	Aviva	AXA Group
19 utilities and energy	GE	BOC (oxygen/gas supply)	EDF Energy
20 leisure	Carnival UK	Merlin Entertainments (Alton Towers, Legoland,...)	TUI Group



# uk's sectors score best on these 3 EVP drivers.

1/2

top 3 EVP drivers

sector	1	2	3
01 marketing & media	financially healthy	COVID-19 safe work environment	career progression
02 electronic engineering	financially healthy	very good reputation	COVID-19 safe work environment
03 professional services	financially healthy	COVID-19 safe work environment	attractive salary & benefits
04 automotive aerospace	financially healthy	COVID-19 safe work environment	very good reputation
05 investment banking	financially healthy	attractive salary & benefits	COVID-19 safe work environment
06 pharma life science	financially healthy	COVID-19 safe work environment	attractive salary & benefits
07 manufacturing	financially healthy	COVID-19 safe work environment	very good reputation
08 it & telecom	financially healthy	COVID-19 safe work environment	career progression
09 engineering	COVID-19 safe work environment	financially healthy	attractive salary & benefits
10 retail banking	financially healthy	COVID-19 safe work environment	career progression



# uk's sectors score best on these 3 EVP drivers.

2/2

## top 3 EVP drivers

sector	1	2	3
11 healthcare	financially healthy	COVID-19 safe work environment	job security
12 construction	COVID-19 safe work environment	financially healthy	career progression
13 retail	financially healthy	very good reputation	COVID-19 safe work environment
14 fmcg	financially healthy	COVID-19 safe work environment	very good reputation
15 business services	financially healthy	COVID-19 safe work environment	career progression
16 mineral fuel	financially healthy	COVID-19 safe work environment	career progression
17 transport and logistics	financially healthy	COVID-19 safe work environment	job security
18 insurance	financially healthy	COVID-19 safe work environment	very good reputation
19 utilities and energy	financially healthy	COVID-19 safe work environment	job security
20 leisure	financially healthy	COVID-19 safe work environment	pleasant work atmosphere



top



employers.

# top employers to work for in the united kingdom.

## top 10 employers 2021

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- 01 John Lewis
- 02 British Airways
- 03 Amazon
- 04 BMW
- 05 Royal Mail
- 06 Rolls-Royce Group
- 07 PwC
- 08 WPP Group (Hill & Knowlton, JWT, Ogilvy Group, TNS...)
- 09 Boots
- 10 Coca Cola

## top 10 employers 2020

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- 01 Rolls-Royce Group
- 02 Marks & Spencer
- 03 Jaguar Land Rover
- 04 Carnival UK
- 05 John Lewis
- 06 BMW
- 07 IBM
- 08 British Airways
- 09 Ford
- 10 Royal Mail

# uk's top 3 EVP drivers of the top 5 companies.

top 5 companies	1	2	3
1 John Lewis	very good reputation	pleasant work atmosphere	COVID-19 safe work environment
2 British Airways	attractive salary & benefits	very good reputation	career progression
3 Amazon	financially healthy	COVID-19 safe work environment	job security
4 BMW	financially healthy	very good reputation	attractive salary & benefits
5 Royal Mail	job security	financially healthy	very good reputation

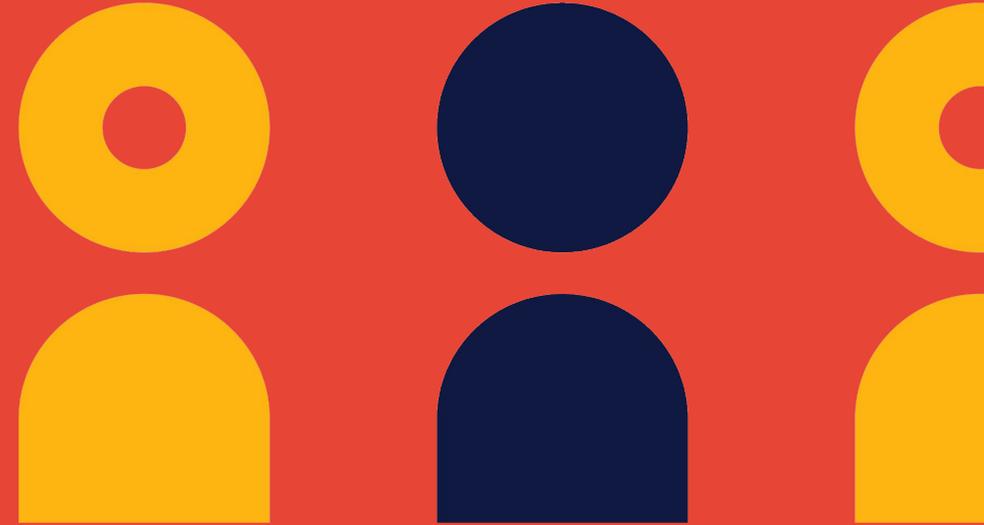


# uk's top employers by EVP driver.

EVP driver	1	2	3
work-life balance	Merck	Vinci	Nationwide Building Society
attractive salary & benefits	Goldman Sachs	KPMG	Morgan Stanley
job security	Coca Cola	PwC	Bupa Care Services
pleasant work atmosphere	Thomson Reuters	Boots	Nationwide Building Society
COVID-19 safe work environment	AstraZeneca	HSBC	EY (Ernst & Young)
career progression	EY (Ernst & Young)	IBM	Deloitte
very good reputation	John Lewis	IBM	Nationwide Building Society
financially healthy	Amazon	Coca Cola	Mondelez International (Cadbury, DairyLea, Kenco...)
possibility to work remotely/from home	PwC	Zurich Insurance	Cap Gemini
gives back to society	Co-op Food	Sainsbury's	Veolia



# appendix 3



# methodology.

# employer brand research set up.

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## 30 companies per respondent

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

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## for each company known

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

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## each company known

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

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## 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 realise a sufficient robust sample. That way the Randstad Employer Brand Research assures dependable insights for both well known and lesser known employer brands.

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## drivers

each company is evaluated on:

- 01 financially healthy
  - 02 COVID-19 safe work environment
  - 03 very good reputation
  - 04 job security
  - 05 career progression
  - 06 gives back to society
  - 07 possibility to work remotely/from home
  - 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.



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