employer brand research

Employers' Attractiveness Rating

randstad

ancor

Employers to be rated —

The biggest in headcount companies from the important sectors of the national economy

- Headcount data is taken from open sources and official statistics and to be confirmed by the employer.
- A company cannot be rated whether it is not the one of the biggest country employers.
- A company cannot be withdrawn whether it is one of the biggest country employers.

KANTAR TNS.

The fieldwork and data analysis within the Randstad Employer Brand Research in all countries is performed by the independent market research and consultancy company 'Kantar' – one of the industry leaders worldwide.

Rating methodology.

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.

Methodology

Each respondent is shown 30 companies. Each company is evaluated only by respondents who are aware of that particular brand.
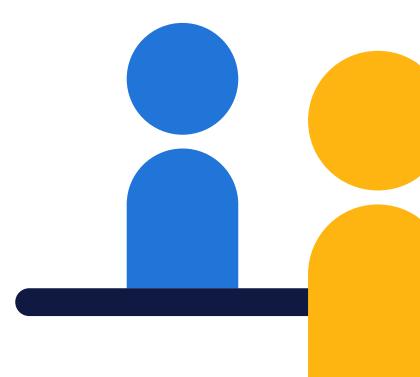
The less well-known brands are assessed by a sufficient number of respondents as well as the more well-known ones.

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.

EVP drivers

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

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human forward.

discover perspective