

employer
brand research



 randstad



Research
Methodology





What is Randstad Employer Brand Research?

- a representative employer brand research based on perceptions of the general audience. Optimizing over 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 the market's largest employers known by at least 10% of the population.
- provides valuable insights to help employers shape their employer brand.



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.

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
UK
Ukraine
USA



worldwide

- 200,000+ respondents
- 5,000+ 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

length of interview

- 16 minutes

Unified sample principles for all countries

gender

- male
- female

age

- 18-24 gen z
- 25-34 gen y
- 35-44 gen x
- 45-65 boomers

education

- lower
- middle
- higher

employment status

- working as permanent staff
- working as temporary staff
- self-employed/ freelance
- Unemployed / searching for a job
- Unemployed / not searching for a job

region

- according to the administrative division of the country

Employed respondents answer about their profession and current employer's industry

Research questions

- EVP drivers
- Changing employer
- Reasons to change job
- Annually respondents answer for the key questions of the research, and for 2-3 additional questions regarding actual topics (attitude to retirement age, risks of automatization, etc.)
- In the framework of the research, respondents assess the attractiveness of the real employer brands (companies surveyed).

Employers' attractiveness 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 technologies





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ancor

human
forward.

discover
perspective