

employer  
brand research



Research  
Methodology

 randstad

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# 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	Luxembourg
Australia	Malaysia
Argentina	New Zealand
Belgium	Netherlands
Brazil	Norway
Canada	Poland
China	Portugal
Czech Republic	Romania
France	Russia
Germany	Singapore
Greece	Spain
Hong Kong SAR	Sweden
Hungary	Switzerland
Italy	UK
India	Ukraine
Japan	USA
Kazakhstan	



## 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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human  
forward.

discover  
perspective