

employer
brand research
2020



czech republic.

content.

- 1 introduction
- 2 results
- 3 sector insights
- 4 top employers
- 5 deep dive
- 6 methodology



introduction.



why employer branding matters.



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

50%

of candidates say they wouldn't work for a company with a bad reputation – even with a pay increase.²

96%

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

80%

of workforce leaders agree that a strong employer brand has a significant impact on their ability to hire great workforce.⁴ 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.

19%

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

52%

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

#1

#1 obstacle to candidates in the application process is not knowing what it's like to work at an organization.⁷

1-2x

Companies with a strong employer brand have a 1- 2 x faster time to hire.⁸

76%

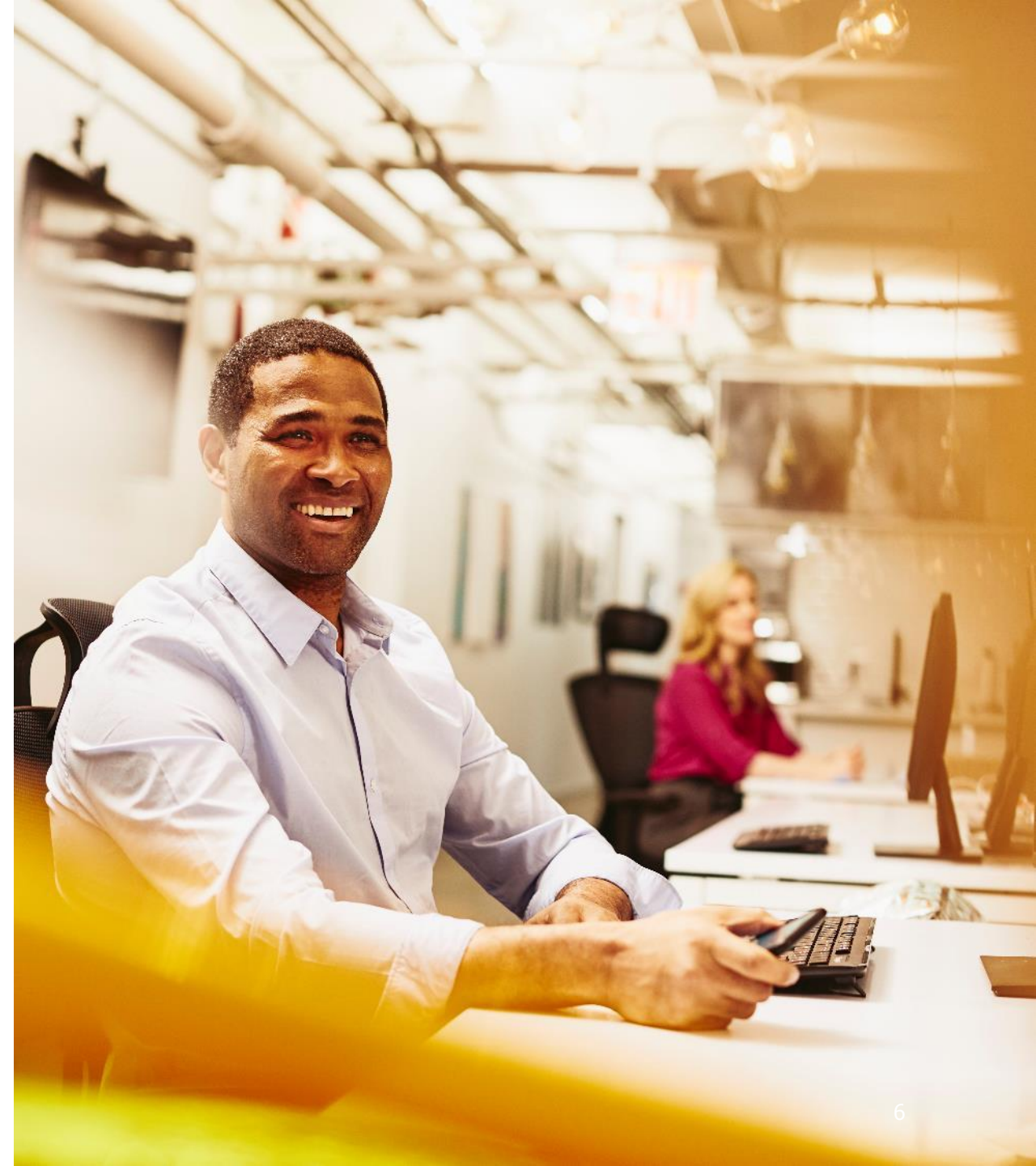
Employees who experience a strong alignment between what their employer says about itself and their experience working there are more likely to recommend their employer as a place to work.⁹

the employer brand roadmap.



what is the 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 150 largest employers known by at least 10% of the population.
- provides valuable insights to help employers shape their employer brand.



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



● markets surveyed

worldwide

- nearly 185,000 respondents
- 6,136 companies surveyed

sample

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

country

- 4,724 respondents

fieldwork

- online interviews
- between 18 december 2019 and 23 january 2020

length of interview

16 minutes



employer brand research set up.

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.

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

drivers

each company is evaluated on:

- 01 financially healthy
 - 02 uses latest technology
 - 03 very good reputation
 - 04 job security
 - 05 career progression
 - 06 gives back to society
 - 07 interesting job content
 - 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.



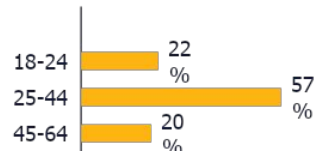
sample composition in czech republic

socio-demographics, employment status, region.

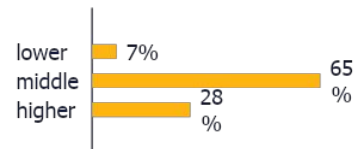
gender



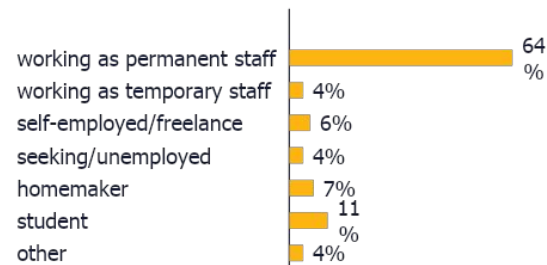
age



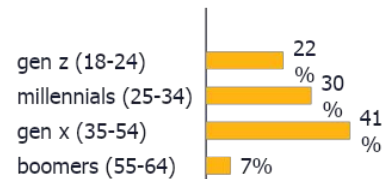
education



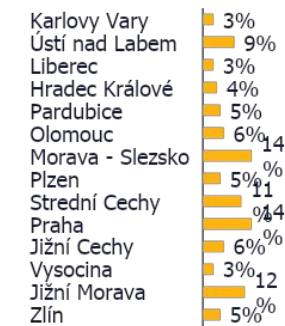
employment status



generation



region

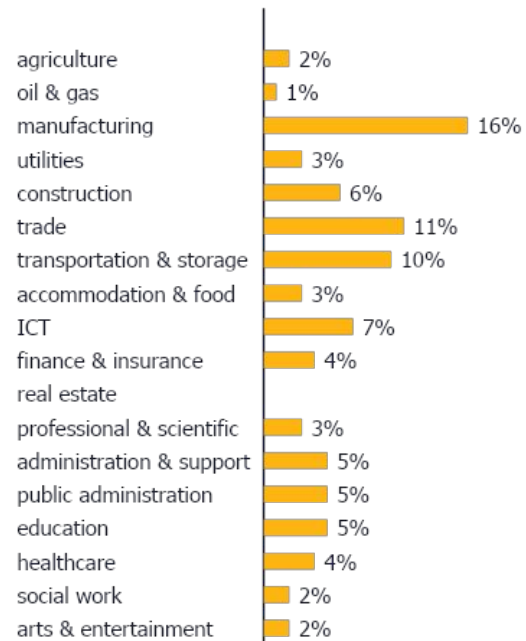


total sample: 4,724
 fieldwork: between 18 december 2019 and 23 januari 2020

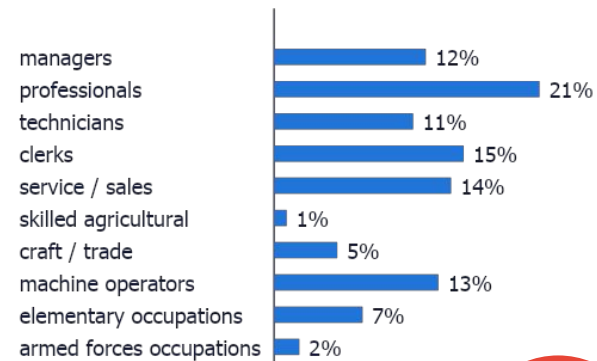


sample composition in czech republic.

sector



function

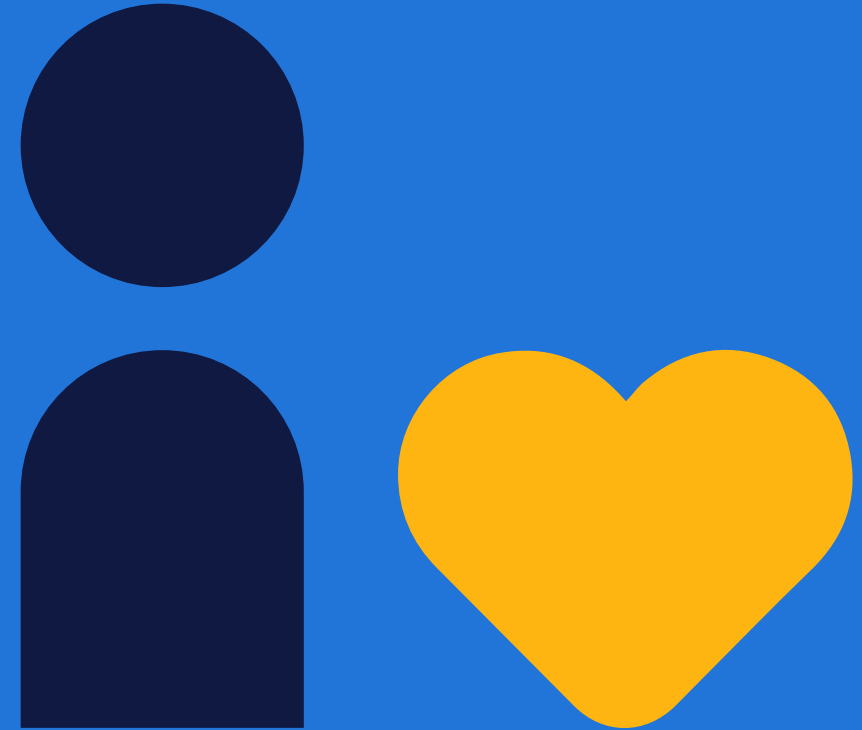


base: currently employed (n=3,516)



czech republic

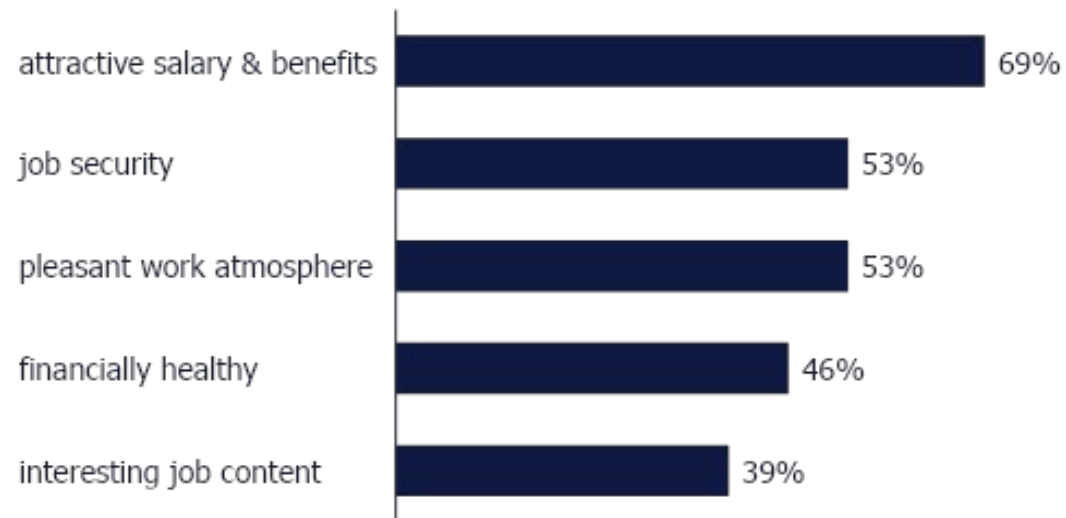
EVP drivers.



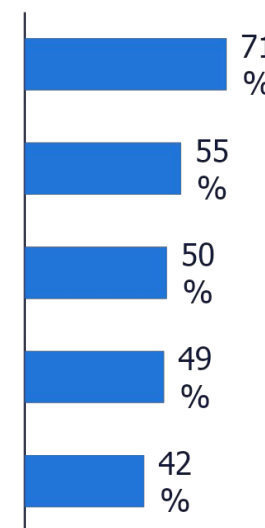
what potential employees want when choosing an employer.

most important criteria

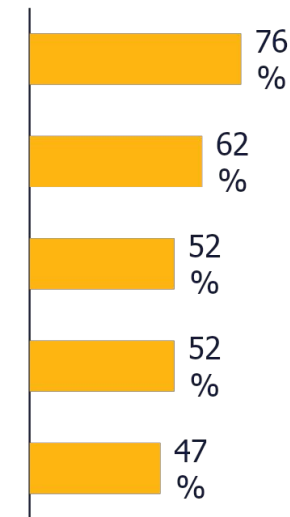
czech republic 2020



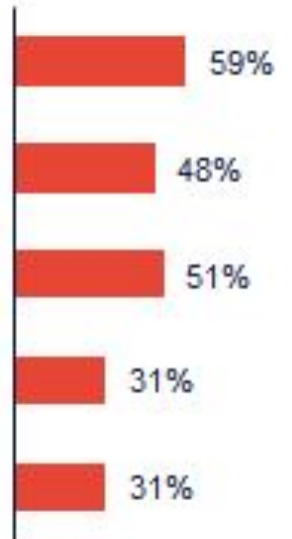
czech republic 2019



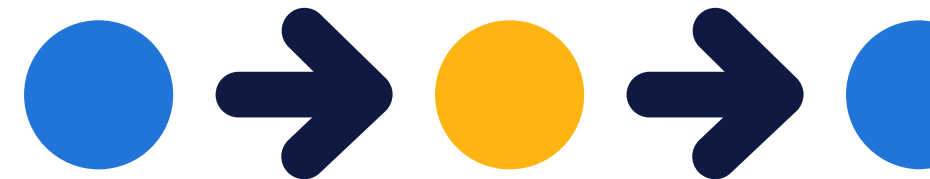
czech republic 2018



europa 2020



[click here](#) for a breakdown of all results by socio-demographic profile and trends for the last 5 years.



perception of employer offer in czech republic.

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 czech republic.	profile of ideal employer.
1 job security	1 financially healthy	1 attractive salary & benefits
2 financially healthy	2 job security	2 job security
3 interesting job content	3 uses latest technologies	3 pleasant work atmosphere
4 pleasant work atmosphere	4 very good reputation	4 financially healthy
5 very good reputation	5 career progression	5 interesting job content
6 work-life balance	6 attractive salary & benefits	6 career progression
7 attractive salary & benefits	7 interesting job content	7 work-life balance
8 uses latest technologies	8 pleasant work atmosphere	8 very good reputation
9 career progression	9 work-life balance	9 gives back to society
10 gives back to society	10 gives back to society	10 uses latest technologies



gap between what (potential) employees seek and what employees perceive employers to offer in czech republic.

Employers in a market may not always be perceived to be offering what (potential) employees are looking for. Below you see the 3 main attributes employees look for but which they believe employers do not sufficiently offer.

gap top 3

attractive salary & benefits

pleasant work atmosphere

interesting job content



what do potential employees want by generational profile.

gen z (18-24)

18%

of the gen z's are looking for good training in their jobs. This is significantly higher when compared to other generations (14% millennials, 9% gen x and 6% boomers).

gen x (35-54)

59%

of the gen x's find job security a very important pull factor towards an employer. Gen z and millennials deem this factor less important (41% and 52%, respectively).

millennials (25-34)

43%

of millennials seek career progression. Gen x and boomers are less interested in this factor (31% and 24% respectively).

boomers (55-64)

46%

of the boomers find the location of their workplace very important. This is less so among the gen z's (35%), millennials (37%) and gen x (39%).

[click here](#) for a breakdown of all results by socio-demographic profile and trends for the last 5 years.



important attributes by type of contract.



8%

of today's workforce
works part-time.
(less than 30 hours per week)



most important attributes



switchers
and stayers

in focus.



changing employer czech republic vs europe.

switchers: changed employer in the past year.



stayers: stayed with their employer in the past year.



intenders: plan to change employer within the next year.



most important attributes switchers vs stayers.

switchers

2019

22%



2020

22%

changed employer in the
past year.

stayers

2019

78%



2020

78%

stayed with their employer in
the past year.

most important attributes



most important attributes intenders.

intenders

2019

27%

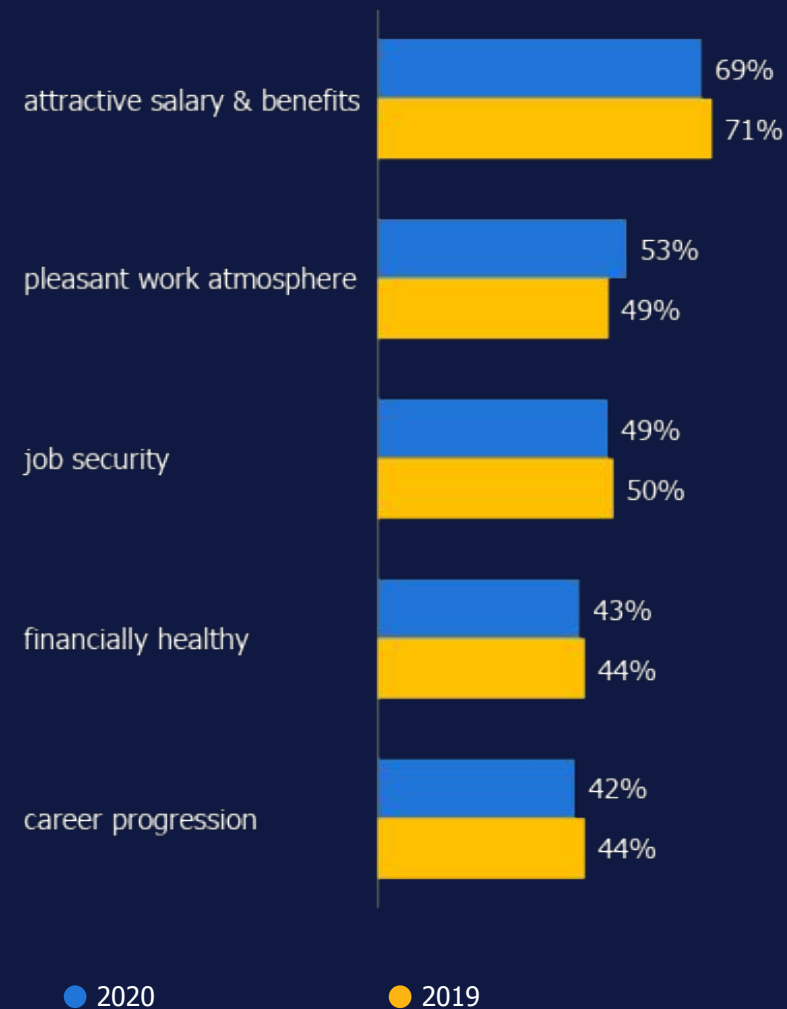
→

2020

28%

plan to change employer
within the next year.

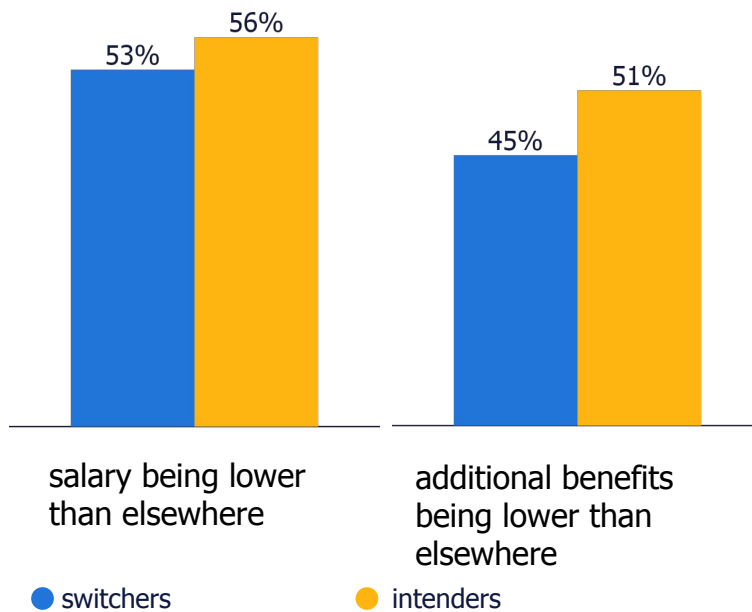
most important attributes among intenders



switchers vs intenders

financial reasons.

% (completely) agrees with the statement
"I changed my job or plan to do so" because of:



czech republic

55%

is leaving or planning to do so because of a lower salary compared to elsewhere.

europe

52%

is leaving or planning to do so because of a lower salary compared to elsewhere.

49%

is leaving or planning to do so because of less attractive additional benefits compared to elsewhere.

45%

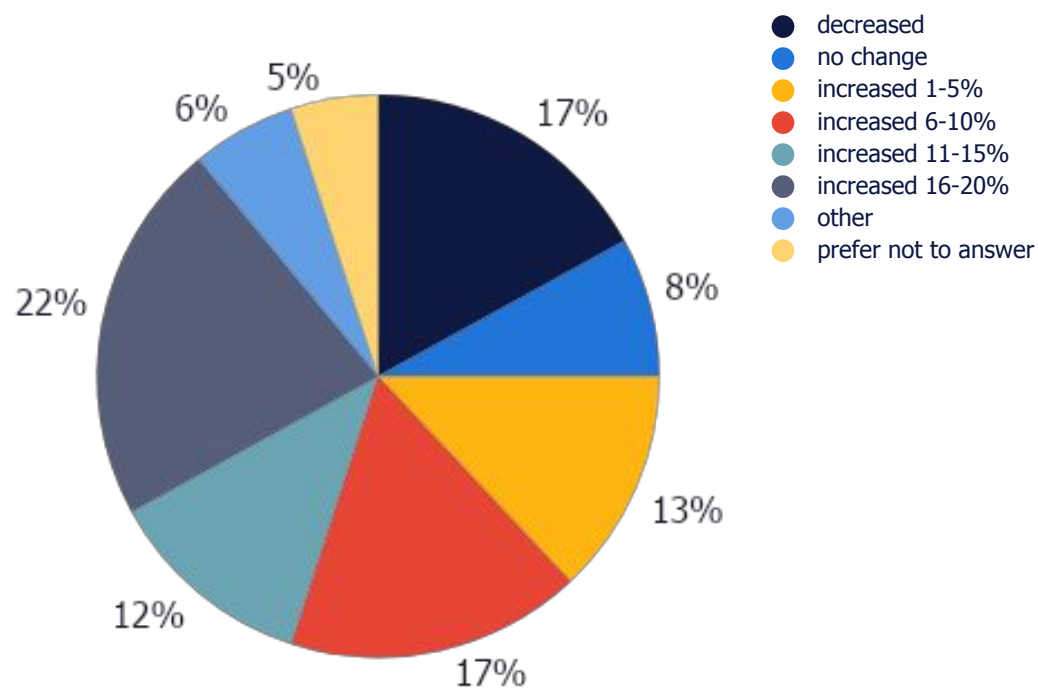
is leaving or planning to do so because of less attractive additional benefits compared to elsewhere.



switching for higher salary

about 1 in 3 switchers gets a 1 to 10% pay increase.

salary change after switch



czech republic

34%: + 11-20%

30%: + 10%

employees who left previous employer for a higher salary elsewhere saw a salary increase between 1% and 10%.

europe

39%

employees who left previous employer for a higher salary elsewhere saw a salary increase between 1% and 10%.



switchers vs intenders

emotional reasons.

% (completely) agrees with the statement
"I changed my job or plan to do so" because of:

czech republic

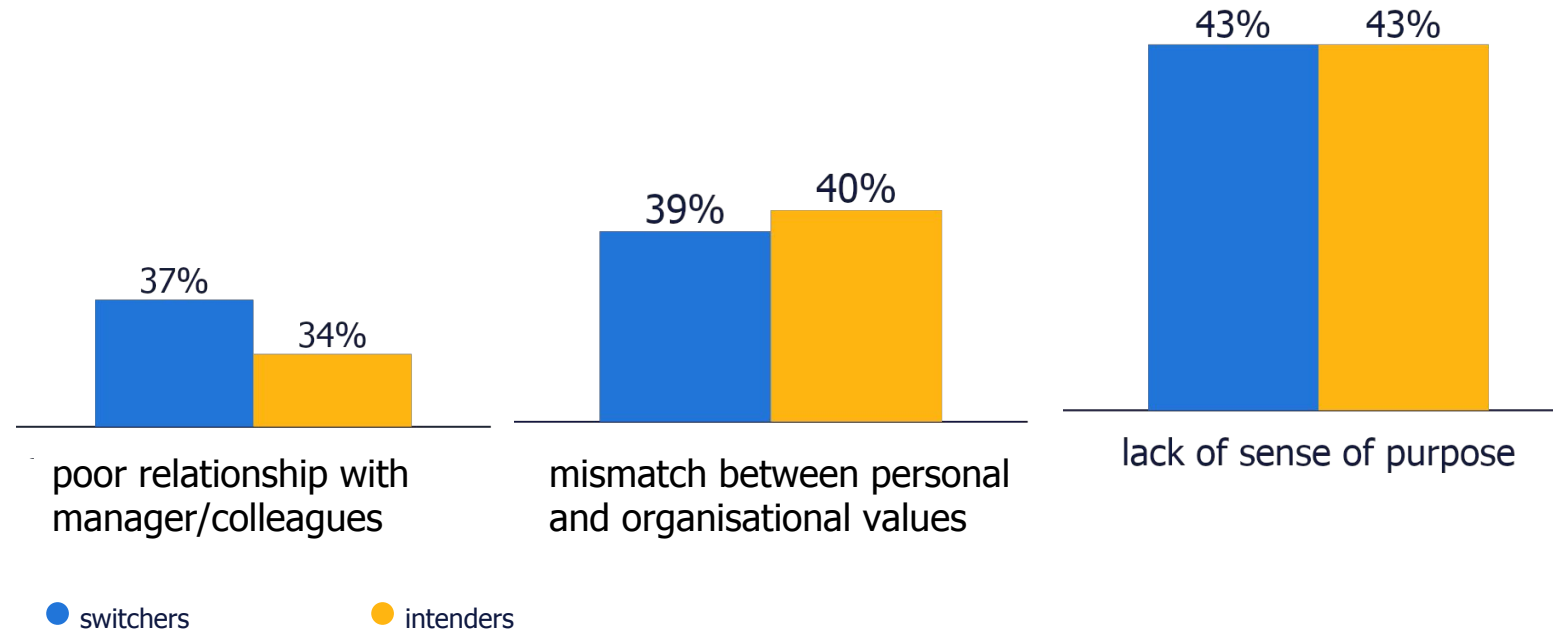
59%

find non-monetary benefits important.

europa

62%

find non-monetary benefits important.



reasons to leave by profile.

salary being lower than elsewhere

57%

of the **gen x** are likely to leave an employer if they receive a higher salary elsewhere. This is significantly higher when compared to gen z (50%).

additional benefits being less attractive

53%

of the **gen x** are likely to leave their employer if additional benefits offered by other employers are more attractive. This is significantly higher when compared to gen z (44%) and millennials (46%).

poor relationship with manager

37%

of the **gen x** agree that a poor relationship with their manager is a serious reason to consider working elsewhere. This is higher when compared to gen z (31%).

mismatch between personal and organizational values

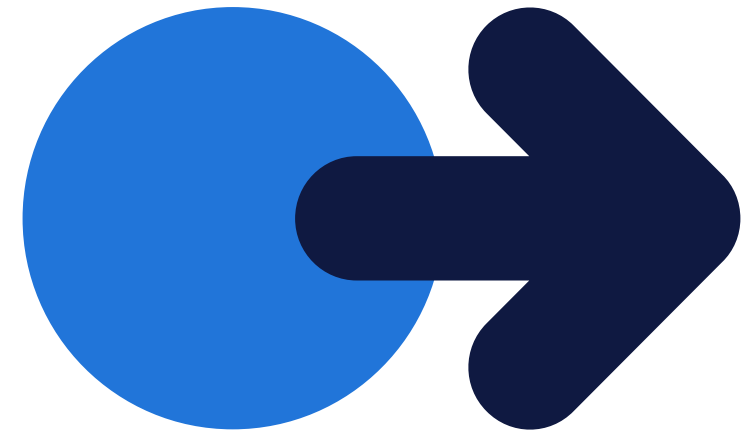
49%

of the **boomers** would leave their employer if the organizational values do not match their personal values. This is significantly higher than for gen z (32%).

lack of sense of purpose

49%

of the **boomers** may leave or have left their employer if they lack a sense of purpose in their job.



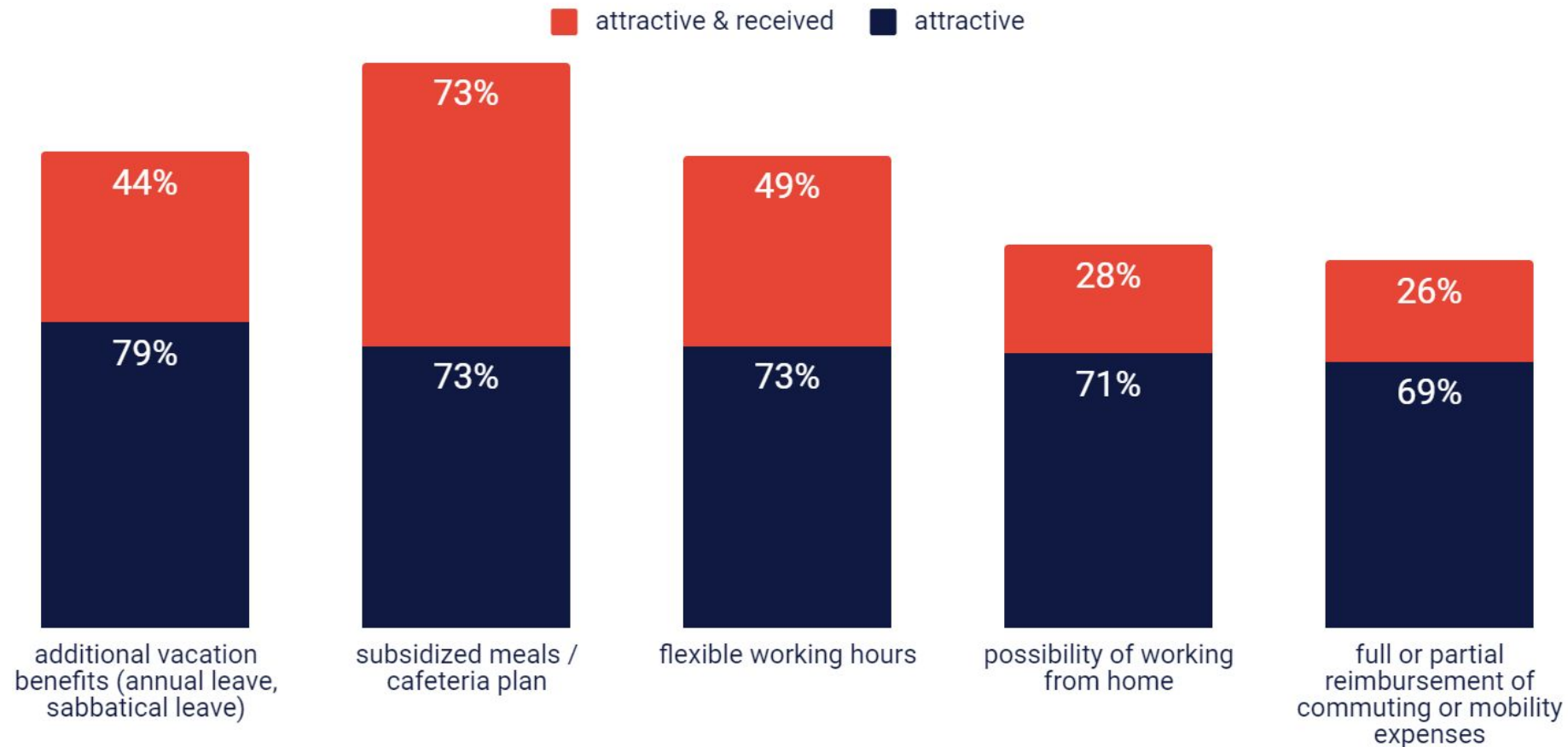
additional
benefits

in focus.

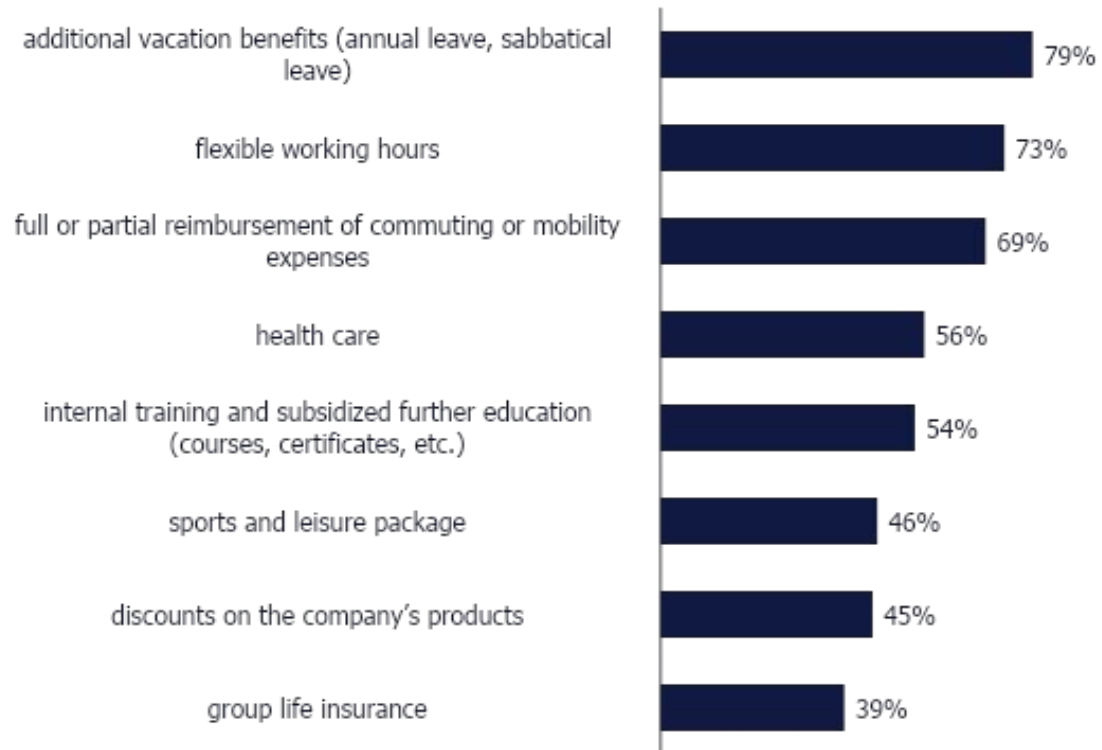


employee benefits that workforce in czech republic finds attractive and are received.

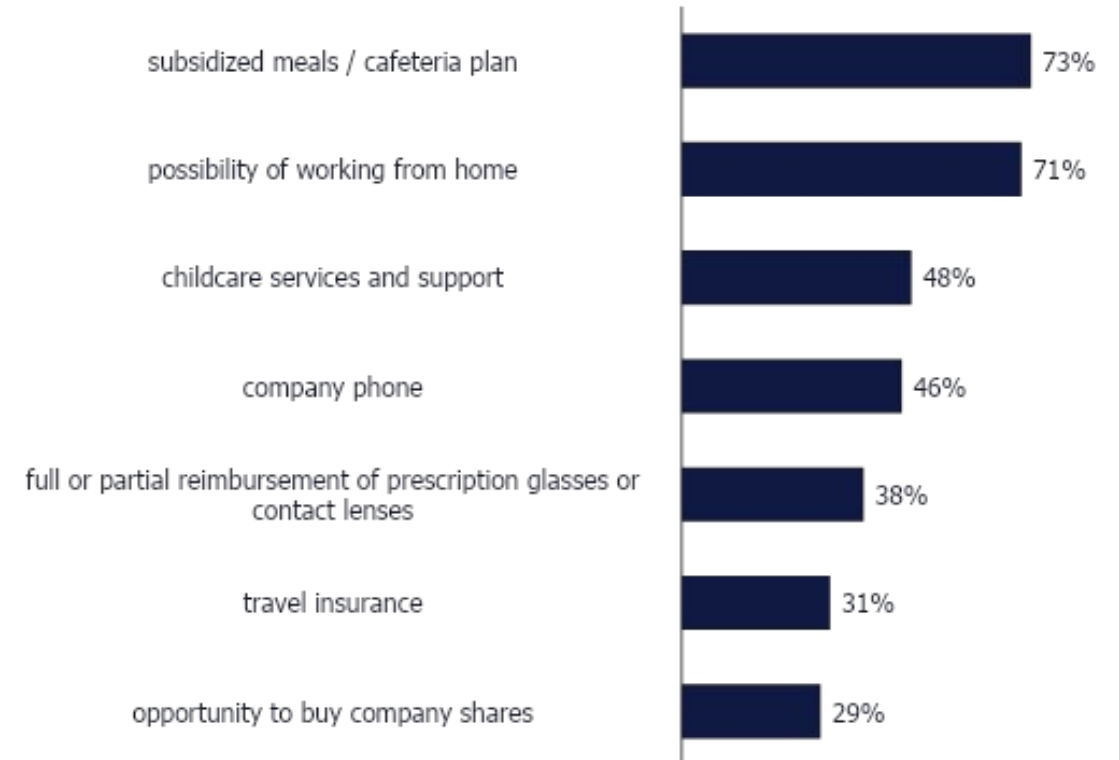
top 5 most attractive benefits & received



employee benefits that czech workforce find attractive.



● attractive (n=1,580)



● attractive (n=1,649)

*the 15 benefits were shown randomly in two sets of 8 and 7 benefits, respectively, each set shown to 50% of the sample. For each bar chart, the base is respondents who are employed and received that particular set on the screen.



most attractive benefits by profile.

gen z (18-24)

43%

of the gen z's find travel insurance attractive as an employment benefit. This is significantly higher when compared to millennials, gen x and boomers (34%, 26% and 25%, respectively).

gen x (35-54)

81%

of the gen x's find additional vacation an attractive employment benefit. This is higher when compared to millennials (75%).

millennials (25-34)

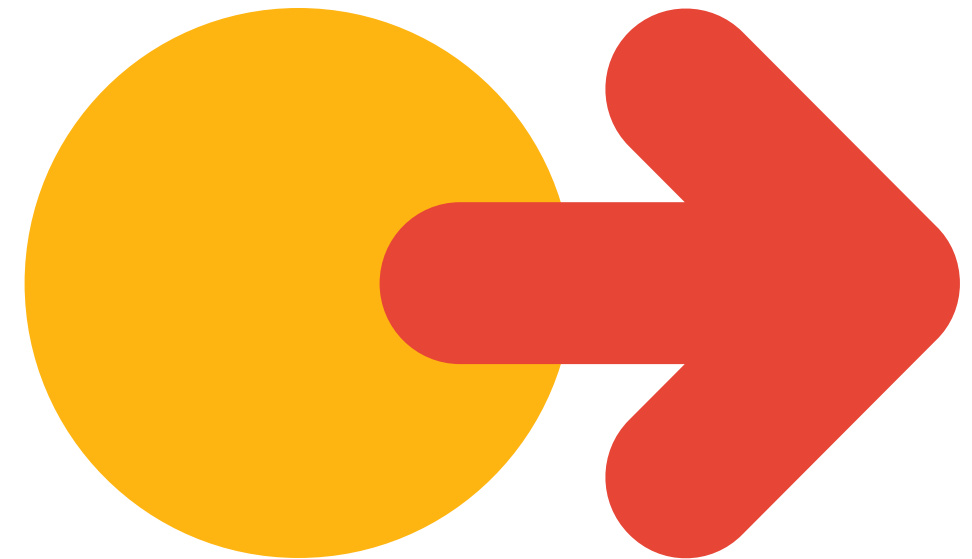
77%

of millennials find flexible working hours attractive as an employment benefit. This is significantly higher when compared to gen z and boomers (65% and 64% respectively).

boomers (55-64)

46%

of the boomers find full or partial reimbursement of prescription glasses or contact lenses attractive as an employment benefit. This is higher when compared to millennials (35%).



sector



insights.

top performing sectors in czech republic by awareness and attractiveness.



high awareness

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

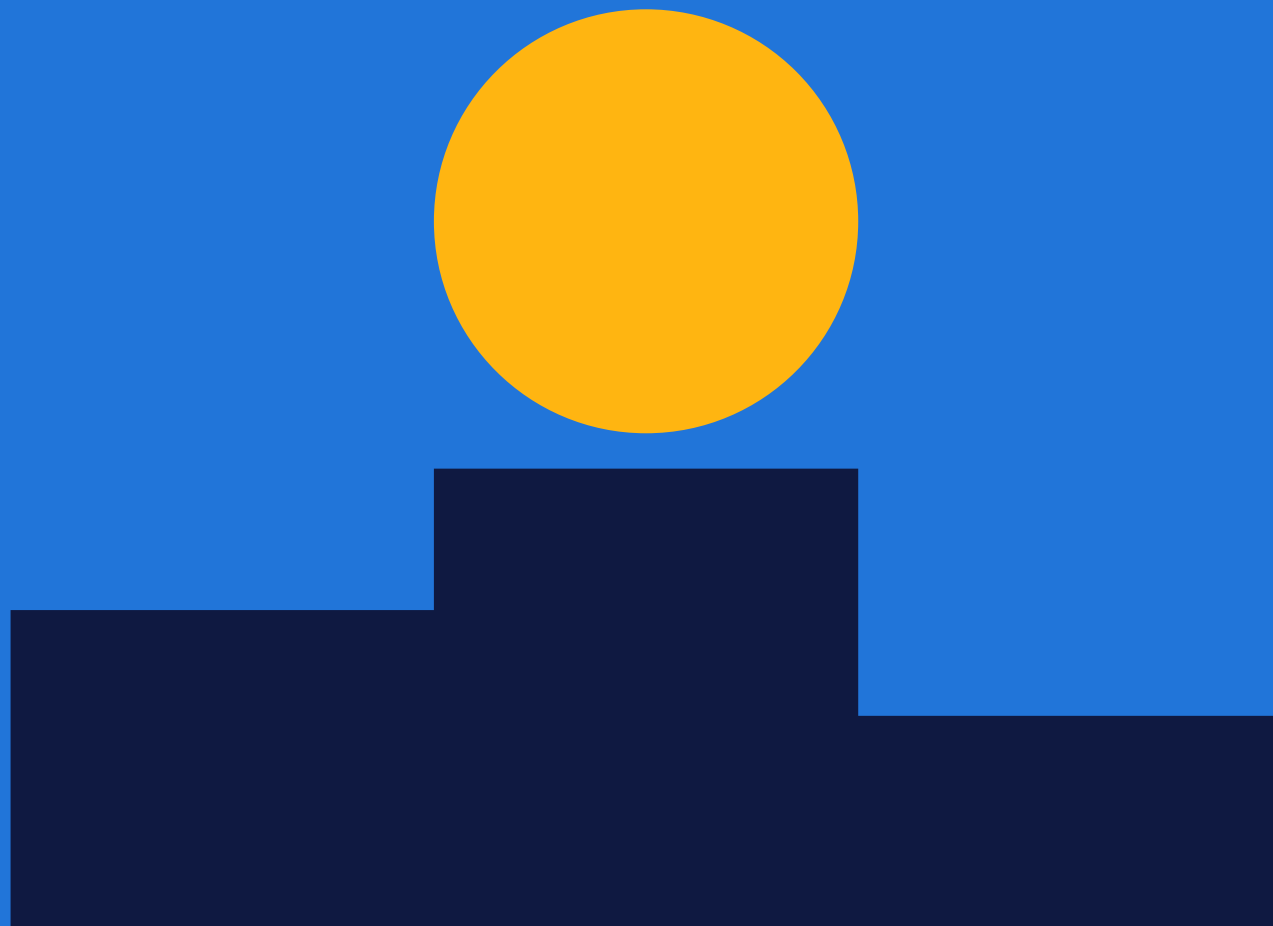
high attractiveness

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

czech republic's best performing companies by sector.

sector	top 3 companies		
	1	2	3
01 it & telco	Microsoft	IBM	Seznam.cz
02 pharma & lifescience	Pfizer	Teva Pharmaceuticals	Linet
03 business services	SAP Services	KPMG	Kiwi
04 automotive	ŠKODA AUTO	BOSCH	TPCA (Toyota Peugeot Citroën Automobile)
05 manufacturing	LEGO Production	Siemens	Škoda Transportation
06 banking & insurance	Air Bank	ČSOB	Česká spořitelna
07 fmcg	Kofola	Nestlé Česko	Coca-Cola
08 logistics & transport	ČSA, TravelServices	Amazon	ESA Logistika (Hitachi group)
09 energetic solutions, construction & facilities	ČEZ	Energetický a průmyslový holding (EPH)	Innogy (RWE Česká republika)
10 retail	IKEA	dm drogerie markt	SPORTISIMO

top



employers.

top employers to work for in czech republic.

top 10 employers 2020

- 01 ŠKODA AUTO
- 02 Microsoft
- 03 Kofola
- 04 IBM
- 05 LEGO Production
- 06 Seznam.cz
- 07 Siemens
- 08 Avast
- 09 ČEZ
- 10 Nestlé Česko

top 10 employers 2019

- 01 ŠKODA AUTO
 - 02 Microsoft
 - 03 Seznam.cz
 - 04 LEGO
 - 05 Sellier & Bellot
 - 06 IBM
 - 07 SAP Services
 - 08 Siemens
 - 09 Kofola
 - 10 Internet Mall
-

czech republic's top 3 EVP drivers of the top 5 companies.

top 5 companies	1	2	3
1 ŠKODA AUTO	uses latest technologies	financially healthy	attractive salary & benefits
2 Microsoft	uses latest technologies	financially healthy	attractive salary & benefits
3 Kofola	financially healthy	very good reputation	job security
4 IBM	uses latest technologies	financially healthy	attractive salary & benefits
5 LEGO Production	financially healthy	very good reputation	job security

czech republic's top employers by EVP driver.

EVP driver	1	2	3
attractive salary & benefits	ŠKODA AUTO	Microsoft	IBM
career progression	Microsoft	IBM	ŠKODA AUTO
financially healthy	Microsoft	IBM	ŠKODA AUTO
gives back to society	Karlovarské minerální vody	Microsoft	Avast
interesting job content	Microsoft	Seznam.cz	IBM
job security	Microsoft	ŠKODA AUTO	ČEZ
work atmosphere	Microsoft	Avast	Red Hat
uses latest technologies	Microsoft	IBM	Avast
very good reputation	ŠKODA AUTO	Microsoft	Plzeňský Prazdroj
work-life balance	Avast	Red Hat	Microsoft

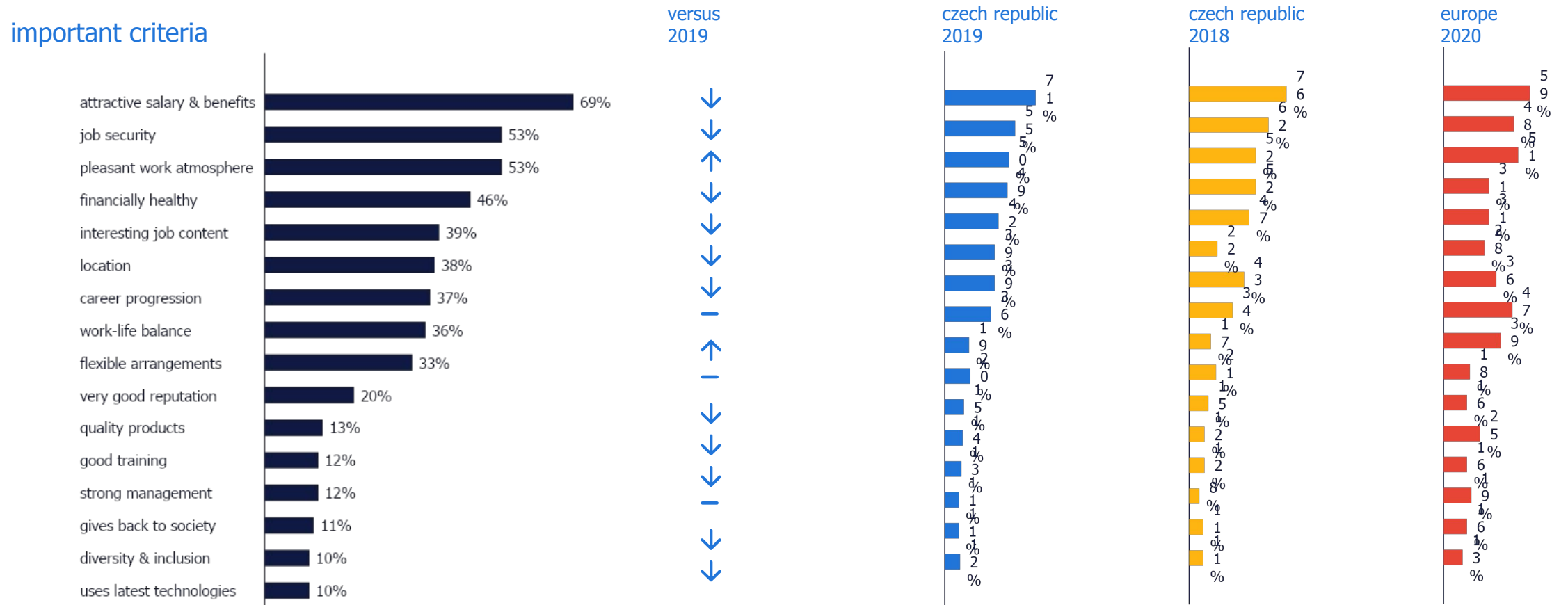
deep dive
EVP drivers

2020 employer
brand research.



what potential employees want

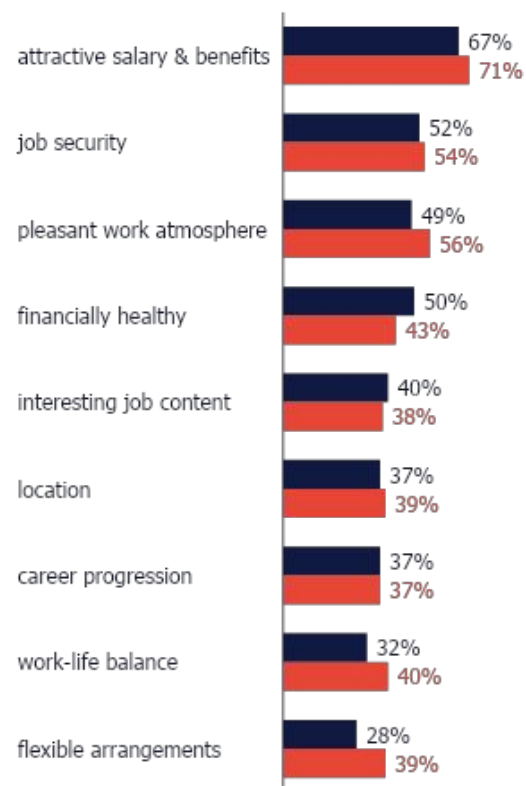
the most important criteria when choosing an employer.



Characteristics highest rated by the labor force. Stressing these elements or improving them is critical for your EVP because they contribute most to the strength of your employer brand.



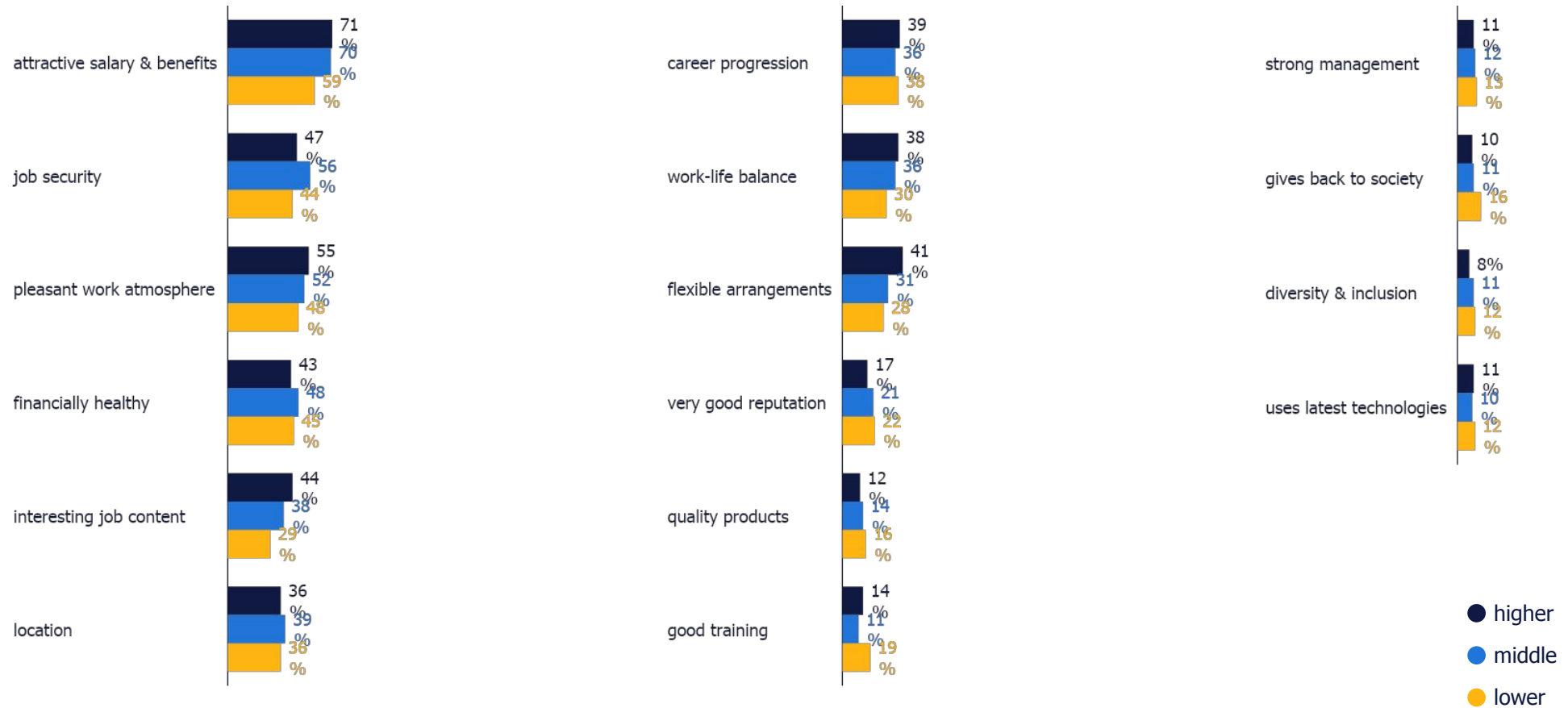
EVP driver importance by gender.



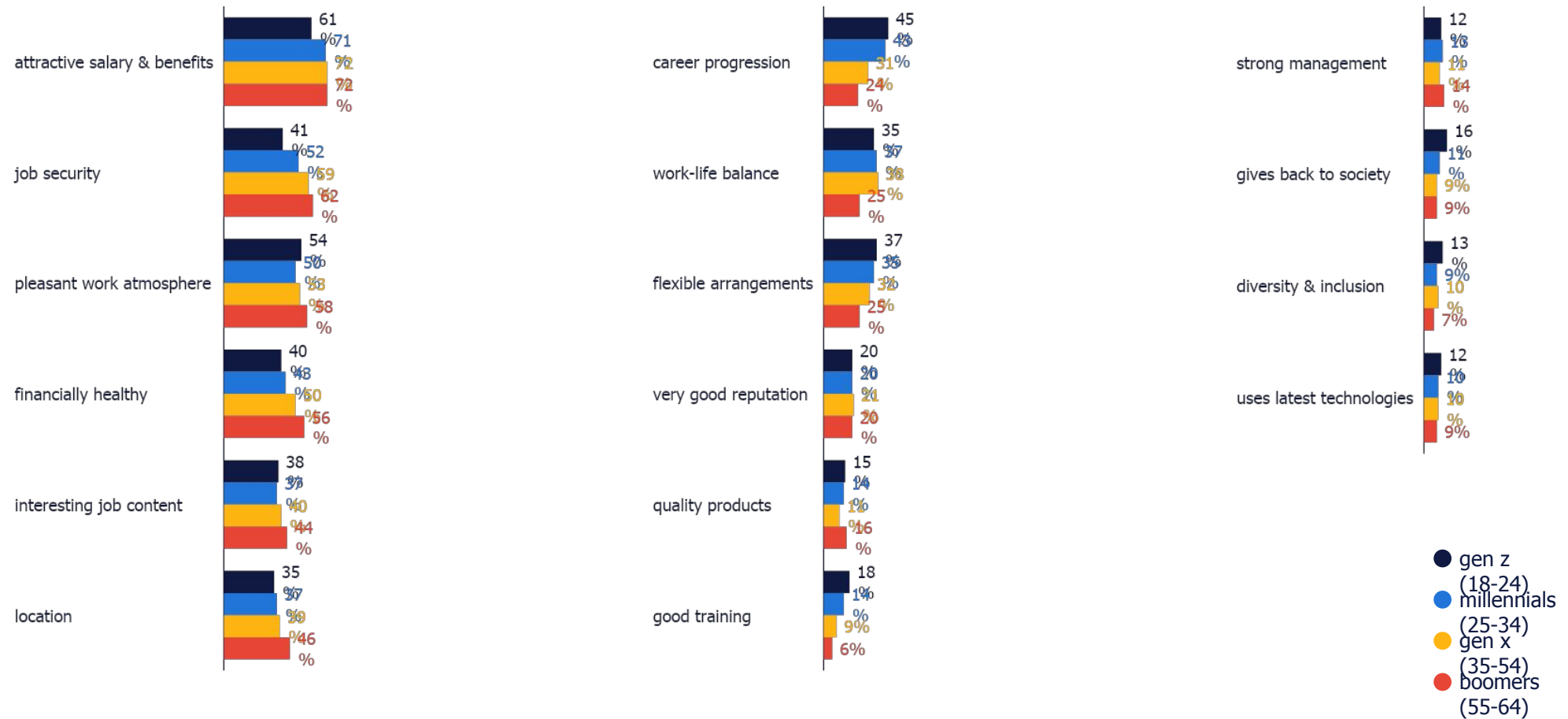
● male
● female



EVP driver importance by education.

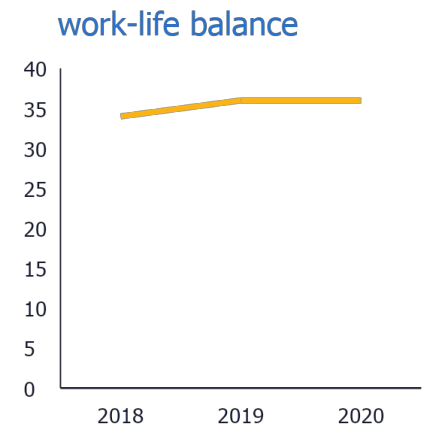
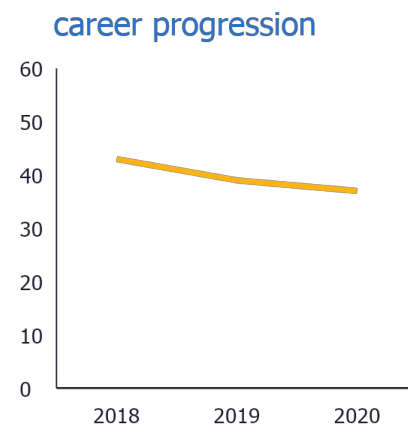
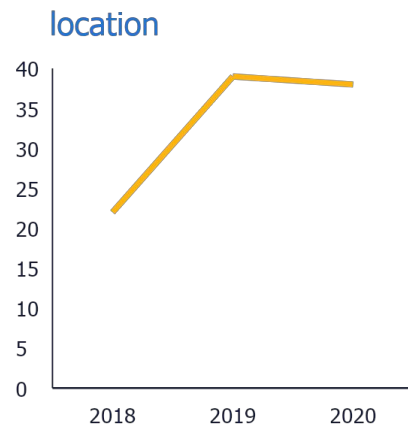
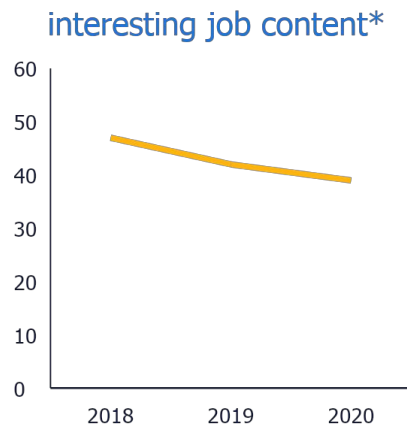
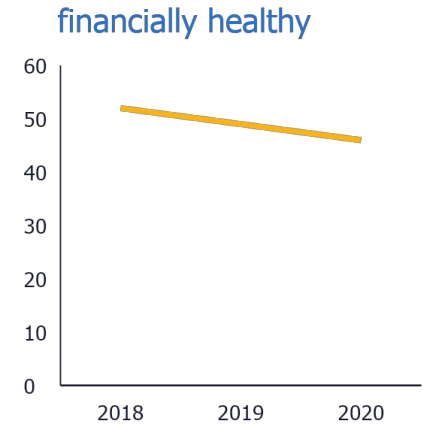
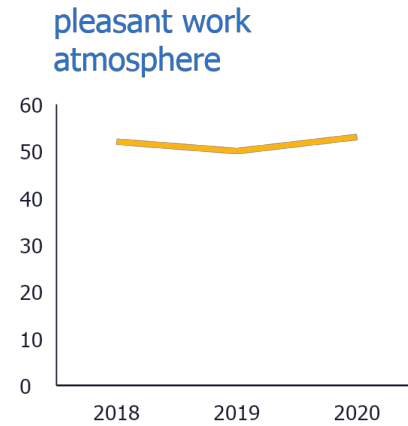
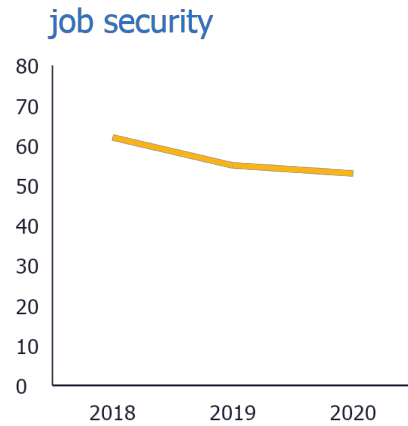
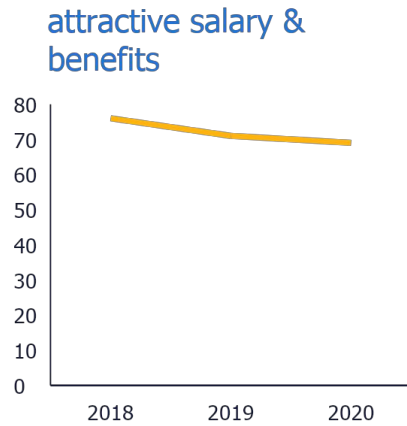


EVP driver importance by age.



EVP driver importance trends, total.

1/2

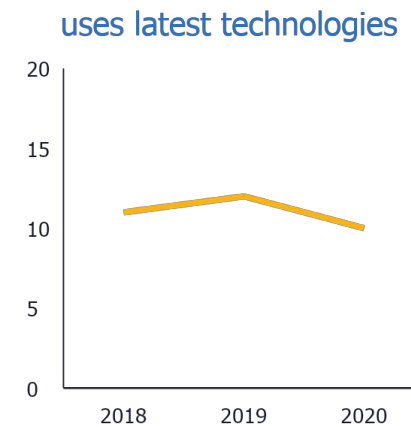
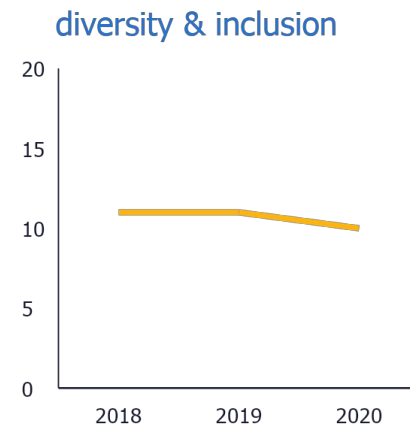
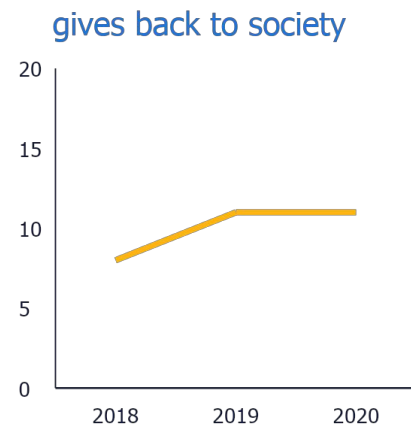
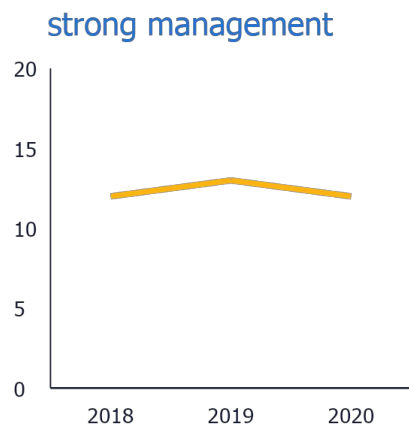
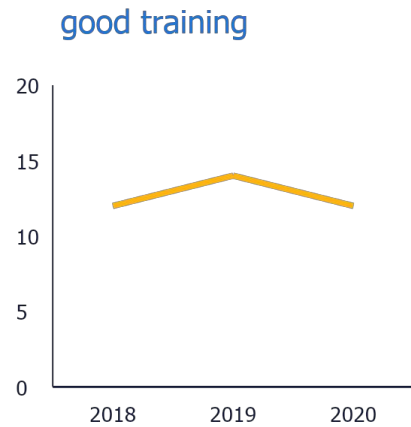
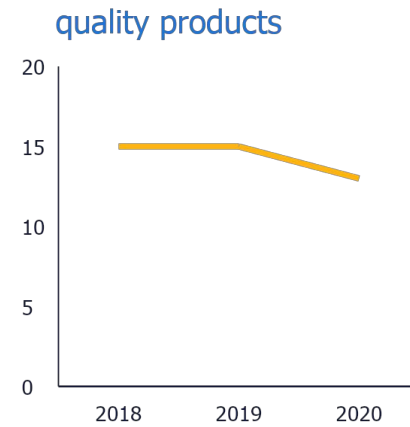
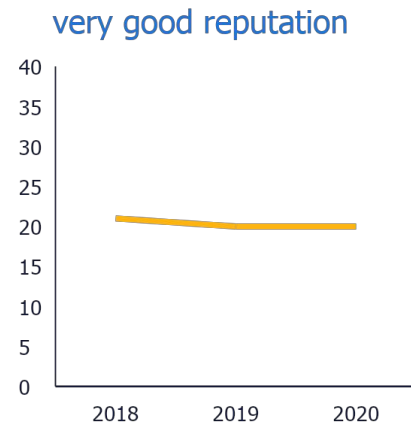
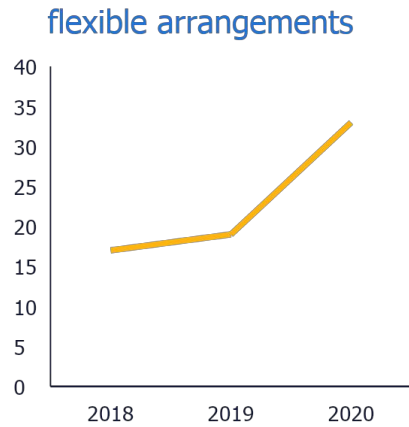


*2017: work that is stimulating and challenging



EVP driver importance trends, total.

2/2



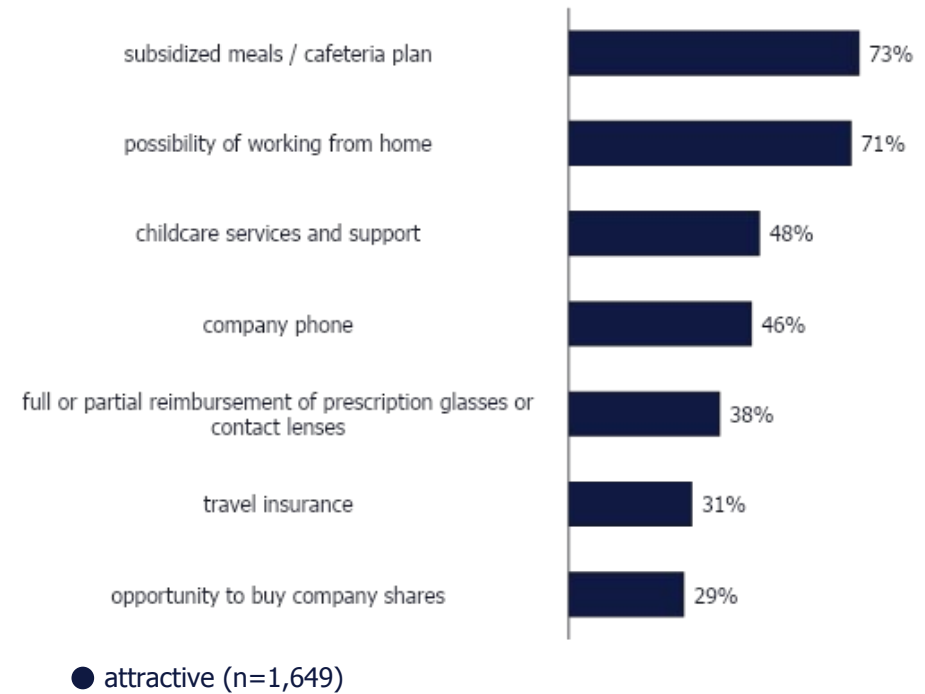
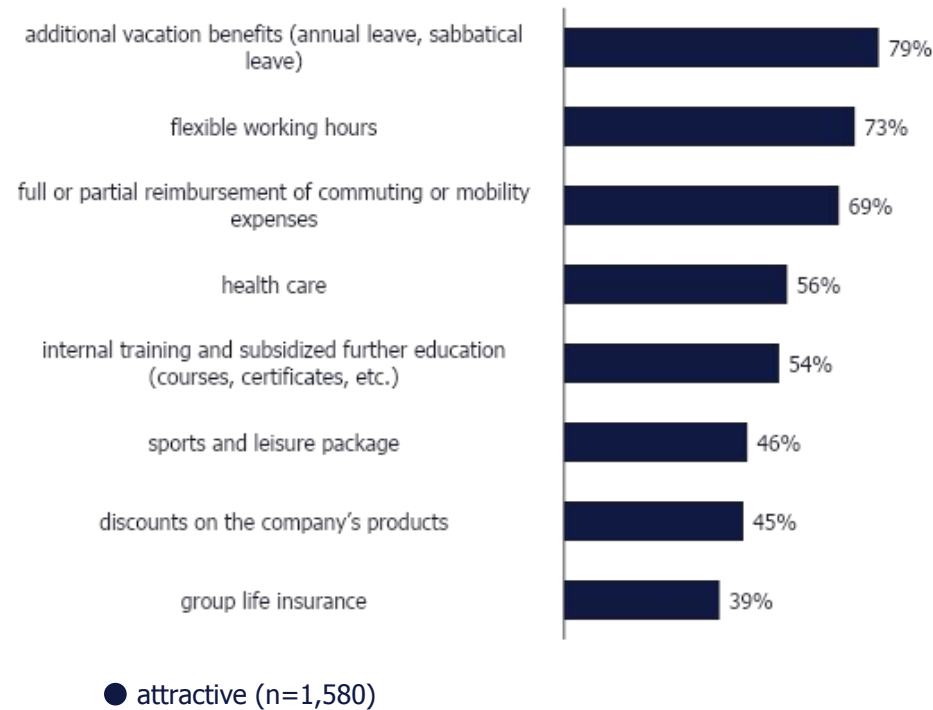
deep dive
employers



2020 employer
brand research.

employee benefits that czech workforce find attractive.

attractive benefits

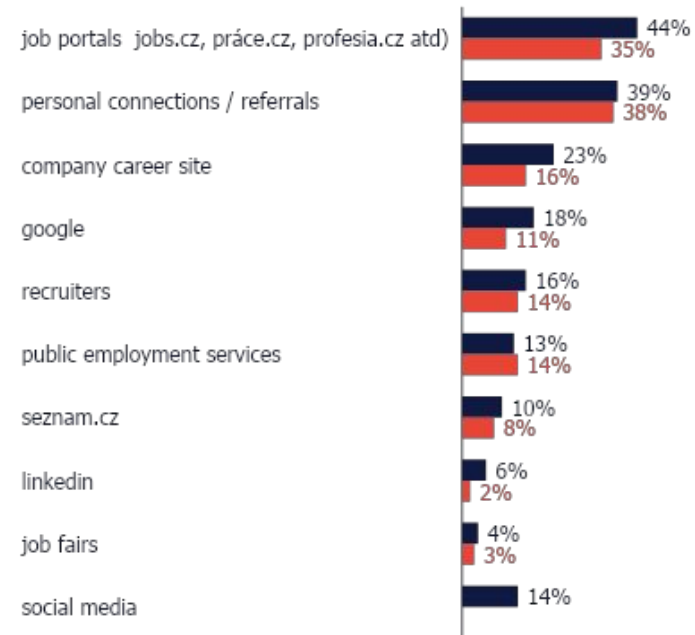


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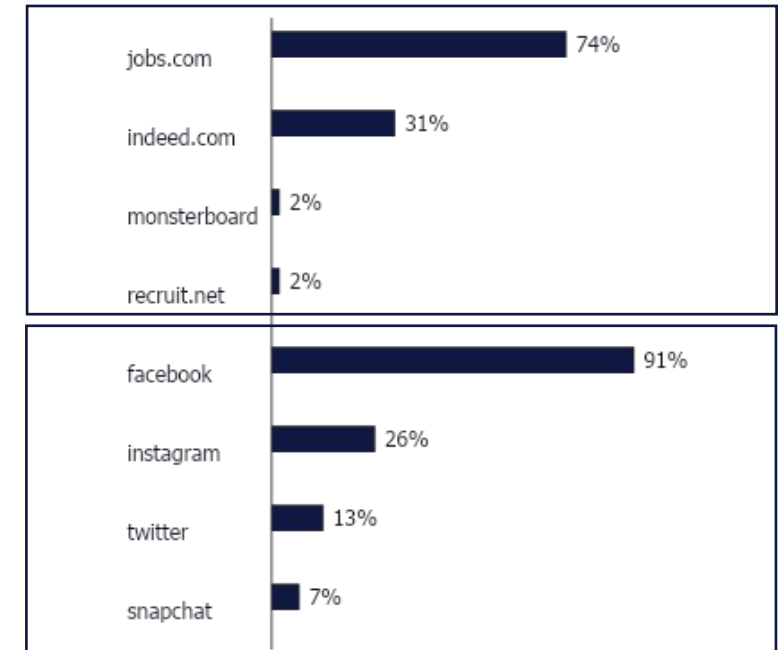


how do workers in the czech republic find new job opportunities.

channels used to find new job opportunities



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

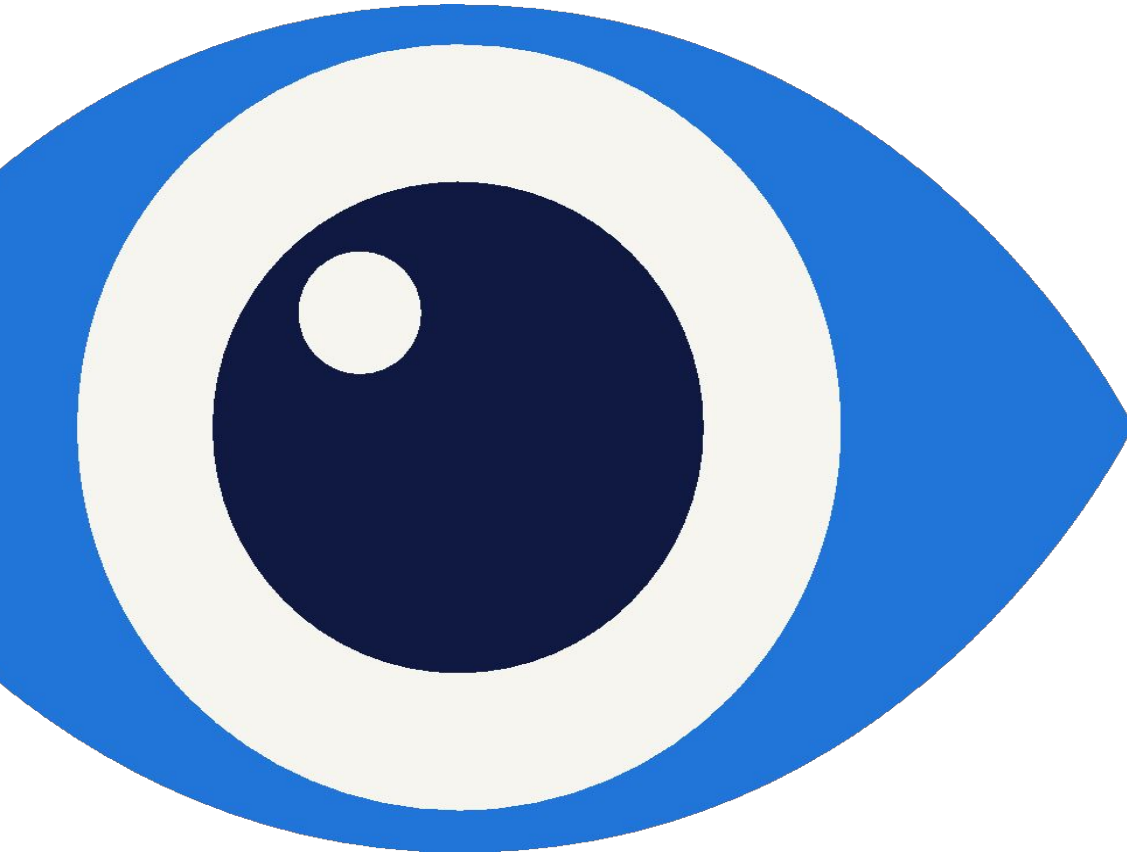


● 2020

● 2019



perception of employer offer in czech republic and the region.



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

employers in czech republic are perceived to offer.

- 1 financially healthy
- 2 job security
- 3 uses latest technologies
- 4 good reputation
- 5 career progression
- 6 attractive salary & benefits
- 7 interesting job content
- 8 pleasant work atmosphere
- 9 work-life balance
- 10 gives back to society

employers in europe are perceived to offer.

- 1 financially healthy
- 2 uses latest technologies
- 3 job security
- 4 very good reputation
- 5 career progression
- 6 attractive salary & benefits
- 7 pleasant work atmosphere
- 8 interesting job content
- 9 work-life balance
- 10 gives back to society

czech republic's sectors score best on these 3 EVP drivers.

	top 3 EVP drivers		
sector	1	2	3
01 it & telco	financially healthy	uses latest technologies	attractive salary & benefits
02 pharma & lifescience	financially healthy	uses latest technologies	job security
03 business services	financially healthy	uses latest technologies	attractive salary & benefits
04 automotive	financially healthy	uses latest technologies	job security
05 manufacturing	financially healthy	uses latest technologies	job security
06 banking & insurance	financially healthy	job security	career progression
07 fmcg	financially healthy	job security	very good reputation
08 logistics & transport	financially healthy	job security	uses latest technologies
09 energetic solutions, construction & facilities	financially healthy	job security	uses latest technologies
10 retail	financially healthy	job security	very good reputation



methodology

2020 employer
brand research.

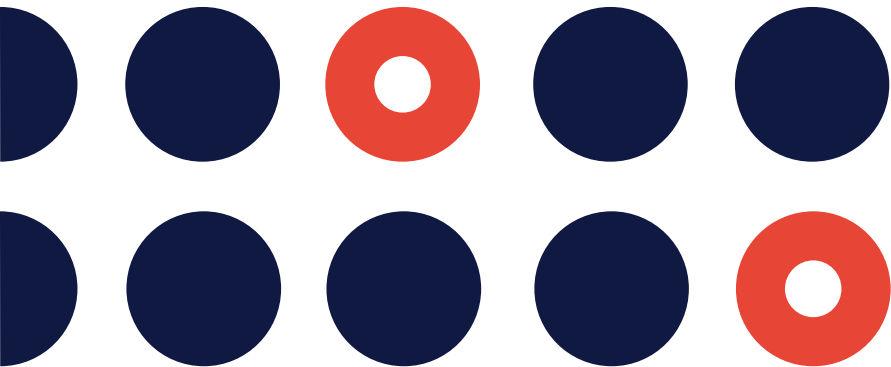


methodology

why smart sampling?

Since REBR 2017 companies are evaluated between 140 and 400 respondents. The actual number of evaluations per company depends on the awareness of the company.

The error margin is determined by the % of respondents giving a certain answer and the sample size to which the question has been asked. The highest error margin occurs when 50% of the respondents give a certain answer. The error margin is lower when 30% (or 70%) of the respondents give a certain answer.



example

140 respondents have evaluated company X. Of these 140, 50% find the company nice to work for. Taking the error margin at $n=140/50\%$ into account, the real answer lies between 42% and 58%.

400 respondents have evaluated company Y and of these 400, 50% finds the company nice to work for. Taking the error margin at $n=400/50\%$ into account, the real answer lies between 45% and 55%.

1200 respondents have evaluated company Z and of these 1200, 50% finds the company nice to work for. Taking into account the error margin at $n=1200/50\%$, the real answer lies between 47% and 53%.

Therefore, the difference in error margin is very small between $n=1200$ and $n=400$ evaluations per company (5% margin vs 3% margin at the most). As such it can be concluded that maximum 400 evaluations per company are sufficient in order to determine a reliable attractiveness per company.

In practice, this means that every company with an awareness over 35% will have max 400 respondents evaluating the company. Companies with an awareness below 35% will be evaluated by 140 to 400 people (depending on awareness).



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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.

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human forward.

