employer brand research 2020

czech republic.

 Randstad

human forward.
content.

1 introduction
2 results
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4 top employers
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6 methodology
introduction.
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 1-2x 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.

audit current employer brand
- employer brand story
- external perception

interview employees and leaders to understand:
- their perception of your brand
- gaps and areas for improvement

assess competitors for workforce

external market analysis
- career motivations and drivers
- specific views of your company improvement

launch employer brand internally
- gain employee and leadership feedback

develop the employer brand strategy and creative assets

create the brand pillars and employee value proposition

activate employer brand externally

measure, assess and refine

activate employer brand externally

gain employee and leadership feedback

measure, assess and refine
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.

- • 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
- Female: 50%
- Male: 50%

age
- 18-24: 22%
- 25-44: 57%
- 45-64: 20%

education
- Lower: 7%
- Middle: 28%
- Higher: 65%

employment status
- Working as permanent staff: 64%
- Working as temporary staff: 44%
- Self-employed/freelance: 6%
- Seeking/Unemployed: 7%
- Homemaker: 1%
- Student: 3%
- Other: 4%

generation
- Gen Z (10-24): 22%
- Millennials (25-34): 30%
- Gen X (35-54): 41%
- Boomers (55-64): 7%

region
- Karlovy Vary: 3%
- Usti nad Labem: 4%
- Liberec: 3%
- Hradec Kralove: 4%
- Pardubice: 5%
- Olomouc: 6%
- Morava-Slezsko: 4%
- Pizen: 7%
- Stredni Cechy: 4%
- Praha: 6%
- Jihni Cechy: 6%
- Vysochina: 3%
- Jihni Morava: 2%
- Zlin: 5%

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

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sample composition in czech republic.

sector
- agriculture: 2%
- oil & gas: 1%
- manufacturing: 16%
- utilities: 3%
- construction: 6%
- trade: 11%
- transportation & storage: 10%
- accommodation & food: 3%
- ICT: 7%
- finance & insurance: 4%
- real estate: 3%
- professional & scientific: 5%
- administration & support: 5%
- public administration: 5%
- education: 4%
- healthcare: 2%
- social work: 2%
- arts & entertainment: 2%

function
- managers: 12%
- professionals: 21%
- technicians: 11%
- clerks: 15%
- service / sales: 14%
- skilled agricultural: 1%
- craft / trade: 5%
- machine operators: 13%
- elementary occupations: 7%
- armed forces occupations: 2%

base: currently employed (n=3,516)
czech republic

EVP drivers.
what potential employees want when choosing an employer.

most important criteria

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Czech Republic 2019</th>
<th>Czech Republic 2018</th>
<th>Europe 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractive salary &amp; benefits</td>
<td>69%</td>
<td>71%</td>
<td>59%</td>
</tr>
<tr>
<td>Job security</td>
<td>53%</td>
<td>55%</td>
<td>48%</td>
</tr>
<tr>
<td>Pleasant work atmosphere</td>
<td>53%</td>
<td>50%</td>
<td>51%</td>
</tr>
<tr>
<td>Financially healthy</td>
<td>46%</td>
<td>49%</td>
<td>52%</td>
</tr>
<tr>
<td>Interesting job content</td>
<td>39%</td>
<td>42%</td>
<td>31%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>evaluation of current employer.</th>
<th>general perception of employers in czech republic.</th>
<th>profile of ideal employer.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 job security</td>
<td>1 financially healthy</td>
<td>1 attractive salary &amp; benefits</td>
</tr>
<tr>
<td>2 financially healthy</td>
<td>2 job security</td>
<td>2 job security</td>
</tr>
<tr>
<td>3 interesting job content</td>
<td>3 uses latest technologies</td>
<td>3 pleasant work atmosphere</td>
</tr>
<tr>
<td>4 pleasant work atmosphere</td>
<td>4 very good reputation</td>
<td>4 financially healthy</td>
</tr>
<tr>
<td>5 very good reputation</td>
<td>5 career progression</td>
<td>5 interesting job content</td>
</tr>
<tr>
<td>6 work-life balance</td>
<td>6 attractive salary &amp; benefits</td>
<td>6 career progression</td>
</tr>
<tr>
<td>7 attractive salary &amp; benefits</td>
<td>7 interesting job content</td>
<td>7 work-life balance</td>
</tr>
<tr>
<td>8 uses latest technologies</td>
<td>8 pleasant work atmosphere</td>
<td>8 very good reputation</td>
</tr>
<tr>
<td>9 career progression</td>
<td>9 work-life balance</td>
<td>9 gives back to society</td>
</tr>
<tr>
<td>10 gives back to society</td>
<td>10 gives back to society</td>
<td>10 uses latest technologies</td>
</tr>
</tbody>
</table>
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.

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gap top 3

- Attractive salary & benefits
- Pleasant work atmosphere
- Interesting job content
what do potential employees want by generational profile.

<table>
<thead>
<tr>
<th>Generation (Age Range)</th>
<th>Percentage</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z (18-24)</td>
<td>18%</td>
<td>43% 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).</td>
</tr>
<tr>
<td>Gen X (35-54)</td>
<td>59%</td>
<td>46% of 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).</td>
</tr>
<tr>
<td>Millennials (25-34)</td>
<td>43%</td>
<td>43% of millennials seek career progression. Gen X and boomers are less interested in this factor (31% and 24% respectively).</td>
</tr>
<tr>
<td>Boomers (55-64)</td>
<td>46%</td>
<td>59% 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%).</td>
</tr>
</tbody>
</table>

[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)
switchers and stayers in focus.
changing employer
czech republic vs europe.

**switchers:** changed employer in the past year.

- Czech Republic: 22%
- Europe: 17%

**stayers:** stayed with their employer in the past year.

- Czech Republic: 78%
- Europe: 83%

**intenders:** plan to change employer within the next year.

- Czech Republic: 28%
- Europe: 25%
most important attributes
switchers vs stayers.

switchers

2019
22% → 22%
changed employer in the past year.

2020

stayers

2019
78% → 78%
stayed with their employer in the past year.

most important attributes

- attractive salary & benefits
  - switchers: 69%
  - stayers: 69%

- pleasant work atmosphere
  - switchers: 54%
  - stayers: 53%

- job security
  - switchers: 47%
  - stayers: 55%

- financially healthy
  - switchers: 41%
  - stayers: 46%

- career progression
  - switchers: 40%
  - stayers: 36%

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most important attributes among intenders.

2019 → 2020

27% → 28%

plan to change employer within the next year.

most important attributes among intenders

- Attractive salary & benefits: 71% (2019) vs. 69% (2020)
- Pleasant work atmosphere: 49% (2019) vs. 49% (2020)
- Job security: 50% (2019) vs. 49% (2020)
- Financially healthy: 44% (2019) vs. 43% (2020)
- Career progression: 44% (2019) vs. 42% (2020)
switchers vs intenders
financial reasons.

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

- salary being lower than elsewhere
- additional benefits being lower than elsewhere

**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

- decreased
- no change
- increased 1-5%
- increased 6-10%
- increased 11-15%
- increased 16-20%
- other
- prefer not to answer

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:

<table>
<thead>
<tr>
<th>Reason</th>
<th>Switchers</th>
<th>Intenders</th>
</tr>
</thead>
<tbody>
<tr>
<td>mismatch between personal and organisational values</td>
<td>39%</td>
<td>40%</td>
</tr>
<tr>
<td>poor relationship with manager/colleagues</td>
<td>37%</td>
<td>34%</td>
</tr>
<tr>
<td>lack of sense of purpose</td>
<td>43%</td>
<td>43%</td>
</tr>
</tbody>
</table>

**Czech Republic**

59%
find non-monetary benefits important.

**Europe**

62%
find non-monetary benefits important.
<table>
<thead>
<tr>
<th>Reason to Leave</th>
<th>Percentage</th>
<th>Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary being lower than elsewhere</td>
<td>57%</td>
<td>Gen X</td>
</tr>
<tr>
<td>Additional benefits being less attractive</td>
<td>53%</td>
<td>Gen X</td>
</tr>
<tr>
<td>Poor relationship with manager</td>
<td>37%</td>
<td>Gen X</td>
</tr>
<tr>
<td>Mismatch between personal and organizational values</td>
<td>49%</td>
<td>Boomers</td>
</tr>
<tr>
<td>Lack of sense of purpose</td>
<td>49%</td>
<td>Boomers</td>
</tr>
</tbody>
</table>
additional benefits

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

top 5 most attractive benefits & received

- **additional vacation benefits (annual leave, sabbatical leave)**: 44% attractive & received, 79% attractive
- **subsidized meals / cafeteria plan**: 73% attractive & received, 73% attractive
- **flexible working hours**: 49% attractive & received, 73% attractive
- **possibility of working from home**: 28% attractive & received, 71% attractive
- **full or partial reimbursement of commuting or mobility expenses**: 26% attractive & received, 69% attractive
employee benefits that czech workforce find attractive.

*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.**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Most Attractive Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z (18-24)</td>
<td>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).</td>
</tr>
<tr>
<td>Gen X (35-54)</td>
<td>81% of the gen x's find additional vacation an attractive employment benefit. This is higher when compared to millennials (75%).</td>
</tr>
<tr>
<td>Millennials (25-34)</td>
<td>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).</td>
</tr>
<tr>
<td>Boomers (55-64)</td>
<td>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%).</td>
</tr>
</tbody>
</table>
sector

insights.
top performing sectors in czech republic by awareness and attractiveness.

- high awareness: Employers in the sector are widely known.
- high attractiveness: The sector contains more highly attractive companies than other sectors.
czech republic’s best performing companies by sector.

<table>
<thead>
<tr>
<th>sector</th>
<th>top 3 companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 it &amp; telco</td>
<td>1: Microsoft, Pfizer, SAP Services</td>
</tr>
<tr>
<td>02 pharma &amp; lifescience</td>
<td>2: IBM, Teva Pharmaceuticals, BOSCH</td>
</tr>
<tr>
<td>03 business services</td>
<td>3: Seznam.cz, Linet, Kiwi</td>
</tr>
<tr>
<td>04 automotive</td>
<td></td>
</tr>
<tr>
<td>05 manufacturing</td>
<td></td>
</tr>
<tr>
<td>06 banking &amp; insurance</td>
<td></td>
</tr>
<tr>
<td>07 fmcg</td>
<td></td>
</tr>
<tr>
<td>08 logistics &amp; transport</td>
<td></td>
</tr>
<tr>
<td>09 energetic solutions,</td>
<td></td>
</tr>
<tr>
<td>construction &amp; facilities</td>
<td></td>
</tr>
<tr>
<td>10 retail</td>
<td></td>
</tr>
</tbody>
</table>

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top employers.

employers.
### top employers to work for in Czech Republic

#### top 10 employers 2020

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>ŠKODA AUTO</td>
</tr>
<tr>
<td>02</td>
<td>Microsoft</td>
</tr>
<tr>
<td>03</td>
<td>Kofola</td>
</tr>
<tr>
<td>04</td>
<td>IBM</td>
</tr>
<tr>
<td>05</td>
<td>LEGO Production</td>
</tr>
<tr>
<td>06</td>
<td>Seznam.cz</td>
</tr>
<tr>
<td>07</td>
<td>Siemens</td>
</tr>
<tr>
<td>08</td>
<td>Avast</td>
</tr>
<tr>
<td>09</td>
<td>ČEZ</td>
</tr>
<tr>
<td>10</td>
<td>Nestlé Česko</td>
</tr>
</tbody>
</table>

#### top 10 employers 2019

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
</tr>
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<tbody>
<tr>
<td>01</td>
<td>ŠKODA AUTO</td>
</tr>
<tr>
<td>02</td>
<td>Microsoft</td>
</tr>
<tr>
<td>03</td>
<td>Seznam.cz</td>
</tr>
<tr>
<td>04</td>
<td>LEGO</td>
</tr>
<tr>
<td>05</td>
<td>Sellier &amp; Bellot</td>
</tr>
<tr>
<td>06</td>
<td>IBM</td>
</tr>
<tr>
<td>07</td>
<td>SAP Services</td>
</tr>
<tr>
<td>08</td>
<td>Siemens</td>
</tr>
<tr>
<td>09</td>
<td>Kofola</td>
</tr>
<tr>
<td>10</td>
<td>Internet Mall</td>
</tr>
</tbody>
</table>
czech republic’s top 3 EVP drivers of the top 5 companies.

<table>
<thead>
<tr>
<th>top 5 companies</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>ŠKODA AUTO</td>
<td>uses latest technologies</td>
<td>financially healthy</td>
<td>attractive salary &amp; benefits</td>
</tr>
<tr>
<td>Microsoft</td>
<td>uses latest technologies</td>
<td>financially healthy</td>
<td>attractive salary &amp; benefits</td>
</tr>
<tr>
<td>Kofola</td>
<td>financially healthy</td>
<td>very good reputation</td>
<td>job security</td>
</tr>
<tr>
<td>IBM</td>
<td>uses latest technologies</td>
<td>financially healthy</td>
<td>attractive salary &amp; benefits</td>
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<tr>
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<td>financially healthy</td>
<td>very good reputation</td>
<td>job security</td>
</tr>
</tbody>
</table>
### Czech Republic’s Top Employers by EVP Driver

<table>
<thead>
<tr>
<th>EVP Driver</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractive Salary &amp; Benefits</td>
<td>ŠKODA AUTO</td>
<td>Microsoft</td>
<td>IBM</td>
</tr>
<tr>
<td>Career Progression</td>
<td>Microsoft</td>
<td>IBM</td>
<td>ŠKODA AUTO</td>
</tr>
<tr>
<td>Financially Healthy</td>
<td>Microsoft</td>
<td>IBM</td>
<td>ŠKODA AUTO</td>
</tr>
<tr>
<td>Gives Back to Society</td>
<td>Karlovarské minerální vody</td>
<td>Microsoft</td>
<td>Avast</td>
</tr>
<tr>
<td>Interesting Job Content</td>
<td>Microsoft</td>
<td>Seznam.cz</td>
<td>IBM</td>
</tr>
<tr>
<td>Job Security</td>
<td>Microsoft</td>
<td>ŠKODA AUTO</td>
<td>ČEZ</td>
</tr>
<tr>
<td>Work Atmosphere</td>
<td>Microsoft</td>
<td>Avast</td>
<td>Red Hat</td>
</tr>
<tr>
<td>Uses Latest Technologies</td>
<td>ŠKODA AUTO</td>
<td>IBM</td>
<td>Avast</td>
</tr>
<tr>
<td>Very Good Reputation</td>
<td>Avast</td>
<td>Red Hat</td>
<td>Plzeňský Prazdroj</td>
</tr>
<tr>
<td>Work-Life Balance</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.
## EVP driver importance by education.

<table>
<thead>
<tr>
<th>EVP Driver</th>
<th>Higher</th>
<th>Middle</th>
<th>Lower</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractive salary &amp; benefits</td>
<td>71%</td>
<td>59%</td>
<td>59%</td>
<td>60%</td>
</tr>
<tr>
<td>Job security</td>
<td>47%</td>
<td>56%</td>
<td>54%</td>
<td>55%</td>
</tr>
<tr>
<td>Pleasant work atmosphere</td>
<td>55%</td>
<td>52%</td>
<td>52%</td>
<td>53%</td>
</tr>
<tr>
<td>Financially healthy</td>
<td>43%</td>
<td>48%</td>
<td>49%</td>
<td>46%</td>
</tr>
<tr>
<td>Interesting job content</td>
<td>44%</td>
<td>38%</td>
<td>38%</td>
<td>40%</td>
</tr>
<tr>
<td>Location</td>
<td>36%</td>
<td>39%</td>
<td>39%</td>
<td>39%</td>
</tr>
<tr>
<td>Career progression</td>
<td>39%</td>
<td>41%</td>
<td>43%</td>
<td>41%</td>
</tr>
<tr>
<td>Work-life balance</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Flexible arrangements</td>
<td>41%</td>
<td>31%</td>
<td>31%</td>
<td>35%</td>
</tr>
<tr>
<td>Very good reputation</td>
<td>17%</td>
<td>23%</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>Quality products</td>
<td>12%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Good training</td>
<td>14%</td>
<td>19%</td>
<td>19%</td>
<td>17%</td>
</tr>
</tbody>
</table>

- Strong management: 11% (Higher), 11% (Middle), 9% (Lower)
- Gives back to society: 10% (Higher), 10% (Middle), 10% (Lower)
- Diversity & inclusion: 11% (Higher), 10% (Middle), 8% (Lower)
- Uses latest technologies: 11% (Higher), 10% (Middle), 8% (Lower)
EVP driver importance by age.

- Attractive salary & benefits:
  - Gen Z (18-24): 61%
  - Millennials (25-34): 81%
  - Gen X (35-54): 89%
  - Boomers (55-64): 98%

- Job security:
  - Gen Z: 41%
  - Millennials: 89%
  - Gen X: 96%
  - Boomers: 96%

- Pleasant work atmosphere:
  - Gen Z: 54%
  - Millennials: 98%
  - Gen X: 98%
  - Boomers: 98%

- Financially healthy:
  - Gen Z: 40%
  - Millennials: 88%
  - Gen X: 98%
  - Boomers: 98%

- Interestingly job content:
  - Gen Z: 39%
  - Millennials: 94%
  - Gen X: 94%
  - Boomers: 94%

- Location:
  - Gen Z: 35%
  - Millennials: 97%
  - Gen X: 97%
  - Boomers: 97%

- Career progression:
  - Gen Z: 49%
  - Millennials: 81%
  - Gen X: 87%
  - Boomers: 99%

- Work-life balance:
  - Gen Z: 35%
  - Millennials: 97%
  - Gen X: 97%
  - Boomers: 97%

- Flexible arrangements:
  - Gen Z: 37%
  - Millennials: 99%
  - Gen X: 99%
  - Boomers: 99%

- Very good reputation:
  - Gen Z: 20%
  - Millennials: 100%
  - Gen X: 100%
  - Boomers: 100%

- Quality products:
  - Gen Z: 15%
  - Millennials: 100%
  - Gen X: 100%
  - Boomers: 100%

- Good training:
  - Gen Z: 18%
  - Millennials: 99%
  - Gen X: 99%
  - Boomers: 96%

- Employer brand research 2020, report Czech Republic
EVP driver importance
trends, total.

1/2

- **attractive salary & benefits**: Decreasing trend from 2018 to 2020.
- **job security**: Decreasing trend from 2018 to 2020.
- **pleasant work atmosphere**: No significant change from 2018 to 2020.
- **financially healthy**: Decreasing trend from 2018 to 2020.
- **interesting job content**: Decreasing trend from 2018 to 2020.
- **location**: Increasing trend from 2018 to 2020.
- **career progression**: Decreasing trend from 2018 to 2020.
- **work-life balance**: Increasing trend from 2018 to 2020.

*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 (n=1,580)

- Additional vacation benefits (annual leave, sabbatical leave)
- Flexible working hours
- Full or partial reimbursement of commuting or mobility expenses
- Health care
- Internal training and subsidized further education (courses, certificates, etc.)
- Sports and leisure package
- Discounts on the company’s products
- Group life insurance

Attractive benefits (n=1,649)

- Subsidized meals / cafeteria plan
- Possibility of working from home
- Childcare services and support
- Company phone
- Full or partial reimbursement of prescription glasses or contact lenses
- Travel insurance
- Opportunity to buy company shares

*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.
How do workers in the Czech Republic find new job opportunities?

Channels used to find new job opportunities:

- Job portals (jobs.cz, práce.cz, profesia.cz, etc) - 44% (2020), 35% (2019)
- Personal connections / referrals - 39% (2020), 36% (2019)
- Company career site - 23% (2020), 16% (2019)
- Google - 18% (2020), 11% (2019)
- Recruiters - 16% (2020), 14% (2019)
- Public employment services - 13% (2020), 14% (2019)
- seznam.cz - 10% (2020), 8% (2019)
- LinkedIn - 6% (2020), 2% (2019)
- Job fairs - 4% (2020), 3% (2019)
- Social media - 14% (2020)

Channels used to find new job opportunities:

- jobs.com - 74% (2020)
- indeed.com - 31% (2020)
- monsterboard - 2% (2020)
- recruit.net - 2% (2020)
- Facebook - 91% (2020)
- Instagram - 26% (2020)
- Twitter - 13% (2020)
- Snapchat - 7% (2020)
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.

<table>
<thead>
<tr>
<th>employers in czech republic are perceived to offer.</th>
<th>employers in europe are perceived to offer.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 financially healthy</td>
<td>1 financially healthy</td>
</tr>
<tr>
<td>2 job security</td>
<td>2 uses latest technologies</td>
</tr>
<tr>
<td>3 uses latest technologies</td>
<td>3 job security</td>
</tr>
<tr>
<td>4 good reputation</td>
<td>4 very good reputation</td>
</tr>
<tr>
<td>5 career progression</td>
<td>5 career progression</td>
</tr>
<tr>
<td>6 attractive salary &amp; benefits</td>
<td>6 attractive salary &amp; benefits</td>
</tr>
<tr>
<td>7 interesting job content</td>
<td>7 pleasant work atmosphere</td>
</tr>
<tr>
<td>8 pleasant work atmosphere</td>
<td>8 interesting job content</td>
</tr>
<tr>
<td>9 work-life balance</td>
<td>9 work-life balance</td>
</tr>
<tr>
<td>10 gives back to society</td>
<td>10 gives back to society</td>
</tr>
</tbody>
</table>
czech republic’s sectors score best on these 3 EVP drivers.

<table>
<thead>
<tr>
<th>sector</th>
<th>top 3 EVP drivers</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 it &amp; telco</td>
<td>financially healthy</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>02 pharma &amp; lifescience</td>
<td>financially healthy</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>03 business services</td>
<td>financially healthy</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>04 automotive</td>
<td>financially healthy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>05 manufacturing</td>
<td>financially healthy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>06 banking &amp; insurance</td>
<td>financially healthy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>07 fmcg</td>
<td>financially healthy</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>08 logistics &amp; transport</td>
<td>financially healthy</td>
<td></td>
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<tr>
<td>09 energetic solutions, construction &amp; facilities</td>
<td>financially healthy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 retail</td>
<td>financially healthy</td>
<td></td>
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</tr>
</tbody>
</table>

employer brand research 2020, report czech republic | 47
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).
source bibliography.

1. https://hbr.org/2016/03/a-bad-reputation-costs-company-at-least-10-more-per-hire

2. https://www.betterteam.com/blog/employer-branding

3. https://www.slideshare.net/JWTINSIDE/culture-scape-1028-sm


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.