

employer
brand research
2022



the czech republic.

 randstad

human forward.

content.

- 1 introduction
- 2 employer attractiveness
- 3 top employers
- 4 switching behavior
- 5 training & career development
- 6 work-life balance & remote working
- 7 further reading



what is the randstad employer brand research?

- a representative employer brand research based on perceptions of the general audience. Optimizing over 22 years of successful employer branding insights.
- an independent survey with nearly 163,000 respondents and 5,944 companies surveyed 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.



31 markets surveyed covering more than 70% of the global economy.

argentina
australia
austria
belgium
brazil
canada
china
the czech republic
france
germany
greece
hong kong SAR
hungary
india
italy
japan
luxembourg
malaysia
mexico
new zealand
norway
poland
portugal
romania
singapore
spain
sweden
switzerland
the netherlands
uk
usa



● markets surveyed

[click here](#) for detailed research methodology

worldwide

- nearly 163,000 respondents
- 5,944 companies surveyed

sample

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

country

- 4,723 respondents

fieldwork

- online interviews
- january 2022

length of interview

- 16 minutes



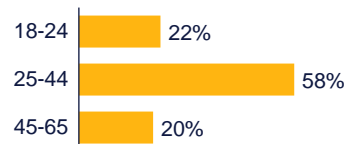
sample composition in the czech republic

socio-demographics, employment status, region.

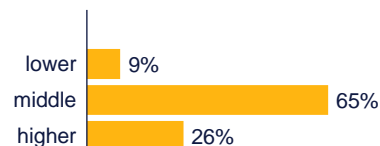
gender



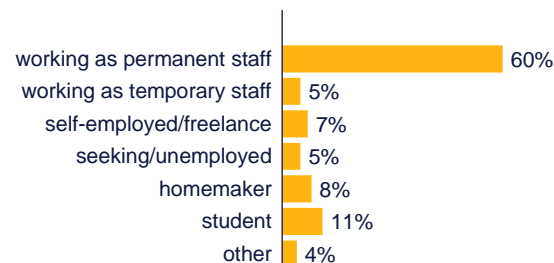
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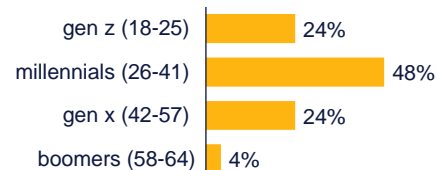
education



employment status



generation



region



total sample: 4,723



the czech republic

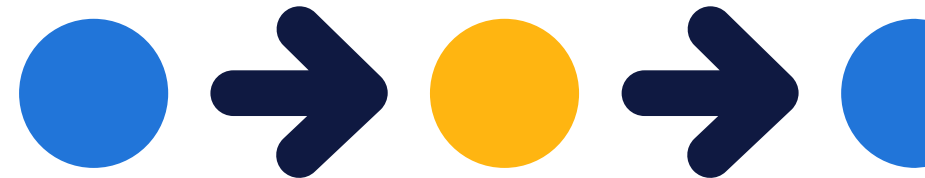
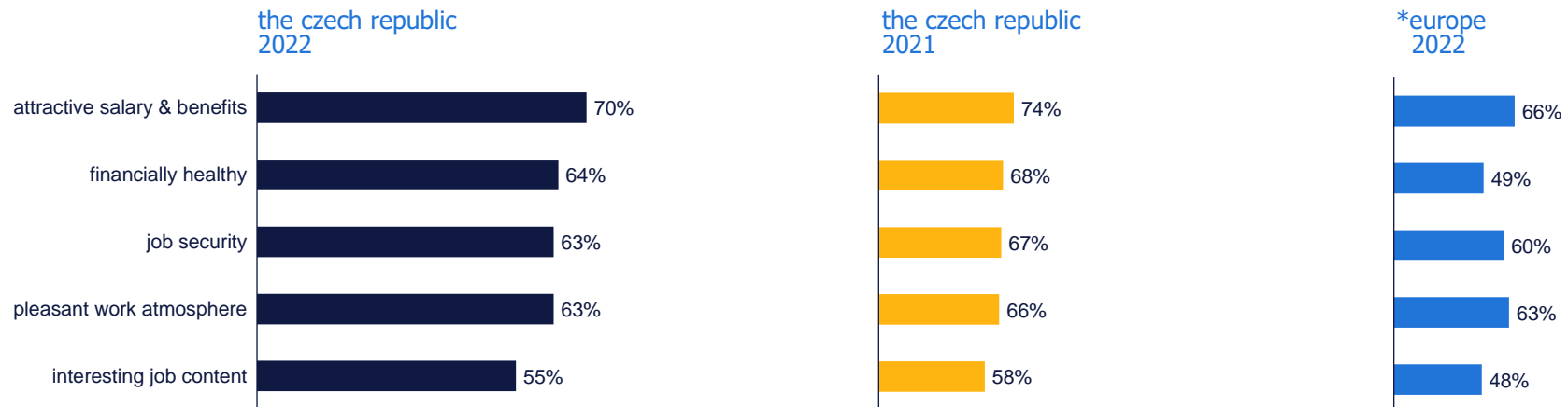
employer attractiveness.



what potential employees want

the 5 most important drivers when choosing an employer.

an attractive salary & benefits is the most important driver, even more so for women (75%). The hierarchy of driver importance did not change in the past year. Overall the average Czech deem the top 5 drivers more important compared to their european peers. Attractive salary & benefits is the most important driver for both the Czech workers and Europeans.



*europe: austria, belgium, the czech republic, france, germany, greece, hungary, italy, luxembourg, norway, poland, portugal, romania, spain, sweden, switzerland, the netherlands and uk.

what potential employees want choosing an employer.

most important driver



salary & benefits

- Next to salary & benefits - financially healthy and long-term job security follow in the ranking and are important for two out of three Czech workers. Job security is particularly important to women (69%), while for the young – 24 yrs (54%), it's much less important.
- A pleasant work atmosphere is also important to two out of three and this involves relatively more often women as well (70%).
- Interesting job content is not as important as these drivers but nevertheless in the top 5. The High-educated (62%) tend to value this more.

[click here](#) for a breakdown of the EVP importance results by socio-demographic profile.

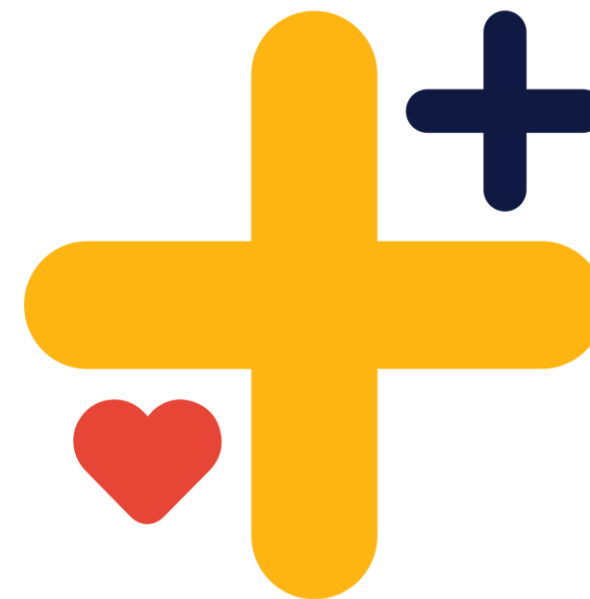
employers' proposition



long-term job security financially healthy

- Job security and financially healthy (top 5 drivers) are the attributes which Czech employees recognize most in their own employer. Two out of three do so, regardless of age, gender or education level.
- Salary & benefits is ranked 7th for the current employers while it is the most important driver for the Czech worker.
- The possibility to work from home is the weakest employer attribute as just 31% of employees claim to have it. Then again, this is not a top driver since only 38% of the workforce deem it important.

[click here](#) for a deep dive into the most attractive sectors and employers in 2022.



what potential employees want employer takeaways.

top 3 takeaways

- Seven out of ten Czech employers succeed in offering being financially healthy and giving long-term job security. Since these are two of the most important drivers, it can be considered to communicate this as part of an employer branding strategy. It gives a competitive edge against employers who do not cater to these needs, which apparently employ three out of ten workers.
 - Salary & benefits is the most important driver, but current employers are rated fairly poorly on this. In a strained labour market, this driver should not be overlooked.
 - Next to the top 3, pleasant work atmosphere is deemed important by the Czech employees as well as for the average European. Employers could consider to include it in their proposition and make it part of their employer branding, since this too could give them a competitive edge.
-



what do potential employees want job collars in focus.

white-collar

70%

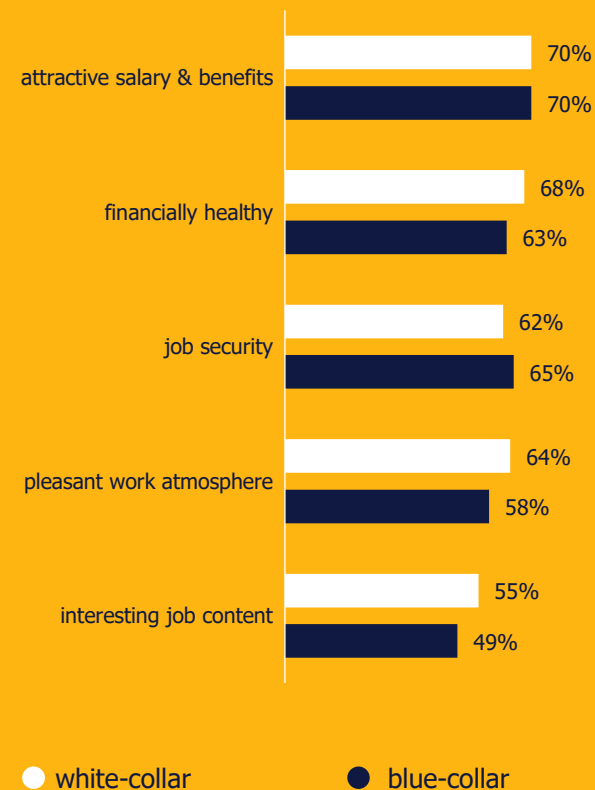
of white-collar employees consider salary & benefits as the most important driver, slightly less than last year (75%). It is in essence as important as financially healthy (68%). The hierarchy of drivers for white-collar workers is the same as that of the average Czech worker. White-collar workers on average point out more drivers to be important (7) than blue-collar workers (6).

blue-collar

70%

of blue-collar workers feel that salary & benefits is the most important driver, which compares to 73% a year ago. They therefore do not distinguish themselves from white-collar workers. The only exception is job security, which is deemed more important by blue collar workers compared to white collar. The importance has decreased compared to 2021 (69%)

most important attributes



top



employers.

top employers to work for in the czech republic.

top 10 employers 2022

- 01 Microsoft
- 02 ŠKODA AUTO
- 03 LEGO Production
- 04 Red Hat
- 05 Škoda Transportation
- 06 Seznam.cz
- 07 Siemens
- 08 Avast
- 09 Kofola
- 10 IBM

top 10 employers 2021

- 01 Microsoft
- 02 ŠKODA AUTO
- 03 Seznam.cz
- 04 Red Hat
- 05 Škoda Transportation
- 06 Sanofi Aventis
- 07 Oracle
- 08 IBM
- 09 Plzeňský Prazdroj
- 10 Kofola

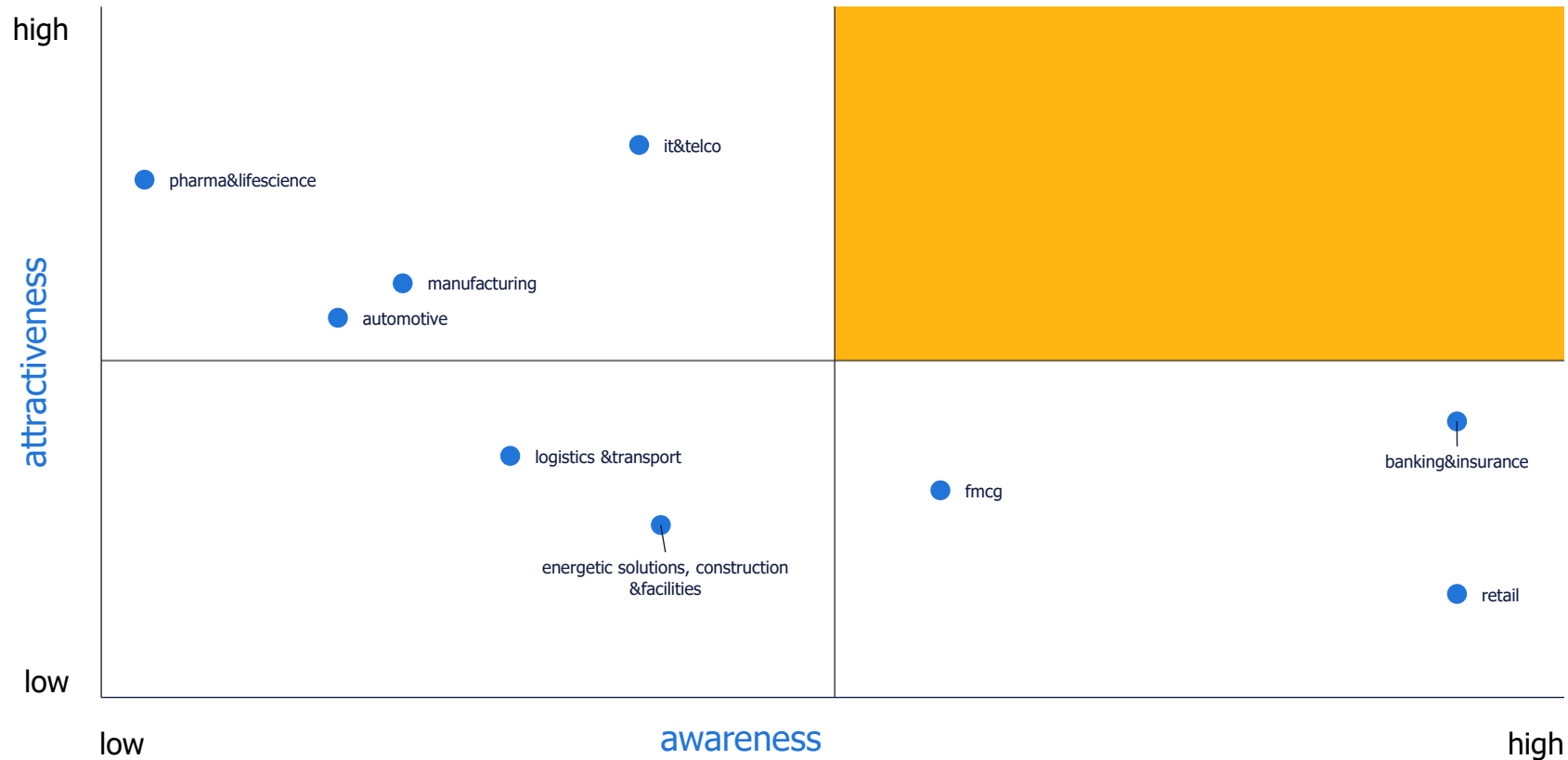
the czech republic's top 3 EVP drivers of the top 5 companies.

top 5 companies	1	2	3
1 ŠKODA AUTO	financially healthy	very good reputation	attractive salary & benefits
2 Seznam.cz	financially healthy	possibility to work remotely/from home	very good reputation
3 Microsoft	financially healthy	attractive salary & benefits	very good reputation
4 Siemens	financially healthy	job security	very good reputation
5 Škoda Transportation	financially healthy	very good reputation	job security

the czech republic's top employers by EVP driver.

EVP driver	1	2	3
attractive salary & benefits	Microsoft	ŠKODA AUTO	IBM
financially healthy	Microsoft	IBM	Coca-Cola
job security	Microsoft	IBM	ŠKODA AUTO
pleasant work atmosphere	Microsoft	Avast	Seznam.cz
interesting job content	Microsoft	IBM	Seznam.cz
work-life balance	Seznam.cz	Avast	Microsoft
career progression	Microsoft	IBM	CSOB
possibility to work remotely/from home	Microsoft	Avast	Seznam.cz
very good reputation	Microsoft	ŠKODA AUTO	IBM
gives back to society	Karlovarské minerální vody	IKEA	AVE odpadové hospodárství

top performing sectors in the 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.



job-switching behavior



in focus.

switching behavior finding another employer.

1 in 4 Czech employees intend to change employer

16% of Czech employees switched employer in the last half of 2021. This is slightly more compared to last year (13%). The younger -34 yrs (20%) did this somewhat more often.

About one in four (24%) intend to change employer in the first 6 months of 2022, only those older than 55 yrs are less inclined to do so. The intend to change employer has increased compared to last year (22%).

Job portals and personal connections

Job portals (38%) and personal connections (34%) are the most used channels by job switchers, which was also the case in 2021 but with a decrease (43% and 39%). Other channels such as recruitment agencies (21% vs 19%) and Google (24% vs 18%) have increased in 2022 .

Jobs.cz is still the leading portal brand as 78% of job portal users turned to it (71% in 2021), leaving Fajnbrigady trailing (33%), which also mirrors the situation of a year ago (33%). Jobs.cz even attracts more job switchers than Google (30% vs. 24% of all switchers).



most important attributes switchers vs. stayers.

switchers

16%

changed employer in the
second half of 2021.

stayers

84%

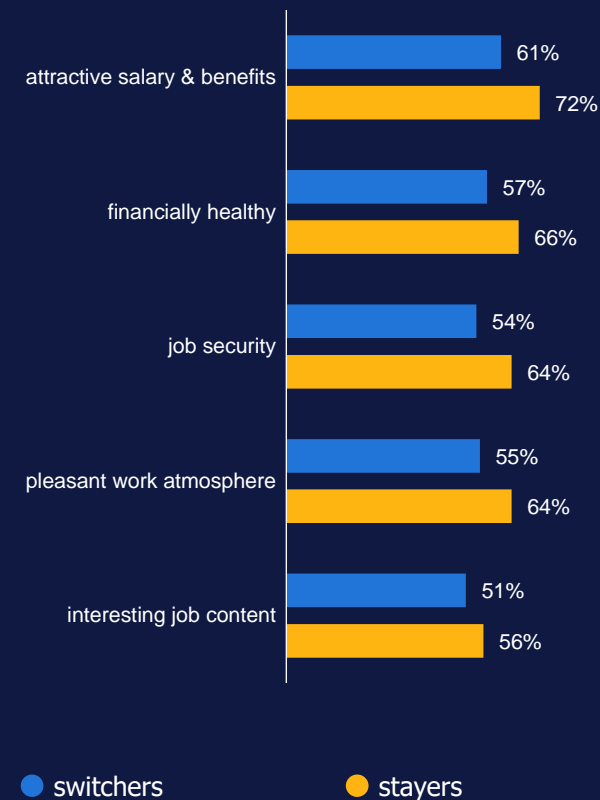
stayed with their employer
in the second half of 2021.

intenders

24%

plan to change employer
in the first half of 2022.

most important attributes



fear of job loss in 2022 intention to switch.

42%

of the employees who are afraid of losing their job, plan to change their job in the first half of 2022.

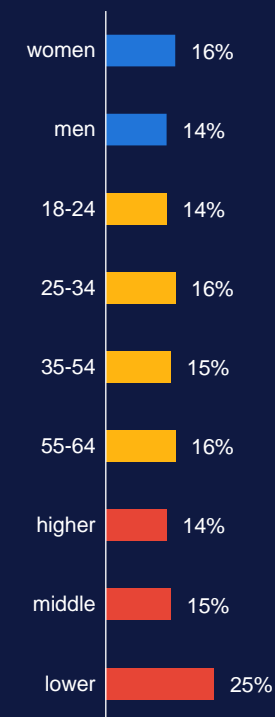
This is higher than in 2021 (28%).

16%

of the employees who are not afraid of losing their job, plan to change their job in the first half of 2022.

This is higher than in 2021 (10%).

fear of job loss, by socio-demographics



switching behavior job collars in focus.

white-collar

16%

of white-collar employees changed their employer in the last 6 months of 2021, which is slightly up from a year ago (13%).

The intention to switch employers in the first 6 months of 2022 sees 22% of the workforce intending to do so, which is not materially different from 2021 (20%).

blue-collar

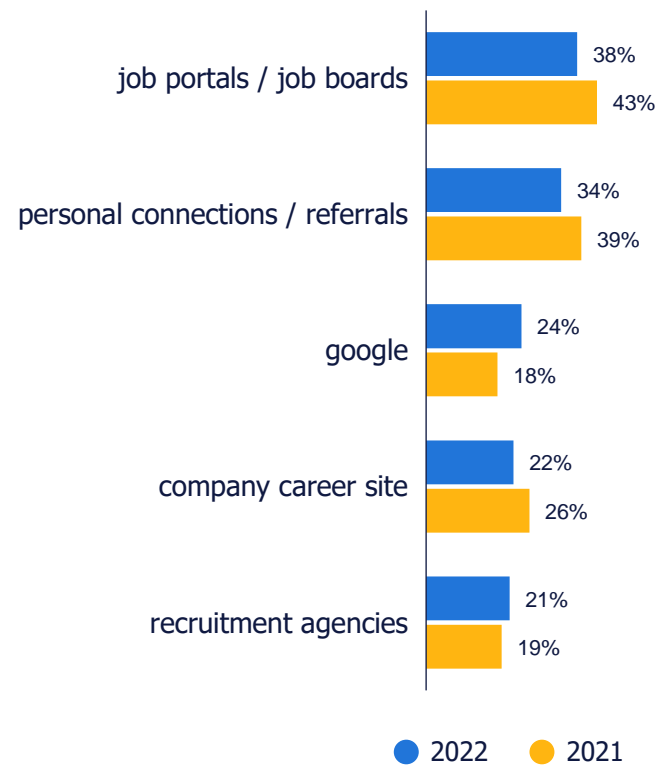
16%

of blue-collar workers changed employers in the last 6 months of 2021, which is the same as a year earlier. However, the intention to switch employers in the first half of 2022 is 24%, which marks a considerable increase since last year (15%). It therefore looks like employers will see their blue-collar workforce moving away more often in the foreseeable future.

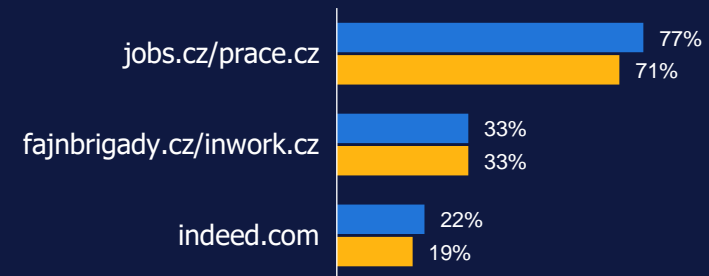


finding new job opportunities in the czech republic

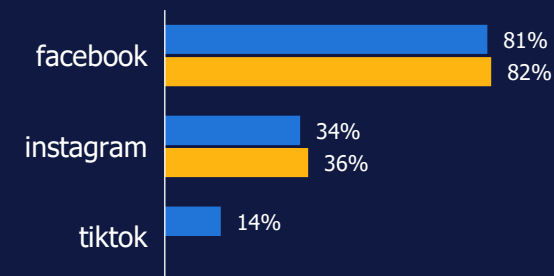
top 5 channels used to find new job opportunities



top 3 job portals (*38%)



top 3 social media channels (*18%)



*note: job portals & social media are follow up questions from channels used to find new jobs.



training & career development

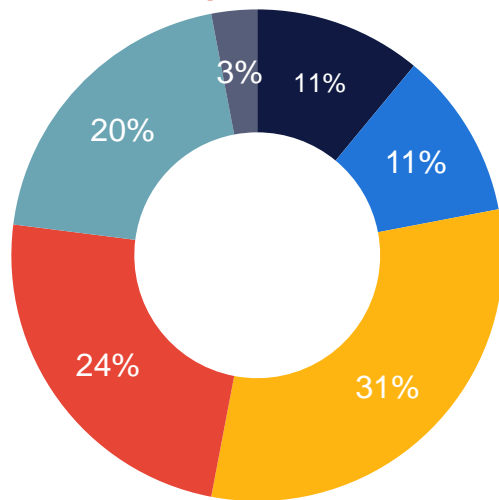
in 2022.



importance of personal career growth/progression.

overall, how much importance do you place on your personal career growth?

the czech republic



- 1 – not at all important to me
- 2
- 3
- 4
- 5 – very important to me
- don't know

the czech republic

Personal career growth is important to almost half of the Czech workforce (44%).

Career growth is particularly important to younger workers – 34 yrs (54%) and slightly more so for men (47%). It is also more important for white-collar workers (46%) than blue-collar (37%).

europa

59% of the employees in the region find their career progression (very) important to them.

European workers are considerably keener on personal career growth than the average Czech employee (59% vs. 44%). The average European male finds the importance of career growth more important (62%) compared to the average European female (58%). The same can be said for the average Czech male (48%) and female (41%).

importance vs. offer on reskilling/upskilling.

gap in employees' perception of the reskilling/upskilling importance and employers actually offering such opportunities



55%

find it (very) important to be offered the possibility for reskilling/upskilling by their employer.

Slightly more than half of the employees consider it important to be offered the opportunity to be reskilled and/or upskilled. The younger workers up to 34 yrs (62%) are leading with this opinion, which is the situation in most markets.

38%

of the employees feel their employer offers them enough development opportunities.

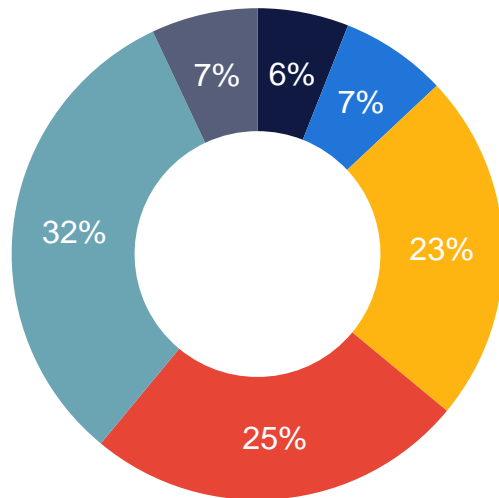
Two out of five employees feel their employer offers them enough opportunities to develop themselves in their role. The young -34 yrs (43%) just slightly more often .

This has to do with the fact that the average Czech employer does not offer opportunities sufficiently tailored to those who value it most. Only 38% of employees who want to reskill or upskill are given the opportunity by their employer to do so.

likeliness to stay if reskilling/upskilling were offered.

would you be more likely to continue working for your employer if you would be able to reskill or upskill yourself through your organization?

the czech republic



- 1 - very unlikely
- 2
- 3
- 4
- 5 - very likely
- don't know

the czech republic

57%

said that they were (very) likely to stay by their employer should reskilling/upskilling opportunities be offered.

Younger employees (-34 yrs.) and men are slightly more often inclined to stay (61%).

Since about half of the employees could be retained if skilling opportunities were offered, and the other half would not, it is the more reason to offer such opportunities in a tailored manner to those employees who feel it is important.

europe

65%

of the employees in the region said that they were (very) likely to stay by their employer should reskilling/upskilling opportunities be offered.

European workers are somewhat more often inclined to stay with their employer if offered reskilling/upskilling opportunities.

When looking at the average higher educated employee in Europe they are more inclined to stay compared to the higher educated Czech (68% vs 58%).

work-life balance & remote working

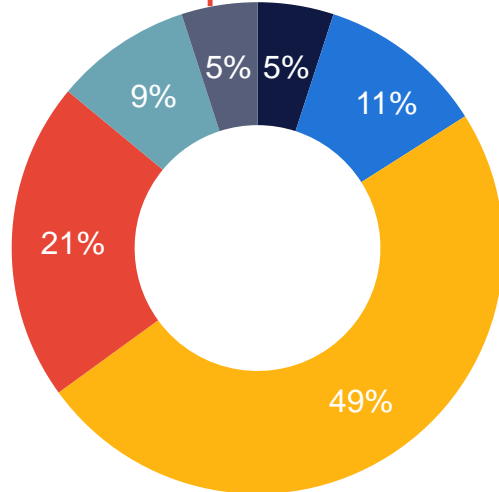
in the czech republic.



importance of meaning of work after world events in the czech republic.

importance on work/career, considering recent world developments

the czech republic



europe

26%

find their work/career (much) more important due to world events in 2021.

- 1 - much less important
- 2
- 3
- 4
- 5 - much more important
- don't know

work became more important

While there was no change for half of the Czech workforce, 3 out of 10 Czechs (30%) feel that the meaning of work became more important in 2021 when taking world developments into consideration. This is comparable to the average European worker. Younger workers -34 yrs (36%) feel more strongly about this.

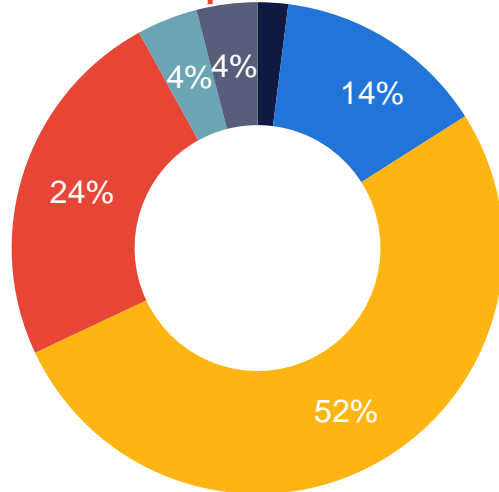
Only 1 in 6 workers (16%) feel that the meaning of work has become less important, regardless of age, gender or education.

All this means that on balance the meaning of work became more important to Czech workers.

attitude towards work after world events in the czech republic.

the way in which 2021 changed one's attitude towards their work

the czech republic



europa

28%

feel that their attitude towards their work changed in an (extremely) positive way in the last 12 months.

- 1 – extremely negative way
- 2
- 3
- 4
- 5 – extremely positive way
- don't know

close to a third now feel more positive towards their work

Similar to the changing perceived importance of work, the attitude towards work has also changed more positively for a substantial number of employees (28%). This change is comparable to the average European worker. It is slightly more the case for those up to 34 yrs (31%).

Changes are related to the change in perceived importance of work:

- If work has become more important, then 55% feel their attitude changed positively.
- Also, if work became less important, 35% feel their attitude changed negatively (compared to 16% of all workers).

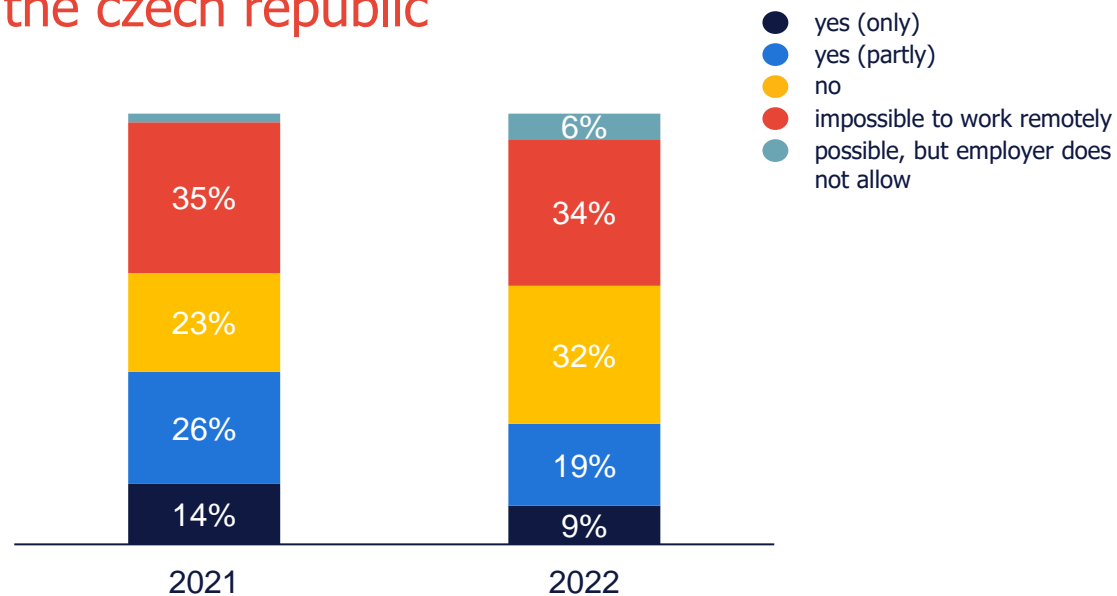
note: any percentage number below 3% will not be shown for graph clarity.



trend in remote working.

did you start working (more) remotely/ from home?

the czech republic



the czech republic

28%

work remotely/from home.

Remote working in the Czech Republic has decreased from 40% in 2021 to 28% in 2022. The high-educated are way ahead as 43% of them do so.

For 34% of the Czech workforce, working remotely is not possible as their jobs are bound to the premises of their employer. The lower and middle-educated are more often in this position (39%) than higher-educated (22%).

europa

38%

work remotely/from home.

When looking across europe, it is clear that remote working is done by a bigger proportion of the workforce than in the Czech Republic.

Fewer European workers are not allowed to work remotely (3% vs. 6% in the Czech Republic), and they less often do a job that requires them to be on premise (28% vs. 34% in the Czech Republic).

note: any percentage number below 3% will not be shown for graph clarity.



remote working looking into the future.

looking into the future, how much of your time do you expect to be working remotely/from home?



6%

of the current remote workers expect to be working max. 10% remotely in the future



71%

expect to have a blend of working (20-80%) remotely and at the employer's premises.



23%

think they will be working remotely at least 90% of their time.

the czech republic

94%

of the current remote workers believe they will continue doing so, if partly, in the future

Almost all current remote workers expect to keep on doing so in the future, although not to the degree that they are doing right now.

Out of those who currently work remotely only, 46% expect to keep on doing so in the future. This is relatively high compared to many other markets.

europe

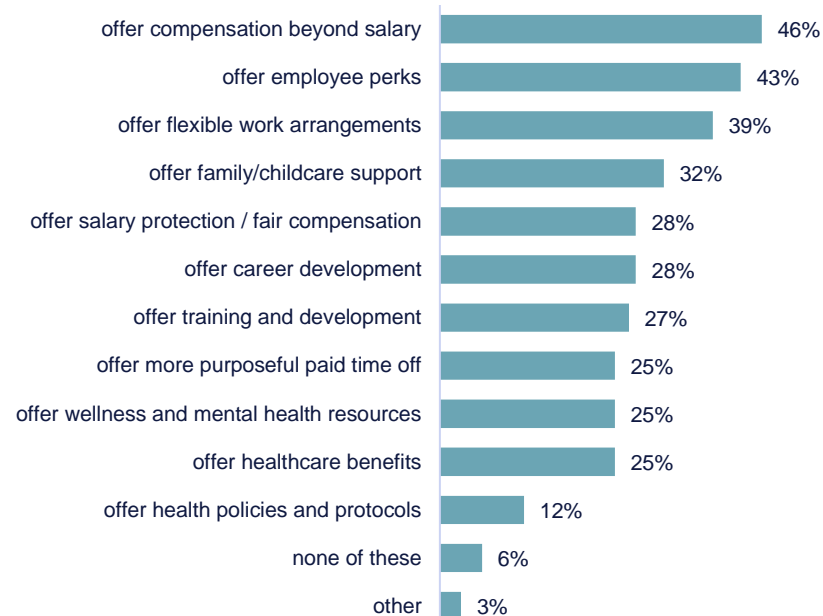
95%

of the employees believe that in the future the majority will work only remotely.

The outlook of remote working by current remote workers is not different from that of the Czech remote workers, as also about seven out of ten assume they will have a hybrid way of working in the future as well.

employer actions to improve work-life balance.

which of the following should your employer do to support you in maintaining a good work-life balance? They should...



To support and maintain a good work-life balance, employees on average would like their employer to offer 3 added benefits. Women, those up to 34 yrs, and the high-educated are more demanding and opt on average 4 benefits.

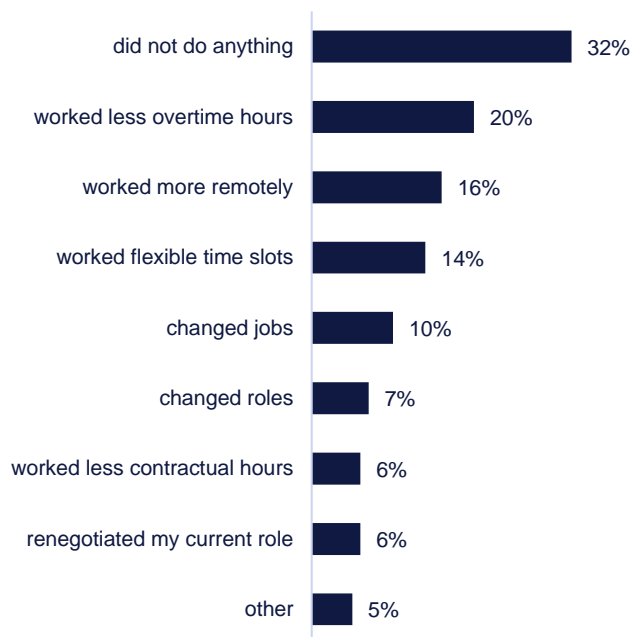
Compensation beyond salary and employee perks are the benefits pointed out most often, slightly more so by women (47% and 48%) and the high-educated (49% and 46%). Flexible work arrangements show a similar pattern (44% for females and higher educated).

average European finds flexible work arrangements to be the most important (42%), with compensation beyond salary in second (34%) and employee perks in third (33%).

The other benefits are by and large of equal importance with little material differences in profile, albeit that training and career development are more relevant to the younger age groups, as we have already seen earlier.

employee personal actions to improve work-life balance.

what have you done, if anything, to improve your work-life balance? I...



Employees on average took 1 action to improve their work-life balance. The most popular actions taken by one in five employees are working less overtime and working more remotely. This is regardless of their profile, although of course the high-educated more often worked more remotely. The other actions show no strong profile characteristics.

One in three (32%) did not take any action to improve their work-life balance. Among them are relatively more employees 55+ yrs (49%), and on the other hand, relatively few lower-educated (18%). In other words: the lower-educated have more often acted compared to their peer groups.

Looking across Europe, 29% did not take any actions which is slightly less compared to the Czech Republic.

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.

randstad czech republic

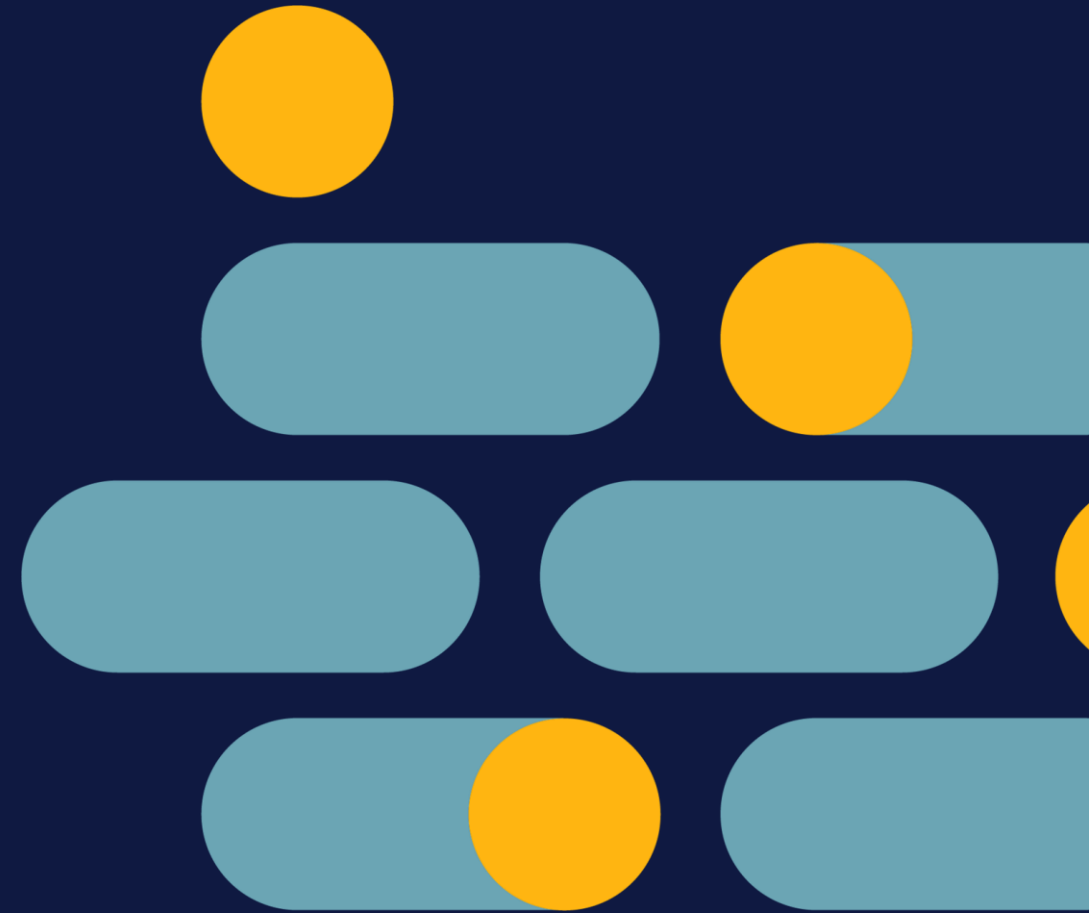
petr douda

petr.douda@randstad.cz



appendix 1

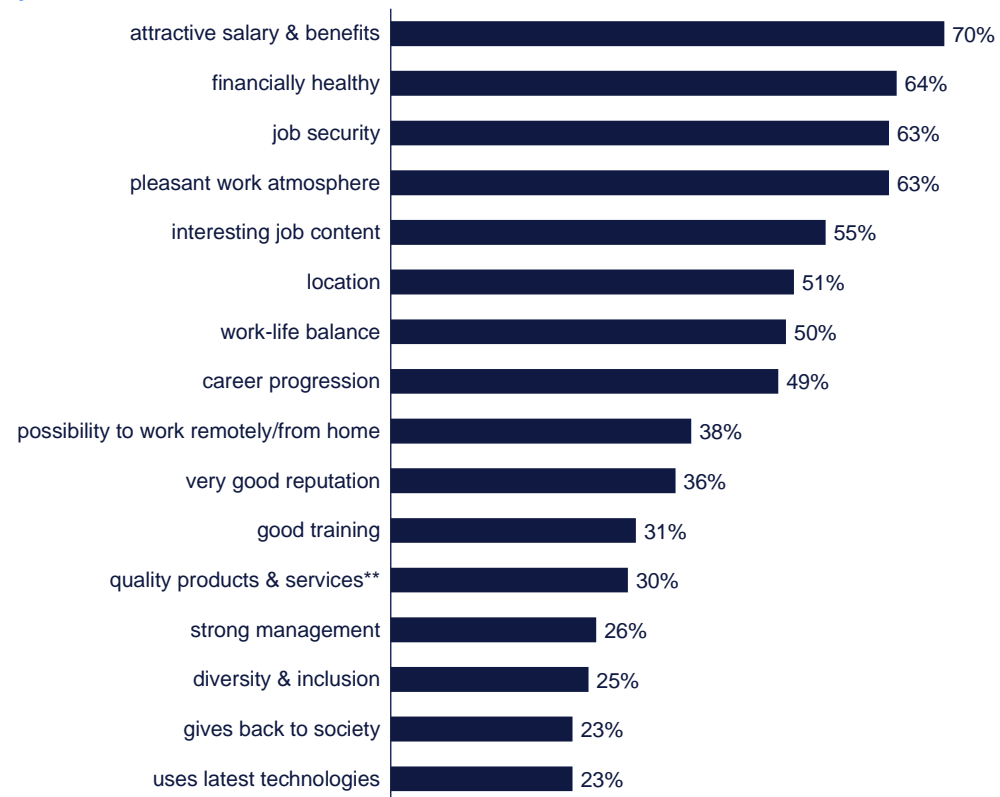
deep dive
EVP drivers.



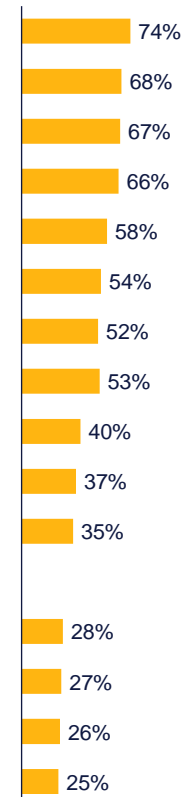
what potential employees want

the most important criteria when choosing an employer.

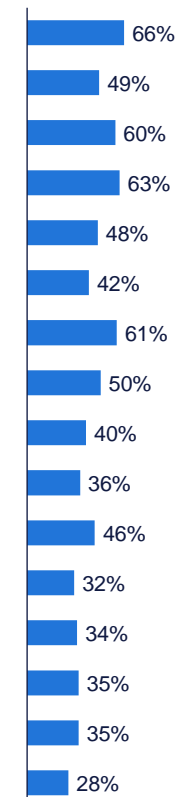
important criteria



the czech republic 2021



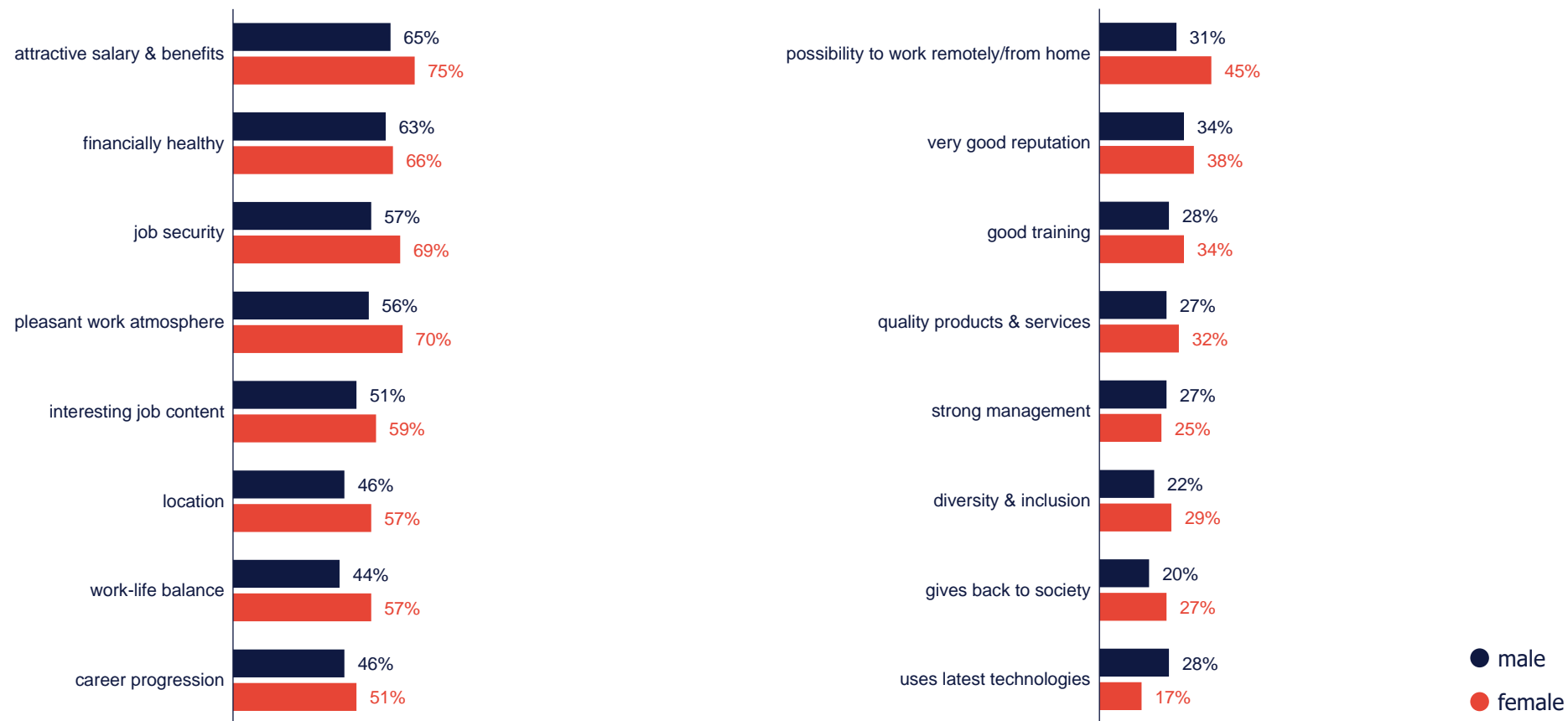
europa



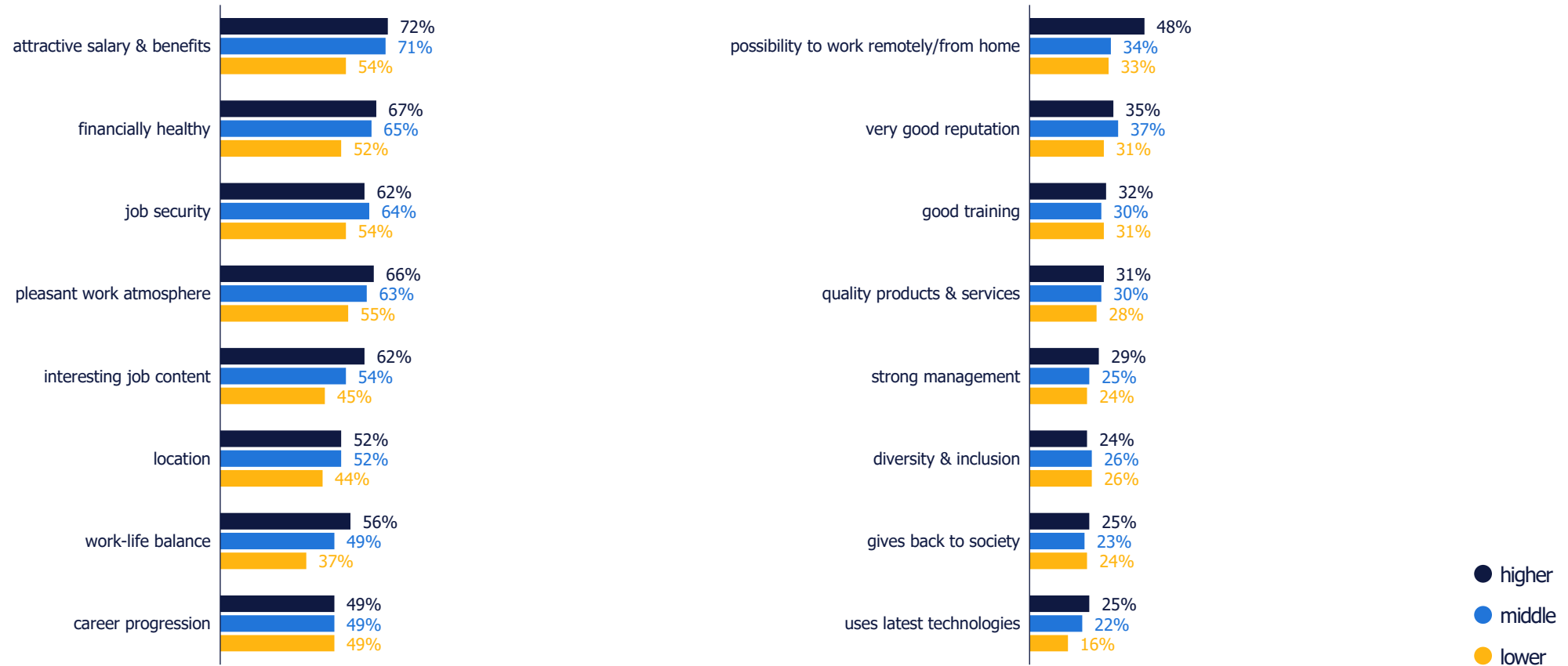
**not researched in 2021



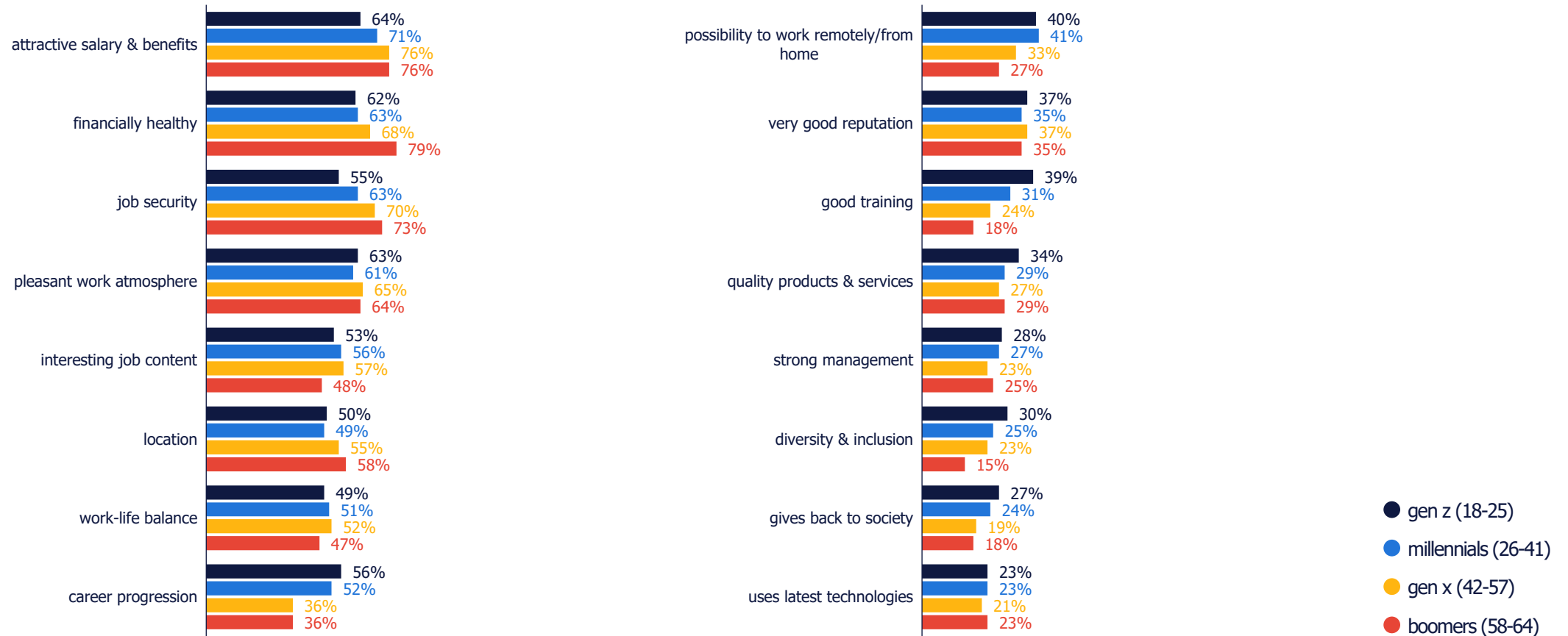
EVP driver importance by gender.



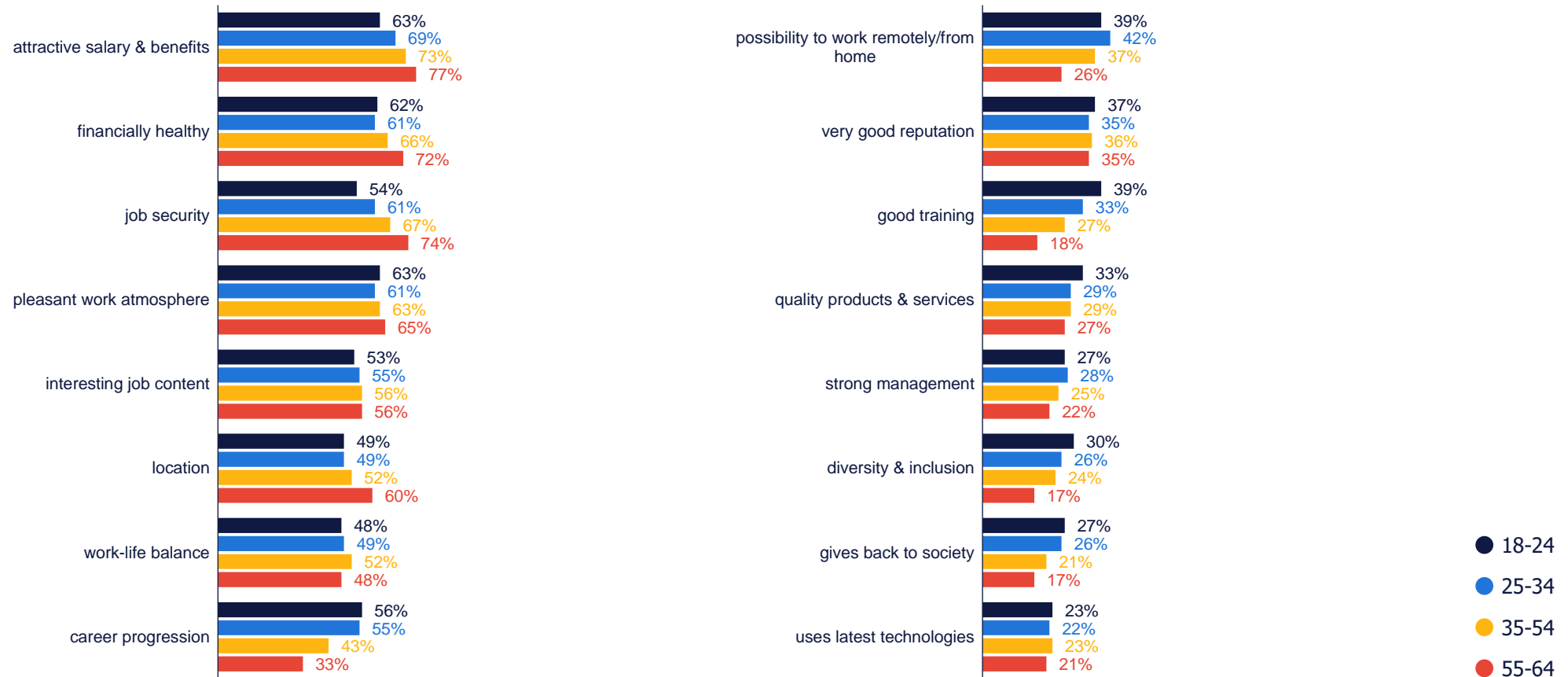
EVP driver importance by education.



EVP driver importance by generation.

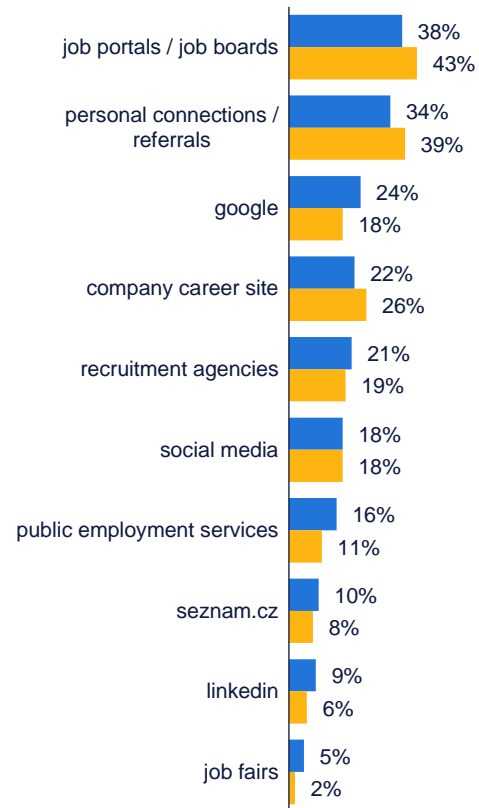


EVP driver importance by age.

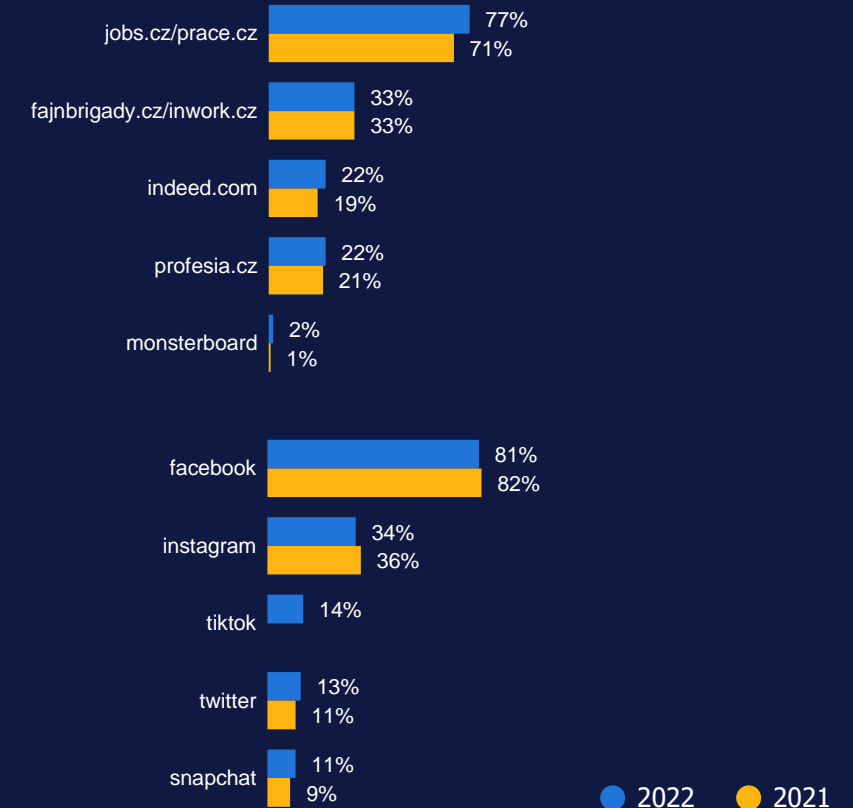


finding new job opportunities in the czech republic

channels used to find new job opportunities



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



● 2022 ● 2021



appendix 2



deep dive
employers.

perception of employer offer in the 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

- 01 job security
- 02 financially healthy
- 03 offers interesting job content
- 04 pleasant work atmosphere
- 05 very good reputation
- 06 work-life balance
- 07 attractive salary and benefits
- 08 career progression
- 09 gives back to society
- 10 possibility to work remotely/from home

general perception of employers in the czech republic

- 01 financially healthy
- 02 job security
- 03 career progression
- 04 very good reputation
- 05 attractive salary & benefits
- 06 pleasant work atmosphere
- 07 offers interesting job content
- 08 work-life balance
- 09 gives back to society
- 10 possibility to work remotely/from home

profile of ideal employer

- 01 attractive salary & benefits
- 02 financially healthy
- 03 job security
- 04 pleasant work atmosphere
- 05 offers interesting job content
- 06 work-life balance
- 07 career progression
- 08 possibility to work remotely/from home
- 09 very good reputation
- 10 gives back to society



perception of employer offer in the czech republic and the region.

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



employers in the czech republic are perceived to offer

- 01 financially healthy
- 02 job security
- 03 career progression
- 04 very good reputation
- 05 attractive salary & benefits
- 06 pleasant work atmosphere
- 07 offers interesting job content
- 08 work-life balance
- 09 gives back to society
- 10 possibility to work remotely/from home

employers in europe are perceived to offer

- 01 financially healthy
- 02 job security
- 03 very good reputation
- 04 career progression
- 05 offers interesting job content
- 06 attractive salary & benefits
- 07 pleasant work atmosphere
- 08 work-life balance
- 09 gives back to society
- 10 possibility to work remotely/from home

sector

insights.



the czech republic's best performing companies by sector.

1/1

top 3 companies

sector	1	2	3
01 it&telco	Microsoft	Red Hat	Seznam.cz
02 pharma&lifescience	Roche	Teva Pharmaceuticals	GSK
03 automotive	ŠKODA AUTO	Automotive Lighting	BOSCH
04 business services	Deloitte	KPMG	PWC
05 manufacturing	LEGO Production	Škoda Transportation	Siemens
06 banking&insurance	Air Bank	ČSOB	MONETA Money Bank
07 logistics &transport	ČSA, TravelServices, Smartwings	ESA Logistika (Hitachi group)	DSV Global Transport & Logistics
08 fmcg	Kofola	Coca-Cola	Plzeňský Prazdroj
09 energetic solutions, construction &facilities	Energetický a průmyslový holding (EPH)	ČEZ	E.ON Česká republika
10 retail	dm drogerie markt	IKEA	SPORTISIMO



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

1/1

top 3 EVP drivers

sector

1

2

3

01 it&telco

financially healthy

job security

career progression

02 pharma&lifescience

financially healthy

job security

attractive salary & benefits

03 business services

financially healthy

career progression

job security

04 manufacturing

financially healthy

job security

very good reputation

05 automotive

financially healthy

job security

career progression

06 banking&insurance

financially healthy

job security

career progression

07 logistics &transport

financially healthy

job security

very good reputation

08 fmcg

financially healthy

job security

very good reputation

09 energetic solutions, construction &facilities

financially healthy

job security

career progression

10 retail

financially healthy

job security

very good reputation



randstad

human forward.

