

| czech republic

country report
employer brand
research 2023



randstad

employer brand research 2023 – report Czech
Republic



human forward.



contents.

1. introduction
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introduction.



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 6,022 companies surveyed worldwide.
- A reflection of employer attractiveness for this market's 150 largest employers known by at least 10% of the population.
- Provides valuable insights to help employers shape their employer brand.



32 markets surveyed covering more than 75% of the global economy.

worldwide

- nearly 163,000 respondents
- 6,022 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
- january 2023

length of interview

- 16 minutes

sample country

- czech Republic, 4836



argentina
australia
austria
belgium
brazil
canada
china

czech republic
france
germany
greece
hong kong SAR
hungary
india

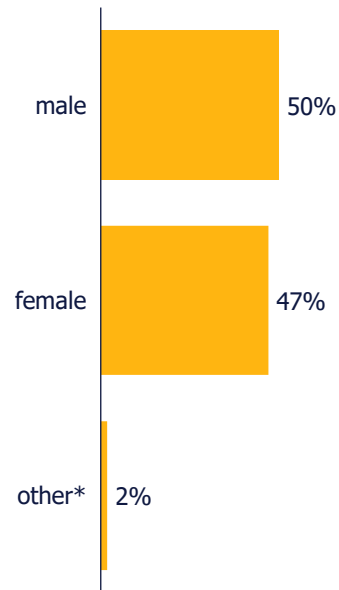
italy
japan
luxembourg
malaysia
mexico
the netherlands
new zealand

norway
poland
portugal
romania
singapore
spain
sweden

switzerland
uk
uruguay
usa

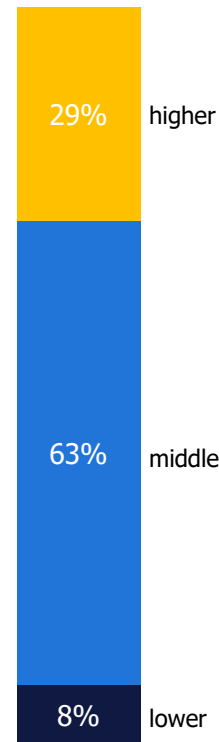
sample composition in Czech Republic socio-demographics, education, region.

gender

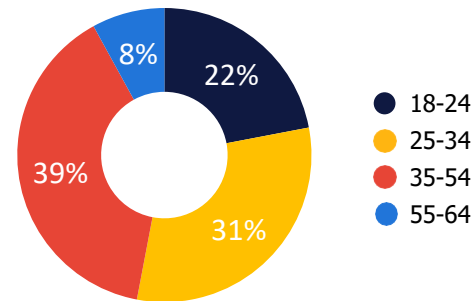


*other is comprised of non-binary, intersex, transgender man, transgender woman, gender non-conforming, gender fluid, other gender identities not listed above and people who prefer not to answer the question

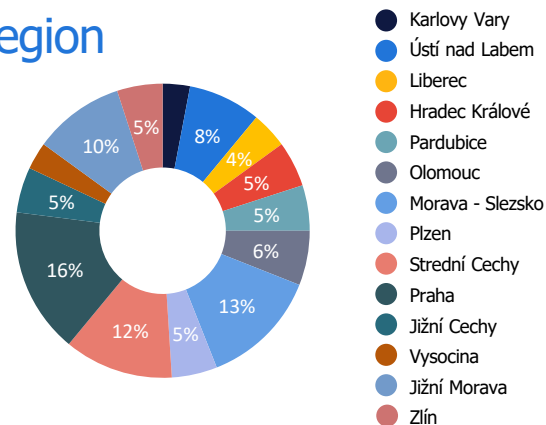
education



age



region



executive summary

key takeaways



EVP drivers

the top drivers of the ideal employer have not changed: offering an attractive salary and benefits has remained the most important driver for the past 3 years. Employers currently do well on most top drivers and are well aligned with the ideal employer profile, except on salary and benefits which is to be expected. Non-material benefits are slightly less important than material ones, but still important to a large majority. Employers should look to communicate all benefits when recruiting new talent.



job switching

nearly a fifth of Czech employees recently changed jobs, and another fifth are planning on changing jobs in the next 6 months. Too low compensation due to the rising cost of living is the biggest contributor to leaving, with almost half of employees stating this. For those looking for a job, the company career website and personal connections are the most used channels to look for a job, with personal connections playing a larger role in finding a job.



diversity & inclusion

3 out of 4 employees expect some form of D&I and/or mental health and well-being support from their employer. D&I is found to be most important, with 1 in 5 going as far as saying they would rather be unemployed than work for an employer that does not align with their personal values. 50% of those aged 18-24 expect their employer to actively support D&I, so growth in importance is to be expected here over the coming years and employers need to prepare strategies and policies.

41%

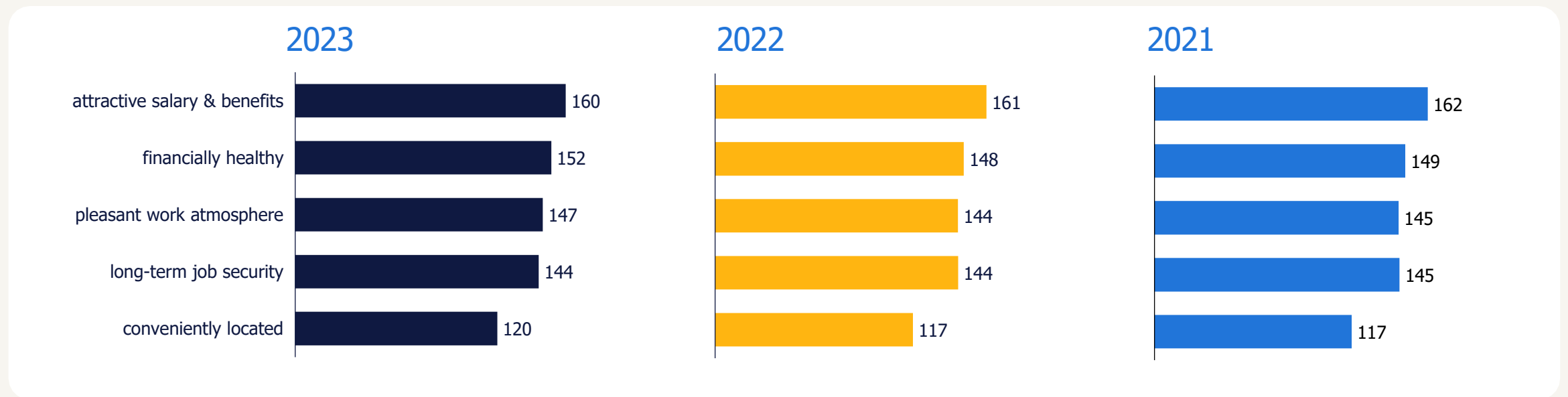
find it important to work for a company that actively supports equity, diversity and inclusion.

employer
attractiveness.



what potential employees want, the 5 most important drivers when choosing an employer.

attractive salary & benefits is the top driver of the ideal employer, as it has been for the past three years. The importance of this driver goes up with age. All top 5 drivers remain generally stable and see little to no change in relative importance. Women tend to find all drivers more important than men, as they select over one driver more on average (7.16 vs. 6.02).



how to read the above indexed scores:
150: driver is chosen 50% more often than the average driver to be important
75: driver is chosen 25% less often than the average driver to be important

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

1.	is conveniently located
2.	long-term job security
3.	financially healthy
4.	pleasant work atmosphere
5.	interesting job content
6.	good reputation
7.	good work-life balance
8.	attractive salary and benefits
9.	gives back to society
10.	career progression

profile of ideal employer

1.	attractive salary and benefits
2.	financially healthy
3.	pleasant work atmosphere
4.	long-term job security
5.	is conveniently located
6.	good work-life balance
7.	career progression
8.	interesting job content
9.	possibility to work remotely/from home
10.	very good reputation

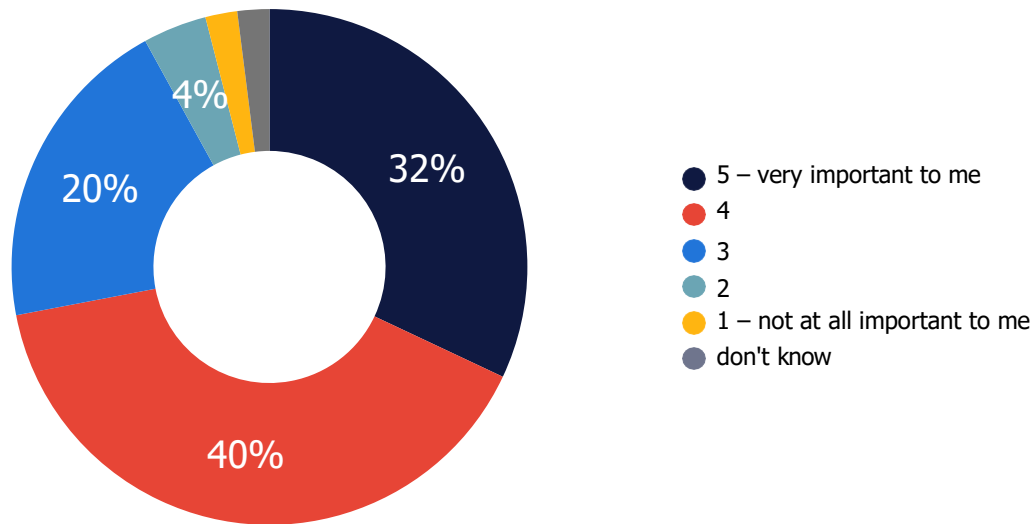
employers are well aligned with the ideal

although attractive salary and benefits is ranked as the most important driver in the ideal employer, it places 8th for the current employer. However, employers are evaluated quite highly on the other top 5 drivers and therefore align quite well with the profile of the ideal employer.

current employers are evaluated highest for their location, indicating that this driver might play an even bigger role in choosing an employer than the ideal employer profile would show.

importance of non- material benefits.

When choosing an employer over another one, how important are other non-material benefits to you?



non-material benefits important

- 72% of (potential) employees find non-material benefits important when choosing an employer, which is lower than material benefits (82%).
- Men (67%) give less importance to non-material benefits, as do those aged 18-24 (62%).
- Having a good relationship with ones manager and/or colleagues is considered the most important non-material benefit, as 70% of employees find this *very* important.

what potential employees want - employer takeaways.

top takeaways

- The top 5 drivers of the ideal employer has remained stable over the past three years, with very little movement visible. Attractive salary & benefits remains on top as the most important driver of all.
- Employers are evaluated quite highly on the top drivers and align quite well with the profile of the ideal employer. Only on salary & benefits do employers underperform, however this is to be expected in almost every market.
- Non-material benefits are found to be somewhat less important than material benefits, however still 3 out of 4 find them to be important. Employers are recommended to include non-material benefits in their offer and communicate both evenly, tailoring their offer to the needs of the individual (potential) employee.



top employers and sector insights.



top employers to work for in Czech Republic.

top employers

2023		2022		2021	
1.	LEGO Production	1.	Microsoft	1.	Microsoft
2.	Škoda Transportation	2.	ŠKODA AUTO	2.	ŠKODA AUTO
3.	ŠKODA AUTO	3.	LEGO Production	3.	Seznam.cz
4.	IBM	4.	Red Hat	4.	Red Hat
5.	Kofola	5.	Škoda Transportation	5.	Škoda Transportation
6.	Avast	6.	Seznam.cz	6.	Sanofi Aventis
7.	Seznam.cz	7.	Siemens	7.	Oracle
8.	Coca-Cola	8.	Avast	8.	IBM
9.	BOSCH	9.	Kofola	9.	Plzeňský Prazdroj
10.	ČEZ	10.	IBM	10.	Kofola

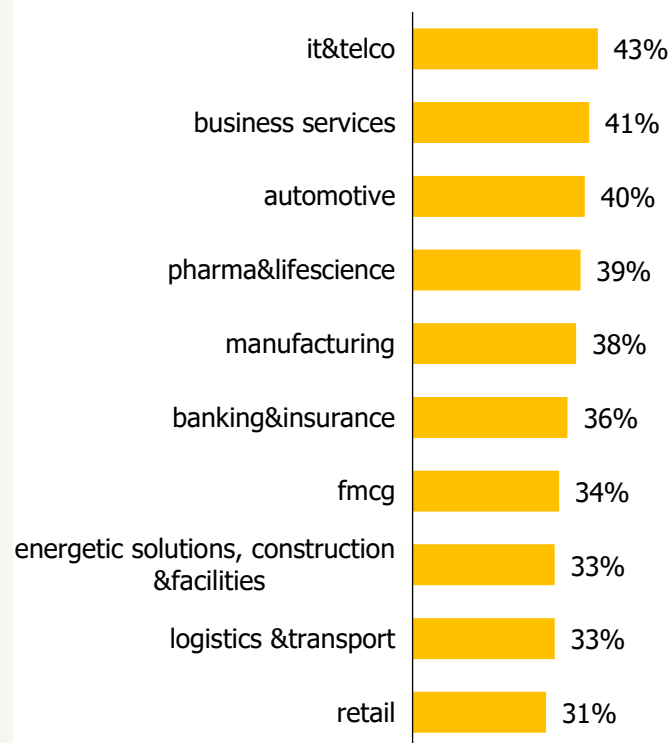
Czech Republic top 3 EVP drivers of the top 5 companies.

top companies

	companies	1.	2.	3.
1.	LEGO Production	financially healthy	very good reputation	job security
2.	Škoda Transportation	financially healthy	job security	career progression
3.	ŠKODA AUTO	financially healthy	attractive salary & benefits	job security
4.	IBM	financially healthy	interesting job content	career progression
5.	Kofola	financially healthy	very good reputation	job security

sector attractiveness in Czech Republic.

top 10 best performing sectors



it&telco

43%

is the winner in this year's research.

business services

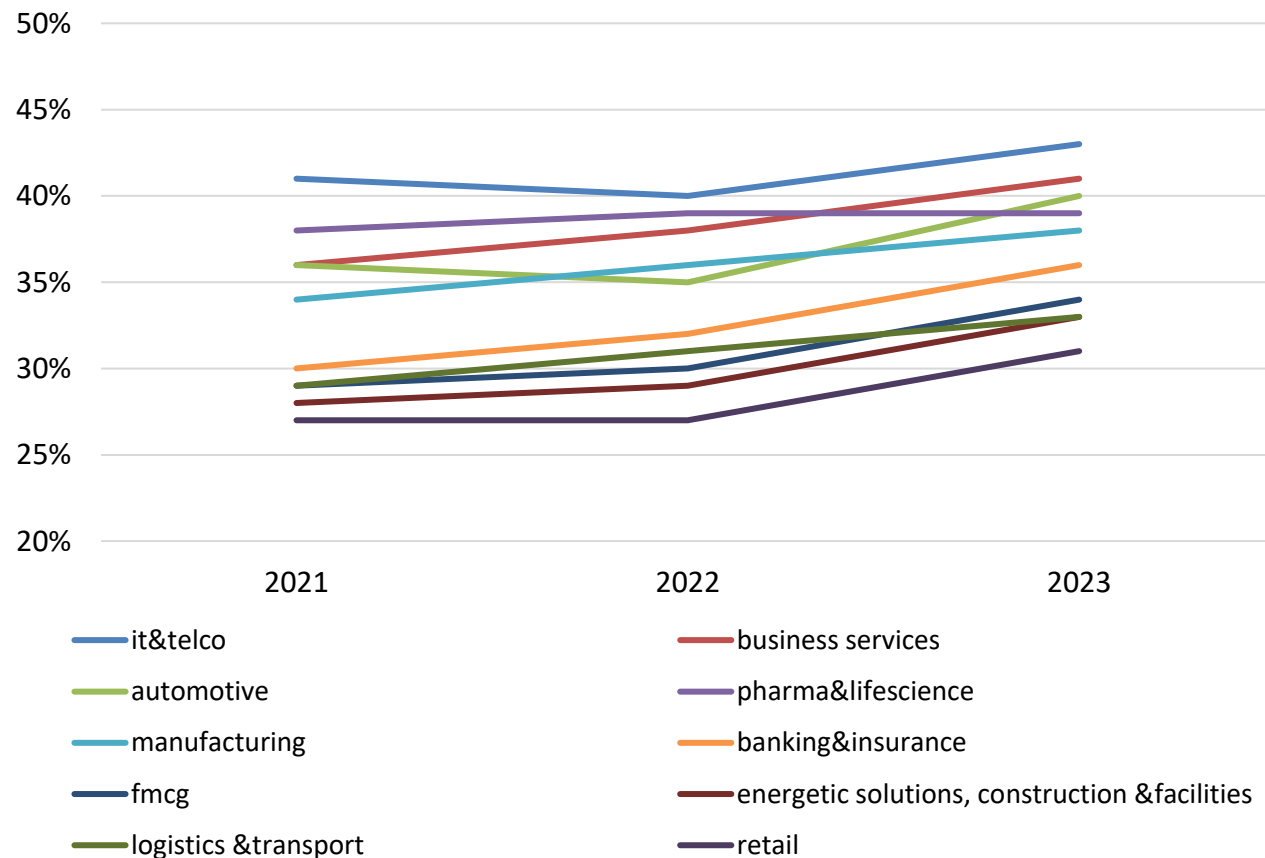
41%

is the runner up in this year's research.

a close race between the top sectors

- IT&Telco just beats business services to the top spot, partly due to having 3 companies in this year's top 10 list: IBM, Avast and Seznam.
- The IT&Telco sector employs just 7% of the workforce, whilst 43% find it an attractive sector to work for. Attracting talented workers to the sector should thus be relatively easy.
- All top 5 companies are evaluated highest on their financial health, indicating this driver plays an important role in a top employer brand in practice.

sector attractiveness over time.



attractiveness seeing an upwards trend

- All sectors have seen a general upwards trend in attractiveness since 2022, with IT&Telco holding the top spot.
- The gap between the most and least attractive sectors has remained close, with only a 12% difference between the most and least attractive.
- Banking & Insurance has seen the biggest increase since 2021, going up 6%. However, due to other sectors increasing it has remained in 6th place.

Czech Republic best performing companies by sector.

top 3 companies by sector

sector	1.	2.	3.
1. it&telco	IBM	Avast	Seznam.cz
2. business services	KPMG	Deloitte	PWC
3. automotive	ŠKODA AUTO	BOSCH	TPCA (Toyota Peugeot Citroën Automobile)
4. pharma&lifescience	Teva Pharmaceuticals	Roche	Bayer
5. manufacturing	LEGO Production	Škoda Transportation	Siemens
6. banking&insurance	Air Bank	Česká spořitelna	Raiffeisenbank
7. fmcg	Kofola	Coca-Cola	Nestlé Česko
8. energetic solutions, construction &facilities	ČEZ	Energetický a průmyslový holding (EPH)	Innogy (RWE Česká republika)
9. logistics &transport	ČSA, TravelServices, Smartwings	ESA Logistika (Hitachi group)	DSV Global Transport & Logistics
10. retail	IKEA	dm drogerie markt	SPORTISIMO

top employers and sector insights.

financial health essential for a top employer brand

- IT&Telco remains the most attractive sector, with business services closely following behind – despite no business service employers falling into the top 10 employer list.
- As only a small amount of the population is employed in the IT&Telco sector, attracting talent should be relatively easy as almost half of the employable population finds it an attractive sector. Employers in this sector can use this to their advantage when attracting new talent.
- Being financially healthy is the highest evaluated driver of all top 5 employers, indicating that this driver is essential for a true top employer brand.



7

out of 10 top employers remained within the top 10 since 2022.

job-switching behavior in focus.



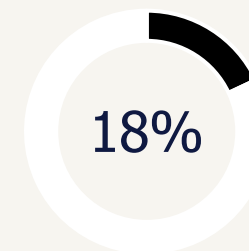
switching behavior finding another employer.

switching behaviour is stable in the Czech Republic

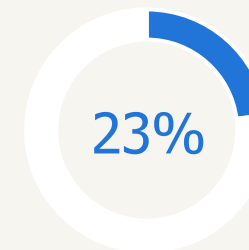
18% of employees in the Czech Republic have changed employer in the last 6 months, and 23% are planning on changing jobs in the next 6 months. This has remained stable since last year.

the youngest employees (18-24) switched far more than all other age groups (25%), while employees aged 55+ switched far less than all others (5%). Lower educated employees switched more than mid/higher educated (24%).

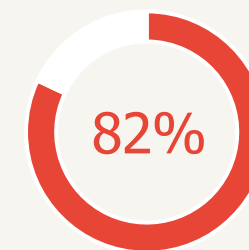
12% of employees are afraid of losing their job in 2023, which is slightly down from 15% in 2022. Only 8% of higher educated employees are afraid of losing their job, which is less than the lower/mid educated.



Have changed employer
in the last 6 months



Is planning to change
jobs within the next 6
months



Have stayed at the same
organization

reasons to leave and the intention to switch.

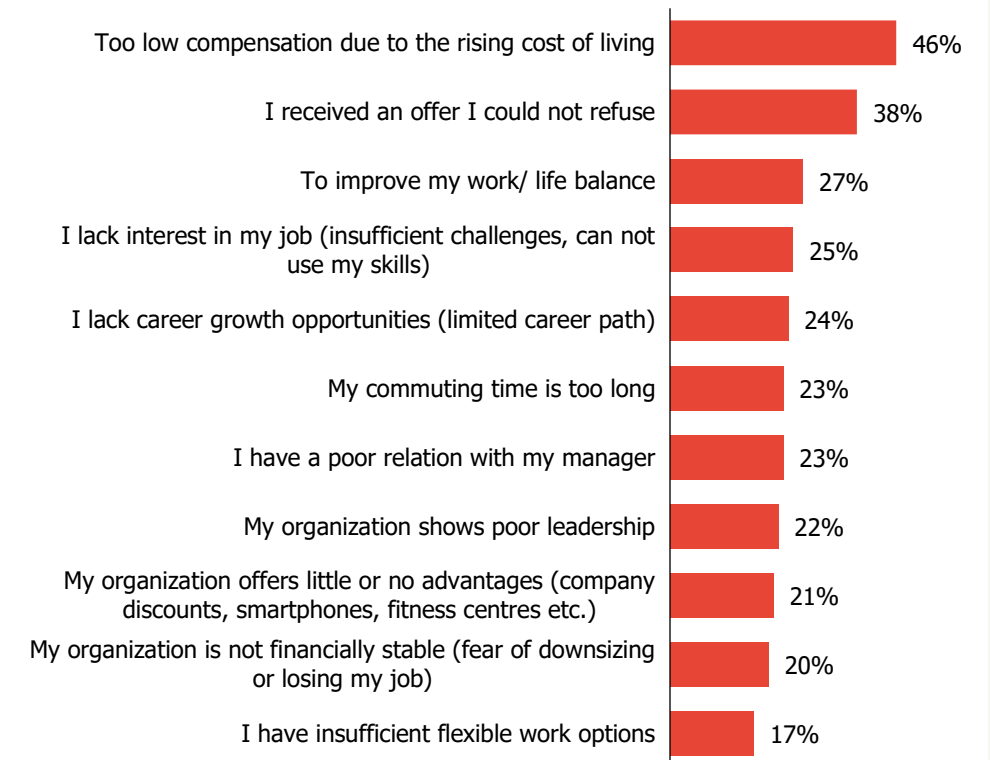
cost-of-living crisis driving switching behavior

just under half of employees would leave their job due to receiving too little compensation in response to the rising cost of living (46%), further underlining the underperformance of employers on salary & benefits in the current evaluation of ones own employer. Women state this as a reason to leave more often (50%) than men (43%). Only 29% of employees aged 18-24 and 29% of lower educated employees state this as a reason to leave, which is much less often than other groups. Receiving an offer one cannot refuse is the second most often mentioned reason, and while this does not happen that often in reality, the current situation does leave employer vulnerable to losing employees to opportunistic offers based purely on this attribute.

employers are doing well on most reasons to leave

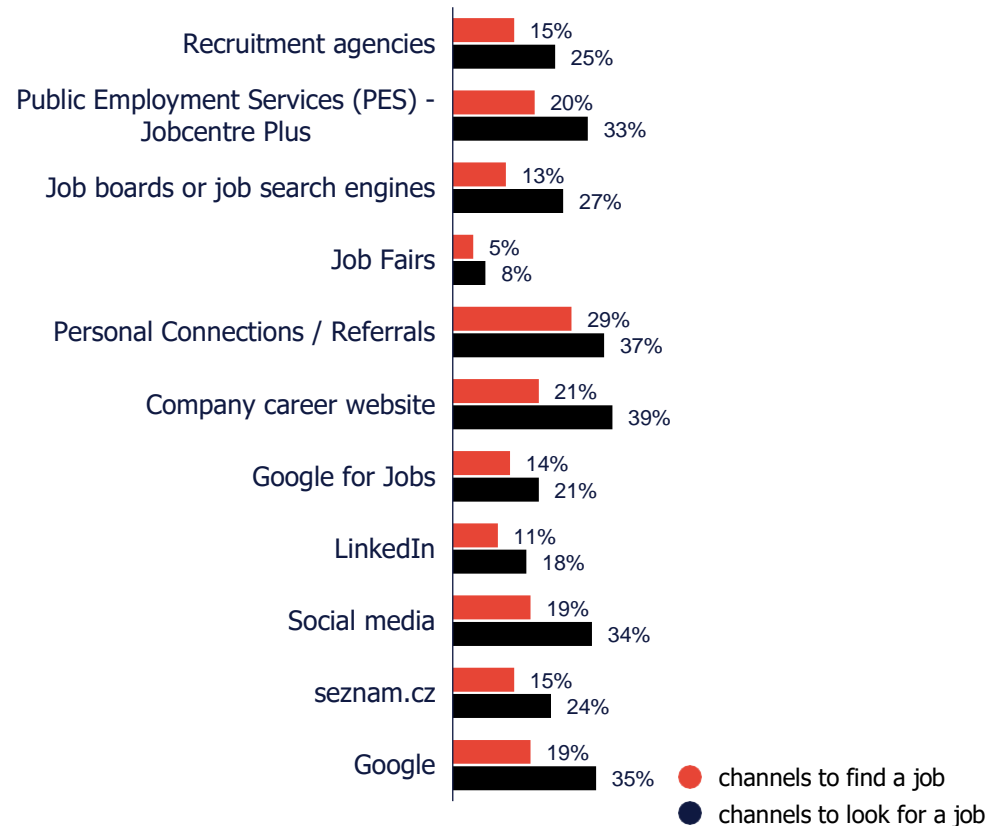
the other reasons to leave mentioned most often align with the top drivers on which current employers are evaluated highly. Lacking career growth opportunities is however a reason to leave for about 1 in 4 (24%), and employers are evaluated on this the worst out of all drivers. While it is not considered a top driver of the ideal employer, it is something employers can look to improve.

reasons to leave an employer



how do employees in Czech Republic find new job opportunities.

sources for job opportunities



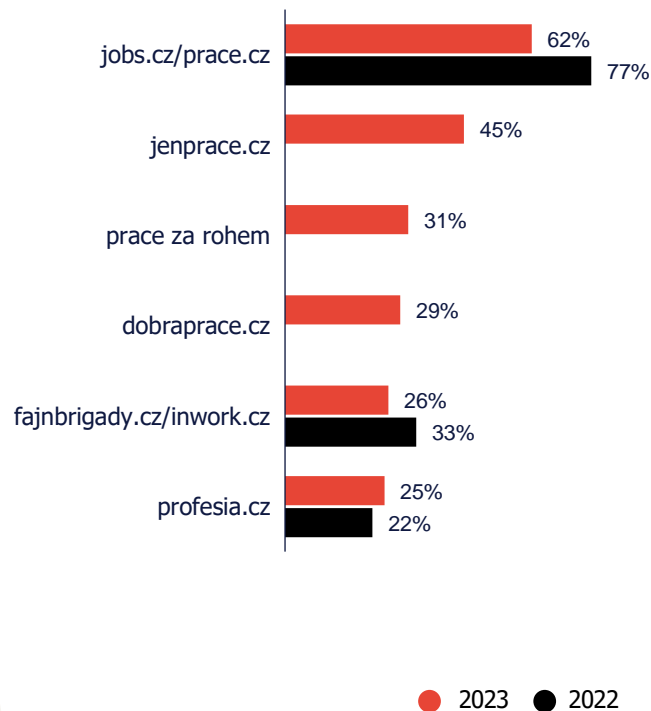
company career website and personal connections

- The company career website is the most used channel to look for a job (39%), with personal connections falling just behind (37%). Personal connections are also the most used to actually *find* a job, specifically by those aged 55+ as is to be somewhat expected.
- Social media (34%) and Google (35%) are used by just over a third of job seekers, both of which are more popular among female job seekers (38% and 37% respectively).
- When comparing online vs. offline channels as a whole, in general 70% make use of one or more offline channels, while 83% make use of one or more online channels.

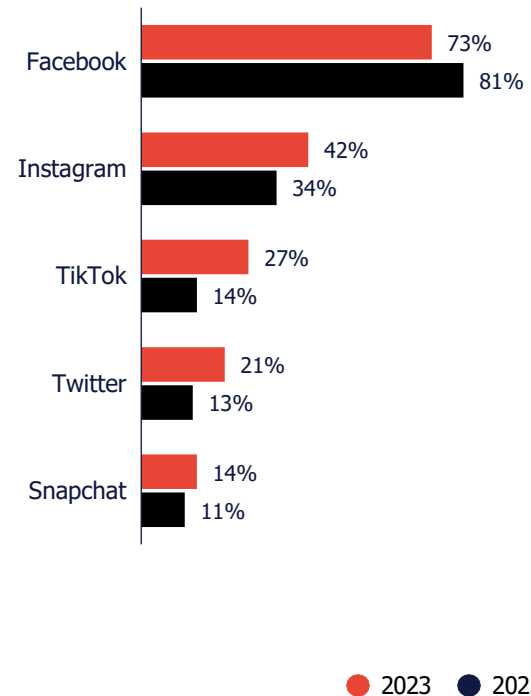


deepdive into job boards and social media.

job portals*



social media channels*



jobs.cz/prace.cz and Facebook on top

- Despite usage dropping since 2022, jobs.cz/prace.cz remains the most used job portal site, with two thirds of job portal users going to the site. jenprace.cz falls in second with just under half using it.
- Facebook maintains the most used social media site to find a job, with nearly 3 in 4 using it, though it shows a slight decline. Instagram falls in second, quite a distance behind.

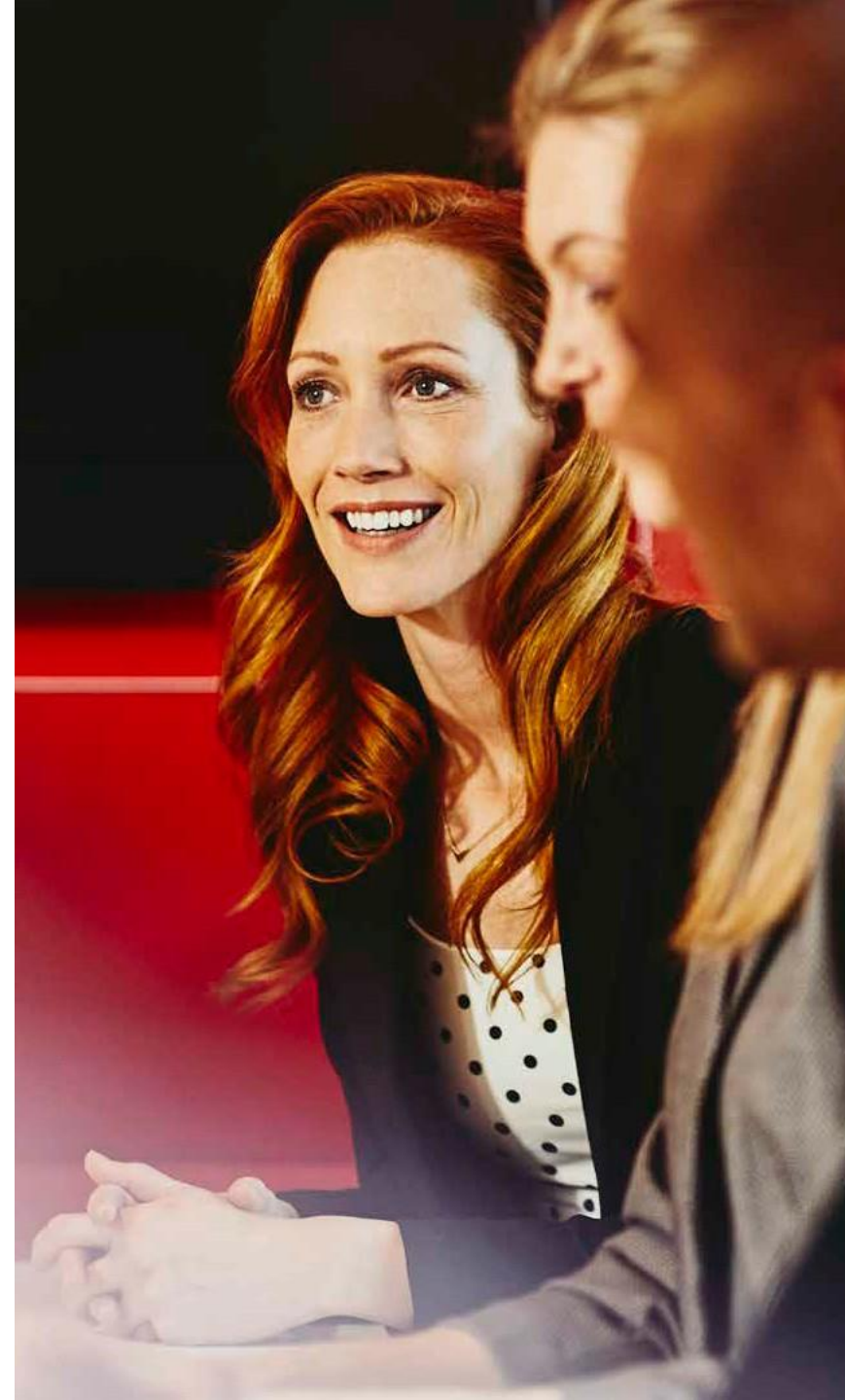
*note: job portals & social media are follow up questions from channels used to find new jobs.

job-switching and job channel insights

1 in 5 Czech employees recently changed jobs

nearly a fifth of Czech employees recently changed jobs, and another fifth are planning on changing jobs in the next 6 months. Too low compensation due to the rising cost of living is the biggest contributor to leaving, with almost half of employees stating this. Current employers are evaluated highly on the other drivers for switching behavior, except for career progression on which they are evaluated poorly, while this is a reason to leave for 1 in 4 employees. Employers can look to improve here and maintain their current performance on the other top drivers.

for those looking for a job, the company career website and personal connections are the most used channels to *look* for a job, with personal connections playing a larger role in *finding* a job.



46%

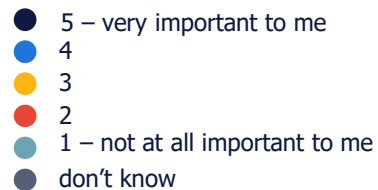
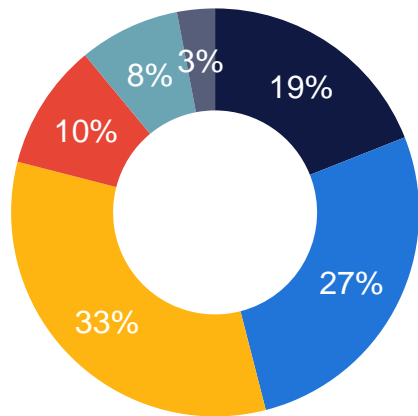
would consider leaving their employer due to receiving too low compensation in the face of the rising cost of living.

training & career development in 2023.

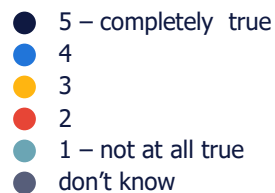
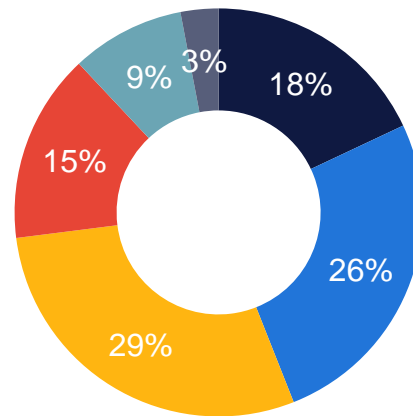


importance of personal career growth/progression.

importance of personal career growth



enough opportunity to develop in your role

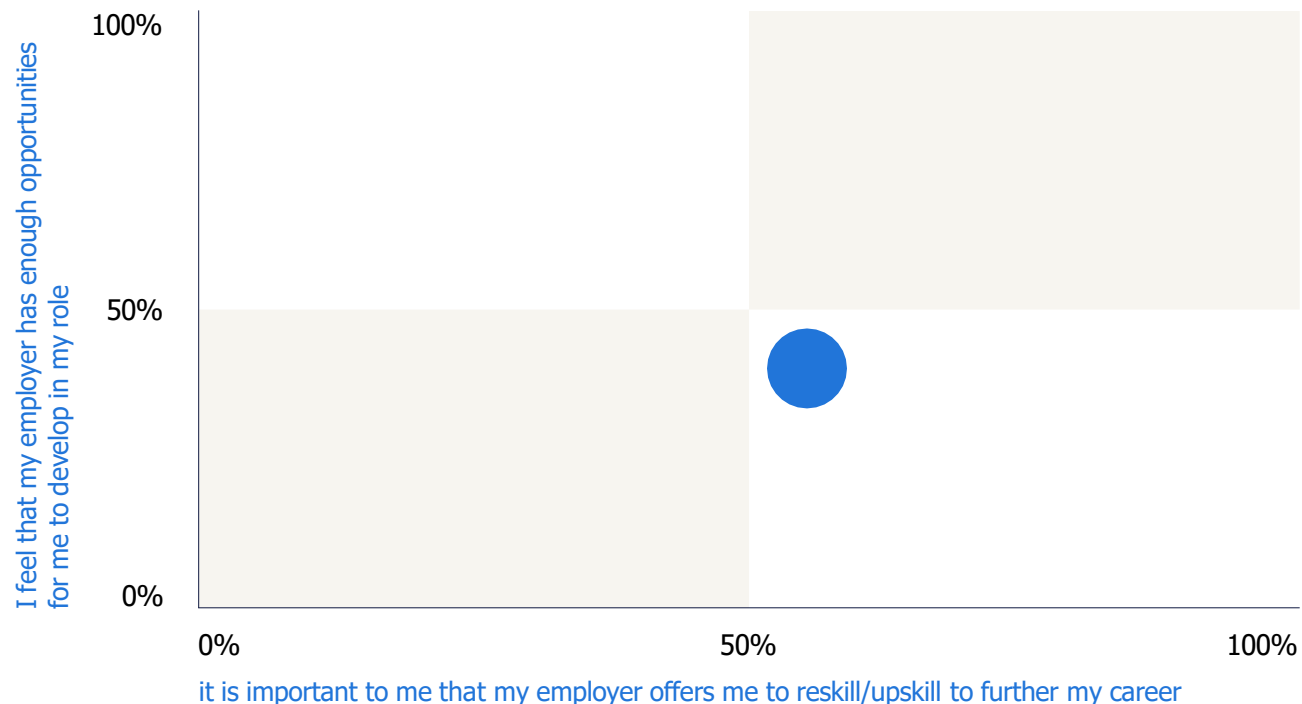


career growth is key for younger employees

- Personal career growth is important 47% of (potential) employees, with it being more important to those aged 18-34 (55%) than those aged 35 and up (37%). Amongst students this is even higher at 63%, as is somewhat expected.
- 43% of employees feel that they have the opportunity to develop in their role. Those aged 18-34 also feel this more often (49%).
- There is a discrepancy between the two groups: only 53% who find personal career growth to be important feel they have enough opportunity to grow.

importance vs. offer on reskilling/upskilling.

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



employer offer of re-/upskilling not enough

- Despite over half of employees considering up-/reskilling important to them and their career (56%), less than half of employees feel as though their employer provides them with the opportunity (43%).
- Amongst employees who find personal career growth (very) important (47% of all employees), the gap is even bigger: 76% find up-/reskilling important, but only 53% say they get enough opportunity to develop.

training & career development - employer takeaways.

top takeaways

- There is a discrepancy between the employees who find personal growth opportunity important and the opportunities that employers currently provide. Only about half of those who find it important to grow actually feel they get the opportunities to do so.
- Those who find personal career growth important make up slightly less than half of all employees however, so knowing which groups to target with growth opportunities is important.
- The younger age group (18-34) gives more importance to growth opportunities, peaking with students: employers can pay attention to this when tailoring a growth plan and recruiting new talent.

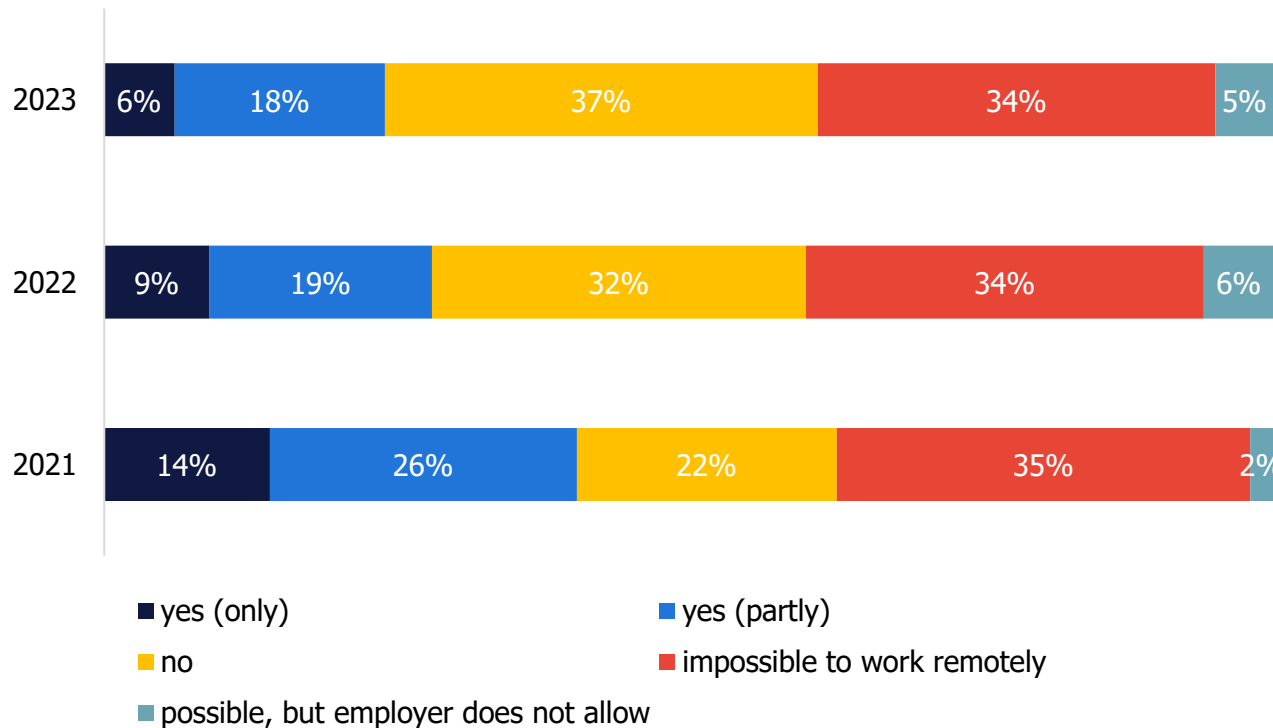


remote working & diversity and inclusion.



trend in remote working.

do you currently work remotely/from home?

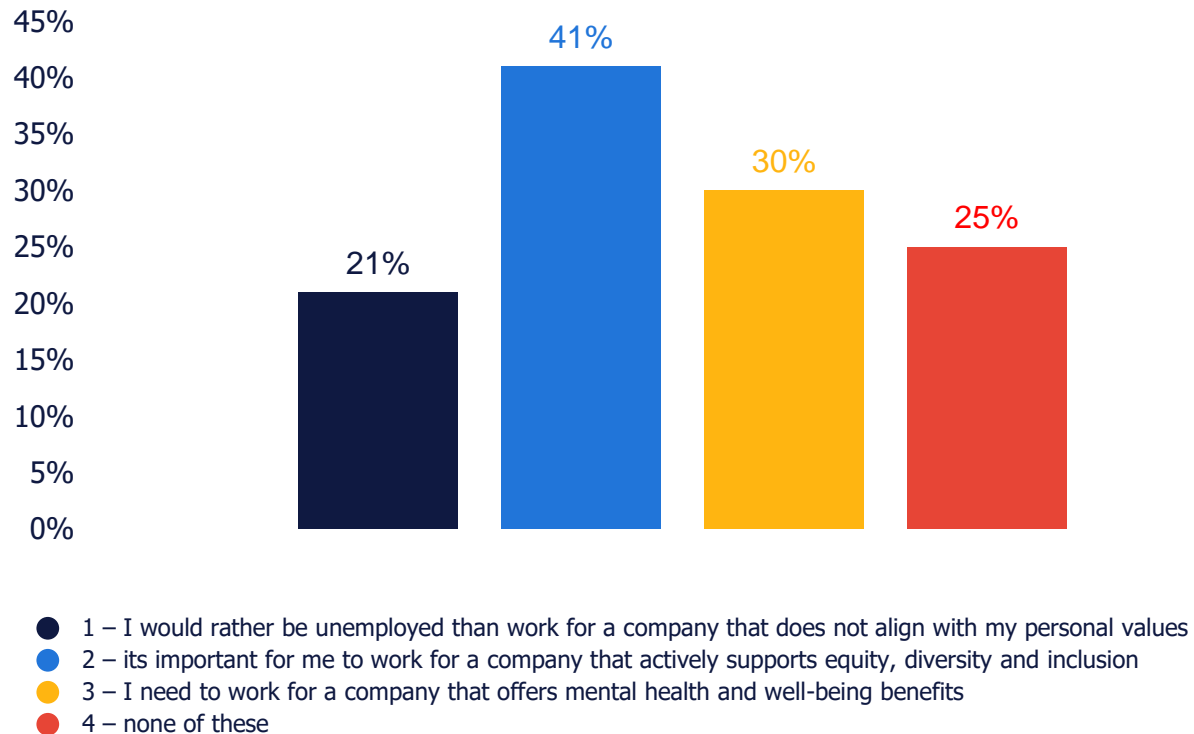


remote working stabilizing

- Remote working seems to be stabilizing amongst employees. After a sharp decline from 2021 to 2022, levels of (partly) working remotely in 2023 (24%) are similar to those of 2022 (28%).
- The higher educated (34%) work (partly) remotely more than others. They also find this a more important aspect in their ideal employer than others (47%).
- While women (43%) find remote working more important than men (28%), they work remotely (23%) just as often as their counterparts (25%).

what does the work force find important.

With which of the following statements do you agree?



D&I somewhat important

- 41% of employees find it important to work for a company that actively supports equity, diversity and inclusion. Women (43%) and those aged 18-24 (49%) find it more important than other groups. A third consider mental health and well-being important (30%).
- About 1 in 5 (21%) would go as far as saying that they would rather be unemployed than work for a company that does not align with their values.
- A quarter (25%) do not agree with any of the statements asked, however that means that 3 in 4 (75%) do expect some employer support and/or policies on these matters.

remote working & diversity and inclusion - employer takeaways.

top takeaways

- Although there has been a decline in remote work since the height of the pandemic, a quarter of employees still work (at least partly) from home and this level appears to be stabilizing.
- While women find working remotely to be more important in their ideal employer than men, this is currently not reflected in the workforce. Tailoring a (partial) remote work strategy to women could help bridge this gap.
- D&I and/or mental health and well-being benefits are areas in which 3 in 4 employees expect some form of support in from their employer. D&I specifically is important 4 in 10 and to half of those aged 18-24, which is something to keep in mind and pay attention to when recruiting new/future talent.





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

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