

Employer Branding

Perception being reality

International report



Results Randstad Award 2010

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study background and study design



Randstad Award 2010

Randstad Award based on perceived attractiveness of companies amongst a large audience

- attractiveness measured for biggest employers in 12 countries^(*):

country	number of companies	edition
1. Australia	150	1 st
2. Belgium	150	11 th
3. Canada	150	1 st
4. France	200	2 nd
5. Germany	150	2 nd
6. Italy	150	1 st

country	number of companies	edition
7. India	150	1 st
8. New Zealand	75	1 st
9. Poland	150	1 st
10. Spain	150	2 nd
11. The Netherlands	150	2 nd
12. UK	150	1 st

- most attractive employer determined by means of the question: 'Would you like to work for this company?'
- employers evaluated on 10 various factors

National representative sample of potential employees

- representative on region, age, sex and education and comprising current students, employed and unemployed workforce aged between 18 and 65 years old

Interviews were conducted online between October 2010 and April 2011



^(*) results for Canada, India, and UK are not included in this report

questionnaire

1. Which aspects are important to you in choosing to work for a specific company?
(top 5 ranked from most important aspect to least important)



2. Do you know this company?

3. Would you like to work for this company?



4. Association between known companies and specific factors



some definitions

Name Awareness

- to know the company well enough to have an opinion/perception about the company

Absolute Attractiveness

- amongst all respondents (total sample); % that would like to work for the company

Relative Attractiveness

- = Randstad Award
- amongst respondents who know the company; % that would like to work for the company
- partially removes the 'size' bias
 - big companies having the advantage to be known by most people and as a consequence often rank amongst the top on absolute attractiveness



success of a company hinges on the quality and talent of its employees

Competitive Image
to attract right candidates

High retention
to ensure a stable work force

Improve cost management
to reduce costs for
search & selection



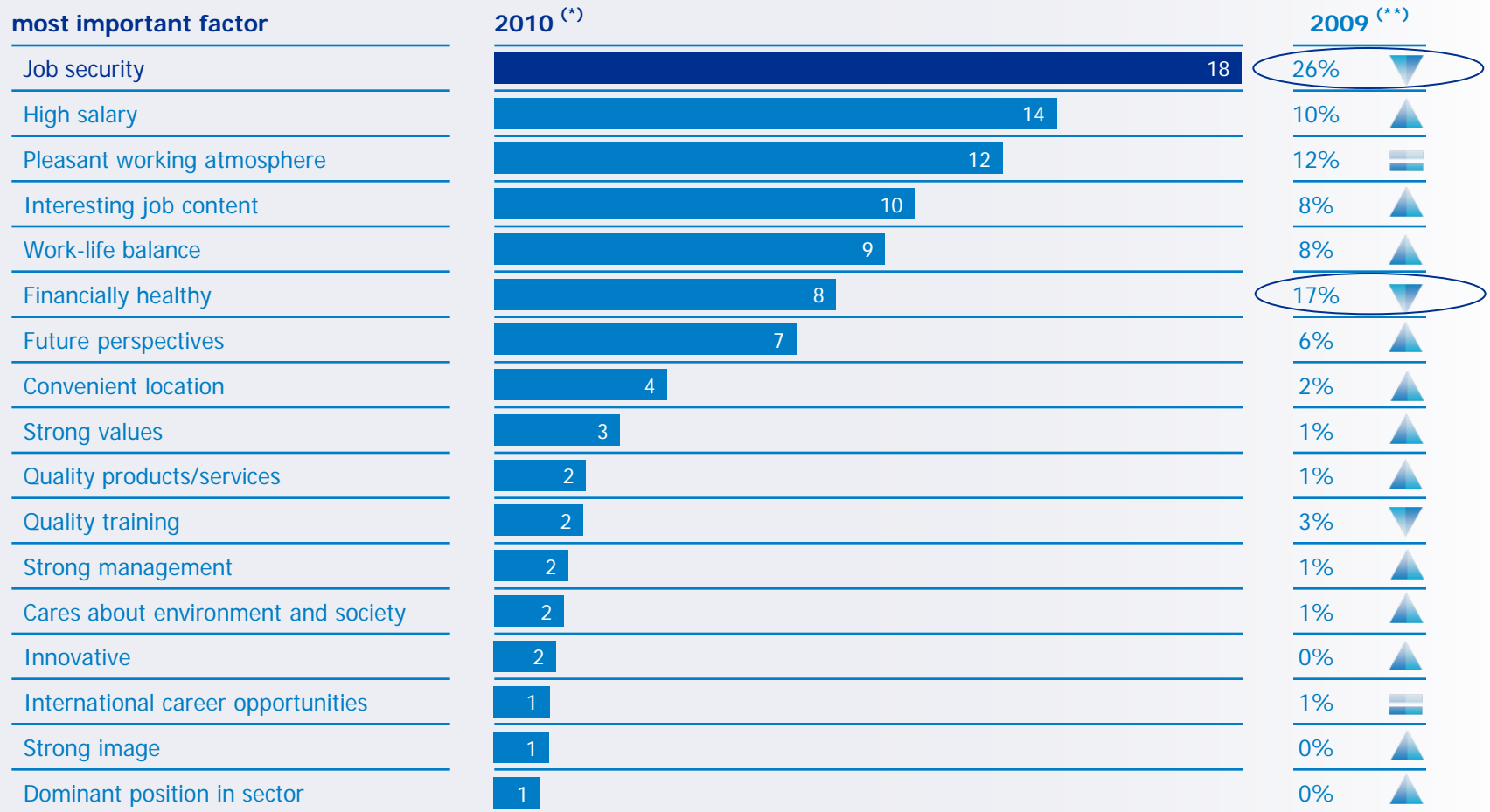
overall results

what are the most important factors when choosing an employer?



job security remains the most important factor but is along with financial stability significantly less of a concern compared to 2009

which factors are important to you in choosing to work for a specific company?



(*) based on 10 countries

(**) based on 5 countries

most important factor by country

which factors are important to you in choosing to work for a specific company?

most important factor	AU	BE	FR	GE	IT	NZ	PL	ESP	NL
Job security	15%	28%	20%	24%	20%	11%	16%	19%	11%
High salary	14%	12%	12%	12%	16%	15%	23%	14%	6%
Pleasant working atmosphere	10%	11%	11%	16%	7%	10%	8%	8%	29%
Interesting job content	9%	7%	14%	6%	8%	13%	9%	9%	14%
Good work-life balance	9%	7%	10%	8%	9%	9%	7%	11%	12%
Financially healthy	8%	19%	7%	9%	7%	7%	11%	4%	5%
Future perspectives	4%	5%	9%	9%	11%	5%	7%	10%	7%
Conveniently located	7%	3%	3%	4%	3%	4%	3%	4%	4%
Strong values	5%	1%	2%	1%	4%	7%	2%	2%	2%
Quality products/services	1%	1%	3%	2%	3%	2%	2%	2%	4%
Quality training	3%	2%	2%	1%	3%	2%	2%	3%	1%
Strong management	3%	1%	1%	1%	2%	4%	2%	2%	2%

general findings

Overall, the importance of financial stability, strong values and strong management increases with age. In addition, older respondents generally look more for companies that are recognised for their good quality of products and services.

The importance of career perspectives and international career opportunities decreases with age. Younger people are also more attracted to innovative companies that offer interesting jobs and a pleasant working atmosphere.

Respondents with a higher education or university degree are generally more attracted to innovative companies that offer interesting jobs and international career opportunities. Furthermore, respondents with a higher education degree are more concerned with strong values and innovativeness.

People with a lower education degree look more for financially stable companies that offer long term job security.



overall results

most attractive sectors



attractiveness sector

amongst respondents that know one or more companies operating in this sector

would like to work for: (% agree/totally agree)

	2009	2010	
Aeronautics	33%	43%	▲
Pharmaceutical	36%	42%	▲
Electronics	36%	42%	▲
Vehicles	29%	40%	▲
Automotive	25%	40%	▲
Chemical	34%	37%	▲
Media	34%	37%	▲
Informatics-Consulting	36%	36%	▬
FMCG	33%	35%	▲
Industry-Manufacturing	NA	34%	



attractiveness sector – continued

amongst respondents that know one or more companies operating in this sector

would like to work for: (% agree/totally agree)

	2009	2010	
Travel & Leisure	NA	34%	
Healthcare	NA	34%	
Energy	31%	32%	▲
Telecommunications	29%	31%	▲
Non-profit	30%	31%	▲
Finance	30%	31%	▲
Insurances	30%	31%	▲
Autoparts	25%	30%	▲
Transport-Logistics	31%	30%	▼
Services	26%	30%	▲



attractiveness sector – continued

amongst respondents that know one or more companies operating in this sector

would like to work for: (% agree/totally agree)

	2009	2010	
Construction	31%	29%	▼
Metal	28%	28%	▬
Retail	23%	26%	▲
Distribution	24%	26%	▲
Human Resources	23%	25%	▲
Horeca	19%	24%	▲



overall results

most attractive companies by country



top 3 most relative attractive companies per country

relative attractiveness: amongst respondents who know the company (minimum 10% name awareness); % that would like to work for the company

	Award winner	1st runner up	2nd runner up
AUSTRALIA	Virgin Blue Airlines	Qantas	BHP Billiton
BELGIUM	Techspace Aero	DEME	GlaxoSmithKline
FRANCE	Eurocopter	Groupe Canal Plus	Thales Avionics
GERMANY	Airbus	Fraunhofer-Gesellschaft	Porsche
ITALY	Ferrari	Microsoft	STMicroelectronics
NEW ZEALAND	Air New Zealand	Pernod Ricard	Television New Zealand
POLAND	TVN	Toyota Motor Manufacturing	Vattenfall
SPAIN	Eads CASA	Sony	TVE
THE NETHERLANDS	KLM	NV Luchthaven Schiphol	Academisch Ziekenhuis Leiden

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