
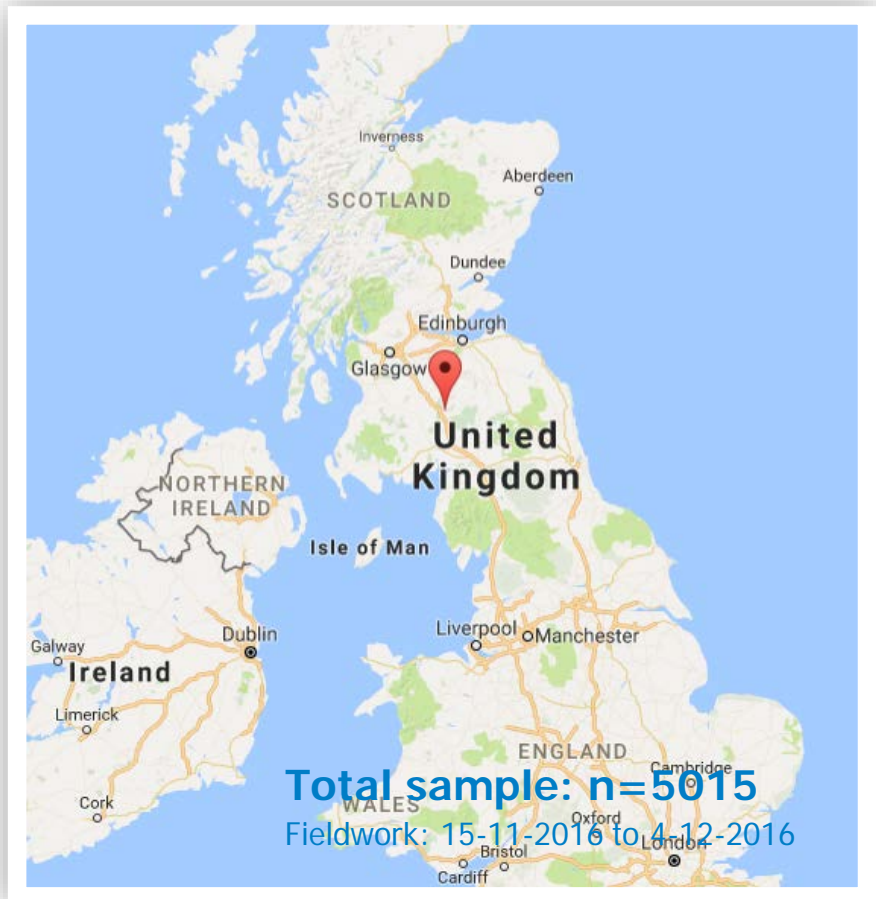




Randstad Employer Brand Research 2017 country report UK



Employer Brand
Research 2017
powered by  randstad




sample composition



| Gender | |   |
|---------|-----|---|
| Male: | 49% | |
| Female: | 51% | |

| Age | |   |
|------------|-----|---|
| 18-24 y.o. | 14% | |
| 25-44 y.o. | 63% | |
| 45-64 y.o. | 24% | |

| Work situation | |
|--------------------------|-----|
| Working | 67% |
| Self-employer/ freelance | 8% |
| Seeking/ unemployed | 7% |
| Housewife/househusband | 9% |
| Student | 6% |

| Education | |  |
|-----------------------------|-----|---|
| Fewer formal qualifications | 50% | |
| Further education | 9% | |
| Higher education | 41% | |

| Region | |
|-----------------------|-----|
| London: | 15% |
| East of England: | 8% |
| South: | 23% |
| Wales: | 4% |
| Midlands: | 15% |
| Yorkshire and Humber: | 9% |
| North: | 15% |
| Scotland: | 8% |
| Northern Ireland: | 2% |

The country report is a full research report including all companies researched in your country, providing a more accurate and broader picture of your country's top employers, disruptors and global Randstad clients based in your country.

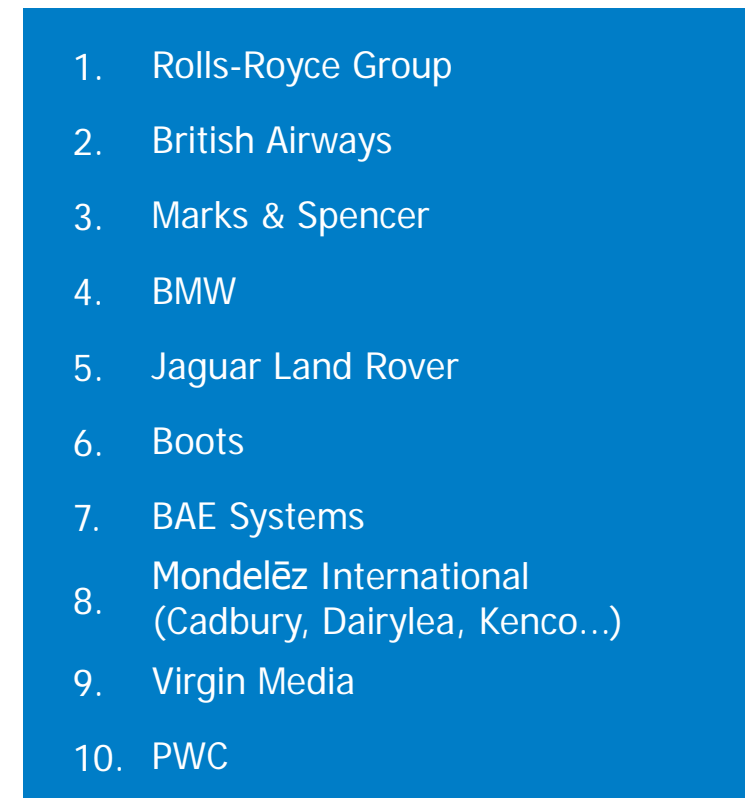
top employers in the UK

who are the top 10 most attractive employers in the UK?

Top employers 2017



Top employers 2016

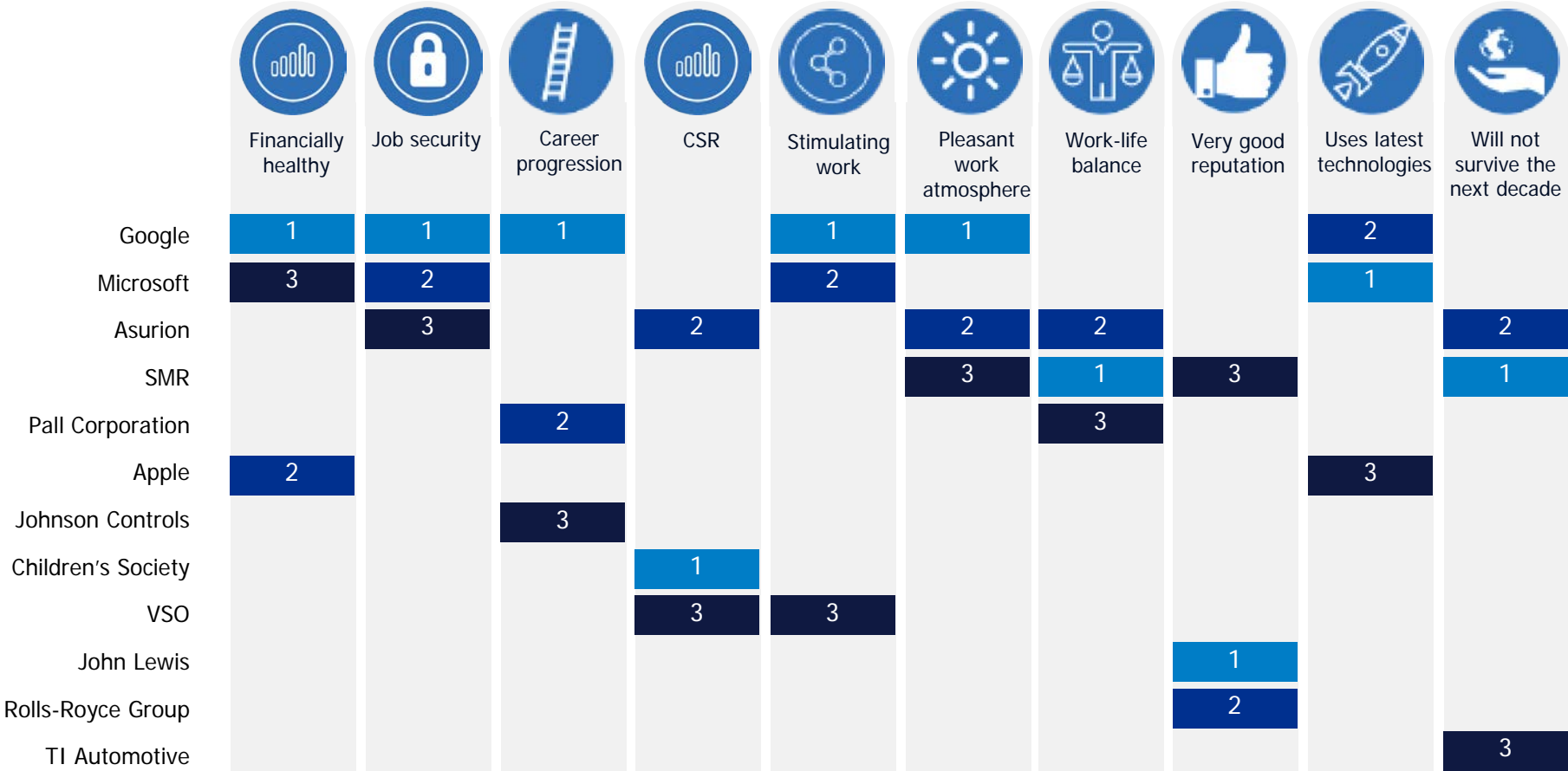


The ranking of top 10 employers is calculated based on the percentage of respondents who would (very much) like to work for a company.

**Please note that above ranking reflects top employers qualifying for the Randstad award.*

top employers by most important EVP drivers

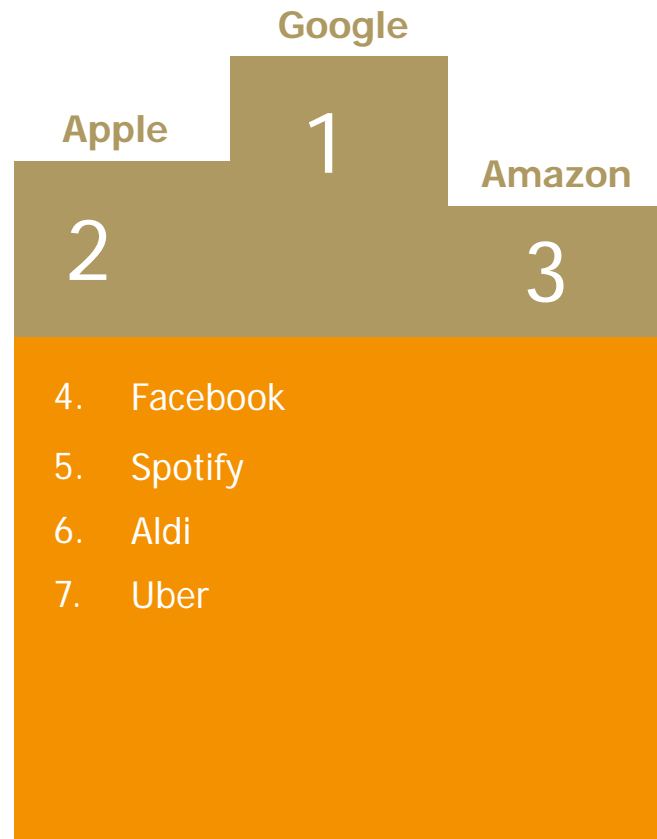
which are the top 3 employers on below EVP drivers?



*Please note that this ranking includes all researched companies in your country.

disruptors or whom to look out for in the labour market these companies are seen as very attractive employers.

Top 10 disruptors 2017



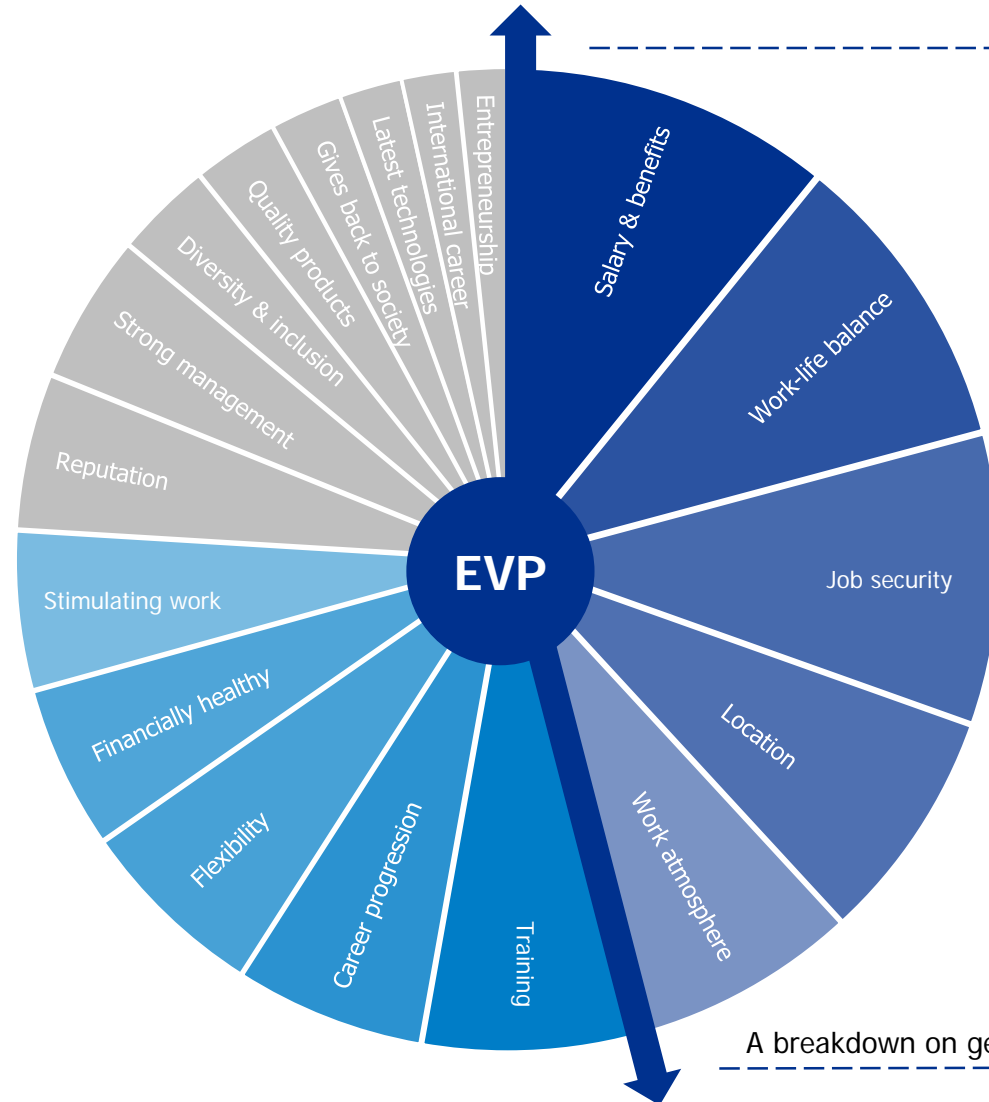
Top EVP drivers



The ranking of top 10 employers is calculated based on the percentage of respondents who would (very much) like to work for a company.

top employer traits

how does the ideal employer look like in the UK?



The ideal employer is a mix of the traits presented in the box to the left. Characteristics falling within the blue arrows are highest rated by the labour force.

Stressing these elements or improving them is critical for your EVP because they contribute most to the strength of your employer brand.

A breakdown on gender, age and education level of the top 3 drivers is available in Annex 4.

employee expectations not always met

currently unmet expectations are valuable opportunities for your EVP.

what are the most obvious gaps?

Gap #1

Work-life balance

Employees are attracted by companies that encourage employee work-life balance. This item is rated as highly important, yet companies fall short of delivering it.

Gap #2

Job security

Employees are looking for an employer that provides them with long-term job security. Whilst this is a highly desired element, there are other elements on which employers are rated better.

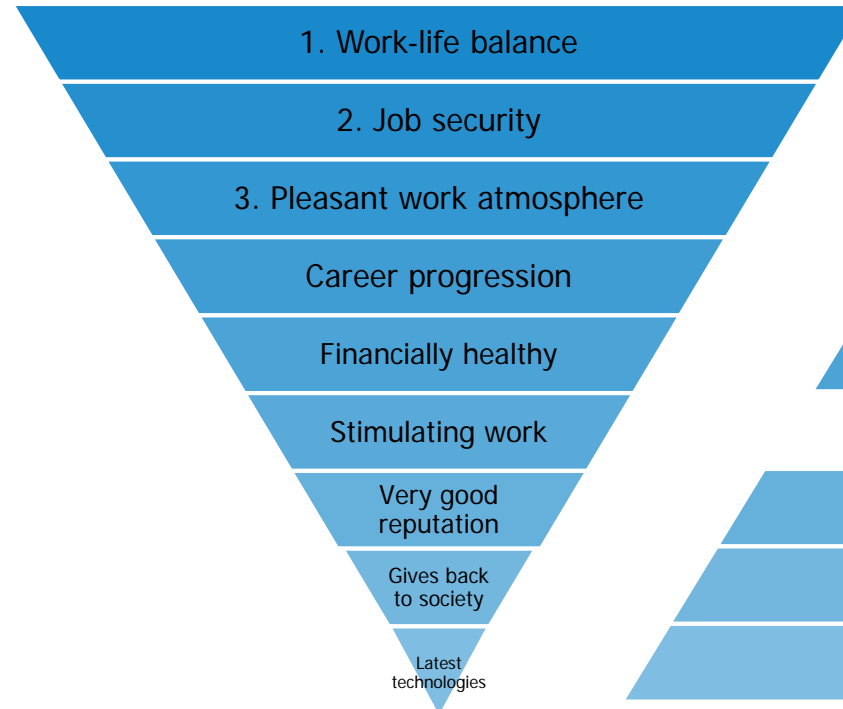
Gap #3

Pleasant work atmosphere

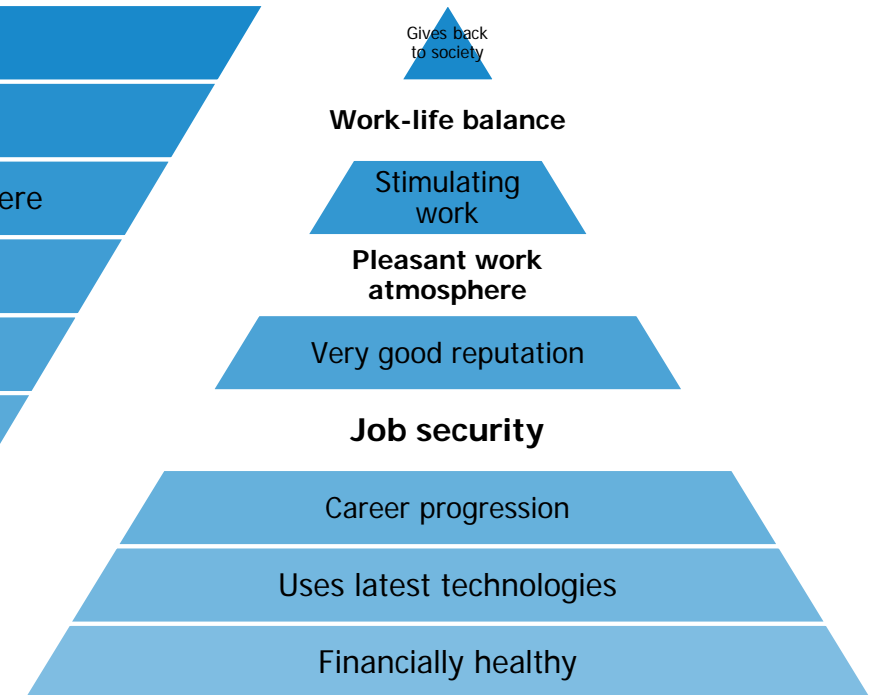
Employees indicate they are looking for a pleasant work environment in an ideal employer. Companies overall fail to deliver on this aspect.

A **gap** between what employees seek and what employers offer
=
opportunity for employers' EVP

Employees in UK seek

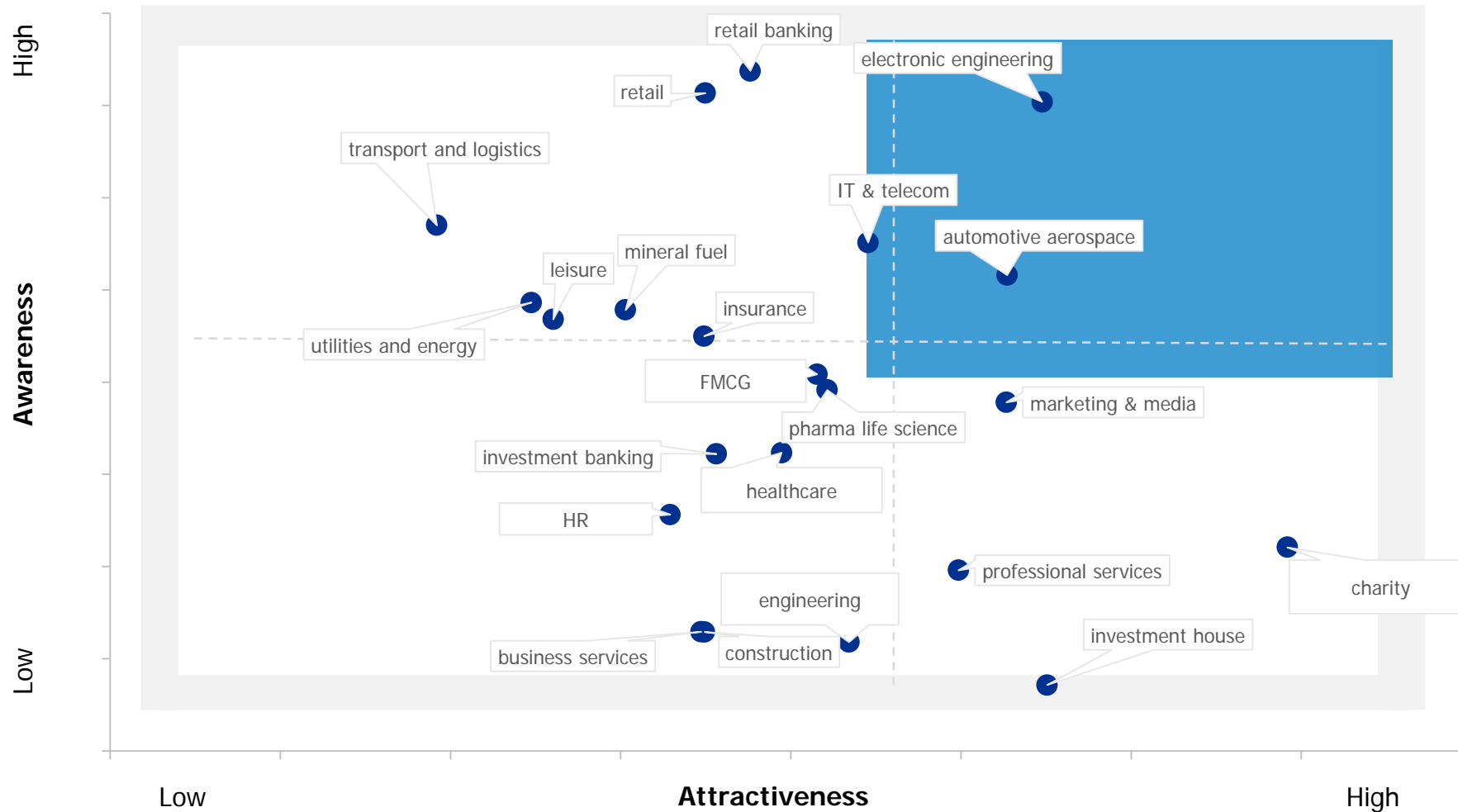


Employers in UK offer



top performing sectors

what are the best known and most attractive sectors?



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

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

most important EVP drivers per sector 1/2
 what are the 3 best ranking attributes per sector?

| | | Top 3 EVP drivers | | |
|-------------------------|---------------------------|--------------------------|--------------------------|--------------------------|
| Sector | | 1 | 2 | 3 |
| Sector attractiveness ↓ | 1. charity | Very good reputation | Stimulating work | Gives back to society |
| | 2. investment house | Financially healthy | Uses latest technologies | Career progression |
| | 3. electronic engineering | Uses latest technologies | Financially healthy | Very good reputation |
| | 4. automotive aerospace | Uses latest technologies | Financially healthy | Very good reputation |
| | 5. marketing & media | Financially healthy | Uses latest technologies | Very good reputation |
| | 6. professional services | Financially healthy | Career progression | Uses latest technologies |
| | 7. IT & telecom | Uses latest technologies | Financially healthy | Career progression |
| | 8. engineering | Financially healthy | Uses latest technologies | Career progression |
| | 9. pharma life science | Financially healthy | Uses latest technologies | Career progression |
| | 10. FMCG | Financially healthy | Job security | Uses latest technologies |
| | 11. healthcare | Financially healthy | Uses latest technologies | Job security |

most important EVP drivers per sector 2/2
 what are the 3 best ranking attributes per sector?

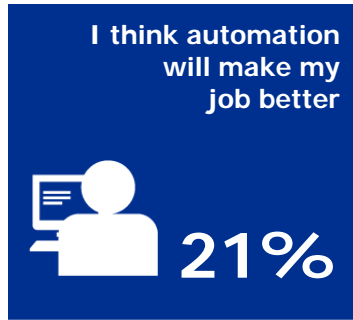
| | | Top 3 EVP drivers | | |
|-------------------------|-----------------------------|---------------------|--------------------------|--------------------------|
| Sector | | 1 | 2 | 3 |
| Sector attractiveness ↓ | 12. retail banking | Financially healthy | Uses latest technologies | Career progression |
| | 13. investment banking | Financially healthy | Uses latest technologies | Career progression |
| | 14. retail | Financially healthy | Very good reputation | Job security |
| | 15. construction | Financially healthy | Uses latest technologies | Career progression |
| | 16. insurance | Financially healthy | Career progression | Uses latest technologies |
| | 17. business services | Financially healthy | Uses latest technologies | Career progression |
| | 18. HR | Financially healthy | Uses latest technologies | Career progression |
| | 19. mineral fuel | Financially healthy | Uses latest technologies | Career progression |
| | 20. leisure | Financially healthy | Uses latest technologies | Career progression |
| | 21. utilities and energy | Financially healthy | Uses latest technologies | Job security |
| | 22. transport and logistics | Financially healthy | Uses latest technologies | Job security |

sector performance on most important EVP drivers
 which sectors score highest on key EVP drivers and which lowest?

| EVP drivers | Highest | Average | Lowest |
|--------------------------|------------------------|----------------------|-------------------------|
| Work-life balance | charity | construction | transport and logistics |
| Job security | electronic engineering | utilities and energy | leisure |
| Pleasant work atmosphere | charity | construction | transport and logistics |
| Career progression | investment house | marketing & media | transport and logistics |
| Financially healthy | pharma life science | utilities and energy | charity |
| Stimulating work | charity | investment banking | retail |
| Very good reputation | charity | construction | transport and logistics |
| Gives back to society | charity | insurance | mineral fuel |
| Uses latest technologies | electronic engineering | retail banking | leisure |

employee attitudes towards automation and retraining

what do employees in the UK think about automation and are they willing to retrain as a result thereof?



| | |
|--------|-----|
| Male | 23% |
| Female | 20% |

| | |
|------------|-----|
| 18-24 y.o. | 24% |
| 25-44 y.o. | 23% |
| 45-65 y.o. | 15% |

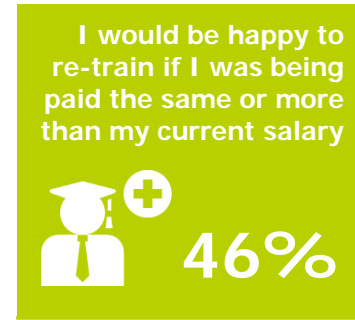
| | |
|-------------|-----|
| Lower level | 18% |
| Middle | 17% |
| Higher | 26% |



| | |
|--------|-----|
| Male | 15% |
| Female | 13% |

| | |
|------------|-----|
| 18-24 y.o. | 21% |
| 25-44 y.o. | 14% |
| 45-65 y.o. | 13% |

| | |
|-------------|-----|
| Lower level | 15% |
| Middle | 18% |
| Higher | 13% |



| | |
|--------|-----|
| Male | 45% |
| Female | 46% |

| | |
|------------|-----|
| 18-24 y.o. | 45% |
| 25-44 y.o. | 46% |
| 45-65 y.o. | 45% |

| | |
|-------------|-----|
| Lower level | 42% |
| Middle | 46% |
| Higher | 49% |



| | |
|--------|-----|
| Male | 13% |
| Female | 9% |

| | |
|------------|-----|
| 18-24 y.o. | 16% |
| 25-44 y.o. | 12% |
| 45-65 y.o. | 7% |

| | |
|-------------|-----|
| Lower level | 12% |
| Middle | 12% |
| Higher | 10% |

n=3700

n=1997

n=1704

n=308

n=2511

n=881

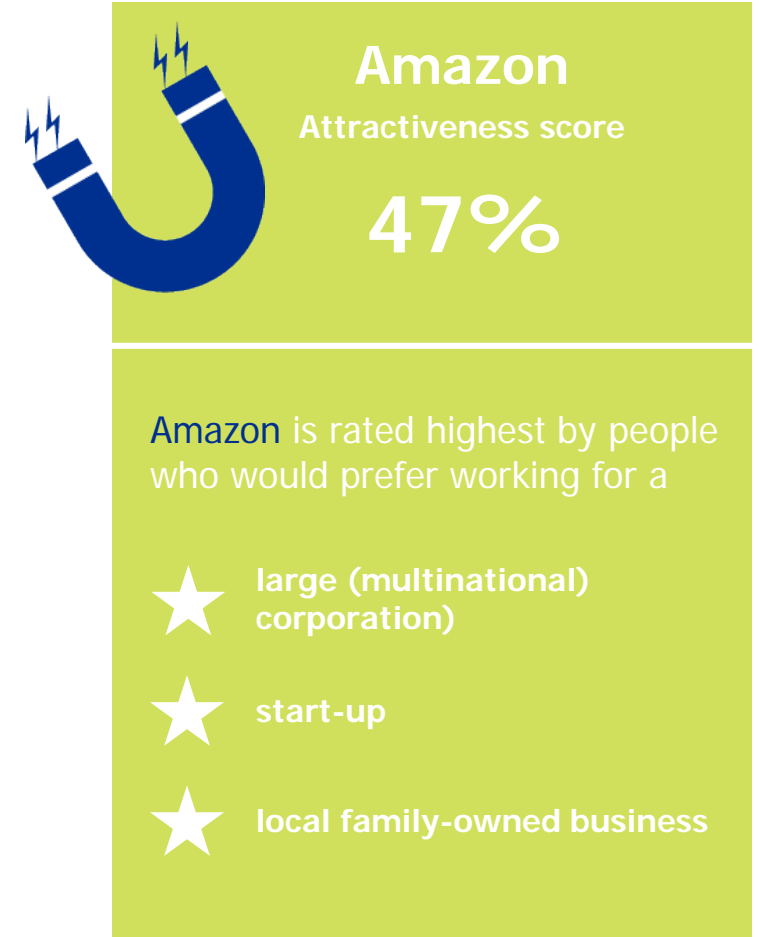
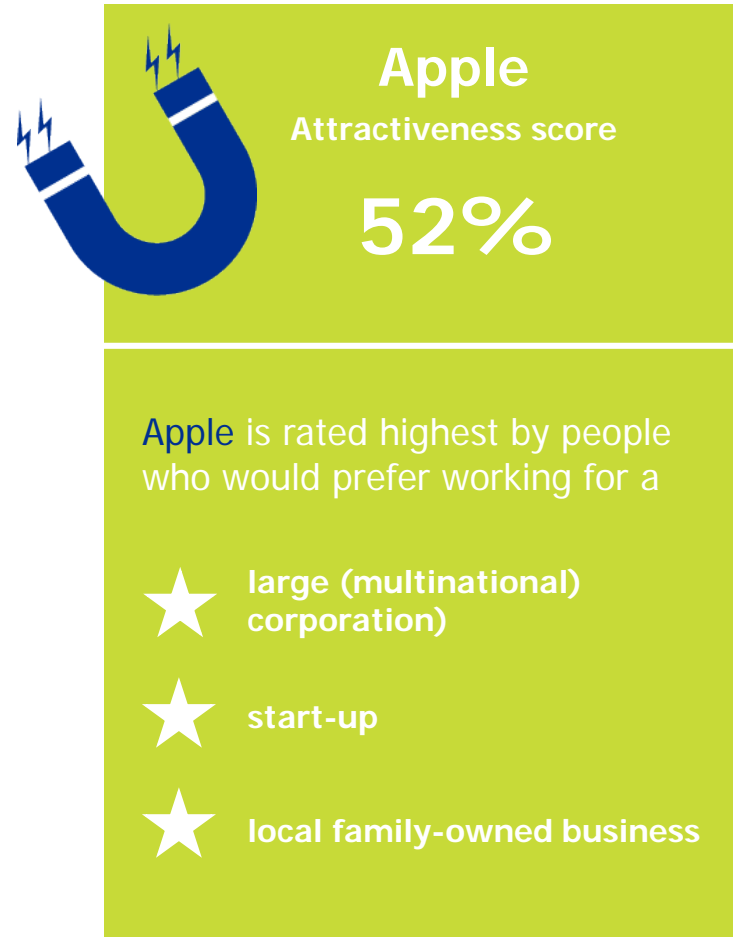
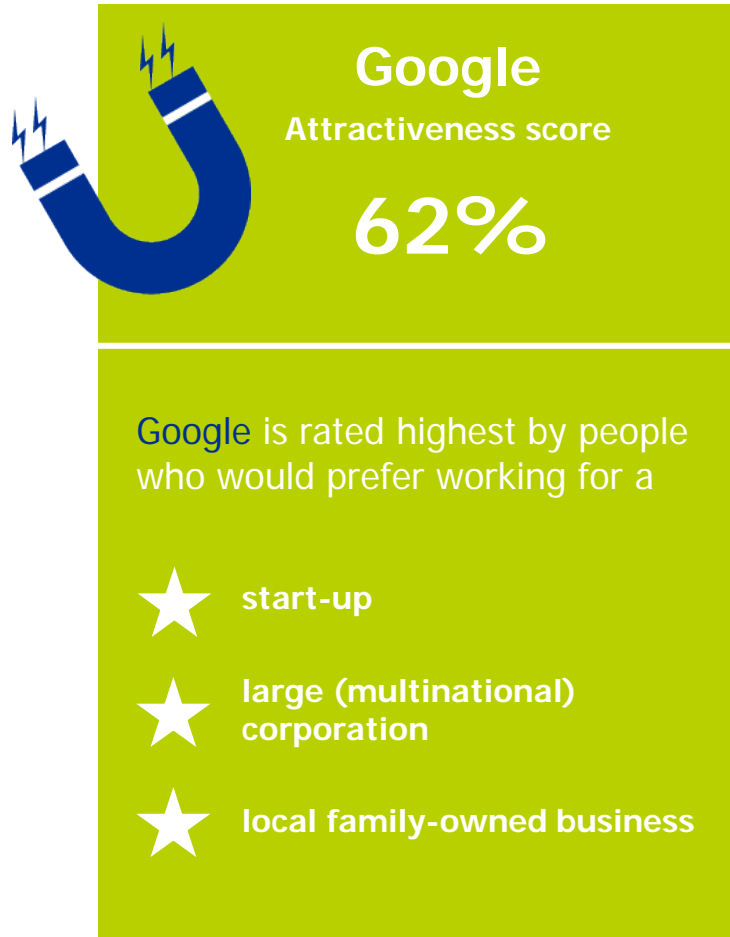
n=1778

n=295

n=1615

disruptors in the spotlight

what type of mentalities are disruptors most attractive to?



top employers – Key EVP driver #1: good work-life balance*

do ideal employers differ with employees' socio-demographic background? Insights based on gender, age and education level.

| Male | Female |
|---------------------|---------------------|
| 1. SMR | 1. SMR |
| 2. Asurion | 2. Valeo |
| 3. Pall Corporation | 3. Pall Corporation |

| 18-24 y.o. | 25-44 y.o. | 45-65 y.o. |
|------------------------------------|---------------------|-----------------------|
| 1. Southern Cross Healthcare Group | 1. SMR | 1. Asurion |
| 2. Asurion | 2. TI Automotive | 2. Children's Society |
| 3. Deloitte | 3. Pall Corporation | 3. Valeo |

| Fewer formal qualifications | Further education | Higher education |
|-----------------------------|---------------------|------------------|
| 1. SMR | 1. Pall Corporation | 1. Asurion |
| 2. Solvay | 2. Valeo | 2. SMR |
| 3. Novartis | 3. Cobham | 3. TI Automotive |

*Please note that this ranking includes all researched companies in your country.

top employers – Key EVP driver #2: job security*

do ideal employers differ with employees' socio-demographic background? Insights based on gender, age and education level.

| Male | Female |
|--------------|---|
| 1. Google | 1. Intertek Group |
| 2. Microsoft | 2. SABMiller (Peroni, Pilsner Urquell...) |
| 3. Asurion | 3. Dentsu Aegis Group |

| 18-24 y.o. | 25-44 y.o. | 45-65 y.o. |
|------------------------------------|---------------------|------------------|
| 1. Merck | 1. SMR | 1. Asurion |
| 2. Southern Cross Healthcare Group | 2. Pall Corporation | 2. National Grid |
| 3. Reckitt Benckiser | 3. Microsoft | 3. Google |

| Fewer formal qualifications | Further education | Higher education |
|-----------------------------|-----------------------|------------------|
| 1. Microsoft | 1. SMR | 1. Asurion |
| 2. SMR | 2. Schneider Electric | 2. Google |
| 3. Google | 3. WPP Group | 3. SSP Group |

*Please note that this ranking includes all researched companies in your country.

top employers – Key EVP driver #3: pleasant work atmosphere*

do ideal employers differ with employees' socio-demographic background? Insights based on gender, age and education level.

| Male | Female |
|-----------------------|-------------------|
| 1. Children's Society | 1. Intertek Group |
| 2. Google | 2. Asurion |
| 3. VSO | 3. TI Automotive |

| 18-24 y.o. | 25-44 y.o. | 45-65 y.o. |
|--------------|---------------------|-----------------------|
| 1. Asurion | 1. SMR | 1. Asurion |
| 2. Honeywell | 2. Pall Corporation | 2. Apple |
| 3. Google | 3. VSO | 3. Children's Society |

| Fewer formal qualifications | Further education | Higher education |
|-----------------------------|---------------------|-----------------------|
| 1. Solvay | 1. Pall Corporation | 1. Google |
| 2. Children's Society | 2. SMR | 2. Asurion |
| 3. Google | 3. Carnival UK | 3. Children's Society |

*Please note that this ranking includes all researched companies in your country.

EVP driver importance*

do EVP drivers differ with employees' socio-demographic background? Insights based on gender, age and education level.

| Male | Female |
|--|--|
| <ol style="list-style-type: none"> 1. provides attractive salary and benefits 2. supports a good work-life balance 3. offers long-term job security | <ol style="list-style-type: none"> 1. provides attractive salary and benefits 2. supports a good work-life balance 3. offers long-term job security |

| 18-24 y.o. | 25-44 y.o. | 45-65 y.o. |
|--|--|--|
| <ol style="list-style-type: none"> 1. supports a good work-life balance 2. provides attractive salary and benefits 3. offers long-term job security | <ol style="list-style-type: none"> 1. provides attractive salary and benefits 2. supports a good work-life balance 3. offers long-term job security | <ol style="list-style-type: none"> 1. provides attractive salary and benefits 2. offers long-term job security 3. supports a good work-life balance |
| Fewer formal qualifications | Further education | Higher education |
| <ol style="list-style-type: none"> 1. provides attractive salary and benefits 2. offers long-term job security 3. supports a good work-life balance | <ol style="list-style-type: none"> 1. provides attractive salary and benefits 2. offers long-term job security 3. supports a good work-life balance | <ol style="list-style-type: none"> 1. provides attractive salary and benefits 2. supports a good work-life balance 3. offers long-term job security |

*Please note that this ranking includes all researched companies in your country.

Top employers - Hall of Fame

The Randstad Employer Brand Research Hall of Fame celebrates outstanding employer brand achievement amongst the largest employers in a country. Being repeatedly elected by a large audience from all demographics in a country, the honoree is chronicled among the most attractive employers. This makes an election to the Hall of Fame the single greatest honor in Employer Branding.

A company will be elected into the Randstad Employer Brand Research Hall of Fame because it has won the Randstad Employer Brand Research award three times in five years in one country and ranks a top position a fourth time. In that case, special rules apply.

This company has merited a distinction beyond the annual Randstad Employer Brand Research for the following years. Furthermore, this will also give floor to other companies to compete for the Randstad Employer Brand Research award.

After a company has won three times in five years, they will be excluded in the survey for two years for non consecutive winning and three years for consecutive winning.

In the UK John Lewis has entered the Hall of Fame in 2016 and is present in the Hall of Fame until 2018.

survey design

| | |
|------------------------|---|
| Target group* | Sample aged 18 to 65, representative on gender with an overrepresentation on age group: 25 – 44 |
| Sample composition | Sample comprised of students, employed and unemployed workforce |
| Sample size | Total sample n= 5015 |
| Fieldwork period | Interviews conducted between 15 November 2016 and 4 December 2016 |
| Fieldwork method | An online questionnaire (CAWI), respondents were invited via e-mail |
| Questionnaire length | An average of 15 minutes |
| Types of questionnaire | One standard questionnaire, with routing |
| Types of reporting | Company reports, country reports, global reports and global sector reports |

*More detailed information is available upon request