

employer
brand research
2019



global report.



 randstad

human forward.

contents.

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executive

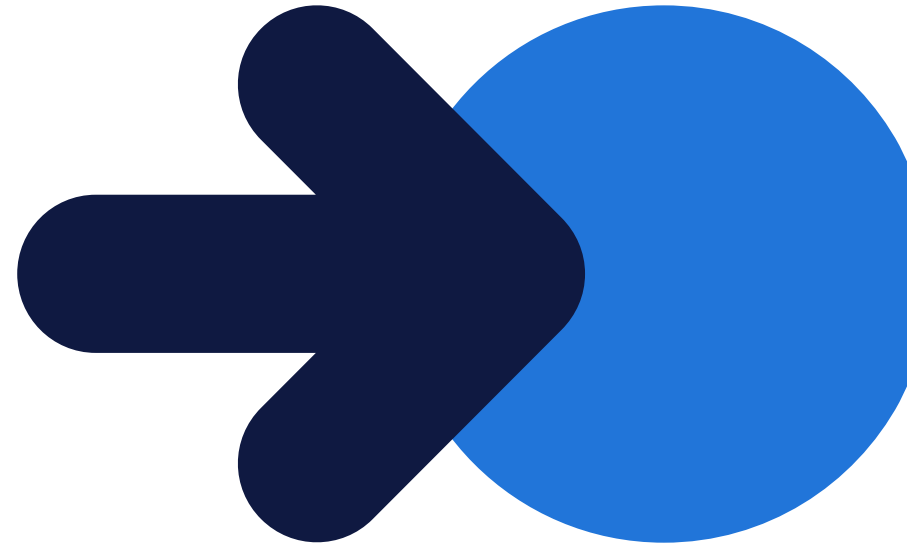
summary.



executive summary.

What is the value of being a well-respected employer?

In today's hyper-competitive global market, this is an important question as your business seeks out quality talent to innovate, to grow revenue and to accelerate digital transformation. As any HR leader knows, having a competitive compensation package gets the conversation started with desirable job candidates, but intangibles such as having a sterling employer brand can help you edge out competitors.

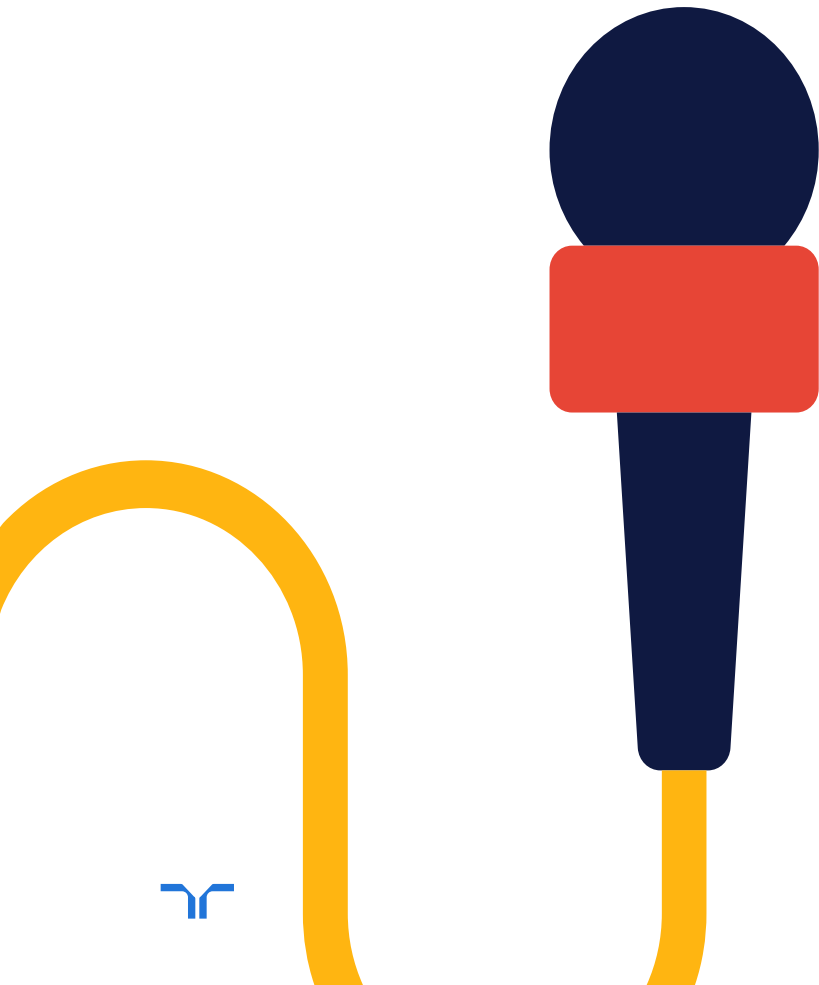


executive summary.



We know this because year after year through our Randstad Employer Brand Research – a global survey of more than 200,000 working-age adults in 32 countries – tells us that money isn't the only factor that makes an employer attractive. While it is the most important, other considerations such as a good work-life balance, job security and a pleasant work environment all play a part in their choice of a workplace. So it's important for any employer to tend to these other value propositions in today's highly competitive market.

executive summary.



Another notable finding: the importance of job security may seem to be declining due to low unemployment, yet nearly 7 out of 10 workers would give up a part of their salary in exchange for the job certainty. Boomers find job security more important, but millennials are more willing to forfeit part of their salary for job security. More than one-fifth (21%) say they would forfeit 10% of their salary for greater security. An even higher portion (22%) would trade 6% to 10% of their pay for more security. This preference may be attributed to developments such as global economic uncertainty, digital transformation and the rise of automation and artificial intelligence.

executive summary.



By understanding what employee value propositions are most important, and by digging deeper into our research by segment, age group and region, you can more effectively shape your employer brand and improve your overall talent attraction strategy. And that's important because we see a bigger shift in the relationship between employers and workers. More than ever, it's imperative your company develops long-term, positive relationships with talent to enhance engagement and satisfaction. With organizations becoming more transparent in our sharing economy, a strong employer brand and candidate experience will resonate with your audience.

executive **summary.**

With so many disruptive forces affecting businesses around the globe, one of the most critical challenges companies face is access to talent. It's what keeps the C-suite up at night and determines whether their business succeeds or falls behind. To make sure you are best positioned to be an employer of choice, we invite you to take a close look at this year's research and learn what factors will really motivate the workers you need to drive results. And should you need further insights into how your employer brand is performing, make sure to contact your local Randstad specialist for a customized report.
Enjoy!



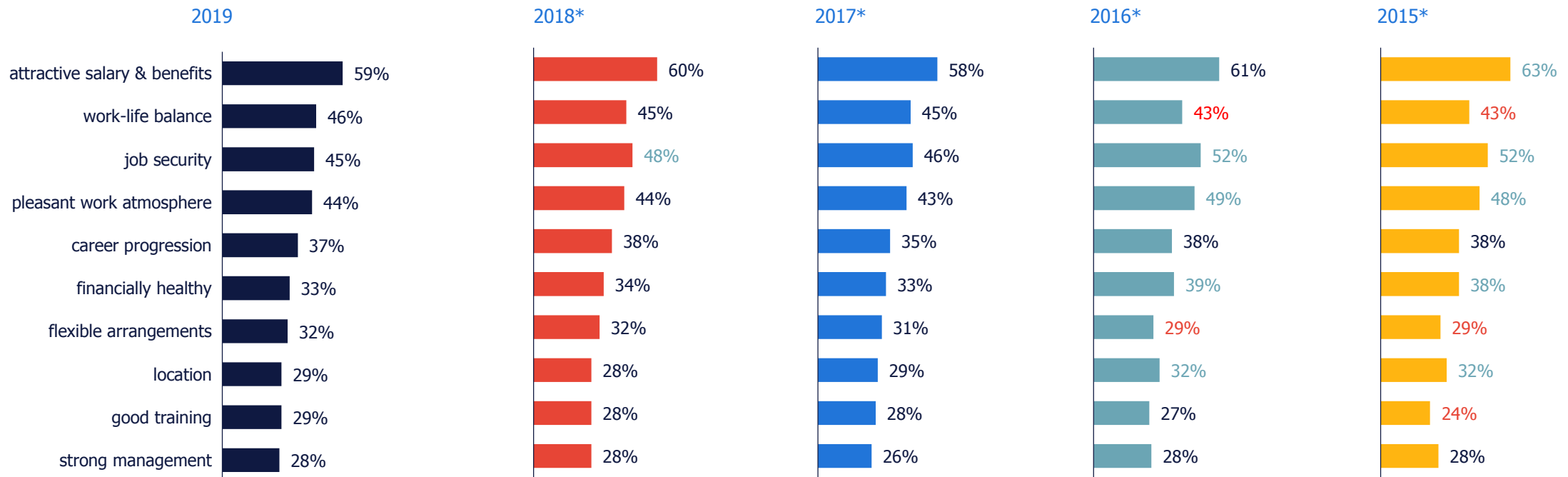
what do



workers want.

attractive salary & benefits remains the most sought after driver. job security loses importance over time.

top 10 reasons to choose an employer

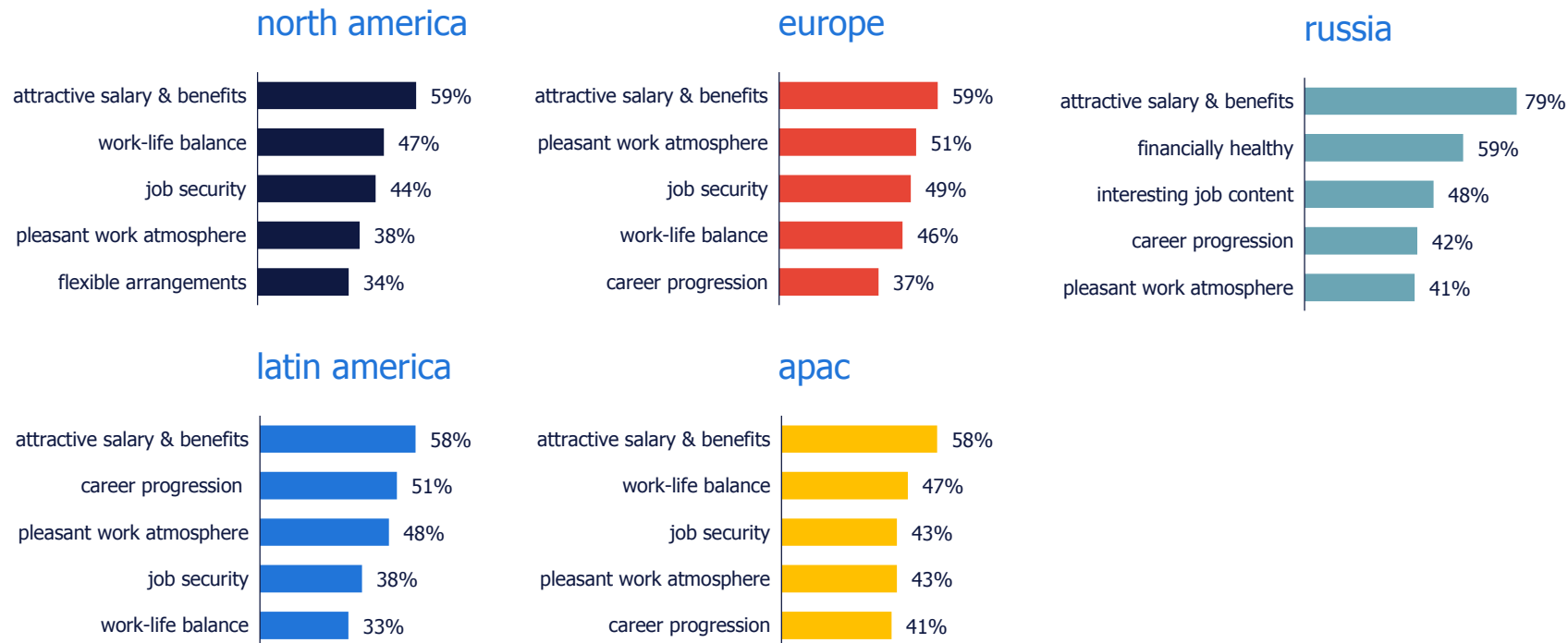


*percentage highlighted green or red, when the difference with 2019 data is 3% higher or lower



secondary reasons to choose an employer differ per region.

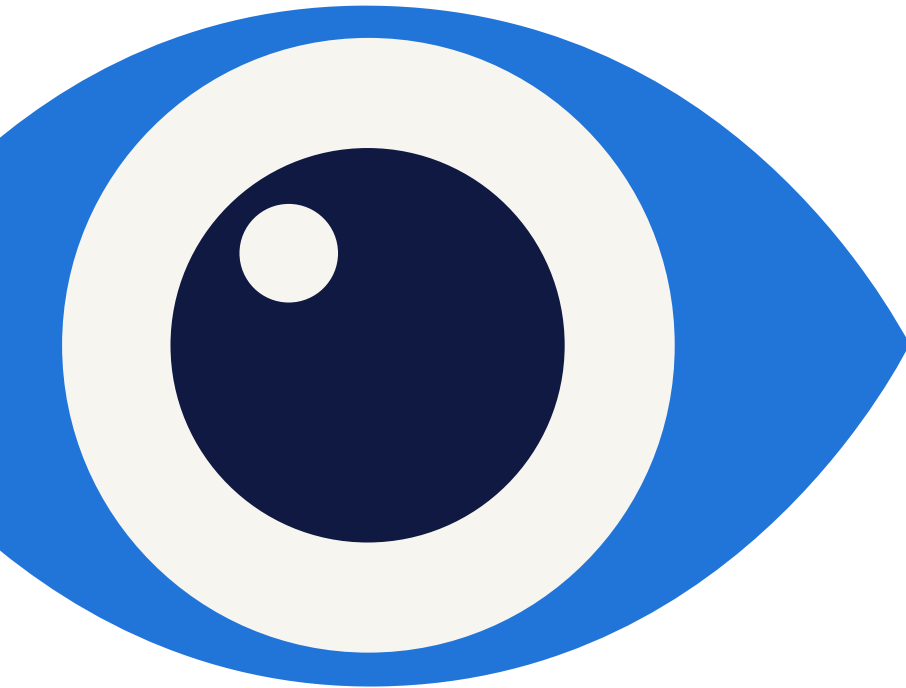
what potential employees want - by region



[click here](#) for a breakdown of these results by generation



what is the gap between what (potential) employees seek and what employees perceive employers to offer?



understanding the gap between what employees want and what they think employers offer provides valuable insights into building an employer brand

employees seek

- 1 attractive salary & benefits
- 2 work-life balance
- 3 job security
- 4 pleasant work atmosphere
- 5 career progression
- 6 financially healthy
- 7 interesting job content
- 8 very good reputation
- 9 gives back to society
- 10 uses latest technologies

employers are perceived to offer

- 1 financially healthy
 - 2 uses latest technology
 - 3 very good reputation
 - 4 job security
 - 5 career progression
 - 6 attractive salary & benefits
 - 7 pleasant work atmosphere
 - 8 interesting job content
 - 9 work-life balance
 - 10 gives back to society
-

perceived employers' offer is fairly similar across regions; russian organizations are in the strongest position with 2 gaps.

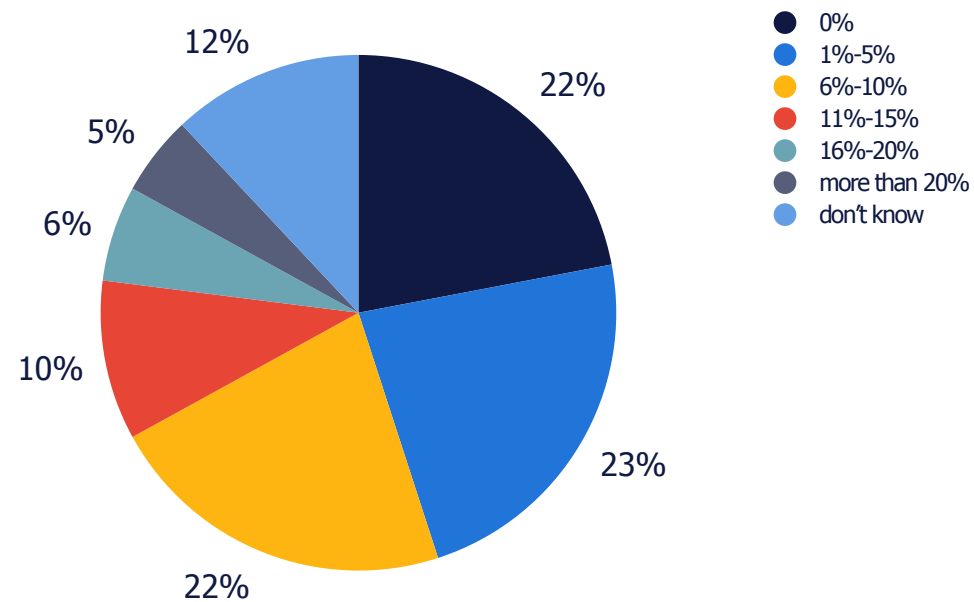
employee - employer exchange gap analysis by region

	employees seek	employers offer
north america	<ul style="list-style-type: none"> 1 attractive salary & benefits 2 work-life balance 3 job security 	<ul style="list-style-type: none"> 1 financially healthy 2 uses latest technologies 3 very good reputation
europa	<ul style="list-style-type: none"> 1 attractive salary & benefits 2 pleasant work atmosphere 3 job security 	<ul style="list-style-type: none"> 1 financially healthy 2 uses latest technologies 3 very good reputation
russia	<ul style="list-style-type: none"> 1 attractive salary & benefits 2 financially healthy 3 interesting job content 	<ul style="list-style-type: none"> 1 financially healthy 2 uses latest technologies 3 very good reputation
latin america	<ul style="list-style-type: none"> 1 attractive salary & benefits 2 career progression 3 pleasant work atmosphere 	<ul style="list-style-type: none"> 1 financially healthy 2 uses latest technologies 3 very good reputation
apac	<ul style="list-style-type: none"> 1 attractive salary & benefits 2 work-life balance 3 job security 	<ul style="list-style-type: none"> 1 financially healthy 2 very good reputation 3 uses latest technologies



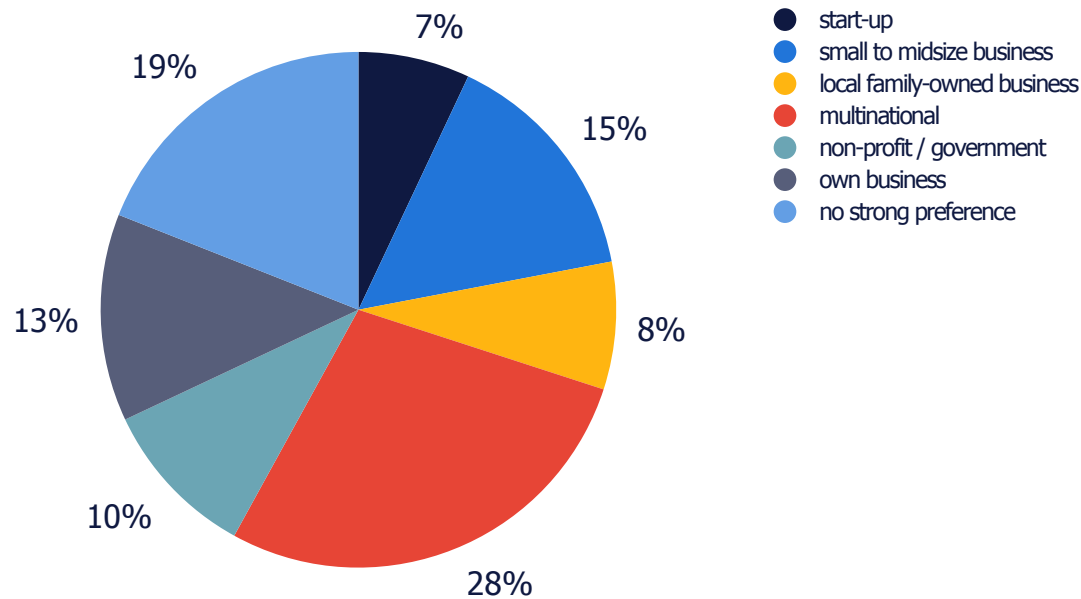
21% of the global workforce is willing to give up more than 10% of their salary in exchange for job security.

amount of salary employees are willing to forfeit - global



multinationals are the most preferred type of employers, start-ups are the least preferred.

preferred company type - global



channels for reputation check – top 3 per region

north america

- 22% no preference
- 18% multinational
- 17% own business

europa

- 22% multinational
- 20% no preference
- 17% small to midsize

latin america

- 42% multinational
- 22% own business
- 12% no preference

russia

- 30% multinational
- 25% own business
- 13% non-profit/gvmt

apac

- 40% multinational
- 17% no preference
- 14% small to midsize

[click here](#) for a breakdown of these results by generation



company type preference reasons why.

multinational (28%)

job security
 career progression
 financially healthy

small to midsize (15%)

pleasant work atmosphere
 work-life balance
 job security

own business (13%)

work-life balance
 pleasant work atmosphere
 flexible arrangements

non-profit/ government (10%)

job security
 work-life balance
 financially healthy

local family-owned (8%)

pleasant work atmosphere
 work-life balance
 job security

start-up (7%)

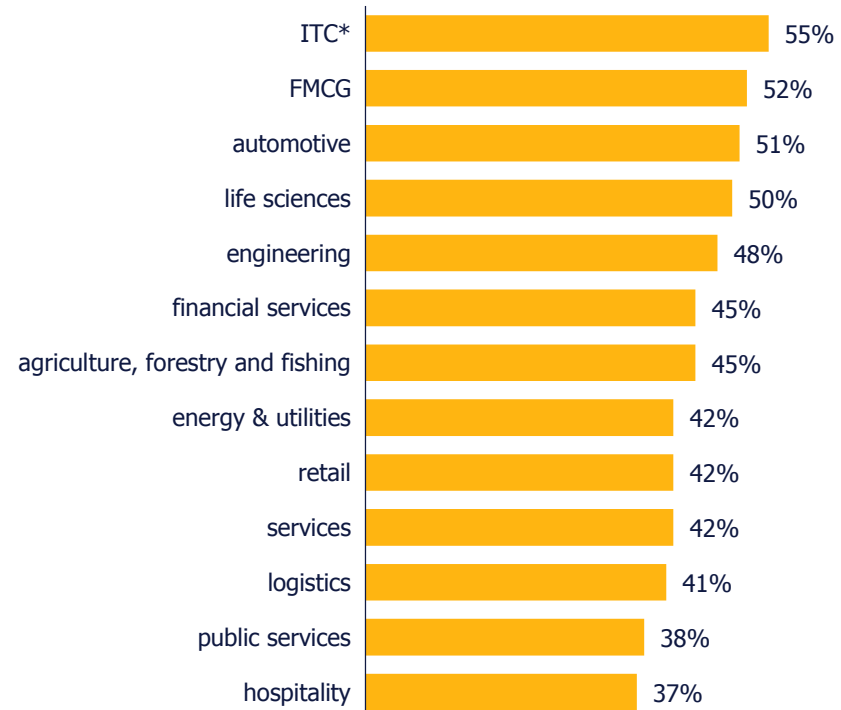
career progression
 interesting job content
 pleasant work atmosphere



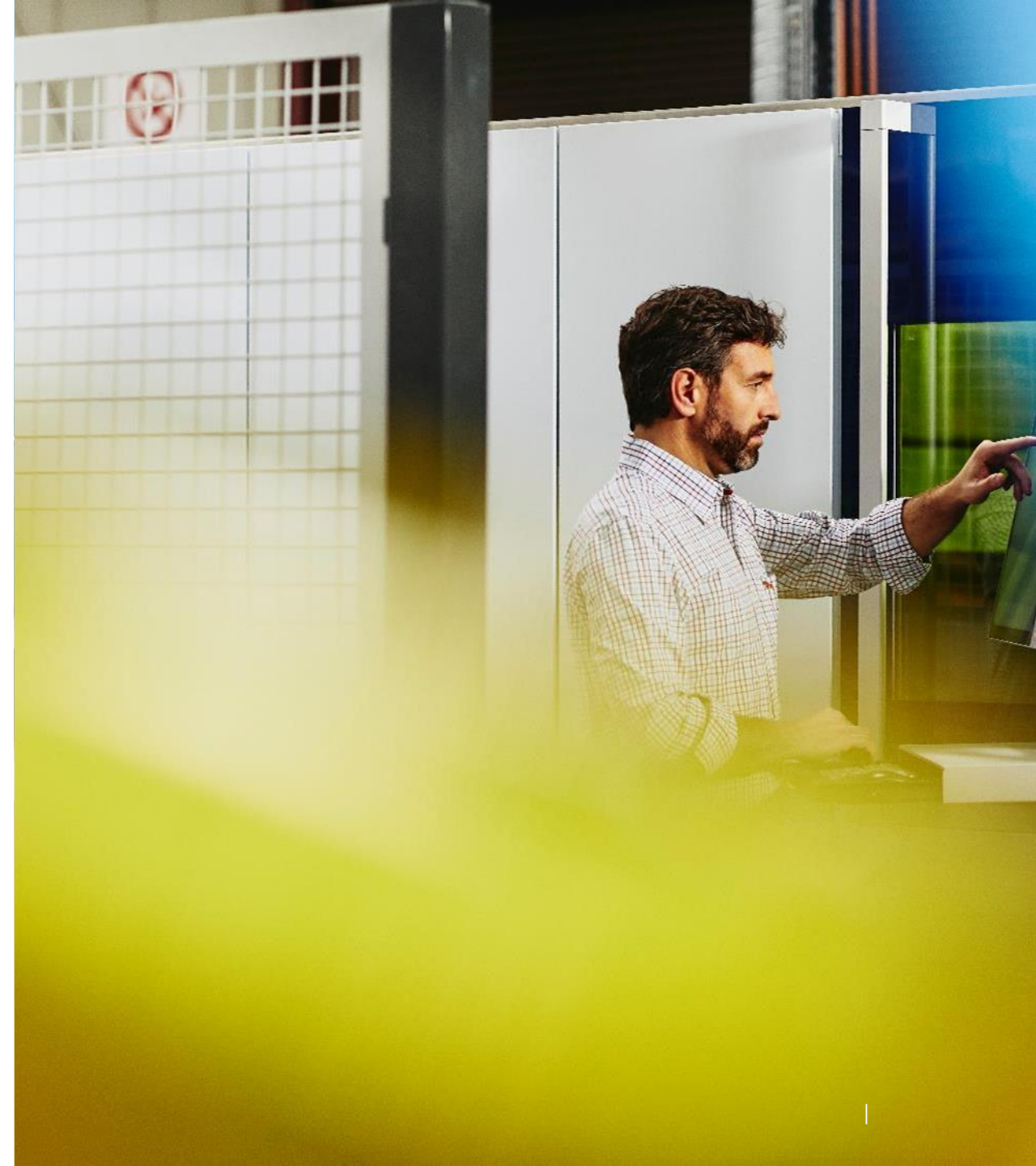
*in orange are highlighted the drivers common to most types of companies.

ITC remains the most attractive sector worldwide.

sector attractiveness - global

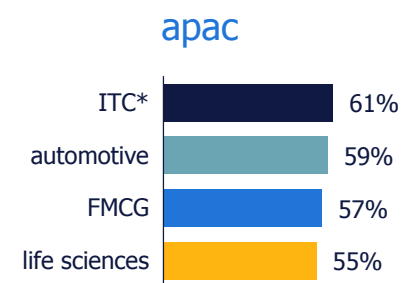
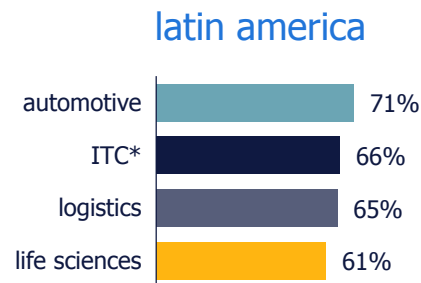
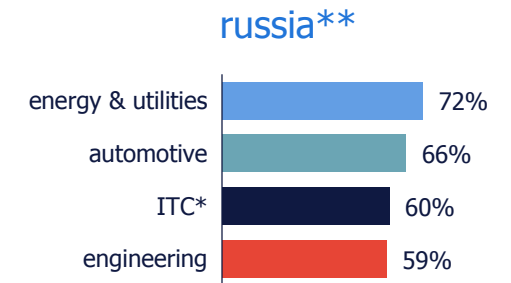
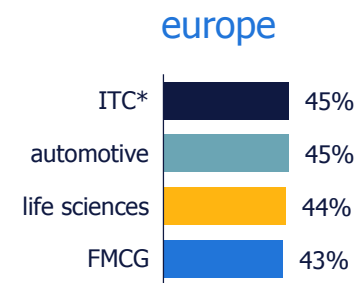
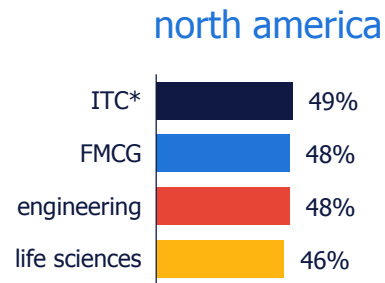


*the ITC sector relates to companies in IT, Technology & Communications



ITC, automotive and life sciences are top sectors in 4 out of the 5 regions.

sector attractiveness by region



*the ITC sector relates to companies in IT, Technology & Communications

**russia's only region with a sector not in global top 5: energy & utilities

[click here](#) for a breakdown of these results by generation



employers in ITC and automotive score higher on attractive salary & benefits than the global average.

global

- financially healthy
- uses latest technologies
- very good reputation
- job security
- career progression

top 5 values attributed to the top 3 sectors

ITC #1

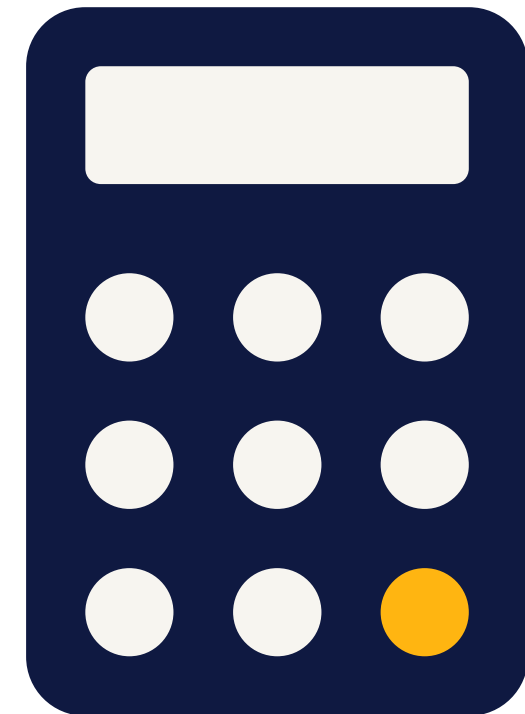
- uses latest technologies
- financially healthy
- very good reputation
- career progression
- attractive salary & benefits

FMCG #2

- financially healthy
- very good reputation
- job security
- uses latest technology
- career progression

automotive #3

- financially healthy
- uses latest technologies
- very good reputation
- job security
- attractive salary & benefits



what do workers want

summary.

- in 2019, employers that are perceived to offer attractive salary & benefits have the best chances to attract workforce. However, monetary benefits are amongst the easiest to replicate incentives, suggesting that employers bet all their money on this EVP driver, would not necessarily be at a competitive advantage. 41% of our respondents do not mention attractive salary & benefits among their top 5 drivers.
- soft EVP drivers are a worthwhile investment to your organization and the ones you should focus on as an employer, depend on your region and your target group.
- work-life balance and pleasant work atmosphere are soft EVP drivers which employees across all regions (except Russia) seek but don't perceive potential employers to provide. To attract gen Z you may want to focus on factors like good training, for millennials on career progression whilst for gen X an employer brand strategy highlighting a good work-life balance might prove more efficient than with other cohorts.



what do workers want

summary.

- most workers would like to work in ITC, FMCG and automotive. These sectors score better than other sectors on most drivers.
- job security is declining in importance, yet nearly 7 out of 10 workers would give up a part of their salary in exchange for the job certainty. Boomers find job security more important, but millennials are more willing to forfeit part of their salary for job security and so is workforce in APAC.
- a third of the global workforce would rather work for a large multinational corporation as they offer a sense of job security, career progression and are perceived as financially healthy organizations
- reasons to choose one type of employer over another vary. Interestingly, salary & benefits does not top the list when respondents are focused on a certain type of employer.



switching

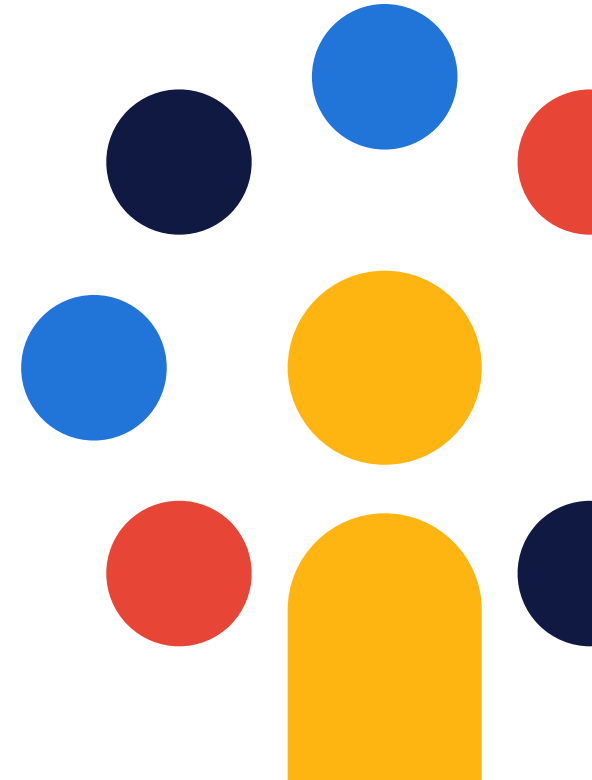


behavior.

introduction.

Peeking into employees' switching behavior is more important than ever with employers being so heavily confronted with skill scarcity and thus the challenge of retaining and attracting the skills they need.

Throughout this chapter we focus on employees who changed their employer in the past year or plan to do so in the coming year. We provide insights into the regions where employees are most likely to switch employer or to plan this in the near future, as well as on the generational cohort where this behavior is more noted. Subsequently, we reveal the reasons why people are more likely to go or stay and the channels they use to look for and find their next employer.

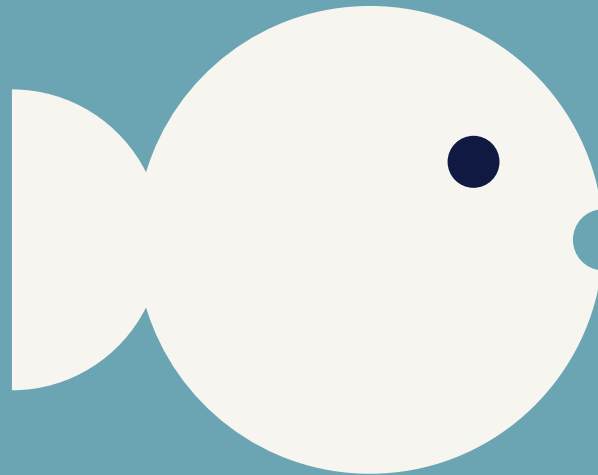


job switching behavior is highest in russia and north america.

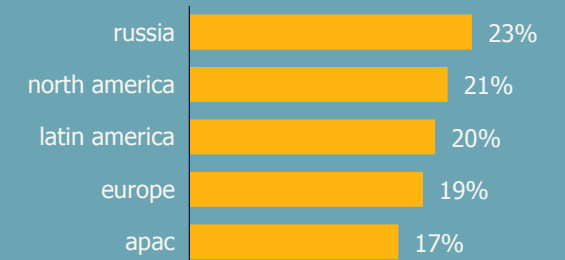


19%

global switchers:
changed employer
in the past year



percentage having changed employer in the last 12 months - by region



switchers

[click here](#) for a breakdown of these results by generation



switchers are most likely to leave due to low compensation and limited career path.

main reasons to leave



*among workforce who have changed employer in the last 12 months



switching behavior

channels used to find jobs.

about 4 out of 10 switchers found their next employer through job portals and one third did so through personal connections or referrals.

top 5 channels used to find a job

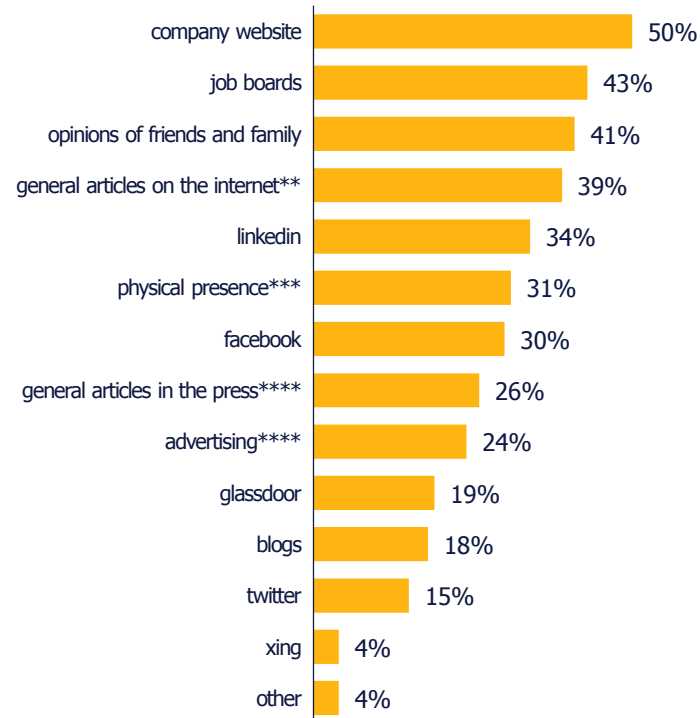


*among workforce who have changed employer in the last 12 months



96% of the global employees who changed jobs checked potential employers' reputation.

channels for reputation check



*excl. the internet

**excl. company website

***e.g. shops, stores, restaurants

****television, posters, radio ads, online...

channels for reputation check – top 3 per region

north america

45% company site

42% opinions of friends/
family

36% linkedin

europa

50% company site

43% job boards

39% opinions of friends/
family

latin america

59% company site

54% job boards

45% facebook

russia

56% employer feedback
sites

52% general articles
online

52% job boards

apac

55% company site

53% job boards

46% general articles
online



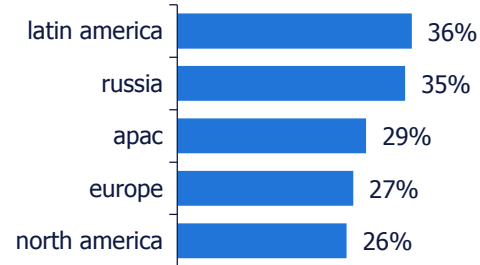
latin america and russia are most at risk of losing their employees over the coming 12 months.



28%

global intenders: plan to change employer within the next year

proportion planning to change employer in the next 12 months - by region



● intenders



[click here](#) for a breakdown of these results by generation



4 out of 10 intenders would stay for work-life balance or a sense of job security.

main reasons to stay

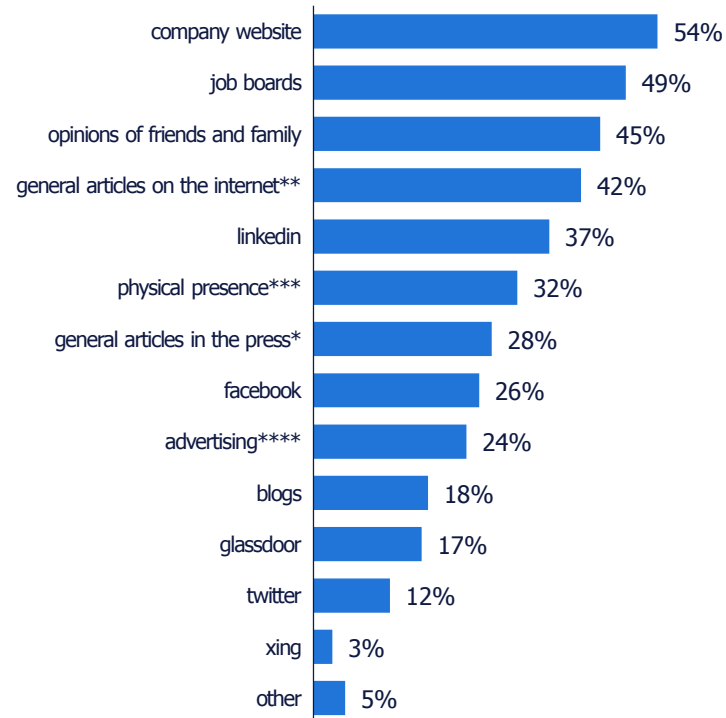


*among workforce who plan to change employer in the next 12 months



97% of the global employees who plan to change jobs check potential employers' reputation.

channels for reputation check



*excl. the internet

**excl. company website

***e.g. shops, stores, restaurants

****television, posters, radio ads, online...

channels for reputation check – top 3 per region

north america

49% company site

46% opinions of friends/
family

38% linkedin

europa

55% company site

48% job boards

44% opinions of friends/
family

latin america

61% company site

58% job boards

47% opinions of friends/
family

russia

60% employer feedback
sites

54% general articles
online

53% job boards

apac

58% company site

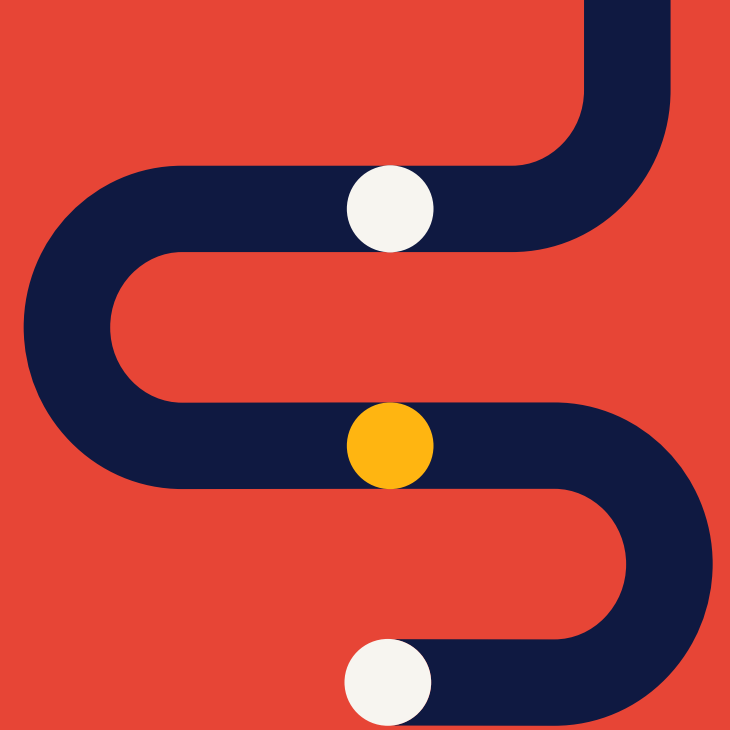
58% job boards

46% general articles
online



switching behavior job search channels.

next to online job portals, intenders are most likely to search for their next job through personal connections/referrals and on the potential employer's career site.



top 5 channels used to look for a job

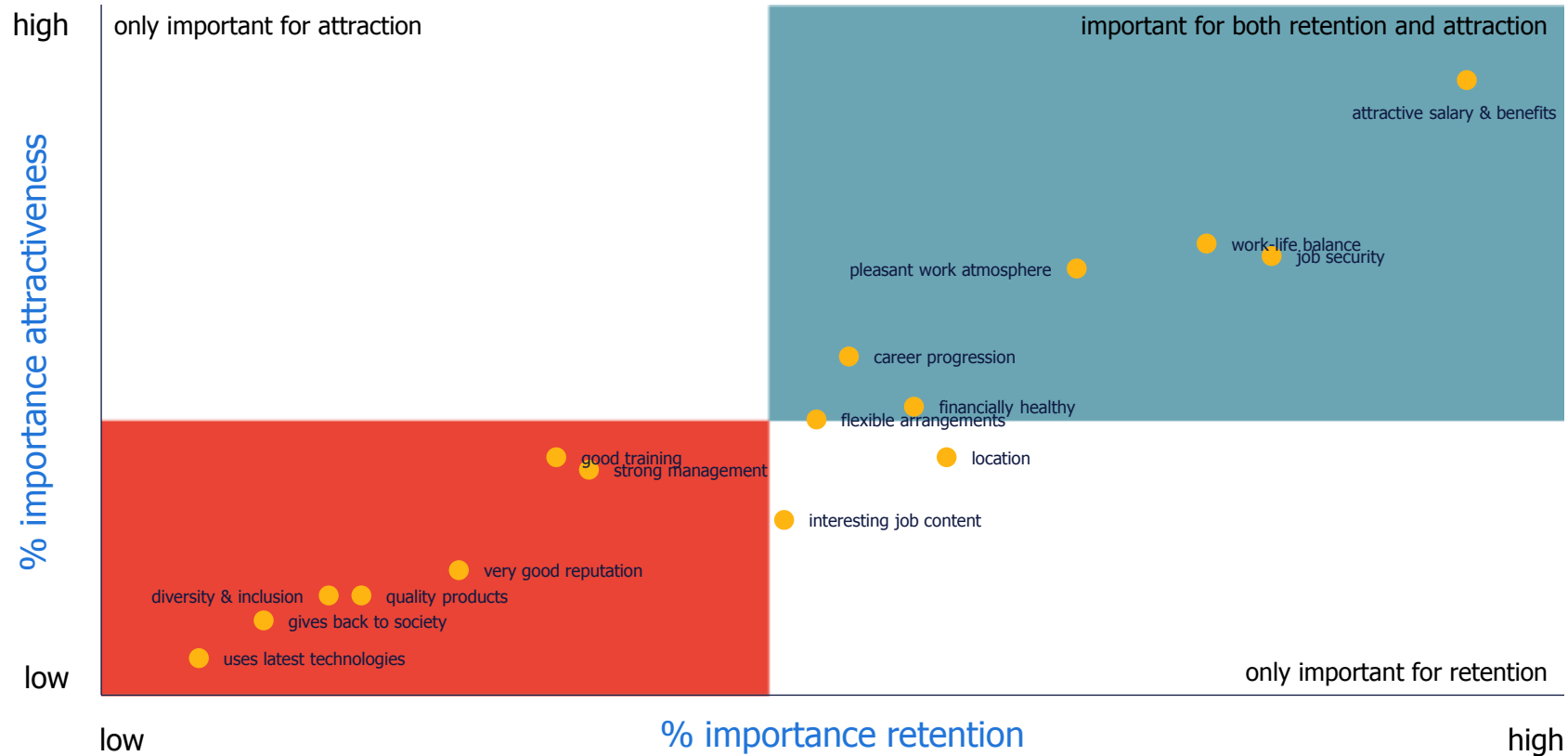


*among workforce who plan to change employer in the next 12 months



evp drivers attraction vs. retention.

attraction and retention drivers show a strong correlation with one another with a couple of exceptions:



location

having a convenient location matters more for retaining workforce than it does for attracting new employees.

interesting job content

similarly, interesting job content is more valuable as a retention EVP driver than it is as an offering convincing new workforce to work for a new employer.



switching behavior summary.

- a fifth of the global workforce has changed employers in the past year and a third plans to do so in the coming year. Furthermore, half of last year's switchers plan to change employers again in the next 12 months. With workforce on the move, employers are forced to come up with ingenious ways to attract and retain talent and need tailor-made approaches to accomplish this.
- a switcher is more likely to live in Russia or North America. They will more often be a gen Z/millennial man who is middle to higher educated and works in services or sales. He would most likely have stayed for attractive salary & benefits or work-life balance but left due to too low compensation or a limited career path. He found the next job via online portals or personal connections/referrals and he definitely checks employers' reputation – particularly the company website, but also heavily on LinkedIn (latin america), or Glassdoor (north america).



switching behavior summary.

- an intender is more likely to live in Latin America or Russia, can equally be a man or woman, a middle to higher educated gen Z or millennial and has a management position. They would stay primarily for attractive salary & benefits and work-life balance but would leave due to limited career progression or if the compensation is too low compared to other companies. They use online job portals and personal connections/referrals most often to look for a potential new employer and they too check potential employers' reputation – even slightly more often than switchers do.
- regardless of whether they switched or plan to do so, salary & benefits are important for the global workforce which is also revealed in the low percentage of employees willing to give up a significant proportion of their salary for job security.



appendix.



- 1 what do workers want – country comparison
- 2 what do workers want – generational comparison
- 3 what do workers want – trend analysis
- 4 switching behavior by subgroups
- 5 about the research

the importance of employer branding.



millennials are 2.5 times more likely than gen-xers and baby boomers to share their opinions about employers on review sites and social media.¹

91%

of candidates seek out at least one online or offline resource to evaluate an employer's brand before applying for a job.¹

31%

of employers believe review sites give an unfair description of a company's employment practices and culture, while 55% claim these sites give a "somewhat fair" representation.¹

55%

of job seekers abandon their application processes after reading negative reviews. Only 45% of employers monitor and address those reviews.²

99%

of employers believe managing the employer brand and reputation is important when attracting top talent, while 95% of employers believe employer brand protection will become more important in the next years.⁵

78%

of candidates consider that the overall candidate experience they receive represents an indicator of how a company values its employees.⁴

15%

of candidates who have a positive hiring experience are willing to put more effort into the job.³

65%

of companies were able to increase their brand recognition from employee advocacy posted on social media platforms.⁶

91%

of companies believe employer brand and reputation can impact revenue.¹



by investing more into employer branding the employee turnover can be reduced by³

28%



source bibliography.

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4 talentadore: Candidate Experience Statistics You Should Know

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5 CareerArc : 23 Surprising Stats on the Future of Recruiting

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6 Hinge Marketing: Understanding Employee Advocacy on Social Media

<https://hingemarketing.com/uploads/hinge-research-employee-advocacy.pdf>

what do
workers want

country comparison.



what do workers want by country.

1/4

	argentina	australia	austria	brazil	belgium	canada	china	czech rep.	france	germany
attractive salary & benefits	55%	52%	64%	58%	63%	60%	58%	71%	62%	59%
work-life balance	39%	54%	40%	31%	48%	50%	47%	36%	47%	38%
job security	49%	47%	56%	35%	53%	47%	44%	55%	43%	58%
pleasant work atmosphere	51%	40%	54%	46%	53%	41%	40%	50%	56%	52%
career progression	51%	31%	32%	52%	37%	32%	51%	39%	41%	30%
financially healthy	23%	25%	37%	30%	29%	26%	43%	49%	29%	38%
flexible arrangements	38%	34%	46%	29%	36%	32%	25%	19%	31%	43%
location	20%	33%	29%	24%	33%	32%	22%	39%	27%	24%
good training	25%	36%	19%	31%	24%	33%	28%	14%	25%	20%
strong management	17%	33%	13%	33%	14%	31%	34%	13%	12%	13%
interesting job content	28%	23%	35%	18%	27%	23%	20%	42%	35%	35%
very good reputation	18%	22%	16%	22%	17%	23%	13%	20%	14%	20%
diversity & inclusion	20%	20%	13%	21%	12%	16%	19%	11%	15%	16%
quality products	14%	17%	13%	19%	15%	15%	23%	15%	21%	15%
gives back to society	22%	15%	18%	23%	19%	15%	18%	11%	20%	17%
uses latest technologies	21%	11%	10%	16%	10%	12%	14%	12%	13%	13%



what do workers want by country.

2/4

	greece	hong kong	hungary	india	italy	japan	luxem- burg	malaysia	nether- lands	new zealand
attractive salary & benefits	76%	59%	74%	47%	47%	64%	65%	64%	71%	54%
work-life balance	44%	58%	50%	46%	53%	45%	52%	49%	49%	53%
job security	46%	43%	58%	41%	46%	43%	61%	34%	40%	43%
pleasant work atmosphere	63%	33%	62%	25%	52%	61%	44%	39%	63%	42%
career progression	54%	33%	32%	40%	37%	20%	36%	41%	41%	35%
financially healthy	21%	37%	49%	35%	34%	30%	32%	36%	32%	24%
flexible arrangements	30%	27%	37%	25%	30%	31%	46%	33%	39%	30%
location	22%	29%	31%	24%	24%	33%	25%	27%	39%	24%
good training	27%	29%	20%	30%	32%	19%	20%	29%	18%	38%
strong management	16%	30%	20%	36%	17%	24%	12%	44%	13%	36%
interesting job content	20%	25%	14%	21%	27%	31%	32%	17%	45%	23%
very good reputation	16%	25%	4%	32%	21%	18%	14%	23%	7%	21%
diversity & inclusion	11%	13%	15%	18%	14%	19%	17%	15%	7%	21%
quality products	19%	16%	11%	26%	15%	18%	11%	16%	15%	17%
gives back to society	17%	13%	11%	22%	17%	13%	19%	14%	10%	17%
uses latest technologies	18%	13%	9%	30%	18%	9%	13%	15%	6%	11%



what do workers want by country.

3/4

	norway	poland	portugal	romania	russia	singapore	spain	sweden	switzer-land	ukraine
attractive salary & benefits	50%	73%	67%	70%	79%	65%	62%	39%	57%	79%
work-life balance	37%	40%	53%	44%	27%	61%	55%	45%	48%	26%
job security	46%	54%	50%	54%	36%	42%	48%	43%	51%	32%
pleasant work atmosphere	60%	51%	50%	57%	41%	37%	47%	59%	55%	46%
career progression	29%	50%	49%	50%	42%	39%	38%	33%	32%	50%
financially healthy	23%	34%	35%	29%	59%	34%	24%	20%	33%	48%
flexible arrangements	31%	28%	29%	33%	29%	35%	43%	39%	41%	33%
location	24%	25%	23%	13%	28%	29%	28%	24%	27%	24%
good training	39%	30%	29%	28%	17%	27%	24%	20%	23%	16%
strong management	23%	12%	18%	24%	17%	35%	11%	36%	13%	20%
interesting job content	50%	21%	23%	14%	48%	21%	35%	52%	29%	45%
very good reputation	13%	25%	13%	19%	19%	19%	17%	17%	19%	16%
diversity & inclusion	23%	14%	13%	12%	12%	17%	16%	18%	18%	16%
quality products	14%	14%	12%	20%	13%	14%	14%	15%	17%	16%
gives back to society	19%	12%	17%	10%	17%	12%	19%	22%	22%	13%
uses latest technologies	9%	15%	12%	17%	14%	11%	15%	10%	11%	19%



what do workers want by country.

4/4

	UK	US
attractive salary & benefits	53%	59%
work-life balance	49%	47%
job security	47%	44%
pleasant work atmosphere	37%	38%
career progression	32%	32%
financially healthy	26%	29%
flexible arrangements	34%	35%
location	36%	34%
good training	35%	33%
strong management	28%	34%
interesting job content	27%	18%
very good reputation	25%	25%
diversity & inclusion	20%	19%
quality products	15%	16%
gives back to society	16%	14%
uses latest technologies	12%	11%





what do
workers want

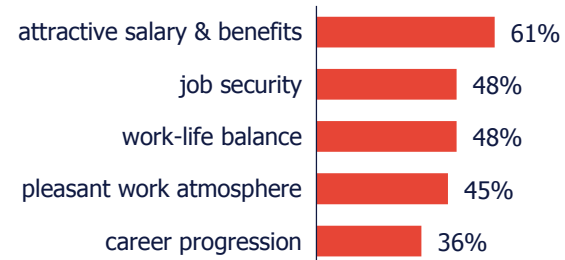
generational comparison.

what potential employees want by generation.

gen z (18-24)



gen x (35-54)



millennials (25-34)



boomers (55-65)



preferred company type by generation.



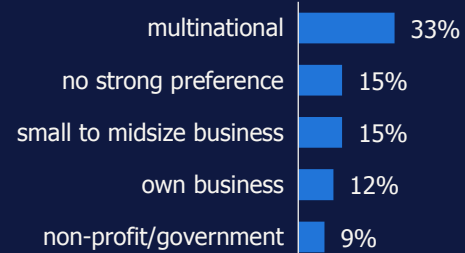
gen z (18-24)



gen x (35-54)



millennials (25-34)



boomers (55-65)



sector attractiveness by generation.

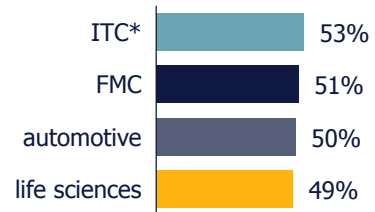
gen z (18-24)



gen x (35-54)



millennials (25-34)



boomers (55-65)



*The ITC sector relates to companies in IT, Technology & Communications



what do
workers want

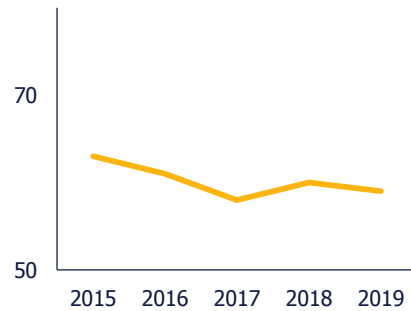


trend analysis.

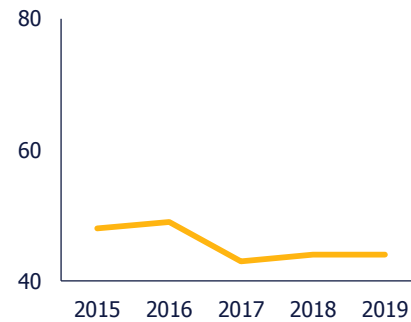
what do workers want **global trends.**

1/2

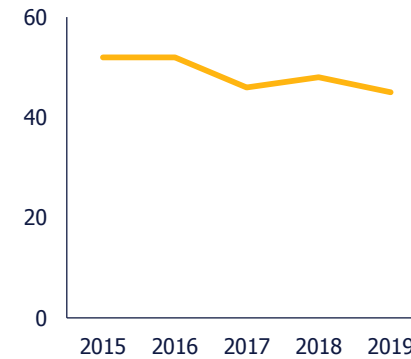
attractive salary & benefits



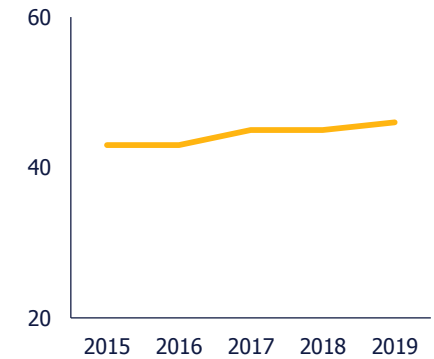
pleasant work atmosphere



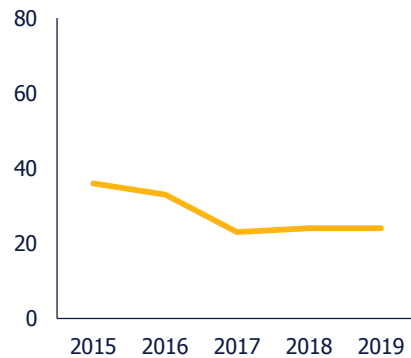
job security



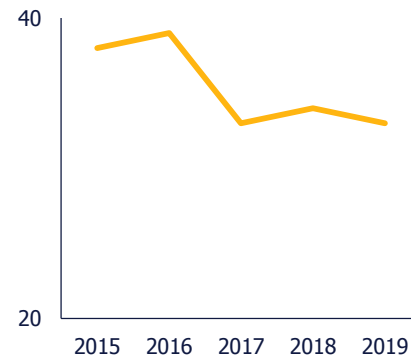
work-life balance



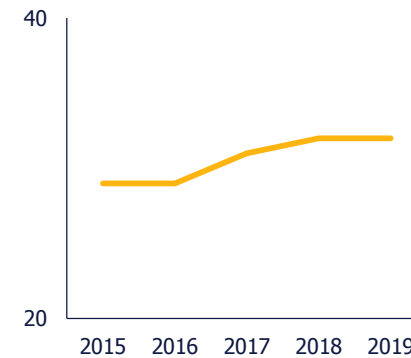
interesting job content*



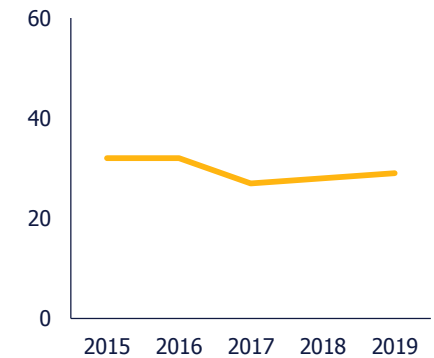
financially healthy



flexible arrangements



location

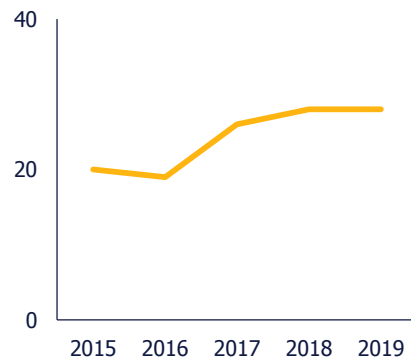


* in 2017 was interesting and stimulating work

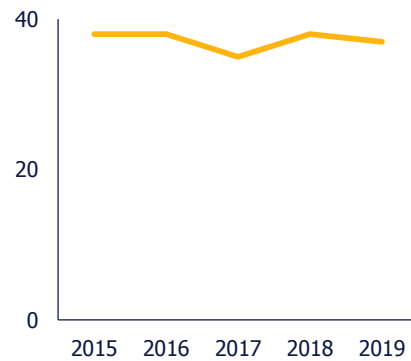
what do workers want **global trends.**

2/2

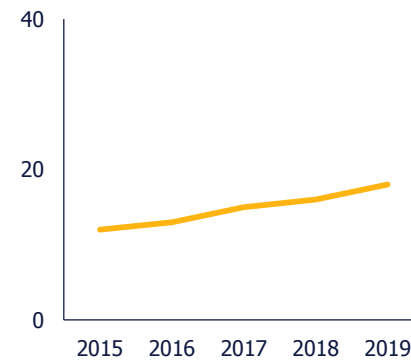
strong management



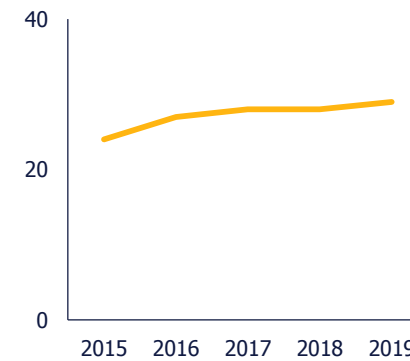
career progression



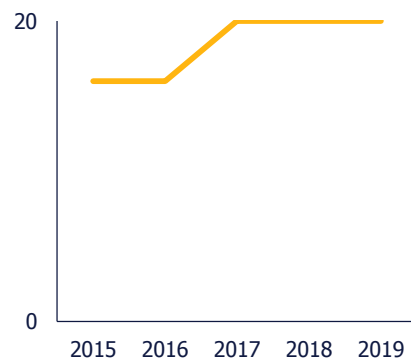
diversity & inclusion



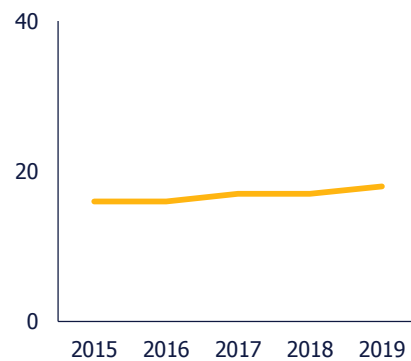
good training



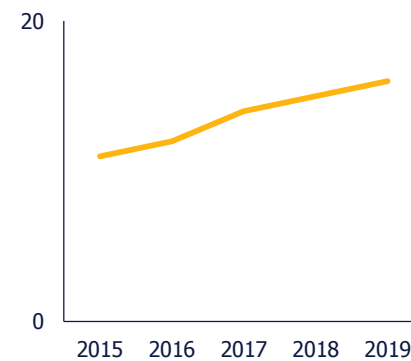
very good reputation*



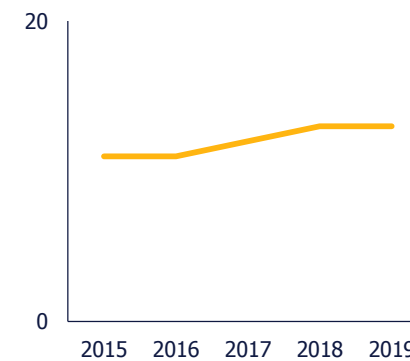
quality products



gives back to society



uses latest technologies



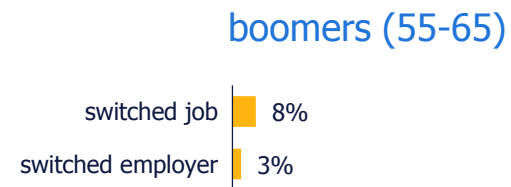
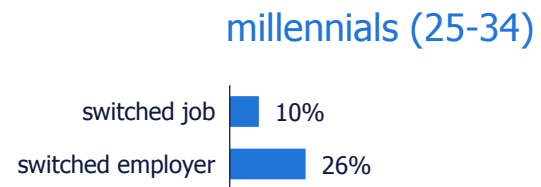
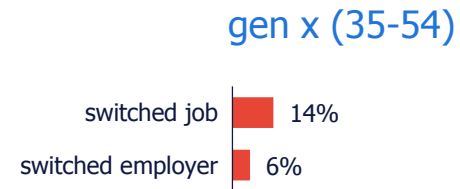
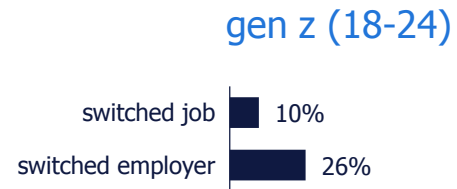
* prior to 2017 was strong image/ values

switching behavior

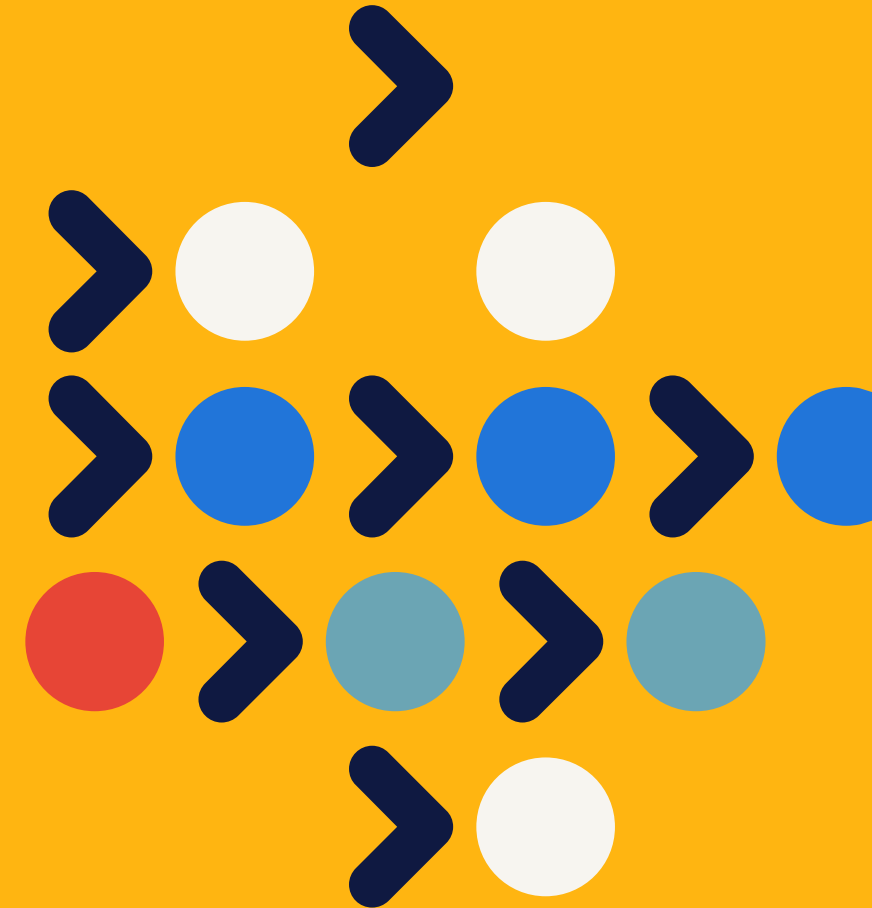
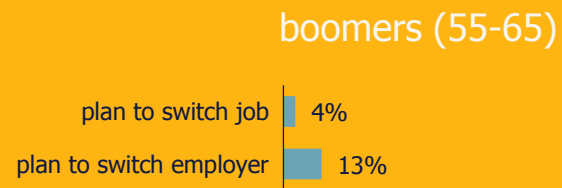
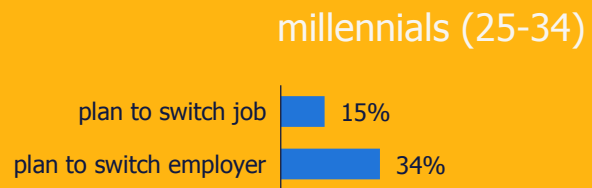
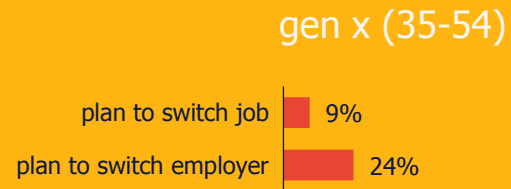
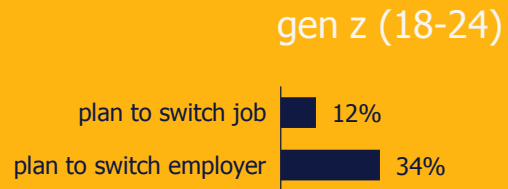


by subgroups.

switchers: proportion changed job or employer in the past year by generation.



intenders: proportion planning to change job employer in the next year by generation.



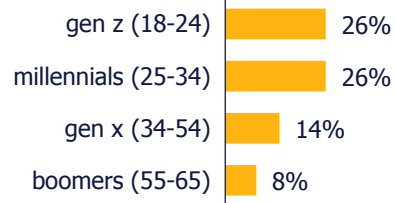
switchers: proportion changed employers in the past year by subgroup.

1/2

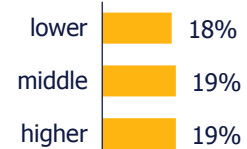
gender



age



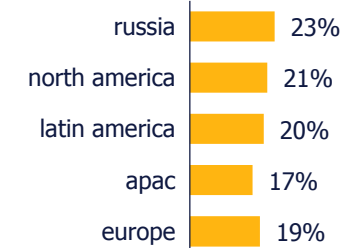
education



function

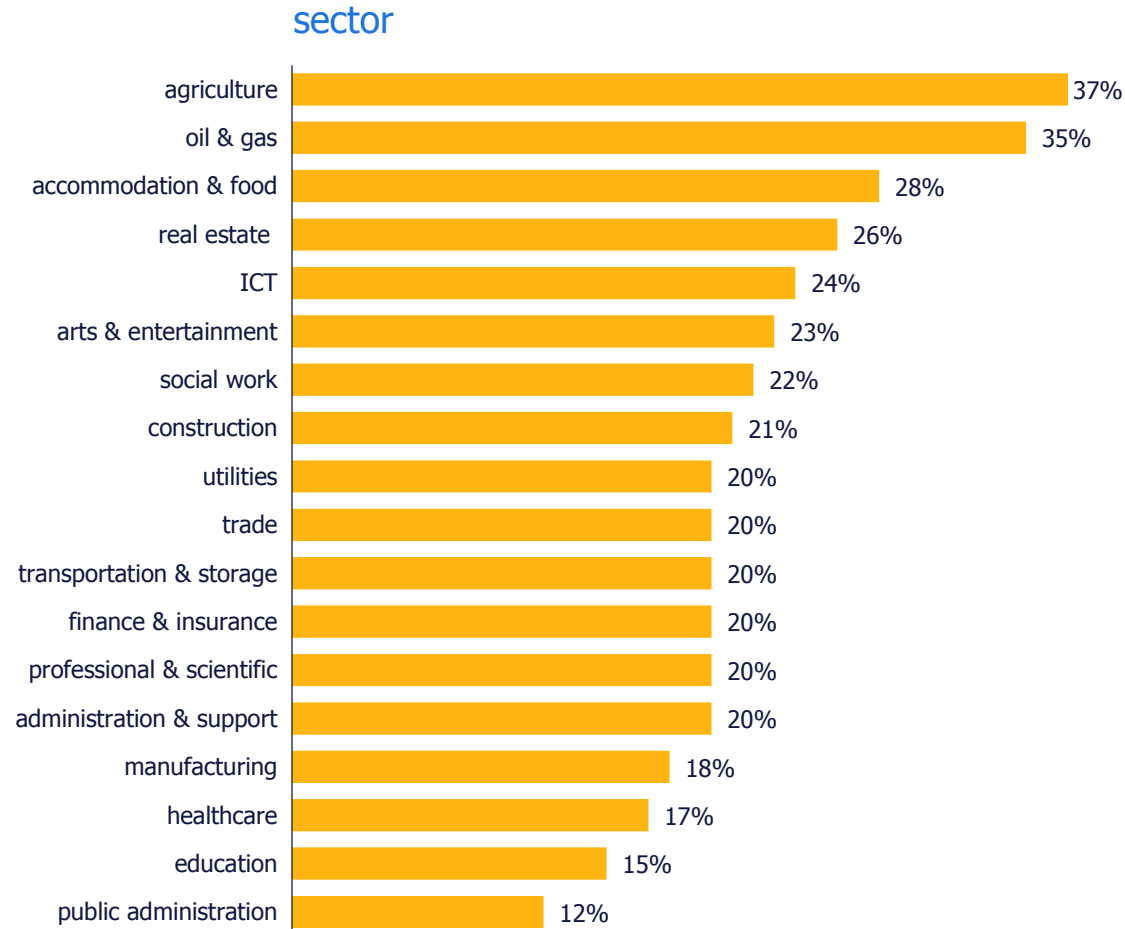


region



switchers: proportion changed employers in the past year by subgroup.

2/2



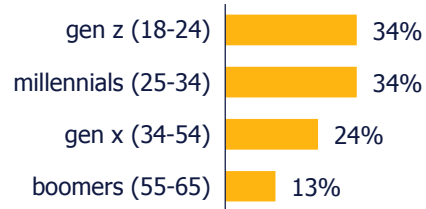
intenders: proportion planning to change employer in the next year by subgroup.

1/2

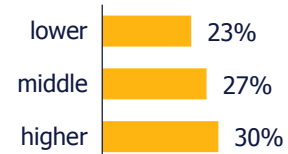
gender



age



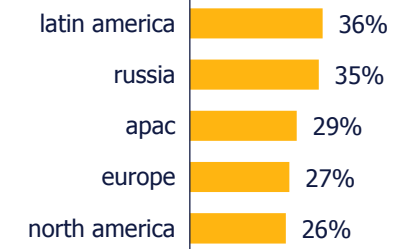
education



function

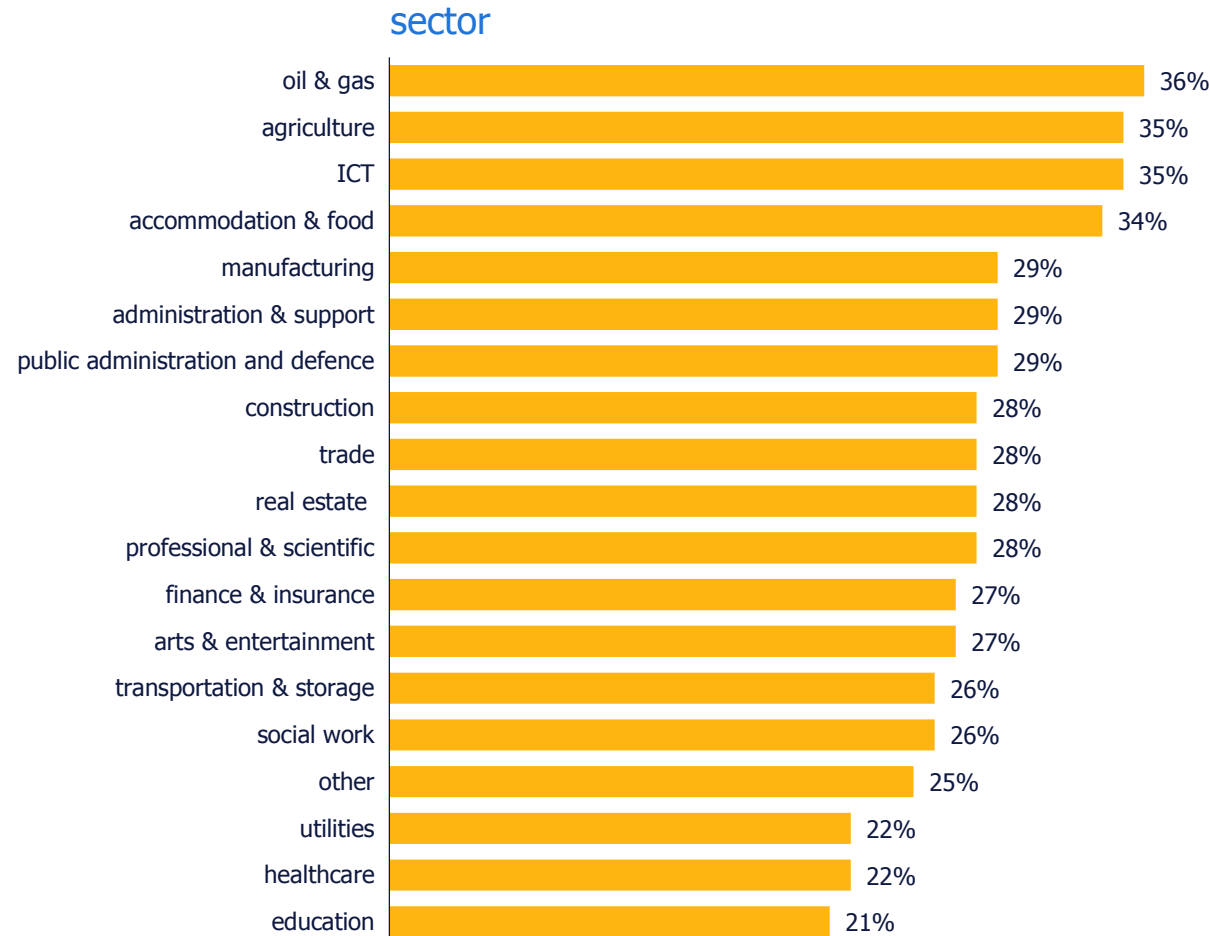


region



intenders: proportion planning to change employer in the next year by subgroup.

2/2



about the



research.

what is the randstad employer brand research?

- **representative employer brand research** based on perceptions of the general audience. Optimizing 19 years of successful employer branding insights.
- **independent survey** with over 200,000 respondents in 32 countries worldwide.
- **reflection of employer attractiveness** for each country's 150 largest employers known by at least 10% of the population.
- **valuable insights** to help employers shape their employer brand.



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

austria
australia
argentina
belgium
brazil
canada
china
czech republic
france
germany
greece
hong kong
hungary
italy
india
japan
luxembourg
malaysia
new zealand
netherlands
norway
poland
portugal
romania
russia
singapore
spain
sweden
switzerland
UK
ukraine
USA



● countries surveyed

worldwide

- over 200,000 respondents
- 6,162 companies surveyed

sample

- aged 18 to 65
- representative on gender
- overrepresentation of age 25 - 44
- comprised of students, employed and unemployed workforce

fieldwork

- online interviews
- between december 2018 and january 2019

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

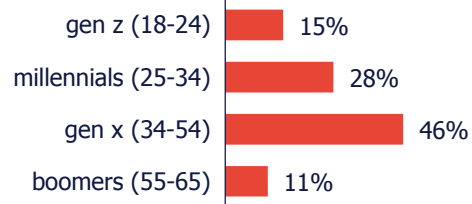


sample composition socio-demographics, employment situation, region.

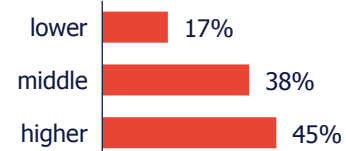
gender



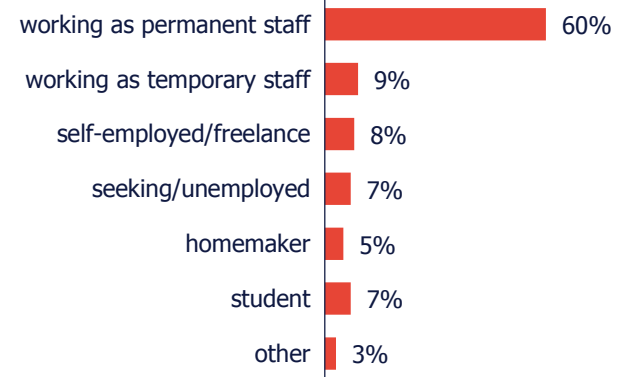
age



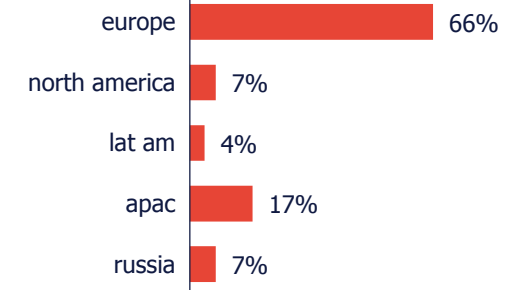
education



working situation



region

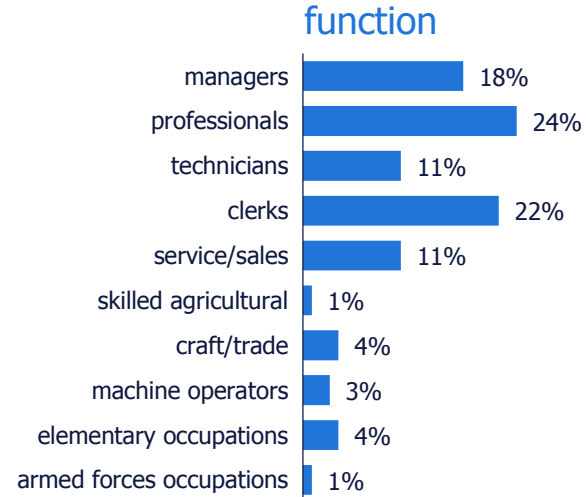
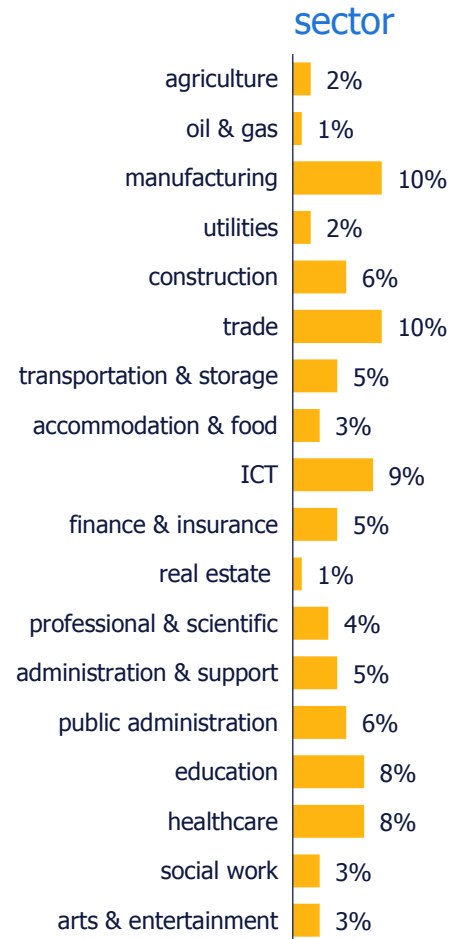


total sample: n=215,252
fieldwork: between december 2018 and january 2019



sample composition

sector, function.



base: currently employed (n=164,880)



breakdown respondents by country.

country*	n=	country*	n=
argentina	3970	luxemburg	1217
australia	10861	malaysia	2504
austria	4536	new zealand	4048
belgium	14340	norway	3965
brazil	4073	poland	10362
canada	6405	portugal	5125
china	3441	romania	4205
czech republic	4778	russia	14082
france	9893	singapore	2502
germany	6312	spain	10939
greece	4329	sweden	6221
hong kong	3731	switzerland	5225
hungary	6879	the netherlands	17828
india	3172	UK	8182
italy	7709	ukraine	9498
japan	6746	USA	8174



* global data is weighted on GDP



the employer brand roadmap.



randstad

human forward.

