# employer brand research 2020

canada.

randstad

human forward.

foreword

As we publish this year's Randstad Employer Brand
Research, we at Randstad are fully aware of the new
situation we are in as a result of COVID-19. The timing
of the questionnaire and its results were analyzed
before the discovery of the virus. Since then, COVID-19
has paralyzed local economies and labor markets and
as a result several companies find themselves facing
unprecedented challenges.

In these uncertain times, employer branding is more
important than ever. This years' Randstad Employer
Brand Research results can be very helpful in building
on a sharpened employer branding strategy for your
company.
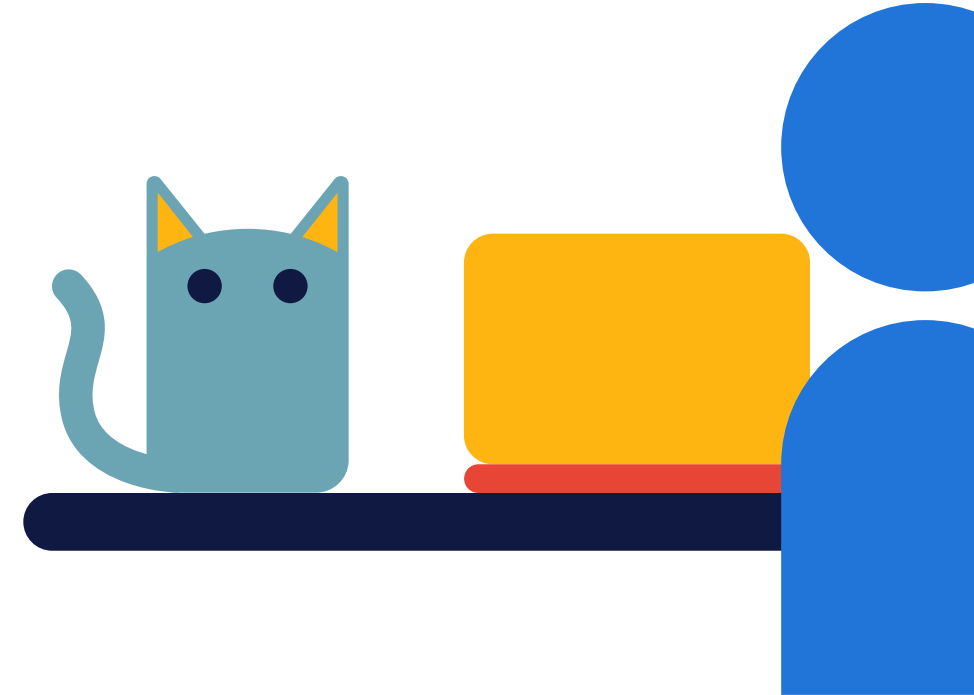
content.

introduction.

why employer branding matters.

50%
of candidates say they wouldn't work for a company with a bad reputation – even with a pay increase.[2]

96%
agree that alignment of personal values with a company's culture is a key factor in their satisfaction working there.[3]

80%
of workforce leaders agree that a strong employer brand has a significant impact on their ability to hire great workforce.[4] As people work for cultures, not companies, their perception of you as an employer is of paramount importance. Both recruiters and candidates cite company culture as one of the most important determinants in employer choice. Also, if your culture is transparent: candidates actively research the culture of companies to understand if they'll fit. If candidates see positive employee and candidate experiences on review sites, they feel more confident submitting their resume and making a career move.

Companies are overpaying on salaries by 10% if they don't have a strong brand.[1]

19%
Only 19% of employees globally perceive a strong alignment between what their employer says about itself and their experience working there.[5]

52%
52 % of candidates first seek out the company's website and social media to learn more about an employer.[6]

#1
#1 obstacle to candidates in the application process is not knowing what it's like to work at an organization.[7]

1-2x
Companies with a strong employer brand have a 1- 2 x faster time to hire.[8]

76%
Employees who experience a strong alignment between what their employer says about itself and their experience working there are more likely to recommend their employer as a place to work.[9]

the employer brand roadmap.

audit current employer brand
- employer brand story
- external perception

interview employees and leaders
to understand:
- their perception of your brand
- gaps and areas for improvement

assess competitors
for workforce

external market analysis
- career motivations
  and drivers
- specific views of your
  company improvement

launch employer
brand internally
- gain employee
  and leadership
  feedback

develop the employer brand
strategy and creative assets

create the brand pillars and
employee value proposition

activate employer
brand externally

measure, assess
and refine

what is the randstad employer brand research?

- **a representative employer brand research** based on perceptions of the general audience. Optimizing over 20 years of successful employer branding insights.

- **an independent survey** with nearly 185,000 respondents in 33 markets 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.
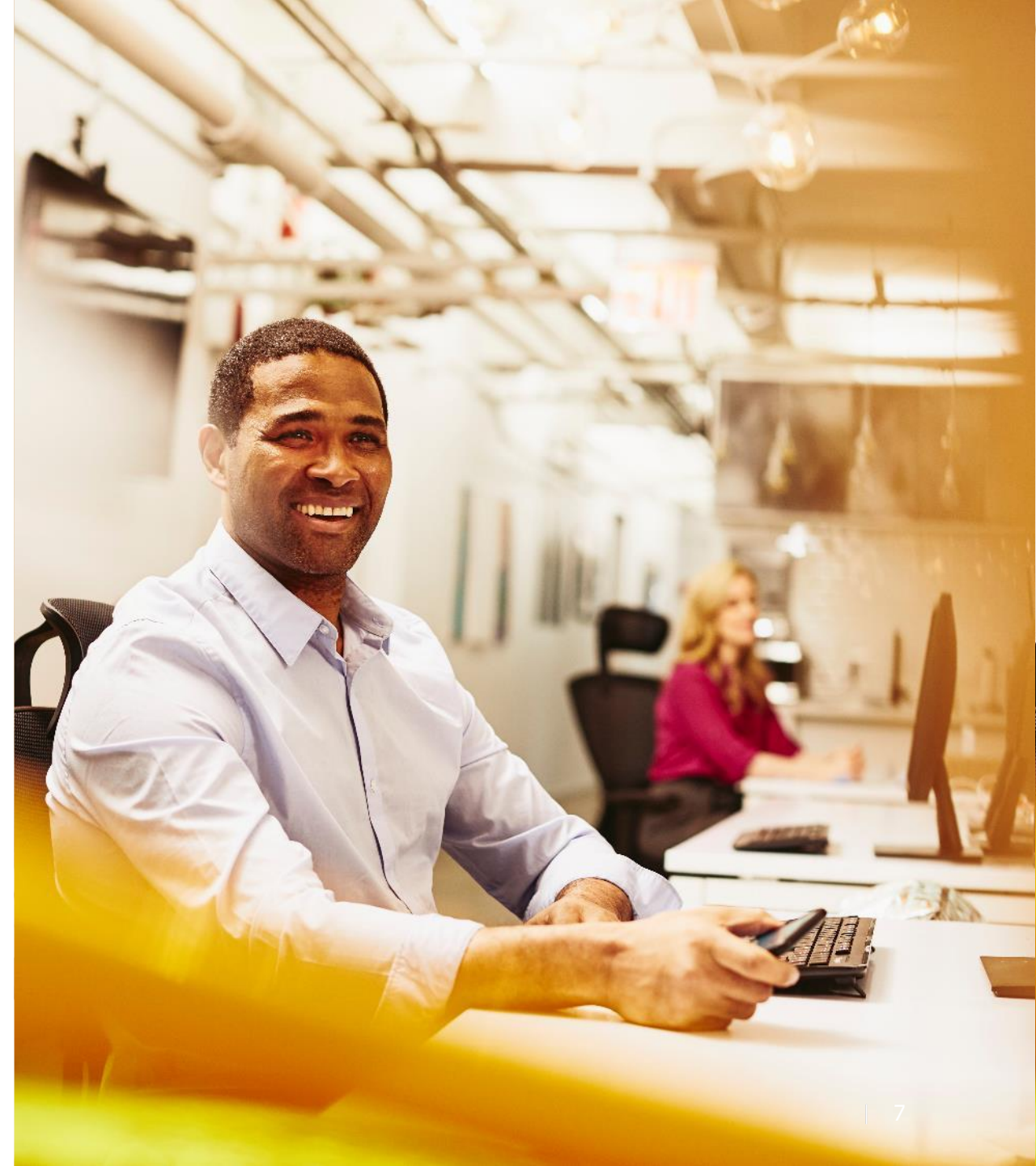
33 markets surveyed covering more than 75% of the global economy.

Austria
Australia
Argentina
Belgium
Brazil
Canada
China
Czech Republic
France
Germany
Greece
Hong Kong SAR
Hungary
Italy
India
Japan
Kazakhstan
Luxembourg
Malaysia
New Zealand
Netherlands
Norway
Poland
Portugal
Romania
Russia
Singapore
Spain
Sweden
Switzerland
UK
Ukraine
USA

● markets surveyed

worldwide
• nearly 185,000 respondents
• 6,136 companies surveyed

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

country
• 3,527 respondents

fieldwork
• online interviews
• between 18 december 2019 and
  23 january 2020

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.
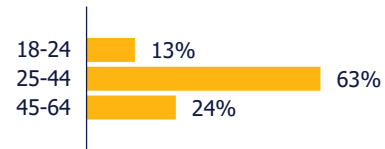
sample composition in canada
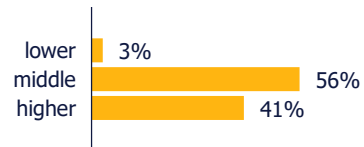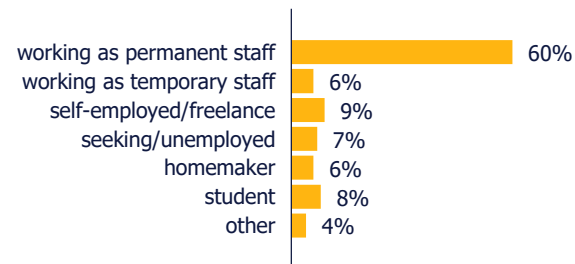## socio-demographics, employment status, region.

gender

female	50%
male	50%

age

18-24	13%
25-44	63%
45-64	24%

education

lower	3%
middle	56%
higher	41%

employment status

working as permanent staff	60%
working as temporary staff	6%
self-employed/freelance	9%
seeking/unemployed	7%
homemaker	6%
student	8%
other	4%

generation

gen z (18-24)	13%
millennials (25-34)	27%
gen x (35-54)	50%
boomers (55-64)	10%

region

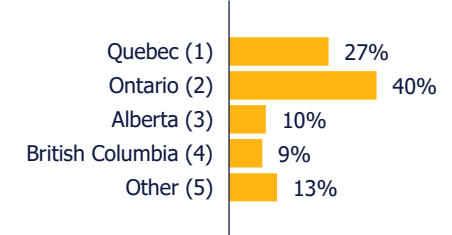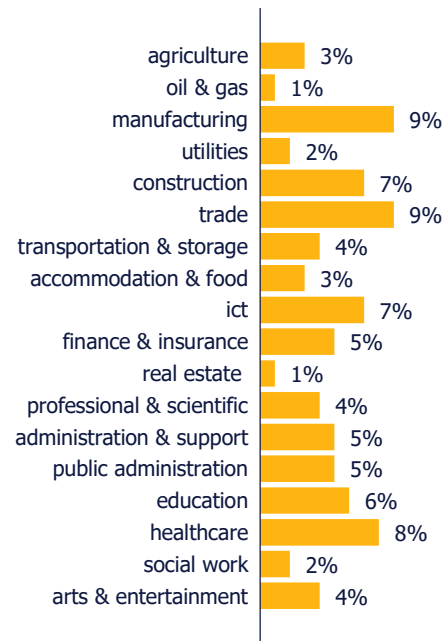|	
Quebec (1)	27%
Ontario (2)	40%
Alberta (3)	10%
British Columbia (4)	9%
Other (5)	13%
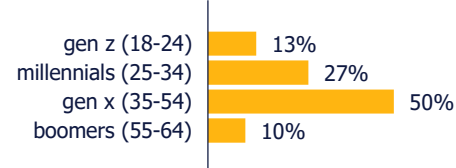
1. Nova Scotia, New Brunswick, Quebec, Ontario, PEI, Newfoundland and Labrador

2. Manitoba, Saskatchewan, Alberta, British Columbia, Northwest Territories, Yukon, Nunavut

5. Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia, PEI, Newfoundland and Labrador, Northwest Territories, Yukon, Nunavut

total sample: 3,527
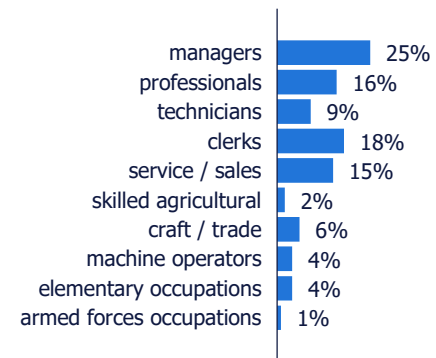fieldwork: between 18 december 2019 and 23 january 2020
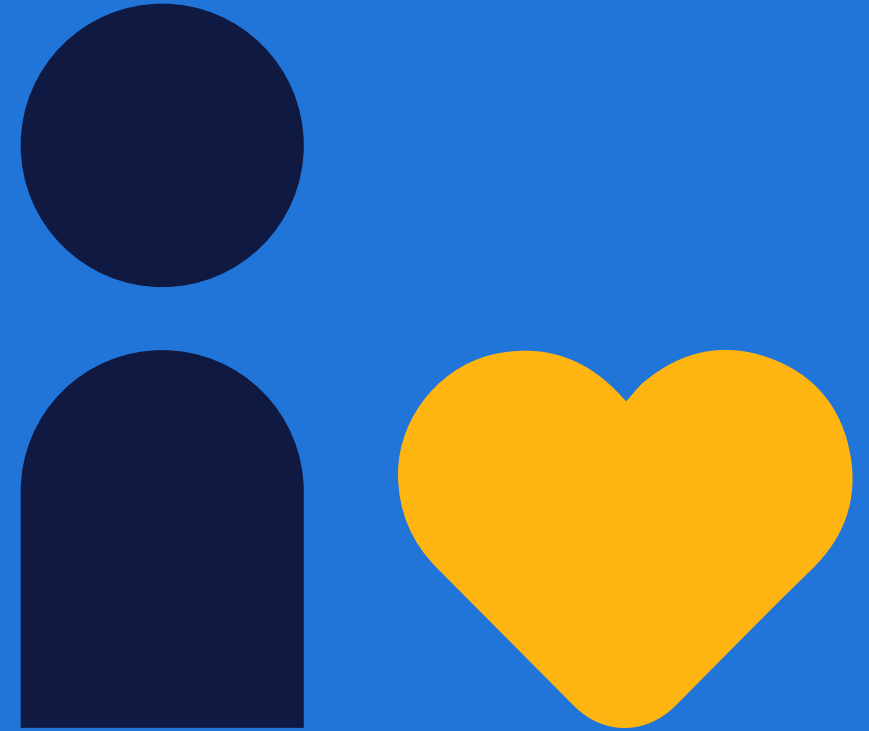
sample composition
in canada.

sector

agriculture	3%
oil & gas	1%
manufacturing	9%
utilities	2%
construction	7%
trade	9%
transportation & storage	4%
accommodation & food	3%
ict	7%
finance & insurance	5%
real estate	1%
professional & scientific	4%
administration & support	5%
public administration	5%
education	6%
healthcare	8%
social work	2%
arts & entertainment	4%

function

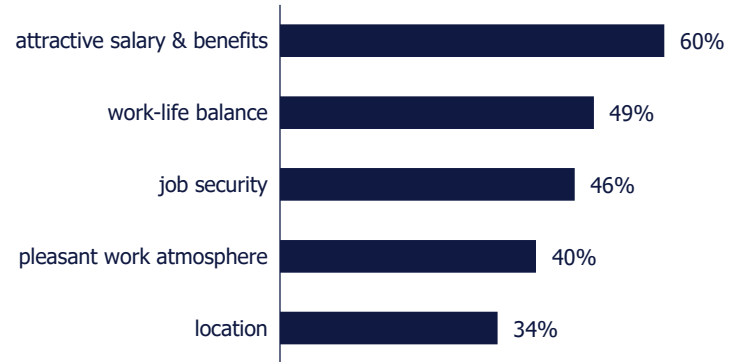|	
managers	25%
professionals	16%
technicians	9%
clerks	18%
service / sales	15%
skilled agricultural	2%
craft / trade	6%
machine operators	4%
elementary occupations	4%
armed forces occupations	1%

base: currently employed (n=2,624)
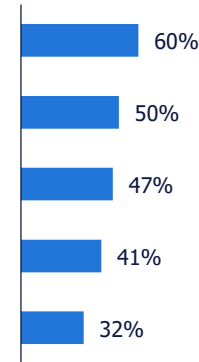
canada

EVP drivers.

what potential employees want
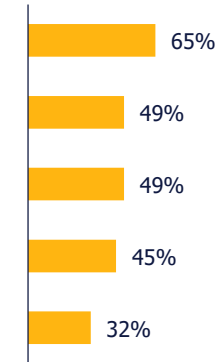# when choosing an employer.

most important criteria
canada 2020

criteria	canada 2020
attractive salary & benefits	60%
work-life balance	49%
job security	46%
pleasant work atmosphere	40%
location	34%
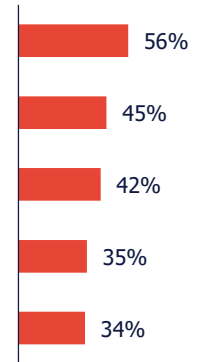
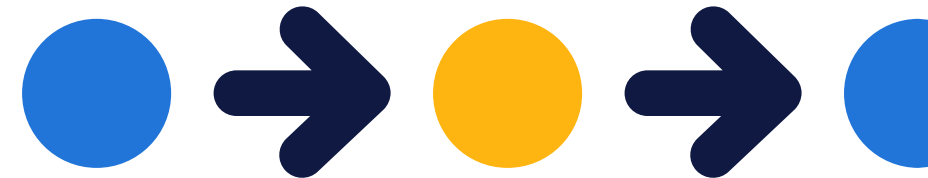| canada 2019	canada 2018	north america 2020
60%	65%	56%
50%	49%	45%
47%	49%	42%
41%	45%	35%
32%	32%	34%

click here for a breakdown of all results by socio-demographic profile and trends for the last 5 years.

perception of employer offer in canada.

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 financially healthy

2 very good reputation

3 job security

4 pleasant work atmosphere

5 work-life balance

6 interesting job content

7 attractive salary & benefits

8 gives back to society

9 career progression

10 uses latest technologies

general perception of employers in canada.

1 financially healthy

2 uses latest technologies

3 very good reputation

4 job security

5 career progression

6 pleasant work atmosphere

7 attractive salary & benefits

8 work-life balance

9 interesting job content

10 gives back to society

profile of ideal employer.

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

gap between what (potential) employees seek

and what employees perceive employers to offer in canada.

Employers in a market may not always be perceived to be offering what (potential) employees are looking for. Below you see the 3 main attributes employees look for but which they believe employers do not sufficiently offer.

gap top 3

attractive salary & benefits

work-life balance

job security

what do potential employees want
by generational profile.

gen z (18-24)

34%

of the gen z's are looking for an employer with strong management. This is higher when compared to millennials (27%), gen x (25%) and boomers (21%).

gen x (35-54)

50%

of the gen x's find job security a very important pull factor towards an employer. Among gen z and millennials, this factor is deemed less important (32% and 43%, respectively).

millennials (25-34)

37%

of the millennials seek career progression opportunities. Gen x and boomers are less interested in this offering from their employer (31% and 23%, respectively).

boomers (55-64)

70%

of the boomers are attracted to companies that offer attractive salary & benefits. This is less so among gen z (51%), millennials (56%) and gen x (63%).

click here for a breakdown of all results by socio-demographic profile and trends for the last 5 years.

important attributes
by type of contract.

15%

of today's workforce
works part-time.
(less than 30 hours per week)

most important attributes

attribute	part-time workers	full-time workers
attractive salary & benefits	57%	63%
work-life balance	50%	51%
job security	43%	48%
pleasant work atmosphere	46%	38%
location	38%	34%
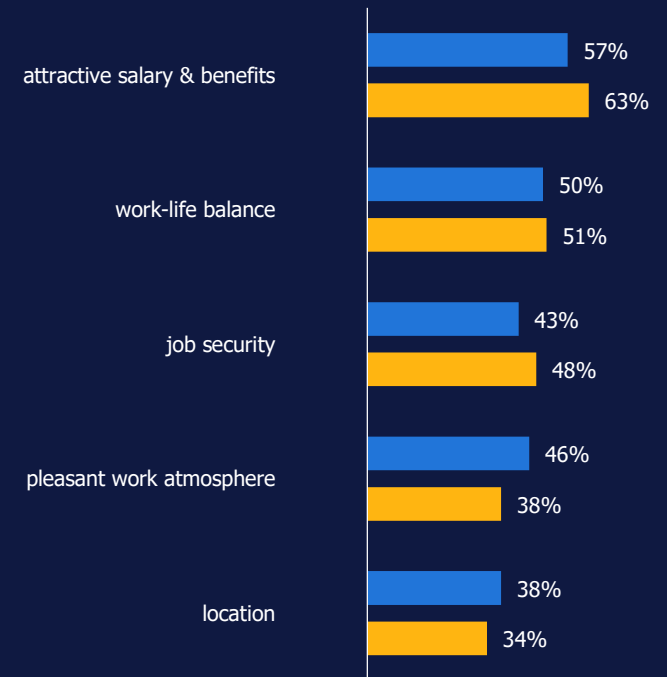
● part-time workers   ● full-time workers

switchers and stayers

in focus.

changing employer
canada vs north america.

switchers: changed employer in the past year.

canada	18%
north america	21%

stayers: stayed with their employer in the past year.

canada	82%
north america	79%

intenders: plan to change employer within the next year.

canada	25%
north america	27%

most important attributes
switchers vs stayers.

switchers

2019		2020
18%	→	**18%**

changed employer in the past year.

stayers

2019		2020
82%	→	**82%**

stayed with their employer in the past year.

most important attributes

attractive salary & benefits
- switchers: 55%
- stayers: 61%

work-life balance
- switchers: 45%
- stayers: 50%

job security
- switchers: 37%
- stayers: 48%

pleasant work atmosphere
- switchers: 38%
- stayers: 40%

location
- switchers: 32%
- stayers: 34%

● switchers   ● stayers

most important attributes
intenders.

intenders

2019

24% →

2020

25%

plan to change employer within the next year.

most important attributes among intenders

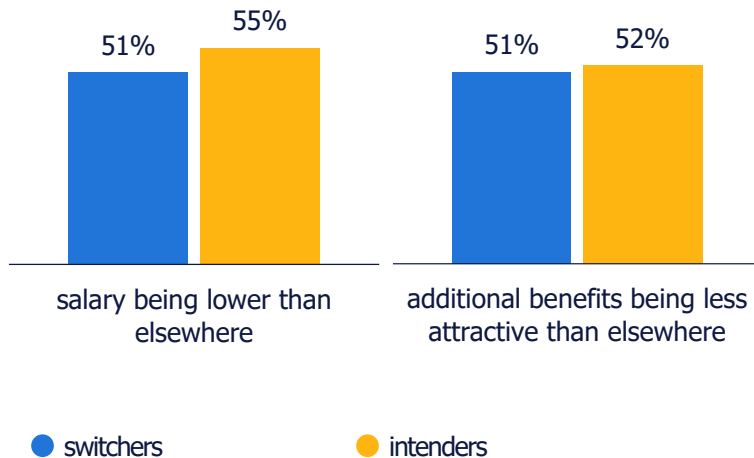| attribute	2020	2019
attractive salary & benefits	60%	61%
work-life balance	47%	51%
job security	38%	43%
pleasant work atmosphere	38%	39%
career progression	37%	36%
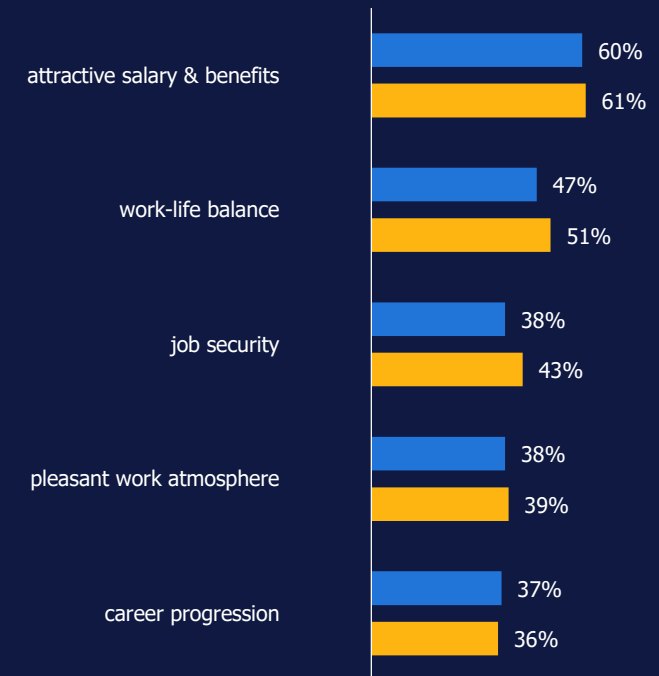
● 2020　　　　● 2019

switchers vs intenders
financial reasons.

% (completely) agrees with the statement
"I changed my job or plan to do so" because of:

51% **55%** **51%** **52%**

salary being lower than
elsewhere

additional benefits being less
attractive than elsewhere

● switchers   ● intenders

canada
52%
is leaving or planning to do so
because of a lower salary
compared to elsewhere.

49%
is leaving or planning to do so
because of less attractive
additional benefits compared to
elsewhere.

north america
58%
is leaving or planning to do so
because of a lower salary
compared to elsewhere.

54%
is leaving or planning to do so
because of less attractive
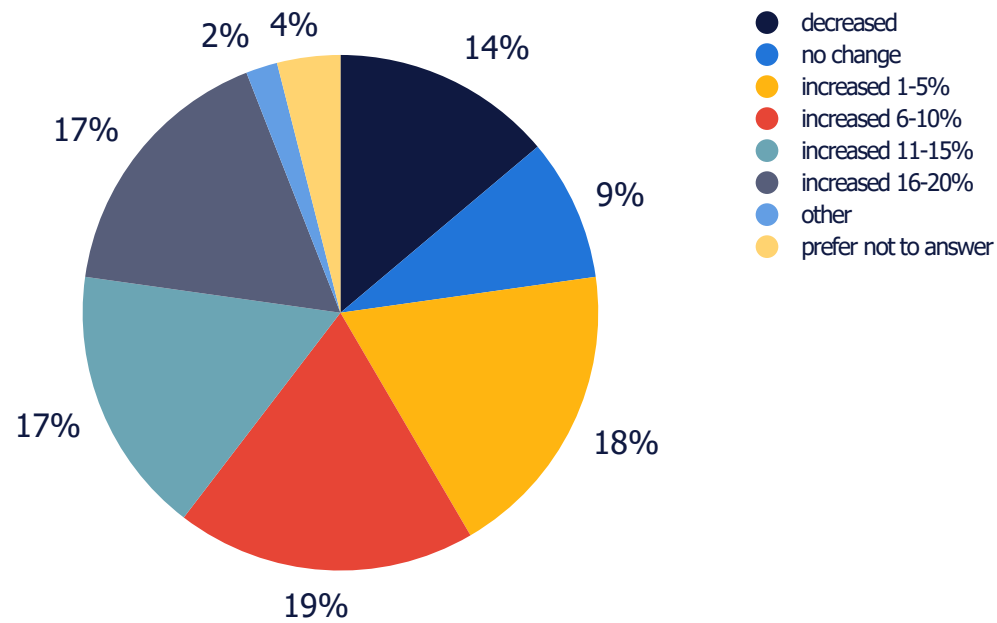additional benefits compared to
elsewhere.

switching for higher salary
nearly 4 in 10 switchers get a 1 to 10% pay increase.

salary change after switch

Legend:
- decreased
- no change
- increased 1-5%
- increased 6-10%
- increased 11-15%
- increased 16-20%
- other
- prefer not to answer

Pie chart values: 14%, 9%, 18%, 19%, 17%, 17%, 2%, 4%
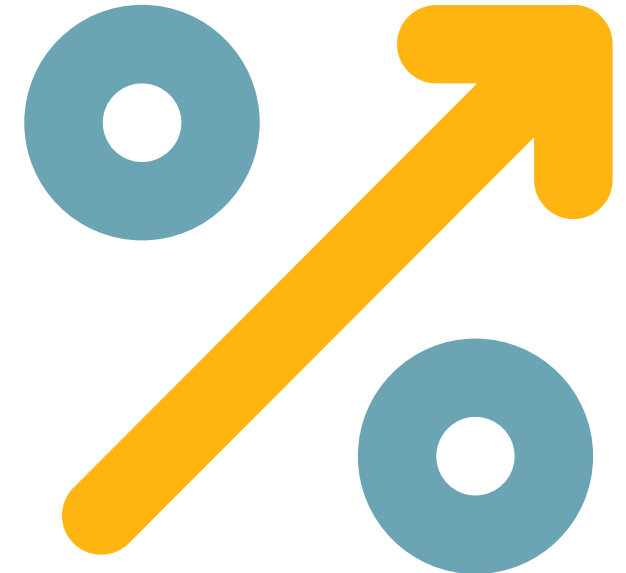
canada

38%

employees who left previous employer for a higher salary elsewhere saw a salary increase between 1% and 10%.

north america

39%

employees who left previous employer for a higher salary else where saw a salary increase between 1% and 10%.

switchers vs intenders
emotional reasons.

% (completely) agrees with the statement
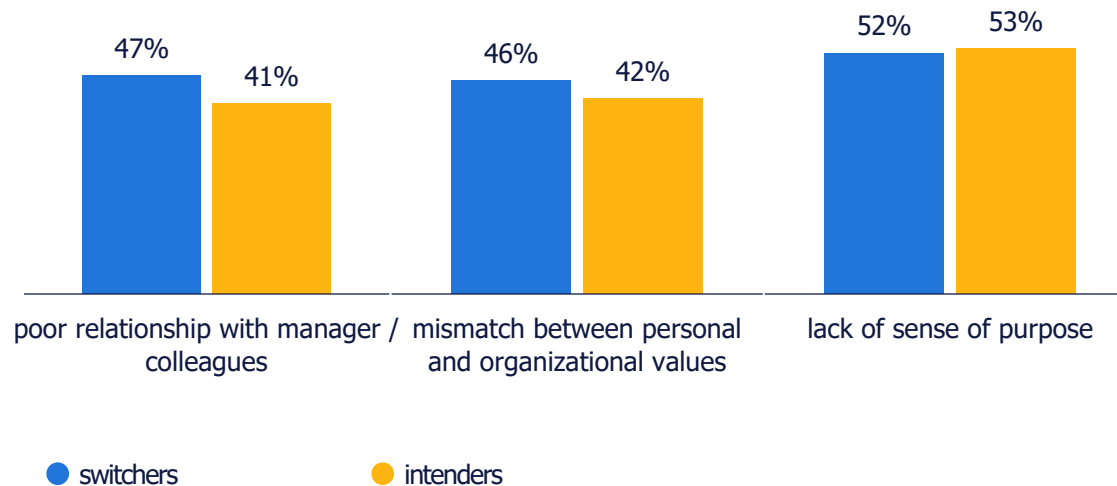"I changed my job or plan to do so" because of:

canada

66%

find non-monetary benefits important.

north america

66%

find non-monetary benefits important.

Category	switchers	intenders
poor relationship with manager / colleagues	47%	41%
mismatch between personal and organizational values	46%	42%
lack of sense of purpose	52%	53%

● switchers   ● intenders

reasons to leave
by profile.

salary being lower than elsewhere

56%

of the **millennials** are likely to leave an employer if they receive a higher salary elsewhere. This is higher when compared to gen z (45%).

additional benefits being less attractive

52%

of the **gen x** are likely to leave their employer if additional benefits offered by other employers are more attractive. This is higher when compared to gen z (40%).

poor relationship with manager

42%

of the **millennials and gen x**, respectively, agree that a poor relationship with their manager is a serious reason to consider working elsewhere. This is higher when compared to gen z.

mismatch between personal and organizational values
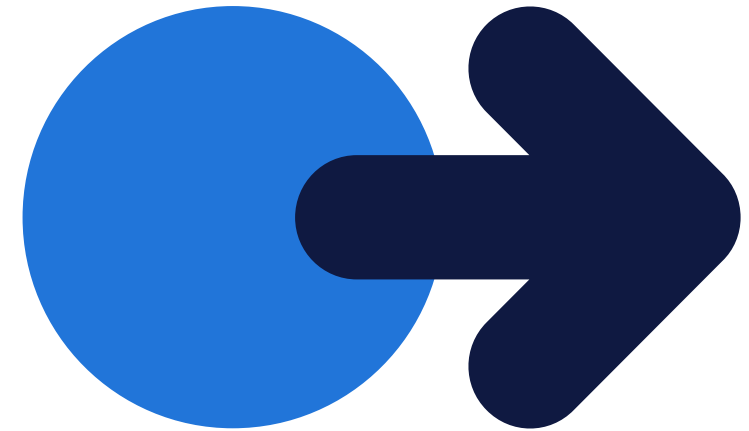
44%

of the **millennials** would leave their employer if the organizational values do not match their personal values. This is higher when compared to gen z (33%).

lack of sense of purpose

54%

of the **gen x** may leave or have left their employer if they lack a sense of purpose in their job. This is higher when compared to gen z (42%).
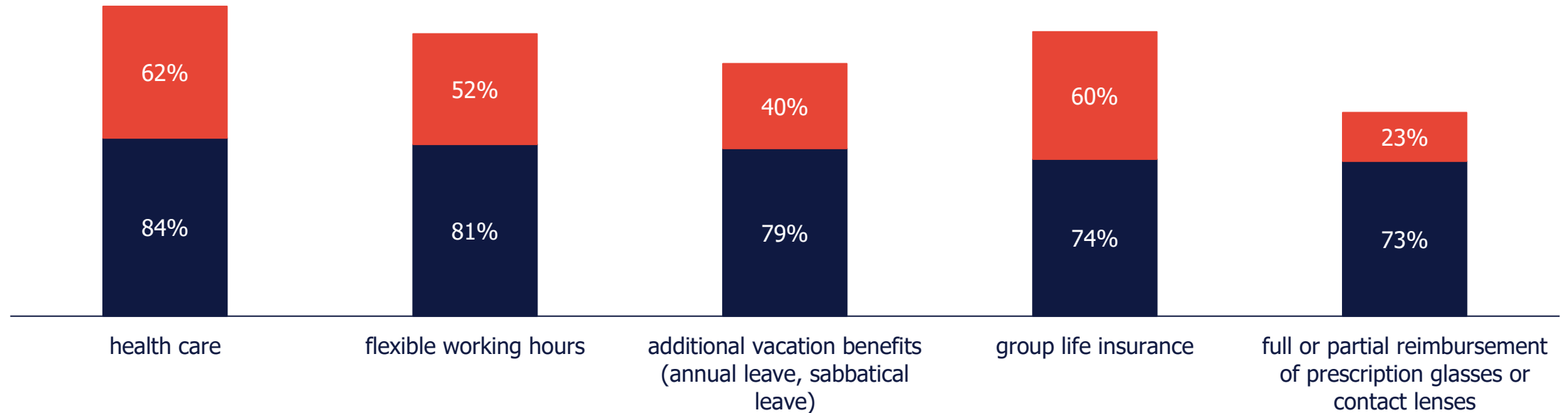
additional benefits

in focus.

employee benefits that
workforce in canada finds attractive and are received.

top 5 most attractive benefits & received

	health care	flexible working hours	additional vacation benefits (annual leave, sabbatical leave)	group life insurance	full or partial reimbursement of prescription glasses or contact lenses
attractive & received	62%	52%	40%	60%	23%
attractive	84%	81%	79%	74%	73%

● attractive   ● attractive & received

click here for full results.

most attractive benefits
by profile.

gen z (18-24)

42%

of the gen z's find sports and leisure package attractive as an employment benefit. This is higher when compared to boomers (26%).

gen x (35-54)

83%

of the gen x's find additional vacation benefits (annual leave, sabbatical leave) attractive as an employment benefit. This is higher when compared to gen z (66%) and millennials (75%).

millennials (25-34)

56%

of the millennials find childcare services and support attractive as an employment benefit. This is higher when compared to gen x (41%) and boomers (23%).

boomers (55-64)

81%

of the boomers find full or partial reimbursement of prescription glasses or contact lenses attractive as an employment benefit. This is higher when compared to gen z (62%) and millennials (70%).
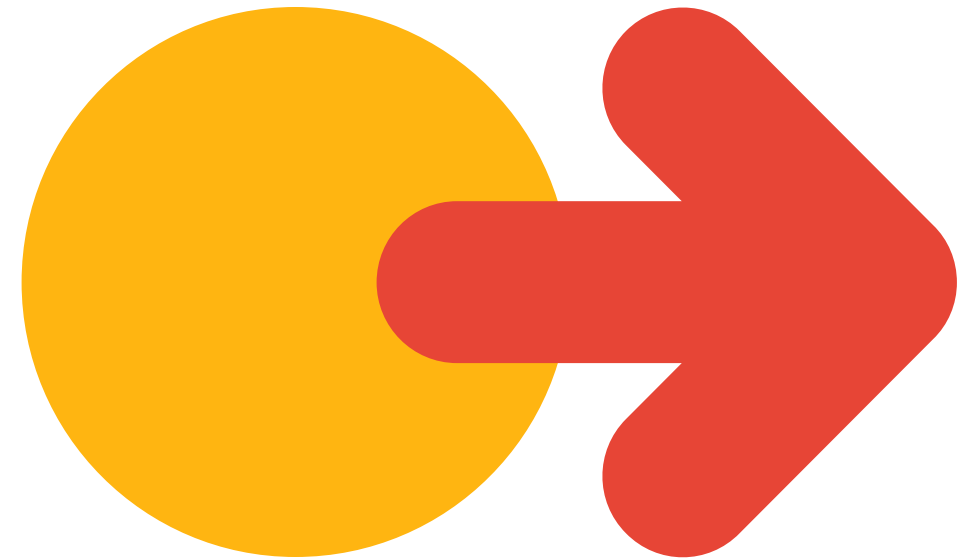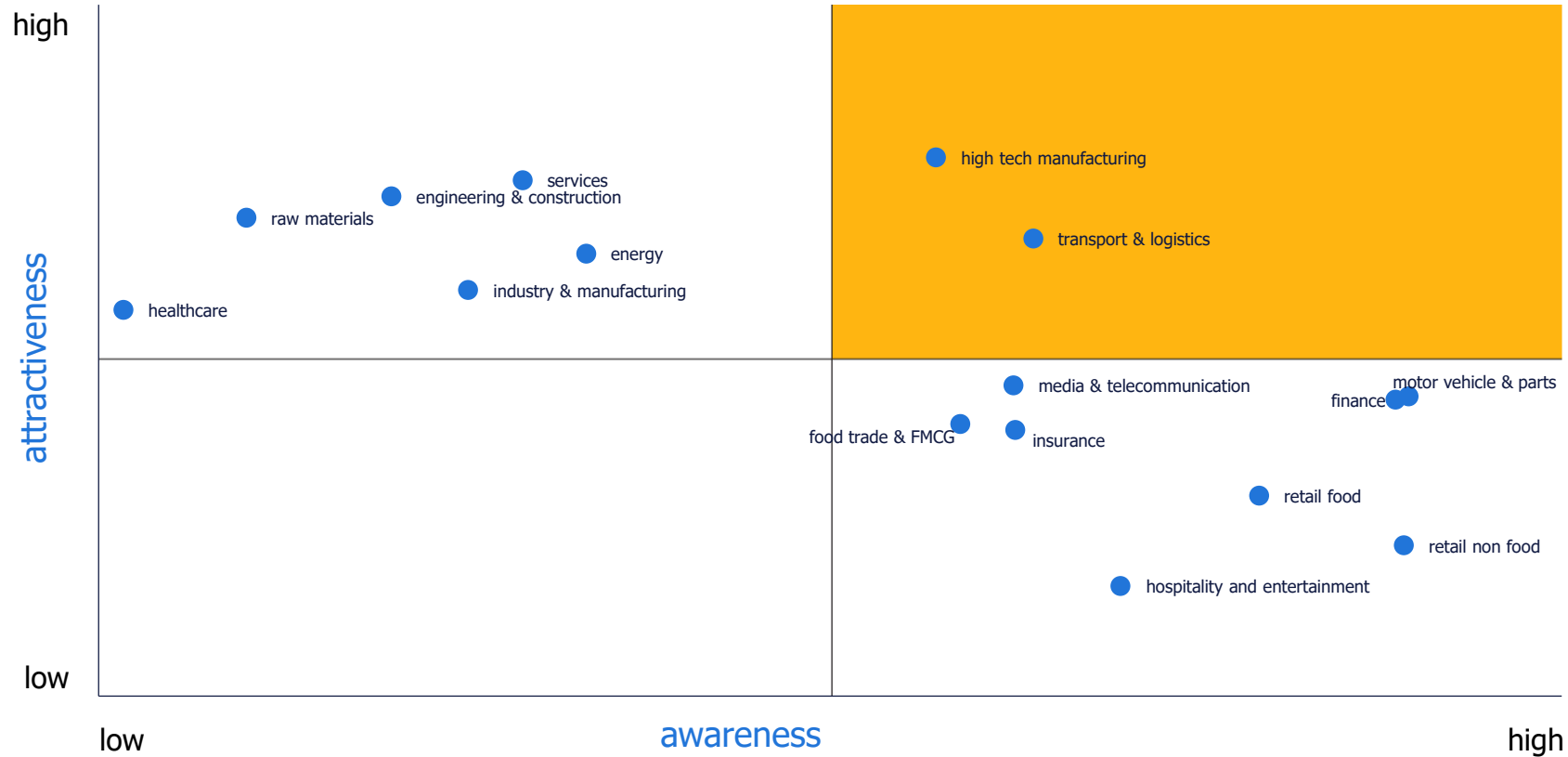
sector

insights.

top performing sectors in canada
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.

canada's best performing companies by sector.

1/2

|	top 3 companies		
sector	1	2	3
01 high tech manufacturing	Canadian Solar Inc.	Thomson Reuters Canada Limited	CAE Inc.
02 services	WSP Canada	Accenture Canada Holdings Inc.	IBM Canada Ltd.
03 engineering & construction	WSP Canada	Stantec Inc.	Aecon Group Inc.
04 raw materials	GoldCorp Inc.	Barrick Gold Corporation	Rio Tinto Alcan Inc.
05 transport & logistics	Air Canada	Canadian National Railway Company (CN)	WestJet Airlines Ltd.
06 energy	Nexen Energy ULC	Ensign Energy Services Inc.	Toronto Hydro
07 industry & manufacturing	Canadian National Railway Company (CN)	Novartis	GlaxoSmithKline
08 healthcare	Valeant Pharmaceutical	Extendicare Limited Partnership	Chartwell Master Care LP
09 media & telecommunication	Thomson Reuters Canada Limited	Alcatel Lucent	TELUS Corporation
10 motor vehicle & parts	Honda Canada Inc.	Ford Motor Company of Canada, Limited	Toyota Motor Manufacturing Canada

canada's best performing companies by sector.

2/2

top 3 companies

sector	1	2	3
11 finance	The Toronto-Dominion Bank (TD Bank)	Industrial Alliance	Royal Bank of Canada
12 food trade & fmcg	Compass Group Canada Ltd.	Kraft Canada Inc	Molson Coors
13 insurance	Industrial Alliance	Aviva Canada Inc.	Sun Life Financial Inc.
14 retail food	Brewers Retail Inc (The BeerStore)	Costco Wholesale Canada Ltd.	Canada Safeway Limited
15 retail non food	Johnson & Johnson	Indigo Books & Music Inc.	Best Buy Canada Ltd.
16 hospitality and entertainment	AccorHotels (Fairmont Hotels)	Compass Group Canada Ltd.	Cineplex Inc.

top
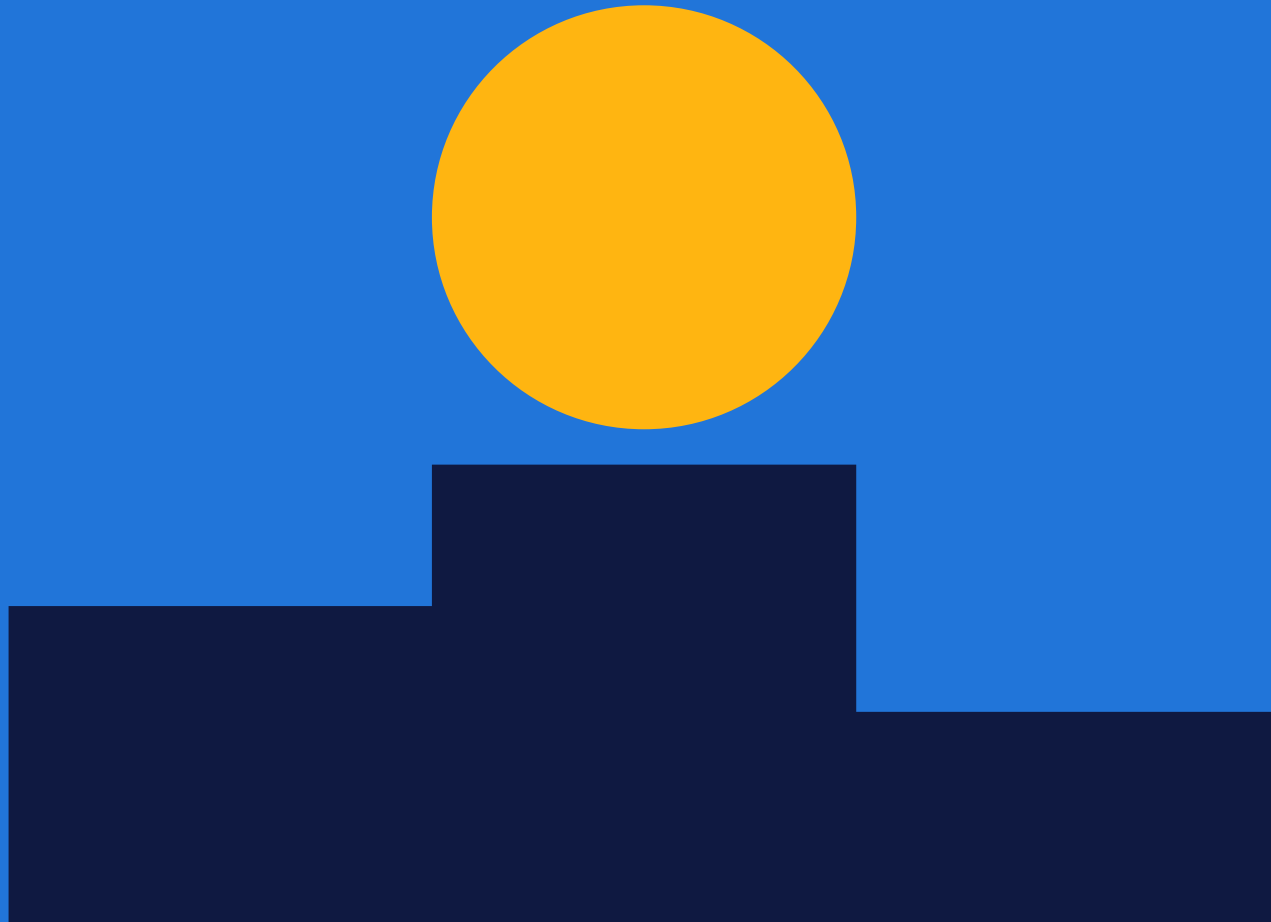
employers.

top employers to work for in canada.

top 10 employers 2020

01   Canadian Solar Inc.

02   WSP Canada

03   Nexen Energy ULC

04   Air Canada

05   Canadian National Railway Company (CN)

06   Ensign Energy Services Inc.

07   Novartis

08   Thomson Reuters Canada Limited

09   Accenture Canada Holdings Inc.

10   GoldCorp Inc.

top 10 employers 2019

01   Microsoft Canada

02   IBM Canada Ltd.

03   WestJet Airlines Ltd.

04   Canadian National Railway Company (CN)

05   Indigo Books & Music Inc.

06   PricewaterhouseCoopers LLP (PwC)

07   Air Canada

08   Coca-Cola Refreshments Canada Company

09   ATCO Ltd.

10   SNC-Lavalin Group Inc. - Groupe SNC-Lavalin Inc.

canada's top 3 EVP drivers
of the top 5 companies.

top 5 companies	1	2	3
1 Canadian Solar Inc.	uses latest technologies	very good reputation	financially healthy
2 WSP Canada	very good reputation	financially healthy	uses latest technologies
3 Nexen Energy ULC	attractive salary & benefits	uses latest technologies	very good reputation
4 Air Canada	financially healthy	uses latest technologies	attractive salary & benefits
5 Canadian National Railway Company (CN)	financially healthy	attractive salary & benefits	job security

canada's top employers
by EVP driver.

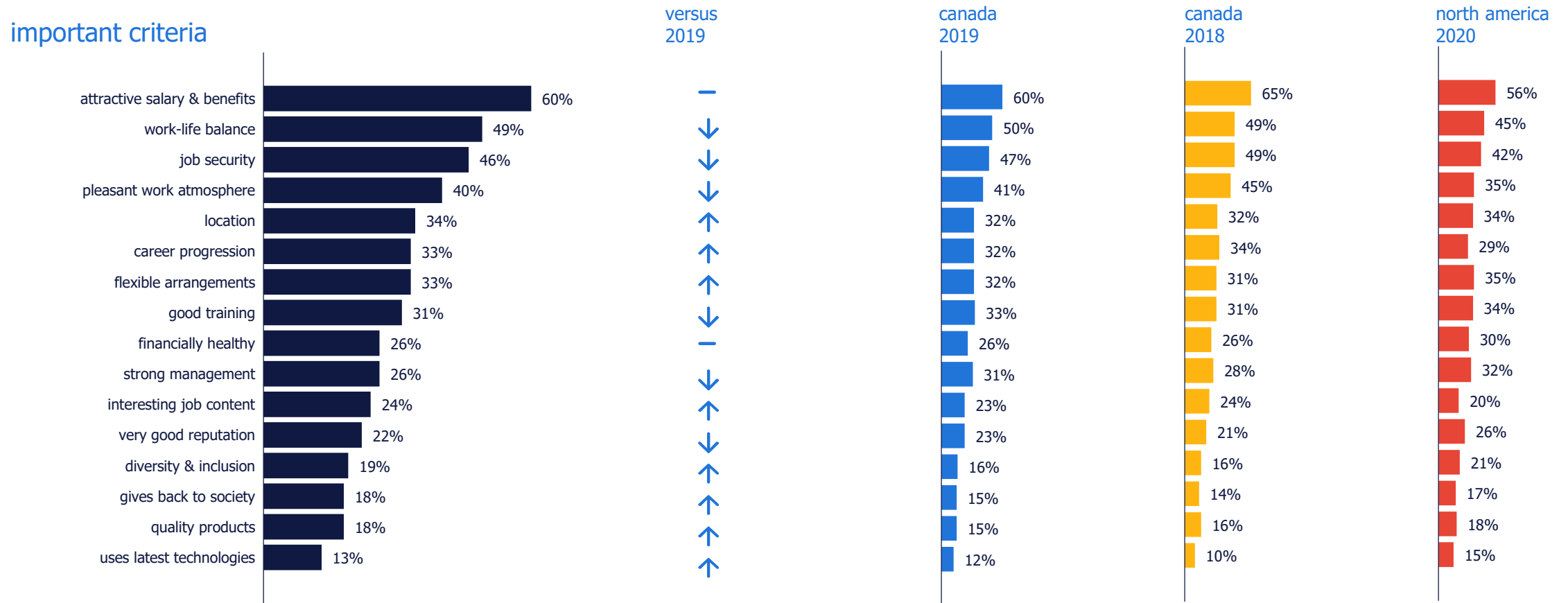| EVP driver	1	2	3
attractive salary & benefits	GlaxoSmithKline	Finning International Inc. (Caterpillar)	Merck KGaA
career progression	Ensign Energy Services Inc.	WSP Canada	GlaxoSmithKline
financially healthy	The Toronto-Dominion Bank (TD Bank)	Royal Bank of Canada	Costco Wholesale Canada Ltd.
gives back to society	Canadian Solar Inc.	WSP Canada	Progressive Waste Solutions Ltd.
interesting job content	Ensign Energy Services Inc.	WSP Canada	CAE Inc.
job security	Toronto Hydro	WSP Canada	KPMG LLP
pleasant work atmosphere	Canadian Solar Inc.	WSP Canada	GlaxoSmithKline
uses latest technologies	IBM Canada Ltd.	GlaxoSmithKline	Huawei
very good reputation	WSP Canada	Canadian Solar Inc.	IBM Canada Ltd.
work-life balance	WSP Canada	Progressive Waste Solutions Ltd.	Nexen Energy ULC

deep dive
EVP drivers

2020 employer brand research.
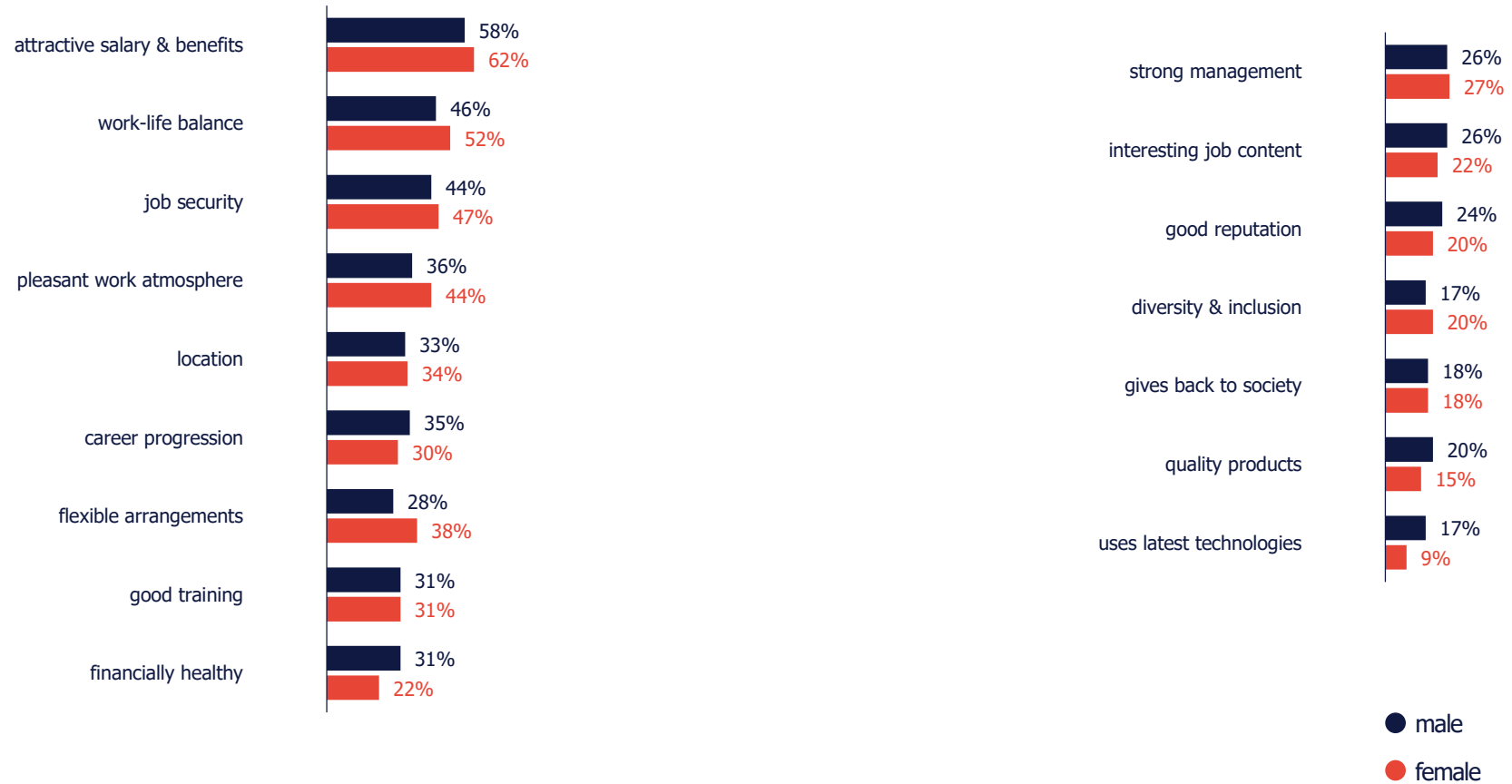
what potential employees want
the most important criteria when choosing an employer.

important criteria

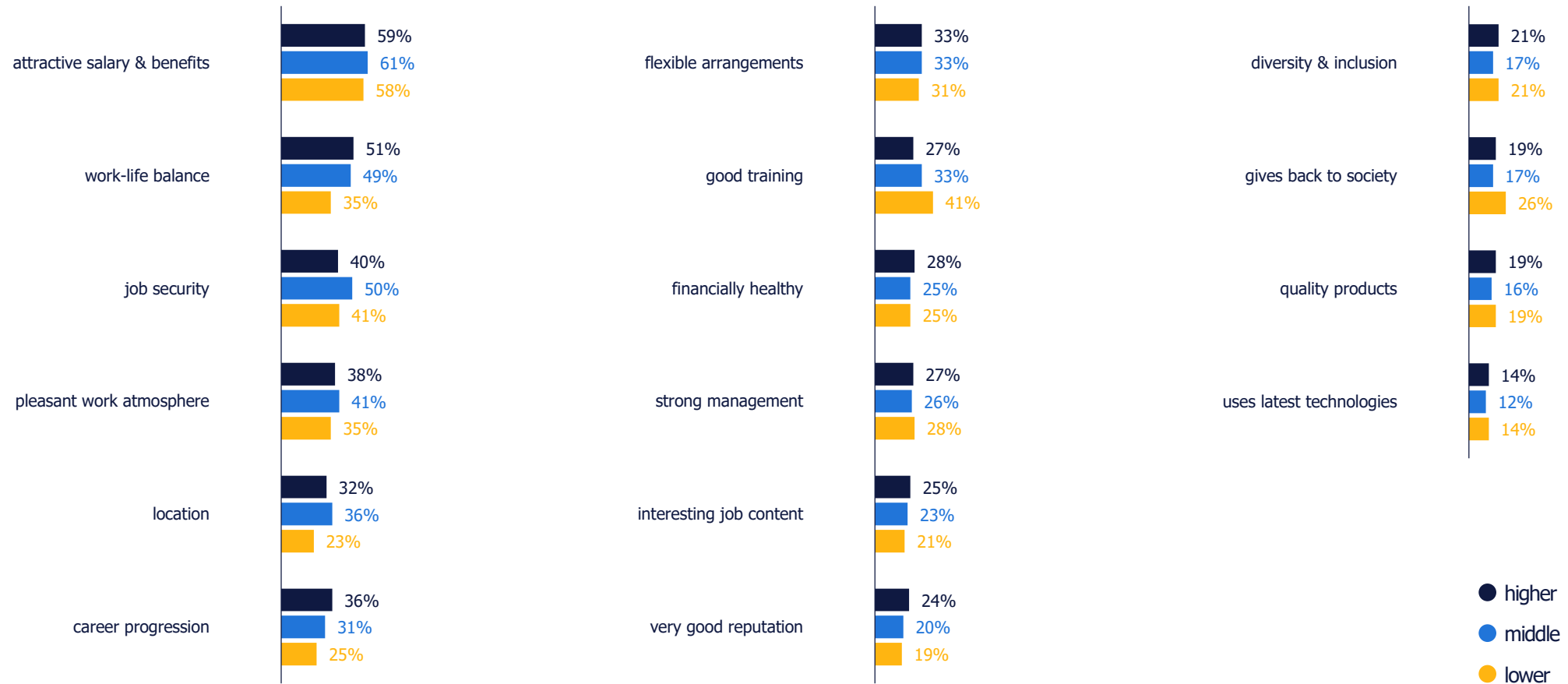|		versus 2019	canada 2019	canada 2018	north america 2020
attractive salary & benefits	60%	—	60%	65%	56%
work-life balance	49%	↓	50%	49%	45%
job security	46%	↓	47%	49%	42%
pleasant work atmosphere	40%	↓	41%	45%	35%
location	34%	↑	32%	32%	34%
career progression	33%	↑	32%	34%	29%
flexible arrangements	33%	↑	32%	31%	35%
good training	31%	↓	33%	31%	34%
financially healthy	26%	—	26%	26%	30%
strong management	26%	↓	31%	28%	32%
interesting job content	24%	↑	23%	24%	20%
very good reputation	22%	↓	23%	21%	26%
diversity & inclusion	19%	↑	16%	16%	21%
gives back to society	18%	↑	15%	14%	17%
quality products	18%	↑	15%	16%	18%
uses latest technologies	13%	↑	12%	10%	15%

Characteristics highest rated by the labor force. Stressing these elements or improving them is critical for your EVP because they contribute most to the strength of your employer brand.
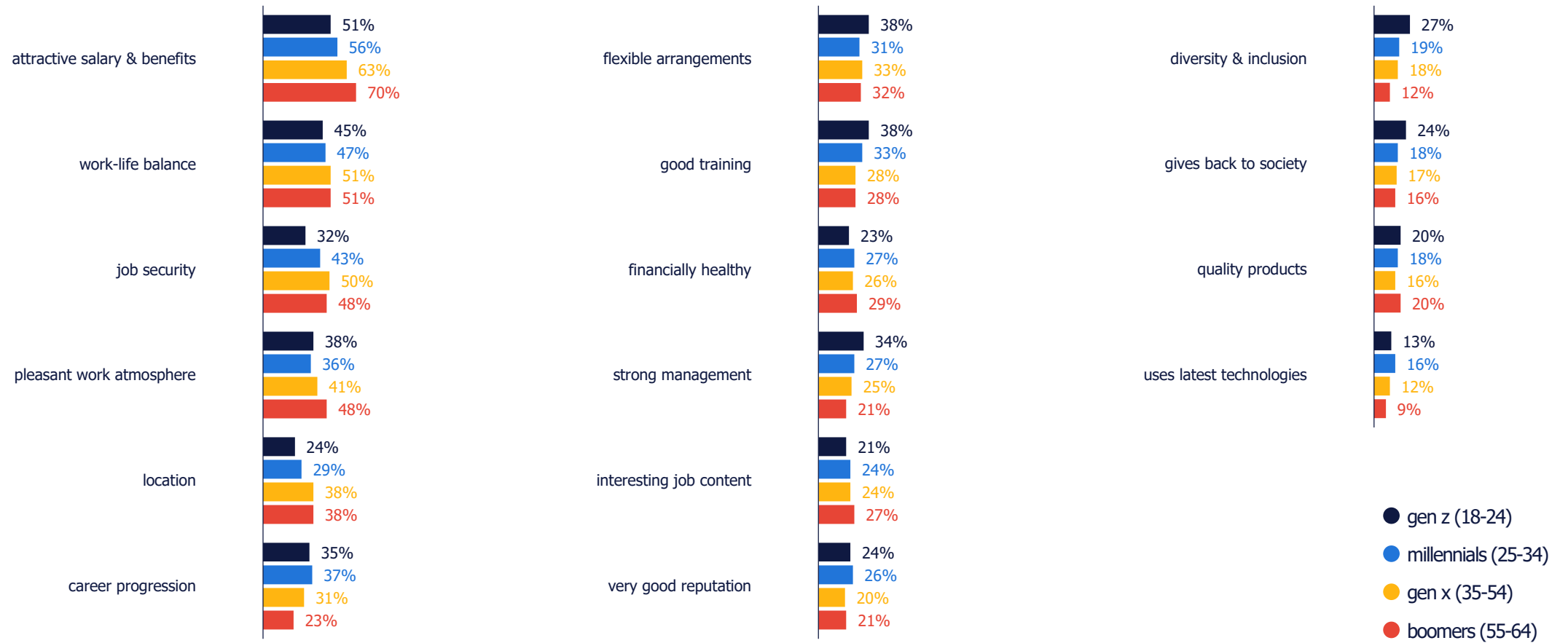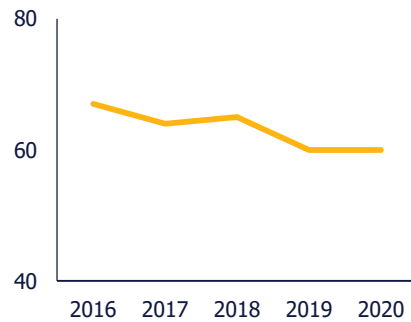
EVP driver importance
by gender.

	male	female
attractive salary & benefits	58%	62%
work-life balance	46%	52%
job security	44%	47%
pleasant work atmosphere	36%	44%
location	33%	34%
career progression	35%	30%
flexible arrangements	28%	38%
good training	31%	31%
financially healthy	31%	22%

	male	female
strong management	26%	27%
interesting job content	26%	22%
good reputation	24%	20%
diversity & inclusion	17%	20%
gives back to society	18%	18%
quality products	20%	15%
uses latest technologies	17%	9%

● male
● female

EVP driver importance by education.

driver	higher	middle	lower
attractive salary & benefits	59%	61%	58%
work-life balance	51%	49%	35%
job security	40%	50%	41%
pleasant work atmosphere	38%	41%	35%
location	32%	36%	23%
career progression	36%	31%	25%

driver	higher	middle	lower
flexible arrangements	33%	33%	31%
good training	27%	33%	41%
financially healthy	28%	25%	25%
strong management	27%	26%	28%
interesting job content	25%	23%	21%
very good reputation	24%	20%	19%

driver	higher	middle	lower
diversity & inclusion	21%	17%	21%
gives back to society	19%	17%	26%
quality products	19%	16%	19%
uses latest technologies	14%	12%	14%

● higher
● middle
● lower

EVP driver importance
by age.

	gen z (18-24)	millennials (25-34)	gen x (35-54)	boomers (55-64)
attractive salary & benefits	51%	56%	63%	70%
work-life balance	45%	47%	51%	51%
job security	32%	43%	50%	48%
pleasant work atmosphere	38%	36%	41%	48%
location	24%	29%	38%	38%
career progression	35%	37%	31%	23%
flexible arrangements	38%	31%	33%	32%
good training	38%	33%	28%	28%
financially healthy	23%	27%	26%	29%
strong management	34%	27%	25%	21%
interesting job content	21%	24%	24%	27%
very good reputation	24%	26%	20%	21%
diversity & inclusion	27%	19%	18%	12%
gives back to society	24%	18%	17%	16%
quality products	20%	18%	16%	20%
uses latest technologies	13%	16%	12%	9%

● gen z (18-24)
● millennials (25-34)
● gen x (35-54)
● boomers (55-64)

EVP driver importance
trends, total.

1/2

attractive salary &
benefits

work-life balance
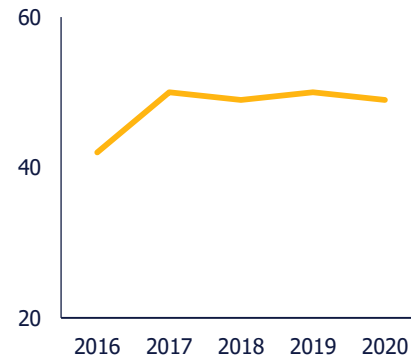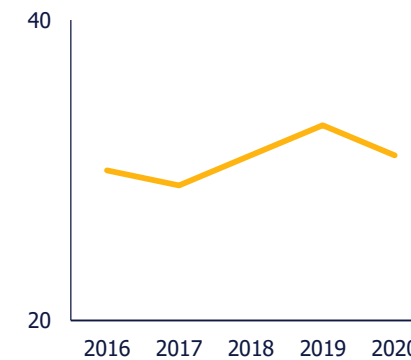
job security
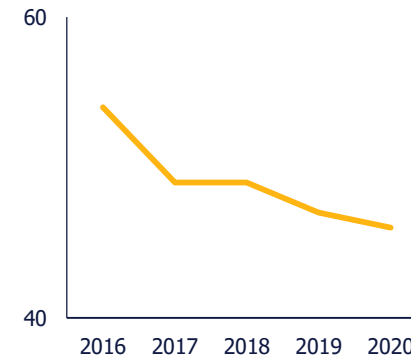
pleasant work
atmosphere
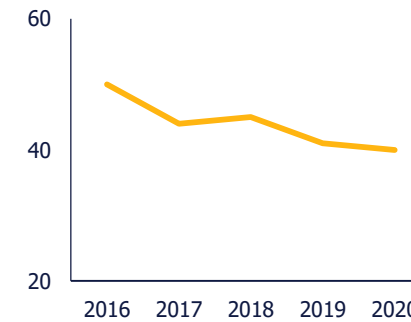
location
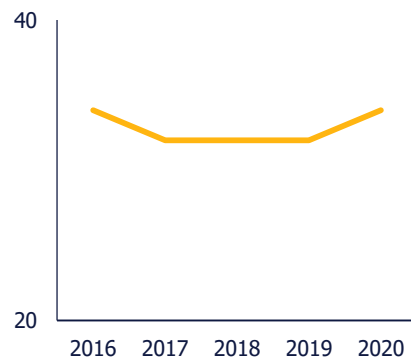
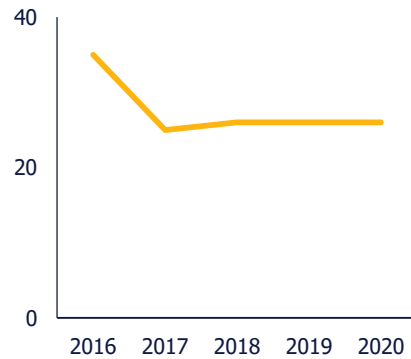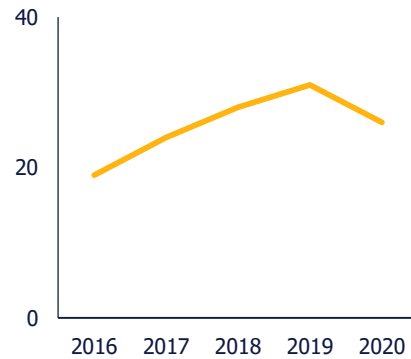career progression
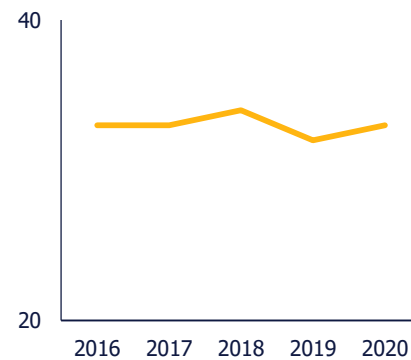
flexible arrangements
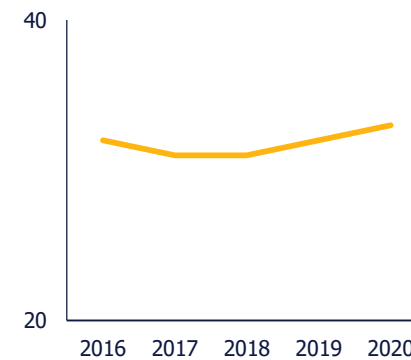
good training

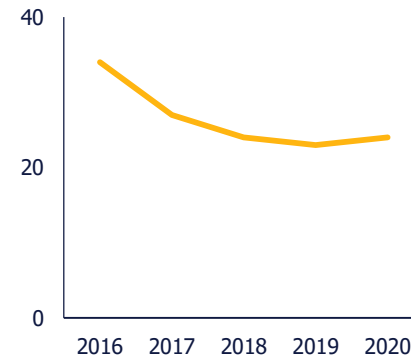# EVP driver importance
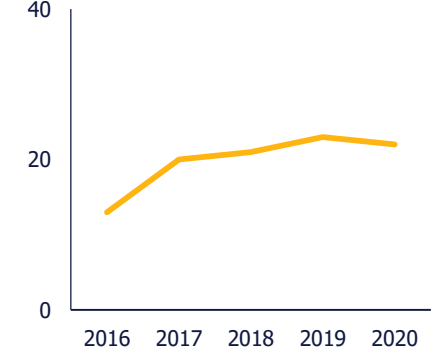## trends, total.

2/2

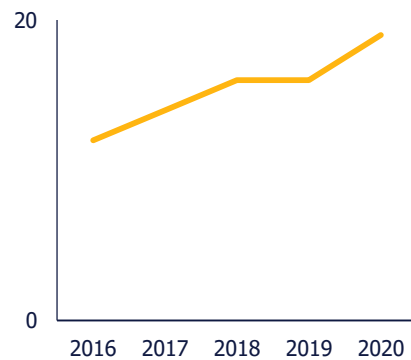### financially healthy

strong management

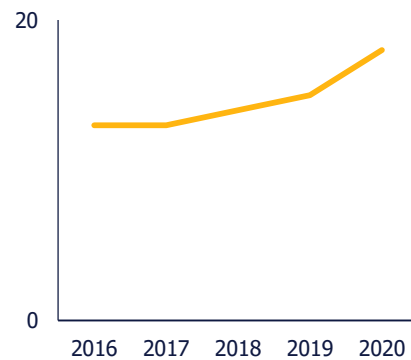### interesting job content*

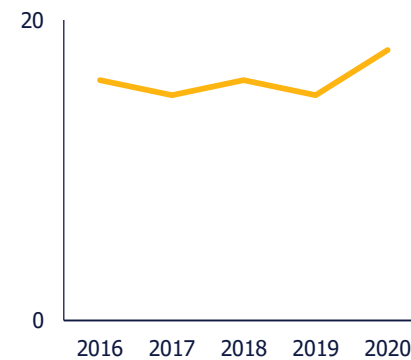### very good reputation**
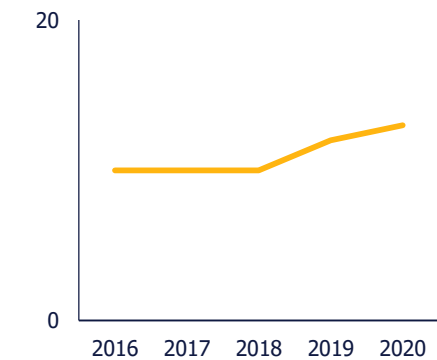

diversity & inclusion

gives back to society

quality products

uses latest technologies

*2017: work that is stimulating and challenging
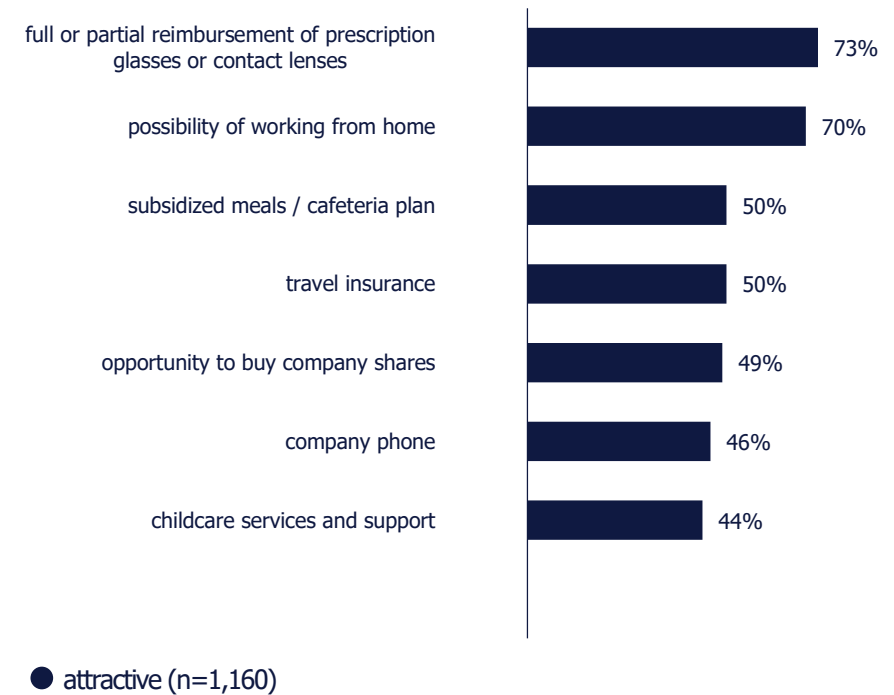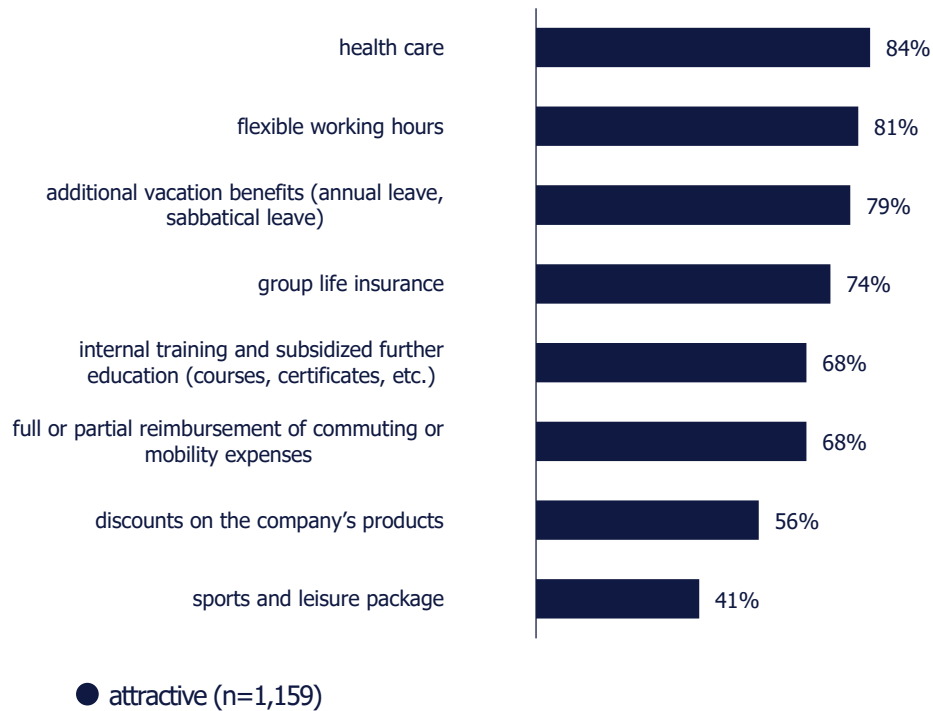**previous to 2017: strong image/strong values

deep dive employers

2020 employer brand research.

employee benefits that
canadians find attractive.

attractive benefits

Benefit	%
health care	84%
flexible working hours	81%
additional vacation benefits (annual leave, sabbatical leave)	79%
group life insurance	74%
internal training and subsidized further education (courses, certificates, etc.)	68%
full or partial reimbursement of commuting or mobility expenses	68%
discounts on the company's products	56%
sports and leisure package	41%

● attractive (n=1,159)

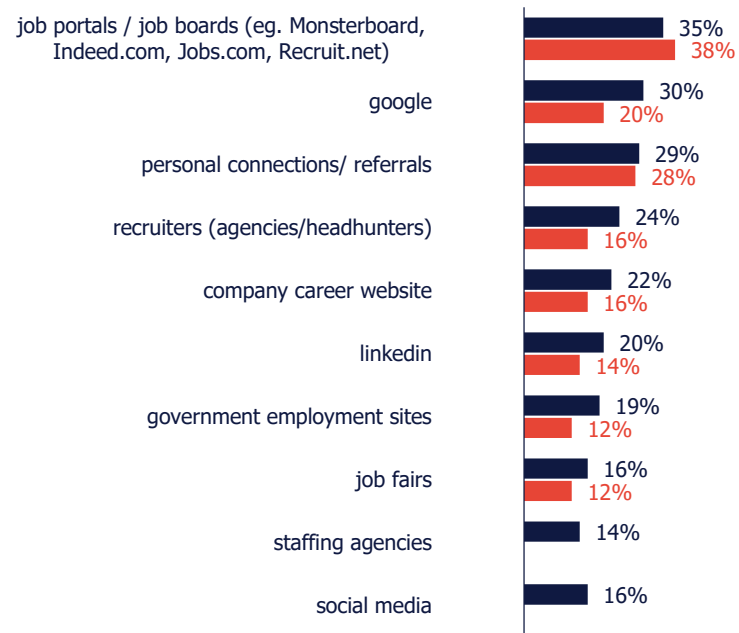| Benefit	%
full or partial reimbursement of prescription glasses or contact lenses	73%
possibility of working from home	70%
subsidized meals / cafeteria plan	50%
travel insurance	50%
opportunity to buy company shares	49%
company phone	46%
childcare services and support	44%

● attractive (n=1,160)

*the 15 benefits were shown randomly in two sets of 8 and 7 benefits, respectively, each set shown to 50% of the sample.
For each bar chart, the base is respondents who are employed and received that particular set on the screen.
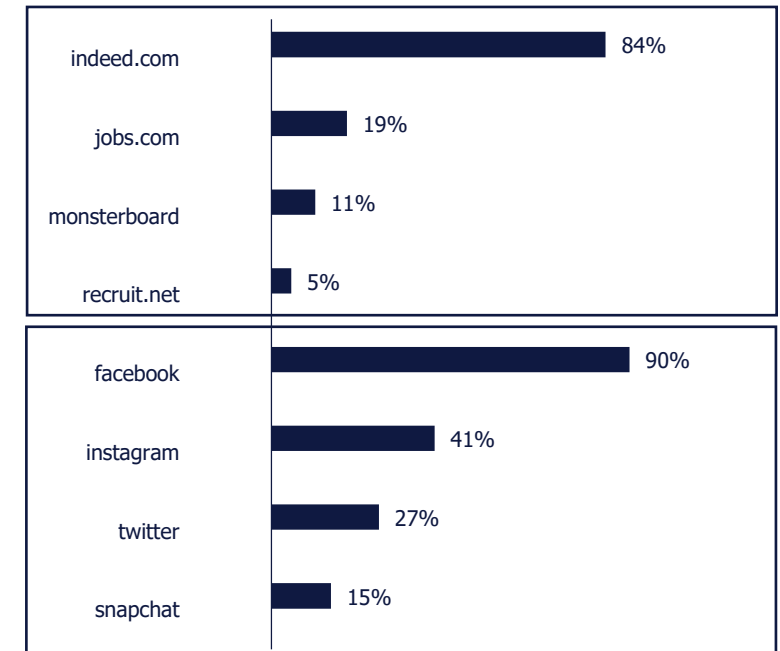
how do workers in canada
find new job opportunities.

channels used to find new job opportunities

channel	2020	2019
job portals / job boards (eg. Monsterboard, Indeed.com, Jobs.com, Recruit.net)	35%	38%
google	30%	20%
personal connections/ referrals	29%	28%
recruiters (agencies/headhunters)	24%	16%
company career website	22%	16%
linkedin	20%	14%
government employment sites	19%	12%
job fairs	16%	12%
staffing agencies	14%	
social media	16%	

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

channel	2020
indeed.com	84%
jobs.com	19%
monsterboard	11%
recruit.net	5%

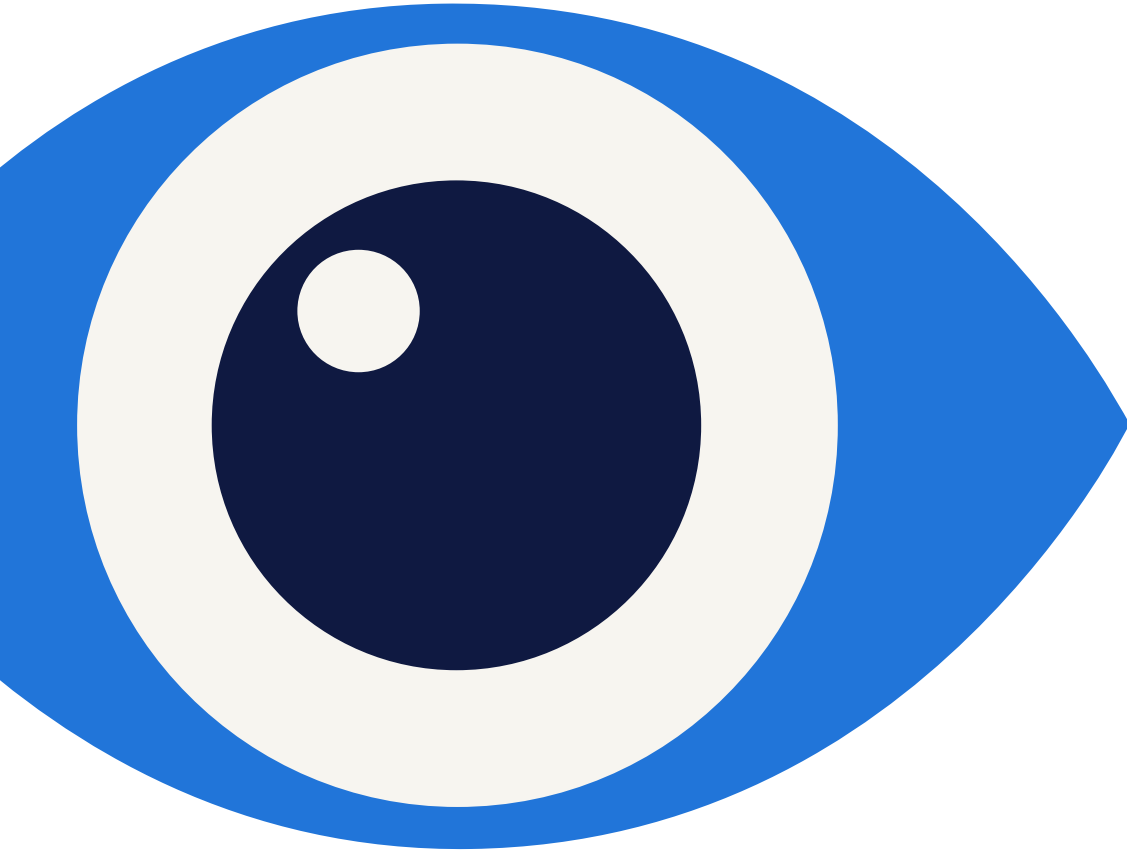| channel	2020
facebook	90%
instagram	41%
twitter	27%
snapchat	15%

● 2020   ● 2019

perception of employer offer in canada and the region.

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

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

canada's sectors score best on these 3 EVP drivers.

sector	top 3 EVP drivers		
	1	2	3
01 high tech manufacturing	uses latest technologies	financially healthy	attractive salary & benefits
02 services	financially healthy	uses latest technologies	very good reputation
03 engineering & construction	uses latest technologies	attractive salary & benefits	financially healthy
04 raw materials	financially healthy	attractive salary & benefits	uses latest technologies
05 transport & logistics	financially healthy	uses latest technologies	very good reputation
06 energy	financially healthy	attractive salary & benefits	uses latest technologies
07 industry & manufacturing	financially healthy	uses latest technologies	attractive salary & benefits
08 healthcare	financially healthy	job security	uses latest technologies
09 media & telecommunication	uses latest technologies	financially healthy	career progression
10 motor vehicle & parts	uses latest technologies	financially healthy	attractive salary & benefits

canada's sectors score best on these 3 EVP drivers.

2/2

top 3 EVP drivers

sector	1	2	3
11 finance	financially healthy	uses latest technologies	job security
12 food trade & FMCG	financially healthy	very good reputation	uses latest technologies
13 insurance	financially healthy	uses latest technologies	very good reputation
14 retail food	financially healthy	very good reputation	uses latest technologies
15 retail non food	financially healthy	very good reputation	uses latest technologies
16 hospitality and entertainment	financially healthy	very good reputation	uses latest technologies

methodology

2020 employer brand research.

methodology
why smart sampling?

Since REBR 2017 companies are evaluated between 140 and 400 respondents. The actual number of evaluations per company depends on the awareness of the company.

The error margin is determined by the % of respondents giving a certain answer and the sample size to which the question has been asked. The highest error margin occurs when 50% of the respondents give a certain answer. The error margin is lower when 30% (or 70%) of the respondents give a certain answer.
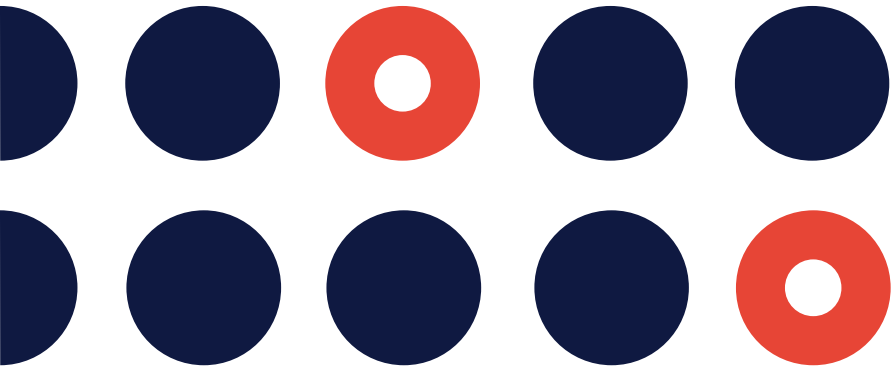
example
140 respondents have evaluated company X. Of these 140, 50% find the company nice to work for. Taking the error margin at n=140/50% into account, the real answer lies between 42% and 58%.

400 respondents have evaluated company Y and of these 400, 50% finds the company nice to work for. Taking the error margin at n=400/50% into account, the real answer lies between 45% and 55%.

1200 respondents have evaluated company Z and of these 1200, 50% finds the company nice to work for. Taking into account the error margin at n=1200/50%, the real answer lies between 47% and 53%.

Therefore, the difference in error margin is very small between n=1200 and n=400 evaluations per company (5% margin vs 3% margin at the most). As such it can be concluded that maximum 400 evaluations per company are sufficient in order to determine a reliable attractiveness per company.

In practice, this means that every company with an awareness over 35% will have max 400 respondents evaluating the company. Companies with an awareness below 35% will be evaluated by 140 to 400 people (depending on awareness).

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randstad

human forward.