

employer brand research 2022

uk.

 randstad

human forward.



content.

- 1 introduction
- 2 employer attractiveness
- 3 top employers
- 4 switching behavior
- 5 training & career development
- 6 work-life balance & remote working
- 7 further reading



what is the randstad employer brand research?

- a representative employer brand research based on perceptions of the general audience. Optimising over 22 years of successful employer branding insights.
- an independent survey with nearly 163,000 respondents and 5,944 companies surveyed 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.



31 markets surveyed covering more than 70% of the global economy.

argentina
australia
austria
belgium
brazil
canada
china
czech republic
france
germany
greece
hong kong SAR
hungary
india
italy
japan
luxembourg
malaysia
mexico
new zealand
norway
poland
portugal
romania
singapore
spain
sweden
switzerland
the netherlands
uk
usa



● markets surveyed

[click here](#) for detailed research methodology

worldwide

- nearly 163,000 respondents
- 5,944 companies surveyed

sample

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

country

- 9,819 respondents

Fieldwork

- online interviews
- january 2022

length of interview

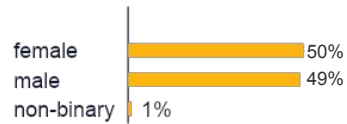
- 16 minutes



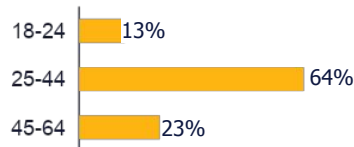
sample composition in the uk

socio-demographics, employment status, region.

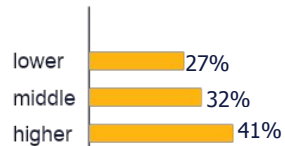
gender



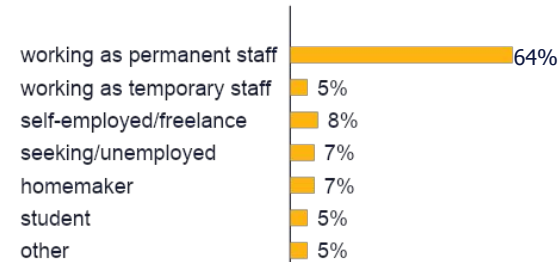
age



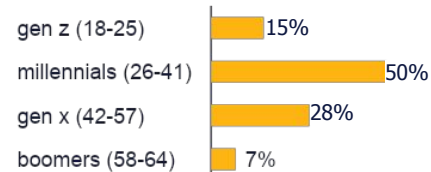
education



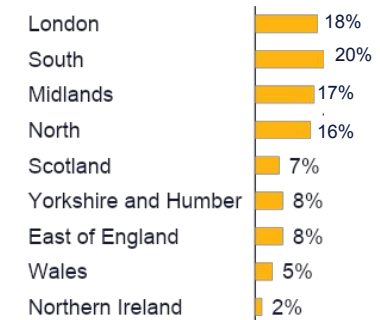
employment status



generation



region



1. London
2. South East, East Of England
3. South West, Wales
4. East Midlands, North West
5. Yorkshire and Humber
6. West Midlands
7. North East
8. Scotland
9. Northern Ireland

total sample: 9,819



uk

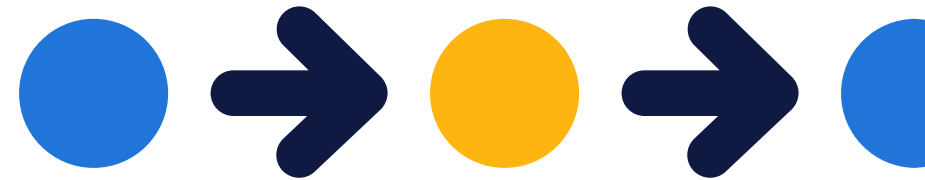
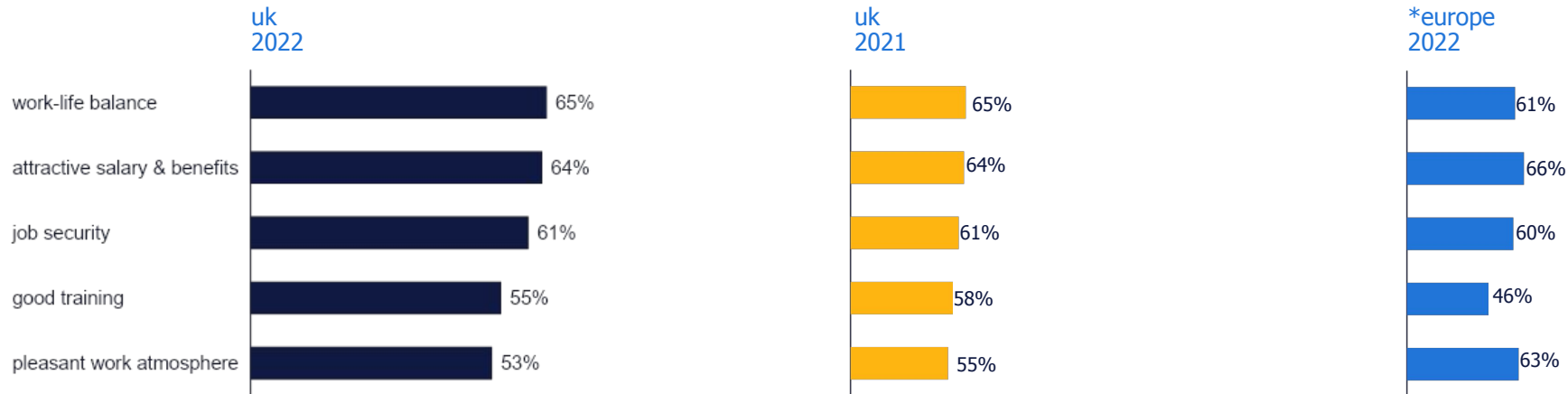
employer
attractiveness.



what potential employees want

the 5 most important drivers when choosing an employer.

work-life balance (65%) and attractive salary & benefits (64%) are the most important drivers. This has not changed when looking at 2021. For Europe, attractive salary & benefits (66%) and pleasant work atmosphere (63%) are the highest-ranking drivers.



*europe: austria, belgium, czech republic, france, germany, greece, hungary, italy, luxembourg, norway, poland, portugal, romania, spain, sweden, switzerland, the netherlands and the uk.

what potential employees want choosing an employer.

most important drivers



work-life balance
attractive salary & benefits

- Work-life balance and salary & benefits are the most important drivers, and their importance grows with age; work-life balance (58% vs 70%) and attractive salary & benefits (55% vs 71%) .
- The third most important driver is job security. This driver is even more important for women (64%), but especially so for those older than 54 (68%) compared to the young (-24 yrs., 55%).
- Women feel that more drivers are important to them (8) than men (7) and the same numbers apply for higher vs. lower educated and the oldest versus the youngest age group.

[click here](#) for a breakdown of the EVP importance results by socio-demographic profile.

employers' proposition



long term job security
financially healthy

- Long term job security and financially healthy are the attributes employees recognise most in their employer, which ties in well with perceived importance of job security.
- The need of a good work-life balance, one of the most important drivers, is well offered by employers, though not yet on the top of the list.
- Attractive salary & benefits has the most room for improvement as it is one of the most important drivers but recognised as one of the weakest employer propositions (only the possibility to work remotely is recognised less often).

[click here](#) for a deep dive into the most attractive sectors and employers in 2022.



what increase in salary employees expect when changing jobs.

Most popular response

6% - 10%

2060 votes (27%)

Londoners

30%

1 in 10 Londoners (9%) expect a increase in salary of more than 30% in their next role

Gender split

Overall 7% of men and just 4% of women expect more than 30%



what potential employees want employer takeaways.

top 3 takeaways

- With ever changing and fast paced lifestyles, work-life balance is an area that should not be overlooked by UK employers, especially as this is the most important factor for employees and can be an attractive offering to retain and draw in new talent.
 - The most room for improvement is on the driver attractive salary & benefits as this is ranked as the third lowest driver, when it is deemed to be one of the most important by the employees as well as being the most important driver for the average European (66%).
 - Long term job security is the only top 3 driver which employees recognise most in their current employer. Employers may use this when attracting talent as testimonials by employees can be beneficial.
-



what do potential employees want by job collars in focus.

white-collar

67%

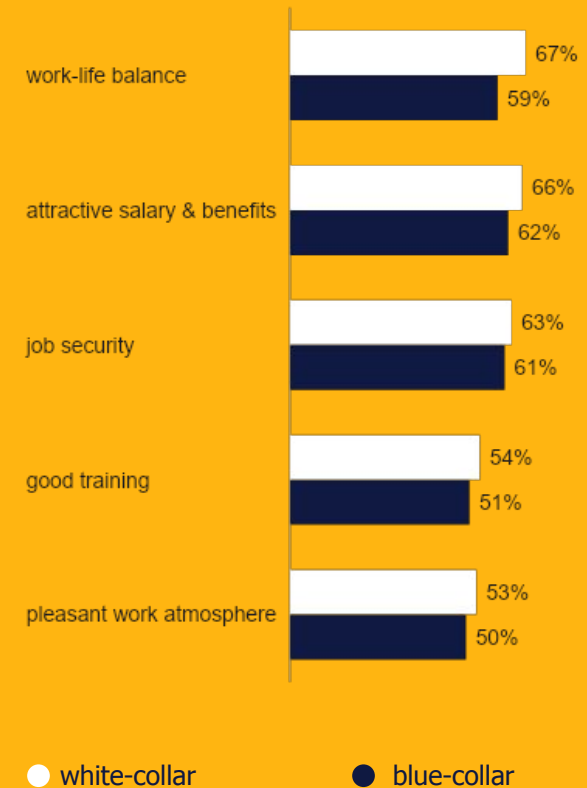
of white-collar employees consider work-life balance as the most important driver, which is at the same level as last year (68%). Salary & benefits are about as important (66%) as was the case in 2021 (67%). Job security is again the third most important attribute (63%) as it was a year ago.

blue-collar

62%

of blue-collar workers consider attractive salary & benefits and job security (61%) as the most important attributes. This was by and large also the case in 2021. Work-life balance is the third most important attribute (59%).

most important attributes



top



employers.

top employers to work for in the uk.

top 10 employers 2022

- 01 Rolls-Royce Group
 - 02 BMW
 - 03 Coca Cola
 - 04 Marks & Spencer
 - 05 British Airways
 - 06 Tesco
 - 07 Philips
 - 08 KPMG
 - 09 BAE Systems
 - 10 Diageo (Guinness, Smirnoff)
-

top 10 employers 2021

- 01 John Lewis
 - 02 British Airways
 - 03 Amazon
 - 04 BMW
 - 05 Royal Mail
 - 06 Rolls-Royce Group
 - 07 PwC
 - 08 WPP Group (Hill & Knowlton, JWT, Ogilvy Group, TNS...)
 - 09 Boots
 - 10 Coca Cola
-

uk - top 3 EVP drivers of the top 5 companies.

top 5 companies	1	2	3
1 Rolls-Royce Group	financially healthy	very good reputation	attractive salary & benefits
2 BMW	financially healthy	very good reputation	attractive salary & benefits
3 Coca Cola	financially healthy	job security	very good reputation
4 Marks & Spencer	very good reputation	financially healthy	job security
5 British Airways	interesting job content	attractive salary & benefits	career progression

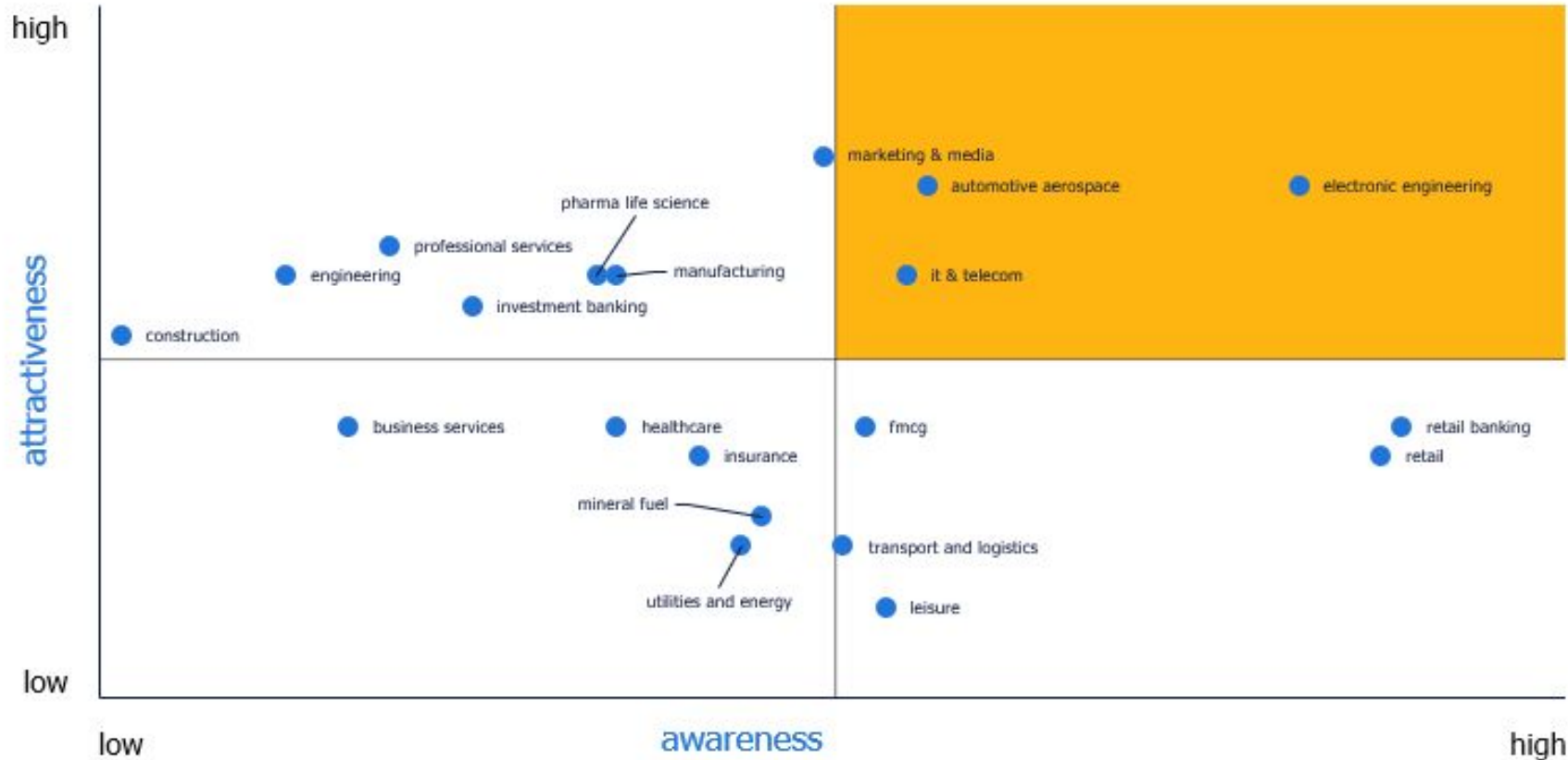


uk - top employers by EVP driver.

EVP driver	1	2	3
work-life balance	SABMiller (Peroni, Pilsner Urquell...)	IBM	Oracle
attractive salary & benefits	Bank of America Merrill Lynch	KPMG	PwC
job security	Deloitte	KPMG	Coca Cola
pleasant work atmosphere	Oracle	Rank Group	SABMiller (Peroni, Pilsner Urquell...)
career progression	Deloitte	KPMG	Deutsche Bank
very good reputation	IBM	Rolls-Royce Group	Boots
interesting job content	IBM	Thomson Reuters	British Airways
financially healthy	Amazon	Coca Cola	KPMG
possibility to work remotely/from home	KPMG	PwC	Deloitte
gives back to society	Co-op Food	Tesco	Southern Cross Healthcare Group



top performing sectors in the uk 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.

job-switching behavior

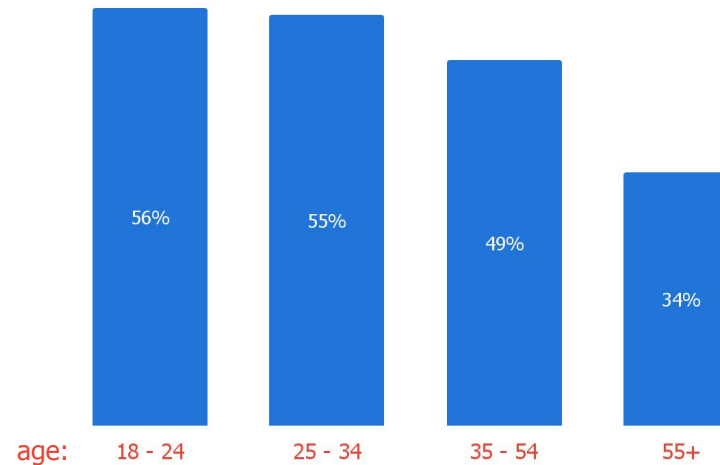


in focus.

if offered the same job at another company, would you consider leaving your current employer?

50%
said yes, they would consider changing employer to do the same job for a better salary.

Out of those that would consider changing employer for salary:



The younger generation expect more money and are driven by salary.



switching behavior finding another employer.

almost one in four employees intend to switch employers.

15% of employees in the UK switched employer in the last half of 2021, which is higher than a year ago (12%). This is more often driven by men (18%) and even more so by the younger up to 35 yrs. (21%). The intention to change employer in the first 6 months of 2022 (22%) is also higher than a year ago (19%) and this also concerns especially men (24%) and the younger and higher educated (both 26%).

Recruiters on top

recruiters are the most used channel by far (39% of job switchers) and this is growing compared to the previous year (33%). Men make more use of recruitment agencies (44%) than women (32%).

Job portals and job boards are the second most used channel (28%), especially by women (33%). Among the users of job boards/portals, Indeed is the clear leader as four out of five users (also) make use of this supplier.

Google is the third most used channel (26%), slightly more by men (28%) than women (23%).



most important attributes switchers vs. stayers.

switchers

15%

changed employer in the second half of 2021.

stayers

85%

stayed with their employer in the second half of 2021.

intenders

22%

plan to change employer in the first half of 2022.

most important attributes



fear of job loss in 2022 intention to switch.

41%

of the employees who are afraid of losing their job, plan to change their job in the first half of 2022.

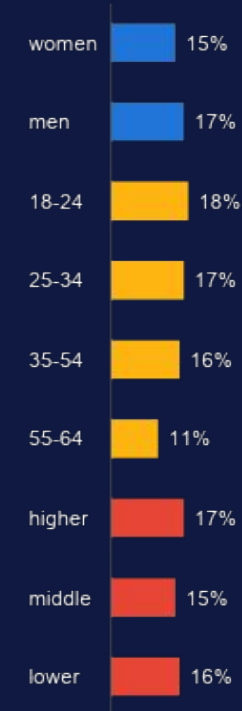
This is higher than in 2021 (30%).

17%

of the employees who are not afraid of losing their job, plan to change their job in the first half of 2022.

This is slightly higher than in 2021 (12%).

fear of job loss, by socio-demographics



switching behavior job collars in focus.

white-collar

17%

of white-collar employees changed their employer in the last six months of 2021 which is about the same as last year (18%). The intention to switch employers in the first six months of 2022 is recognised by 22% of the white-collar workforce.

blue-collar

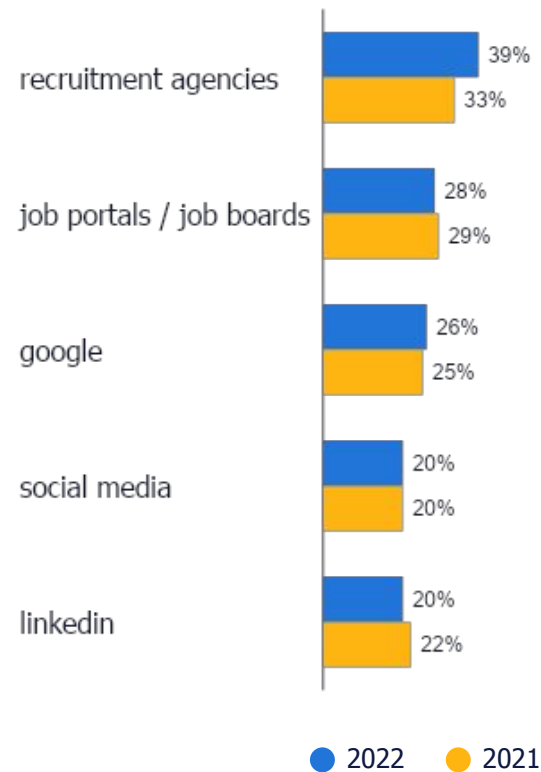
18%

of blue-collar workers changed employers in the last 6 months of 2021, which is slightly higher compared to last year (14%). However, the intention to switch employers in the first half of 2022 stands at 21% and is thus comparable to that of white-collar workers.

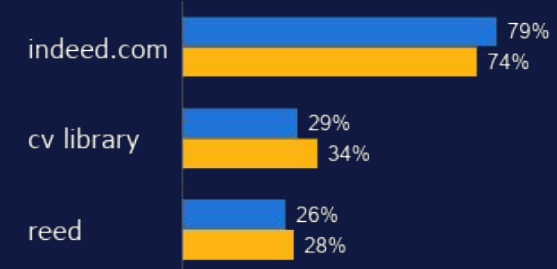


finding new job opportunities in the uk.

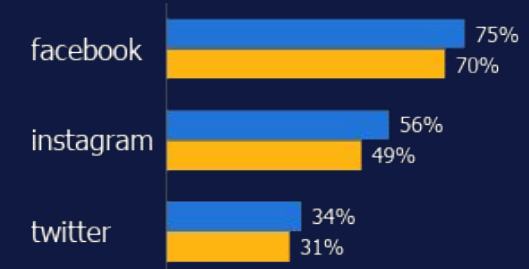
top 5 channels used to find new job opportunities



top 3 job portals (*28%)



top 3 social media channels (*20%)



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



training & career development

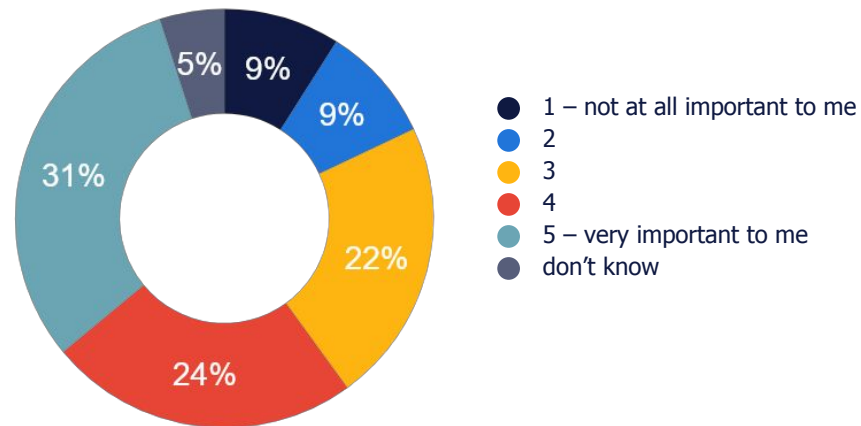
in 2022.



importance of personal career growth/progression.

overall, how much importance do you place on your personal career growth?

uk



uk

personal career growth is important for slightly over half of UK employees (55%).

Career growth is especially important for those up to 35 yrs. (69%) and the higher educated (65%). White-collar workers (61%) consider such growth to be more important than blue-collar workers (45%).

europe

59% of the employees in the region find their career progression (very) important to them.

European workers consider career growth slightly more important than the average UK worker (59% vs. 55%). When looking at the higher educated in Europe compared to the UK it is similar (66% vs 65%). For the lower educated, the average European find career growth more important (53%) compared to the average for the UK (43%).

would you consider taking a step back in your career?

44%

answered no, they wouldn't take a step back.

29%

would take a step back to have more flexibility.

Males seeking more flex than women (by 1%) - males 29% females 28%

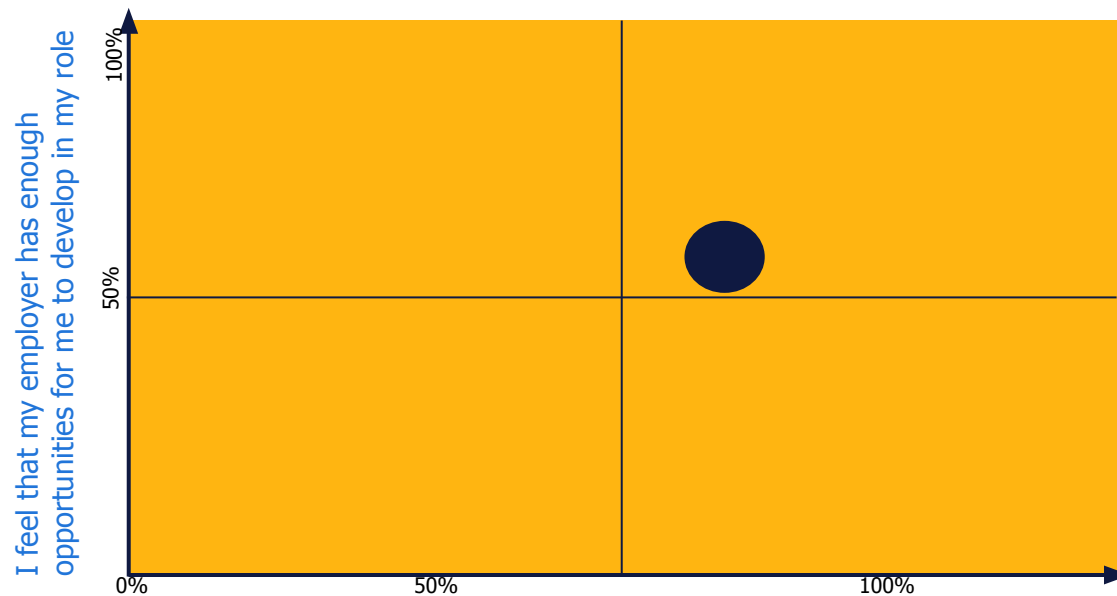
35%

London workers want flexibility the most, 35% of Londoners would take a step back career wise to have more flexibility.



importance vs. offer on reskilling/upskilling.

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



66%

find it (very) important to be offered the possibility for reskilling/upskilling by their employer.

Two out of three employees find it (very) important to offer reskilling/upskilling. This is even more important for younger aged employees up to 35 yrs. (73%) and the higher educated (74%).

54%

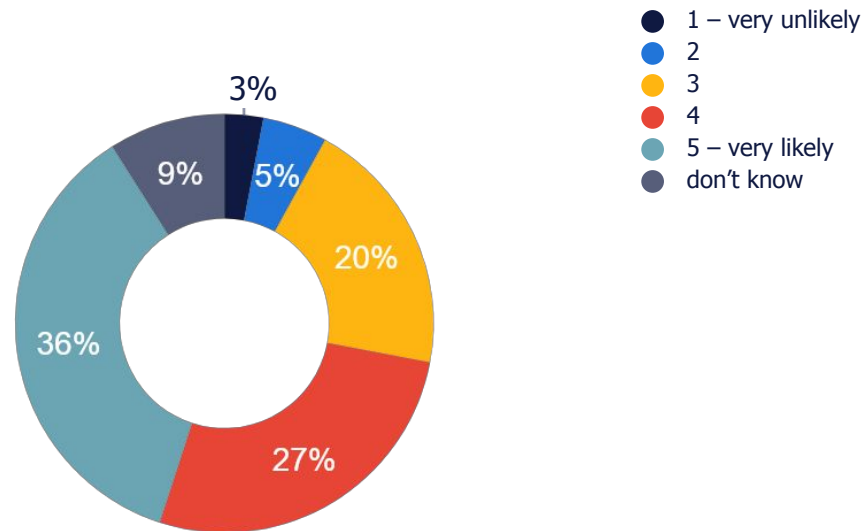
of the employees feel their employer offers them enough development opportunities.

A slight majority feels their employer offers opportunities to develop themselves in their role (54%). This also concerns somewhat more the younger up to 35 yrs. (61%) and the higher educated (59%). The offer appears to be somewhat tailored to the individual needs as two out of three employees (65%) who feel it's important that their employers offers skilling possibilities also feel that these are sufficiently offered. Which nevertheless means that still one in three does not believe they receive such skilling opportunities.

likeliness to stay if reskilling/upskilling were offered.

would you be more likely to continue working for your employer if you would be able to reskill or upskill yourself through your organisation?

uk



uk
63%

say they are (very) likely to stay by their employer should reskilling/upskilling opportunities be offered.

Younger aged employees (-34 yrs.) are slightly more likely to continue if they have the opportunity to reskill/upskill (68%) and so are the higher educated (71%).

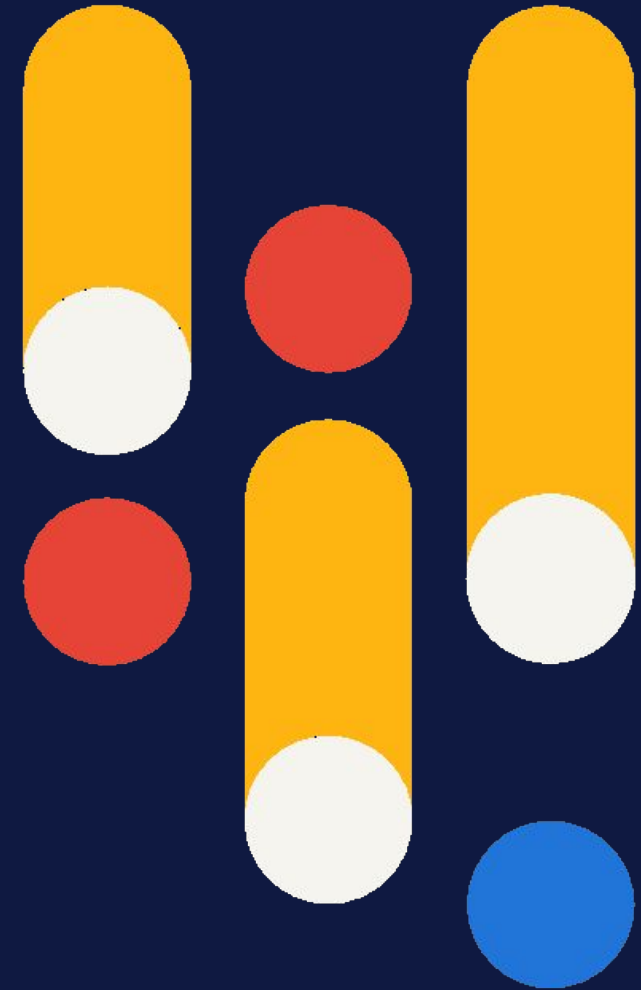
europe
65%

of the employees in the region said that they were (very) likely to stay by their employer should reskilling/upskilling opportunities be offered.

The average European's likelihood to stay if reskilling/upskilling is offered is similar to that of the UK (65% vs 63%). When looking at gender, the average European male and female both are likely to stay if reskilling/upskilling is offered (65 and 64%). Same goes for the UK but males are slightly more inclined than females (64% and 61%).

work-life balance & remote working

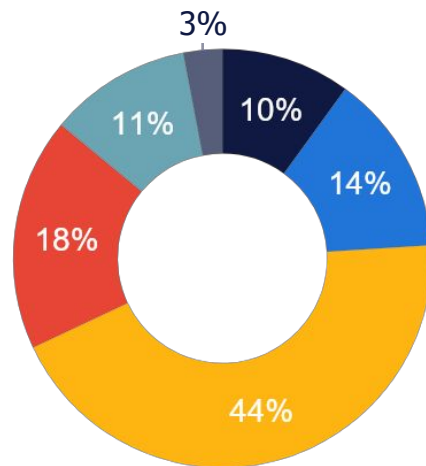
in the uk.



importance of meaning of work after world events in the uk.

importance on work/career, considering recent world developments

uk



europa

26%

find their work/career (much) more important due to world events in 2021.

- 1 – much less important
- 2
- 3
- 4
- 5 – much more important
- don't know

work became on balance slightly more important

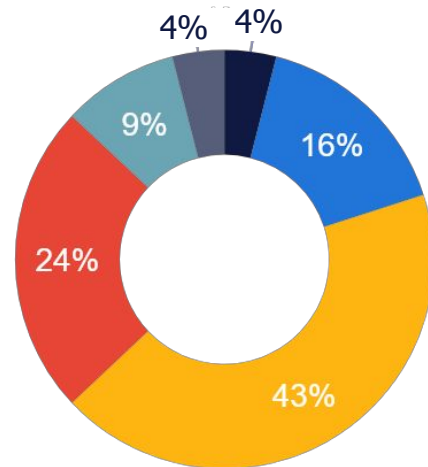
While work became more important to 29% of UK employees considering world events, it also became less important to 24% of them. So, the balance is just slightly in favour of a growing importance of the meaning of work. The same can be said for the average European where work became more important to 26% and less important to 22%.

To younger employees, work has become way more important (40%) as well as the higher educated (35%).

attitude towards work after world events in the uk.

the way in which 2021 changed one's attitude towards their work

uk



europe

28%

feel that their attitude towards their work changed in an (extremely) positive way in the last 12 months.

- 1 – extremely negative way
- 2
- 3
- 4
- 5 – extremely positive way
- don't know

positive change of attitude towards work

The attitude towards work has changed after world events as 33% feel it altered positively, which compares to 19% who are now more negative about work. Again, it is especially the younger who drive positivity (42% of them) as well as the higher educated (40%).

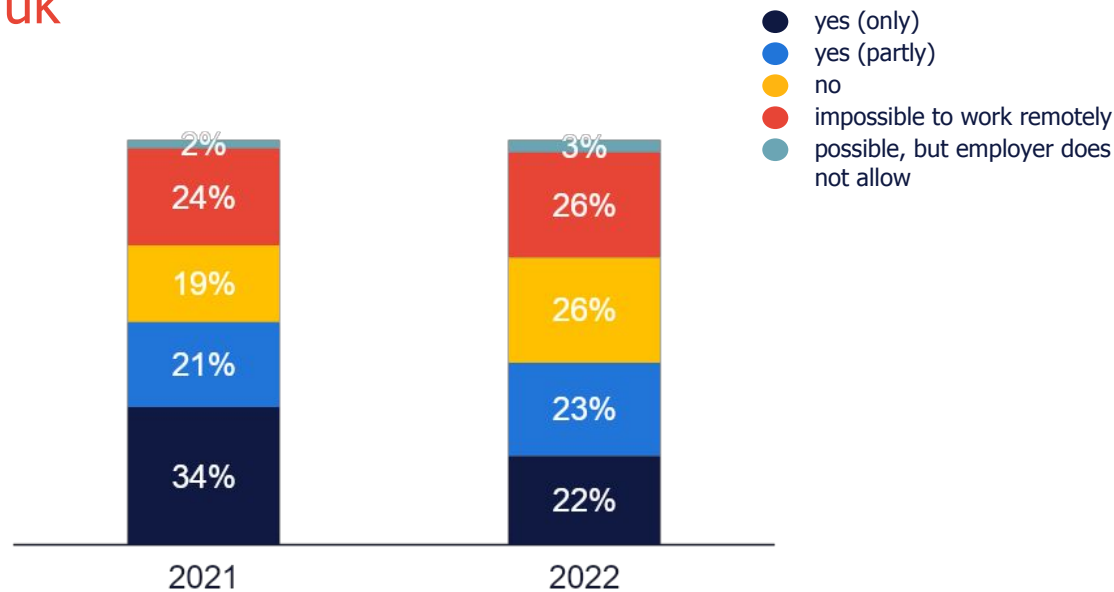
The change in attitude is strongly related to the changed importance of work:

- If work-life balance has become (much) more important, then 67% feels their attitude has changed in a positive way.
- If work-life balance has become less important, 42% feel their attitude had changed in a negative way.

trend in remote working.

did you start working (more) remotely/ from home?

uk



uk

45%

work remotely/from home.

Over the past year working remotely has decreased in the UK, from 55% to 45%. Higher educated employees do so more than others (58%).

For 29% of the employees working from home is impossible or not allowed and this concerns more often the lower educated (37% of them).

europe

38%

work remotely/from home.

When looking across Europe, the trend in remote working is lower than in the UK.

32% of the European workforce is not able to work remotely which is the more compared to the UK workforce which is 29%.

note: any percentage number below 3% will not be shown for graph clarity.



remote working looking into the future.

looking into the future, how much of your time do you expect to be working remotely/from home?



5%

of the current remote workers expect to be working max. 10% remotely in the future



65%

expect to have a blend of working (20-80%) remotely and at the employer's premises.



30%

think they will be working remotely at least 90% of their time.

uk
95%

of the current remote workers believe they will continue doing so, if partly, in the future

21% of the British employees believe that in the future they will work remotely only. Among those who already work completely remotely, 39% assume they will continue doing so in the future.

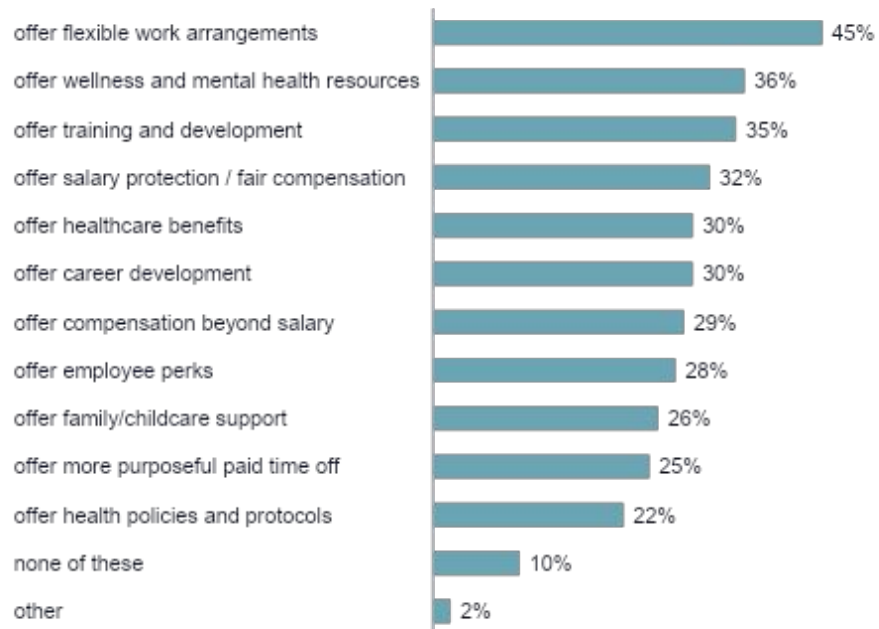
europe
95%

of the European employees who currently work remotely believe they will continue doing so one way or another

When looking across the European workforce, 95% of the workforce expects to continue working remotely in the future which is the same for the UK workforce. Same goes for the workforce who expect to only work on the employer's premises which is 5% for both the UK and Europe.

employer actions to improve work-life balance.

which of the following should your employer do to support you in maintaining a good work-life balance? They should...

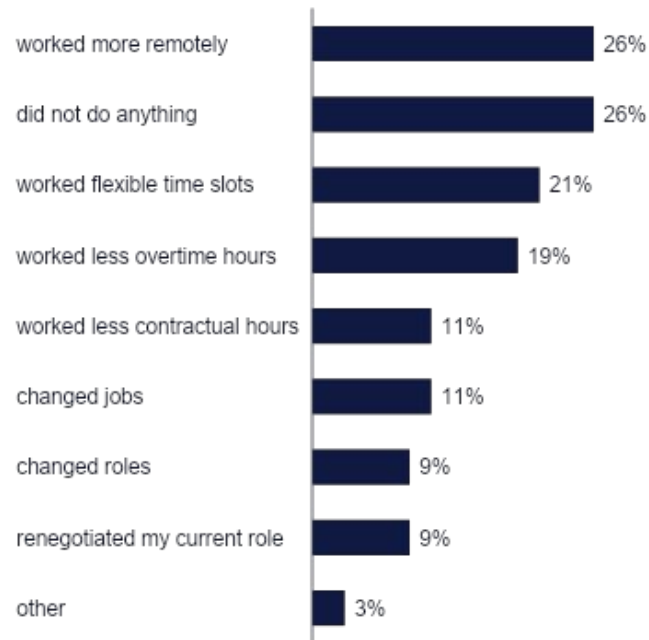


Employees would like their employers to focus on average on 4 added benefits to support and maintain a good work-life balance. Offering flexible work arrangements is the most important action (45% of employees), even more so for women (51%) and higher educated employees (50%).

Wellness and mental health resources are favored by 36% and by women even more (42%) while training and development are equally valued by 35%. There is not a huge gap with most of the other ways of support an employer could offer, though clearly health policies and protocols are relatively less relevant to employees.

employee personal actions to improve work-life balance.

what have you done, if anything, to improve your work-life balance? I...



Employees on average took 1 action to improve their work-life balance. Working more remotely is done most often by 26%, though way more by higher educated (33%) than lower educated (16%). Working more flexible timeslots (21%) is the second most popular option, slightly more chosen by younger age groups (25% of those up to 35 yrs.) and the higher educated (24%).

One in four (26%) did not do anything to improve their work-life balance and that concerns in large part those older than 54 yrs. (48%).

let's talk.

our research has many insightful, but complex insights so we'd love the opportunity to walk you through this document, share our thoughts and answer any questions you might have.

randstad uk

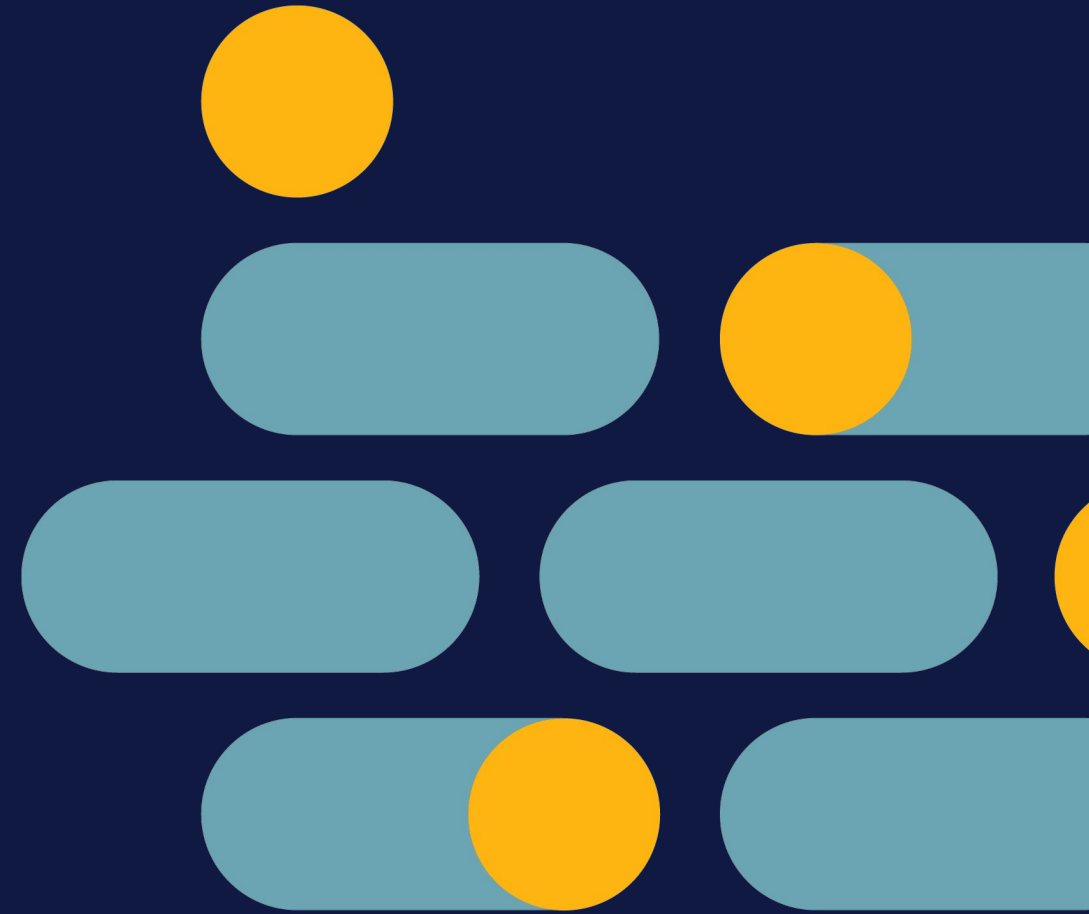
Jo Ledlie

clientsolutions@randstad.co.uk



appendix 1

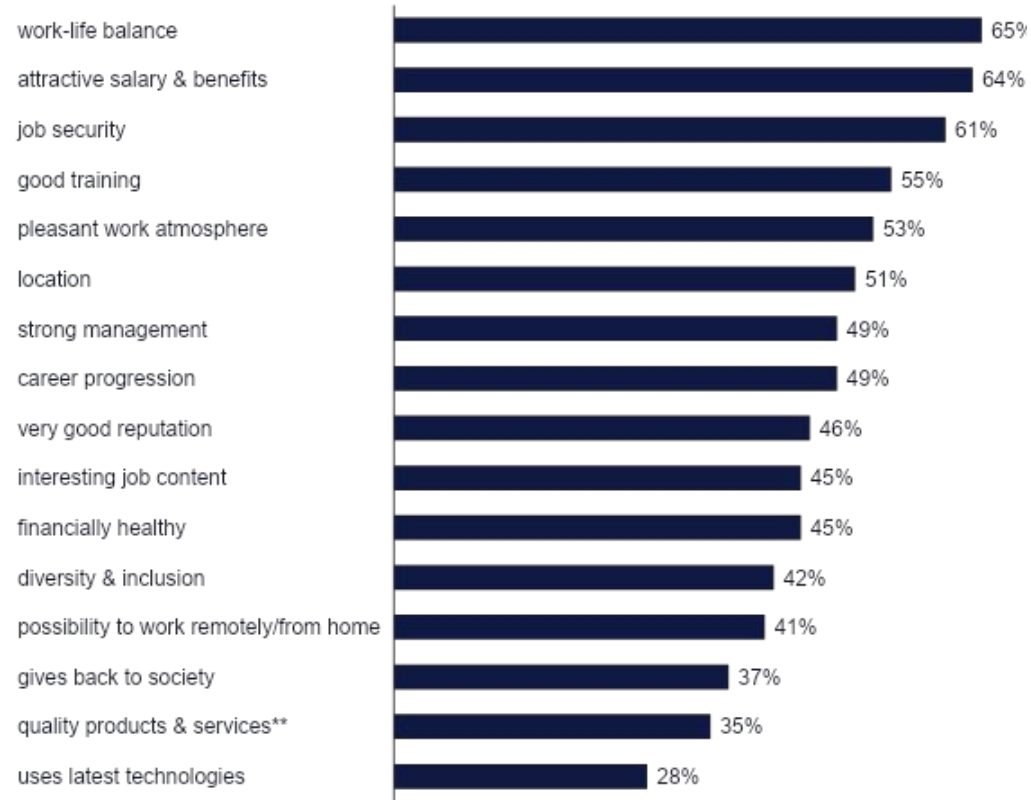
deep dive
EVP drivers.



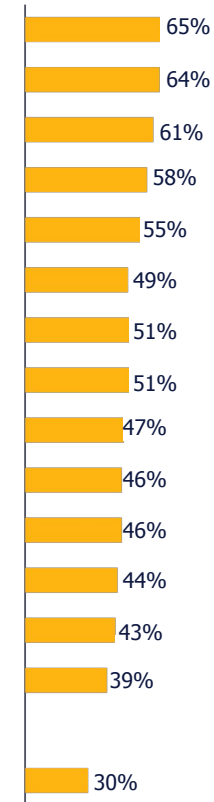
what potential employees want

the most important criteria when choosing an employer.

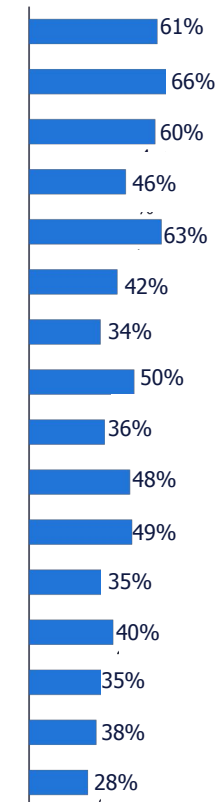
important criteria



uk 2021



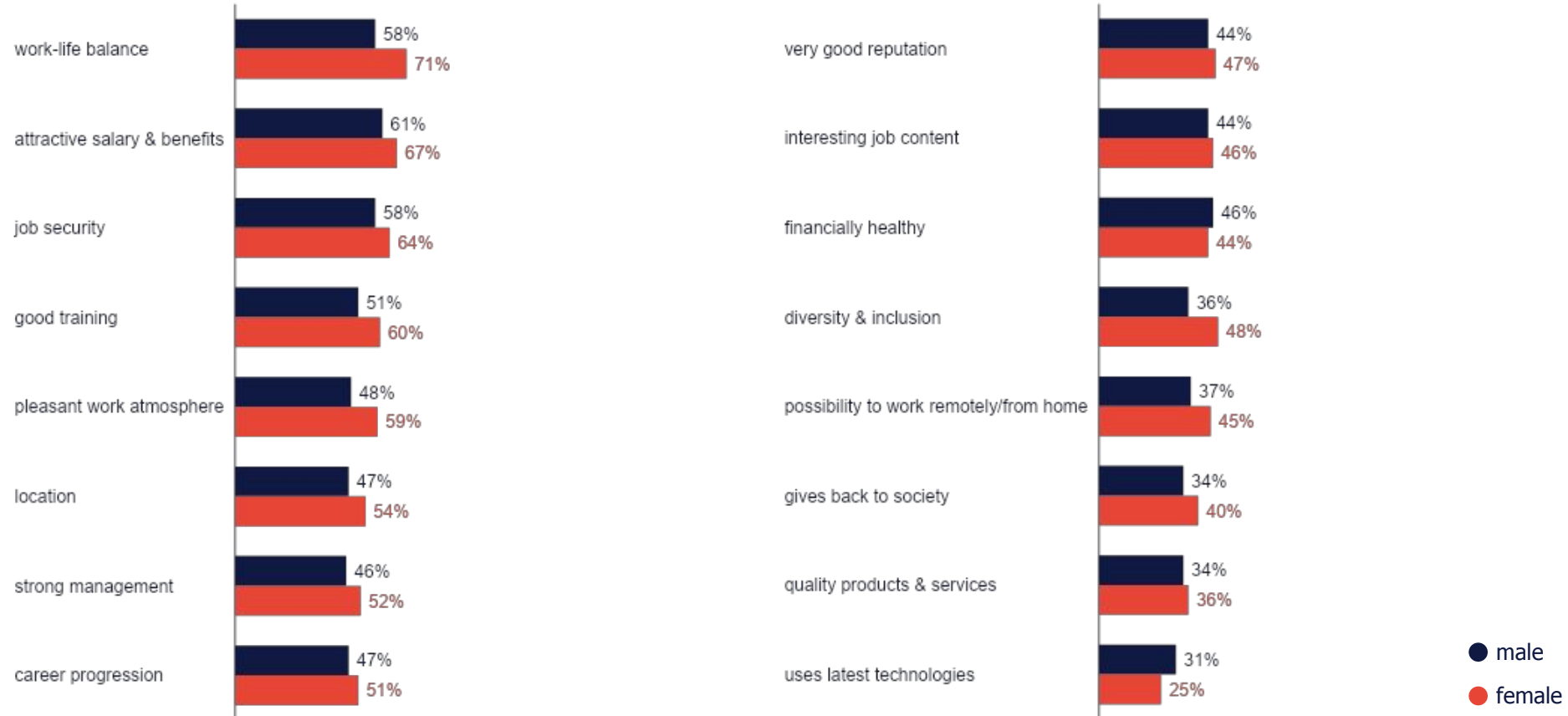
europa 2022



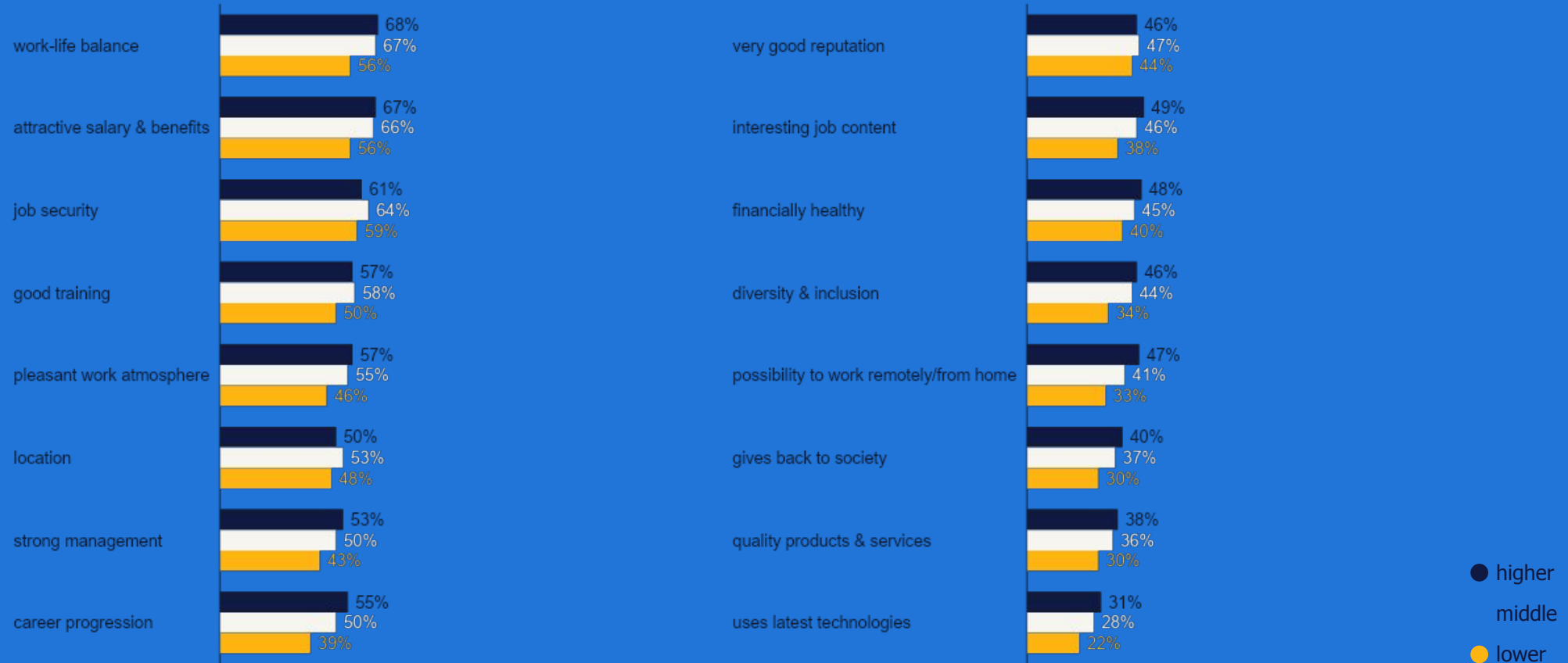
**not researched in 2021



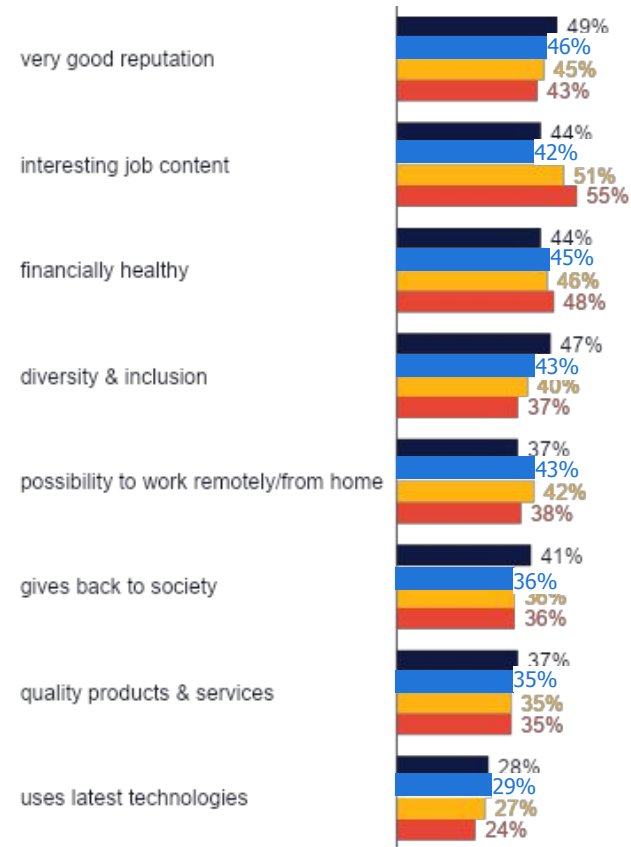
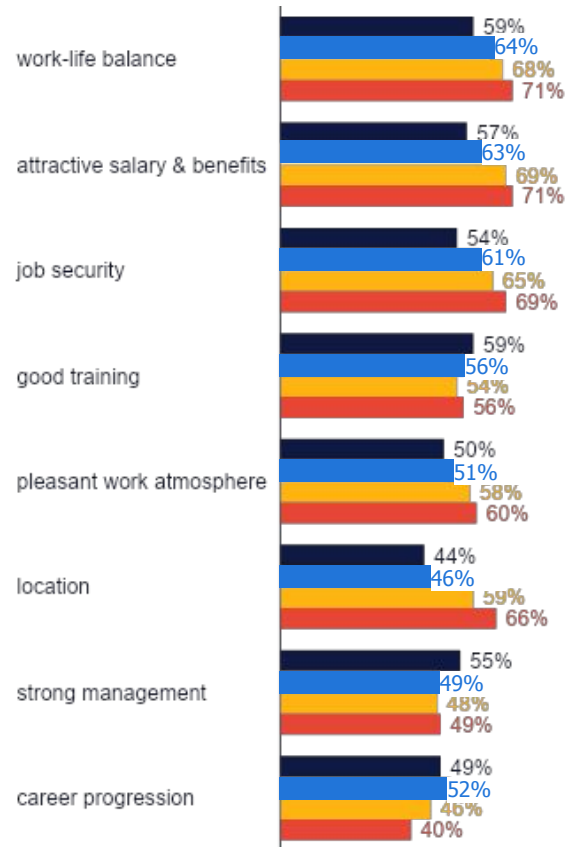
EVP driver importance by gender.



EVP driver importance by education.



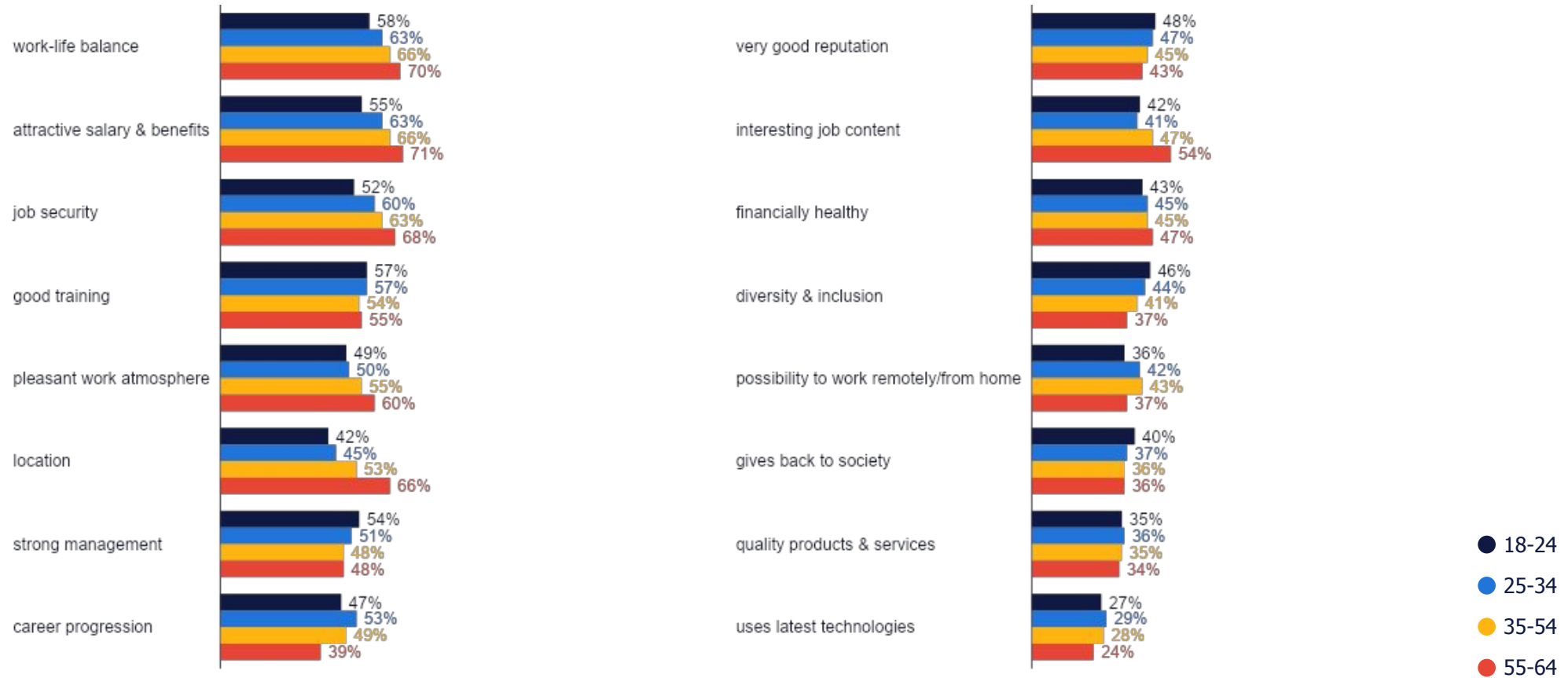
EVP driver importance by generation.



- gen z (18-25)
- millennials (26-41)
- gen x (42-57)
- boomers (58-64)



EVP driver importance by age.

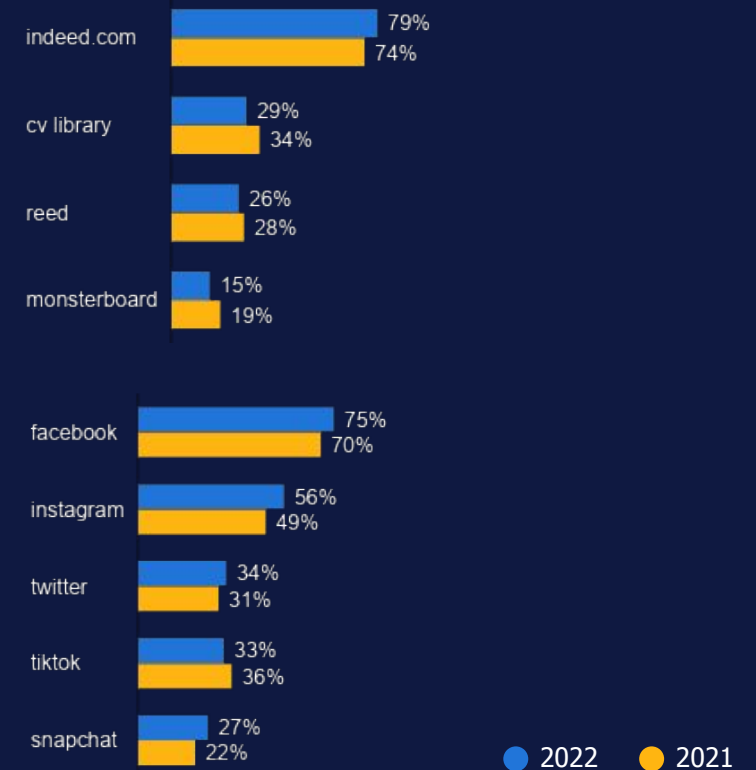


finding new job opportunities in the uk

channels used to find new job opportunities



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



● 2022 ● 2021



appendix 2



deep dive
employers.

perception of employer offer in the uk.

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

- 01 job security
- 02 financially healthy
- 03 very good reputation
- 04 pleasant work atmosphere
- 05 offers interesting job content
- 06 good work-life balance
- 07 career progression
- 08 attractive salary & benefits
- 09 gives back to society
- 10 possibility to work remotely/from home

general perception of employers in uk

- 01 financially healthy
- 02 job security
- 03 career progression
- 04 very good reputation
- 05 attractive salary & benefits
- 06 pleasant work atmosphere
- 07 offers interesting job content
- 08 work-life balance
- 09 gives back to society
- 10 possibility to work remotely/from home

profile of ideal employer

- 01 work-life balance
- 02 attractive salary & benefits
- 03 job security
- 04 pleasant work atmosphere
- 05 career progression
- 06 very good reputation
- 07 offers interesting job content
- 08 financially healthy
- 09 possibility to work remotely/from home
- 10 gives back to society



perception of employer offer in the uk and the region.

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



employers in the uk are perceived to offer

- 01 financially healthy
- 02 job security
- 03 career progression
- 04 very good reputation
- 05 attractive salary & benefits
- 06 pleasant work atmosphere
- 07 offers interesting job content
- 08 work-life balance
- 09 gives back to society
- 10 possibility to work remotely/from home

employers in europe are perceived to offer

- 01 financially healthy
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- 05 offers interesting job content
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- 10 possibility to work remotely/from home

sector

insights.



the uk's best performing companies by sector.

1/2

top 3 companies

sector	1	2	3
01 automotive aerospace	Rolls-Royce Group	BMW	British Airways
02 professional services	KPMG	Cap Gemini	Accenture
03 electronic engineering	Philips	Siemens	Hitachi
04 marketing & media	British Sky Broadcasting Group (Sky TV)	Thomson Reuters	Pearson (The Financial Times Group, Pearson & Penguin Randomhouse)
05 engineering	Rolls-Royce Group	BAE Systems	Interserve
06 fmcg	Coca Cola	Diageo (Guinness, Smirnoff)	Nestle
07 retail banking	Barclays Bank	HSBC	Santander
08 it & telecom	Oracle	IBM	Amazon
09 pharma life science	AstraZeneca	Merck	GlaxoSmithkline (Ribena, Lucozade, MacLean's..)
10 healthcare	Southern Cross Healthcare Group	Bupa Care Services	GlaxoSmithkline (Ribena, Lucozade, MacLean's..)



the uk's best performing companies by sector.

2/2

top 3 companies

sector	1	2	3
11 investment banking	Bank of America Merrill Lynch	Barclays Investment Bank	Deutsche Bank
12 manufacturing	BOC (oxygen/gas supply)		
13 construction	Kier Group	Interserve	Laing O'Rourke
14 retail	Marks & Spencer	Tesco	Boots
15 business services	SSP Group	Accenture	Royal Mail
16 transport and logistics	Royal Mail	Network Rail	XPO Logistics
17 utilities and energy	GE	EDF Energy	BOC (oxygen/gas supply)
18 insurance	AXA Group	Aviva	Legal & General Group
19 leisure	Merlin Entertainments (Alton Towers, Legoland,...)	Carnival UK	TUI Group
20 mineral fuel	Glencore International	EDF Energy	Tata Steel Europe



the uk's sectors score best on these 3 EVP drivers.

1/2

top 3 EVP drivers

sector

1

2

3

01 marketing & media

financially healthy

career progression

job security

02 electronic engineering

financially healthy

very good reputation

job security

03 automotive aerospace

financially healthy

very good reputation

career progression

04 professional services

financially healthy

attractive salary & benefits

career progression

05 pharma life science

financially healthy

attractive salary & benefits

job security

06 it & telecom

financially healthy

career progression

job security

07 manufacturing

financially healthy

very good reputation

job security

08 engineering

financially healthy

career progression

attractive salary & benefits

09 investment banking

financially healthy

attractive salary & benefits

career progression

10 construction

financially healthy

career progression

attractive salary & benefits



the uk's sectors score best on these 3 EVP drivers.

2/2

top 3 EVP drivers

sector	1	2	3
11 business services	financially healthy	job security	career progression
12 retail banking	financially healthy	career progression	job security
13 fmcg	financially healthy	very good reputation	job security
14 healthcare	financially healthy	career progression	job security
15 retail	financially healthy	very good reputation	job security
16 insurance	financially healthy	job security	attractive salary & benefits
17 mineral fuel	financially healthy	job security	career progression
18 utilities and energy	financially healthy	job security	career progression
19 transport and logistics	financially healthy	job security	career progression
20 leisure	financially healthy	career progression	pleasant work atmosphere



randstad

human forward.

