

KANTAR TNS

ancor

randstad

The Randstad Employer Brand Research

Ukraine 2019

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1. Profile of Kantar TNS



A few facts about Kantar TNS

90

Kantar TNS is one of the world's largest research agencies, present in over 90 countries

70

We've been pushing the boundaries of market research for over 70 years working across a wide range of disciplines

Our 10,000 employees offer the global and local understanding that is needed

Asia Pacific

Australia
Bangladesh
Cambodia
China
Hong Kong
India
Indonesia
Japan
Malaysia
Mongolia
Myanmar
New Zealand
Philippines
Singapore
South Korea
Sri Lanka
Taiwan
Thailand
Vietnam

Americas

Argentina
Brazil
Canada
Chile
Colombia
Ecuador
Mexico
Peru
United States

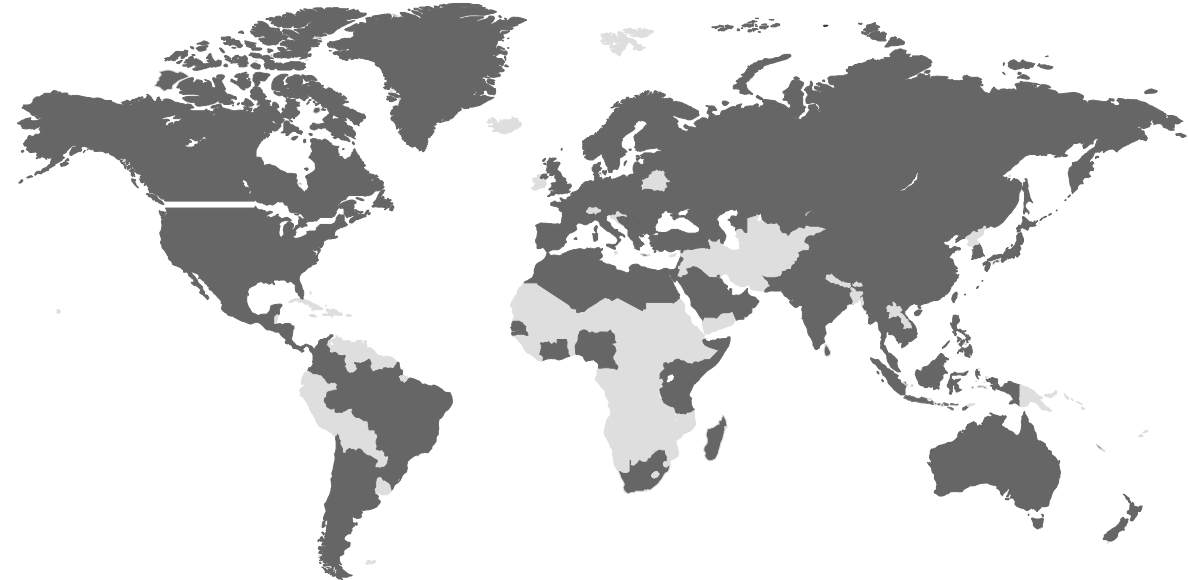
Europe

Albania
Armenia
Austria
Azerbaijan
Belgium
Bosnia & Herzegovina
Bulgaria
Czech Republic
Denmark
Estonia
Finland
France
Georgia
Germany
Greece
Hungary
Ireland
Israel
Italy
Kazakhstan

Kosovo
Latvia
Lithuania
Luxembourg
Macedonia
Moldova
Montenegro
Netherlands
Norway
Poland
Portugal
Romania
Russia
Serbia
Slovakia
Spain
Sweden
Switzerland
Turkey
Ukraine
United Kingdom

Middle East & Africa

Algeria
Bahrain
Cameroon
Egypt
Ghana
Ivory Coast
Kenya
Kuwait
Lebanon
Madagascar
Mauritius
Morocco
Nigeria
Pakistan
Reunion
Saudi Arabia
Senegal
South Africa
Tanzania
Tunisia
Uganda
United Arab Emirates



■ Countries with a Kantar TNS presence

A few facts about Kantar TNS

65%

We work with 325 of the companies listed in The Fortune 500.



We run Europe's largest quantitative and qualitative studies for the EU, help the Gates Foundation optimise vaccines in India, and teach government communications at Oxford and Singapore Universities.

A few facts about Kantar TNS

80 million

We conducted over 80,000,000 interviews across the world last year

4 million

We have over four million online panelists in 38 countries

2.

Employer brand research set up



employer brand research **set up.** **sample and fieldwork**

sample

aged 18 to 65

representative on gender

overrepresented on age 25 – 44

students, employed and unemployed workforce

bias towards urban, higher educated and higher income

fieldwork

online interviews

november - december 2018

length of interview

approx. 16 minutes

worldwide

over 175,000 respondents

5,755 companies surveyed

employer brand research **set up.** **what do we ask?**

socio-demographics



employment situation



gender

age



education level

region



sector

function



employer brand research **set up.** **what do we ask?**

ideal employer

what are employees looking for in their ideal employer?

pleasant work atmosphere
career progression
quality products
financial health
job content
work-life balance
technology
location
CSR
training
diversity and inclusion
salary and benefits
flexible working arrangements
job security
leadership
reputation



employer brand research **set up.** **what do we ask?**

30 companies per respondent

'do you know this company?'

for each company known

'would you like to work for this company?'

each company known

rating on a set of drivers

drivers

each company is evaluated on:

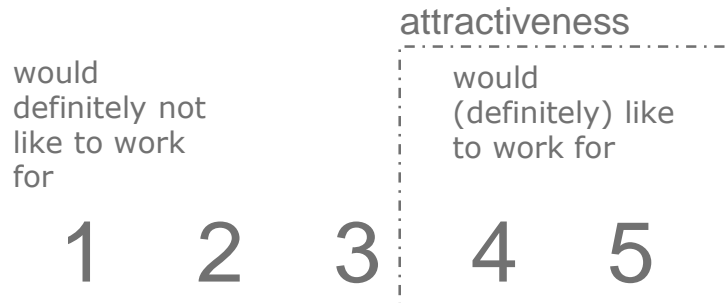
- 01 financially healthy
 - 02 uses latest technology
 - 03 very good reputation
 - 04 job security
 - 05 career progression
 - 06 gives back to society
 - 07 interesting job content
 - 08 pleasant work atmosphere
 - 09 work-life balance
 - 10 attractive salary and benefits
-

employer brand research **set up.** **attractiveness and how we determine the award winner?**

30 companies per respondent

'do you know this company?'

for each company known



at least 10% awareness

employer brand research **set up.** **what do we ask?**

annual topics



retention



channels to look/find for a job

channels to check reputation



job security cost

company type preference and reasons why

Thank you!