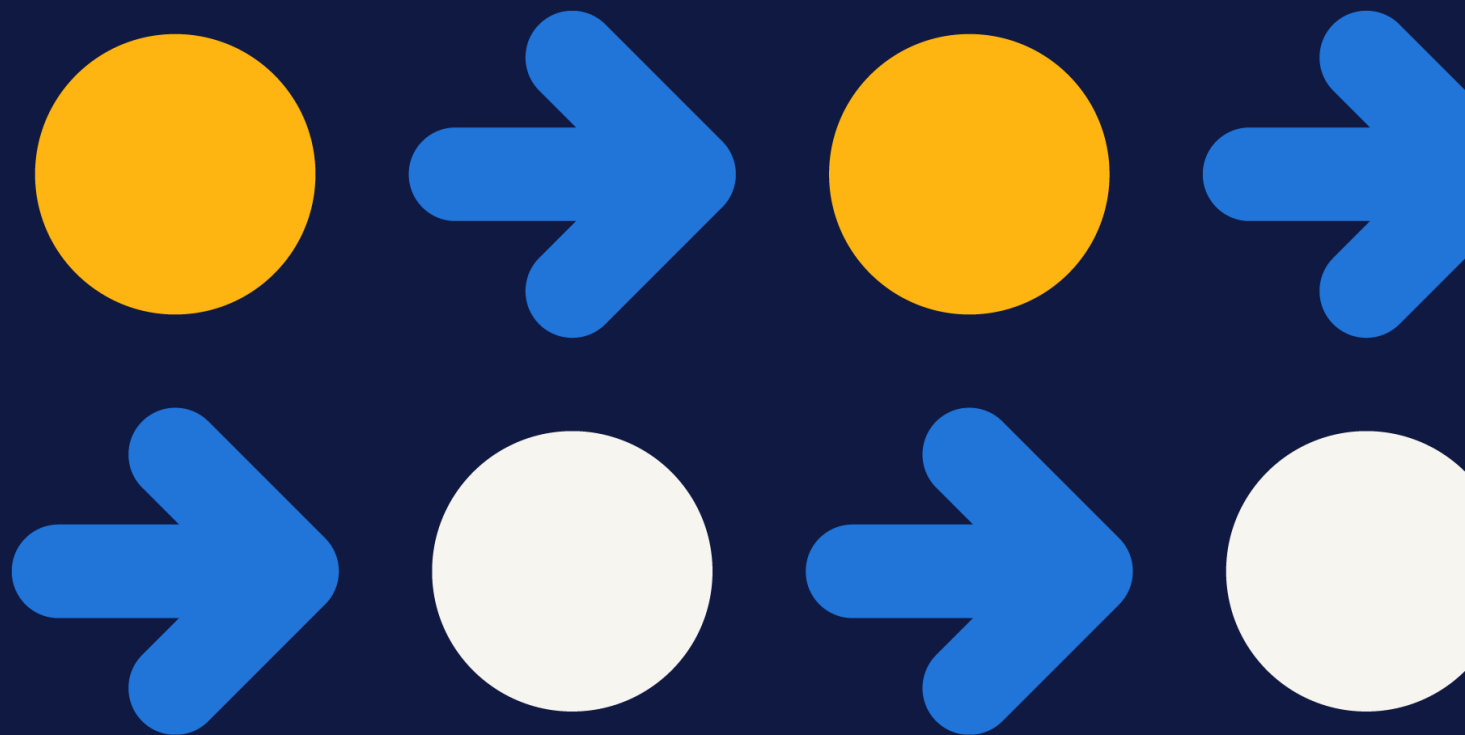


employer brand research 2021



Poland.

content.

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a few words to start with.

The pandemic (COVID-19) has not been equally acute for all sectors. Its consequences are also clearly visible in the labor market. As results from the latest edition of the national report – Randstad Employer Brand – one in three employees in Poland have experienced a change in their employment situation. 23% of the respondents intend to change their job in the next 6 months. [What are their motivations? As an employer, are you ready for the changing expectations of employees during the pandemic? What should you concentrate on in the first place?](#)

Uncertainty and fear related to job loss increased significantly already at very beginning after the pandemic announcement. As a result, for the second time in the entire 11-years history of our survey, job security has been so close to expectations regarding remuneration. That is not all. Our analyses show that in order to build a strong employer brand you should check the relations in the team and whether you, as an employer, are still transparent in communication between the company and employees.

Moreover, we have arrived at interesting conclusions from the comparison of what is important for candidates and how the currently employed persons perceive their workplace. The largest disproportions have been discovered in professional development.

More detailed analyses and expanded information are provided later on in this report. [We hope that you'll find it to be a valuable tool for building a strong employer brand.](#)

There is no doubt that people are under the influence of the processes happening in the broader market and their decisions and expectations are closely related to them. [Only an employer who knows and understands the needs of their employees will be able to react quickly and adequately.](#)



what is the Randstad Employer Brand?



a few words about
the survey.

what is the Randstad Employer Brand?

- a representative employer brand research based on perceptions of the general audience. Optimizing over 21 years of successful employer branding insights.
- an independent survey with over 190,000 respondents in 34 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.



As many as 34 markets are surveyed as part of the Randstad Employer Brand, covering more than 80% of the global economy.

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



worldwide

- over 190,000 respondents
- 6,493 companies surveyed

sample

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

Poland

- 4,931 respondents

fieldwork

- online interviews
- january 2021

length of interview

- 16 minutes

main assumptions behind the randstad employer brand.

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.

EVP drivers

each company is evaluated on:

- 01 financially healthy
 - 02 COVID-19 safe work environment
 - 03 very good reputation
 - 04 job security
 - 05 career progression
 - 06 gives back to society
 - 07 possibility to work remotely/ from home
 - 08 pleasant work atmosphere
 - 09 work-life balance
 - 10 attractive salary & benefits
-

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.

KANTAR TNS_®

For this research, Randstad partners with Kantar, one of the world's largest insight, information and consultancy networks.



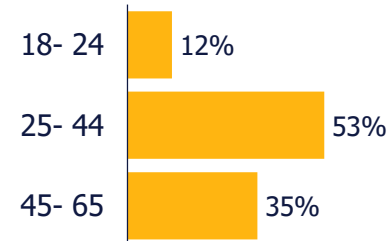
sample composition

socio-demographics, employment situation, region.

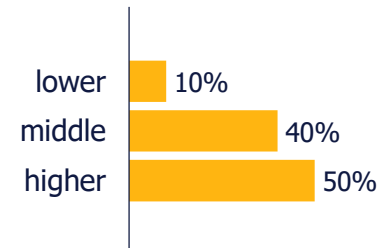
gender



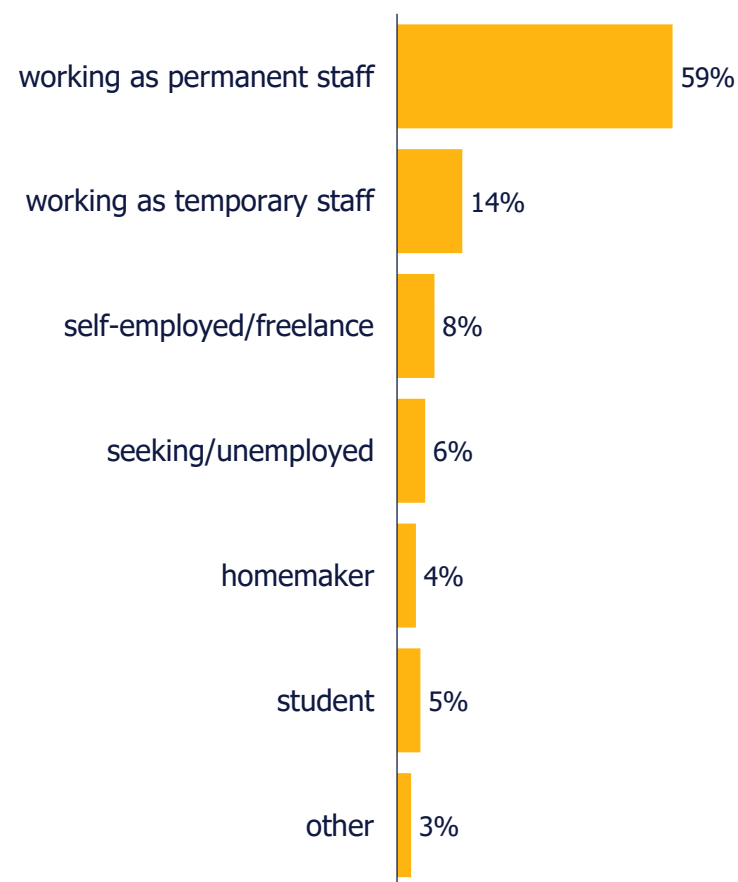
age



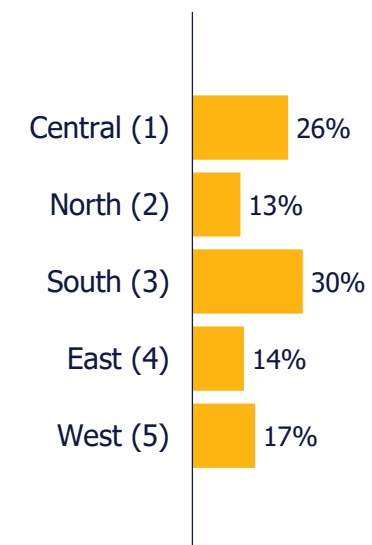
education



employment status



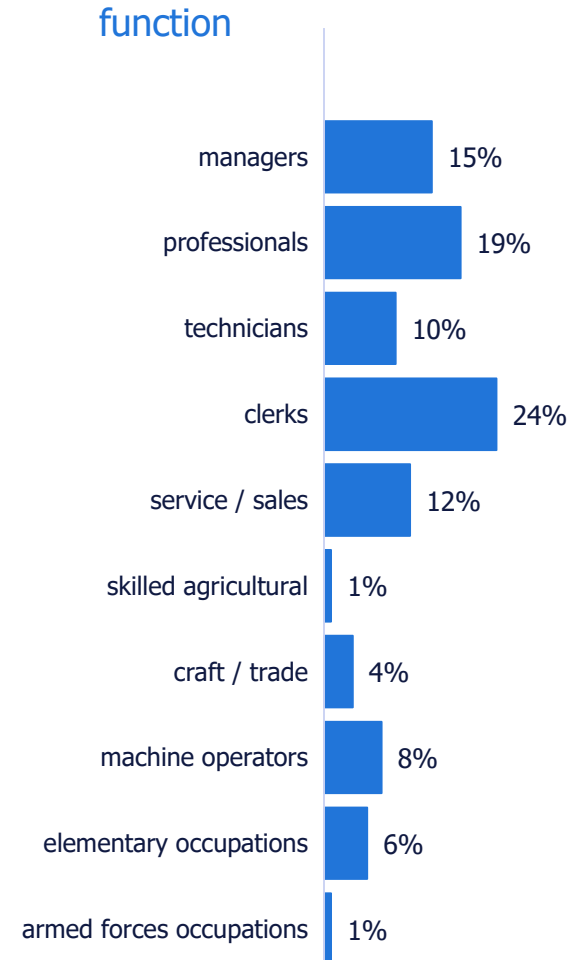
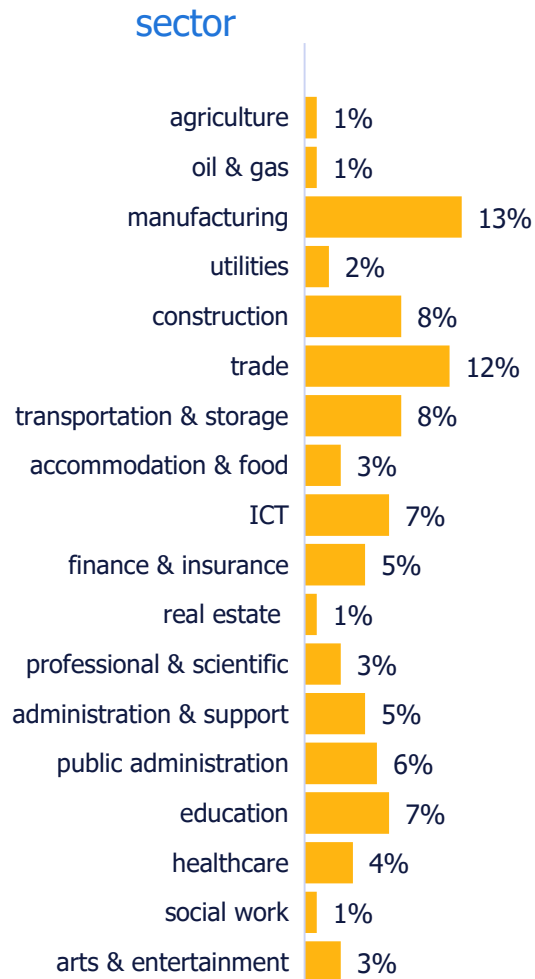
region



1. Łódzkie, Mazowieckie, Świętokrzyskie
2. Pomorskie, Warmińsko-Mazurskie, Zachodniopomorskie
3. Dolnośląskie, Małopolskie, Opolskie, Śląskie
4. Lubelskie, Podkarpackie, Podlaskie
5. Kujawsko-Pomorskie, Lubuskie, Wielkopolskie

sample composition

sector, function.



If our research caught your interest, see yourself through the eyes of your prospective employees. Get insights into effectively building an attractive image of **your** employer brand during the pandemic (COVID-19).

Discover the [>>offer<<](#) and order a Randstad Employer Brand 2022 survey for your company.

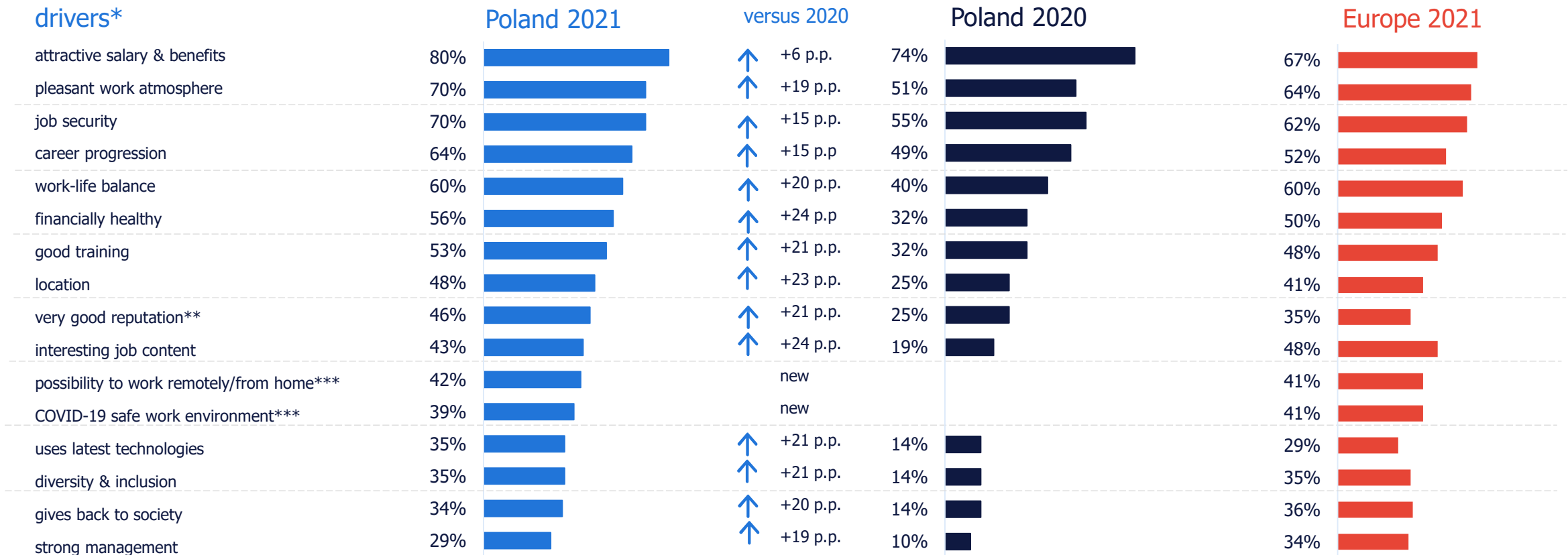


workplace expectations

one year after
the pandemic (COVID-19)
announcement in Poland.



the most desirable aspects of employment (the so-called brand EVPs) one year after the pandemic announcement in Poland.



*2017: work that is stimulating and challenging
**previous years: strong image/strong values
***new drivers in the research

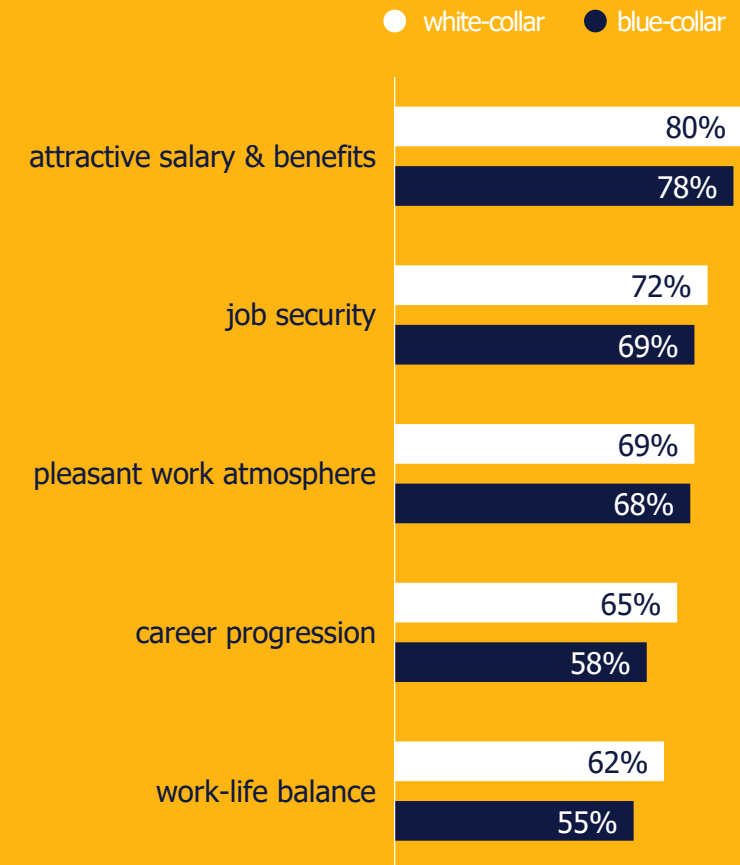
what's important: when comparing 2021 with previous years, please note that this question has been altered in that respondents are now free to choose as many drivers as they considered important from a list of 16 drivers whilst in previous years they were forced to pick exactly 5 out of these 16.

do Poles differ in their expectations depending on the type of work performed?

The factors that differentiate white-collar from blue-collar workers the most significantly are **career progression opportunities and a sense of work-life balance**. It turns out that both those factors are more important for office workers than for workers performing physical tasks.

However, regardless of the nature of the work performed, the **expectations regarding work atmosphere and salary are almost the same** in both groups.


top 5 most important attributes



general perception of employers in Poland.

Once again, this year's Randstad Employer Brand survey proves that employees' expectations are not always consistent with the image of the individual employers.

The biggest discrepancies between Poles' expectations and the way they see their current workplace pertain to **career progression**.



See how the survey results relate to the situation at your company. [Discover the REBR 2022 survey >>offer<< for your company.](#)

When Poles think about **particular companies**, what aspects of work do they associate with these companies?

- 01 financially healthy
 - 02 job security
 - 03 very good reputation
 - 04 COVID-19 safe work environment
 - 05 career progression
 - 06 attractive salary & benefits
 - 07 pleasant work atmosphere
 - 08 gives back to society
 - 09 work-life balance
 - 10 possibility to work remotely/from home
-

when Poles think about **their current job**, what aspects of work do they associate with it?

- 01 job security
 - 02 financially healthy
 - 03 COVID-19 safe work environment
 - 04 very good reputation
 - 05 pleasant work atmosphere
 - 06 work-life balance
 - 07 gives back to society
 - 08 attractive salary & benefits
 - 09 career progression
 - 10 possibility to work remotely/from home
-

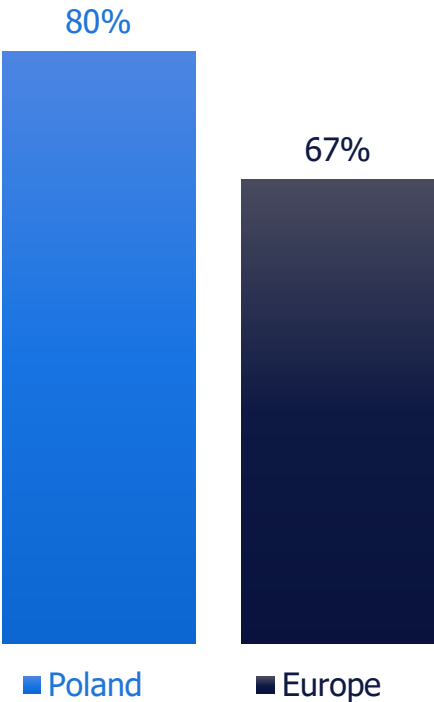
a closer look



at 3 key factors.

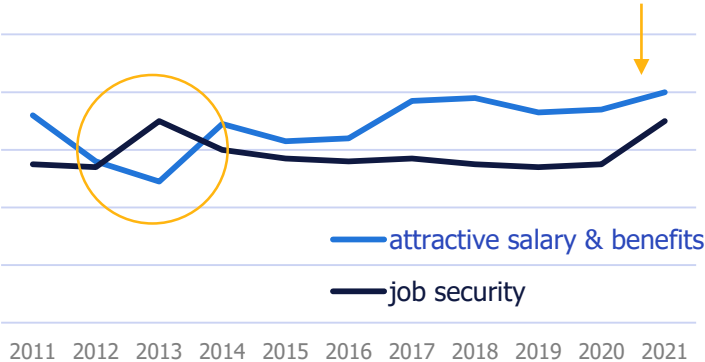
number 1. the importance of remuneration rises freely, maintaining its top position.

importance of the EVP driver in 2021



attractive salary & job security

This is the second time in the 11 years of the research history when the remuneration and job security are so equally important.



women vs. men

Women put remuneration first.

Men more often than women pay attention to the use of the latest technologies in the company and a good standing of the organization, but these two factors were not among the top five work aspects.

number 2. the quality of relationships is important regardless of the working conditions.

importance of the workplace atmosphere in 2021



2nd place.

The importance of a friendly workplace atmosphere has been increasing gently in the last 5 years.

Additionally, this year it slightly outranked job security, taking the second place on the list of priority work aspects (the so-called employer brand EVPs).

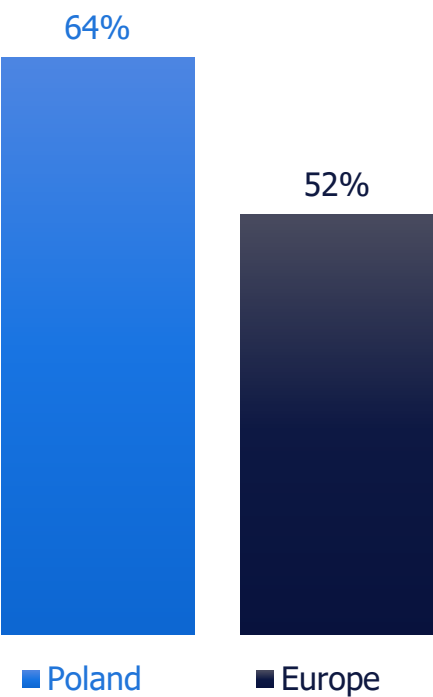
white = blue collar

For employees on white-collar positions (69%) and blue-collar workers (68%) the importance of a friendly workplace atmosphere is equally important.



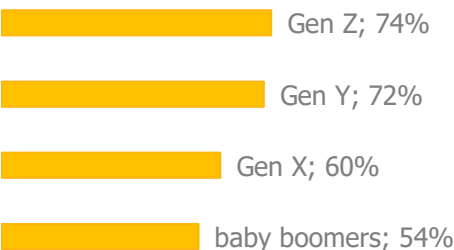
number 3. redefined career progression.

importance of career progression in 2021



increase by 15 pp (2021 vs. 2020)

The importance of career progression in Poland increased by 15 percentage points compared to the previous year and can be seen in all age groups.



4th place vs. 9th place

There is a significant discrepancy between what Poles admit to receive from their current employer and what they declare to be important from them; this is the greatest discrepancy revealed in the research.



changing employer



switchers
and intenders.

the most desirable aspects of employment for the Poles who changed their job in the past 6 months.

10%

changed employer in the past 6 months.

In this year's research we intentionally asked the respondents about their work situation in the last 6 months to be able to even better capture the impact of the pandemic (COVID-19) on the job market. It turned out that the number of employees who really changed their employer in the second half of 2020 was 10%.

What is characteristic of employees who decided to stay in their current workplace? Remuneration and benefits as well as job security were more important for them.

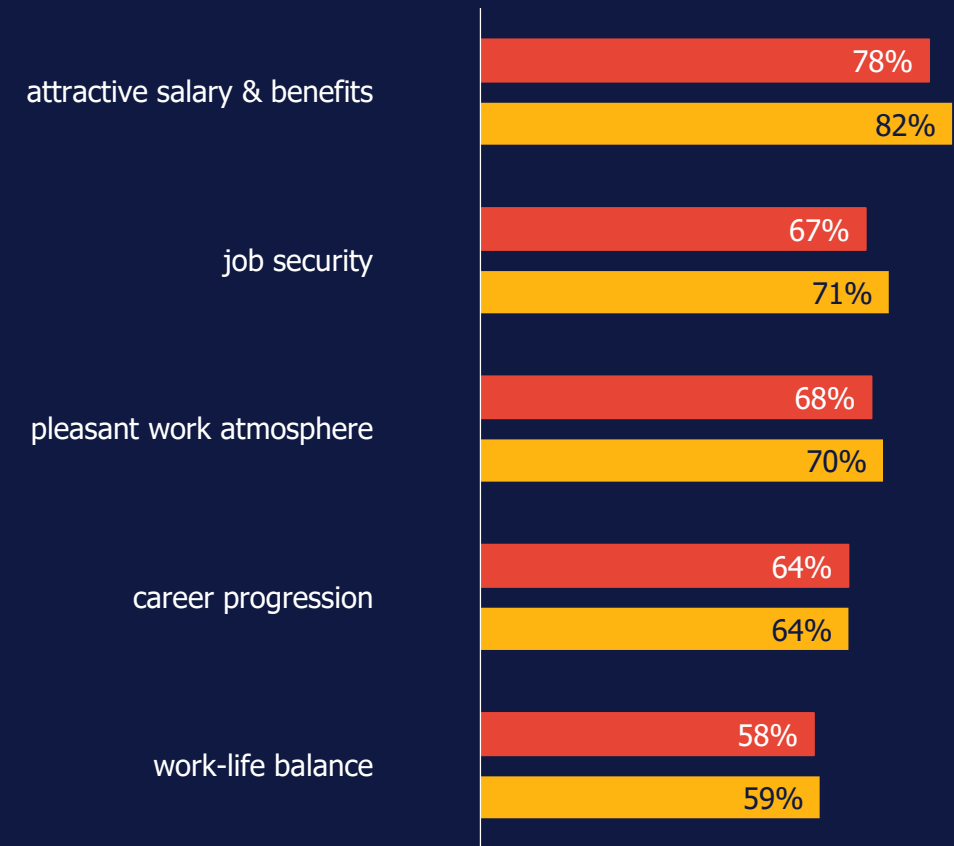
2021

15%

of those affected by COVID changed employer in the past 6 months.

top 5 most important attributes

switchers stayers



plans regarding workplace change.

If one's employment situation has changed due to COVID-19, the intention to change to a new employer is considerably higher (35%) than in the case of those who just intend to change employers (23%) in the next six months.

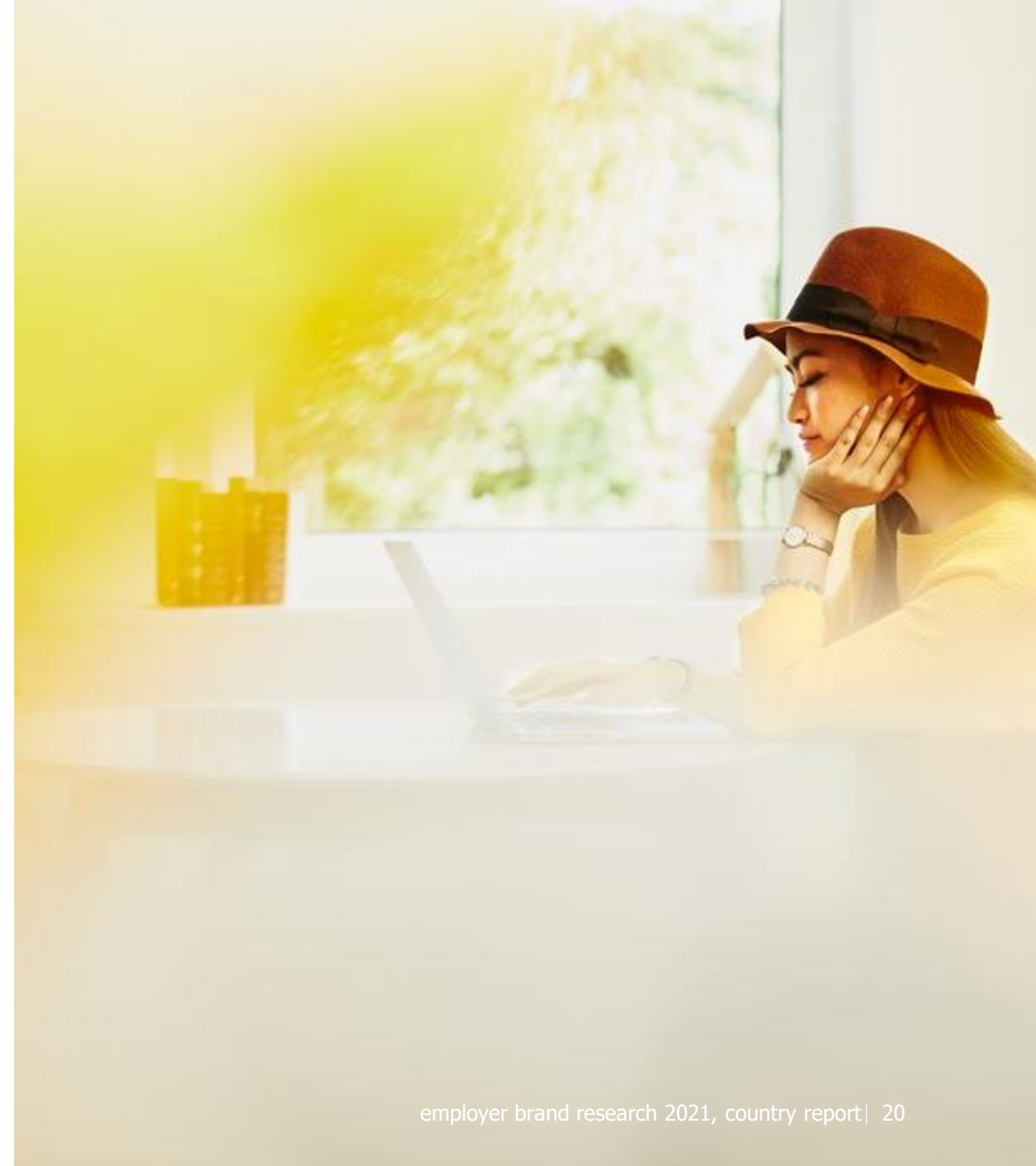
2021

23%

plan to change employer in the next 6 months.

35%

of those affected by COVID-19 plan to change their employer in the next 6 months.



job loss fear in 2021

intention to switch.

27% of employees admitted they were concerned about losing their job. A higher percentage of women (33%) than men (22%) was observed in that group.

30%

of the employees who are afraid of losing their job, plan to change their job in the next 6 months.

16%

of the employees who are not afraid of losing their job, plan to change their job in the next 6 months.

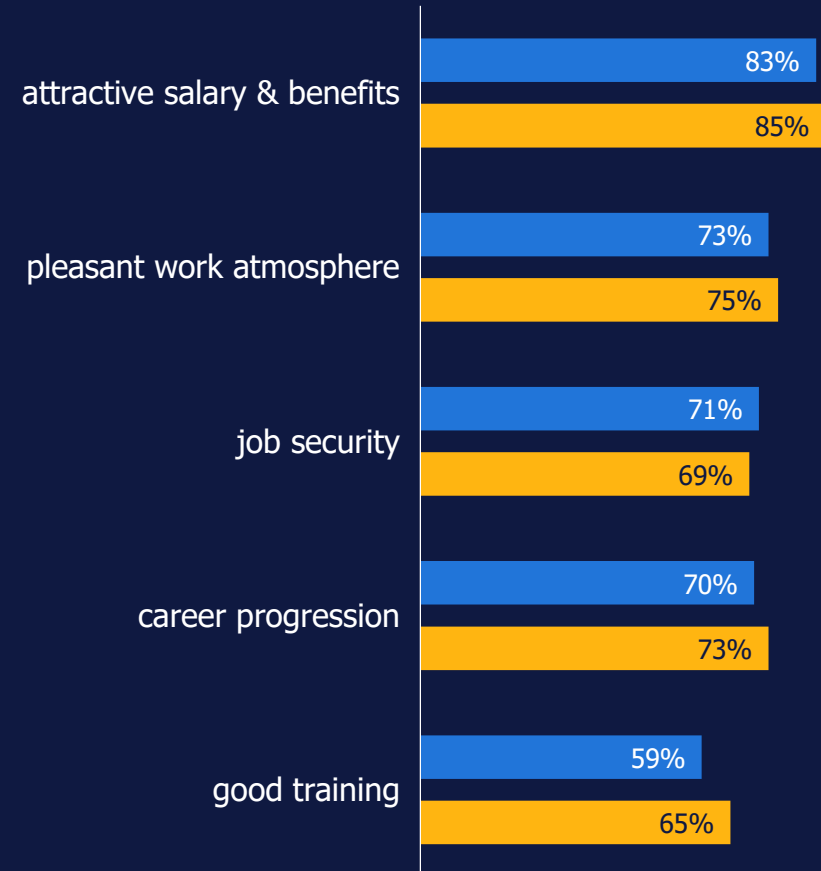
If we focus only on the persons whose job security was disturbed to a greater or lesser extent, it turns out that 30% of them is considering to leave their current employer. In comparison, almost less than a half, namely 16% of those who were not concerned, are planning to change their job in the next 6 months.

The expectations of both those groups do not differ significantly. The only discrepancy in the expectations is visible in **trainings**. They are more important for those who are not concerned about their employment.



top 5 most important attributes

● intenders afraid to lose their job ● intenders not afraid to lose their job



action vs. intention to change the employer depending on the nature of the work performed.

employer change

In general, in the last six months 10% of employees in Poland have changed their job; what is interesting are the conclusions drawn from the analysis of those data from the perspective of various professional groups. It turns out that almost two times more employees performing physical tasks (15%) have changed their employer over the last 6 months compared to white-collar workers (7%).

plans to leave

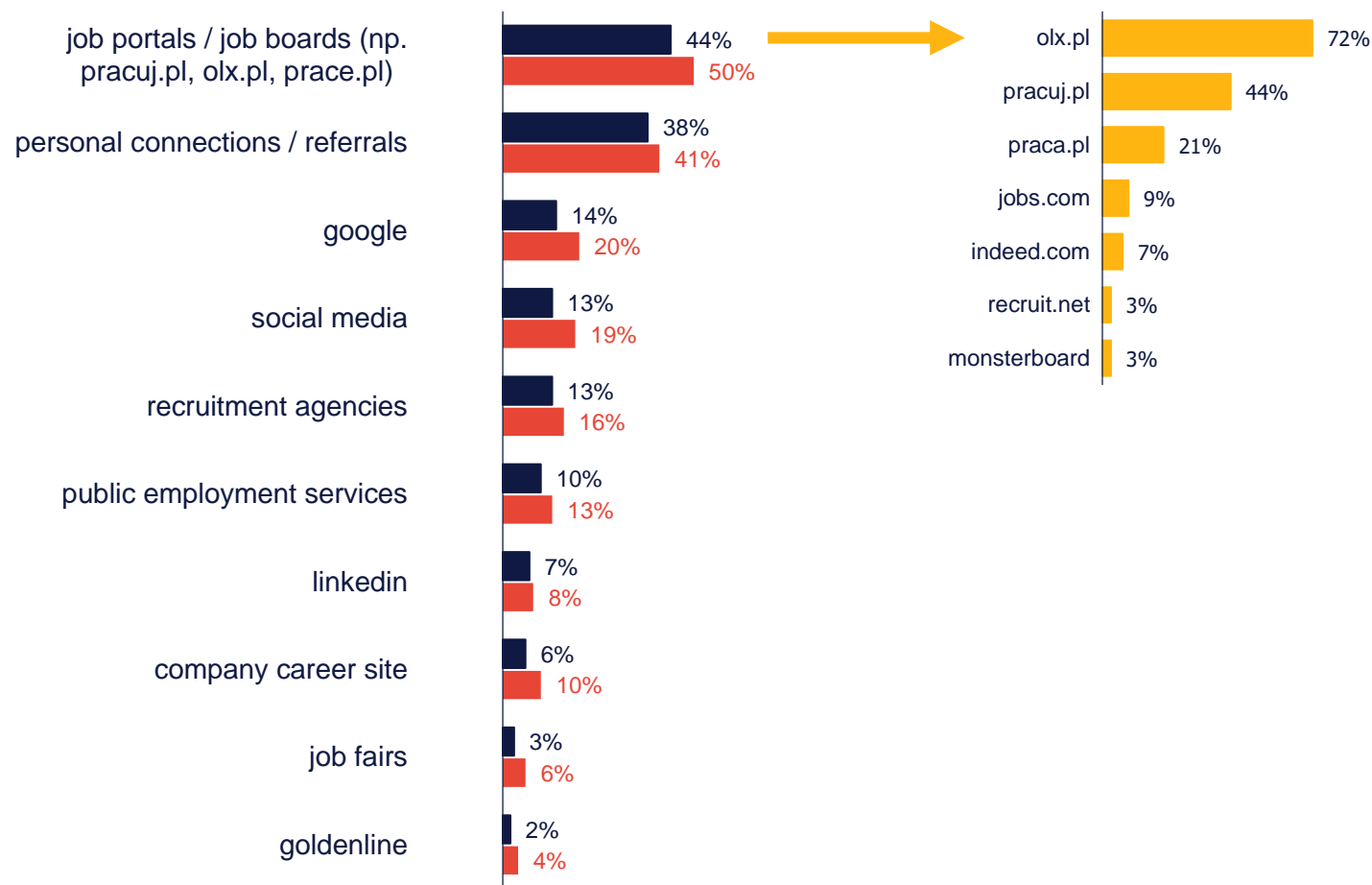
20% of white-collar workers and 23% of blue-collar workers declare that they intend to change their job in the first half of 2021. Those results are very similar to the general population: 23% of Poles.



how do workers in Poland find new job opportunities?

Channels used to find new job opportunities.

● 2021 ● 2020



In the second half of 2020, 10% of Poles changed jobs. On the other hand, in the next 6 months, more than 1 in 4 people plan to look for a new employer.

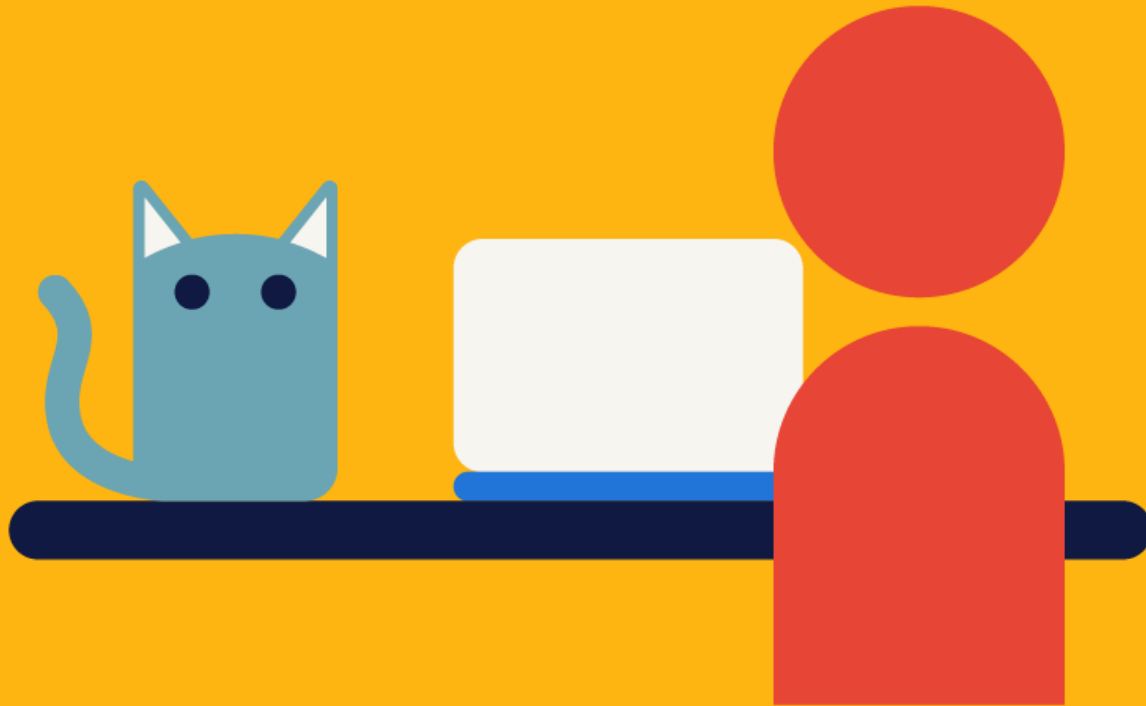
Where are Poles looking for jobs?

The channels are very similar to what Poles declared in the previous year.

The job search channels and methods selected most frequently are **advertising portals (44%), including: olx.pl (72%) and pracuj.pl (44%).**

An equally popular method of searching for a job are **friends' recommendations (38%).**

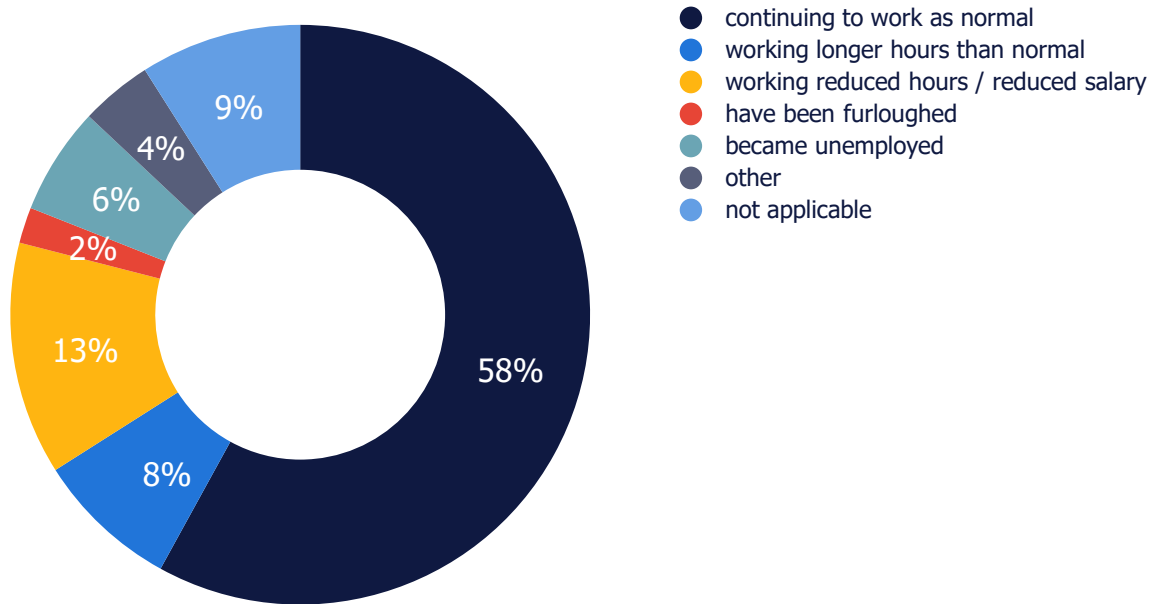
job market



during
the pandemic.

how did the pandemic (COVID-19) change individuals' employment situation?

One in three employees in Poland saw their employment situation change.



In total, 33% of Poles saw their employment situation change. This group includes persons who were furloughed, worked different hours than previously or became unemployed.

Compared to men (28%), women (39%) were more likely to see an impact on their employment situation due to the pandemic (COVID-19). They were more often forced to work reduced hours or for a reduced salary. Women more often than men lost their job due to the pandemic.

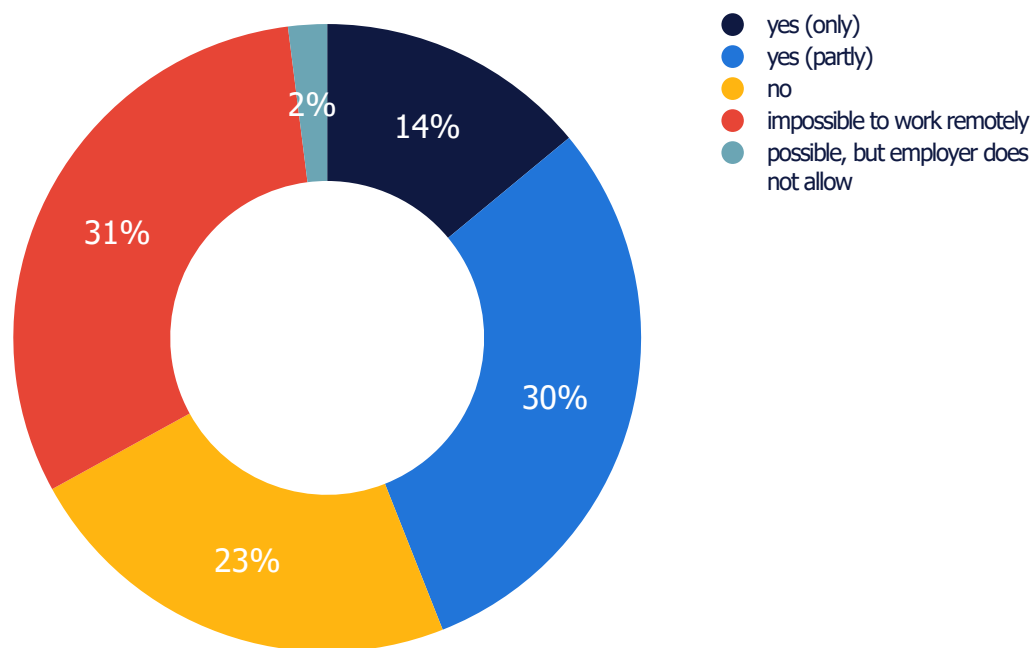
Poland vs. other Europeans

33% vs. 39%

Poles were affected by the change of employment due to the pandemic relatively less frequently than other Europeans.

remote working due to COVID-19.

During the pandemic, 44% of Polish respondents worked from home, and 14% of them did not come to the office at all.



Poland vs. other Europeans

25% > 23%

of the employees who said they worked remotely, do so out of their own decision.

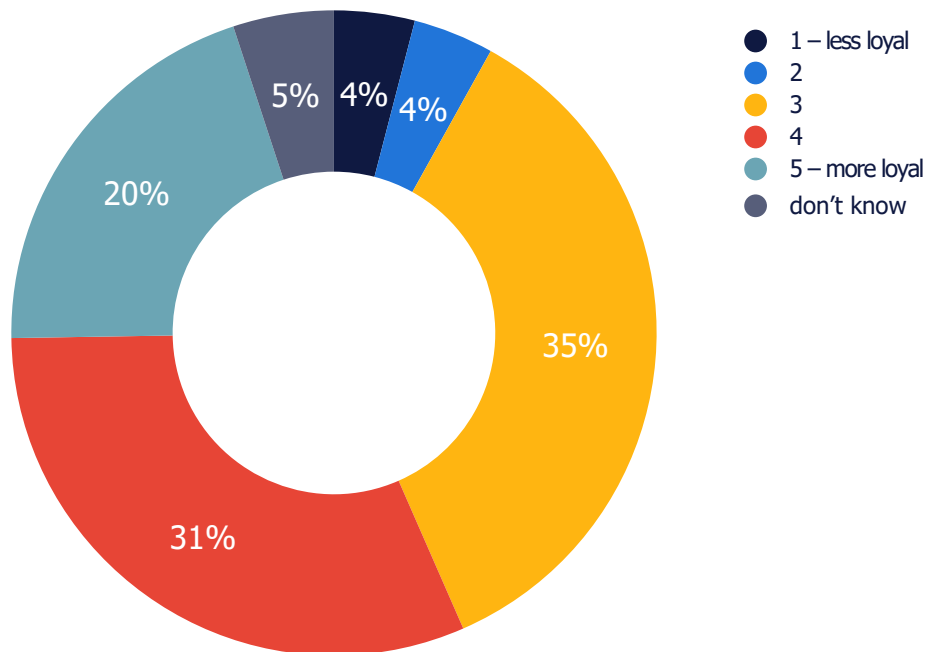
Poland vs. other Europeans

2% = 2%

employees who can work from home are not allowed to do so by their employer.

loyalty towards employers during the pandemic.

51% of the surveyed employees declared that they feel more loyal towards their employer as a result of the measures or actions the employer took during the pandemic.



loyalty towards employers
increased also in:

56%

works
only remotely

50%

works
partly remotely

50%

obliged to
work remotely

51%

own decision to
work remotely

the most
attractive sector

in Poland.



employer's attractiveness and brand awareness

what does it mean for the employer's brand?



high awareness

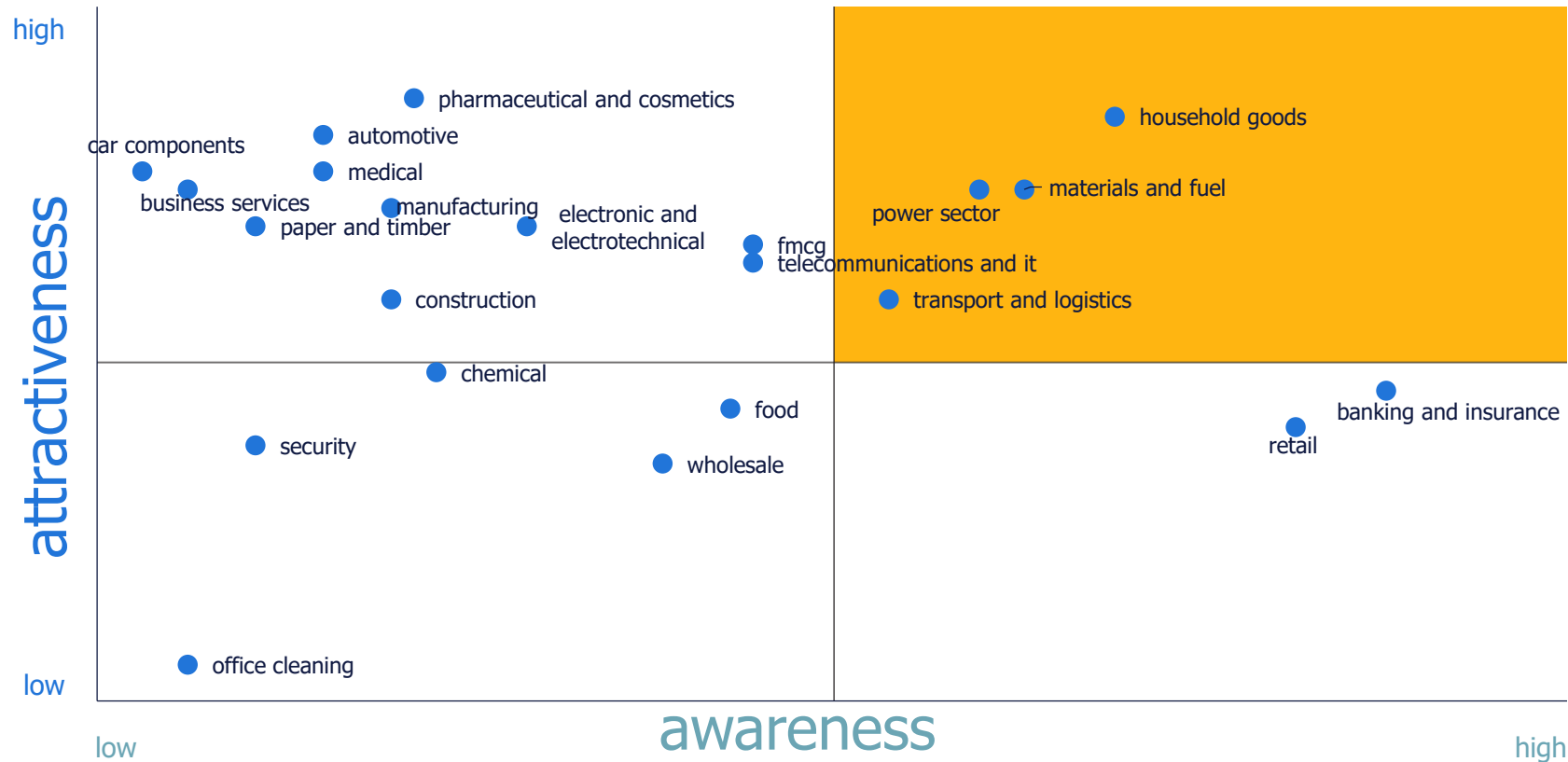
Having a high awareness means that employers in the sector are widely known.

high attractiveness

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

What do Poles think about individual sectors in 2021?

awareness and attractiveness assessment.



top 3 the most attractive sector in Poland:

- 01 pharmaceutical and cosmetics
- 02 household goods
- 03 automotive

perception of particular sectors by Poles

top 3 employment aspects (top 3 EVP drivers) 1/2.

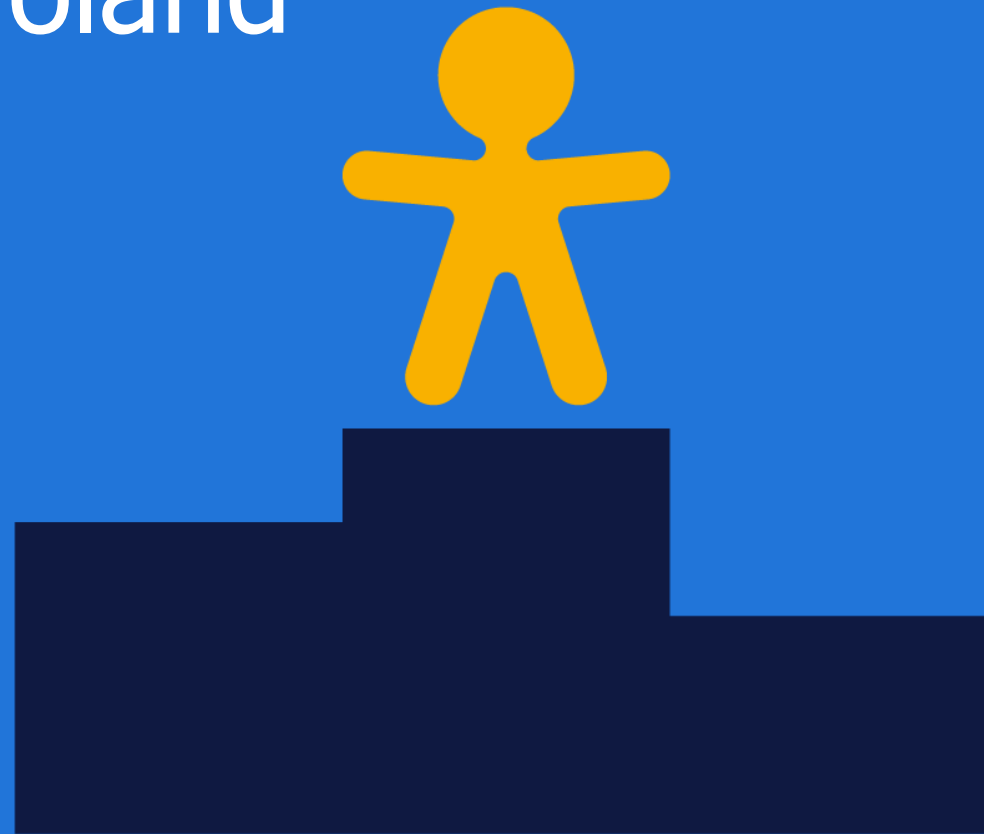
		Top 3 EVP drivers		
sector		1	2	3
01	pharmaceutical and cosmetics	financially healthy	COVID-19 safe work environment	job security
02	household goods	financially healthy	very good reputation	job security
03	automotive	financially healthy	very good reputation	job security
04	medical	financially healthy	career progression	job security
05	car components	financially healthy	very good reputation	job security
06	materials and fuel	financially healthy	job security	attractive salary & benefits
07	power sector	financially healthy	job security	attractive salary & benefits
08	business services	financially healthy	COVID-19 safe work environment	very good reputation
09	manufacturing	financially healthy	very good reputation	job security
10	paper and timber	financially healthy	COVID-19 safe work environment	job security
11	electronic and electrotechnical	financially healthy	very good reputation	job security

perception of particular sectors by Poles

top 3 employment aspects (top 3 EVP drivers) 2/2.

sector	Top 3 EVP drivers		
	1	2	3
12 FMCG	financially healthy	job security	very good reputation
13 telecommunications and IT	financially healthy	COVID-19 safe work environment	career progression
14 construction	financially healthy	job security	career progression
15 transport and logistics	financially healthy	job security	career progression
16 chemical	financially healthy	job security	very good reputation
17 banking and insurance	financially healthy	COVID-19 safe work environment	career progression
18 food	financially healthy	job security	very good reputation
19 retail	financially healthy	job security	very good reputation
20 security	financially healthy	COVID-19 safe work environment	job security
21 wholesale	financially healthy	job security	very good reputation
22 office cleaning	financially healthy	job security	COVID-19 safe work environment

the most attractive employers in Poland



2021.

Randstad Employer Brand 2021 winners.

- 01 Samsung Electronics Polska
 - 02 Volvo Polska
 - 03 Polskie Linie Lotnicze LOT
 - 04 Kompania Piwowarska
 - 05 Toyota Motor Manufacturing Poland
 - 06 Pratt & Whitney Rzeszów
 - 07 KGHM Polska Miedź
 - 08 Neuca
 - 09 Fujitsu Technology Solutions
 - 10 BSH Sprzet Gospodarstwa Domowego
-



Poland's top companies

top 3 EVP drivers of the top 5 companies.

	top 3 EVP drivers		
top 5 the most attractive employers 2021	1	2	3
01 Samsung Electronics Polska	financially healthy	very good reputation	career progression
02 Volvo Polska	financially healthy	very good reputation	attractive salary & benefits
03 Polskie Linie Lotnicze LOT	attractive salary & benefits	career progression	very good reputation
04 Kompania Piwowarska	financially healthy	job security	very good reputation
05 Toyota Motor Manufacturing Poland	financially healthy	very good reputation	attractive salary & benefits

top employers in Poland by EVP drivers.

EVP drivers	1	2	3
attractive salary & benefits	KGHM Polska Miedz	Atos Origin IT Services	Samsung Electronics Polska
pleasant work atmosphere	EMC Instytut Medyczny	Atos Origin IT Services	Samsung Electronics Polska
job security	Polski Koncern Naftowy Orlen	Samsung Electronics Polska	Operator Gazociągów Przesyłowych Gaz System
career progression	EMC Instytut Medyczny	Samsung Electronics Polska	Atos Origin IT Services
work-life balance	Atos Origin IT Services	Ikea Industry Poland	LS Airport Services
financially healthy	Polski Koncern Naftowy Orlen	Samsung Electronics Polska	Jeronimo Martins Polska
very good reputation	Toyota Motor Manufacturing Poland	Samsung Electronics Polska	Volvo Polska
possibility to work remotely/from home	Capgemini Polska	Atos Origin IT Services	Comarch
COVID-19 safe work environment	ZF Polpharma	Capgemini Polska	Atos Origin IT Services
gives back to society	Eko Okna	EMC Instytut Medyczny	ZF Group

how to



successfully build
employer brand?

why employer branding matters 1/2.



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

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.

why employer branding matters 2/2.

19%

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

1-2x

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

#1

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

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

52%

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



the employer brand roadmap.



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.

Feel free to contact us,

Monika Hryniszyn

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Randstad Polska

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E monika.hryniszyn@randstad.pl



see yourself through the eyes of
your prospective employees



get insights into
building a strong employer brand
during and after the pandemic.

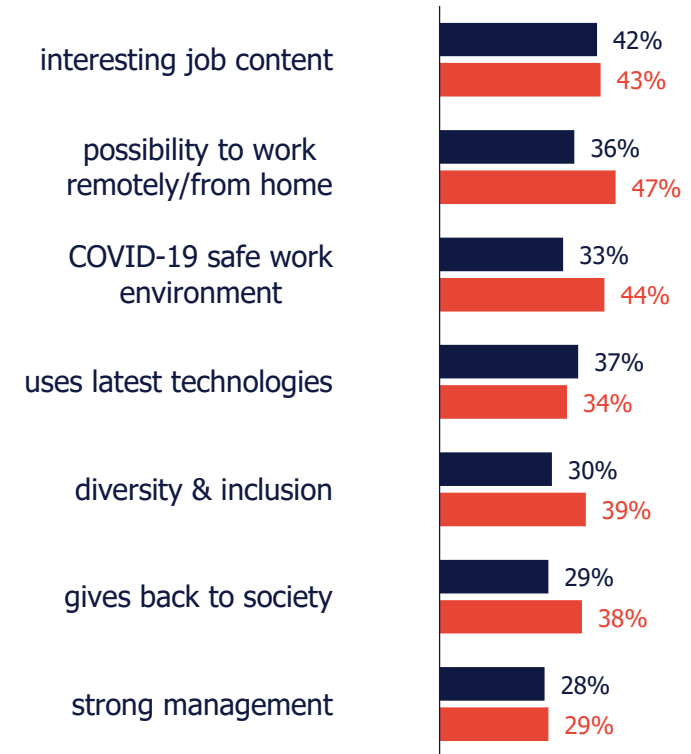
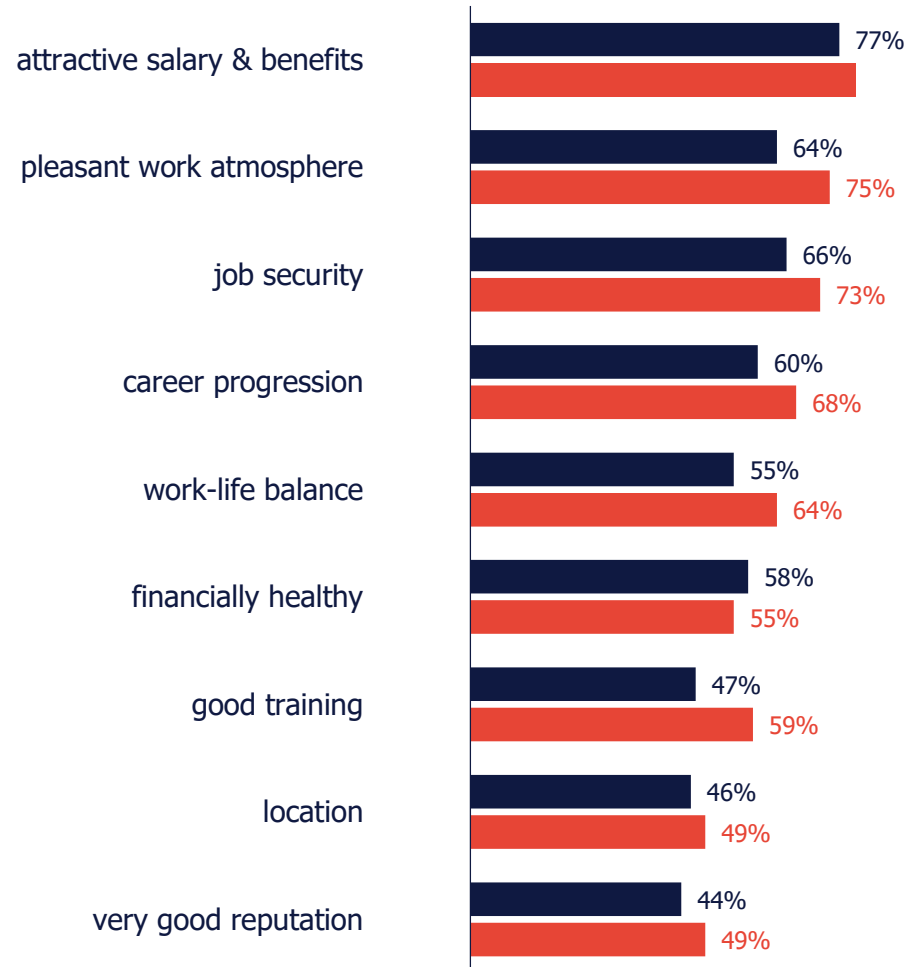
Discover the Randstad Employer Brand
2022 survey [>>offer<<](#)
for your company right now.
Focus on your company.

appendix 1.

detailed
survey results.

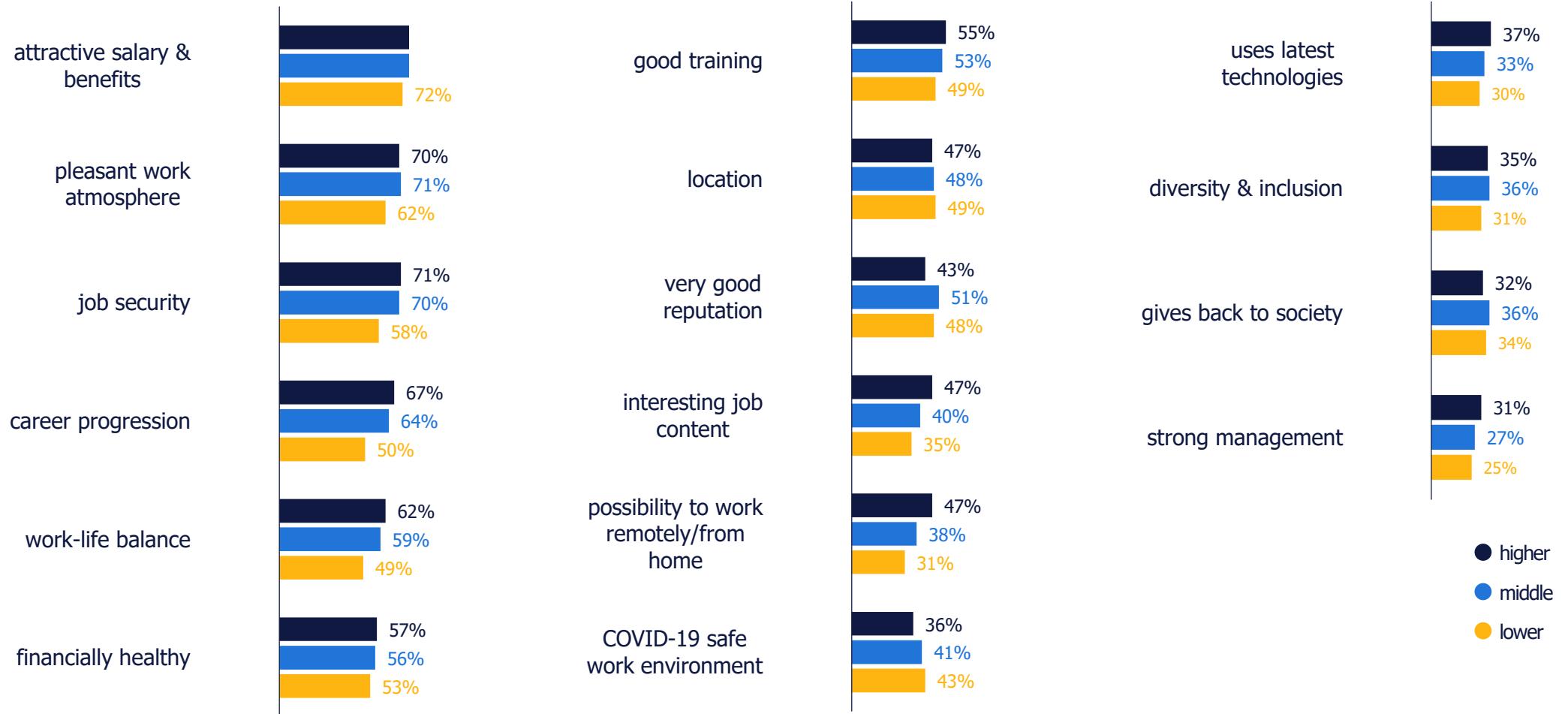


EVP driver importance by gender.

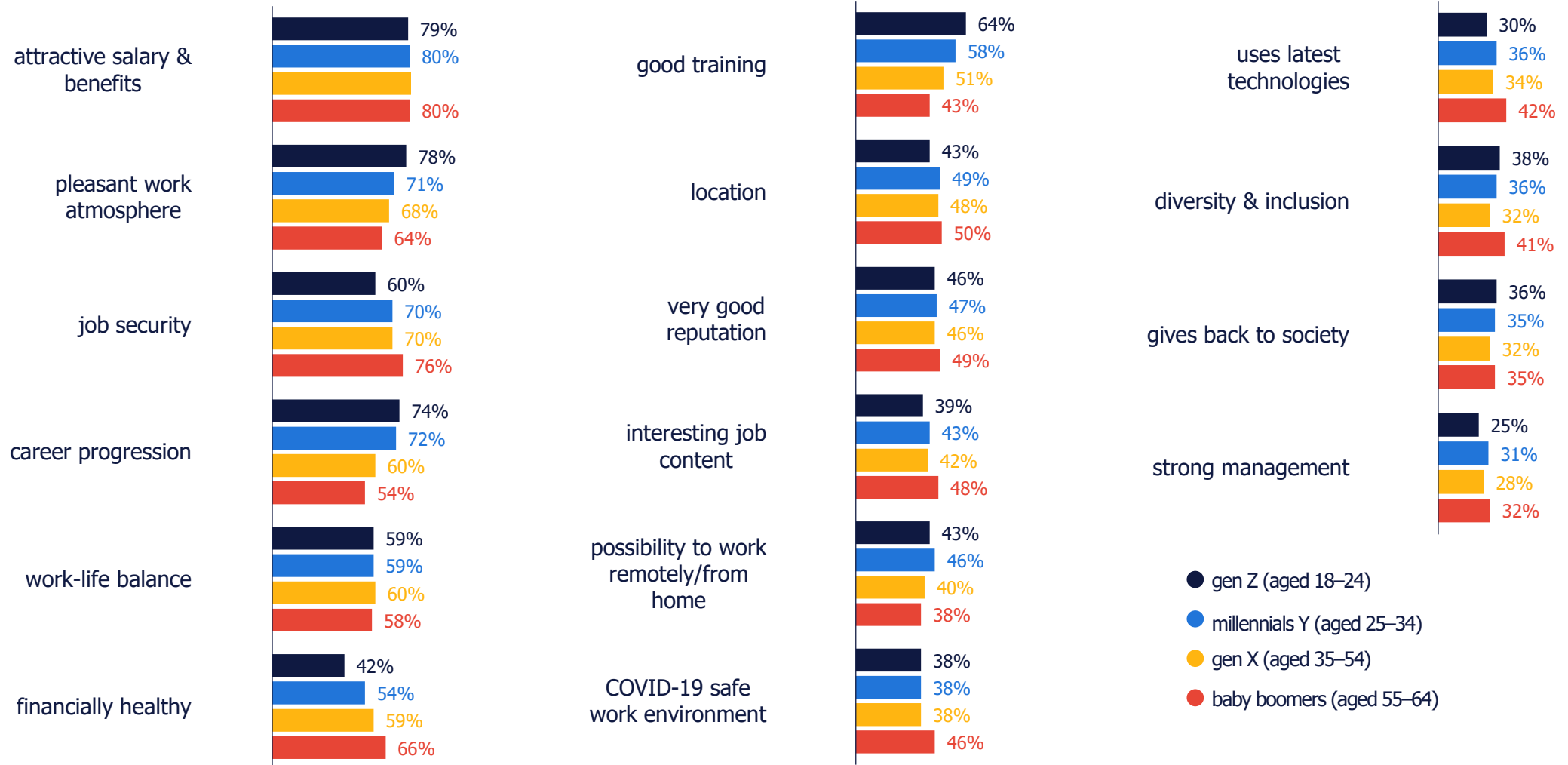


● male
● female

EVP driver importance by education.



EVP driver importance by age.



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randstad

human forward.

