

uk.

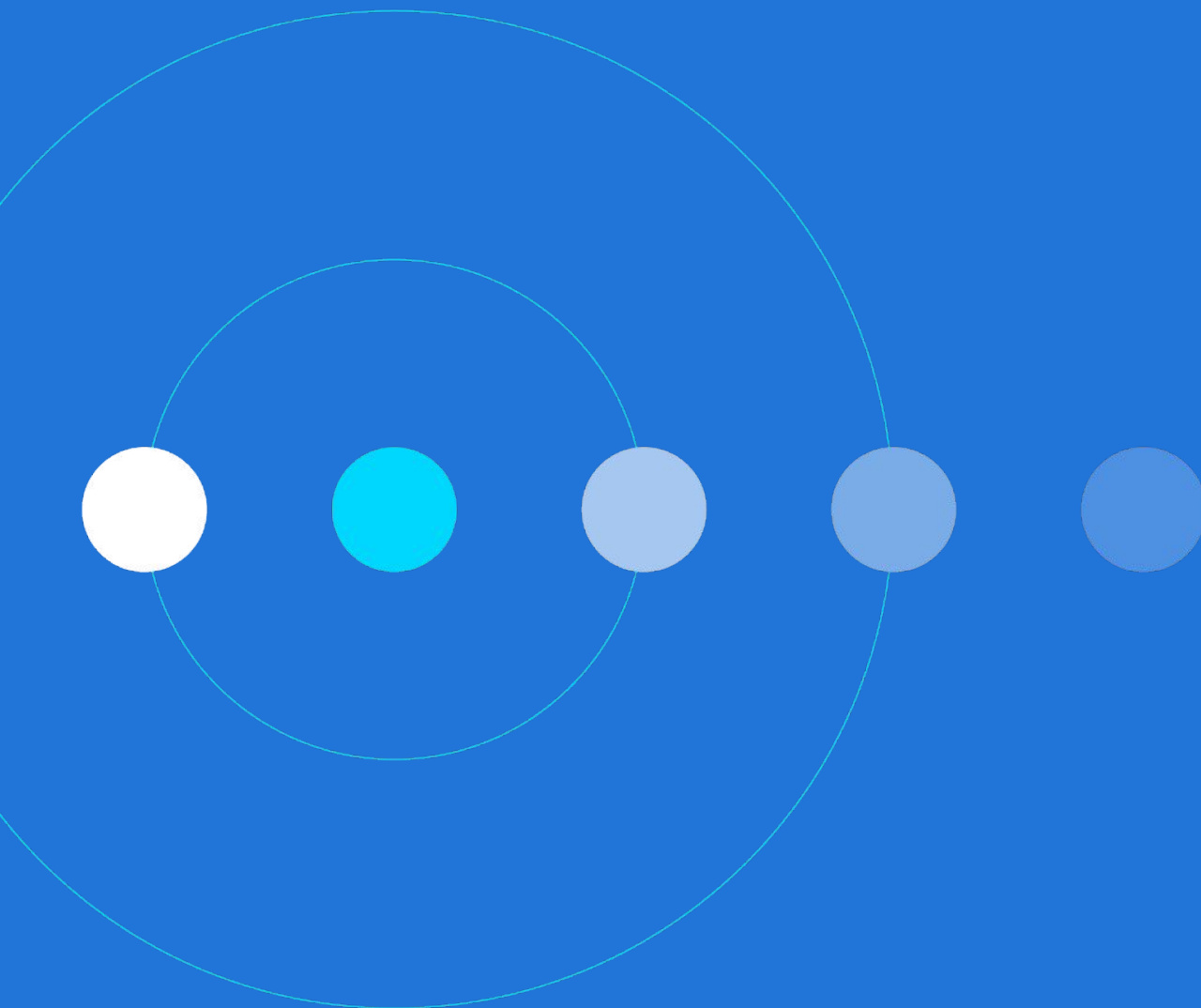
employer brand
research report
2024



randstad



partner for talent.



- 3 introduction
- 9 key drivers
- 12 top employers
- 16 job-switching behaviour
- 25 annual topics: equity and AI

introduction.



what is the randstad employer brand research?

- A representative employer brand research report based on perceptions of the general audience. Optimising 24 years of successful employer branding insights.
- An independent survey with nearly 173,000 respondents and 6,084 companies surveyed worldwide.
- A reflection of employer attractiveness for this market's largest employers known by at least 15% of the population.
- Provides valuable insights to help employers shape their employer brand.
- In the UK, 12,100 respondents were surveyed.

173,000
global respondents.



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

sample

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

fieldwork

- online interviews
- january 2024

length of interview

- 14 minutes

sample country

- uk, 12100



argentina
australia
austria
belgium
brazil
canada
china

czech republic
france
germany
greece
hong kong SAR
hungary
india

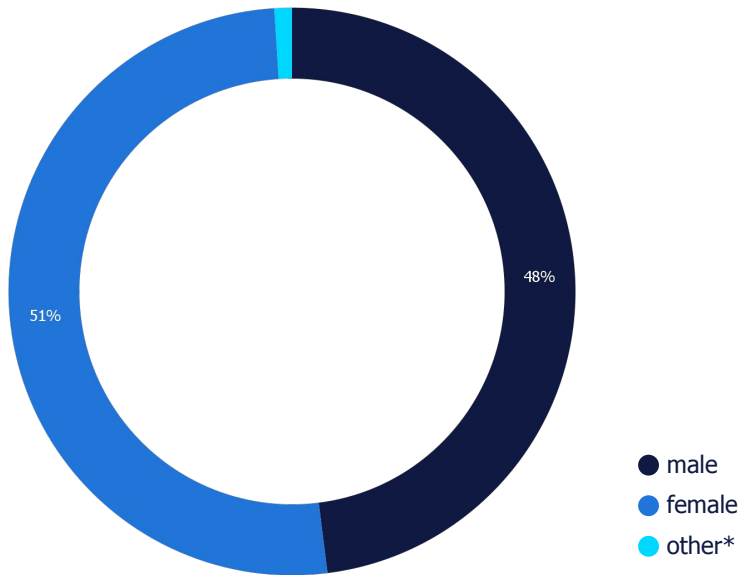
italy
japan
luxembourg
malaysia
mexico
the netherlands
new zealand

norway
poland
portugal
romania
singapore
spain
sweden

switzerland
united kingdom
united states
uruguay

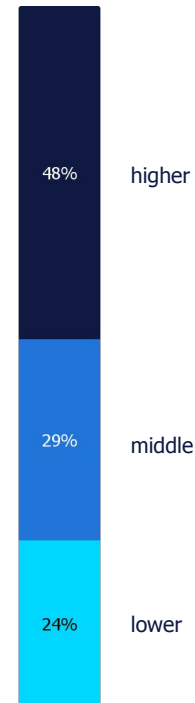
sample composition in uk. socio-demographics, education, region

gender

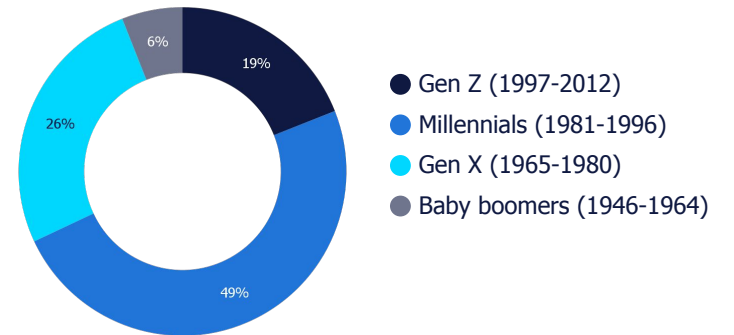


* other is comprised of non-binary, intersex, transgender man, transgender woman, gender non-conforming, gender fluid, other gender identities not listed above and people who prefer not to answer the question

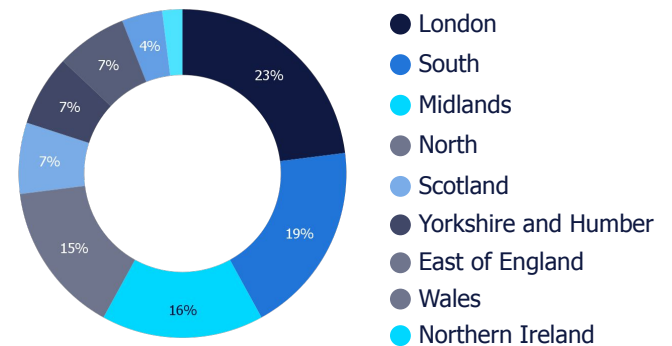
education



age



region



executive summary: key takeaways.



evp drivers

In the UK, work-life balance maintains its position as the foremost priority for workers, indicating its enduring significance in the job market. Notably, equity emerges as a new addition to the top 5 ranking, displacing pleasant work atmosphere. It is especially prevalent for women, which employers should seek to address as they demonstrate a higher level of scrutiny towards their current employers across the majority of equity statements surveyed in the research.

The biggest discrepancy between current and ideal employers lies in salary and benefits, which is more pronounced among female employees. Employers may be able to make short term gains with these employees by focusing on work-life balance, an area where women are also more critical. With this said, employers should not negate looking at salary to retain and appease female employees as they are also more likely to point to a gender pay gap and were significantly less likely to be compensated for rising living costs compared to men.



job switching

switching behaviour continues to rise in the UK as it has done every year since 2021, as both the rate of those having turned to another job in the last 6 months of 2023 and those with the intention to do so is up by 3% respectively.

Aligning with workers' top priority, the pursuit of better work-life balance emerges as the leading reason for considering new employment. This sentiment is notably strong among women and Gen Z workers, urging employers to factor it into discussions with employees or potential hires from these demographics. Additionally, the lack of growth opportunities stands out as a significant driver for job switching, particularly among Gen Z and Millennials, underscoring the need for employers to address this aspect.

Job seekers predominantly turn to recruitment agencies, which boast the highest success rate in job placement. However, Google for Jobs is a favoured platform among Gen Z.

executive summary: key takeaways.



equity

Over a third of British workers identify themselves as part of a minority group, whether it be due to their gender, sexual orientation, ethnicity/nationality, religion, disability or another defining characteristic. Gen Z's do so slightly more often than other generations.

Members of minority groups have a mixed perception of employers in the UK when it comes to equal treatment in the workplace. With them rating employers higher in some aspects but lower in others. Areas for improvement include:

- Valuing unique characteristics of employees
- equal pay and equal opportunities

Though the perceived difference in appreciation is not huge, it is sufficient enough for employers to pay attention to.



artificial intelligence

AI is gaining traction in British workplaces, with a quarter of the workforce already claiming to use it on a regular basis; with millennials (30%) and the higher educated (31%) being more common users.

While only 5% of the workforce is already impacted by AI, the anticipation of AI's impact in the foreseeable future is increasingly more widespread. Over half of the workforce expect AI to affect their job in some way in the next five years, with this being particularly prevalent among younger generations and the higher educated.

The expected influence of AI on their job satisfaction is predominantly positive with 45% having a positive outlook on its impact, compared to only 12% expecting a negative influence. Those who currently use it are overwhelmingly positive about it. This suggests a potential strategy for employers to leverage positive feedback from current users when introducing AI, potentially persuading neutral parties of its benefits. This is especially important considering the sizable proportion of employees who are neutral.

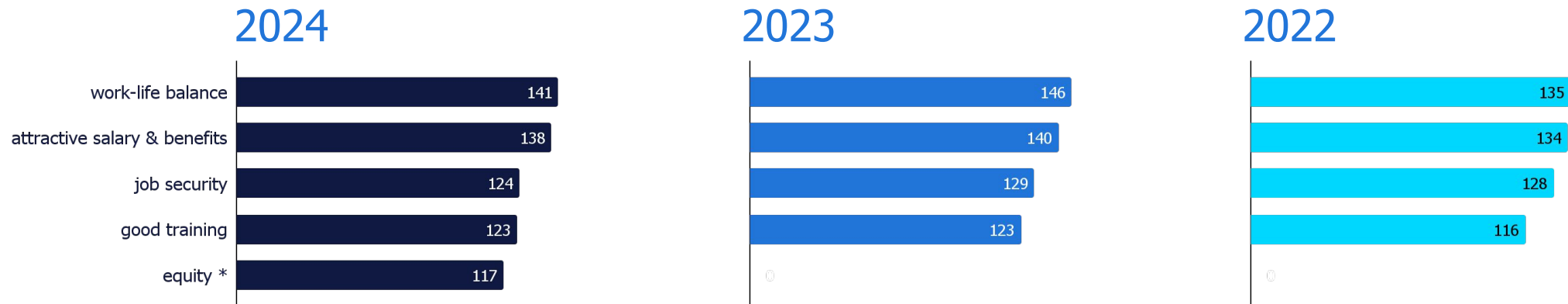
key drivers.



what potential employees want

the 5 most important drivers when choosing an employer.

Work-life balance continues to be the top priority for British workers, closely trailed by attractive salary and benefits, where the significance increases with age. Notably, equity, new to this year's research, has edged out pleasant work atmosphere to become a top 5 driver. Women put greater value on equity compared to men, while also placing higher importance on work-life balance. Conversely, Gen Z appears to prioritise work-life balance less than other generations.



*new in 2024: 'offers employees equal opportunities regardless of age, gender, ethnicity etc.'

how to read the above indexed scores:
150: driver is chosen 50% more often than the average driver to be important
75: driver is chosen 25% less often than the average driver to be important

perception of employer offer in 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

1. is conveniently located
2. long-term job security
3. very good reputation
4. work-life balance
5. financially healthy
6. pleasant work atmosphere
7. interesting job content
8. career progression
9. attractive salary & benefits
10. gives back to society

profile of ideal employer

1. work-life balance
2. attractive salary & benefits
3. job security
4. good training
5. equity
6. pleasant work atmosphere
7. career progression
8. strong management
9. very good reputation
10. financially healthy

Salary and benefits is the driver with largest disparity

Almost half of workers find that their employer is meeting their expectations in this regard. Women express more scrutiny in this aspect, as well as in work-life balance.

Employers perform well regarding job security, with 68% of employees satisfied. Millennials and the higher educated show a more positive view across all aspects.

top employers and sector insights.



top employers to work for in uk.

2024

1. Pearson
2. Thomson Reuters Corporation
3. John Lewis (Waitrose) & Partners
4. GKN (GKN Automotive, GKN Aerospace)
5. Marks & Spencer
6. Rolls-Royce Group
7. Seagate Technology
8. BMW
9. BBC
10. Mott MacDonald Group

2023

1. WTW
2. BBC
3. Apple
4. British Airways
5. BAE Systems
6. Marks & Spencer
7. John Wood Group
8. Rolls-Royce
9. BMW
10. KPMG

2022

1. Rolls-Royce Group
2. BMW
3. Coca Cola
4. Marks & Spencer
5. British Airways
6. Tesco
7. Philips
8. KPMG
9. BAE Systems
10. Diageo (Guinness, Smirnoff)

top 3 EVP drivers of the top 5 companies.

There is not a cohesive set of drivers across the top companies, highlighting the complexity of factors contributing to attractiveness. Interestingly, top ranking company, Pearson, is the only company to stand out for work-life balance, the key priority for British workers, underscoring its impact on attractiveness. Conversely, the top two drivers for all companies do not mirror employees' top priorities, implying other factors may be more important than initially thought.

top companies

1. Pearson

2. Thomson Reuters Corporation

3. John Lewis (Waitrose) & Partners

4. GKN (GKN Automotive, GKN Aerospace)

5. Marks & Spencer

1.

financially healthy

financially healthy

financially healthy

interesting job content

very good reputation

2.

career progression

interesting job content

very good reputation

very good reputation

financially healthy

3.

work-life balance

attractive salary & benefits

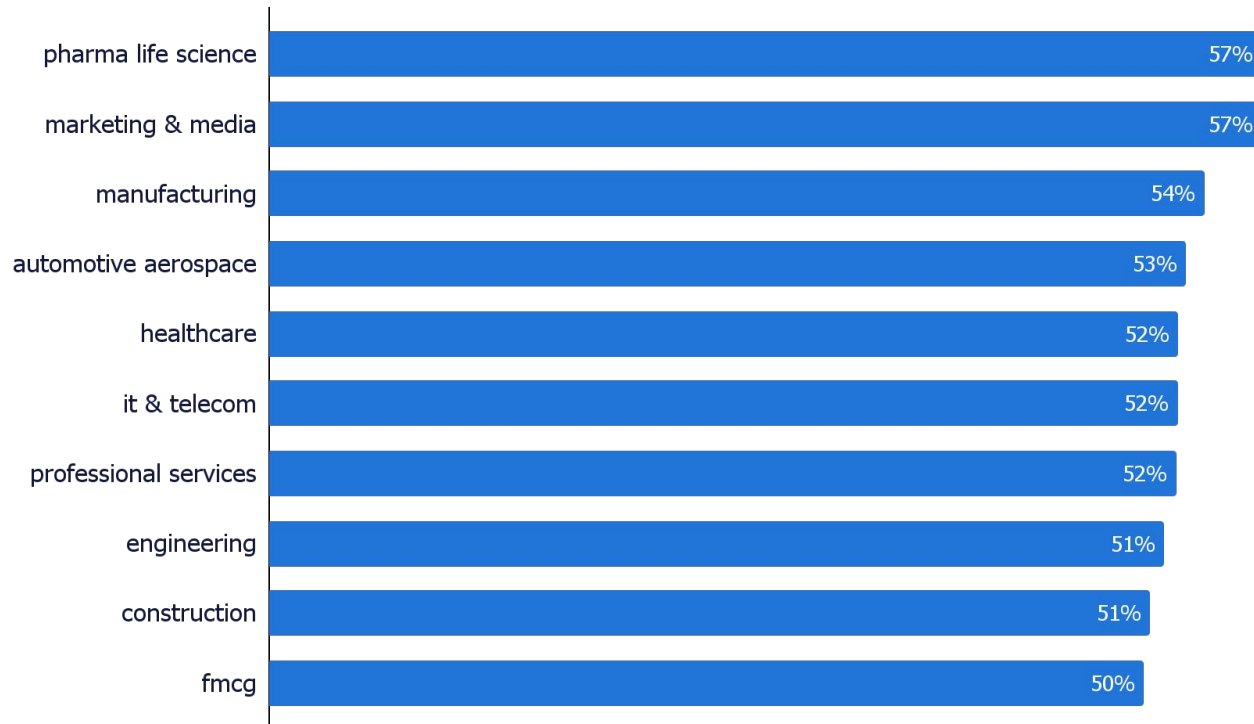
career progression

attractive salary & benefits

conveniently located

sector attractiveness.

top 10 best performing sectors



The pharma life science and marketing & media industries are the most attractive sectors to work for in the UK.

Pharma life sciences surprisingly lacks representation in the top 10, whereas media & marketing boasts the presence of the two most attractive companies: Pearson and Thomson Reuters Corporation.

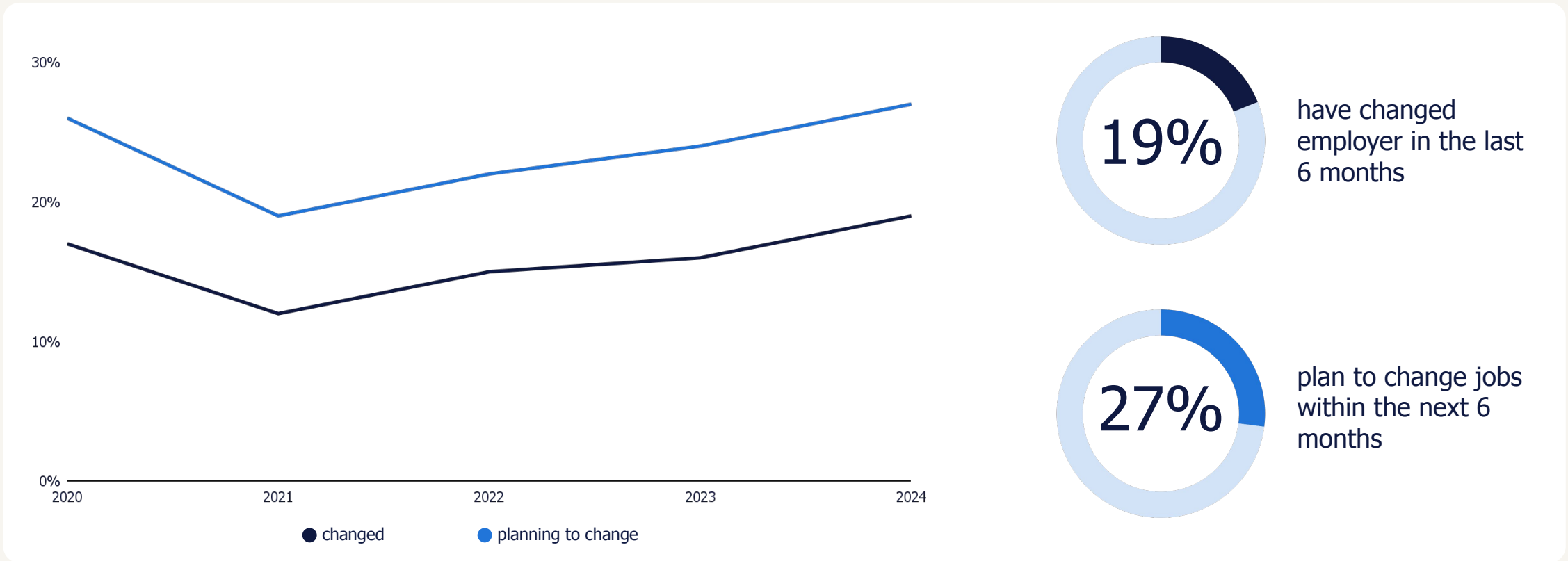
The differences in attractiveness across all other sectors is minimal, meaning employers compete with multiple other sectors when it comes to attracting talent.

job-switching behaviour in focus.



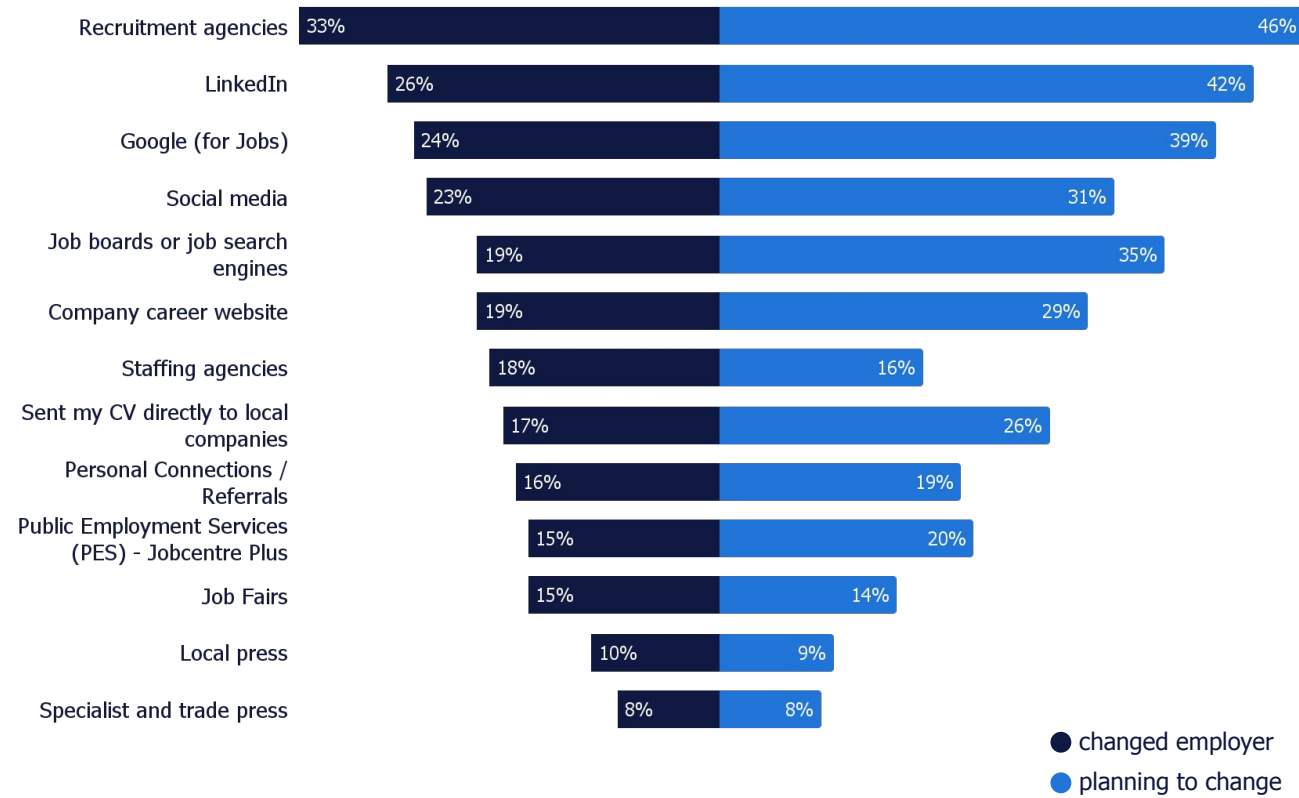
switching behaviour over time.

Job switching behaviour has shown a consistent upward trend since 2021 (+3%). Men exhibited a higher rate of switching (23%) than women (16%), as did Gen Z (28%) compared to other generations, with rates decreasing with each successive generation. Men (30%) and Gen Z (35%) also expressed a higher intention of switching in the foreseeable future, as did the higher educated (32%).



how employees in uk find new job opportunities.

sources for job opportunities



Recruitment agencies have the highest reach among job seekers, and are most successful for those who changed

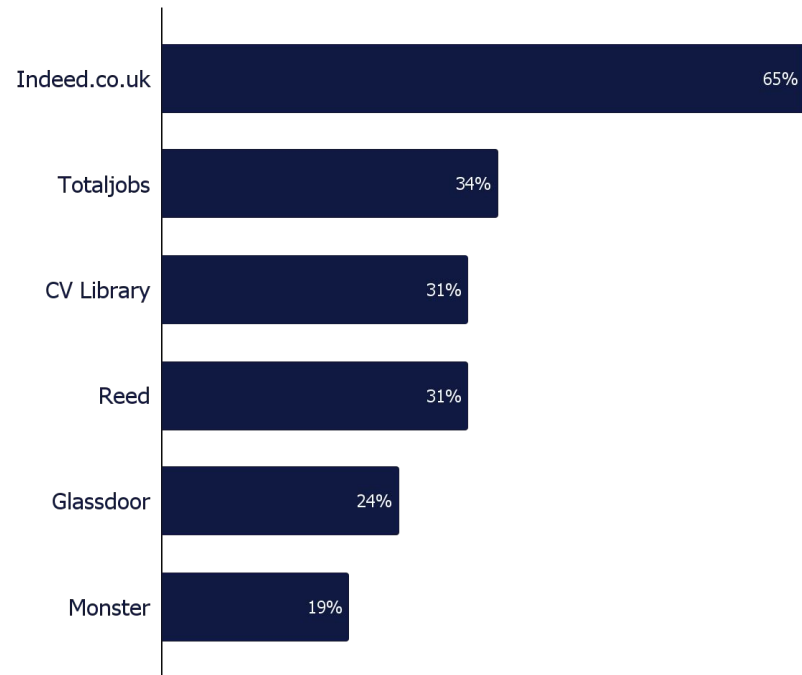
Older generations tend to rely more on these agencies (avr. 51%) compared to younger generations (avr. 42%) in their job search. Conversely, Google for Jobs is notably popular among Gen Z job seekers, with 43% utilising this platform.

LinkedIn is more popular than recruitment agencies for the higher educated, with more than half using this in their job search endeavours.

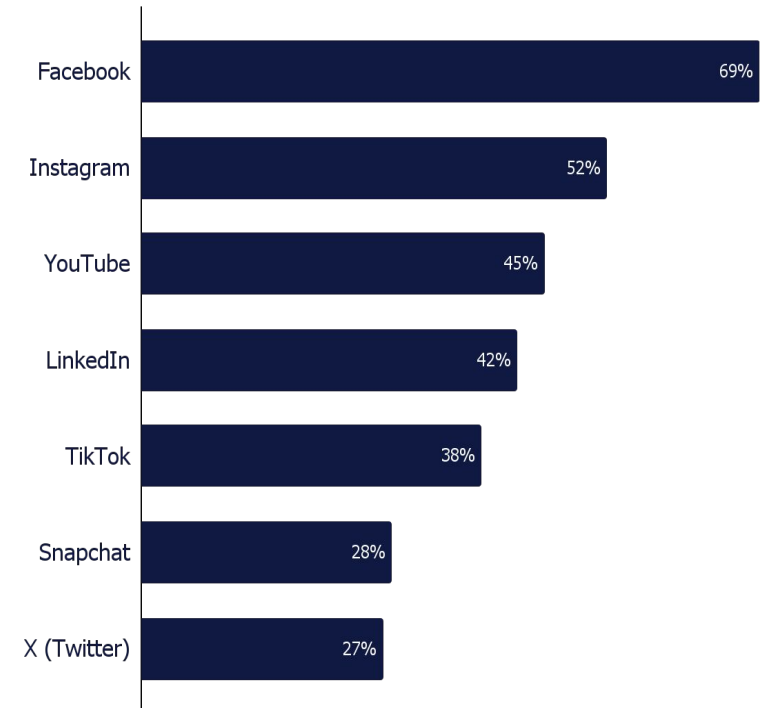
job portals and social media channels.

Despite being the most utilised job portal, those finding a job through Indeed has decreased this year, though it is more effective for women (73%) than men (58%). Whereas men generally find all social media platforms more fruitful than women, except for TikTok and LinkedIn, where success rates are equal for both genders.

job portals*



social media channels*



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

reasons to leave an employer.



work-life balance is still the top motivator for considering new employment

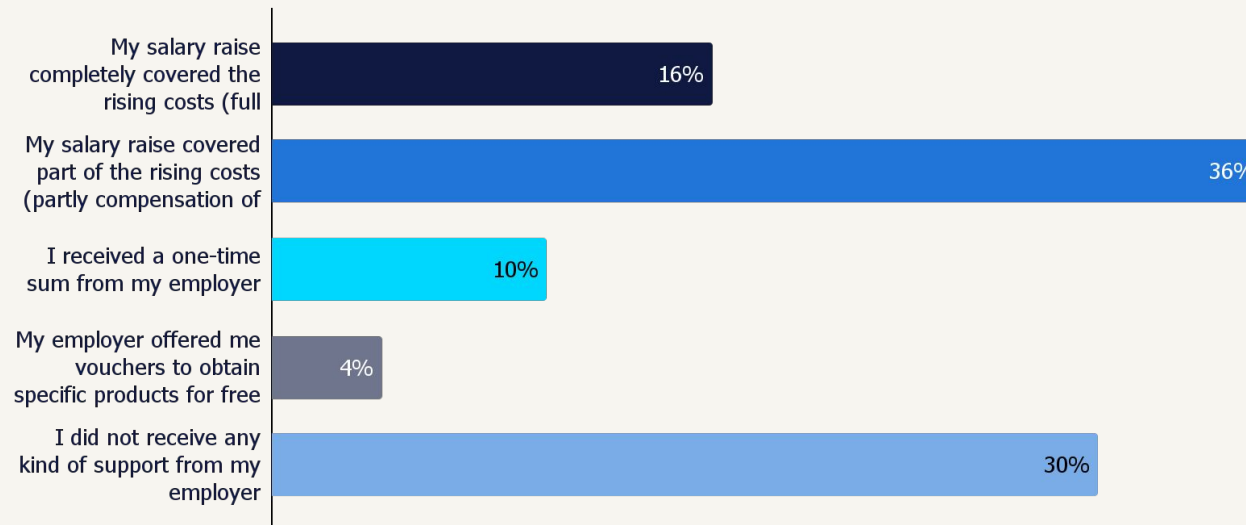
This sentiment is particularly strong amongst women and Gen Z (43% resp).

The impetus to seek new opportunities due to insufficient compensation declines as the generations get younger.

On the other hand, the lack of career growth becomes more important for younger generations (26%), compared to 12% of boomers, potentially because cohort is closer retirement.

inflation compensation.

in what way has your employer financially supported you to help cope with the rising cost-of-living?



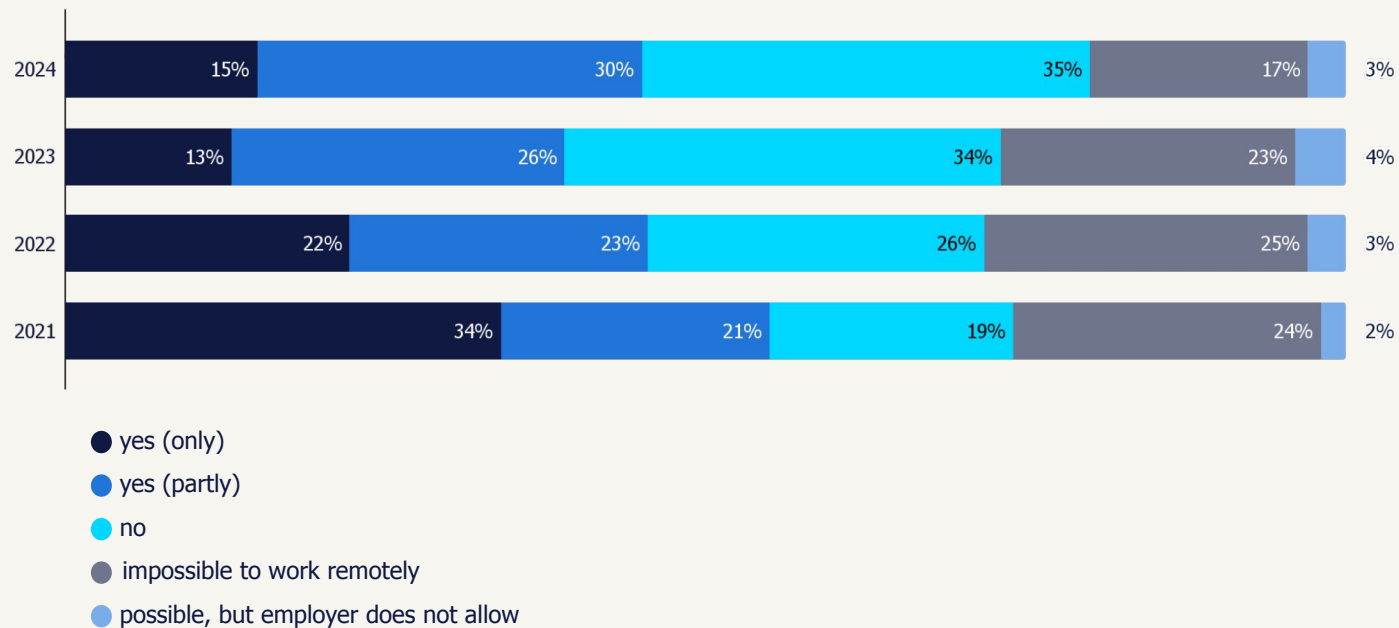
Almost a third of the workforce did not receive any kind of inflation compensation.

Interestingly, there was no greater inclination to leave an employer from those who received no compensation compared to those who were compensated in some way.

Women are significantly less likely to receive any compensation (38%) compared to men (22%). In fact, men were considerably more likely to receive full compensation (22%) than women (10%).

remote working.

do you currently work remotely/from home?



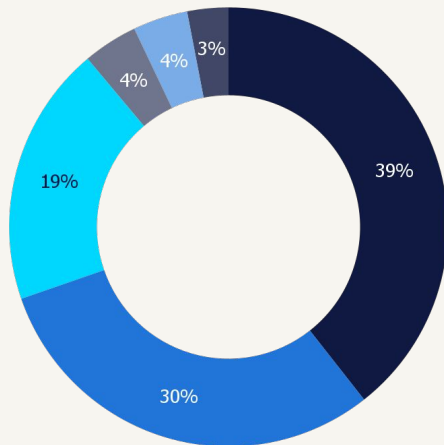
Remote working is on the rise, with both full-time and hybrid arrangements gaining further traction

There also seems to be decreasing barriers to remote work, as less are stating it is impossible with their organisation, suggesting employers are more open to flexible work arrangements.

Remote work is more common for millennials (47%) and the higher educated (53%), while the lower educated are more likely to work on-site (42%).

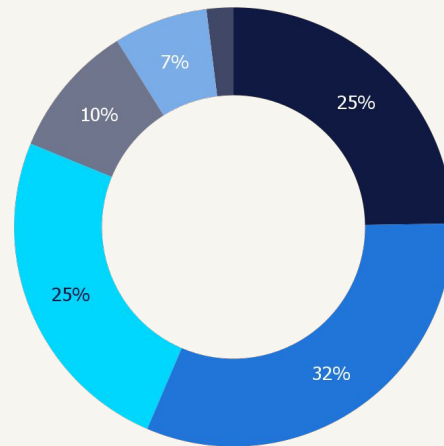
career progression.

importance of reskilling



- 5 – very important to me
- 4
- 3
- 2
- 1 – not important at all
- don't know

enough opportunity to develop in your role



- 5 – completely true
- 4
- 3
- 2
- 1 – not at all true
- don't know

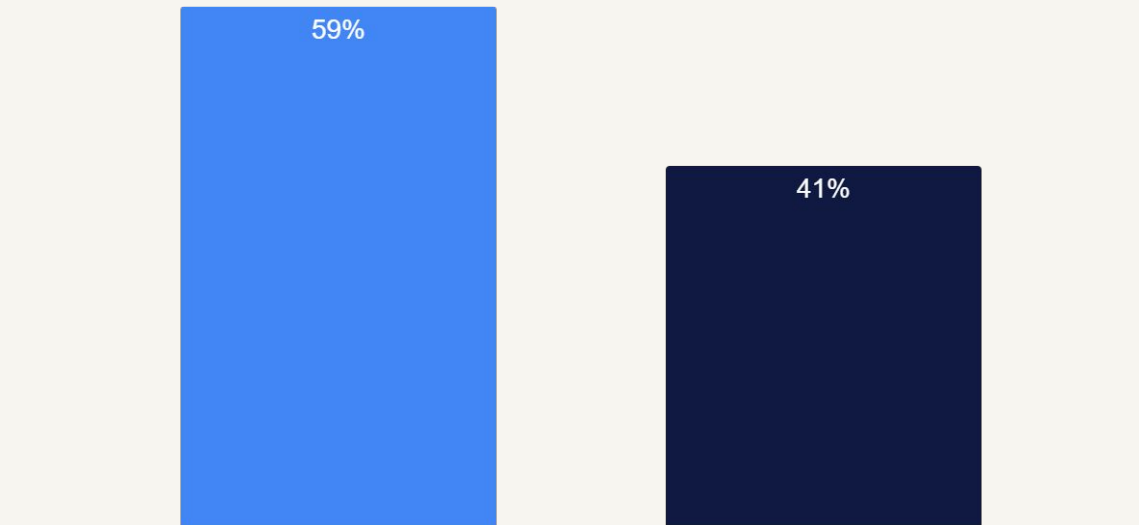
one in six workers are not given enough opportunities to develop in their role

These workers are almost twice as likely to consider leaving an organisation (42%) than those who receive such opportunities (25%). Women are more likely to perceive a lack of opportunities (19%), while also considering it a stronger motivator for seeking new employment.

Reskilling is deemed important by 69% of workers, with men, younger generations, and the highly educated placing particular emphasis on this aspect.

promotion opportunities.

within your organisation, do you believe that being physically present in the workplace increases your chance of promotion?



- Yes, you're unlikely to get a promotion if you're not physically present in your workplace.
- No, being physically present in the workplace doesn't affect your promotion chances.

Six in ten believe that physical presence has an impact on promotion opportunities

With more remote workers compared to last year, more than half still believe that being visible in the workplace increases their chances of promotion.

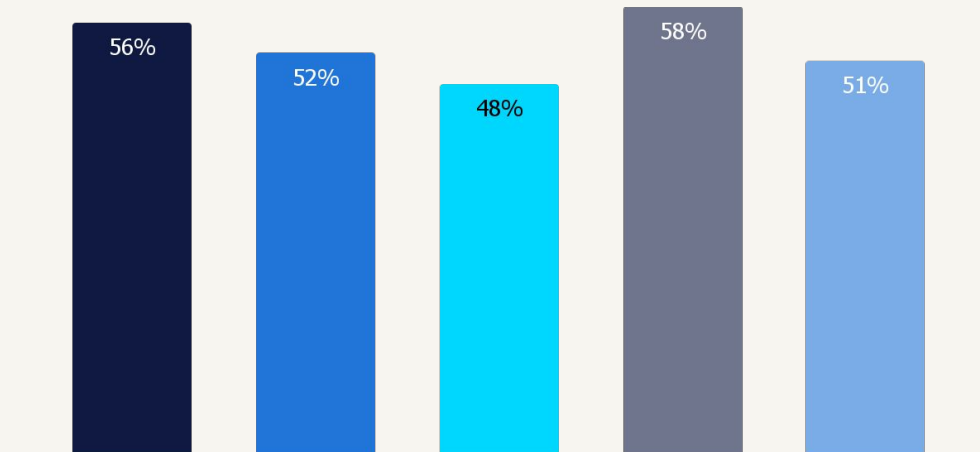
The belief that physical presence can lead to progression is stronger for Gen Z respondents (69%), compared to just half of Boomers.

annual topics: equity and AI.



equity.

which of the following statements do you consider to be true for your current employer?



- my unique attributes, characteristics, skills, experience and background are valued in my organisation
- senior managers are fair when it comes to hiring or career advancements of those that report into them
- at my organisation, the best opportunities go to the most deserving employees
- my organisation provides equal pay for equal work
- senior managers are fair when it comes to reskilling and upskilling opportunities of those that report into them

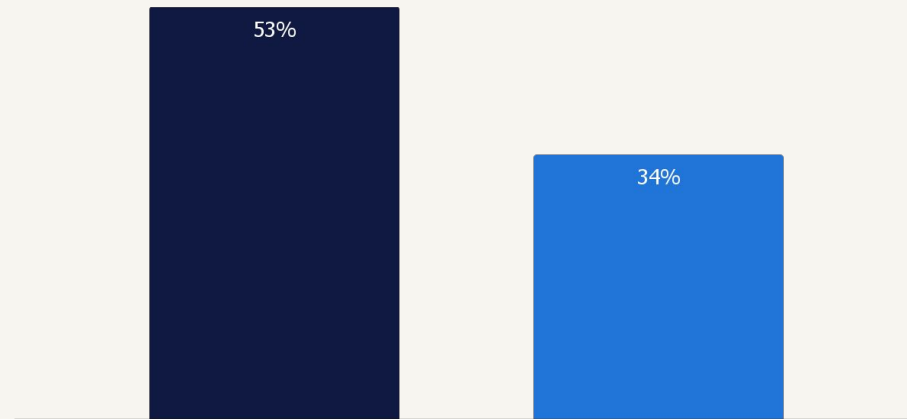
Employers perform relatively well in terms of equity, with over half of employees feeling their expectations are met across the various statements

They excel particularly in providing equal pay for equal work, although this achievement is more pronounced among male employees (64%) compared to female employees (52%).

In fact, women tend to be more critical across all aspects, as do baby boomers.

equity.

I have faced obstacles in my career progression in this organisation which I believe are due to who I am



- yes, I consider myself to belong to a minority
- no, I do not consider myself to belong to a minority

Half of workers who consider themselves a minority feel they have faced obstacles in their career progression due to their identity.

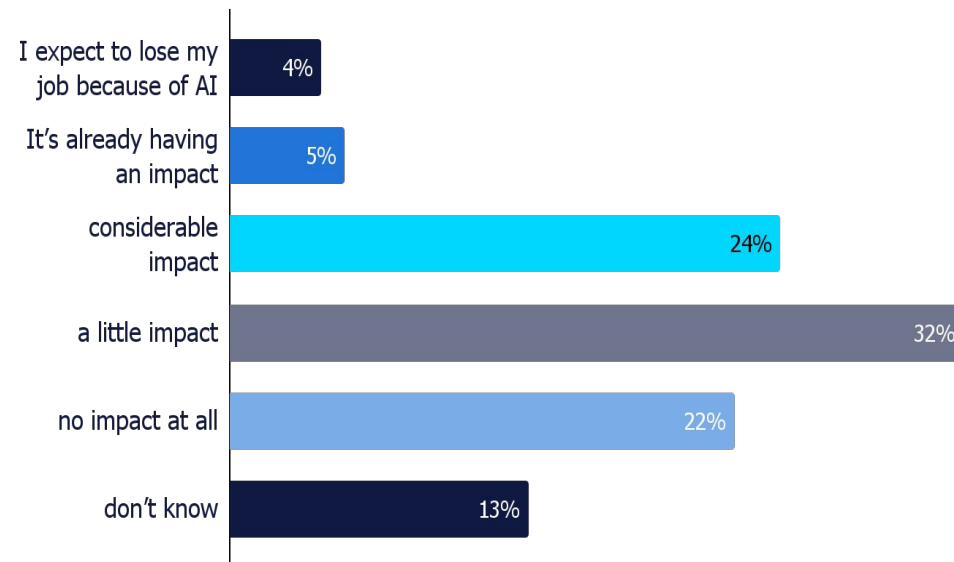
This compares to just a third of those who do not identify as a minority.

Gen Z and Millennial workers also claim more often to have faced such obstacles (in part because they also more often claim to belong to a minority).

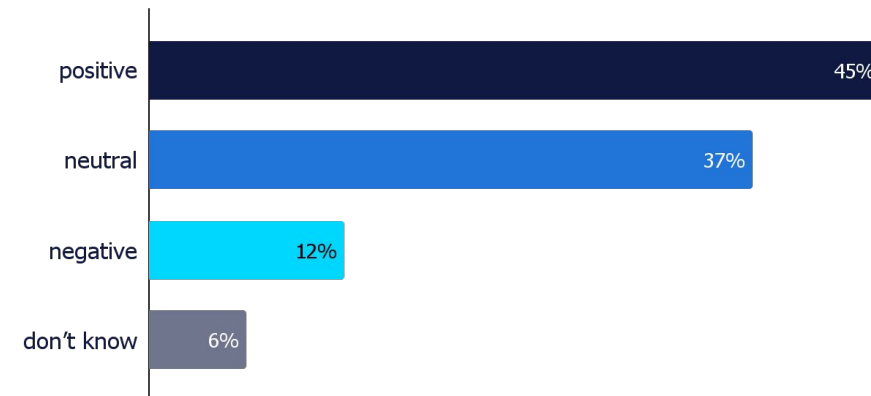
impact of artificial intelligence on jobs.

A quarter of the workforce regularly use AI, with 10% using it daily. Over half believe AI will affect their role in the next five years, with younger generations and the higher educated anticipating a greater impact. Despite this, the majority are positive about AI's influence. Men, Millennials, and the higher educated are particularly optimistic, as are those who use AI regularly.

expected impact of AI on your job



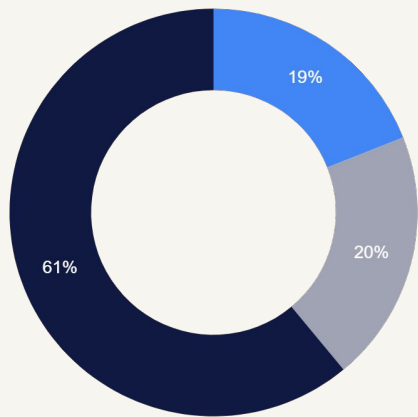
impact of AI on job satisfaction*



* only asked to those who see AI having a little to a considerable impact on their job.

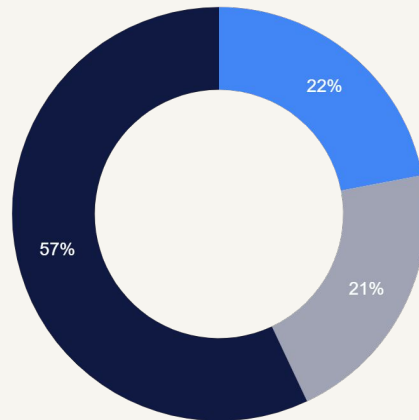
impact of artificial intelligence on jobs.

employer communication



- There has been no discussion about AI
- There is healthy discussion around AI and the opportunities it may bring
- The possible impact of AI has been mentioned

training and upskilling



- No discussions about re-skilling to adapt to AI becoming part of my work have taken place
- There is regular training on any new process or technology that is implemented
- Discussions have been held, but I haven't received any formal training as yet

The majority of workers feel that they are lacking information from their employer about both the impact of AI and upskilling opportunities.

Nearly two thirds of respondents haven't spoken to their employer about the potential impact of AI on their role.

A quarter of male workers state that they are having healthy discussions about the opportunities AI will bring, compared to just 13% of female workers.

Overall, the majority are not receiving any training on adapting to AI in the workplace. However, those aged between 25 and 34 are benefitting the most from regular AI training sessions (32%) compared to just 5% of Boomers.



your thoughts.

let's start a conversation

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.

[Click here to request a call from us.](#)

thank
you.



partner for talent.