

employer
brand research
2019



country report
austria.

contents.

- 1 introduction
- 2 country results
- 3 sector insights
- 4 top employers
- 5 deep dive
- 6 methodology



introduction.



why employer branding matters.



Companies with positive brands get twice as many applications as companies with negative brands, and they spend less money on employees.¹

50%

of candidates say they wouldn't work for a company with a bad reputation – even with a pay increase.¹

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.² 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.

70%

Organizations that invest in strong candidate experience improve quality of hire by 70%.⁸

62%

of candidates research companies on social media before applying.⁵



Companies with bad reputations pay 10% more per hire.⁴

67%

Companies with a formal employee engagement strategy in place are 67% more likely to improve their revenue per full-time equivalent on a year-over-year basis.⁶

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.⁷

the employer brand roadmap.



what is the randstad employer brand research?

- **representative employer brand research** based on perceptions of the general audience. Optimizing 19 years of successful employer branding insights.
- **independent survey** with over 200,000 respondents in 32 countries worldwide.
- **reflection of employer attractiveness** for the country's 150 largest employers known by at least 10% of the population.
- **valuable insights** to help employers shape their employer brand.



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

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



● countries surveyed

worldwide

- over 200,000 respondents
- 6,162 companies surveyed

sample

- aged 18 to 65
- representative on gender
- overrepresentation of age 25 – 44
- comprised of students, employed and unemployed workforce

country

- 4,536 respondents

fieldwork

- online interviews
- between 3 december 2018 and 11 january 2019

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 TNS

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



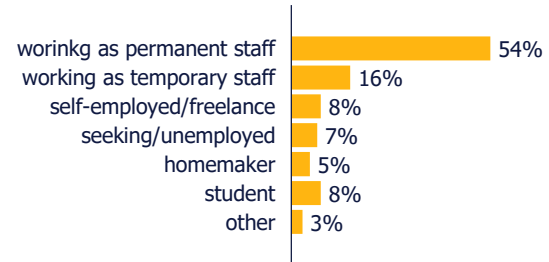
sample composition in austria

socio-demographics, employment situation, region.

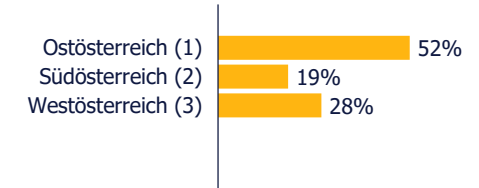
gender



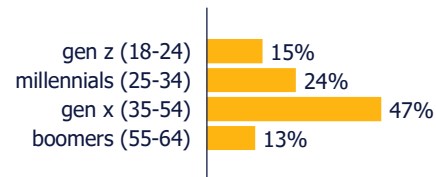
situation



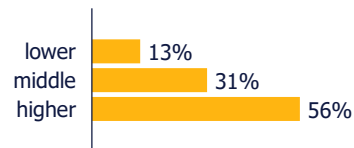
region



age



education



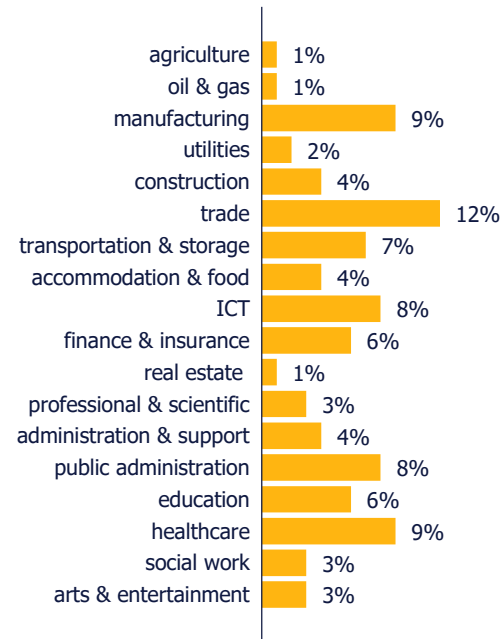
1. Wien, Niederösterreich, Burgenland
2. Steiermark, Kärnten
3. Oberösterreich, Tirol, Salzburg, Vorarlberg

total sample: 4,536
fieldwork: between 3 december 2018 and 11 january 2019

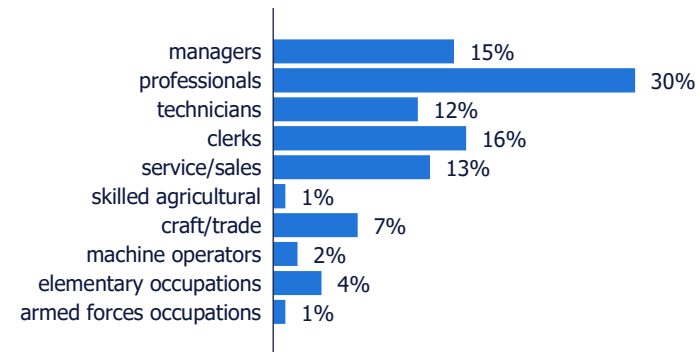


sample composition in austria

sector



function

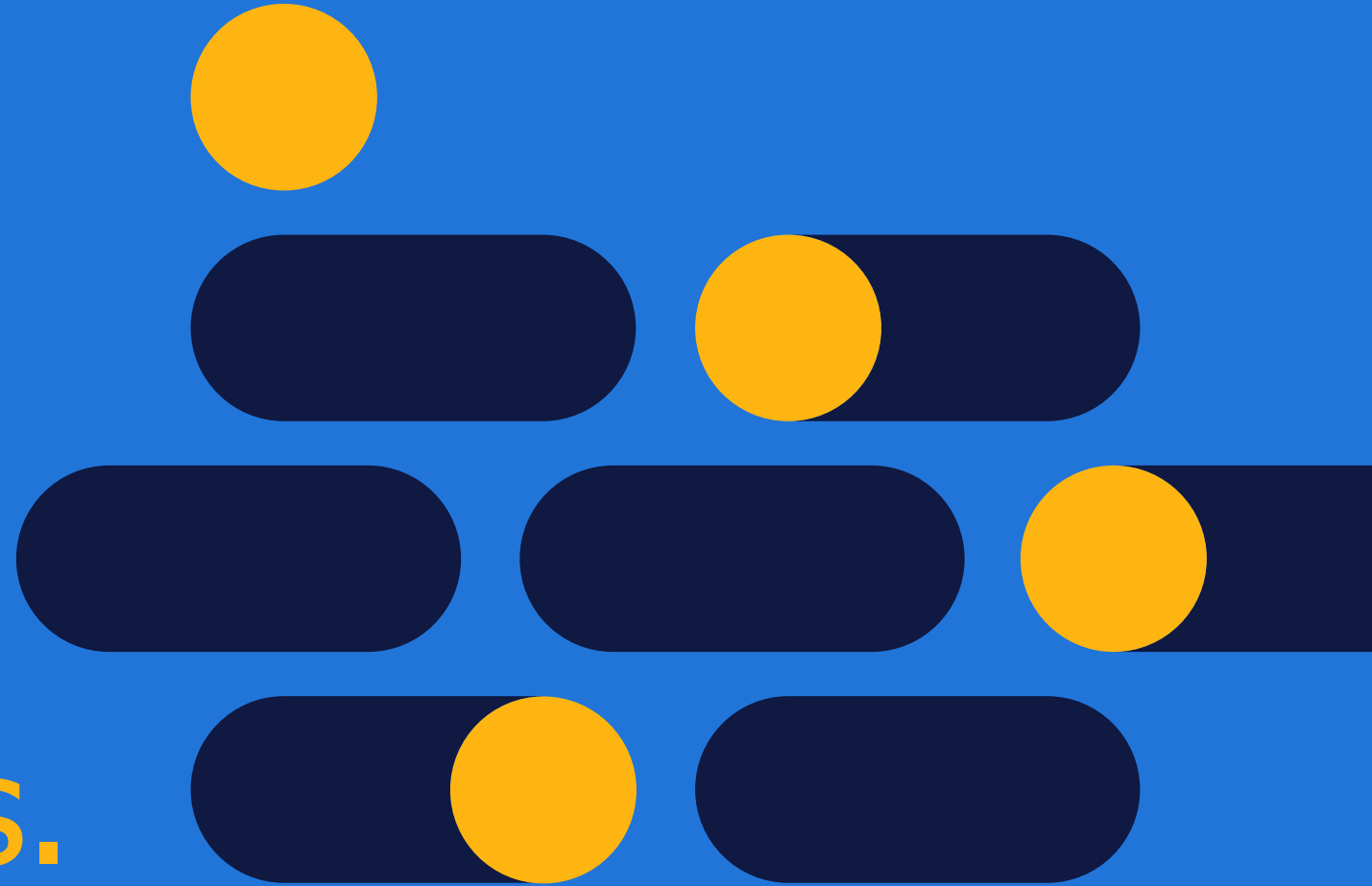


base: currently employed (n=3,541)



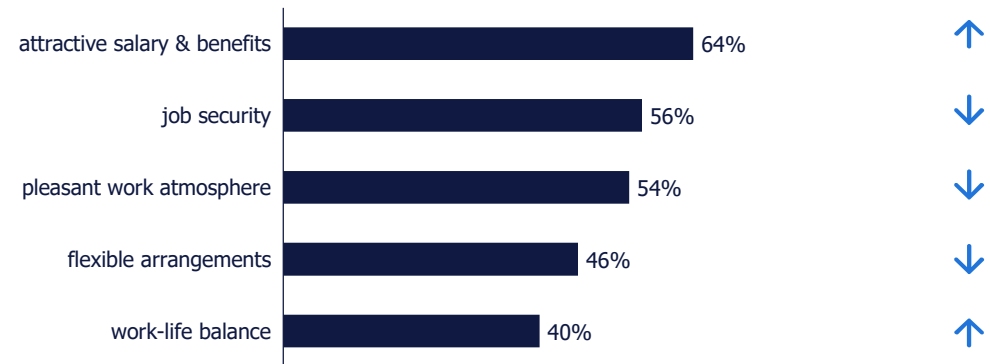
country

EVP drivers.



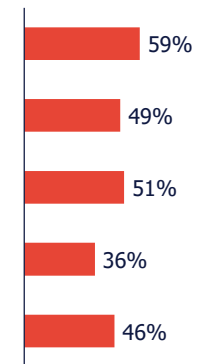
what potential employees want when choosing an employer.

most important criteria

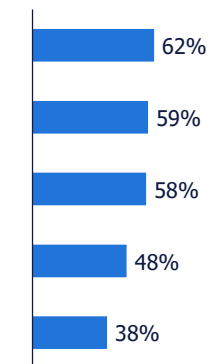


versus 2018

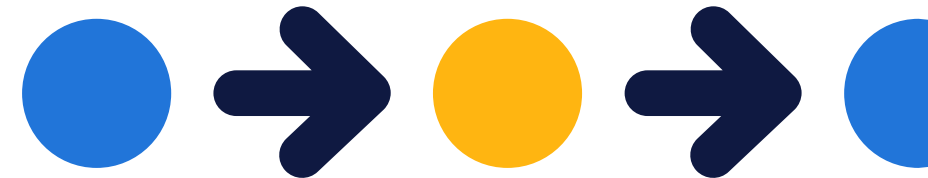
europa



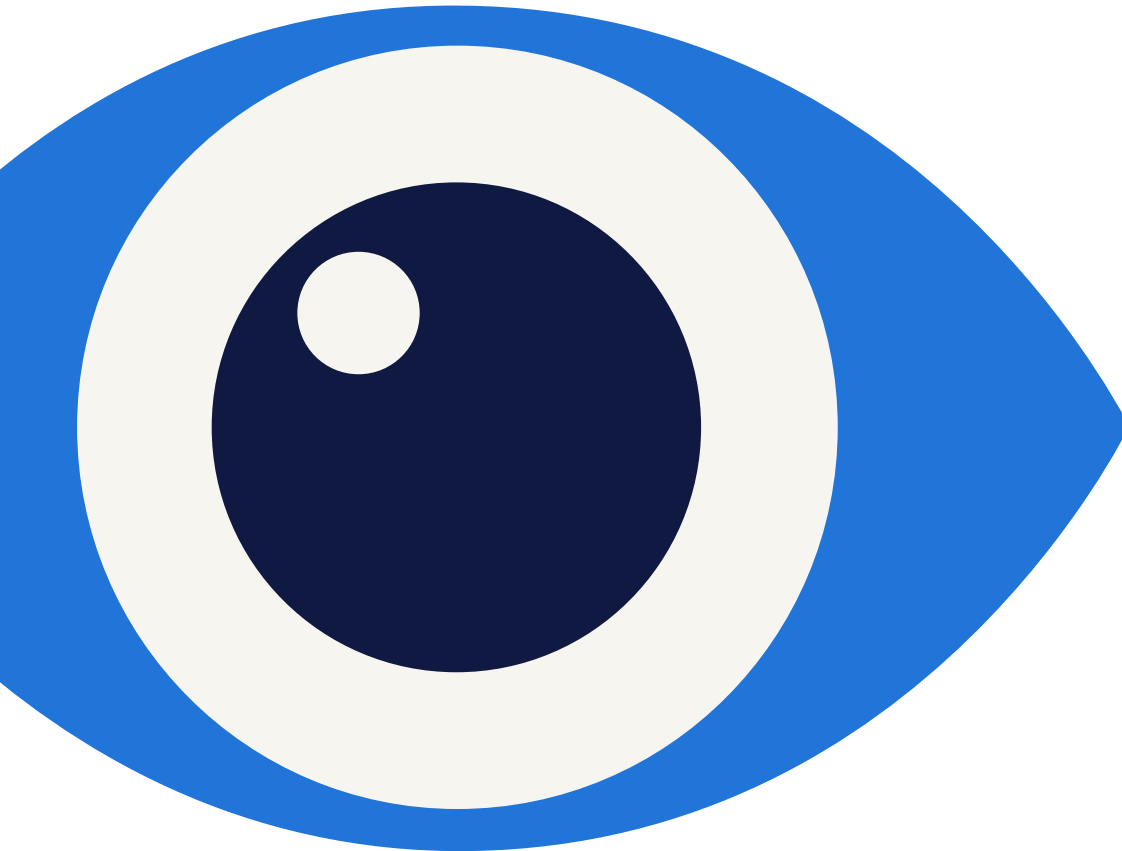
2018



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



perception of employer offer in austria and the region.



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

employers in austria are perceived to offer.

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

employers in europe are perceived to offer.

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

gap between what (potential) employees seek and what employees perceive employers to offer in austria.

Employers in a country 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

- 1 attractive salary & benefits
 - 2 pleasant work atmosphere
 - 3 work-life balance
-



what do potential employees want by generational profile.

gen z (18-24)

47%

of the gen z's seek career opportunities. This is higher when compared to older workforce.

gen x (35-54)

61%

of the gen x's find job security a very important pull factor towards an employer. Among other generations, this factor is deemed less important.

millennials (25-34)

48%

of the millennials find flexible arrangements an important attribute. Gen z and boomers are less interested in this offering from their employer.

boomers (55-64)

50%

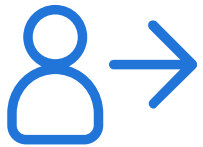
of the boomers are looking for a financially healthy employer. This is less so among the other cohorts.



[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.

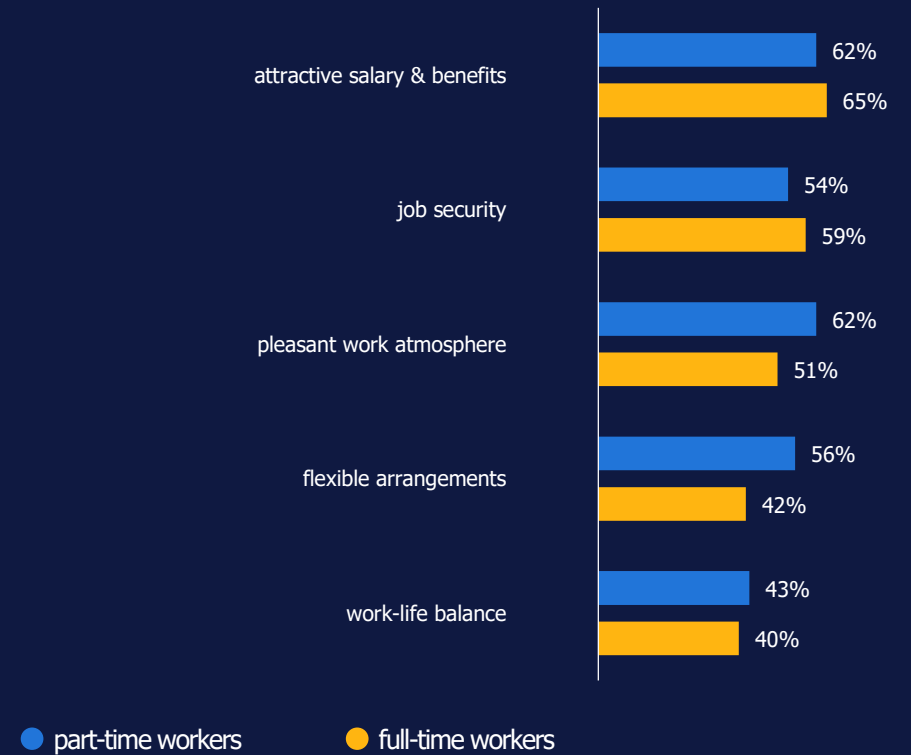


19%

of today's workforce
works part-time.

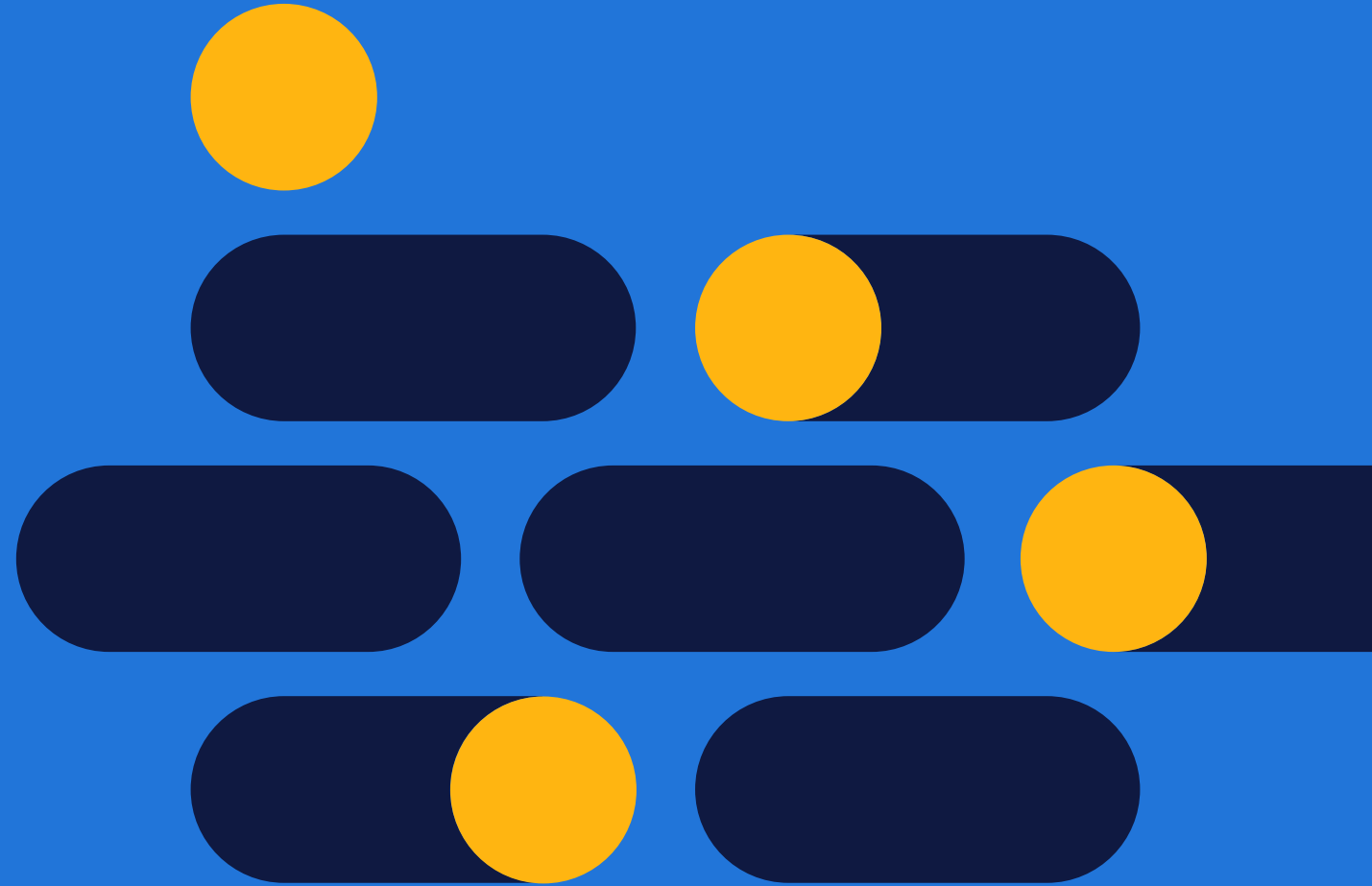


most important attributes



switchers and stayers

in focus.



changing employer austria vs europe.

switchers: changed employer in the past year.



stayers: stayed with their employer in the past year.

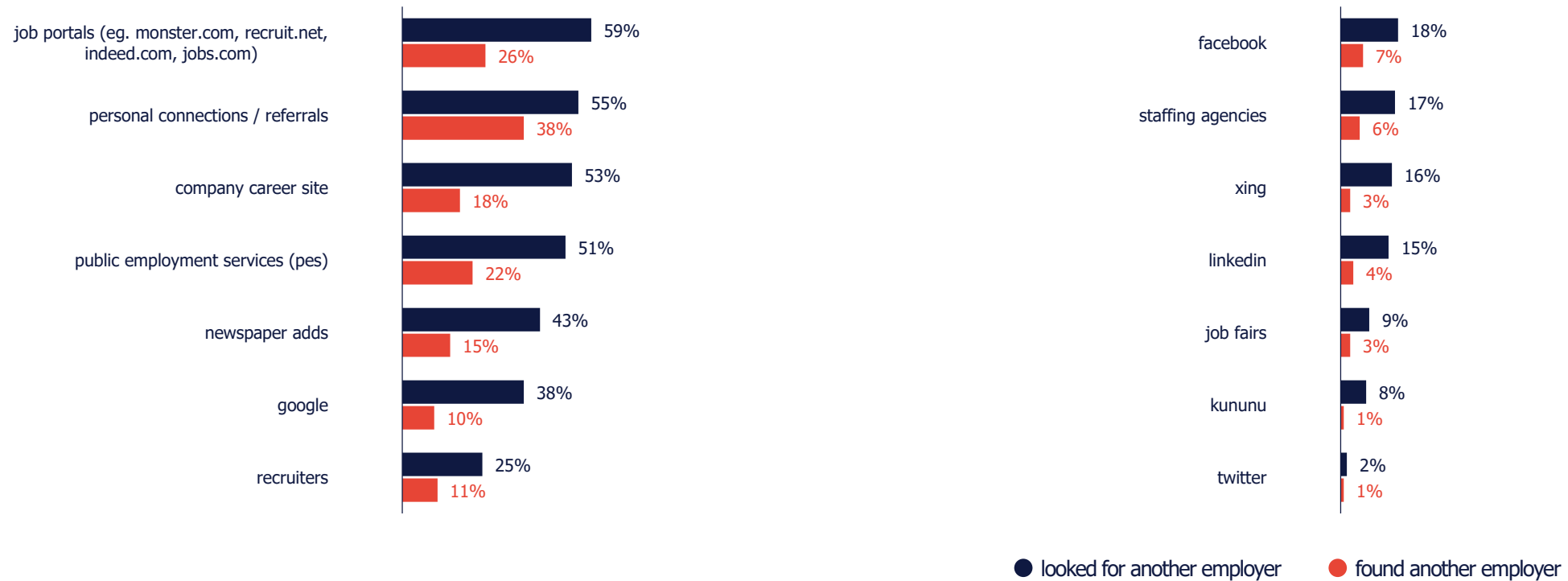


intenders: plan to change employer within the next year.



how do austrians workers look for and find employers.

channels used to look for and find employers



most important attributes switchers vs stayers.



19% (16%)*

switchers: changed employer in the past year.



81% (84%)*

stayers: stayed with their employer in the past year.

*in 2018



most important attributes



● switchers

● stayers

most important attributes intenders.



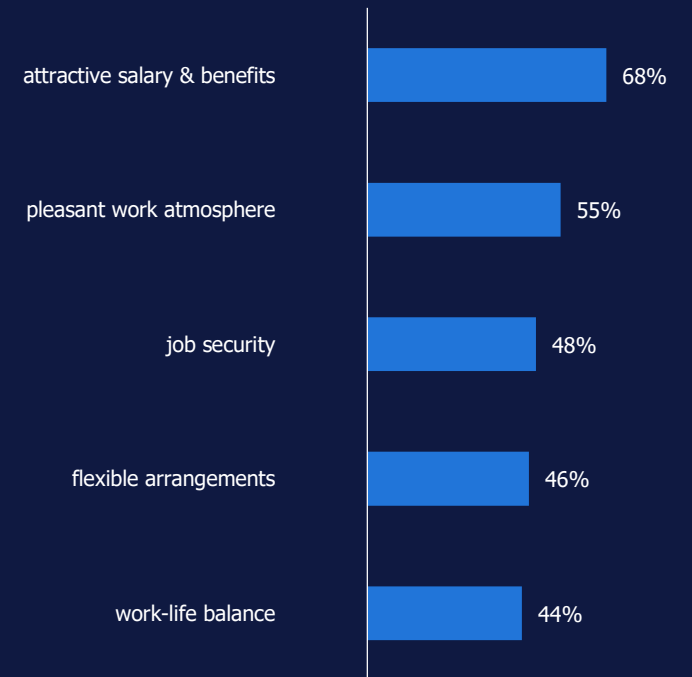
23% (21)*

intenders: plan to
change employer
within the next year.

*in 2018

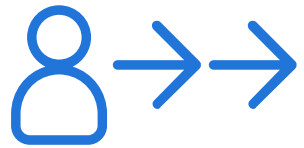


most important attributes



● intenders

channels to look for employers intenders.



47% (41%)*

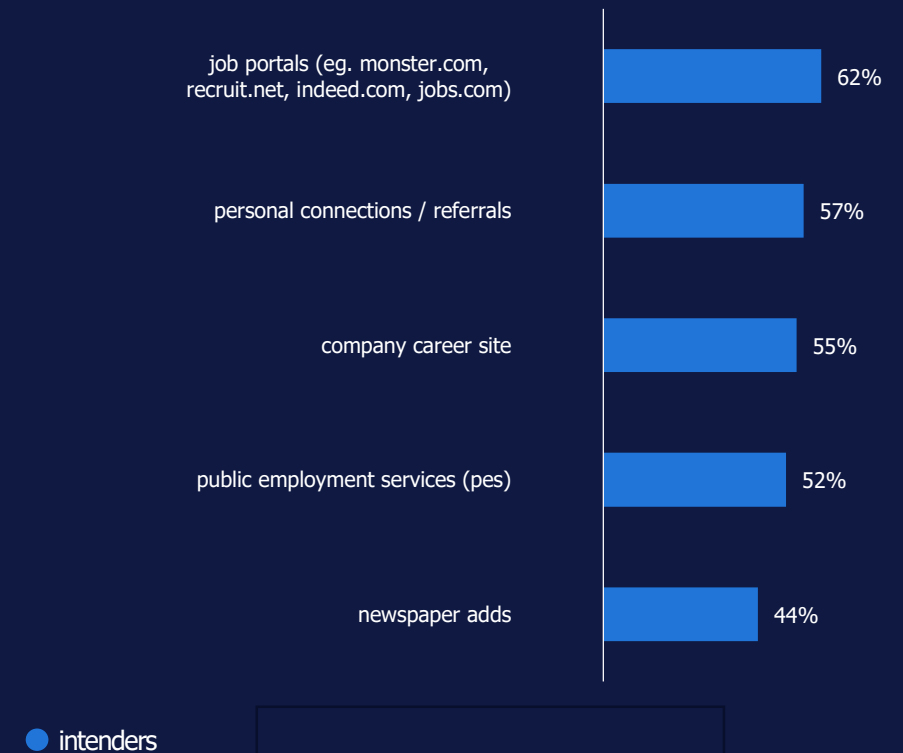
of last year's switchers**
intend to switch again
next year.

** n= 858 switched last year

*in 2018



channels to look for employers



why do austrians stay or leave.

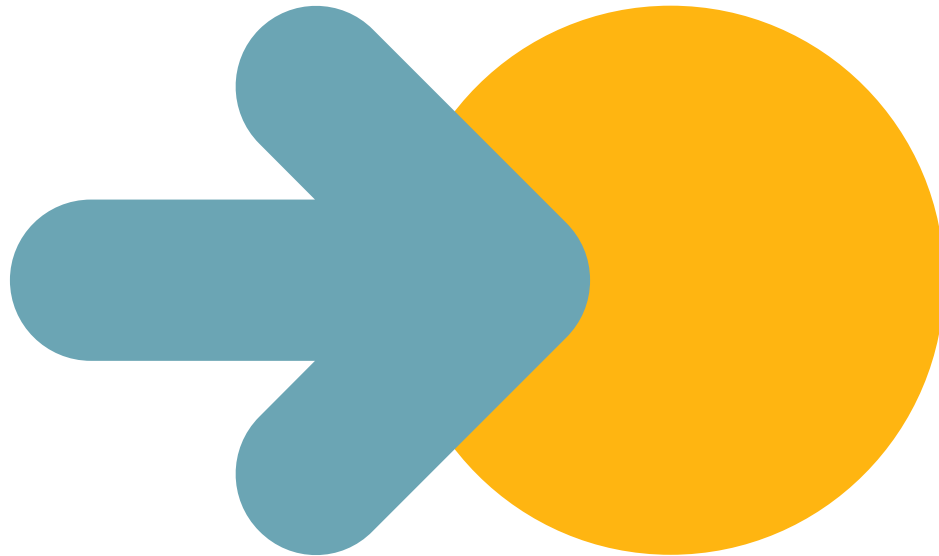
main reasons to stay



main reasons to leave



what factors do austrians stay for reasons to stay, by profile.



gen z (18-24)

46%

of the gen z's are staying with their employer for career progression opportunities. This is higher when compared to older workforce.

gen x (35-54)

38%

of the gen x's stay with their employer if it is convenient located. Among other generations, this factor is deemed less important.

millennials (25-34)

41%

of the millennials stay if they have a good work-life balance. Boomers are more interested in this offering from their employer.

boomers (55-64)

49%

of the boomers are more likely to stay with their employer if they are financially healthy. This is less so among the other cohorts.

[click here](#) for a breakdown of all results.

what factors do austrians leave for reasons to leave, by profile.

gen z (18-24)

36%

of the gen z's are leaving their employer if they have insufficient challenges in their jobs. This is higher when compared to millennials and gen x.

gen x (35-54)

30%

of the gen x's leave their employer if their commuting time is too low. Among younger generations, this factor is deemed less important.

millennials (25-34)

31%

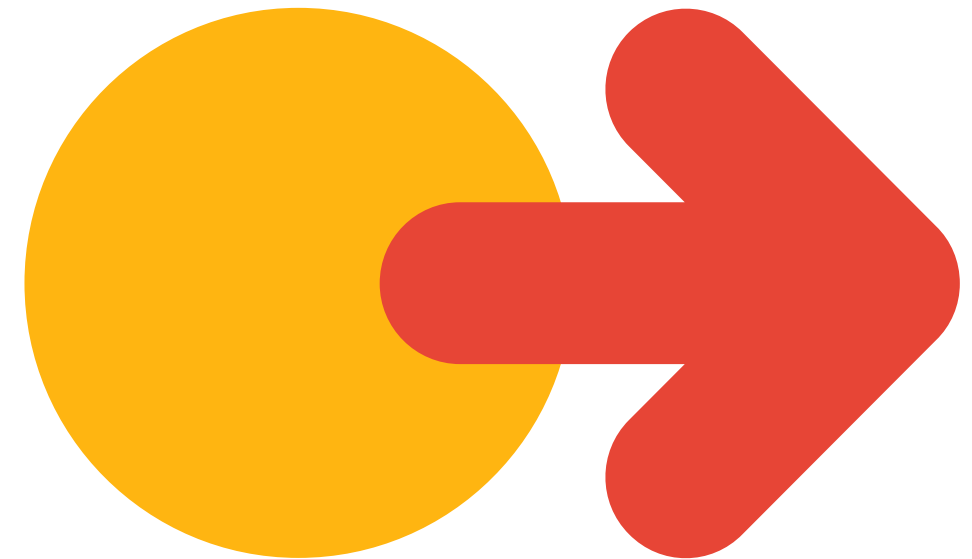
of the millennials leave if they experience work-life balance issues. Older generations are less interested in this offering from their employer.

boomers (55-64)

37%

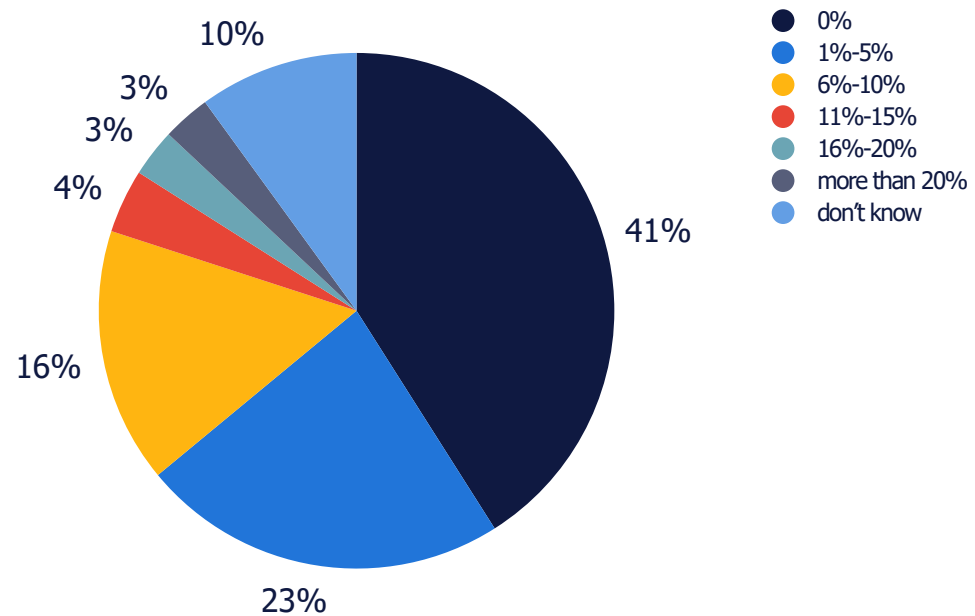
of the boomers are more likely to leave their employer if they have a poor relationship with their direct manager. This is less so among gen z's.

[click here](#) for a breakdown of all results.



willingness to forfeit salary for more work security.

amount of salary employees are willing to forfeit



austria

10%

is willing to forfeit more than 10% of their salary in this exchange

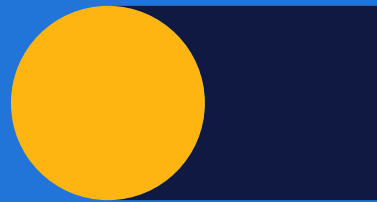
europa

16%

is willing to forfeit more than 10% of their salary in this exchange



ideal employer

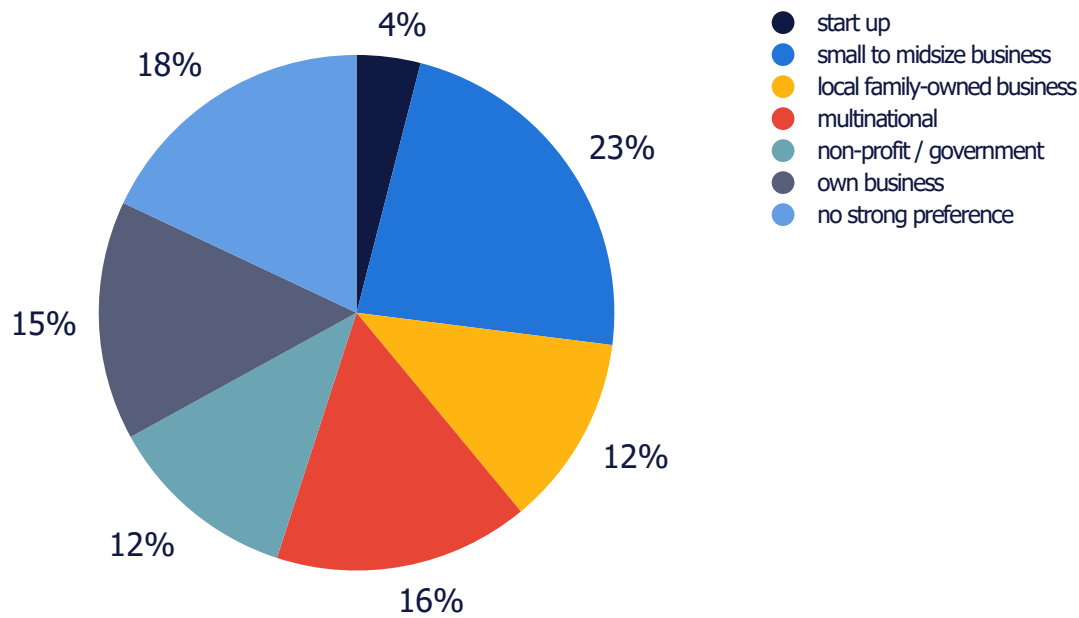


in focus.



23% of the austrians prefer to work for small to midsize business.

preferred company type



gen z (18-24)

19%

would rather have their own business

gen x (35-54)

23%

would prefer to work for a small to midsize business

millennials (25-34)

25%

would prefer to work for a small to midsize business

boomers (55-64)

21%

have no strong preference

company type preference reasons why.

small to midsize (23%)

pleasant work atmosphere
job security
work-life balance

multinational (16%)

financial health
job security
career progression

own business (15%)

pleasant work atmosphere
work-life balance
interesting job content

local family-owned (12%)

pleasant work atmosphere
job security
work-life balance

non-profit / government (12%)

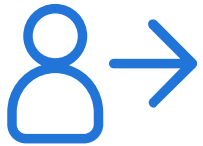
job security
financial health
work-life balance

start-up (4%)

career progression
interesting job content
pleasant work atmosphere



company type preference switchers vs stayers.



18%

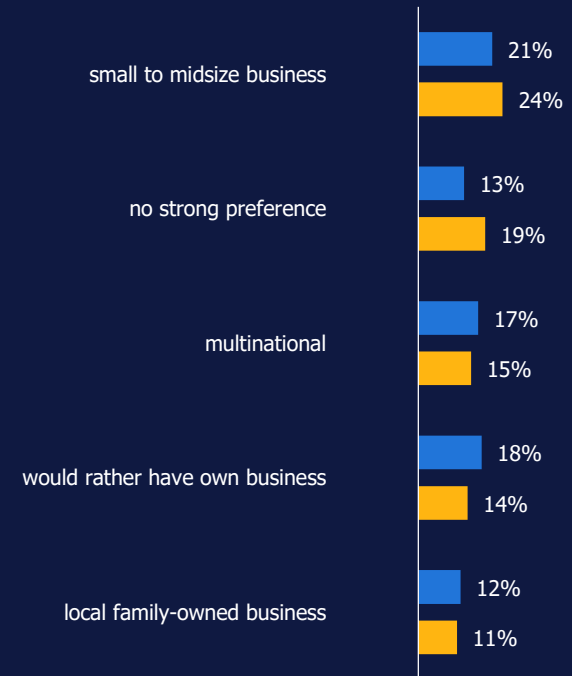
of the switchers would rather have their own business.



19%

of the stayers have no strong preference.

company type preference



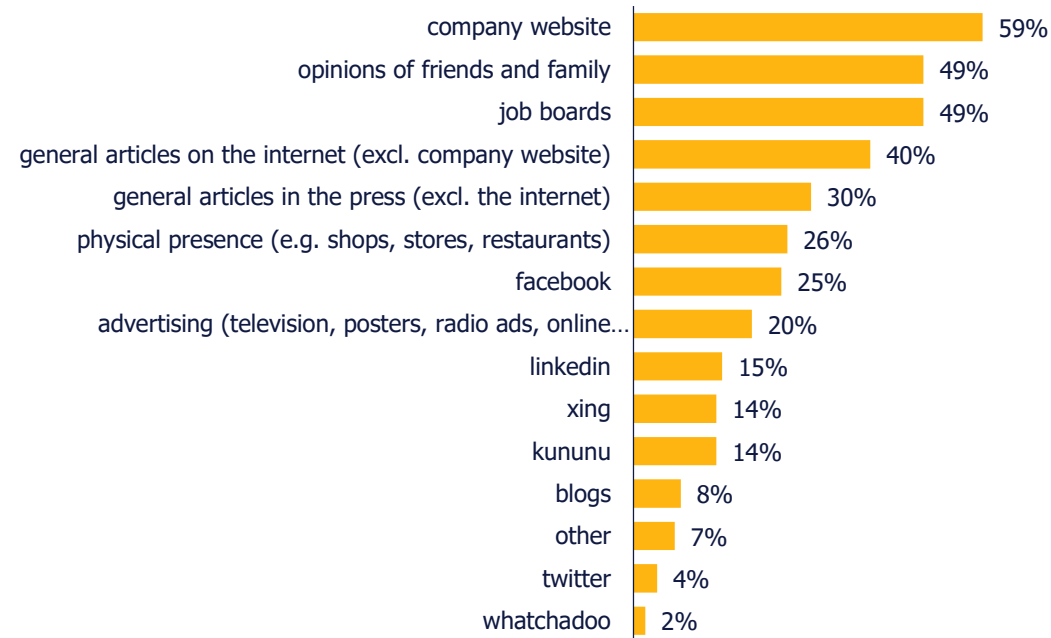
● switchers

● stayers



91% of the austrians check potential employer's reputation.

channels for reputation check



most often used

gen z (18-24)

61%

opinions of friends and family

gen x (35-54)

59%

company website

millennials (25-34)

34%

facebook

boomers (55-64)

38%

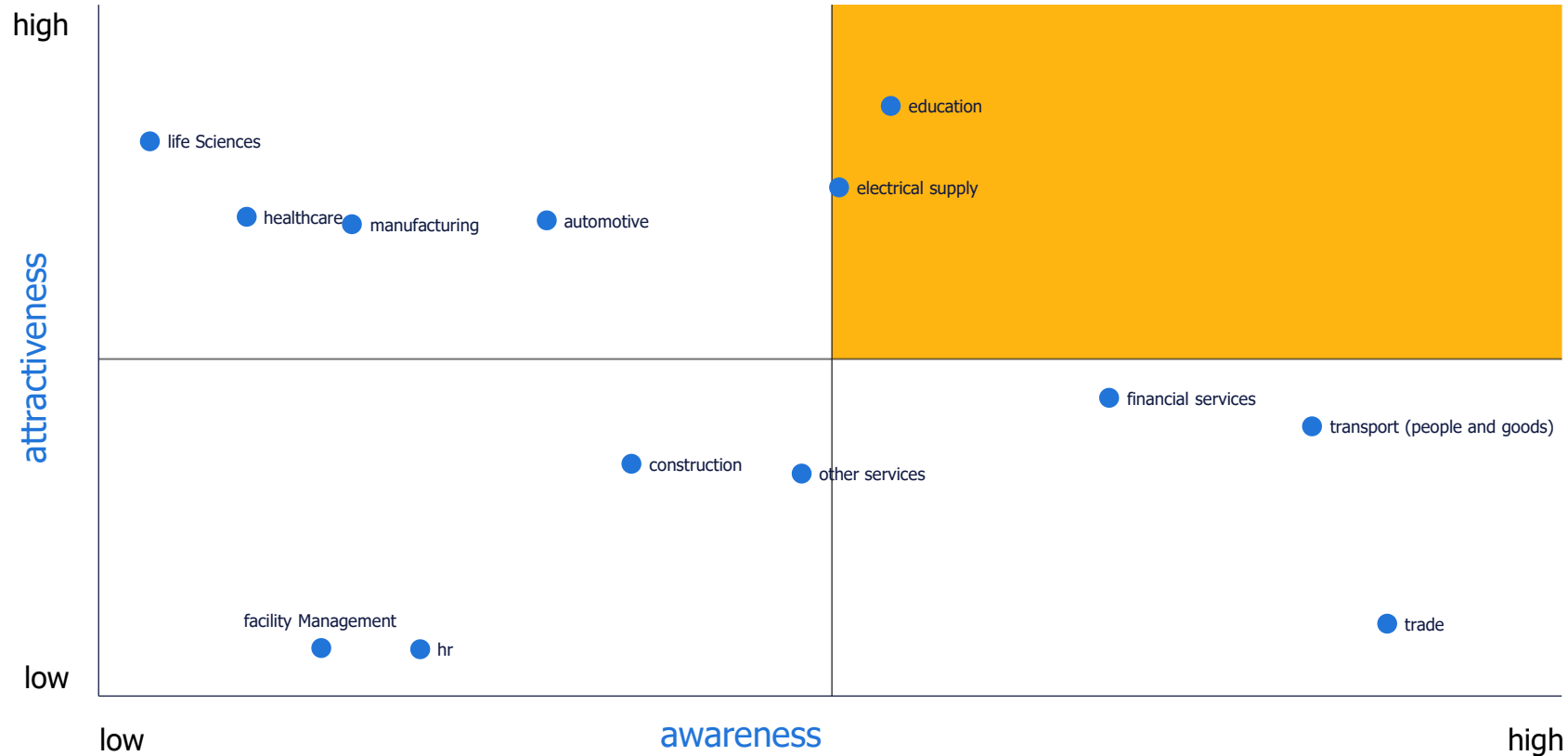
general articles in the press
(excl. the internet)

sector



insights.

top performing sectors in austria 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.

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

1/2

sector	top 3 EVP drivers		
	1	2	3
01 education	very good reputation	interesting job content	uses latest technologies
02 life sciences	financially healthy	uses latest technologies	job security
03 electrical supply	financially healthy	job security	uses latest technologies
04 healthcare	job security	uses latest technologies	very good reputation
05 automotive	uses latest technologies	financially healthy	very good reputation
06 manufacturing	financially healthy	uses latest technologies	very good reputation
07 financial services	financially healthy	job security	career progression
08 transport (people and goods)	financially healthy	job security	uses latest technologies
09 construction	financially healthy	uses latest technologies	very good reputation
10 other services	financially healthy	job security	uses latest technologies



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

2/2

	top 3 EVP drivers		
Sector	1	2	3
11 trade	financially healthy	very good reputation	job security
12 facility management	financially healthy	job security	very good reputation
13 hr	financially healthy	uses latest technologies	job security



top



employers.

top employers in austria.

top 10 employers 2019

- 01 AVL List
- 02 Oesterreichische Nationalbank
- 03 Uni Wien
- 04 Siemens
- 05 Flughafen Wien
- 06 Engel Austria
- 07 Boehringer Ingelheim
- 08 Austrian Airlines
- 09 Fronius
- 10 Infineon

top 10 employers 2018

- 01 AVL List
- 02 Oesterreichische Nationalbank
- 03 Bundesrechenzentrum
- 04 FACC
- 05 Engel Austria
- 06 BMW
- 07 Flughafen Wien
- 08 Infineon
- 09 Kepler Universitätsklinikum
- 10 voestalpine

austria's top companies

top 3 EVP drivers of the top 5 companies.

	top 3 EVP drivers		
top 5 companies	1	2	3
1 AVL List	uses latest technologies	financially healthy	very good reputation
2 Oesterreichische Nationalbank	financially healthy	job security	very good reputation
3 Uni Wien	interesting job content	very good reputation	job security
4 Siemens	uses latest technologies	financially healthy	career progression
5 Flughafen Wien	uses latest technologies	job security	financially healthy

top employers by EVP driver.

EVP driver	1	2	3
attractive salary & benefits	Oesterreichische Nationalbank	AVL List	Voestalpine
career progression	Kepler Universitätsklinikum	AVL List	Siemens
financially healthy	Casinos Austria	Oesterreichische Nationalbank	Hofer
gives back to society	BOKU Wien	Wiener Sozialdienste	TIWAG-Tiroler Wasserkraft
interesting job content	Uni Innsbruck	Uni Wien	MedUni Wien
job security	Oesterreichische Nationalbank	Salzburger Landeskliniken (SALK)	Ordensklinikum Linz
pleasant work atmosphere	Ordensklinikum Linz	Kepler Universitätsklinikum	BOKU Wien
uses latest technologies	Infineon	AVL List	Kepler Universitätsklinikum
very good reputation	Kepler Universitätsklinikum	AVL List	TU Wien
work-life balance	Uni Graz	BOKU Wien	Uni Innsbruck

deep dive

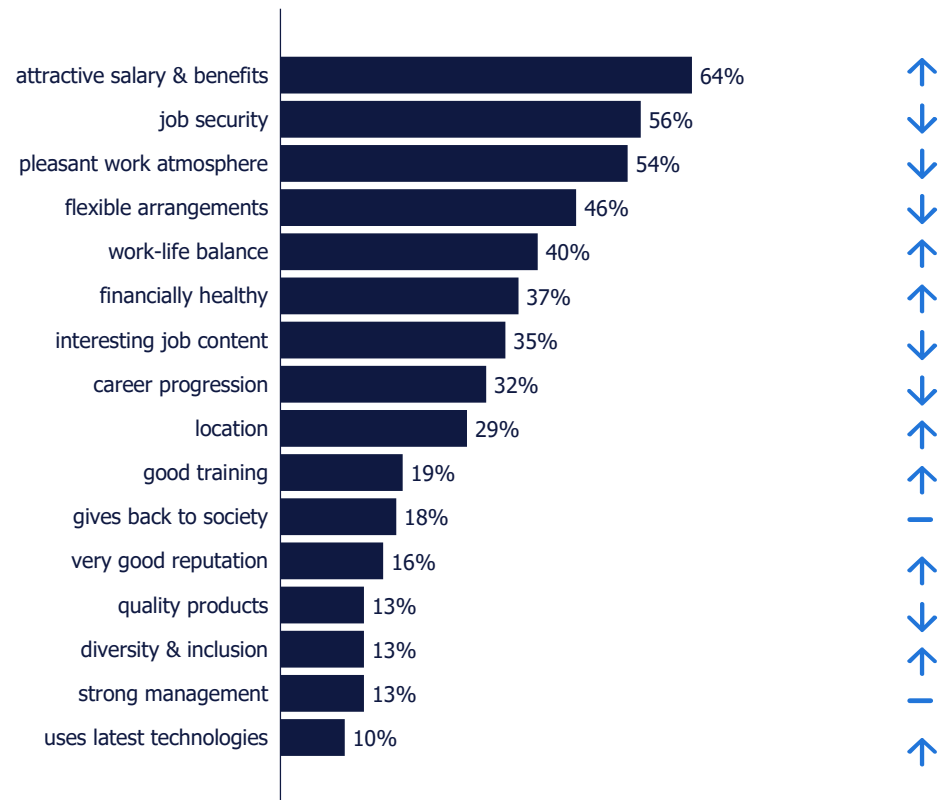
appendix 1.



what potential employees want

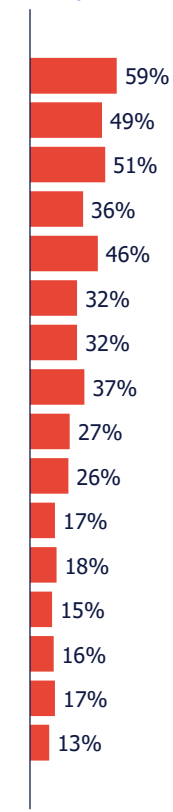
the most important criteria when choosing an employer.

important criteria

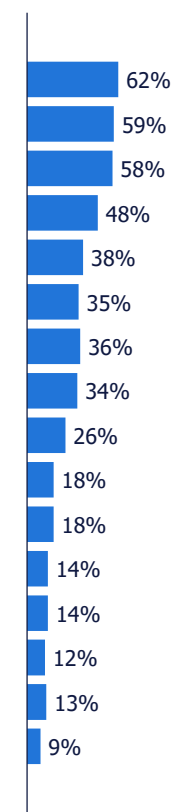


versus 2018

europa



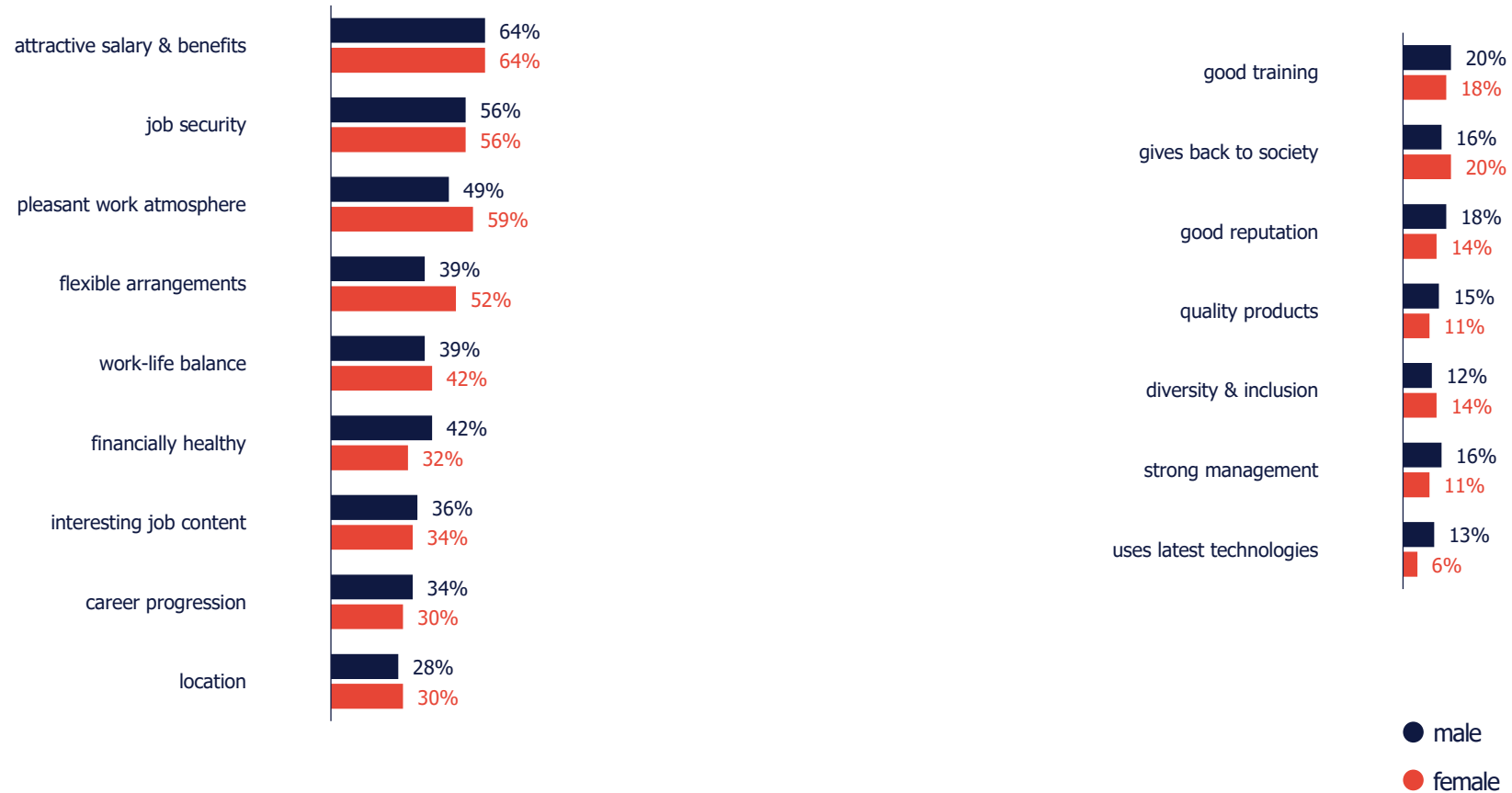
2018



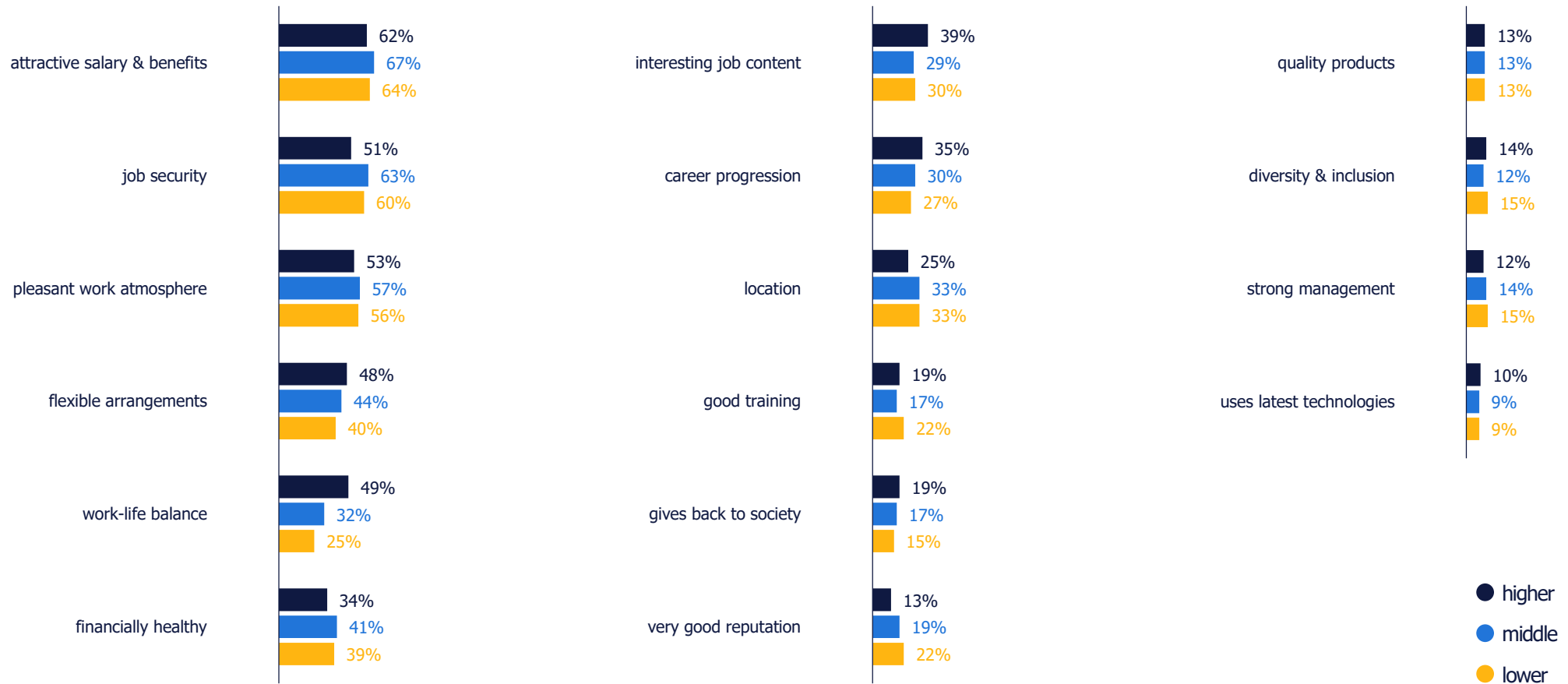
Characteristics highest rated by the labor force. Stressing these elements or improving them is critical for your EVP because they contribute most to the strength of your employer brand.



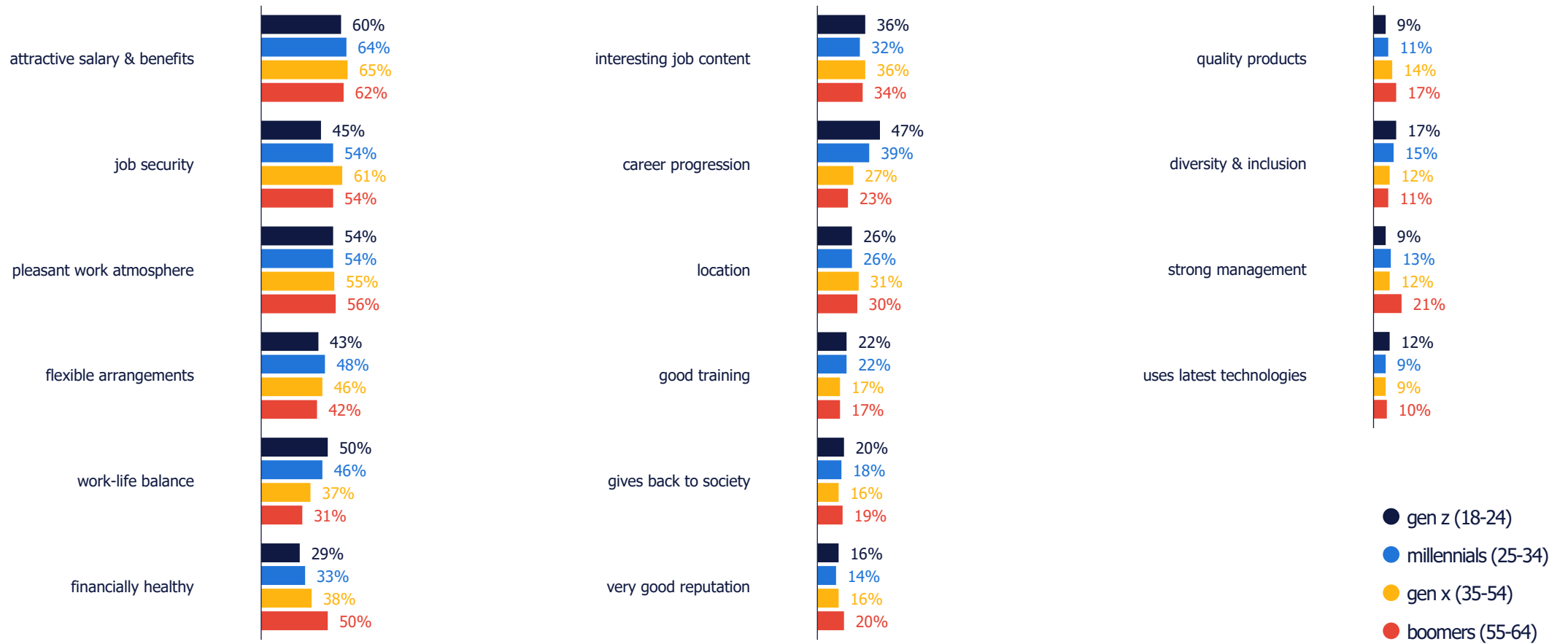
EVP driver importance by gender.



EVP driver importance by education.



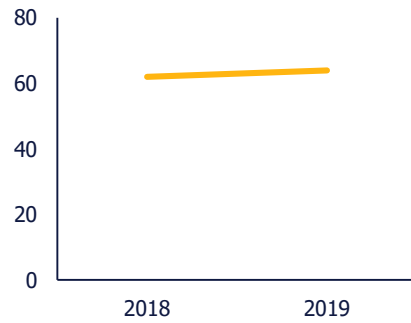
EVP driver importance by age.



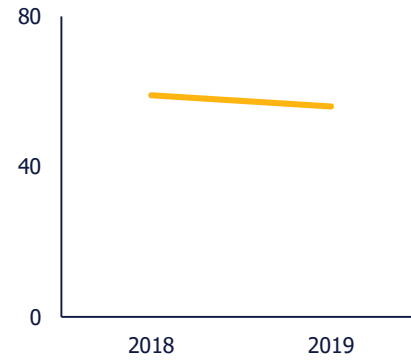
EVP driver importance trends, total.

1/2

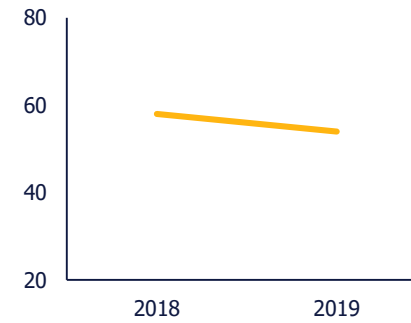
attractive salary & benefits



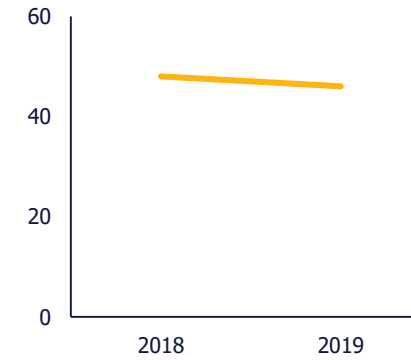
job security



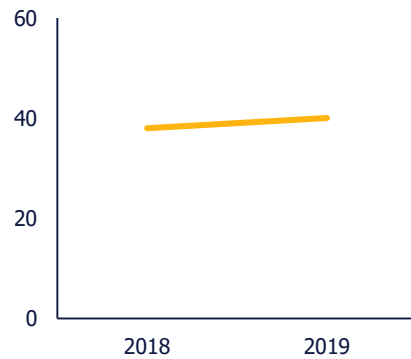
pleasant work atmosphere



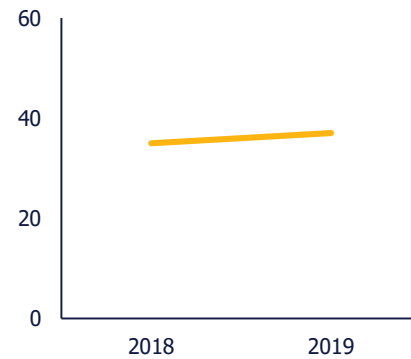
flexible arrangements



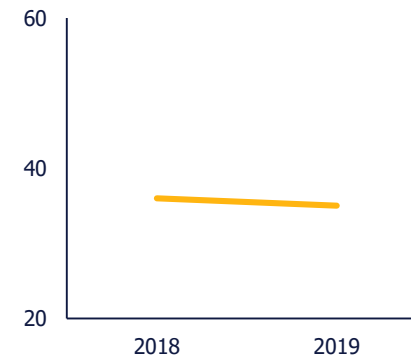
work-life balance



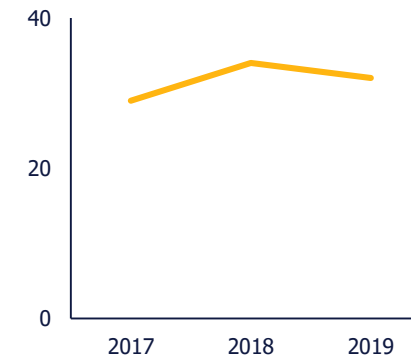
financially healthy



interesting job content



career progression

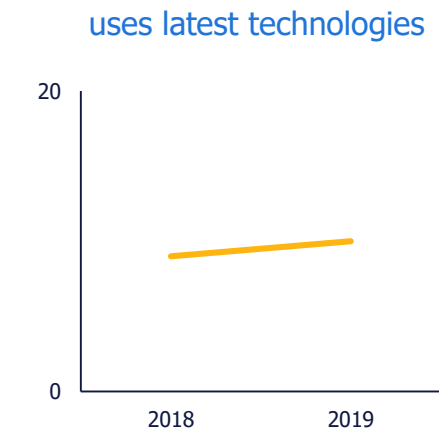
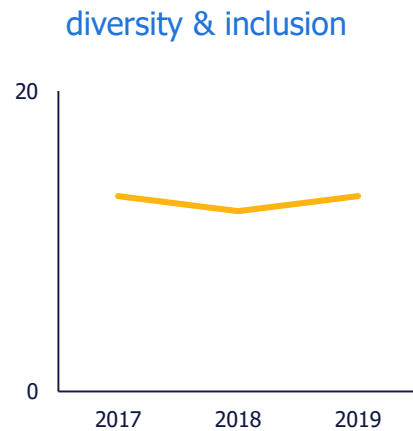
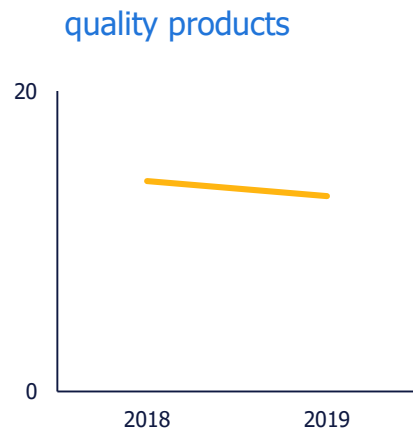
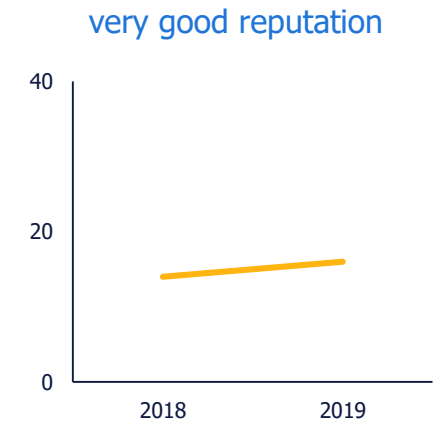
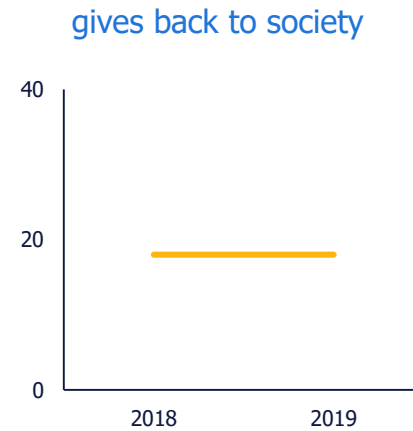
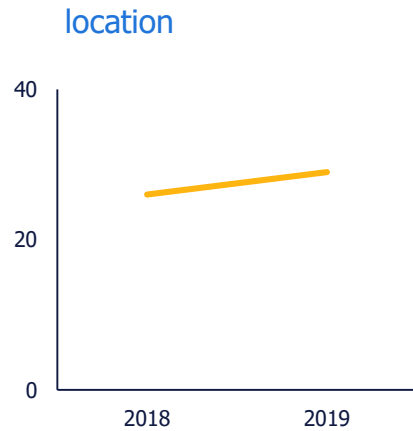


*2017: work that is stimulating and challenging



EVP driver importance trends, total.

2/2

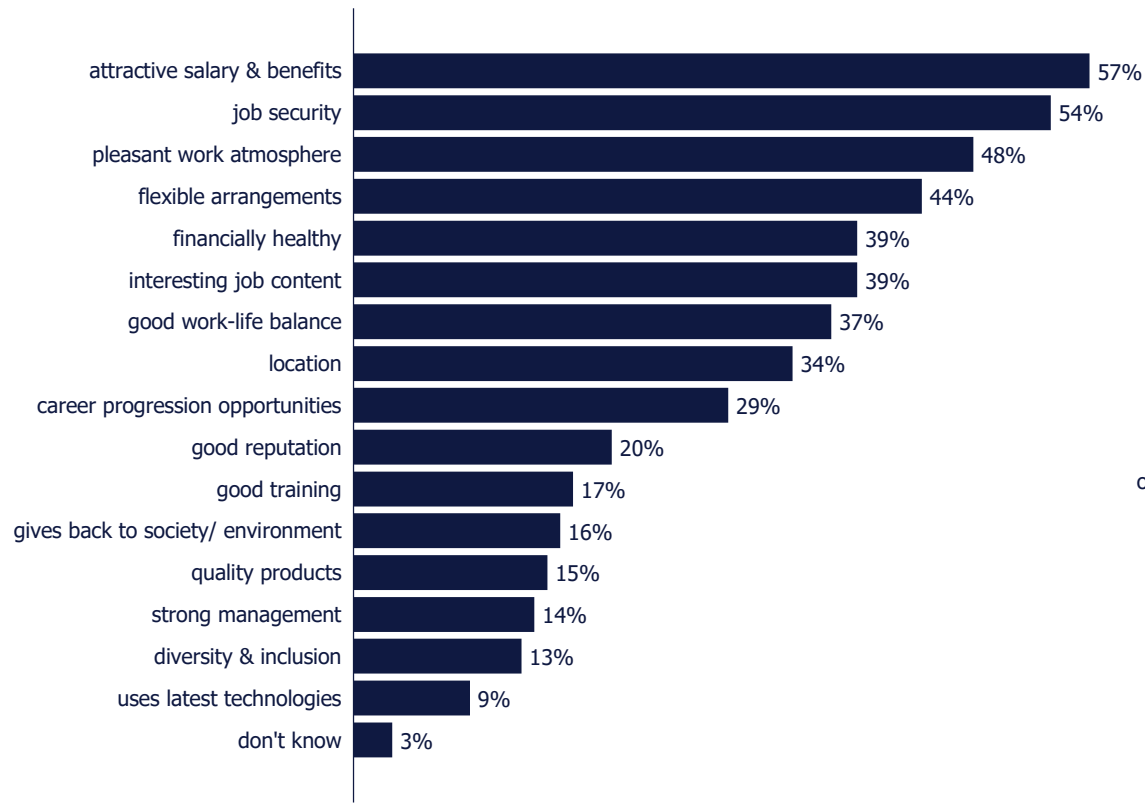


*previous years: strong image/strong values

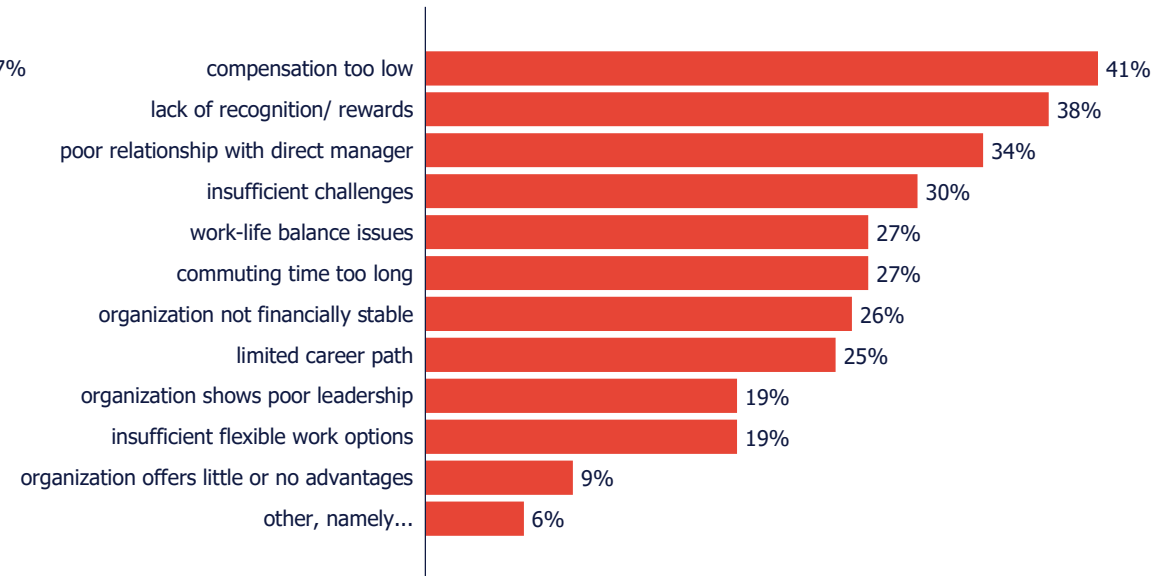


what factors do austrians stay or leave for.

reasons to stay



reasons to leave



methodology



appendix 2.

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).



source bibliography.

1 Betterteam Blog

<https://www.betterteam.com/blog/employer-branding>

2 PwC, A marketplace without boundaries? Responding to disruption

<https://www.pwc.com/gx/en/ceo-survey/2015/assets/pwc-18th-annual-global-ceo-survey-jan-2015.pdf>

3 JWTInside, "The Evolving Culture-scape and Employee Expectation" Research Study 2014, High Performance Employees

<https://www.slideshare.net/JWTINSIDE/culture-scape-1028-sm>

4 Harvard Business Review, A Bad Reputation Costs a Company at Least 10% More Per Hire

<https://hbr.org/2016/03/a-bad-reputation-costs-company-at-least-10-more-per-hire>

5 HR in Asia, Do You Think Your Employer Brand Can Be Ruined by Social Media?

www.hrinasia.com/employer-branding/do-you-think-your-employer-brand-can-be-ruined-by-social-media/

6 The role of engagement

<https://www.aberdeen.com/hcm-essentials/role-engagement-performance-management/>

7 The Employer Brand Credibility Gap

<https://www.webershandwick.com/uploads/news/files/EmployerBrandCredibilityGap.pdf>

8 The true cost of a bad hire

http://go.brandonhall.com/the_true_cost_of_a_bad_hire

randstad

human forward.

