

employer
brand research
2022

Poland.

 randstad

human forward.



agenda.

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a few words to start with.

The last two years have marked the beginning of a real revolution in the area of labor market and [employee well-being](#) in general. The prolonged COVID-19 pandemic and, more recently, the conflict in Ukraine, have had a huge impact on the functioning of many organisations, which have had to adapt their processes to the new reality, as well as take care of the wellbeing of their employees.

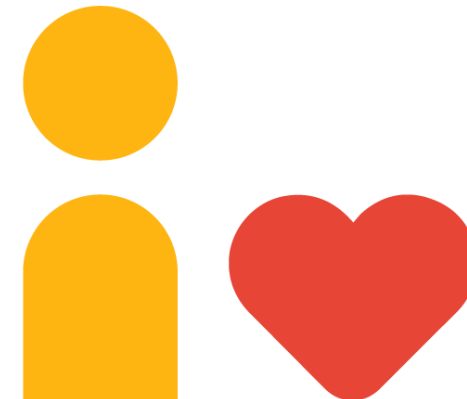
Wellbeing in the workplace has never been more important than it is these days. [Increasingly frequent crisis situations have a huge impact on employees, their sense of security, stability, and commitment to their duties and relationships in multicultural teams.](#)

Employers, wishing to further build a strong brand and inspire trust among employees, should strongly support them in this difficult situation and offer appropriate solutions that will positively affect team morale.

As shown in the following Randstad Employer Brand Research 2022, the priority for employees remains the level of their salary, but they also pay more attention to such aspects as [pleasant work atmosphere and job security.](#)

As an employer, you should ask yourself [how committed you are to these areas, whether you are aware of the needs of your employees and whether your team has received adequate support tailored to their changing situation.](#) Keep in mind that employees who feel supported by top management become more effective, their morale rises, and they feel a sense of commitment and unity with the company where they are employed.

Although crises are an unavoidable part of the modern world, it is important to be able to adapt to them and minimize the risk of negative effects, especially in the context of the well-being of employees who may be strongly affected by these situations. It is important to remember that [a committed team is fundamental to any organization and even the strongest company without motivated employees will struggle to achieve its business goals.](#)



randstad employer brand research



more about
the research.



what is the randstad employer brand research?

- a representative employer brand research based on perceptions of the general audience. Optimizing 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

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

- 4,664 respondents

fieldwork

- online interviews
- january 2022

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 interesting job content
 - 03 good reputation
 - 04 job security
 - 05 career progression
 - 06 gives back to society
 - 07 possibility to work remotely
 - 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

gender, age, education, occupational situation, and region.



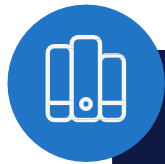
gender

- female 52%
- male 48%



age

- 18-24 12%
- 25-44 53%
- 45-66 35%



education

- lower 11%
- middle 40%
- higher 49%



occupational situation

- working as permanent staff 59%
- working as temporary staff 13%
- self-employed / freelance 8%
- seeking / unemployed 7%
- homemaker 5%
- student 5%
- other 3%



generation

- gen Z (18 - 25 lat) 14%
- millennials (26 - 41 lat) 43%
- gen X (42 - 57 lat) 35%
- boomeers (58 - 64 lat) 8%



region

- central (1) 59%
- north (2) 13%
- south (3) 8%
- east (4) 7%
- west (5) 5%

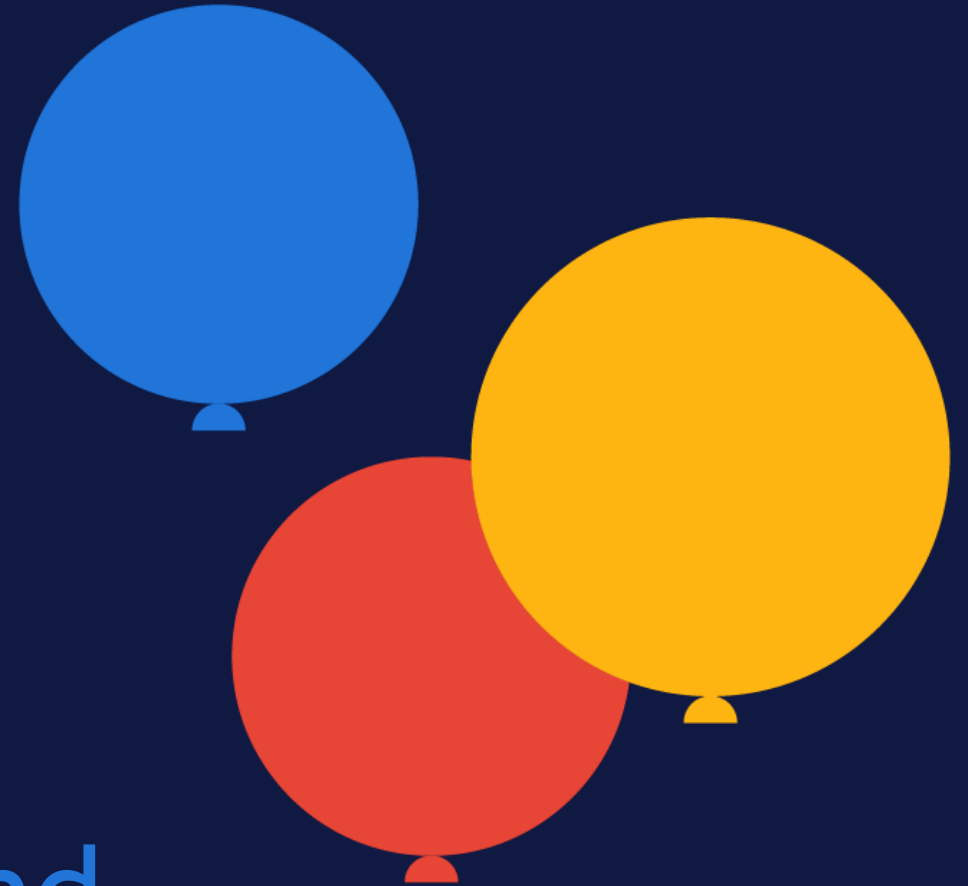
1. Łódzkie, Mazowieckie, Świętokrzyskie
2. Pomorskie, Warmińsko-Mazurskie, Zachodniopomorskie
3. Dolnośląskie, Małopolskie, Opolskie, Śląskie
4. Lubelskie, Podkarpackie, Podlaskie
5. Kujawsko-Pomorskie, Lubuskie, Wielkopolskie

próba badawcza: 4,664



drivers of employer attractiveness

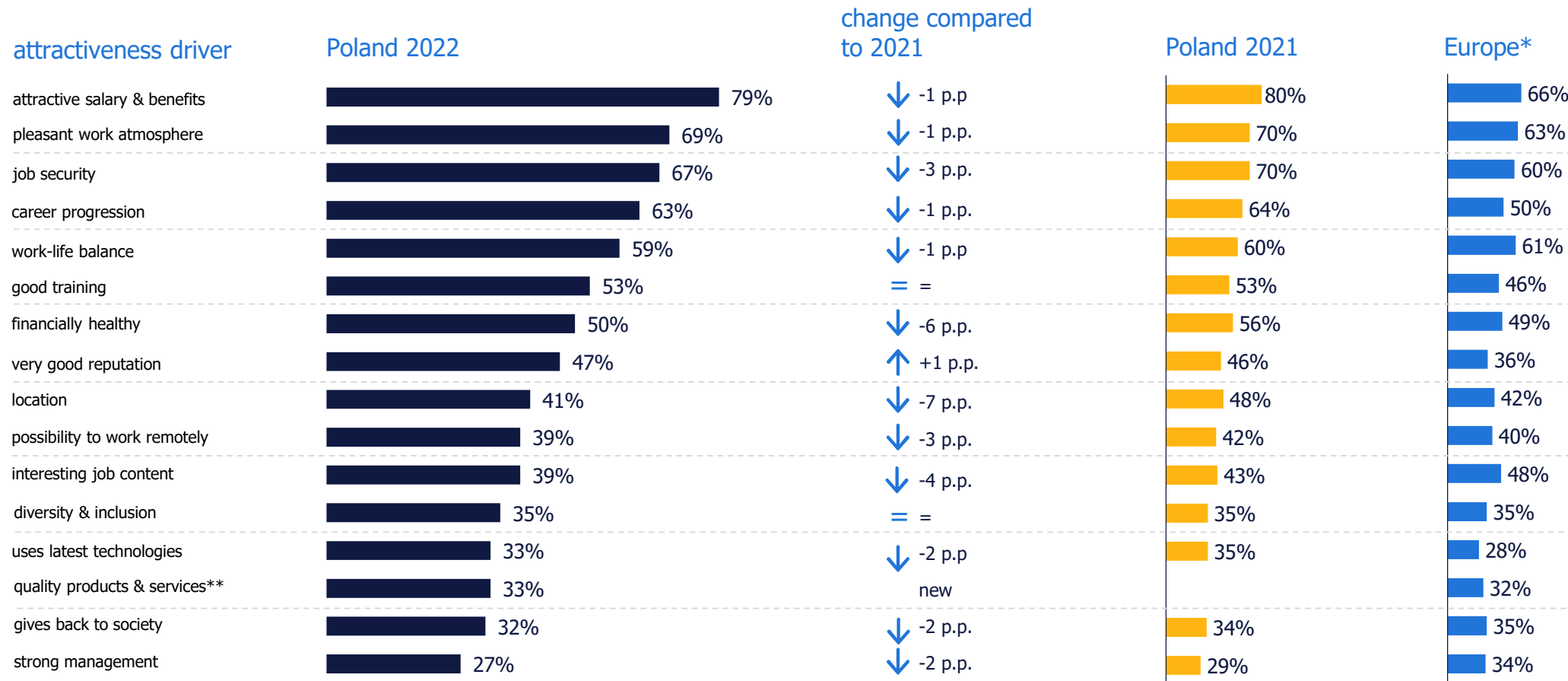
in Poland.



data as of january 2022.

what do potential employees expect in the face of the crisis?

key factors in choosing an employer.

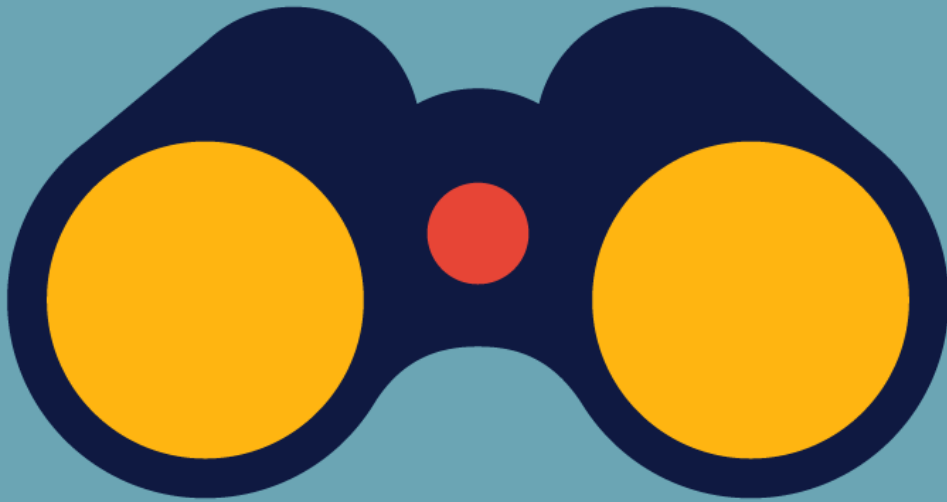


*Europe: Austria, Belgium, Czech Republic, France, Greece, Hungary, Italy, Luxembourg, Norway, Poland, Portugal, Romania, Spain, Sweden, Switzerland, The Netherlands and UK.

**new factor in the survey



let's take a closer look at



employee
expectations.

what potential employees want choosing an employer.

most important drivers



attractive salary & benefits, pleasant work atmosphere and job security

- Pleasant work atmosphere (69%) ranks 2nd at some distance, followed by job security (67%). Like salary, these too are more important for females than for males – just like many of the other drivers for that matter.
- Importance of job security increases with age and education, while a pleasant work atmosphere is mainly important for the youngest age bracket (18-24: 79%).
- On average Polish employees select between 7 and 8 factors. This average number is highest for females, 55+ yo and the high-educated.

employers' proposition



long-term job security and financially healthy

- When it comes to the evaluation of one's current employer, salary & benefits ranks toward the bottom. Drivers that are related to the stability of the job/company now rank higher, with long-term job security on top followed by financial health.
- Long-term job security and a pleasant work atmosphere are elements wanted from an ideal employer that one also finds in one's current employer.
- Females tend to be more positive about their current employer than males, while 55+ yo in are somewhat less positive than younger employees.



perception of employers' offer in Poland.

In Poland, the overall assessment of the current employer deviates from both the ideal company profile and the general assessment of employers in Poland. According to the respondents, their current employer guarantees **job security, good financial situation of the company and a friendly working atmosphere.**

The biggest differences in the perception of employers in Poland relate to attractive salaries and benefits and a friendly working atmosphere. The first factor in the assessment of the current employer was **in 8th position**, while in the overall assessment of employers in Poland ranked 5th, and in the case of ideal employer ranked 1st.

Pleasant work atmosphere is, in the opinion of respondents, a factor which is a great unknown to them when changing jobs. With the current employer it **ranks 3rd**, while in the overall assessment of employers in Poland it is only in 6th place. In the case of an ideal company, this factor should take 2nd place.

evaluation of current employer	general perception of employers in poland	profile of ideal employer
01 job security	01 financially healthy	01 attractive salary & benefits
02 financially healthy	02 job security	02 pleasant work atmosphere
03 pleasant work atmosphere	03 very good reputation	03 job security
04 offers interesting job content	04 career progression	04 career progression
05 very good reputation	05 attractive salary & benefits	05 work-life balance
06 work-life balance	06 pleasant work atmosphere	06 financially healthy
07 career progression	07 offers interesting job content	07 very good reputation
08 attractive salary & benefits	08 work-life balance	08 possibility to work remotely
09 gives back to society	09 gives back to society	09 offers interesting job content
10 possibility to work remotely	10 possibility to work remotely	10 gives back to society



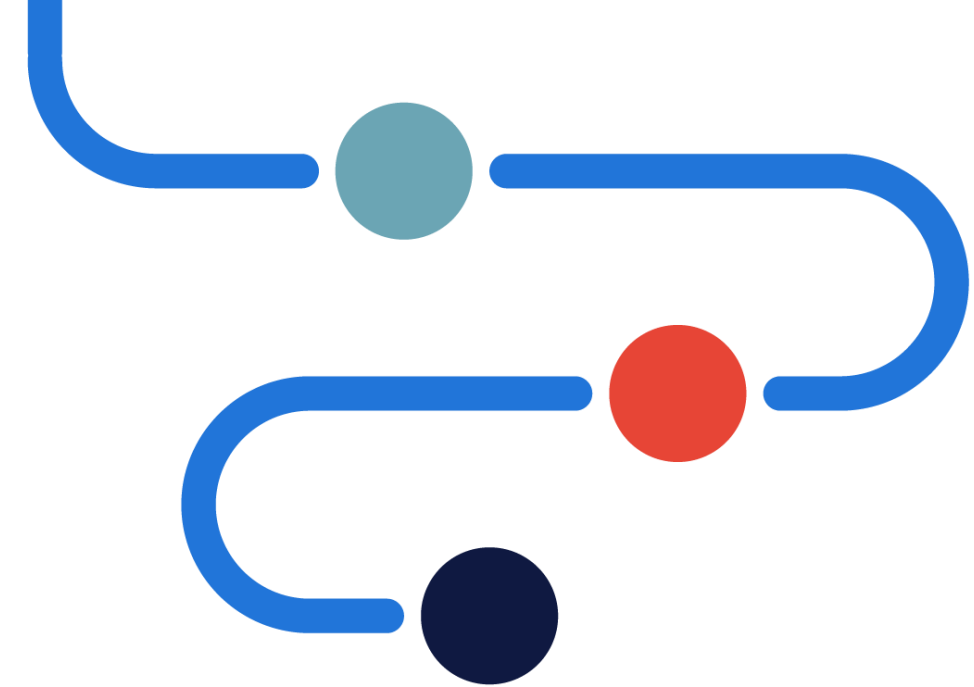
perception of employer offers in Poland and Europe.

employers in Poland are perceived to offer

- 01 financially healthy
- 02 job security
- 03 very good reputation
- 04 career progression
- 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

employers in Europe are perceived to offer

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



The way Polish employees perceive their employers doesn't change much from the way Europeans perceive their local workplaces. Change can only be observed in the case of factors such as [attractive salary & benefits](#), [pleasant work atmosphere](#) and [offers interesting job content](#), which for the Poles occupy respectively 5th, 6th and 7th place, while for Europeans 6th, 7th and 5th place.

what do potential employees want job collars in focus.

white-collar

80%

of white-collar employees consider attractive salary & benefits as the most important driver by far, same as in 2021.

Relevance of job security has declined since last year (68% vs. 72%) and is now surpassed in ranking by a pleasant work atmosphere, which remained stable.

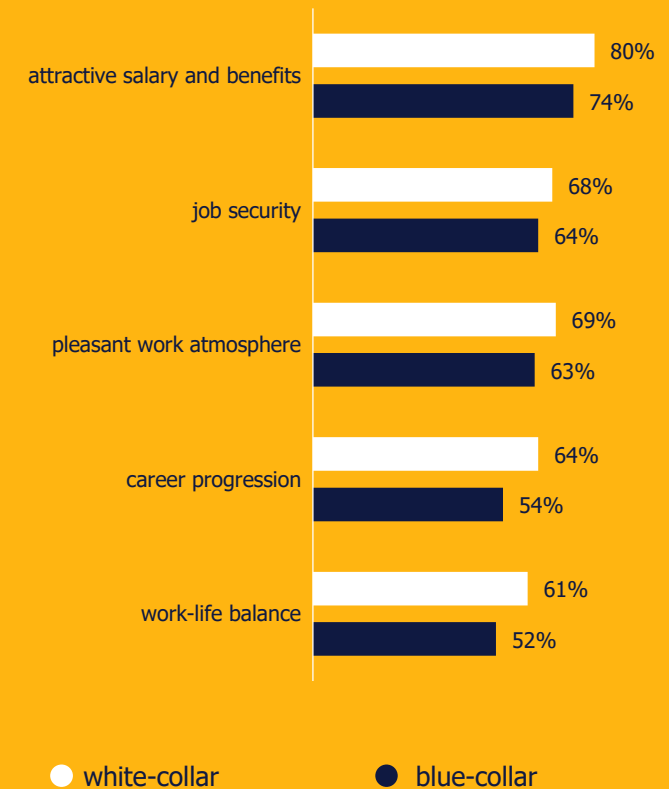
blue-collar

74%

of blue-collar workers consider attractive salary & benefits the most important attribute for an employer, followed by job security and a pleasant work atmosphere.

Across the board, all choice drivers are now at slightly lower levels than last year, but this did not impact the ranking. Importance of almost all drivers is lower than for white-collar, with the biggest differences on career progression and work-life balance.

most important attributes:



importance of EVP factors by generation.

The needs of employees differ not only depending on the type of work they do, but also on which generation they represent. The survey shows that for representatives of all generations, the most important factor when choosing an employer is an **attractive salary and benefits**.



For representatives of generation Z (18-25 years old) **pleasant atmosphere at work is as important as financial issues**. This factor is also important for people generation (26-41 years old), however, they indicated it in second place. Both these groups in the next place indicated the **possibility of career development**, which for millennials is as important as job stability - for generation Z this factor came last. Representatives of these generations also pay attention to such aspects such as **possibility to participate in trainings (generation Z) and work-life balance (millennials)**.



Representatives of older generations - X (42-57 years old) and boomers (58-64 years) **have similar expectations towards employers**. For both of these groups, in addition to attractive salaries and benefits, factors such as job security, pleasant atmosphere at work and work-life balance are important for both groups. Generation X also indicated the possibility of career development as a factor of employer attractiveness, while the generation of boomers good financial situation of the company.

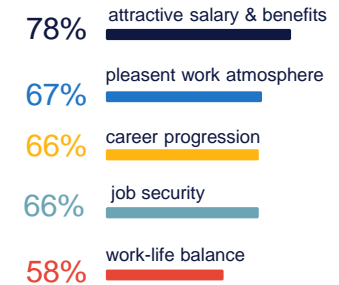


the most important attractiveness factors for each generation:

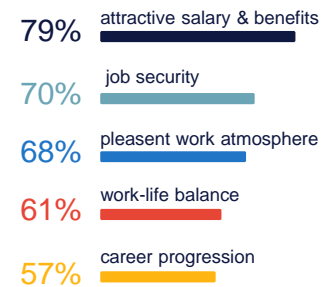
generation Z (18 - 25 lat)



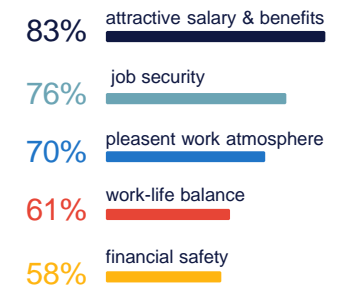
millennials (26 - 41 lat)



generation X (42 - 57 lat)



boomers (58 - 64 lat)



job-switching behavior



in focus.

action vs. intention to change jobs market trends.

Recently, the phenomenon of the "great resignation" has been frequently mentioned in Poland. Despite the noticeable increase in the percentage of employees who decide to change their job it is hard to determine whether this trend is an element of the great resignation. The first conclusions on this subject can be drawn only in a year.

In H2 2021, 13% of respondents changed their jobs - 3 p.p. more than in the same period last year. The number of those who plan to change jobs in H1 2022 was 27% - 4 p.p. more than a year ago.

There was also a significant change in the percentage of those who plan to change jobs as a result of fear of losing them. As many as 39% of respondents expressed their intention to change employer in H1 2022 due to fear of being laid off - that's 9 p.p. more than a year ago. A large increase was also noted in the case of those who, despite not being worried about losing their job, plan to change it in H1 2022 - 22% of respondents compared to 16% last year.

It's also worth noting that unlike last year's report, the percentage of white-collar and blue-collar workers who plan to change jobs in H1 2022 has leveled off, at 13% for both groups. However, according to the survey, the increase we are observing among all Polish employees should therefore be attributed mainly to white-collar workers.

13%

changed employer in the second half of 2021.

13%

of white-collar employees changed their employer in the last six months of 2021, which is more than last year (7%).

39%

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

This is significantly more than in 2021 (30%).

27%

plan to change employer in the first half of 2022.

13%

of blue-collar workers changed employers in the last 6 months of 2021, which is about the same as a year ago (15%).

22%

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

This is significantly more than in 2021 (16%).

training & career development

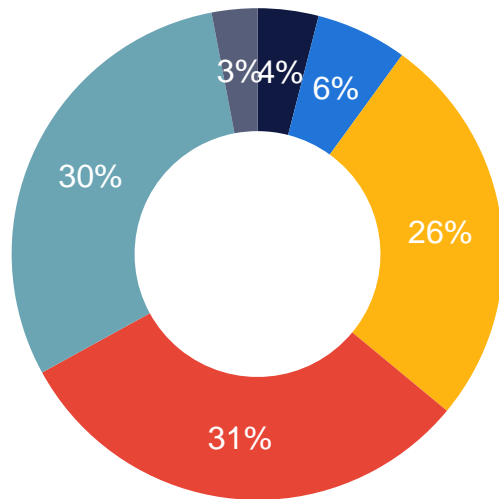
in 2022.



importance of personal career growth/progression.

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

Polska



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

Poland

Personal career growth is important to six out of every ten Polish employees (61%).



The importance of career growth decreases with age (18-24: 76% vs. 55+: 40%) and increases with educational level (high education: 65% vs. lower: 53%).

Europe

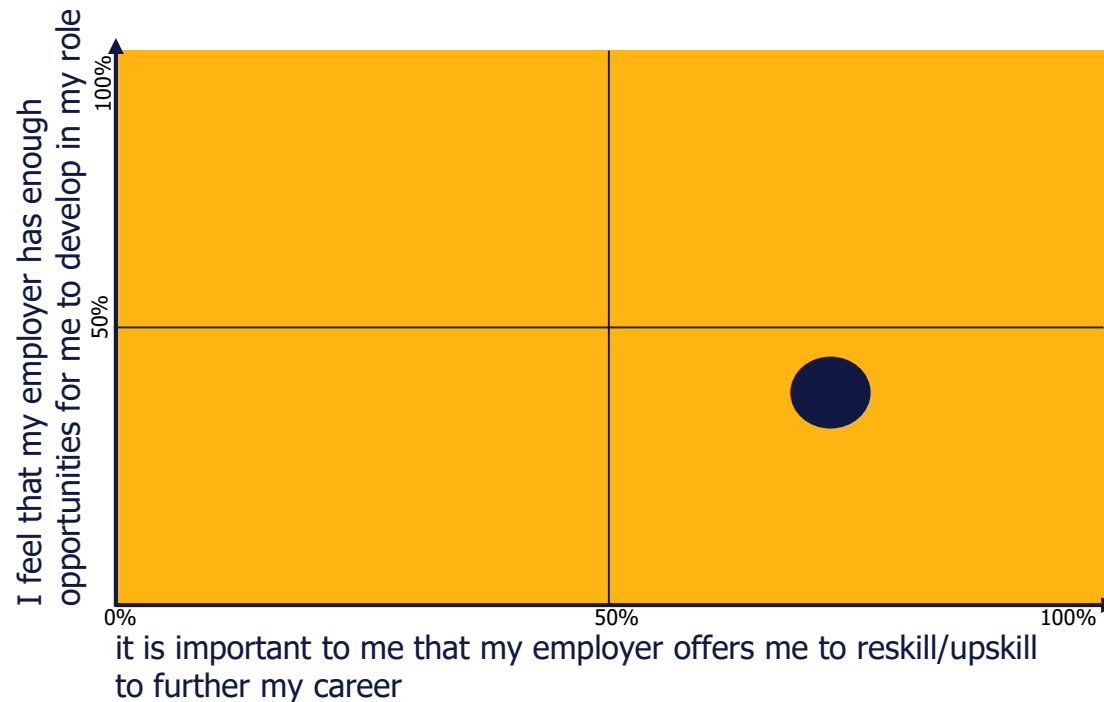
59% of the employees in the region find their career progression (very) important to them.



When looking at the average European worker, they consider career growth less important (59%) compared to the average Polish worker (61%).

importance vs. offer on reskilling/upskilling.

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



75%

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

This applies especially to females (77%) and 18-34 yo employees (80%), but not so much to 55+ yo (62%) and the lower educated (64%).

44%

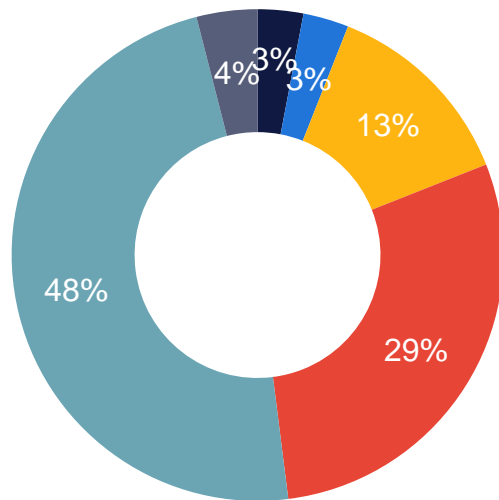
of the employees feel their employer offers them enough development opportunities.

Looking specifically at those who want to reskill or upskill, over half (52%) feel they are given sufficient opportunity by their employer to do so, but no less than 21% indicate this is not the case. This is a group that needs attention.

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 organization?

poland



- 1 - very unlikely
- 2
- 3
- 4
- 5 - very likely
- don't know

poland
77%

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

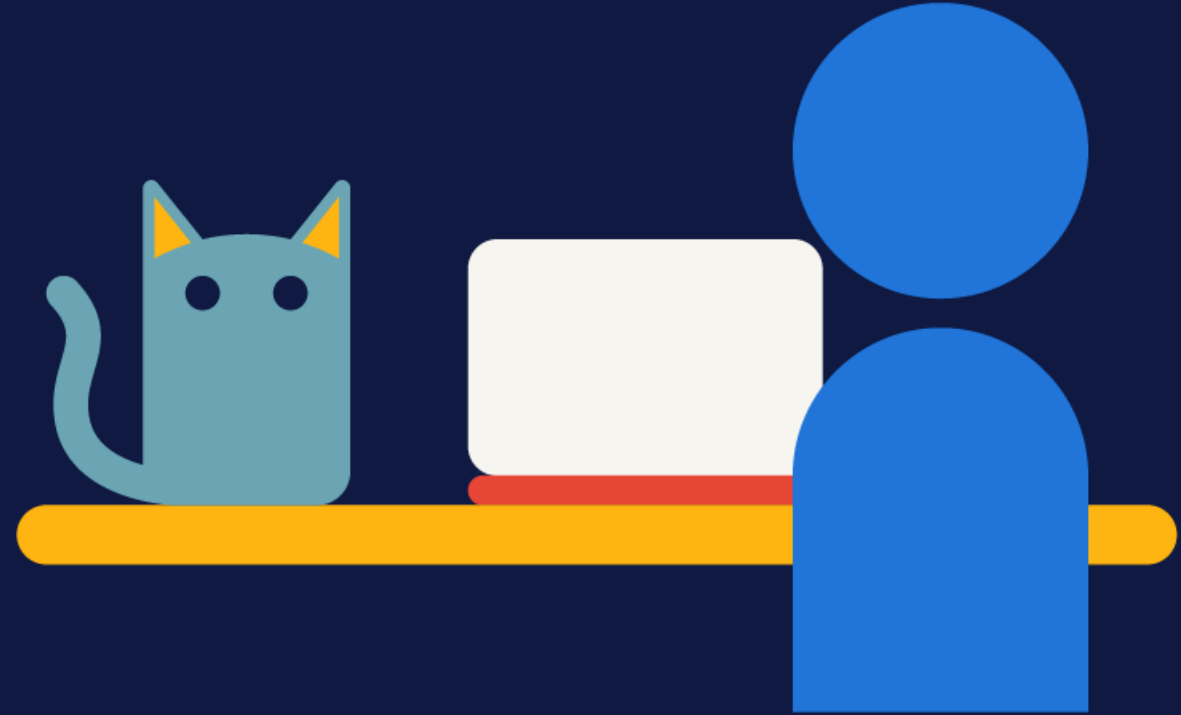
This applies somewhat less to the lower-educated (71%) and to 55+ yo (70%). The same applies to males who are slightly less inclined to stay compared to females (76% vs 78%).

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 significantly less compared to that of Poland (65% vs 77%). When looking at the average higher-educated European, the likelihood to stay if offered is lower than the average of Poland (68% vs 78%).

work-life balance



in the face of crisis situations

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...

Poland



Europe



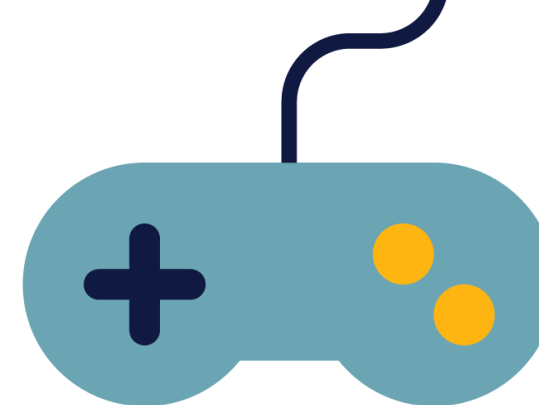
The possibility of working flexible hours is the proposal that Polish employees care most about, to facilitate the balance between professional and private life (47%). This is mainly considered by women (50%), people aged 18-24 (58%) and people with higher education (50%).

In second place are factors related to well-being and mental health. Women (42%), those with a high school education (42%) and those representing the extreme age groups (18-24: 46%, 55+: 48%) mainly care about such support. Remuneration beyond the basic salary, career development, employee benefits and salary protection ranked third.

Employees would like their employer to offer an average of 3 to 4 opportunities to support their mental health. This number also depends on the age of the employee (the younger the employee, the more benefits they would like to receive), gender - women have higher expectations than men, and education (those with a high or high education would like to receive more opportunities than those with less education).

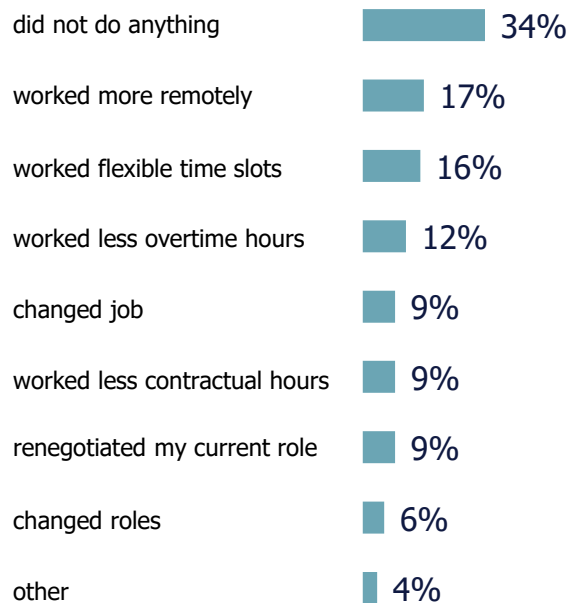
In Europe, similarly as in Poland, the first place in terms of activities to be undertaken by the employer in support of work-life balance is the introduction of flexible working time, the second place is given to salary supplements, and the third place to protection and fair compensation system.

employee personal actions to improve work-life balance.

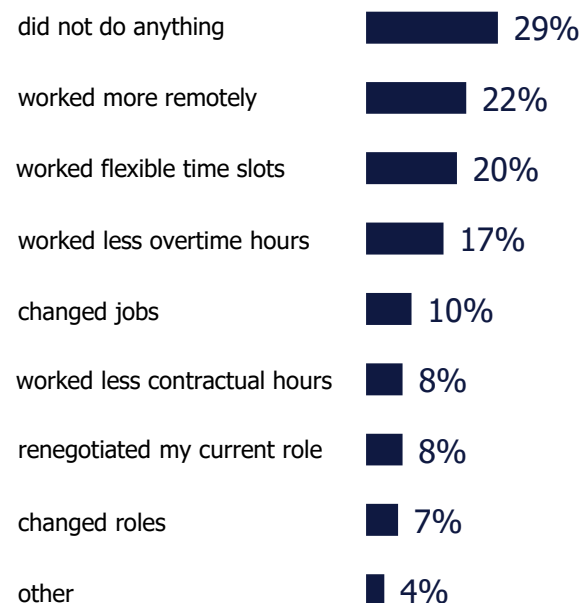


What have you done, if anything, to improve your work-life balance? I...

Poland



Europe



On average, Polish workers took less than one action to improve their work-life balance, with as many as 34% of workers taking no action. The older the employee, the more often they took no action.

Among employees who did take action, the most popular solutions were more remote work (17%) - mostly by those with a college degree (21%) - and flexible work hours (16%).

Working less overtime is an action taken more often by men (14%) than by women. The youngest age bracket, 18-24, was relatively likely to change jobs to one that would provide a more appropriate balance (18%).

Relative to data from Poland, the situation in Europe is very similar. The largest percentage of people (29%) do nothing to take care of work-life balance. In second place is more frequent remote working (22%), and in third place flexible working (20%).

the most attractive
employers in Poland



2022.

ranking of the best employers in Poland.

top 10 employers 2022

- 01 **Volvo Polska Sp. z o.o.**
 - 02 **Fujitsu Technology Solutions Sp. z o.o.**
 - 03 **ABB Sp. z o.o.**
 - 04 KGHM Polska Miedź SA
 - 05 BSH Sprzęt Gospodarstwa Domowego Sp. z o.o.
 - 06 Toyota Motor Manufacturing Poland Sp. z o.o.
 - 07 Polska Spółka Gazownictwa Sp. z o.o.
 - 08 EMC Instytut Medyczny S.A.
 - 09 LS Airport Services SA
 - 10 Signify Sp. z o.o. (former: Philips)
-



what aspects of employment (employer brand EVP values) are related to the 5 most attractive employers in Poland?

top 5 most attractive employers of 2022.	1	2	3
1 Volvo Polska Sp. z o.o.	financially healthy	very good reputation	attractive salary & benefits
2 Fujitsu Technology Solutions Sp. z o.o.	financially healthy	career progression	offers interesting job content
3 ABB Sp. z o.o.	financially healthy	job security	very good reputation
4 KGHM Polska Miedź SA	financially healthy	attractive salary & benefits	job security
5 BSH Sprzet Gospodarstwa Domowego Sp. z o.o.	financially healthy	job security	very good reputation



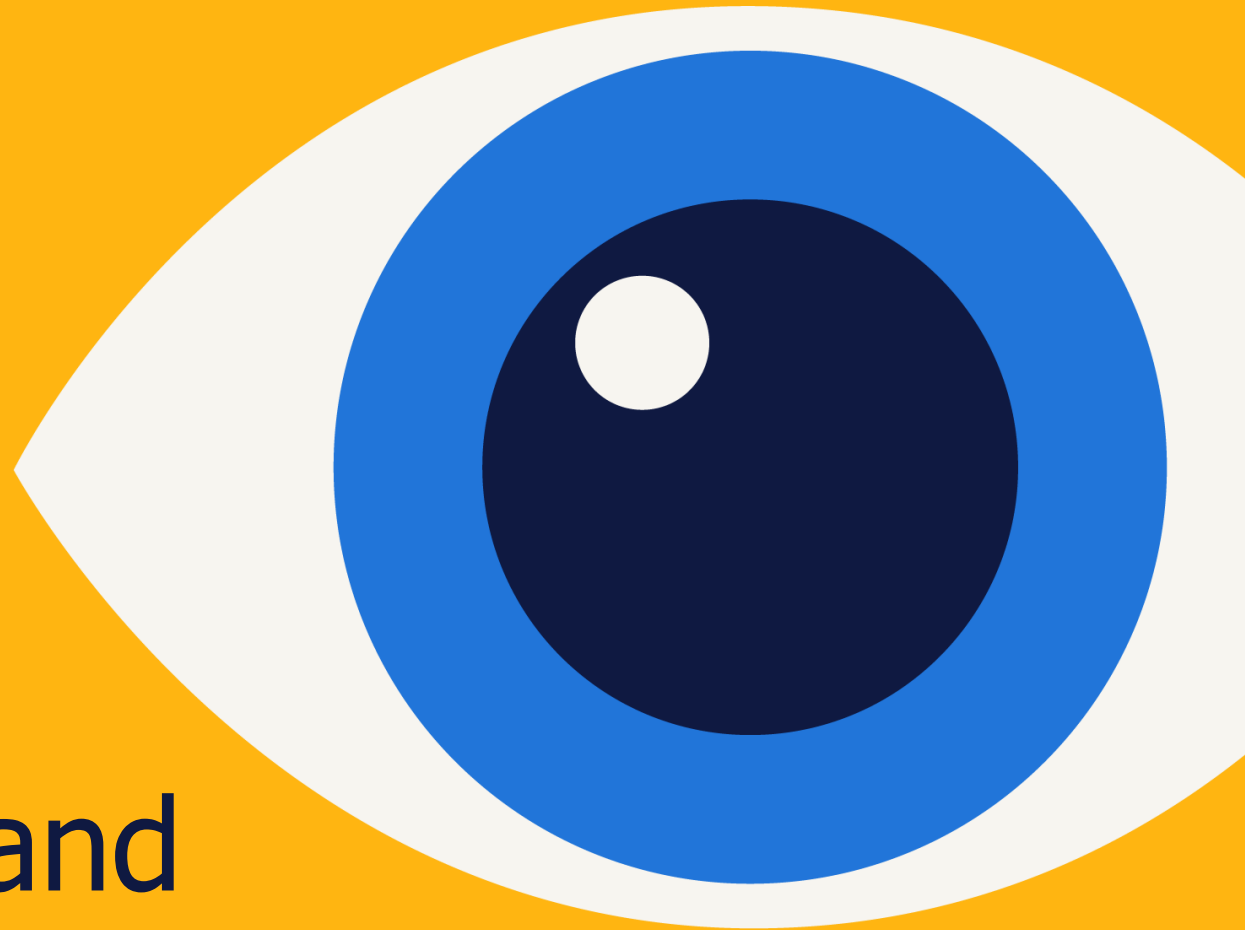
poland's top employers by EVP driver.

EVP driver	1	2	3
attractive salary & benefits	KGHM Polska Miedź SA	Volvo Polska Sp. z o.o.	Volkswagen Poznan Sp. z o.o.
pleasant work atmosphere	EMC Instytut Medyczny S.A.	ABB Sp. z o.o.	Eko Okna S.A.
job security	Polska Spółka Gazownictwa Sp. z o.o.	KGHM Polska Miedz SA	Hutchinson Poland Sp. z o.o.
career progression	Fujitsu Technology Solutions Sp. z o.o.	Capgemini Polska Sp. z o.o.	EMC Instytut Medyczny S.A.
work-life balance	Eko Okna S.A.	ZF Group	Morpol Sp z o.o.
financially healthy	Polski Koncern Naftowy Orlen S.A.	Volvo Polska Sp. z o.o.	Amazon Fulfillment Poland
very good reputation	Volvo Polska Sp. z o.o.	Toyota Motor Manufacturing Poland Sp. z o.o.	Volkswagen Poznan Sp. z o.o.
possibility to work remotely	Comarch S.A.	Capgemini Polska Sp. z o.o.	PZU S.A.
offers interesting job content	Fujitsu Technology Solutions Sp. z o.o.	ABB Sp. z o.o.	Volvo Polska Sp. z o.o.
gives back to society	EMC Instytut Medyczny S.A.	Eko Okna S.A.	Ikea Retail



the most
attractive sectors

in Poland



employer's attractiveness and brand awareness

what does it mean for the employer's brand?



high awareness

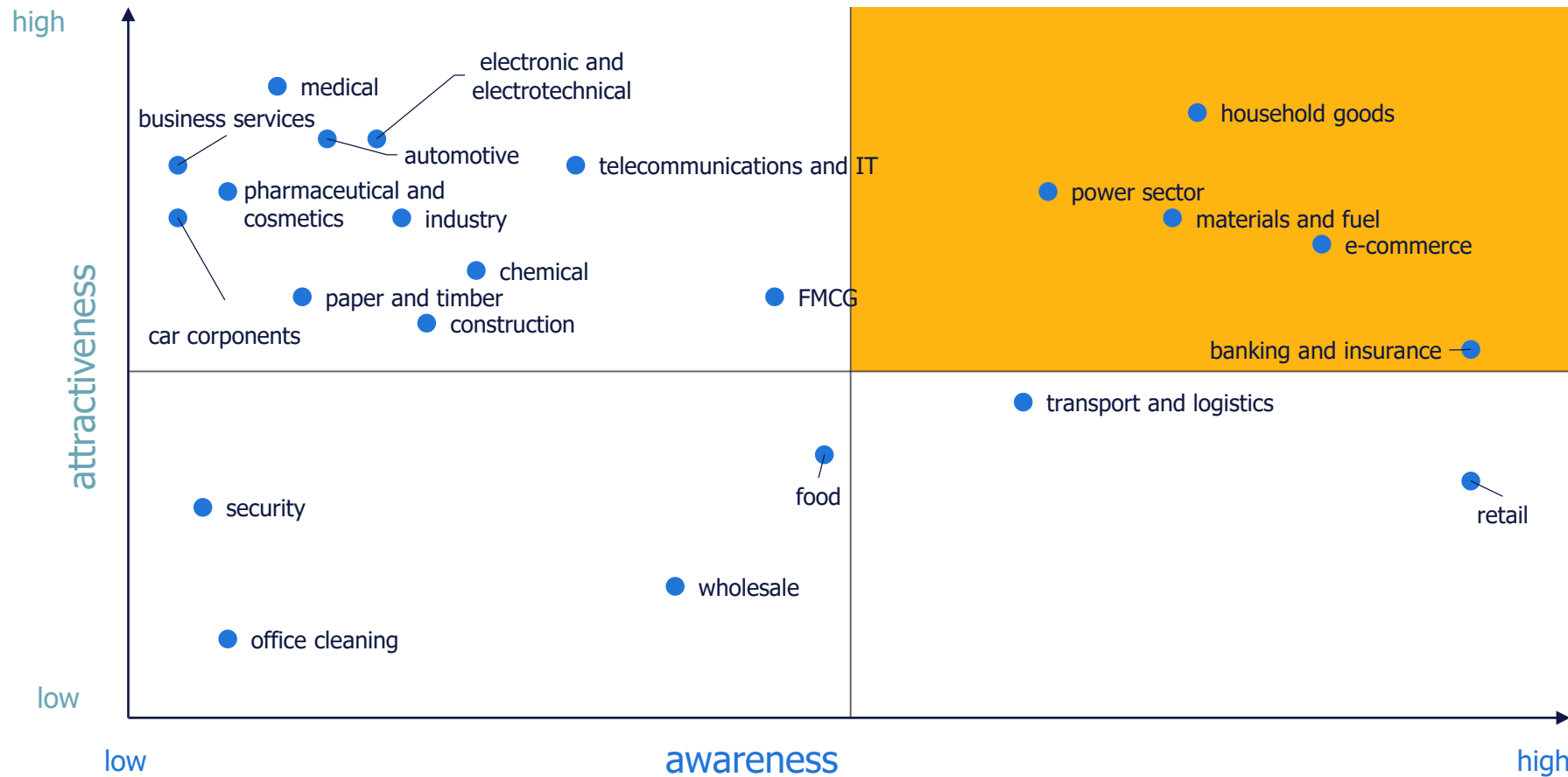
Having a high awareness means that employers in the sector are widely known.

high attractiveness

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



what do Poles think about individual sectors awareness and attractiveness assessment.



the three most attractive industries in Poland 2022:

- 01 medical
- 02 household goods
- 03 automotive and electronic and electrotechnical

the three most attractive industries in Poland 2021:

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



poland's best performing companies by sector.

1/3

top 3 companies

sector	1	2	3
01 medical	EMC Instytut Medyczny S.A.	Lux Med Sp. z o.o.	
02 business services	Fujitsu Technology Solutions Sp. z o.o.	BSH Sprzęt Gospodarstwa Domowego Sp. z o.o.	Capgemini Polska Sp. z o.o.
03 automotive	Volvo Polska Sp. z o.o.	Toyota Motor Manufacturing Poland Sp. z o.o.	Volkswagen Poznań Sp. z o.o.
04 household goods	BSH Sprzęt Gospodarstwa Domowego Sp. z o.o.	Whirlpool Company Polska Sp. z o.o.	Electrolux Poland Sp. z o.o.
05 pharmaceutical and cosmetics	Grupa TZMO	Neuca S.A.	ZF Polpharma S.A.
06 materials and fuel	KGHM Polska Miedź SA	Polska Spółka Gazownictwa Sp. z o.o.	Polski Koncern Naftowy Orlen S.A.
07 power sector	Operator Gazociągów Przesyłowych Gaz System S.A.	PGE Polska Grupa Energetyczna S.A.	PGNiG SA
08 telecommunications and it	Fujitsu Technology Solutions Sp. z o.o.	Atos Poland Global Services	Asseco Poland S.A.
09 manufacturing	Volvo Polska Sp. z o.o.	ABB Sp. z o.o.	BSH Sprzęt Gospodarstwa Domowego Sp. z o.o.
10 chemical	Synthos S.A.	Ciech S.A.	Grupa Azoty S.A.



poland's best performing companies by sector.

2/3

top 3 companies

sector	1	2	3
11 electronic and electrotechnical	ABB Sp. z o.o.	Tele-fonika Kable S.A.	Euro Net Sp. z o.o.
12 car components	LG Chem Wrocław Energy Sp. z o.o.	Opel Manufacturing Poland Sp. z o.o.	Pojazdy Szynowe Pesa Bydgoszcz S.A.
13 FMCG	Mondelez Polska	Procter & Gamble	Grupa TZMO
14 e-commerce	Ikea Retail	Amazon Fulfillment Poland	
15 paper and timber	Ikea Industry Poland Sp. z o.o.	Nowy Styl Sp. z o.o.	Fabryki Mebli Forte S.A.
16 construction	Grupa Strabag Sp. z o.o.	Skanska S.A.	Multiserwis Sp. z o.o.
17 transport and logistics	LS Airport Services SA	Fm Polska Sp. z o.o.	PKP Cargo S.A.
18 banking and insurance	mBank S.A.	PZU S.A.	ING Bank Śląski S.A.
19 retail	Ikea Retail	H&M Hennes & Mauritz Sp. z o.o.	LPP
20 food	Nestle Polska S.A.	Maspex Wadowice Group	Danone



poland's best performing companies by sector.

3/3

top 3 companies

sector	1	2	3
21 wholesale	PPHU Specjał Sp. z o.o.	Eurocash S.A.	Transgourmet Polska Sp. z o.o. (former Selgros)
22 security	Ekotrade Sp. z o.o.	G4S Security SP z o.o.	Konsalnet Ochrona Sp. z o.o.
23 office cleaning	Impel Cleaning SP z o.o.		



Contact us to receive a Randstad Employer Brand Research **individual quotation** for your company



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,

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E ewa.wawszczak@randstad.pl



stand out in the job
market as an attractive
employer.

contact us for a quote on a customized
Randstad Employer Brand Research 2022.

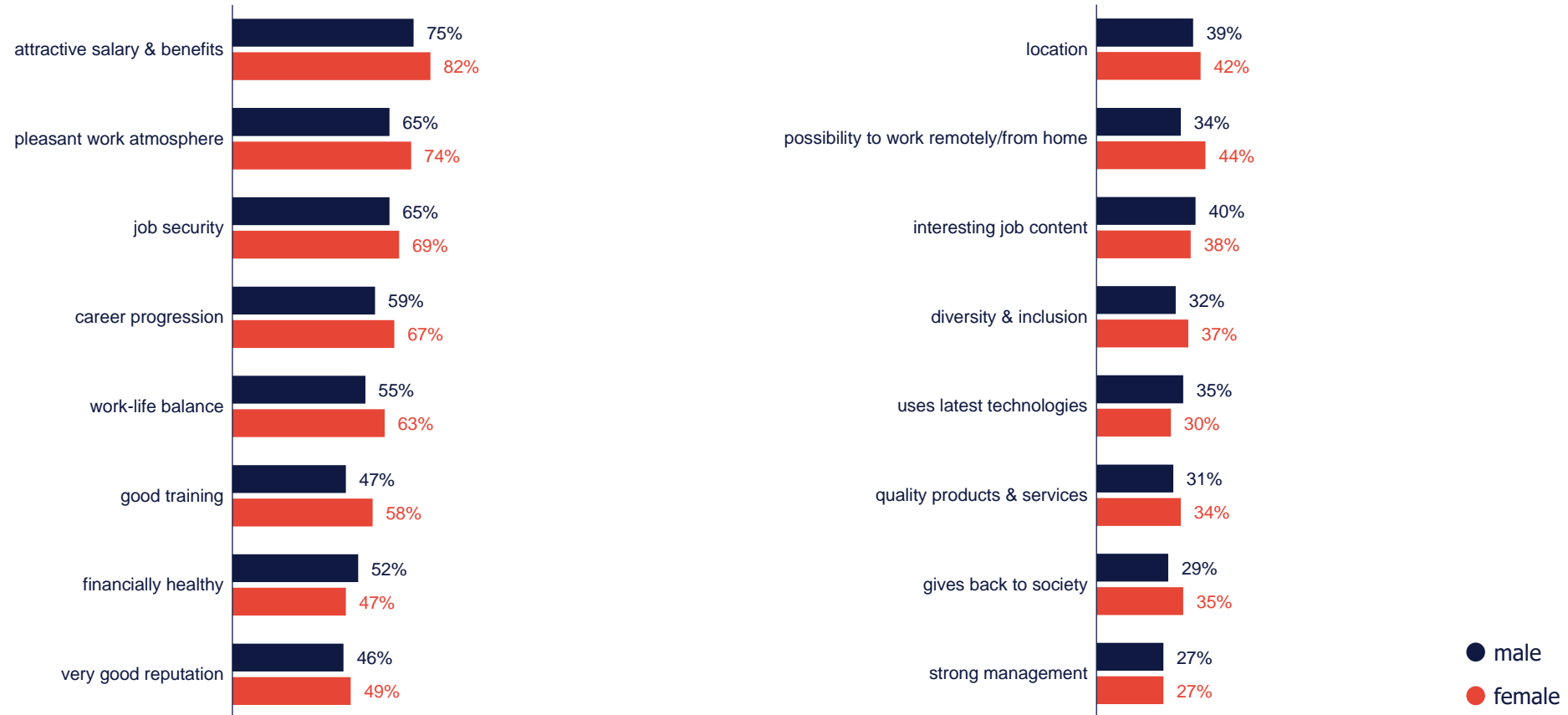


appendix

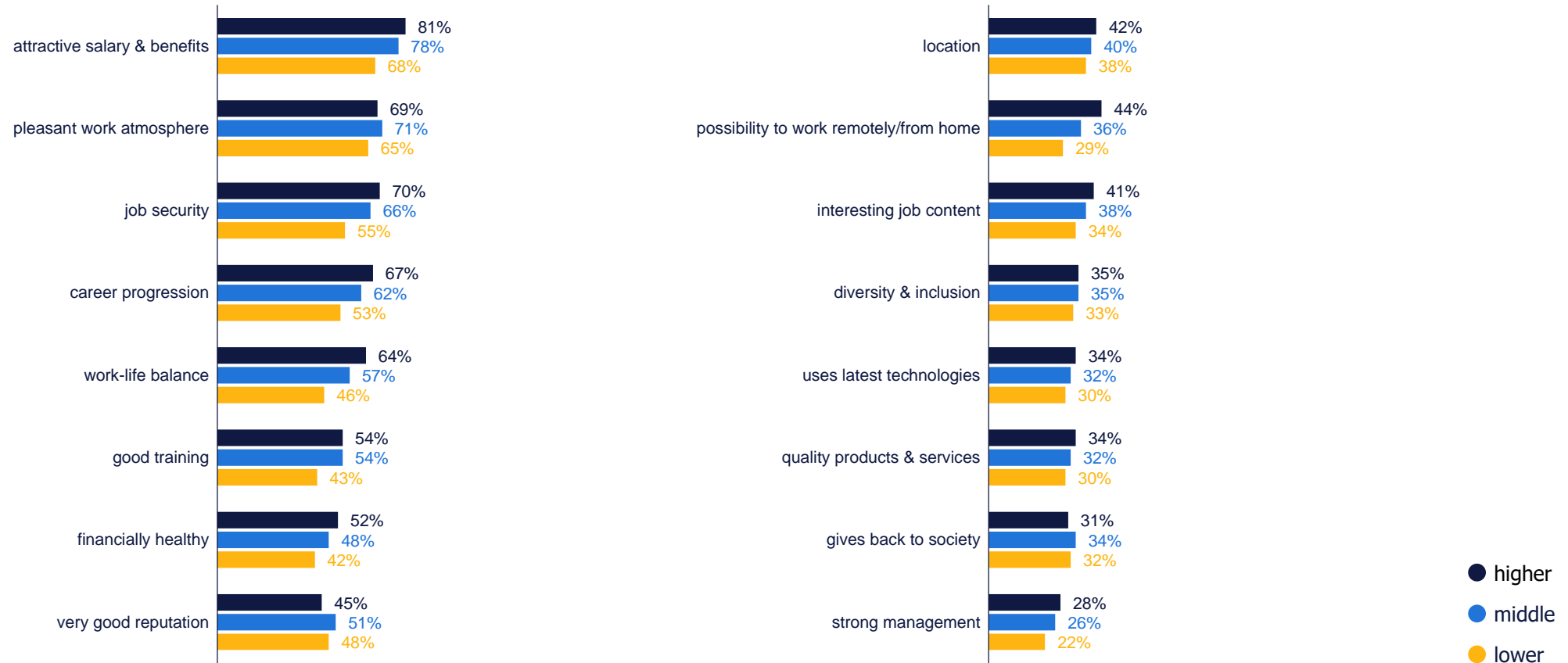
deep dive
EVP drivers.



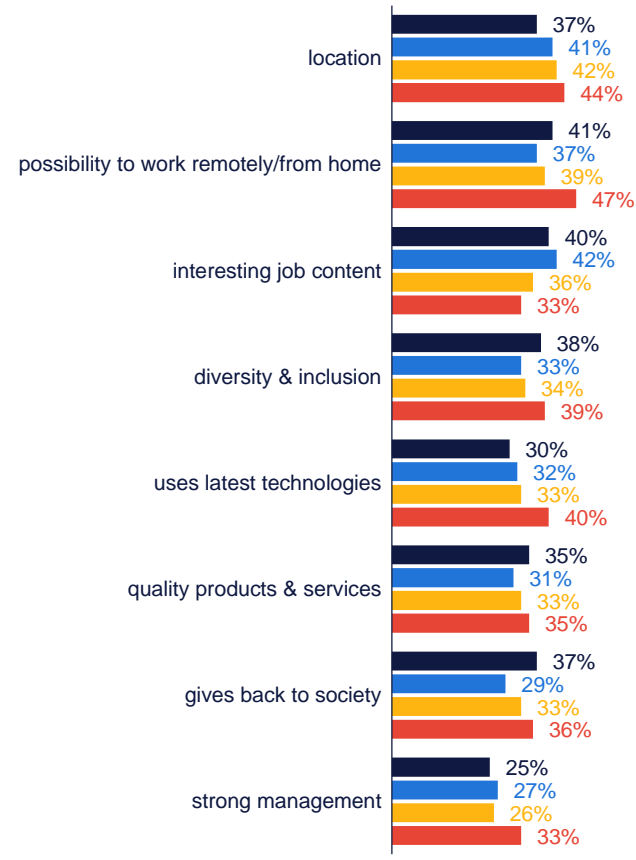
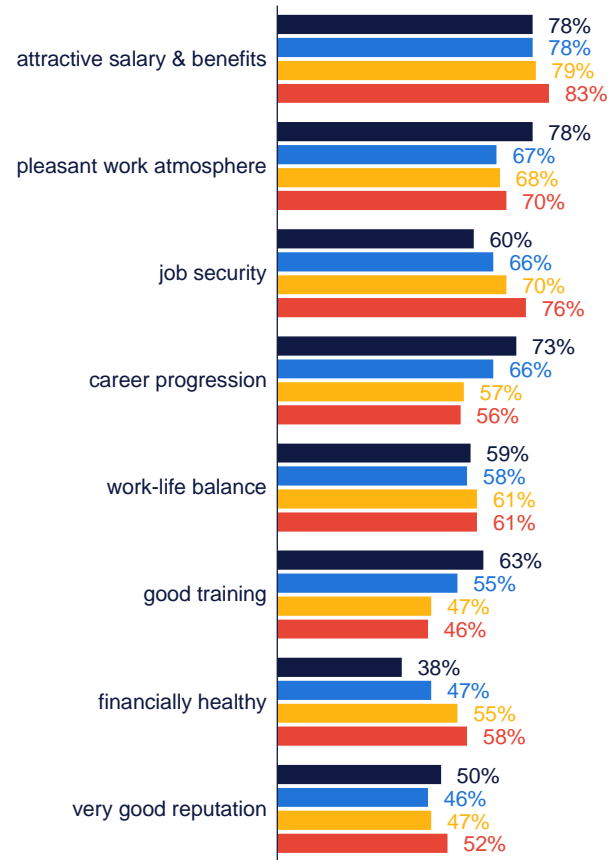
EVP driver importance by gender.



EVP driver importance by education.



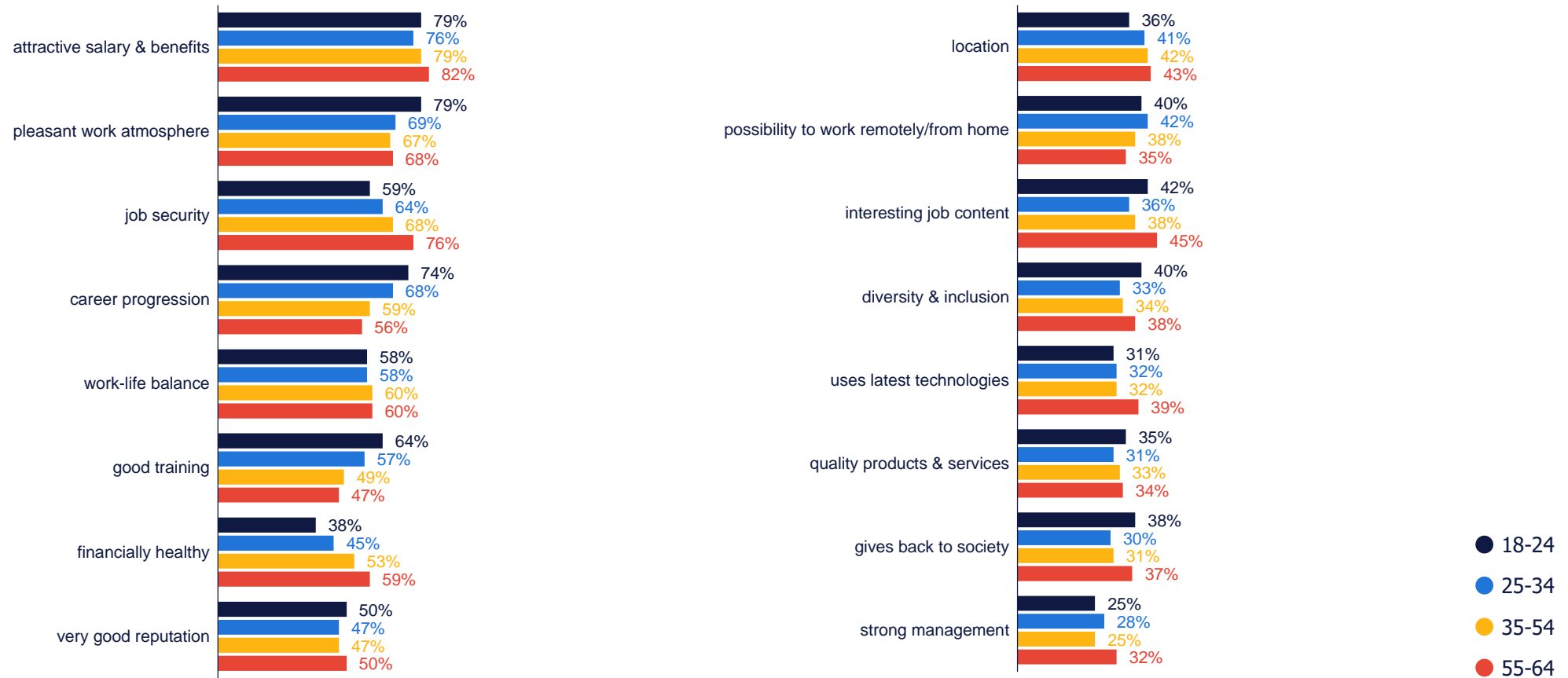
EVP driver importance by generation.



- gen Z (18-25)
- millennials (26-41)
- gen X (42-57)
- boomers (58-64)



EVP driver importance by age.



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human forward.

