

May 2024

employer brand research 2024

country report - Hungary

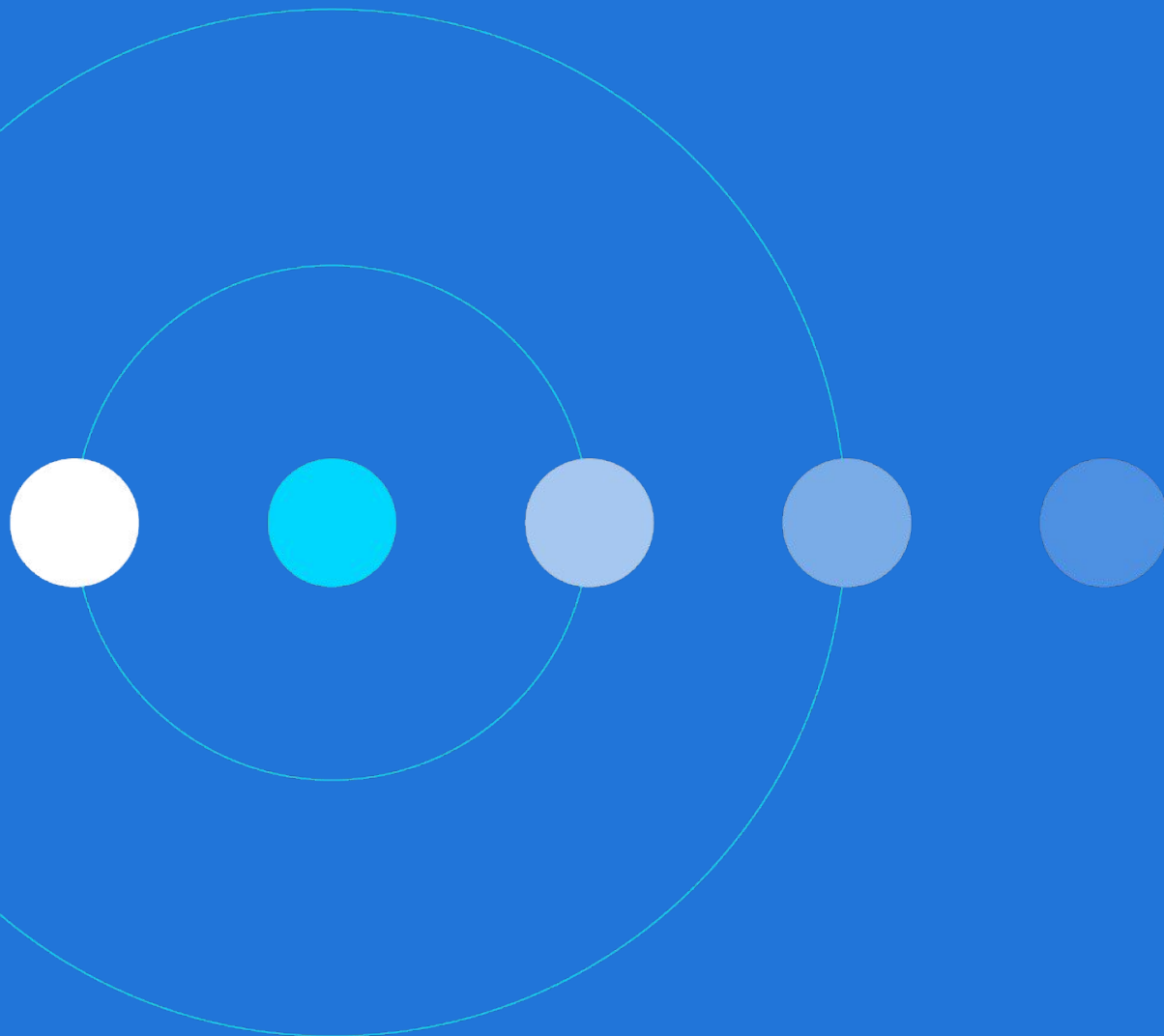
sales offer for a deeper
analysis of national data



randstad



partner for talent.



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why should you invest in the detailed data of our employer brand research?

Workers' job preferences and motivations show different results for different target groups.



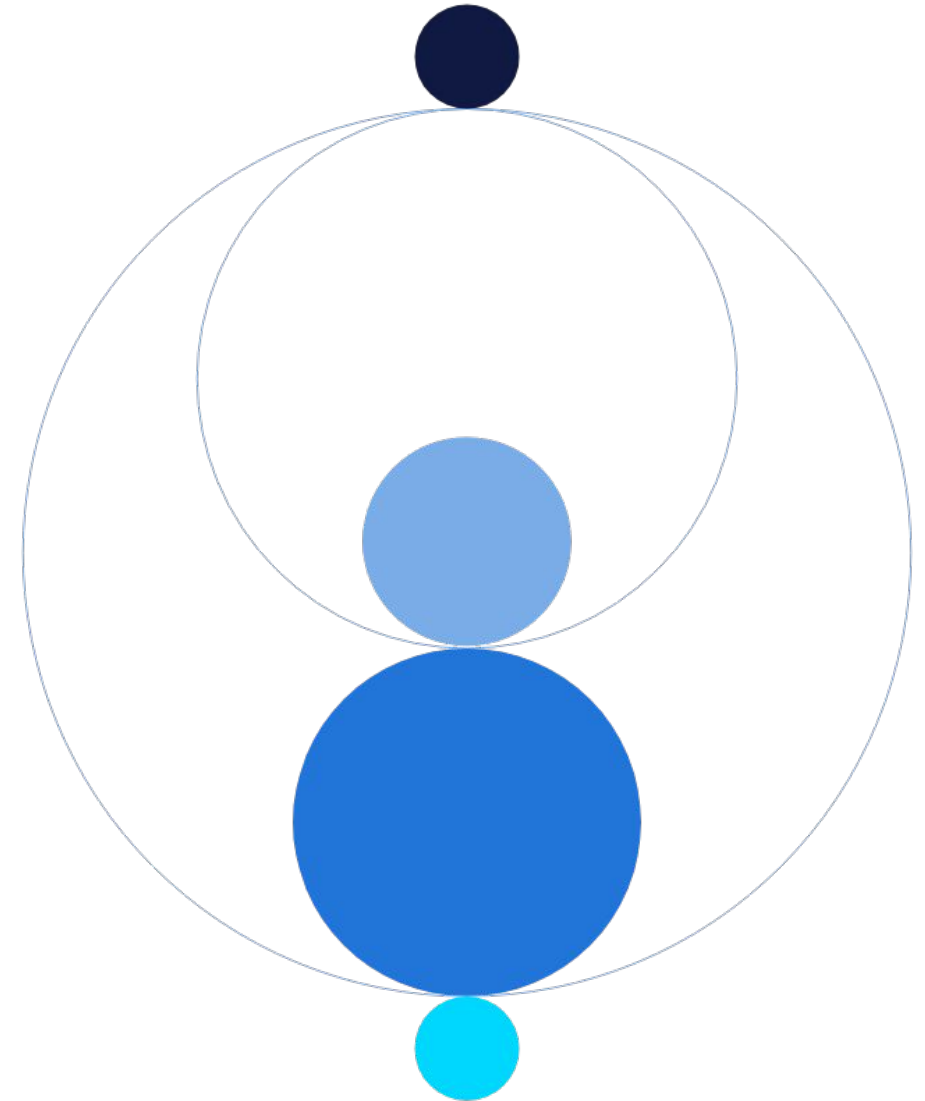
tangible return on investment

Employer branding is more than just attracting and retaining talent.

A company with a team of motivated employees, who can identify with the brand promise, **will find it easier to overcome difficult times**, or to survive if necessary.

At the same time, regular fine-tuning of the EVPs and differentiation between target groups is very important, as **employee expectations are constantly evolving in line with economic and social changes**.

That's where **Randstad Employer Brand Research**, the world's most comprehensive independent employer brand research, **can help you**.



introduction of our research.

globally and in Hungary



what is the randstad employer brand research?

- A representative employer brand research based on perceptions of the general audience. Optimizing 24 years of successful employer branding insights.
- An independent survey with nearly 173,000 respondents and 6,084 companies surveyed worldwide.
- Provides valuable insights to help employers shape their employer brand.

173,000
respondents
worldwide



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

fieldwork

- online interviews
- january 2024

length of interview

- 14 minutes



argentina
australia
austria
belgium
brazil
canada
china

czech republic
france
germany
greece
hong kong SAR
hungary
india

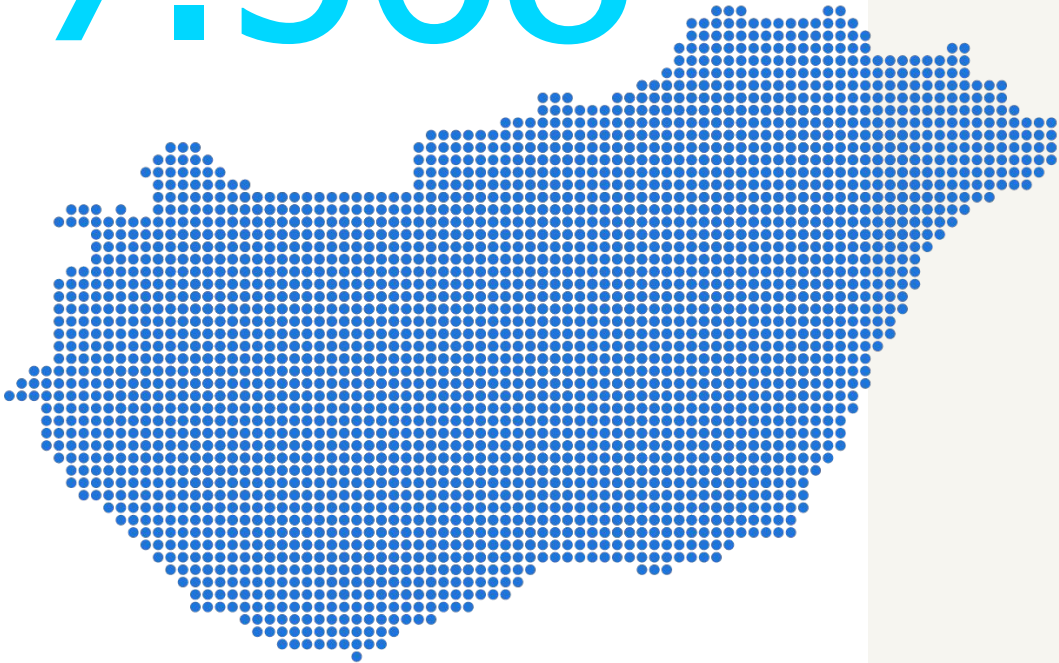
italy
japan
luxembourg
malaysia
mexico
the netherlands
new zealand

norway
poland
portugal
romania
singapore
spain
sweden

switzerland
united kingdom
united states
uruguay

respondents in Hungary

7.568

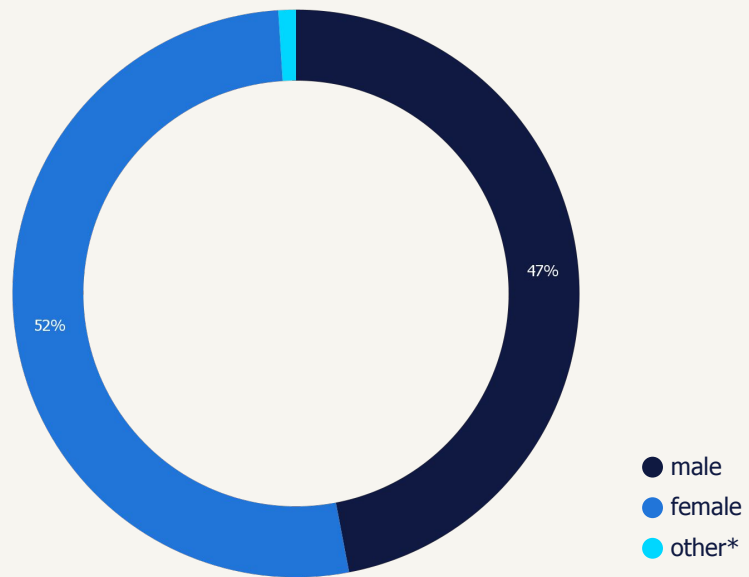


deep dive - Hungary.

- For 11 years, this research has been providing valuable insights to help Hungarian employers shape their employer brand.
- Hungarian sample size: 7.568 respondents
 - aged 18 to retirement age
 - representative on gender
 - overrepresentation of age 25 – 44
 - comprised of students, employed and unemployed workforce
- For this research, Randstad partners with Kantar, one of the world's largest insight, information and consultancy networks.

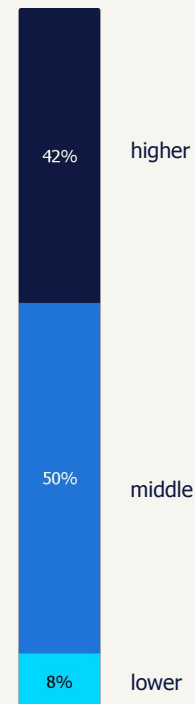
sample composition Hungary. socio-demographics, education, region

gender

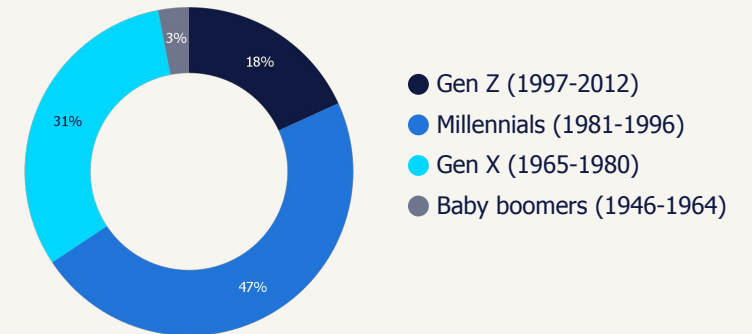


* other is comprised of non-binary, intersex, transgender man, transgender woman, gender non-conforming, gender fluid, other gender identities not listed above and people who prefer not to answer the question

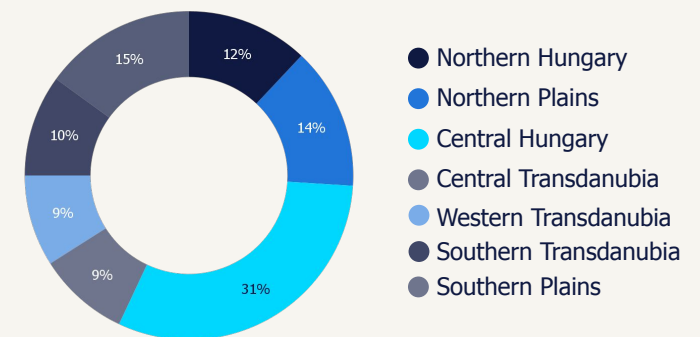
education



generation



region



detailed content of the study.

On the following slides, we present the main topics covered in our research this year.

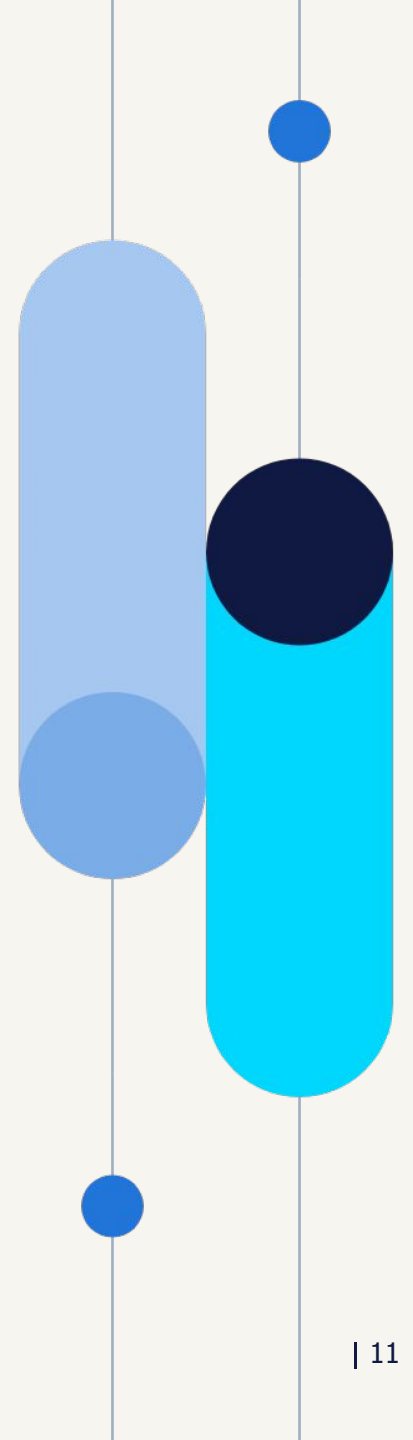




evaluation of the most important drivers when choosing an employer

set of EVP drivers (employee value proposition)

- is financially healthy
- offers interesting job content
- has a very good reputation
- offers long-term job security
- offers career progression opportunities
- cares for the environment & gives back to society
- its physical location is conveniently located
- fosters a pleasant work atmosphere
- supports a good work-life balance
- provides attractive salary & benefits





job change

- job change
 - in the past 6 month
 - plans for the next 6 month
- job search channels
 - used to look for a job
 - used previously to find a job
 - job boards
 - social media channels
- why did you leave your job



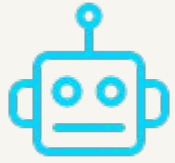
career progression and home office opportunities offered by employer

- reskilling opportunities
- development opportunities
- home office



financials

- salary expectations for 2024
- financial support from employers



expectations towards AI

- current usage of AI
- expectations on job impact
- impact on job satisfaction



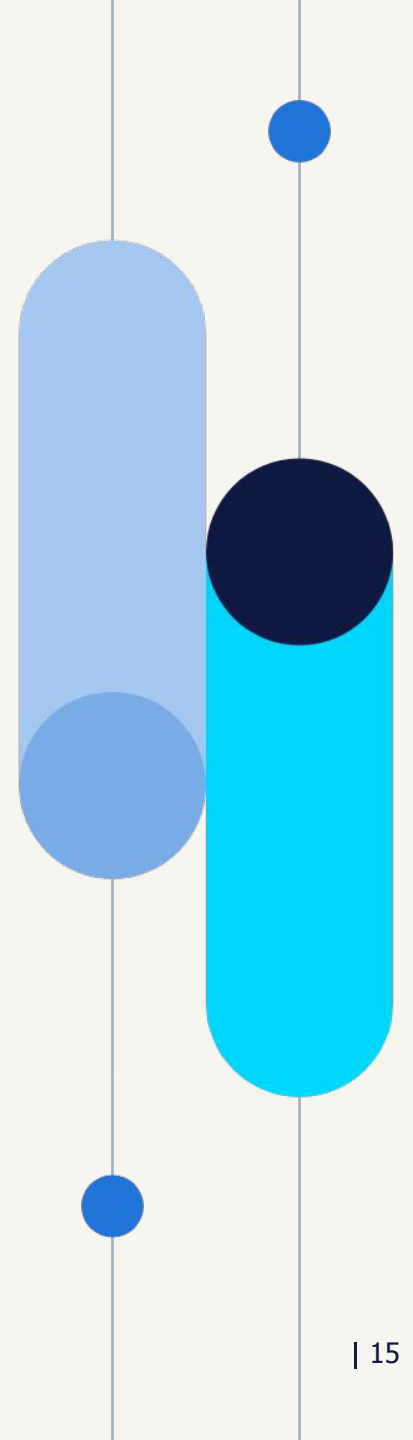
mobility for a better job

- willingness to relocate
- willingness to work abroad
- order of preference of foreign countries



equity

- belonging to minority
- being valued by the employer
- fair decisions in career advancement
- obstacles experienced
- best opportunity goes to the best performers
- equal pay for equal work
- fair decisions in reskilling and upskilling



analysis options.

The answers to specific questions can be analysed by applying different demographic filters in the research dashboard.



#6 filtering options by*

Deeper analysis by demographic filters help to formulate employer brand promises tailored to different employee target groups.

01 gender

02 education

03 age groups

04
generations

05 regions

06 county

* the filtering conditions cannot be combined

our offer.

This year, for the first time, you have the opportunity to buy an individual report from the national data.



450,000 HUF

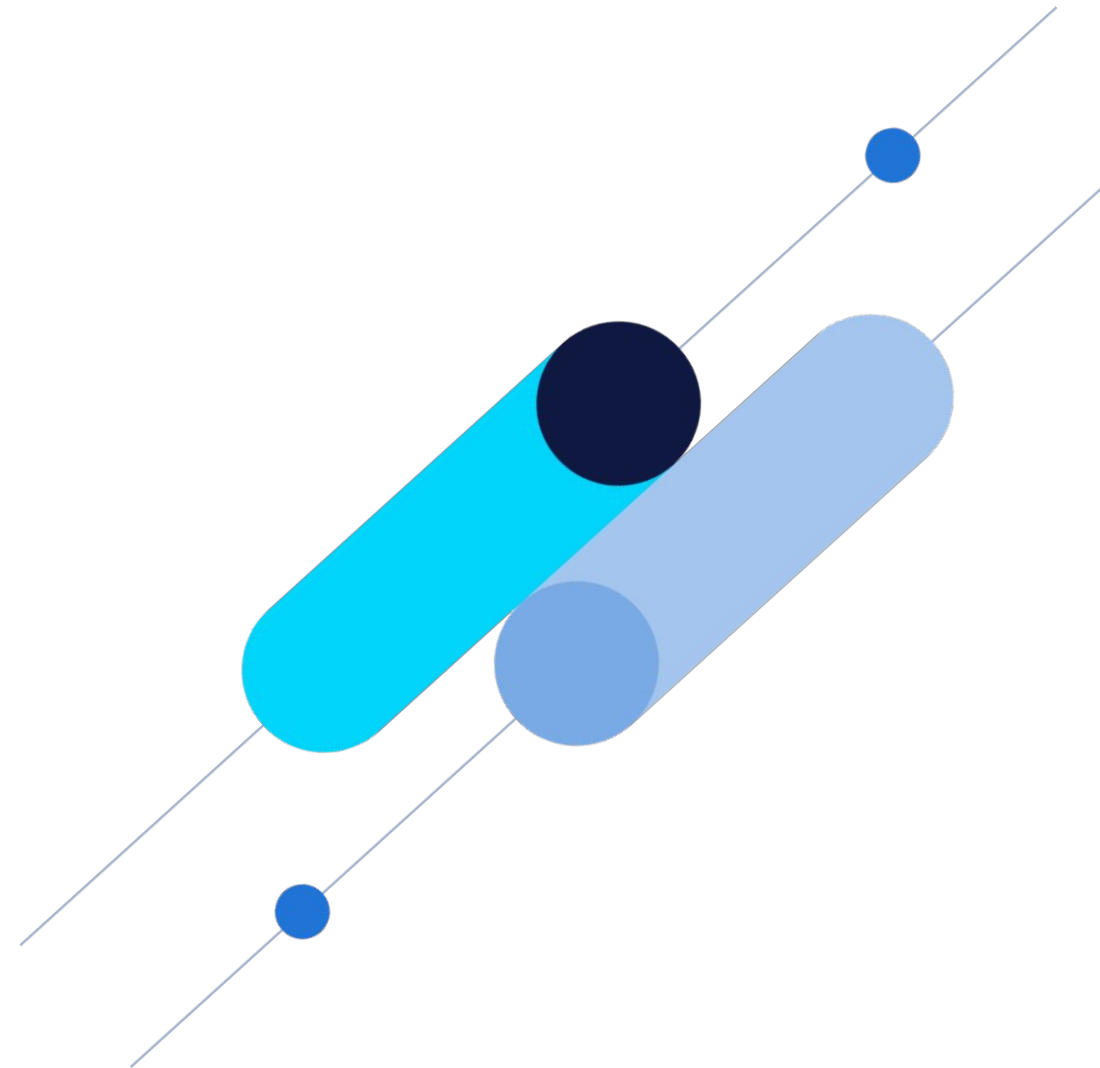
report with presentation, unlimited use of demographic filters

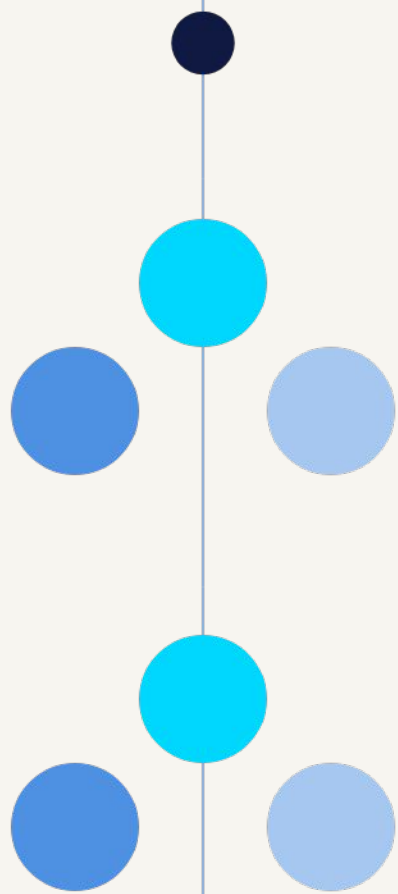
Our research has many valuable but complex insights so we'd love to walk you through the report while showing you the data board, share our professional recommendations and answer any questions you might have.

250,000 HUF

report without presentation, by pre-defining 3 filters

If you wish to purchase the research in a report format only, we will prepare the analysis for you applying the 3 filters of your choice.





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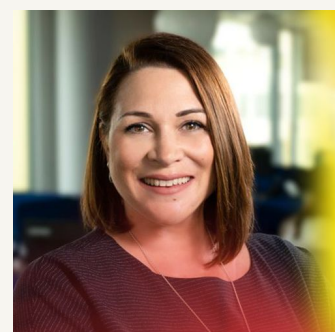


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let's talk.



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