

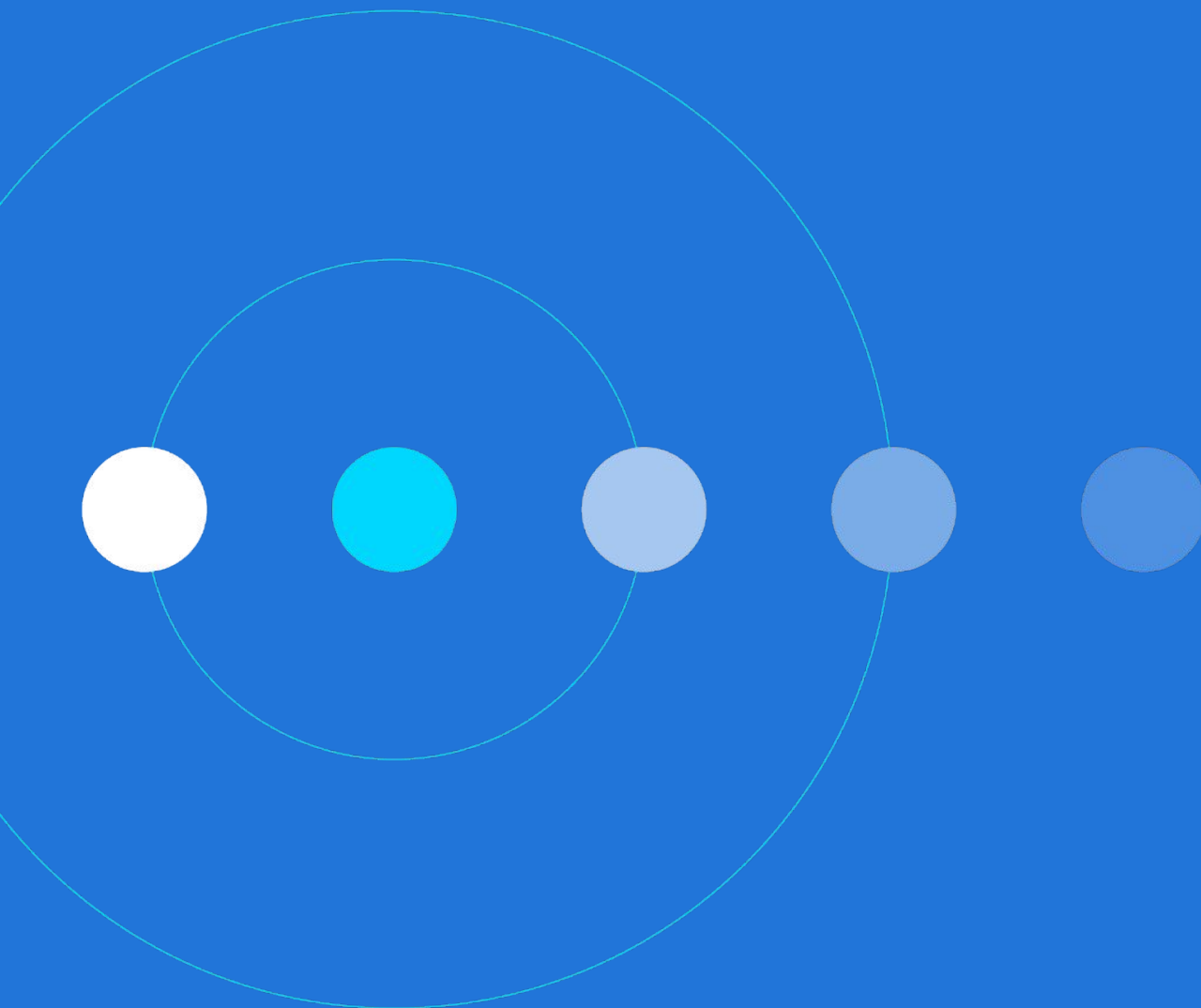
april 2024

usa.

country report employer
brand research 2024



partner for talent.



- 3 introduction
- 10 key drivers
- 13 top employers
- 19 job-switching behavior
- 28 annual topics: equity and AI

introduction.



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.
- 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.

173,000
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

- usa, 5061



argentina
australia
austria
belgium
brazil
canada
china

czech republic
france
germany
greece
hong kong SAR
hungary
india

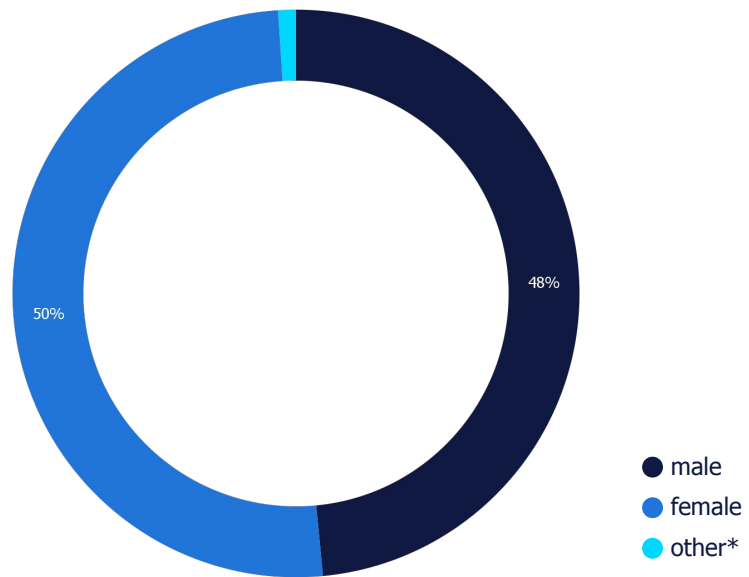
italy
japan
luxembourg
malaysia
mexico
the netherlands
new zealand

norway
poland
portugal
romania
singapore
spain
sweden

switzerland
united kingdom
united states
uruguay

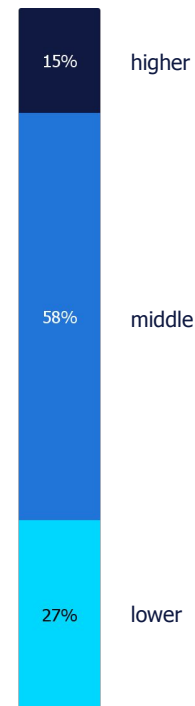
sample composition in the us. socio-demographics, education, region

gender

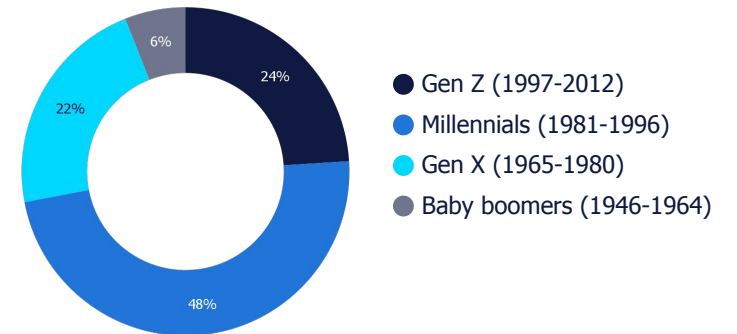


* other is comprised of non-binary, intersex, transgender man, transgender woman, gender non-conforming, gender fluid, other gender identities not listed above and people who prefer not to answer the question

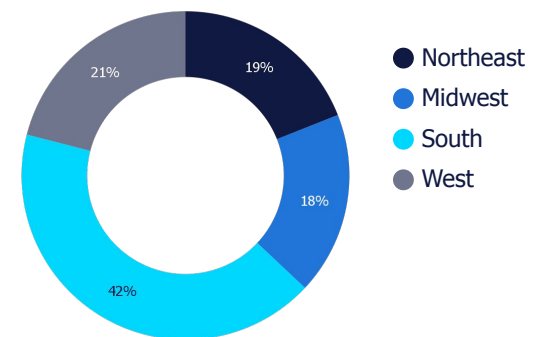
education



age



region



executive summary: key takeaways.



evp drivers

The preferences of employees have undergone a shift compared to previous years. While attractive salary and work-life balance shared the top position last year, attractive salary has reclaimed its lead this year. Notably, equity emerges as a new addition to the top 5 ranking, replacing strong management as a top driver.

Despite perceived disparities between the rankings of the current employer and ideal employer profile, employers generally perform well across the top 5 drivers, with approximately two-thirds of the workforce feeling that their employers meet their expectations. With this said, disparities exist regarding attractive salary and benefits for women and older generations, particularly Baby Boomers. This discrepancy may be influenced by the fact that these demographics were less likely to receive any form of compensation.

With this said, top companies perform well in different drivers, stressing the need for a nuanced approach to strengthen attractiveness and cater to the diverse preferences of the workforce.



job switching

there has been a noticeable upward trend in job switching among American workers, with a 2% rise in those securing new positions and a 3% uptick in individuals planning to do so within the first six months of 2024.

Improving work-life balance remains the main concern across all generations. However, too low compensation comes close and is particularly important among females. This highlights the evolving dynamics of job preferences across different generations and underscores the need for employers to tailor their recruitment and retention strategies accordingly.

Additionally, those who feel their expectations are not met regarding development opportunities are more inclined to leave an employer than those who have their expectations met. This highlights the critical importance of addressing employee development needs to enhance retention rates and overall workforce satisfaction in the US.

executive summary: key takeaways.



equity

Current employers demonstrate satisfactory performance across all equity drivers, a crucial aspect given the prominence of equity in the ideal employer profile. Younger generations tend to rate their current employer more favourably in terms of equity, while older generations, particular Boomers express the least satisfaction.

About half of American 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. This is notably higher than in other markets, and therefore employers should take extra care of it.

While equity perceptions in the workplace are similar between minority and non-minority workers, minority individuals record frequently facing career obstacles due to their identity more than their peers.



artificial intelligence

AI is gaining traction in the American workplace, as 1 in 3 workers already claim to use it on a regular basis; it is even more prominent within the younger generations and the highly educated.

While only 6% of the workforce is already impacted by AI, the anticipation of its impact in the foreseeable future is increasingly more widespread. 72% of the workforce expect AI to affect their job at least in some way in the next 5 years, with this expectation particularly prevalent among the younger generations and the higher educated.

The expected influence of AI on their job satisfaction is predominantly positive. With Almost half of the workforce having a positive outlook on its impact, compared to only 9% expecting a negative influence. Those who currently use it regularly are overwhelmingly positive about it. This suggests a potential strategy for employers to leverage positive feedback from current users when introducing new AI applications, potentially aiding in persuading neutral parties of its benefits.

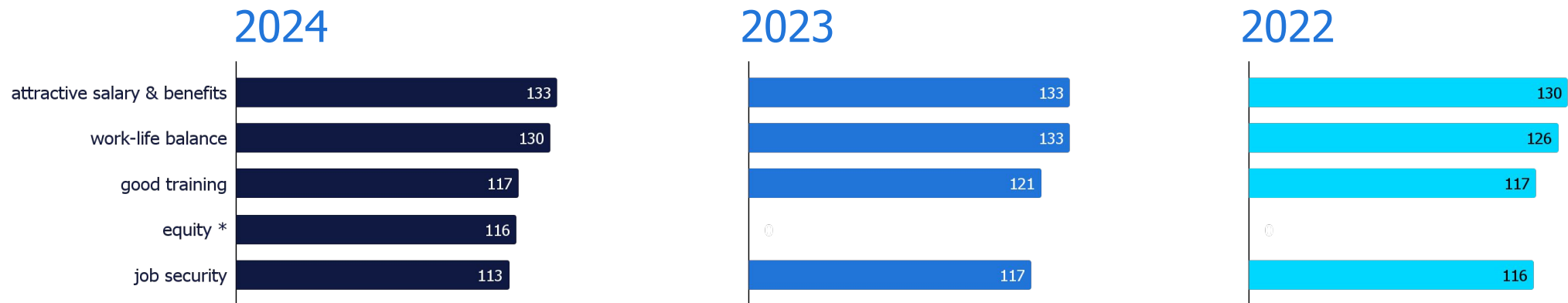
key drivers.



what potential employees want.

the 5 most important drivers when choosing an employer

Employee preferences have shifted this year, with attractive salary regaining the top position over work-life balance, which shared the lead last year. It is particularly important for the older generations (Gen-X/Baby Boomers) and those with a mid-level education. Equity, which is new to the research this year, secures fourth position and replaces strong management as a top driver. Notably, it's more important for women, Boomers and individuals with middle education levels.



*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 the us.

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. financially healthy
4. very good reputation
5. work-life balance
6. pleasant work atmosphere
7. interesting job content
8. attractive salary & benefits
9. career progression
10. gives back to society

profile of ideal employer

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

Salary and benefits remains the driver with the largest disparity

Though this driver is considered most important, barely half of American workers feel that their employer matches their expectations. Women are considerably less positive about this than men.

Millennials generally rate their current employer very favourable across almost all drivers, most noteworthy, job security (75%).

top employers and sector insights.



top employers to work for in usa.

2024

1. Cognizant Technology Solutions
2. Alphabet (Google)
3. Marsh & McLennan
4. General Dynamics Corporation
5. ABM Industries Incorporated
6. Northrop Grumman Corporation
7. Amazon
8. The Walt Disney Company
9. Archer Daniels Midland
10. Genuine Parts Company

2023

1. Becton Dickinson
2. Northrop Grumman Corporation
3. Apple
4. Amazon
5. Marsh & McLennan
6. Westrock Company
7. Cognizant Technology Solutions
8. Genuine Parts Company
9. CBRE Group
10. Community Health Systems, Inc.

2022

1. Marsh & McLennan
2. Apple
3. CBRE Group
4. Microsoft Corporation
5. ABM Industries Incorporated
6. The Walt Disney Company
7. Thermo Fisher Scientific
8. Nike
9. AECOM
10. Alphabet

top 3 EVP drivers of the top 5 companies.

There seems to be little consistency between the drivers across the top companies. This complexity highlights the diverse priorities and circumstances shaping perceptions of organizational strength and means companies may need to adopt a more nuanced approach when enhancing their strengths. The top priority for employees, attractive salary and benefits, appears as a driver in 4 out of 5 companies, underscoring its significance.

top companies

1. Cognizant Technology Solutions

2. Alphabet (Google)

3. Marsh & McLennan

4. General Dynamics Corporation

5. ABM Industries Incorporated

1.

financially healthy

financially healthy

long-term job security

attractive salary & benefits

work-life balance

2.

very good reputation

attractive salary & benefits

conveniently located

financially healthy

attractive salary & benefits

3.

attractive salary & benefits

interesting job content

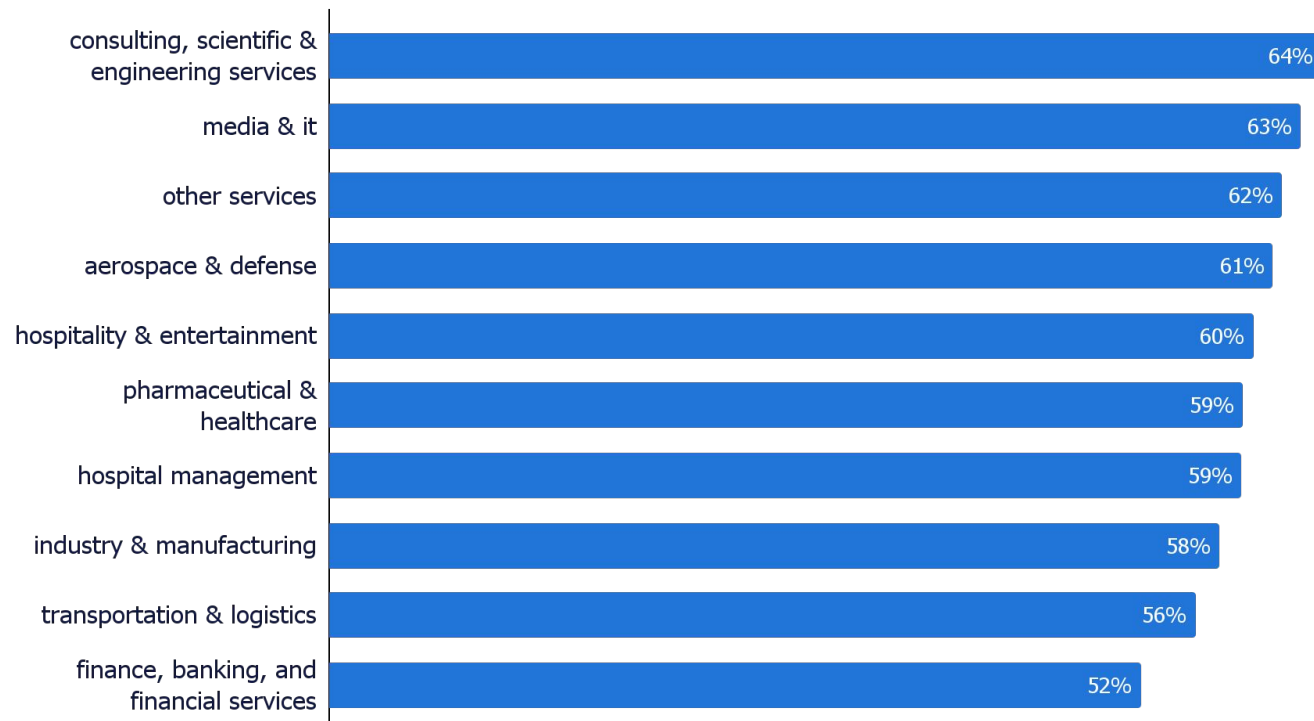
very good reputation

long-term job security

long-term job security

sector attractiveness.

top 10 best performing sectors



The consulting, scientific & engineering services industry is the most attractive sector to work for in the US.

However, none of the top 5 companies belong to this sector. The leading company, Cognizant Technology Solutions, operates within the media and IT sector.

The differences in attractiveness between all other sectors are small, which means that employers compete not only within their own sector but also with multiple others when it comes to attracting talent.

top 3 performing companies by top 10 sectors.

sector

1. consulting, scientific & engineering services
2. media & it
3. other services
4. aerospace & defense
5. hospitality & entertainment
6. pharmaceutical & healthcare
7. hospital management
8. industry & manufacturing
9. transportation & logistics
10. finance, banking, and financial services

1.

- Interpublic Group
- Cognizant Technology Solutions
- Marsh & McLennan
- General Dynamics Corporation
- Caesars Entertainment
- Amerisource Bergen
- Tenet Healthcare Corporation
- Jabil
- GXO Logistics
- Truist Financial

2.

- Fluor
- DXC Technology
- Conduent
- Northrop Grumman Corporation
- Marriott International, Inc.
- Becton Dickinson
- HCA Holdings, Inc.
- Parker-Hannifin
- Archer Daniels Midland
- Fidelity National Information Services

3.

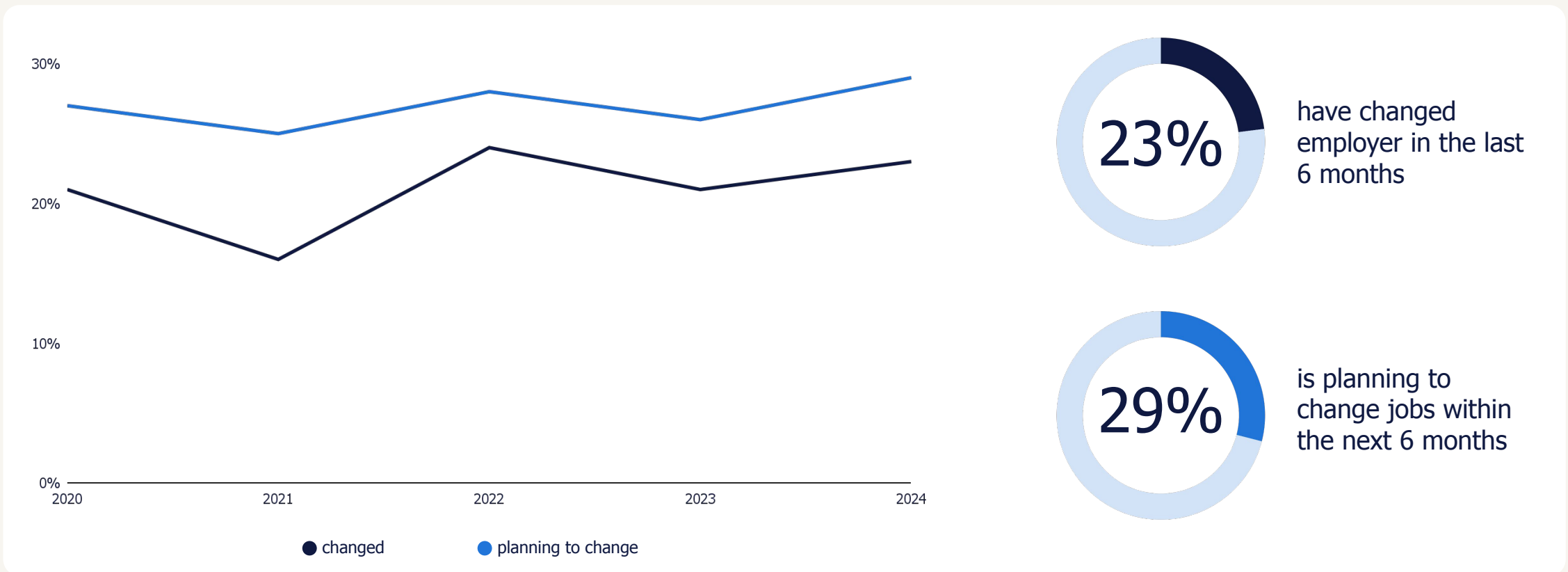
- AECOM
- TTEC Holdings
- ABM Industries Incorporated
- Raytheon Company
- MGM Resorts International
- Elevance Health
- Community Health Systems, Inc.
- Westrock Company
- American Airlines Group Inc.
- American Express

job-switching behavior in focus.



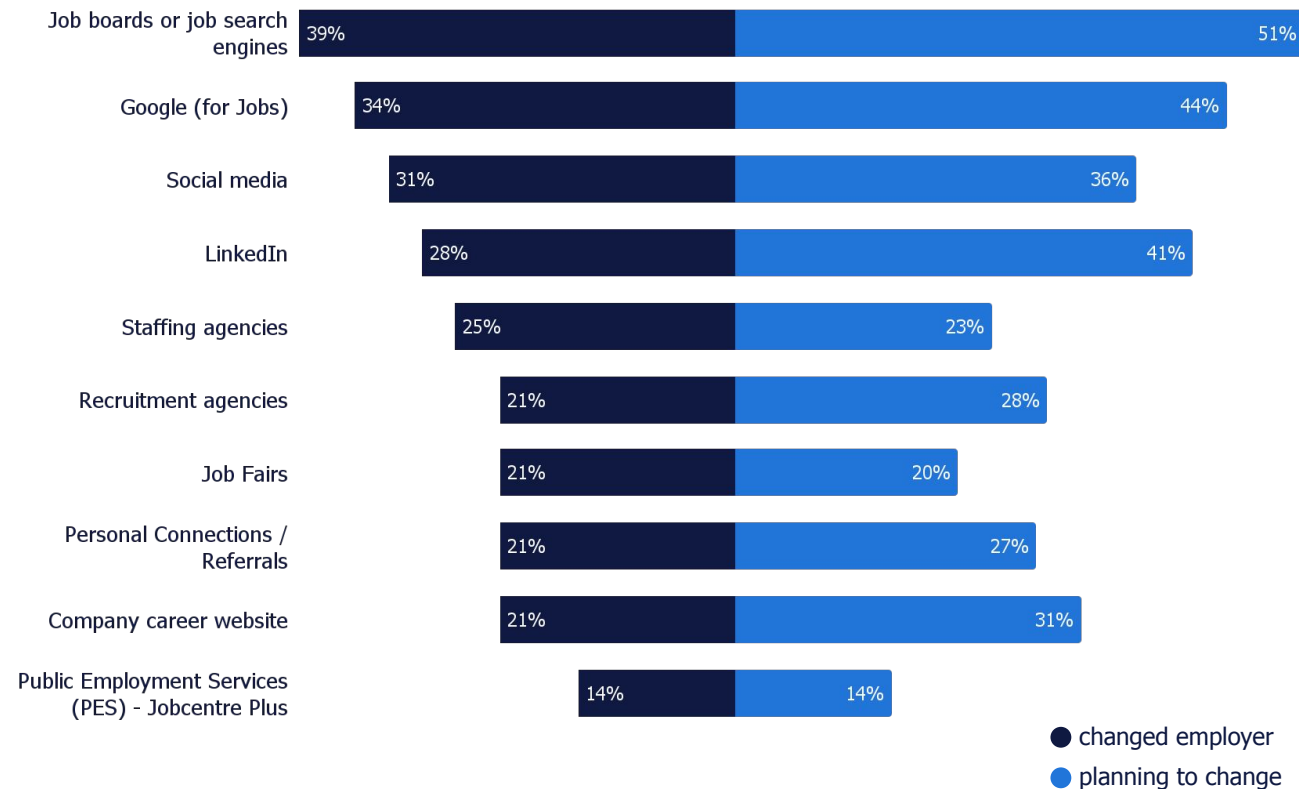
switching behavior over time.

There's been noticeable fluctuation in job switching behavior over the past four years, with a 2% increase in employees changing jobs in the last 6 months of 2023 and a 3% rise in those planning to do so in the first 6 months of 2024. Gen Z has been the most active in job switches (32%) and plans to continue at a higher rate (36%) compared to other generations.



how employees in the us find new job opportunities.

sources for job opportunities



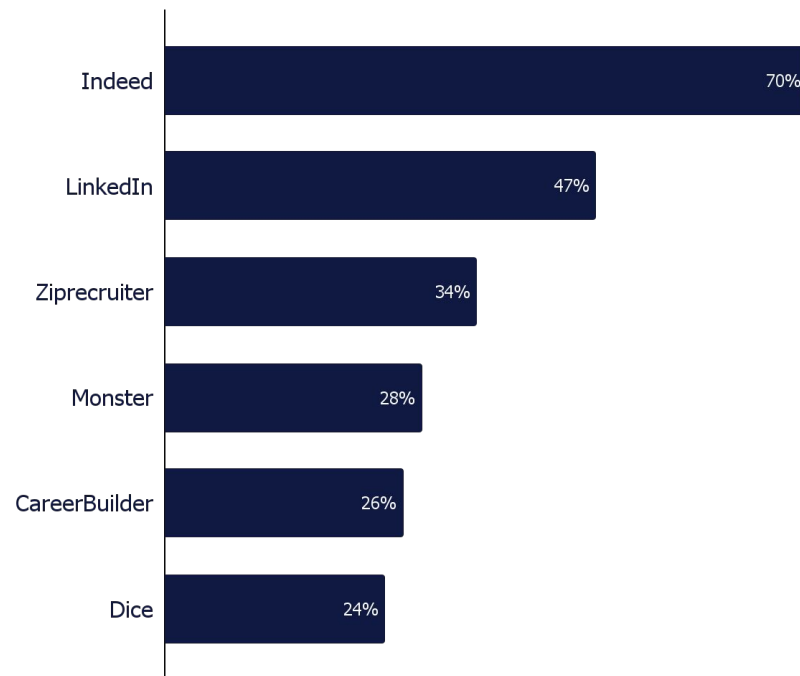
Job search engines have the highest reach among job seekers

Across generations, it remains a primary source for job hunting, particularly among females (59%) and those with lower/middle education levels (avr. 53%). Google (for Jobs) (avr. 44%) and social media (avr. 38%) are notably favored by the younger generations for job searches. LinkedIn is used most often among Gen X (47%) compared to the other generations (avr. 40%).

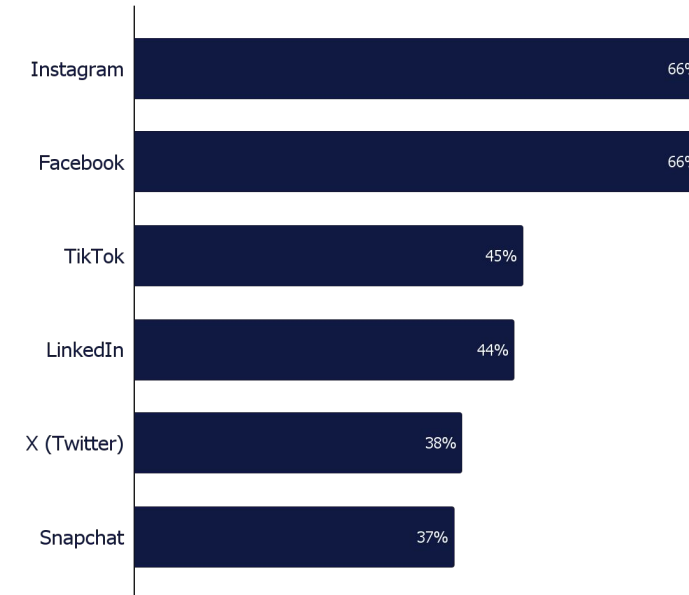
job portals and social media channels

Indeed saw a user decrease but remains top; all other job portals gained users, with LinkedIn notably growing by 15% since 2023. LinkedIn is popular among males (53%), Millennials (51%) and the middle/higher educated (avr. 54%). Instagram surpassed Facebook as the primary social media platform, and all social media channels, except Facebook, gained users.

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

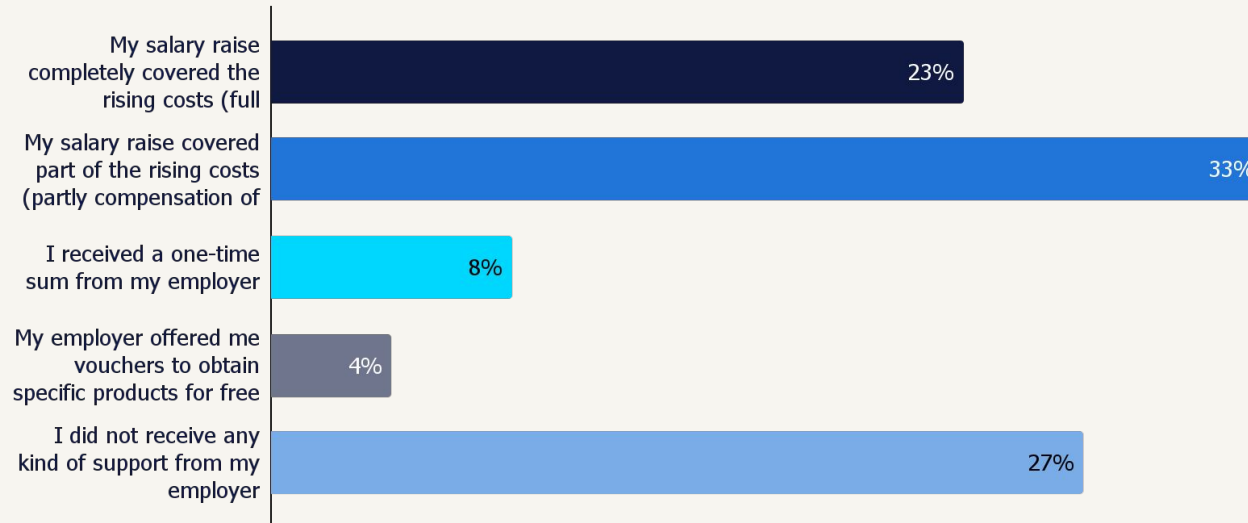


Insufficient work-life balance remains the main motivator for leaving with women (39%) placing even greater emphasis on it than men (35%).

This year, the importance of low compensation increased, particularly among females (37%), those with lower/middle education levels (35%), and it emerged as the most significant factor for Gen X (36%) and Boomers (42%). Receiving a more attractive offer and switching jobs is notably prevalent among older generations (avr. 43%), while it's less common among Gen Z (23%).

inflation compensation.

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



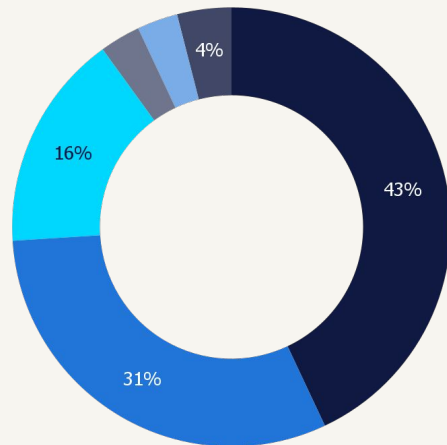
27% of american workers did not receive any kind of inflation compensation.

Female workers had a higher chance of not receiving any compensation (37%) than men (19%), as did baby boomers (44%), and the lower educated (39%).

The type of compensation does not directly correlate to an employees likelihood of changing employer, but it is a top motivator so employers should remain attentive to employee expectations in this regard.

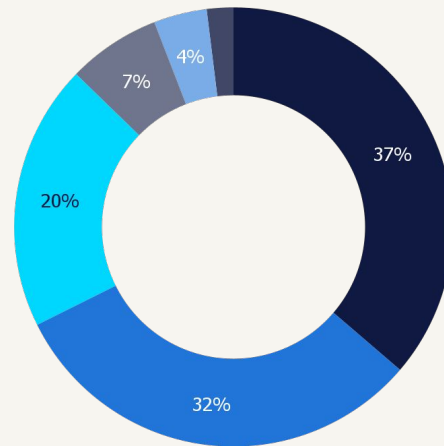
career progression.

importance of reskill



- 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

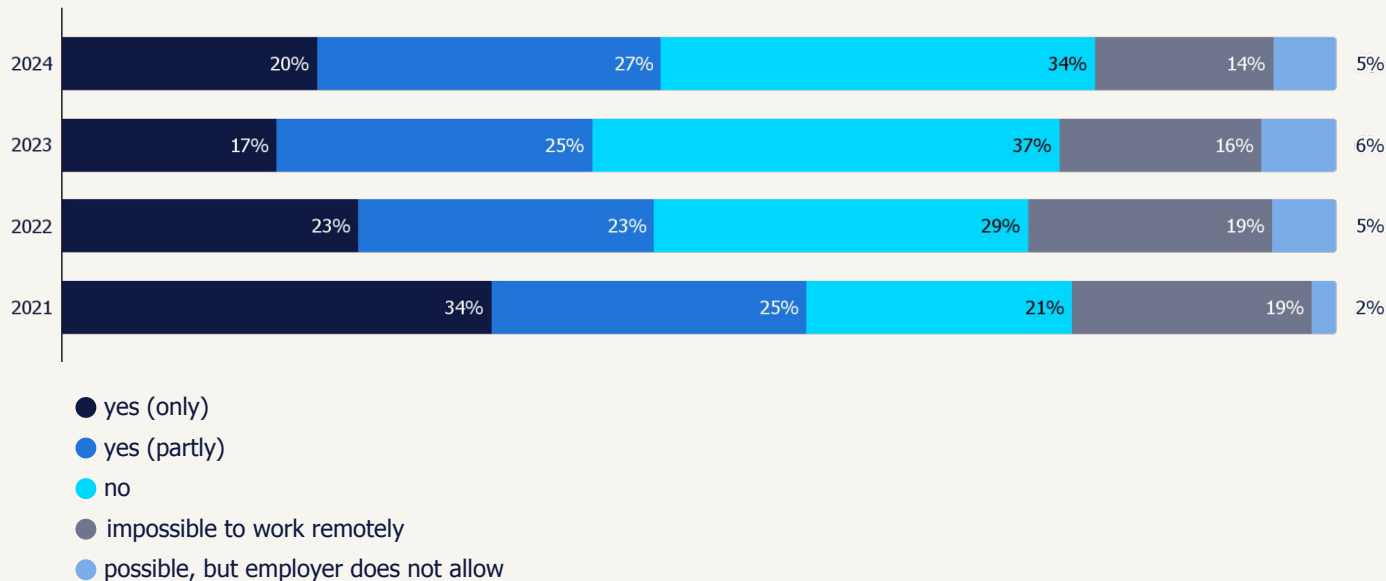
11% of workers are not given enough opportunities to develop in their role.

In a strained labor market these workers are more inclined to leave the organisation (48%) than those who receive enough opportunities (28%).

Younger generations (avr. 72%) express satisfaction with the opportunities provided by their current employer, while females (12%) feel they lack opportunities, a significantly lower percentage than their male counterparts (9%).

trend in remote working.

do you currently work remotely/from home?



Both hybrid and fully remote working is on the rise.

Working from home is more common for Americans across all generations (avr. 47%) except Baby Boomers (29%), who predominantly work from their employer's premises (44%), possibly because remote work is often less possible for these employees (23%).

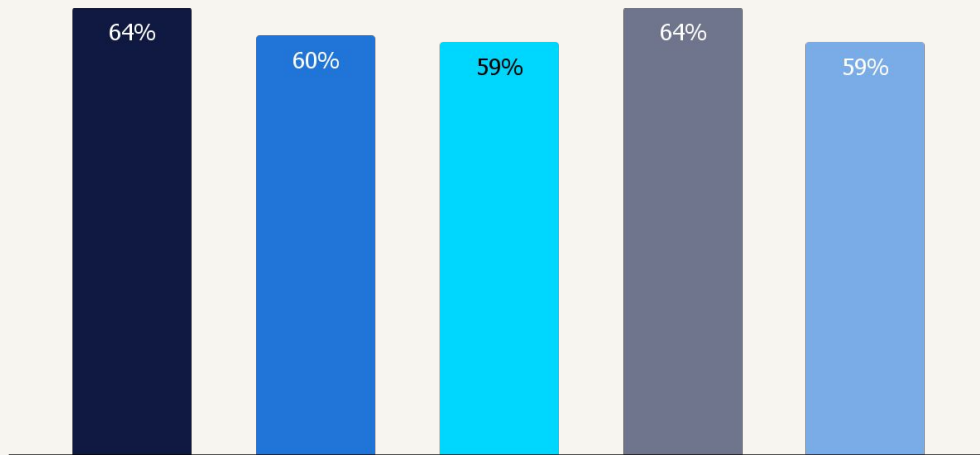
Conversely, younger generations, especially Millennials (52%), work remotely more often.

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

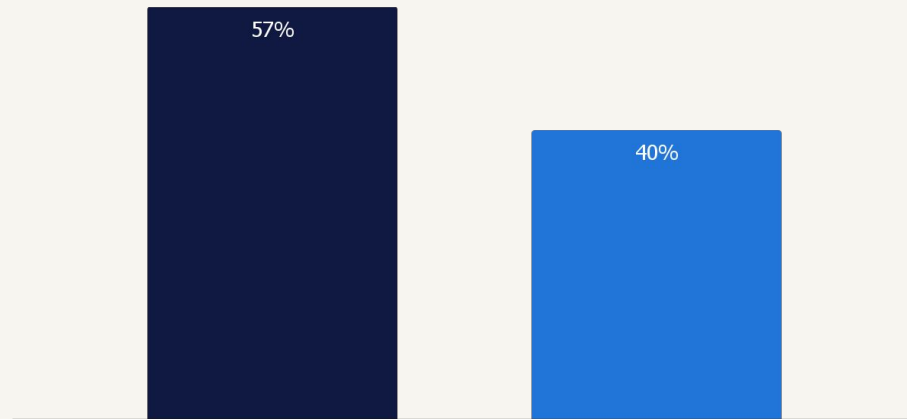
American employers are doing fairly well on equity.

48% of Americans identify as a minority, a proportion notably higher than in other markets. Males and younger generations tend to rate their current employer more positively, while Boomers express the least satisfaction with equity in their current workplace.

Minorities and non-minorities generally rate their current employer the same, except for when it comes to equal opportunity hiring, where minorities are more critical.

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

Over 1 in 2 of workers who consider themselves a minority feel they have faced obstacles in their career progression due to their identity.

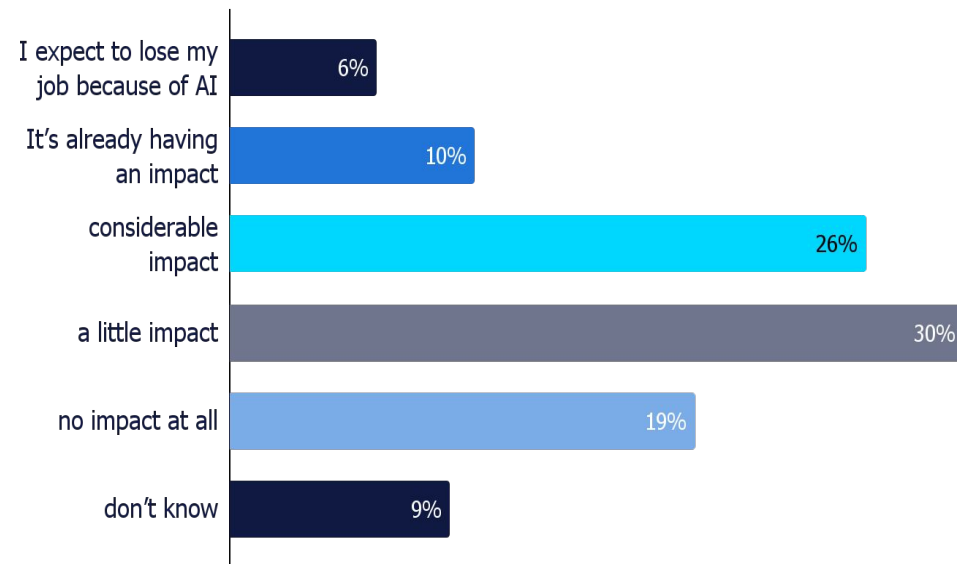
This compares to just 2 in 5 who do not consider to be a member of a minority.

GenZ (51%) and Millennial (53%) workers also claim more often to have faced such obstacles (in part because they also more often claim to belong to a minority).

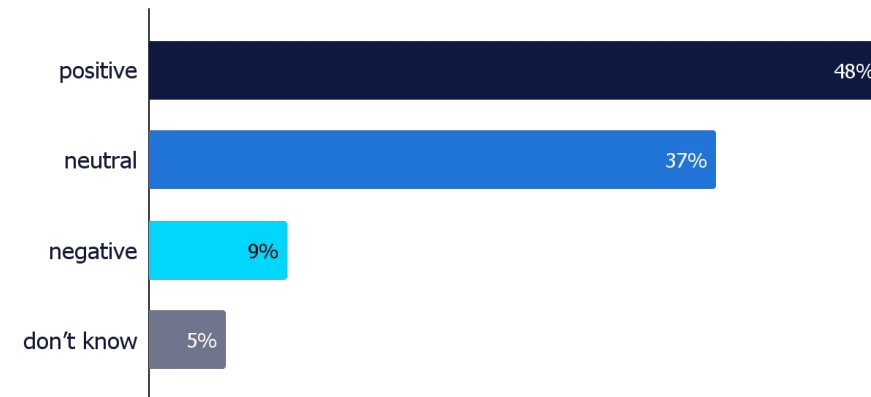
impact of artificial intelligence on jobs.

About 1 in 3 workers use AI regularly, with higher adoption rates among younger generations (avr. 37%) and the highly educated (47%). 72% anticipate that it will have some impact in the next 5 years, especially among younger generations and higher educated. The perceived impact of AI is predominantly positive, especially among regular users (74%).

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.

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.

randstad usa

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XXXXXXXXXXXXXXXXXXXX@randstadusa.com



thank
you.



partner for talent.