

employer
brand research
2018



country report
malaysia.

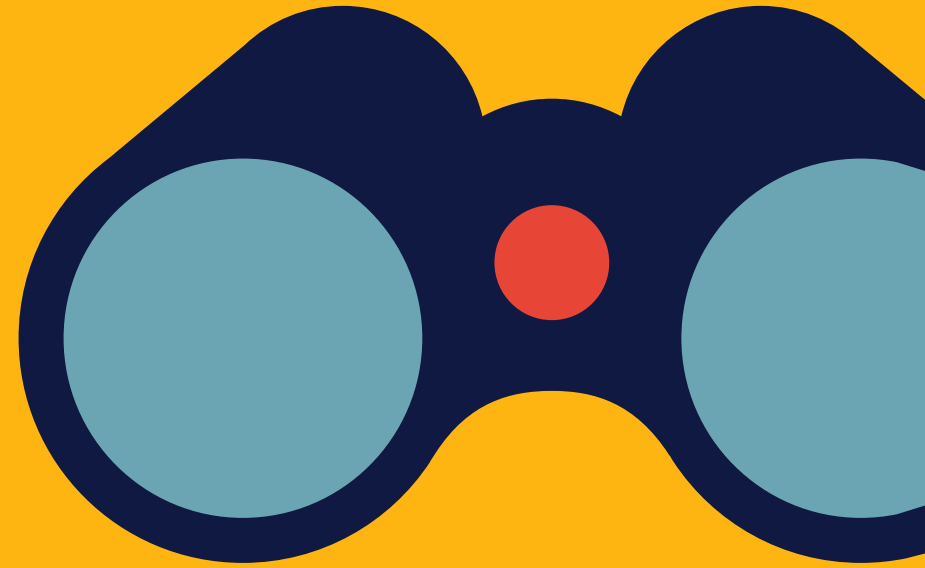


 randstad

human forward.

content.

- 1 why REBR and methodology
- 2 country results
- 3 top employers
- 4 sector insights
- 5 where to focus
- 6 where to from here
- 7 methodology



why REBR



and methodology.

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

80%

of workforce leaders agree that a strong employer brand has a significant impact on their ability to hire great workforce.² People work for cultures, not companies, their perception of you as an employer is of paramount importance.

96%

agree that alignment of personal values with a company's culture is a key factor in their satisfaction working there.³

62%

of candidates research companies on social media before applying.⁵

88%

millennials and minorities agree that being part of the right company culture really matters to them.³



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

87%

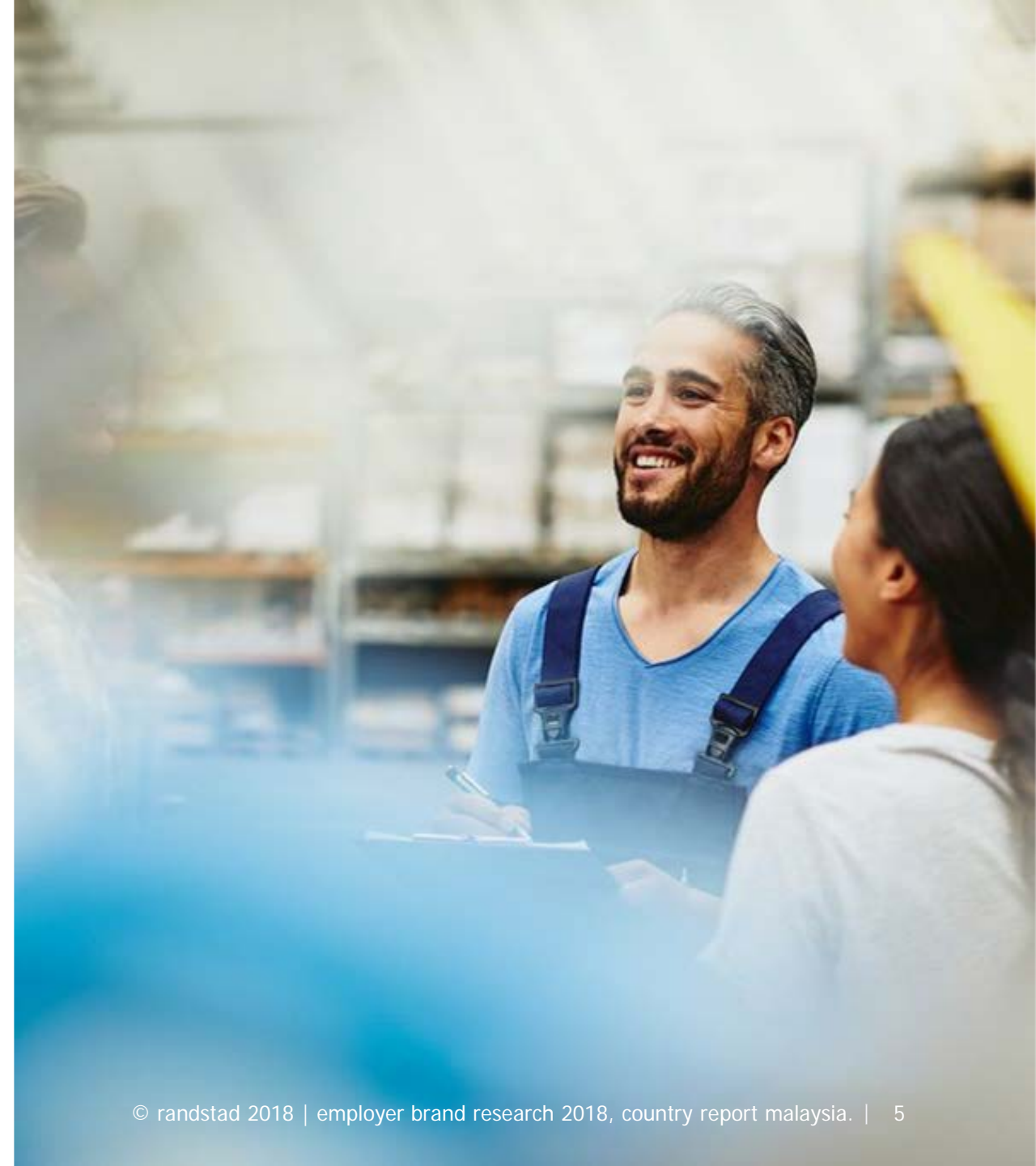
joined a company specifically because of cultural fit.³

80%

have left a company specifically because of its culture.³

what is the randstad employer brand research?

- **representative employer brand research** based on perceptions of the general audience. Optimizing 18 years of successful employer branding insights.
- **independent survey** with over 175,000 respondents in 30 countries worldwide.
- **reflection of employer attractiveness** for the country's 75 largest employers known by at least 10% of the population.
- **valuable insights** to help employers shape their employer brand.



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

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



worldwide

- over 175,000 respondents
- 5,755 companies surveyed

sample

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

country

- 3,308 respondents

fieldwork

- online interviews
- between 24 november and 17 december 2017

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.

randomly assigned

the 30 companies shown to respondents are assigned randomly based on their awareness level registered in the previous year.

companies with a higher awareness are shown less often while companies with a lower awareness are shown more often. New companies are shown 1400 times for the first time they are researched.

number of evaluations

the smart sampling method ensures a mix between more and lesser known companies and also that the number of evaluations per company is between n=140 and n=400. This base is statistically robust for being able to draw generalized conclusions about the findings.

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 and benefits
-



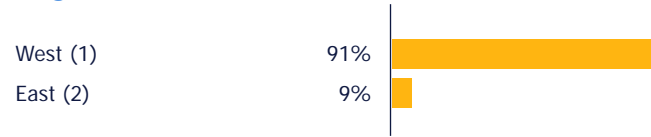
sample composition

socio-demographics, employment situation, region.

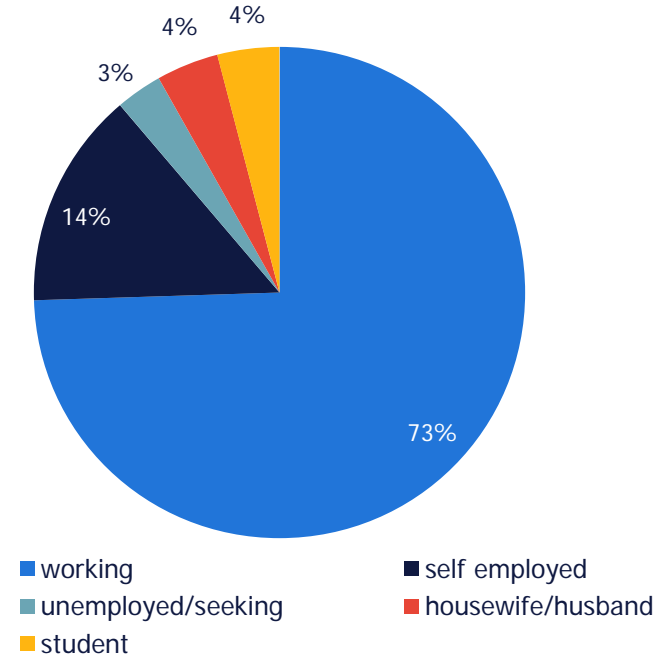
gender



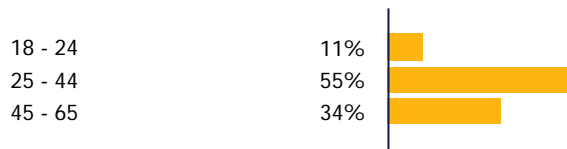
region



situation

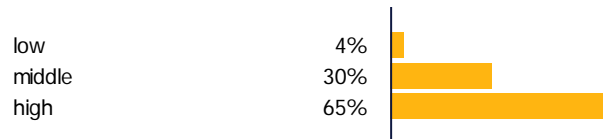


age



- 1. Selangor, Johor, Perak, Kedah, FT Kuala Lumpur, Penang, Kelantan, Pahang, Terengganu, Negeri Sembilan, Melaka, Perlis, FT Putrajaya
- 2. Sabah, Sarawak, FT Labuan

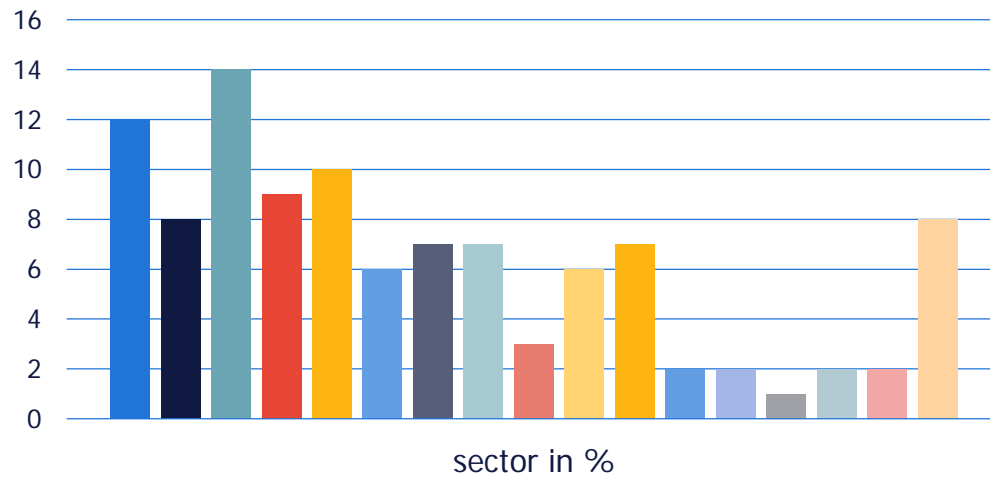
education



sample composition

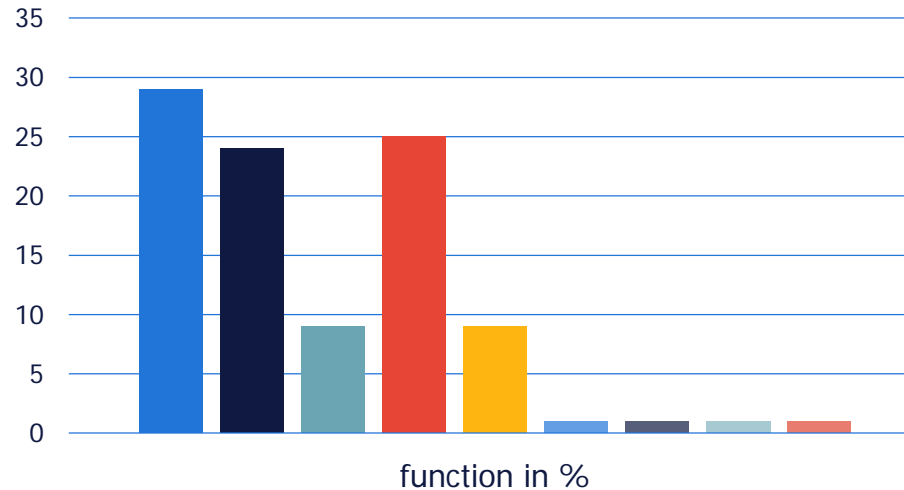
sector, function.

sector



- services
- manufacturing
- ICT
- admin & support
- transportation & storage
- other
- health & social work
- agriculture
- trade
- education
- finance & insurance
- construction
- professionals
- real estate
- electricity, oil & gas
- oil & gas

function



- managers
- technicians
- customer services / sales
- craft/trade
- other
- professionals
- back office
- skilled agricultural
- machine operators

base: currently employed (n= 2932)



companies surveyed in 2018

top 75 largest employers by workforce size.

AEON Co. (M) Bhd.
AirAsia berhad
Alliance Bank Malaysia Berhad
AMBANK (AMMB Holdings Berhad)
Astro Holdings Sdn. Bhd.
B.Braun Medical Insudtries Sdn. Bhd.
Bank Islam Malaysian Berhad (Bank Islam)
Bank Kerjasama Rakyat Malaysia (Bank Rakyat)
Berjaya Corporation Berhad
Boustead Holdings
Carlsberg Brewery Malaysia Berhad *New*
Carsem (M) Sdn. Bhd.
Celcom Axiata Berhad
CIMB Bank Berhad
Citibank Berhad
Deloitte SEA Services Sdn. Bhd.
Digi Telecommunications Sdn. Bhd.
DRB-Hicom Berhad
Fraser & Neave Holdings Berhad
Gamuda Berhad
GCH Retail (Malaysia) Sdn. Bhd.
Genting Malaysia Berhad
Hap Seng Consolidated Berhad
Hewlett Packard Enterprise Services Sdn. Bhd.
Hong Leong Bank Berhad
HSBC Bank Malaysia Berhad
IBM Malaysia Sdn. Bhd.

IJM Corporation Berhad
Infineon Technologies (Malaysia) Sdn. Bhd.
IOI Corporation Berhad
Johor Corporation Berhad
KFC Holding
KPMG *New*
Kuala Lumpur Kepong Berhad
Malayan Banking Berhad (Maybank)
Malaysia Airlines Berhad
Malaysia Airports Holdings Berhad
Malaysia Marine and Heavy Engineering Holding Berhad
Mattel (Malaysia) Sdn. Bhd.
Maxis Berhad
McDonald's (Gerbang Alaf Restaurants Sdn. Bhd.)
Media Prima Berhad
MMC Corporation Berhad
Motorola Solutions Malaysia Sdn. Bhd.
Mydin Mohamed Holdings Berhad (MYDIN)
Nestle (Malaysia) Berhad
OCBC Bank (Malaysia) Berhad
Oriental Holding Berhad
Osram Opto Semiconductors (Malaysia) Sdn. Bhd.
Perusahaan Otomobil Kedua Sendirian Berhad (PERODUA)
Petroliam Nasional Berhad (PETRONAS)
Plexus Manufacturing Sdn. Bhd.
Public Bank berhad

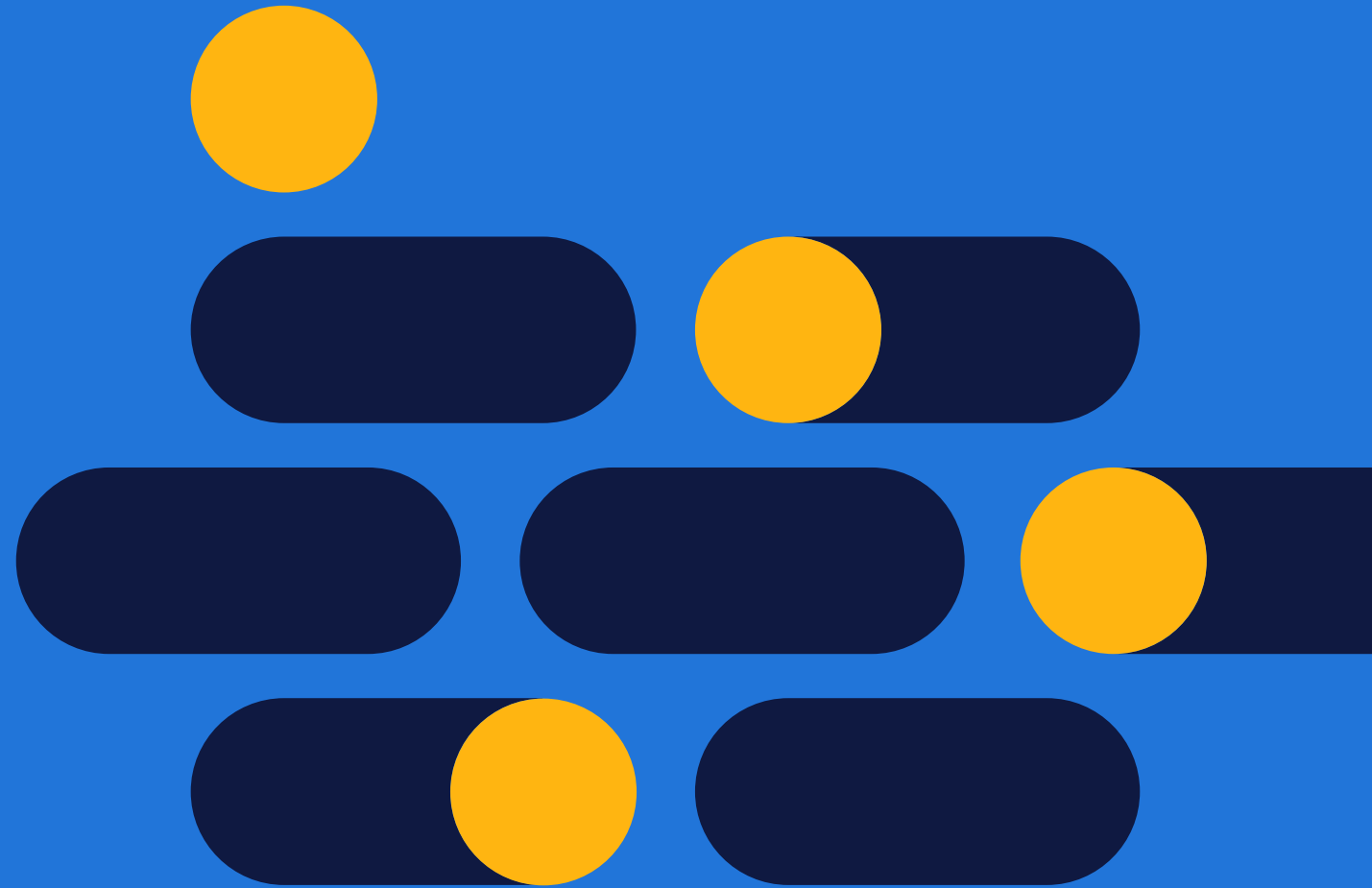
RHB Capital Bhd.
Safeguards G4s Sdn. Bhd.
Sapura Energy Berhad
Shell Malaysia
Sime Darby Berhad
Sony EMCS (Malaysia) Sdn. Bhd.
Standard Chartered Bank Malaysia
STMicroelectronics Sdn. Bhd.
Sunway Group
Ta Ann Holdings Berhad
Tan Chong Motor Holdings Berhad
Telekom Malaysia Berhad
Tenaga Nasional Berhad
Tesco Stores (Malaysia) Sdn. Bhd.
Texas Instruments Malaysia Sdn. Bhd.
Top Glove Corporation Berhad
UMW Holdings Berhad
United Plantations Berhad
V.S. Industry Berhad
WD Media (Malaysia) Sdn. Bhd.
Westports Malaysia Sdn. Bhd.
YTL Corporation Berhad

The 75 largest companies were selected in each participating country, usually with more than 1,000 employees based on annual reports and 3rd party database managers. Companies are then contacted to verify employee numbers.



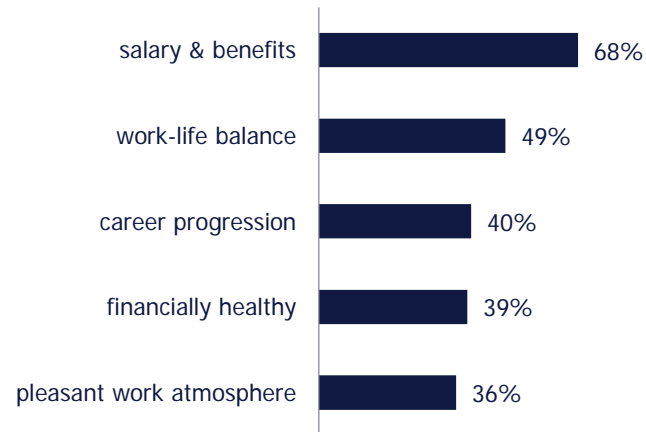
country

results.



what potential employees want when choosing an employer.

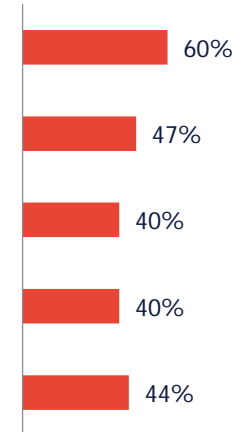
5 most important criteria



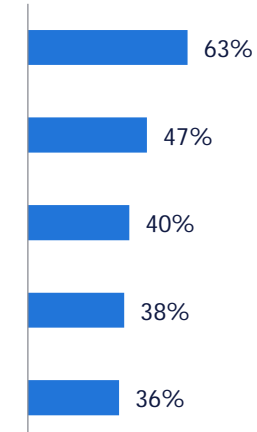
versus 2017



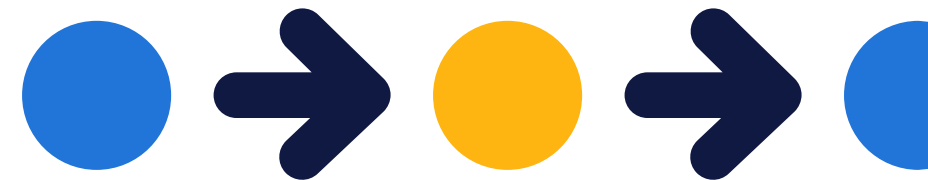
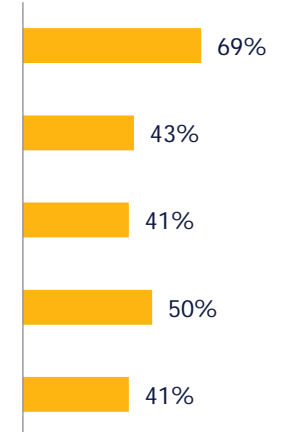
APAC



2017



2016



what do potential employees want by gender and age groups.



1 provides attractive salary & benefits

2 supports a good work-life balance

3 offers good career progression



age 18 – 24

salary & benefits top priority

1. salary & benefits top priority
2. support a good work-life balance
3. offers a pleasant work atmosphere



age 25 – 44

salary & benefits top priority

1. salary & benefits top priority
2. support a good work-life balance
3. offers good career progression



age 45 – 64

salary & benefits top priority

1. salary & benefits top priority
2. support a good work-life balance
3. is financially healthy

No change from 2017.



No change from 2017 except for age group 18 – 24, where 3rd important driver changed to pleasant work atmosphere from offering good career progression.

employee - employer exchange in malaysia and the region.

a gap between what employees seek and what employers offer is a valuable opportunity for your EVP.

employees in malaysia seek

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

employers in malaysia offer

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

employers in APAC offer

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

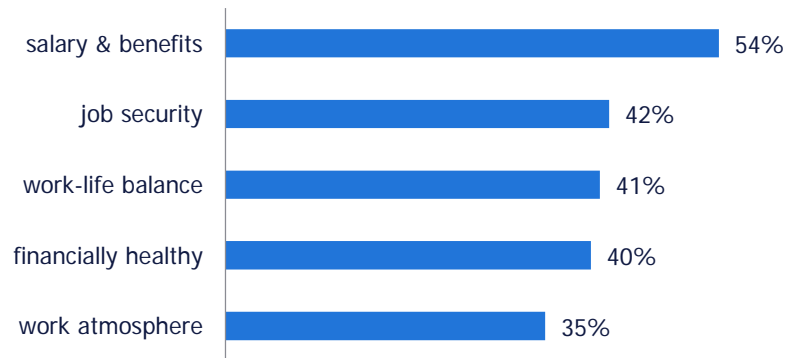
gap top 3

- 1 salary & benefits
 - 2 work-life balance
 - 3 career progression
-

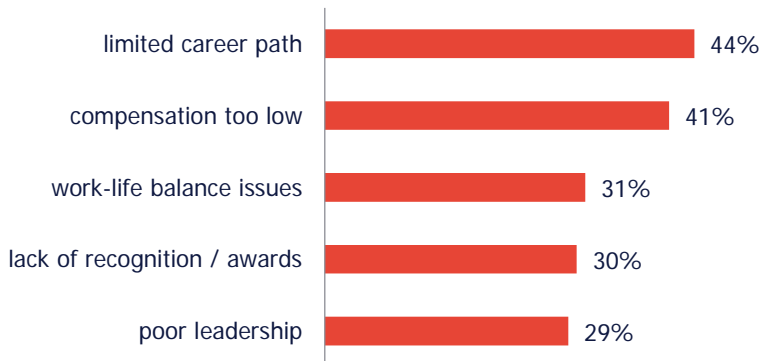


what factors do malaysians stay or leave for. (retention)

top 5 reasons to stay*



top 5 reasons to leave**



*of the respondents who said they stayed with the same employer for the past year and who do not plan to leave in the coming year

** of the respondents who said they changed employers in the past year or plan to do so in the coming year



22%

changed employer in the last year.



37%

plan to change employer within the next year.



what factors do malaysians stay for by gender and age groups.



1 provides attractive salary & benefits

2 supports a good work-life balance

3 offers long term job security



age 18 – 24

salary & benefits top priority

1. salary & benefits top priority
2. support a good work-life balance
3. offers a pleasant work atmosphere



age 25 – 44

salary & benefits top priority

1. salary & benefits top priority
2. support a good work-life balance
3. offers long term job security

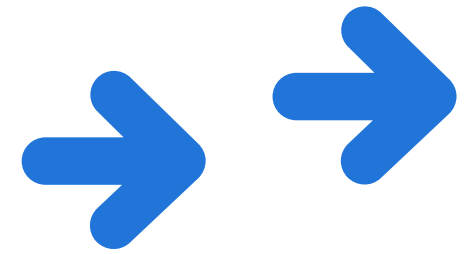


age 45 – 64

salary & benefits top priority

1. salary & benefits top priority
2. offers long term job security
3. is financially healthy

what factors do malaysians leave for by gender and age groups.



compensation is too low

1. compensation is too low
2. lack of career growth opportunities
3. work-life balance issues



lack of career growth opportunities

1. lack of career growth opportunities
2. compensation too low
3. work-life balance issues



age 18 – 24

lack of career growth opportunities

1. lack of career growth opportunities
2. compensation is too low
3. lack interest in job



age 25 – 44

lack of career growth opportunities

1. lack of career growth opportunities
2. compensation is too low
3. work-life balance issues



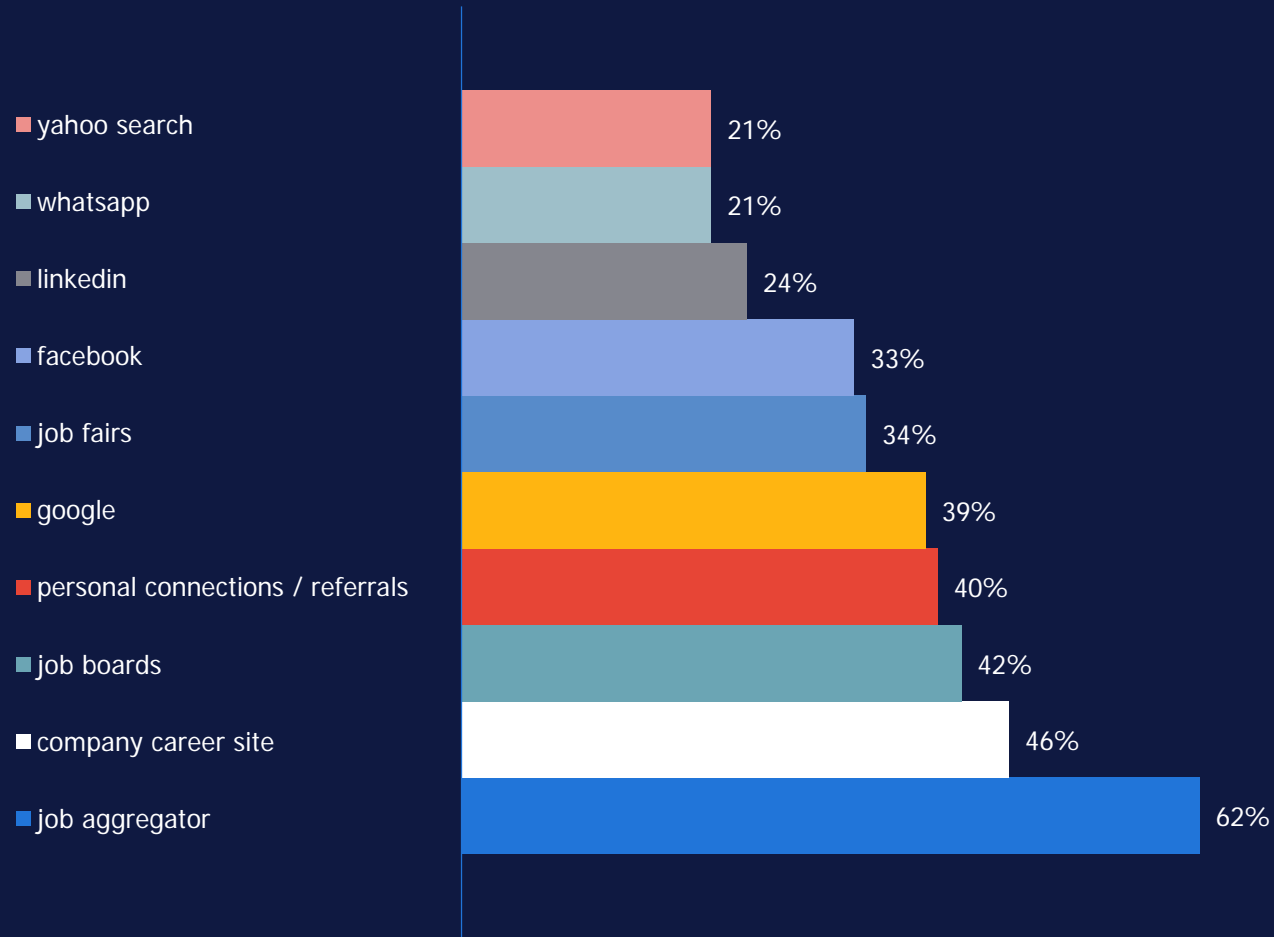
age 45 – 64

compensation is too low

1. compensation is too low
2. lack of career growth opportunities
3. is not financially stable

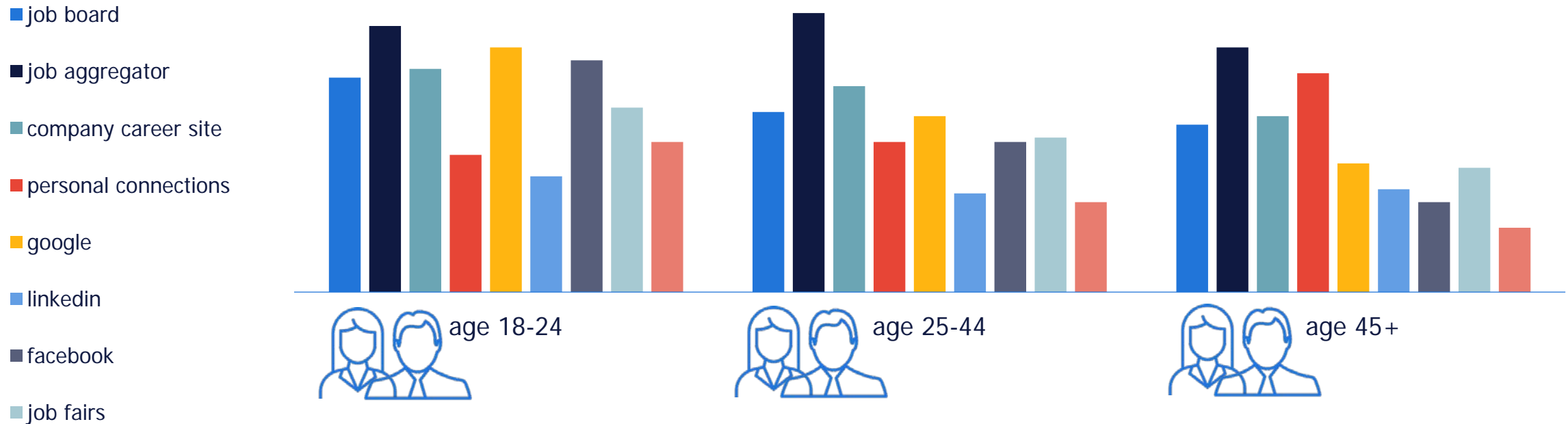
other than recruiters

top channels used to find new job opportunities.



how do malaysians look for jobs

channels used to find new job opportunities, by age.



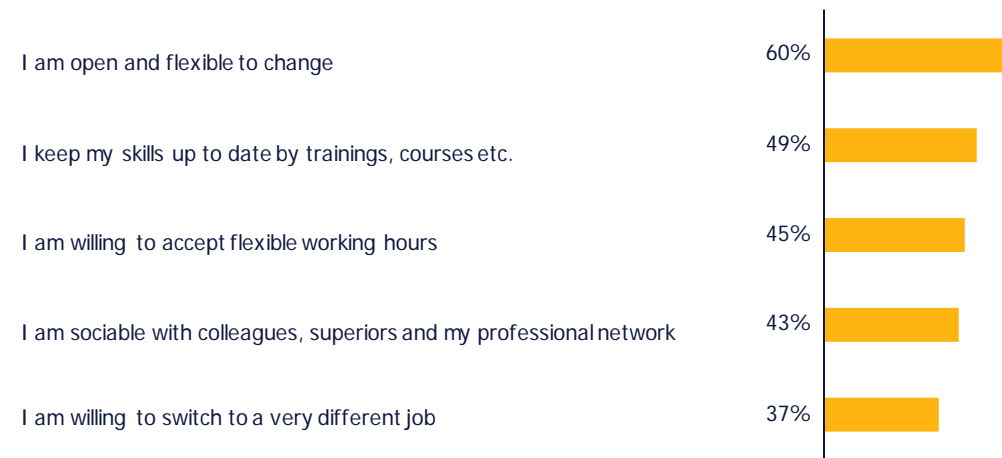
workforce aged 18-24 are more likely to use google, facebook and whatsapp than workforce over 25.

workforce aged 25-44 are more likely to use job aggregator than workforce below age 25 and above 45.

workforce aged 45+ are more likely to use personal connections than workforce aged below 45.

actions the malaysians take in order to stay employable.

top 5



actions malaysians take in order to stay employable

staying engaged as an employee, by gender.

how employees stay employable



I keep my skills up to date by trainings, courses etc.

50%

47%

men are more likely than women to keep their skills up to date by training, courses etc.

I adopt the latest techniques and technologies.

39%

32%

men are more likely than women to adopt the latest techniques and technologies.

I'm sociable with colleagues, superiors and my professional network.

41%

44%

women are more likely than men to be sociable with their peers and stakeholders.



actions malaysians take in order to stay employable staying engaged as an employee, by age.

how employees stay employable



age 18 – 24



age 25 – 44



age 45 – 64

I'm willing to accept flexible working hours.

44%

44%

46%

workforce aged 45-64 is most willing to accept flexible working hours.

I keep my skills up to date by trainings, courses etc.

51%

47%

51%

workforce aged 18-24 and 45-64 is more likely than workforce aged 25-44 to keep their skills up to date by training, courses etc.

I am sociable with colleagues, superiors and my professional network.

42%

44%

42%

workforce aged 25-44 is most likely to be sociable with colleagues, superiors and their professional network.



top



employers.

top employers in malaysia.

top 20 employers 2018

- 01 Petroliam Nasional Berhad (PETRONAS)
- 02 Shell Malaysia
- 03 Nestle (Malaysia) Berhad
- 04 AirAsia Berhad
- 05 IBM
- 06 Sime Darby Berhad
- 07 Hewlett Packard Enterprise Services Sdn Bhd
- 08 Sunway Berhad
- 09 Tenaga Nasional Berhad
- 10 Malaysia Airports Holdings Berhad
- 11 WD Media (Malaysia) Sdn Bhd
- 12 Genting Berhad
- 13 IJM Corporation Berhad
- 14 Infineon Technologies (Malaysia) Sdn Bhd
- 15 Berjaya Corporation Berhad
- 16 YTL Corporation Berhad
- 17 Johor Corporation Berhad
- 18 Malaysia Airlines Berhad
- 19 B.Braun Medical Industries Sdn Bhd
- 20 IOI Corporation Berhad

top 20 employers 2017

- 01 Shell Malaysia
- 02 Petroliam Nasional Berhad (PETRONAS)
- 03 Nestle (Malaysia) Berhad
- 04 Air Asia Berhad
- 05 IBM
- 06 Hewlett Packard Enterprise Services Sdn Bhd
- 07 Sime Darby Berhad
- 08 Sunway Berhad
- 09 Infineon Technologies (Malaysia) Sdn Bhd
- 10 IJM Corporation Berhad
- 11 Sony EMCS (Malaysia) Sdn Bhd
- 12 Genting Berhad
- 13 B.Braun Medical Industries Sdn Bhd
- 14 WD Media (Malaysia) Sdn Bhd
- 15 Johor Corporation Berhad
- 16 Digi Telecommunications Sdn Bhd
- 17 UMW Holdings Berhad
- 18 SapuraKencana Petroleum Berhad
- 19 Malaysia Airports Holdings Berhad
- 20 Public Bank Berhad



top employers by EVP driver.

EVP driver	1	2	3
salary & benefits	Petroleum Nasional Berhad (PETRONAS)	Shell Malaysia	IBM
career progression	Petroleum Nasional Berhad (PETRONAS)	Shell Malaysia	Nestle (Malaysia) Berhad
financially healthy	Nestle (Malaysia) Berhad	Genting Berhad	Public Bank Berhad
gives back to society	Nestle (Malaysia) Berhad	Petroleum Nasional Berhad (PETRONAS)	Shell Malaysia
interesting job content	Petroleum Nasional Berhad (PETRONAS)	Nestle (Malaysia) Berhad	AirAsia Berhad
job security	Tenaga Nasional Berhad	Nestle (Malaysia) Berhad	Petroleum Nasional Berhad (PETRONAS)
pleasant work atmosphere	Nestle (Malaysia) Berhad	AirAsia Berhad	Petroleum Nasional Berhad (PETRONAS)
uses latest technologies	Hewlett Packard Enterprise Services Sdn Bhd	IBM	Petroleum Nasional Berhad (PETRONAS)
very good reputation	Shell Malaysia	Nestle (Malaysia) Berhad	Petroleum Nasional Berhad (PETRONAS)
work-life balance	Nestle (Malaysia) Berhad	Petroleum Nasional Berhad (PETRONAS)	Shell Malaysia



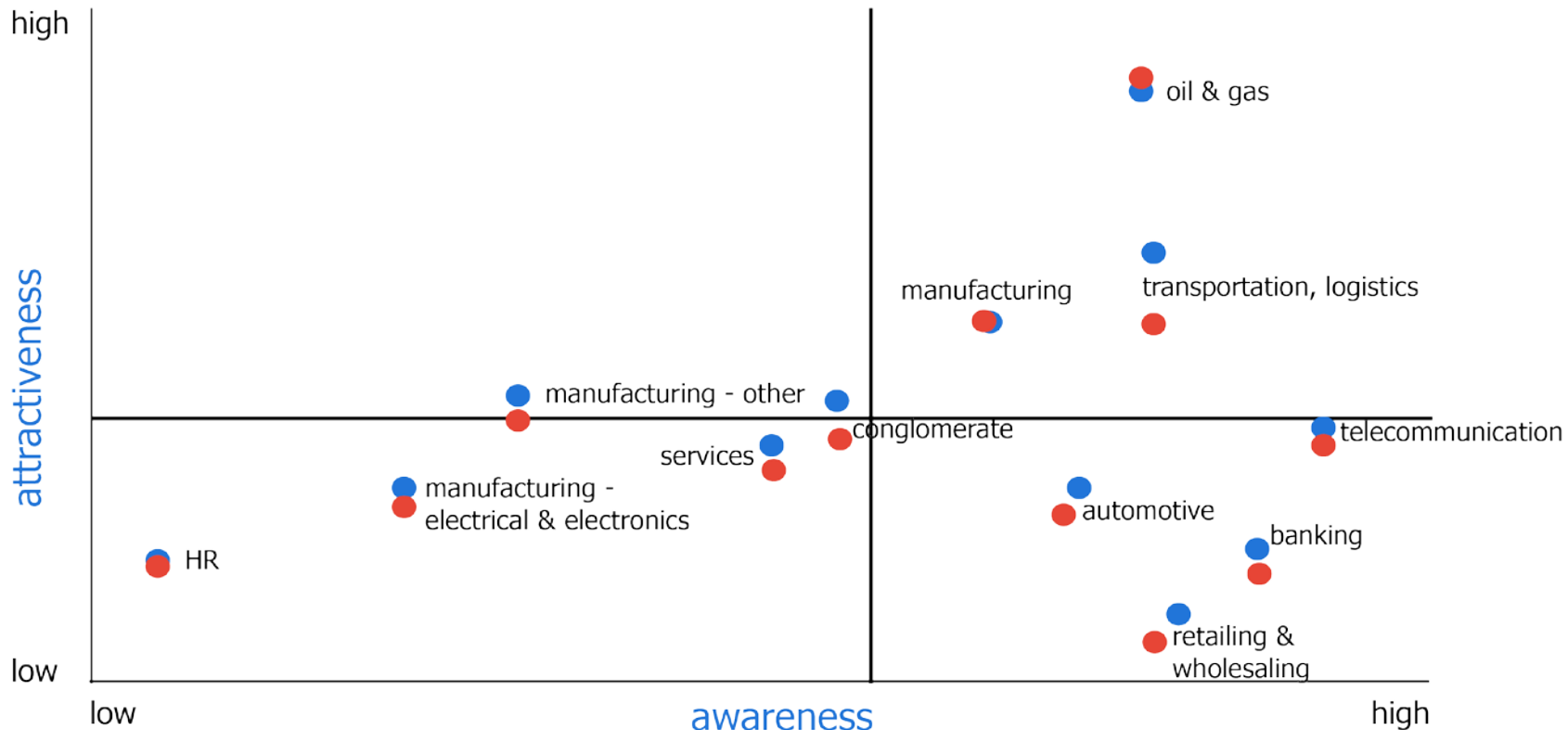
sector



insights.



top performing sectors in malaysia by awareness and attractiveness.



- 2018
- 2017



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.

– sectors in this report are locally defined based on the companies surveyed.

– all sector results in this report are based on the company scores within the sector.



top 3 sectors in malaysia by EVP driver.

EVP driver	1	2	3
salary & benefits	oil and gas	manufacturing	services
career progression	oil and gas	manufacturing	manufacturing – other
financially healthy	manufacturing	oil and gas	banking
gives back to society	oil and gas	manufacturing	conglomerate
interesting job content	oil and gas	transportation, logistics	manufacturing
job security	oil and gas	manufacturing	conglomerate
pleasant work atmosphere	oil and gas	manufacturing	transportation, logistics
uses latest technologies	oil and gas	telecommunication	manufacturing – electrical & electronics
very good reputation	oil and gas	manufacturing	services
work-life balance	oil and gas	manufacturing	Telecommunication

where to focus



your attention.

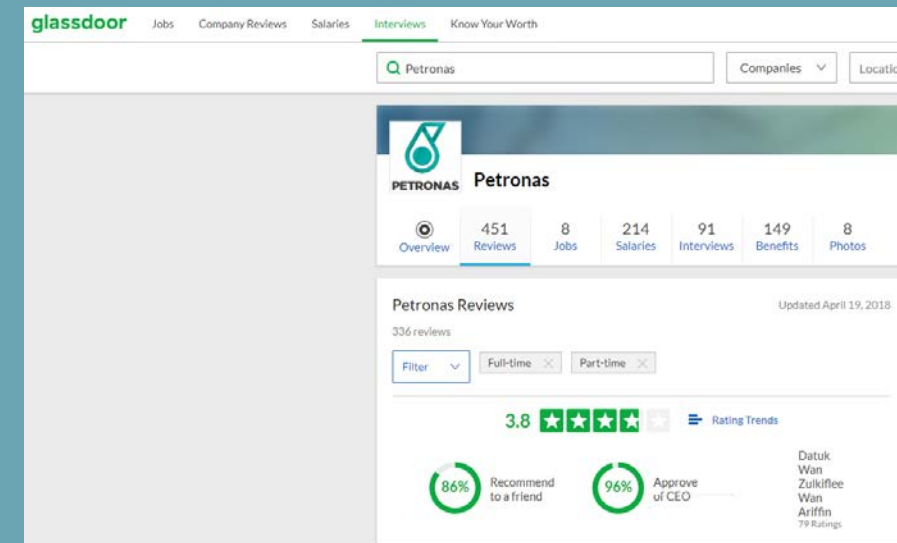
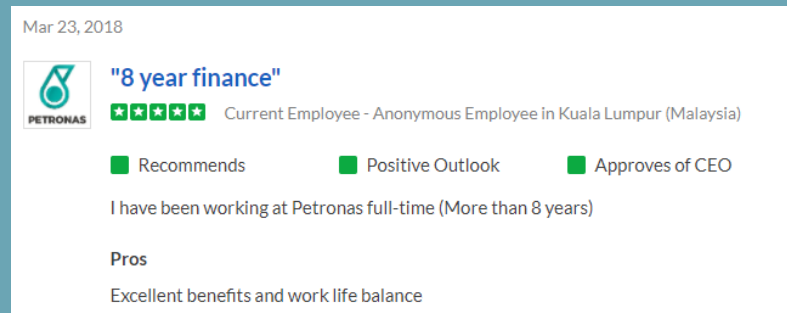
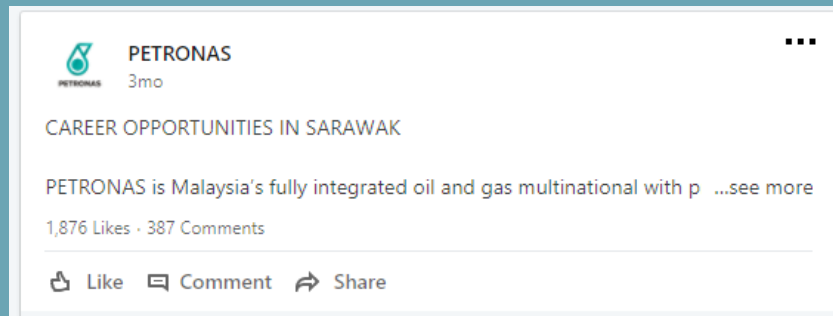
company in focus

PETRONAS.

EVP drivers

attractive salary and benefits

1. Scoring 3.8/5 in glassdoor with 451 reviews
 - many feedback indicated PETRONAS offers attractive salary and benefits.
 - Reviews also highlights career progression opportunities locally and internationally.
 2. Strong following on their social media pages
 - constant updates of what's happening in the organisation (CSR, job fairs, stories of employees).
 - most posts are highly engaged by followers
- *793 media hits in the last two weeks
- *358k followers on LinkedIn & 316,000 on Facebook



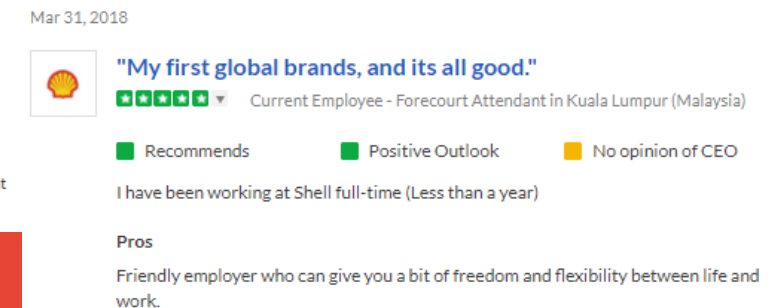
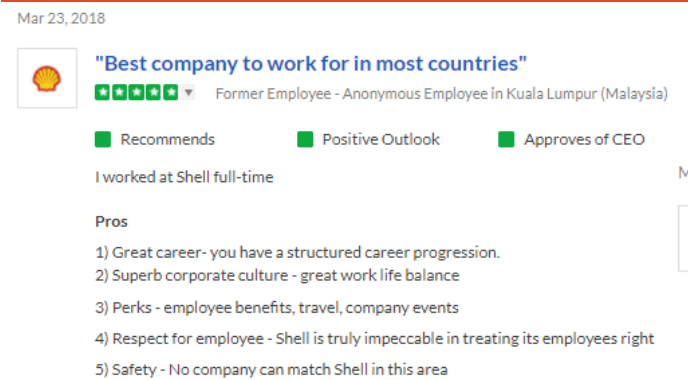
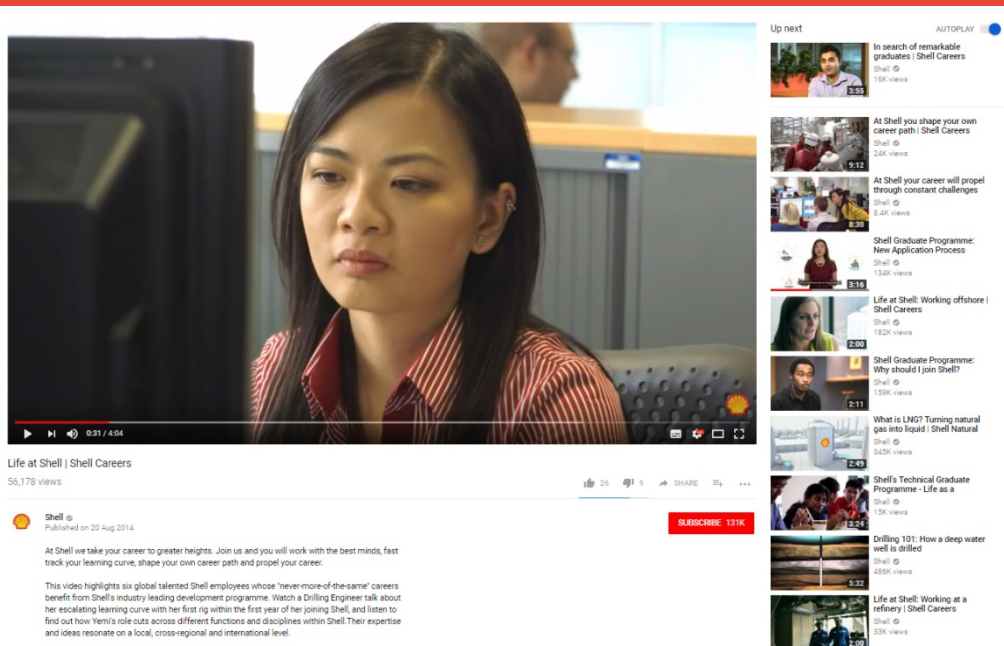
company in focus

Shell Malaysia.

EVP drivers

good work-life balance

- Employee case studies of work-life balance shared on their career's page.
 - Dedicated global Shell YouTube channel (131k subscribers) that communicates "life at Shell".
 - most videos are viewed more than 10k views at least.
 - Utilising their Facebook page to share their announcements to their 7.8 million followers on their global Facebook page.
 - 2.3 million followers on their global LinkedIn page.
 - 7.9 million followers on global Facebook page
- *235 media hits in the last two weeks



company in focus

AirAsia.

EVP drivers

career progression

What you can get


Being an AirAsia Allstar means being a part of the family. And as all families should be, we look out for you, your career and aspirations as well as your immediate family.

- For your career**
 - Career progression opportunity – we mean it!
 - A 5-day work week
 - Performance bonus
 - Long service award
 - Examination leave
- For your health and wellness**
 - Hospitalisation and surgical expenses
 - Personal accident and term life insurance coverage
 - Food and drink subsidies – so you'll stay energised!
- For your inner wanderlust**
 - Yearly free flight coupons
 - Up to 90% discounts on Concession Travel
- For your family**
 - Paternity leave
 - Compassionate leave
 - Hospitalisation and surgical expenses for your spouse and children

- Clear EVP message on their website and LinkedIn career's page.
- Dedicated AirAsia YouTube channel (70k subscribers) that communicates "AirAsia stories".
 - most videos are viewed more than 200k views at least.
 - videos communicate individual employee stories on what it's like to work in AirAsia and how the company supports career growth.

*331 media hits in the last two weeks

*216k followers on LinkedIn & 11 million on Facebook



Our Culture : One AirAsia

AirAsia draws strength from the diversity of our Allstars. People of different nationalities, personalities, academic and social backgrounds; all unified with the same values that make us One AirAsia.

We are stronger when united, and better together. We are One airline, with One vision and One people.


[Jobs at AirAsia](#)
[Facebook](#)

#CelebratingTalent

No matter where you start off your career in AirAsia, the fluidity in career growth allows you to be what ever you want to be - moving within and across divisions and locations, gaining experiences and contributing to the company along the way.

Our Allstars are empowered to take ownership in their dreams and make a career out of what they believe in.

There are countless of stories of Allstars pursuing their dream careers. We embrace our talents fulfilling their potential. We celebrate them.



company in focus

Nestlé.

EVP drivers

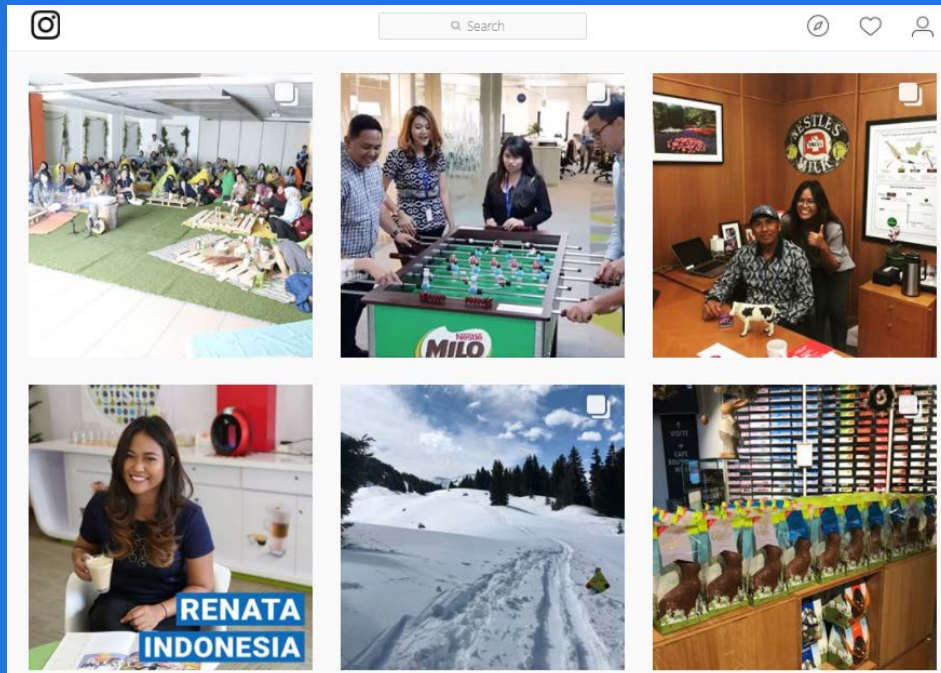
pleasant work atmosphere

Stronger following on Facebook & Instagram than LinkedIn

- Regular updates on Facebook to reach out to their 10+ million followers.
- Posts generally receives high engagement rate.
- Showcase what it's like to work at Nestle around the world.

*323 media hits in the last two weeks

*3 million followers on global LinkedIn & 11 million on Facebook



company in focus


Sunway.

EVP drivers

financially healthy

- Dedicated investors relation page with live stock price info.
 - Availability to subscribe email alerts to receiving latest announcement.
 - Actively engaging with the 13k followers on FB and 16k followers on LinkedIn with regular updates
- *232 media hits in the last two weeks

IR Home Corporate Info Financial Info Investor Info Stock Info Corporate Governance



Sunway wins Best in Qualitative Attributes and Top 10 Property Developers Awards


FINANCIAL HIGHLIGHTS

Audited Result For Year Ended 31.12.2016	2016 RM '000
Revenue	4,655,592
PBT	858,992
PATMI	585,883
NA per share (RM)	3.62
EPS (sen)	29.98

[Read More](#)

STOCK QUOTE

SUNWAY (5211) 27/04/2018




RM 1.510 ▼ -0.010 -0.7 %

LATEST ANNUAL REPORT

[Annual Report 2016 \(PDF\)](#)


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Sunway Group
6mo

Congratulations to Sunway REIT for an amazing first quarter with a net profit increment of 23.5 percent!



Sunway REIT Q1 net profit up 23 pct
nst.com.my

34 Likes · 2 Comments

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where to



from here.

the employer brand roadmap.



securing the budget.

how can you secure the budget to allow you to start an EVP project? Business leaders will expect a measurable set of returns – the more clearly they are defined, the greater the chance that senior management will sign off. Therefore your EVP should focus on the attraction and engagement piece – the area that will give you a return on investment (ROI).



example EVP ROI

- increase careers site visits
- size of candidate pipeline
- number of social media followers/likes
- careers sites applications/% conversion
- increase in referrals
- offer to acceptance ratio
- number of hires made via direct sourcing
- decrease time to hire
- decrease cost of hire/recruiting costs
- new hire satisfaction
- number of hires exceeding probationary period
- increase retention
- diversity fulfillment

start your employer brand journey with the Employer Brand Strength Assessment (EBSA). Cost – RM40,000

The RSR Employer Brand Strength Assessment (EBSA) audits your brand story online, provides insights on how you rank against other companies in the same sector, and examine your company through the lens of a job seeker as they make the journey from job search to application.

you will be audited for:

- ease of search and visibility (on digital media)
- consistency in messaging and tone, value proposition and benefits
- your digital and social brand presence
- ease of your job application process

you will get to understand:

- the effectiveness of your key messages
- how people perceive your true work culture, as your employees experience it
- how you compare to your competitors, in terms of similarities and differentiators
- any gaps between perception and reality

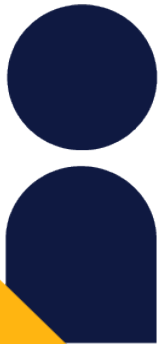
you will receive:

- a detailed report with a rating of your employer brand strength, including our key recommendations and best-practices for articulating your employer brand via social media, email, and other digital media

build your employer brand with a bespoke solution. Cost - solution specific

Our employer branding experts can help you:

- bring the improvement matrix to life
- bridge the gap between **where you want your employer brand to be** and **where the market currently sees it**
- **validate the issues and challenges driving the gap** between internal and external brand perceptions and build a roadmap to address them



your bespoke employer brand solution will include:

white boarding/
scoping session
to confirm needs

employee value
proposition
development/
refinement

talent sourcing
and retention
strategies

employer brand
validation

development of
segment specific EVP
to support targeted
recruitment
campaigns

assistance with
overcoming specific
challenges/ areas for
improvement
identified in the REBR

measure the perception of your company's employer brand.

Benefits:

- **Measure key metrics** of your employer brand based on the perception of Malaysia's general population
- **Specify your EVP** and take target audience into account
- **Benchmark your results** against other peers within your industry
- **Consult with Randstad** on industry trends and employer branding best practices



pricing:

1 report
RM5,000
per report

3 or more reports
RM3,000
per report

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methodology

appendix 1.



methodology

why smart sampling?

In the past, companies were evaluated by 140 to 1400 respondents. Having analysed the data and error margins, it was concluded that a large sample was not necessary when reliable data can also be obtained with a smaller sample size. Therefore, 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).



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randstad

human forward.

