



# The **T**alentist

Employer Brand Perception

## Employer Brand Perception Research

### Uzbekistan, 2023

Key Drivers For Choosing An Employer  
Job change  
Benefits  
Attractiveness Of Employers

# What is The **T**alentist?



**A study of the perception of the employer's brand**, based on the opinions of a large number of people and accumulating the results of a successful experience of studying the employer's brand

**An independent survey** based on a sample whose socio-demographic characteristics accurately reproduce the able-bodied population of the country

**Evaluation of the attractiveness of employer brands** of the largest companies known to at least 10% of the population

**Valuable insights** that help companies develop the employer brand

# About The Study

**3 500** respondents

The survey sample reflects an accurate portrait of the working-age population of Uzbekistan.

**100** companies from **11** industries

We evaluate the brands of large employers (more than 1000 employees).



People aged 16 to 59 years old answer questions from an online questionnaire.



Filling out the questionnaire is anonymous and takes approximately 15 minutes.

The survey was conducted on 13 September – 14 October, 2023.

# Researched industries and segments

## Healthcare

- Distributers
- Pharmaceutical manufacturers

## Textile

- Textile Industry

## Telecom

- Telecom services

## Mining and processing

- Mining
- Pipe industry
- Chemical industry

## Machine building

- Aircraft construction
- Automakers
- Railway engineering
- Machinery and instrument engineering

## Retail

- Home appliances and consumer electronics
- Non-food retail
- Food retail
- E-commerce

## Construction and real estate

- Construction materials production
- Industrial construction
- Infrastructure construction and development

## Consumer goods

- Distributers
- Drinks
- Non-food products
- Food products

## Transportation and Logistics

- Freight and passenger transportation
- Postal services

## Fuel and energy

- Oil and gas
- Coal mining

## Financial services

- Banking and financial services
- Insurance

# Methodology

## Key drivers for choosing an employer

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1. Work-life balance
2. Career opportunities
3. Training and development
4. Long-term job security
5. Flexible working conditions
6. Interesting job content
7. Latest technologies
8. High-quality products/services
9. Inclusion & diversity
10. Pleasant work atmosphere
11. Strong management
12. Corporate social responsibility
13. Convenient location
14. Financial stability
15. Attractive salary and benefits
16. Very good reputation

## Key questions for the rating

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The answer to the question  
«*Do you know this company?*»  
determines **awareness**

For each company known to the respondent, the answer to the question  
«*Would you like to work for this company?*»  
determines **attractiveness**

Each company that respondent knows is being evaluated by the key drivers. It determines **the reason for attractiveness**

## Rating mechanics

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A respondent is randomly shown **30** employer brands.

Each company is evaluated only by those who know it as an employer brand.

Therefore, the research ensures equal perception of both well-known and lesser-known employer brands.

The random principle is designed to demonstrate each company to **1000** respondents.

# Key Conclusions-2023

## Key criteria for choosing an employer

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- Three primary factors that drive individuals' decision are attractive salary and benefits, financial stability, pleasant work atmosphere and interesting job content.
- Based on evaluations from employees, their current employer is highly rated in terms of pleasant work atmosphere, high-quality products/services and strong management.
- Evaluating 100 well-known employers, respondents more often indicated that companies had strong management, high-quality products/services, as well as very good reputation.

## Changing job and preferences

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- Last year, 15% of respondents changed job and 11% have expressed their intention to change job within the next 12 months.
- Main reasons for changing job are dissatisfaction with low salary and job content, as well as inconvenient work schedule.
- According to the majority of employees, the workload has increased in the last twelve months, while salary and work schedule have gotten better
- One in six respondents expressed a preference for having their own business, on the second place is employment in a state-financed organization.

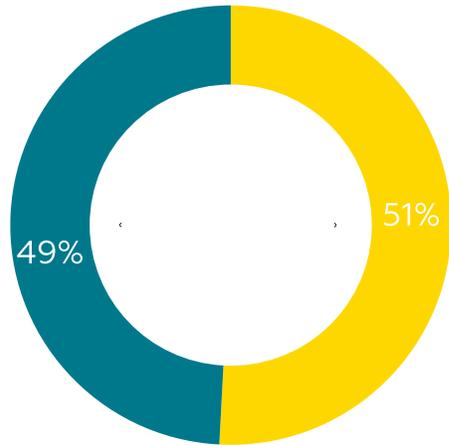
## Benefits

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- The majority of employers provide additional days off, compensation for meals and financial assistance in difficult life situations.
- According to the respondents, the most attractive benefits are commute compensation, additional medical insurance and travel insurance.
- Middle-age respondents have expressed strong appreciation for benefits like additional days off, cellular service and commute compensation.
- 2/3 of respondents rely on support from their employers, with the most common sought-after benefits – assistance in buying/renting housing, medical services and financial consultations.

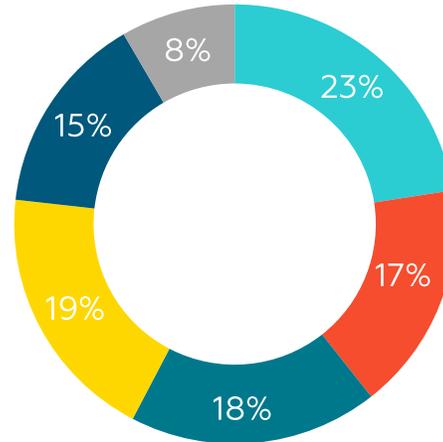
# Sample: Socio-Demographic Profile

## Gender



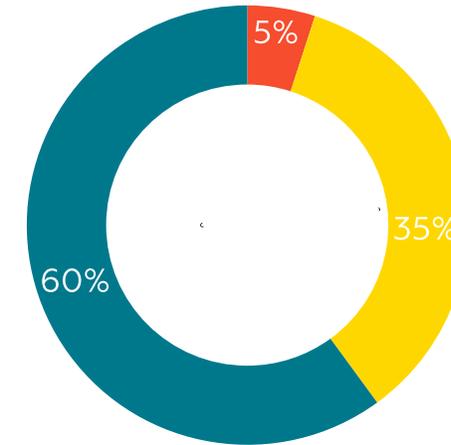
- female *Base 1721*
- male *Base 1779*

## Age



- 16-24 *Base 789*
- 25-29 *Base 589*
- 30-34 *Base 640*
- 35-39 *Base 669*
- 40-49 *Base 519*
- 50-59 *Base 294*

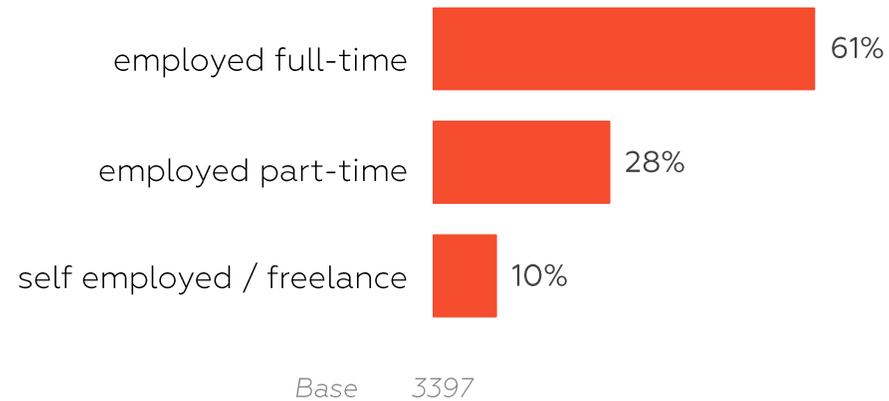
## Education



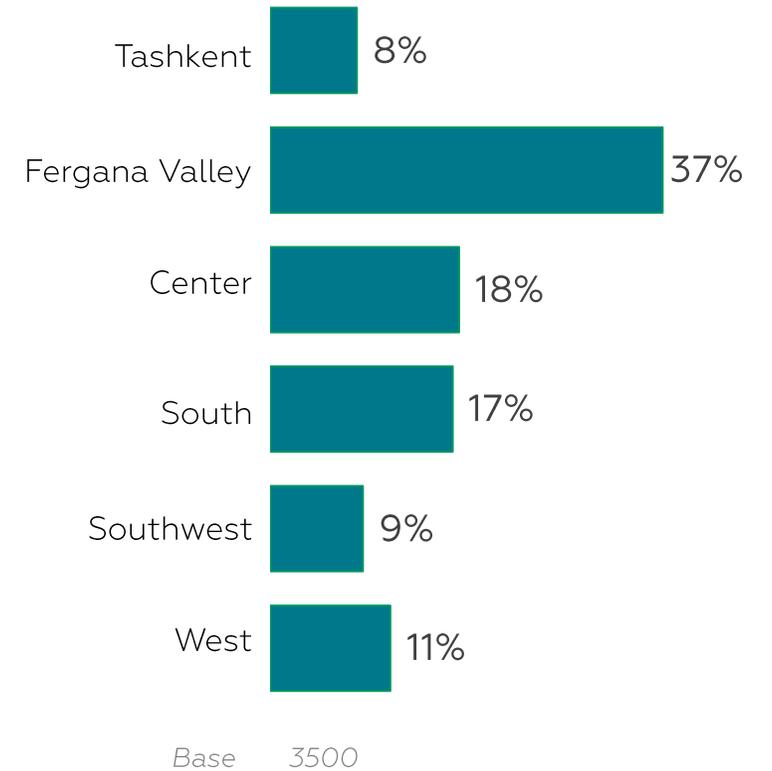
- higher *Base 2101*
- secondary *Base 1225*
- less than secondary *Base 174*

# Sample: Region, Employment Status

## Employment status



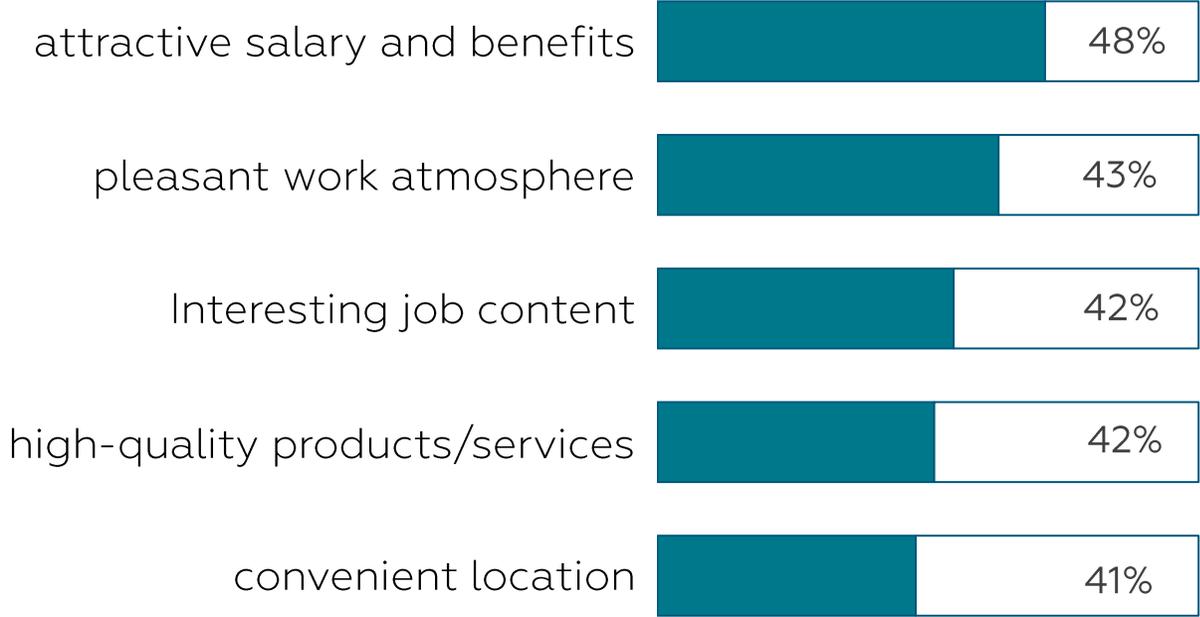
## Region



# Key Drivers For Choosing An Employer



# Top 5 Most Important Drivers For Choosing An Employer



Attractive salary and benefits is the main criteria for choosing an employer. This factor is more important for respondents who work full-time.

Interesting job content is in top-3 main criteria when choosing an employer and is more valuable for youngsters up to 24.

Furthermore, youngsters, more than other age groups, are interested in high quality products/services, career opportunities, training and development as well as inclusion & diversity.

Latest technologies and long-term job security are more valuable for employees of budget organizations

A1. Please think about your ideal employer, please rate how important these attributes are to you when choosing an employer.

Base 3500



# Rating Of Importance Of Employer Selection Drivers



A1. Please think about your ideal employer, please rate how important these attributes are to you when choosing an employer.

Base 3500

# The Gap In The Drivers For Choosing An Employer

Understanding the gap in the employer's offer and its perception among potential employees on key selection factors allows us to develop the employer's brand in a targeted manner

Current employer's offer		The ideal employer's offer		Uzbekistan employers' offer	
1	pleasant work atmosphere 75%	attractive salary and benefits 48%	strong management / leadership 69%		
2	high-quality products/services 75%	pleasant work atmosphere 43%	high-quality products/services 68%		
3	strong management / leadership 74%	interesting job content 42%	good company reputation 68%		
4	convenient location 74%	high-quality products/services 42%	latest technologies 68%		
5	good company reputation 74%	convenient location 41%	financial stability 67%		
6	interesting job content 74%	career opportunities 40%	pleasant work atmosphere 67%		
7	attractive salary and benefits 73%	good company reputation 40%	attractive salary and benefits 67%		
8	good work-life balance 72%	good work-life balance 40%	interesting job content 65%		
9	training and development opportunities 71%	strong management / leadership 39%	career opportunities 65%		
10	career opportunities 71%	financial stability 39%	convenient location 64%		
11	financial stability 70%	training and development opportunities 38%	diversity & inclusion 63%		
12	latest technologies 68%	latest technologies 36%	long-term job security 63%		
13	flexible working conditions 66%	long-term job security 35%	training and development opportunities 62%		
14	long-term job security 65%	flexible working conditions 35%	good work-life balance 60%		
15	diversity & inclusion 64%	diversity & inclusion 34%	corporate social responsibility 57%		
16	corporate social responsibility 61%	corporate social responsibility 30%	flexible working conditions 56%		

A1. Please think about your ideal employer, please rate how important these attributes are to you when choosing an employer.

A2. Think of your own employer. Please rate your own employer on each of the attributes below.

A5. Please evaluate (on your perception) each of the following employers that you have heard on the following attributes.

# Job Switching



# Trends Towards Changing Jobs And Employers



## 15% of employees have changed their employer in the past 12 months

Employees who have remained in their current organization prioritize convenient location more than those who changed job within the last 12 months.

11% of respondents plan to change their workplace in the upcoming year. Those who do not plan to change the employer appreciate interesting job content more.

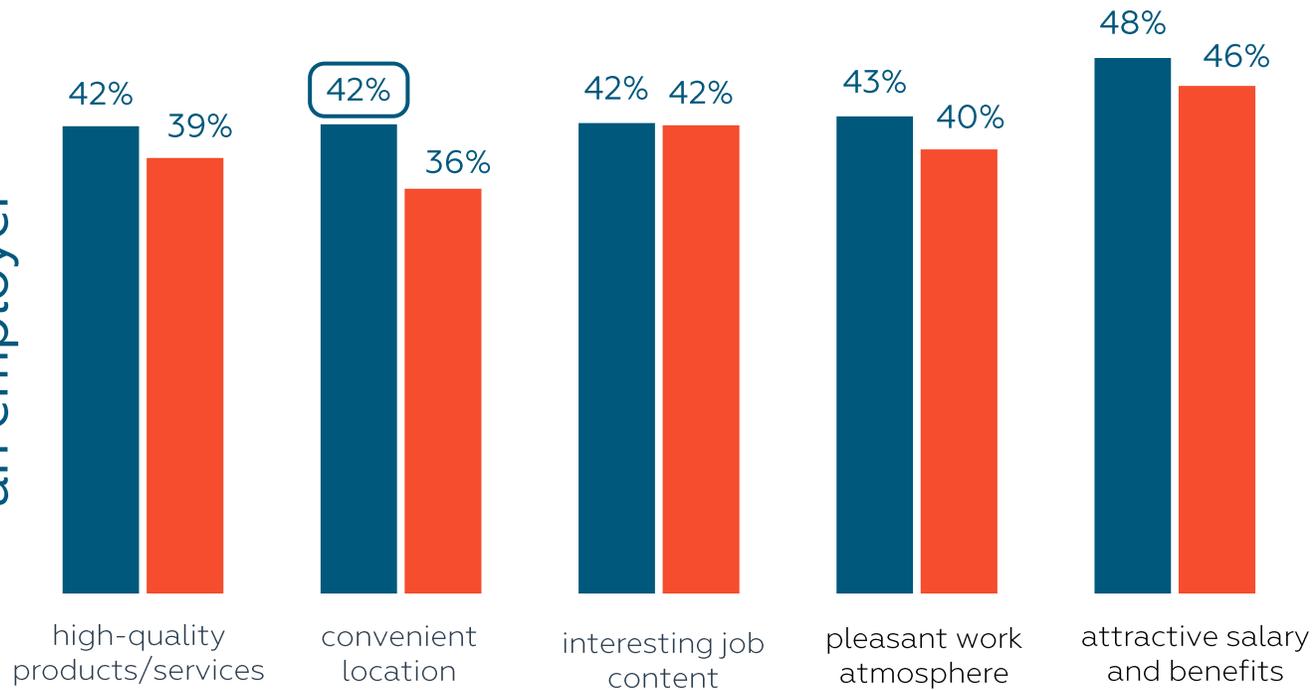
## Social media and messengers are the main channel for finding a new employer

23% of respondents prefer to search for jobs on social media and messengers. Telegram and Instagram are the most popular social networks for job searching, especially among people under 24.

On the second place are job portals / job boards (22%). Olx is the most popular portal for job search, especially among respondents with a permanent job. Youngsters more than other age groups use HeadHunter, while budget company employees use MyJob.

# Job Change Statistics In 2023

Key drivers for choosing an employer



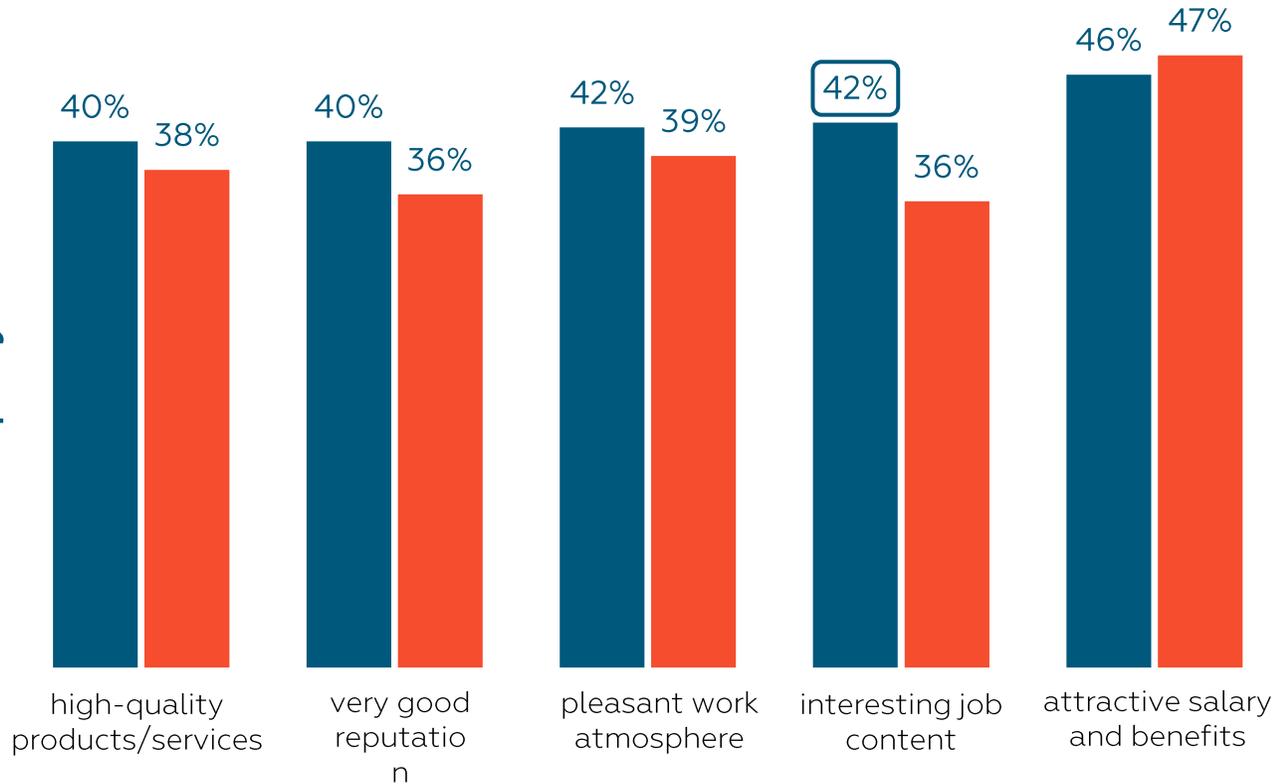
15% have changed their employer in the past 12 months

85% stayed with the same employer

- those who have changed jobs Base 509
- those who have not changed jobs Base 2888
- Significant difference between groups

# Plans To Change Job In 2023

Key drivers for choosing an employer



11% plan to change job within 12 months

72% do not plan to change job within 12 months

17% found it difficult to answer

- Plan to change job Base 374
- Do not plan to change job Base 2436
- Difficult to answer Base 564
- Significant difference between groups

# Reasons For Changing Job



The primary factors that drive job change are a low salary, work dissatisfaction, and an unsuitable working schedule.

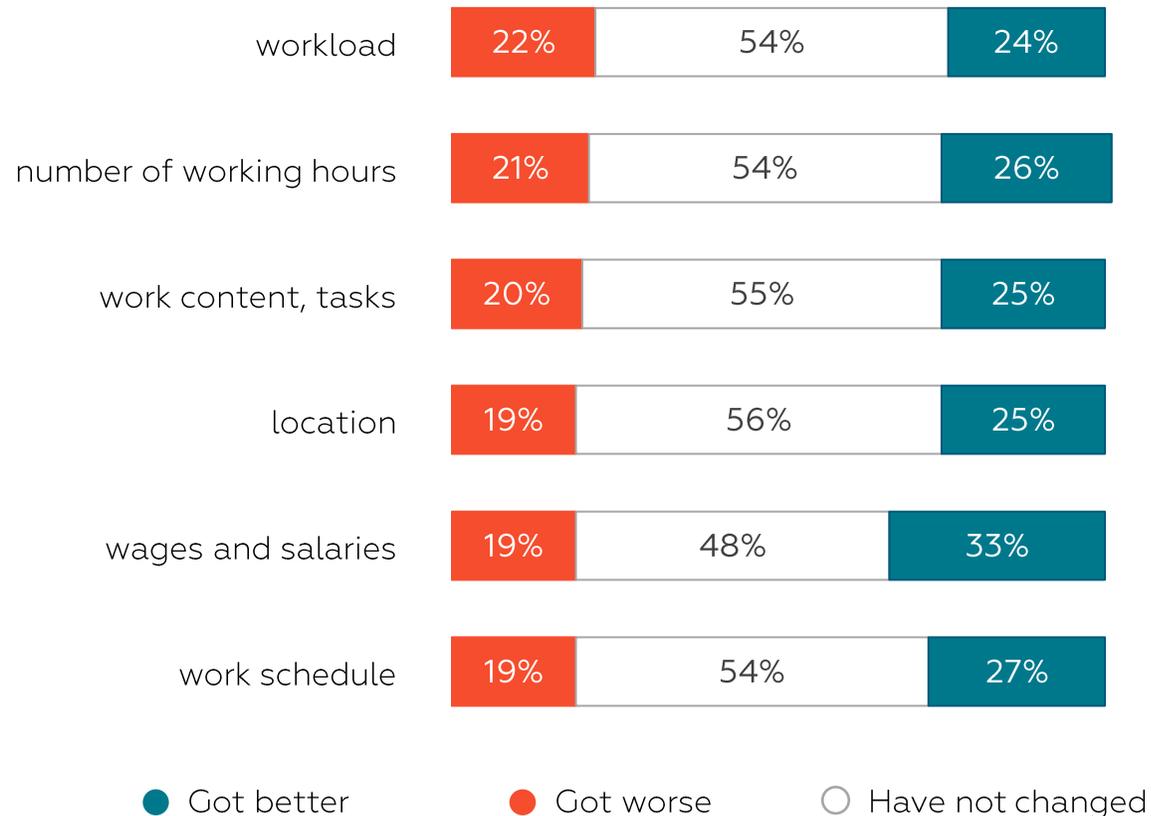
Compared to others, employees aged 25-34 are more inclined to change job due to weak management, working hours and lack of work-life balance.

Freelancers mentioned even more frequently the lack of work-life balance.

A9. You previously mentioned that you had changed job. Please specify the reasons why you decided to leave your job?

База 509

# Changing Working Conditions



Young people under the age of 24 and those who have a permanent job are more likely than others to note improvements in work schedule.

The employees of budget organizations highlight improvements in location and workload.

Freelancers more than other groups stated positive changes in job content.

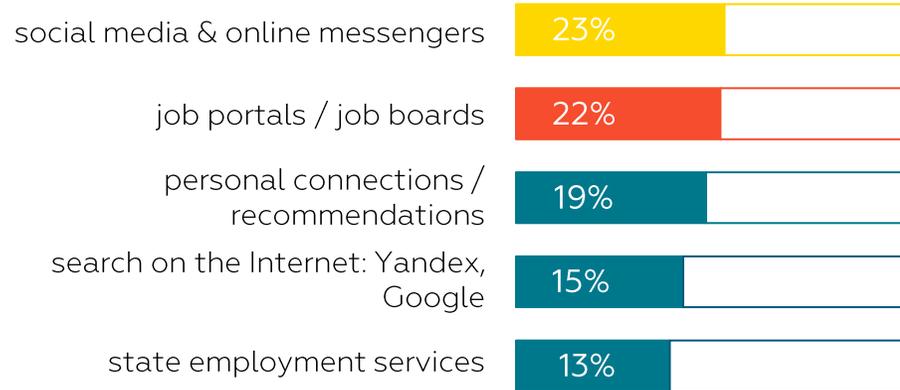
Talking about changes for the worse, respondents of the age above 50 more than others mention workload increase, while people aged 25-34 note worse work schedule.

Employees with a permanent job more frequently mention worsening in all the conditions than those with a permanent job.

# Job Search Channels

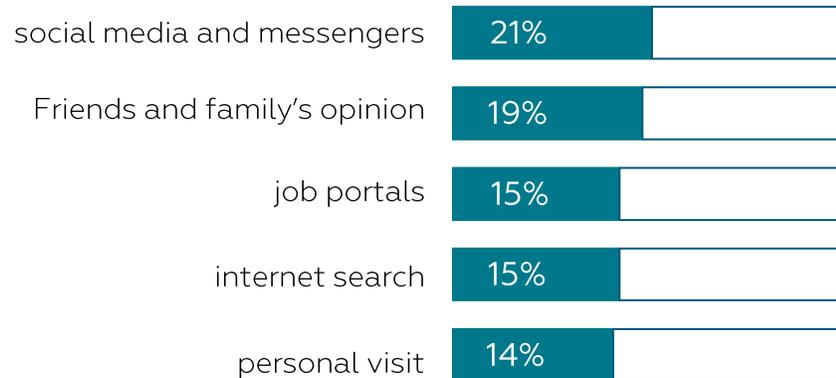
## Top 5 channels for job search

Base 3500



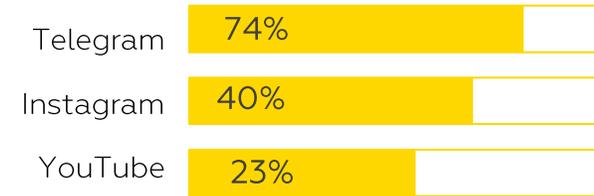
## Top 5 channels for checking the reputation of employers

Base 3500



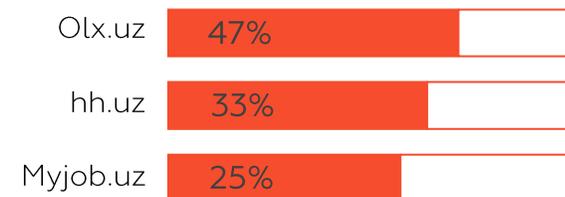
## Top 3 popular social media

Base 792



## Top 3 popular job portals

Base 754

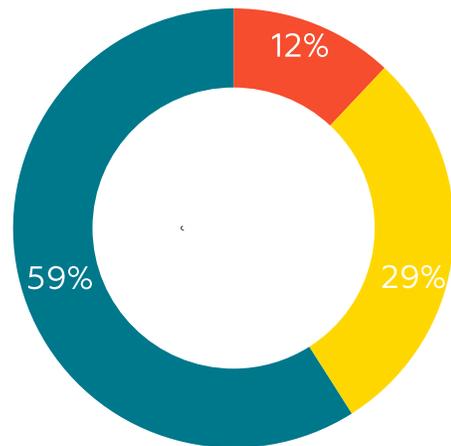


A8. Through which of the following job search channels did you find a job?  
A10. What channels do you usually use to check the reputation of companies you would like to work for?

A8\_1. Through which of the following job portals do you look for a job?  
A8\_3. Through which of the following social media platforms you use to find a job?.

# Number of Employers and Preferred Place Of Work

## Number of employers



- 1 employer *Base* 2014
- 2 and more employers *Base* 966
- self-employment *Base* 417

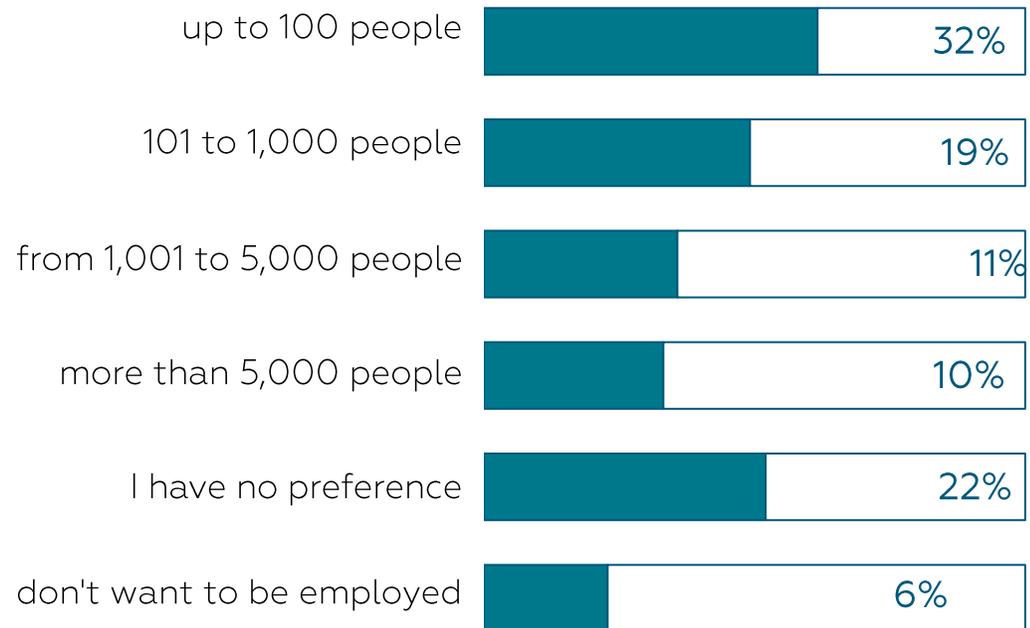
## Предпочтительное место работы



*Base* 3500

A21. How many employers do you have?  
A11. If you had a choice, where would you prefer to work?

# The Size Of An Ideal Employer



Men more frequently than women have a preference in companies with less than 100 people.

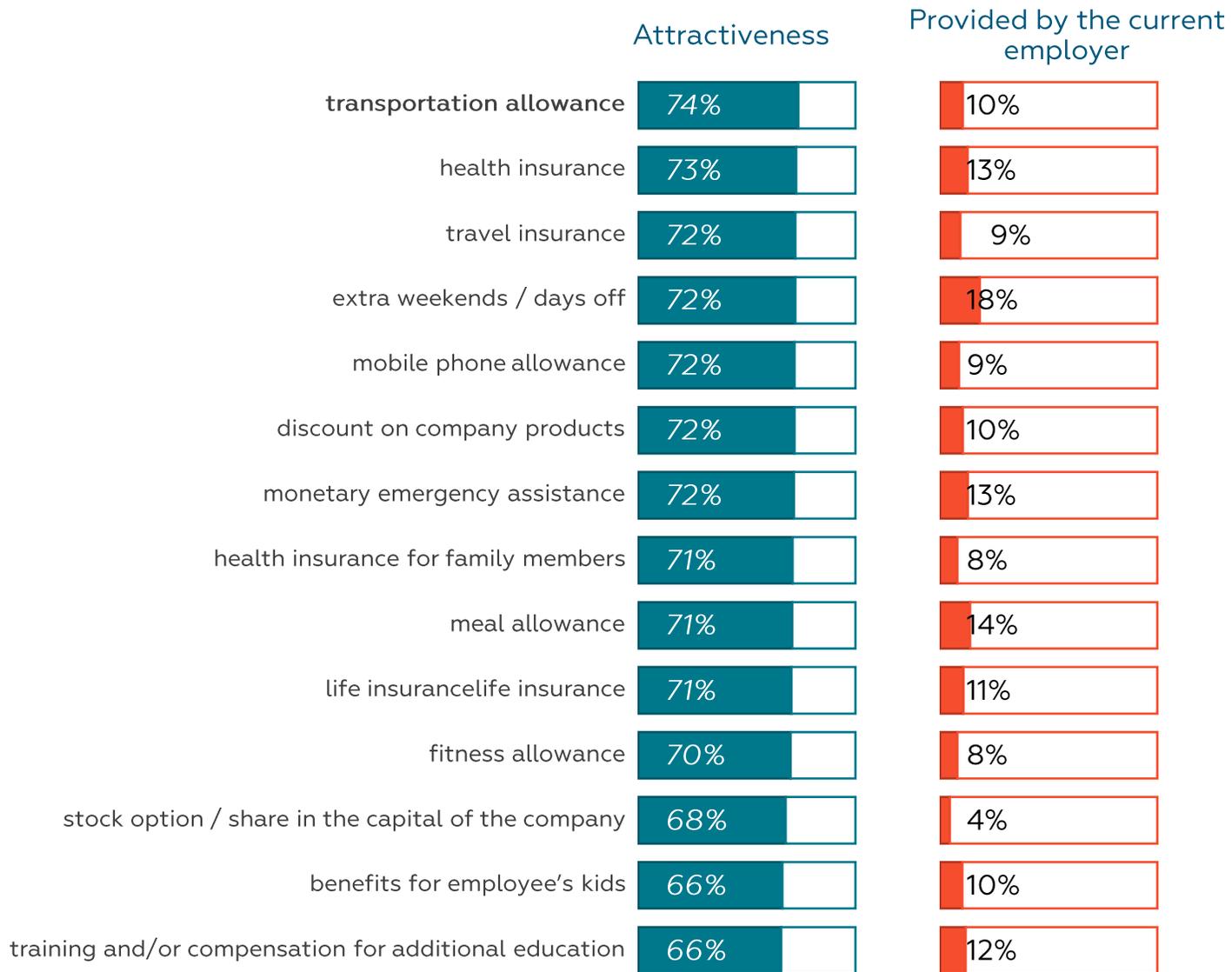
Respondents of 35-49 with a permanent job and in budget organizations more often than others also showed a preference for smaller companies.

People with a permanent employment expressed a higher preference for working in companies with a size ranging of more than 1,000 employees. Freelancers and respondents of 50+ have no preference in the size of an employer.

# Benefits



# Benefits



The most attractive benefits are transportation allowance (especially for respondents of 35-49), medical and travel insurance.

Extra weekends are more frequently mentioned by men of 35-49 and those who work on a permanent position.

Respondents with a permanent job more than others highlight fitness allowance, training and/or compensation for additional education as well as benefits for their kids.

Extra days off, meal allowance, monetary assistance and medical insurance are the benefits most often provided by the employers.

Individuals under the age of 24 noted that an employer offers training and/or compensation for additional education, and also a discount on company products

A16. Please rate the benefits listed below based on your level of attractiveness?  
 A17. Please check what kind of benefits does your employer provide?

# Extra Support From The Employer

67% need support from the employer

17% do not need support from their employer

16% found it difficult to answer

## Поддержка от работодателя\*



Base 2805

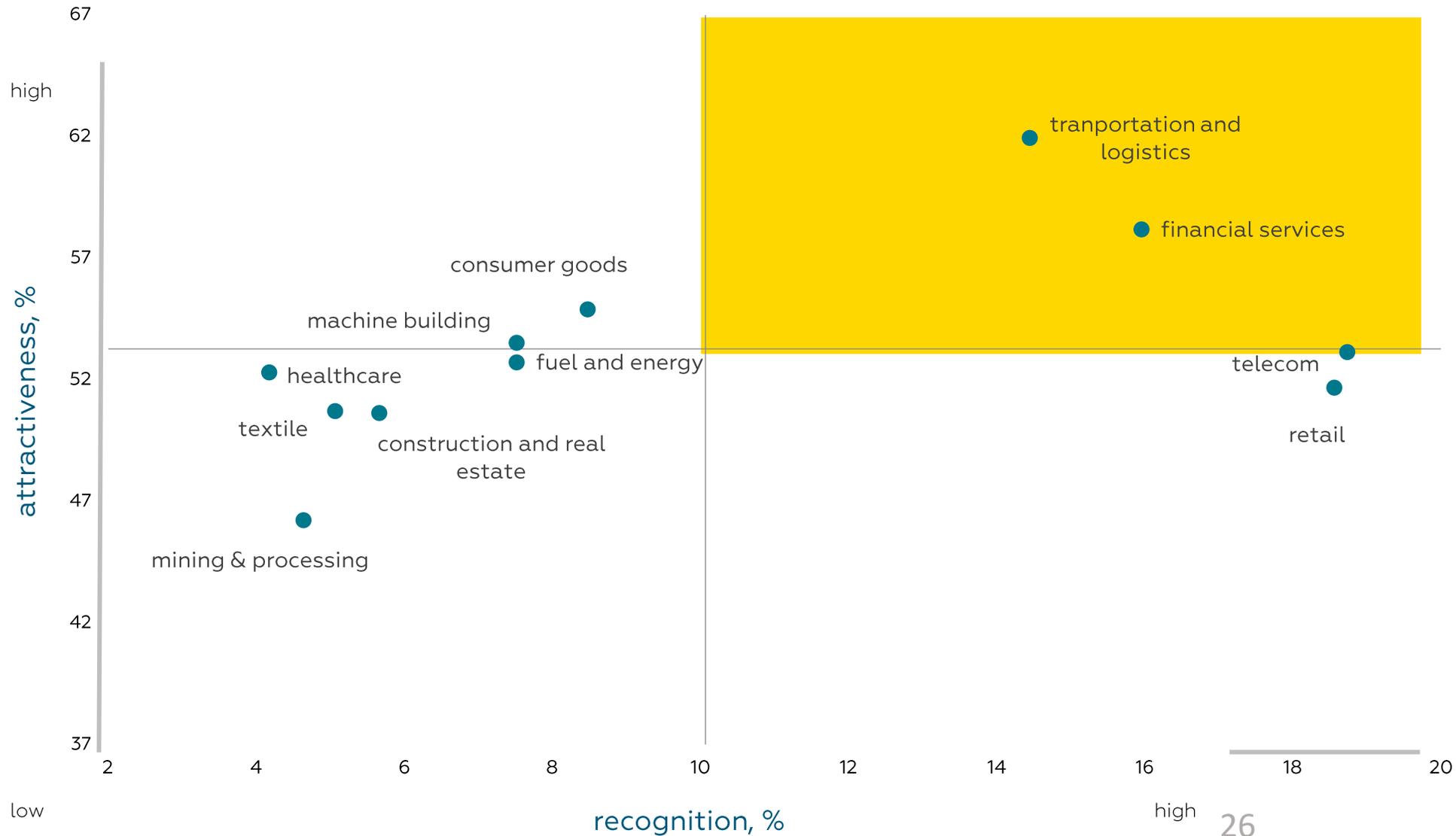
\*Data on those who need support from the employer

A18. Do you now need additional support from your employer? If so, what kind of support?

# Attractiveness Of Employers



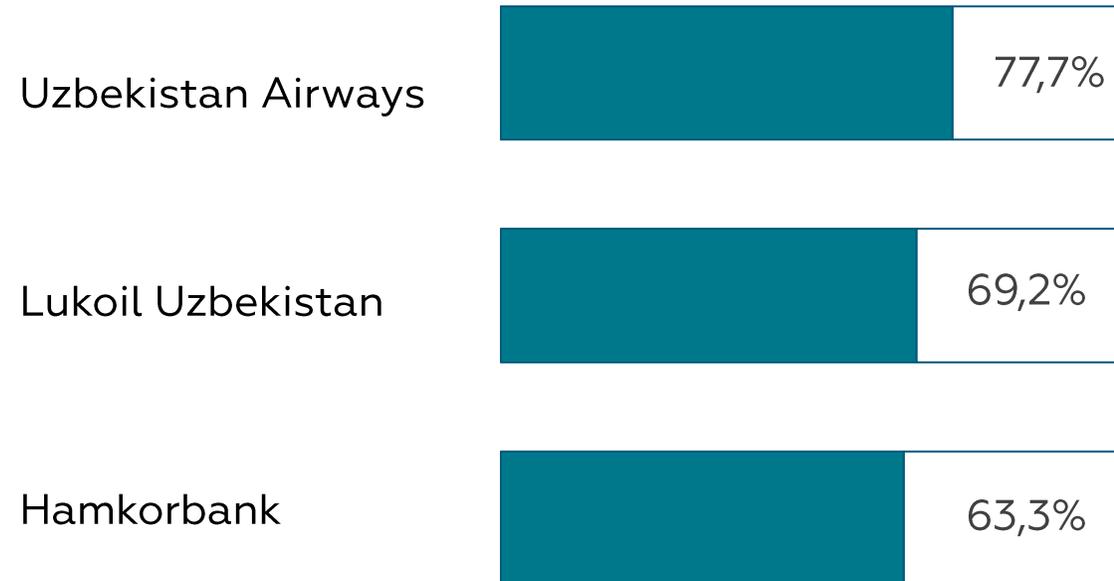
# Rating Of Industries By Attractiveness For Work



**High attractiveness** means that most employers in this industry are attractive.

**High recognition** means that most employers in this industry are well-known.

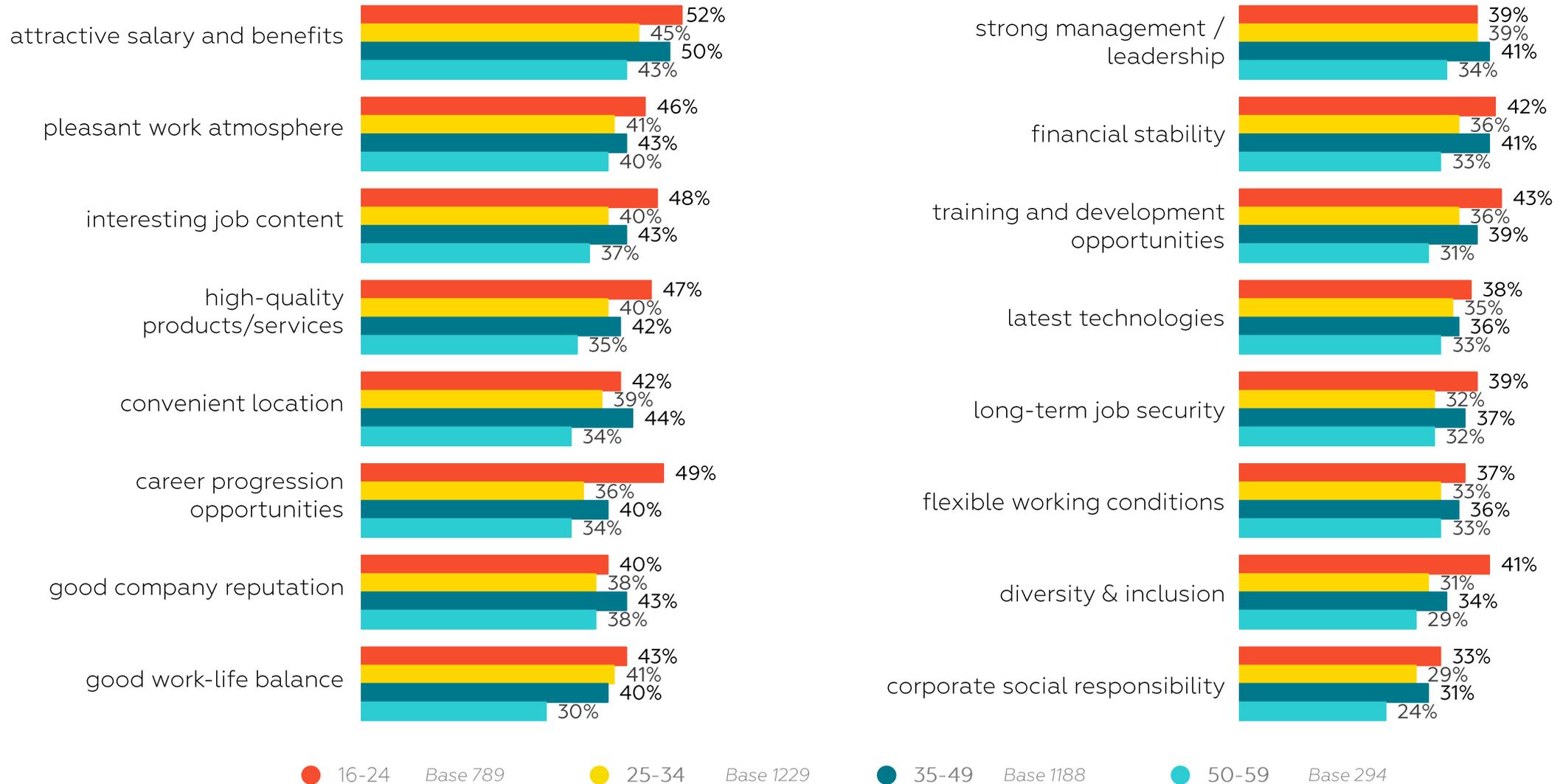
# Top 3 Attractive Employers In Uzbekistan



# Appendix: Key Drivers For Choosing An Employer In Detail

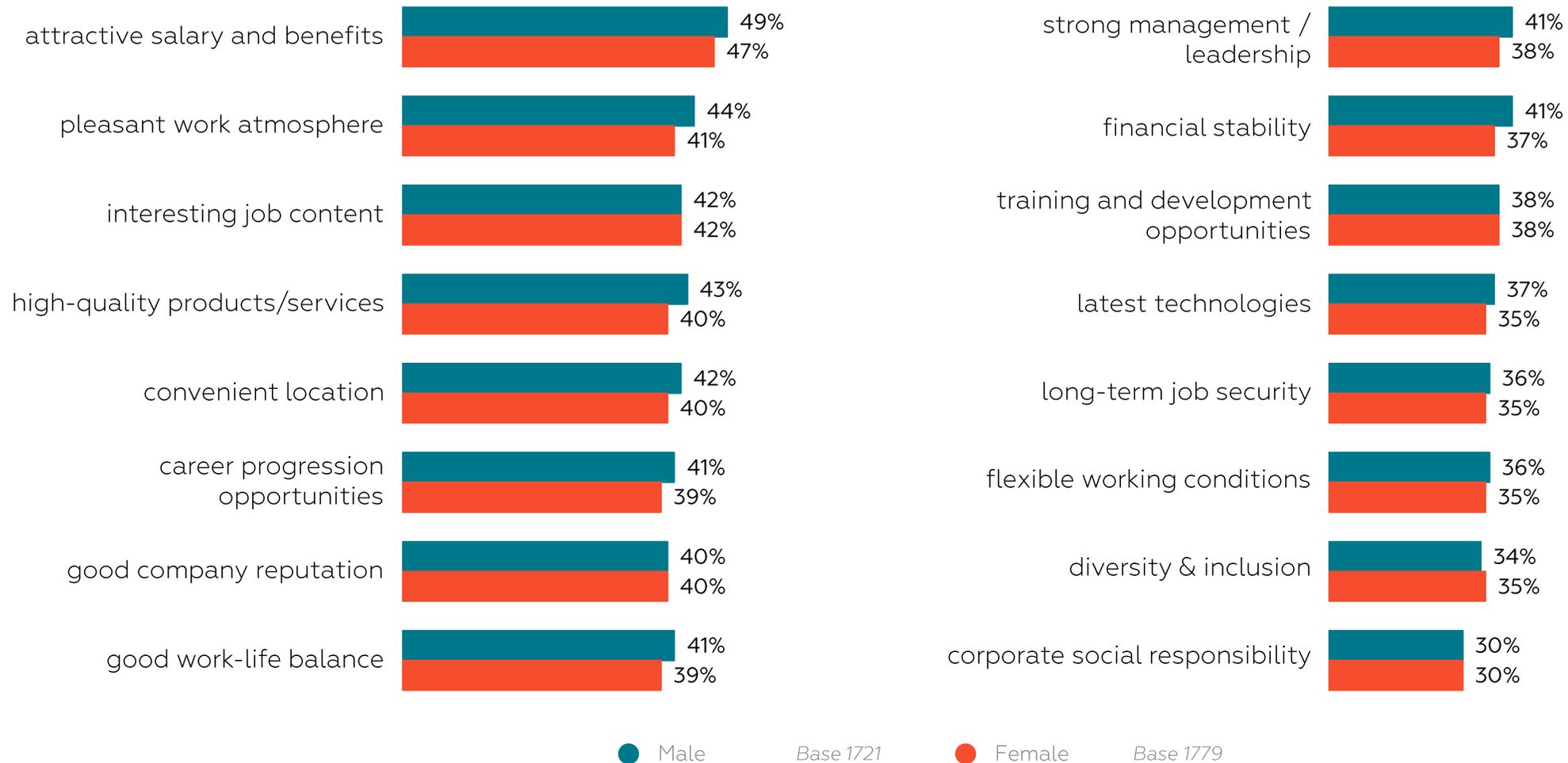


# The Importance Of Key Criteria For Different Ages



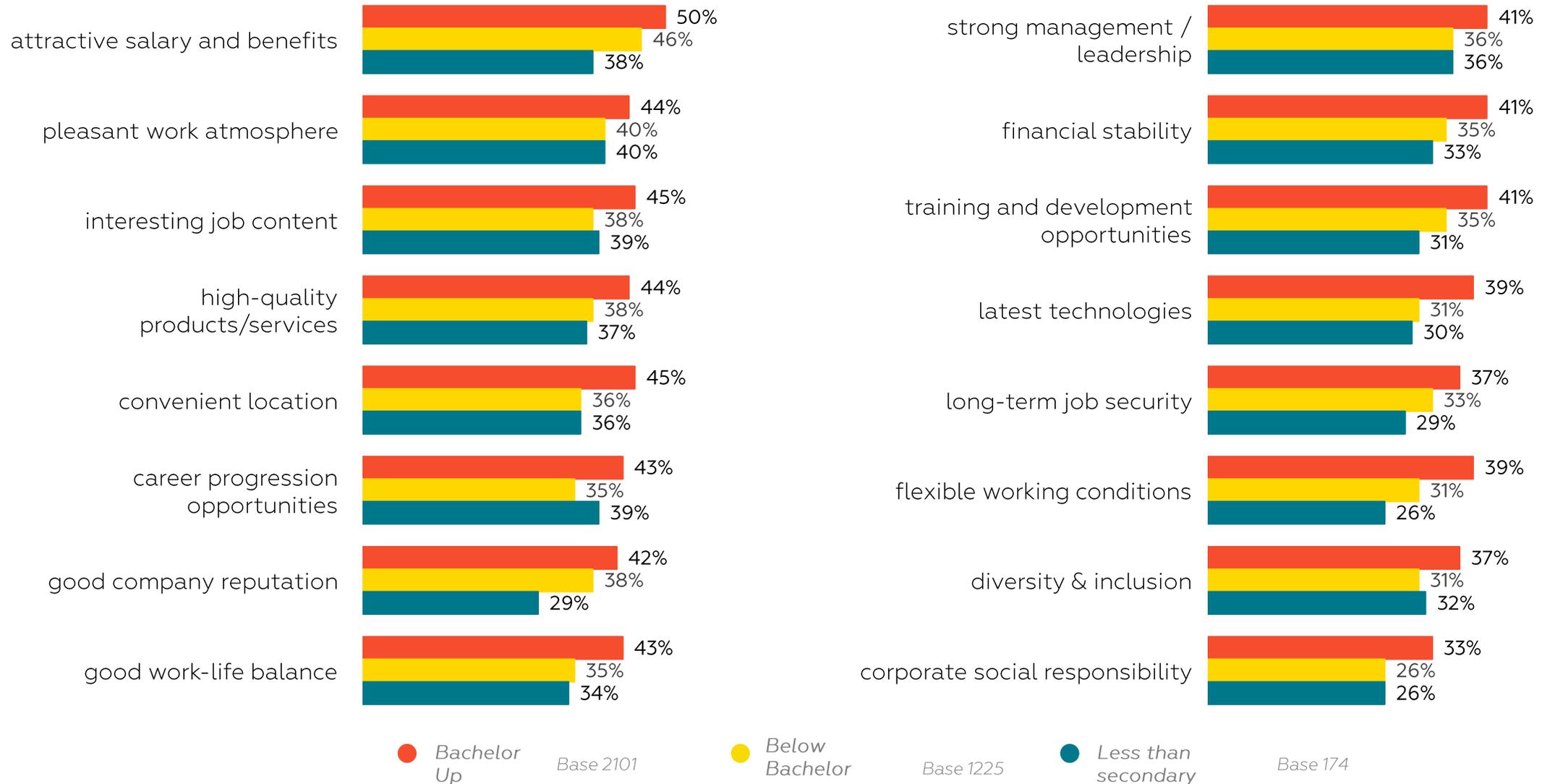
A1. Please think about your ideal employer, please rate how important these attributes are to you when choosing an employer.

# The Importance Of Key Criteria For Male and Female Respondents



A1. Please think about your ideal employer, please rate how important these attributes are to you when choosing an employer.

# The Importance Of Key Criteria - Levels Of Education



A1. Please think about your ideal employer, please rate how important these attributes are to you when choosing an employer.

# The Talentist

Employer Brand Perception

Организатор:



ANCOR Staffing company has been operating in Central Asia since 2007. ANCOR offers a variety of solutions in temporary staffing, outstaffing, business processes outsourcing (BPO), recruitment and consulting, provides digital products and solutions for HR.

Info-partners:



An organizer of business and industry events and projects in Uzbekistan and Kazakhstan, including large annual HR forum Human Capital Days. This forum serves as a platform for exchanging best practices and experiences in the field of personnel management and organizational development.



AFS-Research is one of the leading agencies in marketing research, that has been on the Uzbek market since 2008.



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