

The Most Attractive Employers in Switzerland

STUDENTS
2020



Map of Universum Rankings

The results of Universum's Student Survey pinpoint how talent perceive employers in your country.

The research functions as a basis for decision-making when choosing target groups, messages and channels for future employer branding campaigns. Moreover, it can be used as a control instrument for measuring the appeal an organization has over its specific target groups.

Countries where we conduct our studies



And these

Austria	Finland*	Kazakhstan	Singapore
Belgium	Germany*	Netherlands*	Switzerland*
Czechia	Hong Kong	Norway*	Thailand
Denmark*	Ireland	Poland	Turkey*
Egypt	Italy*	Portugal	United Arab Emirates



Where do you rank?

AN ESSENTIAL RESOURCE

It's so important to secure the very best young talent out there, which is why HR and C-level leaders around the world refer to Universum's research. Drawing on the opinions of more than 11,000 students in Switzerland, this preview of the 2020 Talent Survey gives a clear indication of where your organization ranks when it comes to its potential to attract new recruits.

VALUABLE INSIGHTS

This preview provides you with an understanding of where your organization currently ranks, as well as highlighting career aspirations and desirable industries identified by the respondents.

ACTIONABLE ASSESSMENTS

But, this preview is only the beginning. By becoming a member you can access Universum's full report, which contains company-specific findings, and custom insights and recommendations that are critical when it comes to developing your employer branding strategy.

Want to learn more? Contact us

About us

We shape Employer Branding.

As an essential and trusted partner for employers, we are the most recognized Employer Branding specialist in the top 50 economies of the world.

We ensure employers around the world achieve their goals through data-driven Employer Branding, enabling them to engage the talent they need to succeed. Our services include actionable research, strategic consulting, and data-driven communications and social media solutions for talent branding, sourcing, and analytics.

We are a trusted partner to over 1,700 clients, including many Fortune 500 companies, as well as to global media partners that publish our annual rankings and trend reports.

We work with over 2,000 universities, alumni groups, and professional organizations to gather insights from students and professionals in order to advise employers on how to attract and retain talent that fits their culture and purpose. On an annual basis, Universum surveys over 1,500,000 students and professionals worldwide.



**Did your
company
rank in
the top 100?**

Please contact us
to receive your badge.

Survey Specifics

Field Period

The survey for this ranking was carried out between October 2019 and April 2020.



11,592
STUDENTS



75
UNIVERSITIES



148
AREAS OF STUDY



41,243
EVALUATIONS



4,331
Business



1,862
Engineering



780
IT



962
Natural Sciences



1,533
Humanities/
Social
Sciences/
Education



958
Law



1,166
Health/
Medicine



Business

The Most Attractive Employers of 2020

1	Google	26	Coca-Cola Schweiz	51	IWC Schaffhausen	76	Hilti
2	UBS	27	KPMG	52	IBM	77	ABB
3	Rolex	28	Novartis	53	InterContinental Hotels Group	78	Glencore
4	Credit Suisse	29	Schweiz Tourismus	54	Swarovski Group	79	Manor
5	LVMH	30	Bank Julius Bär	55	SRG SSR	80	Schindler
6	McKinsey & Company	31	Roche	56	HSBC Private Bank	81	Emmi
7	United Nations	32	Migros Gruppe	57	Johnson & Johnson	82	Kuoni
8	Swiss International Air Lines	33	Flughafen Zürich	58	Coop	83	Logitech
9	Microsoft	34	IKRK	59	PostFinance	84	AXA
10	Schweizerische Nationalbank	35	Bain & Company	60	EF Education First	85	Allianz
11	Die Bundesverwaltung	36	Swisscom	61	Chopard	86	Fossil
12	Goldman Sachs	37	Lindt & Sprüngli	62	Accor	87	VZ VermögensZentrum
13	J.P. Morgan	38	Richemont	63	Die Post	88	Victorinox
14	Four Seasons Hotels and Resorts	39	Mandarin Oriental Hotel Group	64	HEINEKEN	89	Tamedia
15	Boston Consulting Group (BCG)	40	Swiss Re	65	Stadt Zürich	90	Huawei
16	FIFA	41	Morgan Stanley	66	Partners Group	91	IATA
17	EY (Ernst & Young)	42	IKEA	67	Die Mobiliar	92	H&M
18	Nestlé	43	Procter & Gamble (P&G)	68	Zurich Insurance Group	93	Deutsche Bank
19	PwC (PricewaterhouseCoopers)	44	Pictet	69	Siemens	94	Roland Berger
20	Patek Philippe	45	Accenture	70	Unilever	95	Feldschlösschen (part of Carlsberg)
21	UEFA	46	Swatch Group	71	Lombard Odier & Cie	96	Bayer
22	World Economic Forum	47	Raiffeisen	72	Strategy&	97	Aldi Suisse
23	L'Oréal Group	48	Zürcher Kantonalbank	73	Swiss Life	98	Baloise Group
24	SBB CFF FFS	49	Philip Morris International	74	LGT	99	Union Bancaire Privée (UBP)
25	Deloitte	50	Hyatt	75	NZZ Mediengruppe	100	Banque Cantonale Vaudoise

Engineering

The Most Attractive
Employers of 2020

1	Google	26	Flughafen Zürich	51	Migros Gruppe	76	KPMG
2	ABB	27	Johnson & Johnson	52	Rheinmetall Air Defence	77	PwC (PricewaterhouseCoopers)
3	Siemens	28	Bombardier	53	Leica Geosystems	78	Geberit
4	SBB CFF FFS	29	Boston Consulting Group (BCG)	54	STRABAG	79	Die Post
5	European Space Agency (ESA)	30	Swatch Group	55	Noser Engineering	80	Accenture
6	Microsoft	31	Losinger Marazzi	56	Biogen	81	Schneider Electric
7	Rolex	32	General Electric (GE)	57	Richemont	82	BASF
8	CERN	33	Swissgrid	58	Caterpillar	83	Sulzer
9	RUAG	34	UBS	59	ThyssenKrupp Presta	84	3M
10	Pilatus Aircraft	35	Sensirion	60	Liebherr-International	85	Coop
11	IBM	36	Zühlke Engineering	61	Helbling Technik	86	SRG SSR
12	Stadler Rail	37	Schindler	62	Swiss Re	87	Syngenta
13	Roche	38	IKRK	63	Trumpf	88	LafargeHolcim
14	Swiss International Air Lines	39	Axpo	64	Romande Energie	89	AXA
15	Logitech	40	Alpiq	65	SR Technics	90	Hamilton Bonaduz
16	Die Bundesverwaltung	41	Swisscom	66	Skyguide	91	BOBST
17	Implenia	42	Bühler Group	67	ÄF	92	Hewlett Packard Enterprise
18	Emch+Berger	43	Credit Suisse	68	Deloitte	93	Raiffeisen
19	Bosch Gruppe Schweiz	44	Gruner	69	Sika	94	Suva
20	McKinsey & Company	45	IWC Schaffhausen	70	Georg Fischer	95	Zurich Insurance Group
21	IKEA	46	Huawei	71	Lonza Group	96	Emmi
22	Novartis	47	BKW	72	Bayer	97	Straumann
23	Medtronic	48	Lindt & Sprüngli	73	Swiss Life	98	Philip Morris International
24	Nestlé	49	maxon motor	74	World Economic Forum	99	IATA
25	Hilti	50	EY (Ernst & Young)	75	Dell	100	Procter & Gamble (P&G)

IT

The Most Attractive Employers of 2020

1	Google	26	PostFinance	51	Coop	76	Suva
2	Microsoft	27	PwC (PricewaterhouseCoopers)	52	Sunrise	77	Manor
3	IBM	28	SAP	53	Johnson & Johnson	78	Biogen
4	Swisscom	29	Raiffeisen	54	AXA	79	General Electric (GE)
5	SBB CFF FFS	30	Zürcher Kantonalbank	55	Schindler	80	Helvetia Versicherungen
6	UBS	31	Zühlke Engineering	56	Pilatus Aircraft	81	Bühler Group
7	CERN	32	Accenture	57	Bosch Gruppe Schweiz	82	IWC Schaffhausen
8	Credit Suisse	33	Dell	58	Swissgrid	83	Procter & Gamble (P&G)
9	Digitec Galaxus	34	Nestlé	59	Lindt & Sprüngli	84	Syngenta
10	Logitech	35	KPMG	60	Allianz	85	BearingPoint
11	Rolex	36	IKRK	61	World Economic Forum	86	Leica Geosystems
12	Schweizerische Nationalbank	37	Hewlett Packard Enterprise	62	ELCA Informatik	87	Ericsson
13	Roche	38	Boston Consulting Group (BCG)	63	Swiss Life	88	Infosys
14	Oracle	39	Migros Gruppe	64	Open Systems	89	Helbling Technik
15	Swiss International Air Lines	40	Swatch Group	65	Bayer	90	BASF
16	Siemens	41	IKEA	66	Philip Morris International	91	Endress+Hauser
17	Die Bundesverwaltung	42	Swiss Re	67	Rheinmetall Air Defence	92	Orange
18	EY (Ernst & Young)	43	Swissquote	68	Zurich Insurance Group	93	IATA
19	McKinsey & Company	44	Deloitte	69	Bombardier	94	Avaloq
20	Cisco Systems	45	Ergon Informatik	70	Tamedia	95	Capgemini
21	ABB	46	Richemont	71	Stadler Rail	96	Romande Energie
22	Novartis	47	RUAG	72	Sensirion	97	Axpo
23	Flughafen Zürich	48	Die Mobiliar	73	AdNovum	98	Georg Fischer
24	Die Post	49	SRG SSR	74	Noser Engineering	99	Unilever
25	Huawei	50	Skyguide	75	Namics	100	Isobar

Natural Sciences

The Most Attractive Employers of 2020

1	Roche	26	Lindt & Sprüngli	51	Bühler Group	76	IWC Schaffhausen
2	Novartis	27	BASF	52	Skyguide	77	KPMG
3	Google	28	Emmi	53	Axpo	78	Caterpillar
4	CERN	29	Boston Consulting Group (BCG)	54	RUAG	79	General Electric (GE)
5	Die Bundesverwaltung	30	Migros Gruppe	55	IKEA	80	IATA
6	Nestlé	31	Unilever	56	Zurich Insurance Group	81	LafargeHolcim
7	Biogen	32	Givaudan	57	PwC (PricewaterhouseCoopers)	82	AXA
8	SBB CFF FFS	33	Swiss Re	58	Swissgrid	83	Bombardier
9	European Space Agency (ESA)	34	Logitech	59	Die Post	84	Stadler Rail
10	Johnson & Johnson	35	Flughafen Zürich	60	Alpiq	85	Bosch Gruppe Schweiz
11	IKRK	36	Medtronic	61	Sensirion	86	Meyer Burger
12	Bayer	37	Siemens	62	Procter & Gamble (P&G)	87	Cisco Systems
13	Microsoft	38	SRG SSR	63	Straumann	88	Bell Food Group
14	IBM	39	Firmenich	64	Accenture	89	Baloise Group
15	Lonza Group	40	Huawei	65	Raiffeisen	90	Noser Engineering
16	McKinsey & Company	41	Actelion	66	Allianz	91	Sulzer
17	Vifor Pharma	42	Swiss Life	67	Philip Morris International	92	BKW
18	Swiss International Air Lines	43	Suva	68	Swatch Group	93	Rheinmetall Air Defence
19	CSL Behring	44	Coop	69	fenaco	94	DowDuPont
20	Syngenta	45	Leica Geosystems	70	Swisscom	95	Hamilton Bonaduz
21	UBS	46	Romande Energie	71	PostFinance	96	Zühlke Engineering
22	Pfizer	47	ABB	72	Pilatus Aircraft	97	Endress+Hauser
23	World Economic Forum	48	EY (Ernst & Young)	73	Oracle	98	Trumpf
24	Rolex	49	DSM	74	3M	99	Clariant
25	Credit Suisse	50	Deloitte	75	Sika	99	maxon motor

Humanities/Social Sc./ Education

The Most Attractive
Employers of 2020

1	United Nations	26	Novartis	51	Raiffeisen	76	Bank Julius Bär
2	IKRK	27	Four Seasons Hotels and Resorts	52	Mandarin Oriental Hotel Group	77	Mediterranean Shipping Company (MSC)
3	Die Bundesverwaltung	28	Die Post	53	Philip Morris International	78	IBM
4	Google	29	Credit Suisse	54	IATA	79	Bayer
5	Stadt Zürich	30	Migros Gruppe	55	HEINEKEN	80	PwC (PricewaterhouseCoopers)
6	SRG SSR	31	Lindt & Sprüngli	56	Helsana	81	Procter & Gamble (P&G)
7	Schweiz Tourismus	32	Coca-Cola Schweiz	57	Victorinox	82	Accenture
8	NZZ Mediengruppe	33	Coop	58	InterContinental Hotels Group	83	Lombard Odier & Cie
9	EF Education First	34	Ringier Axel Springer Media	59	ABB	84	Baloise Group
10	SBB CFF FFS	35	Swarovski Group	60	Fossil	85	Mondelēz International
11	Swiss International Air Lines	36	Manor	61	Deloitte	86	Feldschlösschen (part of Carlsberg)
12	Tamedia	37	Swatch Group	62	Logitech	87	JTI
13	Flughafen Zürich	38	H&M	63	Johnson & Johnson	88	Aldi Suisse
14	World Economic Forum	39	Swisscom	64	IWC Schaffhausen	89	J.P. Morgan
15	Nestlé	40	Patek Philippe	65	Emmi	90	Helvetia Versicherungen
16	FIFA	41	PostFinance	66	Goldman Sachs	91	Hilti
17	UBS	42	McKinsey & Company	67	Richemont	92	Pictet
18	Rolex	43	EY (Ernst & Young)	68	Bain & Company	93	Unilever
19	L'Oréal Group	44	Siemens	69	Huawei	94	VZ VermögensZentrum
20	UEFA	45	Chopard	70	AXA	95	Morgan Stanley
21	IKEA	46	Boston Consulting Group (BCG)	71	Schindler	96	Sunrise
22	Microsoft	47	Swiss Life	72	Zürcher Kantonalbank	97	SGS
23	Roche	48	Kuoni	73	Allianz	98	BASF
24	LVMH	49	Die Mobiliar	74	The Adecco Group	99	Hyatt
25	Schweizerische Nationalbank	50	Swiss Re	75	Strategy&	100	Glencore

Law

The Most Attractive
Employers of 2020

1	Die Bundesverwaltung	26	Bank Julius Bär	51	Meyerlustenberger Lachenal
2	Lenz & Staehelin	27	McKinsey & Company	52	Lalive
3	IKRK	28	Lindt & Sprüngli	53	Glencore
4	UBS	29	SBB CFF FFS	54	BIANCHISCHWALD
5	Swiss International Air Lines	30	Pictet	55	Python
6	Homburger	31	AXA	56	Nobel & Hug
7	Bär & Karrer	32	STAIGER Rechtsanwälte	57	Prager Dreifuss
8	FIFA	33	Die Mobiliar	58	Froriep
9	Schweizerische Nationalbank	34	KPMG	59	Deutsche Bank
10	Credit Suisse	35	Boston Consulting Group (BCG)	60	Eversheds Sutherland
11	Walder Wyss	36	Vischer		
12	EY (Ernst & Young)	37	Wenger & Vieli		
13	Stadt Zürich	38	J.P. Morgan		
14	SwissLegal	39	Zürcher Kantonalbank		
15	Nestlé	40	Bratschi Wiederkehr & Buob		
16	Schellenberg Wittmer	41	Raiffeisen		
17	UEFA	42	LEXPARTNERS.		
18	Niederer Kraft Frey	43	Lombard Odier & Cie		
19	Novartis	44	Allianz		
20	Pestalozzi Rechtsanwälte	45	Helsana		
21	PwC (PricewaterhouseCoopers)	46	HSBC Private Bank		
22	Roche	47	Wenger Plattner		
23	Baker McKenzie	48	Borel & Barbey		
24	L'Oréal Group	49	Oberson Abels		
25	Kellerhals Carrard	50	Morgan Stanley		

Health/Medicine

The Most Attractive
Employers of 2020

1	Doctors Without Borders	26	HFR - Hôpital fribourgeois / Freiburger Spital	51	Medtronic
2	UniversitätsSpital Zürich	27	CERN	52	Spital STS
3	INSELSPITAL, Universitätsspital Bern	28	Die Bundesverwaltung	53	Luzerner Psychiatrie
4	CHUV Centre Hospitalier Universitaire Vaudois	29	Medbase	54	Straumann
5	Hirslanden Kliniken	30	Hôpital Riviera Chablais	55	Psychiatrische Dienste Aargau (PDAG)
6	Les Hôpitaux Universitaires de Genève HUG	31	Bayer	56	Celgene
7	Universitätsspital Basel	32	Kantonsspital Graubünden	57	Boston Consulting Group (BCG)
8	Kinderspital Zürich	33	Kantonsspital Baselland	58	Gesundheitszentrum Fricktal
9	Novartis	34	Johnson & Johnson	59	Integrierte Psychiatrie Winterthur IPW
10	IKRK	35	Zuger Kantonsspital	60	Actelion
11	Universitäts-Kinderspital beider Basel (UKBB)	36	Hôpital Neuchâtelois HNE		
12	Kantonsspital Winterthur	37	Solothurner Spitäler		
13	Schulthess Klinik	38	Spitalzentrum Biel / Centre hospitalier Bienne		
14	Roche	39	Kantonsspital Baden		
15	Luzerner Kantonsspital	40	L'Oréal Group		
16	Kantonsspital Aarau	41	McKinsey & Company		
17	Stadtspital Triemli	42	AXA		
18	Suva	43	Pfizer		
19	Stadt Zürich	44	Genolier Swiss Medical Network		
20	Kantonsspital St. Gallen	45	Ostschweizer Kinderspital		
21	Tierspital Zürich (UZH)	46	Biogen		
22	Swiss Tropical and Public Health Institute	47	Universitäre Psychiatrische Kliniken Basel		
23	Nestlé	48	Vifor Pharma		
24	Hôpital du Valais / Spital Wallis	49	Universitäre Psychiatrische Dienste Bern (UPD)		
25	Psychiatrische Universitätsklinik Zürich	50	Hôpital du Jura		

Beyond the Rankings

Our rankings are just one of the many data and insights we gather from the over 1 million students and professionals worldwide.

Top Preferences

- | | | | |
|---|---------------------------------------|----|---|
| 1 | Variety of assignments | 6 | A friendly work environment |
| 2 | Good reference for future career | 7 | Challenging work |
| 3 | Competitive base salary | 8 | Leadership opportunities |
| 4 | High future earnings | 9 | Sponsorship of future education |
| 5 | Professional training and development | 10 | A creative and dynamic work environment |

Salary Expectation (Annual)



72 808 CHF

Male

77 309
CHF



Female

69 725
CHF

Gap in salary between the genders:

10%

Beyond the Rankings

Generation Differences

GENERATION Z

Born 1997 - Onwards

GENERATION Y

Born 1981 - 1996

GENERATION Z

51%   49%

AVERAGE EXPECTED ANNUAL SALARY
71 545 CHF

GENERATION Y

46%   54%

AVERAGE EXPECTED ANNUAL SALARY
76 211 CHF

GENERATION Z

1 Variety of assignments

2 Good reference for future career

3 High future earnings

4 A friendly work environment

5 Challenging work

GENERATION Y

1 Variety of assignments

2 Competitive base salary

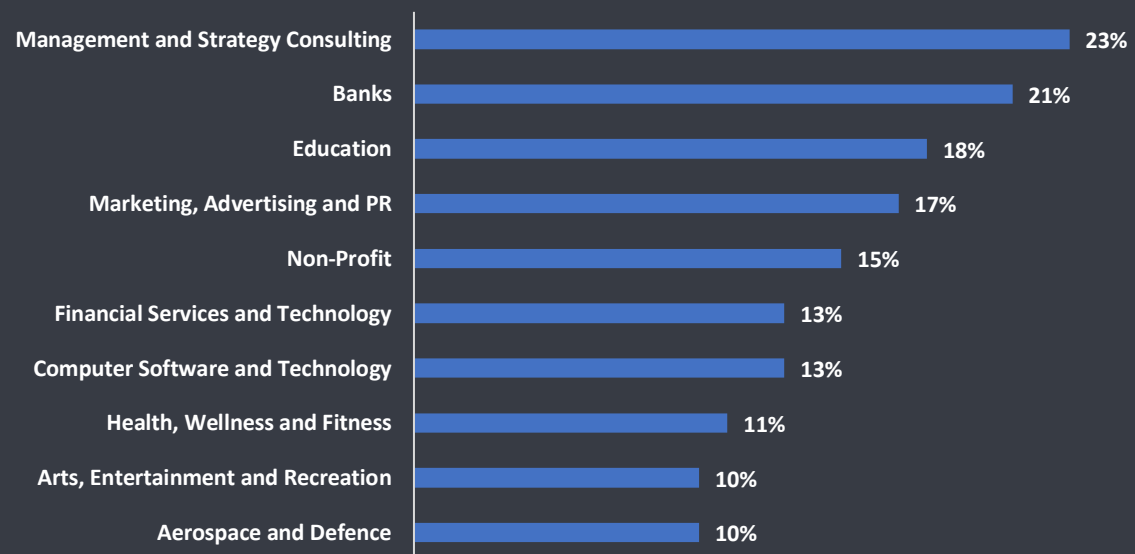
3 Sponsorship of future education

4 Professional training and development

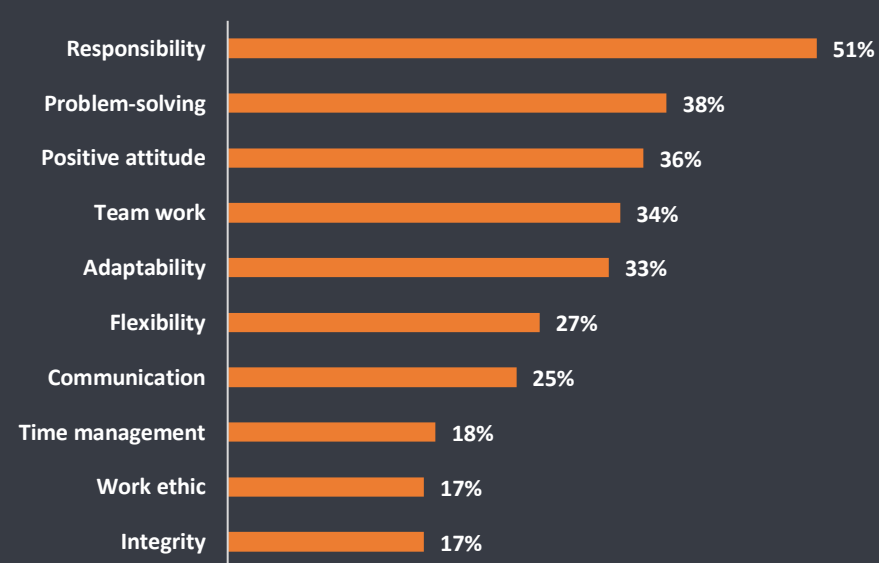
5 Good reference for future career

Beyond the Rankings

Top Preferred Industries



Top Skills



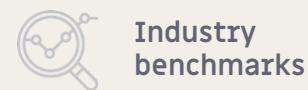
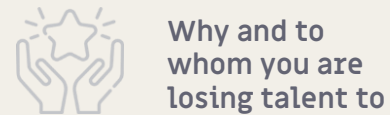
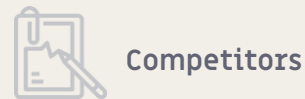
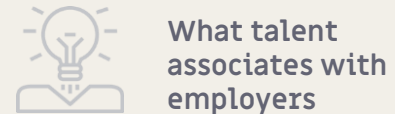
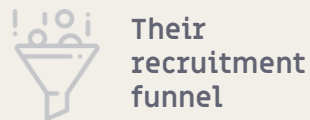


Universum's Analytics Solutions

Today, through building **the most extensive career preference data set in the world**, we are able to offer companies unique insights into their employer brand's positioning among talent.

Using a data-driven approach to Employer Branding means that you will be able to attract more relevant talent to your company.

Universum provides analytics and data relevant to your brand's positioning when it comes to attracting talent. Universum's Analytics solutions help employers better understand:



[Read more here >>](#)



Where do we go from here

Do you want to be among the top
considered companies?

Make sure you have a data-driven
Employer Brand strategy in place.

Our data will allow you to drive these
strategies and help you improve.

Reach out to our team:



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