



The Most Attractive Employers in Switzerland

STUDENTS 2021



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	Hong Kong	Philippines	Taiwan
Czech Republic	Ireland*	Poland	Turkey*
Denmark*	Italy*	Portugal	United Arab Emirates
Egypt	Netherlands*	Romania	
Finland*	Norway*	Switzerland*	

*Professional rankings are also available in these countries

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 11 860 students in Switzerland, this preview of the 2021 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





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

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.

Survey Specifics

Field Period

The survey for this ranking was carried out between October 2020 - March 2021.



11 860
STUDENTS



78
UNIVERSITIES



148
AREAS OF
STUDY



39 658
EVALUATIONS



3 640
Business



1 940
Engineering



840
IT



1 120
Natural Sciences



2 020
Humanities/Social
Sciences/Education



1 000
Law



1 300
Health/Medicine



Business

The Most Attractive Employers of 2021

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



Engineering

The Most Attractive Employers of 2021

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



IT

The Most Attractive Employers of 2021

1	Google	26	Swissquote
2	Microsoft	27	Accenture
3	IBM	28	Nestlé
4	Swisscom	29	EY (Ernst & Young)
5	CERN	30	Zürcher Kantonalbank
6	Digitec Galaxus	31	ABB
7	UBS	32	Zühlke Engineering
8	SBB CFF FFS	33	World Economic Forum
9	Oracle	34	Ergon Informatik
10	Logitech	35	JKR K
11	Rolex	36	Hewlett Packard Enterprise
12	Credit Suisse	37	AXA
13	Swiss National Bank (SNB)	38	Flughafen Zürich
14	Die Bundesverwaltung	39	Dell Technologies
15	Novartis	40	SIX
16	Cisco Systems	41	Die Möbliär
17	McKinsey & Company	42	Boston Consulting Group (BCG)
18	Siemens	43	PostFinance
19	SAP	44	SRG SSR
20	Swiss International Air Lines	45	Raiffeisen
21	Die Post	46	Deloitte
22	PwC (PricewaterhouseCoopers)	47	KPMG
23	Migros Gruppe	48	RUAG
24	Huawei	49	ELCA Informatik
25	Roche	50	AdNovum



Natural Sciences

The Most Attractive Employers of 2021

1	Roche	26	ABB
2	Novartis	27	Migros Gruppe
3	CERN	28	Lindt & Sprüngli
4	Google	29	Rolex
5	European Space Agency (ESA)	30	Boston Consulting Group (BCG)
6	Pfizer	31	Swiss Life
7	Die Bundesverwaltung	32	Unilever
8	Biogen	33	PostFinance
9	Bayer	34	Logitech
10	Nestlé	35	Siemens
11	Johnson & Johnson	36	Givaudan
12	Lonza Group	37	Flughafen Zürich
13	IBM	38	Leica Geosystems
14	IKRK	39	Firmenich
15	Microsoft	40	Coop
16	SBB CFF FFS	41	Actelion
17	UBS	42	SRG SSR
18	Syngenta	43	Romande Energie
19	McKinsey & Company	44	World Economic Forum
20	Credit Suisse	45	Die Post
21	Vifor Pharma	46	Swissgrid
22	CSL Behring	47	DSM
23	Swiss Re	48	Raiffeisen
24	Zürich Insurance Group	49	EY (Ernst & Young)
25	BASF	50	Swiss International Air Lines



Humanities/Social Sciences/Education

The Most Attractive Employers of 2021

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



Law

The Most Attractive Employers of 2021

1	Die Bundesverwaltung	26	EY (Ernst & Young)
2	Lenz & Staehelin	27	Bank Julius Bär
3	JKRK	28	Die Mobiliar
4	UBS	29	PwC (PricewaterhouseCoopers)
5	Bär & Karrer	30	Ratiffeisen
6	FIFA	31	McKinsey & Company
7	Stadt Zürich	32	STAIGER Rechtsanwälte
8	Homburger	33	AXA
9	Swiss National Bank (SNB)	34	KPMG
10	Walder Wyss	35	Pictet
11	SwissLegal	36	Allianz
12	Swiss International Air Lines	37	Zürcher Kantonalbank
13	Nestlé	38	J.P. Morgan
14	Credit Suisse	39	Lalive
15	Pestalozzi Rechtsanwälte	40	Boston Consulting Group (BCG)
16	Novartis	41	Lombard Odier & Cie
17	SBB CFF FFS	42	Helsana
18	UEFA	43	Wenger & Völi
19	Schellenberg Wittmer	44	LEXPARTNERS
20	Baker McKenzie	45	Wenger Plattner
21	Kellerhals Carrard	46	Oberson Abels
22	L'Oréal Group	47	Vischer
23	Niederer Kraft Frey	48	Morgan Stanley
24	Roche	49	BIANCHISCHWALD
25	Lindt & Sprüngli	50	Bratschi Wiederkehr & Buob



Health/Medicine

The Most Attractive Employers of 2021

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



Business

The Most Attractive Employers of 2021

2021

1 Google

2 UBS

3 Credit Suisse

4 Rolex

5 LVMH

2020

1 Google

2 UBS

3 Rolex

4 Credit Suisse

5 LVMH

2019

1 Google

2 UBS

3 Credit Suisse

4 Rolex

5 McKinsey &
Company

2018

1 Google

2 UBS

3 Nestlé

4 Credit Suisse

5 McKinsey &
Company



Engineering

The Most Attractive Employers of 2021

2021

1 Google

2 ABB

3 European Space Agency (ESA)

4 CERN

5 SBB CFF FFS

2020

1 Google

2 ABB

3 Siemens

4 SBB CFF FFS

5 European Space Agency (ESA)

2019

1 ABB

2 Google

3 Siemens

4 SBB CFF FFS

5 European Space Agency (ESA)

2018

1 ABB

2 Google

3 Siemens

4 CERN

5 SBB CFF FFS



IT

The Most Attractive Employers of 2021

2021

1 Google

2 Microsoft

3 IBM

4 Swisscom

5 CERN

2020

1 Google

2 Microsoft

3 IBM

4 Swisscom

5 SBB CFF FFS

2019

1 Google

2 Microsoft

3 IBM

4 Swisscom

5 UBS

2018

1 Google

2 Microsoft

3 IBM

4 Swisscom

5 CERN



Natural Sciences

The Most Attractive Employers of 2021

2021

1 Roche

2 Novartis

3 CERN

4 Google

5 European Space Agency (ESA)

2020

1 Roche

2 Novartis

3 Google

4 CERN

5 Die Bundesverwaltung

2019

1 Novartis

2 Roche

3 CERN

4 Google

5 Die Bundesverwaltung

2018

1 Novartis

2 Roche

3 Google

4 CERN

5 Nestlé



Humanities/Social Sciences/Education

The Most Attractive Employers of 2021

2021

1 United Nations

2 Die Bundesverwaltung

3 IKRK

4 Stadt Zürich

5 Google

2020

1 United Nations

2 IKRK

3 Die Bundesverwaltung

4 Google

5 Stadt Zürich

2019

1 United Nations

2 Die Bundesverwaltung

3 IKRK

4 Google

5 Stadt Zürich

2018

1 IKRK

2 Die Bundesverwaltung

3 Google

4 Stadt Zürich

5 Schweiz Tourismus



Law

The Most Attractive Employers of 2021

2021

1 Die
Bundesverwaltung

2 Lenz & Staehelin

3 IKRK

4 UBS

5 Bär & Karrer

2020

1 Die
Bundesverwaltung

2 Lenz & Staehelin

3 IKRK

4 UBS

5 Swiss International
Air Lines

2019

1 Die
Bundesverwaltung

2 Lenz & Staehelin

3 IKRK

4 UBS

5 Stadt Zürich

2018

1 Die
Bundesverwaltung

2 Lenz & Staehelin

3 IKRK

4 UBS

5 Swiss International
Air Lines



Health/Medicine

The Most Attractive Employers of 2021

2021

1 CHUV Centre
Hospitalier
Universitaire Vaudois

2 INSELPITAL,
Universitätsspital
Bern

3 Universitätsspital
Zürich

4 Les Hôpitaux
Universitaires de
Genève HUG

5 Doctors Without
Borders

2020

1 Doctors Without
Borders

2 Universitätsspital
Zürich

3 INSELPITAL,
Universitätsspital
Bern

4 CHUV Centre
Hospitalier
Universitaire Vaudois

5 Hirslanden Kliniken

2019

1 CHUV Centre
Hospitalier
Universitaire Vaudois

2 INSELPITAL,
Universitätsspital
Bern

3 Universitätsspital
Zürich

4 Doctors Without
Borders

5 Les Hôpitaux
Universitaires de
Genève HUG

2018

1 Universitätsspital
Zürich

2 INSELPITAL,
Universitätsspital
Bern

3 Doctors Without
Borders

4 Les Hôpitaux
Universitaires de
Genève HUG

5 CHUV Centre
Hospitalier
Universitaire Vaudois



Top preferences

2021

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

2020

- | |
|--|
| 1 Variety of assignments |
| 2 Good reference for future career |
| 3 Competitive base salary |
| 4 High future earnings |
| 5 Professional training and development |

2019

- | |
|--|
| 1 Variety of assignments |
| 2 Good reference for future career |
| 3 Professional training and development |
| 4 Competitive base salary |
| 5 High future earnings |

Top preferences per gender

2021



Female

- 1 Variety of assignments
- 2 A friendly work environment
- 3 Respect for its people
- 4 Ethical standards
- 5 Good reference for future career



Male

- 1 Good reference for future career
- 2 Challenging work
- 3 Competitive base salary
- 4 Variety of assignments
- 5 High future earnings

2020



Female

- 1 Variety of assignments
- 2 A friendly work environment
- 3 Respect for its people
- 4 Good reference for future career
- 5 Ethical standards

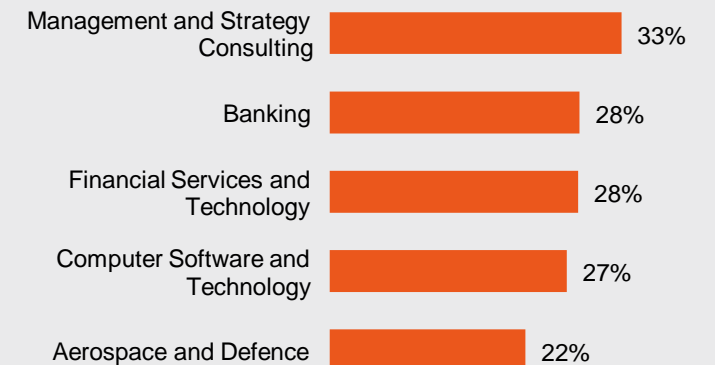
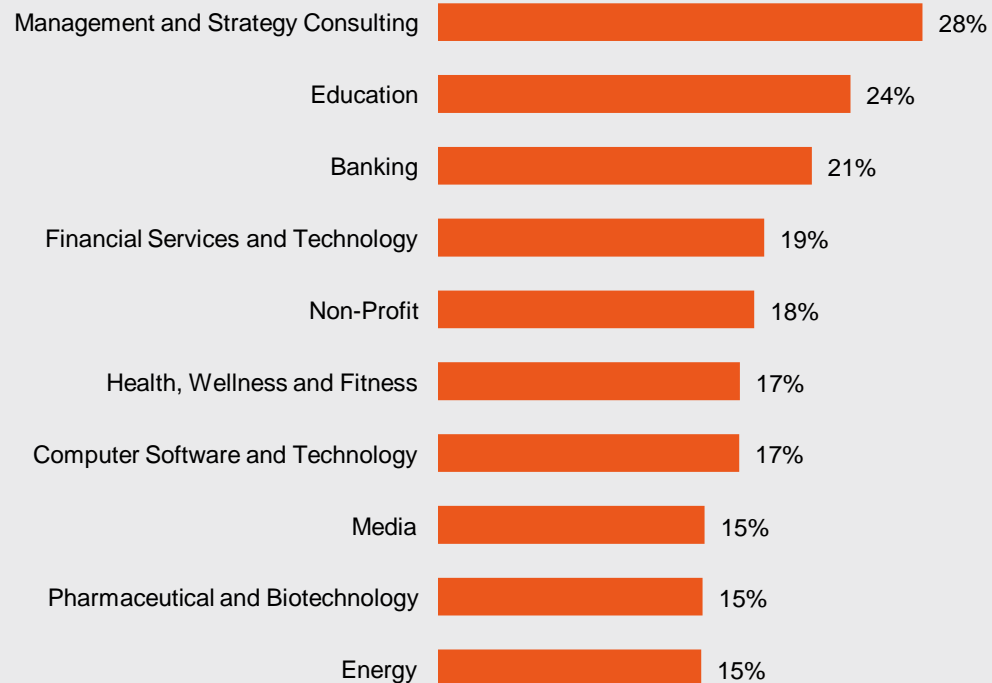


Male

- 1 Good reference for future career
- 2 Competitive base salary
- 3 Challenging work
- 4 High future earnings
- 5 Leadership opportunities

Top preferred industries

Overall



Expected annual salary



76 052
CHF



79 964
CHF



71 534
CHF

Female students are expecting **11%** less salary than male students

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:



Their
recruitment
funnel



Talent's
perception of
you



Competitors



Why and to
whom you are
losing talent to



Communication
channels you
should focus on



Industry
benchmarks

[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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