

## Methodology “Top Employers Switzerland 2021”

By conducting an extensive research project, the newspapers “Handelszeitung” and “Le Temps” together with the market research company Statista have compiled a list of the best employers in Switzerland.

### Methodology and Analysis

The Best Employers 2021 is a list of 250 companies in Switzerland, who were selected due to their success as excellent employers. The research entailed identifying over 1,500 employers with more than 200 employees in Switzerland. This process was carried out on the basis of the previous year’s lists as well as through extensive desk research from trusted sources (trade associations, specialist newspapers, economic research institutes etc.)

The list of the “Best Employers 2021” is based on a large-scale online-access panel survey, through which thousands of employees were asked for their ratings, as well as recommendations generated by the websites of Le Temps and Handelszeitung. Across all channels, more than 200,000 ratings were included in the ranking. The survey phase ran from May to June 2020.

The award is based on the following valuation criteria:

**1. Willingness of employees to recommend their own employer (panel ratings as well as those from Handelszeitung and Le Temps readers)**

In total, over 7,000 employees who are employed and work in Switzerland, were questioned via online-access panels. The invitation to take part in the survey occurred through the online access panel and the websites of the two newspapers. The participants have a broad regional and social demographic distribution. The scale of the answers was from; 0 = I would definitely not recommend, to 10 = I would definitely recommend.

**2. Recommendations of employees for other employers within their industries (indirect review):**

The employees were also asked (via the online-access panel and Le Temps readers) whether they would recommend another employer in their industry (0= I would not recommend, 2 = I would recommend, no opinion).

Employees were also asked to answer detailed questions about the driving factors in their willingness to recommend their employers. The driving factors identified are: image, atmosphere and leadership, salary / wages, workplace, work/life balance, and sustainability (social and environmental).

### Criteria for inclusion in the list

A score was generated for each employer based on the individual data collated from the valuation basis:

1. The direct score was then determined. In this case, the willingness of the employees to recommend their own employer via the online-access panel had the greatest significance. Furthermore, the willingness of the Handelszeitung and Le Temps readers to recommend their own employer was also considered. Results from both sources were compiled to generate the direct score.
2. Evaluations by employees of other employers within the industry led to the indirect score. This is included in the overall score, but with a lower weighting than the direct score.

## The Winners

The employers were assigned to one or more of the following 20 different industries:

- Automobile and vehicle construction (manufacturers, suppliers and trading)
- Construction
- Chemical and Pharmaceuticals
- Machinery and plant manufacturers
- Electronics and electro-technology, electronic and medicinal appliances
- Raw materials, energy, supply, and waste
- Production and processing of materials and building materials
- Production of food, beverages, and other consumer goods
- Banking: major banks, international banks, stock exchange, securities, asset management and private bankers
- Banking: Raiffeisen banks, cantonal banks, regional banks, and savings banks
- Insurance and health insurance companies
- Internet, telecommunication, and IT
- Transport and Logistics
- Consultancy, accounting, and other services
- Health and social services
- Wholesale trade
- Retail and associated services
- Watches/jewelry
- Gastronomy, tourism, hospitality, entertainment, and leisure
- Education and research

The “Best Employers 2021” will be published in the Handelszeitung on 03.04.2021 and in Le Temps on 03.12.2021.

If you would like to get in touch with us, simply send us an email at [jannis.plachetka@statista.com](mailto:jannis.plachetka@statista.com). We would be happy to help you with any further questions.

Jannis Plachetka  
Licensing Manager  
[jannis.plachetka@statista.com](mailto:jannis.plachetka@statista.com)  
Tel: +49 40 284 841 468