

METHODOLOGY

Switzerland's Best Employers 2025

statista  PME HANDELSZEITUNG



Methodology (1/3)

The overall ranking of employers as well as the analyses are based on more than 240,000 assessments by employees, which were obtained by using different data collection channels.

SCORE FORMATION FOR EMPLOYER RANKING BASED ON OVER 240,000 EMPLOYEE ASSESSMENTS



ONLINE ACCESS PANEL¹

Online survey of a representative sample of more than 15,000 employees

Survey period: May 2024 to July 2024



HANDELSZEITUNG PME

HANDELSZEITUNG + PME

Online survey of HZ readers

Survey period: May 2024 to Juli 2024



LAST YEAR'S DATA



The data from the previous year was factored in but it was given a lower weighting.

Methodology (2/3)

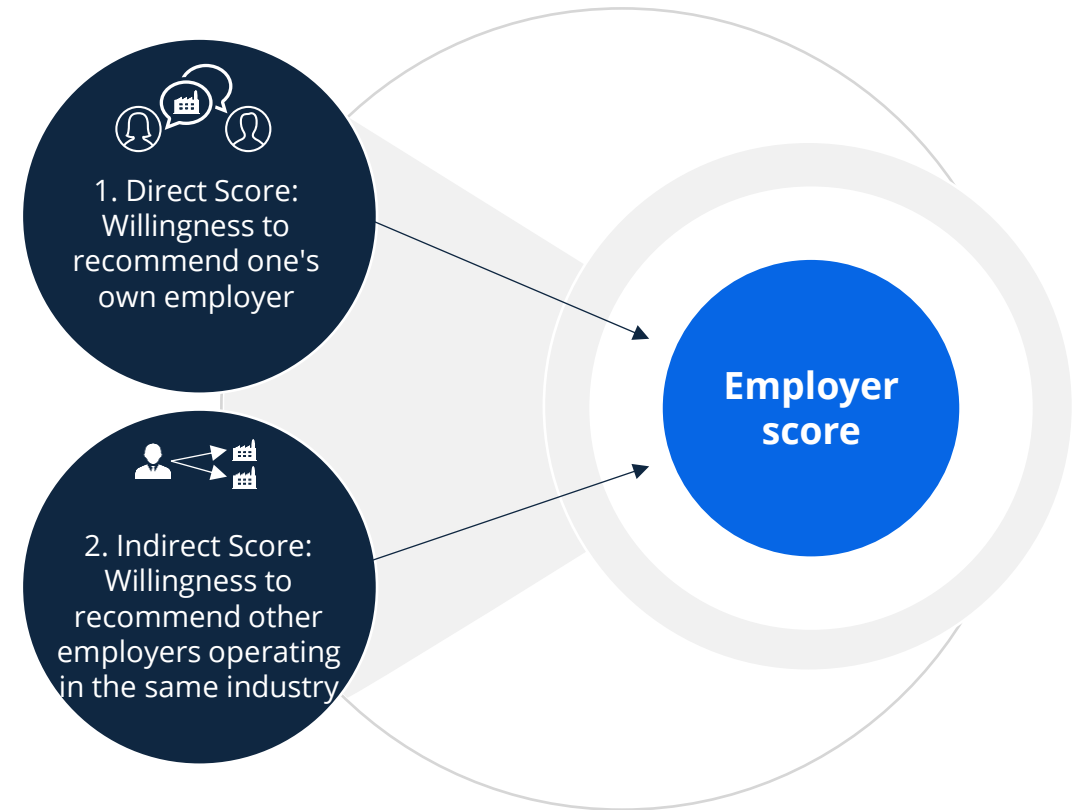
Generating a score

When it comes to generating a score for the rankings, the willingness to recommend an employer is of particular importance.

All assessments collected in the course of the survey were used to determine the score for the overall ranking.

The score is calculated based on the following criteria:

1. Willingness to recommend one's employer was determined via online surveys using the following question "On a scale from 0 to 10, how likely are you to recommend your employer to a friend or family member?"
2. The willingness to recommend other employers operating in the same industry was also established via online surveys⁽¹⁾. (Response options: "would recommend", "would advise against", "no answer"), and was considered with a lower weighting for the calculation of the total score.



Methodology (3/3)

Individual aspects:

- In addition to indicating their willingness to recommend their employer, employees assessed the company in terms of 35+ individual aspects.
- A statistical driver analysis was used to analyze the seven drivers to which these individual aspects are assigned.



Switzerland's Best Employers 2025

Independent ranking of the best employers in Switzerland

Individual aspects



Scope



Award for the 250 best employers in Switzerland with at least 200 employees in Switzerland



Structure



Award by overall score and by industry



Publication



Publication date Handelszeitung: 13.02.2025
Publication date PME: 19.02.2025