MOST ATTRACTIVE EMPLOYERS

SWITZERLAND

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2019

Universum Talent Research 2019

Press Deck

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General profile

BUSINESS

59% Male Female 41%

AVERAGE CURRENT ANNUAL SALARY

92 758 CHF
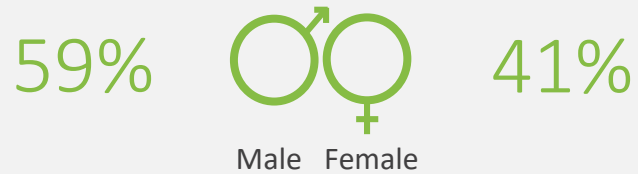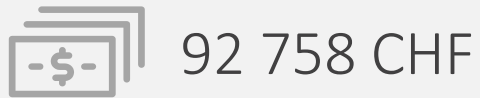
TOP CAREER GOALS:
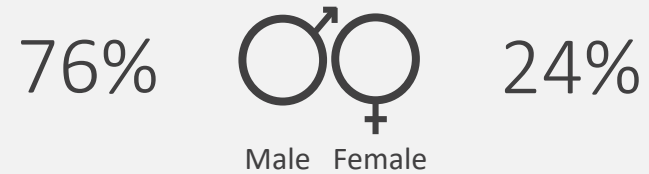1. To have work/life balance
2. To be entrepreneurial or creative/innovative
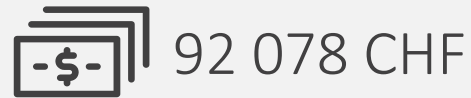3. To be a leader or manager of people

MOST REPRESENTED INDUSTRIES:
1. Banks
2. Financial Services
3. Tourism, Hospitality and Leisure Activities

ENGINEERING

76% Male Female 24%

AVERAGE CURRENT ANNUAL SALARY

92 078 CHF

TOP CAREER GOALS:
1. To have work/life balance
2. To be a leader or manager of people
3. To be entrepreneurial or creative/innovative

MOST REPRESENTED INDUSTRIES:
1. Construction and Civil Engineering
2. Industrial engineering and manufacturing
3. Energy

IT

86% Male Female 14%

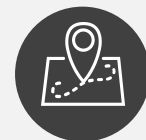**AVERAGE CURRENT ANNUAL SALARY**

100 815 CHF
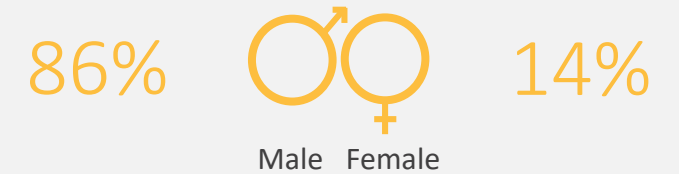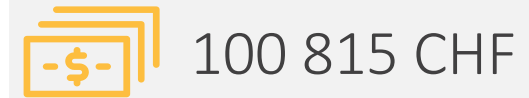
TOP CAREER GOALS:
1. To have work/life balance
2. To be secure or stable in my job
3. To be entrepreneurial or creative/innovative
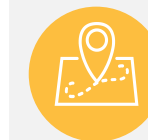
MOST REPRESENTED INDUSTRIES:
1. Software, Computer Services, Multimedia Development, Digital Entertainment
2. Banks
3. Insurance

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Ideal Employer Ranking

BUSINESS	ENGINEERING	IT
1. Google	1. SBB CFF FFS	1. Google
2. Rolex	2. Google	2. Microsoft
3. Nestlé	3. ABB	3. Swisscom
4. Migros	4. Rolex	4. CERN
5. UBS	5. Siemens	5. IBM
6. SWISS	6. Nestlé	6. SBB CFF FFS
7. SBB CFF FFS	7. RUAG	7. UBS
8. Swisscom	8. Roche	8. Die Bundesverwaltung
9. Schweiz Tourismus	9. CERN	9. Die Post
10. Die Bundesverwaltung	10. Novartis	10. Credit Suisse

? • Now choose the five (5) employers you most want to work for, your five Ideal Employers.

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Employer Reputation & Image

Attractive attributes

Attractive/exciting products and services
- Business: 48%
- Engineering: 41%
- IT: 36%

Inspiring leadership
- Business: 42%
- Engineering: 32%
- IT: 30%

Innovation
- Business: 34%
- Engineering: 49%
- IT: 48%

Inspiring purpose
- Business: 32%
- Engineering: 27%
- IT: 25%

Market success
- Business: 26%
- Engineering: 18%
- IT: 21%

Prestige
- Business: 24%
- Engineering: 21%
- IT: 19%

Embracing new technologies
- Business: 21%
- Engineering: 35%
- IT: 47%

Ethical standards
- Business: 21%
- Engineering: 25%
- IT: 21%

Fast-growing/entrepreneurial
- Business: 18%
- Engineering: 10%
- IT: 12%

Corporate Social Responsibility
- Business: 17%
- Engineering: 18%
- IT: 19%

■ Business
■ Engineering
■ IT

? • Which of these are most important to you? Please select a maximum of three alternatives.

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People & Culture

Attractive attributes

Leaders who will support my development
- 46% (Business)
- 38% (Engineering)
- 42% (IT)

Recognising performance (meritocracy)
- 41% (Business)
- 36% (Engineering)
- 39% (IT)

Encouraging work-life balance
- 40% (Business)
- 46% (Engineering)
- 45% (IT)

A creative and dynamic work environment
- 34% (Business)
- 39% (Engineering)
- 35% (IT)

A friendly work environment
- 34% (Business)
- 40% (Engineering)
- 41% (IT)

Respect for its people
- 32% (Business)
- 32% (Engineering)
- 33% (IT)

Opportunities to make a personal impact
- 31% (Business)
- 28% (Engineering)
- 25% (IT)

Interaction with international clients and colleagues
- 18% (Business)
- 16% (Engineering)
- 8% (IT)

Recruiting only the best talent
- 7% (Business)
- 7% (Engineering)
- 10% (IT)

Commitment to diversity and inclusion
- 6% (Business)
- 5% (Engineering)
- 8% (IT)

Legend:
- ■ Business
- ■ Engineering
- ■ IT

? • Which of these are most important to you? Please select a maximum of three alternatives.

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Remuneration & Advancement Opportunities

Attractive attributes
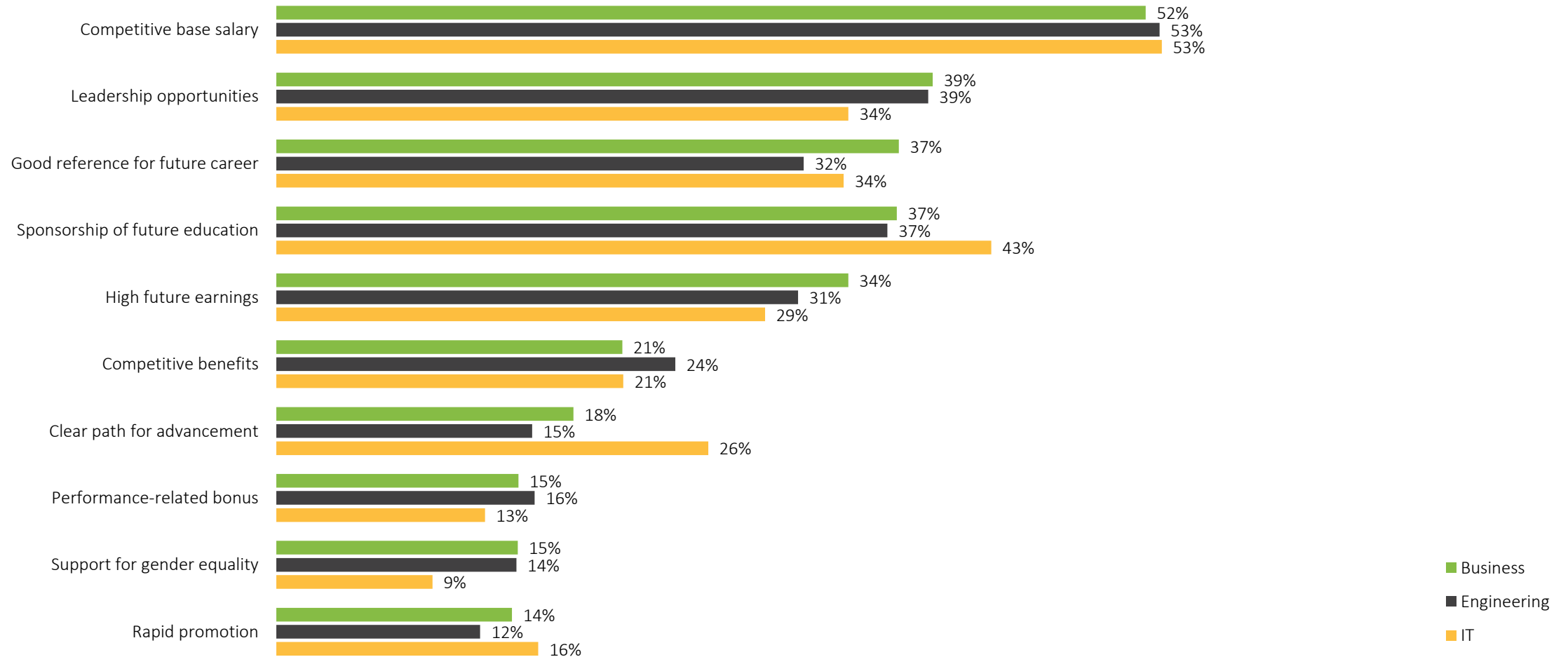
Attribute	Business	Engineering	IT
Competitive base salary	52%	53%	53%
Leadership opportunities	39%	39%	34%
Good reference for future career	37%	32%	34%
Sponsorship of future education	37%	37%	43%
High future earnings	34%	31%	29%
Competitive benefits	21%	24%	21%
Clear path for advancement	18%	15%	26%
Performance-related bonus	15%	16%	13%
Support for gender equality	15%	14%	9%
Rapid promotion	14%	12%	16%

- Business
- Engineering
- IT

? • Which of these are most important to you? Please select a maximum of three alternatives.

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Job Characteristics

Attractive attributes

Challenging work
- Business: 42%
- Engineering: 44%
- IT: 43%

Flexible working conditions
- Business: 41%
- Engineering: 43%
- IT: 46%

Professional training and development
- Business: 40%
- Engineering: 36%
- IT: 45%

Variety of assignments
- Business: 38%
- Engineering: 42%
- IT: 34%

Team-oriented work
- Business: 29%
- Engineering: 32%
- IT: 30%

High level of responsibility
- Business: 27%
- Engineering: 24%
- IT: 17%

Secure employment
- Business: 24%
- Engineering: 25%
- IT: 27%

Opportunities for international travel/relocation
- Business: 20%
- Engineering: 15%
- IT: 19%

Customer focus
- Business: 16%
- Engineering: 7%
- IT: 12%

High performance focus
- Business: 11%
- Engineering: 11%
- IT: 7%

Legend:
- Business
- Engineering
- IT

? • Which of these are most important to you? Please select a maximum of three alternatives.

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Career goals

To have work/life balance
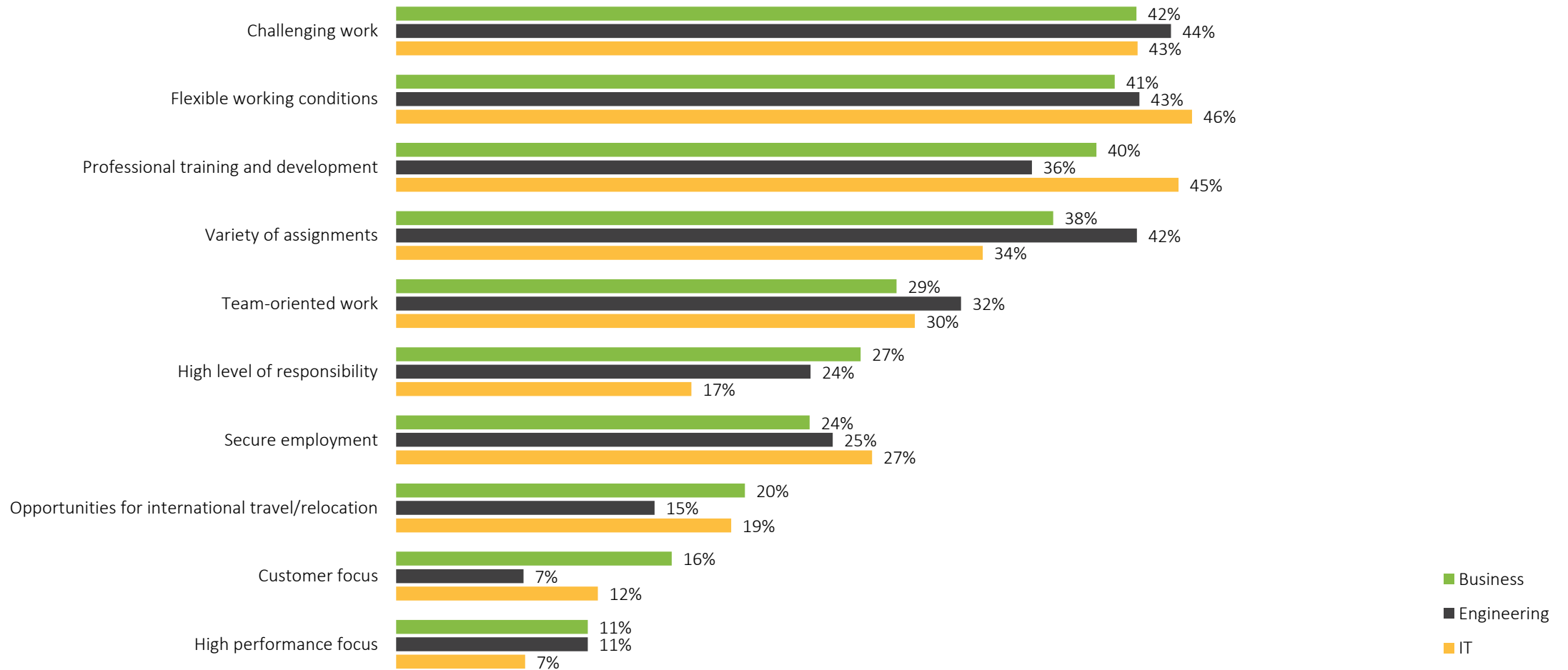- Business: 59%
- Engineering: 60%
- IT: 67%

To be entrepreneurial or creative/innovative
- Business: 42%
- Engineering: 32%
- IT: 33%

To be a leader or manager of people
- Business: 41%
- Engineering: 35%
- IT: 27%

To be competitively or intellectually challenged
- Business: 33%
- Engineering: 32%
- IT: 30%

To be secure or stable in my job
- Business: 30%
- Engineering: 30%
- IT: 36%

To be autonomous or independent
- Business: 28%
- Engineering: 27%
- IT: 18%

To have an international career
- Business: 21%
- Engineering: 15%
- IT: 20%

To be dedicated to a cause or to feel that I am serving a greater good
- Business: 20%
- Engineering: 22%
- IT: 18%

To be a technical or functional expert
- Business: 13%
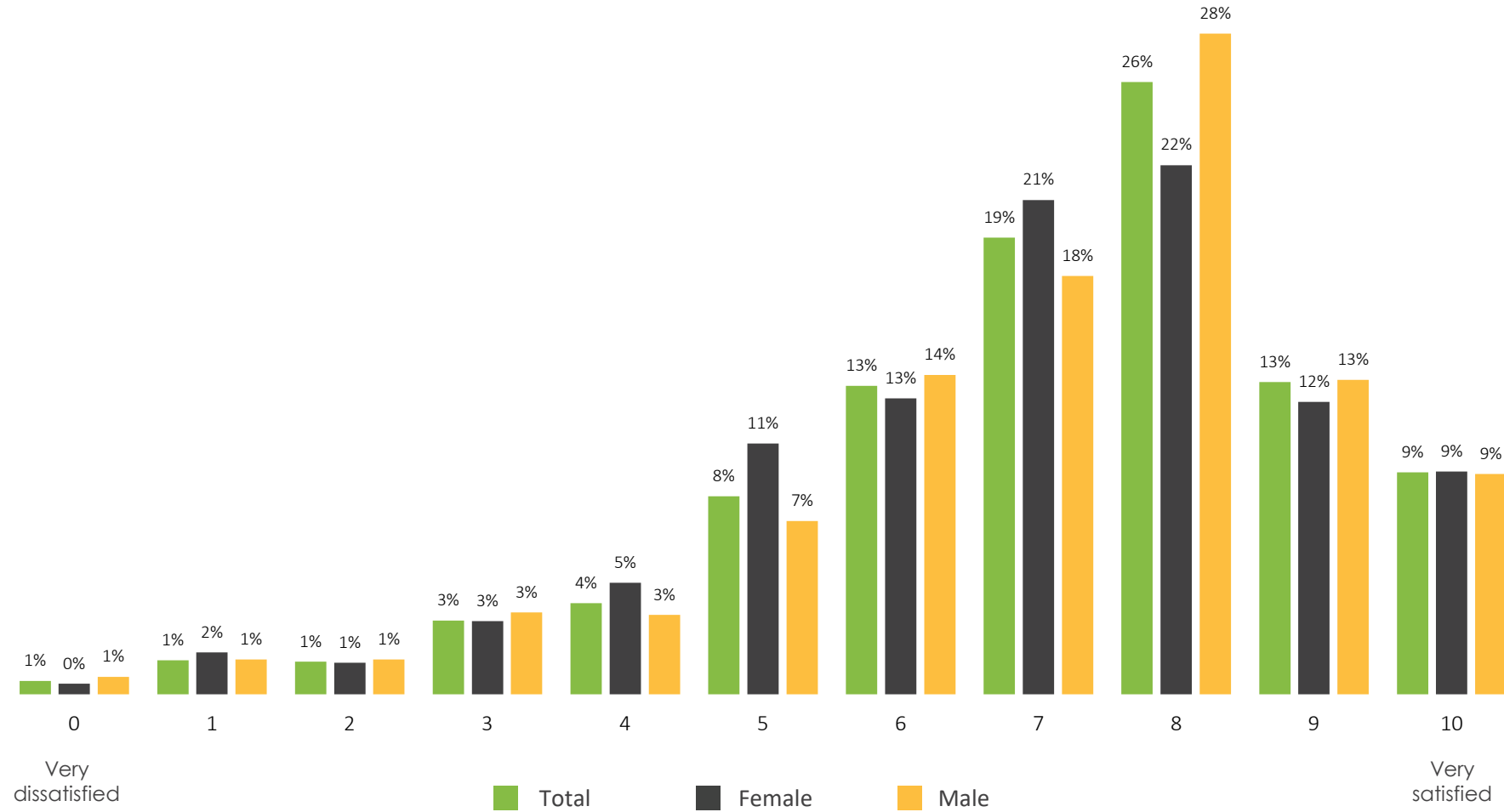- Engineering: 29%
- IT: 32%

Legend:
- Business
- Engineering
- IT

? • Which of these career goals are most important to you? Please select a maximum of 3 alternatives.

Special Insights – Business Professionals

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Are professionals satisfied with their current employer?

0 — Very dissatisfied
10 — Very satisfied

Total | Female | Male

| Scale	Total	Female	Male
0	1%	0%	1%
1	1%	2%	1%
2	1%	1%	1%
3	3%	3%	3%
4	4%	5%	3%
5	8%	11%	7%
6	13%	13%	14%
7	19%	21%	18%
8	26%	22%	28%
9	13%	12%	13%
10	9%	9%	9%

? • How satisfied are you with your current employer?

! • Scale: 1 = Very dissatisfied and 10 = Very satisfied

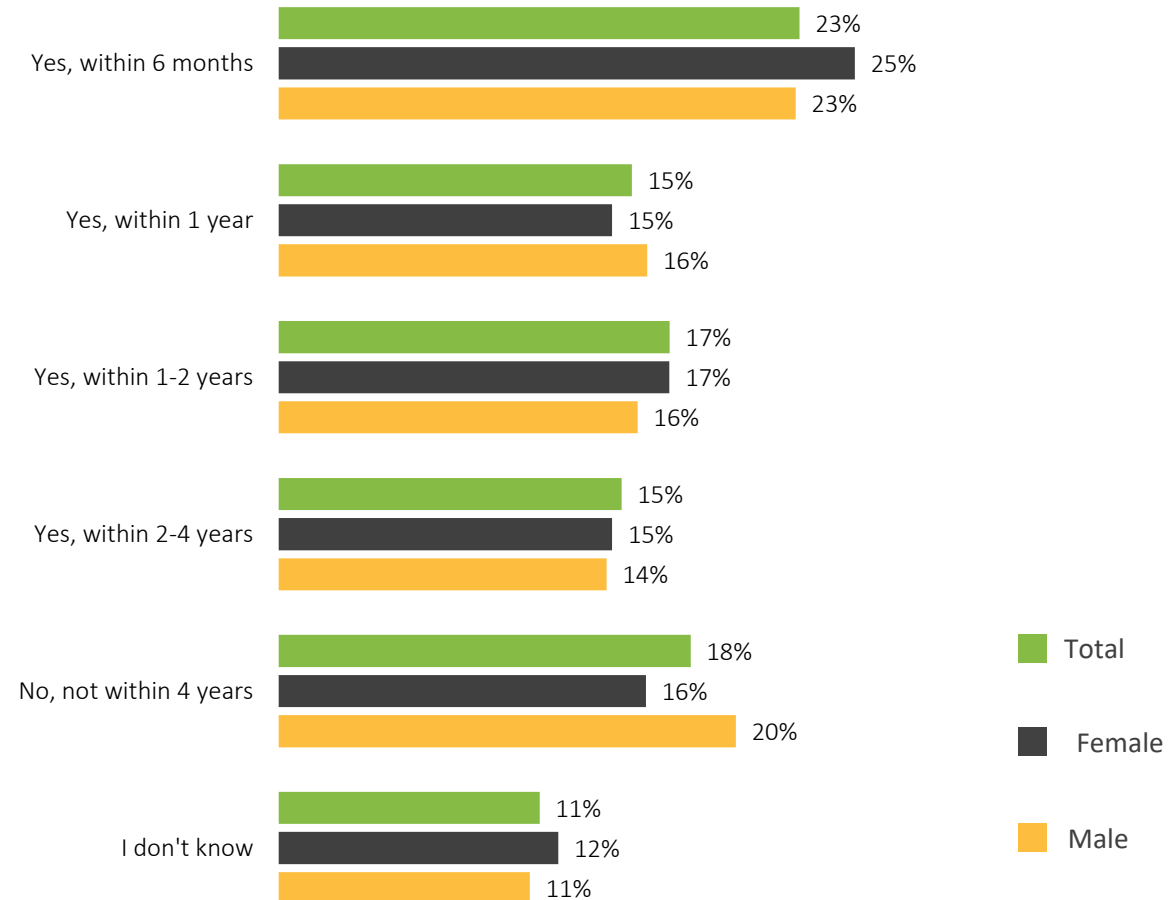• The results show your target group's opinions of their current employer.

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How likely are professionals to recommend their current employer?

Extremely
likely

Not likely
at all

■ Total   ■ Female   ■ Male
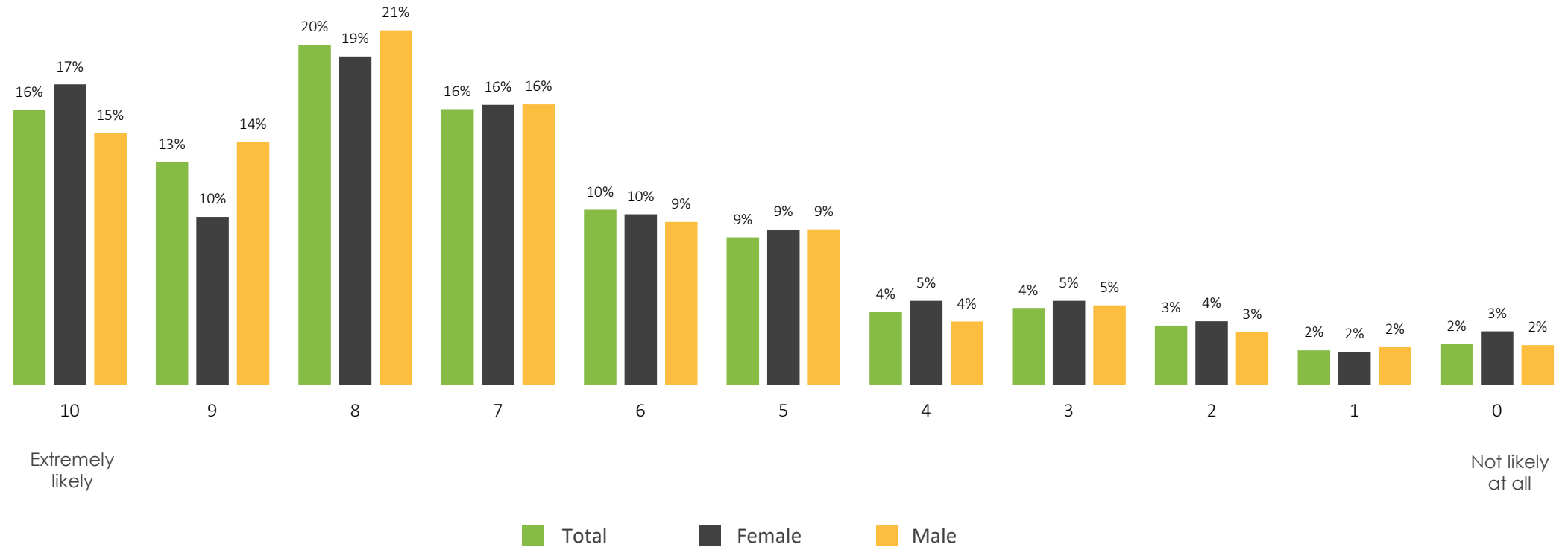
? • How likely are you to recommend your current employer to a friend? Please rate using a scale from 0 to 10, where 0 represents "Not likely at all" and 10 "Extremely likely"

! • The results show your target group's opinions of their current employer.
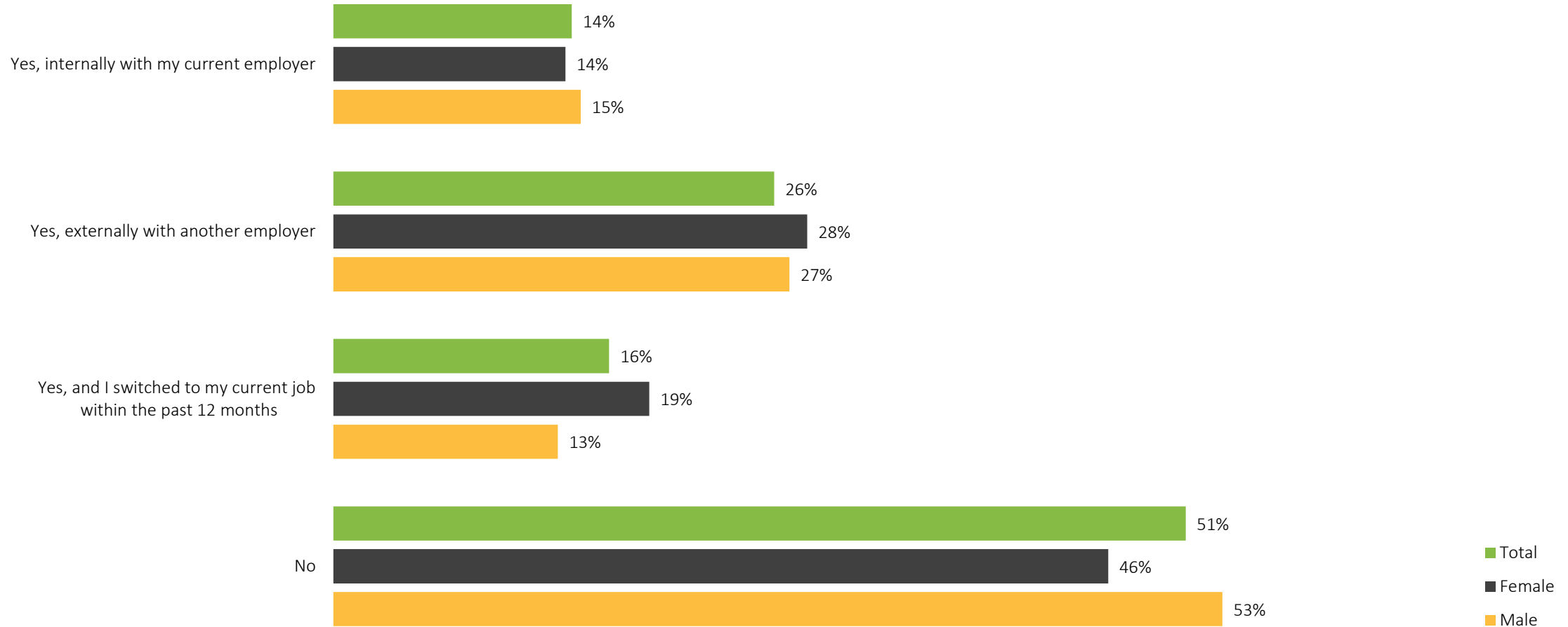
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Are professionals interested in changing their employer?

Yes, within 6 months
- Total: 23%
- Female: 25%
- Male: 23%

Yes, within 1 year
- Total: 15%
- Female: 15%
- Male: 16%

Yes, within 1-2 years
- Total: 17%
- Female: 17%
- Male: 16%

Yes, within 2-4 years
- Total: 15%
- Female: 15%
- Male: 14%

No, not within 4 years
- Total: 18%
- Female: 16%
- Male: 20%

I don't know
- Total: 11%
- Female: 12%
- Male: 11%

Legend:
- Total
- Female
- Male

? • Are you interested in changing employer?

! • The results show your target group's opinions of their current employer.

Are professionals applying for new jobs?

Yes, internally with my current employer
- 14%
- 14%
- 15%

Yes, externally with another employer
- 26%
- 28%
- 27%

Yes, and I switched to my current job within the past 12 months
- 16%
- 19%
- 13%

No
- 51%
- 46%
- 53%

Legend:
- Total
- Female
- Male

? • Have you applied for a new job in the past 12 months?

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QUESTIONS?
PR Contact
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