



Methodology: Switzerland's Best Employers 2023

Methodology (1/3)

Data corpus

The overall ranking of employers as well as the analyses are based on more than 200,000 assessments by employees, which were obtained by using different data collection channels.

SCORE FORMATION FOR EMPLOYER RANKING BASED ON OVER 200,000 EMPLOYEE ASSESSMENTS

ONLINE ACCESS PANEL

Online survey of a representative sample of more than 7,000 employees
Survey period: May 2022 to June 2022



Handelszeitung

Online survey of HZ readers
Survey period: May 2022 to June 2022

HANDELSZEITUNG



LAST YEAR'S DATA

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



Methodology (2/3)

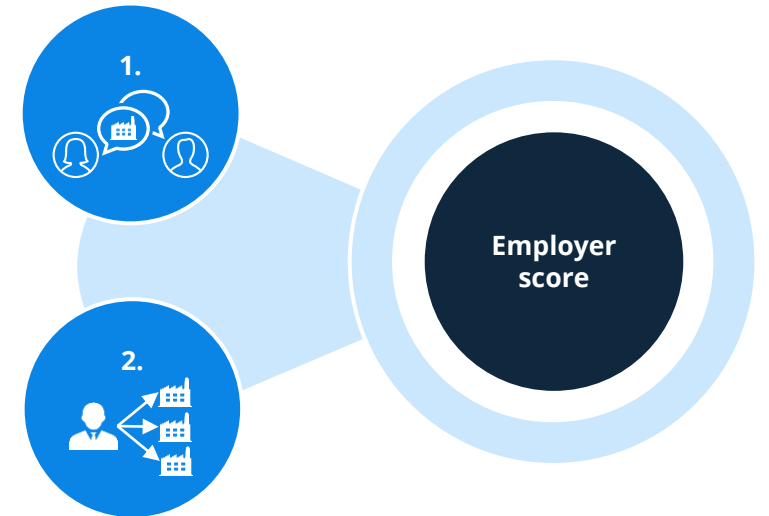
Generating a score

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 own employer
2. Willingness to recommend other employers operating in the same industry



- 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?"
- The willingness to recommend other employers operating in the same industry was also established via online surveys⁽¹⁾.

(1) This was done by asking the following question: "Based on everything you know about the following employers would you recommend the companies as an employer to a friend or family member, or would you advise against them?"

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.

By carrying out a factor analysis, these aspects were classified under one of 7 drivers of an employer's attractiveness. Correlation with the willingness to recommend was also determined.

7 DRIVERS OF AN EMPLOYER'S ATTRACTIVENESS ...



... AND EXAMPLES OF INDIVIDUAL ASPECTS COVERED

Switzerland's Best Employers 2023

Independent ranking of the best employers in Switzerland

Summary

-  **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: February 16, 2023
Publication date PME: February 22, 2023