



The Most Attractive Employers in Sweden

STUDENTS 2021

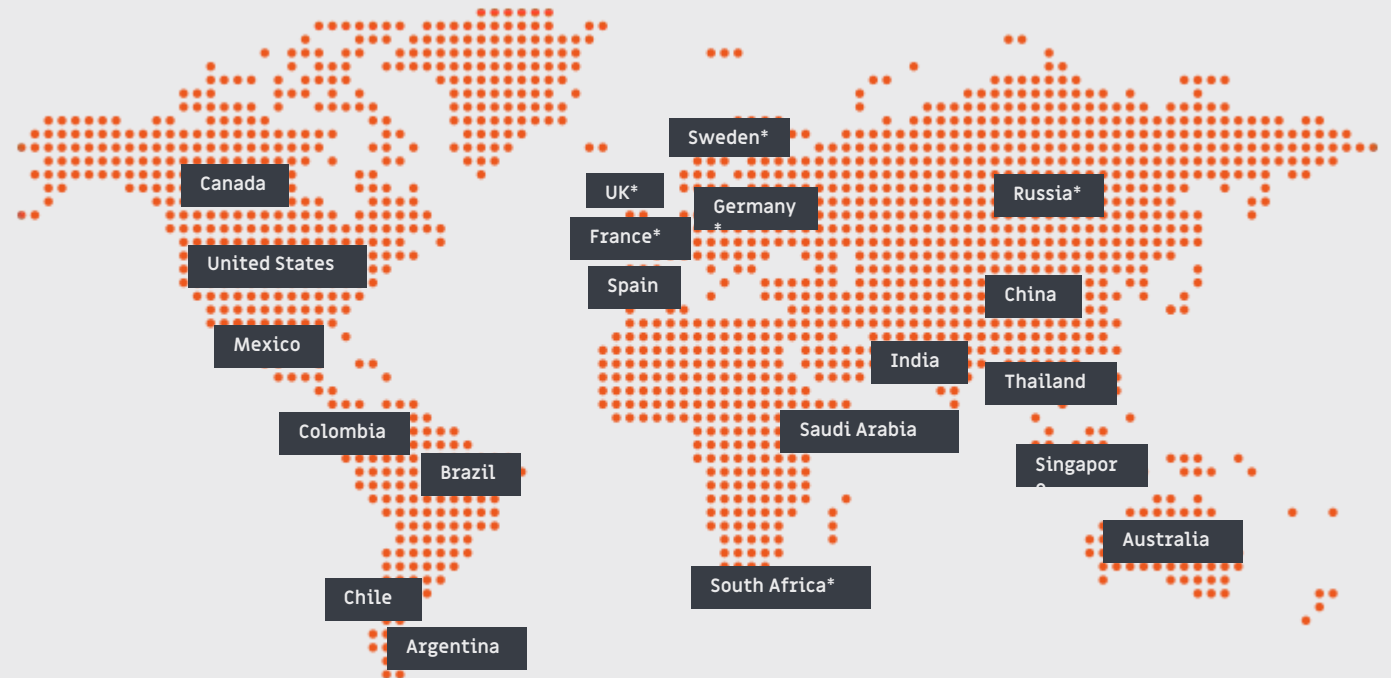
 universum

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 21 643 students in Sweden, 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



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.



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

Survey Specifics

Field Period

The survey for this ranking was carried out between October 2020 and January 2021.



21 643
STUDENTS



33
UNIVERSITIES



219
AREAS OF
STUDY



82 508
EVALUATIONS

1 189
Health/Medicine

875
Nurse

310
Doctor

1 386
Teacher/Preschool
Teacher

752
Social Worker



Health/Medicine

The Most Attractive Employers of 2021

1	Karolinska Institutet
2	Folkhälsomyndigheten
3	Region Stockholm
4	Läkare Utan Gränser
5	Västra Götalandsregionen
6	Region Skåne
7	AstraZeneca
8	Capio
9	Läkemedelsverket
10	Region Västerbotten
11	Folktandvården
12	Pfizer
13	Sida
14	GE Healthcare
15	Johnson & Johnson
16	Boston Consulting Group (BCG)
17	Apoteket
18	Thermo Fisher Scientific
19	Natural Cycles
20	Novo Nordisk
21	Apotek Hjärtat
22	Bayer
23	Academic Resource
24	Novartis
25	Apotea



Nurse

The Most Attractive Employers of 2021

1	Karolinska Universitetssjukhuset	26	Aleris
2	Astrid Lindgrens Barnsjukhus	27	Region Norrbotten
3	Västra Götalandsregionen	28	Region Sörmland
4	Försvarmakten	29	Region Västernorrland
5	Region Stockholm	30	Region Jönköpings län
6	Sahlgrenska Universitetssjukhuset	31	Min Doktor
7	Södersjukhuset	32	Universitetssjukhuset Örebro
8	Röda Korset	33	Region Dalarna
9	Danderyds sjukhus	34	Region Örebro län
10	Stockholms stad	35	Malmö stad
11	Karolinska Institutet	36	Universitetssjukhuset i Linköping
12	Region Skåne	37	Uppsala kommun
13	S:t Görans sjukhus	38	Borås stad
14	Sophiahemmet	39	Region Halland
15	Capio	40	Region Östergötland
16	Akademiska sjukhuset	41	Region Blekinge
17	Skånes universitetssjukhus	42	Region Kronoberg
18	Norrlands universitetssjukhus	43	Region Gävleborg
19	Göteborgs Stad	44	Praktikertjänst
20	Region Kalmar län	45	Sida
21	Region Västerbotten	46	Region Jämtland Härjedalen
22	KRY	47	Umeå kommun
23	Falck Emergency	48	Bonliva
24	Region Uppsala	49	Jönköpings kommun
25	Region Västmanland	50	Statens institutionsstyrelse (SiS)



Doctor

The Most Attractive Employers of 2021

1	Karolinska Universitetssjukhuset
2	Karolinska Institutet
3	Sahlgrenska Universitetssjukhuset
4	Danderyds sjukhus
5	S:t Görans sjukhus
6	Region Stockholm
7	Astrid Lindgrens Barnsjukhus
8	Akademiska sjukhuset
9	Södersjukhuset
10	Försvarsmakten
11	Röda Korset
12	Västra Götalandsregionen
13	Skånes universitetssjukhus
14	Region Skåne
15	Capio
16	Universitetssjukhuset Örebro
17	Norrlands universitetssjukhus
18	Region Uppsala
19	Universitetssjukhuset i Linköping
20	Region Östergötland
21	Sophiahemmet
22	Folktandvården
23	KRY
24	Region Dalarna
25	Region Norrbotten



Teacher/Preschool Teacher

The Most Attractive Employers of 2021

1	Stockholms stad
2	Göteborgs Stad
3	Skolverket
4	Malmö stad
5	Uppsala kommun
6	Lunds kommun
7	Internationella Engelska skolan
8	Örebro kommun
9	Helsingborgs stad
10	Mölnåls stad
11	Jönköpings kommun
12	Karlstads kommun
13	Västerås stad
14	Solna stad
15	Trollhättans stad
16	Halmstads kommun
17	Gävle kommun
18	Linköpings kommun
19	Umeå kommun
20	Huddinge kommun
21	Sundbybergs stad
22	Eskilstuna kommun
23	Kungsbacka kommun
24	Partille kommun
25	Kungälv kommun

26	Botkyrka kommun
27	Växjö kommun
28	Nacka kommun
29	Norrköpings kommun
30	JENSEN education
31	Sollentuna kommun
32	Sundsvalls kommun
33	Karlskrona kommun
34	Borås stad
35	Falu kommun
36	Kristianstads kommun
37	Danderyds kommun
38	Södertälje kommun
39	Kalmar kommun
40	Haninge kommun
41	Täby kommun
42	Varberg kommun
43	Kunskapsskolan
44	AcadeMedia skolor
45	Skövde kommun
46	Lärande i Sverige
47	ThorenGruppen
48	Uddevalla kommun
49	Hässleholms kommun
50	Region Gotland



Social Worker

The Most Attractive Employers of 2021

1	Socialstyrelsen
2	Polisen
3	Kriminalvården
4	RFSU
5	Rädda Barnen
6	Stockholms stad
7	FN
8	Göteborgs Stad
9	Statens institutionsstyrelse (SIS)
10	RFSL
11	Malmö stad
12	Migrationsverket
13	Skolverket
14	Försäkringskassan
15	Myndigheten för samhällsskydd och beredskap
16	Amnesty International
17	Röda Korset
18	Regeringskansliet
19	Länsstyrelsen
20	Utrikesdepartementet
21	Försvarsmakten
22	Arbetsförmedlingen
23	Lunds kommun
24	Sida
25	Karolinska Universitetssjukhuset

26	Helsingborgs stad
27	Uppsala kommun
28	Örebro kommun
29	Umeå kommun
30	Trollhättans stad
31	Jönköpings kommun
32	Skånes universitetssjukhus
33	Karlstads kommun
34	Norrköpings kommun
35	Humana
36	Sophiahemmet
37	Sahlgrenska Universitetssjukhuset
38	Solna stad
39	Huddinge kommun
40	Sundbybergs stad
41	Linköpings kommun
42	Växjö kommun
43	Norrlands universitetssjukhus
44	Kalmar kommun
45	Internationella Engelska skolan
46	Gävle kommun
47	Sundsvalls kommun
48	Västerås stad
49	Stockholms universitet
50	S:t Görans sjukhus



Health/Medicine

The Most Attractive Employers of 2021

2021

1 Karolinska Institutet

2 Folkhälsomyndigheten

3 Region Stockholm

4 Läkare Utan Gränser

5 Västra
Götalandsregionen

2020

1 Folkhälsomyndigheten

2 Karolinska Institutet

3 Läkare Utan Gränser

4 Region Stockholm

5 Västra
Götalandsregionen

2019

1 Folkhälsomyndigheten

2 Karolinska Institutet

3 Läkare Utan Gränser

4 Stockholms läns
landsting

5 Västra
Götalandsregionen



Nurse

The Most Attractive Employers of 2021

2021

1 Karolinska
universitetssjukhuset

2 Astrid Lindgrens
Barnsjukhus

3 Västra
Götalandsregionen

4 Försvarsmakten

5 Region Stockholm

2020

1 Karolinska
universitetssjukhuset

2 Astrid Lindgrens
Barnsjukhus

3 Sahlgrenska
Universitetssjukhuset

4 S:t Görans sjukhus

5 Västra
Götalandsregionen

2019

1 Karolinska
universitetssjukhuset

2 Astrid Lindgrens
Barnsjukhus

3 S:t Görans sjukhus

4 Försvarsmakten

5 Västra
Götalandsregionen



Doctor

The Most Attractive Employers of 2021

2021

- 1 Karolinska universitetssjukhuset
- 2 Karolinska Institutet
- 3 Sahlgrenska Universitetssjukhuset
- 4 Danderyds sjukhus
- 5 S:t Görans sjukhus

2020

- 1 Karolinska universitetssjukhuset
- 2 Sahlgrenska Universitetssjukhuset
- 3 Akademiska sjukhuset
- 4 Danderyds sjukhus
- 5 S:t Görans sjukhus

2019

- 1 Karolinska universitetssjukhuset
- 2 Sahlgrenska Universitetssjukhuset
- 3 Karolinska Institutet
- 4 Danderyds sjukhus
- 5 Stockholms läns landsting



Teacher/Preschool Teacher

The Most Attractive Employers of 2021

2021

1 Stockholms stad

2 Göteborgs Stad

3 Skolverket

4 Malmö stad

5 Uppsala kommun

2020

1 Stockholms stad

2 Göteborgs Stad

3 Skolverket

4 Malmö stad

5 Internationella
Engelska skolan

2019

1 Stockholms stad

2 Göteborgs Stad

3 Skolverket

4 Malmö stad

5 Uppsala kommun



Social Worker

The Most Attractive Employers of 2021

2021

1 Socialstyrelsen

2 Polisen

3 Kriminalvården

4 RFSU

5 Rädda Barnen

2020

1 Polisen

2 Socialstyrelsen

3 Kriminalvården

4 FN

5 Rädda Barnen

2019

1 Socialstyrelsen

2 Polisen

3 Kriminalvården

4 FN

5 Rädda Barnen



Top preferences

2021

- | | |
|--|--|
| 1 High future earnings | 6 Variety of assignments |
| 2 Secure employment | 7 A creative and dynamic work environment |
| 3 Good reference for future career | 8 Professional training and development |
| 4 Respect for its people | 9 A friendly work environment |
| 5 Leaders who will support my development | 10 Inspiring purpose |

2020

- | |
|--|
| 1 High future earnings |
| 2 Secure employment |
| 3 Good reference for future career |
| 4 Leaders who will support my development |
| 5 Respect for its people |

2019

- | |
|--|
| 1 High future earnings |
| 2 Inspiring purpose |
| 3 Secure employment |
| 4 Good reference for future career |
| 5 Leaders who will support my development |

Top preferences per gender

2021



Female

- 1 Secure employment
- 2 High future earnings
- 3 Good reference for future career
- 4 Respect for its people
- 5 Leaders who will support my development



Male

- 1 High future earnings
- 2 Good reference for future career
- 3 Leaders who will support my development
- 4 Challenging work
- 5 Variety of assignments

2020



Female

- 1 Secure employment
- 2 High future earnings
- 3 Good reference for future career
- 4 Respect for its people
- 5 Leaders who will support my development



Male

- 1 High future earnings
- 2 Good reference for future career
- 3 Leaders who will support my development
- 4 A creative and dynamic work environment
- 5 Variety of assignments

Expected monthly salary



34 074
SEK



35 417
SEK



33 271
SEK

Female students are expecting **6%** 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:

**Beatrice
Odin**

Marketing Manager Nordics

+ 46 70 446 91 82

Beatrice.odin@universumglobal.com



**Anna
Sjöberg**

Marketing Coordinator Nordics

+46 70 777 60 62

Anna.sjoberg@universumglobal.com