

Ideal Employer Ranking | Top 30

Business/Commerce

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Google	1	18,86%	↑ 1	Goldman Sachs	16	7,65%	↑ 4
Apple	2	18,38%	↓ -1	Luxottica	17	7,47%	↓ -4
Ferrero	3	14,34%	→ 0	LVMH	18	7,36%	↑ 3
Amazon	4	13,54%	→ 0	Deutsche Bank	19	7,06%	↓ -1
UniCredit Group	5	12,54%	→ 0	adidas	20	6,92%	↑ 12
Ferrari	6	12,52%	→ 0	Rai	21	6,49%	NEW -
European Central Bank	7	10,89%	→ 0	The Coca-Cola Company	22	6,35%	→ 0
J.P. Morgan	8	10,67%	↑ 1	BMW Group	23	6,09%	↑ 4
Giorgio Armani	9	10,64%	↓ -1	Eataly	24	6,04%	↓ -5
Intesa Sanpaolo	10	9,84%	↑ 1	BNL - Gruppo BNP Paribas	25	5,85%	→ 0
Lamborghini	11	9,45%	↑ 5	Mondadori	26	5,69%	↓ -9
Sky	12	9,31%	↑ 3	Barilla	27	5,48%	↓ -4
Valentino	13	8,74%	↓ -3	The Boston Consulting Group (BCG)	28	5,25%	↓ -4
Microsoft	14	8,68%	→ 0	KPMG	29	5,17%	↓ -1
L'Oréal Group	15	8,05%	↓ -3	Samsung	30	5,16%	↑ 5

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STEM

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Google	1	26,17%	→ 0	Ferrovie dello Stato Italiane	16	5,95%	↑ 2
Apple	2	18,69%	→ 0	IKEA	17	5,89%	↓ -5
Ferrari	3	17,01%	→ 0	Sony	18	5,74%	↓ -1
Microsoft	4	16,68%	→ 0	Barilla	19	5,02%	↑ 2
Lamborghini	5	13,04%	↑ 1	Airbus	20	4,57%	↑ 9
Amazon	6	11,18%	→ 0	L'Oréal Group	21	4,41%	↓ -2
Intel	7	9,56%	↑ 1	General Electric (GE)	22	4,39%	↓ -2
Ferrero	8	9,12%	↓ -2	Volkswagen	23	4,30%	↑ 1
Enel	9	8,33%	→ 0	Oracle	24	4,29%	↑ 10
Samsung	10	8,21%	→ 0	Nestlé	25	4,21%	↑ 1
Bayer	11	7,81%	→ 0	Angelini	26	4,21%	↑ 2
ENI	12	7,29%	↑ 1	Brembo	27	3,93%	↑ 4
IBM	13	7,12%	↑ 2	Novartis	28	3,92%	↓ -1
Ducati	14	6,78%	→ 0	Finmeccanica-Leonardo	29	3,74%	↓ -4
BMW Group	15	6,05%	↑ 1	The Coca-Cola Company	30	3,69%	↑ 14

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Humanities/Liberal Arts/Education

Employer	Rank 2018	Percent 2018	Trend	Employer	Rank 2018	Percent 2018	Trend
Mondadori	1	37,04%	→ 0	Alpitour	16	6,09%	↓ -2
Rai	2	27,09%	NEW -	European Central Bank	17	6,07%	→ 0
Google	3	21,82%	↓ -1	Poste Italiane	18	5,53%	→ 0
Sky	4	16,88%	→ 0	Ferrari	19	5,24%	↓ -3
Apple	5	14,47%	↓ -2	adidas	20	5,10%	↑ 5
Giorgio Armani	6	11,90%	↑ 1	Lamborghini	21	4,90%	↓ -1
Alitalia	7	11,04%	↓ -2	Ferrovie dello Stato Italiane	22	4,69%	↓ -1
Amazon	8	10,83%	→ 0	Samsung	23	4,64%	↑ 3
Costa Crociere	9	10,24%	↓ -3	The Coca-Cola Company	24	3,83%	→ 0
Valentino	10	9,61%	↓ -1	Sony	25	3,83%	↓ -2
Ferrero	11	8,57%	→ 0	Calzedonia	26	3,79%	↓ -7
IKEA	12	7,67%	↓ -2	Lindt	27	3,74%	↓ -5
Microsoft	13	7,39%	↑ 2	Intesa Sanpaolo	28	3,48%	↑ 1
Eataly	14	6,69%	↓ -1	LVMH	29	3,34%	↓ -4
L'Oréal Group	15	6,63%	↓ -3	UniCredit Group	30	3,01%	↑ 6

Ideal Employer Ranking | Biggest generational gaps

Business/Commerce

Employer	Gen Z	Gen Y	Difference	Employer	Gen Z	Gen Y	Difference
PwC	65	21	↓ -44	Samsung	26	50	↑ 24
Accenture	74	41	↓ -33	Sony	41	64	↑ 23
KPMG	43	11	↓ -32	BP	80	103	↑ 23
Deloitte	46	16	↓ -30	Barclays	52	74	↑ 22
EY (Ernst & Young)	59	30	↓ -29	JT International (JTI)	93	114	↑ 21
Procter & Gamble (P&G)	47	19	↓ -28	Bank of America Merrill Lynch	33	53	↑ 20
Lidl	98	74	↓ -24	Daimler/Mercedes-Benz	54	73	↑ 19
Unilever	61	42	↓ -19	Cisco Systems	110	129	↑ 19
Safilo	120	101	↓ -19	Allianz	31	48	↑ 17
Cappgemini	133	115	↓ -18	Intel	77	94	↑ 17

Ideal Employer Ranking | Biggest generational gaps

STEM

Employer	Gen Z	Gen Y	Difference	Employer	Gen Z	Gen Y	Difference
Salini Impregilo	107	47	↓ -60	HP Inc.	59	101	↑ 42
ABB	79	44	↓ -35	Daimler/Mercedes-Benz	40	76	↑ 36
Altran	135	100	↓ -35	adidas	41	75	↑ 34
Accenture	86	54	↓ -32	Bank of America Merrill Lynch	99	132	↑ 33
Unilever	92	60	↓ -32	Barclays	101	134	↑ 33
Fincantieri S.p.A.	51	20	↓ -31	Alitalia	34	65	↑ 31
Saipem	115	84	↓ -31	UniCredit Group	41	72	↑ 31
Johnson & Johnson	68	38	↓ -30	Allianz	76	106	↑ 30
Hilti	125	96	↓ -29	Sky	27	54	↑ 27
KPMG	125	96	↓ -29	LEO Pharma	43	70	↑ 27

Ideal Employer Ranking | Greatest rises & falls - Ranks

Business/Commerce

GREATEST RISES				GREATEST FALLS			
Employer	Rank 2018	Rank 2017	Trend	Employer	Rank 2018	Rank 2017	Trend
Allianz	35	15	↑ 20	McKinsey & Company	47	30	↓ -17
Henkel	118	135	↑ 17	Benetton	71	58	↓ -13
adidas	20	32	↑ 12	Vodafone	92	79	↓ -13
Kering	76	88	↑ 12	Coca-Cola HBC	68	56	↓ -12
GSK (GlaxoSmithKline)	106	118	↑ 12	Bain & Company	87	75	↓ -12
Oracle	90	100	↑ 10	Cappgemini	133	121	↓ -12
Danone	112	122	↑ 10	Costa Crociere	40	29	↓ -11
Prysmian Group	124	133	↑ 9	General Electric (GE)	89	78	↓ -11
Novartis	95	103	↑ 8	Lidl	91	81	↓ -10
Tenaris	122	130	↑ 8	British American Tobacco	105	95	↓ -10

Ideal Employer Ranking | Greatest rises & falls - Ranks

STEM

GREATEST RISES				GREATEST FALLS			
Employer	Rank 2018	Rank 2017	Trend	Employer	Rank 2018	Rank 2017	Trend
Lilly	104	125	↑ 21	BCG	86	71	↓ -15
UBI Banca	89	107	↑ 18	Leroy Merlin	77	62	↓ -15
BNL - Gruppo BNP Paribas	80	98	↑ 18	British American Tobacco	121	106	↓ -15
KPMG	106	123	↑ 17	Fastweb	112	99	↓ -13
J.P. Morgan	63	80	↑ 17	Carrefour Italia	124	111	↓ -13
Bank of America Merrill Lynch	102	118	↑ 16	Decathlon	68	56	↓ -12
HP Inc.	64	79	↑ 15	Alitalia	33	23	↓ -11
UniCredit Group	39	54	↑ 15	Mondadori	34	22	↓ -11
Mondeléz International	120	134	↑ 14	Fiat Chrysler Group FCA	44	33	↓ -11
Gruppo Generali	95	109	↑ 14	Italdesign Giugiaro	48	37	↓ -11