

YPAI 2026

Young Professional Attraction Index — the top 100 most attractive employers

UNDER EMBARGO UNTIL TUESDAY 22 SEPTEMBER 2026, 10:00 CEST

Your place in the YPAI 2026 top 100 is under embargo until Tuesday 22 September 2026 at 10:00 CEST. Until then, please do not publish or share it — externally, or in internal channels that reach beyond your organisation. After 10:00 the material is free to use.

This document holds full descriptions of the recognition, to use internally and in external channels such as LinkedIn and press releases. Take what suits you. The same material is available in Swedish in the Swedish press kit.

The image you may publish

The kit includes an image you may publish alongside your text. It comes in a light and a dark version, in Swedish and English, at 1080 × 1350 pixels. The image is free to use in your own channels until the next YPAI is published.



Light · Swedish



Dark · Swedish



Light · English



Dark · English

LinkedIn and social media

You are welcome to use any of these descriptions, or to write your own from them.

A [Company name] has been named one of Sweden's most attractive employers in 2026, according to the YPAI (Young Professional Attraction Index) — a survey conducted by Academic Work in collaboration with Kantar.

B We have been named one of Sweden's most attractive employers in 2026, according to the YPAI (Young Professional Attraction Index), a survey conducted by Academic Work in collaboration with Kantar. It is proof of our work to build a workplace where early-career professionals want to be — and want to stay.

C We are proud to say that we have been named one of Sweden's most attractive employers in 2026. The result is presented in the YPAI (Young Professional Attraction Index), a survey conducted by Academic Work in collaboration with Kantar. Its purpose is to help employers understand what early-career professionals, with 0–5 years of work experience, prioritise when they choose an employer.

Please tag Academic Work and use **#YPAI** when you publish, so that we can share your post.

Press material

Here is a quote you are free to use — in a press release, for example. If you have questions, you are welcome to write to ypai@academicwork.se.

"You cannot apply for a place on the YPAI list, and you cannot negotiate your way onto it. The names come from early-career professionals, who wrote them in their own words long before we counted a single point. Being among the hundred most mentioned shows that you are genuinely top of mind with this group. Congratulations to all one hundred on this year's list."

Markus Åberg, Head of Talent Advisory at Academic Work

Your diploma

You get a diploma, free of charge. Collect it at the YPAI event in your city, or contact your account manager at Academic Work — if you do not know who your account manager is, write to ypai@academicwork.se.

Welcome to a YPAI event

We present this year's results in twelve cities between 22 September and 15 October: Malmö, Jönköping, Linköping, Norrköping, Stockholm, Gothenburg, Karlstad, Örebro, Luleå, Gävle, Sundsvall and Umeå. Diplomas are handed out on site. Dates per city and registration are at ypai.se.

More about your results

Would you like to know your exact position, what respondents write about you in the free-text answers, or how you compare with other employers on the list? Get in touch and we will book a company-specific presentation, where we go through your results and relevant benchmarks.

Are you unsure whether YPAI presentations are included free of charge in your agreement with Academic Work, or whether they come at a cost? Contact your account manager, or write to ypai@academicwork.se.

About the survey

A short description you can use as it stands, followed by fuller detail on method and validity.

Short description

Academic Work, in collaboration with Kantar, has developed a measure of employer attractiveness among students and early-career professionals — the YPAI (Young Professional Attraction Index). A young professional is not defined by age, but by being at the beginning of a career, with 0–5 years of work experience.

The survey has run since 2015. This year 5,167 people took part in the Swedish segment and 13,759 in total, across five countries: Sweden, Denmark, Finland, Norway and Switzerland. Kantar conducts the survey. It asks what matters when choosing an employer, and rests largely on free-text answers. That gives a substance and a nuance traditional surveys cannot reach.

Survey period

The survey is made up of several activities that run over roughly nine months.

Pre-study

We run the survey in five markets: Sweden, Denmark, Finland, Norway and Switzerland. It is unique among comparable studies, because the group itself defines the answer options for the main study in a pre-study — the ten most important factors when choosing an employer, and the most attractive employers.

So both the factors and the employers shift from year to year, and between markets. That gives us a detailed, continuously updated picture of what the group finds attractive — and it puts fewer words in their mouths than other surveys do.

The pre-study rests on two open questions:

- Which factors matter most when you choose an employer?
- Which companies or organisations would you most like to work for?

From those free-text answers and nominations we compile the ten most important factors and a ranked list of companies for each market. That result becomes the answer options in the main survey.

YPAI Score

In the main survey we measure the YPAI Score, a measure of a company's standing as an employer. It was developed with Kantar Sifo, based on their factor analysis of more than 23,000 international interviews on brand perception. It has four equally weighted parts: the employer's reputation, its perceived success in its field, the willingness to work there, and how well the group knows it.

Respondents first answer how well they know the employers on the list. That way, only those who know an employer go on to the three deeper questions that define its standing, and so its YPAI Score.

Every respondent can also explain their views on the employers they answer about, again in free text. What makes YPAI different is that respondents share their view of employers they know — whether or not they want to work there. So we get both positive and negative judgements of employers on the list, and unique insight into what colours the picture of them.

What the factors mean, and what the group thinks

The main survey shows the most attractive companies and the most important factors when choosing an employer. To understand fully what those factors mean, we ask the group to define them in free text. They describe in their own words why they prioritise, say, flexibility and work-life balance. We can then analyse the answers and understand what they really mean.

Validity

Each local survey has a large number of respondents, between 1,022 and 5,167, which makes a thorough comparison possible. The group is early-career professionals with 0–5 years of experience, and most answers come from our own candidate network and from Kantar's database. To raise validity we take several steps, among them weighting and variance studies. They strengthen how far the conclusions in the YPAI publications can be generalised.

With Kantar we weight the respondents to match local variation in the group by gender, age and field of study. The data comes from each country's national statistics agency. On top of that we run a separate validation study in Kantar's own randomly selected panel of early-career professionals, to compare and examine deviations between their database and our respondents. The results are then combined into a stronger basis for generalising within the group.



ABOUT ACADEMIC WORK

Academic Work was founded in 1998 and is a leading recruitment and staffing company for early-career professionals. We have 25 offices in six European countries, 14 of them in Sweden, and have recruited more than 200,000 people since the start.