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2018 Global Brand Health Report

Tech workers reveal the companies they want to work for and what they value in a job offer.

We asked our marketplace of tech talent to **rank the companies** they'd most like to work for to gain an understanding of what people value in a potential employer. This year, respondents named Netflix as the most appealing to work for, moving up the ranks from fifth place last year and inching ahead of Google, Tesla and SpaceX.

Top 10 Global Employer Brands

RANK	COMPANY	LOCATION	BPI*
1	Netflix	SF Bay Area	86
2	Google	SF Bay Area	83
3	Tesla	SF Bay Area	73
4	SpaceX	Los Angeles	72
5	Airbnb	SF Bay Area	72
6	Apple	SF Bay Area	70
7	Microsoft	SF Bay Area	70

7	Microsoft	Seattle	70
8	LinkedIn	SF Bay Area	70
9	Amazon	Seattle	69
10	Hulu	Los Angeles	64

*Brand Positivity Index: Companies with a larger number of candidates selecting the top two scores earned a higher ranking, or a higher Brand Positivity Index.

The global rankings are sourced from respondents in Canada, the United Kingdom, and the United States.

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Want to see more? View the [full report](#) to discover the entire list of top 25 companies and more.



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