

Graduate Barometer 2009

UK Top 100 Employer



BBC, MI6 and Apple named as top3 in the trendence Graduate Barometer 2009

The Graduate Barometer is an annual study, conducted this year for the seventh time by the trendence Institute, amongst students who are about to complete their degrees and enter the workforce. This barometer study incorporates the responses of 20,000 students in the UK.

Apple and Google loved by all

While Apple and Google are the third and fourth most favoured employers across all students, most remarkable is the fact that both employers are held in high regard by both Business and Engineering students alike. "The Google phenomenon exists across Europe. Google achieves a very difficult balancing act. There is no other employer better able to communicate good working atmosphere, friendly colleagues and work life balance. This apparent relaxed atmosphere should not hide the fact that Google only wants the very best employees to work for the company. The profiles and qualifications searched for are similar to those wanted at management consultancies," says Holger Koch, managing director at trendence.

When following the main trends among the top 50 employers featured in the rankings, news headlines of the last year are evidently having an impact on the development of the employer brand landscape. No less than 6 banks have lost ground on last year, while public sector institutions have been climbing the tables.

Top Employers – Graduate Barometer 2009

2009 Rank	Employer	2009%
1	BBC	13.7%
2	The Secret Intelligence Service (MI6)	9.7%
3	Apple	9.0%
4	Google	7.8%
5	Channel 4	5.9%
6	NHS Graduate Schemes	5.6%
7	PricewaterhouseCoopers	5.3%
8	Microsoft	4.9%
9	Cancer Research UK	4.8%
10	Foreign & Commonwealth Office	4.5%

The Top Employer ranking is established from a list of more than 100 companies. Students select which companies they are familiar with and then which companies they consider to be attractive employers. In choosing their most attractive employers, students may add additional companies that are not on the list, allowing it to be updated each year.

Salary and weekly working hours expectations

Despite the tough economic conditions, students have once again increased their salary expectations with the average expected salary among UK students now standing at £24,472, up from £22,500 in 2008. Interestingly, however, the expected weekly working hours, which had remained steady between 41.4 and

41.1 between 2005 and 2008, have now increased to 43.5 suggesting graduates are aware that they will need to make a slightly greater effort to justify their role in the tougher economic climate and indeed their higher salary expectations.

Personal development

Graduates are keener to develop themselves in areas of personal interest than simply achieving success through promotion to management positions. When asked what they want to achieve 5 years into their career almost half the respondents expressed a desire to become a specialist in a chosen field and a similar proportion felt that their main goal was to achieve a professional qualification. Only a third of graduates named being promoted to management as one of their goals.

Motivating benefits

In terms of financial reward, more than two fifths of students mentioned bonuses and student loan pay-offs as motivating factors. However, there was one, non-financial benefit that proved even more popular with almost half of all students including funding of training or additional study to their benefits wish list.

About the trendence Institute

The trendence Institute specialises in empirical research studies based on the career perspectives and expectations of young people. It also provides consulting services to institutions in all areas of recruitment marketing. trendence assists companies in the task of gaining information about their potential workforce. For this reason, trendence devises questionnaires to find out the opinions of school-leavers, students and young professionals.

Student confidence in troublesome times

The Graduate Barometer aims to capture the mood of the student population and in doing so has uncovered figures which indicate sentiments of uncertainty. Well over two thirds (69% of finalists) admit that it will be tough to secure a good job in 2009. Females are slightly more concerned in this respect than males. Only 16% of females claim to have no concerns about their future career.

In order to overcome problems in the job market two thirds of graduates are willing to make sacrifices in their personal life to develop their careers. Again the figure is marginally higher among females.

If you would like to receive further results of the study, please contact us. We would be happy to provide you with more details of the results you are interested in.

For further information regarding the Graduate Barometer please contact:

Jo-Anne Coppock

UK Account Director

Phone: +44 (0)20 7061 1932, Fax: +44 (0)20 7061 1901

trendence Institut

trendence, GTI, 75 Farringdon Road, London EC1M 3JY