



UK Graduate Recruitment Review **2008** Corporate Edition



In depth analysis of 14,634 graduates
across 80 institutions in the UK.

The study - key facts

Methodology

Anonymous quantitative study

Target group

The goal of the study is to examine graduates' preferences when it comes to selecting a career after graduation, hence only graduates in the second half of their studies were invited to participate in the survey.

Participating Institutions

80 universities within the UK, Scotland and Northern Ireland

Field phase

18. October 2007 - 8. February 2008

Response Rate

14,634 participant responses were included in the analysis

Media Partner(s)

Financial Times

Publication Date

May 2008

Introduction & Methodology

The UK Graduate Recruitment Review 2008 – Corporate Edition is an independent study providing you, as an employer of UK graduates, with a detailed, up-to-the-minute and comprehensive picture of the skills and abilities, career expectations and preferences, career information and communication needs, and employer brand consciousness of today's UK university students.

Its central aim is to help you gain insights into your employer brand image among students nearing graduation and communicate effectively with potential applicants.

Students were invited to participate in the survey via an email which contained a password-protected hyperlink to the questionnaire. Anonymity was assured throughout the survey process. We showed our appreciation to the students for their willingness to complete the questionnaire by offering participants the opportunity to enter a prize draw.

The field phase of the study ran from 18.10.2007 to 8.02.2008; after it closed, we were able to include responses from 14,634 students in the data analysis.

Top Employers 2008

Rank	Employer	%	Rank	Employer	%	Rank	Employer	%
1	BBC	10,0%	35	BMW Group	2,7%	69	BSkyB	1,3%
2	Apple	7,1%	36	Nokia	2,6%	69	Siemens	1,3%
3	MIS	6,7%	36	Rolls-Royce	2,6%	71	Army	1,2%
3	NHS	6,7%	36	The Virgin Group	2,6%	71	Credit Suisse	1,2%
5	Microsoft	5,6%	39	Airbus	2,5%	71	E.ON	1,2%
6	Google	5,5%	39	BP	2,5%	71	TESCO	1,2%
7	PricewaterhouseCoopers	5,4%	41	AstraZeneca	2,3%	75	Hewlett-Packard	1,1%
8	Deloitte	4,3%	41	BAE SYSTEMS	2,3%	75	Lehman Brothers	1,1%
9	Accenture	4,2%	41	Citigroup	2,3%	75	Mars	1,1%
9	GlaxoSmithKline	4,2%	41	Marks & Spencer	2,3%	75	QinetiQ	1,1%
9	Goldman Sachs	4,2%	45	Arcadia Group	2,2%	75	Volkswagen Group	1,1%
12	HSBC	4,0%	45	Unilever	2,2%	80	Aldi	1,0%
13	Environment Agency	3,8%	47	Merrill Lynch	2,1%	80	RAF	1,0%
13	Ministry of Defence	3,8%	48	Deutsche Bank	2,0%	80	UBS	1,0%
15	Shell	3,7%	48	Penguin	2,0%	83	Debenhams	0,9%
15	Teach First	3,7%	50	Reuters	1,9%	83	PA Consulting Group	0,9%
17	Cancer Research	3,6%	51	Government Communications He	1,8%	85	Diageo	0,8%
18	British Airways	3,5%	51	Intel	1,8%	85	Ford Motor Company	0,8%
18	IBM	3,5%	51	Pfizer	1,8%	85	Sainsbury's	0,8%
18	L'Oréal	3,5%	51	Royal Bank of Scotland	1,8%	88	ABN Amro	0,7%
21	Foreign and Commonwealth Offi	3,4%	55	ExxonMobil	1,7%	88	British Nuclear Group	0,7%
21	Oxfam	3,4%	55	McKinsey & Company	1,7%	88	Capgemini	0,7%
21	Sony	3,4%	55	Nestlé	1,7%	88	Mitsubishi Motors	0,7%
24	Ernst & Young	3,2%	58	BT	1,6%	88	Mott MacDonald	0,7%
24	KPMG	3,2%	58	BUPA	1,6%	88	Network Rail	0,7%
26	Police Service	3,1%	58	Cisco Systems	1,6%	88	Orange	0,7%
27	JPMorgan	3,0%	58	HM Revenue & Customs	1,6%	88	Royal Navy	0,7%
28	Barclays Bank	2,9%	62	Atkins	1,5%	88	Waitrose	0,7%
28	Morgan Stanley	2,9%	62	Bloomberg	1,5%	97	Asda	0,6%
28	WWF	2,9%	62	Hilton Hotels Corporation	1,5%	97	Corus Group	0,6%
31	Bank of England	2,8%	62	John Lewis	1,5%	97	Lloyds Pharmacy	0,6%
31	Civil Service Fast Stream	2,8%	62	Lloyds TSB	1,5%	97	Total	0,6%
31	Procter & Gamble	2,8%	67	Boston Consulting Group	1,4%	97	Vodafone	0,6%
31	Saatchi & Saatchi	2,8%	67	Cadbury Schweppes	1,4%	97	WPP Group	0,6%

Top Employers for Elite Students* 2008

Elite Student Rank	Employer	Elite Students %	Elite Student Rank	Employer	Elite Student %
1	BBC	11,9%	27	Boston Consulting Group	3,4%
2	Goldman Sachs	10,1%	27	BP	3,4%
3	GlaxoSmithKline	8,2%	27	Teach First	3,4%
4	MI5	7,6%	27	Unilever	3,4%
5	Foreign and Commonwealth Office	6,4%	27	WWF	3,4%
5	McKinsey & Company	6,4%	32	Accenture	3,0%
5	NHS	6,4%	32	Ernst & Young	3,0%
8	Deloitte	5,8%	32	KPMG	3,0%
9	Penguin	5,5%	32	Reuters	3,0%
10	PricewaterhouseCoopers	5,2%	36	BAE SYSTEMS	2,7%
11	Cancer Research	4,9%	36	Government Communications Head	2,7%
12	Civil Service Fast Stream	4,6%	36	Merrill Lynch	2,7%
12	Environment Agency	4,6%	36	Saatchi & Saatchi	2,7%
12	Google	4,6%	40	RAF	2,4%
12	IBM	4,6%	41	Citigroup	2,1%
12	Ministry of Defence	4,6%	41	HSBC	2,1%
12	Oxfam	4,6%	41	Intel	2,1%
18	Apple	4,0%	41	Sony	2,1%
18	AstraZeneca	4,0%	41	UBS	2,1%
18	Bank of England	4,0%	46	Army	1,8%
18	JPMorgan	4,0%	46	Bain & Company	1,8%
18	L'Oréal	4,0%	46	E.ON	1,8%
18	Morgan Stanley	4,0%	46	Lehman Brothers	1,8%
18	Pfizer	4,0%	46	Procter & Gamble	1,8%
18	Shell	4,0%	46	Rolls-Royce	1,8%
26	QinetiQ	3,7%			

* Universities of study: Oxford, Cambridge, Durham, Exeter, UCL, Kings, LSE, Manchester, Newcastle, Liverpool, Bristol, Cardiff, Edinburgh, Leeds, Imperial, Nottingham, Reading, Sheffield, Warwick or York

UCAS points: 481 plus

Experience: Work experience related to chosen career area and wide-ranging extracurricular activities

Top Employers for Male and Female Students 2008

Male Students Rank	Employer	Male Students %	Female Students Rank	Employer	Female Students %
1	Google	8,7%	1	BBC	12,6%
2	MI5	7,8%	2	NHS	9,8%
3	Microsoft	7,6%	3	MI5	6,6%
4	BBC	7,4%	4	PricewaterhouseCoopers	6,5%
5	Apple	7,2%	5	Oxfam	5,9%
5	Goldman Sachs	7,2%	6	Cancer Research	5,7%
7	PricewaterhouseCoopers	5,5%	7	Teach First	5,6%
8	IBM	5,3%	8	Environment Agency	5,3%
9	Deloitte	4,8%	8	L'Oréal	5,3%
10	Shell	4,6%	10	Apple	5,1%
11	JPMorgan	4,5%	10	GlaxoSmithKline	5,1%
12	Accenture	4,3%	12	Deloitte	5,0%
12	Ministry of Defence	4,3%	13	Foreign and Commonwealth Office	4,9%
14	Sony	4,2%	14	Police Service	4,2%
14	Rolls-Royce	4,2%	15	Civil Service Fast Stream	4,1%
16	BAE SYSTEMS	4,0%	15	Penguin	4,1%
17	NHS	3,9%	17	Ernst & Young	3,9%
17	GlaxoSmithKline	3,9%	18	Goldman Sachs	3,8%
19	BMW Group	3,8%	18	Ministry of Defence	3,8%
19	BP	3,8%	18	KPMG	3,8%
21	Airbus	3,7%	21	WWF	3,7%
22	Morgan Stanley	3,6%	22	Google	3,6%
23	Intel	3,4%	22	HSBC	3,6%
24	KPMG	3,3%	24	Accenture	3,5%
24	McKinsey & Company	3,3%	25	Saatchi & Saatchi	3,2%

Find out more

The full report on the UK Graduate Recruitment Review 2008 – Corporate Edition gives you essential insights into the following areas:

Company Ranking:

- » Company familiarity and attractiveness
- » Company desirability and reasons for desirability

Communication needs:

- » The application process
- » Essential aspects of a desirable job
- » Sources of information
- » Online networking
- » Campus marketing activities
- » Passive communication channels

Work expectations and preferences:

- » Future intentions
- » Important job factors and preferences
- » Employer characteristics
- » Career expectations
- » Mobility and flexibility

Student profile:

- » Demographic factors
- » Course type, subjects, level of academic achievement
- » Living arrangements
- » Calibre, skill set, experiences
- » Expected debt and views on student debt

Best Practice:

- » Students perceptions of individual companies
- » Employment aspects: Best recruiter for salary, industry success, training opportunities etc.
- » Marketing Aspects: Best recruiter for university events, website, advertisements etc.

About trendence

trendence, a company within the Hobsons group, is Europe's leading research institute, specialising

in the field of Employer Branding, personnel marketing and recruiting. trendence surveys over 200,000 students, graduates and young professionals on a yearly basis to uncover information about their aspirations and expectations for their future career.

The results of these studies support the HR departments of companies that make important decisions about recruitment and marketing strategies, and enable them to gather vital information about potential recruits. The surveys are conducted in various countries as well as at a pan-European and international level.

Examples of trendence research surveys are Das Absolventenbarometer (Germany), The UK School-leaver Review, The European Student Barometer and The UK Graduate Recruitment Review.

Contact

To find out more, please do not hesitate to contact us!

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