

Top employer ranking 2008						Top employer ranking 2008					
Rank	Employer	2008	Rank 2007	2007	Familiarity	Rank	Employer	2008	Rank 2007	2007	Familiarity
1	BBC	10.0%	1	14.2%	98.4%	51	Intel	1.8%	43	2.2%	94.9%
2	Apple	7.1%	New		98.0%	51	Pfizer	1.8%	51	1.7%	57.9%
3	MI5	6.7%	2	9.4%	85.3%	51	Royal Bank of Scotland	1.8%	47	2.1%	98.2%
3	NHS	6.7%	3	7.2%	96.9%	55	ExxonMobil	1.7%	56	1.5%	68.1%
5	Microsoft	5.6%	5	5.6%	98.4%	55	McKinsey & Company	1.7%	50	1.9%	49.2%
6	Google	5.5%	5	5.6%	98.5%	55	Nestlé	1.7%	55	1.6%	98.4%
7	PwC	5.4%	4	6.5%	78.0%	58	BT	1.6%	51	1.7%	95.6%
8	Deloitte	4.3%	13	4.4%	70.5%	58	BUPA	1.6%	New		86.8%
9	Accenture	4.2%	37	2.5%	61.7%	58	Cisco Systems	1.6%	67	1.1%	73.9%
9	GlaxoSmithKline	4.2%	16	4.1%	78.9%	58	HM Revenue & Customs	1.6%	48	2.0%	93.1%
9	Goldman Sachs	4.2%	12	4.5%	70.8%	62	Atkins	1.5%	66	1.2%	60.6%
12	HSBC	4.0%	15	4.2%	97.7%	62	Bloomberg	1.5%	51	1.7%	81.3%
13	Environment Agency	3.8%	8	5.1%	86.7%	62	Hilton Hotels	1.5%	New		95.7%
13	Ministry of Defence	3.8%	7	5.4%	95.5%	62	John Lewis	1.5%	43	2.2%	93.1%
15	Shell	3.7%	19	3.9%	97.7%	62	Lloyds TSB	1.5%	51	1.7%	96.8%
15	Teach First	3.7%	27	3.3%	71.0%	67	Boston Consulting	1.4%	67	1.1%	53.6%
17	Cancer Research	3.6%	New		96.4%	67	Cadbury Schweppes	1.4%	41	2.3%	93.6%
18	British Airways	3.5%	10	4.8%	98.6%	69	BSkyB	1.3%	New		74.1%
18	IBM	3.5%	17	4.0%	95.5%	69	Siemens	1.3%	63	1.3%	97.8%
18	L'Oréal	3.5%	9	4.9%	96.2%	71	Army	1.2%	60	1.4%	90.6%
21	Foreign & Commonwealth Office	3.4%	20	3.7%	83.7%	71	Credit Suisse	1.2%	63	1.3%	69.3%
21	Oxfam	3.4%	13	4.4%	94.1%	71	E.on	1.2%	New		66.7%
21	Sony	3.4%	10	4.8%	98.4%	71	Tesco	1.2%	56	1.5%	98.1%
24	Ernst & Young	3.2%	27	3.3%	85.2%	75	Hewlett-Packard	1.1%	67	1.1%	93.7%
24	KPMG	3.2%	23	3.5%	66.1%	75	Lehman Brothers	1.1%	New		49.2%
26	Police Service	3.1%	21	3.6%	96.6%	75	Mars	1.1%	67	1.1%	91.2%
27	JPMorgan	3.0%	31	3.0%	76.3%	75	QinetiQ	1.1%	71	1.0%	41.6%
28	Barclays Bank	2.9%	21	3.6%	98.0%	75	Volkswagen	1.1%	60	1.4%	96.3%
28	Morgan Stanley	2.9%	41	2.3%	87.6%	80	Aldi	1.0%	74	0.9%	86.5%
28	WWF	2.9%	New		86.7%	80	RAF	1.0%	60	1.4%	89.1%
31	Bank of England	2.8%	25	3.4%	97.7%	80	UBS	1.0%	56	1.5%	71.0%
31	Civil Service Fast Stream	2.8%	25	3.4%	67.4%	83	Debenhams	0.9%	63	1.3%	94.4%
31	Procter & Gamble	2.8%	23	3.5%	82.4%	83	PA Consulting	0.9%	56	1.5%	65.4%
31	Saatchi & Saatchi	2.8%	New		57.5%	85	Diageo	0.8%	79	0.8%	47.5%
35	BMW Group	2.7%	17	4.0%	97.2%	85	Ford Motor	0.8%	74	0.9%	97.0%
36	Nokia	2.6%	48	2.0%	98.6%	85	Sainsbury's	0.8%	79	0.8%	97.7%
36	Rolls-Royce	2.6%	30	3.2%	96.7%	88	ABN Amro	0.7%	71	1.0%	36.0%
36	The Virgin Group	2.6%	New		97.1%	88	British Nuclear	0.7%	79	0.8%	81.3%
39	Airbus	2.5%	35	2.7%	88.1%	88	Capgemini	0.7%	91	0.5%	43.0%
39	BP	2.5%	34	2.8%	95.6%	88	Mitsubishi Motors	0.7%	New		96.9%
41	AstraZeneca	2.3%	40	2.4%	52.5%	88	Mott MacDonald	0.7%	94	0.4%	45.5%
41	BAE Systems	2.3%	37	2.5%	65.5%	88	Network Rail	0.7%	89	0.6%	95.5%
41	Citigroup	2.3%	37	2.5%	78.9%	88	Orange	0.7%	74	0.9%	98.3%
41	Marks and Spencer	2.3%	33	2.9%	97.8%	88	Royal Navy	0.7%	74	0.9%	96.2%
45	Arcadia	2.2%	27	3.3%	72.7%	88	Waitrose	0.7%	94	0.4%	88.3%
45	Unilever	2.2%	31	3.0%	75.9%	97	Asda	0.6%	79	0.8%	95.4%
47	Merrill Lynch	2.1%	43	2.2%	62.0%	97	Corus	0.6%	84	0.7%	60.2%
48	Deutsche Bank	2.0%	36	2.6%	87.1%	97	Lloyds Pharmacy	0.6%	New		94.6%
48	Penguin	2.0%	New		81.3%	97	Total	0.6%	91	0.5%	80.1%
50	Reuters	1.9%	New		74.6%	97	Vodafone	0.6%	84	0.7%	98.3%
51	Gov Comms Head Quarters	1.8%	43	2.2%	79.8%	97	WPP	0.6%	New		40.1%

Source: trendence Institut **The Response Rate:** 14,634 participant responses. Target group: Students in the second half of their studies. Participating Institutions: 80 universities within the UK, Scotland and Northern Ireland **The method field phase:** Oct 18 2007 to Feb 8 2008. Methodology: Anonymous quantitative study. Weighting: By university.