



# The Most Attractive Employers in the UK

STUDENTS 2022



**UNIVERSUM**

Part of **Totaljobs Group**

# Map of Universum Rankings

The results of Universum's Student Survey pinpoint how talent perceive employers in your country.

The research functions as a basis for decision-making when choosing target groups, messages and channels for future employer branding campaigns. Moreover, it can be used as a control instrument for measuring the appeal an organisation has over its specific target groups.

## Countries where we conduct our studies



## And these

Austria	Germany*	Norway*	Taiwan
Czech Republic	Hong Kong	Philippines	Thailand
Denmark*	Ireland*	Poland	Turkey*
Egypt	Italy*	Singapore	United Arab Emirates
Finland*	Netherlands*	Switzerland*	

\*Professional rankings are also available in these countries

# Proud member of ESOMAR

Universum is a corporate member of ESOMAR, the global voice of data, research and insights community. Our membership denotes that we abide by ESOMAR code of conduct.

ESOMAR is a not-for-profit organisation that promotes the value of market, opinion and social research and data analytics.

**550+**  
Corporate  
members

**130+**  
Countries

**6,000**  
Individual  
members

**40,000**  
Professionals  
represented

The ICC/ESOMAR International Code on Market, Opinion and Social Research and Data Analytics, which was developed jointly with the ICC (International Chamber of Commerce), sets out global standards for self-regulation for researchers and data analysts and is undersigned by all ESOMAR members.

# Where do you rank?

## **AN ESSENTIAL RESOURCE**

It's crucial to secure the very best young talent out there, which is why HR and C-level leaders around the world refer to Universum's research. Drawing on the opinions of more than 35 143 students in UK, this preview of the 2022 Talent Survey gives a clear indication of where your organisation ranks when it comes to its potential to attract new recruits.

## **VALUABLE INSIGHTS**

This preview provides you with an understanding of where your organisation currently ranks, as well as highlighting career aspirations and desirable industries identified by the respondents.

## **ACTIONABLE ASSESSMENTS**

But, this preview is only the beginning. By becoming a member you can access Universum's full report, which contains company-specific findings, and custom insights and recommendations that are critical when it comes to developing your employer branding strategy.



# About us

## We shape Employer Branding

Universum is the most recognised Employer Branding specialist in the world. Part of the StepStone Group and Axel Springer family, our diverse workforce is physically present in over 20 countries. We ensure employers around the world achieve their goals through data-driven Employer Branding. Consequently, this enables them to engage the talent they need to succeed.

We work with over 2,000 universities, alumni groups, and professional organisations to gather insights from students and professionals in order to advise employers on how to attract and retain talent that fits their culture and purpose. On an annual basis, Universum surveys over 1,500,000 students and professionals worldwide.

For 35 years now, Universum has been the trusted partner of many of the world's best-known employers. As a result, our data, insights and guidance have shaped Employer Branding and assisted companies from around the globe in their efforts to attract, recruit and retain the right talent.

Did your company  
rank in the top 100?



# Survey Specifics

## Field Period

The survey for this ranking was carried out between October 2021 to March 2022.



**35 143**

STUDENTS



**163**

UNIVERSITIES



**180**

AREAS OF STUDY



**6 438**

Business/Commerce



**4 040**

Engineering



**1 697**

IT



**4 795**

Natural Sciences



**11 795**

Humanities/Social  
Sciences/Education



**2 208**

Law



**4 170**


Health/Medicine



# Business/Commerce

## The Most Attractive Employers of 2022

1	Google	26	LVMH	51	Coca-Cola Europacific Partners	76	Police
2	J.P. Morgan	27	NHS	52	Boohoo Group	77	Royal Bank of Scotland
3	Apple	28	adidas	53	Boston Consulting Group (BCG)	78	LV
4	Netflix	29	ITV	54	John Lewis	79	Airbus
5	Nike	30	BMW Group	55	Civil Service	80	Booking.com
6	Goldman Sachs	31	Jaguar Land Rover	56	Sky	81	British Armed Forces - air / army / navy
7	ASOS	32	McKinsey & Company	57	Marriott	82	VISA
8	PwC	33	H&M	58	Electronic Arts	83	Accenture
9	Deloitte	34	Unilever	59	Nestlé	84	Bain & Company
10	Morgan Stanley	35	Bank of America	60	Samsung	85	HEINEKEN
11	KPMG	36	Lloyds Banking Group	61	Bloomberg	86	ALDI
12	BBC	37	Deutsche Bank	62	Citi	87	Boots
13	Microsoft	38	IKEA	63	NatWest	88	Grant Thornton
14	Bank of England	39	Channel 4	64	Net-a-porter	89	InterContinental Hotels Group
15	British Airways	40	Hilton	65	Procter & Gamble (P&G)	90	GlaxoSmithKline (GSK)
16	Rolls-Royce	41	HM Revenue and Customs	66	Home Office	91	Starling Bank
17	EY (Ernst & Young)	42	Etihad Airways	67	PepsiCo	92	Tesco
18	HSBC	43	IBM	68	Dyson	93	Costa Coffee
19	L'Oréal Group	44	Sony	69	Marks & Spencer	94	Virgin Media
20	Burberry	45	Bentley	70	British Council	95	Johnson & Johnson
21	Ferrari	46	Facebook	71	UBS	96	Transport for London
22	Amazon	47	Daimler/Mercedes-Benz	72	Financial Conduct Authority	97	Mondelēz International
23	Aston Martin	48	American Express	73	Monzo Bank	98	Skyscanner
24	Barclays	49	Innocent drinks	74	Santander	99	BAE Systems
25	Emirates Group	50	Credit Suisse	75	Environment Agency	100	Pfizer



# Engineering

## The Most Attractive Employers of 2022

1	Rolls-Royce	26	Network Rail	51	AstraZeneca	76	adidas
2	McLaren	27	Shell	52	Intel	77	Skanska
3	Aston Martin	28	J.P. Morgan	53	Kier Group	78	Morgan Sindall
4	BAE Systems	29	Amazon	54	Rockstar Games	79	McKinsey & Company
5	Airbus	30	EDF Energy	55	BBC	80	Philips
6	Boeing	31	Collins Aerospace	56	Procter & Gamble (P&G)	81	LVMH
7	Jaguar Land Rover	32	NHS	57	Civil Service	82	Bank of England
8	Google	33	Mott MacDonald	58	Unilever	83	Cisco Systems
9	BMW Group	34	Ford Motor Company	59	Electronic Arts	84	ITV
10	Apple	35	Balfour Beatty	60	Highways England	85	MACE
11	Daimler/Mercedes-Benz	36	Environment Agency	61	Thales Group	86	Nestlé
12	Siemens	37	National Grid	62	Facebook	87	L'Oréal Group
13	Lockheed Martin	38	AECOM	63	Science and Technology Facilities Council (STFC)	88	EY (Ernst & Young)
14	British Airways	39	Netflix	64	Bombardier	89	HEINEKEN
15	Arup	40	bp	65	PwC	90	Burberry
16	Dyson	41	Samsung	66	Laing O'Rourke	91	Sky
17	Bentley	42	Goldman Sachs	67	Thames Water	92	Canon
18	Microsoft	43	Transport for London	68	Exxon-ESSO	93	Dell Technologies
19	Atkins	44	Johnson & Johnson	69	Deloitte	94	HSBC
20	Volkswagen Group	45	Sony	70	WSP	95	Schneider Electric
21	Secret Intelligence Service	46	Volvo Cars	71	British Council	96	Severn Trent Water
22	British Armed Forces - air / army / navy	47	GlaxoSmithKline (GSK)	72	ARM	97	Deutsche Bank
23	Jacobs Engineering	48	Pfizer	73	Ubisoft	98	Coca-Cola Europacific Partners
24	IKEA	49	IBM	74	KPMG	99	Accenture
25	GE - General Electric	50	Bosch	75	Morgan Stanley	100	Channel 4





## The Most Attractive Employers of 2022

1	Google	26	Aston Martin	51	Deutsche Bank	76	Dyson
2	Microsoft	27	Bank of England	52	Bentley	77	Credit Suisse
3	Apple	28	Goldman Sachs	53	Starling Bank	78	Capgemini
4	Amazon	29	Dell Technologies	54	HM Revenue and Customs	79	Volvo Cars
5	Netflix	30	Deloitte	55	Vodafone	80	Pfizer
6	Secret Intelligence Service	31	Home Office	56	Revolut	81	Citi
7	Facebook	32	Monzo Bank	57	Accenture	82	Nationwide Building Society
8	IBM	33	British Airways	58	EY (Ernst & Young)	83	Transport for London
9	Intel	34	British Armed Forces - air / army / navy	59	adidas	84	UBS
10	Rockstar Games	35	Barclays	60	IKEA	85	Boston Consulting Group (BCG)
11	Ubisoft	36	Morgan Stanley	61	Science and Technology Facilities Council (STFC)	86	Lenovo
12	Sony	37	VISA	62	Siemens	87	Shell
13	Electronic Arts	38	ARM	63	PwC	88	National Grid
14	McLaren	39	Lockheed Martin	64	Hewlett Packard Enterprise	89	Procter & Gamble (P&G)
15	Cisco Systems	40	Boeing	65	Network Rail	90	GE - General Electric
16	J.P. Morgan	41	HSBC	66	Royal Bank of Scotland	91	PepsiCo
17	Samsung	42	Jaguar Land Rover	67	O2	92	Danske Bank
18	NHS	43	Civil Service	68	Bank of America	93	Ford Motor Company
19	Police	44	Airbus	69	Santander	94	Unilever
20	BAE Systems	45	KPMG	70	Channel 4	95	Skyscanner
21	Oracle	46	Sky	71	AstraZeneca	96	GlaxoSmithKline (GSK)
22	BMW Group	47	Bloomberg	72	LVMH	97	Collins Aerospace
23	BBC	48	Lloyds Banking Group	73	ITV	98	Sage
24	BT	49	Daimler/Mercedes-Benz	74	NatWest	99	L'Oréal Group
25	Rolls-Royce	50	ASOS	75	Huawei	100	Cognizant



# Natural Sciences

The Most Attractive Employers of 2022

1	NHS	26	Wellcome Trust	51	HSBC	76	Novartis
2	Pfizer	27	British Airways	52	Barclays	77	McKinsey & Company
3	AstraZeneca	28	BAE Systems	53	Merck	78	PepsiCo
4	Environment Agency	29	L'Oréal Group	54	Intel	79	Arla Foods
5	Cancer Research UK	30	EDF Energy	55	Dyson	80	Arup
6	GlaxoSmithKline (GSK)	31	Deloitte	56	bp	81	Facebook
7	National Trust	32	IBM	57	Lloyds Banking Group	82	Mars
8	Google	33	Procter & Gamble (P&G)	58	Rockstar Games	83	Sainsbury's
9	Science and Technology Facilities Council (STFC)	34	Shell	59	Sony	84	Coca-Cola Europacific Partners
10	Department for Environment, Food & Rural Affairs	35	Boeing	60	Severn Trent Water	85	Credit Suisse
11	BBC	36	PwC	61	Thames Water	86	Randox
12	Police	37	British Council	62	Bayer	87	Mondelēz International
13	Apple	38	Amazon	63	Deutsche Bank	88	Bloomberg
14	Johnson & Johnson	39	Morgan Stanley	64	Siemens	89	AECOM
15	Civil Service	40	Bank of England	65	IKEA	90	Bentley
16	Met Office	41	Airbus	66	Marks & Spencer	91	Atkins
17	Microsoft	42	EY (Ernst & Young)	67	BMW Group	92	Royal Bank of Scotland
18	Thermo Fisher Scientific	43	Jaguar Land Rover	68	Transport for London	93	Santander
19	J.P. Morgan	44	National Grid	69	Network Rail	94	Tesco
20	McLaren	45	Teach First	70	Bupa	95	Accenture
21	Rolls-Royce	46	KPMG	71	Electronic Arts	96	Boston Consulting Group (BCG)
22	British Armed Forces - air / army / navy	47	Nestlé	72	Bank of America	97	HEINEKEN
23	Unilever	48	Roche	73	Waitrose	98	PA Consulting Group
24	Goldman Sachs	49	Oxfam	74	Lockheed Martin	99	Exxon-ESSO
25	Aston Martin	50	Gilead Sciences	75	Boots	100	GE - General Electric



# Humanities / Social Sciences / Education

## The Most Attractive Employers of 2022

1	BBC	26	British Armed Forces - air / army / navy	51	Morgan Stanley	76	IBM
2	Netflix	27	Microsoft	52	HSBC	77	Dyson
3	NHS	28	Sony	53	KPMG	78	Financial Conduct Authority
4	Civil Service	29	Goldman Sachs	54	Marks & Spencer	79	AstraZeneca
5	Channel 4	30	Bank of England	55	Boots	80	Virgin Media
6	ITV	31	LVMH	56	EY (Ernst & Young)	81	Skyscanner
7	Google	32	Legal & General	57	Hilton	82	Waitrose
8	Home Office	33	Amazon	58	Unilever	83	Credit Suisse
9	Police	34	L'Oréal Group	59	Costa Coffee	84	American Express
10	British Council	35	John Lewis	60	Deutsche Bank	85	LV
11	Teach First	36	Net-a-porter	61	Samsung	86	Royal Bank of Scotland
12	Apple	37	Rolls-Royce	62	Bupa	87	Procter & Gamble (P&G)
13	ASOS	38	Emirates Group	63	Boston Consulting Group (BCG)	88	O2
14	Oxfam	39	Bloomberg	64	Barclays	89	ALDI
15	Environment Agency	40	Innocent drinks	65	Lloyds Banking Group	90	Sainsbury's
16	Burberry	41	PwC	66	BAE Systems	91	Santander
17	Lush	42	adidas	67	National Audit Office (NAO)	92	Marriott
18	HarperCollins	43	DWP (Department for Work & Pensions)	68	next	93	HEINEKEN
19	The LEGO Group	44	Deloitte	69	Network Rail	94	Nestlé
20	Nike	45	Jaguar Land Rover	70	Clifford Chance	95	PepsiCo
21	Sky	46	Facebook	71	Pfizer	96	Lidl
22	British Airways	47	Canon	72	Tesco	97	BT
23	IKEA	48	McKinsey & Company	73	Bank of America	98	GlaxoSmithKline (GSK)
24	J.P. Morgan	49	Boohoo Group	74	Coca-Cola Europacific Partners	99	Johnson & Johnson
25	Electronic Arts	50	Transport for London	75	Holland & Barrett	100	Shell



# Law

## The Most Attractive Employers of 2022

1	The Crown Prosecution Service	26	Freshfields Bruckhaus Deringer
2	Clifford Chance	27	ITV
3	Allen & Overy	28	Eversheds Sutherland
4	Civil Service	29	Jaguar Land Rover
5	Slaughter and May	30	L'Oréal Group
6	Linklaters	31	Addleshaw Goddard
7	Google	32	Pinsent Masons
8	Home Office	33	Hogan Lovells
9	Apple	34	Bird & Bird
10	Police	35	HSBC
11	J.P. Morgan	36	Deloitte
12	BBC	37	British Armed Forces - air / army / navy
13	HM Revenue and Customs	38	Barclays
14	White & Case	39	Channel 4
15	Irwin Mitchell	40	Lloyds Banking Group
16	NHS	41	Dentons
17	Clyde & Co	42	EY (Ernst & Young)
18	Bank of England	43	Oxfam
19	DLA Piper	44	Shoosmiths
20	Goldman Sachs	45	PwC
21	LVMH	46	Ashurst
22	Herbert Smith Freehills	47	Morgan Stanley
23	Simmons & Simmons	48	KPMG
24	Microsoft	49	adidas
25	Baker McKenzie	50	Procter & Gamble (P&G)



# Health/Medicine

## The Most Attractive Employers of 2022

1	NHS	26	Roche
2	Pfizer	27	Bayer
3	Cancer Research UK	28	Oxfam
4	National Institute for Health and Care Excellence (NICE)	29	Procter & Gamble (P&G)
5	AstraZeneca	30	Coca-Cola Europacific Partners
6	National Institute for Health Research (NIHR)	31	Healthcare at Home
7	Nuffield Health	32	Randox
8	Department of Health and Social Care	33	Novartis
9	GlaxoSmithKline (GSK)	34	Boston Consulting Group (BCG)
10	Medical Research Council	35	Ramsay Health Care
11	Bupa	36	Newcross Healthcare
12	British Armed Forces - air / army / navy	37	Merck
13	Johnson & Johnson	38	McKinsey & Company
14	Spire Healthcare	39	Abbott
15	Boots	40	IQVIA
16	British Red Cross	41	PA Consulting Group
17	Save the Children	42	Airbus
18	BMI Healthcare	43	Almac
19	LloydsPharmacy	44	MidMeds
20	General Healthcare Group	45	Gilead Sciences
21	Civil Service	46	Norbrook
22	L'Oréal Group	47	McKesson
23	Unilever	48	Smith & Nephew
24	Thermo Fisher Scientific	49	Lilly
25	Science and Technology Facilities Council (STFC)	50	BASF



# Business/Commerce

## The Most Attractive Employers of 2022

2022

**1** Google

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**2** J.P. Morgan

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**3** Apple

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**4** Netflix

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**5** Nike

2021

**1** Google

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**2** J.P. Morgan

---

**3** Apple

---

**4** Netflix

---

**5** Nike

2020

**1** Google

---

**2** J.P. Morgan

---

**3** Apple

---

**4** Netflix

---

**5** Goldman Sachs



# Engineering

## The Most Attractive Employers of 2022

2022

**1** Rolls-Royce

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**2** McLaren

---

**3** Aston Martin

---

**4** BAE Systems

---

**5** Airbus

2021

**1** Rolls-Royce

---

**2** McLaren

---

**3** BAE Systems

---

**4** Aston Martin

---

**5** Airbus

2020

**1** Rolls-Royce

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**2** McLaren

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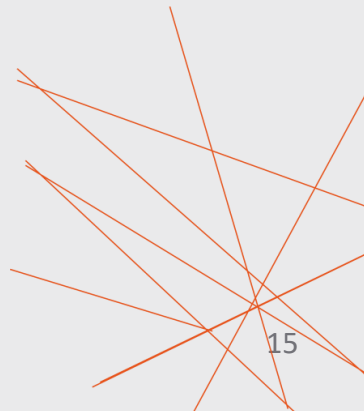
**3** BAE Systems

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**4** Airbus

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**5** Google





# IT

## The Most Attractive Employers of 2022

2022

**1** Google

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**2** Microsoft

---

**3** Apple

---

**4** Amazon

---

**5** Netflix

2021

**1** Google

---

**2** Microsoft

---

**3** Apple

---

**4** Amazon

---

**5** Secret Intelligence  
Service

2020

**1** Google

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**2** Microsoft

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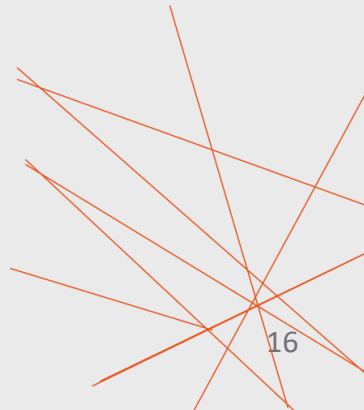
**3** Apple

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**4** Amazon

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**5** IBM







# Natural Sciences

## The Most Attractive Employers of 2022

2022

- 1 NHS

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- 2 Pfizer

---

- 3 AstraZeneca

---

- 4 Environment Agency

---

- 5 Cancer Research UK

2021

- 1 NHS

---

- 2 Environment Agency

---

- 3 Pfizer

---

- 4 AstraZeneca

---

- 5 GlaxoSmithKline (GSK)

2020

- 1 NHS

---

- 2 Cancer Research UK

---

- 3 Environment Agency

---

- 4 GlaxoSmithKline (GSK)

---

- 5 Science and Technology Facilities Council (STFC)



# Humanities/Social Sciences/Education

## The Most Attractive Employers of 2022

2022

**1** BBC

**2** Netflix

**3** NHS

**4** Civil Service

**5** Channel 4

2021

**1** BBC

**2** NHS

**3** Netflix

**4** Civil Service

**5** Channel 4

2020

**1** BBC

**2** Netflix

**3** NHS

**4** Civil Service

**5** Channel 4



# Law

## The Most Attractive Employers of 2022

### 2022

**1** The Crown  
Prosecution Service

---

**2** Clifford Chance

---

**3** Allen & Overy

---

**4** Civil Service

---

**5** Slaughter and May

### 2021

**1** The Crown  
Prosecution Service

---

**2** Police

---

**3** Civil Service

---

**4** Clifford Chance

---

**5** Slaughter and May

### 2020

**1** The Crown  
Prosecution Service

---

**2** Civil Service

---

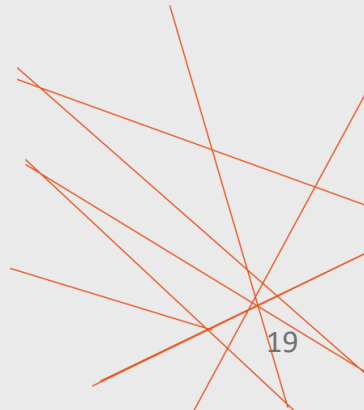
**3** Police

---

**4** Clifford Chance

---

**5** Allen & Overy





# Health/Medicine

## The Most Attractive Employers of 2022

2022

**1** NHS

**2** Pfizer

**3** Cancer Research UK

**4** National Institute  
for Health and Care  
Excellence (NICE)

**5** AstraZeneca

2021

**1** NHS

**2** Cancer Research UK

**3** National Institute for  
Health and Care  
Excellence (NICE)

**4** Pfizer

**5** British Armed Forces  
- air / army / navy

2020

**1** NHS

**2** Cancer Research UK

**3** National Institute for  
Health and Care  
Excellence (NICE)

**4** GlaxoSmithKline  
(GSK)

**5** National Institute for  
Health Research  
(NIHR)

# Top Preferences

## 2022

- |  |  |
|--|--|
| <b>1</b> High future earnings                  | <b>6</b> Ethical standards             |
| <b>2</b> Clear path for advancement            | <b>7</b> Respect for its people        |
| <b>3</b> Secure employment                     | <b>8</b> Inspiring purpose             |
| <b>4</b> Professional training and development | <b>9</b> Encouraging work-life balance |
| <b>5</b> A friendly work environment           | <b>10</b> Flexible working conditions  |

## 2021

- 1** Clear path for advancement
- 2** Professional training and development
- 3** Secure employment
- 4** High future earnings
- 5** A friendly work environment

## 2020

- 1** Clear path for advancement
- 2** High future earnings
- 3** Professional training and development
- 4** Secure employment
- 5** A friendly work environment

# Top Preferences per gender

2022



**1** Secure employment

**2** Ethical standards

**3** Clear path for advancement

**4** High future earnings

**5** Professional training and development



**1** High future earnings

**2** Clear path for advancement

**3** Competitive base salary

**4** Professional training and development

**5** Secure employment

2021



**1** Clear path for advancement

**2** Ethical standards

**3** Professional training and development

**4** Secure employment

**5** Inspiring purpose



**1** High future earnings

**2** Clear path for advancement

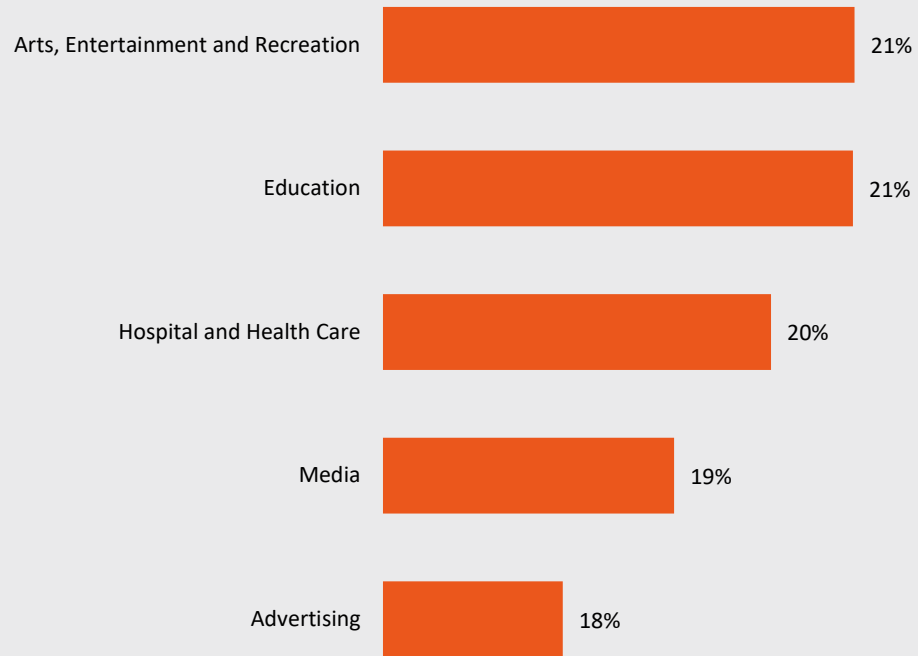
**3** Professional training and development

**4** Secure employment

**5** Competitive base salary

# Top preferred industries

## Overall



Arts, Entertainment and Recreation 24%

Education 24%

Hospital and Health Care 23%



Banking 28%

Financial Services and Technology 25%

Aerospace and Defence 22%

# Expected annual salary

## Salary Expectation



29 548  
GBP



32 121  
GBP



28 804  
GBP

Women are expecting **10%** less salary  
than men



# Universum's Analytics Solutions

Today, through building **the most extensive career preference data set in the world**, we are able to offer companies unique insights into their employer brand's positioning among talent.

Using a data-driven approach to Employer Branding means that you will be able to attract more relevant talent to your company.

**Universum** provides analytics and data relevant to your brand's positioning when it comes to attracting talent. Universum's Analytics solutions help employers better understand:



Their  
recruitment  
funnel



What talent  
associates with  
employers



Competitors



Why and to  
whom you are  
losing talent to



Communication  
channels you  
should focus on



Industry  
benchmarks

# WHERE DO WE GO FROM HERE

Do you want to be among the top considered companies?

Make sure you have a data-driven Employer Brand strategy in place.

Our data will allow you to drive these strategies and help you improve.

Reach out to our team:



**Steve  
Ward**

Head of Employer Branding Solutions for Universum UK&I  
+ 44 7841 048 271

[steve.ward@universumglobal.com](mailto:steve.ward@universumglobal.com)



**Jonas  
Barck**

Chief Marketing Officer  
+ 46 8 562 027 00

[jonas.barck@universumglobal.com](mailto:jonas.barck@universumglobal.com)