

A total of **16,357 final year** university students from the **Class of 2009** took part in a major nationwide survey to find Britain's **leading graduate recruiters.**

The votes have been counted and the **awards** for this year's most sought-after graduate employers can now be revealed . . .

THE TIMES GRADUATE RECRUITMENT AWARDS 2009

Introducing the Awards

The Times Graduate Recruitment Awards, now in their eleventh year, celebrate the **real** achievements of the UK's leading graduate employers. Uniquely, the awards are decided entirely by those who matter most in graduate recruitment – the **final year students** who are just about to leave university and start their first graduate job.

There were no panels of 'expert recruiters', no committees of 'industry worthies' and no teams of 'design gurus' to judge employers' recruitment campaigns – just direct feedback from many thousands of university-leavers on their 'employers of choice' and the organisations they believe had the most impressive graduate marketing materials.

How the Awards are Researched

There are three categories of awards, each researched during the 2008-2009 graduate recruitment season. The '**Graduate Employers of Choice 2009**' were identified from face-to-face interviews with **16,357 final year students** during February 2009. Students who had applied for jobs in 18 specific career areas such as engineering, finance & sales were asked which employers within this area they most wanted to work for. Finalists did **not** choose from lists of organisations – their responses were **entirely unprompted**.

For the '**Graduate Employer of the Year 2009**' award, all 16,357 final year students were asked the open-ended question, '*Which employer do you think offers the best opportunities for graduates?*'. The results from this question are also used to compile **The Times Top 100 Graduate Employers** league table.

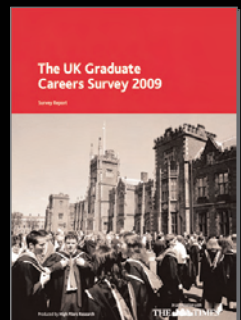
The final awards, for the best **graduate recruitment website, brochure** and **advertising**, were judged by focus groups held with finalists across the UK. Over **1,000 final year student job hunters** participated in the assessment, reviewing the recruitment literature and online information from forty major employers.

About High Fliers Research

Research for **The Times Graduate Recruitment Awards** has been carried out by **High Fliers Research** as part of **The UK Graduate Careers Survey 2009**.

Launched in 1995, the survey has now been conducted annually for fifteen years and is the UK's largest and most detailed graduate recruitment research. Over **120 leading employers** have now used the research to review the success of their graduate campaigns and help plan their future recruitment programmes.

To find out more about participating in future surveys, contact **Sally Hyman, Survey Director** via sally.hyman@highfliers.co.uk



THE TIMES GRADUATE RECRUITMENT AWARDS 2009

Graduate Employer of the Year 2009

PRICEWATERHOUSECOOPERS 



For a record sixth consecutive year, professional services firm **PricewaterhouseCoopers** has been voted Britain's number one graduate employer in **The Times Top 100 Graduate Employers**.

Since the *Top 100* was launched in 1997, just three other employers – Accenture, the Civil Service and Marks & Spencer – have headed the league table of leading recruiters.

The new edition of the Top 100 book will be published on September 16th 2009.



Graduate Employers of Choice 2009

ACCOUNTANCY

PRICEWATERHOUSECOOPERS 

HUMAN RESOURCES

NHS

PROPERTY



CHARITY & VOLUNTARY WORK



INVESTMENT BANKING



PUBLIC SECTOR

CIVIL SERVICE
FASTSTREAM 

CONSULTING

accenture
High performance. Delivered.

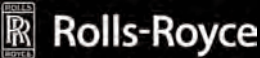
IT

IBM[®]

RESEARCH & DEVELOPMENT



ENGINEERING



LAW

C L I F F O R D
C H A N C E

RETAILING



FINANCE

PRICEWATERHOUSECOOPERS 

MARKETING

P&G

SALES

P&G

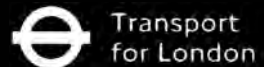
GENERAL MANAGEMENT



MEDIA

B B C

TRANSPORT & LOGISTICS



Best Graduate Recruitment Marketing in 2008-2009

GRADUATE RECRUITMENT BROCHURE



Transport for London



With its slick, evocative images of London and classy design, this brochure proved highly popular with final year students. Information about TfL and its employment opportunities was well-organised and carefully presented, leaving job hunters impressed by the organisation and its graduate recruitment.

Brochure produced by Work Communications

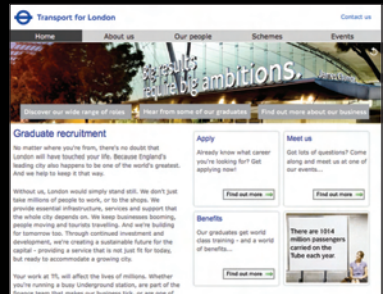
GRADUATE RECRUITMENT WEBSITE

Transport for London



This website was widely praised for its excellent content and a clear, appealing design. The simple page layout, succinct writing, well-chosen photographs and intuitive navigation made the site a real hit with graduate job hunters.

Website produced by Work Communications



GRADUATE RECRUITMENT ADVERT



This striking advert was based around an intriguing and original image of 'unzipping a globe', which many finalists thought was an inspired way to convey the international aspects of GCHQ and the nature of its work. The accompanying text was well-written, providing just the right amount of detail about the jobs on offer.

Advert produced by TMP Worldwide

THE  TIMES
GRADUATE RECRUITMENT
AWARDS 2009

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