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Top Employers for Young Professionals Share the Same Quality: Strong Consumer Brand

Young Professionals Desire Financial Strength and Job Security When Looking for Employers

Philadelphia, March 21st 2011—Universum releases the very first Top IDEAL Employers for Young Professionals, based on over 10,000 U.S. young professionals. Google leads the way, followed by Apple, the Walt Disney Company, Amazon and Microsoft – all in the top ten. This comes as no surprise as young professionals search for financially strong employers (selected as 3rd most desired attribute within Employer Reputation and Image) and rank job security and stability as their 2nd most important career goal. Kortney Kutsop, Universum's Employer Branding Specialist, makes another observation, "Companies that have appealing consumer brands generally also succeed in being perceived as attractive employers. People nowadays love to work for companies that produce their favorite products and services. Also, market success is an important factor: the company needs to be generally seen as innovative and best-in-class in whatever they do – that's the winning formula".

Although unemployment is ranked one of the most important problems in America, the survey results show that joblessness doesn't affect professionals, college graduates who hold one to eight years of work experience. The rankings come at a transitional time for young professionals as many are already halfway

out the door: 25% are interested in changing employers within 6 months; another 28% within 1-2 years and 50% have applied for a new job either externally or internally in the past year. “The desire for young professionals to change jobs soon and frequently proves the dynamism of today’s job market and the need for employers to constantly recruit. If companies don’t communicate proactively, poor employer brand awareness will jeopardize their time-to-fill positions”, warned Kutsop.

Top 10 IDEAL Employers for Young Professionals:

1. Google
2. Apple
3. The Walt Disney Company
4. U.S. Department of State
5. Amazon
6. FBI
7. Microsoft
8. Central Intelligent Agency
9. NASA
10. Teach for America

Click on the link below to see full rankings.

<http://www.universumglobal.com/IDEAL-Employer-Rankings/Professional-Surveys/United-States>

About the Survey

Universum surveys professionals and asks them questions about their career expectations, how they perceive companies as employers and what they associate to those employers. Universum asks professionals to select the employers they would consider working for and then choose the employers they would most like to work for, the companies they perceive as “Ideal.”

The Universum IDEAL Employer Rankings reflect the frequency with which these employers were selected as being ideal by professionals. The ranking reveals how attractive an employer is among professionals in the US and indicates a company’s position in relation to its competitors in the recruitment market.

The national editions of the Universum Professional Survey provide companies the opportunity to learn how professionals perceive them and their employer brands in various markets.

About Universum

Universum is an international company that specialises in the field of employer branding*. Founded in 1988, its goal was to improve communication between students and the employers who want to recruit them. Today, Universum's mission is to help employers excel in recruitment and retention by ensuring improvements to their employer brand. Universum delivers a full range of services in research, strategic consulting and communication solutions that enable employers to better understand, attract and retain current and future ideal employees. Universum is a trusted partner to 1,200 clients, including many Fortune 500 companies, and co-operates with 1,500 universities worldwide to conduct research on the career and employer preferences of top talent. On an annual basis, the company surveys approximately 400,000 students and professionals worldwide. For more information, go to www.universumglobal.com.

*Employer branding is the strategy companies use to appeal to desired current and future ideal talent.

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If you would like more information on this topic, or to schedule an interview, please contact
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