



The Most Attractive Employers in The United States

STUDENTS 2021



universum

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 organization has over its specific target groups.

Countries where we conduct our studies



And these

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

*Professional rankings are also available in these countries



Proud member of ESOMAR

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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 so important 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 45 000 students in The United States, this preview of the 2021 Talent Survey gives a clear indication of where your organization ranks when it comes to its potential to attract new recruits.

VALUABLE INSIGHTS

This preview provides you with an understanding of where your organization 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.

Want to learn more? [Contact us](#)



About us

We shape Employer Branding

As an essential and trusted partner for employers, we are the most recognized Employer Branding specialist in the top 50 economies of the world.

We ensure employers around the world achieve their goals through data-driven Employer Branding, enabling them to engage the talent they need to succeed. Our services include actionable research, strategic consulting, and data-driven communications and social media solutions for talent branding, sourcing, and analytics.

We are a trusted partner to over 1,700 clients, including many Fortune 500 companies, as well as to global media partners that publish our annual rankings and trend reports.

We work with over 2,000 universities, alumni groups, and professional organizations 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.



**Did your company
rank in the top 100?**

Survey Specifics

Field Period

The survey for this ranking was carried out between October 2020 - March 2021.



51,247
STUDENTS



310
UNIVERSITIES



159
AREAS OF
STUDY



171,831
EVALUATIONS



12,411
Business/Commerce



6,787
Engineering



3,779
Computer Science



9,525
Natural Sciences



12,535
Humanities/Liberal
Arts/Education



Business/Commerce

The Most Attractive Employers of 2021

1	Google	26	United Nations (UN)	51	Southwest Airlines	76	IKEA
2	Apple	27	McKinsey & Company	52	Bain & Company	77	PepsiCo
3	Tesla	28	Target	53	American Airlines	78	Internal Revenue Service (IRS)
4	J.P. Morgan	29	KPMG	54	BlackRock	79	Bloomberg
5	The Walt Disney Company	30	Airbnb	55	United Airlines	80	Capital One
6	Amazon	31	Starbucks	56	United States Department of State (DOS)	81	Accenture
7	Nike	32	L'Oréal Group	57	Lockheed Martin	82	National Security Agency (NSA)
8	Netflix	33	The Boston Consulting Group (BCG)	58	Under Armour	83	Deutsche Bank
9	Goldman Sachs	34	Sony	59	Department of the Treasury (USDOT)	84	CBS
10	Spotify	35	Delta Air Lines	60	Department of Defense (DOD)	85	American Express
11	Microsoft	36	Fidelity Investments	61	Toyota	86	Citi
12	Patagonia	37	Charles Schwab	62	Environmental Protection Agency (EPA)	87	H&M
13	Deloitte	38	Wells Fargo	63	MGM Resorts International	88	National Institutes of Health (NIH)
14	Federal Bureau of Investigation (FBI)	39	ZARA	64	The Blackstone Group	89	Oracle
15	Morgan Stanley	40	Johnson & Johnson	65	Live Nation Entertainment	90	Anheuser-Busch InBev
16	Space X	41	Nordstrom	66	Riot Games	91	Walmart
17	Bank of America	42	LVMH Moët Hennessy Louis Vuitton	67	Electronic Arts	92	Visa
18	EY (Ernst & Young)	43	Facebook	68	Adobe Systems	93	Pfizer
19	adidas	44	Hilton Worldwide	69	REI	94	Activision Blizzard
20	Central Intelligence Agency (CIA)	45	IBM	70	Daimler/Mercedes-Benz	95	LinkedIn
21	BuzzFeed	46	Federal Reserve	71	The Vanguard Group	96	American Red Cross
22	PwC (PricewaterhouseCoopers)	47	BMW Group	72	Ford Motor Company	97	Edward Jones
23	The Coca-Cola Company	48	Boeing	73	National Aeronautics and Space Administration (NASA)	98	Intel
24	National Geographic	49	Procter & Gamble (P&G)	74	Mayo Clinic	99	The Hershey Company
25	Marriott International	50	Estée Lauder	75	Salesforce	100	Hyatt



Engineering

The Most Attractive Employers of 2021

1	Space X	26	BMW Group	51	Siemens	76	Nissan
2	Tesla	27	Nike	52	Mayo Clinic	77	Centers for Disease Control
3	National Aeronautics and Space Administration (NASA)	28	Central Intelligence Agency (CIA)	53	Kiewit	78	Duke Energy
4	Lockheed Martin	29	IBM	54	Daimler/Mercedes-Benz	79	IKEA
5	Boeing	30	Rolls-Royce	55	Biogen	80	Doctors without Borders
6	Google	31	Lego	56	Cummins	81	PepsiCo
7	Apple	32	Blue Origin	57	National Institutes of Health (NIH)	82	American Airlines
8	Microsoft	33	Honda	58	Texas Instruments	83	United States Nuclear Regulatory Commission (USNRC)
9	Northrop Grumman	34	Nvidia	59	Sony	84	Merck
10	Amazon	35	ExxonMobil	60	Jacobs	85	Dell Technologies
11	The Walt Disney Company	36	Turner Construction	61	AECOM	86	adidas
12	Raytheon Technologies	37	Federal Bureau of Investigation (FBI)	62	United Airlines	87	Genentech
13	Department of Defense (DOD)	38	3M	63	National Security Agency (NSA)	88	Shell
14	United States Department of Energy (DOE)	39	Procter & Gamble (P&G)	64	Kimley-Horn	89	Southwest Airlines
15	Johnson & Johnson	40	AMD	65	Chevron	90	Bose
16	Boston Dynamics	41	Caterpillar	66	The Coca-Cola Company	91	Riot Games
17	General Motors	42	Clark Construction	67	Abbott	92	Deloitte
18	GE - General Electric	43	Boston Scientific	68	United States Department of State (DOS)	93	Facebook
19	Environmental Protection Agency (EPA)	44	Delta Air Lines	69	Autodesk	94	Waste Management
20	Ford Motor Company	45	Stryker	70	Volkswagen	95	DowDuPont
21	Toyota	46	United States Navy (USN)	71	United States Army (USA)	96	American Cancer Society
22	Intel	47	General Dynamics	72	L'Oréal Group	97	J.P. Morgan
23	Pfizer	48	John Deere	73	Thermo Fisher Scientific	98	Burns & McDonnell
24	Medtronic	49	Samsung	74	BAE systems	99	Qualcomm
25	United States Air Force (USAF)	50	Honeywell	75	NextEra Energy	100	Ecolab



Computer Science

The Most Attractive Employers of 2021

1	Google	26	Nike	51	Environmental Protection Agency (EPA)	76	The Boston Consulting Group (BCG)
2	Apple	27	Lockheed Martin	52	Target	77	Garmin
3	Microsoft	28	Electronic Arts	53	Deloitte	78	Verizon
4	Tesla	29	Ubisoft	54	adidas	79	Morgan Stanley
5	Amazon	30	J.P. Morgan	55	Square Inc	80	Rolls-Royce
6	Space X	31	Adobe Systems	56	Salesforce	81	T-Mobile
7	Nintendo	32	Goldman Sachs	57	United States Air Force (USAF)	82	Texas Instruments
8	Facebook	33	Valve	58	Starbucks	83	Lenovo
9	Spotify	34	Dell Technologies	59	Bloomberg	84	Palantir
10	Netflix	35	Airbnb	60	AT&T	85	United Airlines
11	National Aeronautics and Space Administration (NASA)	36	PayPal	61	Delta Air Lines	86	Visa
12	Central Intelligence Agency (CIA)	37	Boeing	62	BMW Group	87	Autodesk
13	IBM	38	TikTok	63	McKinsey & Company	88	Qualcomm
14	Nvidia	39	United States Department of State (DOS)	64	Pfizer	89	Wells Fargo
15	Riot Games	40	Cisco Systems	65	Red Hat	90	HP Inc.
16	The Walt Disney Company	41	Lego	66	Johnson & Johnson	91	Daimler/Mercedes-Benz
17	Federal Bureau of Investigation (FBI)	42	Oracle	67	Toyota	92	Peace Corps
18	Intel	43	Uber	68	Best Buy	93	National Institutes of Health (NIH)
19	National Security Agency (NSA)	44	Two Sigma Investments	69	United States Department of Energy (DOE)	94	Accenture
20	Samsung	45	LinkedIn	70	Slack	95	Mayo Clinic
21	Sony	46	Bank of America	71	Capital One	96	American Express
22	Twitter	47	Pinterest	72	IKEA	97	L'Oréal Group
23	Activision Blizzard	48	Raytheon Technologies	73	Centers for Disease Control	98	3M
24	AMD	49	Major League Baseball (MLB)	74	Unity Technologies	99	GE - General Electric
25	Department of Defense (DOD)	50	Northrop Grumman	75	Lyft	100	ZeniMax



Natural Sciences

The Most Attractive Employers of 2021

1	Mayo Clinic	26	Thermo Fisher Scientific	51	Cargill	76	Intel
2	National Institutes of Health (NIH)	27	National Security Agency (NSA)	52	Abbott	77	Samsung
3	Centers for Disease Control	28	United States Navy (USN)	53	Waste Management	78	Southwest Airlines
4	Doctors without Borders	29	Genentech	54	Sony	79	Stryker
5	American Cancer Society	30	Microsoft	55	Lego	80	American Airlines
6	Environmental Protection Agency (EPA)	31	CVS	56	ExxonMobil	81	General Mills
7	Pfizer	32	Boston Scientific	57	Delta Air Lines	82	Boston Dynamics
8	National Aeronautics and Space Administration (NASA)	33	United States Army (USA)	58	John Deere	83	Blue Origin
9	Federal Bureau of Investigation (FBI)	34	adidas	59	IKEA	84	McKinsey & Company
10	Central Intelligence Agency (CIA)	35	AstraZeneca	60	AbbVie	85	Mars
11	Space X	36	Bayer	61	Novartis	86	Takeda
12	Google	37	L'Oréal Group	62	The Hershey Company	87	GE - General Electric
13	Johnson & Johnson	38	Target	63	NextEra Energy	88	Duke Energy
14	The Walt Disney Company	39	Starbucks	64	GlaxoSmithKline (GSK)	89	PepsiCo
15	Tesla	40	United States Nuclear Regulatory Commission (USNRC)	65	Facebook	90	DowDuPont
16	Peace Corps	41	Medtronic	66	Goldman Sachs	91	Nvidia
17	Biogen	42	Procter & Gamble (P&G)	67	The Kellogg Company	92	Electronic Arts
18	Apple	43	Merck	68	Amgen	93	Anheuser-Busch InBev
19	Department of Defense (DOD)	44	Lockheed Martin	69	Texas Instruments	94	The Boston Consulting Group (BCG)
20	United States Department of Energy (DOE)	45	Boeing	70	3M	95	HEINEKEN
21	Nike	46	Eli Lilly and Company	71	Regeneron	96	BASF
22	United States Department of State (DOS)	47	The Coca-Cola Company	72	Riot Games	97	Chevron
23	United States Air Force (USAF)	48	J.P. Morgan	73	Rolls-Royce	98	Sanofi
24	Ecolab	49	Nestlé	74	Garmin	99	AMD
25	Amazon	50	IBM	75	United Airlines	100	Ford Motor Company



Humanities/Liberal Arts/Education

The Most Attractive Employers of 2021

1	The Walt Disney Company	26	McGraw-Hill Education	51	Activision Blizzard	76	The Boston Consulting Group (BCG)
2	United Nations (UN)	27	American Red Cross	52	United States Department of Energy (DOE)	77	McKinsey & Company
3	Federal Bureau of Investigation (FBI)	28	Sony	53	J.P. Morgan	78	MGM Resorts International
4	Netflix	29	Starbucks	54	Goldman Sachs	79	Maxim Healthcare
5	United States Department of Education (DoED)	30	Target	55	Viacom	80	Lockheed Martin
6	Google	31	National Aeronautics and Space Administration (NASA)	56	Department of the Treasury (USDT)	81	Hyatt
7	Central Intelligence Agency (CIA)	32	Microsoft	57	United States Army (USA)	82	Deloitte
8	National Geographic	33	IKEA	58	Nordstrom	83	Bank of America
9	United States Department of State (DOS)	34	CBS	59	Estée Lauder	84	The Hershey Company
10	Spotify	35	Airbnb	60	H&M	85	Internal Revenue Service (IRS)
11	Apple	36	Adobe Systems	61	United Airlines	86	IBM
12	Teach for America	37	adidas	62	United States Navy (USN)	87	BMW Group
13	BuzzFeed	38	Electronic Arts	63	LVMH Moët Hennessy Louis Vuitton	88	Toyota
14	Peace Corps	39	Space X	64	Facebook	89	Bloomberg
15	Department of Defense (DOD)	40	Riot Games	65	Turner Broadcasting System	90	Procter & Gamble (P&G)
16	Environmental Protection Agency (EPA)	41	Delta Air Lines	66	Federal Reserve	91	The Travelers Companies
17	Nike	42	American Cancer Society	67	Johnson & Johnson	92	Under Armour
18	National Security Agency (NSA)	43	United States Department of Veterans Affairs (VA)	68	Hilton Worldwide	93	Morgan Stanley
19	Tesla	44	Live Nation Entertainment	69	Southwest Airlines	94	PepsiCo
20	National Institutes of Health (NIH)	45	L'Oréal Group	70	American Airlines	95	Consumer Financial Protection Bureau (CFPB)
21	Amazon	46	REI	71	LinkedIn	96	Intel
22	Mayo Clinic	47	United States Air Force (USAF)	72	Cardinal Health	97	Daimler/Mercedes-Benz
23	HarperCollins Publishers	48	ZARA	73	PetSmart	98	Best Buy
24	Patagonia	49	Marriott International	74	Pfizer	99	Macy's
25	Random House	50	The Coca-Cola Company	75	Boeing	100	Wells Fargo



Business/Commerce

The Most Attractive Employers of 2021

2021

1 Google

2 Apple

3 Tesla

4 J.P. Morgan

5 The Walt Disney Company

2020

1 Google

2 Apple

3 The Walt Disney Company

4 Amazon

5 Nike

2019

1 Google

2 J.P. Morgan

3 Amazon

4 Apple

5 Goldman Sachs

2018

1 Google

2 The Walt Disney Company

3 Amazon

4 Apple

5 Nike



Engineering

The Most Attractive Employers of 2021

2021

1 Space X

2 Tesla

3 National Aeronautics
and Space
Administration (NASA)

4 Lockheed Martin

5 Boeing

2020

1 Tesla

2 Space X

3 Lockheed Martin

4 Google

5 Boeing

2019

1 Space X

2 Tesla

3 Google

4 Boeing

5 National Aeronautics
and Space
Administration (NASA)

2018

1 National Aeronautics
and Space
Administration (NASA)

2 Tesla

3 Space X

4 Google

5 Boeing



Computer Science

The Most Attractive Employers of 2021

2021

1 Google

2 Apple

3 Microsoft

4 Tesla

5 Amazon

2020

1 Google

2 Apple

3 Microsoft

4 Amazon

5 Tesla

2019

1 Google

2 Microsoft

3 Apple

4 Amazon

5 Facebook

2018

1 Google

2 Microsoft

3 Amazon

4 Apple

5 Facebook



Natural Sciences

The Most Attractive Employers of 2021

2021

1 Mayo Clinic

2 National Institutes of Health (NIH)

3 Centers for Disease Control

4 Doctors without Borders

5 American Cancer Society

2020

1 Mayo Clinic

2 National Institutes of Health (NIH)

3 Centers for Disease Control

4 Doctors without Borders

5 American Cancer Society

2019

1 National Institutes of Health (NIH)

2 Mayo Clinic

3 Doctors without Borders

4 Centers for Disease Control

5 American Cancer Society

2018

1 National Institutes of Health (NIH)

2 Mayo Clinic

3 Doctors without Borders

4 Centers for Disease Control

5 National Aeronautics and Space Administration (NASA)



Humanities/Liberal Arts/Education

The Most Attractive Employers of 2021

2021

- 1** The Walt Disney Company
- 2** United Nations (UN)
- 3** Federal Bureau of Investigation (FBI)
- 4** Netflix
- 5** United States Department of Education (DoED)

2020

- 1** United Nations (UN)
- 2** The Walt Disney Company
- 3** Google
- 4** Federal Bureau of Investigation (FBI)
- 5** Central Intelligence Agency (CIA)

2019

- 1** United Nations (UN)
- 2** Google
- 3** The Walt Disney Company
- 4** Federal Bureau of Investigation (FBI)
- 5** National Geographic

2018

- 1** United Nations (UN)
- 2** The Walt Disney Company
- 3** Google
- 4** United States Department of State (DOS)
- 5** Federal Bureau of Investigation (FBI)



Top preferences

2021

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

2020

- | | |
|---|---------------------------------------|
| 1 | High future earnings |
| 2 | Secure employment |
| 3 | Inspiring purpose |
| 4 | Clear path for advancement |
| 5 | Professional training and development |

2019

- | | |
|---|---|
| 1 | Secure employment |
| 2 | High future earnings |
| 3 | Professional training and development |
| 4 | Inspiring purpose |
| 5 | A creative and dynamic work environment |

Top preferences per gender

2021



Female

1 Secure employment

2 Ethical standards

3 Inspiring purpose

4 Respect for its people

5 High future earnings



Male

1 High future earnings

2 Secure employment

3 Clear path for advancement

4 Professional training and development

5 Innovation

2020



Female

1 Inspiring purpose

2 Secure employment

3 Ethical standards

4 High future earnings

5 Respect for its people



Male

1 High future earnings

2 Clear path for advancement

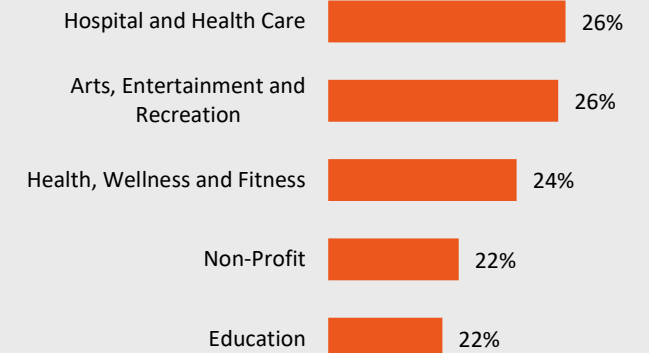
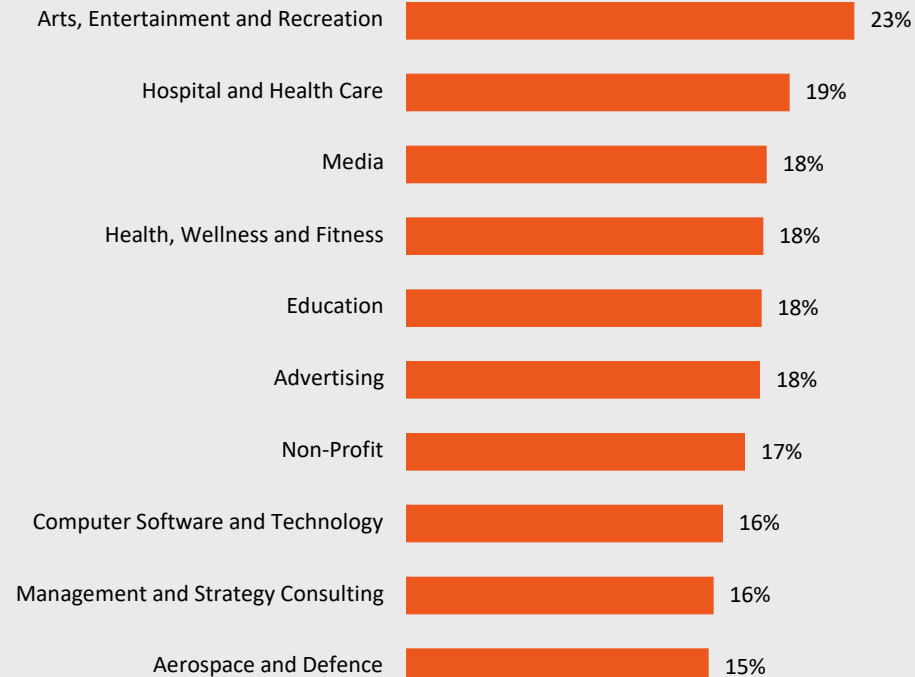
3 Secure employment

4 Professional training and development

5 Innovation

Top preferred industries

Overall



Expected annual salary



67,742
USD



73,515
USD



64,755
USD

Female students are expecting **12%** less
salary than male students

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



Talent's
perception of
you



Competitors



Why and to
whom you are
losing talent to



Communication
channels you
should focus on



Industry
benchmarks

[Read more here >>](#)

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:



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