

YouGov Survey Results

Sample Size: 2133
Fieldwork: 9th - 11th November 2011

Total	Gender		Age					Social Grade		Region							
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following do you think makes a good employer? (Please tick all that apply)

	Unweighted Base	2133	1011	1122	158	345	362	410	858	1199	934	489	328	175	317	463	135	176	50
	All UK Adults	2133	1026	1107	257	358	363	396	759	1173	960	510	341	198	264	474	105	181	60
Great culture and strong values	41%	39%	43%	42%	42%	44%	39%	39%	47%	34%	40%	43%	36%	47%	43%	34%	37%	39%	
Good working environment	82%	80%	84%	78%	79%	81%	82%	86%	83%	81%	83%	79%	82%	78%	85%	79%	83%	81%	
Takes its Corporate social responsibility (CSR) seriously	30%	31%	29%	26%	25%	27%	31%	35%	31%	28%	32%	28%	25%	32%	31%	23%	29%	35%	
Innovative company	27%	31%	22%	30%	23%	31%	26%	25%	28%	25%	29%	29%	23%	30%	24%	19%	23%	27%	
Training and development opportunities	69%	66%	73%	63%	66%	68%	70%	73%	71%	67%	70%	70%	76%	65%	70%	69%	66%	66%	
Good work/ life balance	76%	73%	79%	75%	75%	76%	78%	75%	78%	73%	76%	74%	79%	73%	78%	68%	76%	77%	
Career development opportunities	65%	64%	65%	69%	67%	63%	62%	64%	69%	60%	63%	64%	74%	68%	65%	60%	59%	59%	
Good pay and benefits package	81%	81%	82%	75%	82%	82%	84%	82%	83%	80%	82%	81%	88%	79%	79%	82%	82%	86%	
Strong leader (i.e. the person heading up the company)	47%	45%	49%	47%	41%	44%	42%	55%	49%	44%	49%	46%	49%	45%	49%	44%	46%	38%	
Great brand name	11%	14%	8%	11%	9%	16%	9%	10%	10%	11%	9%	14%	9%	14%	10%	12%	8%	16%	
Other	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%	2%	0%	2%	2%	2%	3%	-	
Don't know	3%	3%	4%	4%	6%	4%	3%	2%	2%	5%	3%	4%	4%	5%	3%	6%	1%	-	

Even if you don't work/ are unable to work we would be interested in your thoughts for the following question... If you could work for any company which ONE would it be? (Please write the name of the ONE company in the box below)	Thinking about the following question which asked you to name the company that you would most like to work for...Which ONE, if any, of the following BEST describes why you name that company?
bose	Good work/ life balance
McLaren Racing Limited	Innovative company
Merlin Entertainment	Other
Balfour Beatty	Great brand name
Rothschild	Career development opportunities
UK Space Agency (govt department)	Great brand name
Microsoft	Good pay and benefits package
None	Great culture and strong values
	45 Career development opportunities
Abercrombie & Fitch	Great brand name
john lewis	Good pay and benefits package
deloitte and touche	Strong leader (i.e. the person heading up the company)
Goldman Sachs	Great brand name
Microsoft	Training and development opportunities
Apple	Career development opportunities
liverpool fc	Other
British Antarctic Survey	Innovative company
My current one	Innovative company
microsoft	Innovative company
Dell	Strong leader (i.e. the person heading up the company)
Asda	Career development opportunities
rock star	Don't know
Apple	Great brand name
Iceland	Strong leader (i.e. the person heading up the company)

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John Lewis	Great culture and strong values
NHS	Great culture and strong values
IBM	Good pay and benefits package
Social Services	Great culture and strong values
Rolls Royce	Strong leader (i.e. the person heading up the company)
microsoft	Training and development opportunities
BT	Good pay and benefits package
west midlands police	Training and development opportunities
rolls royce	Great culture and strong values
apple	Strong leader (i.e. the person heading up the company)
apple	Takes its Corporate social responsibility (CSR) seriously
be an mp	Other }
Virgib Atlantic	Strong leader (i.e. the person heading up the company)
British Airways	Career development opportunities
Samsung	Good work/ life balance
my own company AS security systems	Good pay and benefits package
Microsoft	Good pay and benefits package
NASA	Training and development opportunities
arm	Innovative company
Foreign office	Career development opportunities
sky	Innovative company
Boots	Training and development opportunities
John Lewis	Takes its Corporate social responsibility (CSR) seriously
Volkswagen	Innovative company
GlaxoSmithkline	Innovative company
I was self employed for 25 years as an installed of Quality Management Systems - also monitoring and assessing them myself	Training and development opportunities Other }
Marks and spencers	Career development opportunities
Amazon	Innovative company
British Airways	Good pay and benefits package
My old employer (Carnaudmetalbox)	Career development opportunities
Anyone with a social responsibility i.e has balance between profit & care	Great culture and strong values
iPSL	Good working environment
AC&S Germany	Good working environment
RBS, just long enough to get a pension	Good pay and benefits package
Virgin	Strong leader (i.e. the person heading up the company)
marks & spencers	Good working environment
NHS	Other }
bbc	Great culture and strong values
Allen and Heath	Other }
NASA	Other }
Google	Good work/ life balance
Waitrose	Career development opportunities
The BBC	Career development opportunities
Apple	Strong leader (i.e. the person heading up the company)
I would return to being a professional in public service	Training and development opportunities
Virgin	Innovative company
rolls royce	Takes its Corporate social responsibility (CSR) seriously
John Lewis.	Strong leader (i.e. the person heading up the company)
Wimpey	Great culture and strong values

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Marks and Spencer	Good pay and benefits package
Google	Innovative company
bmw	Good working environment
bbc	Career development opportunities
John Lewis	Great brand name
Lexus	Great brand name
john lewis	Other
j d wetherspoons	Training and development opportunities
aston martin	Great culture and strong values
Lever Bros	Career development opportunities
Apple	Innovative company
ITV	Great culture and strong values
Virgin	Strong leader (i.e. the person heading up the company)
Myself	Good working environment
virgin media	Strong leader (i.e. the person heading up the company)
Kip McGrath Education Centres	Good working environment
Telestage	Innovative company
Land Rover	Great brand name
nhs	Takes its Corporate social responsibility (CSR) seriously
Thomson Airlines	Other
John Lewis	Great brand name
COMPASSION	Great culture and strong values
bbc	Takes its Corporate social responsibility (CSR) seriously
seimens	Innovative company
charity	Good working environment
Marks and Spencers	Great brand name
John Lewis	Good work/ life balance
virgin	Strong leader (i.e. the person heading up the company)
apple	Great brand name
john lewis	Great brand name
Barclays Bank	Strong leader (i.e. the person heading up the company)
Apple	Innovative company
Goldman Sachs	Good pay and benefits package
id software	Innovative company
IBM	Good work/ life balance
Metropolitan Police	Training and development opportunities
Rolls Royce	Great brand name
RAF	Good pay and benefits package
john lewis	Training and development opportunities
Any company that assists me to have it as a part of my life	Good work/ life balance
south wales police	Good working environment
morgan cars	Good working environment
Broken Hill Mining	Other
British Army	Great culture and strong values
Virgin	Innovative company
My own.	Strong leader (i.e. the person heading up the company)
Pfizer	Takes its Corporate social responsibility (CSR) seriously
MARKS & SPENCERS	Good pay and benefits package
British Telecom	Innovative company
o2	Career development opportunities
Public service- Teacher	Other
British Museum.	Career development opportunities
The BBC	Career development opportunities

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Buyer at Tesco	Career development opportunities
apple	Innovative company
seaworld	Other
A Private Health Care/Speech Therapy Clinic	Other
Google	Good working environment
NSPCC	Other
Virgin	Great culture and strong values
BBC	Great brand name
Innocent	Good work/ life balance
BBC	Career development opportunities
cadburys	Other
Sky	Training and development opportunities
Penguin Books	Good working environment
Royal Historic Palaces	Other
nhs	Good pay and benefits package
Chelsea football club	Great culture and strong values
Harrow school	Good working environment
Google	Good work/ life balance
aviva	Great culture and strong values
innocent	Good work/ life balance
travel agency	Other
Eastwest music	Innovative company
audi	Great brand name
PetMeds	Other
The BBC	Good pay and benefits package
myself	Good work/ life balance
united agents	Other
google	Strong leader (i.e. the person heading up the company)
waitrose.	Good working environment
lakeland	Great culture and strong values
google	Strong leader (i.e. the person heading up the company)
google	Strong leader (i.e. the person heading up the company)
Boots	Career development opportunities
John Lewis	Great culture and strong values
mclaren f1	Innovative company
Graphic 45	Great brand name
ITV	Great brand name
local authority	Good work/ life balance
virgin	Innovative company
John Lewis	Takes its Corporate social responsibility (CSR) seriously
sainsburys	Training and development opportunities
Apple	Great brand name
education	Good work/ life balance
Metropolitan Police Service	Good working environment
Apple	Innovative company
Waitrose	Good work/ life balance
marks and spencer	Good pay and benefits package
nhs	Training and development opportunities
Libertys	Innovative company
zurich	Great brand name
Redrow	Great brand name
Bloomsbury	Other
Marks and Spencer	Training and development opportunities

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Lush	Great culture and strong values
British Airways	Training and development opportunities
none	Don't know
Civil service	Good pay and benefits package
apple	Great culture and strong values
john lewis	Good pay and benefits package
Nintendo	Career development opportunities
Microsoft	Training and development opportunities
music industry	Other
Waitrose	Good working environment
Littlewoods	Great brand name
mercedes benz	Great brand name
norfolk lavender	Other
Any just want to enjoy what I do	Don't know
Disney	Good working environment
Google	Good working environment
Civil Service	Good working environment
The Local Government	Good pay and benefits package
Marks & Spencer	Takes its Corporate social responsibility (CSR) seriously
Cooperative Society	Great culture and strong values
m&s	Great brand name
BP	Good pay and benefits package
virgin	Other
NHS	Great culture and strong values
Standard Chartered	Good working environment
Marks and Spencer	Strong leader (i.e. the person heading up the company)
Age UK	Takes its Corporate social responsibility (CSR) seriously
marks and spencer	Great culture and strong values
marks and spencer	Great culture and strong values
educational instituitions	Good working environment
BBC	Other
microsoft	Great culture and strong values
john lewis	Great brand name
National Trust	Great culture and strong values
Tesco	Career development opportunities
Rolls-Royce	Great brand name
my school where I work	Good working environment
Co-Operative funeral services	Don't know
Marks and Spencers	Good work/ life balance
marks and spencer	Great brand name
Apple	Great brand name
clinique	Innovative company
BBC	Great culture and strong values
Marks and Spencer	Great culture and strong values
BBC	Great brand name
charlie's chocolate factory	Strong leader (i.e. the person heading up the company)
Financial Services Authority	Other
john lewis	Innovative company
Waterstones	Takes its Corporate social responsibility (CSR) seriously
Welcome Trust	Other
Battersea Dogs Home	Other
oracle	Good work/ life balance
Marks and Spencer	Training and development opportunities
Education	Great culture and strong values

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none	Don't know
IBM	Great brand name
Camelot	Good working environment
Any company in this climate	Great culture and strong values
Olives et al	Good work/ life balance
Estee Lauder	Great brand name
British Gas	Takes its Corporate social responsibility (CSR) seriously
Myself	Other
BBC	Good pay and benefits package
Tesco	Career development opportunities
small privately owned	Good working environment
unilever	Career development opportunities
virgin	Good pay and benefits package
None I am self employed	Other
N/A	Good working environment
Microsoft	Good work/ life balance
Virgin	Good pay and benefits package
british airways	Good working environment
Marks & spencers	Good work/ life balance
John Lewis	Good working environment
john greed	Innovative company
Waterstones	Great brand name
john Lewis	Good pay and benefits package
Virgin Airways	Strong leader (i.e. the person heading up the company)
apple	Good pay and benefits package
a travel company	Career development opportunities
John Lewis	Good work/ life balance
Innocent smoothies	Good working environment
Google	Takes its Corporate social responsibility (CSR) seriously
Health Service	Training and development opportunities
parliament	Good pay and benefits package
AMSTRAD	Takes its Corporate social responsibility (CSR) seriously
john lewis	Training and development opportunities
government	Other
The Royal Courts of Justice	Other
national trust	Great culture and strong values
John Lewis	Good working environment
B & Q	Good pay and benefits package
virgin	Strong leader (i.e. the person heading up the company)
dog trust	Great culture and strong values
pitney bowes	Good pay and benefits package
boots	Good pay and benefits package
Apple	Great brand name
Google	Good working environment
nike	Good pay and benefits package
csc	Good pay and benefits package
playstation	Good work/ life balance
google	Good work/ life balance
microsoft	Career development opportunities
Google	Good working environment
Tottenham Hotspur PLC	Other
Google	Innovative company
McLaren Formula one	Innovative company
The Energy Saving Trust	Takes its Corporate social responsibility (CSR) seriously

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Coca Cola	Great brand name
Ici	Great culture and strong values
Apple	Innovative company
British Airways	Other
Google	Great brand name
Virgin	Good working environment
Google	Great brand name
Microsoft	Great brand name
Bethesda	Good work/ life balance
barclays	Great brand name
Myself	Good work/ life balance
Manchester United	Other
Google	Great culture and strong values
astin martin	Great brand name
Apple	Great brand name
toyota	Good pay and benefits package
BBC	Takes its Corporate social responsibility (CSR) seriously
Google	Great brand name
Google	Innovative company
apple	Innovative company
BMW	Great brand name
Sony	Great brand name
Virgin	Great brand name
kellogs	Good pay and benefits package
bbc	Great culture and strong values
Queens Park Rangers Football Club	Good work/ life balance
Cisco	Good pay and benefits package
The FA	Good pay and benefits package
porsche	Good pay and benefits package
BBC	Great culture and strong values
apple	Great brand name
waitrose	Good pay and benefits package
virgin	Innovative company
Google	Good working environment
nationwide	Great culture and strong values
Ricardo Engineering	Innovative company
Location location location	Good working environment
facebook	Good pay and benefits package
sky	Good pay and benefits package
McClaren f1 team	Good working environment
Alton Towers	Great culture and strong values
Natwest	Good pay and benefits package
audi	Strong leader (i.e. the person heading up the company)
the one im with royal mail	Good working environment
BBC	Career development opportunities
transport for london	Good work/ life balance
Rio Tinto	Other
vodafone mclaren mercedes	Career development opportunities
triumph motorcycles	Great culture and strong values
london zoo	Good working environment
apple	Great brand name
Symantec	Good pay and benefits package
royal mail	Good working environment
Hibernian Football Club	Good working environment

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marks and spencer	Great culture and strong values
Ambulance Service	Career development opportunities
Fleet Air Arm	Training and development opportunities
BMW	Great culture and strong values
ferarri f1	Good work/ life balance
bae systems	Good pay and benefits package
Virgin	Strong leader (i.e. the person heading up the company)
bt	Good pay and benefits package
conoco	Good pay and benefits package
Bostic	Good working environment
Sycho TV	Great brand name
royal mail	Great brand name
virgin	Innovative company
Rupert Murdoch	Takes its Corporate social responsibility (CSR) seriously
border agency	Great culture and strong values
M&S	Strong leader (i.e. the person heading up the company)
shell or bp	Good pay and benefits package
Nike	Great brand name
B-Eat	Takes its Corporate social responsibility (CSR) seriously
Apple	Training and development opportunities
Green Ant Events	Innovative company
BBC	Career development opportunities
bank of england	Great culture and strong values
apple	Career development opportunities
Innocent	Innovative company
NHS	Other
Google	Good work/ life balance
Google	Great brand name
virgin airways	Don't know
Myself	Good work/ life balance
laura ashley	Career development opportunities
producers of a place in the sun!	Other
M15	Training and development opportunities
red cross	Great culture and strong values
john lewis	Training and development opportunities
Virgin	Innovative company
Google	Great culture and strong values
virgin	Training and development opportunities
google	Good pay and benefits package
virgin	Strong leader (i.e. the person heading up the company)
innocent	Great culture and strong values
any private primary school	Good pay and benefits package
microsoft	Innovative company
marks & spencers	Good pay and benefits package
facebook	Good working environment
nhs	Training and development opportunities
Empire Magazine	Other
cadburys	Innovative company
P A Hollingworth & co ltd	Career development opportunities
cadburys	Great brand name
civil service	Good pay and benefits package
Lush	Great culture and strong values
Tesco	Innovative company
virgin	Innovative company

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Marwell	Good working environment
a publisher of books.	Other
nhs	Great culture and strong values
virgin	Great brand name
dont know	Strong leader (i.e. the person heading up the company)
Harrods	Good working environment
post office	Good working environment
government	Good pay and benefits package
john lewis	Good working environment
?	Don't know
virgin	Strong leader (i.e. the person heading up the company)
marks and spencer	Strong leader (i.e. the person heading up the company)
Ford	Great brand name
mine	Good work/ life balance
QVC	Great culture and strong values
Ford	Good pay and benefits package
Chanel	Don't know
marks and spencer	Good pay and benefits package
my own or tesco	Good pay and benefits package
sony	Good working environment
virgin	Strong leader (i.e. the person heading up the company)
Marks & Spencer	Career development opportunities
Panasonic	Great brand name
Virgin	Training and development opportunities
liverpool football club	Strong leader (i.e. the person heading up the company)
NHS	Great brand name
Manchester United	Good pay and benefits package
virgin	Great culture and strong values
google	Good working environment
Paramount Pictures	Career development opportunities
Playboy	Other
Local Council	Good pay and benefits package
apple	Innovative company
reliance	Good pay and benefits package
Google	Great brand name
Land Rover	Other
Scottish water	Great culture and strong values
Apple	Great brand name
bbc	Great culture and strong values
Google	Good working environment
Disney World	Good working environment
Virgin rail	Great culture and strong values
My own Company	Good working environment
Virgin	Strong leader (i.e. the person heading up the company)
rangers	Strong leader (i.e. the person heading up the company)
apple	Good working environment
LEGO	Great culture and strong values
MOD	Good work/ life balance
Myself	Good work/ life balance
national geographic	Great culture and strong values
google	Good working environment
microsoft	Innovative company
apple	Takes its Corporate social responsibility (CSR) seriously
rolls royce	Great culture and strong values

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my own	Other
Microsoft	Great culture and strong values
sky	Good pay and benefits package
Virgin	Takes its Corporate social responsibility (CSR) seriously
bp	Other
National Geographic	Good working environment
Rolls Royce	Career development opportunities
B.T.	Good pay and benefits package
Apple	Great culture and strong values
Google	Great culture and strong values
airbus uk	Good work/ life balance
Google	Good pay and benefits package
taylor/wimpey	Good work/ life balance
NHS	Great culture and strong values
Virgin	Innovative company
Shell	Good pay and benefits package
royal mail	Good pay and benefits package
Marks and Spencers	Great culture and strong values
BT	Good working environment
nikon	Great brand name
Microsoft	Great brand name
tesco	Good working environment
network rail	Good pay and benefits package
NHS	Great culture and strong values
wrights pies	Good working environment
FENDER	Great brand name
John Lewis	Great brand name
bristol zoo	Other
walt disney	Great brand name
University of Glamorgan	Good working environment
google	Innovative company
d c thomson	Good pay and benefits package
British Petroleum	Good pay and benefits package
deloitte	Training and development opportunities
Apple	Great brand name
MTV	Good working environment
Womens Aid	Great culture and strong values
Skanska	Training and development opportunities
Cadbury	Great culture and strong values
Kettle chips	Other
VIRGIN	Strong leader (i.e. the person heading up the company)
Google	Innovative company
clinique	Great brand name
JOHN LEWIS	Great brand name
Apple	Innovative company
M15	Strong leader (i.e. the person heading up the company)
sony	Good pay and benefits package
Honora	Innovative company
John Lewis	Good working environment
virgin	Good pay and benefits package
microsoft	Innovative company
itv	Good working environment
Google	Good working environment
GOOGLE	Good working environment

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buckingham palace	Great culture and strong values
Hammersmith Medicines Research	Strong leader (i.e. the person heading up the company)
national lottery	Other
Lambhill Stables	Great culture and strong values
virgin	Good work/ life balance
housing associations	Training and development opportunities
Apple	Great brand name
Marks and Spencers	Good working environment
cadburys	Great culture and strong values
apple	Good working environment
Nhs	Great culture and strong values
NHS	Great brand name
any national theatre company	Great culture and strong values
marks and spencers	Good pay and benefits package
fords	Good pay and benefits package
NHS	Training and development opportunities
I'm happy where I am now	Great brand name
Virgin	Strong leader (i.e. the person heading up the company)
Local Mental Health Authority	Other
marks and specer	Great culture and strong values
nhs	Good pay and benefits package
A fat cat city bank!!	Good pay and benefits package
Sky	Innovative company
local education	Good working environment
marks and spencers	Strong leader (i.e. the person heading up the company)
bosch	Great brand name
VIRGIN	Good pay and benefits package
NSPCC	Takes its Corporate social responsibility (CSR) seriously
british airways	Great brand name
marks and spencers	Training and development opportunities
CERN	Innovative company
Red Bull	Innovative company
aviva	Good work/ life balance
Sony	Great brand name
Network Rail	Career development opportunities
Google	Innovative company
BBC	Great culture and strong values
Burberry	Great culture and strong values
Historic Royal Palaces	Great culture and strong values
Google	Great culture and strong values
Playboy	Good pay and benefits package
Sony	Great brand name
Apple	Great brand name
google	Career development opportunities
met office	Great culture and strong values
Apple	Innovative company
apple	Great culture and strong values
john lewis	Takes its Corporate social responsibility (CSR) seriously
Thompsons Solicitors	Great culture and strong values
Playboy	Good working environment
apple	Innovative company
National Parks	Good working environment
NHS	Good pay and benefits package
Burmah Castrol	Good pay and benefits package

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My own	Other
EPCC	Other
Peta	Great culture and strong values
BBFC	Other
cisco	Career development opportunities
civil service	Great culture and strong values
bmw	Innovative company
The NHS	Training and development opportunities
national trust	Great culture and strong values
endsleigh	Good working environment
Prefer to work in Public Sector	Don't know
national archives in kew	Great culture and strong values
BBC	Innovative company
National Centre for Social Research	Good working environment
Greenpeace	Takes its Corporate social responsibility (CSR) seriously
Microsoft	Training and development opportunities
John Lewis	Great culture and strong values
John Lewis	Great culture and strong values
IPC MEdia	Great brand name
NHS	Career development opportunities
Nhs	Career development opportunities
Blackstones Chambers	Good pay and benefits package
Pixar	Great culture and strong values
BBC	Great culture and strong values
Sony	Innovative company
UN	Great culture and strong values
Pixar	Good working environment
BUPA	Good working environment
United Nude Shoes	Innovative company
BBC	Great brand name
John Lewis	Great culture and strong values
John Lewis	Great culture and strong values
jimmy choo	Great brand name
British Red Cross	Training and development opportunities
Google	Good work/ life balance
the guardian	Great culture and strong values
Guardina Food	Great brand name
Any environmental charity	Other
BBC	Great brand name
sports direct	Good pay and benefits package
John Lewis	Good pay and benefits package
BBC	Great culture and strong values
green peace	Great culture and strong values
central government	Other
kimberly clarke	Good pay and benefits package
proctor and gamble	Good working environment
MANCHESTER CITY COUNCIL	Great culture and strong values
Would prefer to work in the public sector	Other
NHS	Takes its Corporate social responsibility (CSR) seriously
Marks and Spencer	Great culture and strong values
apple	Great culture and strong values
bbc	Training and development opportunities
Shelter	Takes its Corporate social responsibility (CSR) seriously
m and s	Good work/ life balance

<p>Even if you don't work/ are unable to work we would be interested in your thoughts for the following question...</p> <p>If you could work for any company which ONE would it be? (Please write the name of the ONE company in the box below)</p>	<p>Thinking about the following question which asked you to name the company that you would most like to work for...Which ONE, if any, of the following BEST describes why you name that company?</p>
Co-operative society	Takes its Corporate social responsibility (CSR) seriously
John Lewis	Training and development opportunities
Royal academy	Great culture and strong values
john lewis	Good pay and benefits package
John Lewis	Great culture and strong values
If I had to work for a company it would have to be non-profitmaking	Other
NHS	Great culture and strong values
John lewis	Good pay and benefits package
British Airways	Innovative company
Boden	Innovative company
The National Trust	Great culture and strong values
Adidas	Innovative company
Apple	Good working environment
The creative assembly	Great brand name
BBC	Great brand name
Ford Motorsport	Innovative company
innocent	Good work/ life balance
BAE	Career development opportunities
coop	Strong leader (i.e. the person heading up the company)
Rolls Royce	Great brand name
Google	Career development opportunities
British Airways	Great culture and strong values
Microsoft	Career development opportunities
Ferrari F1 team	Good working environment
Bain and Company	Career development opportunities
Goldman Sachs	Great culture and strong values
Apple	Good working environment
Selfridges & Co	Great brand name
Mclaren	Innovative company
Nasa	Innovative company
ARM	Innovative company
HUBBYCRAFT	Good pay and benefits package
Gibson	Great brand name
BBC	Other
Microsoft	Training and development opportunities
Media Molecule	Good working environment
Google	Career development opportunities
Apple	Innovative company
Birmingham University	Good working environment
BNFL	Other
myself	Strong leader (i.e. the person heading up the company)
HM Forces	Strong leader (i.e. the person heading up the company)
niche market	Great brand name
google	Great brand name
colour anodising ltd	Good working environment
BP	Strong leader (i.e. the person heading up the company)
Virgin Atlantic	Strong leader (i.e. the person heading up the company)
Apple	Great culture and strong values
government	Good pay and benefits package
SAAB	Innovative company
Rolls- Royce plc	Strong leader (i.e. the person heading up the company)
apple	Innovative company
Babcocks	Strong leader (i.e. the person heading up the company)

<p>Even if you don't work/ are unable to work we would be interested in your thoughts for the following question...</p> <p>If you could work for any company which ONE would it be? (Please write the name of the ONE company in the box below)</p>	<p>Thinking about the following question which asked you to name the company that you would most like to work for...Which ONE, if any, of the following BEST describes why you name that company?</p>
Goldman Sachs	Good pay and benefits package
Network Rail	Other
John Lewis	Good pay and benefits package
Ferrari	Great brand name
John Lewis	Good pay and benefits package
BBC	Great culture and strong values
Apple	Innovative company
BBC	Career development opportunities
Medecins Sans Frontieres	Great culture and strong values
apple	Innovative company
First Direct	Innovative company
John Lewis	Great culture and strong values
BP	Takes its Corporate social responsibility (CSR) seriously
Applied Driving Techniques	Takes its Corporate social responsibility (CSR) seriously
Swan Hellenic	Good working environment
Glaxo Smith Kline	Good work/ life balance
NHS	Great culture and strong values
Nabida Care management	Good working environment
shell	Good working environment
Waitrose	Great culture and strong values
HSBC	Good pay and benefits package
British Telecomm	Career development opportunities
Microsoft	Training and development opportunities
apple	Innovative company
Google	Good work/ life balance
national health service	Great culture and strong values
Icom	Other
google	Good working environment
Marks & Spencer	Great brand name
Woodland trust	Good pay and benefits package
HMG	Good pay and benefits package
BBC	Great brand name
Royal Air Force	Training and development opportunities
rspca	Great culture and strong values
Google	Innovative company
Nhs	Training and development opportunities
Lindt	Great brand name
Unilever	Great culture and strong values
National Trust	Strong leader (i.e. the person heading up the company)
Google	Innovative company
NHS	Good pay and benefits package
Apple	Other
apple	Innovative company
apple	Other
Apple	Good work/ life balance
thames water	Other
BBC	Great brand name
Jaguar	Great culture and strong values
john lewis	Great culture and strong values
Red Bull	Good working environment
Google	Strong leader (i.e. the person heading up the company)
John Lewis	Good pay and benefits package
adidas	Good pay and benefits package
innocent	Good working environment

<p>Even if you don't work/ are unable to work we would be interested in your thoughts for the following question...</p> <p>If you could work for any company which ONE would it be? (Please write the name of the ONE company in the box below)</p>	<p>Thinking about the following question which asked you to name the company that you would most like to work for...Which ONE, if any, of the following BEST describes why you name that company?</p>
my current one	Innovative company
Google	Good working environment
BBC	Great culture and strong values
Berry Brothers	Don't know
google	Innovative company
Apple	Innovative company
Marks & Spencer	Great culture and strong values
The BBC	Career development opportunities
Innocent	Good working environment
apple	Innovative company
myself	Strong leader (i.e. the person heading up the company)
.	Don't know
alzheimers society	Other
john lewis	Good working environment
BP	Good pay and benefits package
eBay	Other
BBC	Great culture and strong values
john lewis partnership	Great culture and strong values
marks & spencer finance	Other
A smallish company only	Don't know
google	Innovative company
john lewis	Takes its Corporate social responsibility (CSR) seriously
John Lewis	Good pay and benefits package
Virgin	Strong leader (i.e. the person heading up the company)
John Lewis	Good pay and benefits package
Cobham PLC	Training and development opportunities
Marks & Spencer	Good working environment
Virgin	Strong leader (i.e. the person heading up the company)
John Lewis	Good pay and benefits package
DHL	Training and development opportunities
John Lewis	Training and development opportunities
John Lewis Partnership	Great culture and strong values
M & S	Good working environment
Apple	Innovative company
Virgin	Strong leader (i.e. the person heading up the company)
M & S	Career development opportunities
nationwide	Good working environment
John Lewis	Career development opportunities
John Lewis	Good work/ life balance
John Lewis	Takes its Corporate social responsibility (CSR) seriously
Virgin	Strong leader (i.e. the person heading up the company)
yorkshire building society	Good work/ life balance
British Rail	Great brand name
microsoft	Great brand name
Fight Monsters Animation Studios	Good pay and benefits package
Oxfam	Great culture and strong values
Warner Bros	Other
Bannatyne leisure centre	Great brand name
Lothian and Borders Police	Great culture and strong values
BBC	Good pay and benefits package
Environment Agency	Takes its Corporate social responsibility (CSR) seriously
Shell	Good pay and benefits package
Google	Good working environment
London Underground	Good pay and benefits package

<p>Even if you don't work/ are unable to work we would be interested in your thoughts for the following question...</p> <p>If you could work for any company which ONE would it be? (Please write the name of the ONE company in the box below)</p>	<p>Thinking about the following question which asked you to name the company that you would most like to work for...Which ONE, if any, of the following BEST describes why you name that company?</p>
Google	Great brand name
Google	Good pay and benefits package
Apple	Great brand name
vogue	Other
british airways	Innovative company
MUTE Records	Innovative company
Apple	Innovative company
Apple	Innovative company
Google	Good working environment
MLB	Great brand name
Shell Oil	Good pay and benefits package
hsbc	Training and development opportunities
virgin	Innovative company
Huddle	Innovative company
Ernst and Young	Training and development opportunities
NHS	Great brand name
IMG	Other
Apple	Good pay and benefits package
British Broadcasting Corporation	Great brand name
Virgin	Good working environment
BBC	Great culture and strong values
Virgin	Innovative company
My own, which I do work for.	Good work/ life balance
BBC	Innovative company
Apple	Great brand name
Abbey Road Studios	Good working environment
Kier Group plc	Great culture and strong values
Virgin	Strong leader (i.e. the person heading up the company)
Apple	Innovative company
News International	Good pay and benefits package
google	Great brand name
charity organisation	Good work/ life balance
John Lewis	Good pay and benefits package
Raceform	Great brand name
Not for Profit	Other
NHS	Other
Clarks Shoes	Great brand name
NHS	Takes its Corporate social responsibility (CSR) seriously
BBC	Training and development opportunities
National Heritage	Good working environment
Royal Bank of Scotland	Great brand name
John Lewis	Great brand name
BBC	Great culture and strong values
chevron uk	Good pay and benefits package
UKAEA	Great culture and strong values
BBC	Other
BBC Scotland	Great culture and strong values
wrightbus	Innovative company
Virgin trains	Strong leader (i.e. the person heading up the company)
Mc Donald	Good work/ life balance
MANCHESTER F.C.	Good work/ life balance
local government	Takes its Corporate social responsibility (CSR) seriously
Government	Good work/ life balance
The Royal Family	Great brand name

<p>Even if you don't work/ are unable to work we would be interested in your thoughts for the following question...</p> <p>If you could work for any company which ONE would it be? (Please write the name of the ONE company in the box below)</p>	<p>Thinking about the following question which asked you to name the company that you would most like to work for...Which ONE, if any, of the following BEST describes why you name that company?</p>
John Lewis	Great culture and strong values
B A	Great brand name
google	Innovative company
Myself	Other
Benefit	Good working environment
West Yorkshire Police	Career development opportunities
Waterstones	Innovative company
Myself	Good working environment
M16	Innovative company
BMW	Great brand name
john lewis	Good pay and benefits package
Disney	Great culture and strong values
self employed	Other
Harrods	Great brand name
A County Council	Good work/ life balance
Virgin	Good working environment
Tescos	Career development opportunities
Chanel	Good working environment
home house	Good pay and benefits package
Google	Innovative company
Disney	Good working environment
Disney/Pixar	Innovative company
Apple	Innovative company
BBC	Other
Google	Great culture and strong values
Facebook	Good working environment
bbc	Great culture and strong values
Cake gallery	Training and development opportunities
ASOS	Innovative company
imperial college	Career development opportunities
Myself	Good work/ life balance
Council	Good pay and benefits package
waitrose	Other
virgin	Great brand name
health service	Training and development opportunities
pixar	Innovative company
Nortel	Good work/ life balance
Virgin	Good pay and benefits package
Lush	Strong leader (i.e. the person heading up the company)
John Lewis	Great culture and strong values
British Airways	Great culture and strong values
Goldman Sachs International	Good pay and benefits package
o2	Good working environment
Boots	Good pay and benefits package
British Airways	Good pay and benefits package
alan sugar	Great brand name
OXFAM	Great culture and strong values
Apple	Good working environment
BBC	Career development opportunities
Microsoft	Innovative company
waterstones	Great brand name
google	Good work/ life balance
my own	Good working environment
Yorkshire tea	Takes its Corporate social responsibility (CSR) seriously

<p>Even if you don't work/ are unable to work we would be interested in your thoughts for the following question...</p> <p>If you could work for any company which ONE would it be? (Please write the name of the ONE company in the box below)</p>	<p>Thinking about the following question which asked you to name the company that you would most like to work for...Which ONE, if any, of the following BEST describes why you name that company?</p>
Volkswagon	Innovative company
Virgin Atlantic	Strong leader (i.e. the person heading up the company)
JOhn Lewis	Great brand name
Mary Evans Picture Library (where I actually work)	Good working environment
john lewis	Good working environment
myself	Good work/ life balance
NHS	Good working environment
Ultimo Underwear	Strong leader (i.e. the person heading up the company)
church of scotland	Great culture and strong values
marks and spencer	Career development opportunities
marks and spencer	Training and development opportunities
ss	Good pay and benefits package
cancer research	Other
small private company	Good work/ life balance
John Lewis	Great culture and strong values
McVities	Good pay and benefits package
John Lewis Partnership	Innovative company
AstraZeneca	Good working environment
Apple	Good working environment
KPMG	Good pay and benefits package
Valve	Innovative company
Valve	Good working environment
Apple	Innovative company
Nhs	Don't know
Naughty Dog	Other
Reliance Industries	Career development opportunities
google	Great culture and strong values
Google	Innovative company
BBC	Training and development opportunities
Apple	Great culture and strong values
google	Good working environment
McLaren F1	Great culture and strong values
Hiscox	Good pay and benefits package
I'd set up my own	Good work/ life balance
Tottenham Hotspur FC	Great brand name
HSBC	Good pay and benefits package
Apple	Good working environment
Valve Software	Great culture and strong values
Google	Good working environment
The Labour Party	Strong leader (i.e. the person heading up the company)
Goldman Sachs	Good pay and benefits package
Google	Good working environment
fifa	Other
Apple	Innovative company
Playboy	Strong leader (i.e. the person heading up the company)
Virgin Galactic	Innovative company
more than	Great culture and strong values
myself	Good pay and benefits package
LFC	Other
BBC	Great brand name
none	Don't know
UNited Nations	Strong leader (i.e. the person heading up the company)
Pixar	Innovative company

<p>Even if you don't work/ are unable to work we would be interested in your thoughts for the following question...</p> <p>If you could work for any company which ONE would it be? (Please write the name of the ONE company in the box below)</p>	<p>Thinking about the following question which asked you to name the company that you would most like to work for...Which ONE, if any, of the following BEST describes why you name that company?</p>
Bridgend County Borough Council	Good work/ life balance
Google	Don't know
Scottish Government	Other
RBS	Good working environment
Leica	Great brand name
Apple	Great culture and strong values
Virgin Media	Innovative company
google	Great culture and strong values
Microsoft	Good pay and benefits package
Google	Good work/ life balance
National Geographic	Good pay and benefits package
dimplex	Strong leader (i.e. the person heading up the company)
Virgin	Great brand name
Google	Innovative company
Google	Good work/ life balance
My own	Innovative company
Disney	Great brand name
google	Good working environment
BBC	Other
Brighton and Hove Albion FC	Great culture and strong values
google	Good pay and benefits package
Apple	Innovative company
John Lewis	Other
Playboy	Good work/ life balance
bt	Training and development opportunities
Apple	Great culture and strong values
Jaguar	Great culture and strong values
sarratt management ltd	Other
Shirwell	Other
Red Bull F1	Great brand name
John lewis group	Great culture and strong values
BP	Great culture and strong values
John Lewis	Good pay and benefits package
Microsoft	Good working environment
M16	Don't know
playboy	Good working environment
environment department for the council	Good working environment
shell	Great brand name
LFC	Great culture and strong values
Dreamworks	Innovative company
Liz Earle	Good working environment
None	Don't know
Dyson	Innovative company
Rolls Royce	Great brand name
omega	Great brand name
BBC	Takes its Corporate social responsibility (CSR) seriously
Rolls Royce	Great culture and strong values
Coco Cola	Great brand name
GOOGLE	Good working environment
BBC	Great culture and strong values
Bournemouth Churches Housing Association (BCHA)	Great culture and strong values
myself	Other
Virgin	Great brand name

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John Lewis	Takes its Corporate social responsibility (CSR) seriously
Unilever	Good work/ life balance
BT	Great brand name
Marks and spencer	Good work/ life balance
National Parks	Other
Saudi Production Holding Company	Innovative company
Jaguar Landrover	Great brand name
Rolls Royce	Career development opportunities
JOHN LEWIS	Great culture and strong values
BP	Good pay and benefits package
Government	Career development opportunities
Jaguar Land Rover	Great brand name
virgin	Innovative company
Jaguar	Innovative company
Virgin Group	Great culture and strong values
asda	Good work/ life balance
Apple	Good working environment
tescos	Good working environment
John Lewis Group	Good pay and benefits package
British Airways	Career development opportunities
Renishaw	Innovative company
Charterhouse auction house	Great brand name
BBC	Good pay and benefits package
European Government	Good pay and benefits package
Marks and Spencer	Great culture and strong values
I would never work for someone else	Don't know
gchq	Other
Apple	Great culture and strong values
BT	Great brand name
Google	Great culture and strong values
Military	Good work/ life balance
british aerospace	Training and development opportunities
vosa	Great brand name
pepsico	Great brand name
microsoft	Good pay and benefits package
JOHN LEWIS	Great culture and strong values
the government	Good pay and benefits package
royal mail	Good working environment
my own	Good work/ life balance
MP	Good pay and benefits package
My Qwn	Strong leader (i.e. the person heading up the company)
Google	Good pay and benefits package
virgin	Great brand name
jaguar	Great brand name
Siemens	Good working environment
VIRGIN	Strong leader (i.e. the person heading up the company)
local council	Good work/ life balance
GlaxoSmithkline	Good pay and benefits package
anyone	Good pay and benefits package
Sky	Training and development opportunities
redbull	Great brand name
Mclaren F1 racing	Innovative company
sanctuary	Training and development opportunities
Marks and Spencers	Good pay and benefits package

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ITV	Good work/ life balance
NHS	Training and development opportunities
National Trust	Great culture and strong values
GOOGLE	Good working environment
Government	Takes its Corporate social responsibility (CSR) seriously
UN	Takes its Corporate social responsibility (CSR) seriously
Lush	Takes its Corporate social responsibility (CSR) seriously
The Knowledge Partnership	Good working environment
Virgin Holidays	Strong leader (i.e. the person heading up the company)
co-operative	Good work/ life balance
tate	Great culture and strong values
Police	Good pay and benefits package
NHS	Great culture and strong values
Apple	Great brand name
Google	Innovative company
Penguin	Great culture and strong values
Innocent	Great culture and strong values
Google	Good working environment
Google	Good working environment
M&S	Takes its Corporate social responsibility (CSR) seriously
Apple	Takes its Corporate social responsibility (CSR) seriously
Police	Great culture and strong values
Apple	Great brand name
Ensof Advisory	Career development opportunities
Museum of London	Great brand name
Innocent	Takes its Corporate social responsibility (CSR) seriously
Apple	Great culture and strong values
Jones lang LaSalle	Great culture and strong values
Danone	Great culture and strong values
BBC	Good working environment
Apple	Innovative company
apple	Good working environment
Vancouver Fire and Rescue Service	Good pay and benefits package
The Guardian	Other
penguin books	Training and development opportunities
Dorna	Other
National Theatre	Great brand name
danone	Great culture and strong values
Montessori	Innovative company
Apple	Innovative company
Lush	Innovative company
HSBC	Great brand name
My Own	Good work/ life balance
ITV granada	Good working environment
Apple	Innovative company
google	Good working environment
Waterstones	Don't know
bbc	Career development opportunities
Apple	Innovative company
McLaren	Strong leader (i.e. the person heading up the company)
Google	Good working environment
iNNOCENT	Innovative company
British Airways	Career development opportunities
NHS	Other

Even if you don't work/ are unable to work we would be interested in your thoughts for the following question... If you could work for any company which ONE would it be? (Please write the name of the ONE company in the box below)	Thinking about the following question which asked you to name the company that you would most like to work for...Which ONE, if any, of the following BEST describes why you name that company?
My own	Strong leader (i.e. the person heading up the company)
Oxfam	Other
Educational or Environmental/Local Authority	Other
Chanel	Good working environment
the national lottery winners team	Good working environment
Google	Innovative company
Enham	Great culture and strong values
Lush	Takes its Corporate social responsibility (CSR) seriously
Champneys	Other
RNIB	Training and development opportunities
Airbus	Training and development opportunities
Disney	Great brand name
Waterstones	Good working environment
NHS	Training and development opportunities
Slimming World	Innovative company
NHS	Good working environment
myself	Other
harrods	Strong leader (i.e. the person heading up the company)
none, I have always been self employed + would never for a anyone but myself	Other
Y.F.C.	Great culture and strong values
Quercus publishing	Other
Google	Good working environment
Hugh Fearnley-Whittingstall	Great culture and strong values
myself	Good working environment
caburys	Good work/ life balance
Harrods	Great brand name
Government	Good pay and benefits package
Christian Institute	Takes its Corporate social responsibility (CSR) seriously
Google	Great brand name
Traidcraft	Other
John Lewis	Good working environment
local authority	Good work/ life balance
nhs	Good working environment
BBC	Great culture and strong values
John Lewis	Good pay and benefits package
Apple	Innovative company
Age concern	Takes its Corporate social responsibility (CSR) seriously
the National Health Service	Good working environment
Apple	Innovative company
BBC	Good pay and benefits package
john lewis	Great culture and strong values
Parelli Natural Horsemanship	Great culture and strong values
Boots chemist	Innovative company
The Royal Opera House	Other
John Lewis	Good work/ life balance
energy saving trust	Great culture and strong values
bbc	Good working environment
John Lewis	Great culture and strong values
I do not want to work for a company ; I prefer to remain self employed.	Good pay and benefits package
none - self employed	Good work/ life balance
national dogs trust	Good working environment

<p>Even if you don't work/ are unable to work we would be interested in your thoughts for the following question...</p> <p>If you could work for any company which ONE would it be? (Please write the name of the ONE company in the box below)</p>	<p>Thinking about the following question which asked you to name the company that you would most like to work for...Which ONE, if any, of the following BEST describes why you name that company?</p>
<p>To be a MP with a expenses account!!!! A Happy family orientated one hsbc Virgin innocent smoothies Morpol</p>	<p>Good pay and benefits package Good working environment Strong leader (i.e. the person heading up the company) Career development opportunities Good working environment Career development opportunities</p>