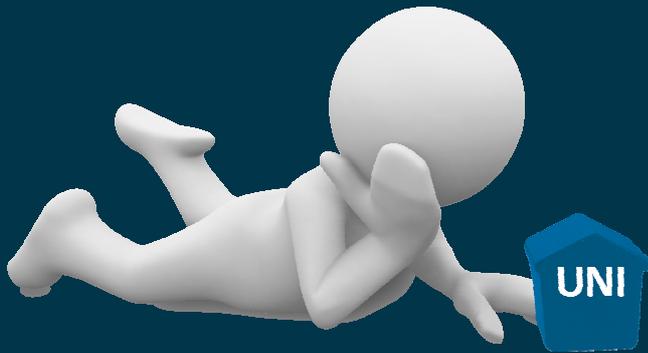


Partner Report



trendence
Graduate Barometer | **2010**

Universidade da Madeira



The trendence Graduate Barometer 2010 - Total Edition

Prepared for Universidade da Madeira

Welcome to the trendence Graduate Barometer 2010.

First of all we would like to thank you for your participation in the trendence Graduate Barometer 2010. Through cooperation with institutions like yours, this year has been our most successful yet, with 220 000 students taking part in the survey: about 25 000 participants more than we had in the previous survey.

Over the years, trendence has become Europe's leading research institute conducting online student surveys. The results of these surveys are used by employers and universities to learn more about students, making our data an important bridge between higher education and the labour market. We look forward to many more years of cooperation with your institution.

We hope you find this report interesting and useful, and welcome any comments or requests you may have.

Yours sincerely

Ulrike Heyne

Research Manager - Europe

Contents

Introduction	2
Contents	3
About the Survey	4
Europe-wide participation in the trendence Graduate Barometer 2010	5
Sample groups	6
Chapter I: Education and university evaluation	7
Important factors when choosing a university course	8
Evaluation of university performance	9
Importance vs. evaluation	10
Evaluation of university performance - overall satisfaction in Europe	11
Views on university course and university careers fair	12
Interest in studying a masters course abroad	13
Desired masters course destination	14
Students wanting to study a masters course in Portugal	15
Chapter II: Career	16
Opinions - future career	17
Job application process	18
Estimated timeframe to find first position (months)	18
Estimated number of applications to find first position	19
Expectations of first position	20
Expected gross annual salary	20
Desired weekly working hour and desired time in first position	21
Mobility	22
Chapter III: Employer attractiveness	23
Employer attractiveness(Business and Engineering)	24
Chapter IV: The students	25
Student sample profile	26
Age	26
Gender	26
Subject	27
Expected length of higher education and academic achievement	28
Experience and highly advanced English language skills	29
English language skills (according to students)	30
Opinions - student fees	31
About trendence	32



About the Survey

trendence Graduate Barometer has grown to be the largest survey on career, education and employer topics in Europe. More than 850 institutions in 24 countries took part and about 220 000 students answered the survey.

The survey was conducted in the following countries: Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, the Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Spain, Sweden, Switzerland, the United Kingdom and in two new countries: Bulgaria and Turkey.

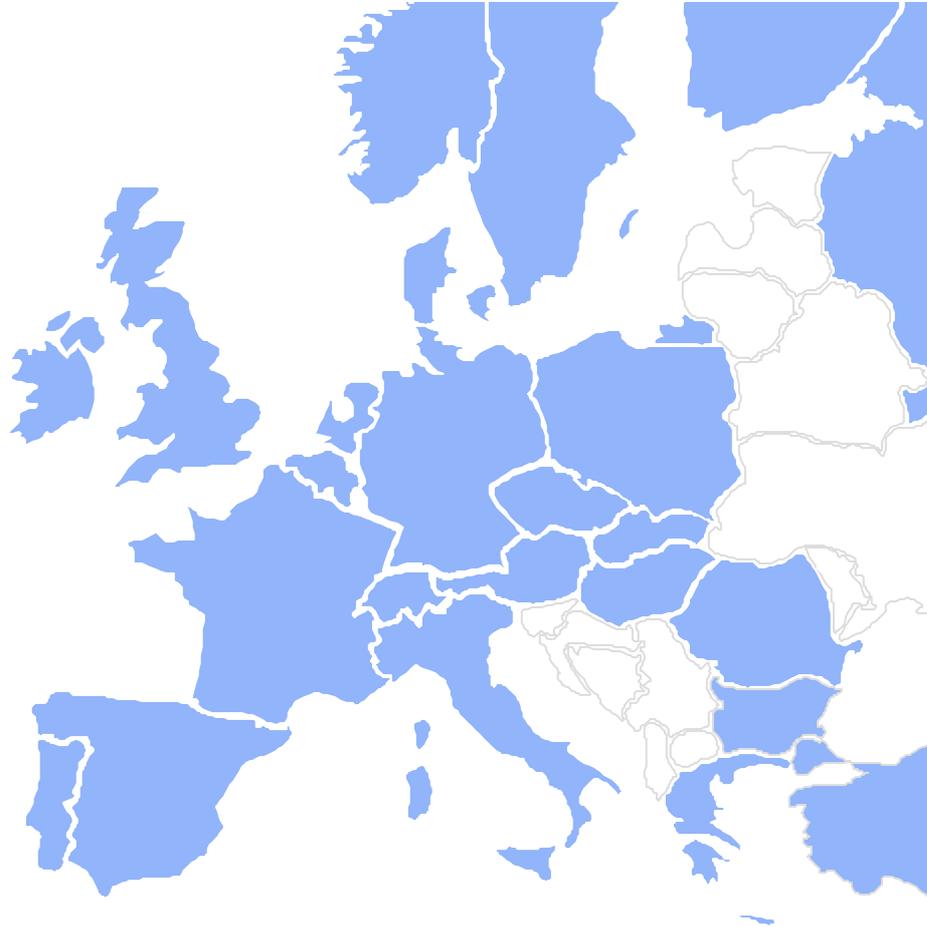
The field phase of the survey took place from 01.09.2009 – 11.01.2010. The students were asked about their preferences and expectations in their future career, their satisfaction with their university, and the attractiveness of future employers.

The main target group for the survey was business/economics and engineering/IT/natural science students; however, we are of course interested in hearing the opinions of all students. Therefore we have three editions of the trendence Graduate Barometer Partner Report: business, engineering and total (including students of all fields of study).

The survey was conducted online and the students were invited by the universities by email, newsletter or web page banner.

Your report is divided into four chapters: Education and university evaluation, Career, Employer attractiveness and The Students.

Europe-wide participation in the trendence Graduate Barometer 2010



Country	Answers
Austria	3 964
Belgium	8 692
Bulgaria	6 672
Czech Republic	13 785
Denmark	2 832
Finland	9 243
France	21 264
Germany	3 530
Greece	1 551
Hungary	26 424
Ireland	5 608
Italy	14 308

Country	Answers
Netherlands	4 832
Norway	1 840
Poland	9 534
Portugal	12 873
Romania	6 621
Russia	2 257
Slovakia	6 421
Spain	24 366
Sweden	3 436
Switzerland	7 158
Turkey	5 791
United Kingdom	16 788
Total	219 790



Sample groups

Europe:



219790

Sample: Numbers of answers for the Total Edition

Portugal:



12873

Sample: Numbers of answers for the Total Edition

Universidade da Madeira:



214

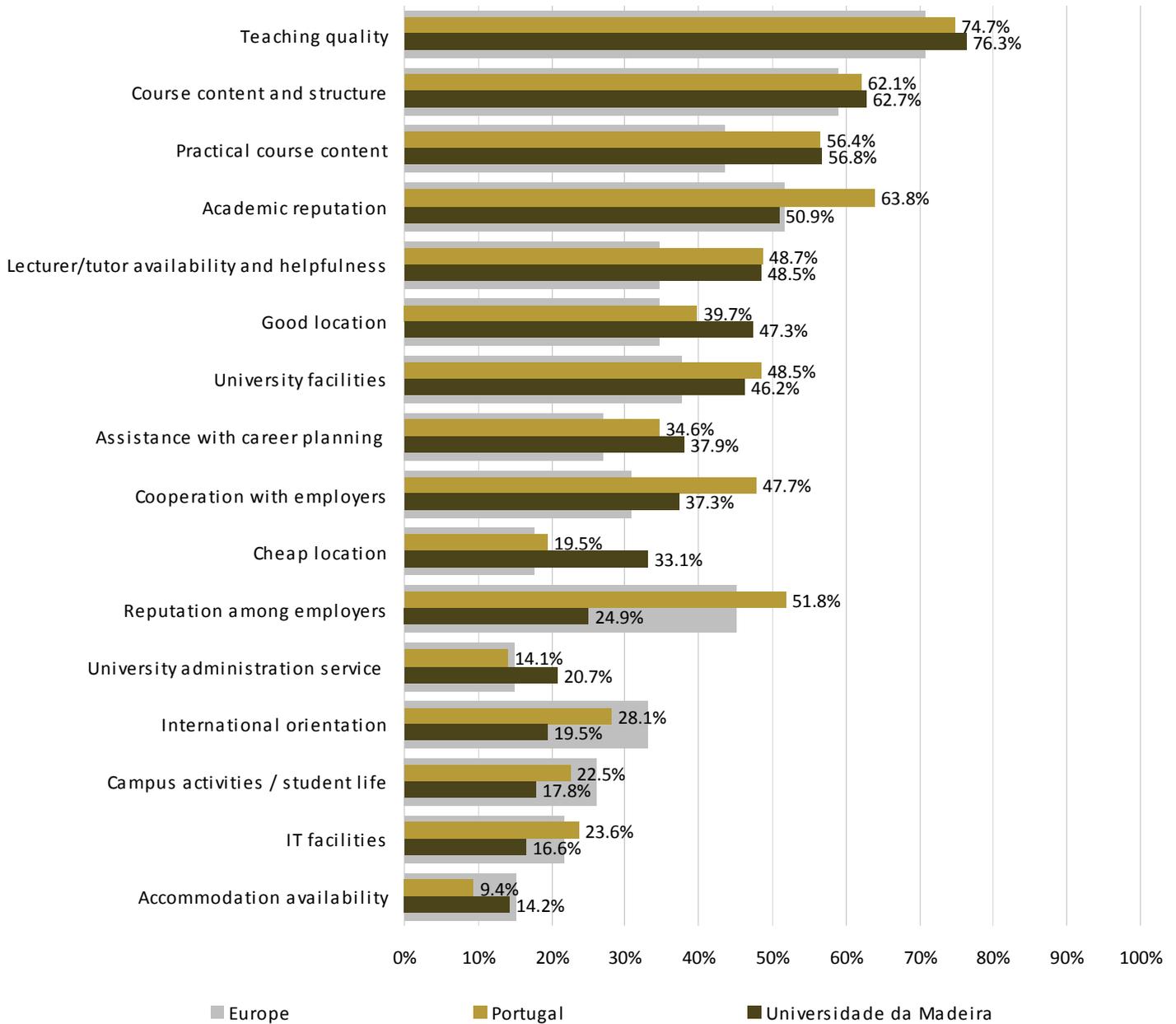
Sample: Numbers of answers for the Total Edition

Chapter I:

Education and university evaluation



Important factors when choosing a university course

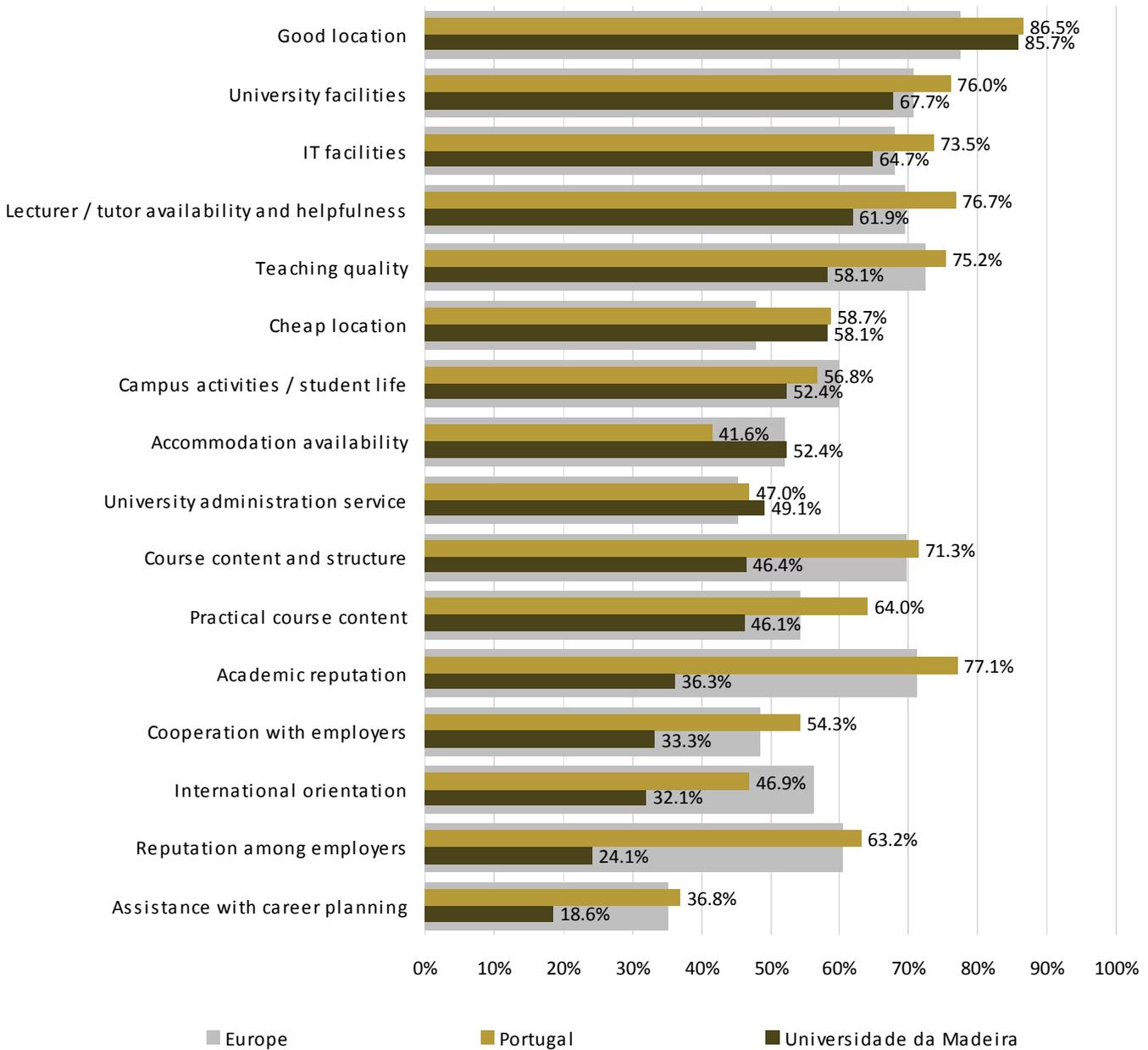


! The diagram shows the % of students who selected the factors as important when choosing a university course.



Question: Which are the most important factors for you when choosing a university/university course?

Evaluation of university performance

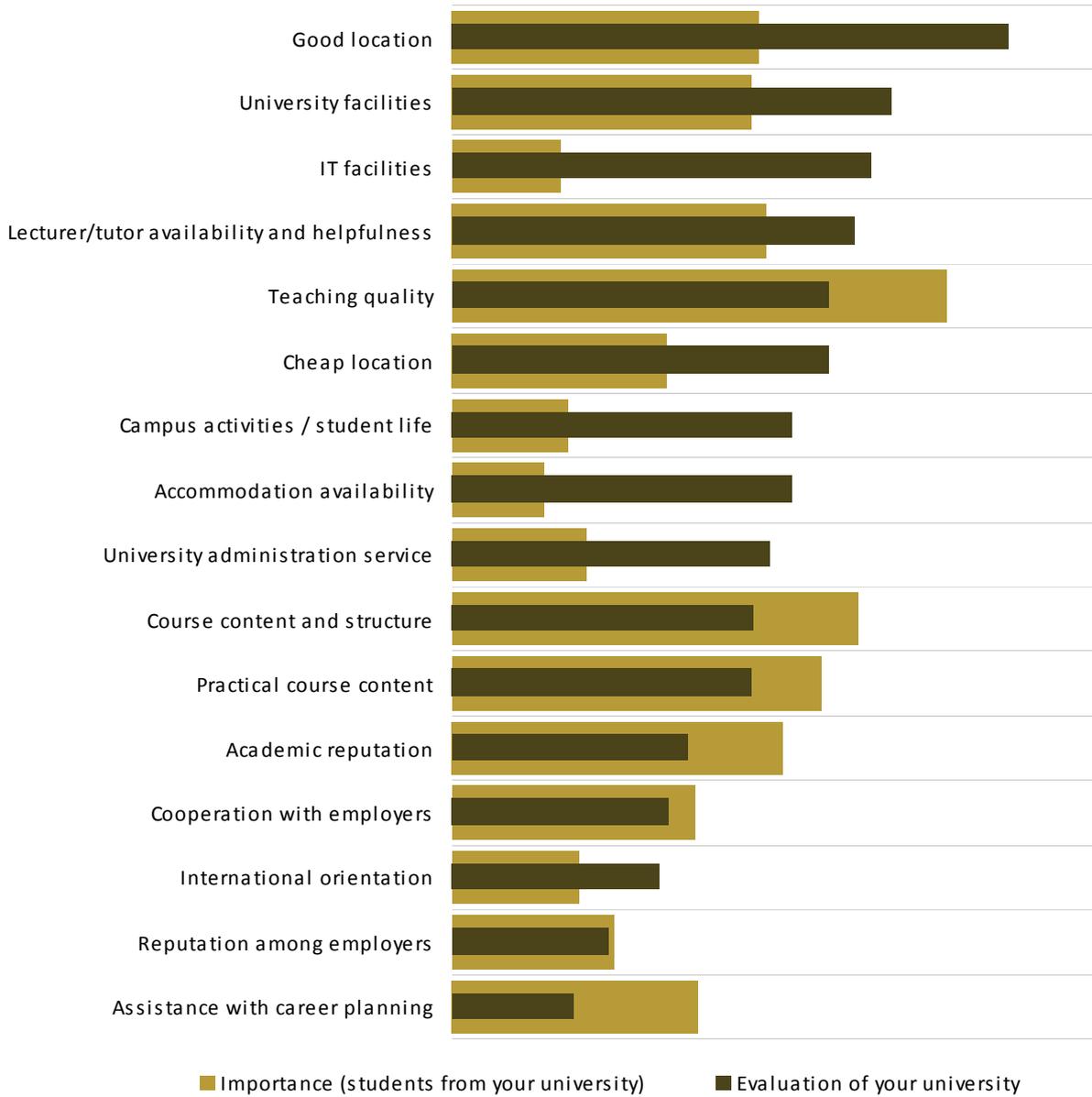


 **The diagram shows the % of students who evaluated the performance of their university as good for each of the above factors.**

 *Question: How does your university perform on these factors?*



Importance vs. evaluation



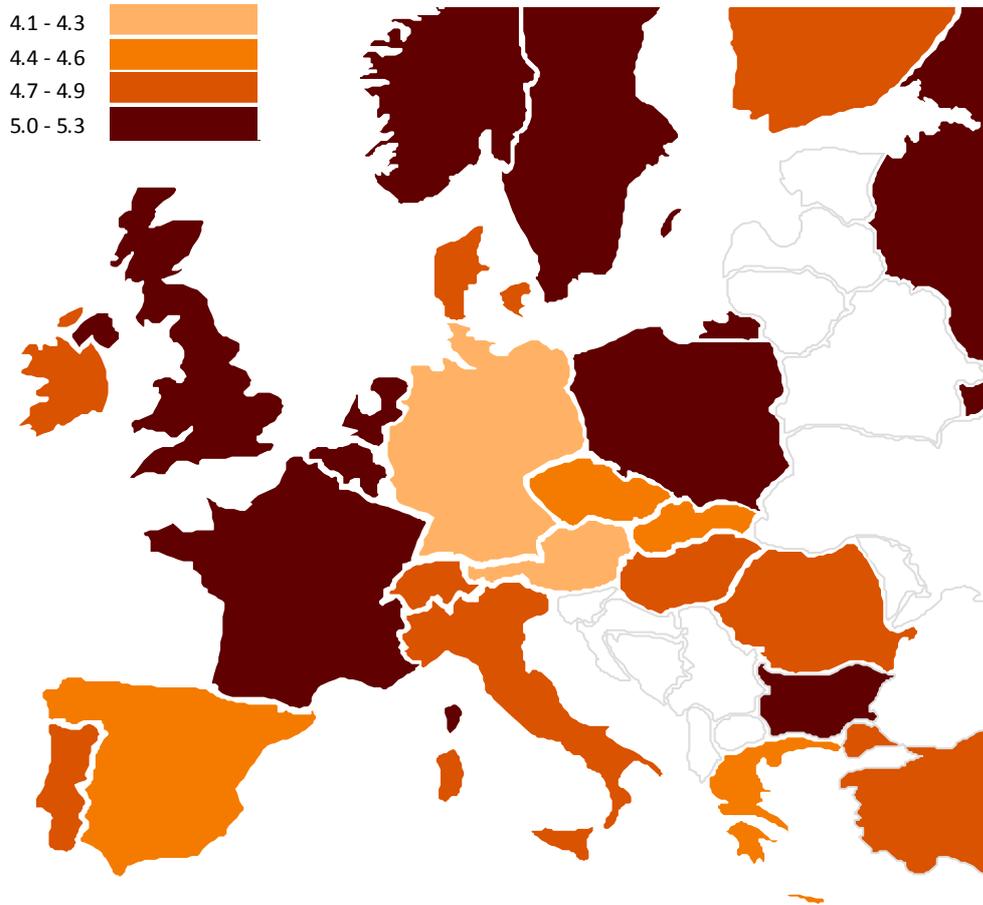
! The diagram compares what is important to students at your university and how they evaluate your university in these factors.



Question Importance: Which are the most important factors for you when choosing a university/university course?

Question Evaluation: How does your university perform on these factors?

Evaluation of university performance - overall satisfaction in Europe



Country	Average overall satisfaction
Europe	4.8
Austria	4.1
Belgium	5.1
Bulgaria	5.1
Czech Republic	4.5
Denmark	4.8
Finland	4.7
France	5.2
Germany	4.1
Greece	4.6
Hungary	4.9
Ireland	4.9
Italy	4.7

Country	Average overall satisfaction
Netherlands	5.2
Norway	5.1
Poland	5.0
Portugal	4.8
Romania	4.9
Russia	5.3
Slovakia	4.5
Spain	4.6
Sweden	5.1
Switzerland	4.9
Turkey	4.9
United Kingdom	5.2
Universidade da Madeira	4.3

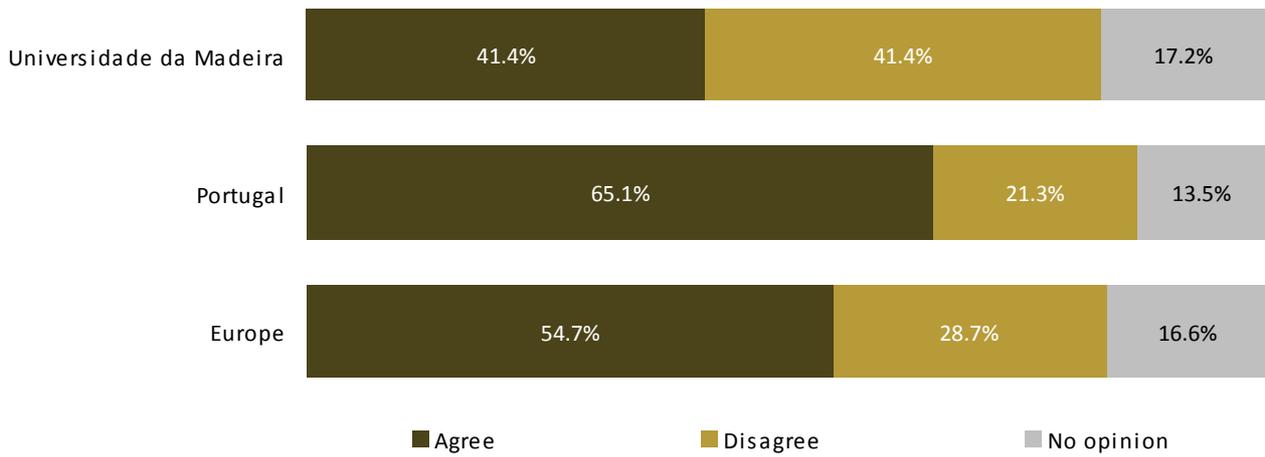
 **The map shows overall satisfaction in their university among students in Europe.**

 *Question: Overall how satisfied are you with your university/course? (1 = very dissatisfied and 7 = very satisfied).*

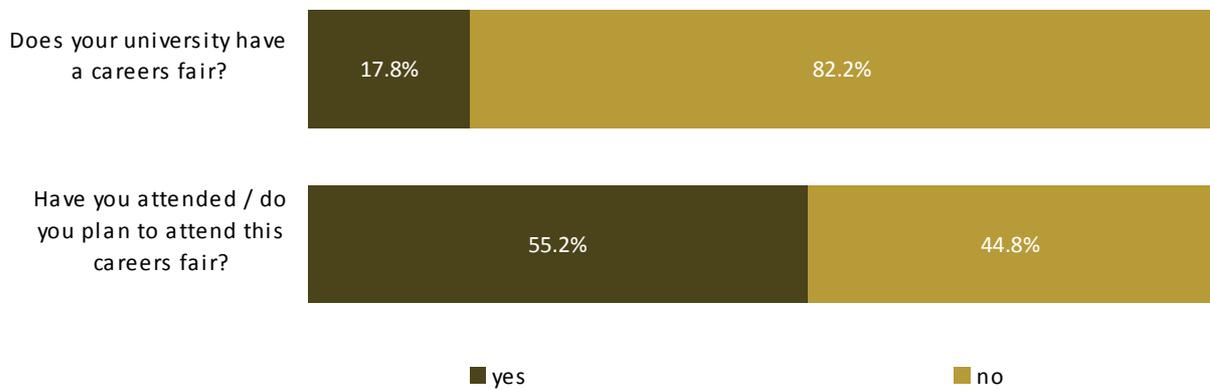


Views on university course and university careers fair

My university course provides me with the skills necessary for the labour market

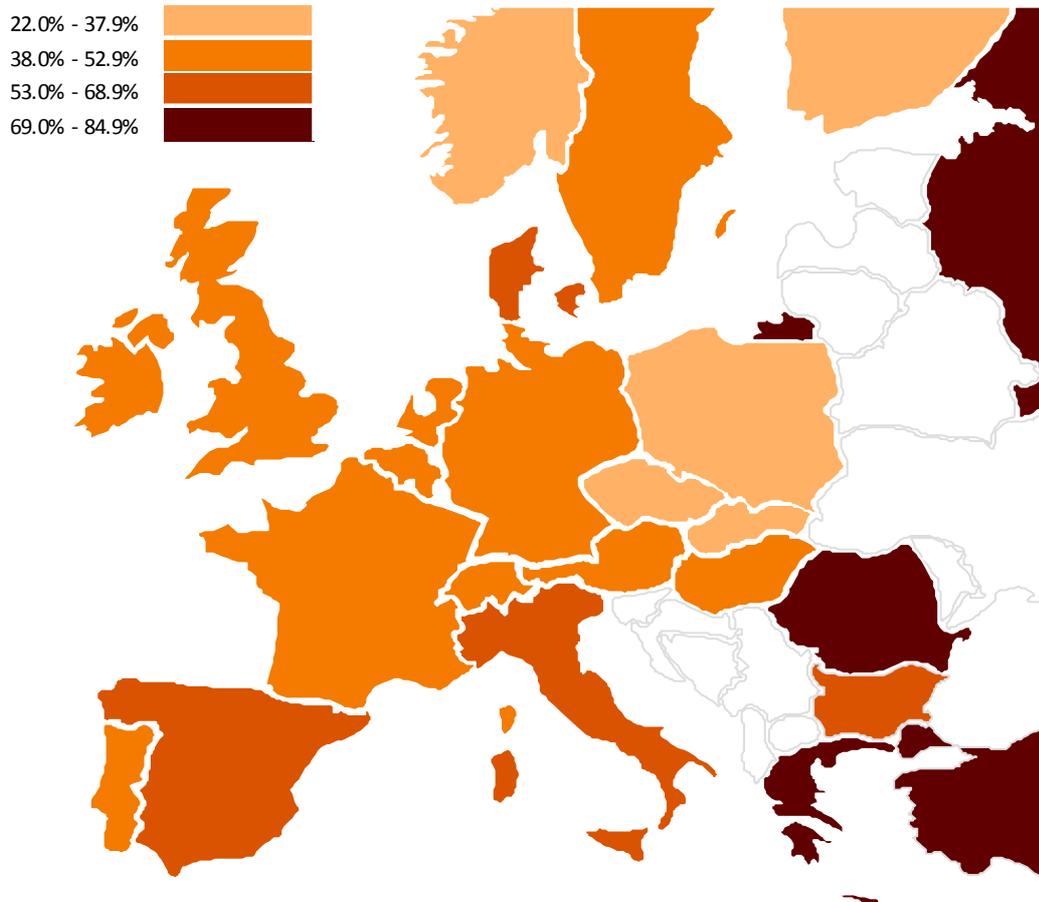


Awareness and use of careers fair at the university



The diagram 'Awareness and use of career fair at the university' shows your students awareness and use of careers fairs arranged at your university. The question 'Have you attended to this careers fair' was filled in by the students answering yes to the question 'Do your university have a careers fair'.

Interest in studying a masters course abroad



Country	%
Europe	50.2%
Austria	52.6%
Belgium	42.9%
Bulgaria	66.6%
Czech Republic	27.7%
Denmark	53.9%
Finland	34.1%
France	50.7%
Germany	43.9%
Greece	75.2%
Hungary	45.6%
Ireland	46.9%
Italy	55.7%

Country	%
Netherlands	42.9%
Norway	35.4%
Poland	37.2%
Portugal	43.1%
Romania	69.3%
Russia	76.4%
Slovakia	22.5%
Spain	58.2%
Sweden	45.6%
Switzerland	48.2%
Turkey	84.3%
United Kingdom	48.4%
Universidade da Madeira	46.7%



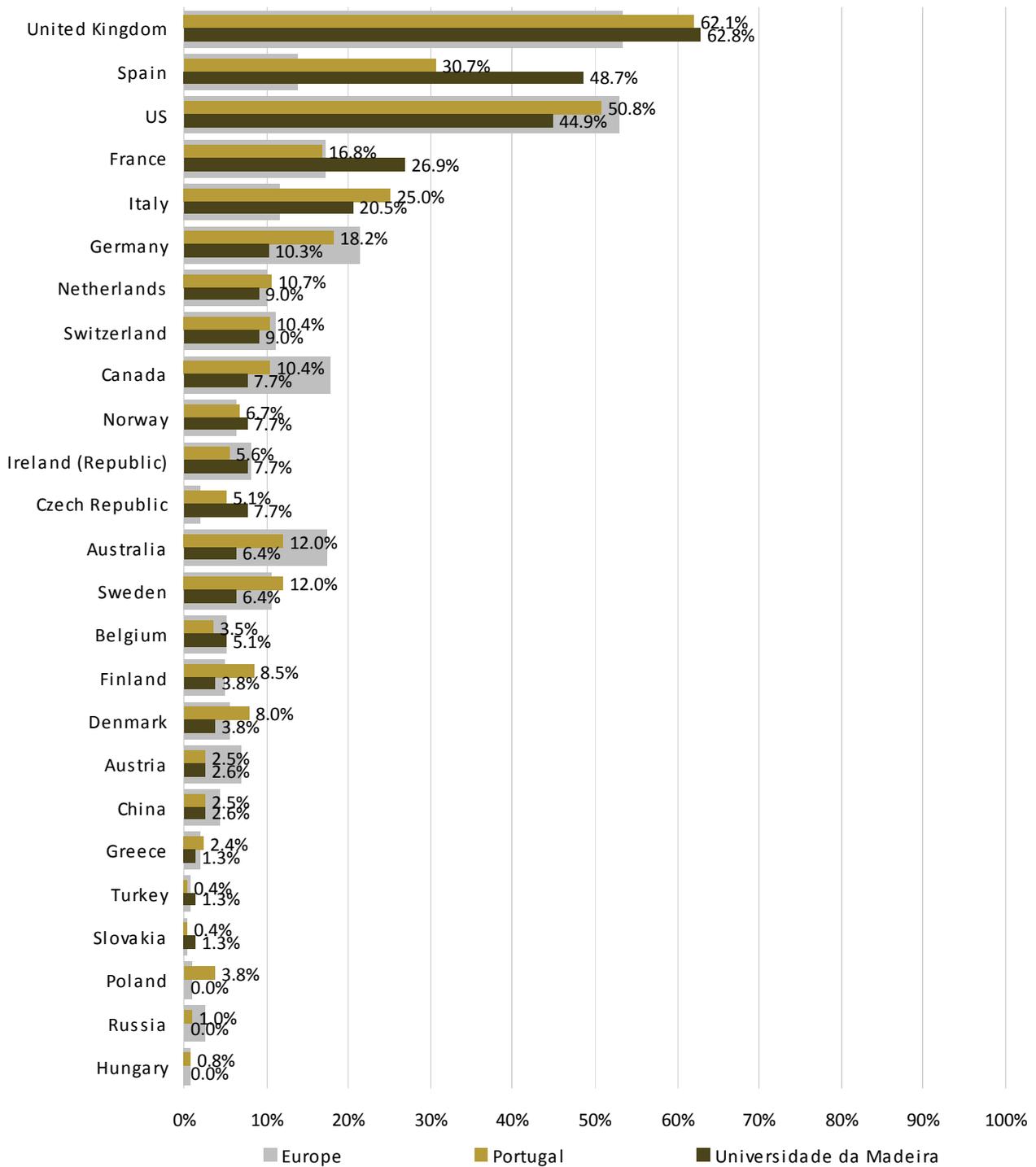
The map and tables show the % of students who answered yes to this question.



Question: Are you interested in studying a master degree in a foreign country?



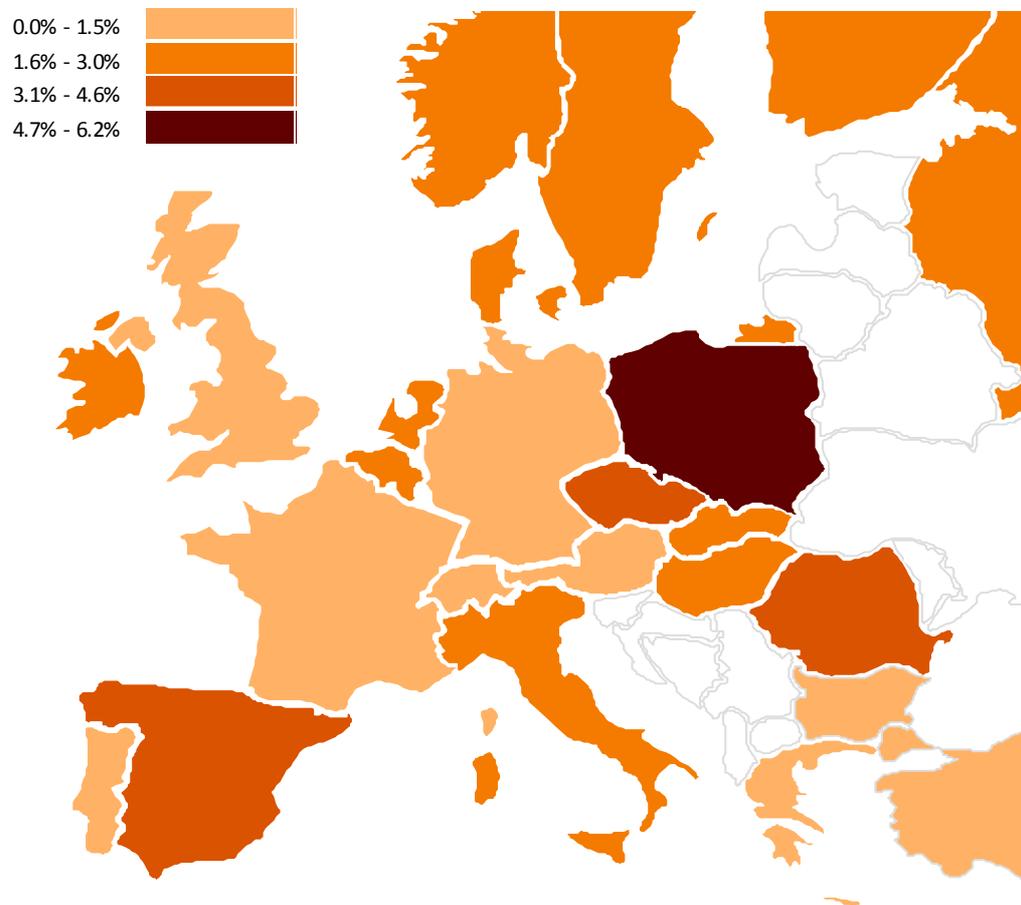
Desired masters course destination



! The diagram shows the most desired master course destinations of students in your country.

% Question: Where would you like to study this master degree?

Students wanting to study a masters course in Portugal



Country	%
Austria	1.0%
Belgium	2.7%
Bulgaria	1.3%
Czech Republic	3.4%
Denmark	1.7%
Finland	2.1%
France	1.0%
Germany	0.7%
Greece	1.2%
Hungary	2.5%
Ireland	1.7%
Italy	2.0%

Country	%
Netherlands	2.7%
Norway	1.8%
Poland	5.8%
Portugal	0.0%
Romania	3.3%
Russia	1.7%
Slovakia	2.5%
Spain	4.4%
Sweden	1.8%
Switzerland	0.8%
Turkey	1.4%
United Kingdom	1.3%

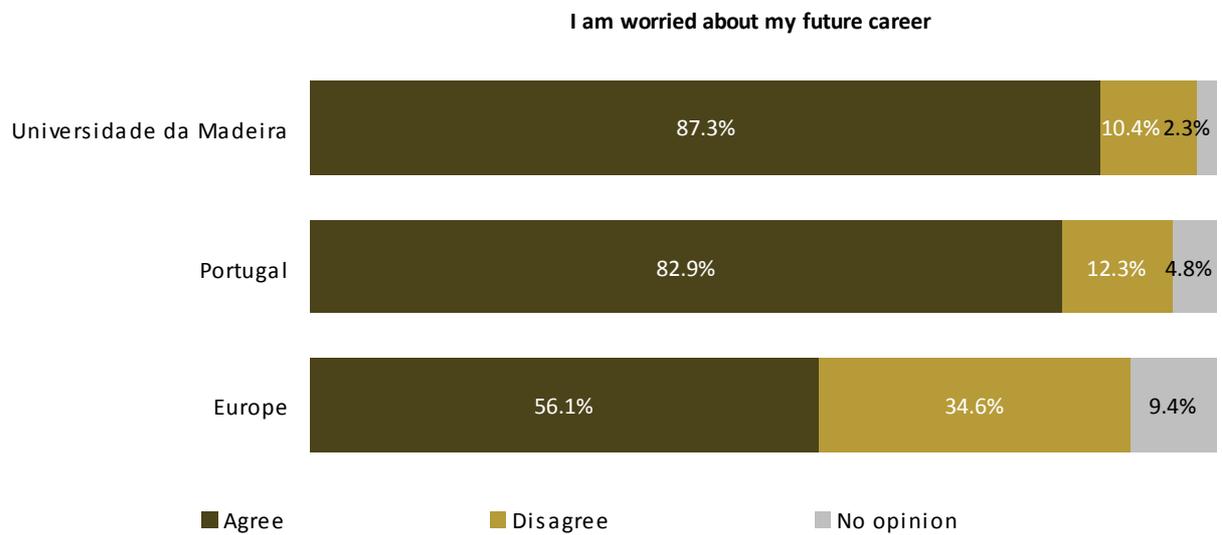


The map shows the percentage of students from each country who would like to study a master course in your country.

Chapter II:

Career

Opinions – future career



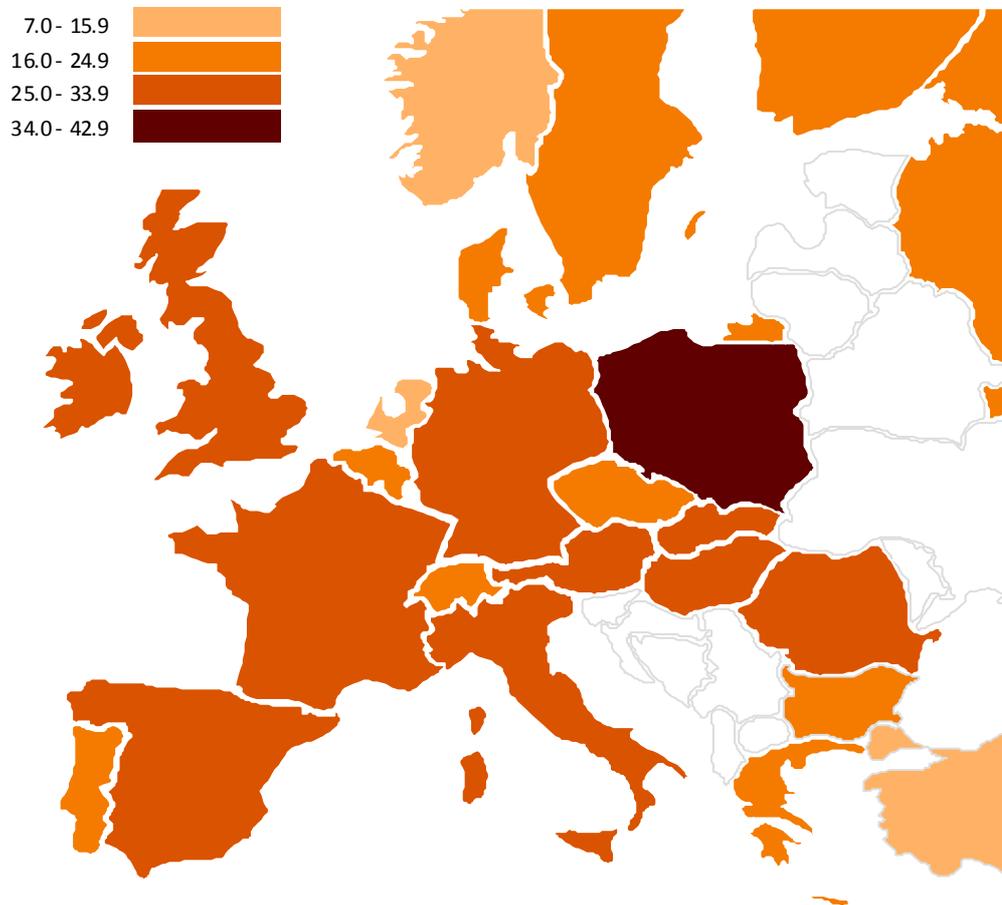
The diagram shows the percentage of all students in Europe, your country and at your university who worry about their future career.



Question: I am worried about my future career

Job application process

Estimated number of applications to find first position



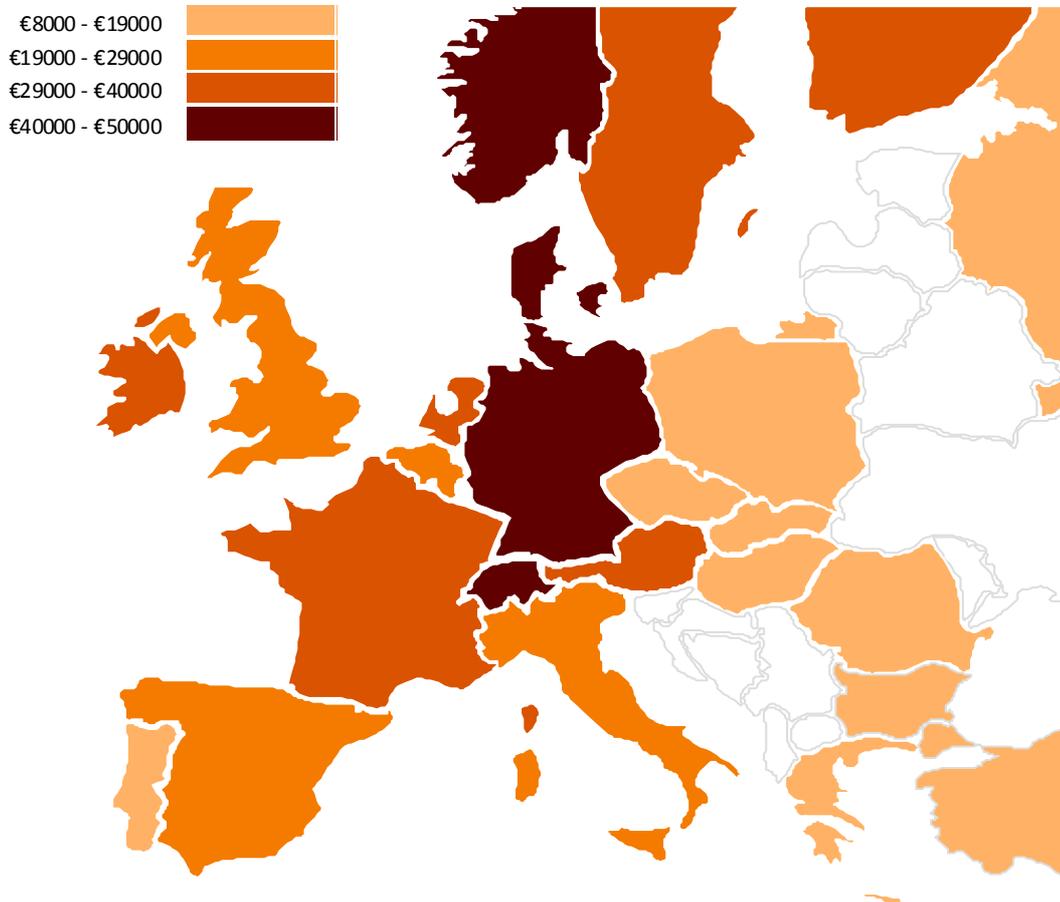
Country	Applications
Europe	26.8
Austria	27.5
Belgium	18.5
Bulgaria	19.7
Czech Republic	17.7
Denmark	23.7
Finland	20.2
France	29.4
Germany	28.1
Greece	21.2
Hungary	28.9
Ireland	27.4
Italy	26.2

Country	Applications
Netherlands	12.3
Norway	12.5
Poland	42.5
Portugal	24.7
Romania	33.4
Russia	17.2
Slovakia	31.0
Spain	27.3
Sweden	22.0
Switzerland	18.9
Turkey	7.5
United Kingdom	27.5
Universidade da Madeira	20.2



Expectations of first position

Expected gross annual salary

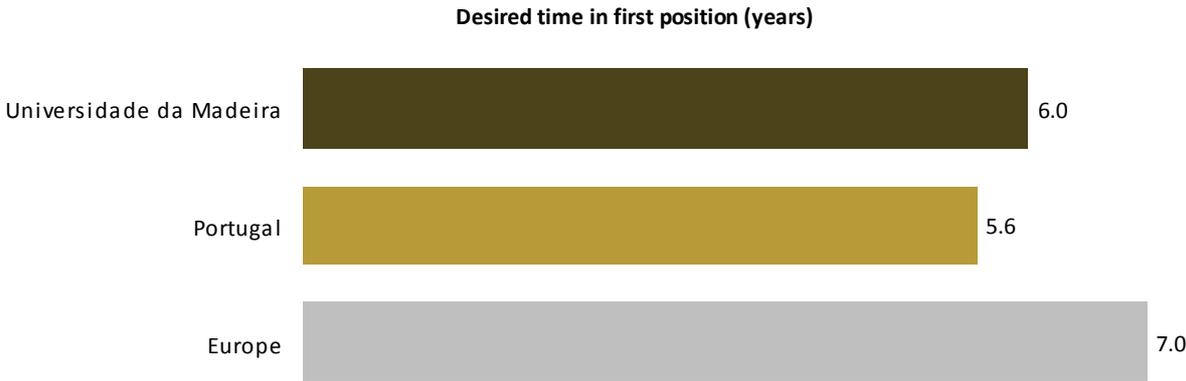
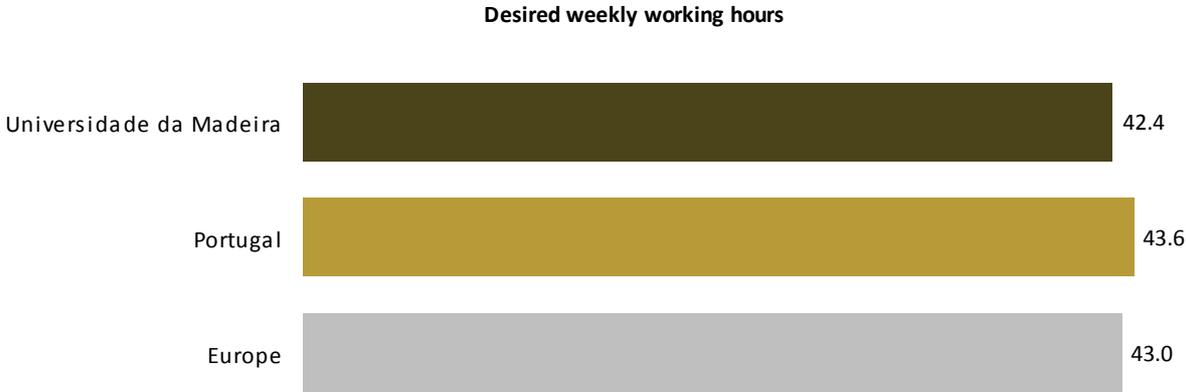


Country	Gross annual salary €
Europe	€22 391
Austria	€30 799
Belgium	€26 485
Bulgaria	€8 262
Czech Republic	€13 734
Denmark	€49 841
Finland	€32 477
France	€32 356
Germany	€41 744
Greece	€16 255
Hungary	€9 946
Ireland	€29 094
Italy	€20 808

Country	Gross annual salary €
Netherlands	€29 226
Norway	€46 929
Poland	€9 524
Portugal	€15 067
Romania	€10 326
Russia	€15 616
Slovakia	€12 258
Spain	€20 146
Sweden	€32 331
Switzerland	€46 455
Turkey	€14 468
United Kingdom	€25 993
Universidade da Madeira	€13 856



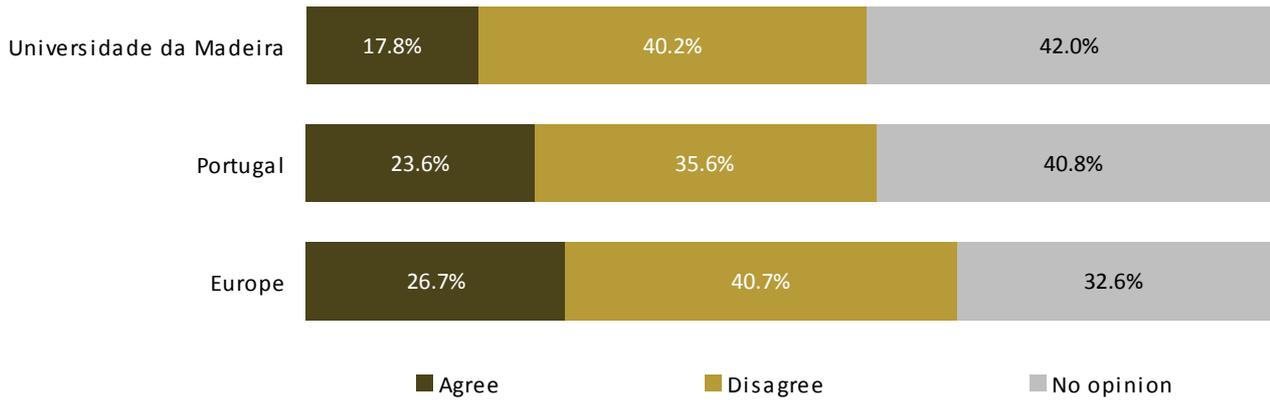
Desired weekly working hour and desired time in first position



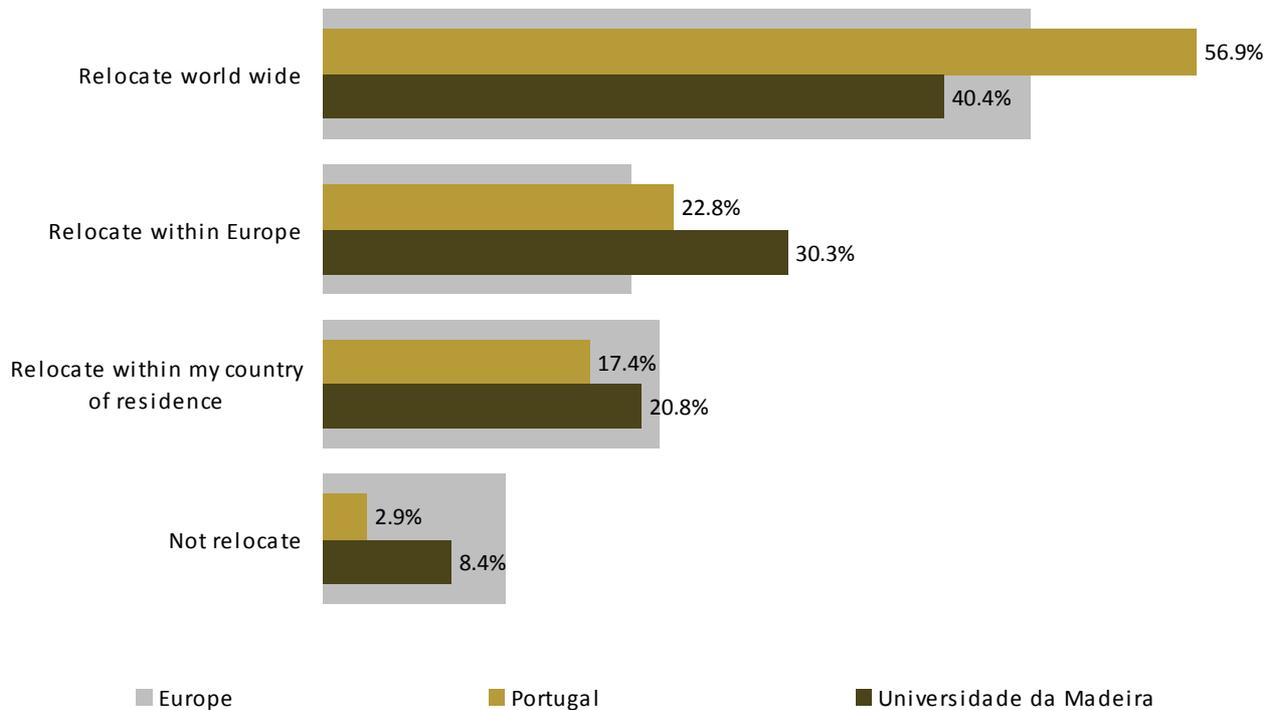


Mobility

After graduating I will leave my country to find a professional position abroad



Imagine you received an attractive job offer. To what extent would you relocate? I would...



Chapter III:

Employer attractiveness



Employer attractiveness (Business and Engineering)

Business 2010 Rank	Employer (top 10)	Europe
1	PricewaterhouseCoopers	6.8%
2	Google	6.3%
3	Ernst & Young	6.0%
4	L'Oréal	5.7%
5	Deloitte	5.2%
6	Apple	5.2%
7	KPMG	4.8%
8	Coca-Cola	4.6%
9	Microsoft	4.3%
10	BMW Group	3.7%

Engineering 2010 Rank	Employer (top 10)	Europe
1	Google	10.4%
2	Microsoft	8.0%
3	Apple	6.7%
4	IBM	5.8%
5	BMW Group	5.0%
6	EADS	4.9%
7	Siemens	4.9%
8	Nokia	3.3%
9	L'Oréal	3.2%
10	Intel	3.1%



The two tables show the top 10 most popular employers in Europe (Business and Engineering).



Question: Which employers would you most likely apply to upon graduation?
The students could select 3 companies from a list of 120.

Chapter IV:

The students



Student sample profile

Age (average in years)

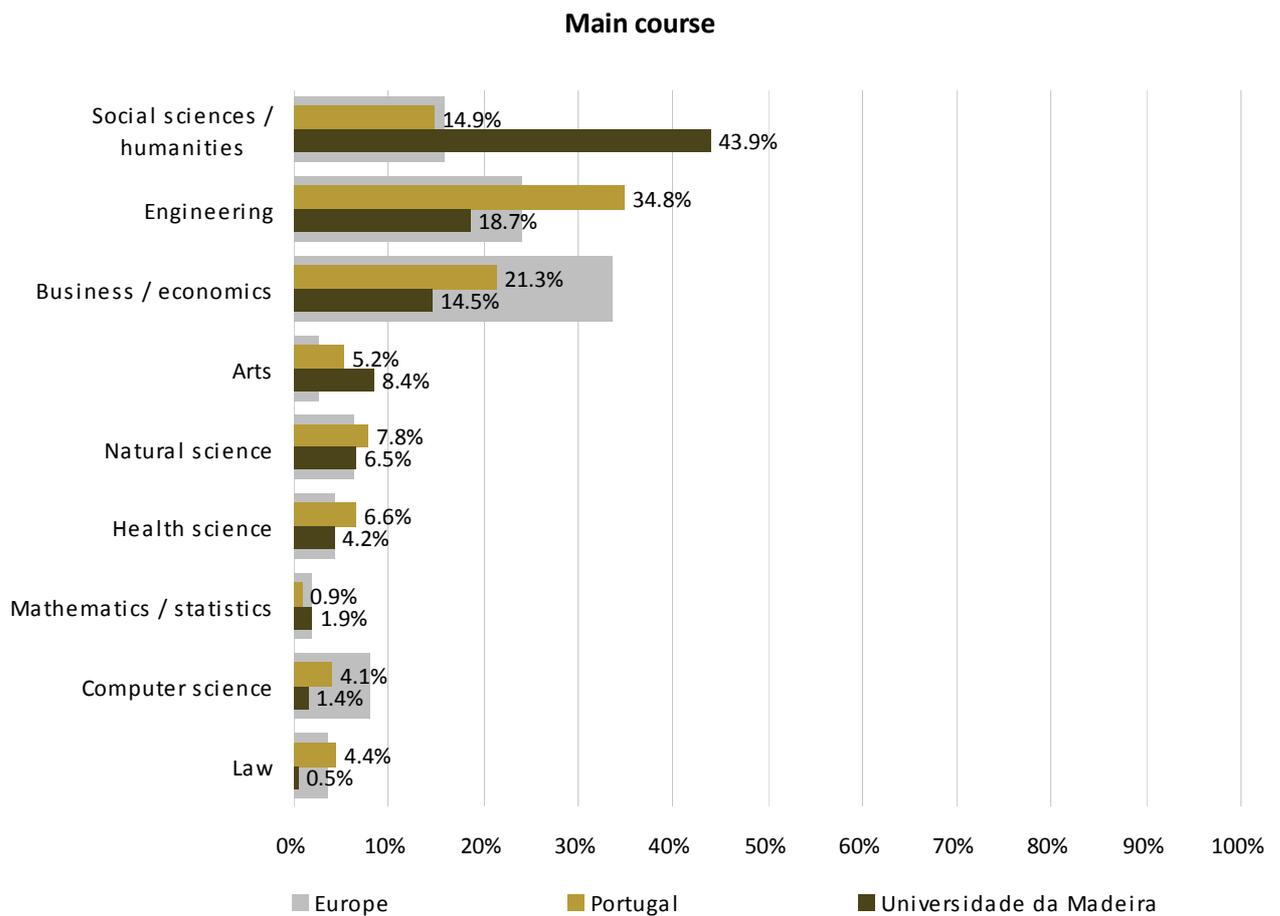


Gender

Country	Male	Female
Europe	49.1%	50.9%
Austria	42.7%	57.3%
Belgium	50.1%	49.9%
Bulgaria	35.8%	64.2%
Czech Republic	45.9%	54.1%
Denmark	47.7%	52.3%
Finland	39.7%	60.3%
France	60.7%	39.3%
Germany	64.6%	35.4%
Greece	56.8%	43.2%
Hungary	44.2%	55.8%
Ireland	46.0%	54.0%
Italy	49.5%	50.5%
Netherlands	52.3%	47.7%
Norway	53.4%	46.6%
Poland	42.0%	58.0%
Portugal	51.5%	48.5%
Romania	37.6%	62.4%
Russia	48.6%	51.4%
Slovakia	39.1%	60.9%
Spain	43.2%	56.8%
Sweden	53.7%	46.3%
Switzerland	66.1%	33.9%
Turkey	59.8%	40.2%
United Kingdom	41.9%	58.1%
Universidade da Madeira	42.2%	57.8%

Student sample profile

Subject



The diagram shows the main courses of the students taking part in the survey



Student sample profile

Expected length of higher education and academic achievement

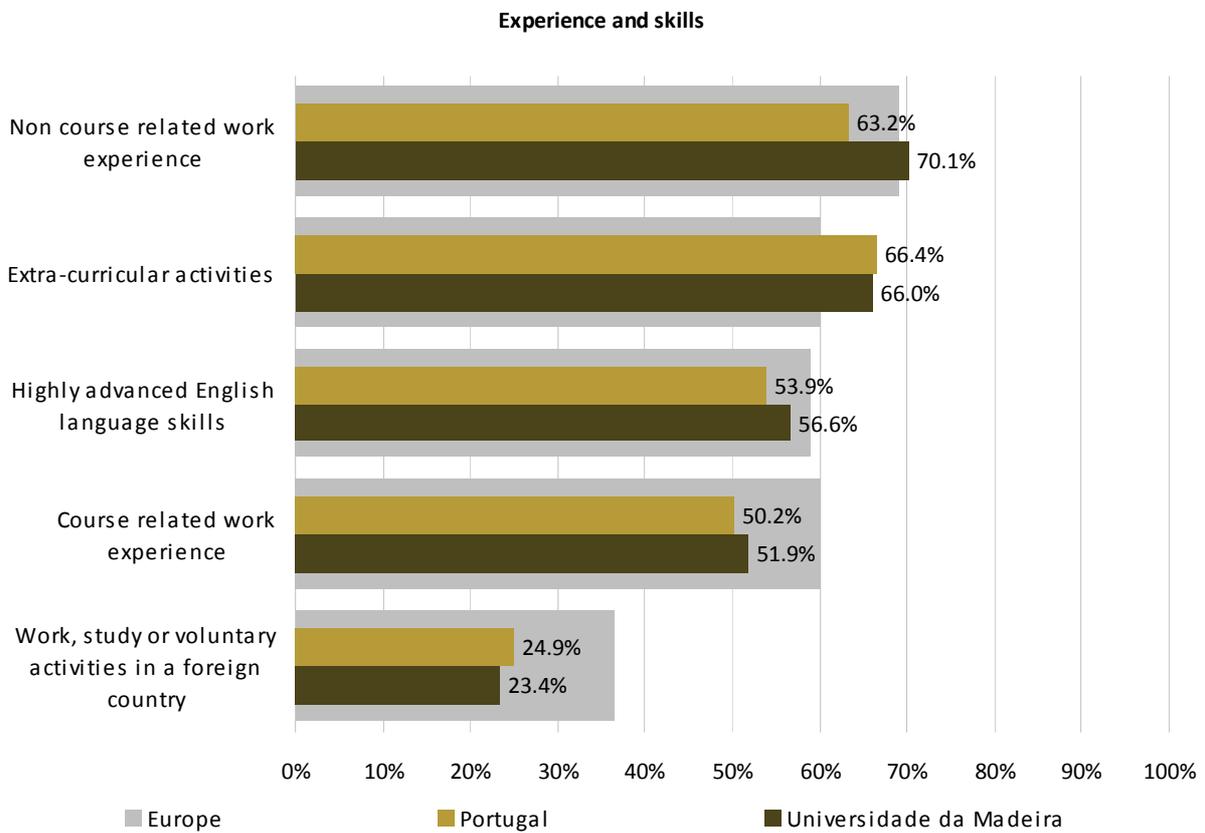
Expected length of education (in years)



Academic Achievement (Self assessed: 5 = outstanding achievement, 1 = poor achievement)



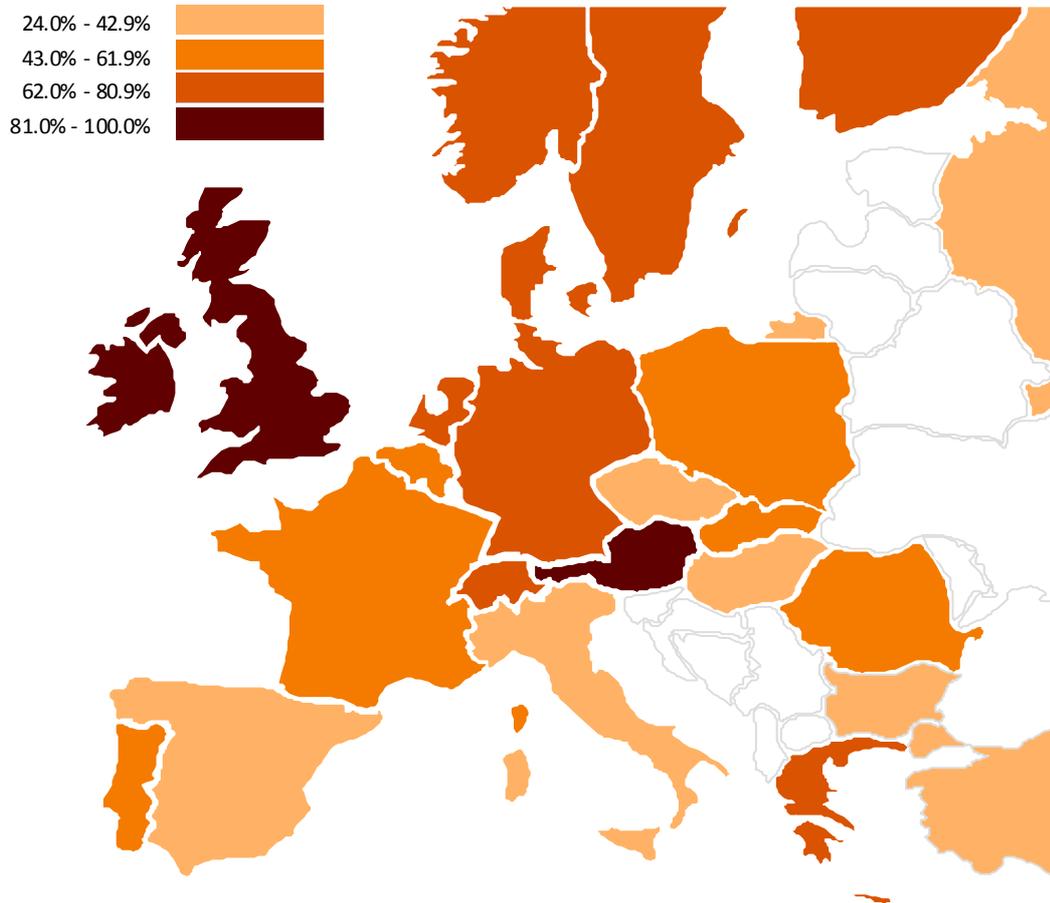
Experience and highly advanced English language skills





Experience and highly advanced English language skills

English language skills (according to students)

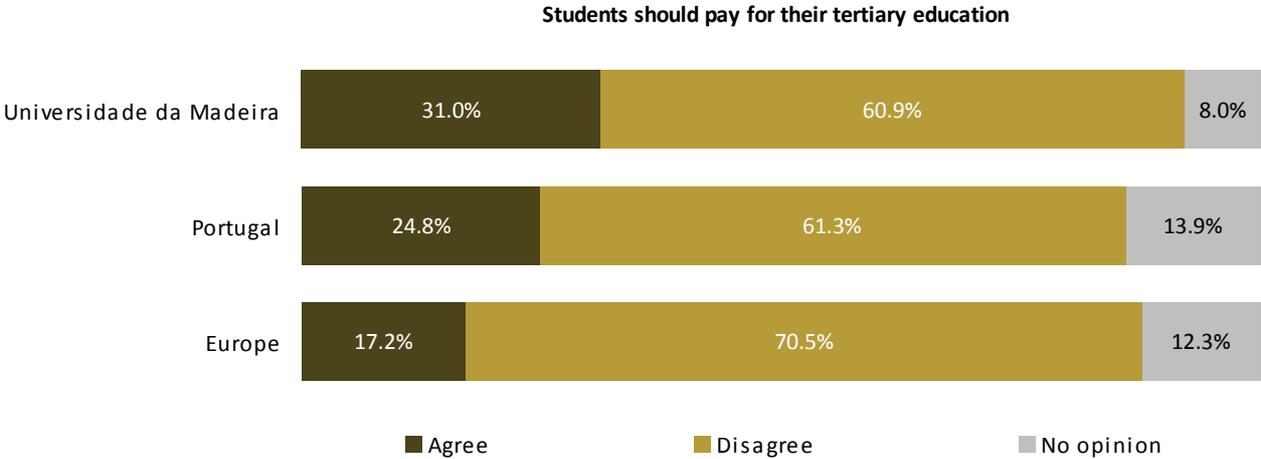


Country	%
Europe	59.0%
Austria	81.5%
Belgium	54.5%
Bulgaria	40.8%
Czech Republic	31.6%
Denmark	72.5%
Finland	74.2%
France	49.6%
Germany	70.5%
Greece	80.7%
Hungary	24.6%
Ireland	100.0%
Italy	31.8%

Country	%
Netherlands	63.2%
Norway	77.9%
Poland	49.3%
Portugal	53.9%
Romania	47.8%
Russia	35.5%
Slovakia	56.2%
Spain	28.5%
Sweden	65.3%
Switzerland	66.2%
Turkey	34.6%
United Kingdom	100.0%
Universidade da Madeira	56.6%



Opinions – student fees





trendence is Europe's leading research institute specialising in employer branding, personnel marketing and recruiting. Every year, more than 300 000 school-leavers, students and young professionals from all over the world take part in our studies on their career ambitions and employers of choice. These studies' results are an invaluable support to organisations' HR departments: by providing authoritative, representative information on potential employees, they inform crucial decisions on recruitment and marketing strategies. Furthermore, our results assist schools and higher education institutions in appraising their performance and developing a coherently strategic approach. The 'Top 100' rankings of the most desirable employers, compiled from our studies, are a particular focus of interest, acting as guides and benchmarks for the media, employers and the employees of the future alike.

Our commitment to the quality of trendence research results is demonstrated by the fact that key members of our team hold ESOMAR membership and by our absolute adherence to ISO 20252 and other recognised market research standards. trendence also produces various print and online publications to support school-leavers and students in their career decision-making process.

trendence is part of Group GTI, the world's largest careers publisher, which has offices in Europe and Asia. As the market leader in a dynamic environment, trendence regularly sees annual growth in double figures. Our clients are primarily organisations with international or global operations.

trendence Institut
Markgrafenstr. 62
D - 10969 Berlin

For enquiries regarding research methodology please contact:

Ulrike Heyne, Research Manager

Ulrike.Heyne@trendence.com

Phone +49 (0) 30 259 29 88-306

Fax +49 (0) 30 259 29 88-901

www.trendence.com

www.trendemployer.de