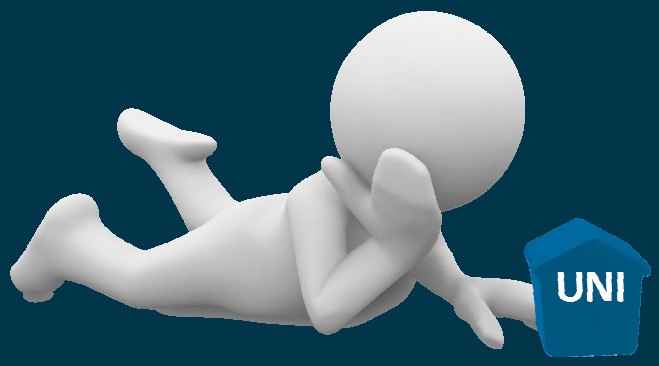
trendence
research » strategies » careers

Partner Report



trendence
Graduate Barometer | 2010

Business Edition

Uniwersytet Gdański

The trendence Graduate Barometer 2010 - Business Edition

Prepared for Uniwersytet Gdański

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

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About the Survey

The European Student 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.

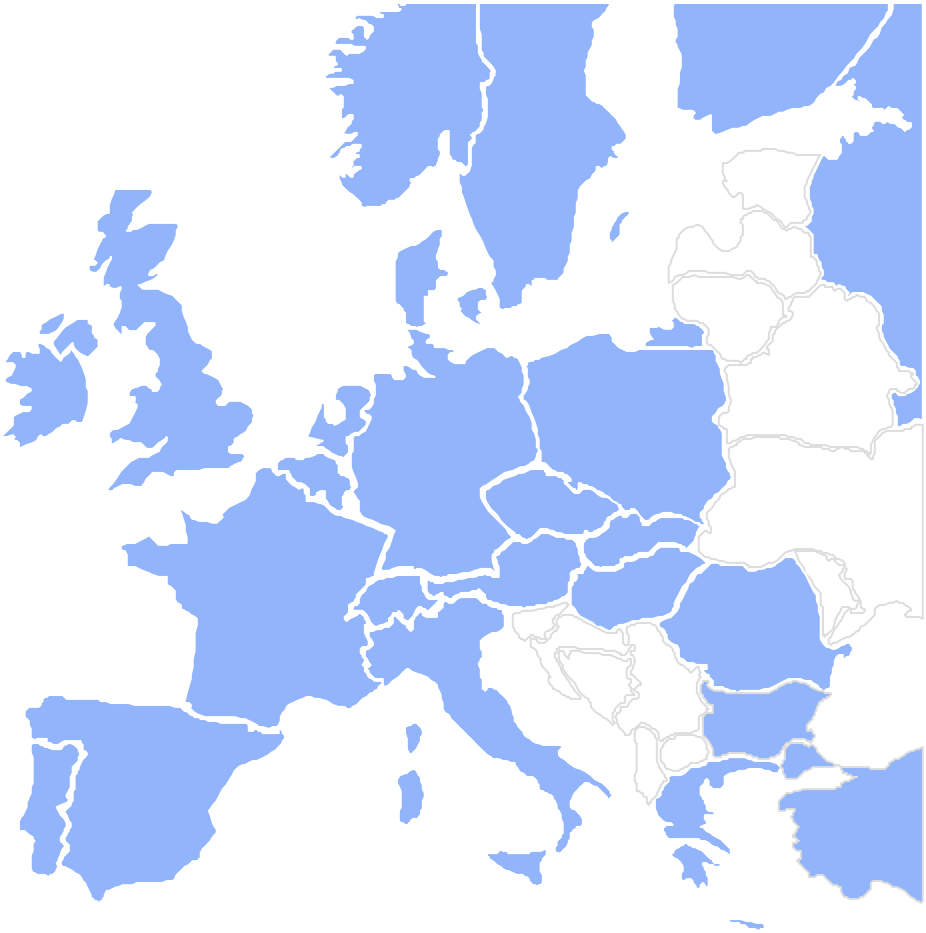
The field phase of the survey took place from 01.09.2009 – 11.01.2010. The students were asked about their preferences and expectations in their future career, their satisfaction with their university, and the attractiveness of future employers.

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:

71545

Sample: Numbers of answers for the Business Edition

Poland:

3686

Sample: Numbers of answers for the Business Edition

Uniwersytet Gdański:

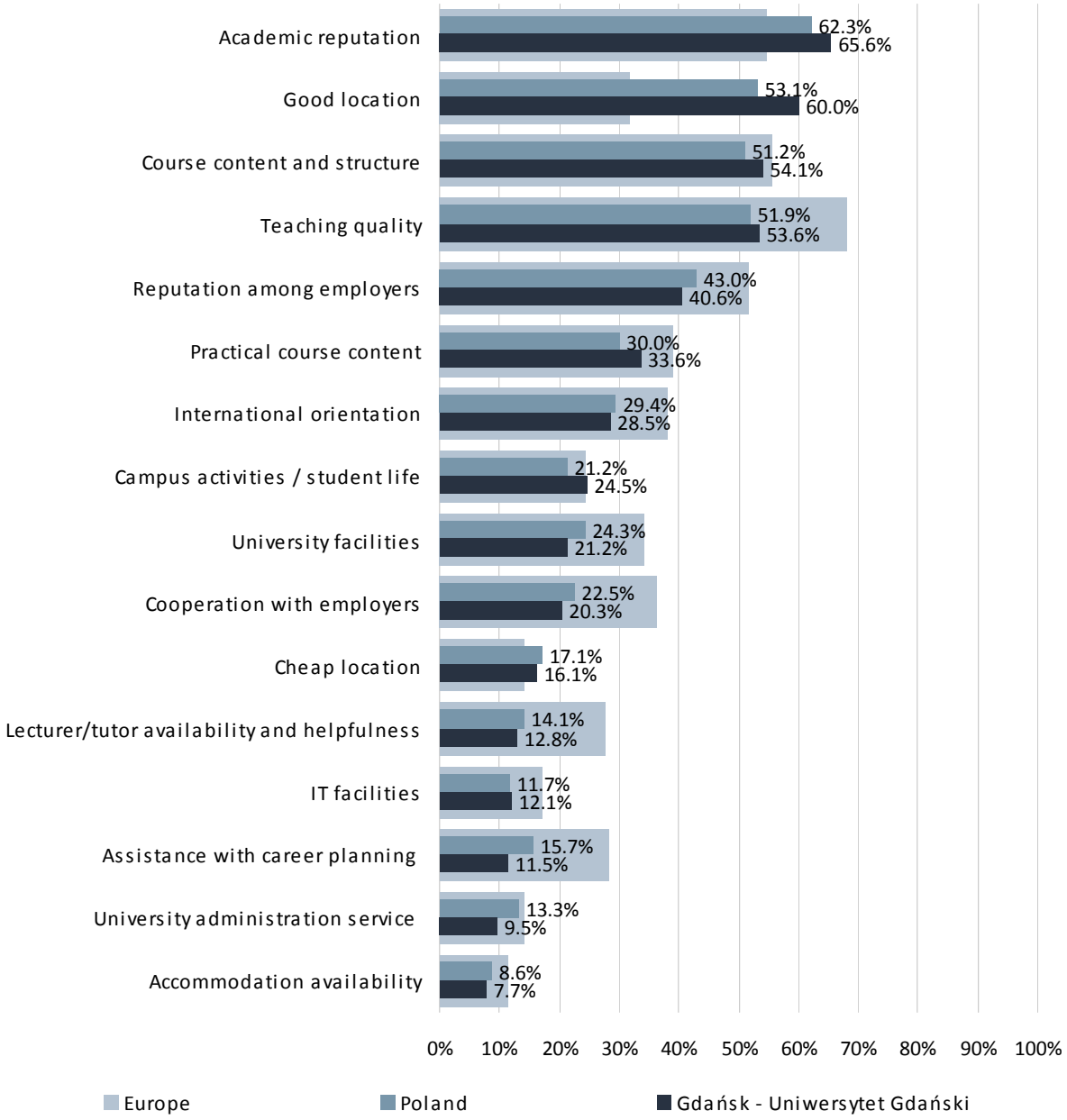
662

Sample: Numbers of answers for the Business Edition

Chapter I:

Education and university evaluation

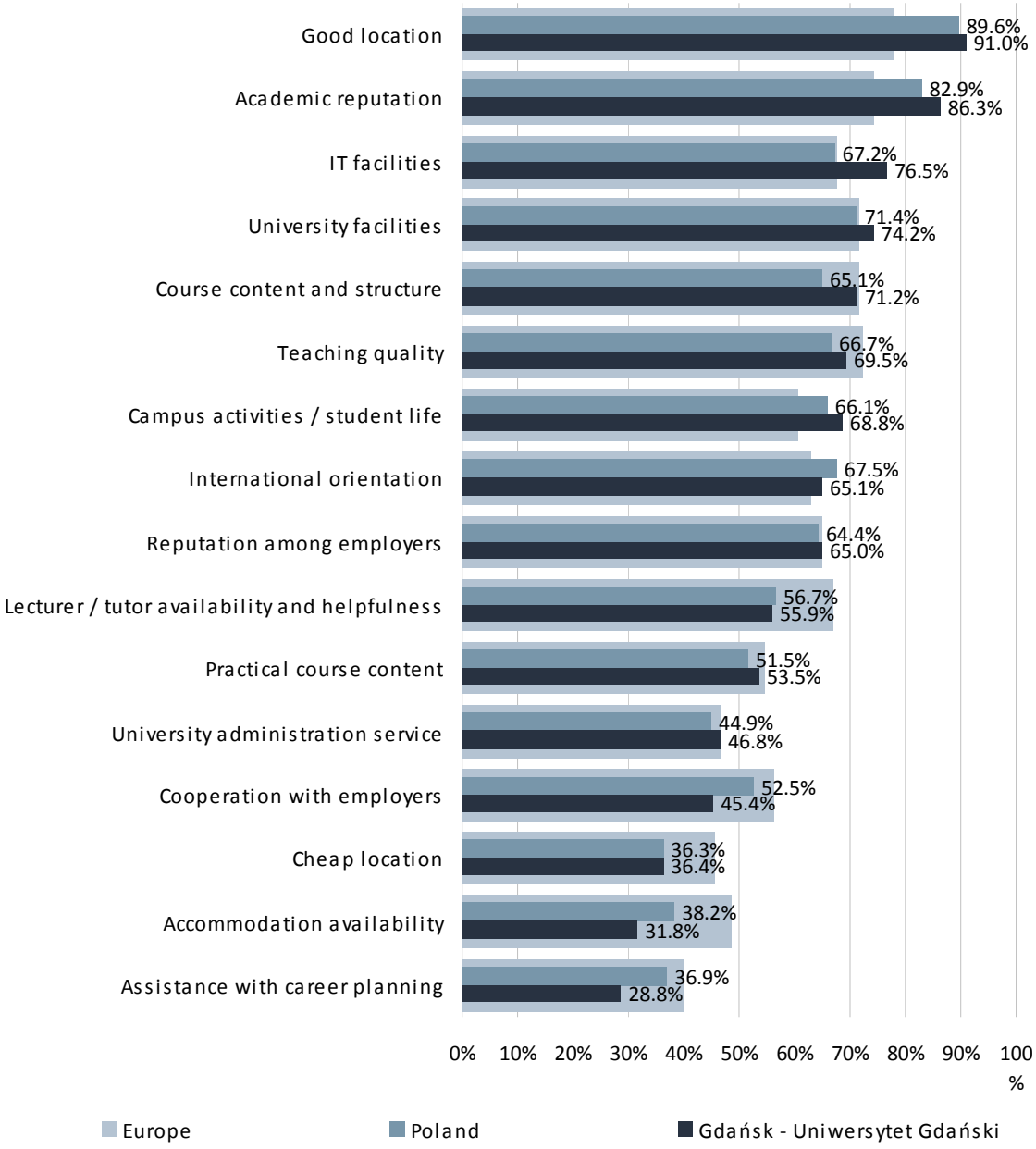
Important factors when choosing a university course



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

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

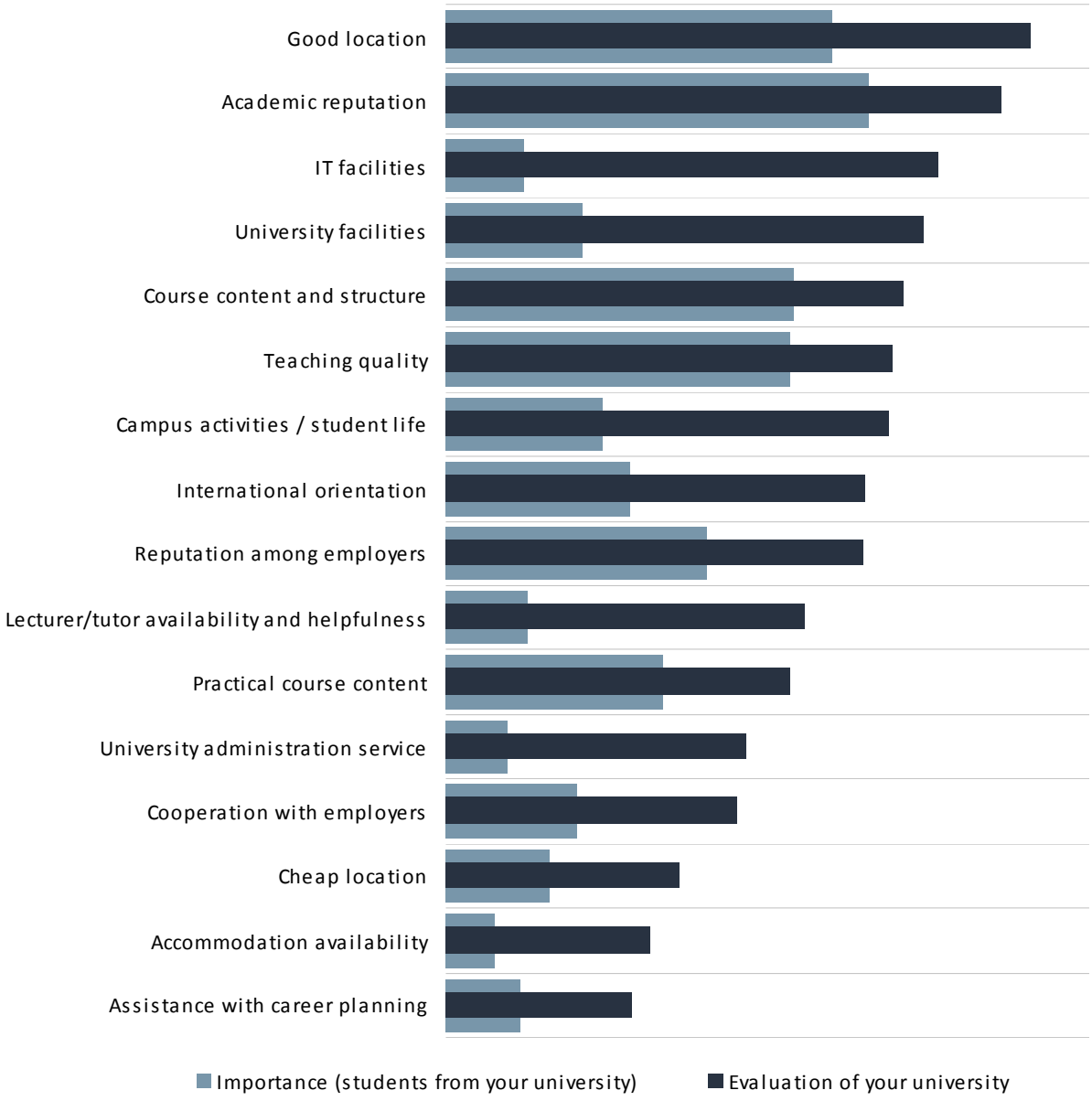
Evaluation of university performance



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

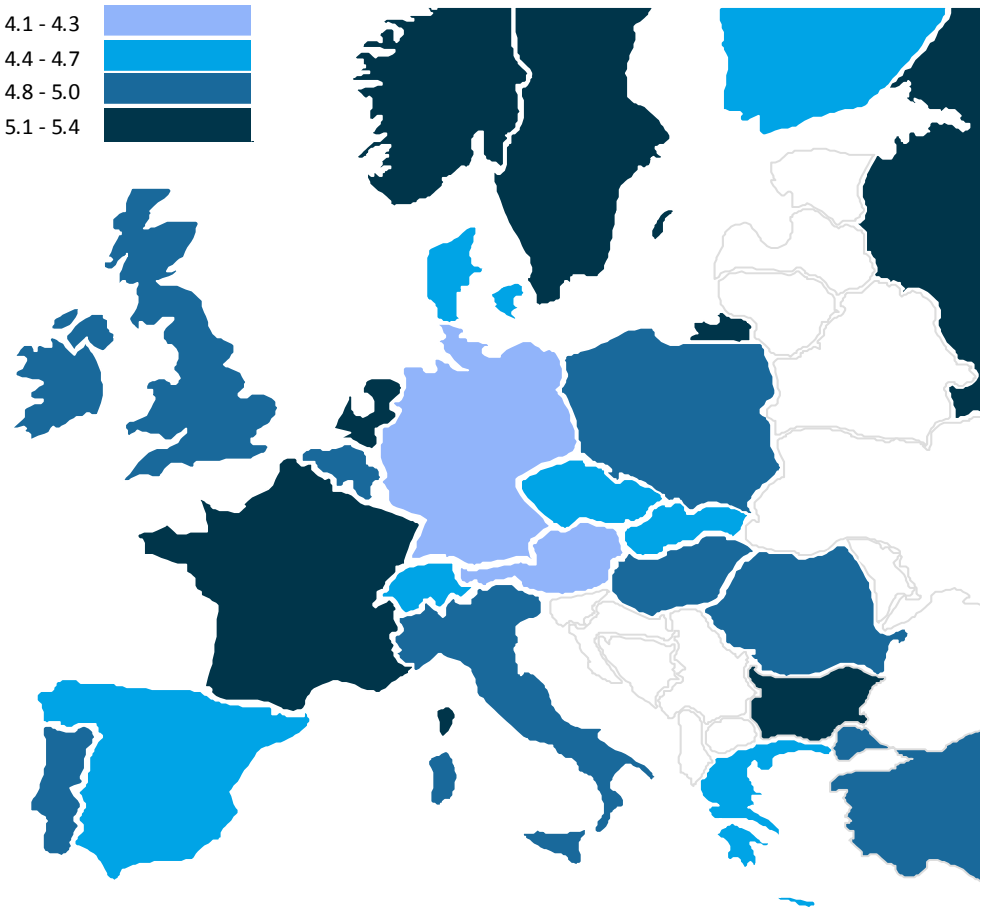
Question: *How does your university perform on these factors?*

Importance vs. evaluation



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

Evaluation of university performance - overall satisfaction in Europe



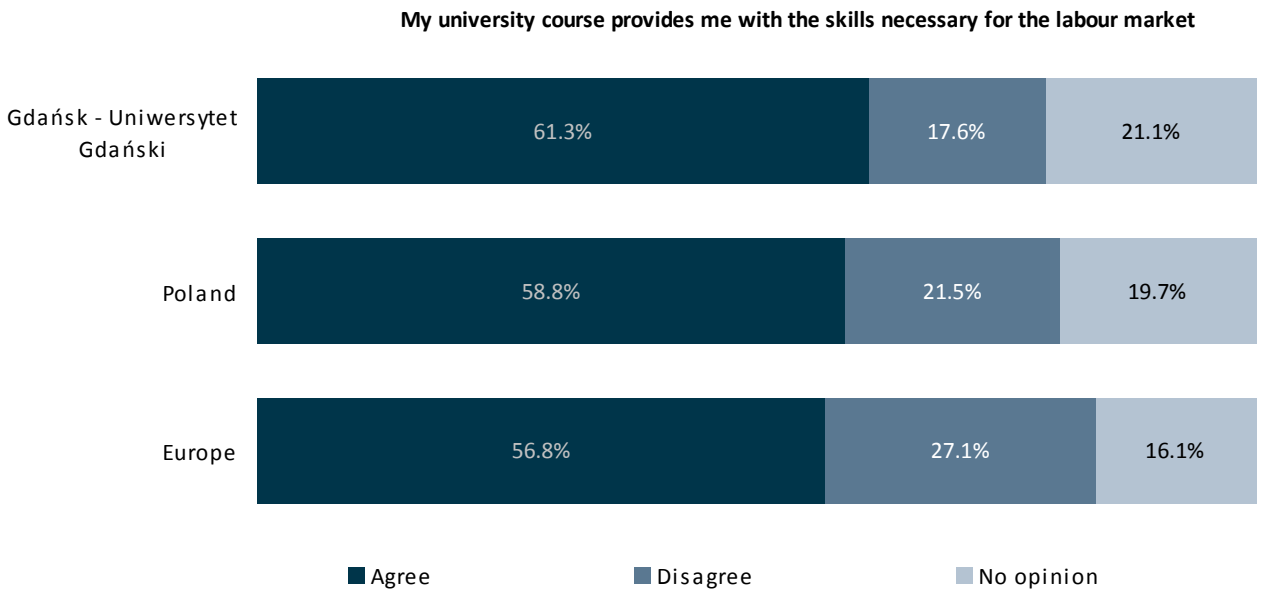
Country	Average overall satisfaction
Europe	4.8
Austria	4.1
Belgium	5.0
Bulgaria	5.3
Czech Republic	4.4
Denmark	4.6
Finland	4.7
France	5.2
Germany	4.1
Greece	4.6
Hungary	4.8
Ireland	5.0
Italy	4.8

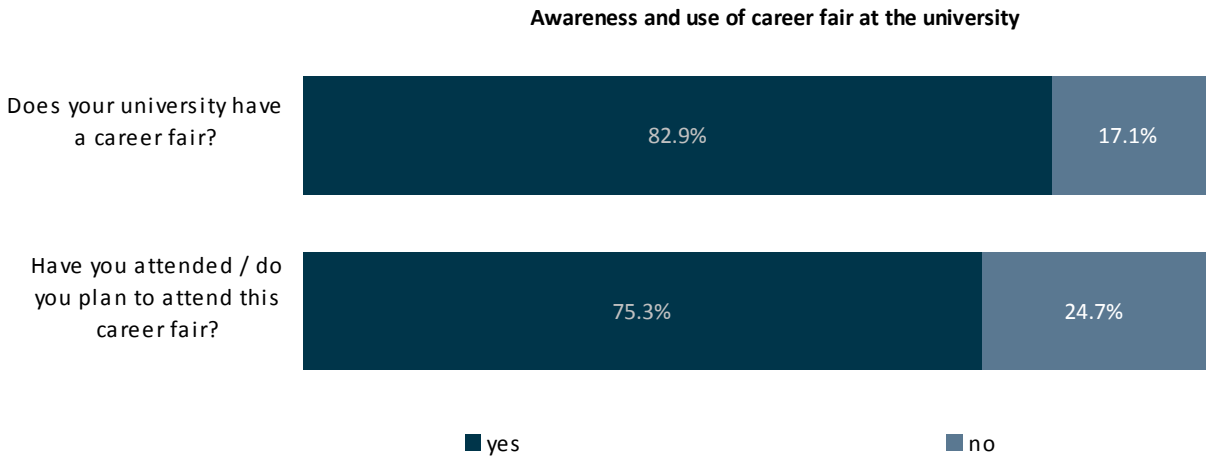
Country	Average overall satisfaction
Netherlands	5.2
Norway	5.4
Poland	5.0
Portugal	4.8
Romania	4.9
Russia	5.4
Slovakia	4.5
Spain	4.6
Sweden	5.1
Switzerland	4.6
Turkey	4.9
United Kingdom	5.0
Gdańsk - Uniwersytet Gdański	**5.1**

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

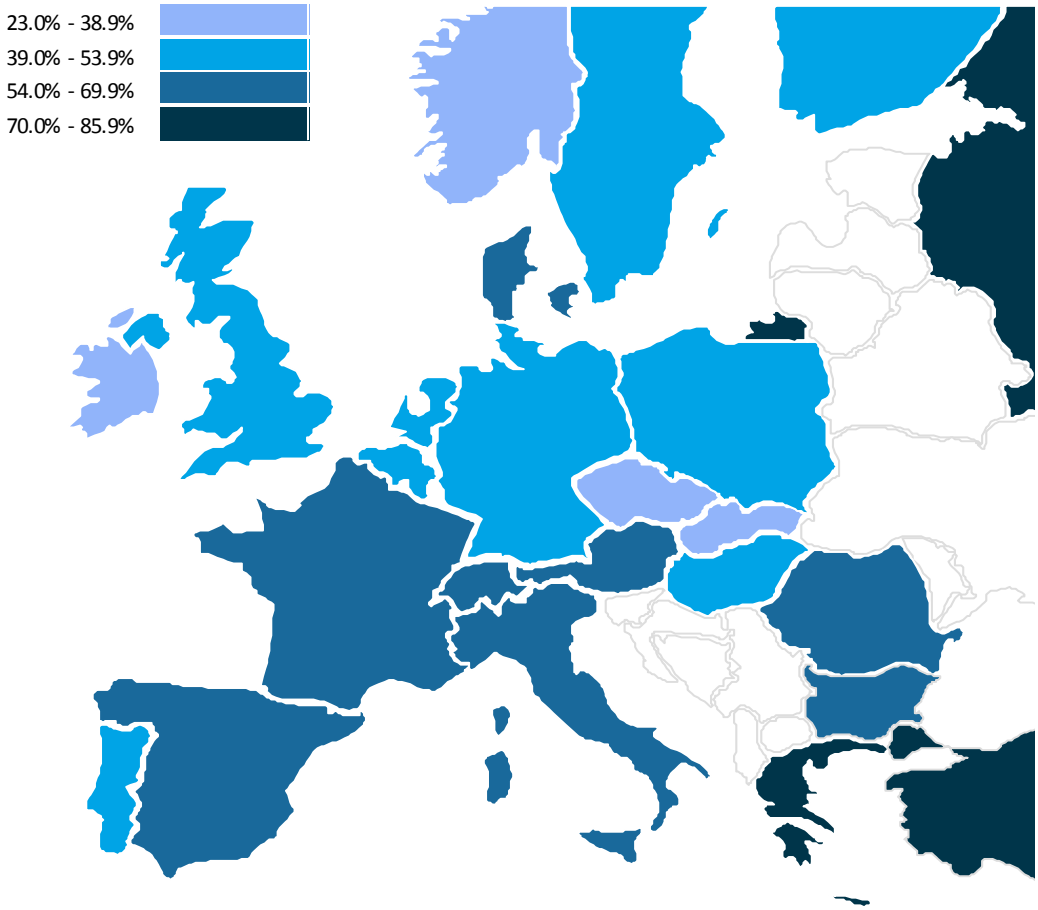
Question: *Overall how satisfied are you with your university/course? (1 = very dissatisfied and 7 = very satisfied).*

Views on university course and careers fairs





Interest in studying a masters course abroad



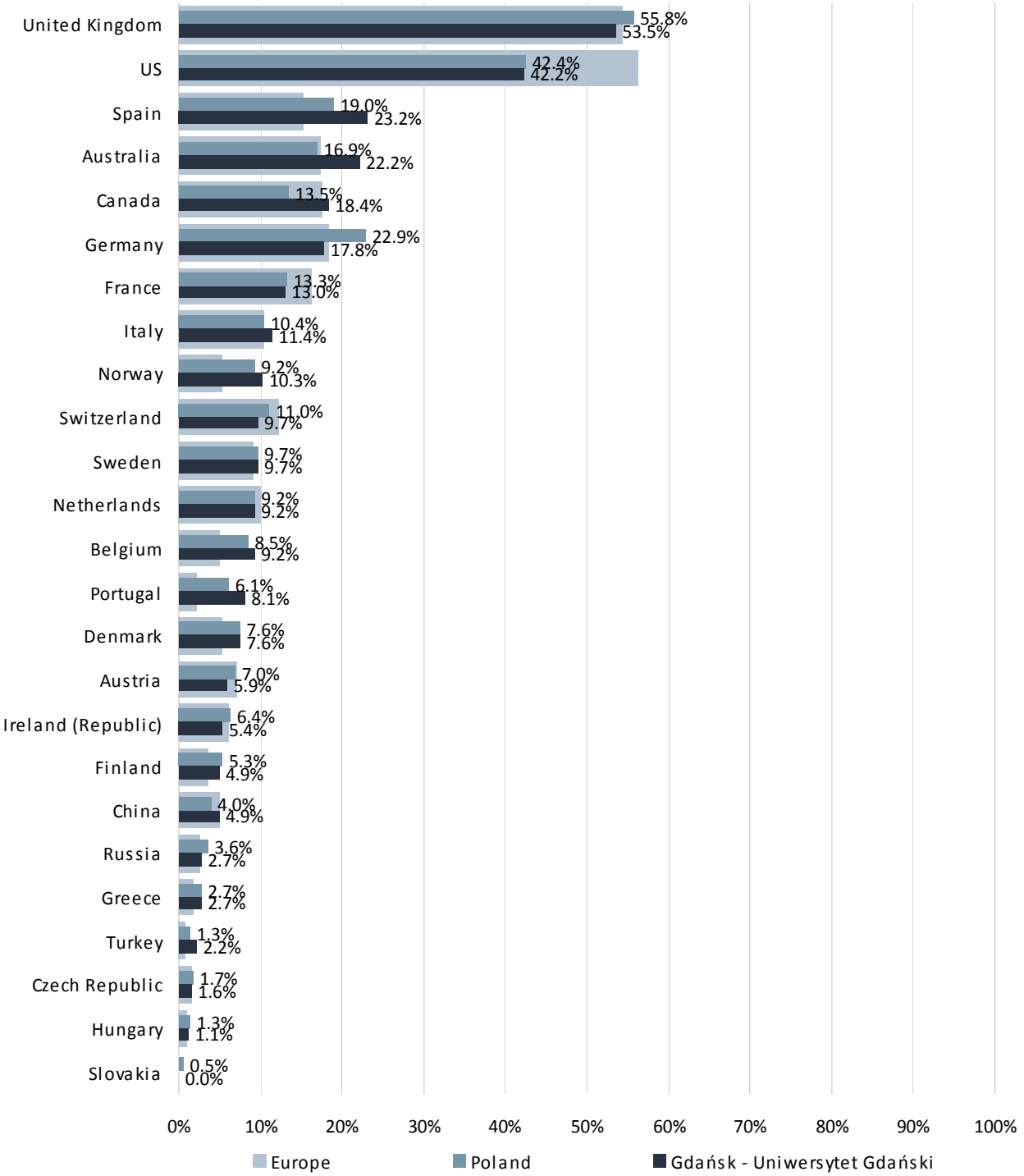
Country	%
Europe	55.5%
Austria	59.7%
Belgium	46.2%
Bulgaria	64.6%
Czech Republic	28.5%
Denmark	57.3%
Finland	42.4%
France	55.0%
Germany	49.7%
Greece	74.7%
Hungary	49.3%
Ireland	34.8%
Italy	57.2%

Country	%
Netherlands	46.6%
Norway	36.3%
Poland	39.7%
Portugal	47.6%
Romania	67.7%
Russia	81.5%
Slovakia	23.5%
Spain	62.3%
Sweden	50.5%
Switzerland	54.4%
Turkey	85.4%
United Kingdom	52.2%
Gdańsk - Uniwersytet Gdański	**41.7%**

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?*

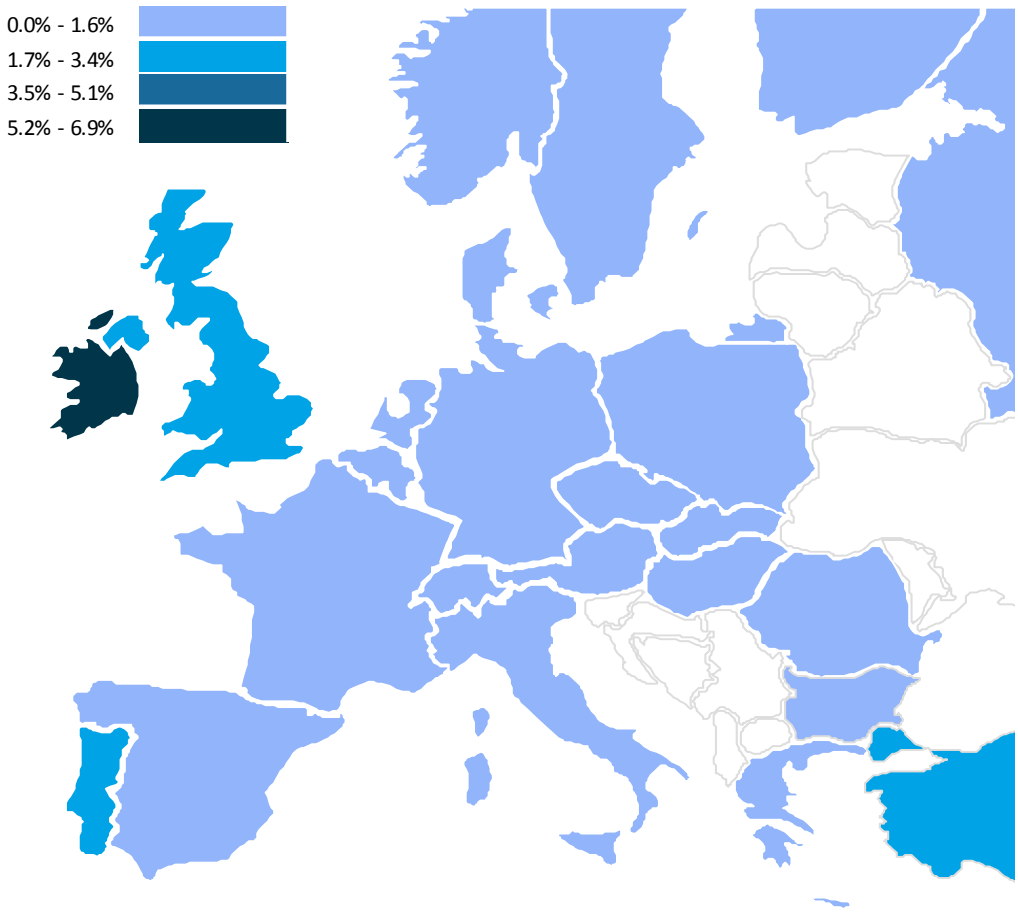
Desired masters course destination



The diagram shows the most desired master course destinations of students in your country, in Europe and at your university.

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

Students wanting to study a masters course in Poland



Country	%
Austria	0.4%
Belgium	0.7%
Bulgaria	0.8%
Czech Republic	0.9%
Denmark	0.2%
Finland	0.7%
France	0.6%
Germany	1.6%
Greece	0.5%
Hungary	1.0%
Ireland	6.5%
Italy	0.2%

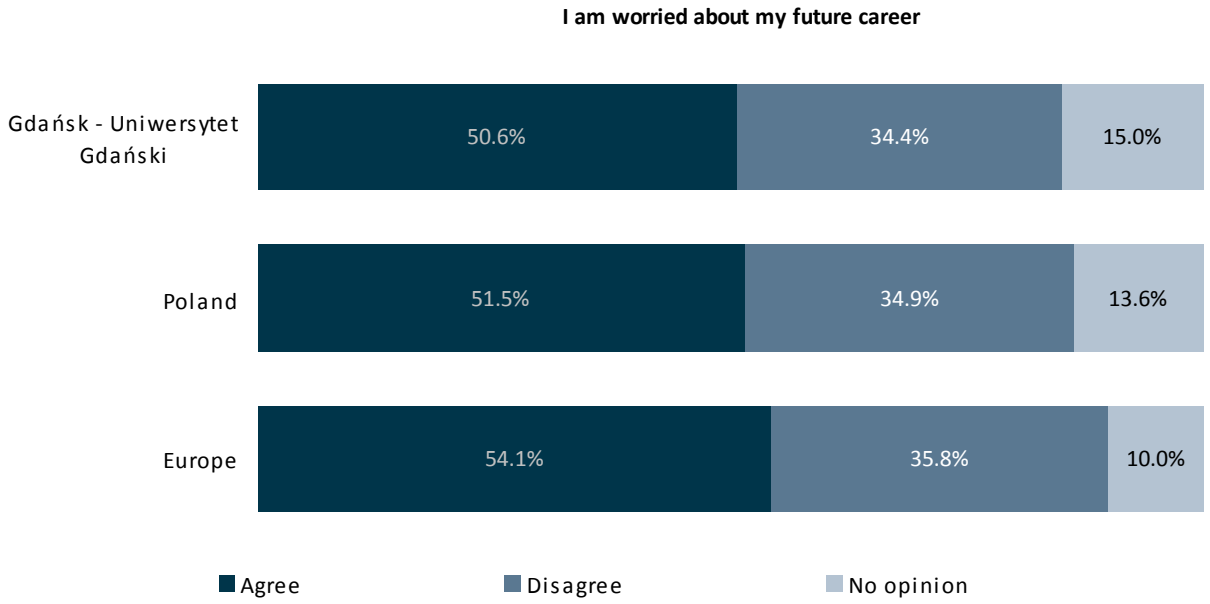
Country	%
Netherlands	0.6%
Norway	1.0%
Poland	0.0%
Portugal	3.1%
Romania	0.1%
Russia	0.8%
Slovakia	1.6%
Spain	1.0%
Sweden	0.0%
Switzerland	0.4%
Turkey	2.4%
United Kingdom	2.9%

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

Chapter II:

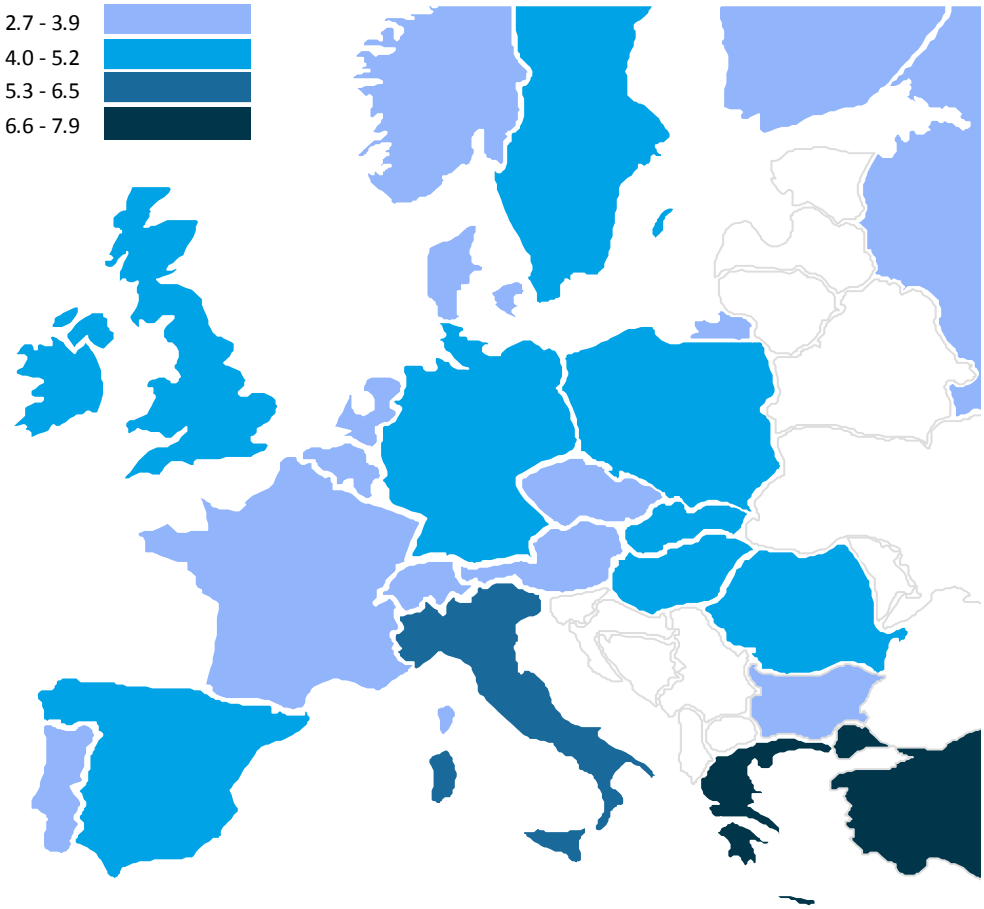
Career

Opinions – future career



Job application process

Estimated timeframe to find first position (months)

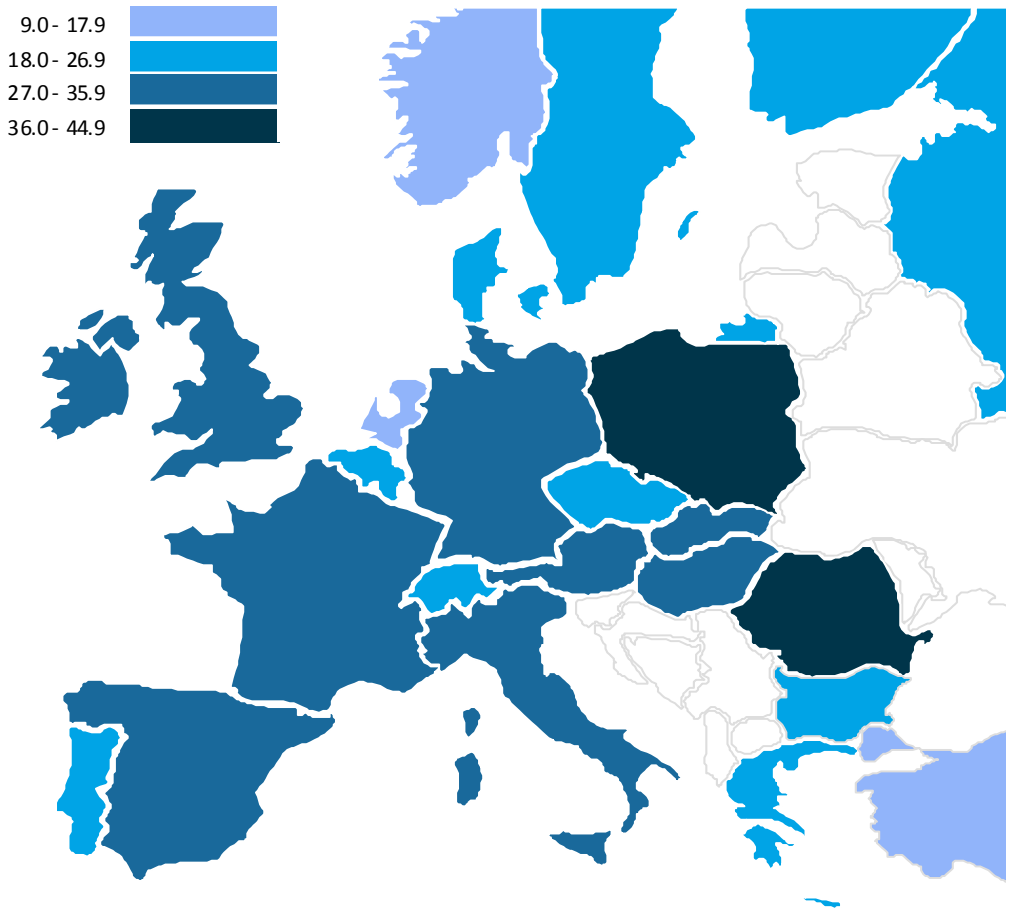


Country	Months
Europe	4.4
Austria	3.1
Belgium	3.6
Bulgaria	2.8
Czech Republic	3.3
Denmark	3.9
Finland	3.2
France	3.4
Germany	4.2
Greece	6.7
Hungary	4.4
Ireland	4.7
Italy	5.5

Country	Months
Netherlands	3.4
Norway	2.7
Poland	5.1
Portugal	3.9
Romania	4.1
Russia	2.7
Slovakia	4.7
Spain	4.4
Sweden	4.0
Switzerland	3.1
Turkey	7.9
United Kingdom	4.1
Gdańsk - Uniwersytet Gdański	**4.8**

Job application process

Estimated number of applications to find first position

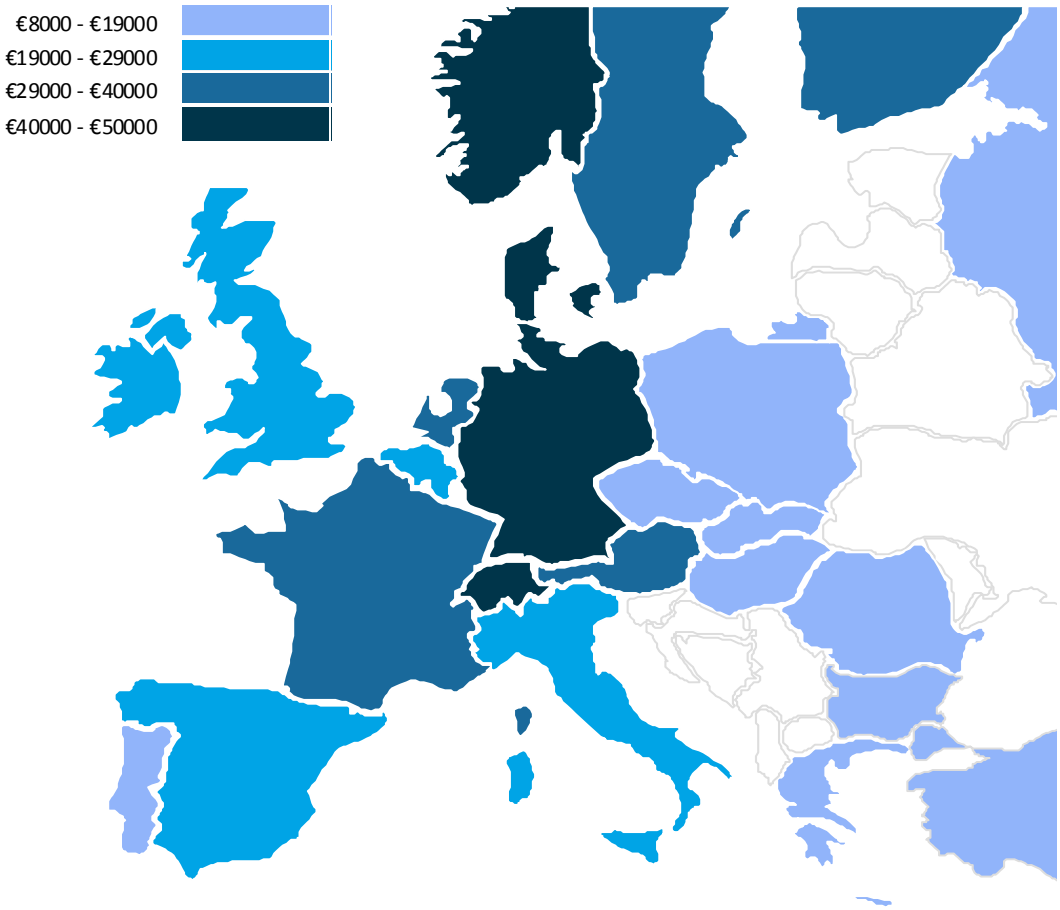


Country	Applications
Europe	30.3
Austria	30.0
Belgium	21.1
Bulgaria	19.6
Czech Republic	20.2
Denmark	24.8
Finland	24.3
France	34.6
Germany	32.4
Greece	23.1
Hungary	33.2
Ireland	28.2
Italy	28.1

Country	Applications
Netherlands	13.3
Norway	12.9
Poland	44.1
Portugal	26.9
Romania	37.0
Russia	18.1
Slovakia	33.3
Spain	27.4
Sweden	22.3
Switzerland	21.5
Turkey	9.9
United Kingdom	29.0
Gdańsk - Uniwersytet Gdański	**44.4**

Expectations of first position

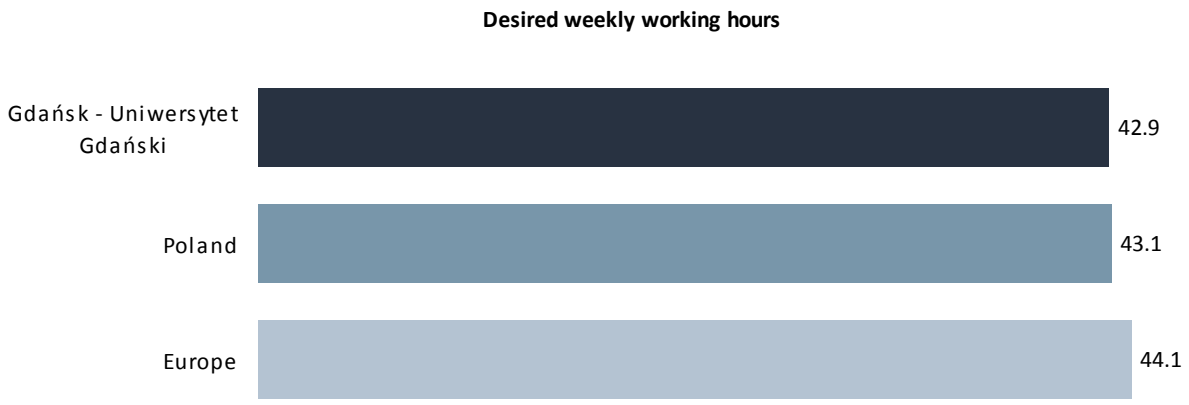
Expected gross annual salary

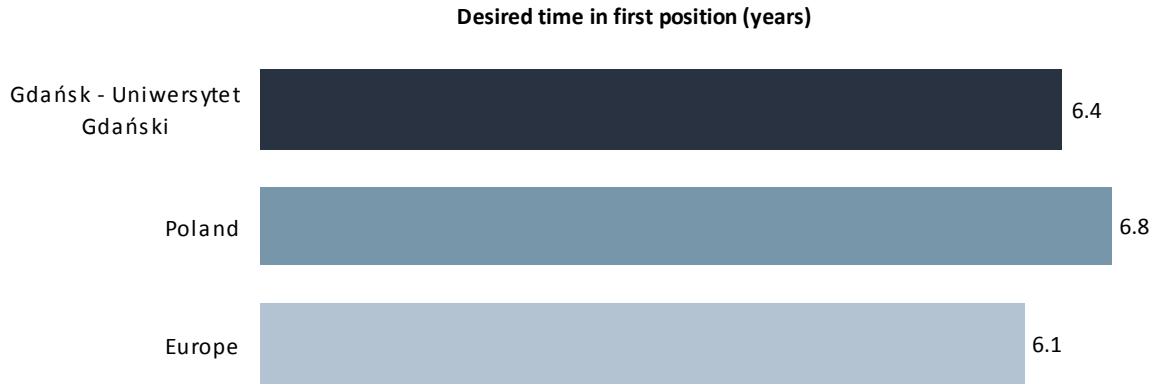


Country	Gross annual salary €
Europe	€22 453
Austria	€32 826
Belgium	€26 471
Bulgaria	€8 343
Czech Republic	€14 483
Denmark	€49 333
Finland	€32 912
France	€32 803
Germany	€41 269
Greece	€14 592
Hungary	€10 667
Ireland	€27 402
Italy	€21 488

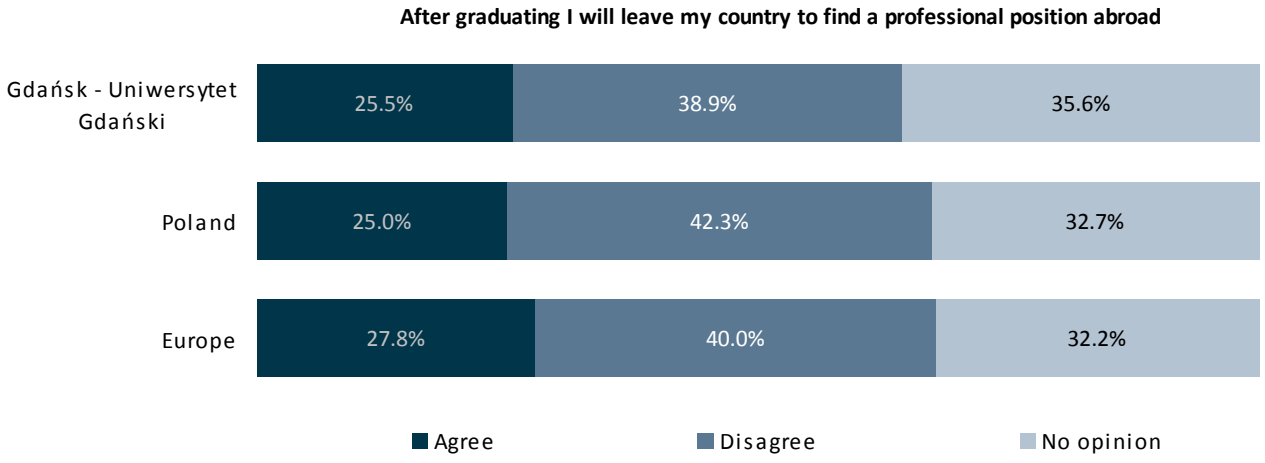
Country	Gross annual salary €
Netherlands	€29 250
Norway	€48 707
Poland	€9 974
Portugal	€15 561
Romania	€9 662
Russia	€15 890
Slovakia	€12 785
Spain	€19 711
Sweden	€34 779
Switzerland	€48 596
Turkey	€13 200
United Kingdom	€27 862
Gdańsk - Uniwersytet Gdański	**€10 139**

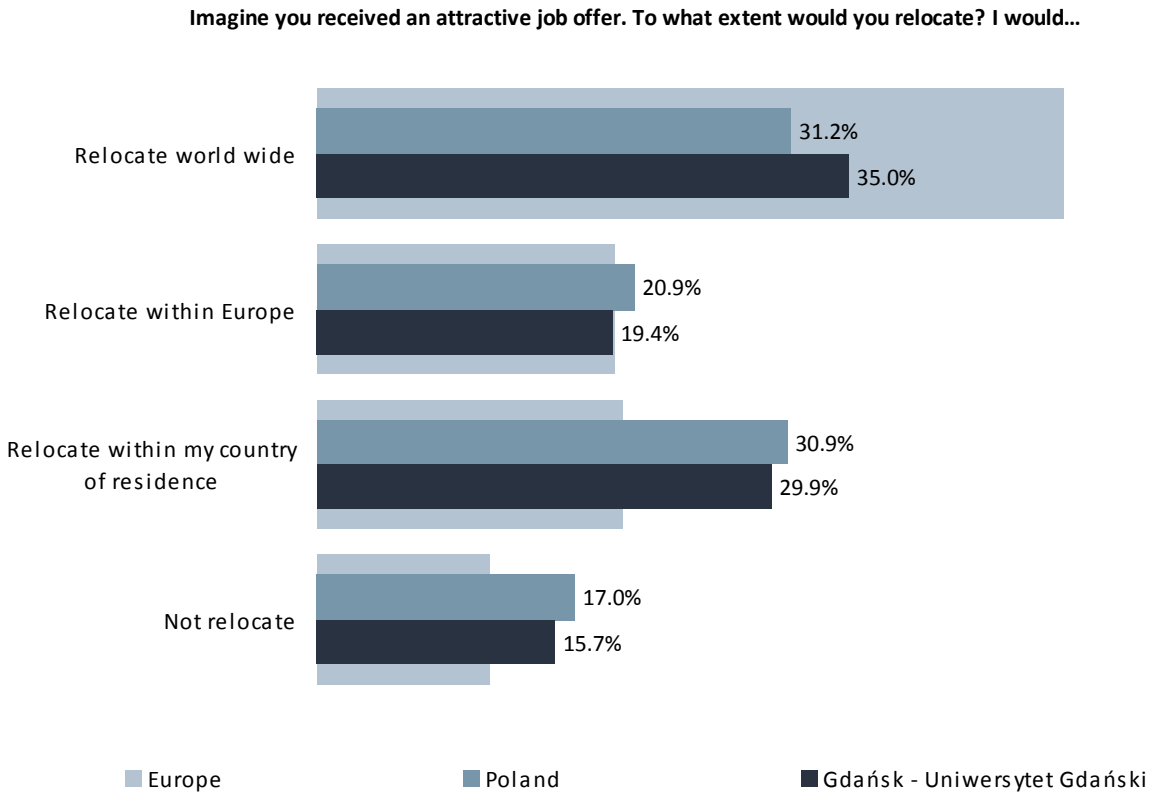
Expectations of first position





Mobility


After graduating I will leave my country to find a professional position abroad
Gdańsk - Uniwersytet Gdański
25.5%
38.9%
35.6%
Poland
25.0%
42.3%
32.7%
Europe
27.8%
40.0%
32.2%
Agree
Disagree
No opinion


Imagine you received an attractive job offer. To what extent would you relocate? I would...
Relocate world wide
31.2%
35.0%
Relocate within Europe
20.9%
19.4%
Relocate within my country of residence
30.9%
29.9%
Not relocate
17.0%
15.7%
Europe
Poland
Gdańsk - Uniwersytet Gdański

Chapter III:

Employer attractiveness

Employer attractiveness

Rank	Company (top 10)	Gdańsk - Uniwersytet Gdański
1	Narodowy Bank Polski	12.5%
2	PricewaterhouseCoopers	8.9%
3	Thomson Reuters	8.7%
4	Lotos	8.5%
5	Google	8.3%
6	Ernst & Young	8.0%
7	Bank Millennium	7.8%
7	Apple	7.8%
9	Deloitte	7.2%
10	Microsoft	6.7%

Rank	Company (top 10)	Poland
1	Narodowy Bank Polski	13.1%
2	PricewaterhouseCoopers	8.4%
3	Google	8.3%
4	Ernst & Young	8.0%
5	PKO BP	7.2%
6	Bank Zachodni WBK	6.6%
7	Microsoft	6.5%
7	Deloitte	6.5%
9	TVN	6.1%
10	Bank Pekao	5.8%

Rank	Company (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%

The three tables show the top 10 most popular employers in Europe, in your country and among your students.

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

Chapter IV:

The students

Student sample profile

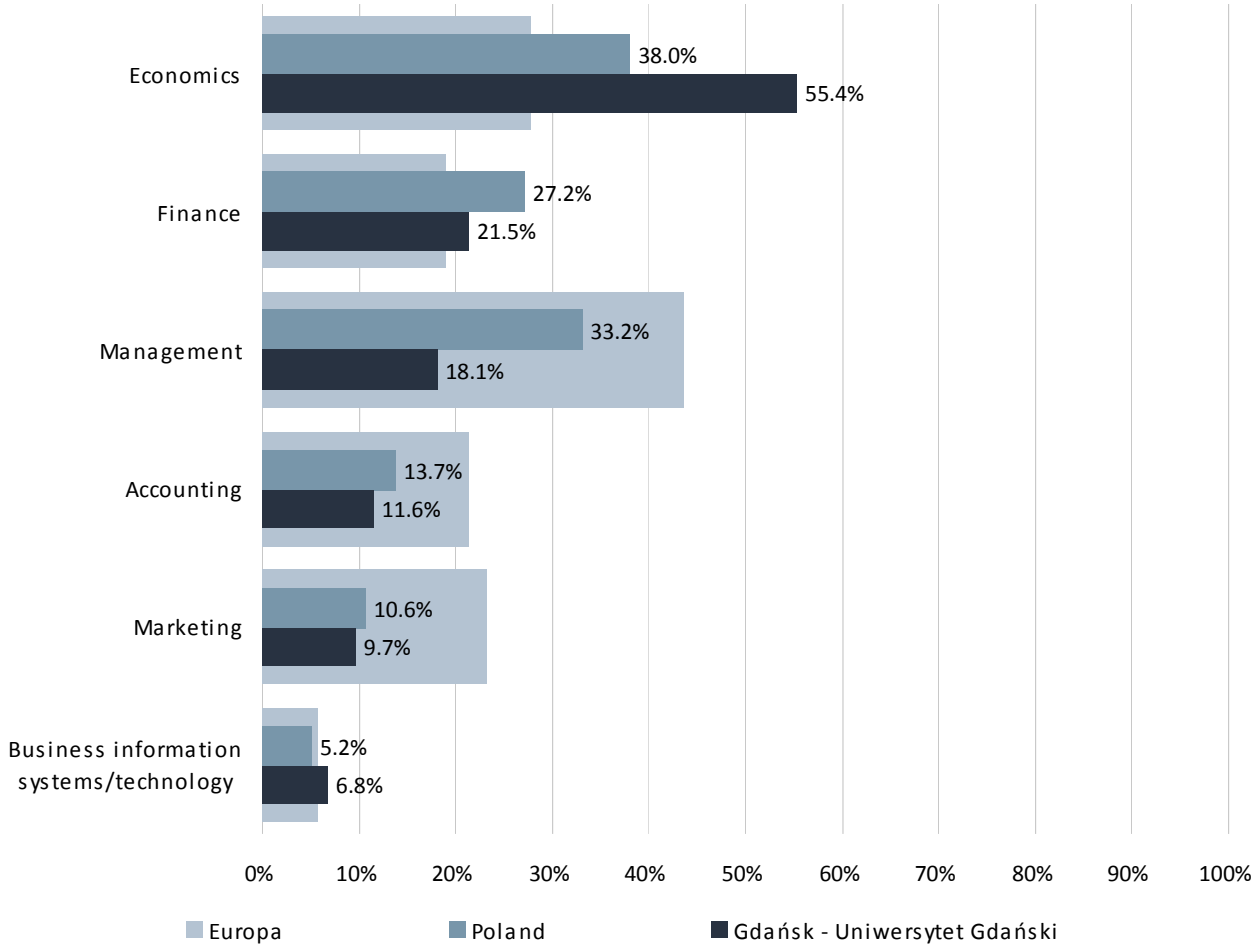
Age (average in years)

Gender

Country	Male	Female
Europe	43.3%	56.7%
Austria	41.5%	58.5%
Belgium	44.1%	55.9%
Bulgaria	30.8%	69.2%
Czech Republic	35.0%	65.0%
Denmark	47.6%	52.4%
Finland	32.1%	67.9%
France	45.1%	54.9%
Germany	52.5%	47.5%
Greece	47.8%	52.2%
Hungary	33.8%	66.2%
Ireland	38.2%	61.8%
Italy	43.9%	56.1%
Netherlands	54.3%	45.7%
Norway	58.8%	41.2%
Poland	33.4%	66.6%
Portugal	47.4%	52.6%
Romania	29.8%	70.2%
Russia	34.1%	65.9%
Slovakia	30.8%	69.2%
Spain	40.2%	59.8%
Sweden	47.2%	52.8%
Switzerland	58.5%	41.5%
Turkey	54.5%	45.5%
United Kingdom	48.1%	51.9%
Gdańsk - Uniwersytet Gdański	**37.6%**	**62.4%**

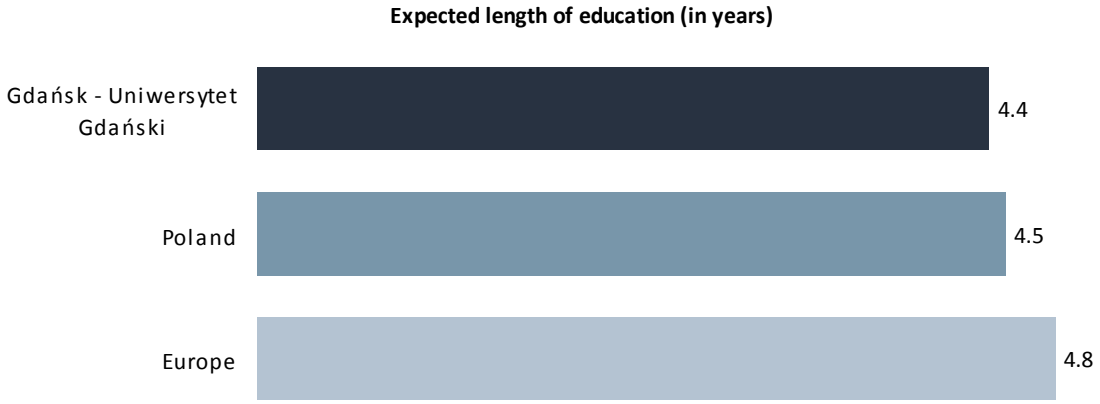
Student sample profile

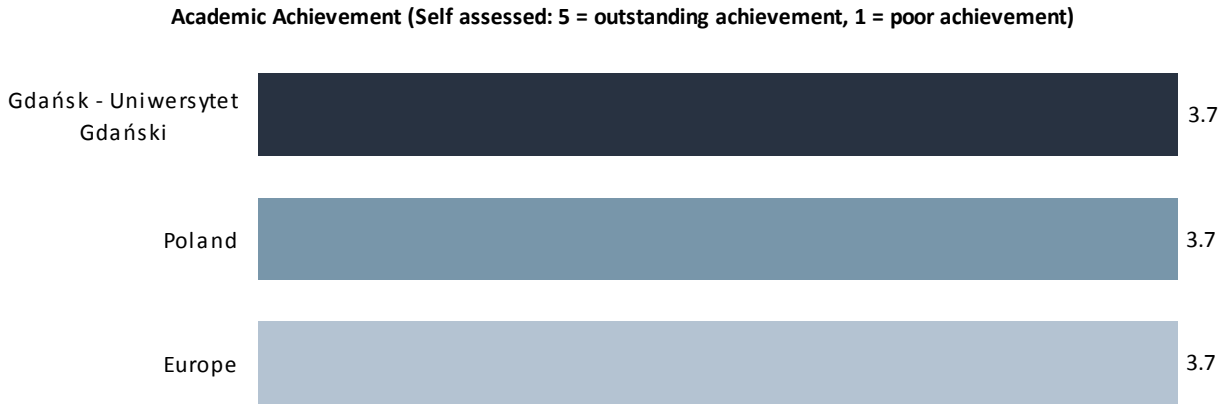
Subject



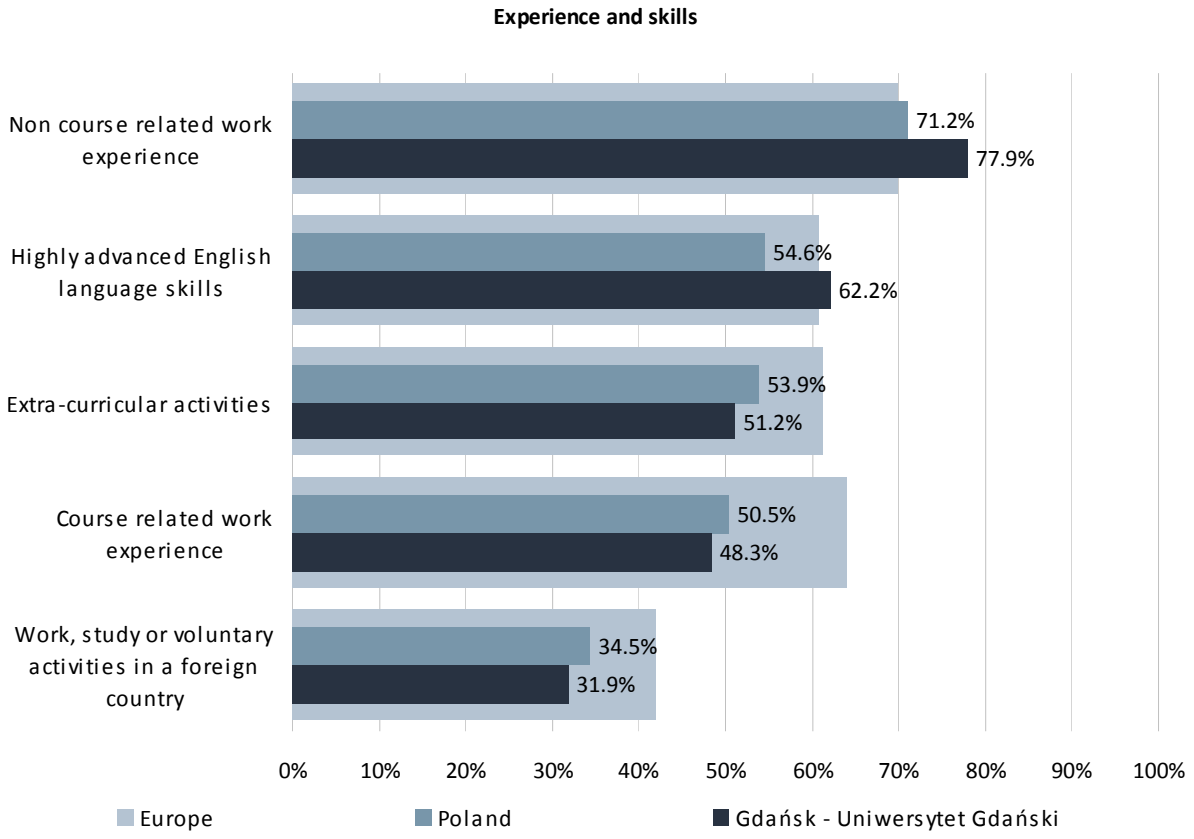
Student sample profile

Expected length of higher education and academic achievement



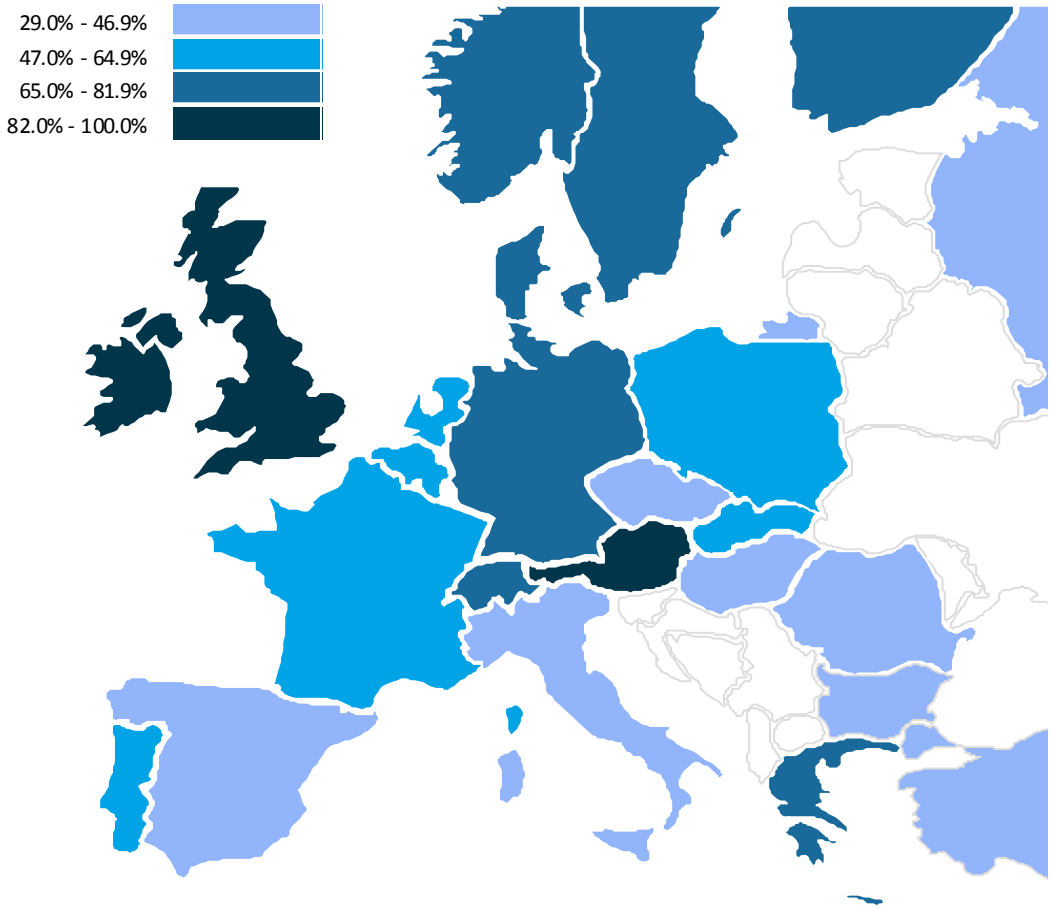


Experience and highly advanced English language skills



Experience and highly advanced English language skills

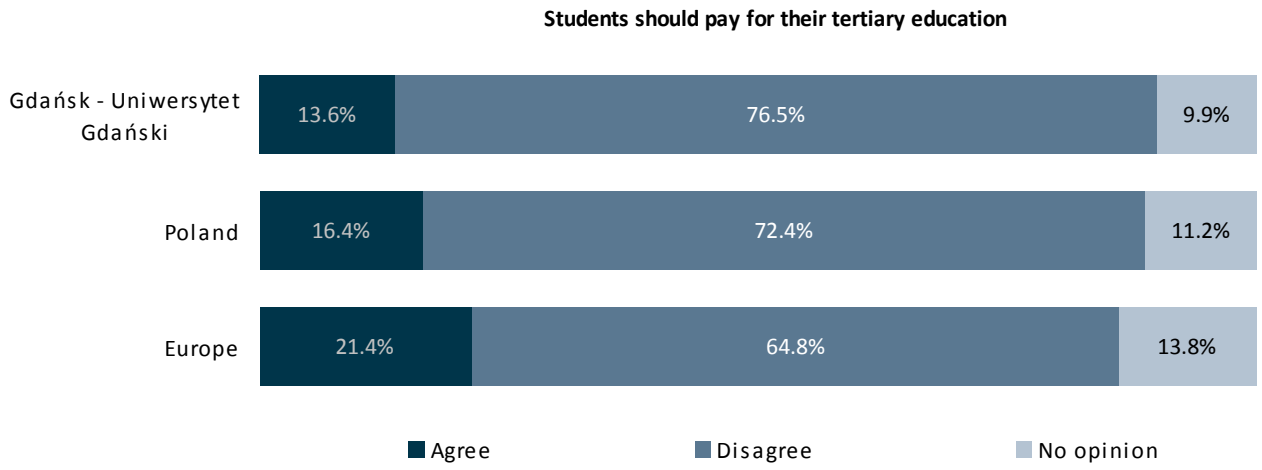
English language skills (according to students)



Country	%
Europe	60.8%
Austria	87.5%
Belgium	58.9%
Bulgaria	39.6%
Czech Republic	34.5%
Denmark	72.3%
Finland	80.4%
France	58.8%
Germany	74.9%
Greece	71.5%
Hungary	32.6%
Ireland	100.0%
Italy	29.7%

Country	%
Netherlands	64.0%
Norway	79.5%
Poland	54.6%
Portugal	52.3%
Romania	45.6%
Russia	44.0%
Slovakia	60.6%
Spain	29.6%
Sweden	75.9%
Switzerland	73.7%
Turkey	36.5%
United Kingdom	100.0%
Gdańsk - Uniwersytet Gdański	**62.2%**

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.

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