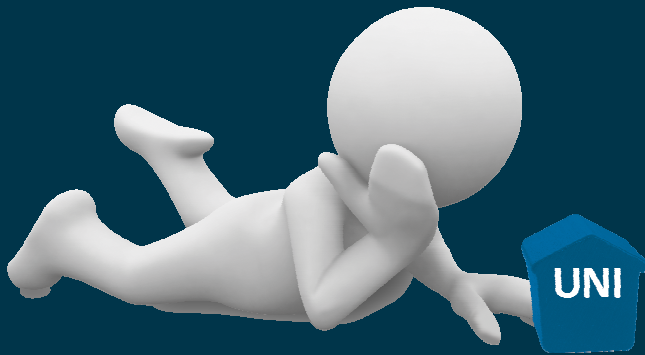


# Partner Report



**trendence**  
Graduate Barometer | **2010**

**Universidad Pontificia Comillas (Madrid)**



## The trendence Graduate Barometer 2010 - Business Edition

### Prepared for Universidad Pontificia Comillas (Madrid)

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 <b>trendence</b> Graduate Barometer 2010 .....	5
Sample groups .....	6
<b>Chapter I: Education and university evaluation .....</b>	<b>7</b>
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
Interest in studying a masters course abroad .....	13
Desired masters course destination .....	14
Students wanting to study a masters course in Spain .....	15
<b>Chapter II: Career .....</b>	<b>16</b>
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
Expectations of first position .....	21
Mobility .....	22
<b>Chapter III: Employer attractiveness .....</b>	<b>23</b>
Employer attractiveness .....	24
<b>Chapter IV: The students .....</b>	<b>25</b>
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

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.

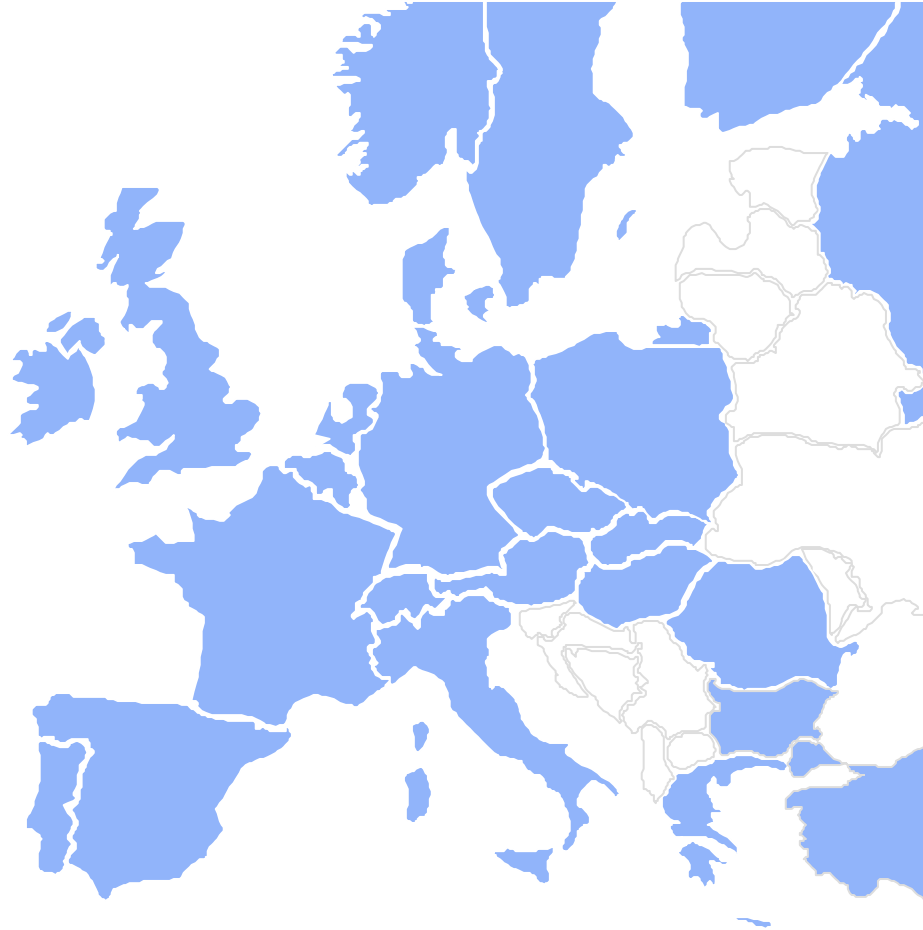
The field phase of the survey took place from 01.09.2009 – 11.01.2010. The students were asked about their preferences and expectations in their future career, their satisfaction with their university, and the attractiveness of future employers.

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
<b>Total</b>	<b>219 790</b>



## Sample groups

Europe:



71545

Sample: Numbers of answers for the Business Edition

Spain:



5236

Sample: Numbers of answers for the Business Edition

Universidad Pontificia Comillas (Madrid):



53

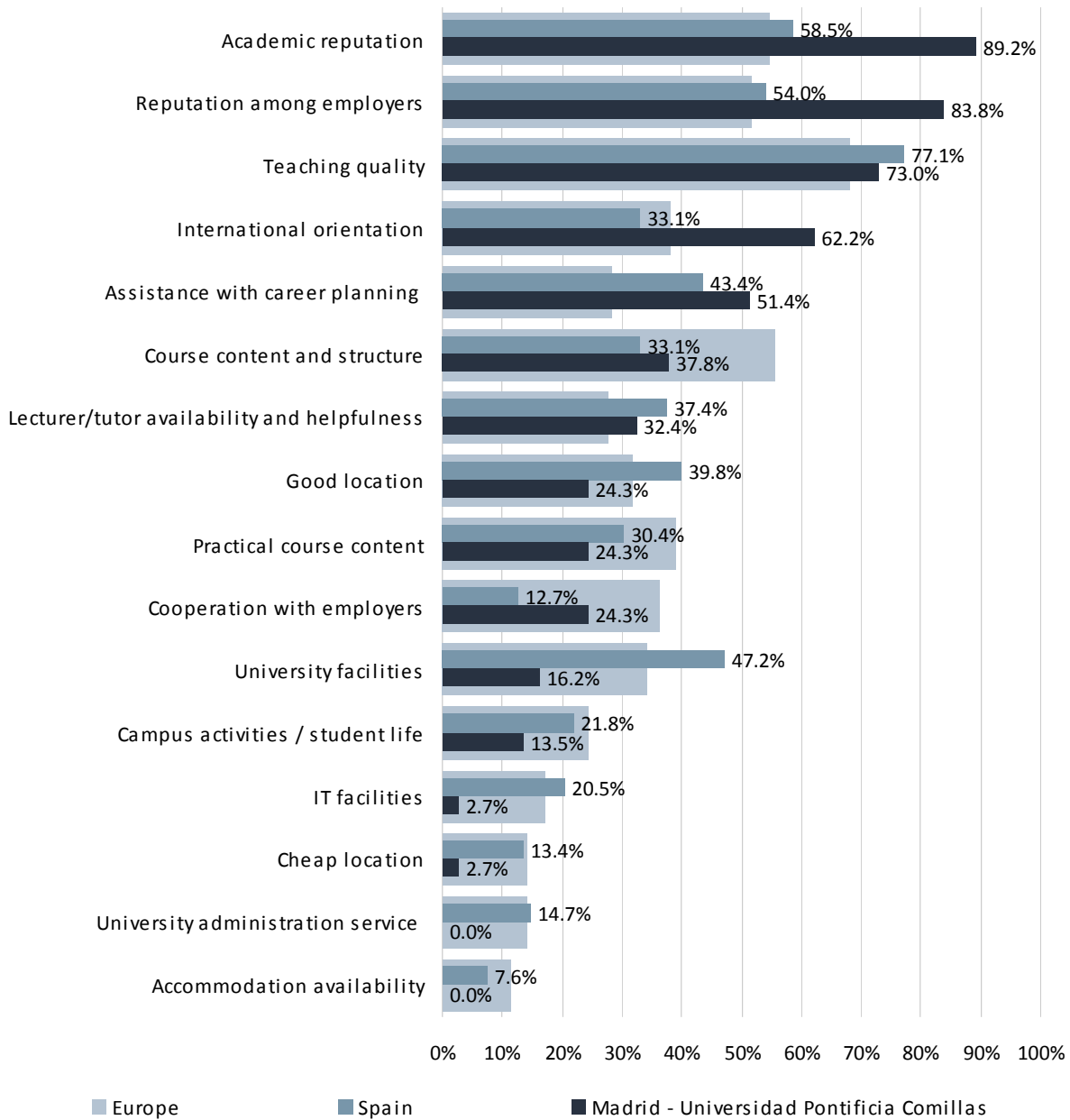
Sample: Numbers of answers for the Business Edition

Chapter I:

# Education and university evaluation



### Important factors when choosing a university course



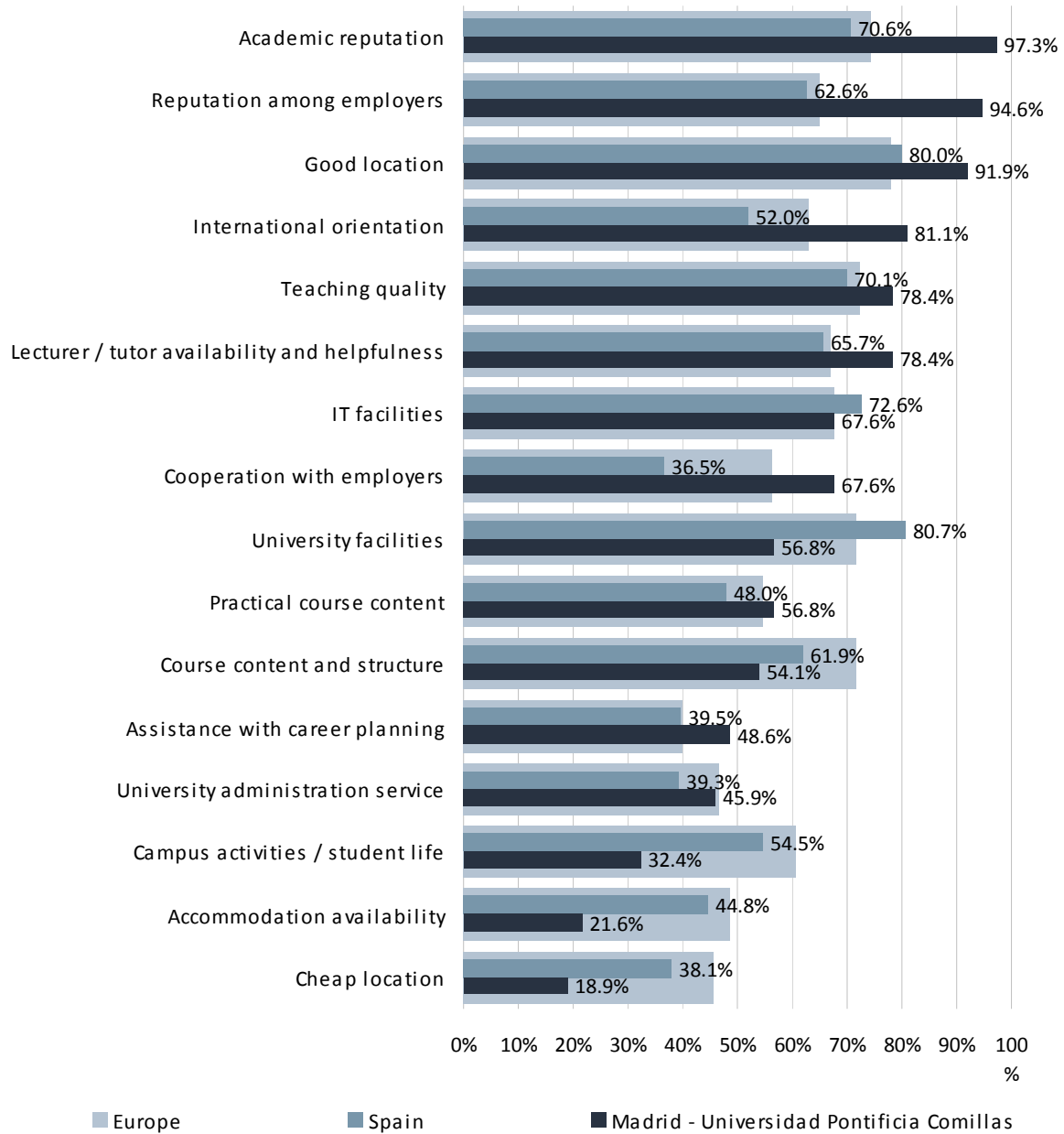
**!** The diagram shows the % of students who selected the factor as important when choosing a university course.

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





## Evaluation of university performance

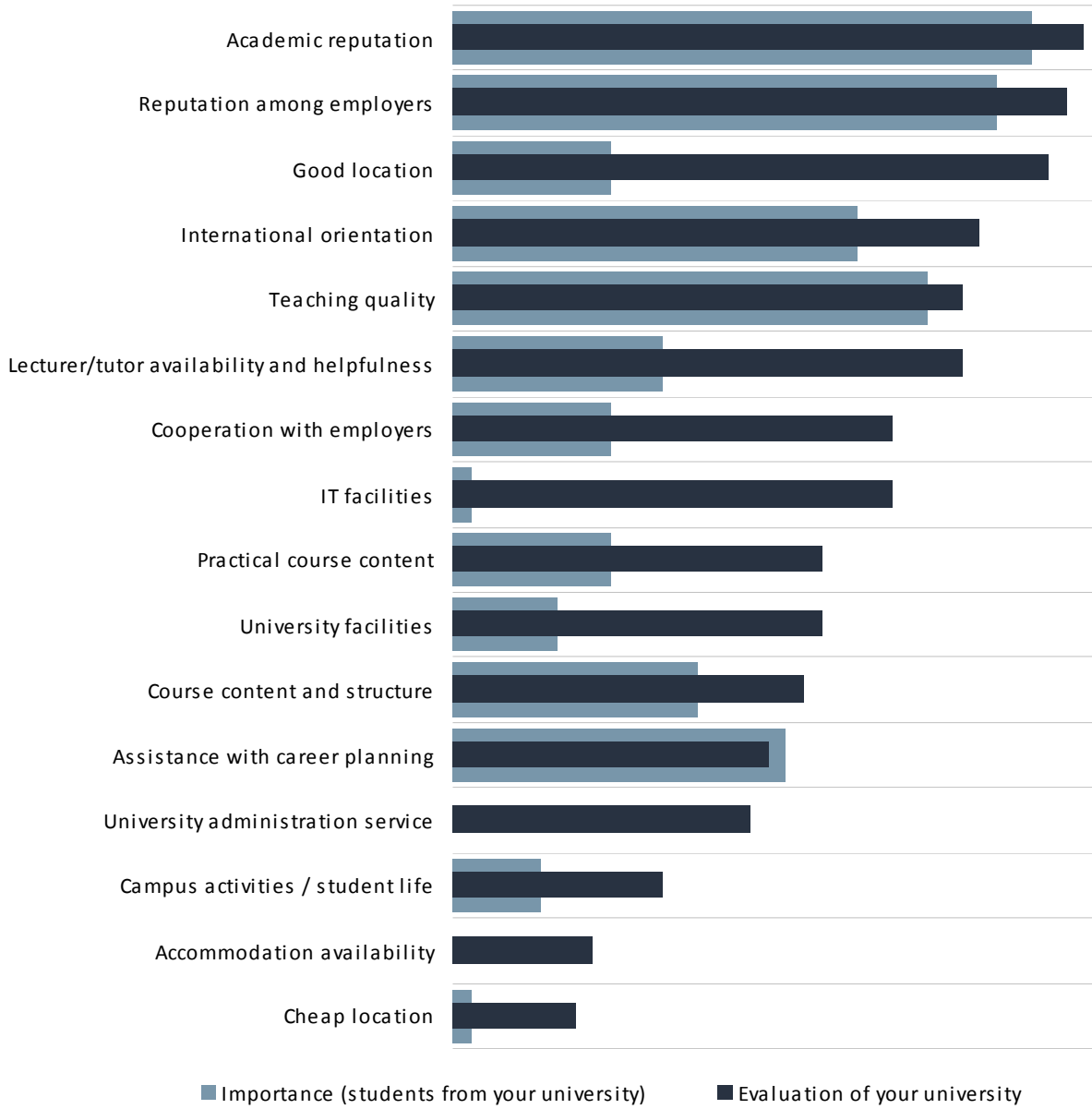


**!** The diagram shows the % of students who evaluated the performance of your university as good for each of the above factors.

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



### Importance vs. evaluation

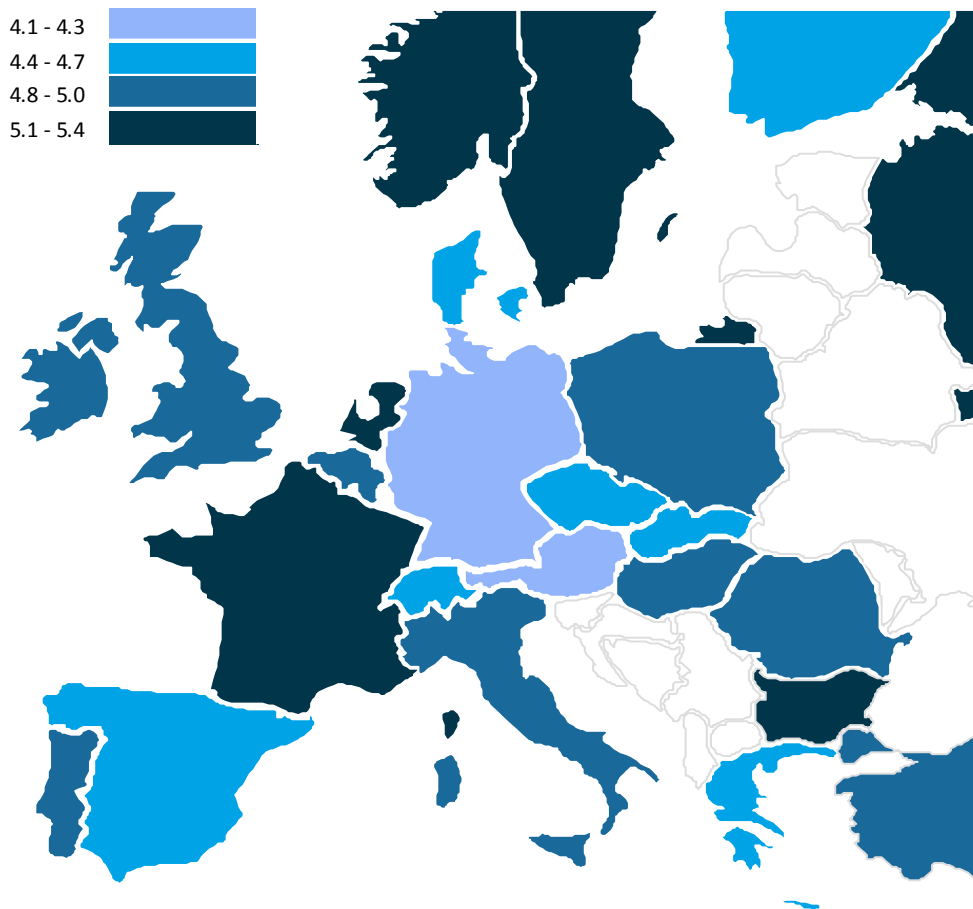


**!** The diagram compares what is important to students at your university and how they evaluate your university on these factors.





## 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
<b>Madrid - Universidad Pontificia Comillas</b>	<b>4.9</b>



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

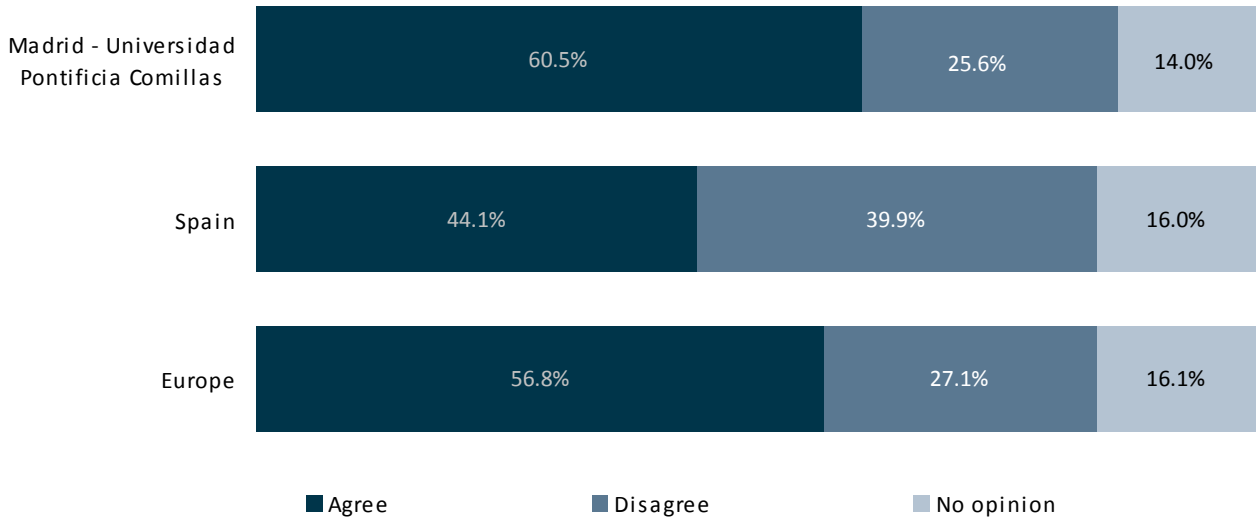


*Question: Overall how satisfied are you with your university/course? (1 = very dissatisfied and 7 = very satisfied).*

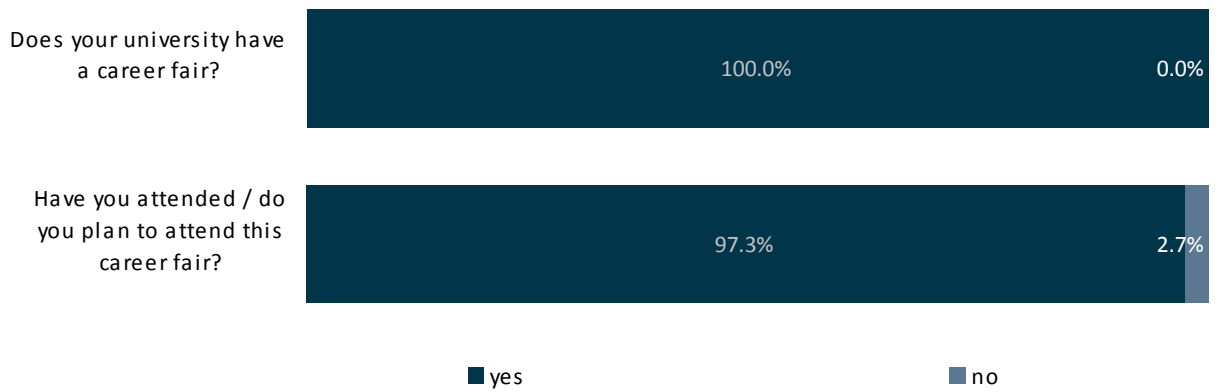


### Views on university course and careers fairs

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

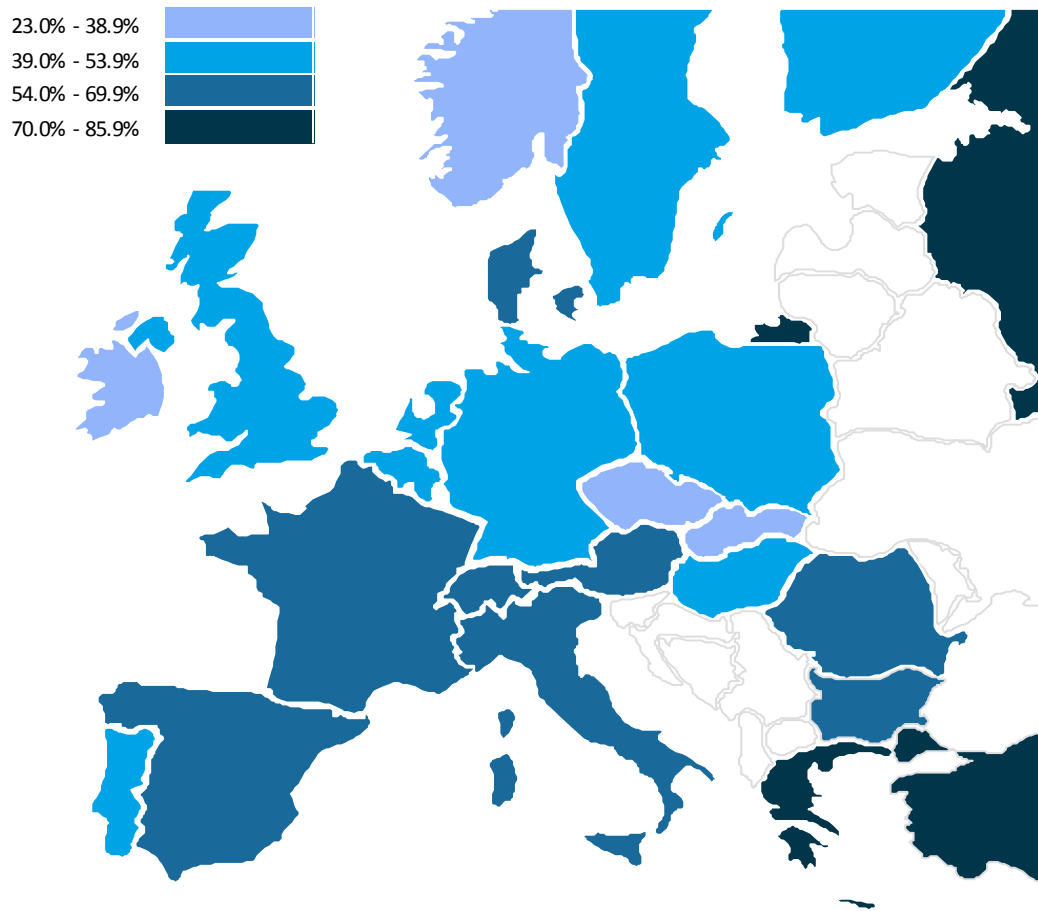


**Awareness and use of career fair at the university**





## 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%
<b>Madrid - Universidad Pontificia Comillas</b>	<b>75.0%</b>



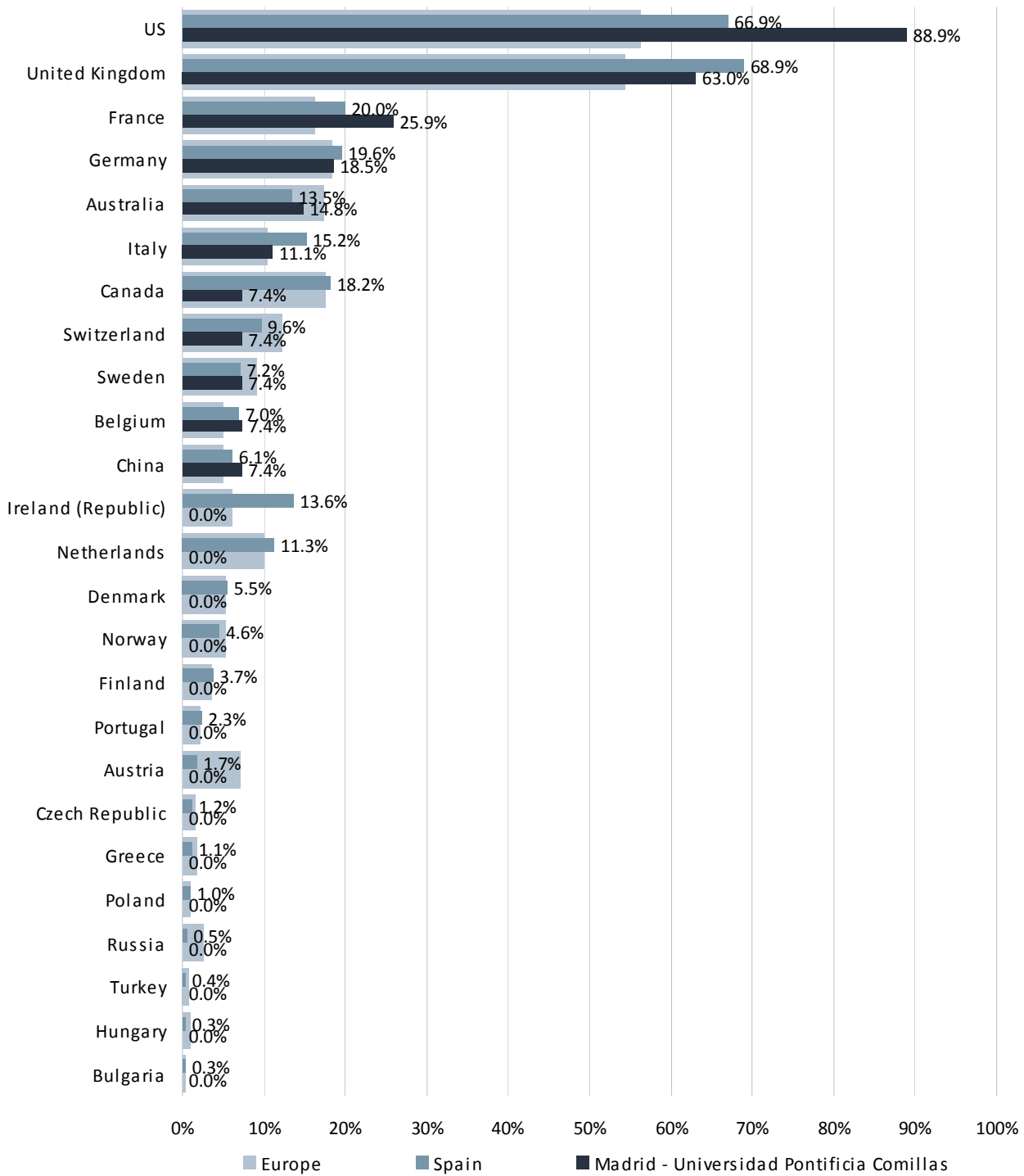
The map and tables show the % of students who answered yes to this question.



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



### Desired masters course destination

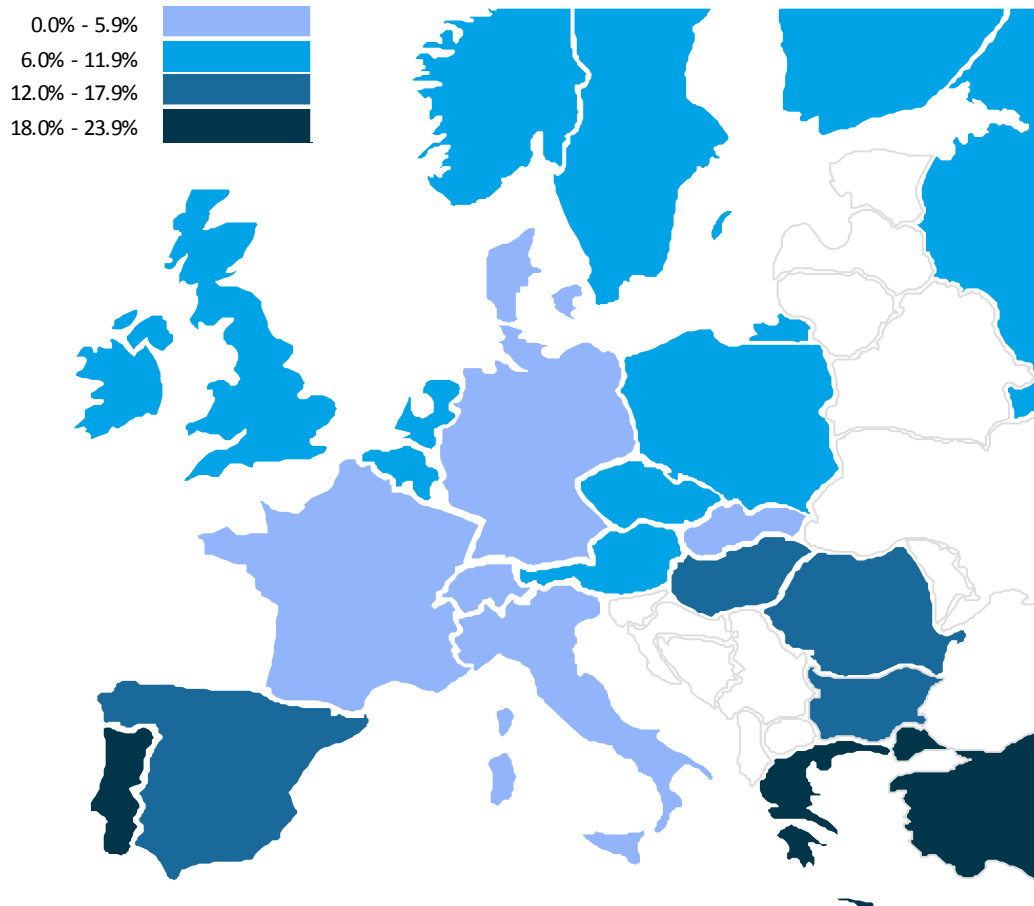


**!** The diagram shows the most desired master course destinations of students in your country, in Europe and at your university.

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



## Students wanting to study a masters course in Spain



Country	%
Austria	16.1%
Belgium	20.2%
Bulgaria	10.0%
Czech Republic	14.5%
Denmark	12.5%
Finland	15.0%
France	15.7%
Germany	11.1%
Greece	13.4%
Hungary	17.5%
Ireland	6.5%
Italy	20.8%

Country	%
Netherlands	19.6%
Norway	6.6%
Poland	19.0%
Portugal	33.2%
Romania	16.0%
Russia	11.3%
Slovakia	10.7%
Spain	0.0%
Sweden	9.2%
Switzerland	8.7%
Turkey	14.2%
United Kingdom	17.1%



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

Chapter II:

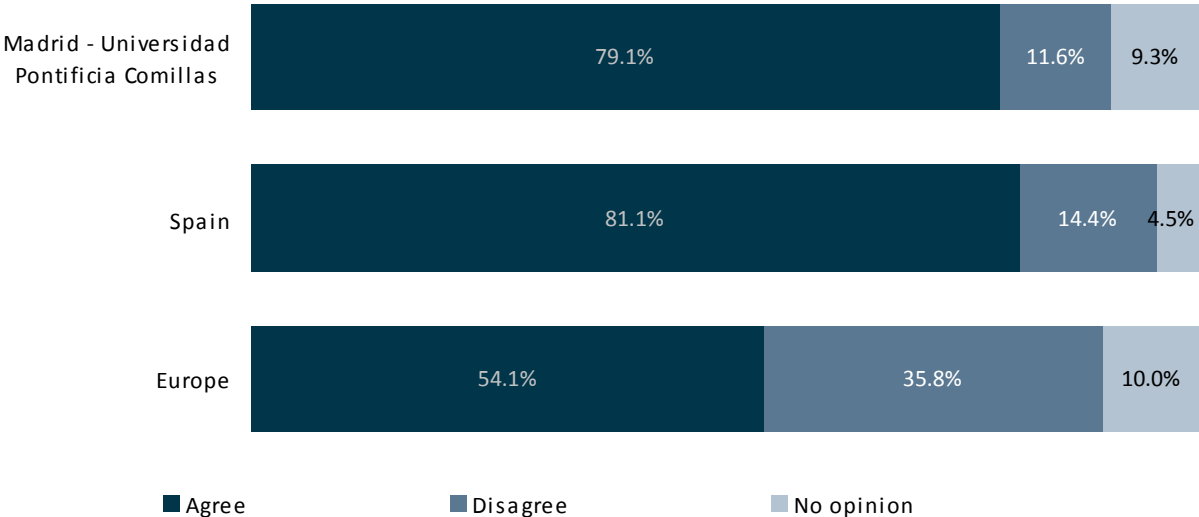
Career





### Opinions – future career

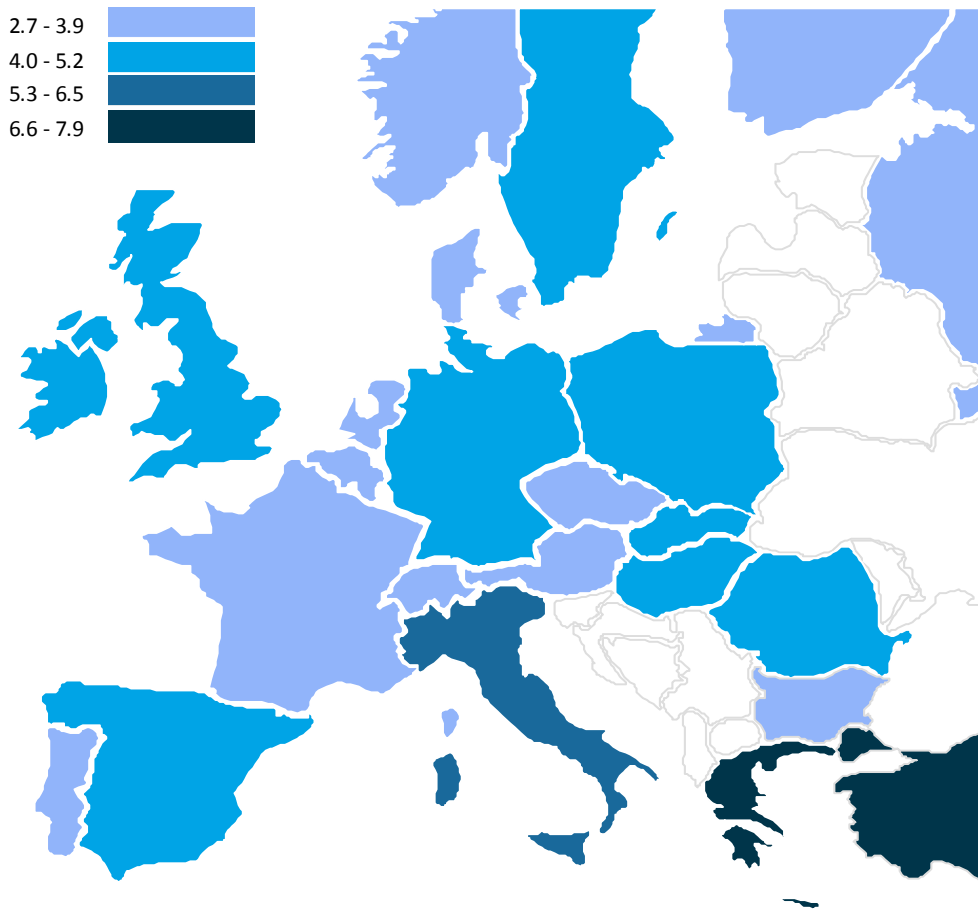
I am worried about my future career





Job application process

Estimated timeframe to find first position (months)



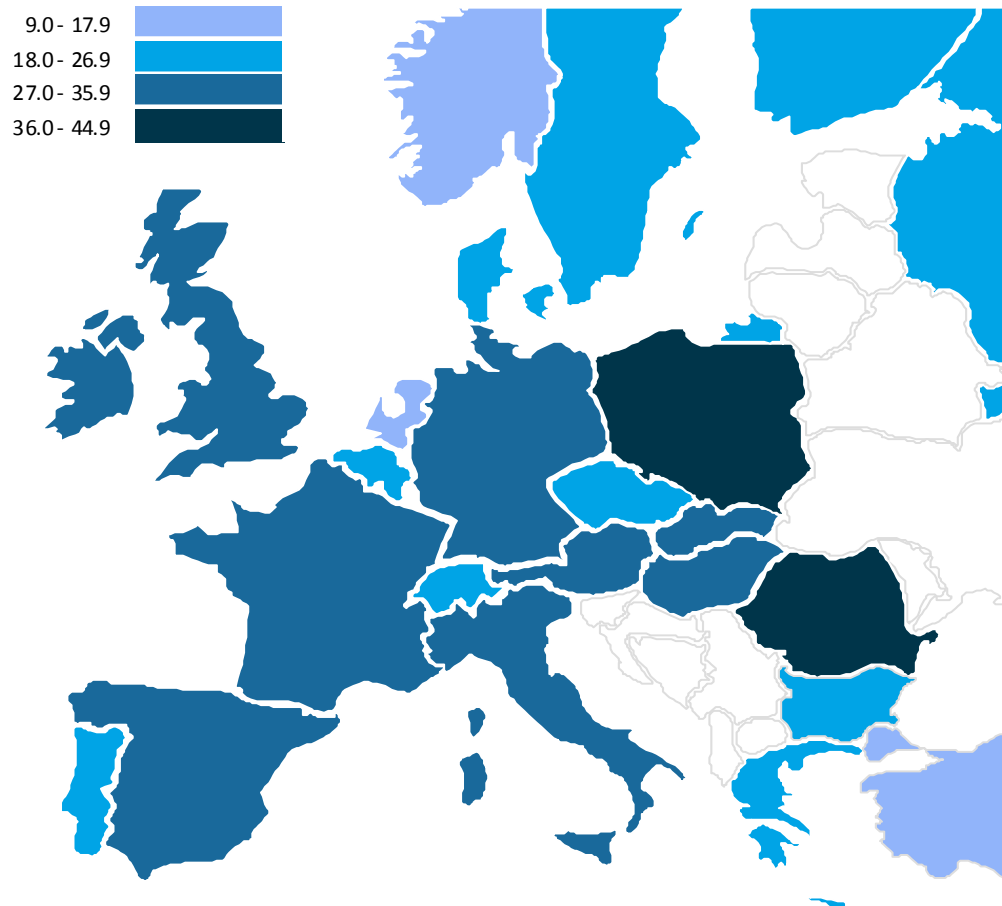
Country	Months
Europe	4.4
Austria	3.1
Belgium	3.6
Bulgaria	2.8
Czech Republic	3.3
Denmark	3.9
Finland	3.2
France	3.4
Germany	4.2
Greece	6.7
Hungary	4.4
Ireland	4.7
Italy	5.5

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
<b>Madrid - Universidad Pontificia Comillas</b>	<b>3.1</b>



## Job application process

## Estimated number of applications to find first position



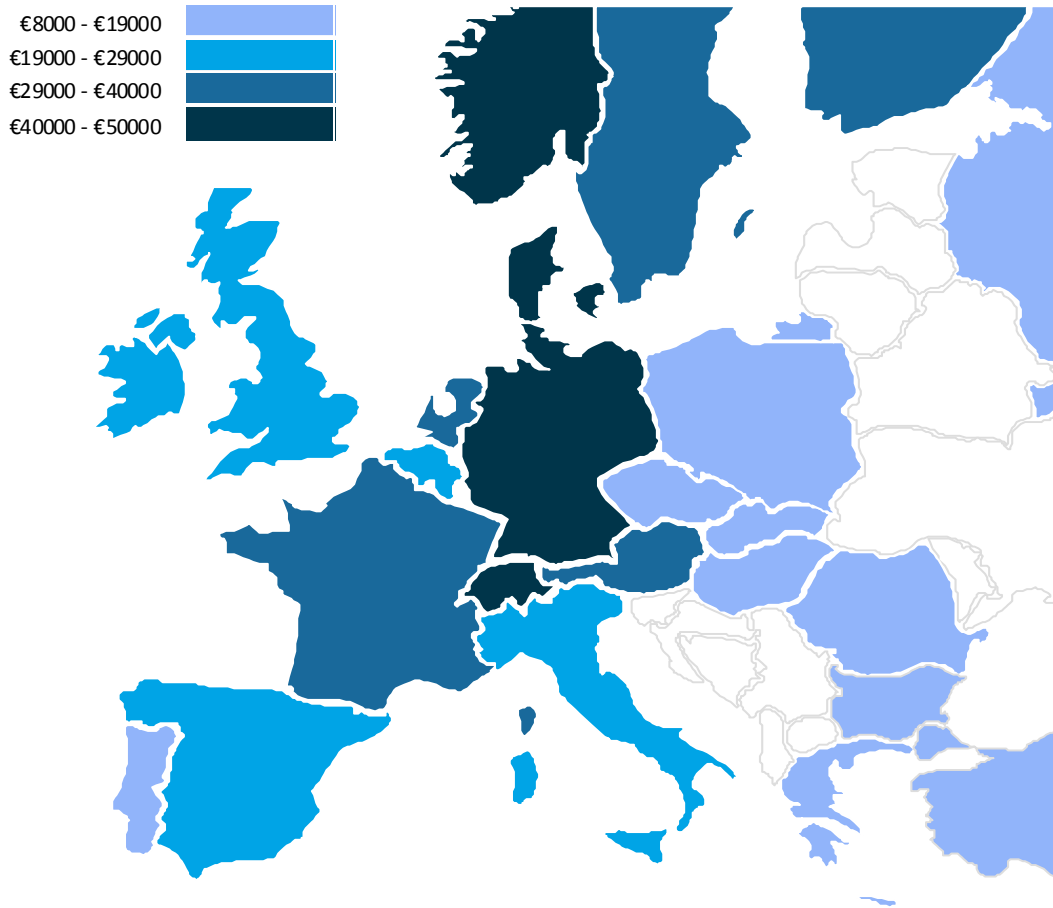
Country	Applications
Europe	30.3
Austria	30.0
Belgium	21.1
Bulgaria	19.6
Czech Republic	20.2
Denmark	24.8
Finland	24.3
France	34.6
Germany	32.4
Greece	23.1
Hungary	33.2
Ireland	28.2
Italy	28.1

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
<b>Madrid - Universidad Pontificia Comillas</b>	<b>23.1</b>



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
<b>Madrid - Universidad Pontificia Comillas</b>	<b>€29 177</b>

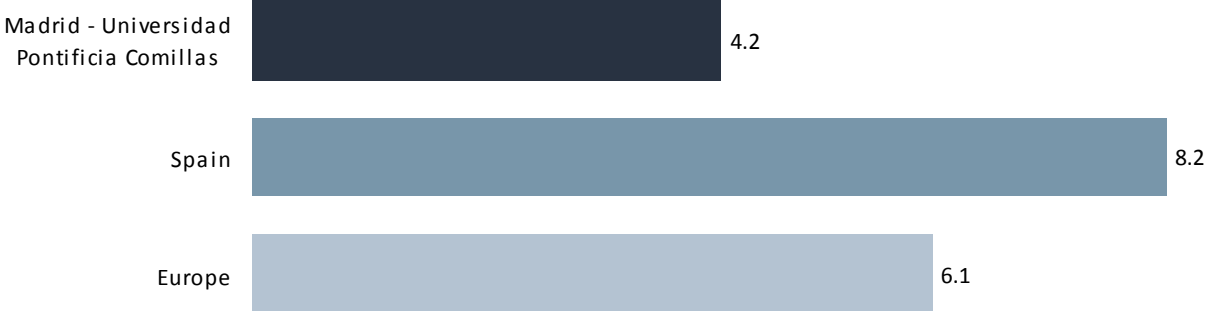


### Expectations of first position

Desired weekly working hours



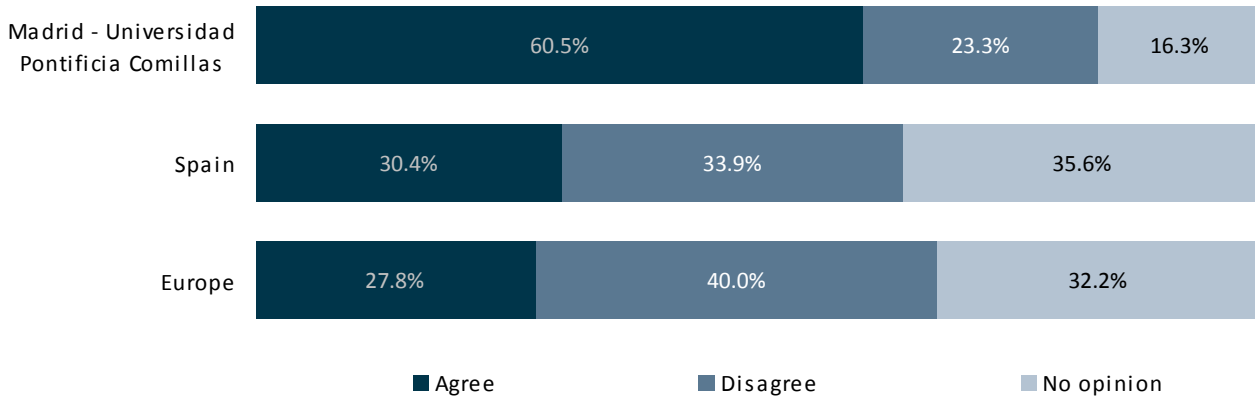
Desired time in first position (years)



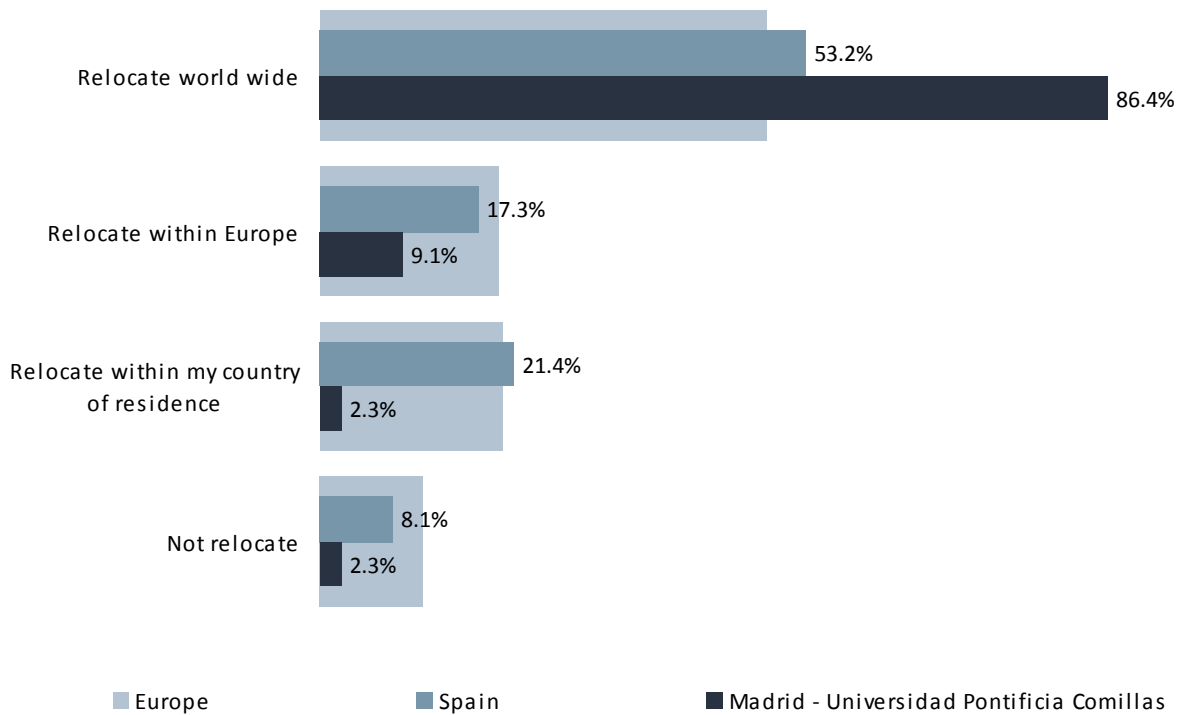


## Mobility

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

Rank	Company (top 10)	Madrid - Universidad Pontificia Comillas
1	Procter & Gamble	32.5%
2	PricewaterhouseCoopers	22.5%
3	Santander Group	12.5%
3	McKinsey & Company	12.5%
3	L'Oréal	12.5%
6	Morgan Stanley	10.0%
6	JPMorgan Chase	10.0%
6	Deloitte	10.0%
6	BCG The Boston Consulting Group	10.0%
10	Société Générale	7.5%

Rank	Company (top 10)	Spain
1	la Caixa	20.1%
2	Santander Group	13.8%
3	BBVA Group	11.7%
4	Inditex (incl. ZARA, Pull and Bear/Often, Kiddy's Class, Massimo Dutti, Bershka, Stradivarius, Oysho)	11.3%
5	Deloitte	9.4%
6	Banco de España	8.0%
7	Caja Madrid	7.2%
8	El Corte Inglés	7.1%
9	PricewaterhouseCoopers	6.4%
9	AC Hoteles	6.4%

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)



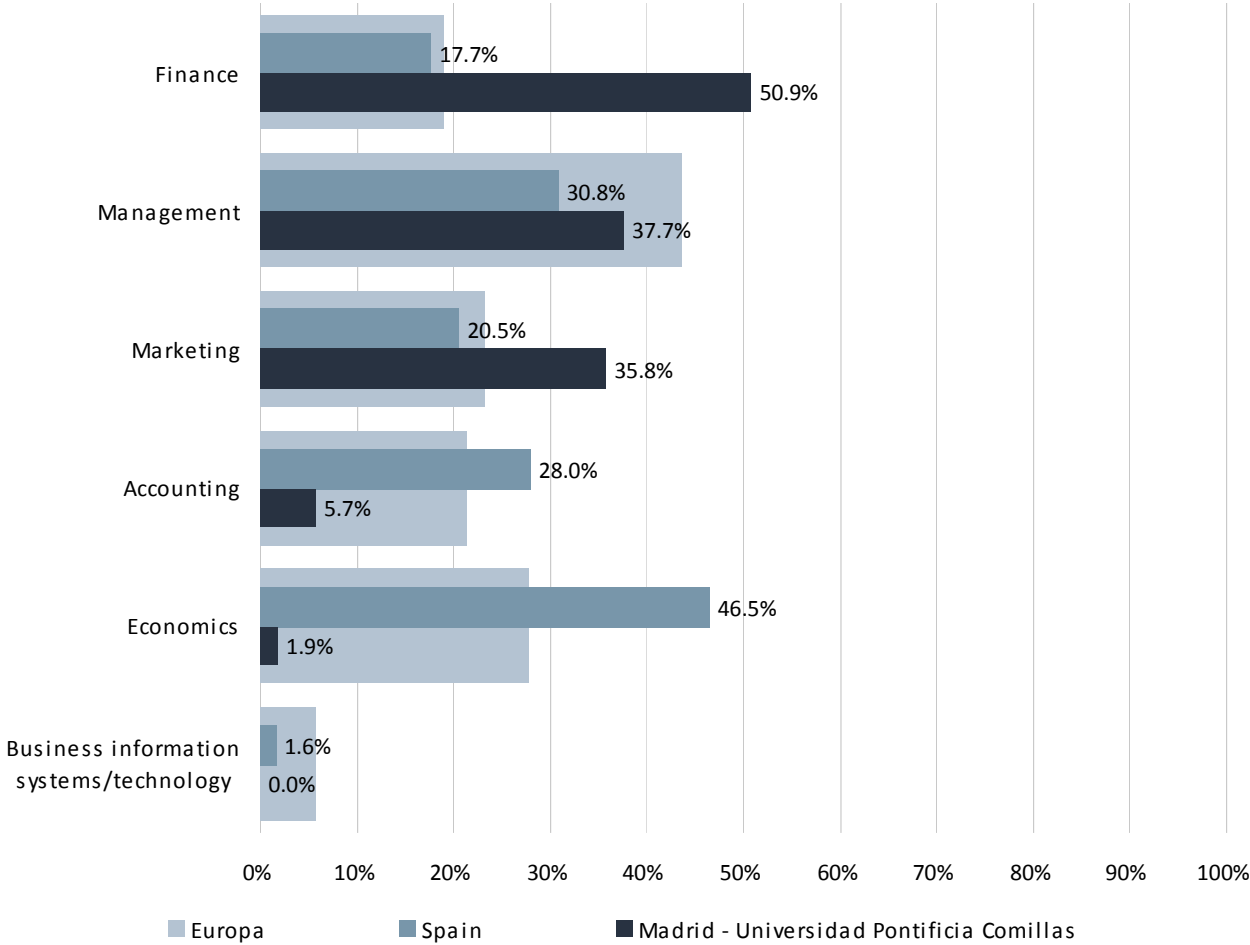
Gender

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%
<b>Madrid - Universidad Pontificia Comillas</b>	<b>56.9%</b>	<b>43.1%</b>



Student sample profile

Subject





Student sample profile

### Expected length of higher education and academic achievement

**Expected length of education (in years)**

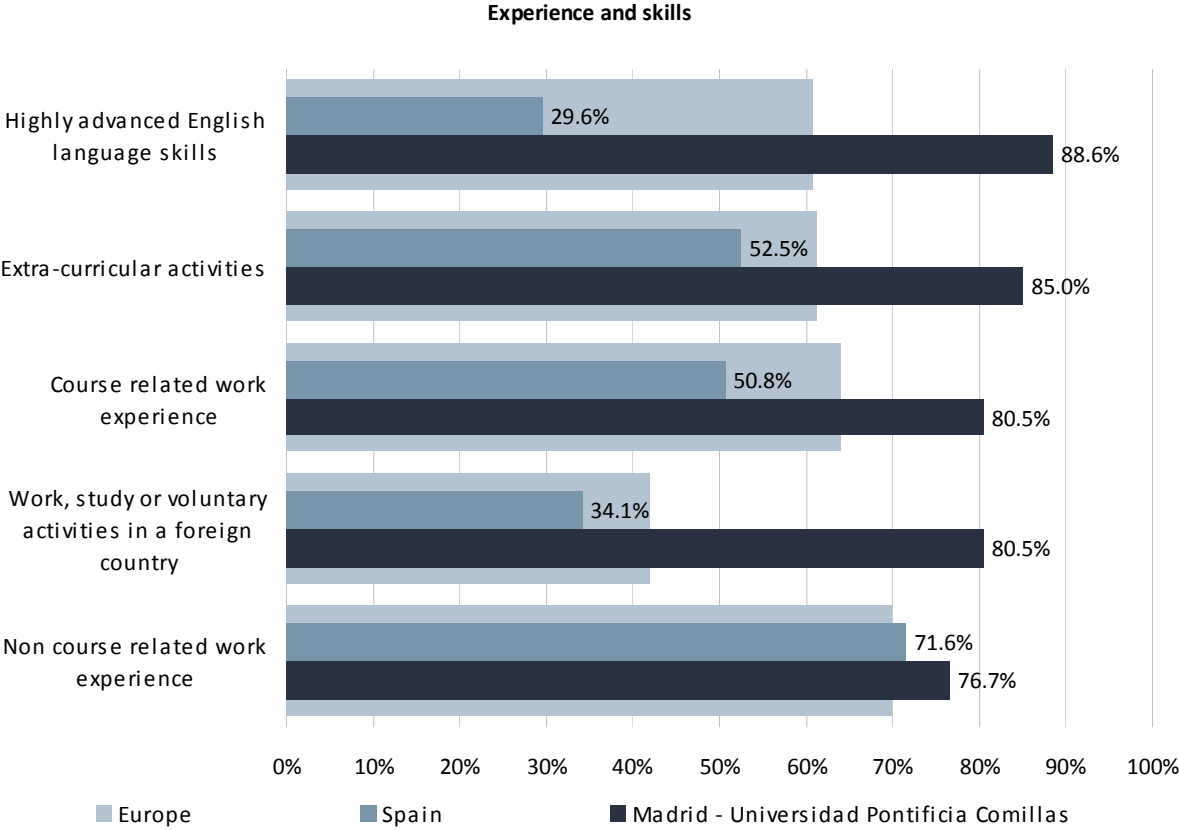


**Academic Achievement (Self assessed: 5 = outstanding achievement, 1 = poor achievement)**





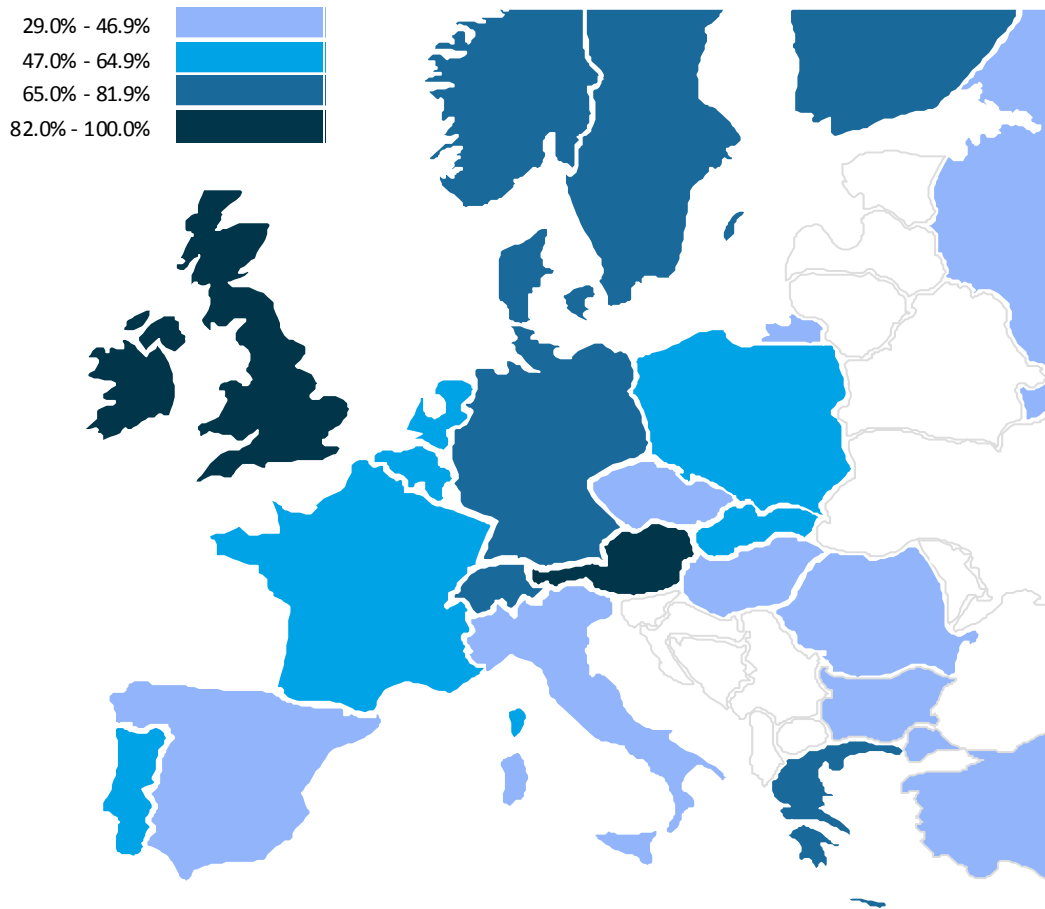
### Experience and highly advanced English language skills





Experience and highly advanced English language skills

### English language skills (according to students)

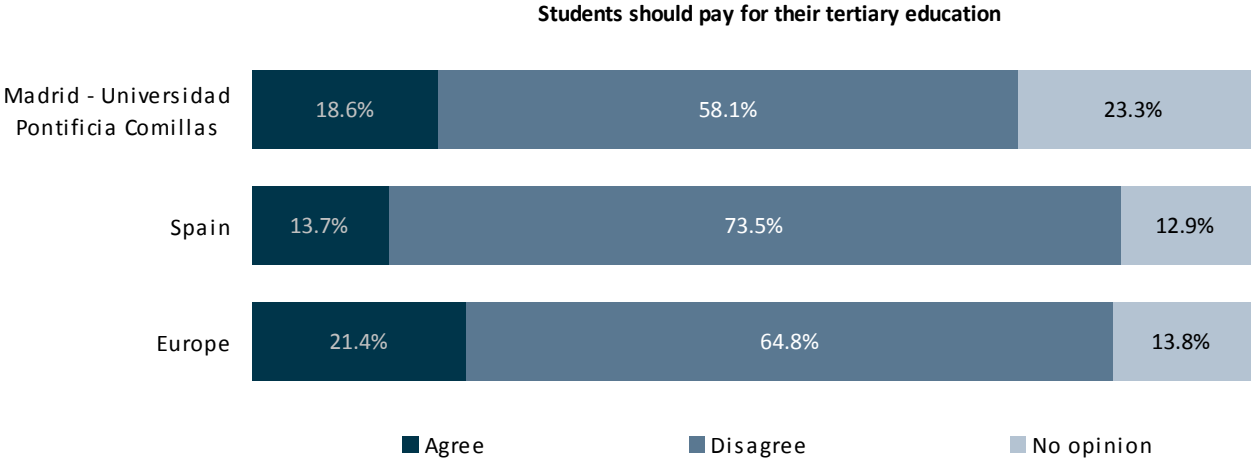


Country	%
Europe	60.8%
Austria	87.5%
Belgium	58.9%
Bulgaria	39.6%
Czech Republic	34.5%
Denmark	72.3%
Finland	80.4%
France	58.8%
Germany	74.9%
Greece	71.5%
Hungary	32.6%
Ireland	100.0%
Italy	29.7%

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%
<b>Madrid - Universidad Pontificia Comillas</b>	<b>88.6%</b>



### 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](mailto:Ulrike.Heyne@trendence.com)

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

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

[www.trendence.com](http://www.trendence.com)

[www.trendemployer.de](http://www.trendemployer.de)