

Europe's graduates are extremely mobile / L'Oréal and Google ranked No. 1 in *The European Student Barometer 2008*

Berlin, December 2008 – Once again this year the Berlin based trendence Institute has surveyed students close to graduation in order to find out about their career priorities and preferences and who they consider to be the most attractive employers. *The European Student Barometer*, a Europe-wide study, shows that the participants are extremely mobile. 47.8% (business) and 45.3% (engineering) of respondents indicate a willingness to relocate anywhere in pursuit of their career goals. Only 15.2% of business and 16.2% of engineering students are not willing to relocate. For their first professional position after graduation, European business students consider training on the job to be a crucial factor, followed by the possibility of long term learning potential.

The *European Student Barometer* has been in production for six years and every year the study is further developed and refined. In 2008 the European Student Barometer experienced a phase of considerable growth, with the number of participants increasing to 91,000 along with the addition of two new countries (Greece and Slovakia).

L'Oréal and Google are the most popular employers

While for business and economics students producers of consumer goods prove to be the most favoured employers, engineers tend to name companies active in the IT industry. L'Oréal managed to retain its No. 1 position in the rankings among business students.

"Since trendence started *The European Student Barometer* in 2002, a large proportion of European business graduates have chosen L'Oréal as their most attractive employer. The company has managed to keep its place in the top three for six years now. This is due to its reputation of being a firm that provides graduates with international career opportunities and, more importantly, the opportunity to gain experience and expertise very quickly." says Oliver Viel, trendence's Head of Customer Relations and Consultancy.

PricewaterhouseCoopers (13.4%) and Apple (13.2%) achieved 2nd and 3rd place respectively, ahead of Ernst & Young (12.9%) and Coca Cola (11.9%). Google is deemed attractive by 19% of engineering students. IBM (17.9%) and Microsoft (16.8) also achieved well with 2nd and 3rd place followed by Apple

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(15.9) in fourth and BMW Group in fifth (15.1) position.

Business Edition – Top 5 chosen by European students

Rank	Employer	%
1	L'Oréal	14.1%
2	PricewaterhouseCoopers	13.4%
3	Apple	13.2%
4	Ernst & Young	12.9%
5	Coca-Cola	11.9%

Engineering Edition – Top 5 chosen by European students

Rang	Unternehmen	%
1	Google	19.0%
2	IBM	17.9%
3	Microsoft	16.8%
4	Apple	15.9%
5	BMW Group	15.1%

Contact us to learn more about your country's results

About the study

If you would like to receive further results of the study, please contact us. We would be happy to provide you with further details of the results of the country/countries you are interested in.

The European Student Barometer is a yearly study conducted amongst students who are about to finish their degrees and enter the workforce. The study is the largest of its kind, covers 20 European countries and incorporates the responses of over 91,000 university students.

The Top Employer ranking is established from a list of more than 100 companies. Students select which companies they are familiar with and then which companies they consider to be attractive employers. In choosing their most attractive employers, students may add additional companies that are not on the list, allowing the list to be updated each year.

About the trendence Institute

The trendence Institute specialises in empirical research studies based on the career perspectives and expectations of young people. It also provides consulting services to institutions in all areas of recruitment marketing. trendence assists companies in the task of gaining information about their potential workforce. For this reason, trendence devises questionnaires to find out the opinions of school-leavers, students and young professionals.

For further information regarding the European Student Barometer please contact:

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