



trendence
research » strategies » careers



trendence | Graduate Barometer | 2011

European Business Edition



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The trendence Graduate Barometer is an independent survey conducted annually by trendence, a part of the GTI Group. The survey looks at graduates' preferences and priorities when selecting a first employer after graduation and examines their strategies when looking for information about potential employers. The graduates are asked to select the employers they consider to be attractive first employers from a list of 120 employers.

trendence cooperated with over 1,000 universities and various student employers throughout Europe in order to reach the students. Our partners sent out invitations to their students, who then completed an online questionnaire. The data of 96,431 business students and 128,856 engineering students have been included in the analysis.

your trendence team
(gbe@trendence.com)

Background information

Global Information

Method:	Online-questionnaire.
Field phase:	September 2010 to January 2011
Participation:	Invitations via careers service email; anonymity assured; prize draw & donation
Subsets:	The report is based on the answers of all European business students, including break downs of female and male students
Analysis:	Data analysis with statistical tools; MRS and ESOMAR codes and ISO 20252 observed.
Media coverage:	FAZ 06/2011

Response	GBE 2009	GBE 2010	GBE 2011
Participating universities	779	859	1,077
Respondents	196,019	219,790	310,945

trendence – group member



Group GTI

Moving careers forward

trendence

















Employer branding and careers marketing research



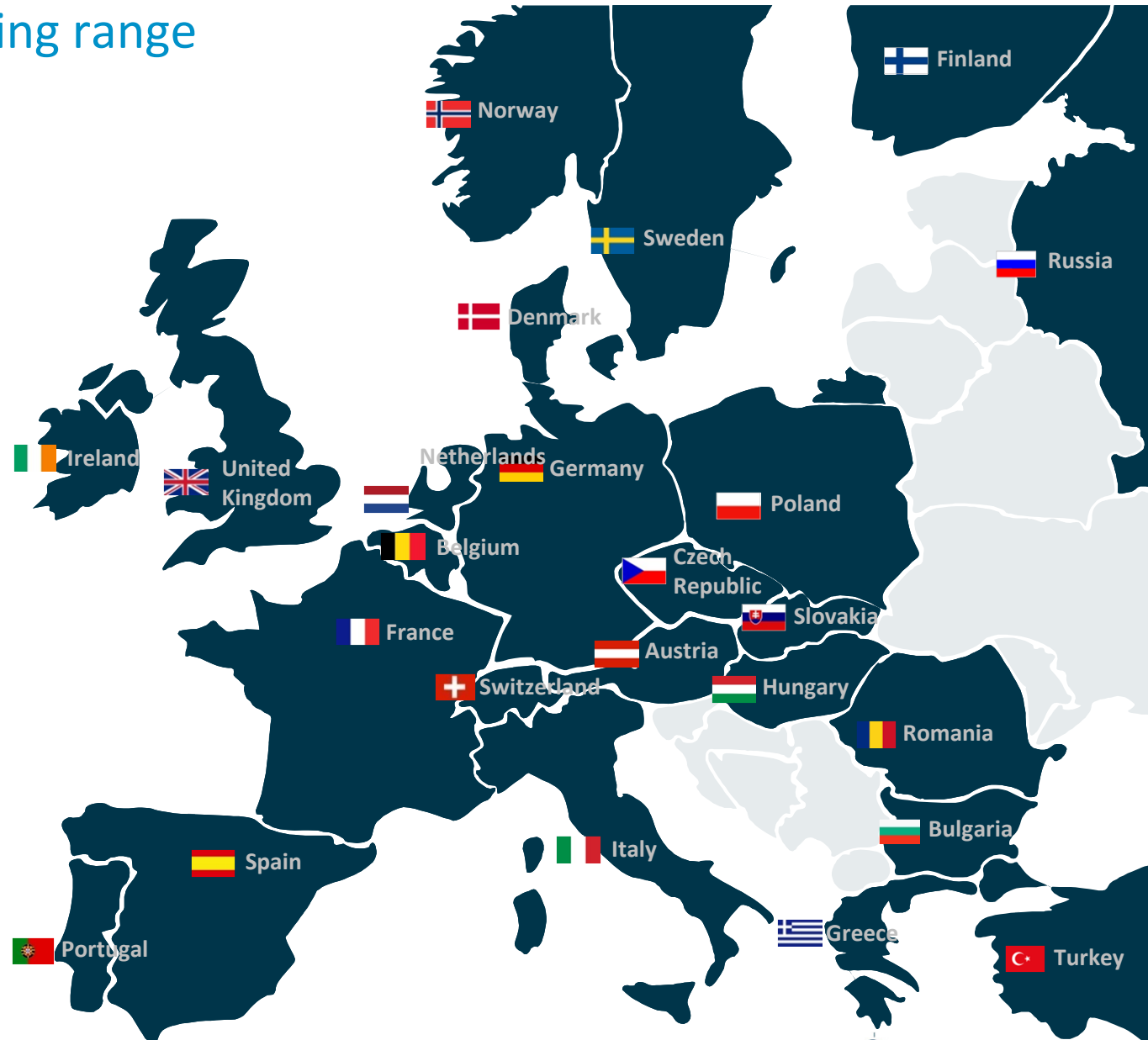
GTI Recruiting Solutions Ltd
Making recruitment easier



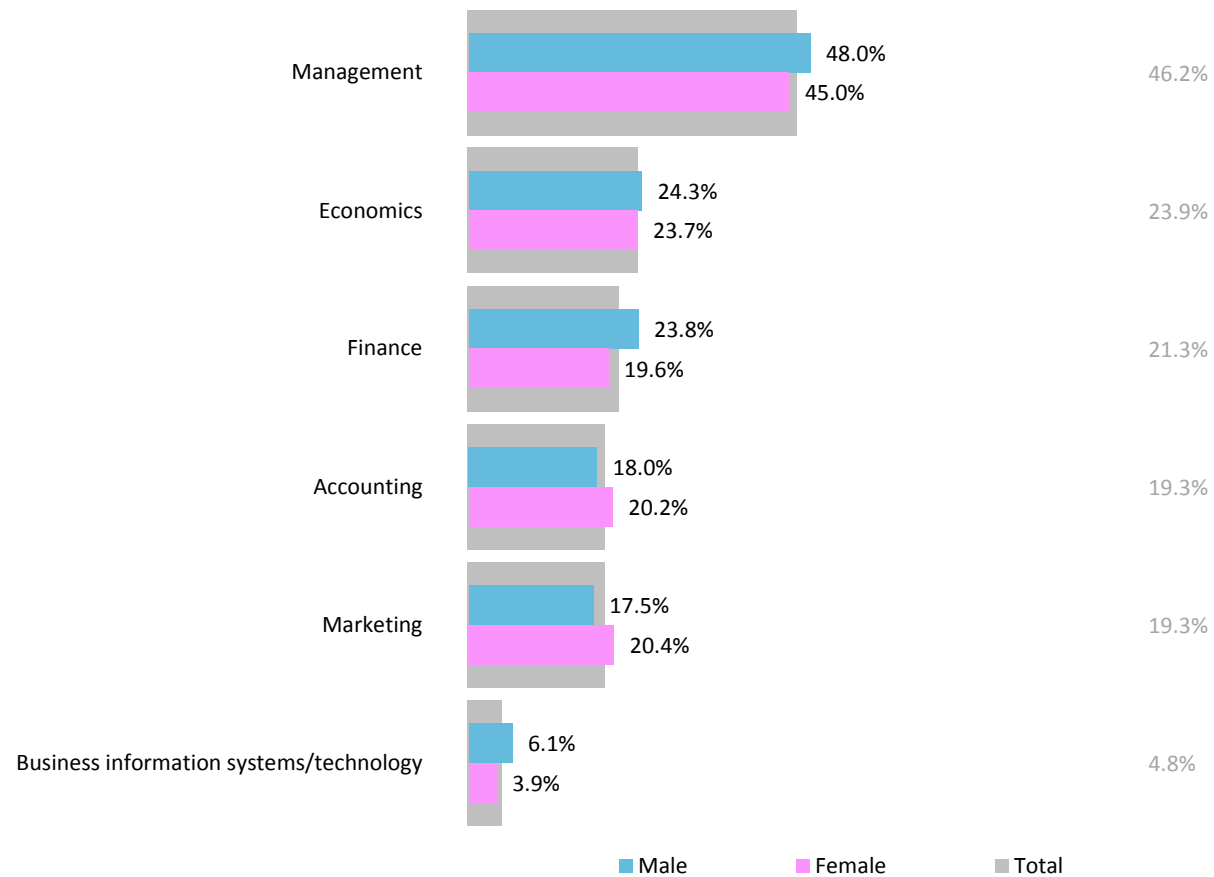
- Applicant tracking software
- Recruitment process management
- Recruitment events and campaign management

UK	Ireland	Germany	Switzerland	France	Malaysia	Singapore	China
							
							
TARGETjobs more graduate jobs and careers intelligence	gradireland first for graduate jobs and careers advice	staufenbiel first choice for careers	staufenbiel first choice for careers	TARGETcarrières plongez au cœur des métiers - tendances, conseils, offres	GRADMalaysia	GRADSingapore	GRADChina

trendence operating range

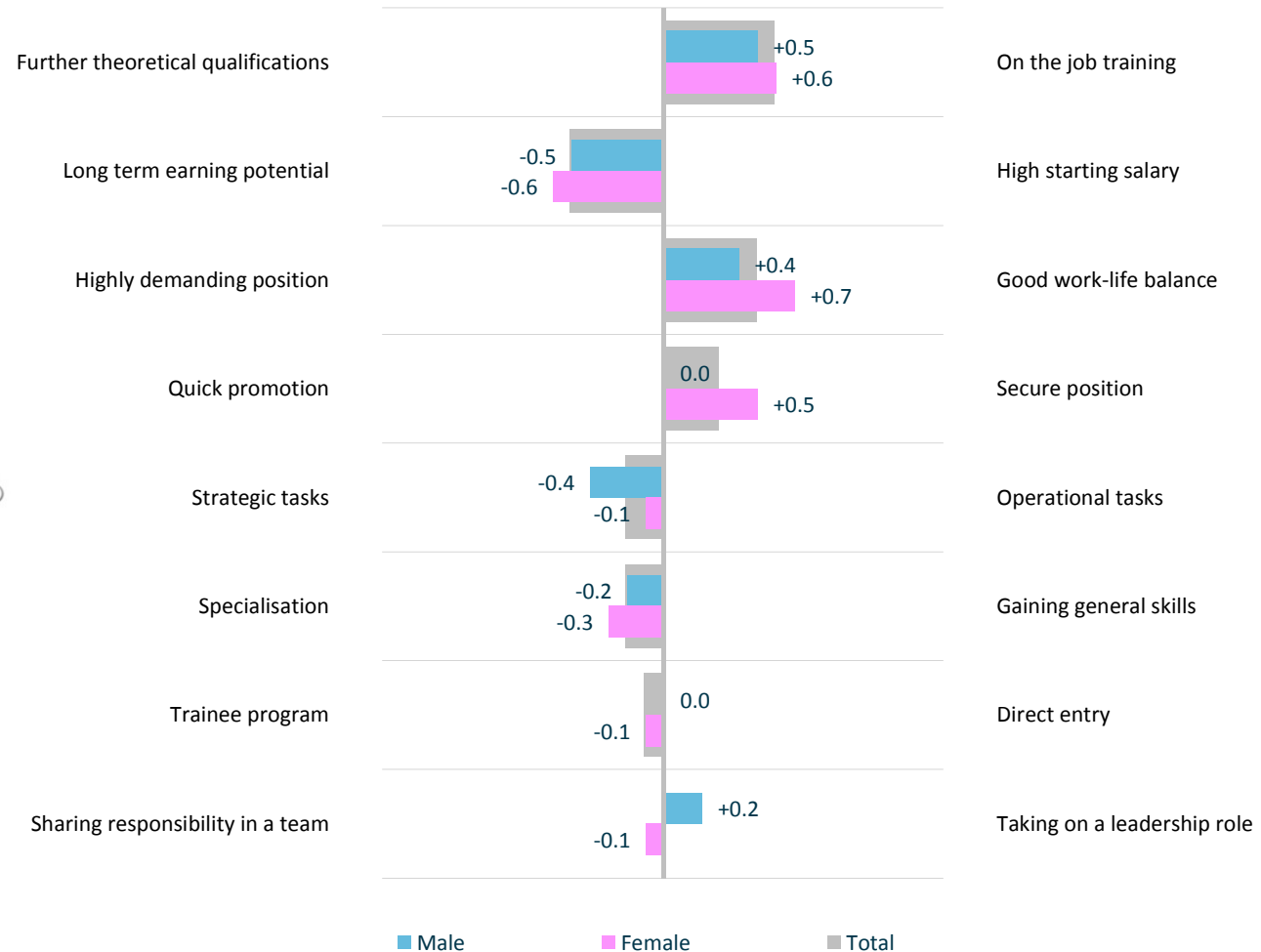


Main modules



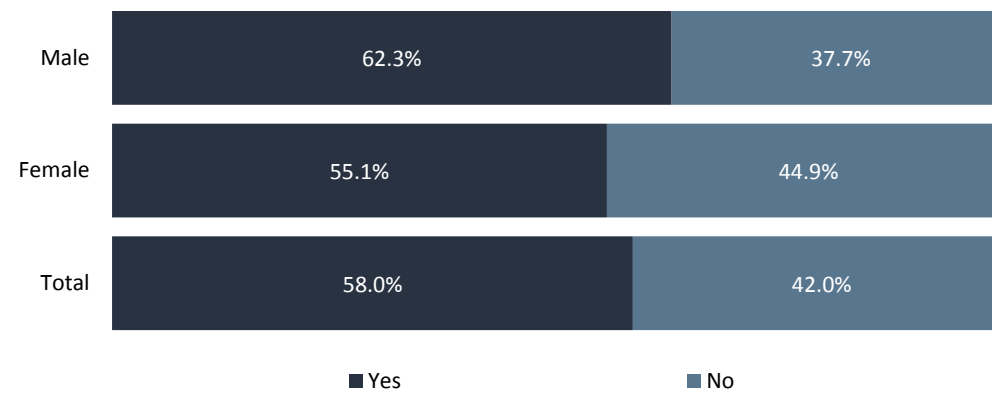
Question: What main modules do you study?

Career goals



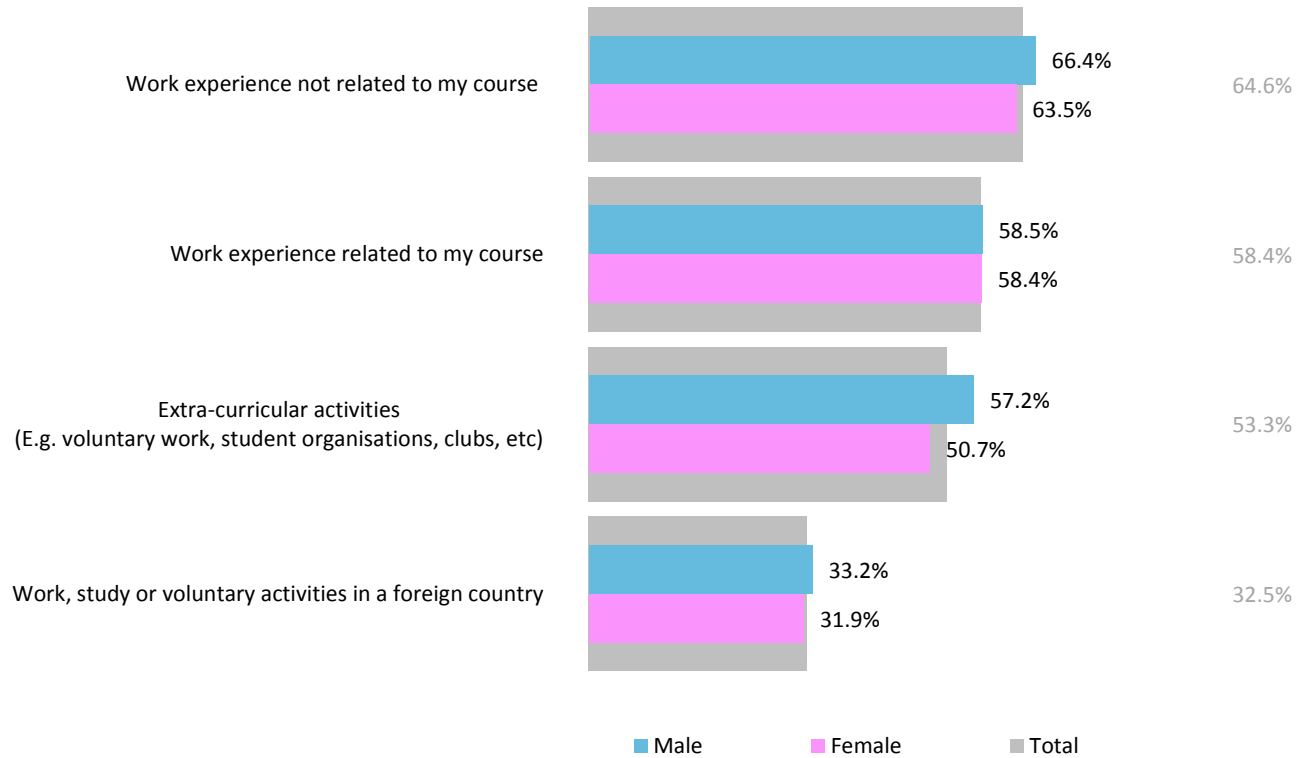
Question: What is important for your first professional position after graduation?

English skills



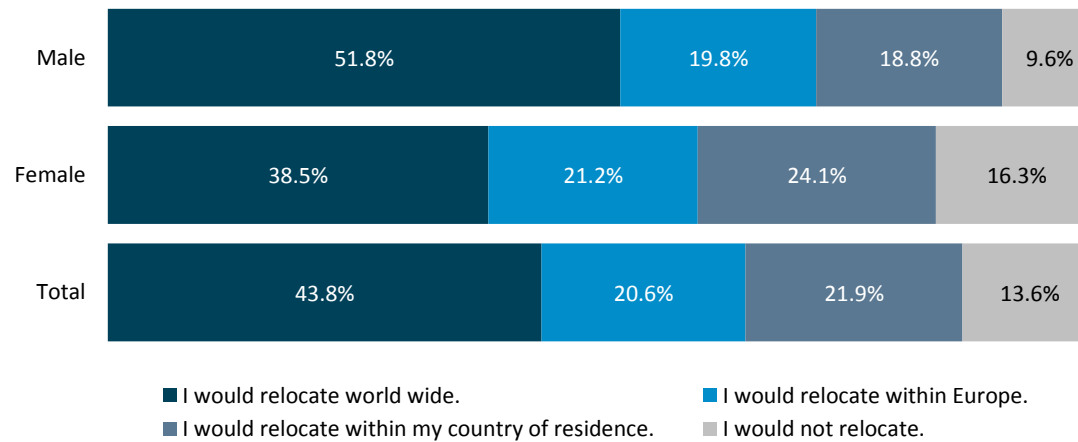
Question: Do you speak English at a highly advanced level ?

Experiences



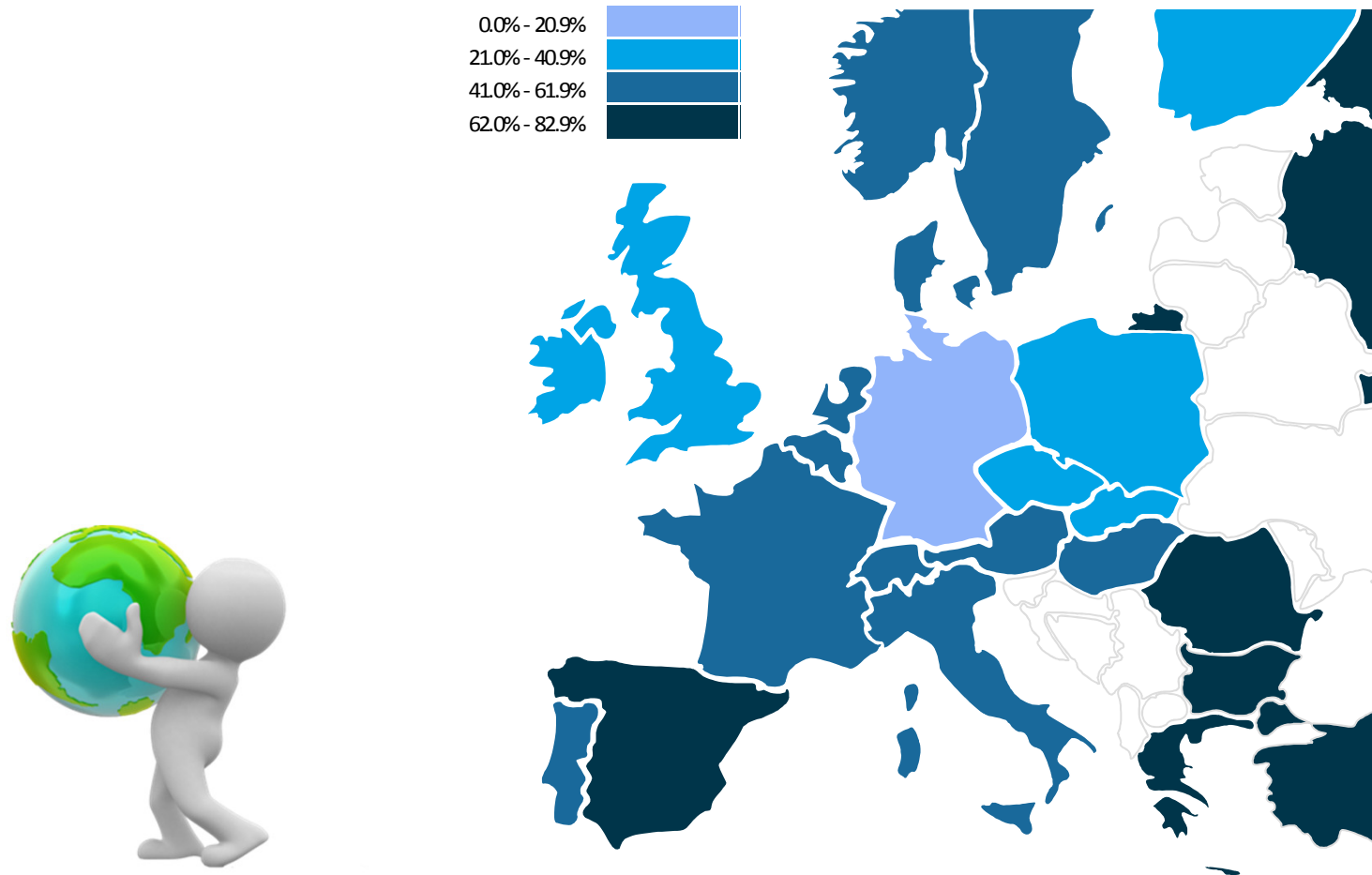
Question: What experience (of at least 3 months length) do you have?

Mobility – willingness to relocate



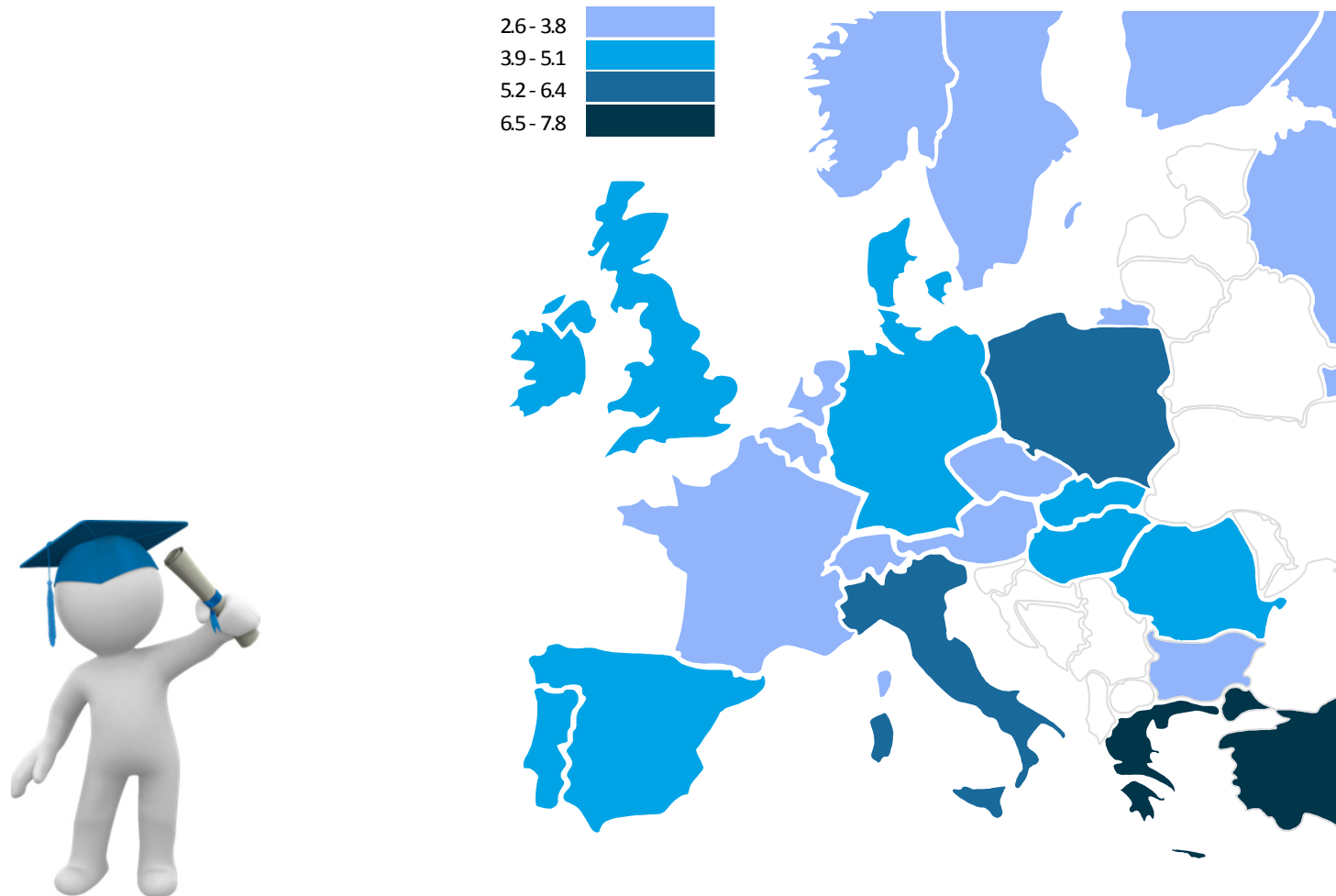
Question: Imagine you received an attractive job offer. To what extent would you relocate?

Interest in studying a master course abroad



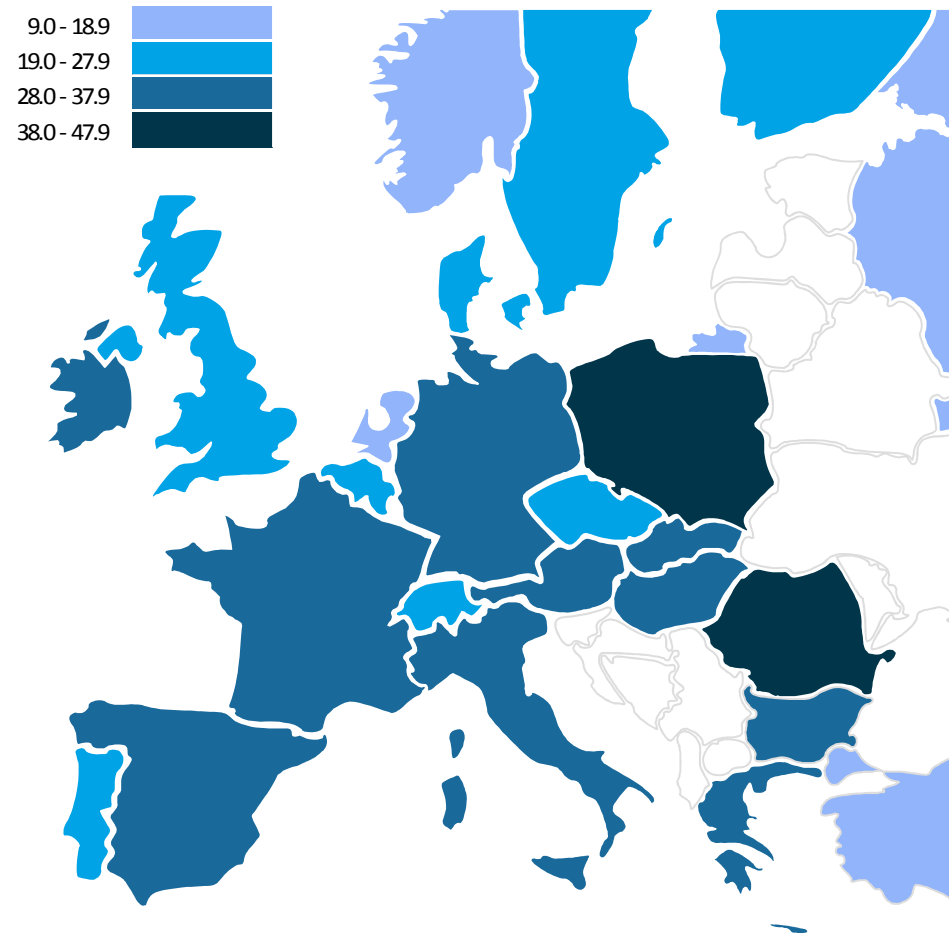
Question: Are you interested in studying a master degree in a foreign country?

Job application process; estimated time frame to find first position



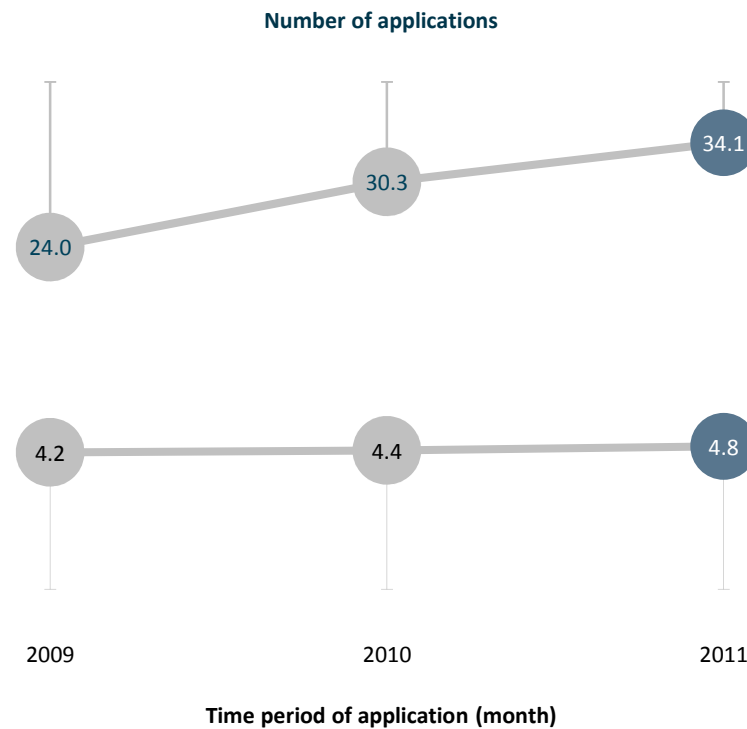
Question: How many month do you expect to need (did you require) to find your first professional position?

Job application process; estimated number of applications to find first position



Question: How many applications do you expect to send (did you send) to find your first professional position?

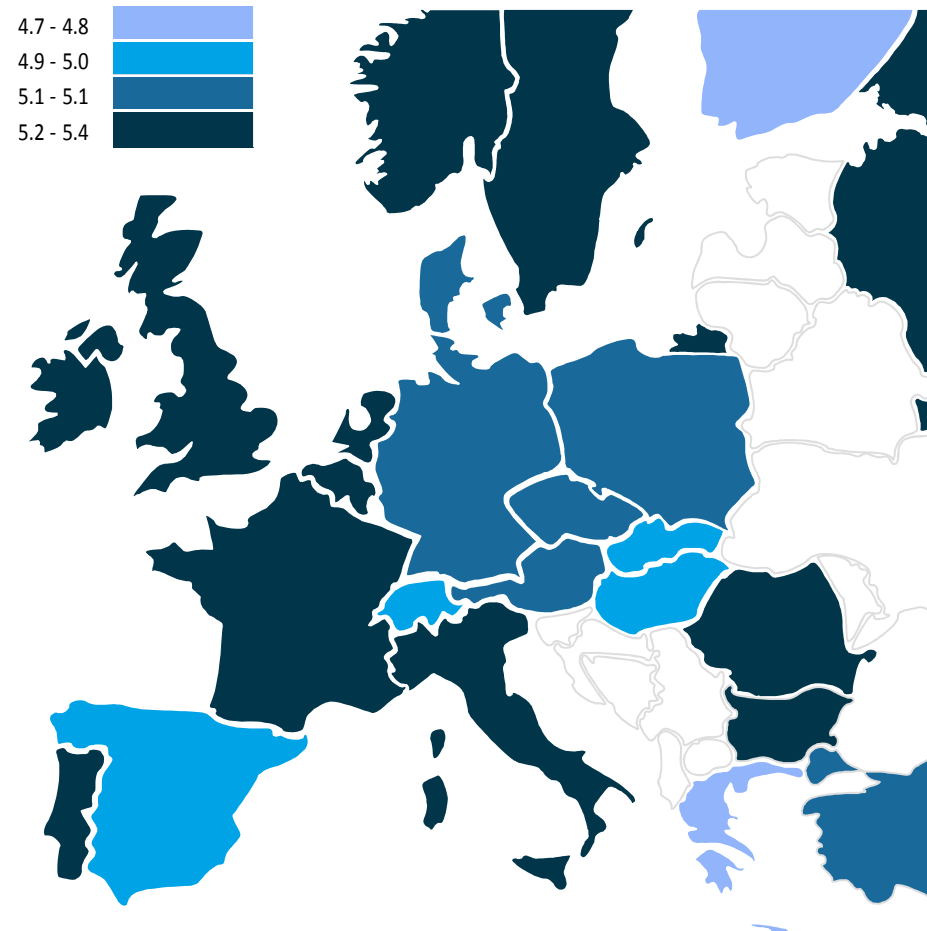
Development number of application/ time period



Question: How many applications do you expect to send (did you send) to find your first professional position?

Question: How many month do you expect to need (did you require) to find your first professional position?

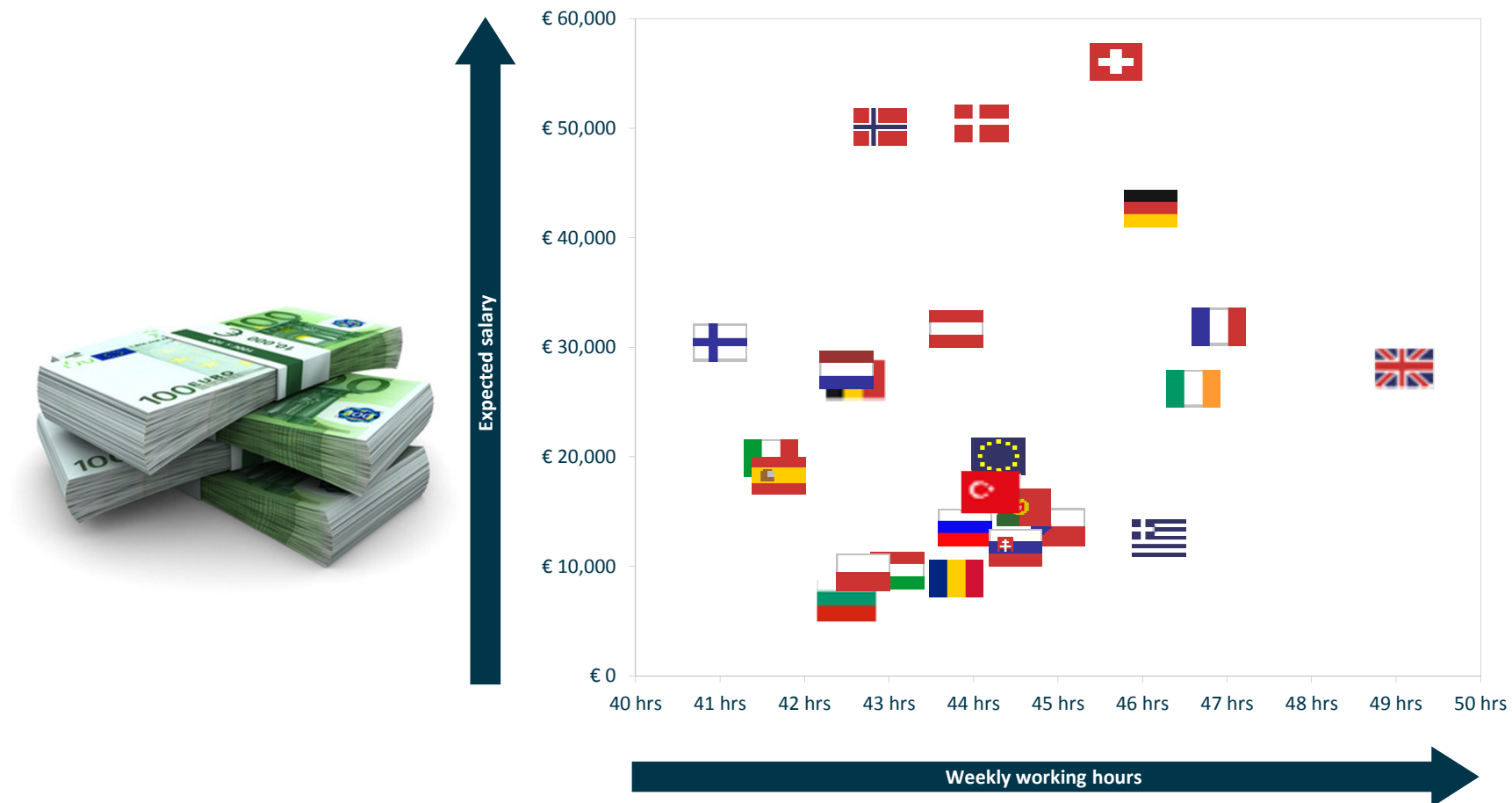
Evaluation of university performance in Europe



Question: How many month do you expect to need (did you require) to find your first professional position?

Question: How does your university perform on these factors? (E.g. Academic reputation, Assistance with career planning etc.)

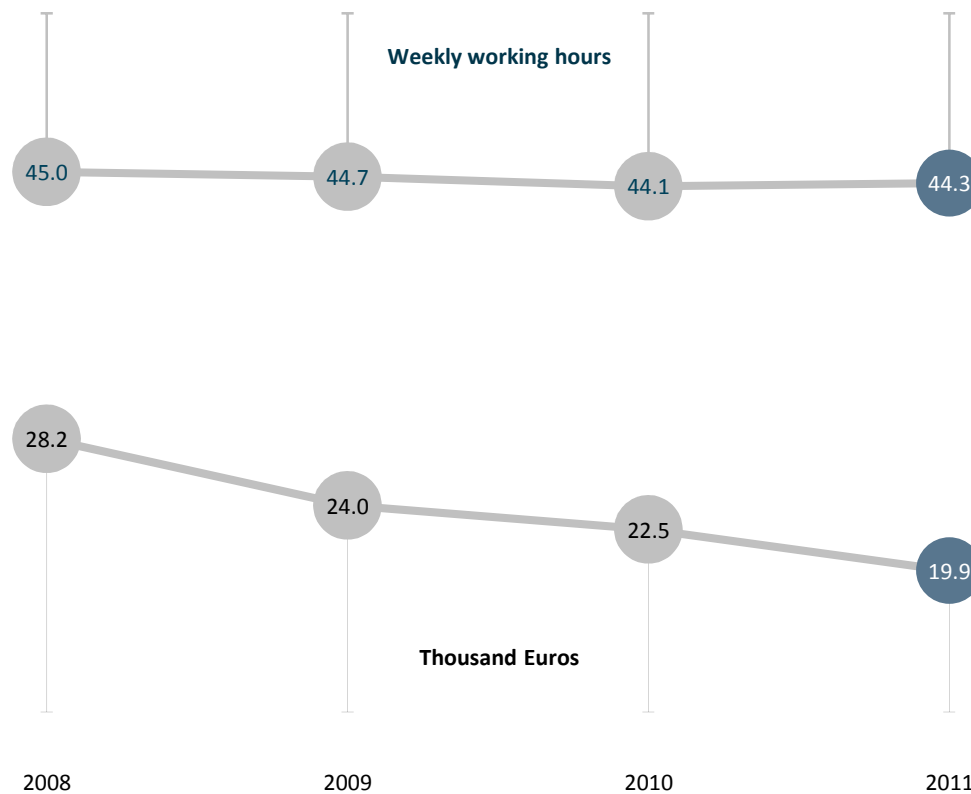
Expectations of first position; expected gross annual salary/ expected working hours relationship in Europe



Question: How much do you expect to earn per year (gross income, including bonus) in your first professional position after graduation?

Question: How many hours are you prepared to work per week in your first professional position after graduation?

Development working hours/ expected income



Question: How much do you expect to earn per year (gross income, including bonus) in your first professional position after graduation?

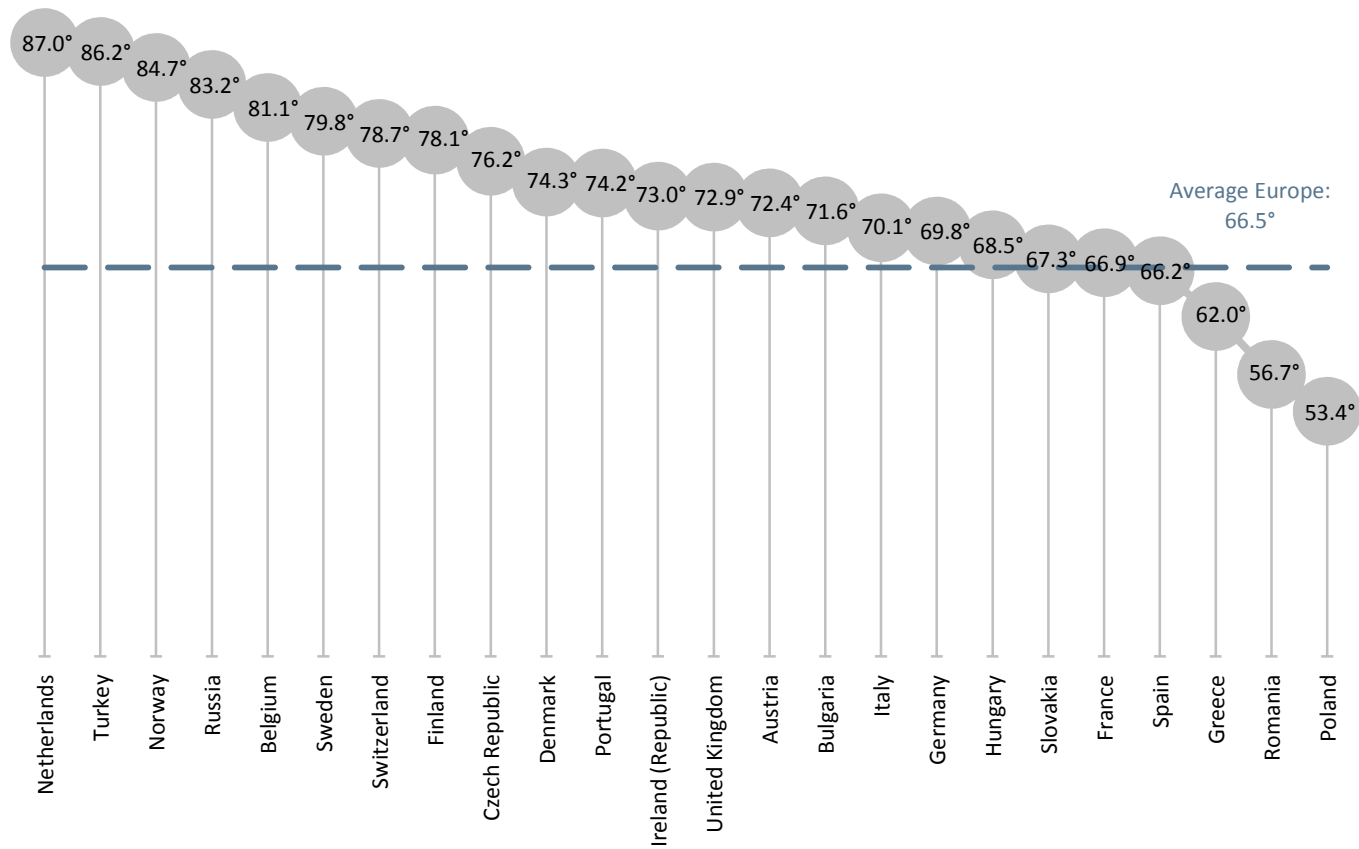
Question: How many hours are you prepared to work per week in your first professional position after graduation?

The top 20 employers among European business students

Rank 2011	Employer	% 2011	Rank 2010	% 2010	Δ Rank	Δ %
1	Google	7,10%	2	6,26%	↑	+0,84%
2	PricewaterhouseCoopers	6,94%	1	6,80%	↓	+0,14%
3	Ernst & Young	6,56%	3	6,00%	↔	+0,56%
4	L'Oréal	6,30%	4	5,73%	↔	+0,57%
5	Apple	5,96%	6	5,21%	↑	+0,75%
6	Deloitte	5,17%	5	5,24%	↓	-0,07%
7	Coca-Cola	4,97%	8	4,62%	↑	+0,35%
8	KPMG	4,78%	7	4,81%	↓	-0,03%
9	Microsoft	4,40%	9	4,31%	↔	+0,09%
10	Procter & Gamble	3,82%	11	3,69%	↑	+0,13%
11	HSBC	3,64%	26	2,31%	↑	+1,33%
12	Volkswagen Group	3,61%	21	2,56%	↑	+1,05%
13	BMW	3,58%	10	3,73%	↓	-0,15%
14	IBM	3,14%	20	2,61%	↑	+0,53%
15	Nestlé	3,11%	13	3,00%	↓	+0,11%
16	Société Générale	3,02%	16	2,77%	↔	+0,25%
17	Unilever	2,83%	19	2,67%	↑	+0,16%
18	Erste Bank	2,81%	23	2,48%	↑	+0,33%
19	ING	2,80%	34	1,88%	↑	+0,92%
20	IKEA	2,66%	23	2,48%	↑	+0,18%



Job search optimism per country



The trendence Optimism Index is an indicator for graduate confidence in relation to their job prospects. It has been calculated from two parameters, which have been chosen yearly as part of the evaluation of the job application process. 1) Number of anticipated applications. 2) Length of time it takes to get a job.

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