



trendence

The European Student Barometer 2008
Abstract



 **The European**
Student Barometer | 2008

The Study

The European Student Barometer is an annual study conducted for the sixth time by the **trendence** Institut amongst students who are about to complete their degrees and enter the workforce. The study is the largest of its kind covering 20 European countries and incorporates the responses of over 91,000 students (including 31,000 business students and 31,000 engineering students). The primary objective of the European Student Barometer is the analysis and evaluation of similarities and differences present among graduates of higher education institutions throughout Europe.

The Barometer focuses on two student sub-groups: students of Business/Economics (Business Edition) and students of Engineering/IT (Engineering edition). The European Student Barometer has been carried out for six years and each year the study is further developed. In 2009 The European Student Barometer will experience another phase of considerable growth, both in the number of participants and the number of markets covered.

Method

- » The field phase took place between December 2007 and May 2008.
- » The questionnaire was completed by 31,000 business and 31,000 engineering/IT students in their final 2 years of studies. About 28,000 students of other faculties also completed the questionnaire (E.g. Social sciences and humanities, natural sciences, law, etc).

- » Two editions are available: a Business Edition (students of Business/Economics) and an Engineering Edition (Engineering and IT students).
- » The survey was conducted online and students were invited to participate via email. Non-financial partnerships with higher education institutions made it possible to invite students within the various countries to participate in the survey.
- » The results are representative for all individual markets: **trendence** surveys around 550 universities.
- » **trendence** surveys are always in the native language.
- » Companies are listed for free – objective ranking of the real top employers: European list and national list of top employers.
- » Countries: Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Slovakia, Spain, Sweden, Switzerland, and the United Kingdom.
- » The data is weighted by gender and country of study.
- » Methodological excellence is first and foremost - **trendence** is a holder of the international ESOMAR certification.

Extracts of the study results

Top 100 Employers Europe

Extract Top 100 Employers Europe Business Edition

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%
6	BMW Group	11.6%
7	Nokia	11.1%
8	Google	10.5%
9	Deloitte	10.3%
10	adidas	10.2%

Extract Top 100 Employers Europe Engineering Edition

Rank	Employer	%
1	Google	19.0%
2	IBM	17.9%
3	Microsoft	16.8%
4	Apple	15.9%
5	BMW Group	15.1%
6	Intel	14.2%
7	Nokia	13.7%
8	Siemens	12.4%
9	Sony	12.1%
10	Porsche	11.3%

Both European Business and Engineering students feel attracted to big international companies such as Google, Apple or automotive manufacturers such as BMW and Porsche.

Expected weekly working hours amongst European students

	Average Business	Average Engineering
EUROPE	45.0	43.2
Austria	48.0	46.9
Belgium	42.9	42.4
Czech Rep.	44.6	44.2
Denmark	45.9	43.9
Finland	42.2	42.2
France	47.6	44.2
Germany	48.0	43.5
Greece	44.8	44.3
Hungary	42.9	43.2
Ireland	42.5	43
Italy	42.6	41.3
Netherlands	43.8	42
Norway	45.8	41.5
Poland	44.1	44.5
Portugal	43.3	42.8
Slovakia	45.8	45.8
Spain	40.0	40.2
Sweden	49.8	45.9
Switzerland	47.5	44.3
UK	45.9	43.3

When asked how many hours per week they expect to work in their first career job, engineering students from Spain said they did not expect to put in more than 40.2 hours per week. At 49.8 hours per week, business students from Sweden expect to work the longest hours compared to their European neighbours.

Expected yearly salary

	Average		Average	
EUROPE	€	28,191	€	29,606
Austria	€	36,322	€	38,707
Belgium	€	29,174	€	31,145
Czech Rep.	€	12,353	€	13,356
Denmark	€	50,389	€	53,958
Finland	€	30,294	€	33,386
France	€	34,113	€	34,480
Germany	€	42,594	€	43,255
Greece	€	16,042	€	18,261
Hungary	€	10,651	€	12,280
Ireland	€	36,216	€	38,580
Italy	€	23,799	€	23,315
Netherlands	€	32,941	€	31,583
Norway	€	48,281	€	49,866
Poland	€	10,670	€	12,247
Portugal	€	18,360	€	20,185
Slovakia	€	11,201	€	11,665
Spain	€	21,350	€	25,041
Sweden	€	36,255	€	35,101
Switzerland	€	39,098	€	41,821
UK	€	41,332	€	38,141

European business students expect an average starting salary of 28,191 € per year, whereas the expected salary of European engineering students is slightly higher at 29,606 € per year.

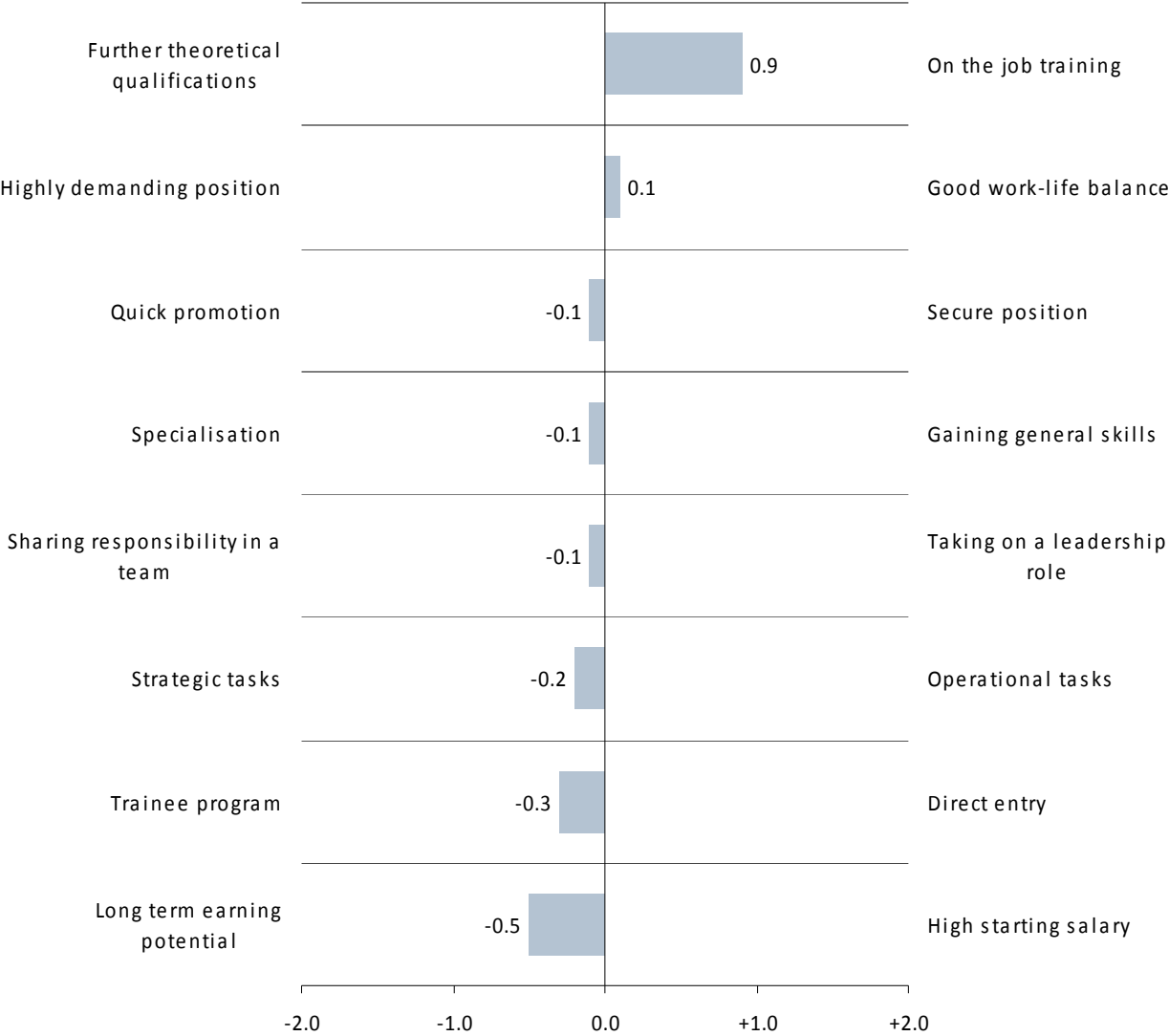
The results of the European Student Barometer show that the economic situation in East Europe significantly influences the expectations of students regarding their future career. Answers from respondents in the Czech Republic, Hungary, Slovakia and Poland match those from other locations on many issues, including working hours, ideal employer characteristics and mobility, but their expected starting salary is significantly lower.

Engineering students from Denmark tend to expect the largest salary compared to students from other European countries.

Importance for first professional position

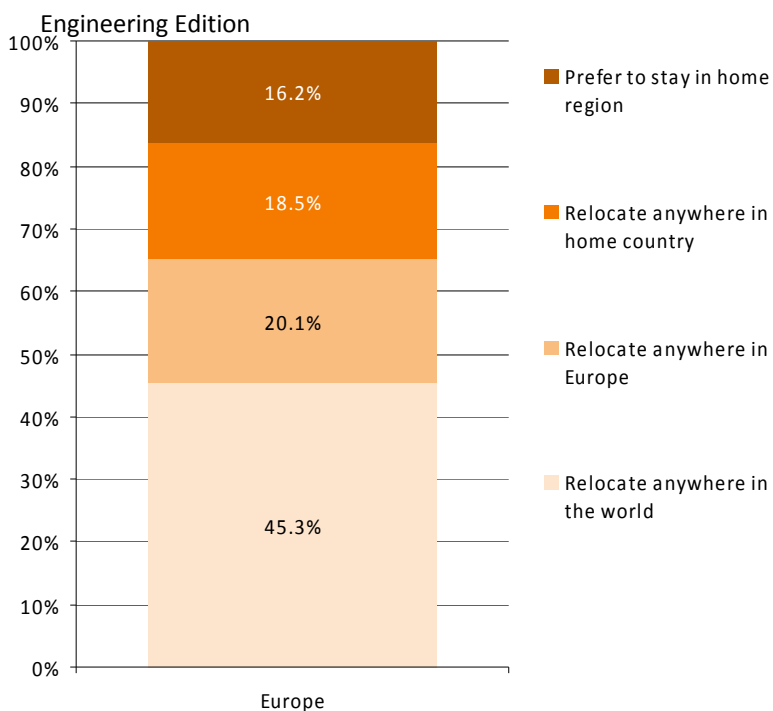
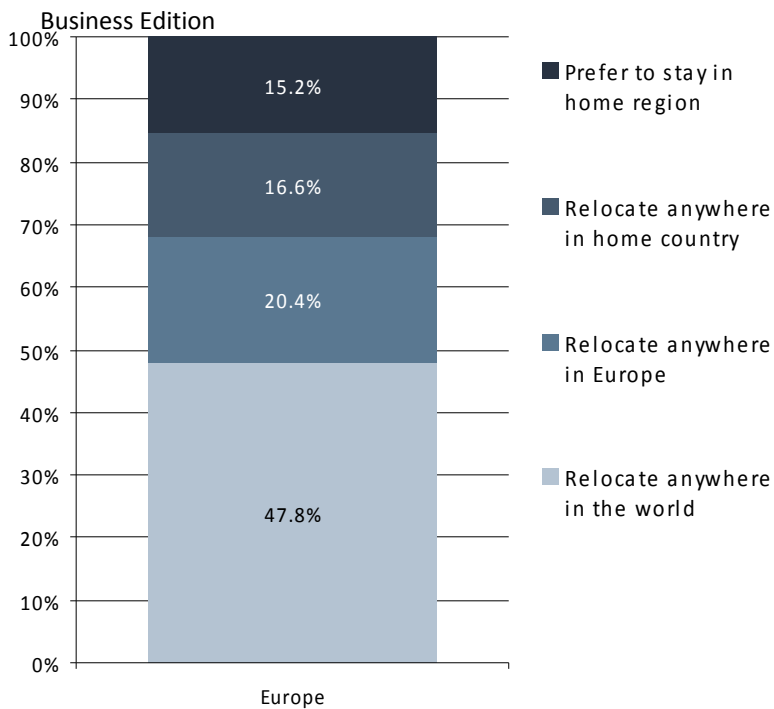
When asked what they consider most important for their first professional position after graduation, European business students consider training on the job to be crucial for their first professional position, followed by the possibility of long term learning potential.

(Business Edition)



(The students were asked to evaluate each factor on a four-point scale, with -2 representing the career goal on the left side of the diagram and +2 representing the career goal on the right side of the diagram.)

Mobility



The current generation of up-and-coming European graduates can be confidently characterised as 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 would 'prefer to stay in their home region'.

Number of expected applications

	Average Business	Average Engineering
EUROPE	28.7	23.5
Austria	28.7	18.0
Belgium	23.4	16.9
Czech Rep.	13.5	9.6
Denmark	15.5	13.7
Finland	23.9	16.9
France	36.2	26.0
Germany	26.1	18.7
Greece	26.8	17.9
Hungary	29.0	20.3
Ireland	20.9	18.6
Italy	31.9	27.4
Netherlands	11.1	5.9
Norway	11.4	10.4
Poland	34.6	30.4
Portugal	28.5	23.8
Slovakia	11.3	11.3
Spain	32.7	23.2
Sweden	25.9	22.5
Switzerland	20.0	16.9
UK	25.9	26.7

When asked how many applications they think they will have to submit, engineering students from the Netherlands are the most optimistic, thinking they will have to submit no more than 5.9 applications. Business students from France meanwhile expect to send out 36.2 applications.

Expected timeframe of application process in months

	Average Business	Average Engineering
EUROPE	4.2	4.1
Austria	3.7	2.9
Belgium	3.5	2.7
Czech Rep.	3.3	3.1
Denmark	3.7	3.0
Finland	3.9	4.1
France	3.0	2.7
Germany	3.8	3.3
Greece	8.8	7.1
Hungary	4.8	4.7
Ireland	4.0	4.4
Italy	6.2	6.2
Netherlands	3.1	2.2
Norway	3.3	3.3
Poland	4.2	4.1
Portugal	3.9	3.6
Slovakia	3.0	3.3
Spain	4.4	3.9
Sweden	5.0	5.7
Switzerland	3.6	3.4
UK	4.9	4.6

When asked how much time they think they will have to spend looking for a suitable first employer, engineering students from the Netherlands are the most optimistic thinking they will only be looking for 2.2 months. Business students from Greece meanwhile expect to be looking for a suitable job for 8.8 months.

Find out more

The full report on The European Student Barometer 2008 contains a broad range of concepts and characteristics and gives you essential insights into the following areas:

Employer Brands

Familiarity, attractiveness and desirability of organisations; overall and within target groups individually

Student Profile

Students' profile, experiences and expectations when entering the work force and selecting an employer.

Communications

Quantifies how students get to know about potential employers.

Brand Assessment

Detailed analysis of your employer brand (rational factors, emotional-intuitive factors), including benchmark analysis with competitors of your choice.

Results presentation/workshops

We consult with you to analyse and interpret your own results. A trendence employer branding specialist will present the results to you and your colleagues within your organisation. For a larger audience we design a workshop tailored to your needs (optional).

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