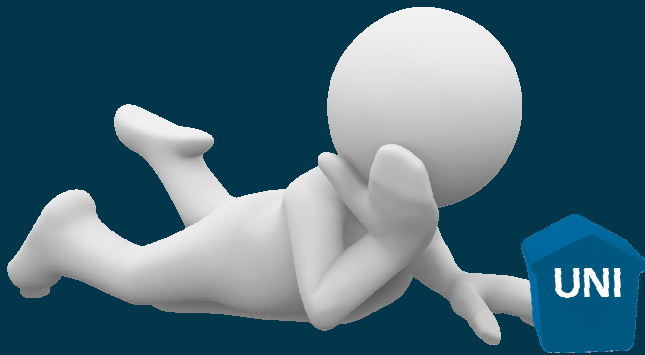


Partner Report



trendence
Graduate Barometer | **2010**

Helsingin yliopisto

Engineering Edition



The trendence Graduate Barometer 2010 - Engineering Edition

Prepared for Helsingin yliopisto

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 trendence Graduate Barometer 2010	5
Sample groups	6
Chapter I: Education and university evaluation	7
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
Views on university course and university careers fair	12
Interest in studying a masters course abroad	13
Desired masters course destination	14
Students wanting to study a masters course in Finland	15
Chapter II: Career	16
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
Desired weekly working hour and desired time in first position	21
Mobility	22
Chapter III: Employer attractiveness	23
Employer attractiveness	24
Chapter IV: The students	25
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.

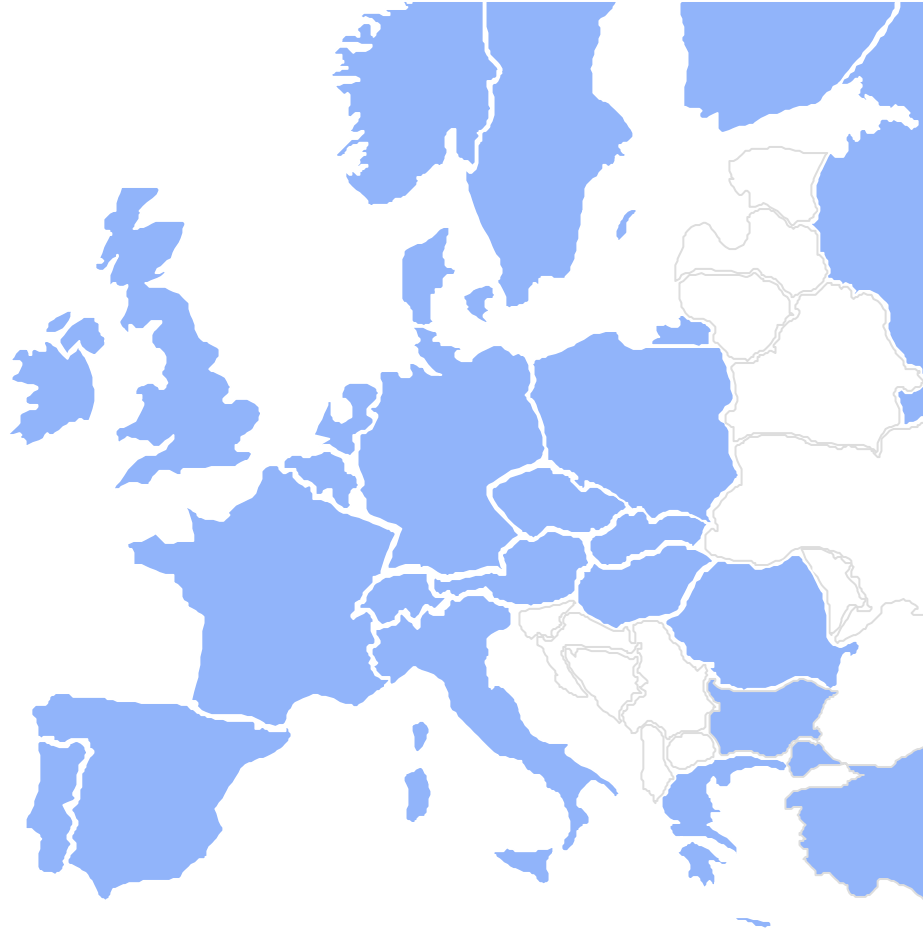
The field phase of the survey took place from 01.09.2009 – 11.01.2010. The students were asked about their preferences and expectations in their future career, their satisfaction with their university, and the attractiveness of future employers.

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
Total	219 790



Sample groups

Europe:



85622

Sample: Numbers of answers for the Engineering Edition

Finland:



3281

Sample: Numbers of answers for the Engineering Edition

Helsingin yliopisto:



157

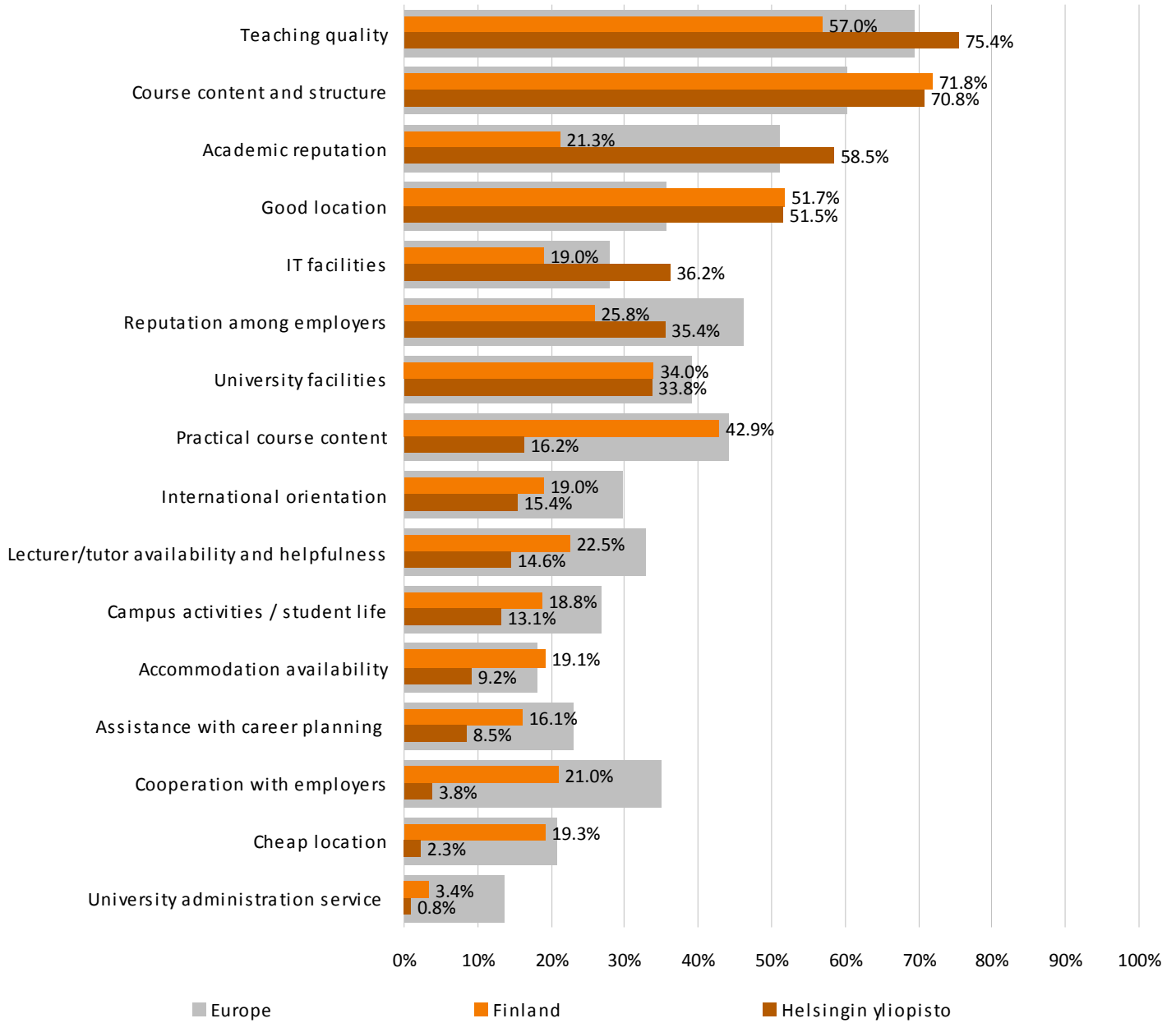
Sample: Numbers of answers for the Engineering Edition

Chapter I:

Education and university evaluation



Important factors when choosing a university course

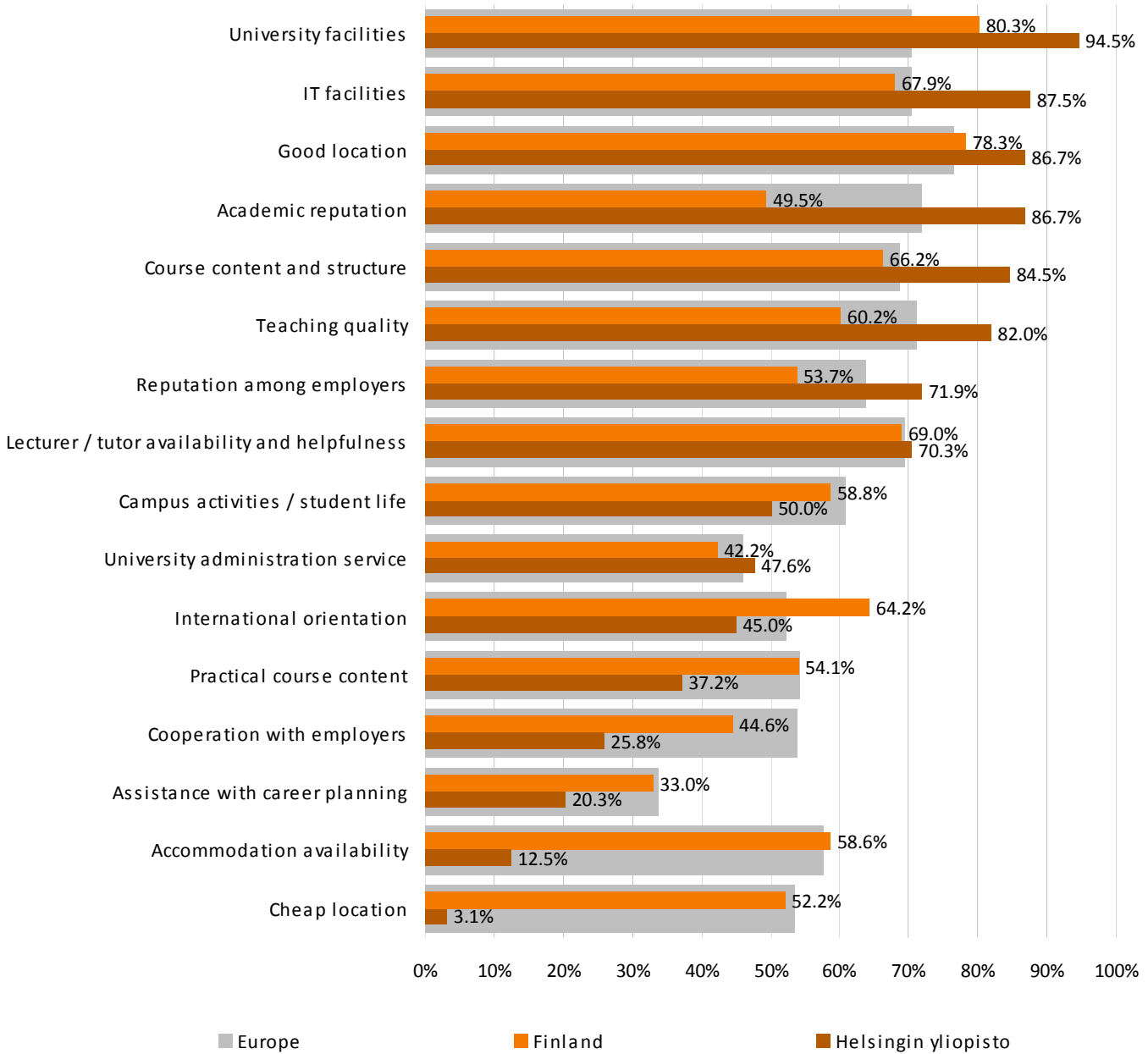


! The diagram shows the % of students who selected the factor as important when choosing a university course.

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



Evaluation of university performance

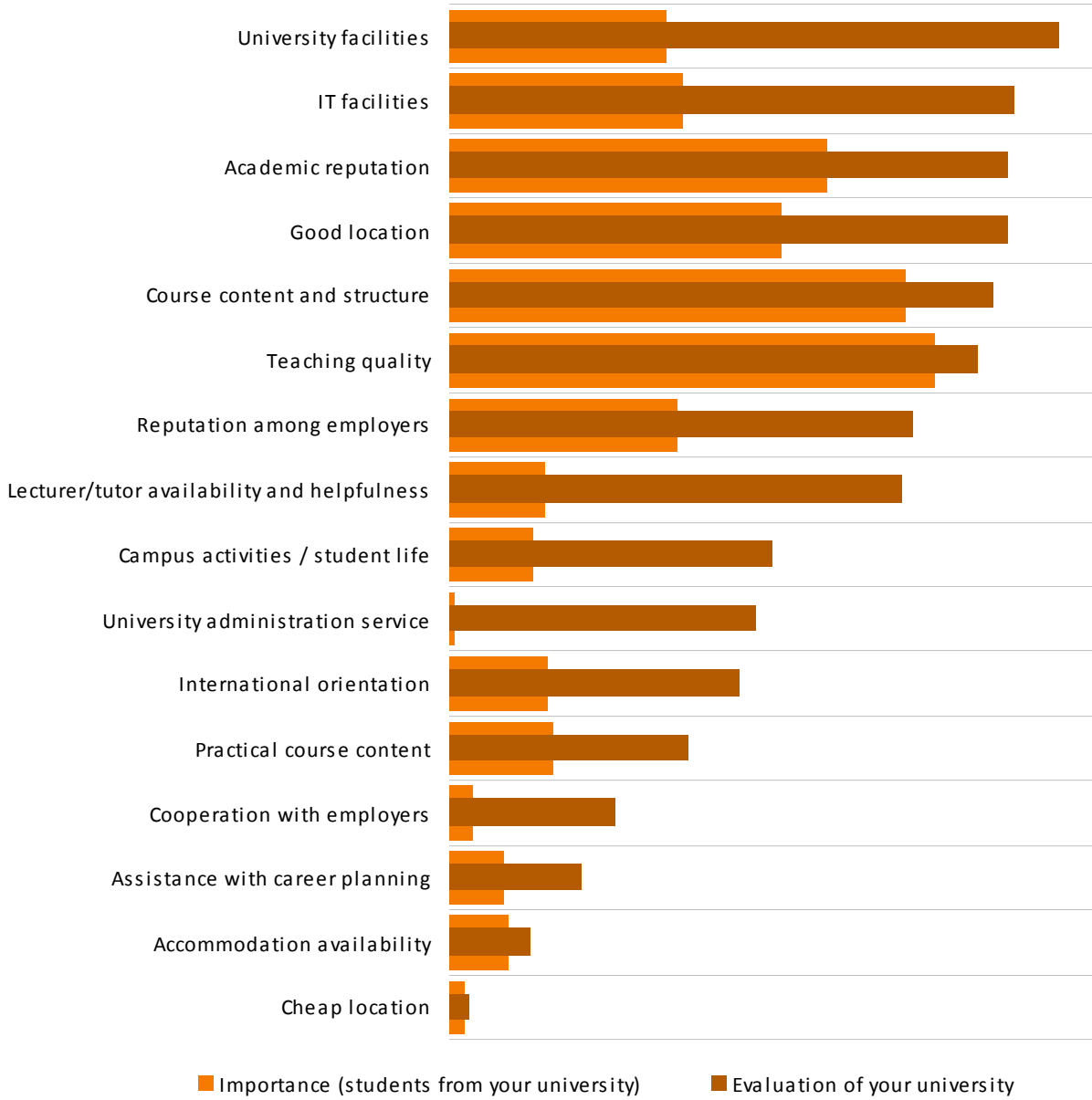


! The diagram shows the % of students who evaluated the performance of your university as good for each of the above factors.

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



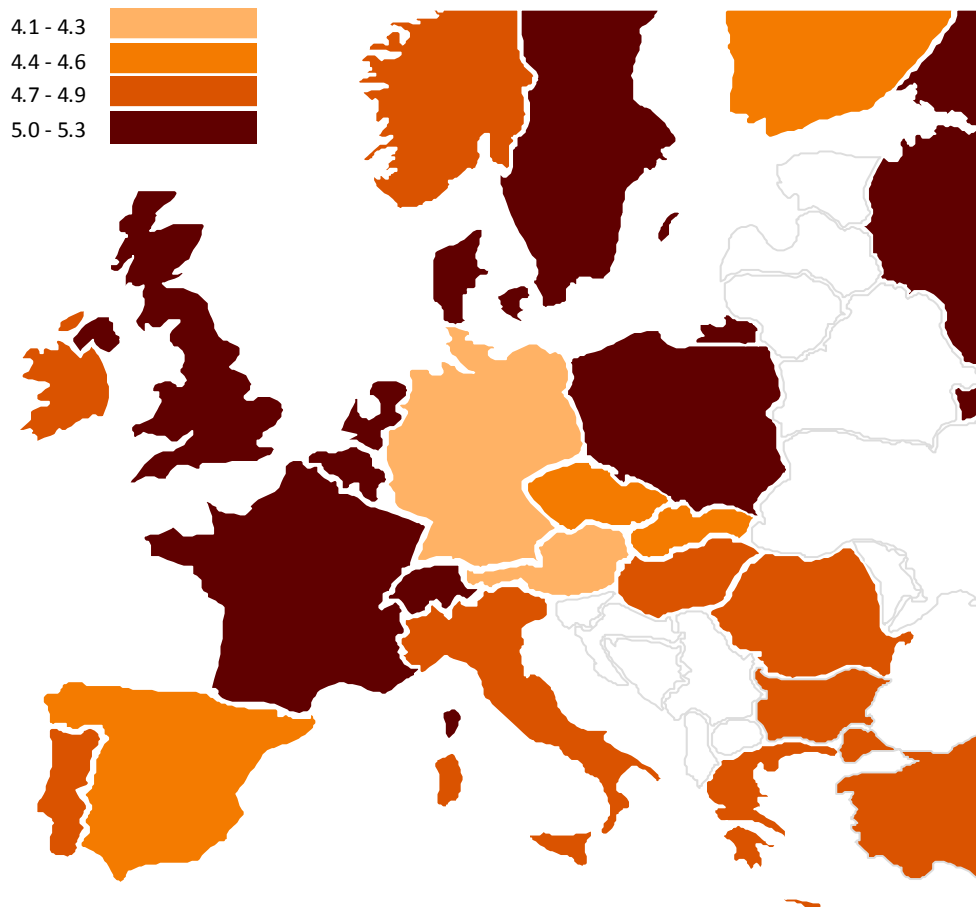
Importance vs. evaluation



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

% *Question Importance: Which are the most important factors for you when choosing a university/university course?*
Question Evaluation: How does your university perform on these factors?

Evaluation of university performance - overall satisfaction in Europe



Country	Average overall satisfaction
Europe	4.8
Austria	4.1
Belgium	5.2
Bulgaria	4.8
Czech Republic	4.6
Denmark	5.0
Finland	4.6
France	5.2
Germany	4.1
Greece	4.7
Hungary	4.9
Ireland	4.7
Italy	4.7

Country	Average overall satisfaction
Netherlands	5.1
Norway	4.9
Poland	5.0
Portugal	4.9
Romania	4.8
Russia	5.3
Slovakia	4.5
Spain	4.4
Sweden	5.2
Switzerland	5.1
Turkey	4.9
United Kingdom	5.2
Helsingin yliopisto	5.0



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

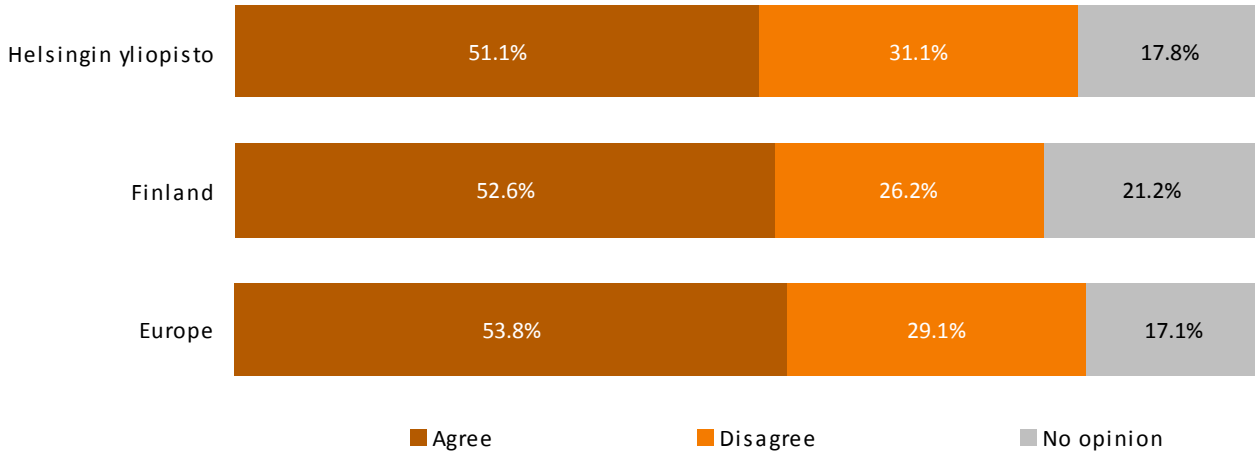


Question: Overall how satisfied are you with your university/course? (1 = very dissatisfied and 7 = very satisfied).

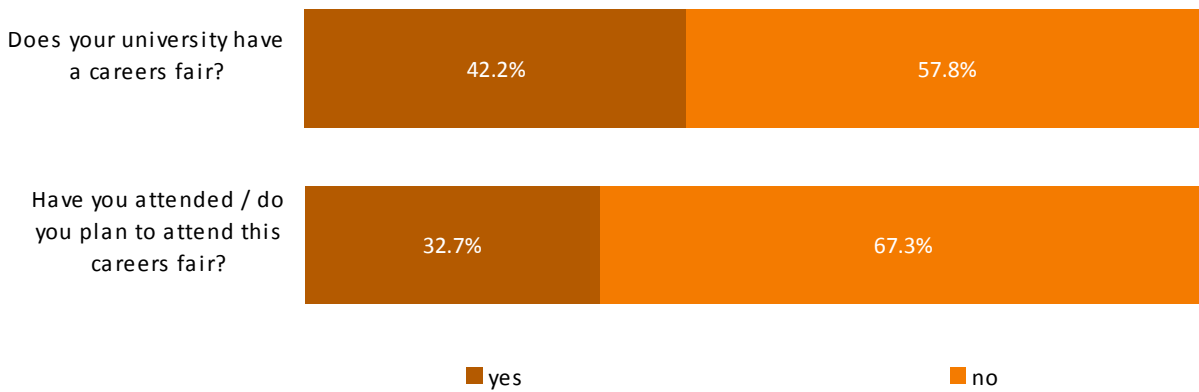


Views on university course and university careers fair

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

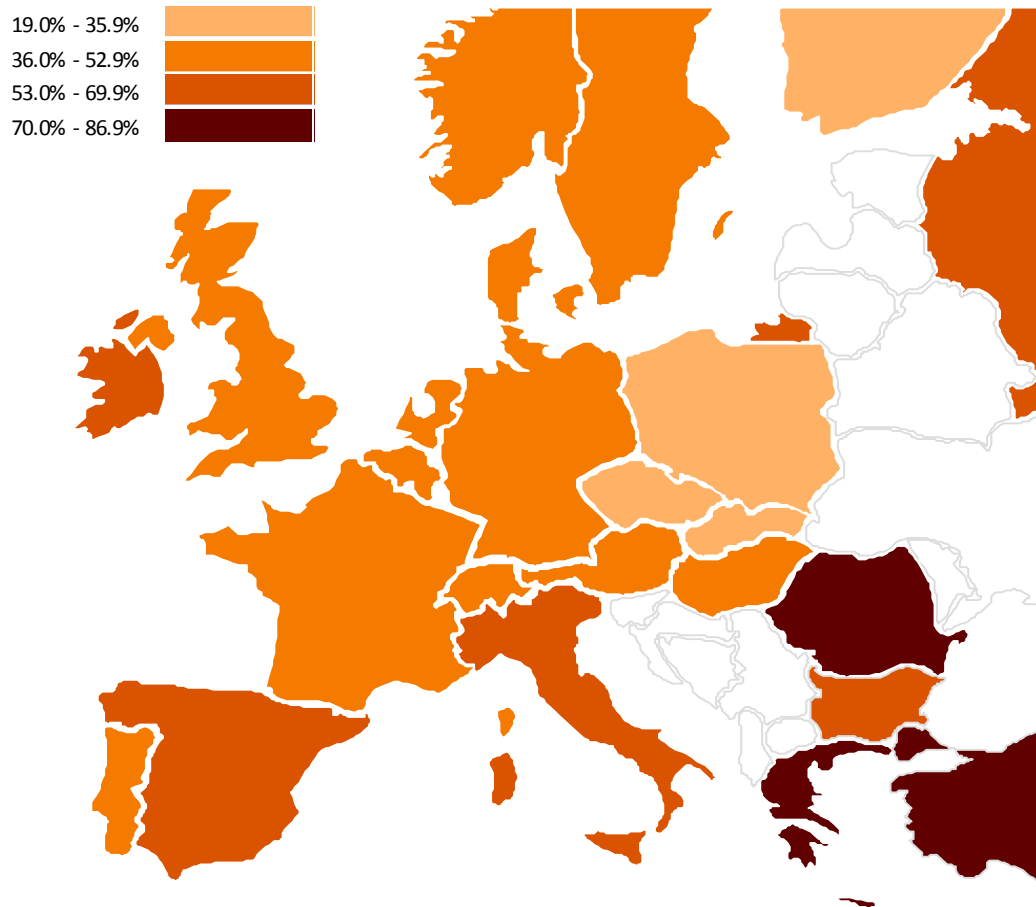


Awareness and use of careers fair at the university



The diagram 'Awareness and use of career fair at the university' shows your students awareness and use of careers fairs arranged at your university.

Interest in studying a masters course abroad



Country	%
Europe	47.8%
Austria	43.9%
Belgium	40.8%
Bulgaria	67.2%
Czech Republic	25.2%
Denmark	48.7%
Finland	31.7%
France	47.0%
Germany	36.8%
Greece	74.6%
Hungary	42.3%
Ireland	54.2%
Italy	54.1%

Country	%
Netherlands	38.0%
Norway	42.0%
Poland	34.6%
Portugal	41.8%
Romania	70.1%
Russia	68.8%
Slovakia	19.4%
Spain	59.1%
Sweden	46.3%
Switzerland	45.4%
Turkey	86.0%
United Kingdom	44.7%
Helsingin yliopisto	34.9%



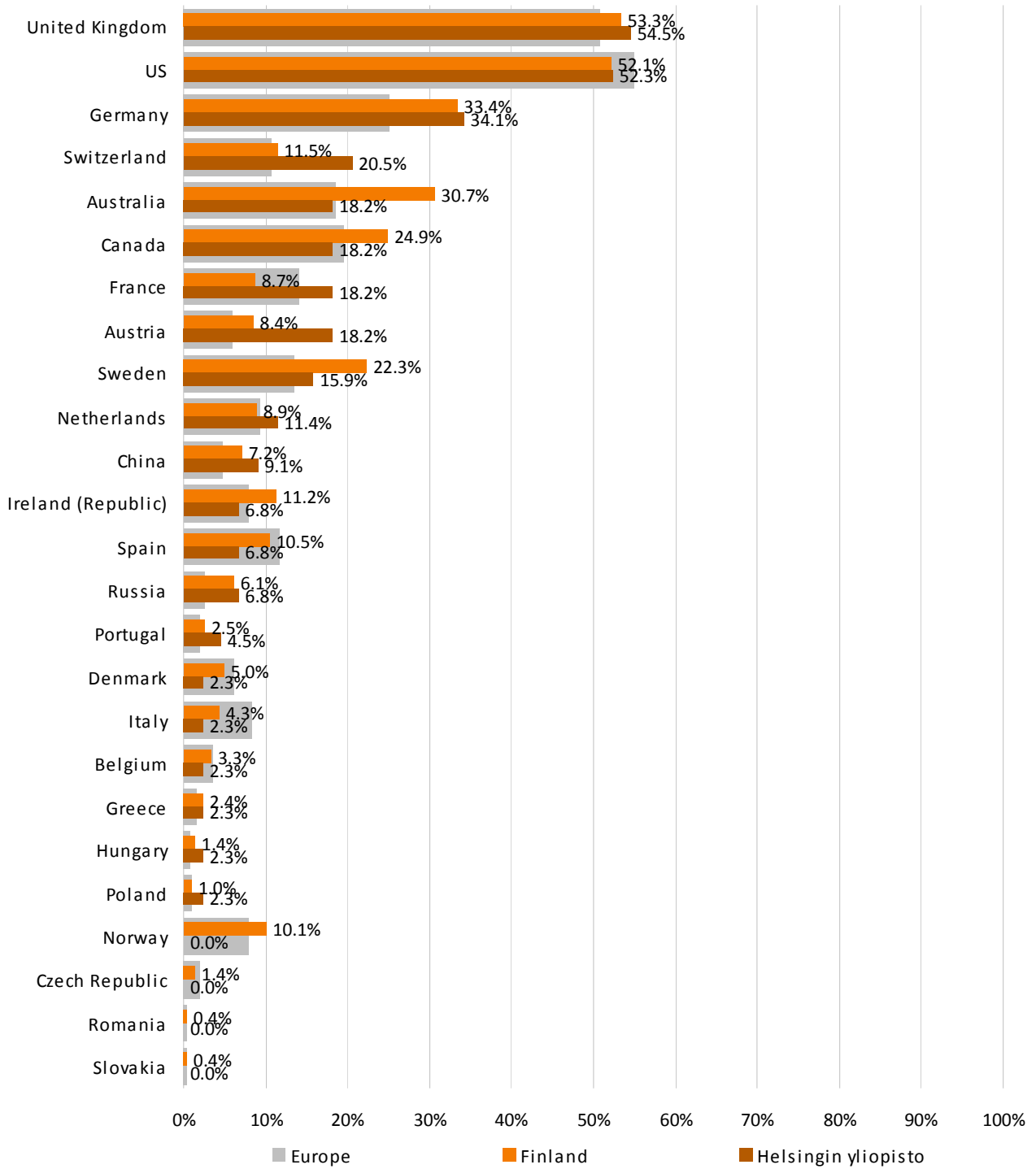
The map and tables show the % of students who answered yes to this question.



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



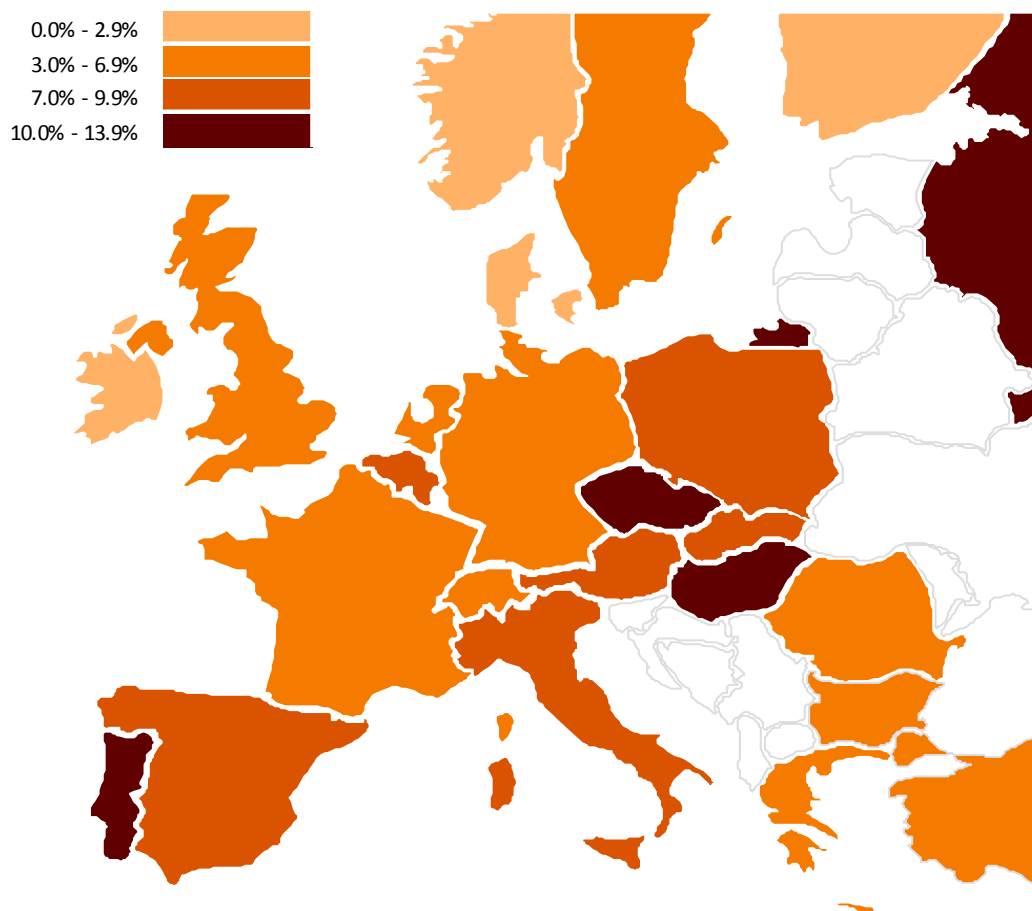
Desired masters course destination



! The diagram shows the most desired master course destinations of students in your country.

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

Students wanting to study a masters course in Finland



Country	%
Austria	8.6%
Belgium	9.5%
Bulgaria	5.9%
Czech Republic	13.5%
Denmark	1.7%
Finland	0.0%
France	5.6%
Germany	5.1%
Greece	6.1%
Hungary	10.5%
Ireland	0.0%
Italy	7.7%

Country	%
Netherlands	3.5%
Norway	0.5%
Poland	7.2%
Portugal	12.2%
Romania	5.9%
Russia	11.9%
Slovakia	7.8%
Spain	8.1%
Sweden	3.8%
Switzerland	3.8%
Turkey	4.9%
United Kingdom	4.7%

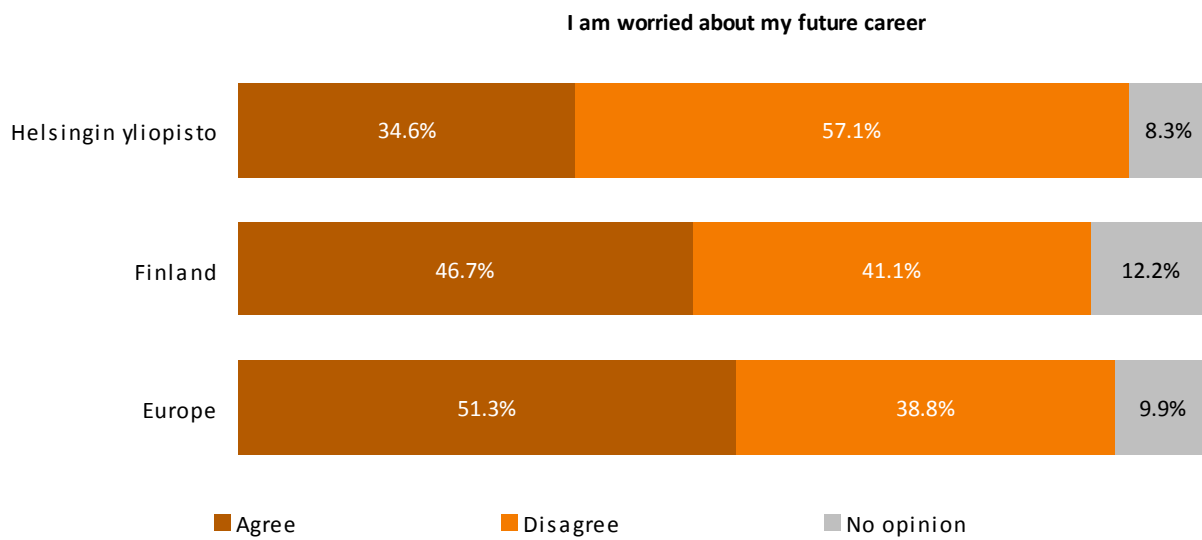


The map shows the percentage of students from each country who would like to study a master course in your country.

Chapter II:

Career

Opinions – future career



The diagram shows the percentage of all students in Europe, your country and at your university who worry about their future career.

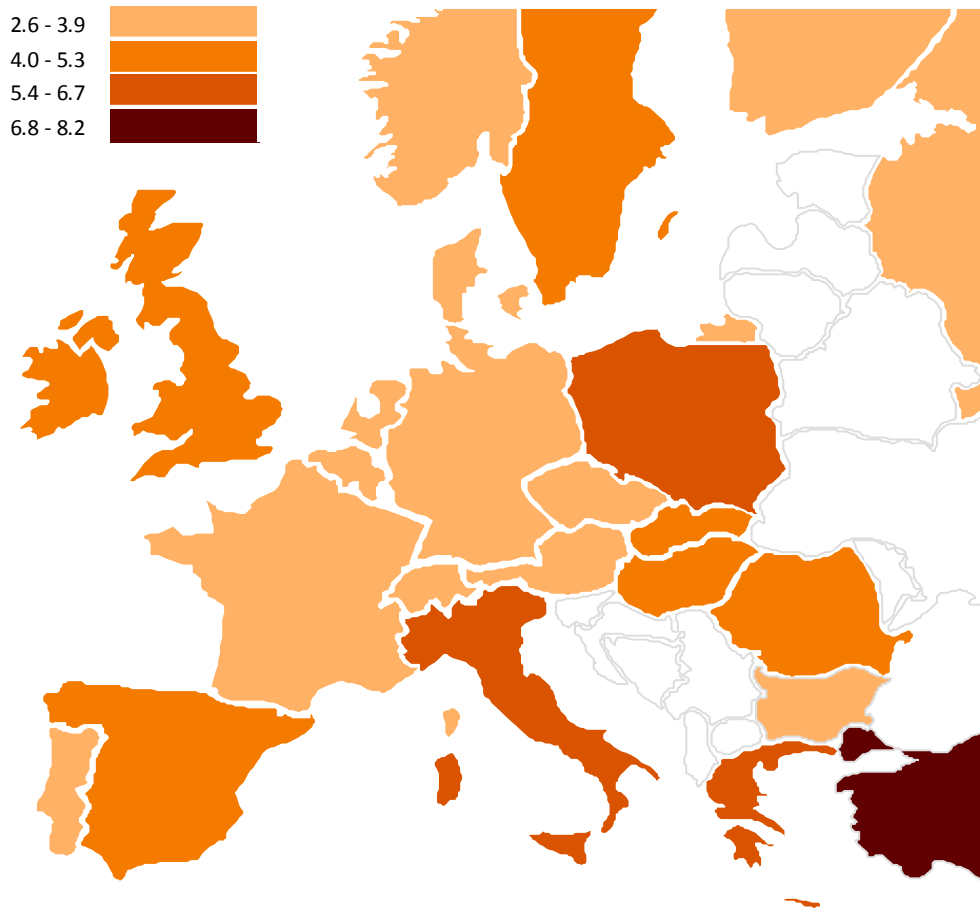


Question: I am worried about my future career



Job application process

Estimated timeframe to find first position (months)

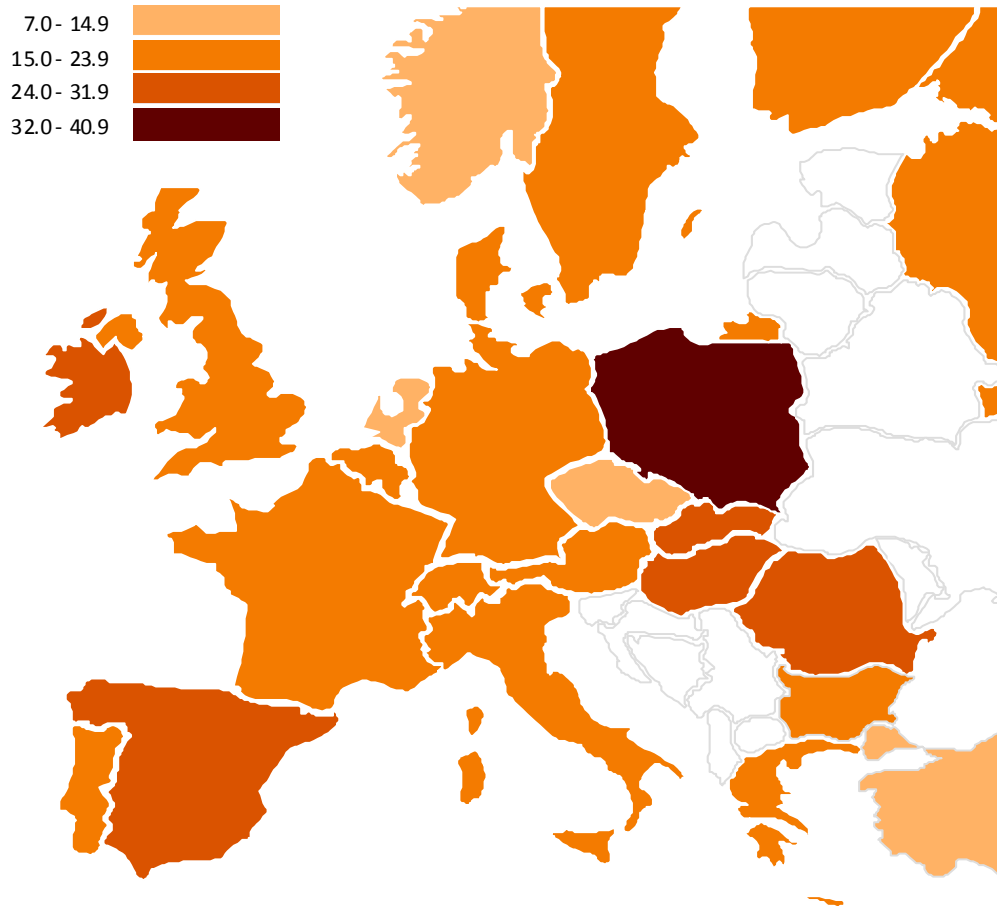


Country	Months
Europe	4.3
Austria	3.2
Belgium	3.5
Bulgaria	3.0
Czech Republic	3.3
Denmark	3.6
Finland	3.6
France	2.9
Germany	3.6
Greece	5.5
Hungary	4.7
Ireland	4.8
Italy	6.0

Country	Months
Netherlands	3.1
Norway	3.0
Poland	5.4
Portugal	3.9
Romania	4.3
Russia	2.6
Slovakia	5.0
Spain	4.6
Sweden	4.3
Switzerland	3.2
Turkey	8.2
United Kingdom	4.2
Helsingin yliopisto	2.9

Job application process

Estimated number of applications to find first position



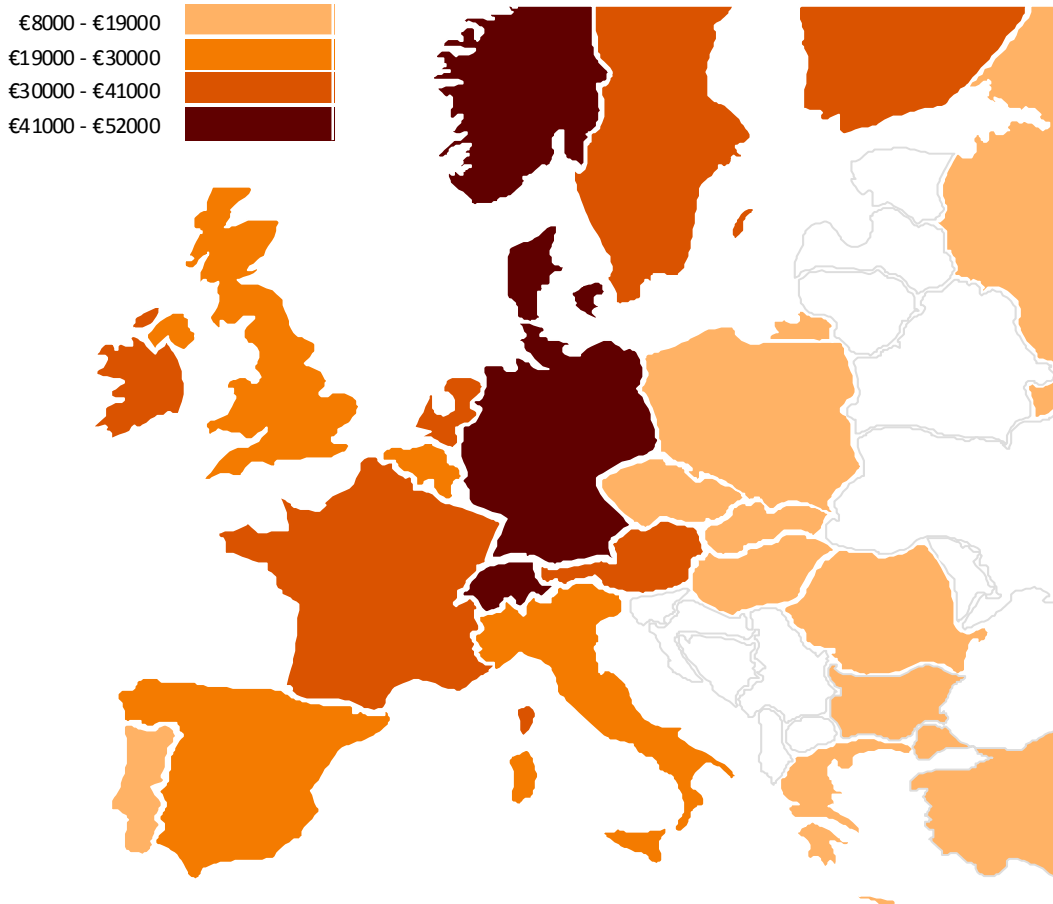
Country	Applications
Europe	24.3
Austria	21.2
Belgium	16.3
Bulgaria	20.0
Czech Republic	14.9
Denmark	19.3
Finland	19.3
France	22.3
Germany	23.4
Greece	19.1
Hungary	25.4
Ireland	24.8
Italy	22.8

Country	Applications
Netherlands	10.3
Norway	12.9
Poland	40.2
Portugal	22.1
Romania	30.5
Russia	16.8
Slovakia	28.9
Spain	26.9
Sweden	20.8
Switzerland	17.2
Turkey	7.4
United Kingdom	23.1
Helsingin yliopisto	17.3



Expectations of first position

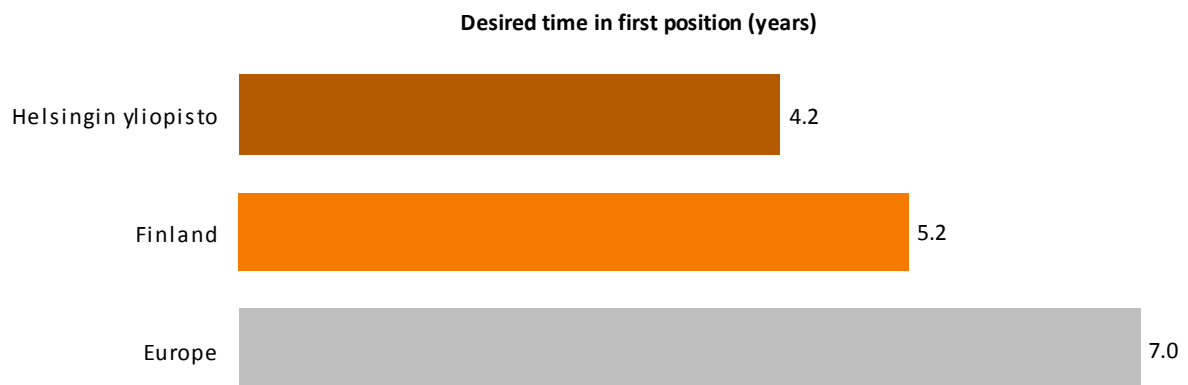
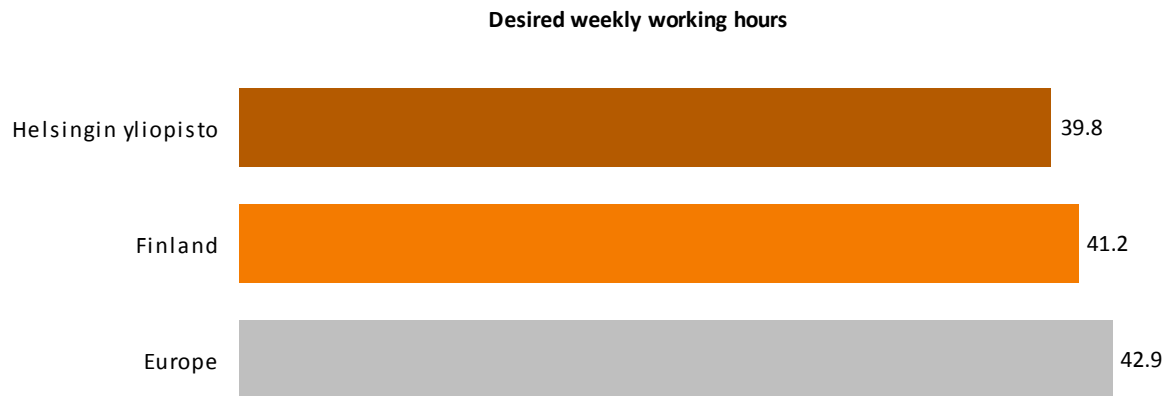
Expected gross annual salary



Country	Gross annual salary €
Europe	€25 403
Austria	€33 774
Belgium	€28 640
Bulgaria	€8 957
Czech Republic	€13 869
Denmark	€51 920
Finland	€35 253
France	€33 260
Germany	€42 593
Greece	€17 502
Hungary	€10 719
Ireland	€30 728
Italy	€21 675

Country	Gross annual salary €
Netherlands	€30 558
Norway	€50 896
Poland	€10 205
Portugal	€15 259
Romania	€12 077
Russia	€15 822
Slovakia	€13 056
Spain	€21 571
Sweden	€32 828
Switzerland	€46 391
Turkey	€15 358
United Kingdom	€27 041
Helsingin yliopisto	€40 535

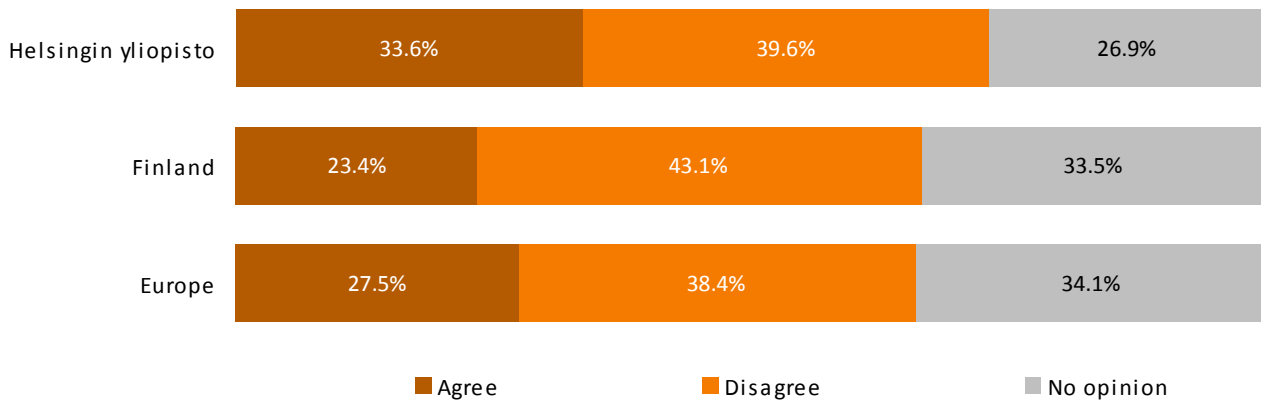
Desired weekly working hour and desired time in first position



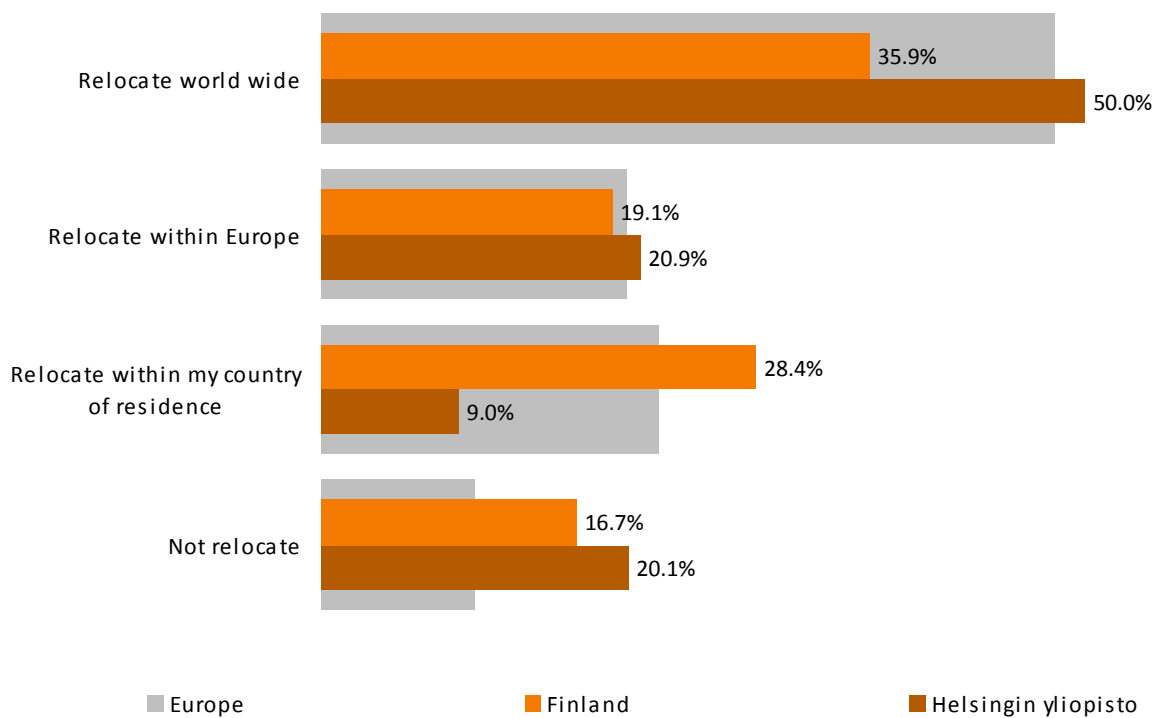


Mobility

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

2010 Rank	Company (top 10)	Helsingin yliopisto
1	Google	32.8%
2	Nokia	29.1%
3	Accenture	18.7%
4	IBM	14.9%
5	Apple	13.4%
6	F-Secure	12.7%
6	Microsoft	12.7%
8	European Space Agency (ESA)	7.5%
8	Tieto	7.5%
8	VTT	7.5%

2010 Rank	Company (top 10)	Finland
1	Nokia	18.3%
2	ABB	12.7%
3	Google	9.4%
4	KONE	9.3%
5	Wärtsilä	9.0%
6	Fortum	8.6%
7	VTT	7.4%
8	Pöyry	7.0%
9	Neste Oil	6.2%
10	Outokumpu	6.1%

2010 Rank	Employer	Europe
1	Google	10.4%
2	Microsoft	8.0%
3	Apple	6.7%
4	IBM	5.8%
5	BMW Group	5.0%
6	EADS	4.9%
7	Siemens	4.9%
8	Nokia	3.3%
9	L'Oréal	3.2%
10	Intel	3.1%



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 3 companies from a list of 120.

Chapter IV:

The students



Student sample profile

Age (average in years)

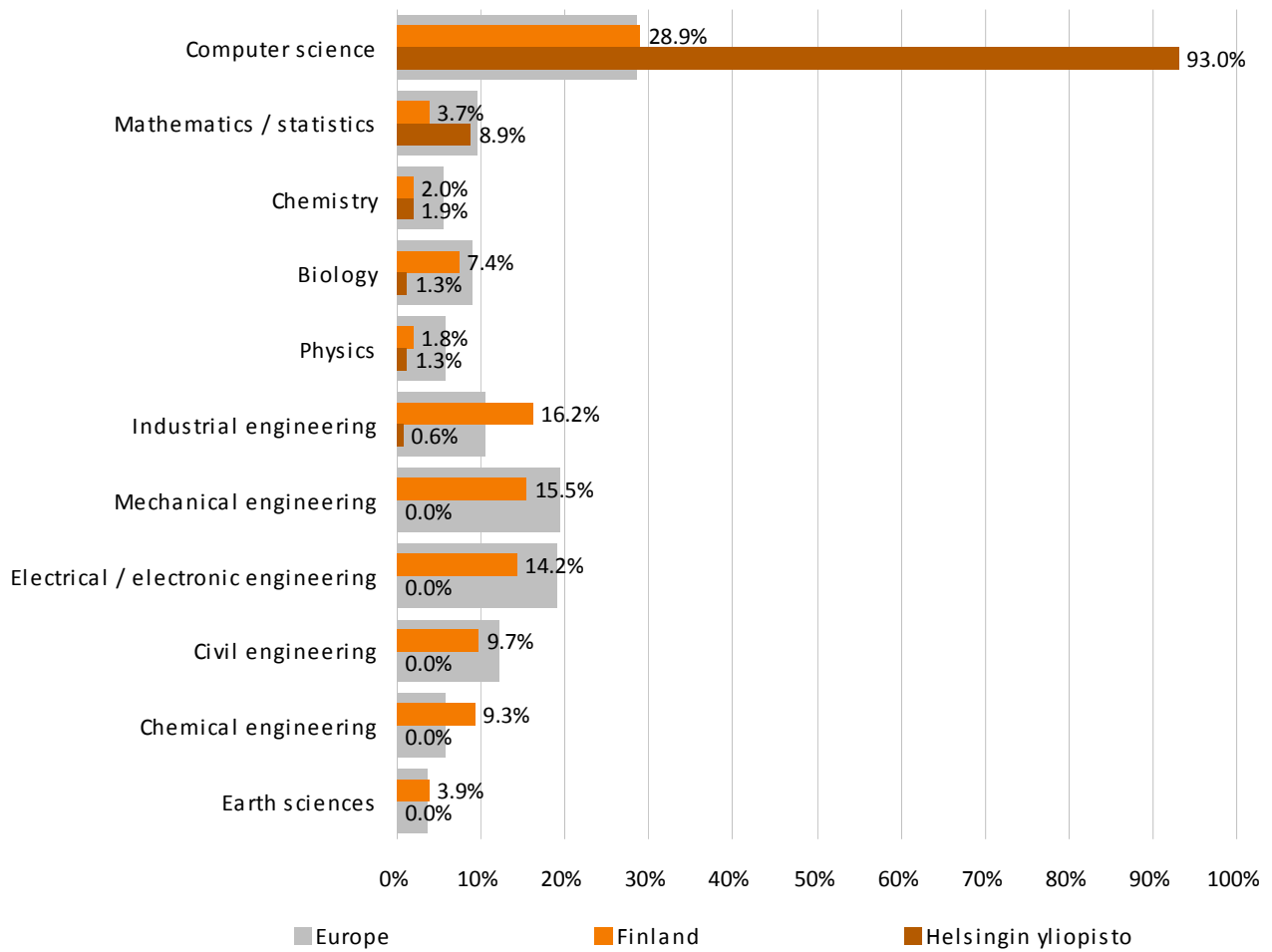


Gender

Country	Male	Female
Europe	68.7%	31.3%
Austria	67.4%	32.6%
Belgium	74.0%	26.0%
Bulgaria	53.4%	46.6%
Czech Republic	67.6%	32.4%
Denmark	59.1%	40.9%
Finland	68.8%	31.2%
France	73.0%	27.0%
Germany	80.7%	19.3%
Greece	66.3%	33.7%
Hungary	67.2%	32.8%
Ireland	68.2%	31.8%
Italy	69.9%	30.1%
Netherlands	68.6%	31.4%
Norway	75.2%	24.8%
Poland	66.8%	33.2%
Portugal	66.7%	33.3%
Romania	63.1%	36.9%
Russia	68.0%	32.0%
Slovakia	66.3%	33.7%
Spain	63.2%	36.8%
Sweden	67.8%	32.2%
Switzerland	77.2%	22.8%
Turkey	67.9%	32.1%
United Kingdom	61.1%	38.9%
Helsingin yliopisto	80.1%	19.9%

Student sample profile

Subject





Student sample profile

Expected length of higher education and academic achievement

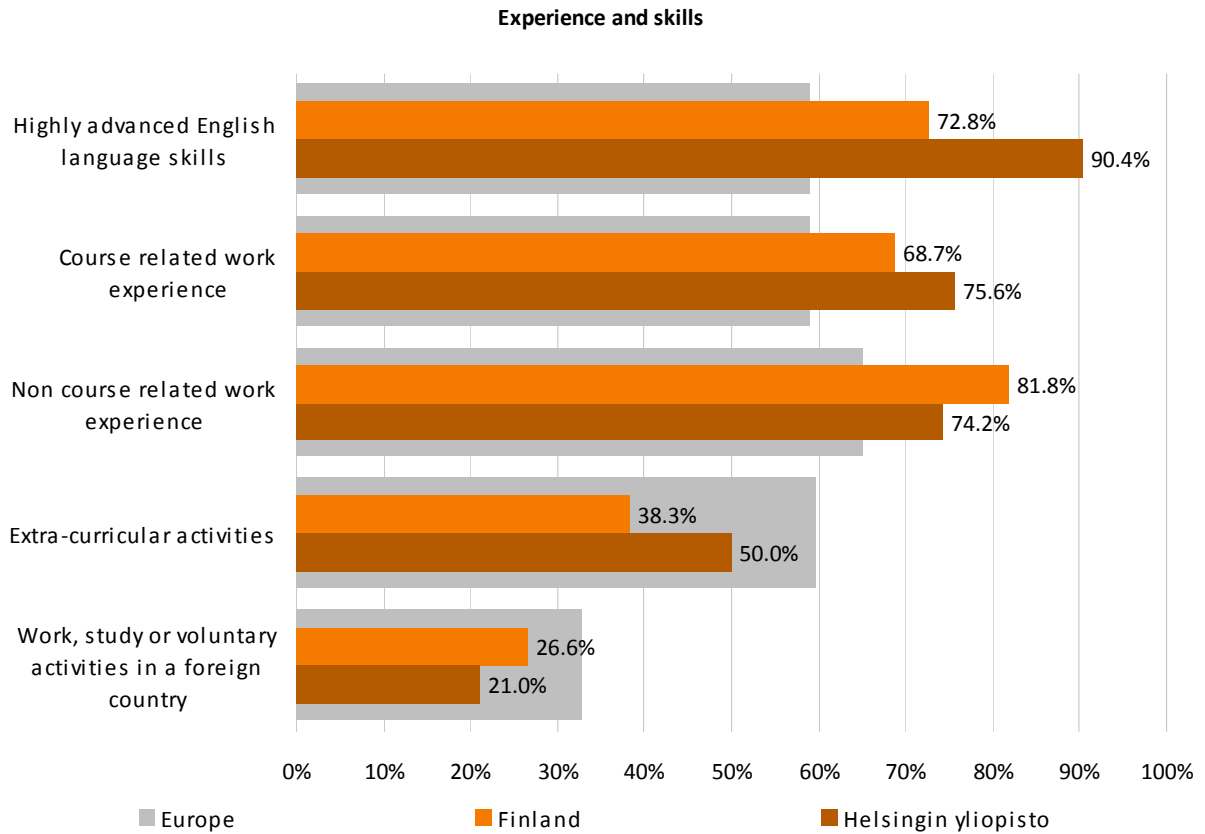
Expected length of education (in years)



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



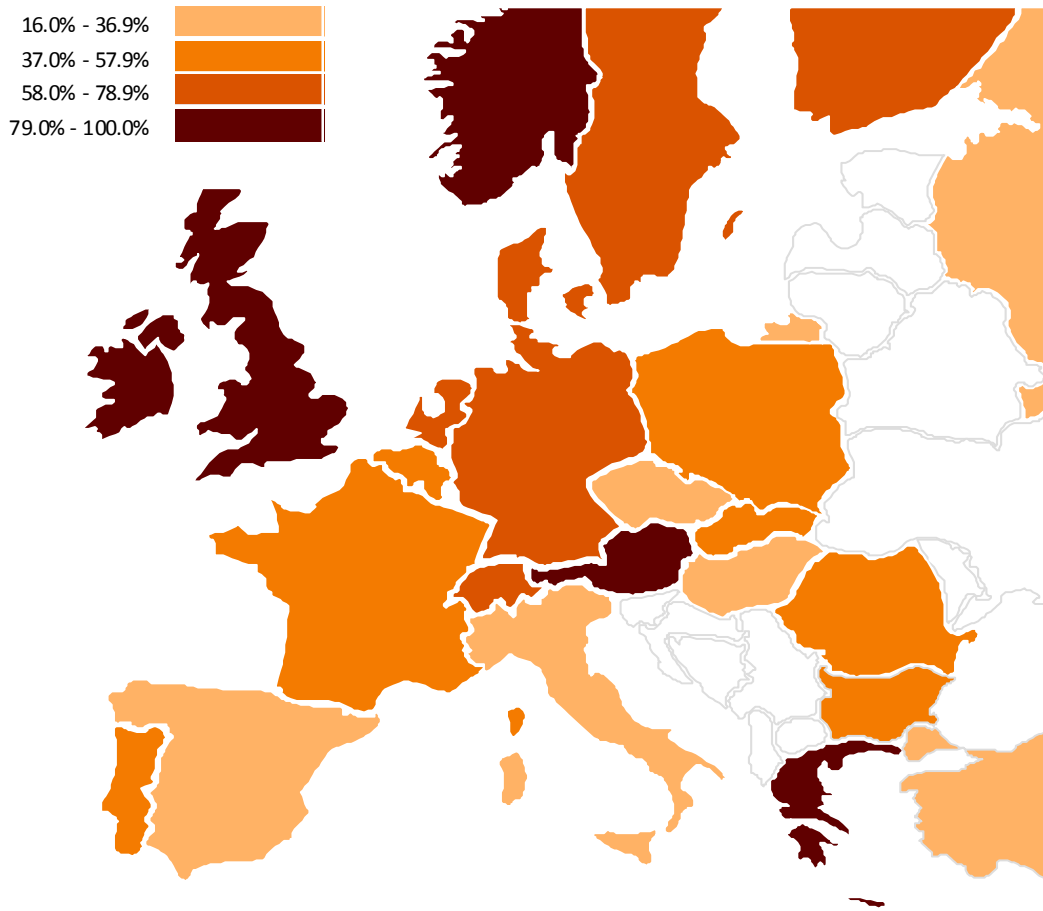
Experience and highly advanced English language skills





Experience and highly advanced English language skills

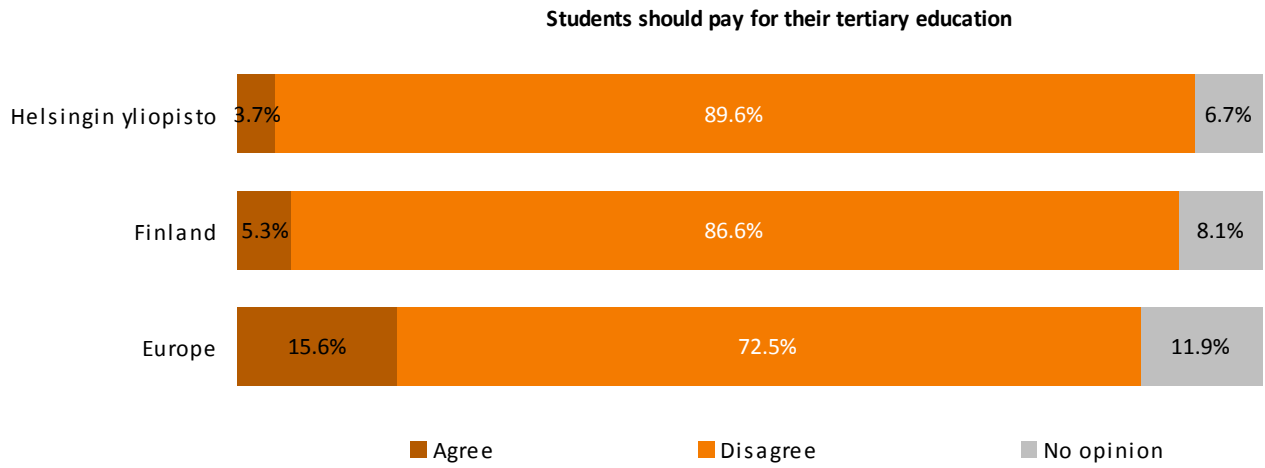
English language skills (according to students)



Country	%
Europe	59.0%
Austria	81.4%
Belgium	52.8%
Bulgaria	38.4%
Czech Republic	28.1%
Denmark	71.6%
Finland	72.8%
France	46.7%
Germany	65.6%
Greece	83.2%
Hungary	16.8%
Ireland	100.0%
Italy	31.8%

Country	%
Netherlands	68.8%
Norway	80.2%
Poland	45.5%
Portugal	57.3%
Romania	47.8%
Russia	24.3%
Slovakia	50.5%
Spain	28.6%
Sweden	64.2%
Switzerland	63.4%
Turkey	35.5%
United Kingdom	100.0%
Helsingin yliopisto	90.4%

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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