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research » strategies » careers

# **trendence Graduate Barometer 2011 - Engineering Edition**

**Partner report prepared for**

**Helsingin yliopisto**



**trendence** |  
Graduate Barometer | **2011**

# Contents

1. **General information / methodology**
2. Education and university evaluation
3. Career
4. Focus on Top Employers 2011
5. Profile



# Methodology: trendence Graduate Barometer - European Edition

## Global Information

<b>Method:</b>	Online-questionnaire
<b>Field phase:</b>	September 2010 to January 2011
<b>Participation:</b>	Invitations via careers service email; anonymity assured; prize draw & donation
<b>Analysis:</b>	Data analysis with statistical tools; MRS and ESOMAR codes and ISO 20252 observed
<b>Student groups:</b>	Europe sample and various sub-groups analyzed, including students from Finland and Helsingin yliopisto
<b>Media coverage:</b>	FAZ 06/2011

## Response

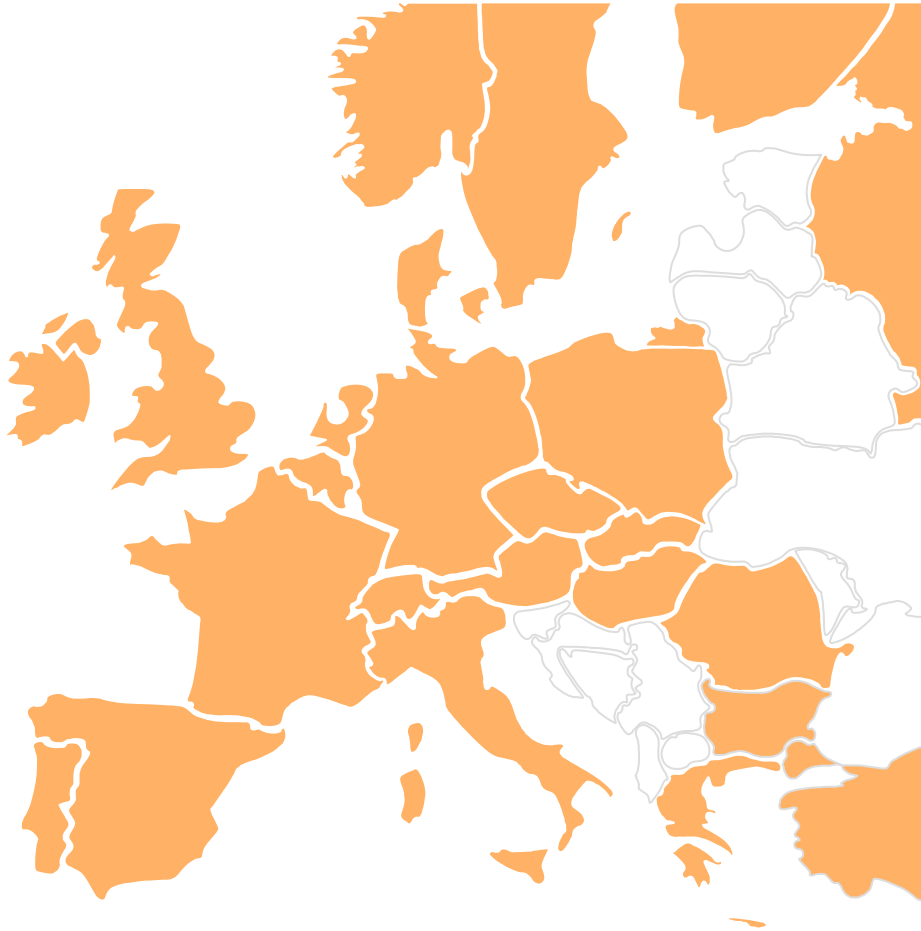
	GBE 2009	GBE 2010	GBE 2011
Participating universities	779	859	1,077
Respondents	196,019	219,790	310,945

# USPs

## USPs of the trendence Graduate Barometer 2011:

- » The trendence Graduate Barometer has grown to be the largest survey on career, education and employer topics in Europe. 1,077 institutions in 24 countries took part and 310,000 students answered the survey.
- » The survey was conducted in the following countries: Austria, Belgium, Bulgaria, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, the Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Spain, Sweden, Switzerland, Turkey and the United Kingdom.
- » 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).

# trendence Graduate Barometer 2011: participation



## trendence Graduate Barometer 2011: participation (cont.)

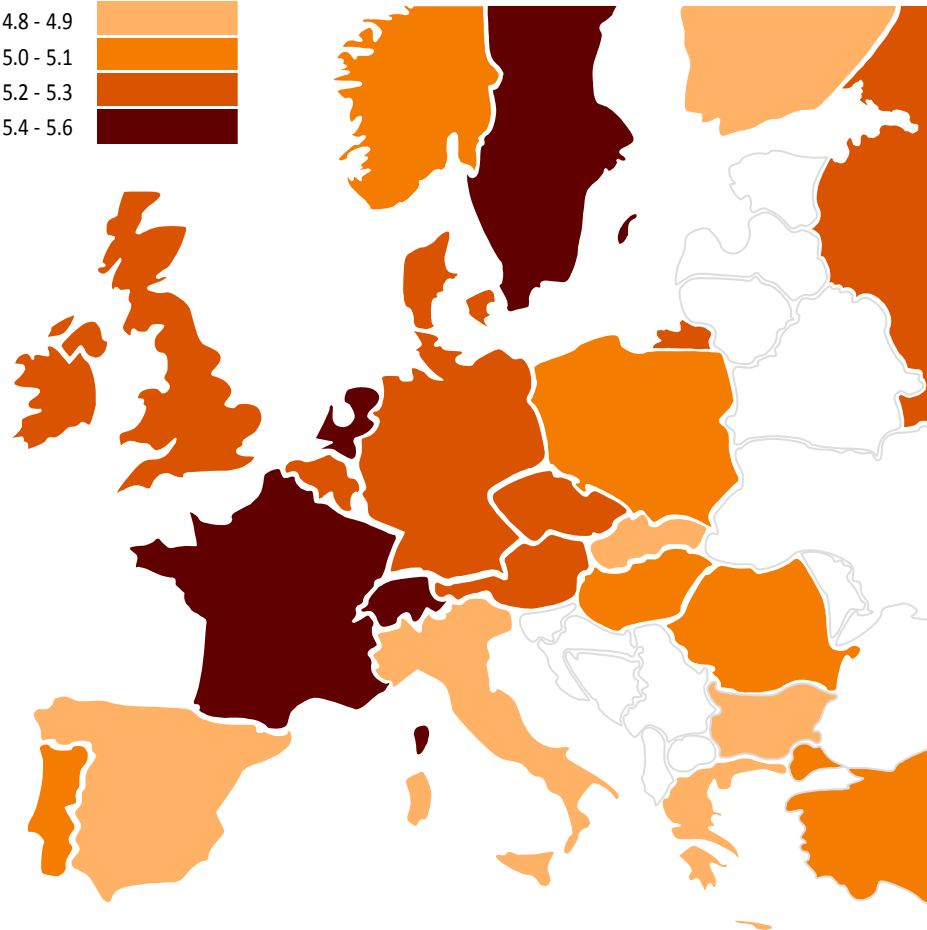
Country	Answers	Country	Answers
Austria	3.423	Netherlands	1.488
Belgium	2.915	Norway	331
Bulgaria	1.850	Poland	6.169
Czech Republic	3.906	Portugal	4.629
Denmark	944	Romania	2.049
Finland	4.358	Russia	2.300
France	13.539	Slovakia	8.450
Germany	18.028	Spain	22.882
Greece	694	Sweden	1127
Hungary	9.209	Switzerland	3.245
Ireland	1.459	Turkey	2450
Italy	9.593	United Kingdom	3.818
		<b>Total</b>	<b>128.856</b>
		<b>Helsingin yliopisto</b>	<b>568</b>

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# Evaluation of university performance in Europe



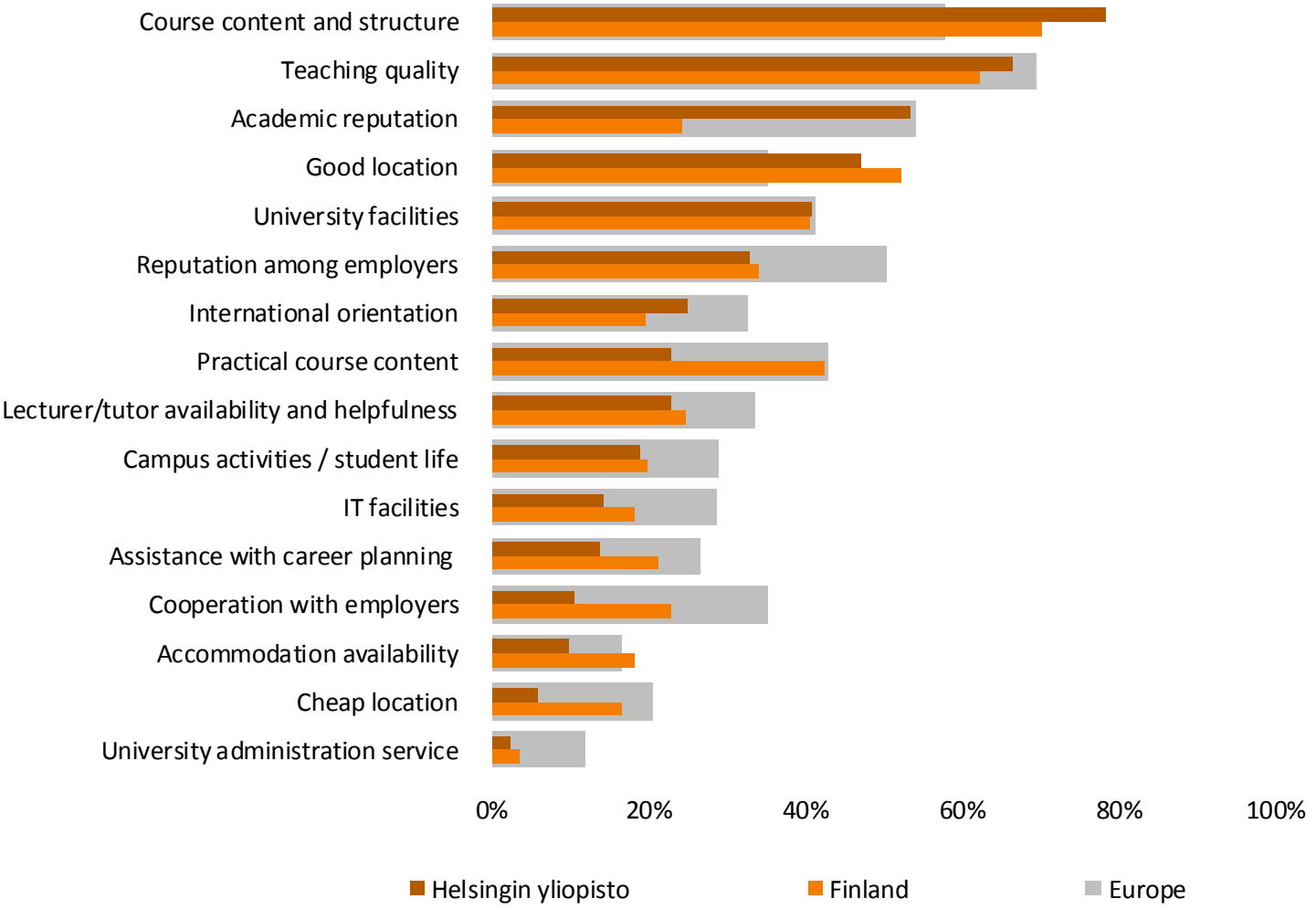


## Evaluation of university performance in Europe (cont.)

Country	Satisfaction
Europe	5,1
Austria	5,2
Belgium	5,3
Bulgaria	4,9
Czech Republic	5,2
Denmark	5,3
Finland	4,8
France	5,4
Germany	5,2
Greece	4,9
Hungary	5,0
Ireland	5,2
Italy	4,9

Country	Satisfaction
Netherlands	5,5
Norway	5,0
Poland	5,1
Portugal	5,1
Romania	5,0
Russia	5,2
Slovakia	4,9
Spain	4,8
Sweden	5,5
Switzerland	5,6
Turkey	5,1
United Kingdom	5,2
<b>Helsingin yliopisto</b>	<b>5,1</b>

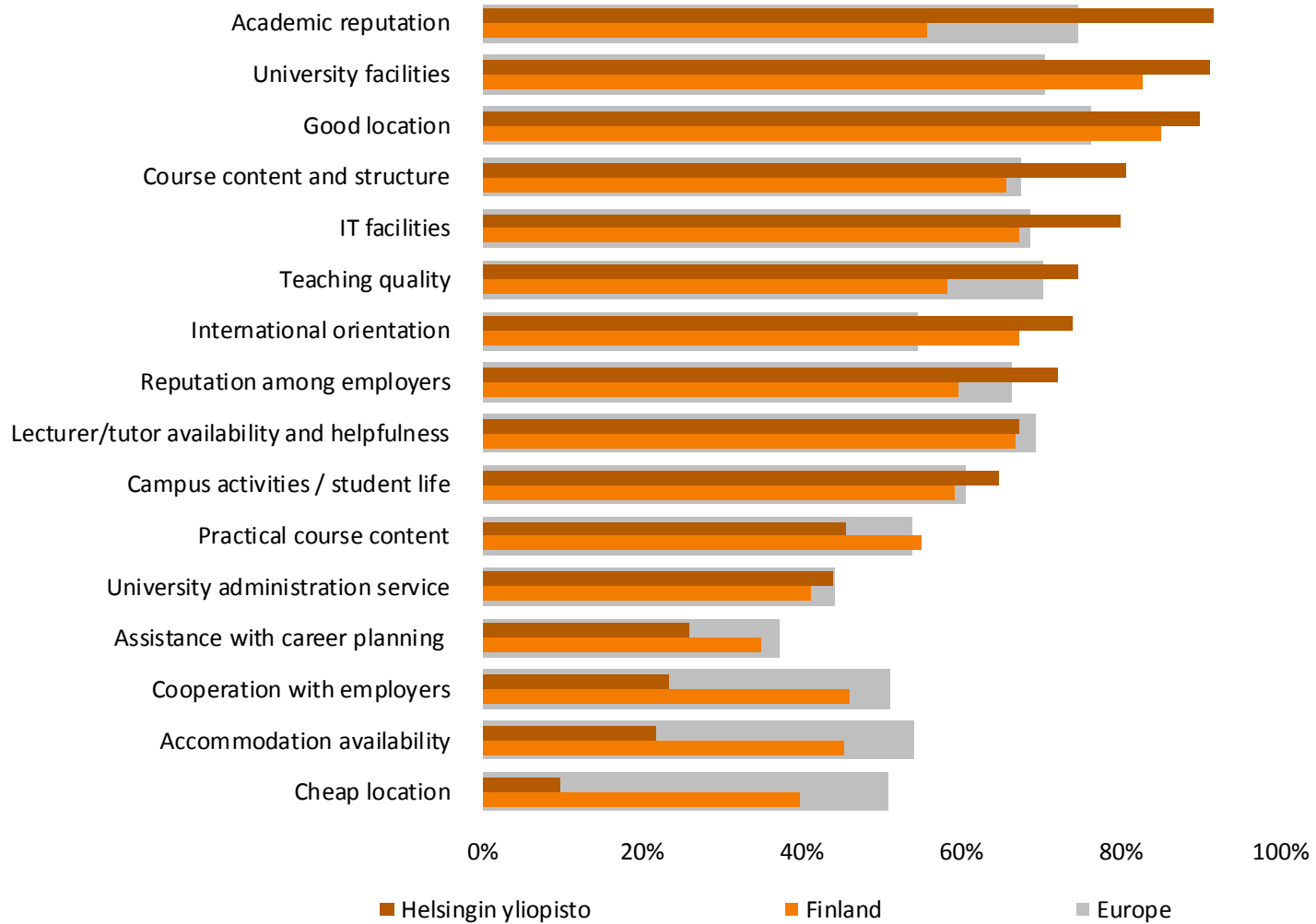
# Important factors when choosing a university course



## Important factors when choosing a university course (cont.)

Important factors	Helsingin yliopisto	Finland	Europe
Course content and structure	78,4%	70,3%	57,9%
Teaching quality	66,6%	62,3%	69,6%
Academic reputation	53,5%	24,4%	54,2%
Good location	47,2%	52,4%	35,3%
University facilities	41,0%	40,6%	41,4%
Reputation among employers	33,0%	34,1%	50,4%
International orientation	25,1%	19,6%	32,7%
Practical course content	22,9%	42,6%	43,0%
Lecturer/tutor availability and helpfulness	22,9%	24,7%	33,7%
Campus activities / student life	19,0%	19,9%	28,9%
IT facilities	14,4%	18,3%	28,7%
Assistance with career planning	13,8%	21,2%	26,7%
Cooperation with employers	10,5%	22,9%	35,4%
Accommodation availability	9,8%	18,3%	16,7%
Cheap location	5,9%	16,6%	20,5%
University administration service	2,4%	3,6%	12,0%

# Evaluation of university performance

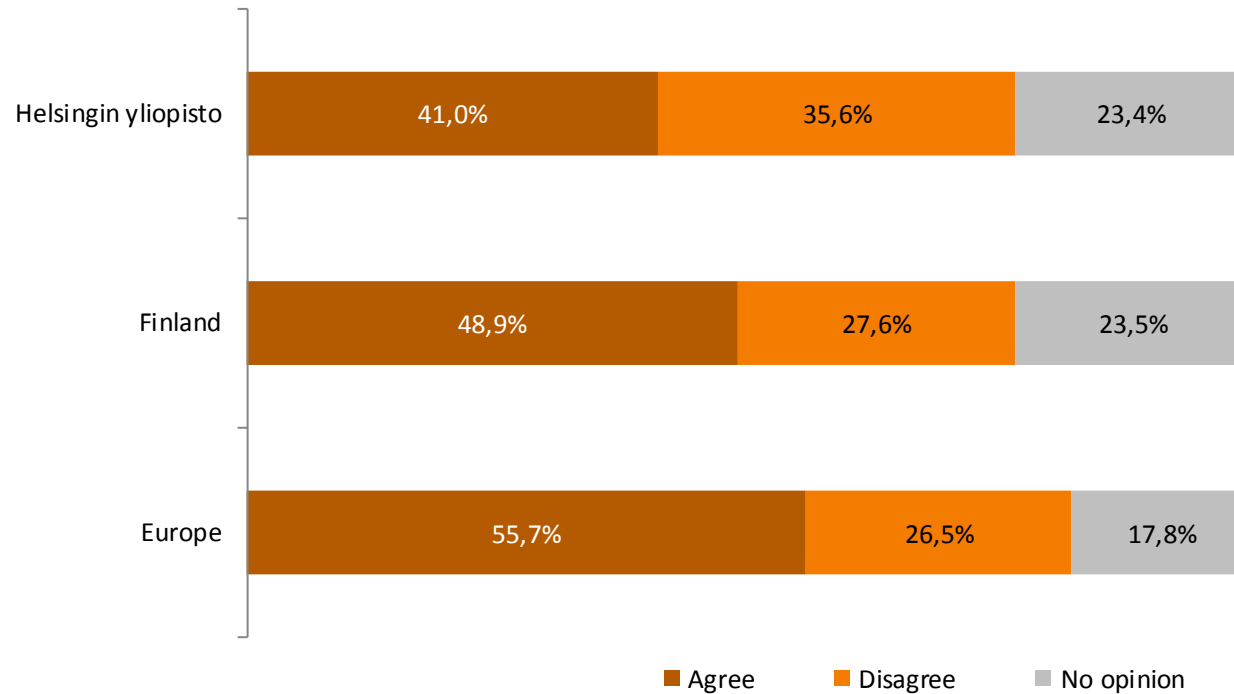


## Evaluation of university performance (cont.)

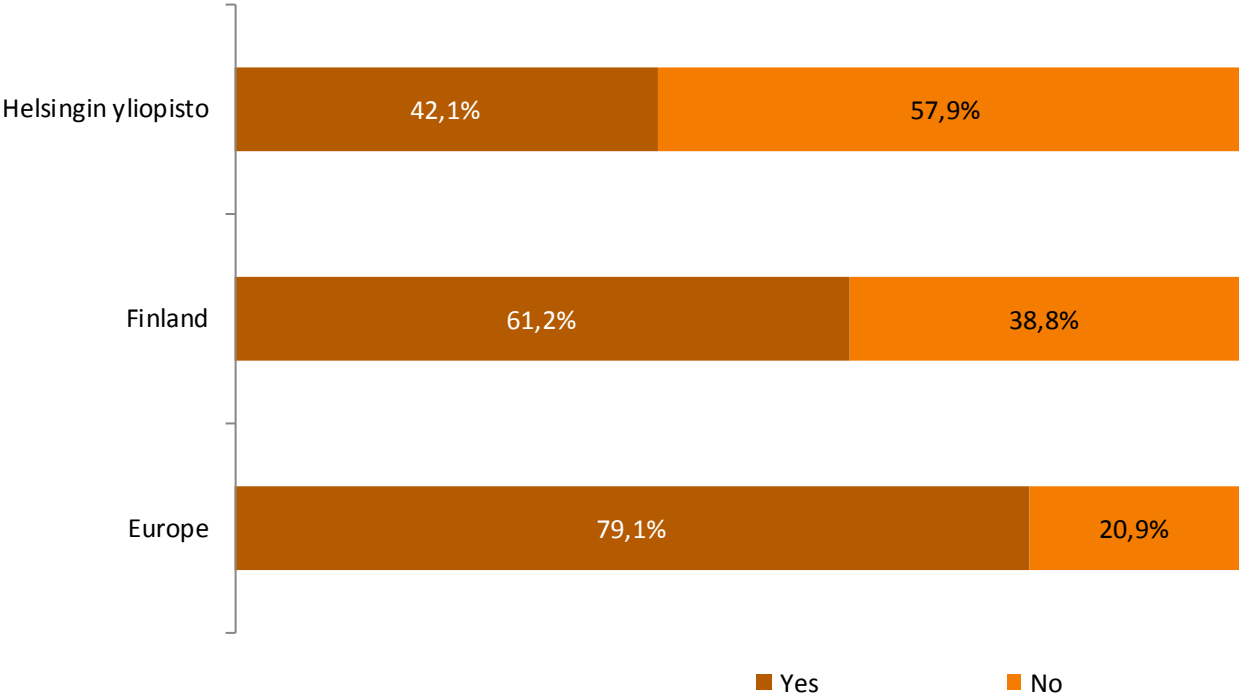
Satisfaction	Helsingin yliopisto	Finland	Europe
Academic reputation	91,8%	55,8%	74,6%
University facilities	91,2%	82,8%	70,6%
Good location	90,0%	85,1%	76,2%
Course content and structure	80,7%	65,6%	67,5%
IT facilities	79,9%	67,4%	68,6%
Teaching quality	74,6%	58,2%	70,3%
International orientation	73,9%	67,2%	54,7%
Reputation among employers	72,1%	59,7%	66,4%
Lecturer/tutor availability and helpfulness	67,4%	66,8%	69,3%
Campus activities / student life	64,7%	59,2%	60,6%
Practical course content	45,6%	55,1%	53,8%
University administration service	43,9%	41,2%	44,3%
Assistance with career planning	25,9%	35,0%	37,3%
Cooperation with employers	23,5%	46,1%	51,1%
Accommodation availability	21,9%	45,4%	54,1%
Cheap location	9,7%	39,9%	51,0%

# Opinion

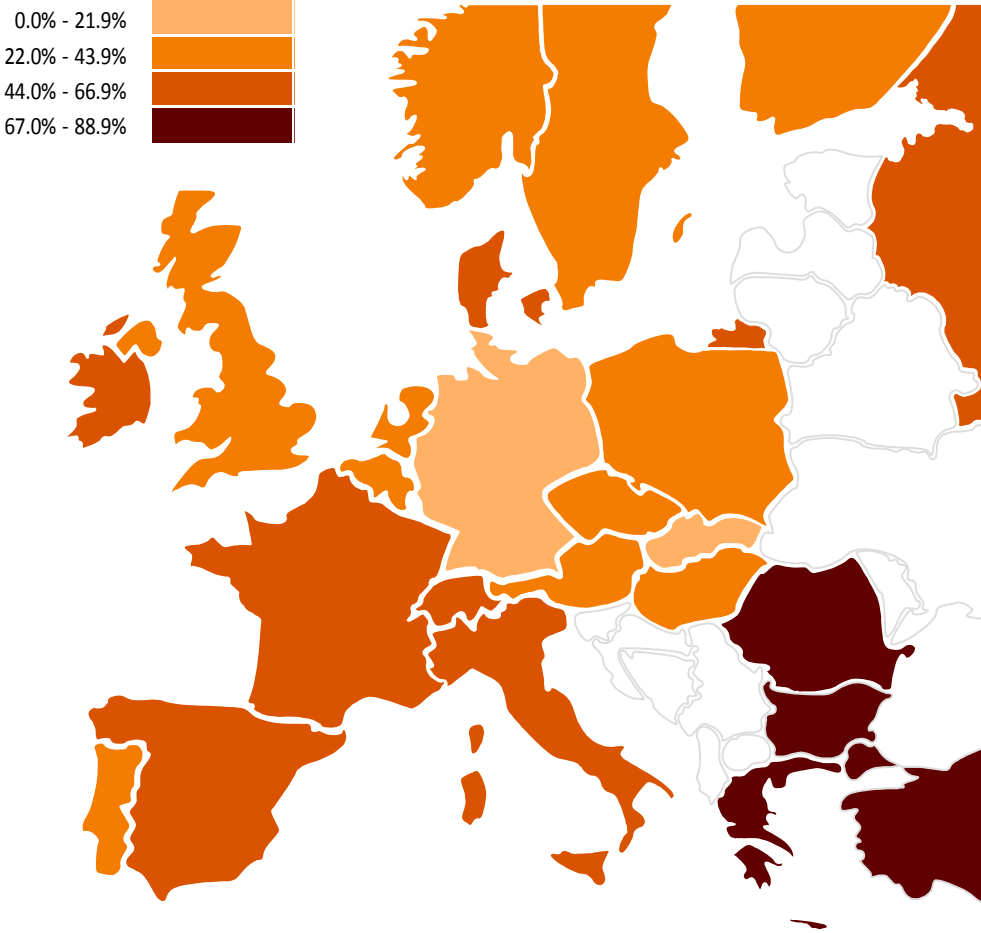
My university course provides me with the skills necessary for the labour market.



# Use of university careers fair



# Interest in studying a master course abroad

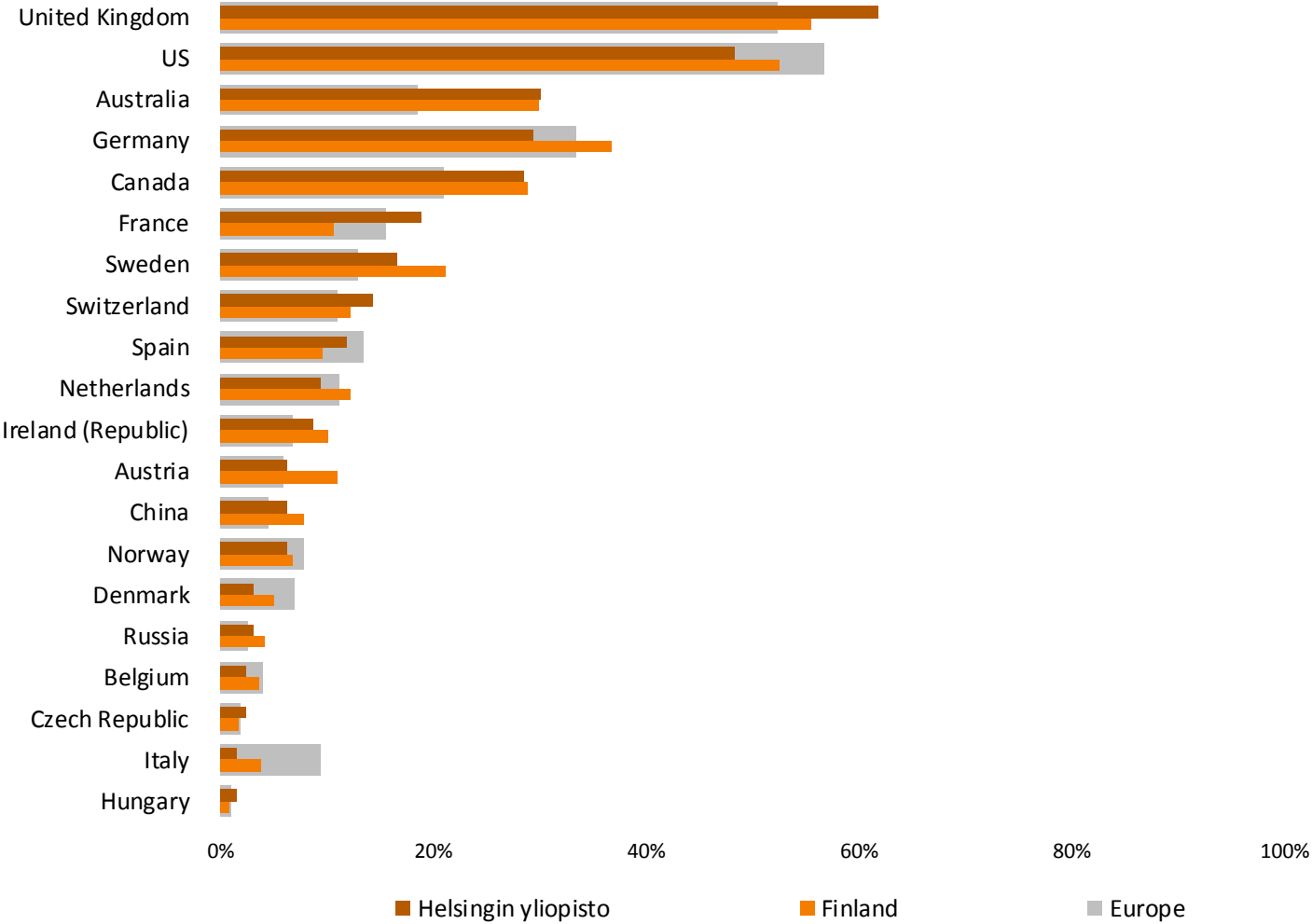




## Interest in studying a master course abroad (cont.)

Country	%	Country	%
Europe	50,5%	Netherlands	34,9%
Austria	42,6%	Norway	36,0%
Belgium	35,3%	Poland	39,7%
Bulgaria	70,2%	Portugal	43,9%
Czech Republic	27,3%	Romania	70,5%
Denmark	53,3%	Russia	64,8%
Finland	30,2%	Slovakia	19,8%
France	47,6%	Spain	60,1%
Germany	0,0%	Sweden	43,4%
Greece	76,9%	Switzerland	44,5%
Hungary	41,0%	Turkey	88,5%
Ireland	44,7%	United Kingdom	38,9%
Italy	54,8%	<b>Helsingin yliopisto</b>	<b>28,2%</b>

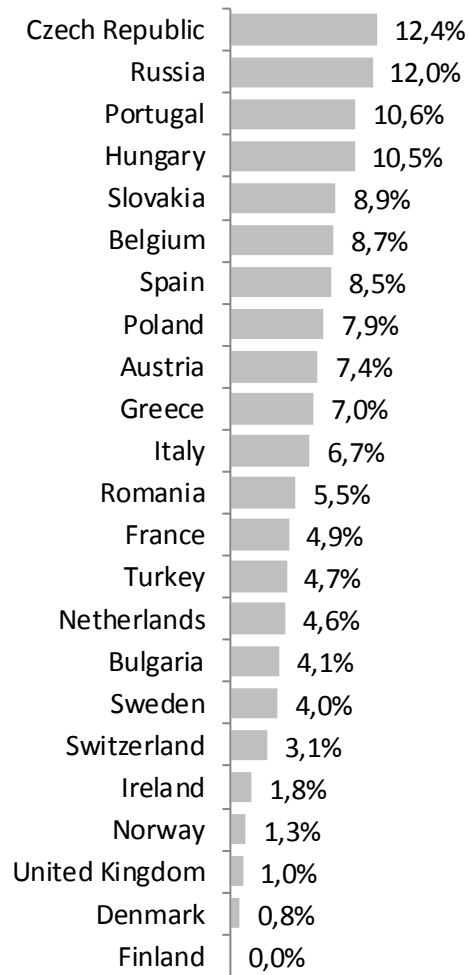
# Desired master course destination



## Desired master course destination (cont.)

Master course destination	Helsingin yliopisto	Finland	Europe
United Kingdom	61,9%	55,6%	52,4%
US	48,4%	52,6%	56,8%
Australia	30,2%	30,0%	18,5%
Germany	29,4%	36,8%	33,5%
Canada	28,6%	28,9%	21,0%
France	19,0%	10,7%	15,6%
Sweden	16,7%	21,2%	12,9%
Switzerland	14,3%	12,2%	11,0%
Spain	11,9%	9,7%	13,4%
Netherlands	9,5%	12,2%	11,2%
Ireland (Republic)	8,7%	10,2%	6,8%
Austria	6,3%	11,1%	5,9%
China	6,3%	7,9%	4,5%
Norway	6,3%	6,9%	7,9%
Denmark	3,2%	5,0%	7,0%
Russia	3,2%	4,2%	2,7%
Belgium	2,4%	3,6%	4,1%
Czech Republic	2,4%	1,8%	2,0%
Italy	1,6%	3,9%	9,4%
Hungary	1,6%	0,8%	1,0%

# Students wanting to study a master course in Finland



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

This question has not been asked in Germany.

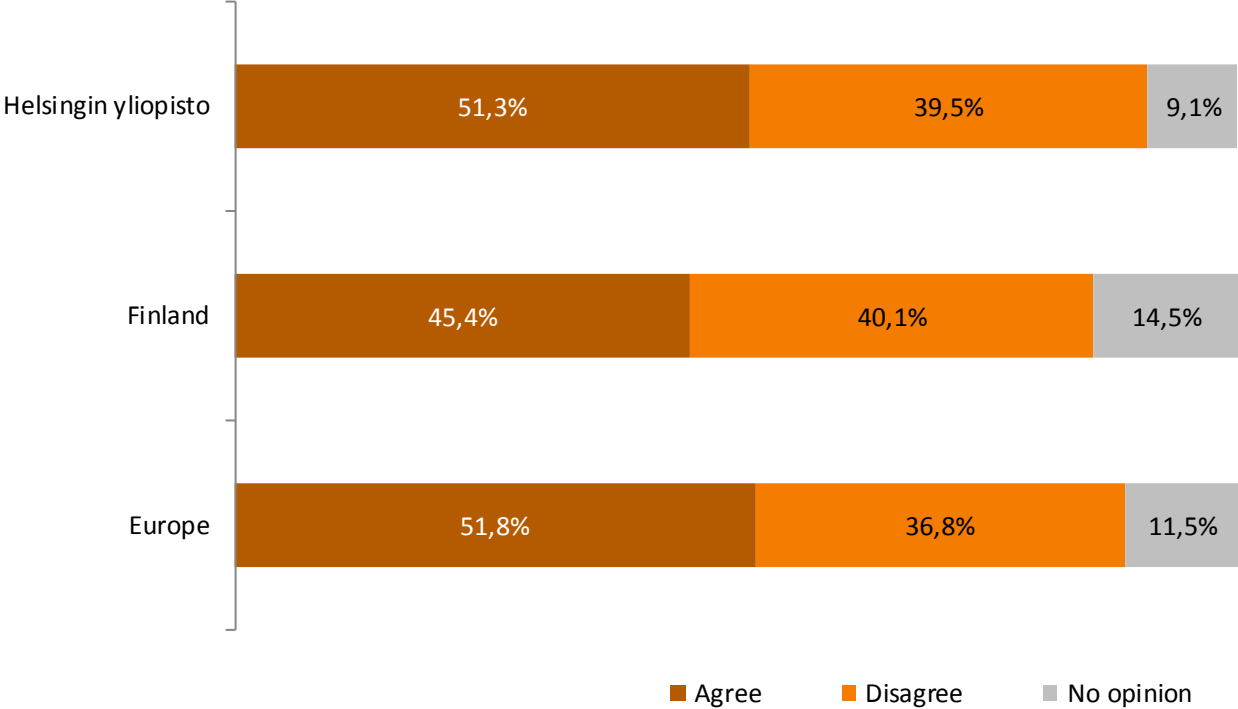
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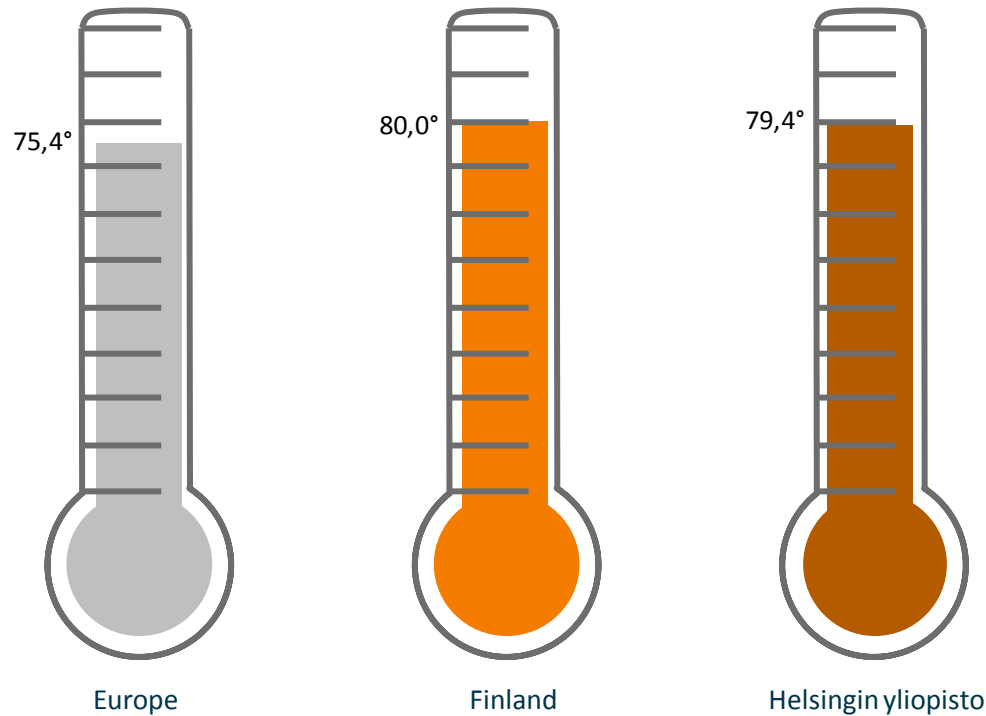


# Opinion

I am worried about my future career



# Optimism indicator

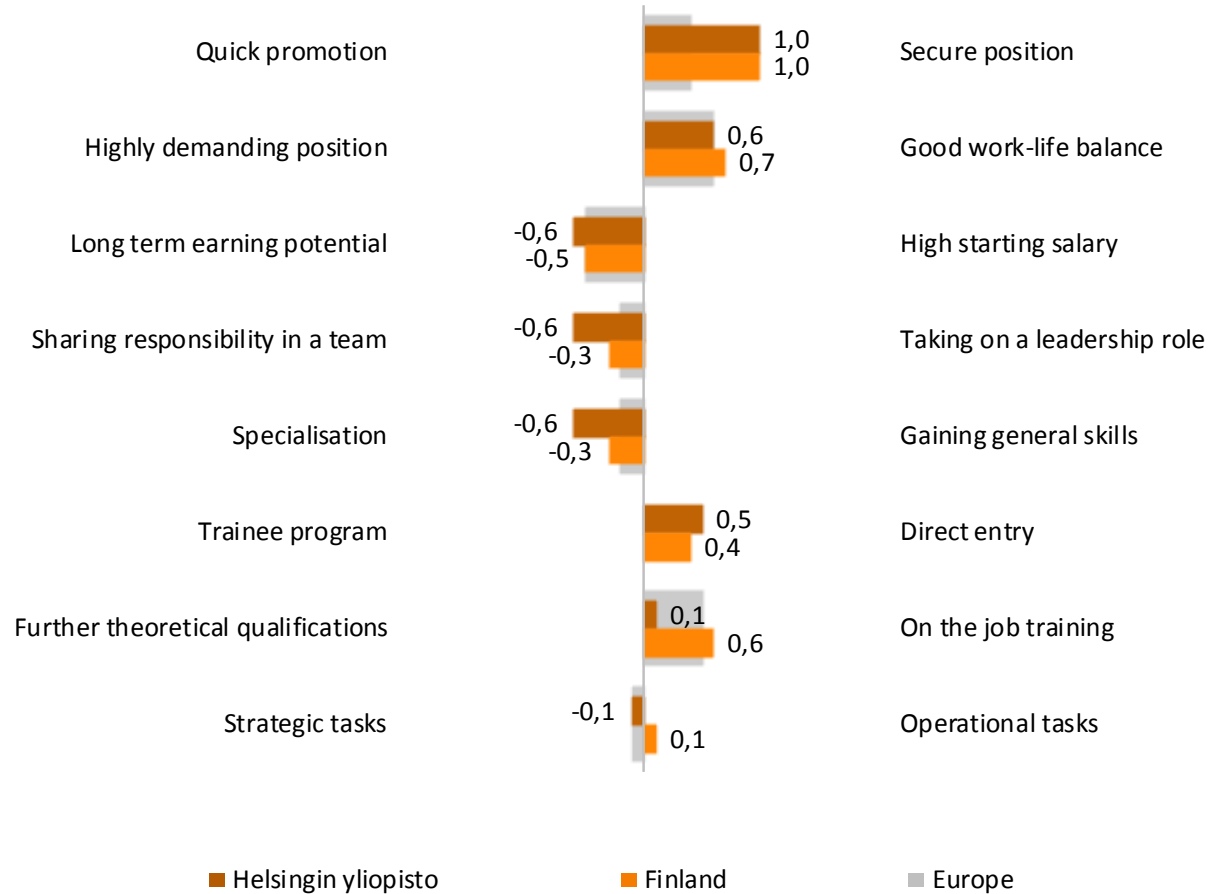


Question: How many APPLICATIONS do you expect to send (did you send) to find your first professional position?

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

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. The highest possible mark of 100 symbolises an "overheating" of the market: in such a market every graduate would find a position within the shortest of time and with minimal effort.

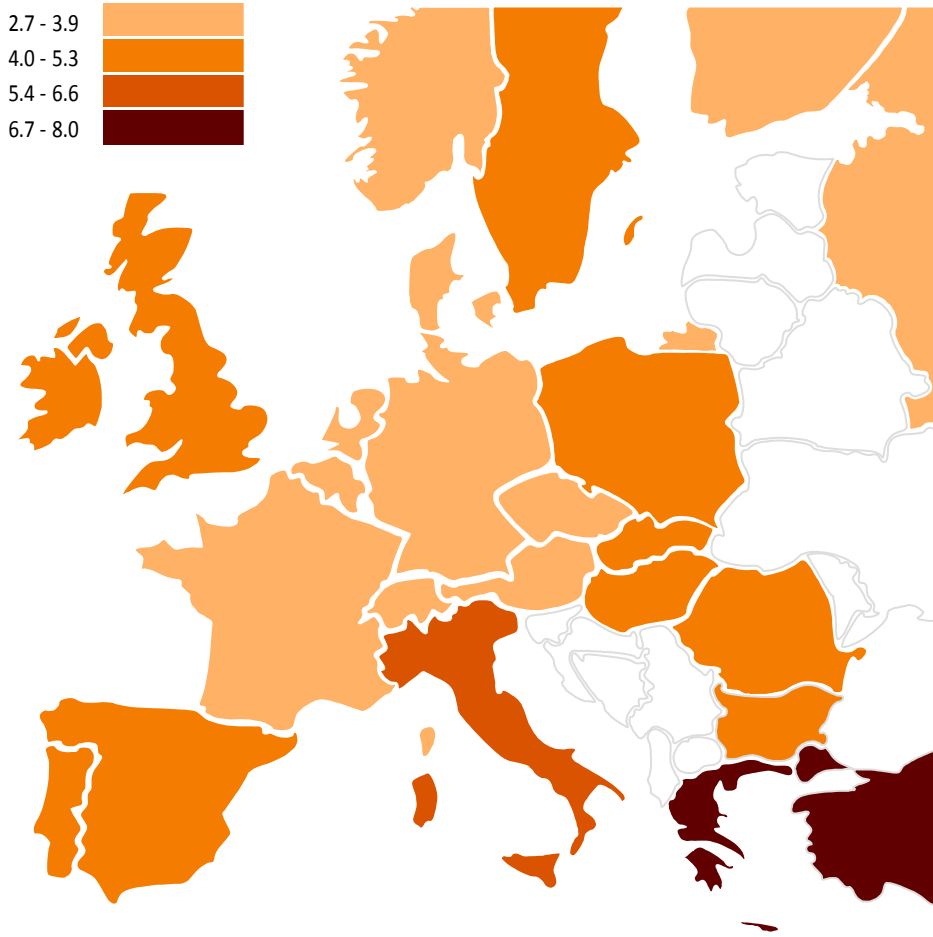
# Career priorities





# Job application process

Estimated timeframe to find first position



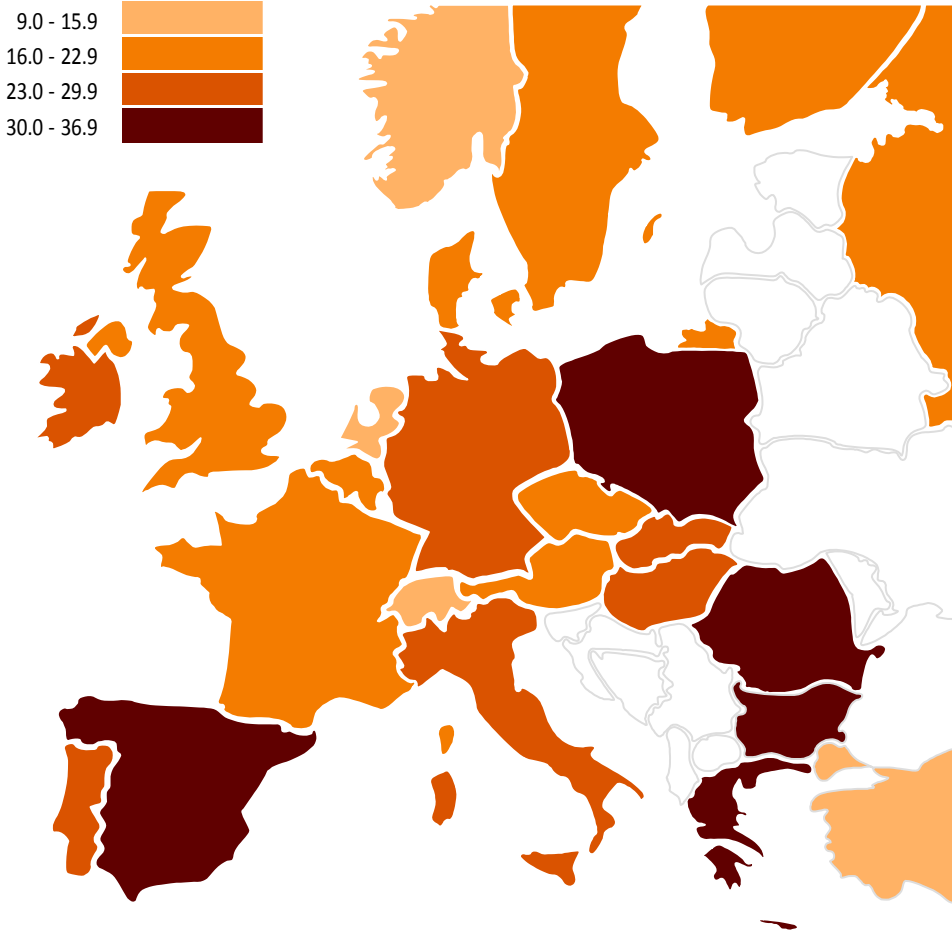
# Job application process

Estimated timeframe to find first position (cont.)

Country	Months	Country	Months
Europe	4,5	Netherlands	3,4
Austria	3,1	Norway	3,1
Belgium	3,3	Poland	5,1
Bulgaria	4,1	Portugal	4,2
Czech Republic	3,7	Romania	4,7
Denmark	3,9	Russia	2,8
Finland	3,7	Slovakia	4,6
France	2,7	Spain	5,0
Germany	3,6	Sweden	4,0
Greece	7,7	Switzerland	3,2
Hungary	4,7	Turkey	8,0
Ireland	5,1	United Kingdom	4,7
Italy	6,3	<b>Helsingin yliopisto</b>	<b>3,7</b>

# Job application process

Estimated number of applications to find first position



# Job application process

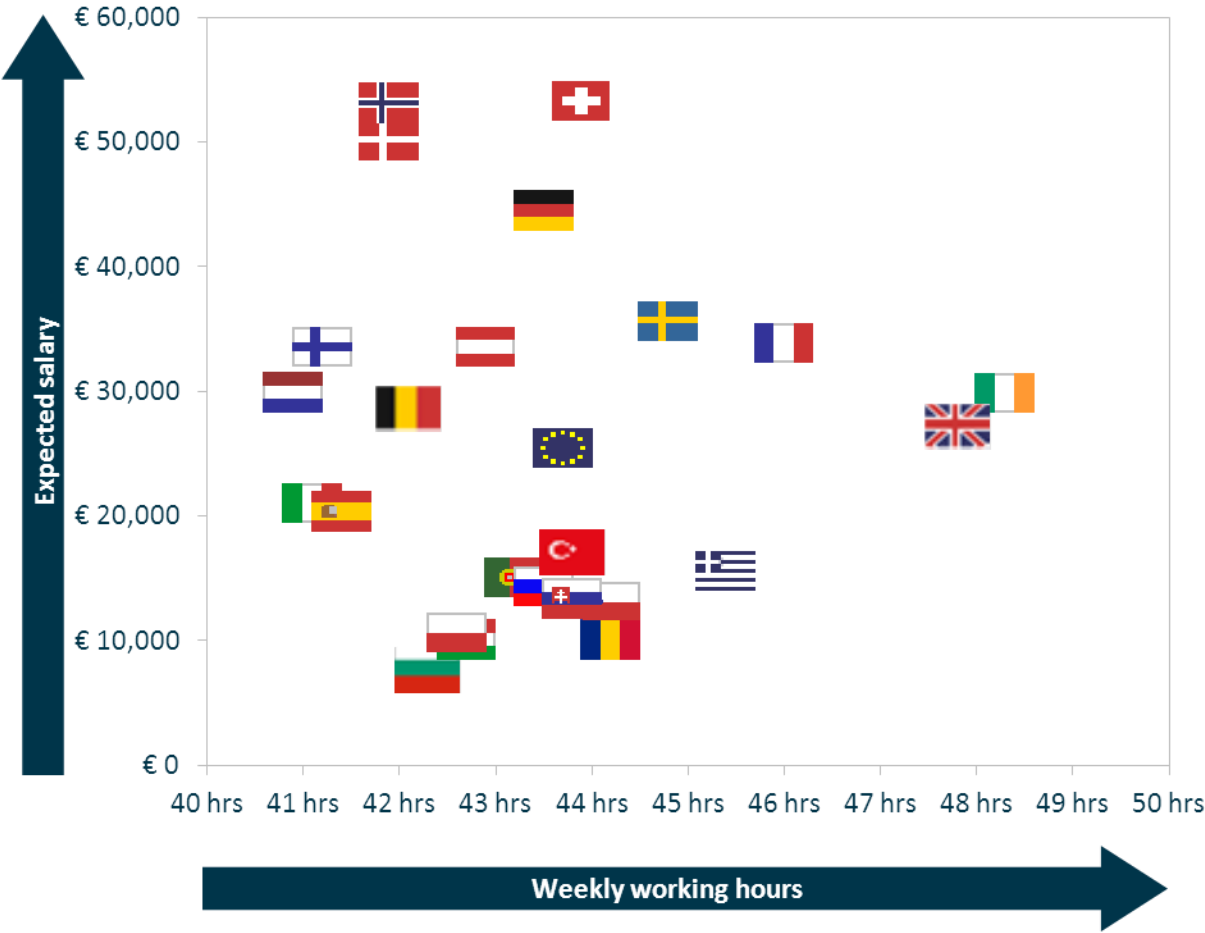
Estimated number of applications to find first position (cont.)

Country	Number of applications
Europe	24,6
Austria	20,3
Belgium	16,1
Bulgaria	30,1
Czech Republic	18,9
Denmark	22,6
Finland	20,3
France	20,7
Germany	23,2
Greece	31,8
Hungary	27,8
Ireland	27,6
Italy	24,6

Country	Number of applications
Netherlands	10,3
Norway	11,4
Poland	36,0
Portugal	25,0
Romania	33,8
Russia	16,2
Slovakia	26,0
Spain	30,2
Sweden	20,2
Switzerland	15,8
Turkey	9,0
United Kingdom	21,7
<b>Helsingin yliopisto</b>	<b>21,0</b>

# Expectations of first position

Expected gross annual salary / expected working hours relationship in Europe

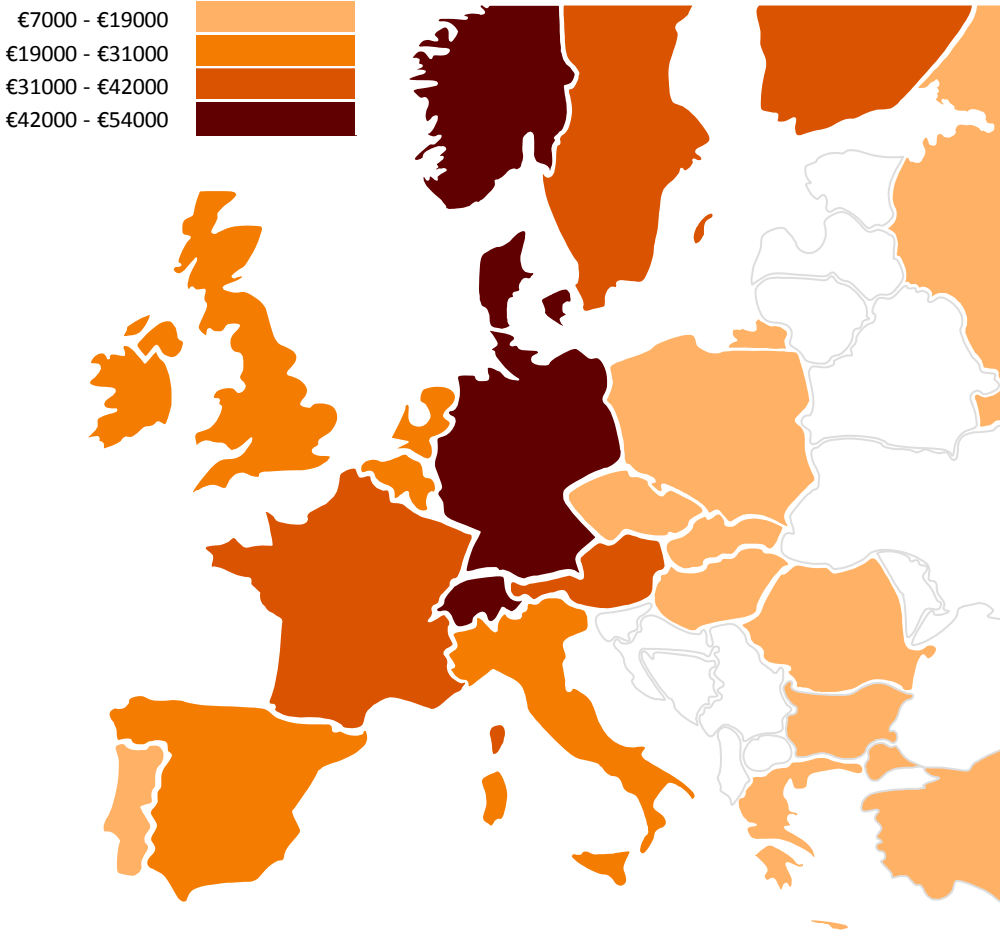


Question: How much do you expect to earn per year (gross income, including bonus) in your first professional position after graduation?

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

# Expectations of first position

Expected gross annual salary



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

# Expectations of first position

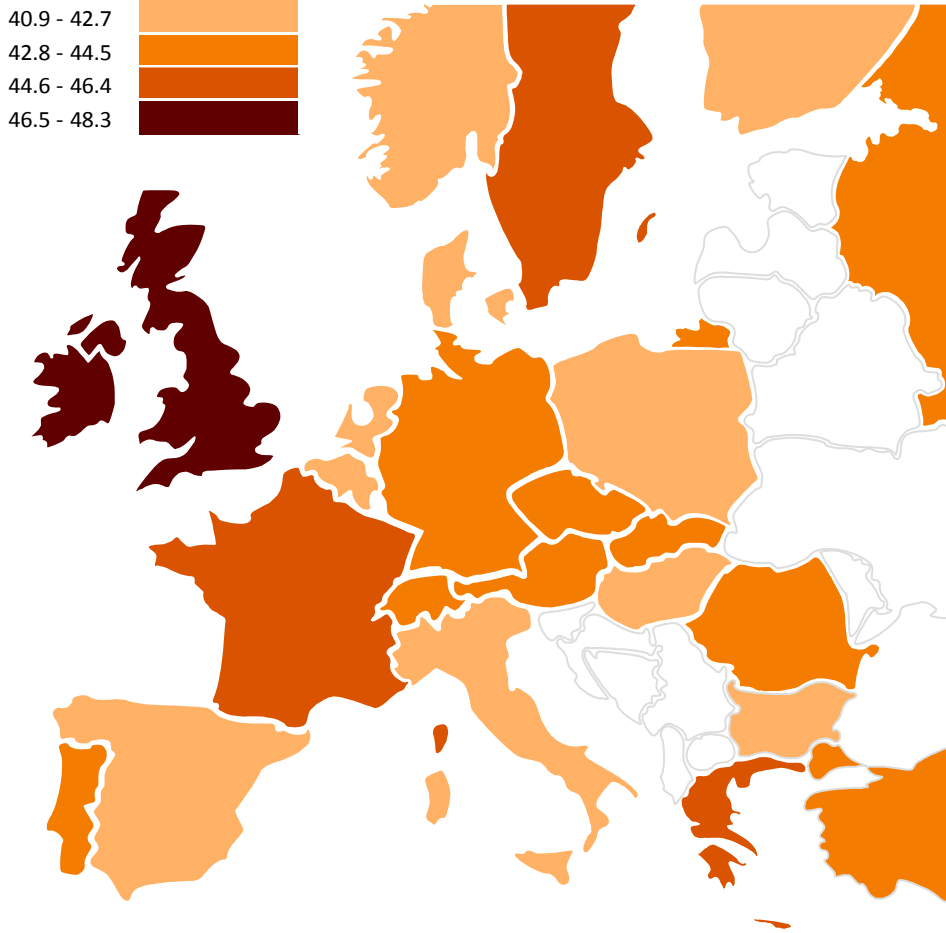
## Expected gross annual salary (cont.)

Country	Expected income (Euros)
Europe	25.251,4 €
Austria	33.388,1 €
Belgium	28.540,5 €
Bulgaria	7.552,5 €
Czech Republic	12.938,0 €
Denmark	49.942,0 €
Finland	33.402,2 €
France	33.711,3 €
Germany	44.342,6 €
Greece	15.423,5 €
Hungary	9.950,7 €
Ireland	29.743,3 €
Italy	20.863,7 €

Country	Expected income (Euros)
Netherlands	29.766,3 €
Norway	52.956,9 €
Poland	10.542,1 €
Portugal	14.952,6 €
Romania	9.869,1 €
Russia	14.223,7 €
Slovakia	13.237,1 €
Spain	20.202,8 €
Sweden	35.415,7 €
Switzerland	53.114,7 €
Turkey	17.009,9 €
United Kingdom	27.056,6 €
<b>Helsingin yliopisto</b>	<b>35.021,8 €</b>

# Expectations of first position

Expected working hours





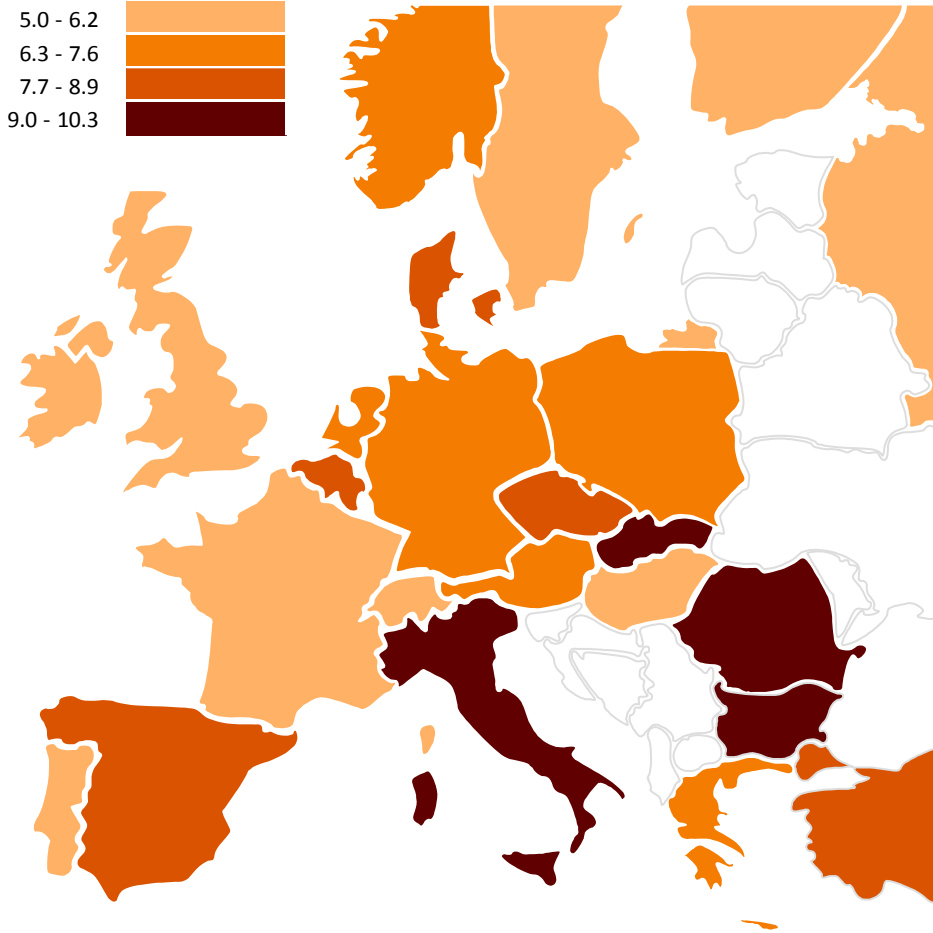
# Expectations of first position

## Expected working hours (cont.)

Country	Working hours	Country	Working hours
Europe	43,7	Netherlands	40,9
Austria	42,9	Norway	41,9
Belgium	42,1	Poland	42,6
Bulgaria	42,3	Portugal	43,2
Czech Republic	44,2	Romania	44,2
Denmark	41,9	Russia	43,5
Finland	41,2	Slovakia	43,8
France	46,0	Spain	41,4
Germany	43,5	Sweden	44,8
Greece	45,4	Switzerland	43,9
Hungary	42,7	Turkey	43,8
Ireland	48,3	United Kingdom	47,8
Italy	41,1	<b>Helsingin yliopisto</b>	<b>40,0</b>

# Expectations of first position

Expected time in first position



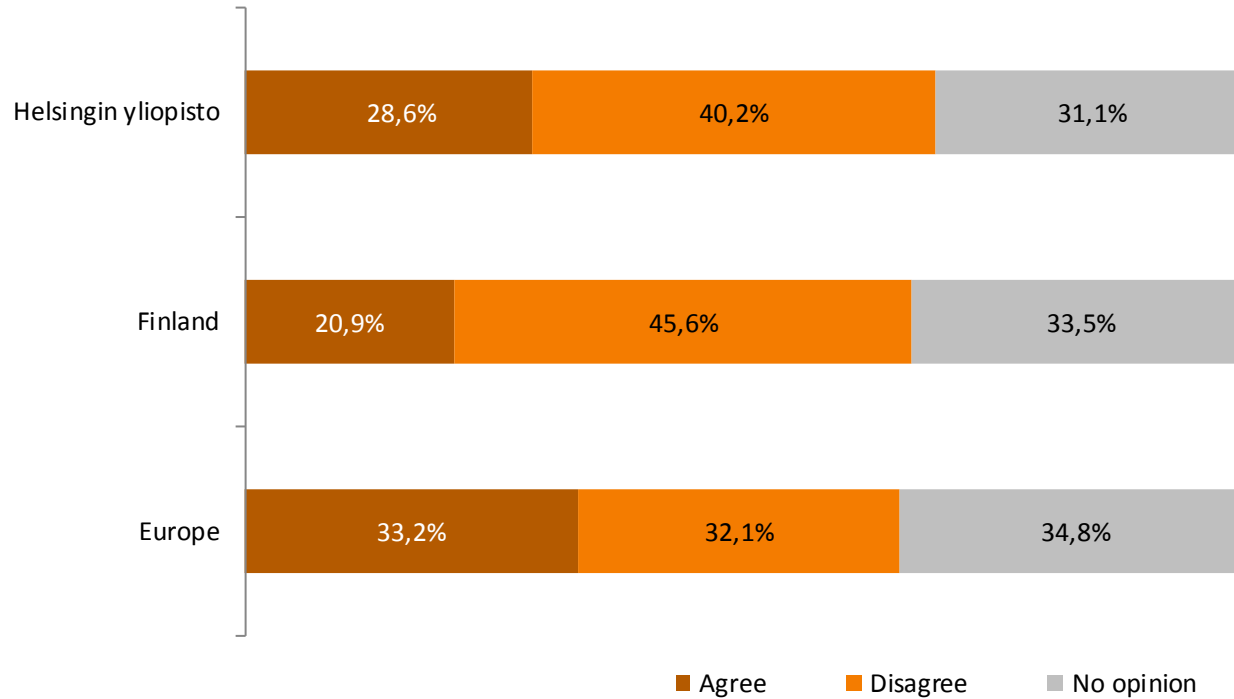
# Expectations of first position

## Expected time in first position (cont.)

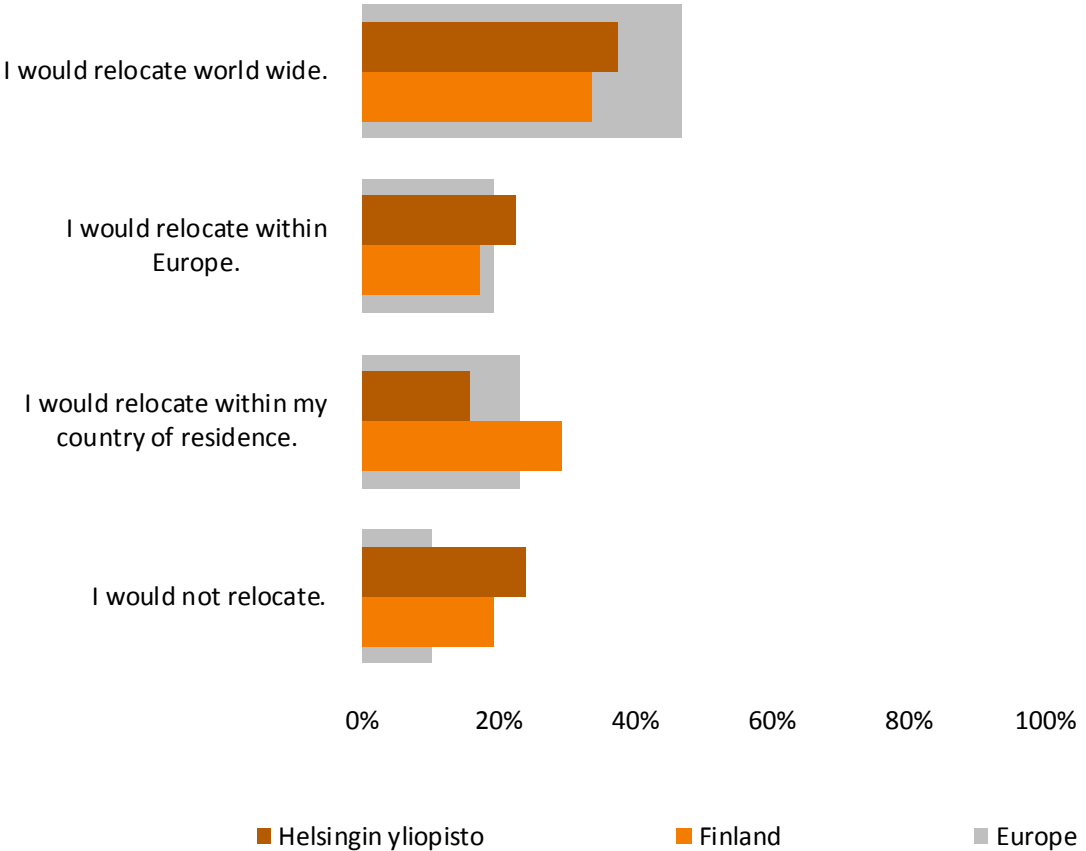
Country	Years	Country	Years
Europe	7,1	Netherlands	7,2
Austria	6,6	Norway	7,1
Belgium	8,9	Poland	7,5
Bulgaria	10,3	Portugal	6,2
Czech Republic	8,4	Romania	9,3
Denmark	7,9	Russia	5,2
Finland	5,7	Slovakia	9,2
France	5,2	Spain	7,9
Germany	6,8	Sweden	5,1
Greece	7,5	Switzerland	5,0
Hungary	5,0	Turkey	7,7
Ireland	5,3	United Kingdom	5,5
Italy	9,5	<b>Helsingin yliopisto</b>	<b>5,6</b>

# Opinion

After graduating I will leave my country to find a professional position abroad



# Mobility – willingness to relocate

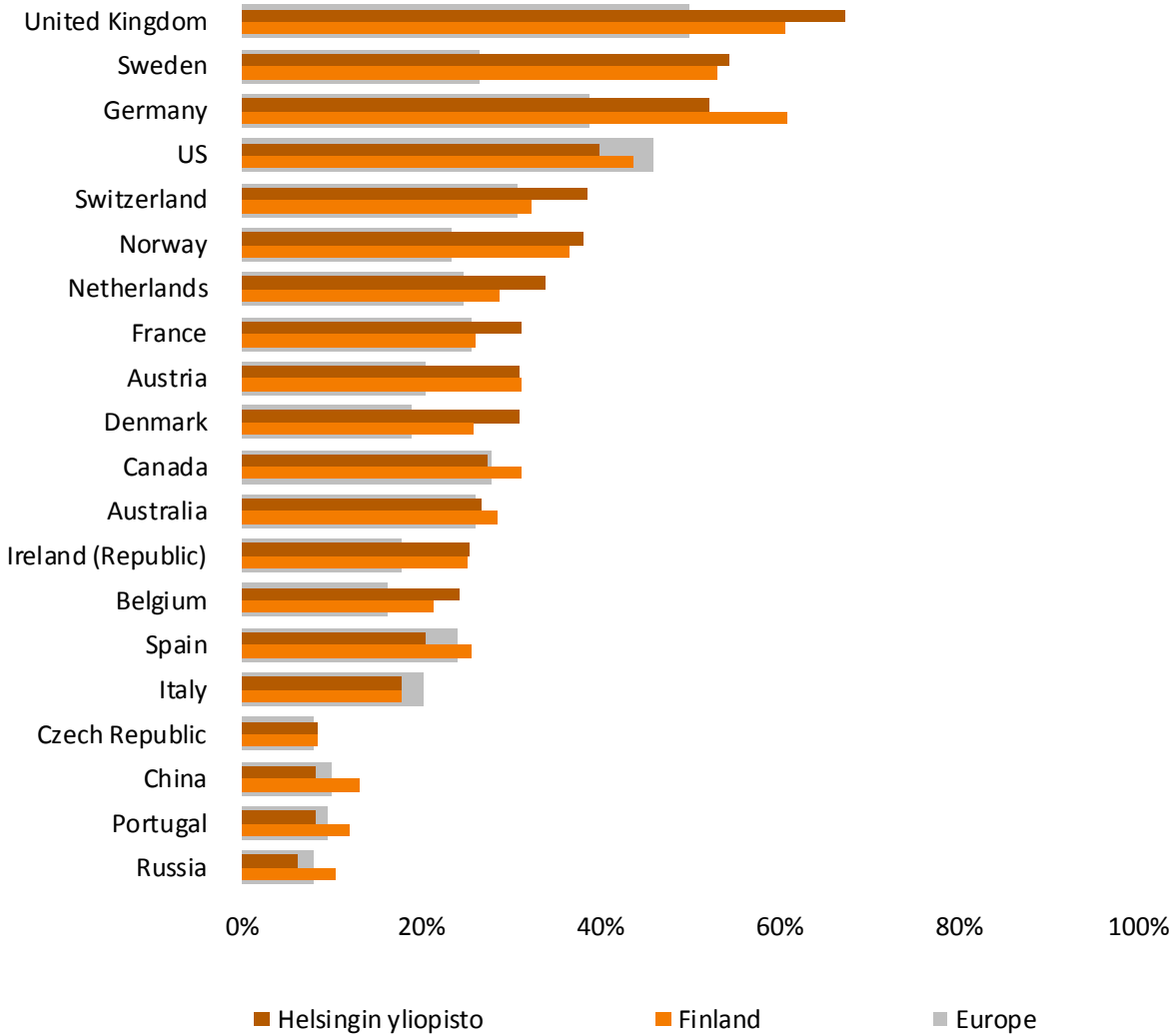


Question: Imagine you received an attractive job offer. To what extent would you relocate?

## Mobility – willingness to relocate (cont.)

Mobility	Helsingin yliopisto	Finland	Europe
I would relocate world wide.	37,6%	33,6%	46,8%
I would relocate within Europe.	22,6%	17,4%	19,5%
I would relocate within my country of residence.	15,9%	29,4%	23,3%
I would not relocate.	24,0%	19,5%	10,3%

# Mobility – emigration destination



Question: Which foreign countries would you be most likely to move to for your first professional position after graduation?

## Mobility – emigration destination (cont.)

Emigration destination	Helsingin yliopisto	Finland	Europe
United Kingdom	67,4%	60,6%	49,9%
Sweden	54,3%	53,0%	26,6%
Germany	52,2%	60,8%	38,8%
US	39,9%	43,6%	46,0%
Switzerland	38,5%	32,3%	30,8%
Norway	38,1%	36,5%	23,5%
Netherlands	34,0%	28,8%	24,8%
France	31,3%	26,2%	25,7%
Austria	30,9%	31,3%	20,5%
Denmark	30,9%	25,9%	18,9%
Canada	27,5%	31,3%	27,8%
Australia	26,8%	28,5%	26,0%
Ireland (Republic)	25,4%	25,2%	17,9%
Belgium	24,4%	21,5%	16,2%
Spain	20,6%	25,7%	24,2%
Italy	17,9%	17,9%	20,2%
Czech Republic	8,6%	8,5%	8,0%
China	8,2%	13,1%	10,1%
Portugal	8,2%	12,1%	9,5%
Russia	6,2%	10,6%	8,1%



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# Who are the most attractive employers in Europe?

Rang 2011 Employer		Europe
1	Google	10,21%
2	Microsoft	8,62%
3	IBM	6,12%
4	Apple	6,07%
5	BMW	5,52%
6	Volkswagen Group	5,24%
7	Siemens	4,63%
8	EADS	4,05%
9	Intel	3,70%
10	Daimler/ Mercedes-Benz	3,63%

# Who are the most attractive employers in Finland?

Rang 2011 Employer		Finland
1	Nokia	14,0%
2	ABB	12,3%
3	KONE	9,3%
4	Wärtsilä	8,5%
5	Google	7,9%
6	YIT	7,8%
7	VTT	6,8%
8	Metso	6,5%
8	Skanska	6,5%
10	Fortum	6,2%

## Who are the most attractive employers at your university?

Rang 2011 Employer		Helsingin yliopisto
1	Nokia	17,7%
2	VTT	16,7%
3	Google	13,9%
4	Orion	12,8%
5	Kemira	10,7%
6	European Space Agency	10,5%
7	Apple	9,6%
8	Pöyry	7,7%
9	Finnair	7,5%
10	Neste Oil	6,6%

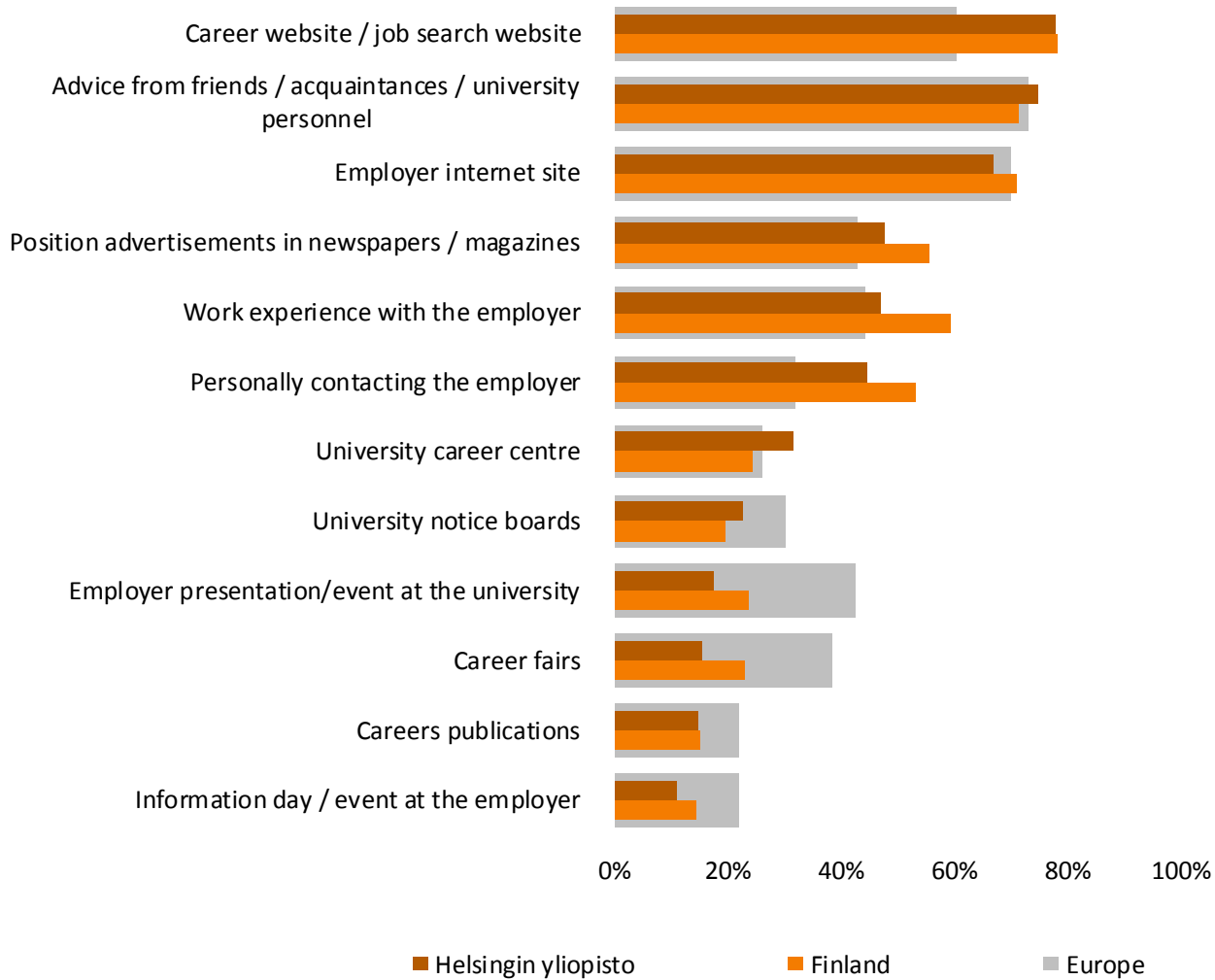
## Who are the most active employers in Finland?

Rang	2011 Employer	Finland
1	ABB	26,6%
2	Nokia	16,9%
2	Wärtsilä	16,9%
4	YIT	13,5%
5	UPM	10,0%
6	Metso	9,8%
7	Accenture	8,4%
8	Ruukki	8,2%
9	Skanska	8,1%
10	Outokumpu	8,0%

## Who are the most active employers at your university?

Rang 2011 Employer		Helsingin yliopisto
1	Nokia	36,6%
2	VTT	22,6%
3	Kemira	16,9%
4	Accenture	11,9%
5	Orion	11,5%
6	ABB	10,3%
7	Fortum	7,4%
7	Pöyry	7,4%
9	Neste Oil	7,0%
9	Outokumpu	7,0%

# General communication channels used

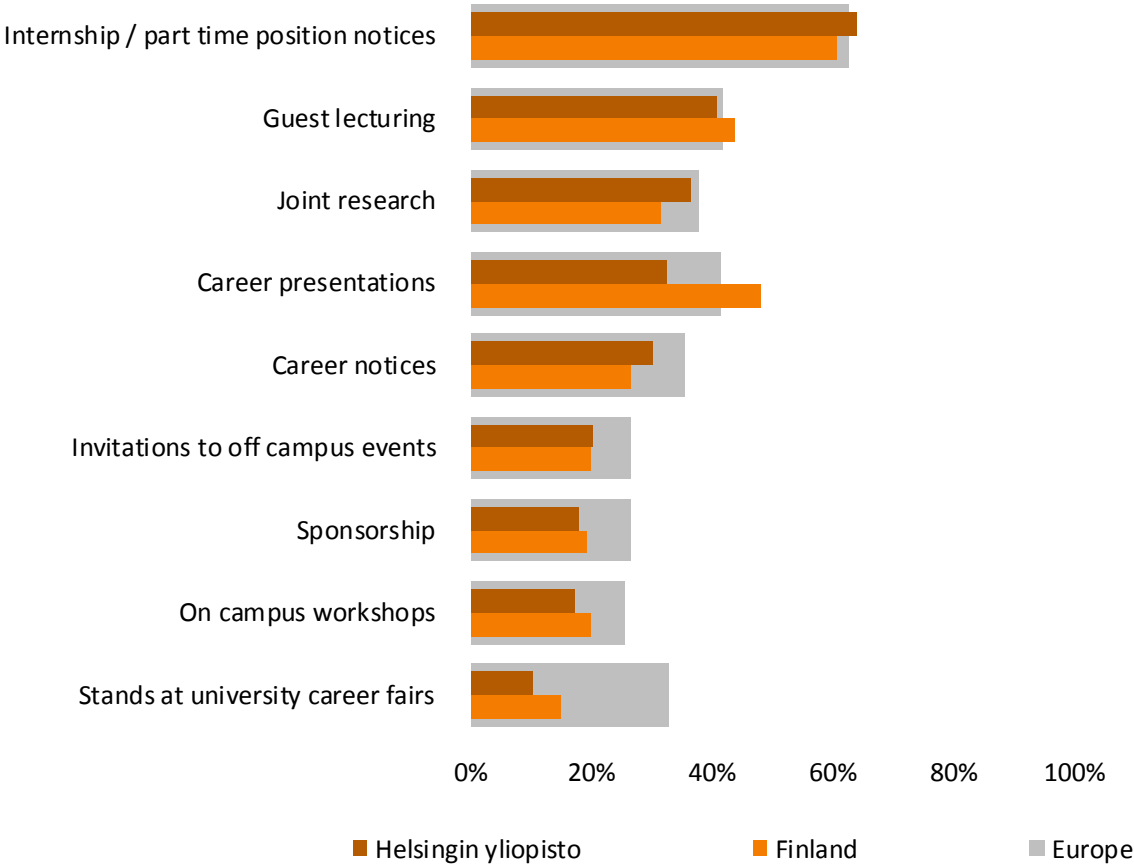


## General communication channels used (cont.)

General communications channels	Helsingin yliopisto	Finland	Europe
Career website / job search website	78,0%	78,4%	60,6%
Advice from friends / acquaintances / university personnel	74,9%	71,5%	73,0%
Employer internet site	67,0%	71,0%	70,1%
Position advertisements in newspapers / magazines	47,9%	55,5%	42,9%
Work experience with the employer	47,1%	59,4%	44,2%
Personally contacting the employer	44,6%	53,3%	32,0%
University career centre	31,7%	24,3%	26,3%
University notice boards	22,8%	19,8%	30,2%
Employer presentation/event at the university	17,6%	23,9%	42,7%
Career fairs	15,4%	23,1%	38,5%
Careers publications	14,9%	15,2%	22,2%
Information day / event at the employer	11,2%	14,4%	22,2%



# Most appealing campus marketing activities



## Most appealing campus marketing activities (cont.)

Campus marketing activities	Helsingin yliopisto	Finland	Europe
Internship / part time position notices	64,0%	60,6%	62,9%
Guest lecturing	40,8%	43,7%	41,9%
Joint research	36,7%	31,6%	38,0%
Career presentations	32,7%	48,0%	41,5%
Career notices	30,4%	26,8%	35,7%
Invitations to off campus events	20,3%	20,1%	26,8%
Sponsorship	18,0%	19,4%	26,7%
On campus workshops	17,3%	20,1%	25,7%
Stands at university career fairs	10,4%	15,0%	32,8%

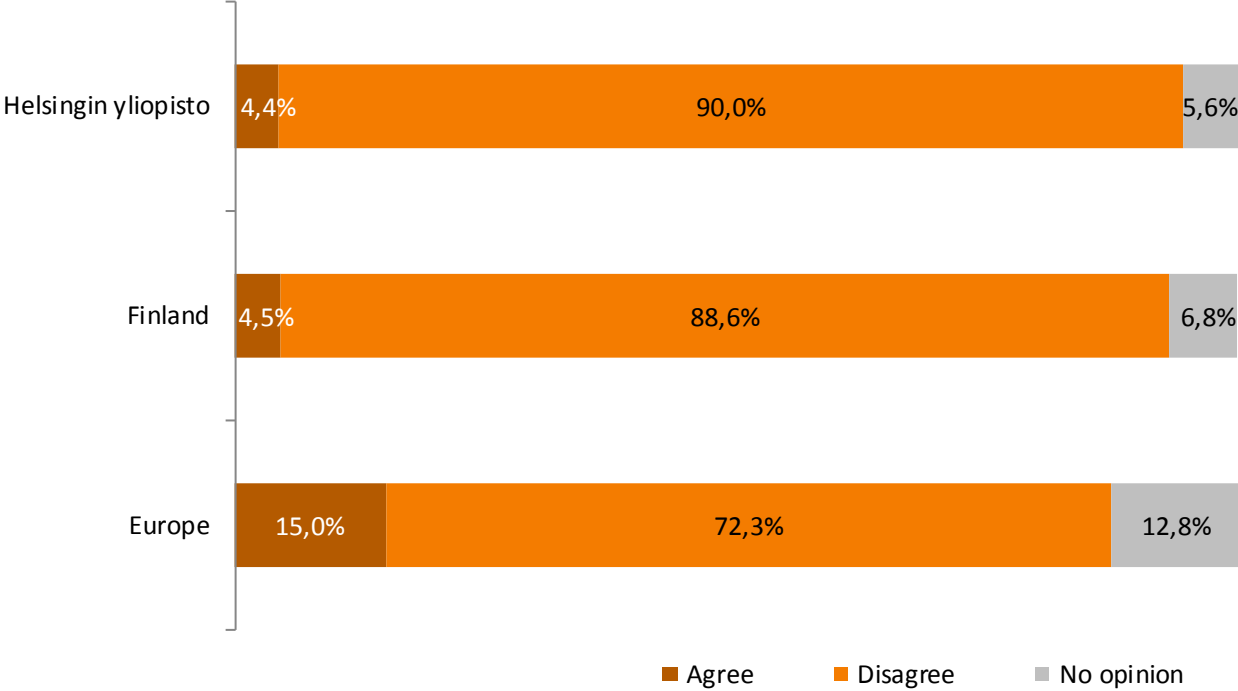
# Contents

1. General information / methodology
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5. **Profile**



# Opinion

## Students should pay for their tertiary education



# Profile

## Age and gender

Age	Years
Europe	22,7
Finland	24,0
Helsingin yliopisto	25,4

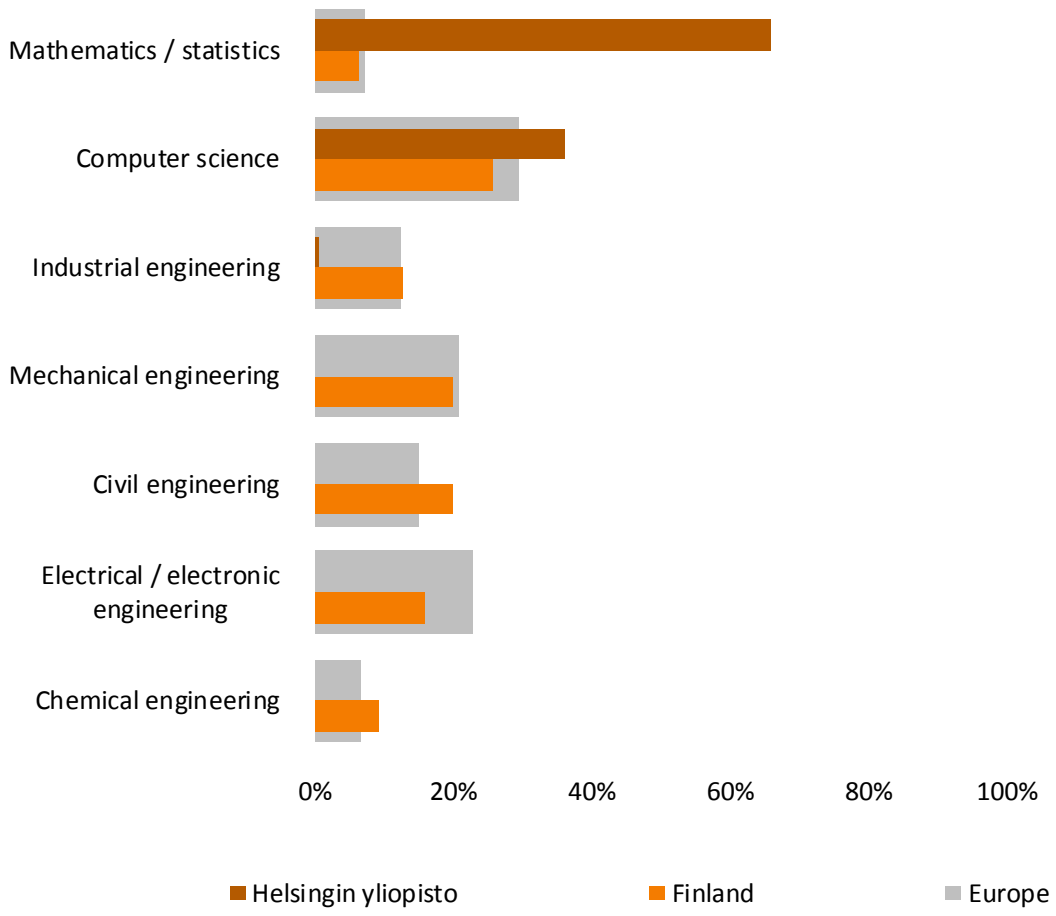
Country	Male	Female
Europe	68,0%	32,0%
Austria	64,9%	35,1%
Belgium	73,3%	26,7%
Bulgaria	53,9%	46,1%
Czech Republic	61,1%	38,9%
Denmark	63,4%	36,6%
Finland	66,4%	33,6%
France	71,5%	28,5%
Germany	81,7%	18,3%
Greece	60,7%	39,3%
Hungary	69,6%	30,4%
Ireland (Republic)	63,2%	36,8%
Italy	67,0%	33,0%
Netherlands	68,8%	31,2%
Norway	79,9%	20,1%
Poland	68,6%	31,4%
Portugal	70,5%	29,5%
Romania	64,3%	35,7%
Russia	59,8%	40,2%
Slovakia	73,6%	26,4%
Spain	67,5%	32,5%
Sweden	67,6%	32,4%
Switzerland	74,6%	25,4%
Turkey	71,0%	29,0%
United Kingdom	57,1%	42,9%
Helsingin yliopisto	47,7%	52,3%

Question: How old are you?

Question: You are... (a man / a woman?)

# Profile (cont.)

## Subjects



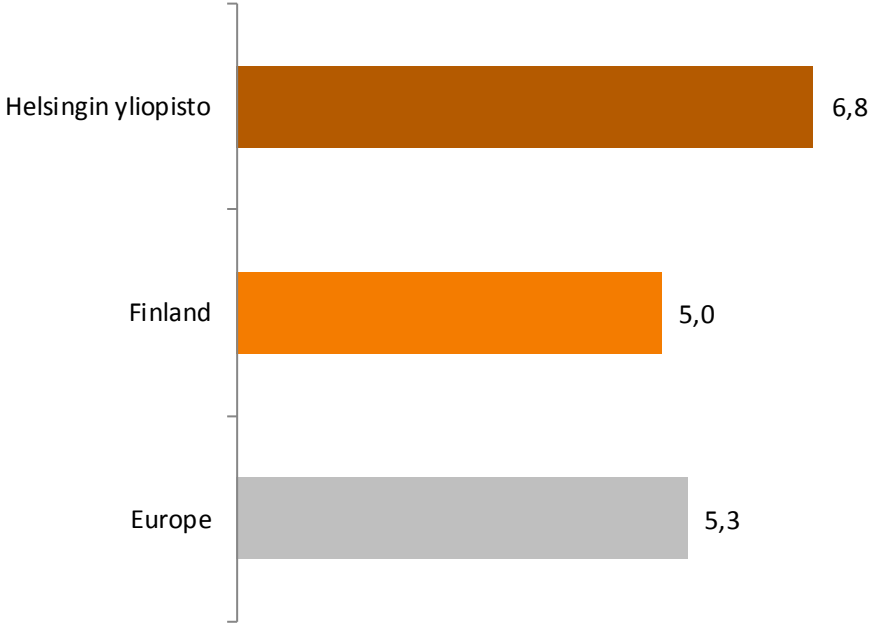
# Profile (cont.)

## Subjects (cont.)

Subjects	Helsingin yliopisto	Finland	Europe
Mathematics / statistics	65,8%	6,5%	7,3%
Computer science	36,2%	25,9%	29,6%
Industrial engineering	0,5%	12,7%	12,4%
Mechanical engineering	0,0%	20,0%	20,9%
Civil engineering	0,0%	20,0%	15,1%
Electrical / electronic engineering	0,0%	15,9%	22,9%
Chemical engineering	0,0%	9,2%	6,7%

# Profile (cont.)

## Length of education



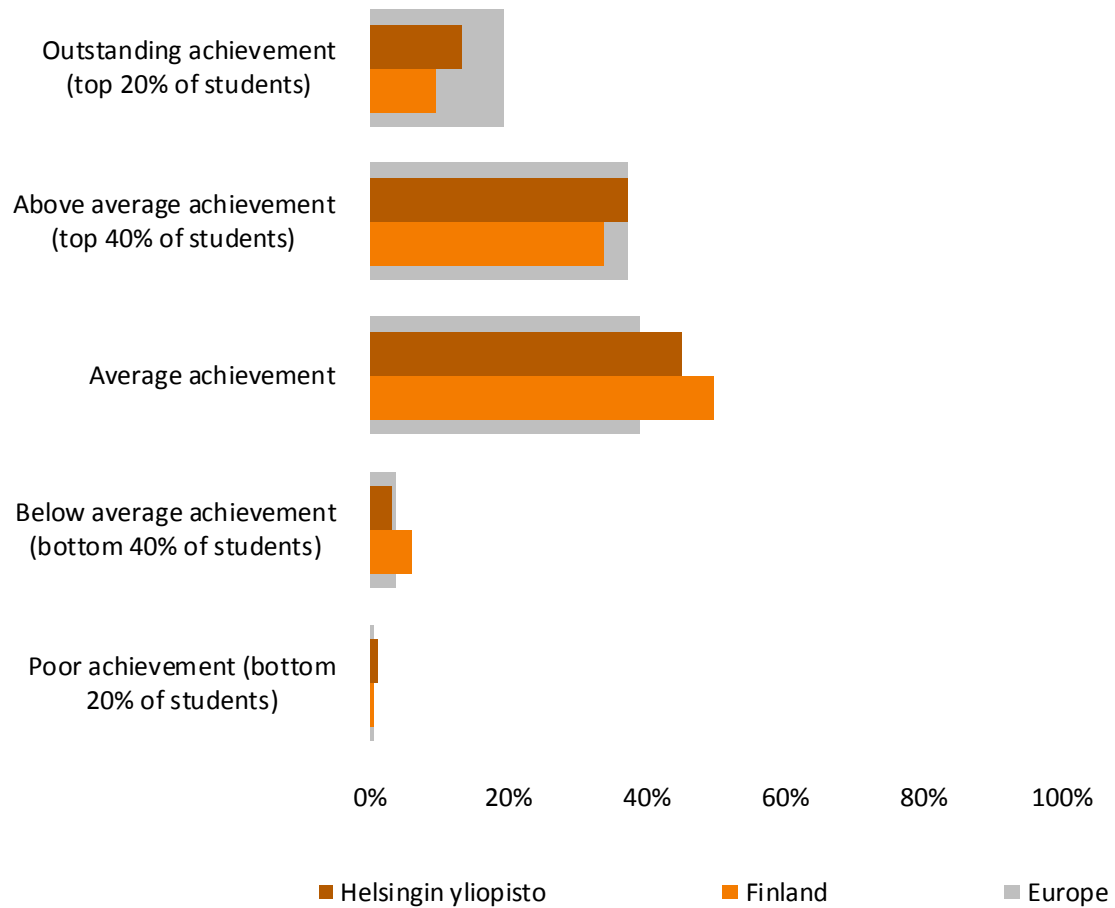
Question: When did you start studying your first course at university?

Question: When do you expect to start your first professional position after graduation?



# Profile (cont.)

## Academic achievement



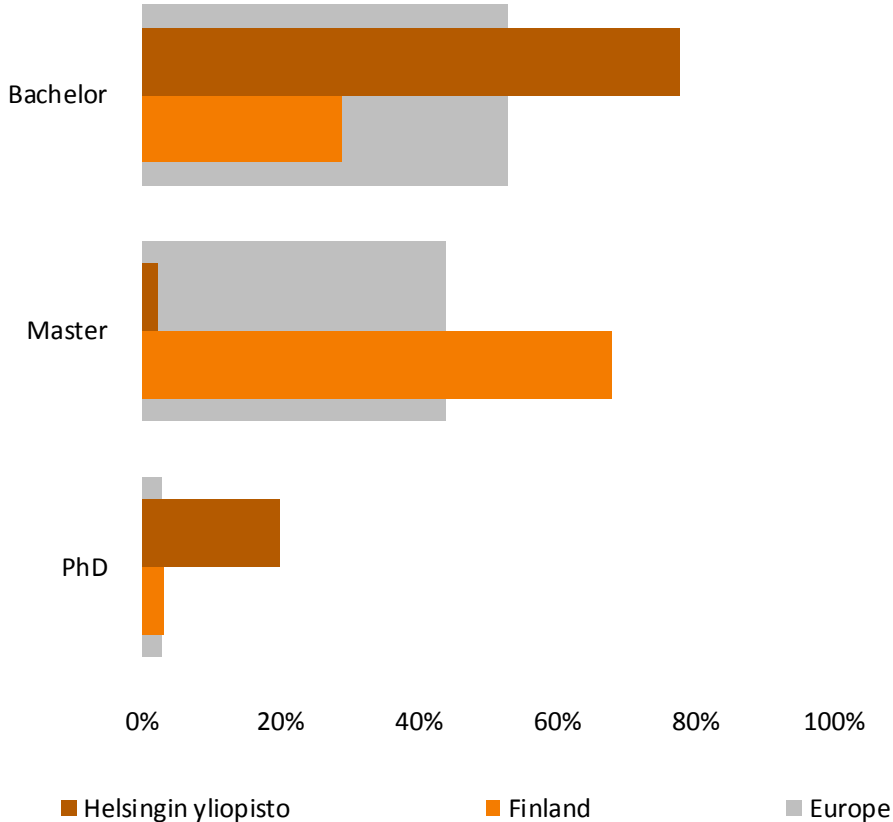
# Profile (cont.)

## Academic achievement (cont.)

Academic achievement	Helsingin yliopisto	Finland	Europe
Outstanding achievement (top 20% of students)	13,3%	9,7%	19,3%
Above average achievement (top 40% of students)	37,3%	33,9%	37,4%
Average achievement	45,1%	49,8%	39,0%
Below average achievement (bottom 40% of students)	3,1%	6,0%	3,7%
Poor achievement (bottom 20% of students)	1,2%	0,6%	0,7%

# Profile (cont.)

## Course type

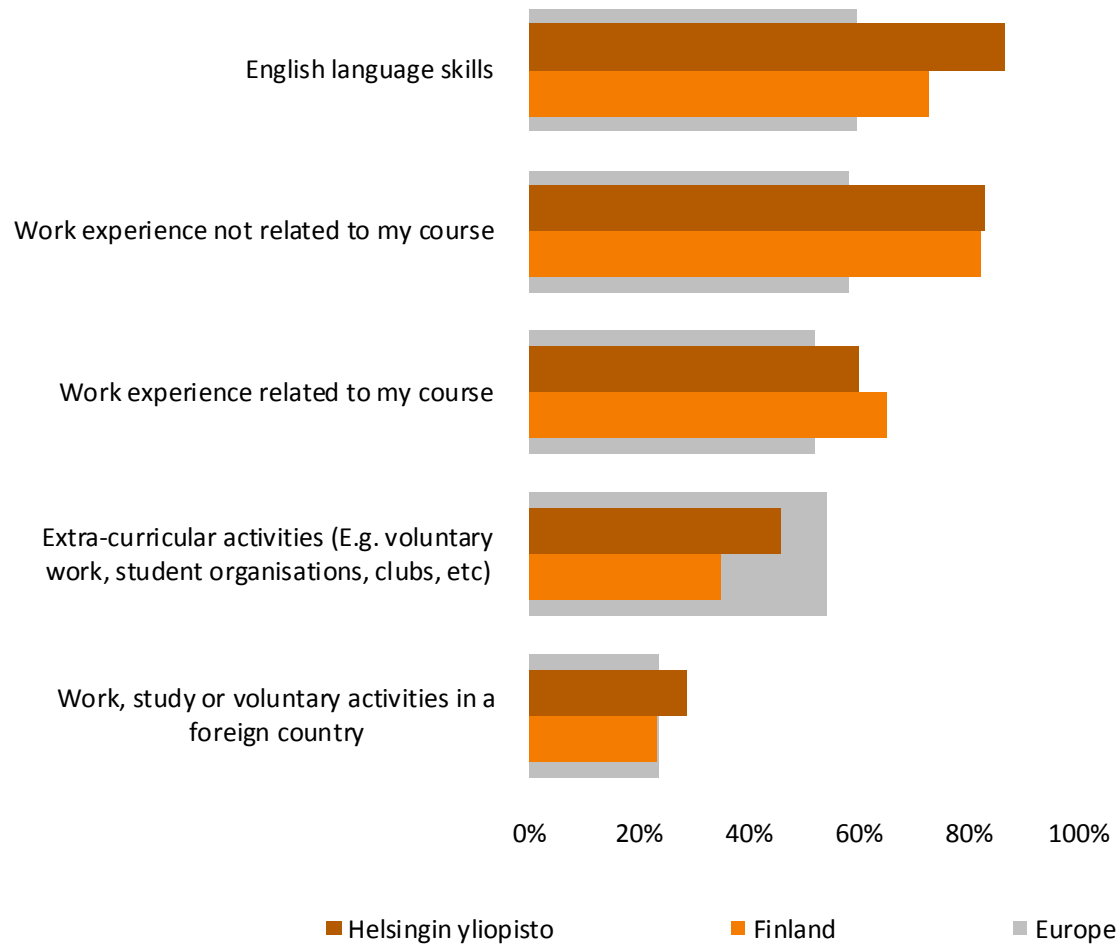


# Profile (cont.)

## Course type (cont.)

Course type	Helsingin yliopisto	Finland	Europe
Bachelor	77,8%	28,8%	52,9%
Master	2,4%	67,9%	44,1%
PhD	19,9%	3,3%	2,9%

# Experiences and advanced english skills



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

Question: Do you speak English at a HIGHLY ADVANCED LEVEL? In this sense 'highly advanced level' means that you can speak, write and understand the language without any difficulties. I.e. You are fluent, have a large vocabulary and make very few grammatical errors.

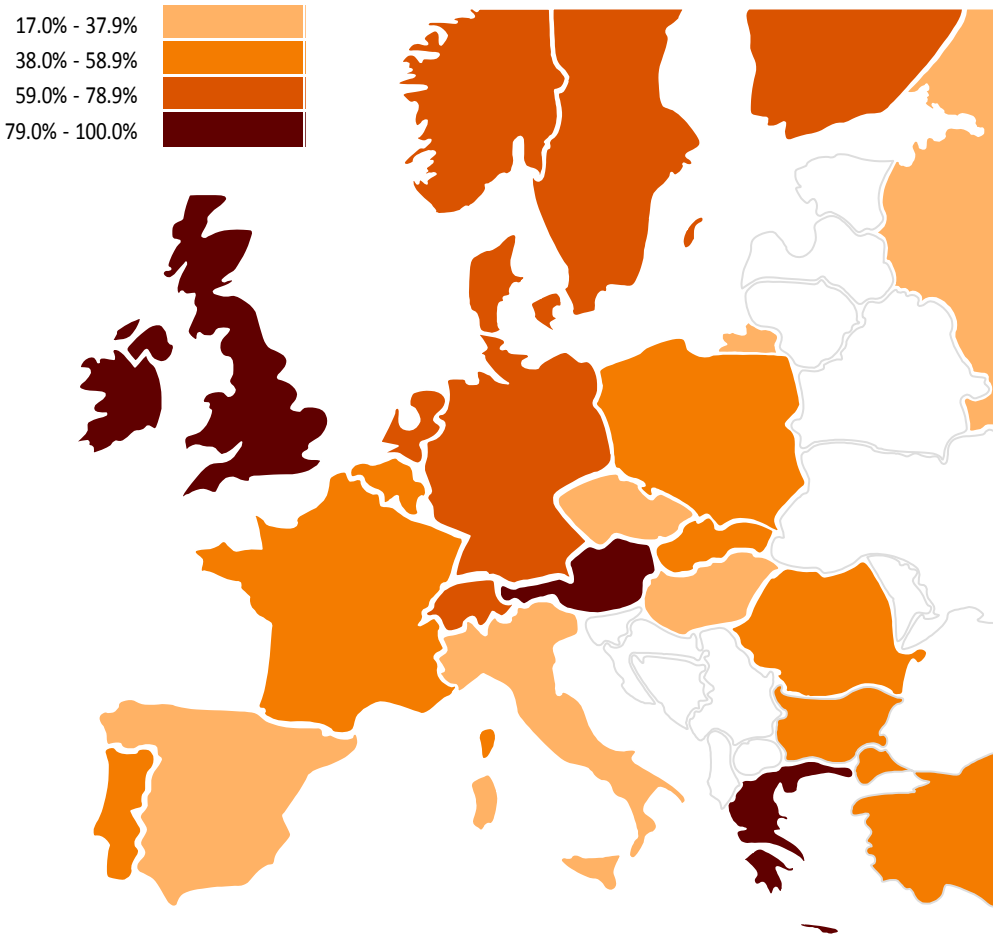
## Experiences and advanced english skills (cont.)

Experiences	Helsingin yliopisto	Finland	Europe
English language skills	86,6%	72,7%	59,7%
Work experience not related to my course	82,9%	82,3%	58,4%
Work experience related to my course	60,1%	65,3%	51,9%
Extra-curricular activities (E.g. voluntary work, student organisations, clubs, etc)	45,8%	34,8%	54,1%
Work, study or voluntary activities in a foreign country	28,7%	23,4%	23,5%

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

Question: Do you speak English at a HIGHLY ADVANCED LEVEL? In this sense 'highly advanced level' means that you can speak, write and understand the language without any difficulties. I.e. You are fluent, have a large vocabulary and make very few grammatical errors.

# Advanced english skills in Europe



Question: Do you speak English at a HIGHLY ADVANCED LEVEL? In this sense 'highly advanced level' means that you can speak, write and understand the language without any difficulties. I.e. You are fluent, have a large vocabulary and make very few grammatical errors.

## Advanced english skills in Europe (cont.)

Country	%	Country	%
Europe	59,7%	Netherlands	59,9%
Austria	80,5%	Norway	75,0%
Belgium	50,6%	Poland	53,3%
Bulgaria	39,7%	Portugal	56,9%
Czech Republic	29,4%	Romania	46,9%
Denmark	77,7%	Russia	24,8%
Finland	72,7%	Slovakia	53,4%
France	48,9%	Spain	29,7%
Germany	67,1%	Sweden	69,2%
Greece	82,8%	Switzerland	66,4%
Hungary	17,1%	Turkey	42,3%
Ireland	100,0%	United Kingdom	100,0%
Italy	30,2%	<b>Helsingin yliopisto</b>	<b>86,6%</b>

Question: Do you speak English at a HIGHLY ADVANCED LEVEL? In this sense 'highly advanced level' means that you can speak, write and understand the language without any difficulties. I.e. You are fluent, have a large vocabulary and make very few grammatical errors.



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