



**trendence**

research » strategies » careers

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

**Partner report prepared for**

**Universidade Nova de Lisboa**



**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 Portugal and Universidade Nova de Lisboa
<b>Media coverage:</b>	FAZ 06/2011

## Response

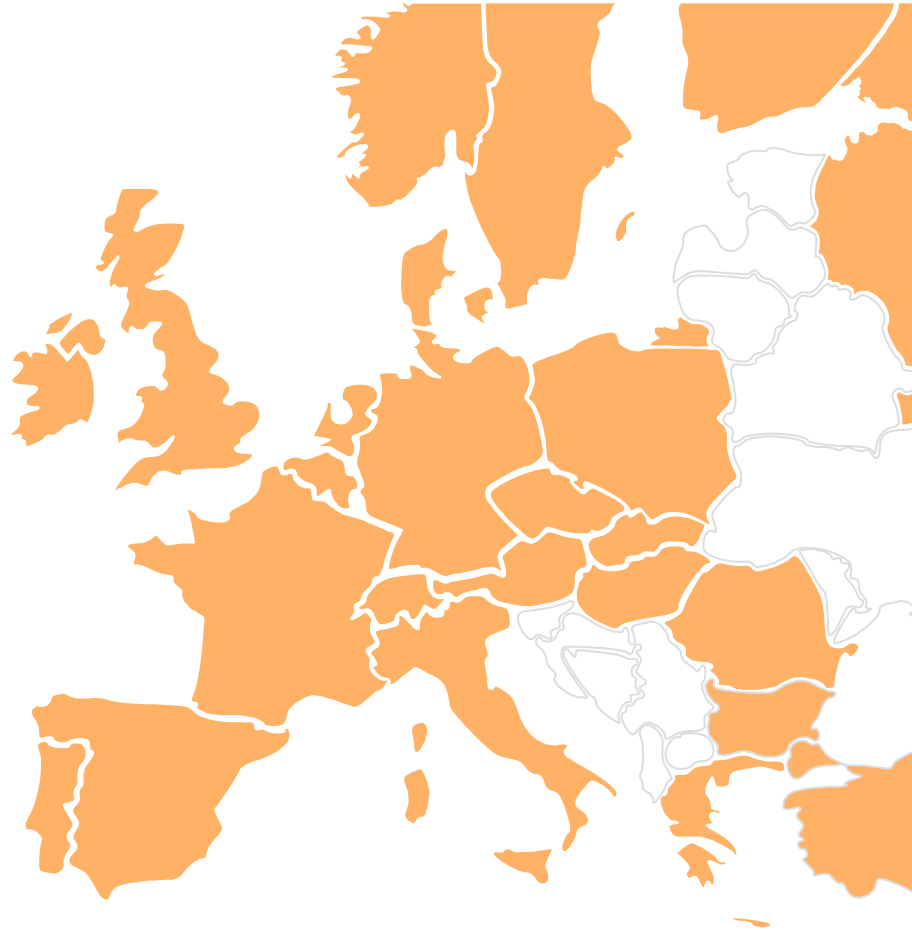
	GBE 2009	GBE 2010	GBE 2011
Participating universities	779	859	1,077
Respondents	196,019	219,790	310,945

# 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>Universidade Nova de Lisboa</b>	<b>1100</b>

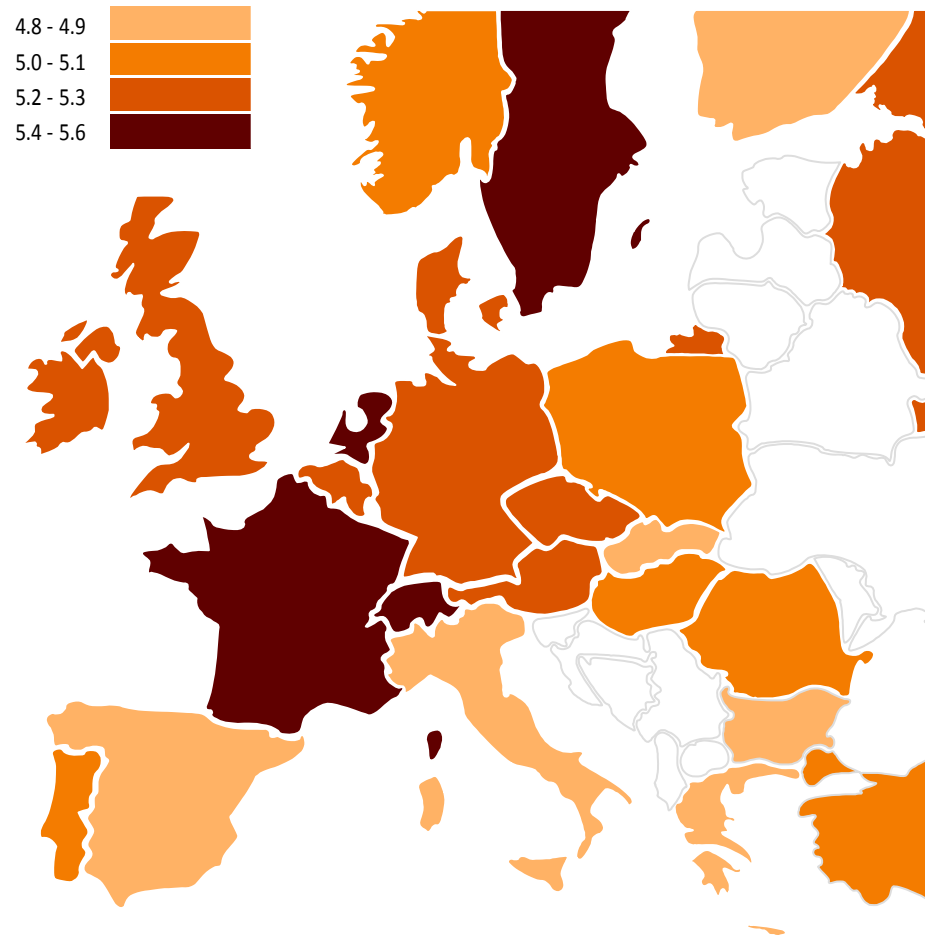


# Contents

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



# 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>Universidade Nova de Lisboa</b>	<b>5,3</b>

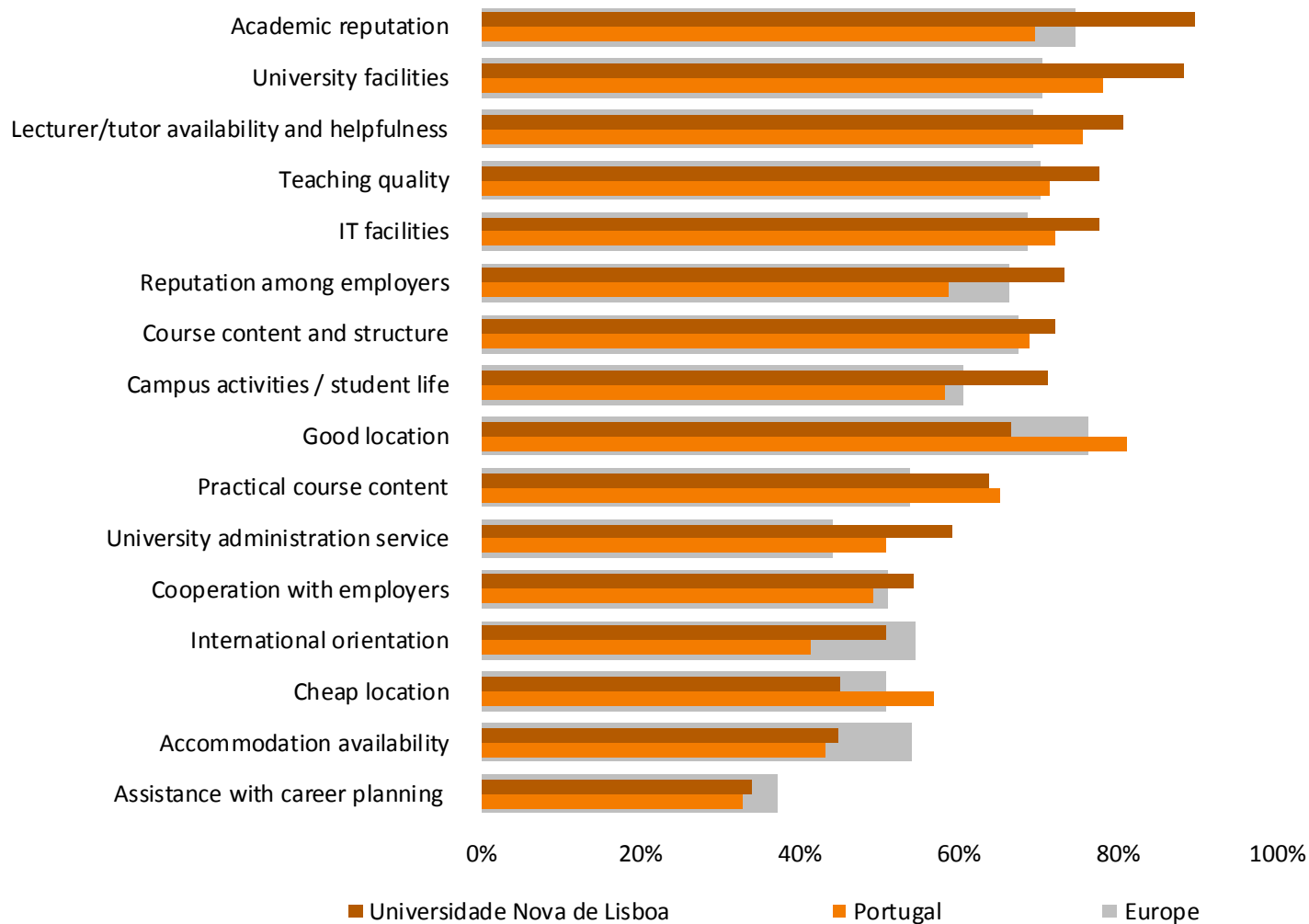
# Important factors when choosing a university course



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

Important factors	Universidade Nova de Lisboa	Portugal	Europe
Teaching quality	78,3%	72,4%	69,6%
Academic reputation	69,8%	57,7%	54,2%
Course content and structure	64,4%	58,9%	57,9%
University facilities	62,4%	53,3%	41,4%
Reputation among employers	60,5%	51,8%	50,4%
Practical course content	56,0%	56,6%	43,0%
Cooperation with employers	53,5%	50,4%	35,4%
Lecturer/tutor availability and helpfulness	51,7%	52,3%	33,7%
Good location	37,4%	42,0%	35,3%
International orientation	35,2%	26,5%	32,7%
Assistance with career planning	32,6%	32,9%	26,7%
Campus activities / student life	31,6%	23,8%	28,9%
IT facilities	27,4%	29,1%	28,7%
Cheap location	10,4%	19,5%	20,5%
University administration service	9,1%	14,3%	12,0%
Accommodation availability	6,0%	9,5%	16,7%

# Evaluation of university performance

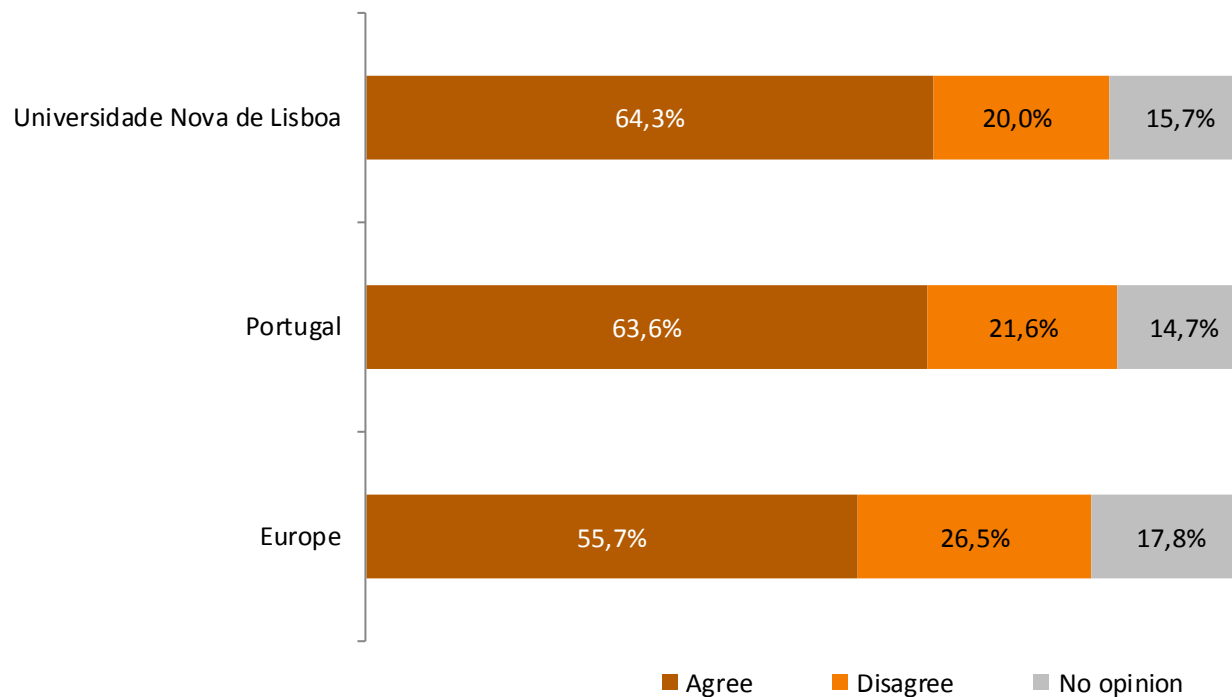


## Evaluation of university performance (cont.)

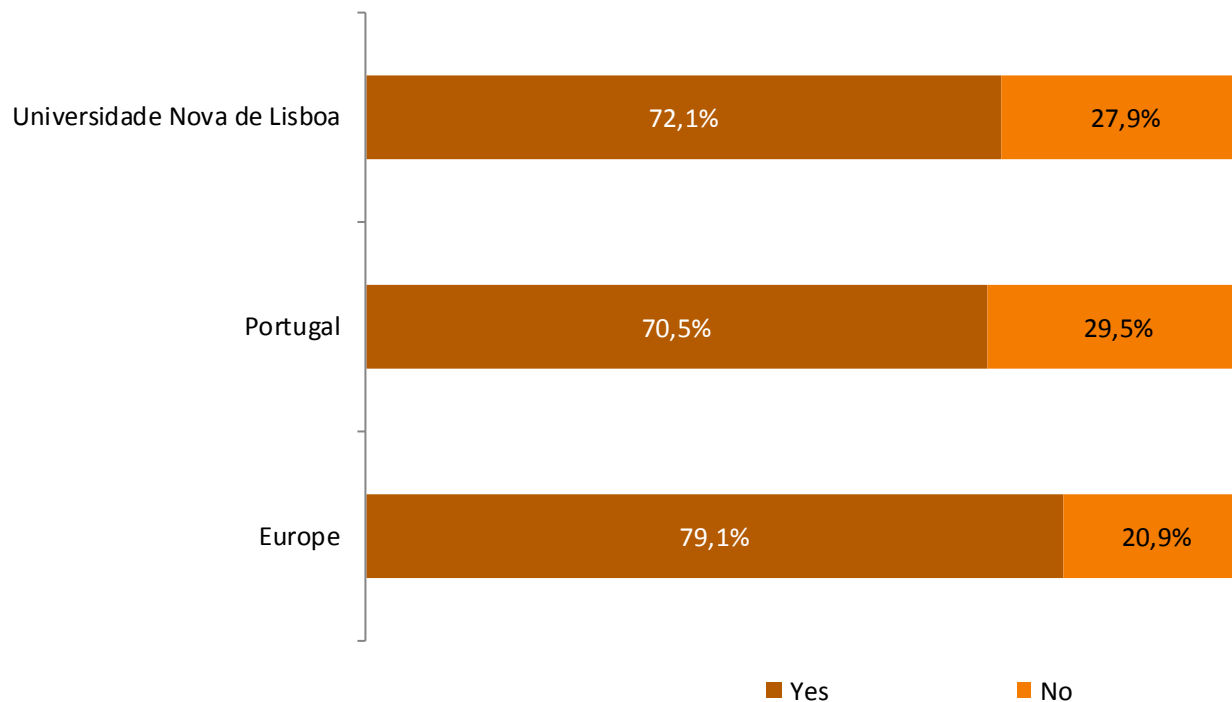
Satisfaction	Universidade Nova de Lisboa	Portugal	Europe
Academic reputation	89,7%	69,5%	74,6%
University facilities	88,4%	78,1%	70,6%
Lecturer/tutor availability and helpfulness	80,6%	75,6%	69,3%
Teaching quality	77,7%	71,5%	70,3%
IT facilities	77,6%	72,1%	68,6%
Reputation among employers	73,3%	58,8%	66,4%
Course content and structure	72,1%	68,8%	67,5%
Campus activities / student life	71,2%	58,2%	60,6%
Good location	66,6%	81,1%	76,2%
Practical course content	63,9%	65,1%	53,8%
University administration service	59,1%	50,9%	44,3%
Cooperation with employers	54,4%	49,2%	51,1%
International orientation	51,0%	41,5%	54,7%
Cheap location	45,1%	56,9%	51,0%
Accommodation availability	44,8%	43,2%	54,1%
Assistance with career planning	34,0%	32,8%	37,3%

# Opinion

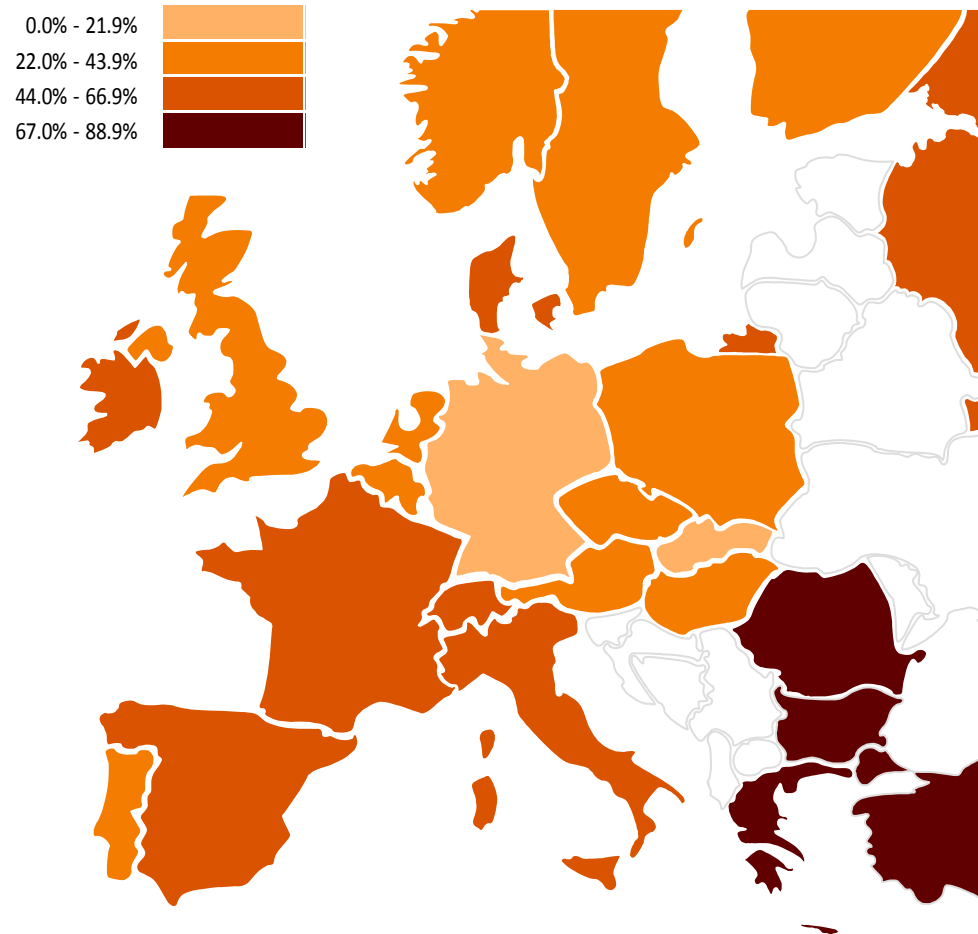
My university course provides me with the skills necessary for the labour market.



## Use of university careers fair



## Interest in studying a master course abroad

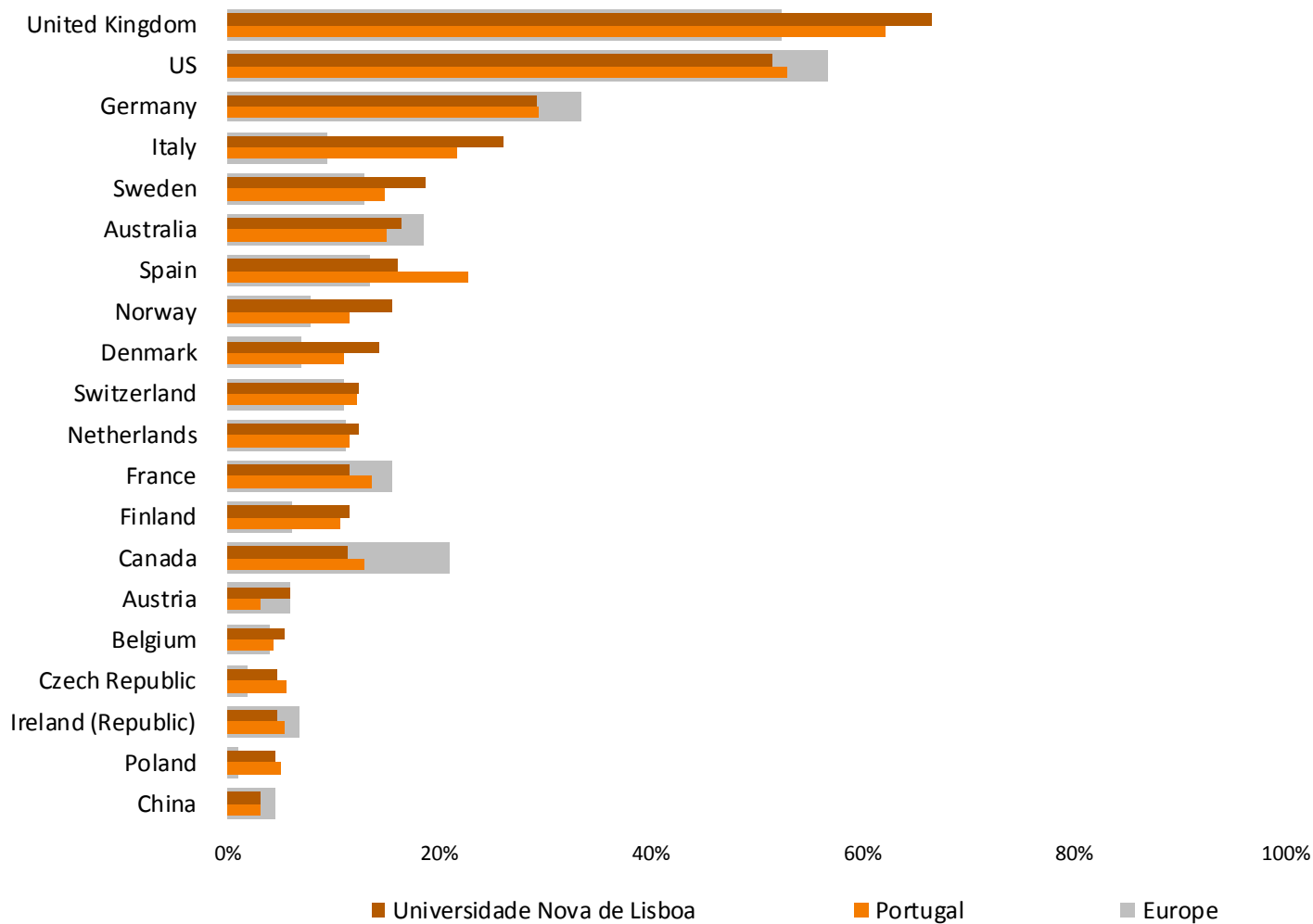




## Interest in studying a master course abroad (cont.)

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>Universidade Nova de Lisboa</b>	<b>43,6%</b>

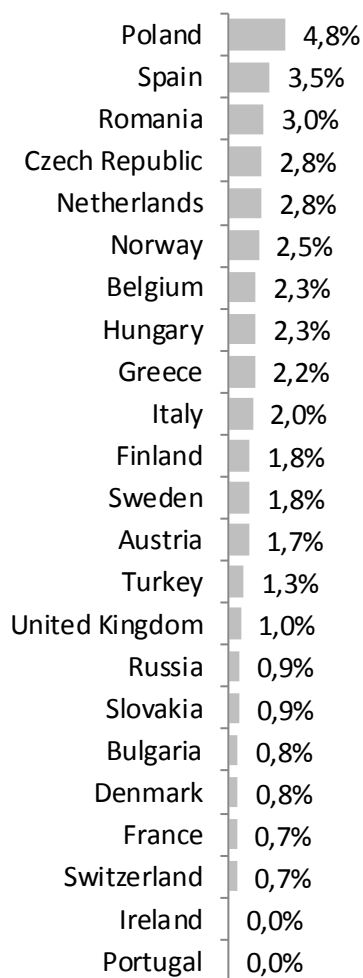
# Desired master course destination



## Desired master course destination (cont.)

Master course destination	Universidade Nova de Lisboa	Portugal	Europe
United Kingdom	66,6%	62,3%	52,4%
US	51,6%	53,0%	56,8%
Germany	29,2%	29,4%	33,5%
Italy	26,1%	21,8%	9,4%
Sweden	18,7%	14,9%	12,9%
Australia	16,4%	15,0%	18,5%
Spain	16,1%	22,8%	13,4%
Norway	15,6%	11,5%	7,9%
Denmark	14,4%	11,1%	7,0%
Switzerland	12,5%	12,3%	11,0%
Netherlands	12,5%	11,5%	11,2%
France	11,6%	13,6%	15,6%
Finland	11,6%	10,6%	6,2%
Canada	11,3%	13,0%	21,0%
Austria	5,9%	3,2%	5,9%
Belgium	5,4%	4,4%	4,1%
Czech Republic	4,8%	5,6%	2,0%
Ireland (Republic)	4,8%	5,4%	6,8%
Poland	4,5%	5,0%	1,1%
China	3,1%	3,1%	4,5%

# Students wanting to study a master course in Portugal



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

This question has not been asked in Germany.

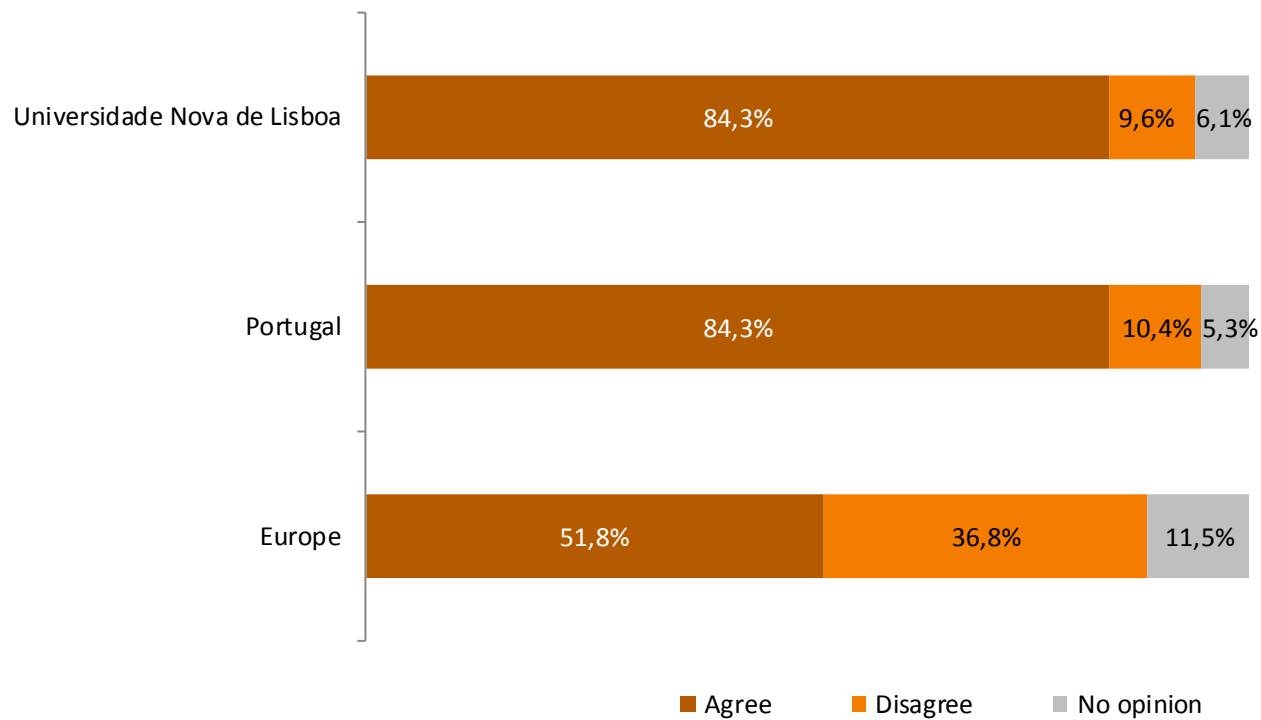
# Contents

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

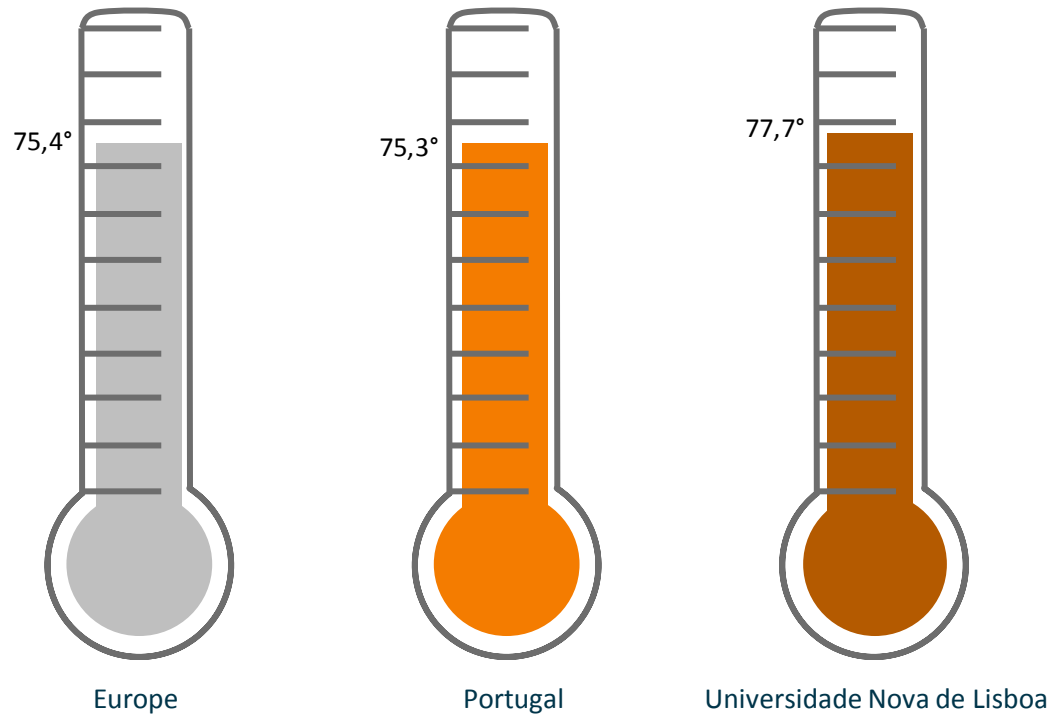


# Opinion

I am worried about my future career



# Optimism indicator

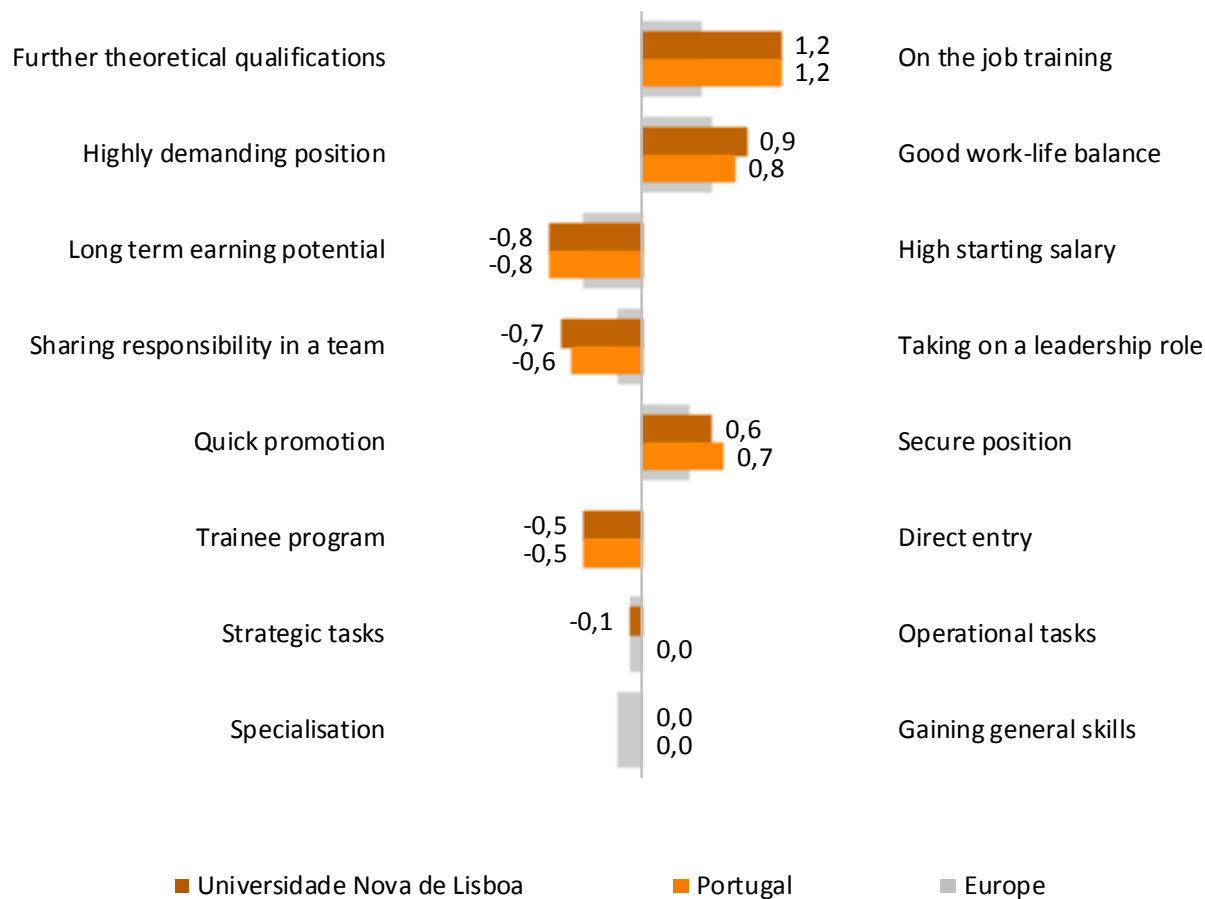


Question: How many APPLICATIONS do you expect to send (did you send) to find your first professional position?

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.

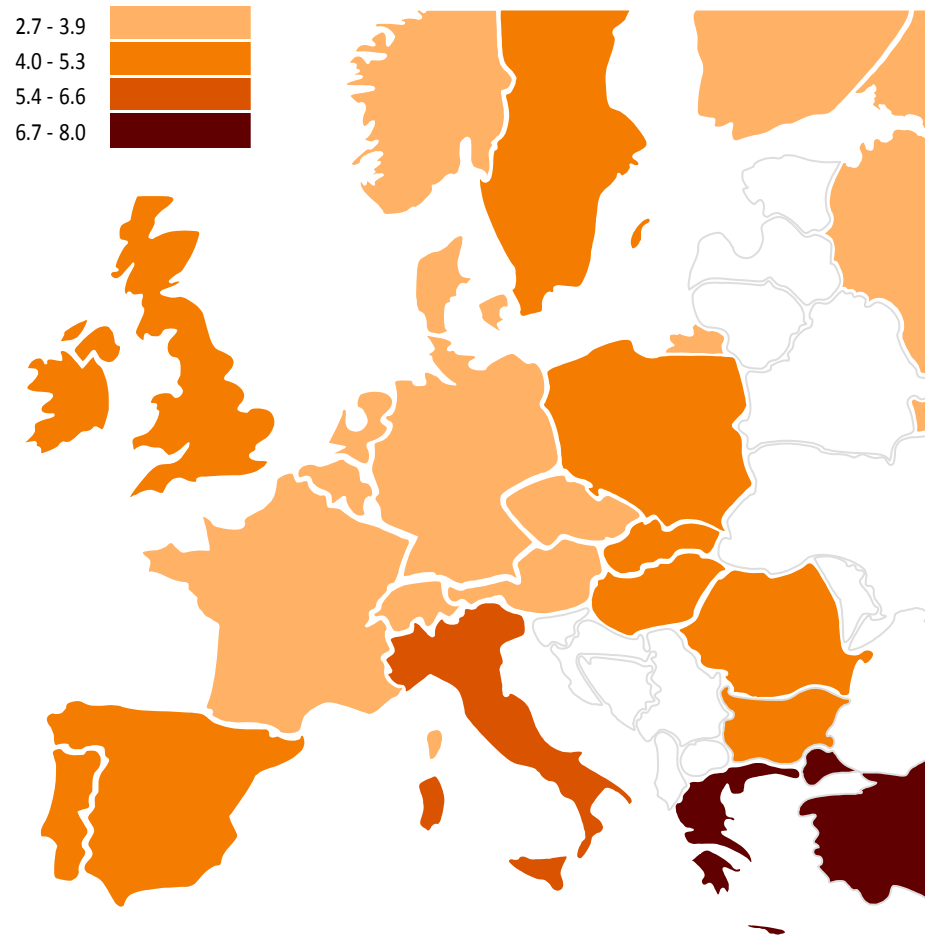
# Career priorities





# Job application process

Estimated timeframe to find first position



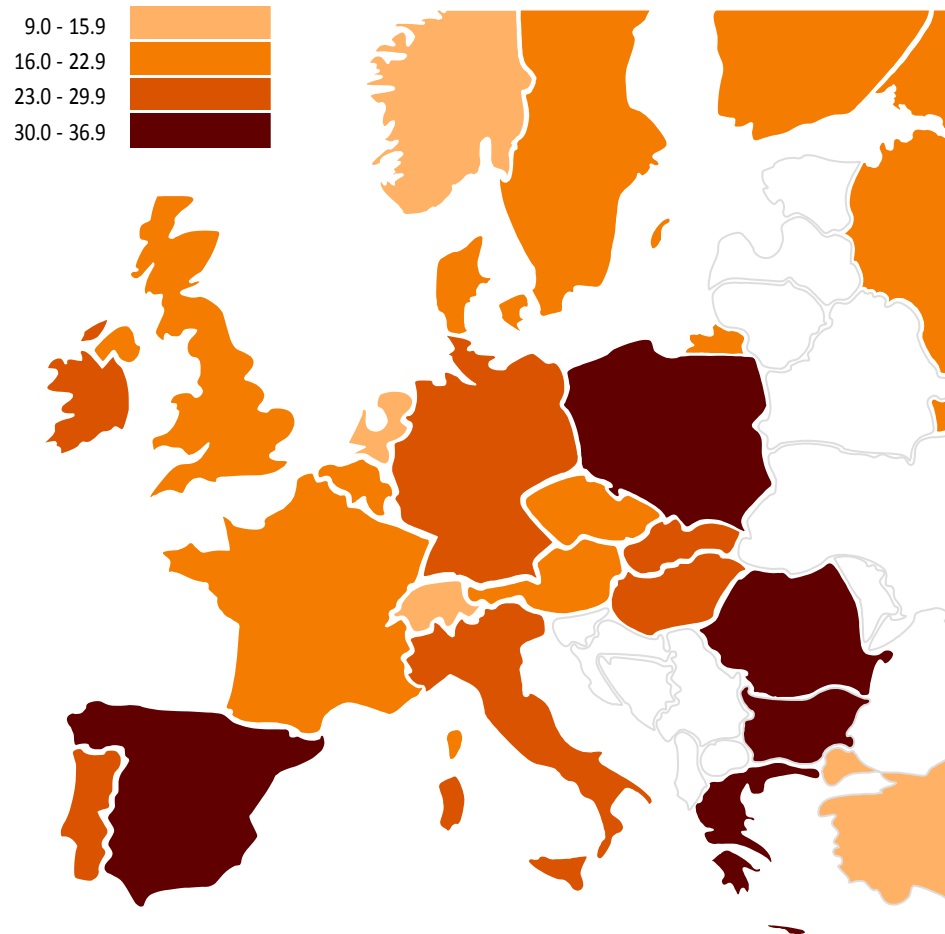
# Job application process

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>Universidade Nova de Lisboa</b>	<b>3,8</b>

# Job application process

Estimated number of applications to find first position



# Job application process

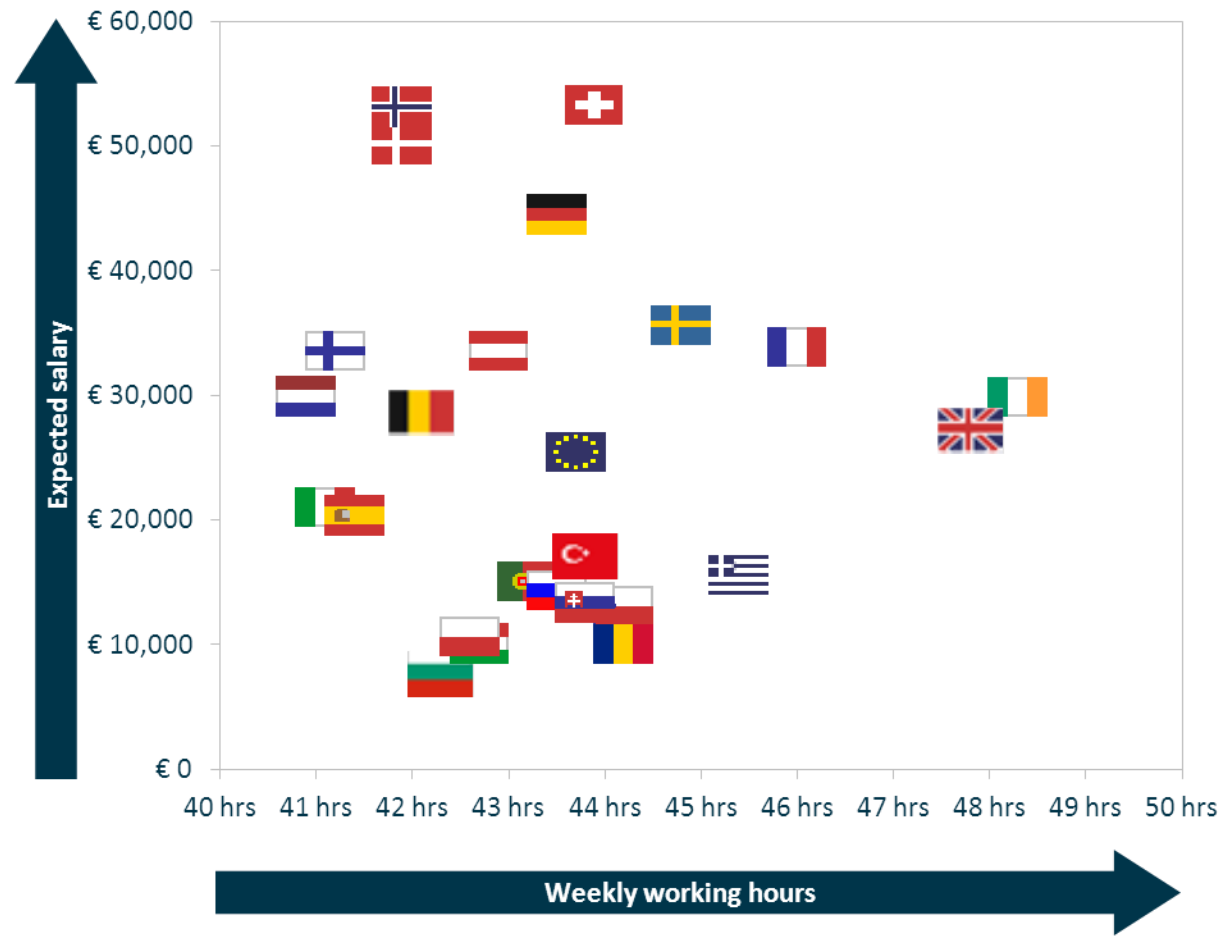
Estimated number of applications to find first position (cont.)

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>Universidade Nova de Lisboa</b>	<b>22,7</b>

# Expectations of first position

Expected gross annual salary / expected working hours relationship in Europe

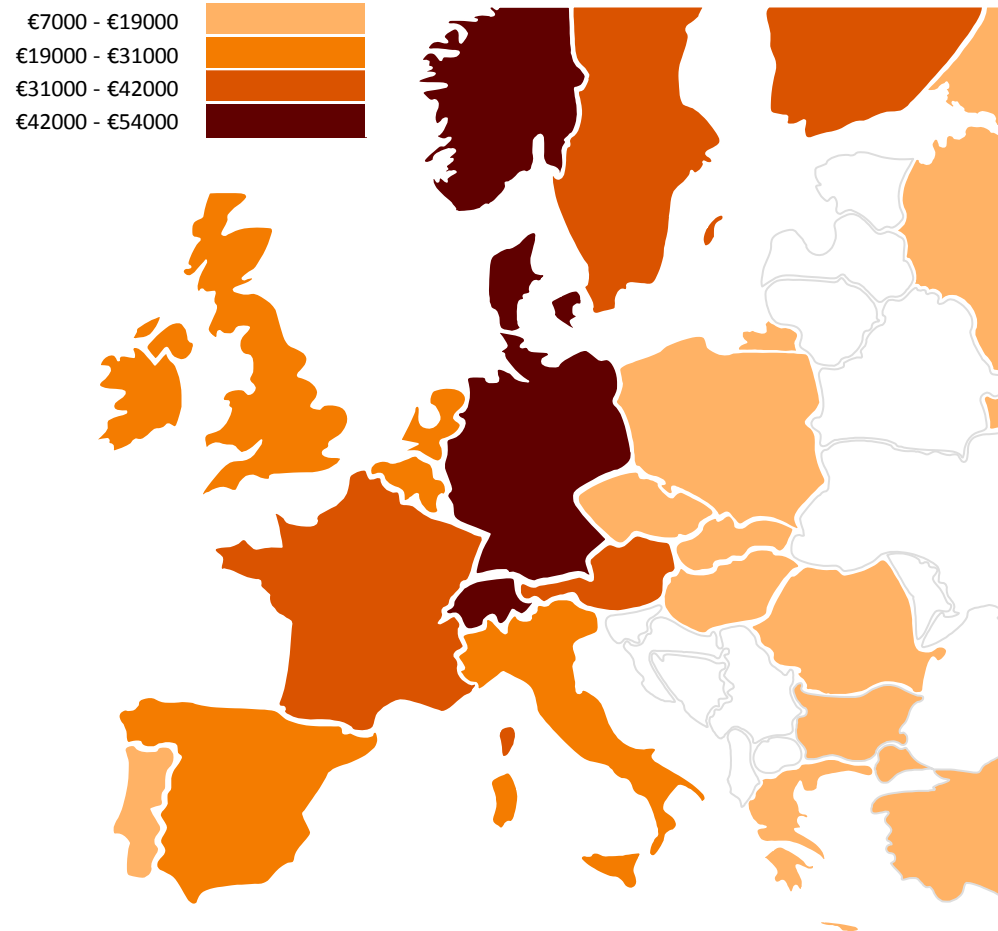


Question: How much do you expect to earn per year (gross income, including bonus) in your first professional position after graduation?

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



# Expectations of first position

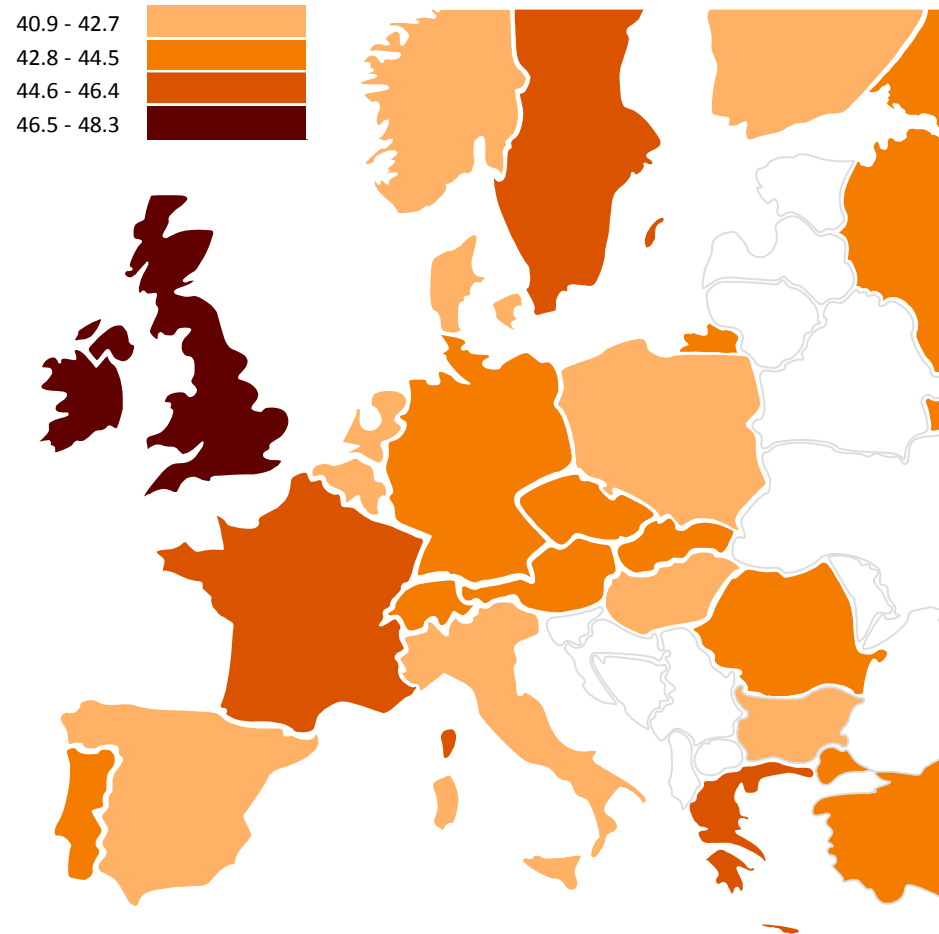
## Expected gross annual salary (cont.)

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>Universidade Nova de Lisboa</b>	<b>14.760,6 €</b>

# Expectations of first position

Expected working hours





# Expectations of first position

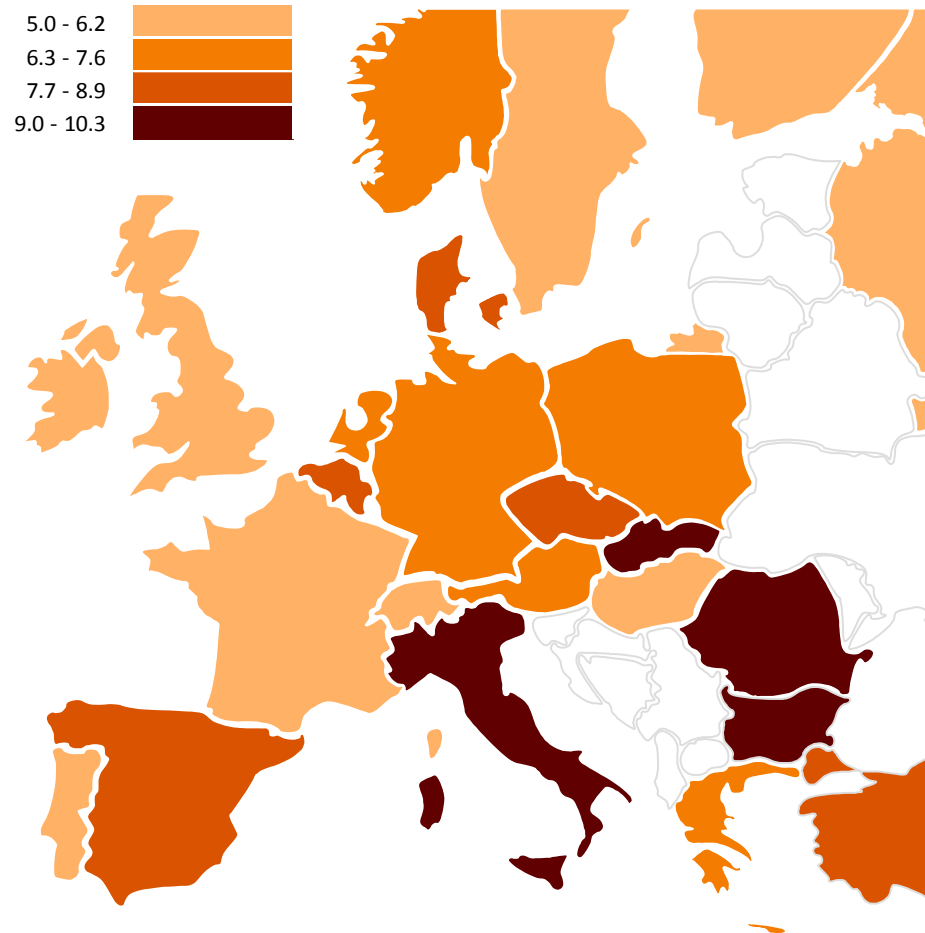
## Expected working hours (cont.)

Country	Working hours
Europe	43,7
Austria	42,9
Belgium	42,1
Bulgaria	42,3
Czech Republic	44,2
Denmark	41,9
Finland	41,2
France	46,0
Germany	43,5
Greece	45,4
Hungary	42,7
Ireland	48,3
Italy	41,1

Country	Working hours
Netherlands	40,9
Norway	41,9
Poland	42,6
Portugal	43,2
Romania	44,2
Russia	43,5
Slovakia	43,8
Spain	41,4
Sweden	44,8
Switzerland	43,9
Turkey	43,8
United Kingdom	47,8
<b>Universidade Nova de Lisboa</b>	<b>42,8</b>

# Expectations of first position

Expected time in first position



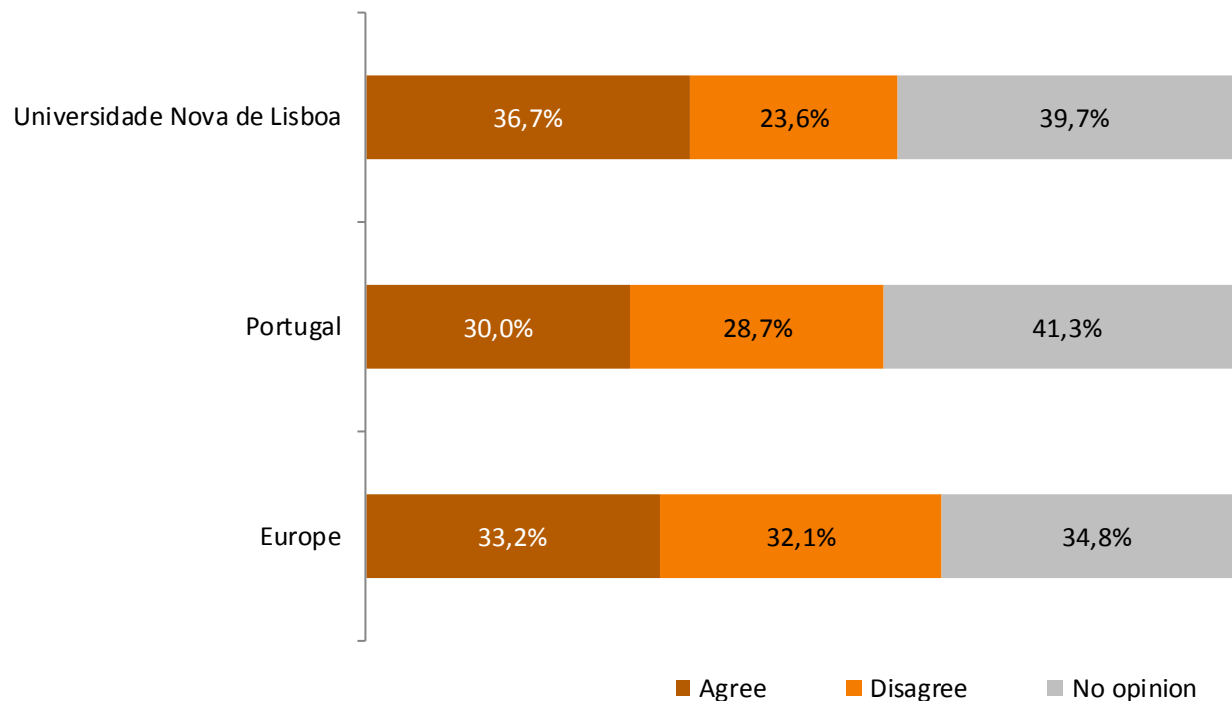
# Expectations of first position

Expected time in first position (cont.)

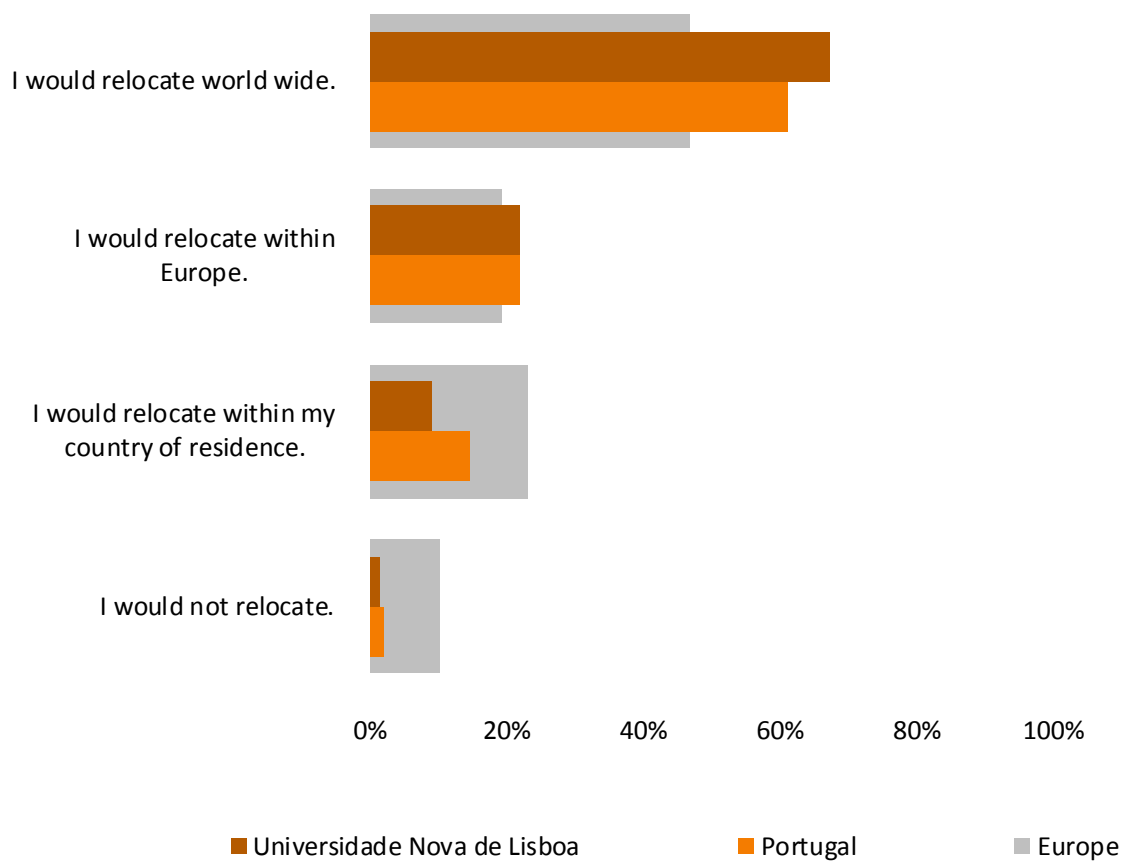
Country	Years	Country	Years
Europe	7,1	Netherlands	7,2
Austria	6,6	Norway	7,1
Belgium	8,9	Poland	7,5
Bulgaria	10,3	Portugal	6,2
Czech Republic	8,4	Romania	9,3
Denmark	7,9	Russia	5,2
Finland	5,7	Slovakia	9,2
France	5,2	Spain	7,9
Germany	6,8	Sweden	5,1
Greece	7,5	Switzerland	5,0
Hungary	5,0	Turkey	7,7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

# Opinion

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



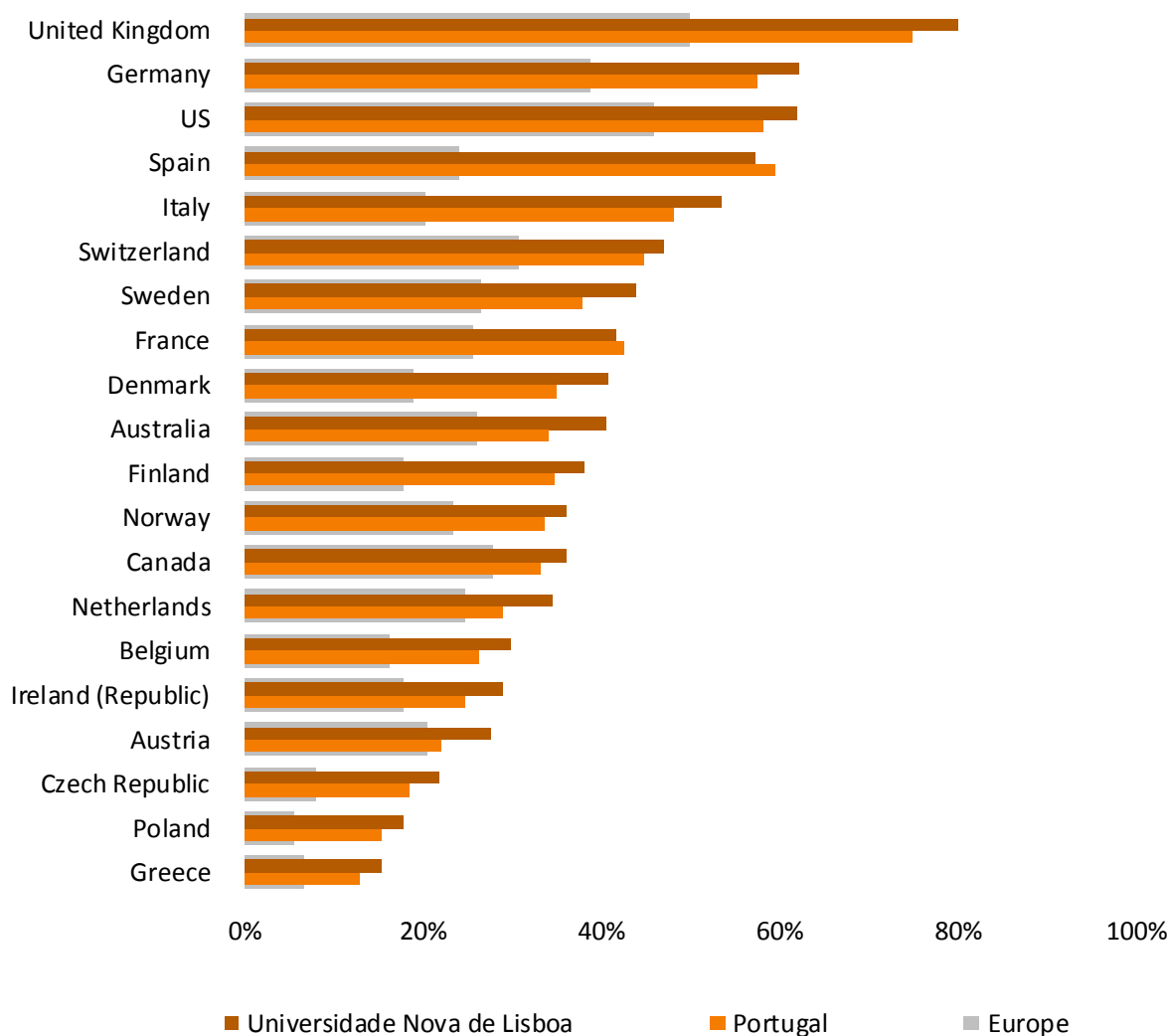
## Mobility – willingness to relocate



## Mobility – willingness to relocate (cont.)

Mobility	Universidade Nova de Lisboa	Portugal	Europe
I would relocate world wide.	67,3%	61,2%	46,8%
I would relocate within Europe.	21,9%	22,0%	19,5%
I would relocate within my country of residence.	9,2%	14,7%	23,3%
I would not relocate.	1,6%	2,1%	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	Universidade Nova de Lisboa	Portugal	Europe
United Kingdom	80,1%	75,0%	49,9%
Germany	62,2%	57,6%	38,8%
US	61,9%	58,3%	46,0%
Spain	57,3%	59,6%	24,2%
Italy	53,5%	48,2%	20,2%
Switzerland	47,0%	44,8%	30,8%
Sweden	44,0%	37,9%	26,6%
France	41,8%	42,5%	25,7%
Denmark	40,8%	35,1%	18,9%
Australia	40,6%	34,1%	26,0%
Finland	38,2%	34,8%	17,8%
Norway	36,1%	33,7%	23,5%
Canada	36,1%	33,3%	27,8%
Netherlands	34,6%	29,0%	24,8%
Belgium	29,9%	26,4%	16,2%
Ireland (Republic)	28,9%	24,8%	17,9%
Austria	27,7%	22,0%	20,5%
Czech Republic	21,9%	18,5%	8,0%
Poland	17,9%	15,3%	5,5%
Greece	15,3%	13,0%	6,6%



# Contents

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



# 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 Portugal?

Rang 2011 Employer		Portugal
1	Google	14,5%
2	Microsoft	14,4%
3	EDP	12,9%
4	Mota-Engil	11,1%
5	Apple	10,2%
6	Águas de Portugal	8,7%
7	Galp Energia	8,4%
8	Portugal Telecom	7,7%
9	Sonae	7,3%
10	Soares da Costa	7,0%

# Who are the most attractive employers at your university?

Rang 2011 Employer		Universidade Nova de Lisboa
1	Google	18,9%
2	EDP	16,2%
3	Apple	15,6%
4	YDreams	14,6%
5	Microsoft	14,0%
6	Galp Energia	13,1%
7	Mota-Engil	8,5%
8	Siemens	8,4%
9	Bayer	7,9%
10	Crioestaminal	7,8%

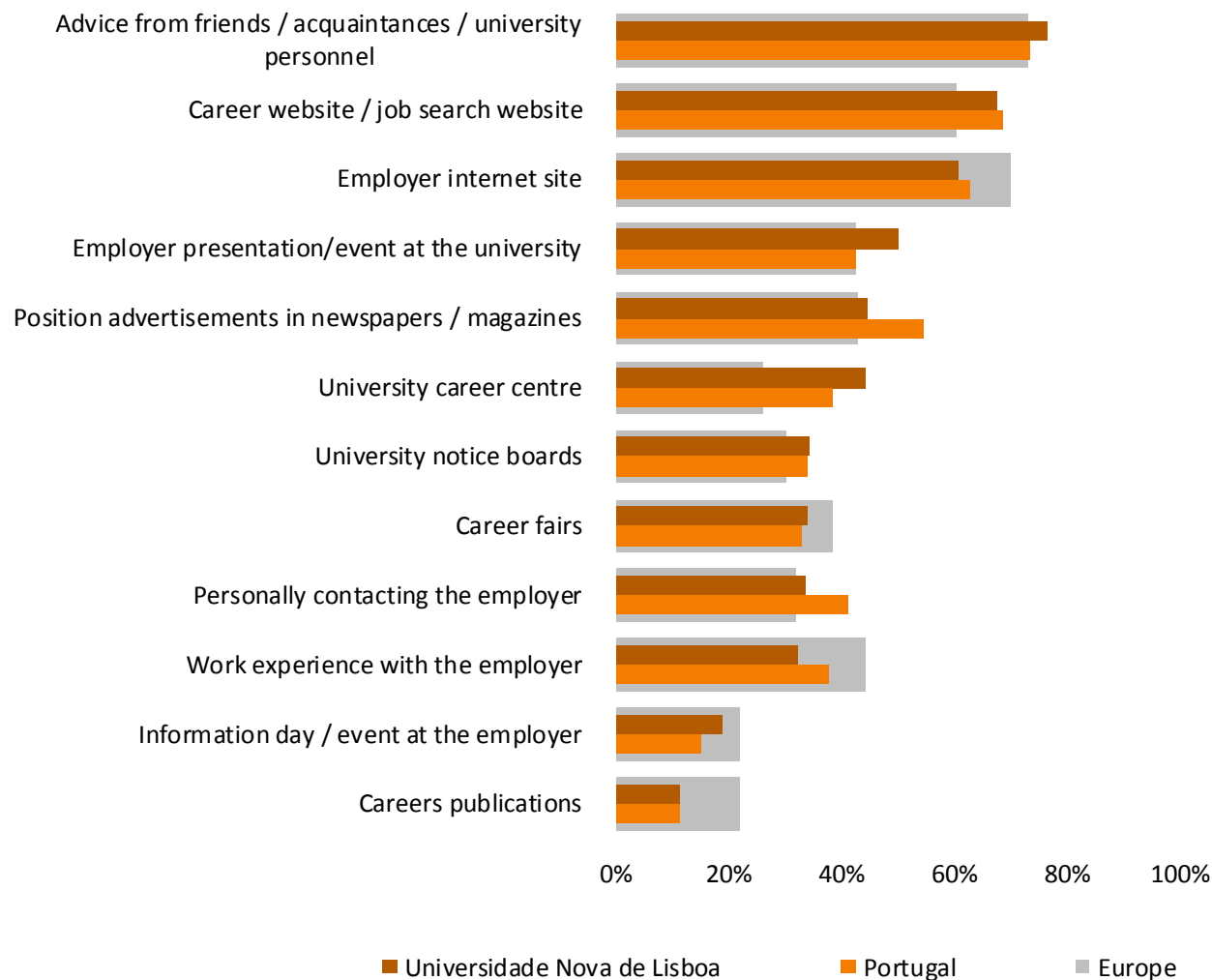
# Who are the most active employers in Portugal?

Rang 2011 Employer		Portugal
1	EDP	16,6%
2	YDreams	14,6%
3	Portugal Telecom	13,8%
4	Sonae	13,7%
5	Microsoft	12,4%
6	EFACEC	10,8%
7	Caixa Geral de Depósitos	10,3%
8	Mota-Engil	10,1%
9	ZON	9,6%
10	Siemens	8,7%

# Who are the most active employers at your university?

Rang 2011 Employer		Universidade Nova de Lisboa
1	YDreams	50,3%
2	EDP	21,3%
3	Siemens	13,0%
4	Novabase	12,2%
4	Portugal Telecom	12,2%
6	Galp Energia	12,1%
7	Microsoft	8,9%
7	Mota-Engil	8,9%
9	Accenture	8,0%
10	Caixa Geral de Depósitos	7,8%

# General communication channels used

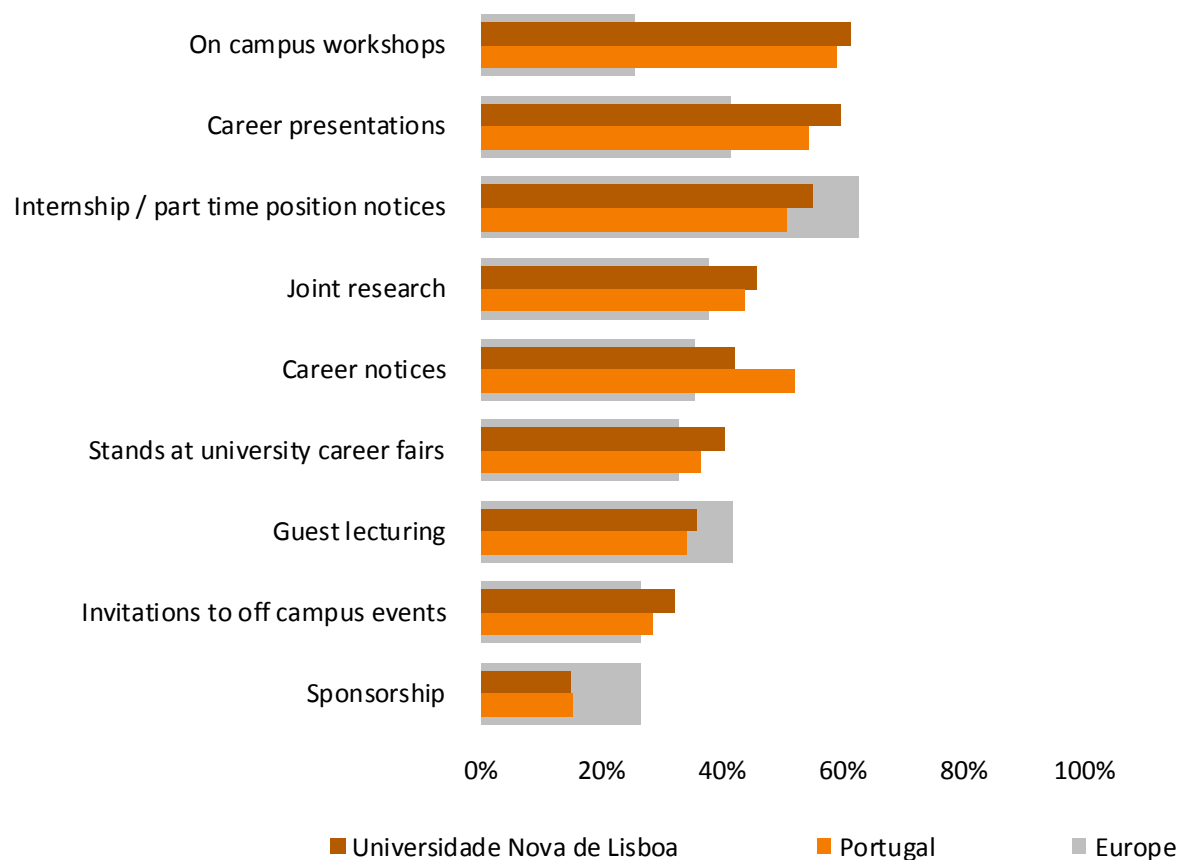


## General communication channels used (cont.)

General communications channels	Universidade Nova de Lisboa	Portugal	Europe
Advice from friends / acquaintances / university personnel	76,5%	73,5%	73,0%
Career website / job search website	67,6%	68,6%	60,6%
Employer internet site	60,8%	62,8%	70,1%
Employer presentation/event at the university	50,1%	42,5%	42,7%
Position advertisements in newspapers / magazines	44,5%	54,7%	42,9%
University career centre	44,2%	38,5%	26,3%
University notice boards	34,5%	33,9%	30,2%
Career fairs	34,2%	33,0%	38,5%
Personally contacting the employer	33,7%	41,3%	32,0%
Work experience with the employer	32,4%	37,8%	44,2%
Information day / event at the employer	18,8%	15,3%	22,2%
Careers publications	11,3%	11,3%	22,2%



# Most appealing campus marketing activities



## Most appealing campus marketing activities (cont.)

Campus marketing activities	Universidade Nova de Lisboa	Portugal	Europe
On campus workshops	61,5%	59,2%	25,7%
Career presentations	59,8%	54,4%	41,5%
Internship / part time position notices	55,2%	50,9%	62,9%
Joint research	45,7%	44,0%	38,0%
Career notices	42,2%	52,1%	35,7%
Stands at university career fairs	40,5%	36,6%	32,8%
Guest lecturing	36,0%	34,4%	41,9%
Invitations to off campus events	32,3%	28,6%	26,8%
Sponsorship	15,1%	15,4%	26,7%



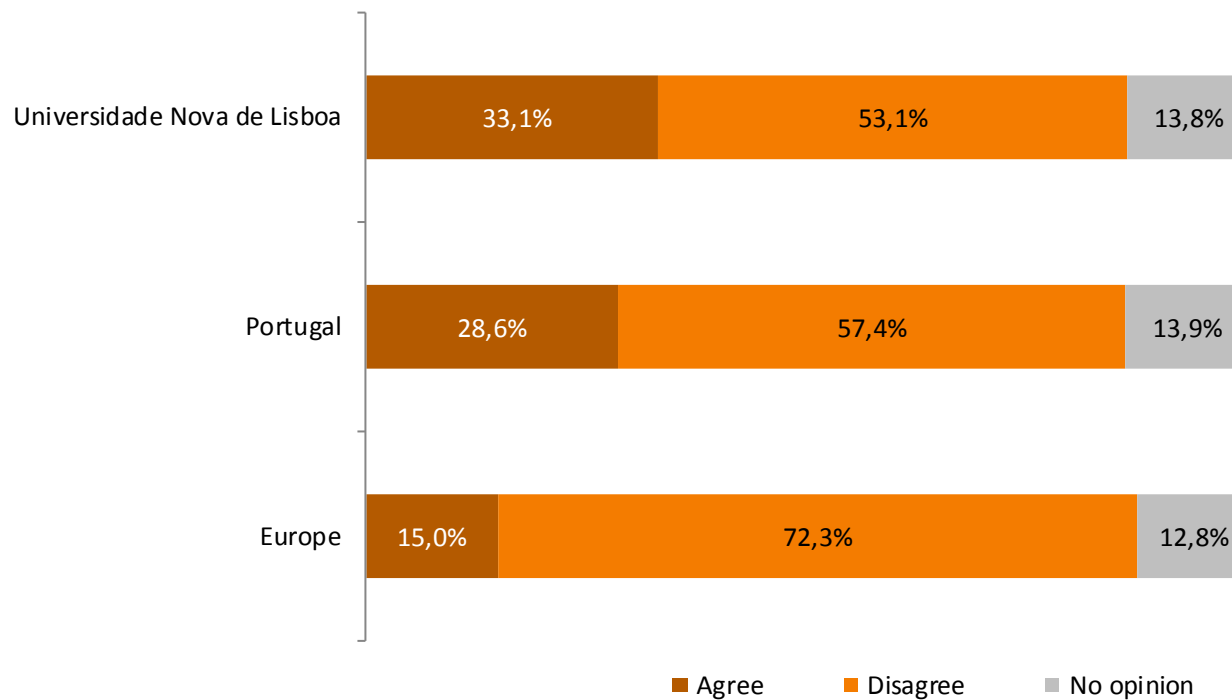
# Contents

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



# Opinion

Students should pay for their tertiary education



# Profile

## Age and gender

Age	Years
Europe	22,7
Portugal	23,8
Universidade Nova de Lisboa	22,1

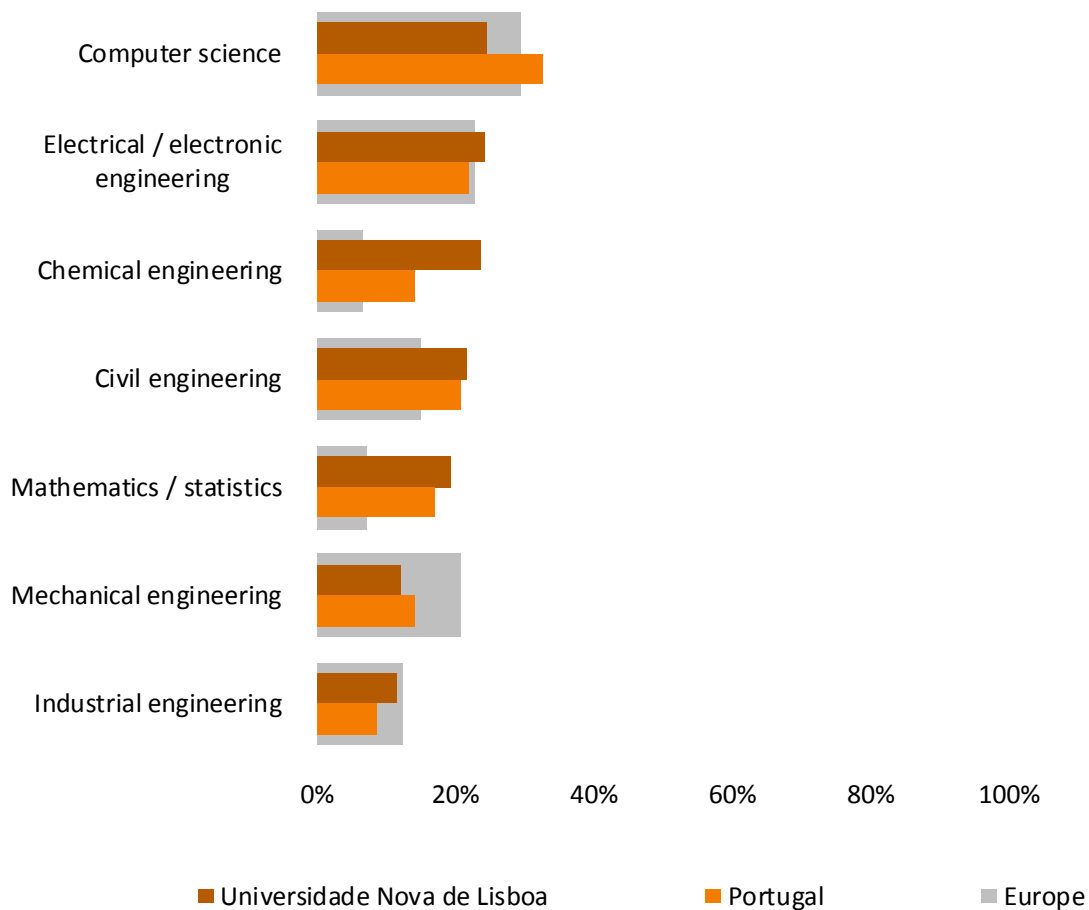
Country	Male	Female
Europe	68,0%	32,0%
Austria	64,9%	35,1%
Belgium	73,3%	26,7%
Bulgaria	53,9%	46,1%
Czech Republic	61,1%	38,9%
Denmark	63,4%	36,6%
Finland	66,4%	33,6%
France	71,5%	28,5%
Germany	81,7%	18,3%
Greece	60,7%	39,3%
Hungary	69,6%	30,4%
Ireland (Republic)	63,2%	36,8%
Italy	67,0%	33,0%
Netherlands	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%
Universidade Nova de Lisboa	61,4%	38,6%

Question: How old are you?

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

# Profile (cont.)

## Subjects



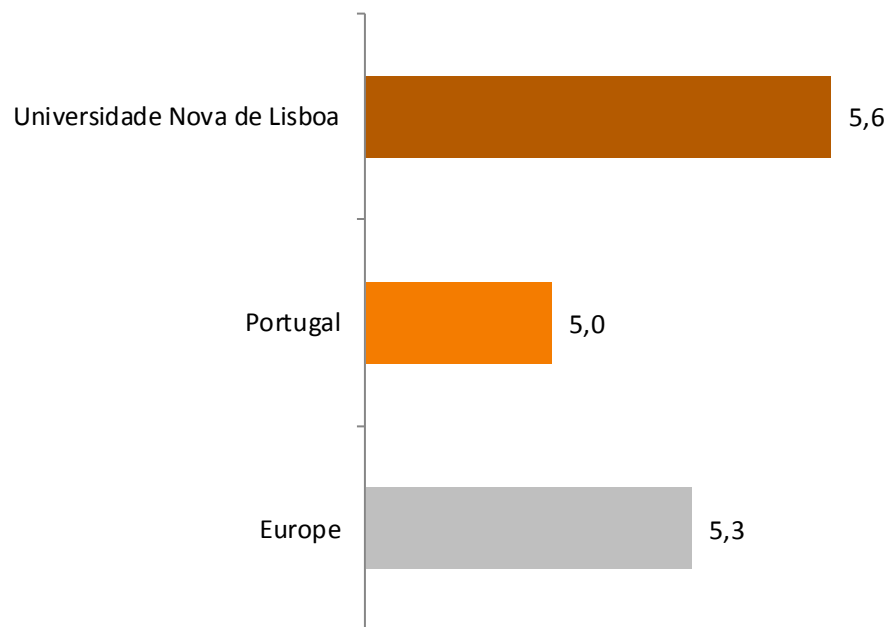
# Profile (cont.)

## Subjects (cont.)

Subjects	Universidade Nova de Lisboa	Portugal	Europe
Computer science	24,7%	32,6%	29,6%
Electrical / electronic engineering	24,3%	22,1%	22,9%
Chemical engineering	23,8%	14,2%	6,7%
Civil engineering	21,6%	20,8%	15,1%
Mathematics / statistics	19,4%	17,2%	7,3%
Mechanical engineering	12,2%	14,3%	20,9%
Industrial engineering	11,5%	8,7%	12,4%

## Profile (cont.)

Length of education



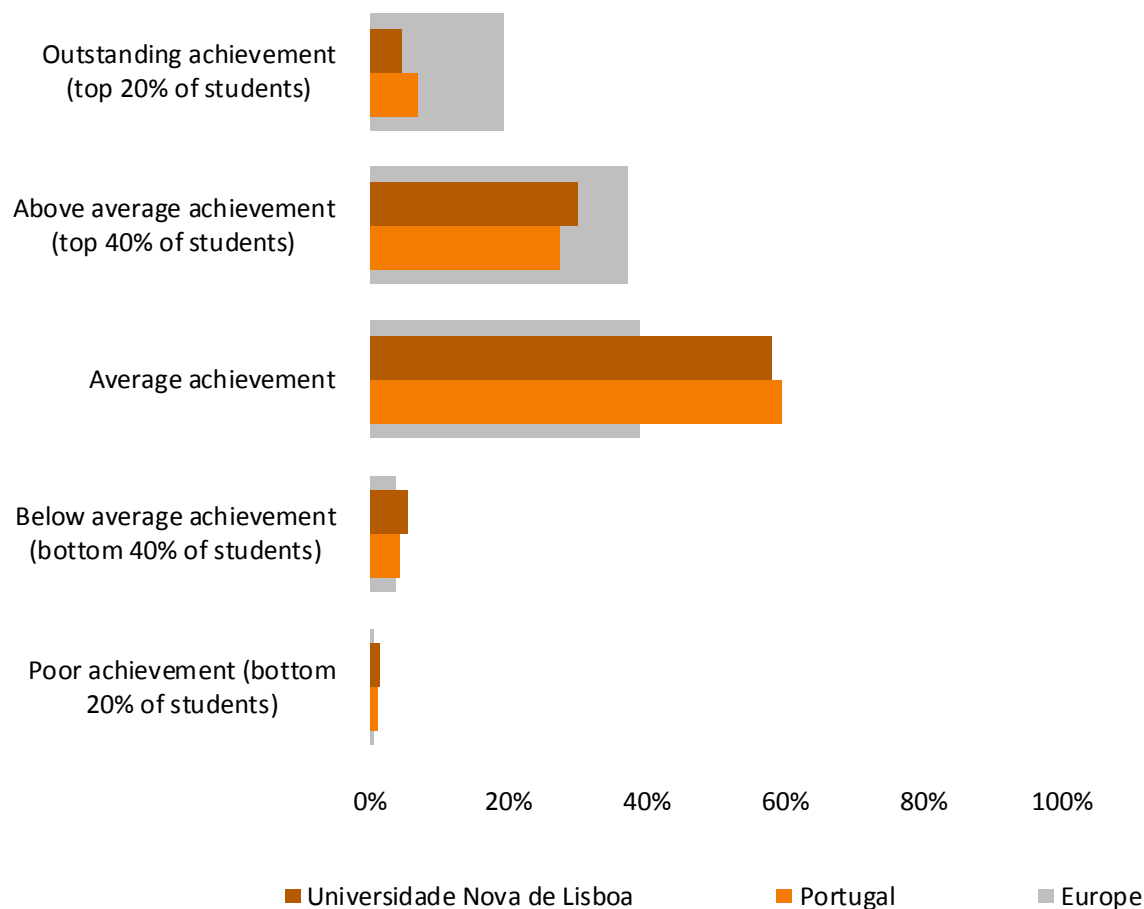
Question: When did you start studying your first course at university?

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



# Profile (cont.)

## Academic achievement



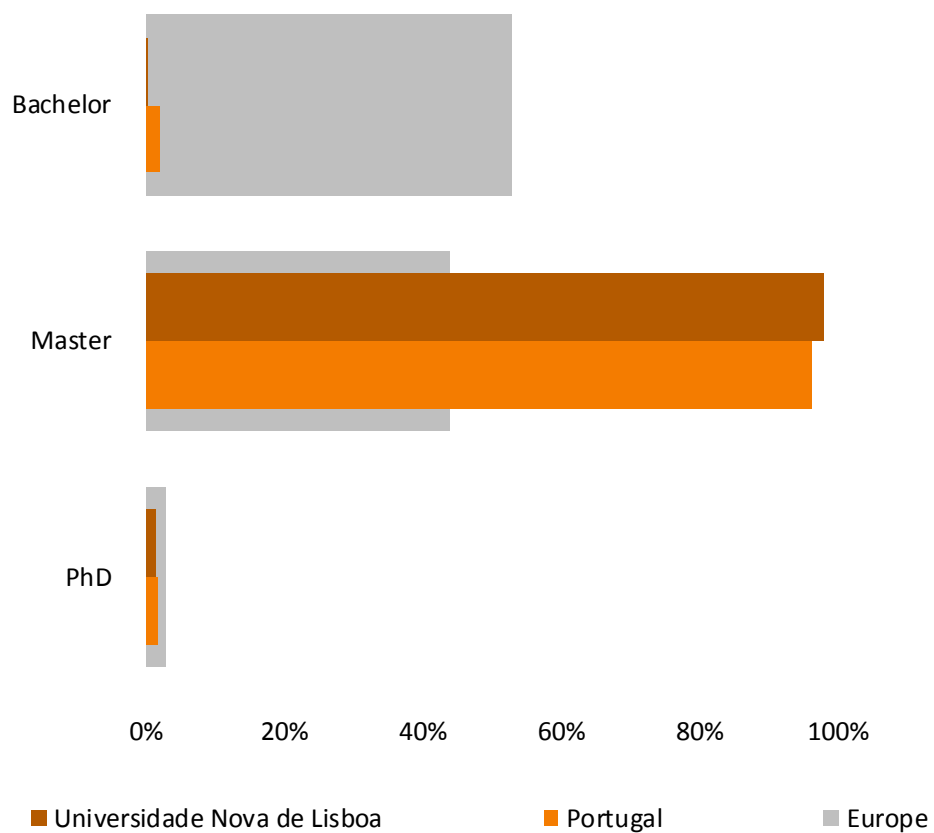
# Profile (cont.)

## Academic achievement (cont.)

Academic achievement	Universidade Nova de Lisboa	Portugal	Europe
Outstanding achievement (top 20% of students)	4,8%	7,1%	19,3%
Above average achievement (top 40% of students)	30,2%	27,5%	37,4%
Average achievement	58,1%	59,5%	39,0%
Below average achievement (bottom 40% of students)	5,4%	4,5%	3,7%
Poor achievement (bottom 20% of students)	1,5%	1,3%	0,7%

# Profile (cont.)

## Course type

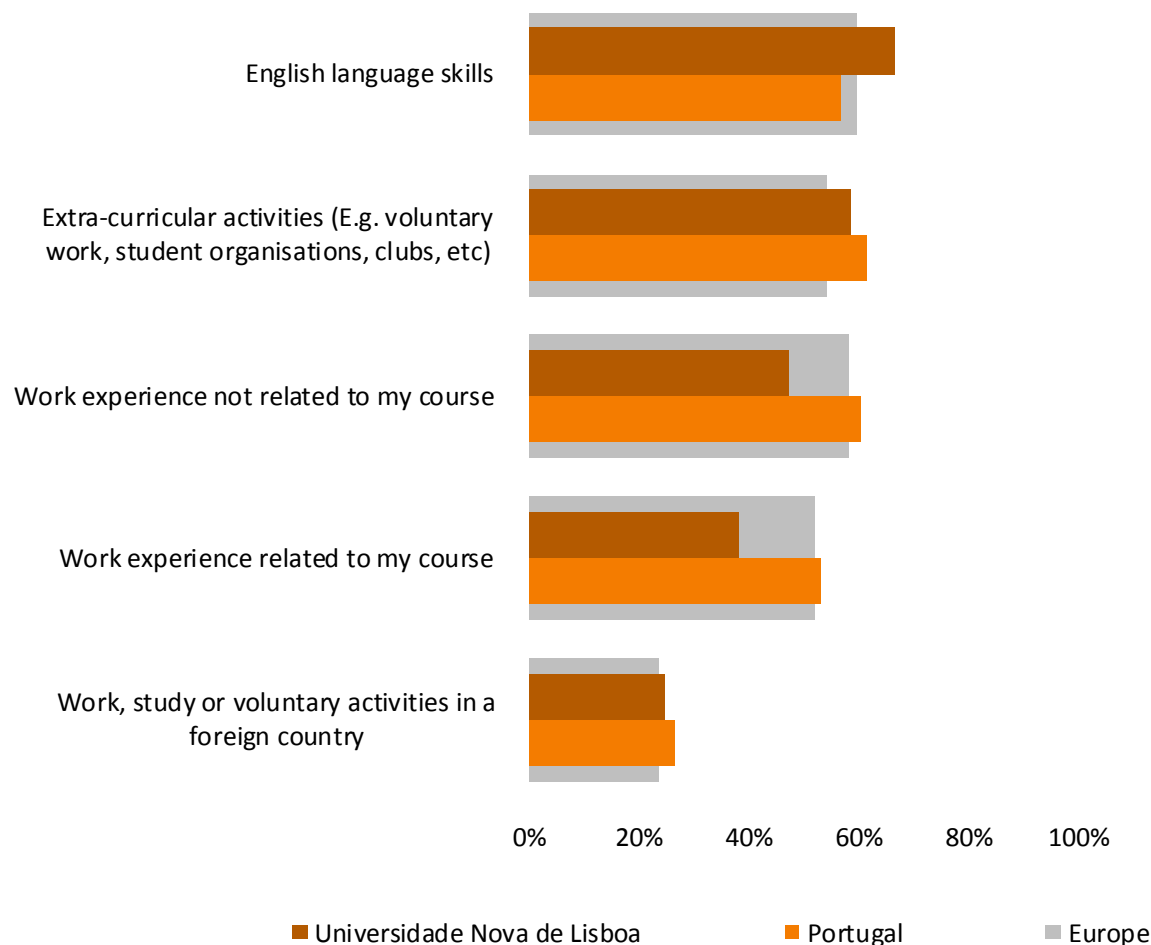


# Profile (cont.)

## Course type (cont.)

Course type	Universidade Nova de Lisboa	Portugal	Europe
Bachelor	0,3%	2,1%	52,9%
Master	98,1%	96,3%	44,1%
PhD	1,6%	1,7%	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.

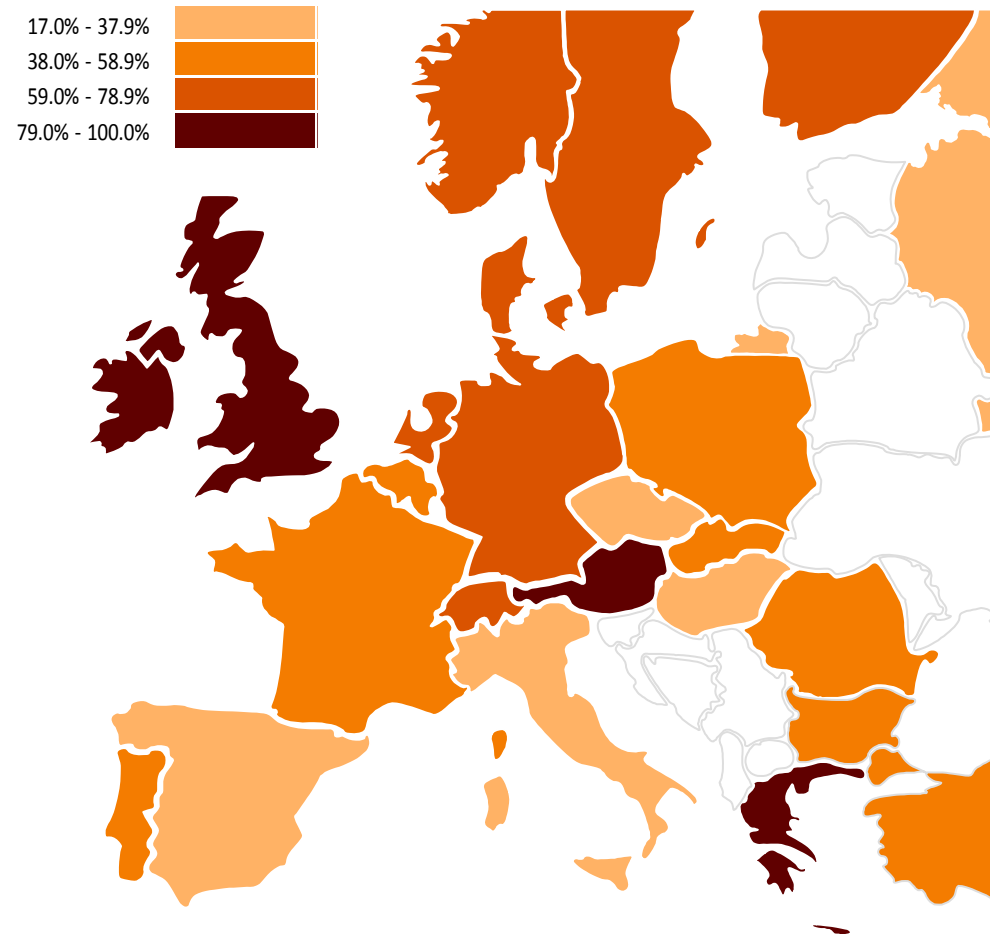
## Experiences and advanced english skills (cont.)

Experiences	Universidade Nova de Lisboa	Portugal	Europe
English language skills	66,7%	56,9%	59,7%
Extra-curricular activities (E.g. voluntary work, student organisations, clubs, etc)	58,6%	61,6%	54,1%
Work experience not related to my course	47,4%	60,3%	58,4%
Work experience related to my course	38,4%	53,1%	51,9%
Work, study or voluntary activities in a foreign country	24,6%	26,6%	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>Universidade Nova de Lisboa</b>	<b>66,7%</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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