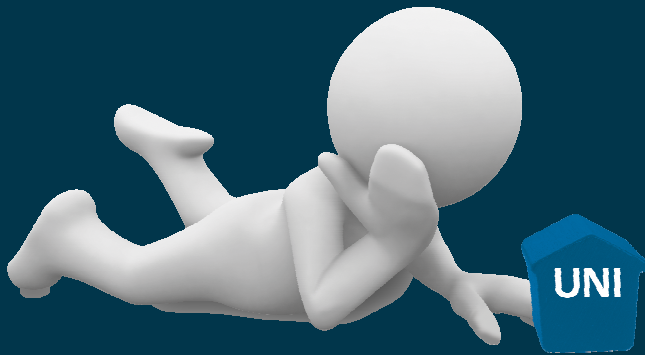


# Partner Report



**trendence**  
Graduate Barometer | **2010**

Пловдивски университет „Паисий Хилендарски“



## The trendence Graduate Barometer 2010 - Business Edition

### Prepared for Пловдивски университет „Паисий Хилендарски“

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 <b>trendence</b> Graduate Barometer 2010 ..... | 5         |
| Sample groups .....   | 6         |
| <b>Chapter I: Education and university evaluation .....</b>                     | <b>7</b>  |
| 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        |
| Interest in studying a masters course abroad .....                              | 13        |
| Desired masters course destination .....  | 14        |
| Students wanting to study a masters course in Bulgaria .....                    | 15        |
| <b>Chapter II: Career .....</b>   | <b>16</b> |
| 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        |
| Expectations of first position .....  | 21        |
| Mobility .....  | 22        |
| <b>Chapter III: Employer attractiveness .....</b>                               | <b>23</b> |
| Employer attractiveness .....   | 24        |
| <b>Chapter IV: The students .....</b>   | <b>25</b> |
| 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         |
| <b>Total</b>   | <b>219 790</b> |



## Sample groups

Europe:



71545

Sample: Numbers of answers for the Business Edition

Bulgaria:



3535

Sample: Numbers of answers for the Business Edition

Пловдивски университет „Паисий Хилендарски“:



370

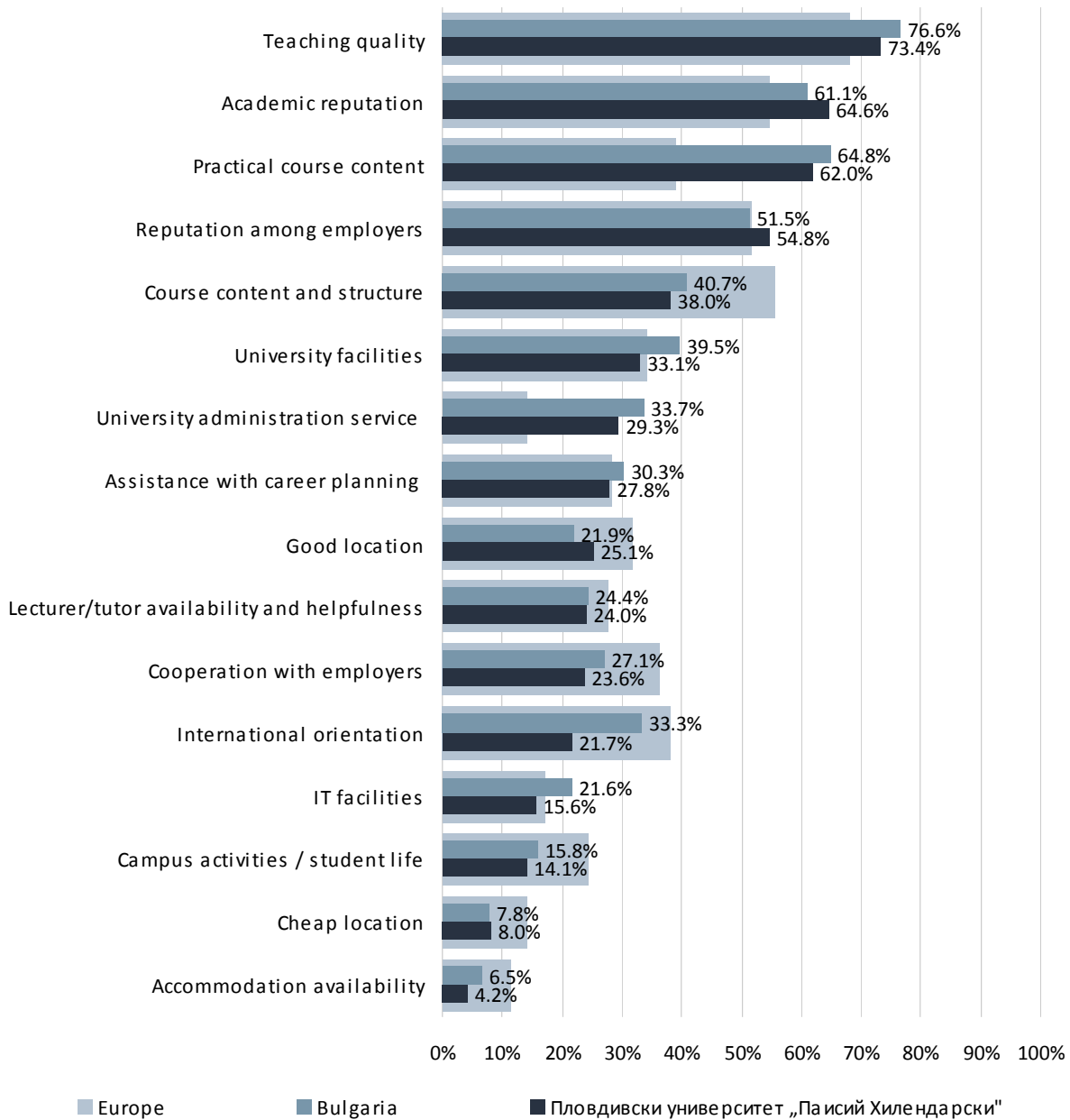
Sample: Numbers of answers for the Business Edition

Chapter I:

# Education and university evaluation



### Important factors when choosing a university course



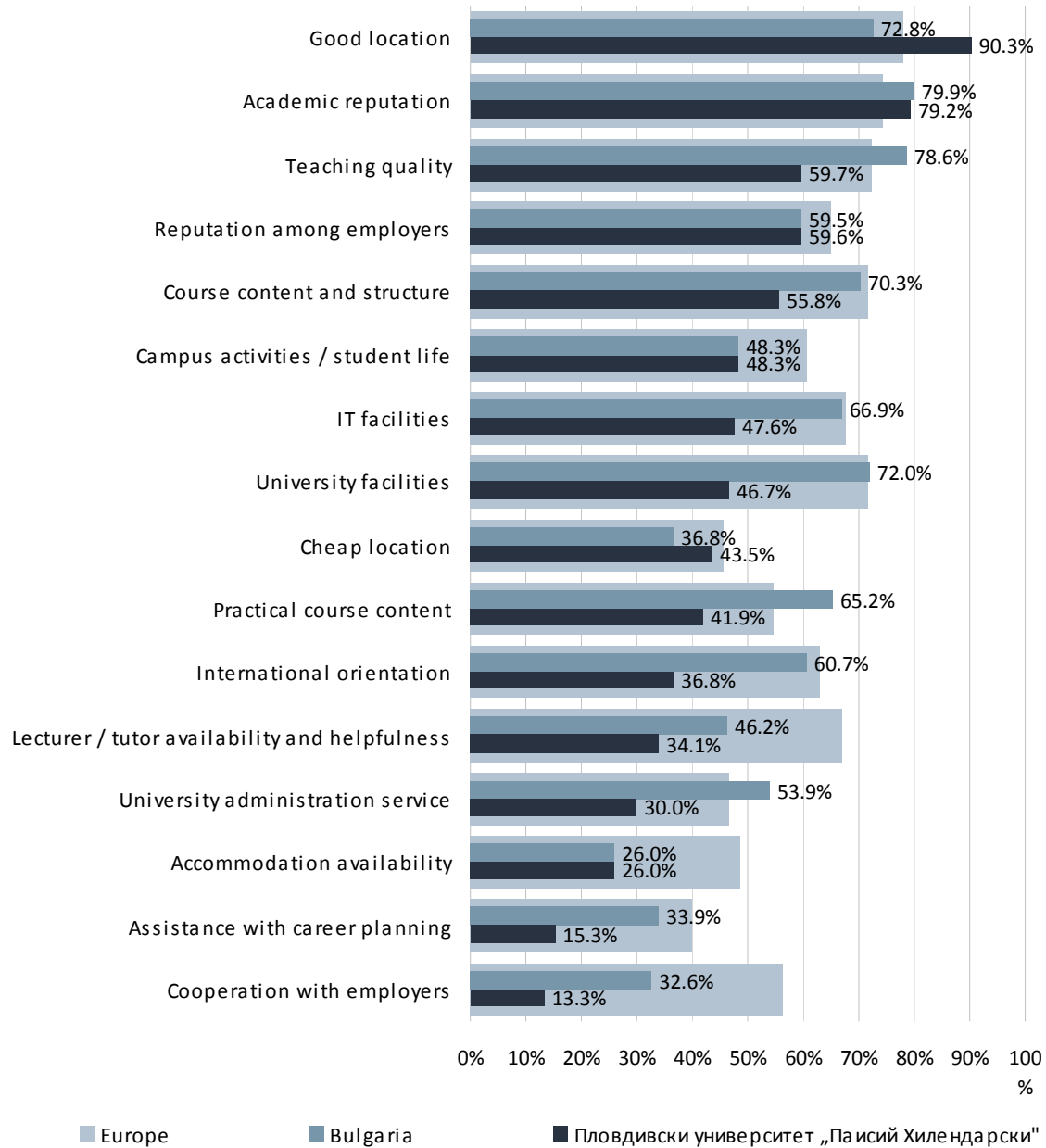
**!** The diagram shows the % of students who selected the factor as important when choosing a university course.

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





## Evaluation of university performance



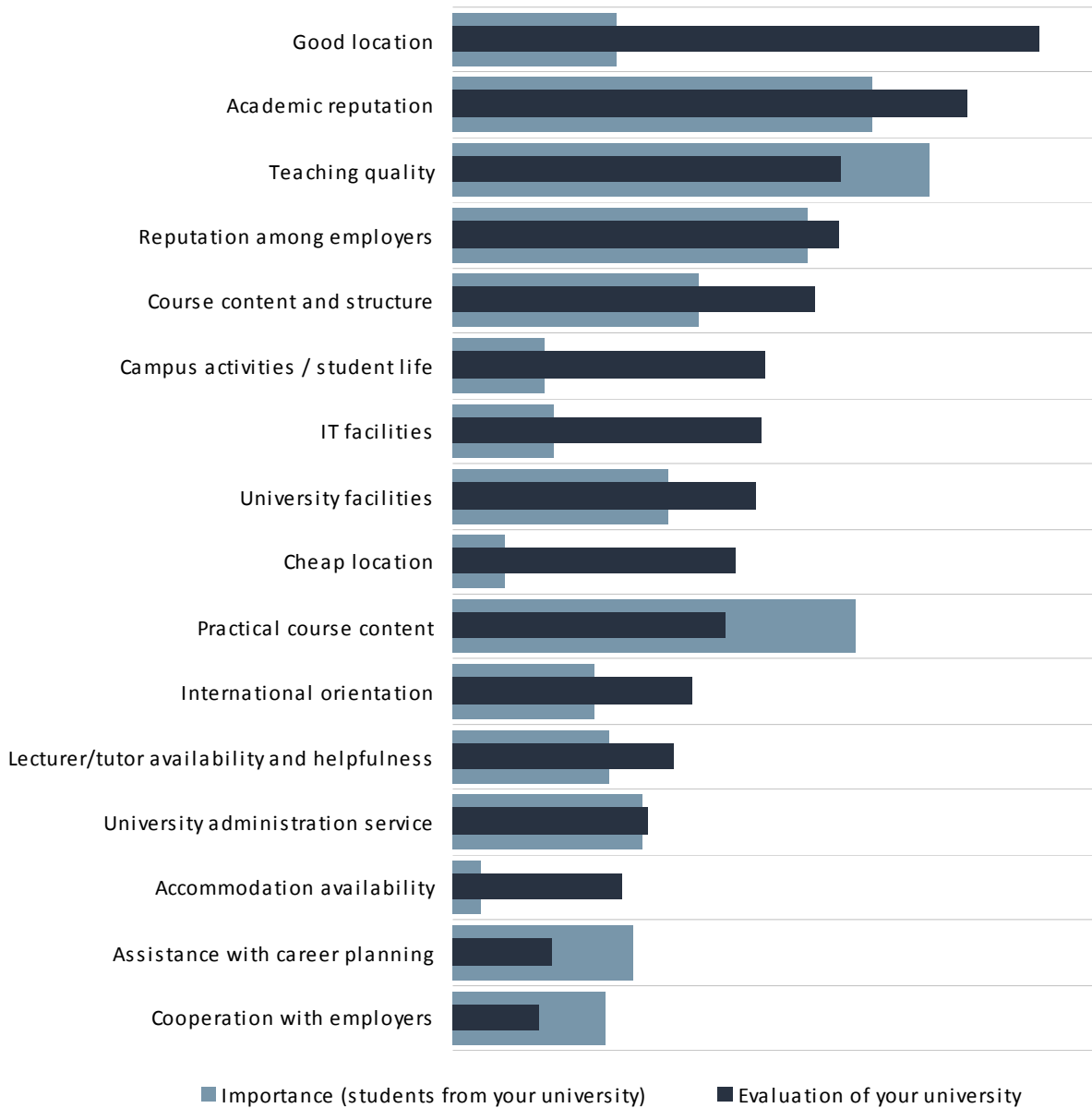
The diagram shows the % of students who evaluated the performance of your university as good for each of the above factors.



Question: How does your university perform on these factors?



### Importance vs. evaluation

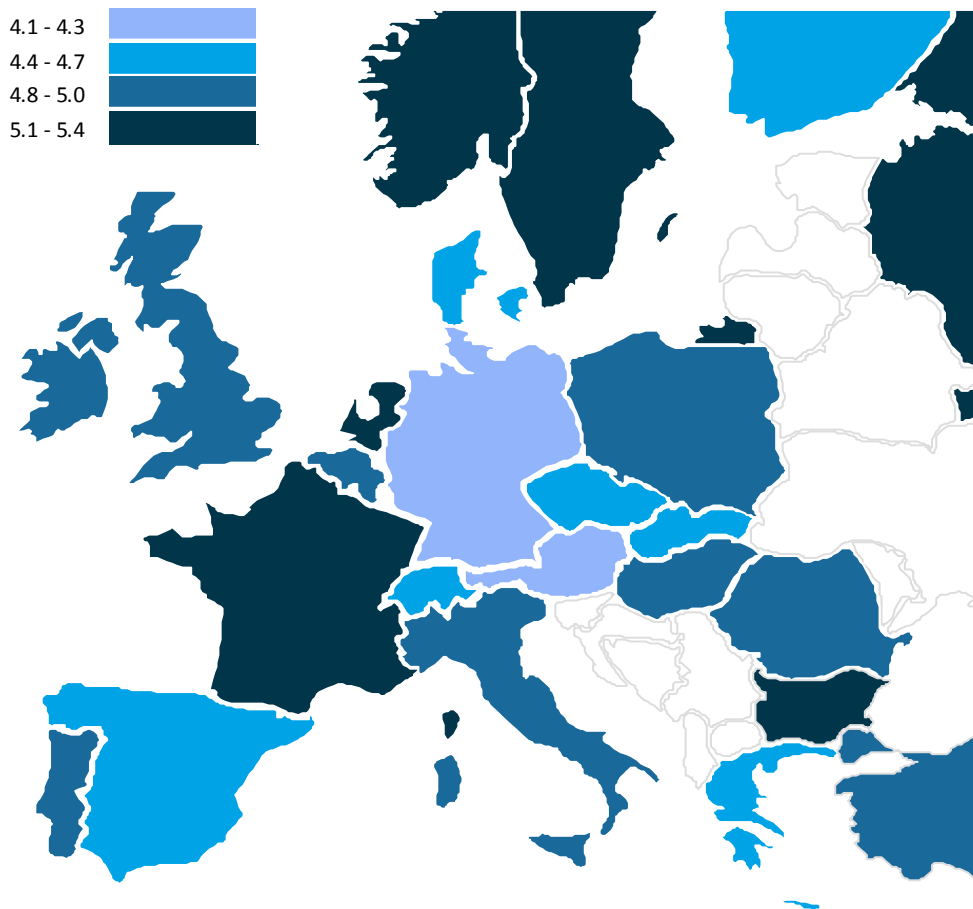


**!** The diagram compares what is important to students at your university and how they evaluate your university on these factors.





## Evaluation of university performance - overall satisfaction in Europe



| Country        | Average overall satisfaction |
|----------------|------------------------------|
| Europe         | 4.8                          |
| Austria        | 4.1                          |
| Belgium        | 5.0                          |
| Bulgaria       | 5.3                          |
| Czech Republic | 4.4                          |
| Denmark        | 4.6                          |
| Finland        | 4.7                          |
| France         | 5.2                          |
| Germany        | 4.1                          |
| Greece         | 4.6                          |
| Hungary        | 4.8                          |
| Ireland        | 5.0                          |
| Italy          | 4.8                          |

| Country  | Average overall satisfaction |
|--|------------------------------|
| Netherlands  | 5.2                          |
| Norway   | 5.4                          |
| Poland   | 5.0                          |
| Portugal   | 4.8                          |
| Romania  | 4.9                          |
| Russia   | 5.4                          |
| Slovakia   | 4.5                          |
| Spain  | 4.6                          |
| Sweden   | 5.1                          |
| Switzerland  | 4.6                          |
| Turkey   | 4.9                          |
| United Kingdom                                     | 5.0                          |
| <b>Пловдивски университет „Паисий Хилендарски“</b> | <b>4.4</b>                   |



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

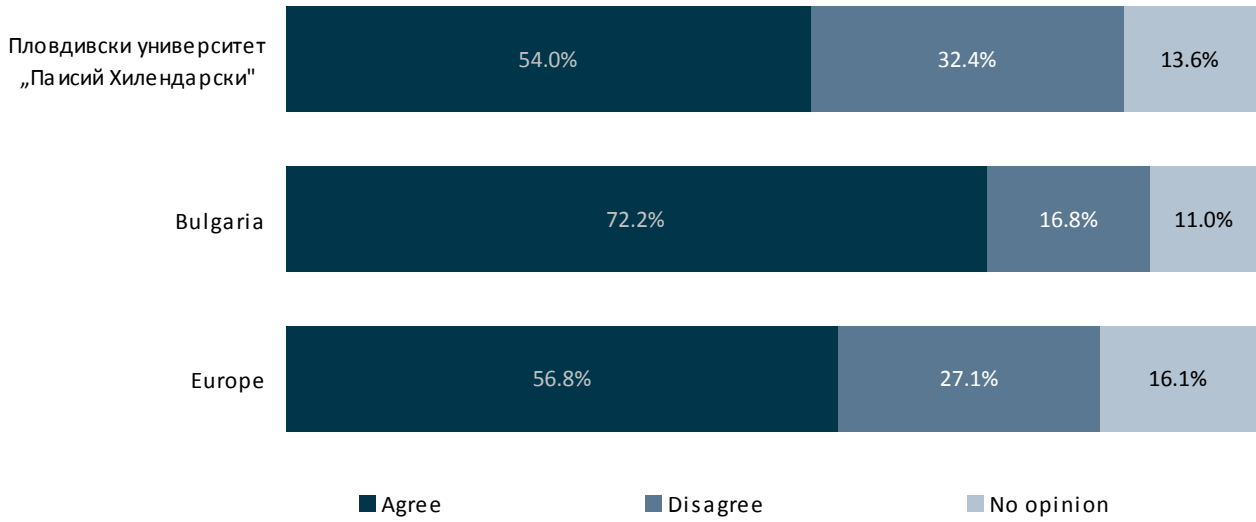


*Question: Overall how satisfied are you with your university/course? (1 = very dissatisfied and 7 = very satisfied).*

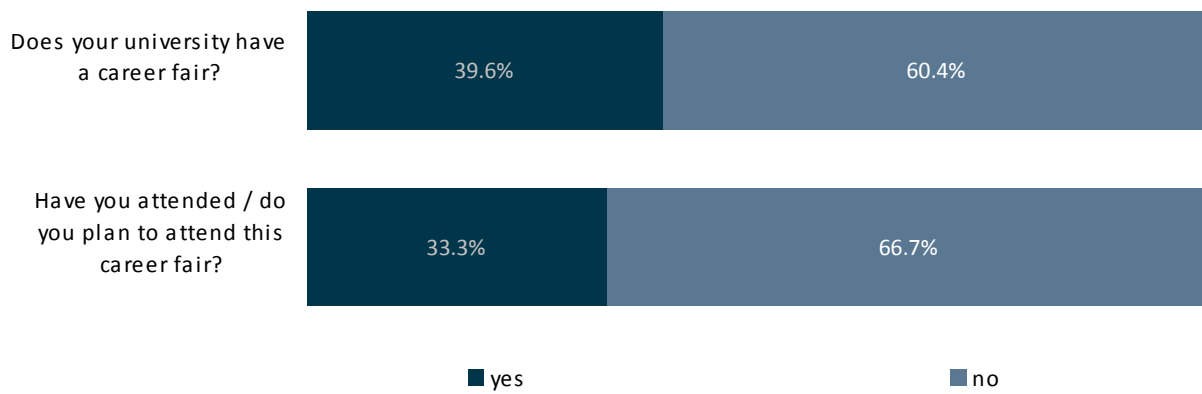


### Views on university course and careers fairs

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

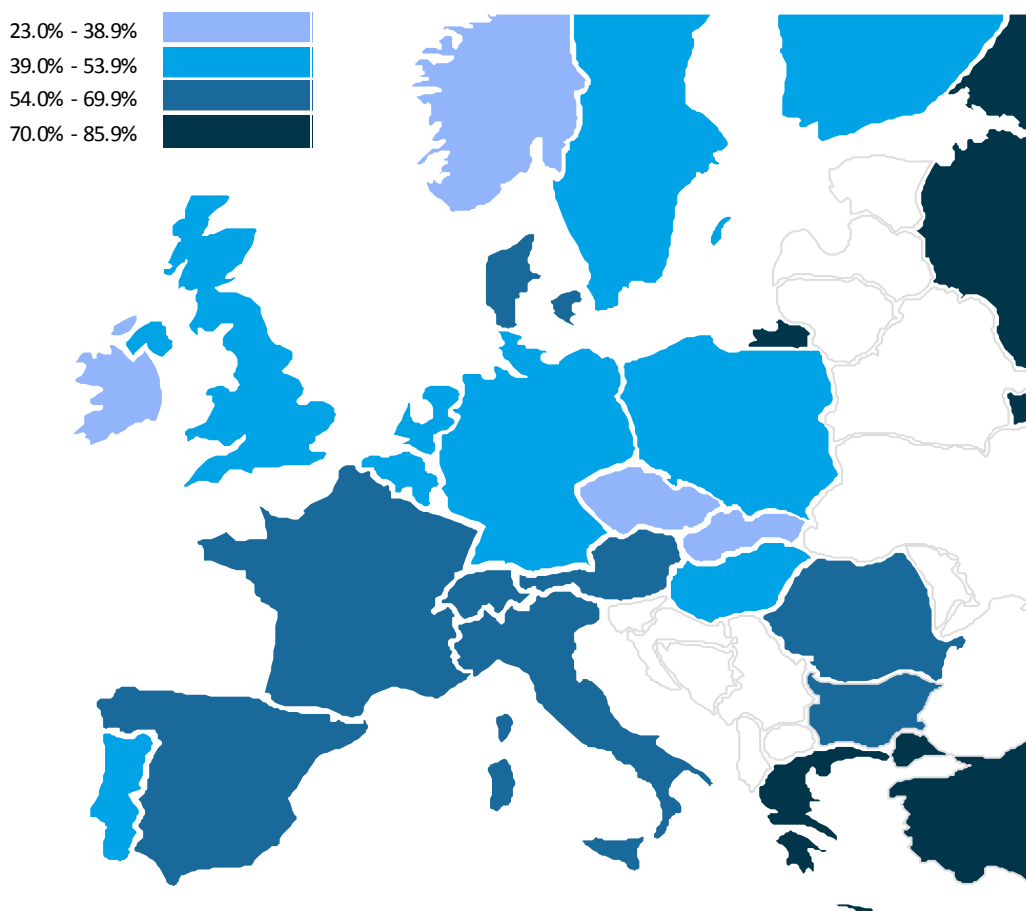


Awareness and use of career fair at the university





## Interest in studying a masters course abroad



| Country        | %     |
|----------------|-------|
| Europe         | 55.5% |
| Austria        | 59.7% |
| Belgium        | 46.2% |
| Bulgaria       | 64.6% |
| Czech Republic | 28.5% |
| Denmark        | 57.3% |
| Finland        | 42.4% |
| France         | 55.0% |
| Germany        | 49.7% |
| Greece         | 74.7% |
| Hungary        | 49.3% |
| Ireland        | 34.8% |
| Italy          | 57.2% |

| Country  | %            |
|--|--------------|
| Netherlands  | 46.6%        |
| Norway   | 36.3%        |
| Poland   | 39.7%        |
| Portugal   | 47.6%        |
| Romania  | 67.7%        |
| Russia   | 81.5%        |
| Slovakia   | 23.5%        |
| Spain  | 62.3%        |
| Sweden   | 50.5%        |
| Switzerland  | 54.4%        |
| Turkey   | 85.4%        |
| United Kingdom                                     | 52.2%        |
| <b>Пловдивски университет „Паисий Хилендарски“</b> | <b>68.6%</b> |



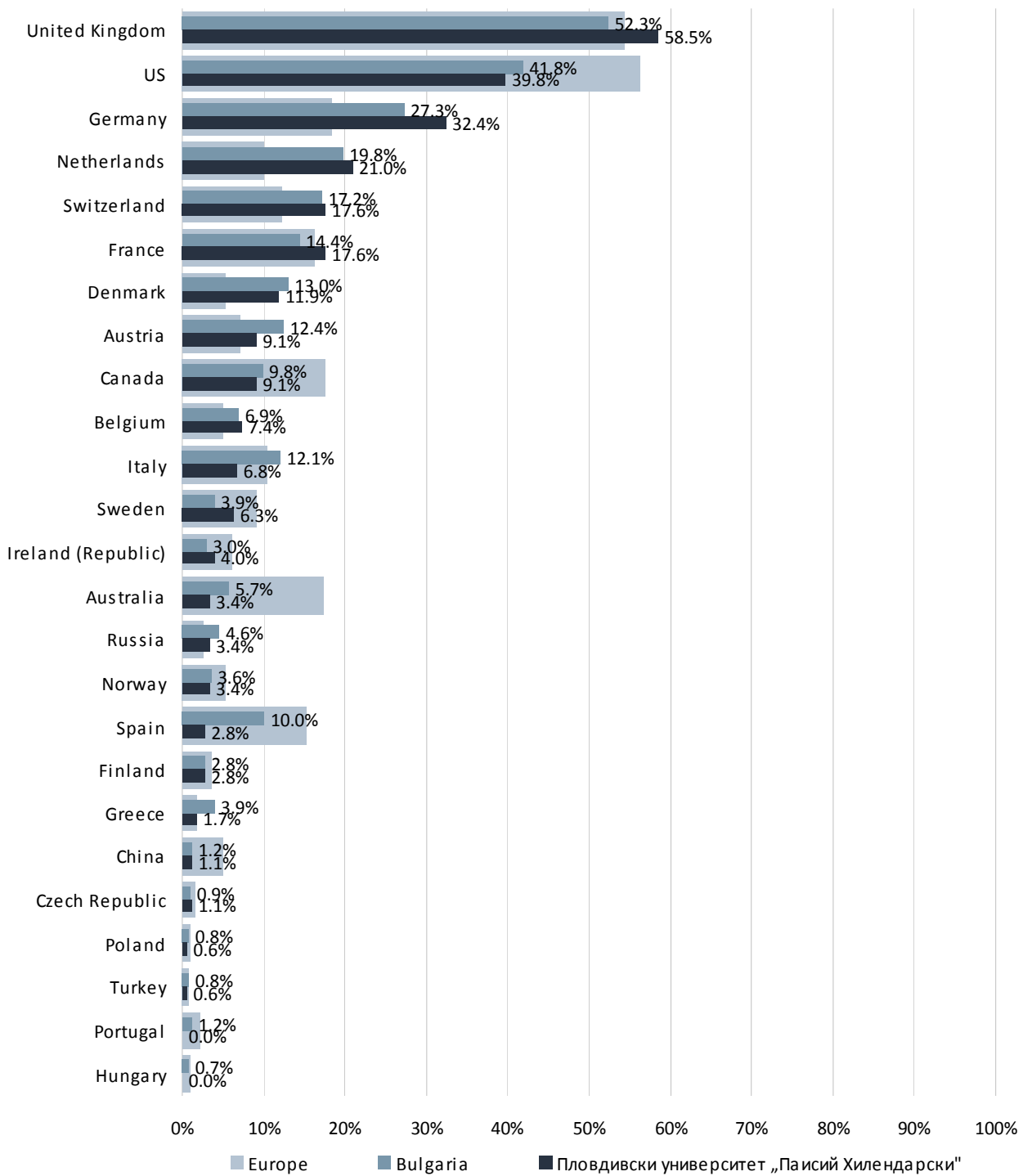
The map and tables show the % of students who answered yes to this question.



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



### Desired masters course destination

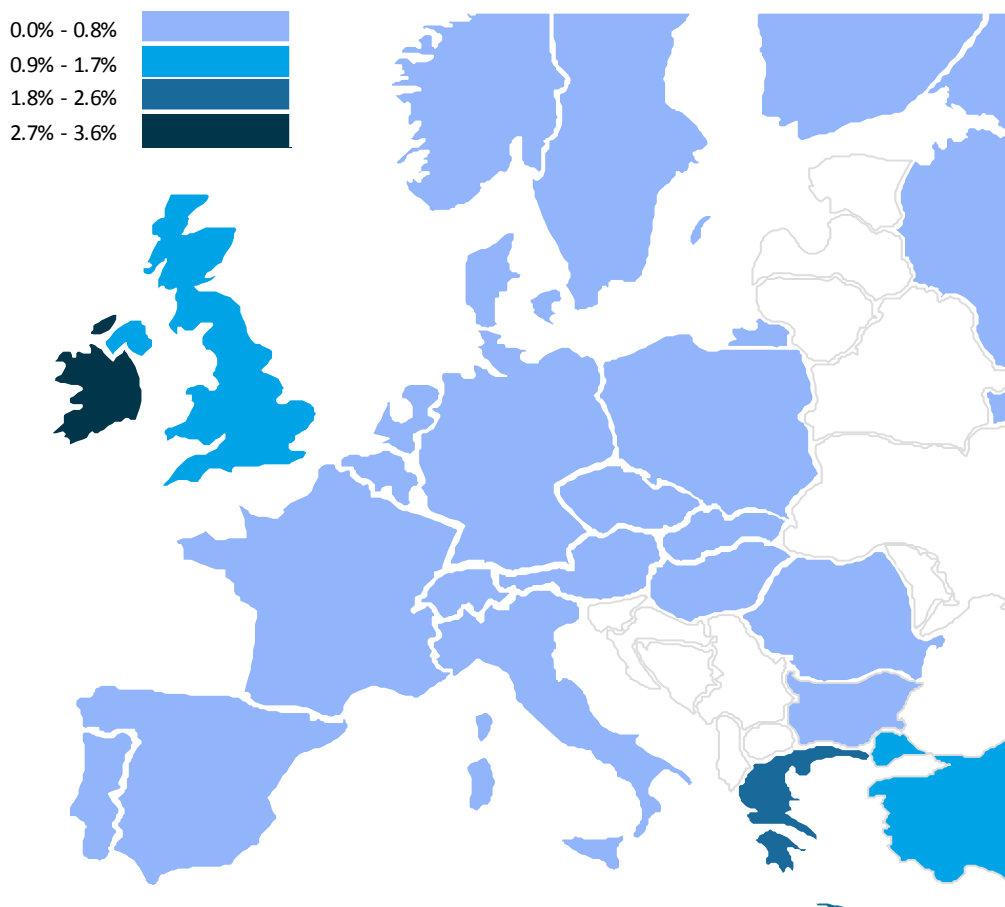


**!** The diagram shows the most desired master course destinations of students in your country, in Europe and at your university.

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



## Students wanting to study a masters course in Bulgaria



| Country        | %    |
|----------------|------|
| Austria        | 0.1% |
| Belgium        | 0.1% |
| Bulgaria       | 0.0% |
| Czech Republic | 0.1% |
| Denmark        | 0.0% |
| Finland        | 0.2% |
| France         | 0.2% |
| Germany        | 0.3% |
| Greece         | 2.5% |
| Hungary        | 0.5% |
| Ireland        | 3.2% |
| Italy          | 0.2% |

| Country        | %    |
|----------------|------|
| Netherlands    | 0.5% |
| Norway         | 0.0% |
| Poland         | 0.2% |
| Portugal       | 0.2% |
| Romania        | 0.1% |
| Russia         | 0.6% |
| Slovakia       | 0.3% |
| Spain          | 0.3% |
| Sweden         | 0.0% |
| Switzerland    | 0.0% |
| Turkey         | 0.9% |
| United Kingdom | 1.4% |



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

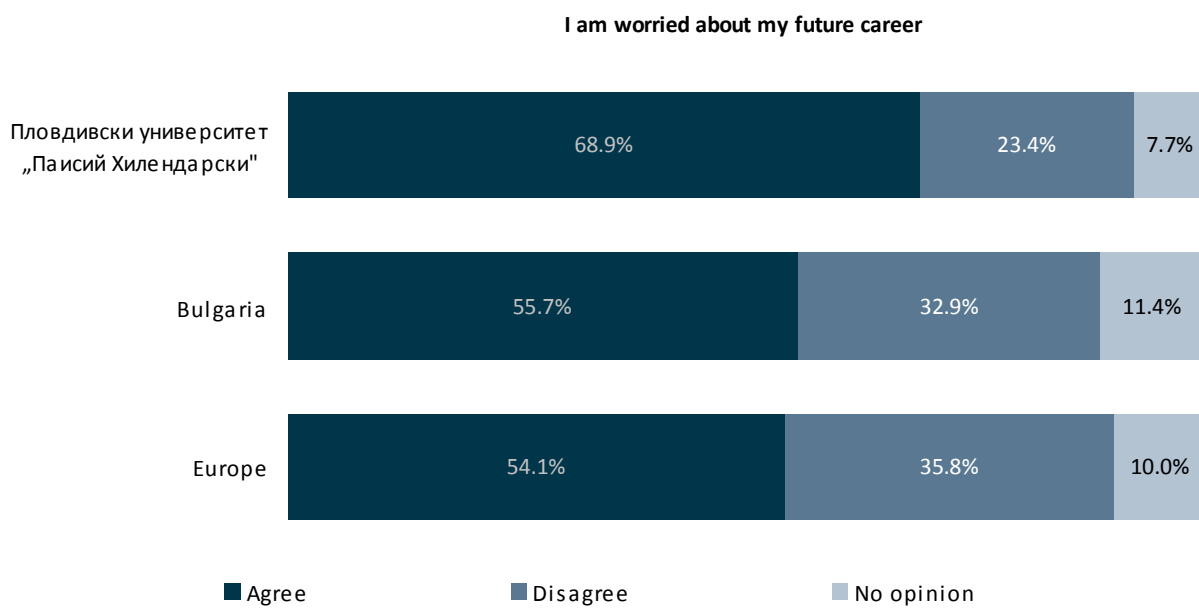
Chapter II:

Career





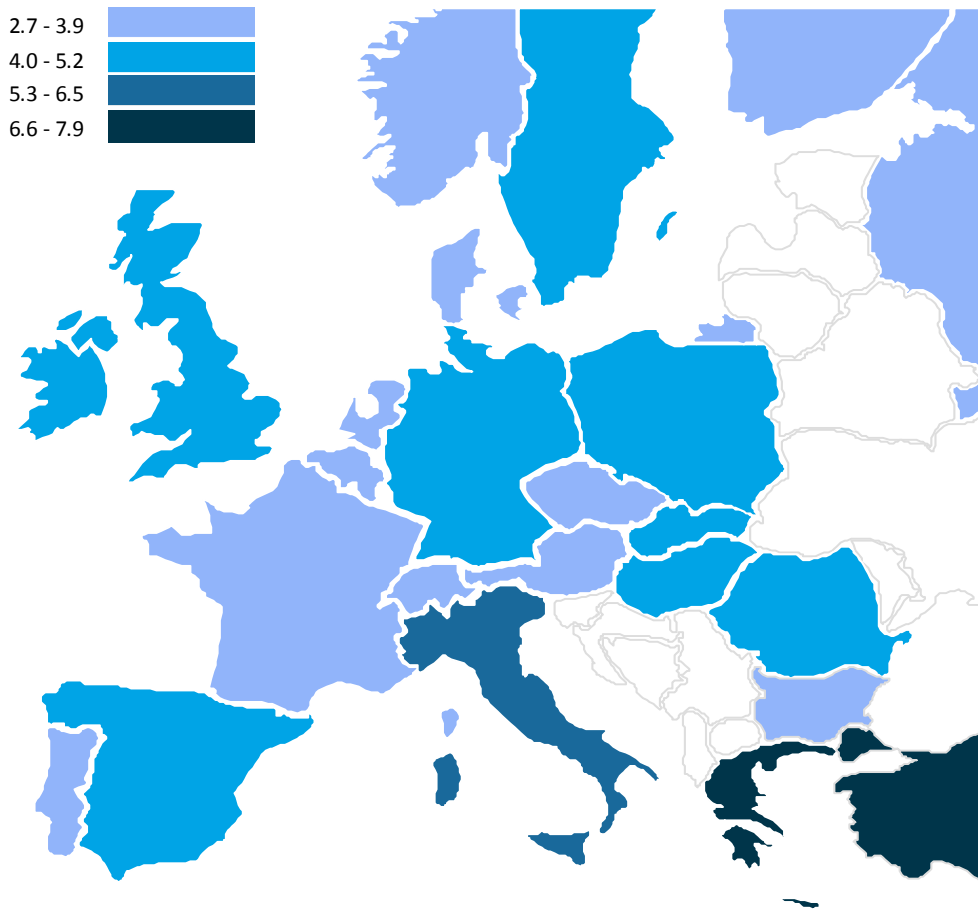
## Opinions – future career





Job application process

Estimated timeframe to find first position (months)



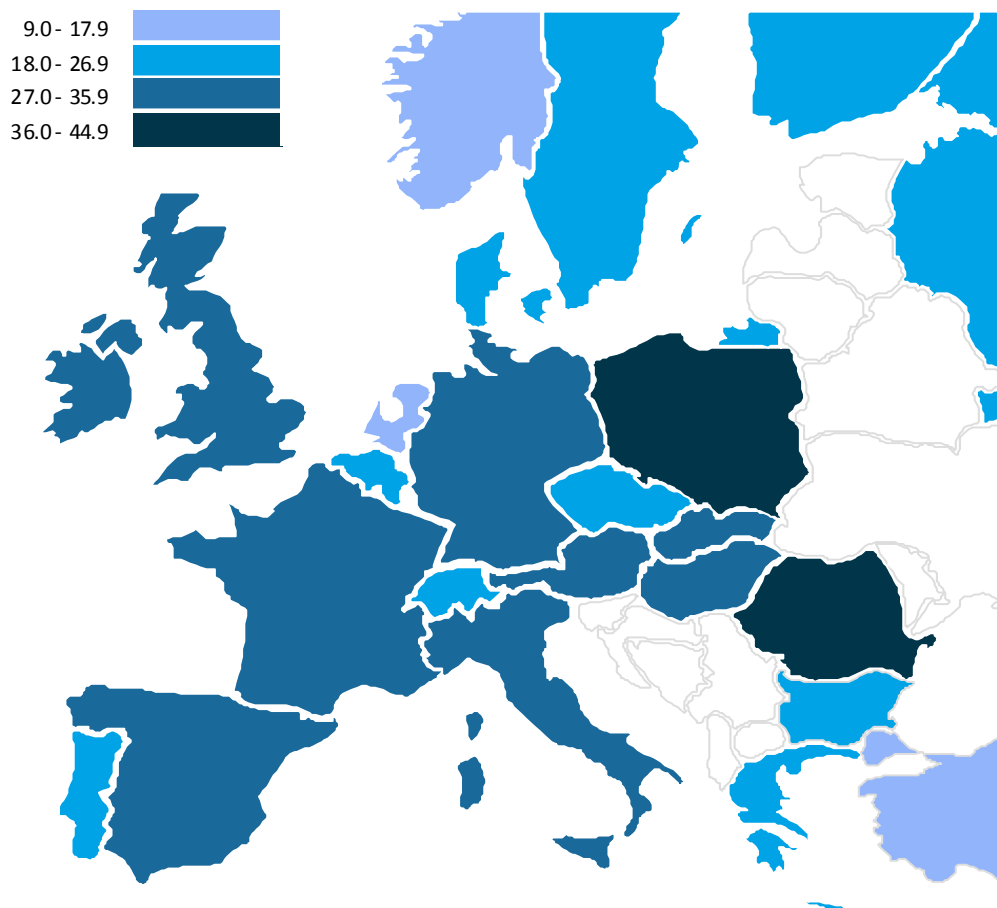
| Country        | Months |
|----------------|--------|
| Europe         | 4.4    |
| Austria        | 3.1    |
| Belgium        | 3.6    |
| Bulgaria       | 2.8    |
| Czech Republic | 3.3    |
| Denmark        | 3.9    |
| Finland        | 3.2    |
| France         | 3.4    |
| Germany        | 4.2    |
| Greece         | 6.7    |
| Hungary        | 4.4    |
| Ireland        | 4.7    |
| Italy          | 5.5    |

| Country  | Months     |
|--|------------|
| Netherlands  | 3.4        |
| Norway   | 2.7        |
| Poland   | 5.1        |
| Portugal   | 3.9        |
| Romania  | 4.1        |
| Russia   | 2.7        |
| Slovakia   | 4.7        |
| Spain  | 4.4        |
| Sweden   | 4.0        |
| Switzerland  | 3.1        |
| Turkey   | 7.9        |
| United Kingdom                                     | 4.1        |
| <b>Пловдивски университет „Паисий Хилендарски“</b> | <b>3.3</b> |



## Job application process

## Estimated number of applications to find first position



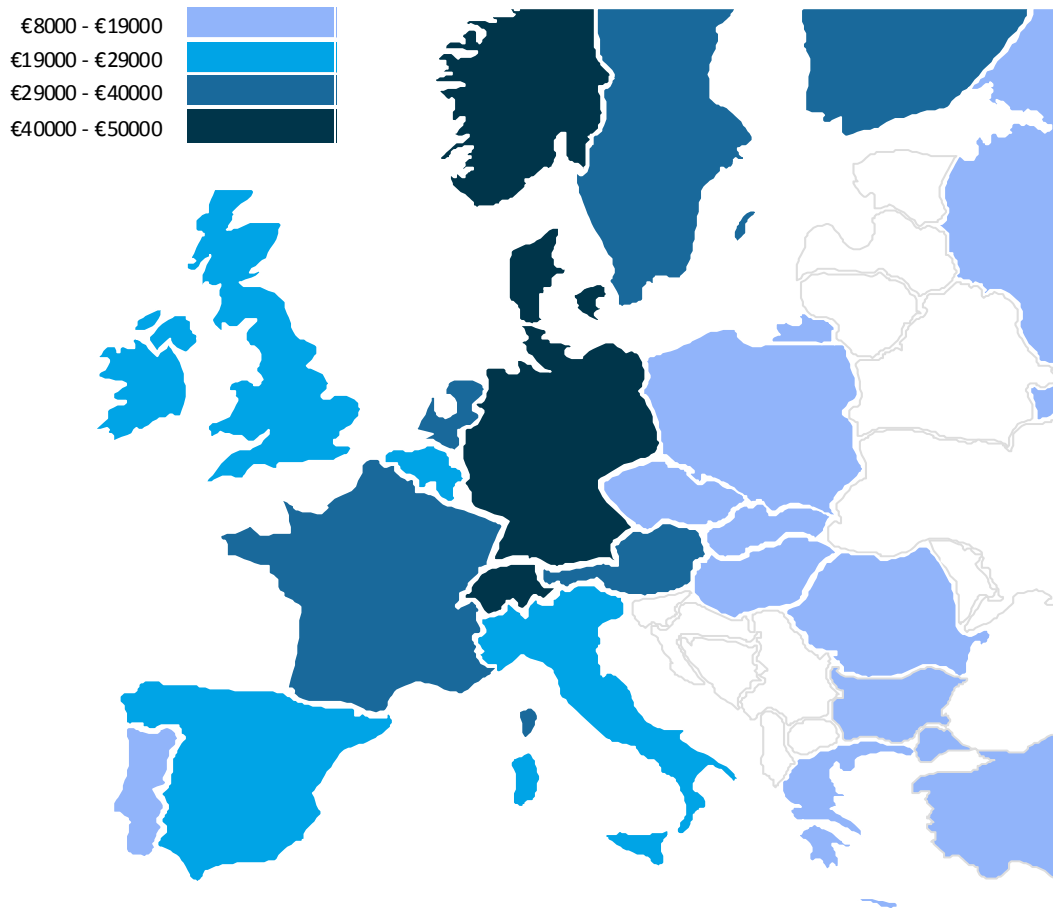
| Country        | Applications |
|----------------|--------------|
| Europe         | 30.3         |
| Austria        | 30.0         |
| Belgium        | 21.1         |
| Bulgaria       | 19.6         |
| Czech Republic | 20.2         |
| Denmark        | 24.8         |
| Finland        | 24.3         |
| France         | 34.6         |
| Germany        | 32.4         |
| Greece         | 23.1         |
| Hungary        | 33.2         |
| Ireland        | 28.2         |
| Italy          | 28.1         |

| Country  | Applications |
|--|--------------|
| Netherlands  | 13.3         |
| Norway   | 12.9         |
| Poland   | 44.1         |
| Portugal   | 26.9         |
| Romania  | 37.0         |
| Russia   | 18.1         |
| Slovakia   | 33.3         |
| Spain  | 27.4         |
| Sweden   | 22.3         |
| Switzerland  | 21.5         |
| Turkey   | 9.9          |
| United Kingdom                                     | 29.0         |
| <b>Пловдивски университет „Паисий Хилендарски“</b> | <b>24.7</b>  |



Expectations of first position

### Expected gross annual salary



| Country        | Gross annual salary € |
|----------------|-----------------------|
| Europe         | €22 453               |
| Austria        | €32 826               |
| Belgium        | €26 471               |
| Bulgaria       | €8 343                |
| Czech Republic | €14 483               |
| Denmark        | €49 333               |
| Finland        | €32 912               |
| France         | €32 803               |
| Germany        | €41 269               |
| Greece         | €14 592               |
| Hungary        | €10 667               |
| Ireland        | €27 402               |
| Italy          | €21 488               |

| Country  | Gross annual salary € |
|--|-----------------------|
| Netherlands  | €29 250               |
| Norway   | €48 707               |
| Poland   | €9 974                |
| Portugal   | €15 561               |
| Romania  | €9 662                |
| Russia   | €15 890               |
| Slovakia   | €12 785               |
| Spain  | €19 711               |
| Sweden   | €34 779               |
| Switzerland  | €48 596               |
| Turkey   | €13 200               |
| United Kingdom                                     | €27 862               |
| <b>Пловдивски университет „Паисий Хилендарски“</b> | <b>€7 948</b>         |



## Expectations of first position

## Desired weekly working hours



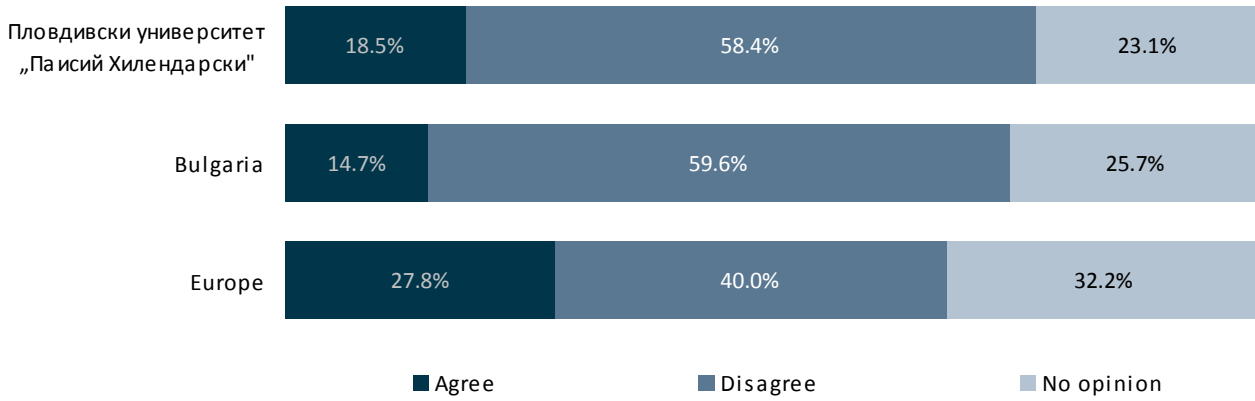
## Desired time in first position (years)



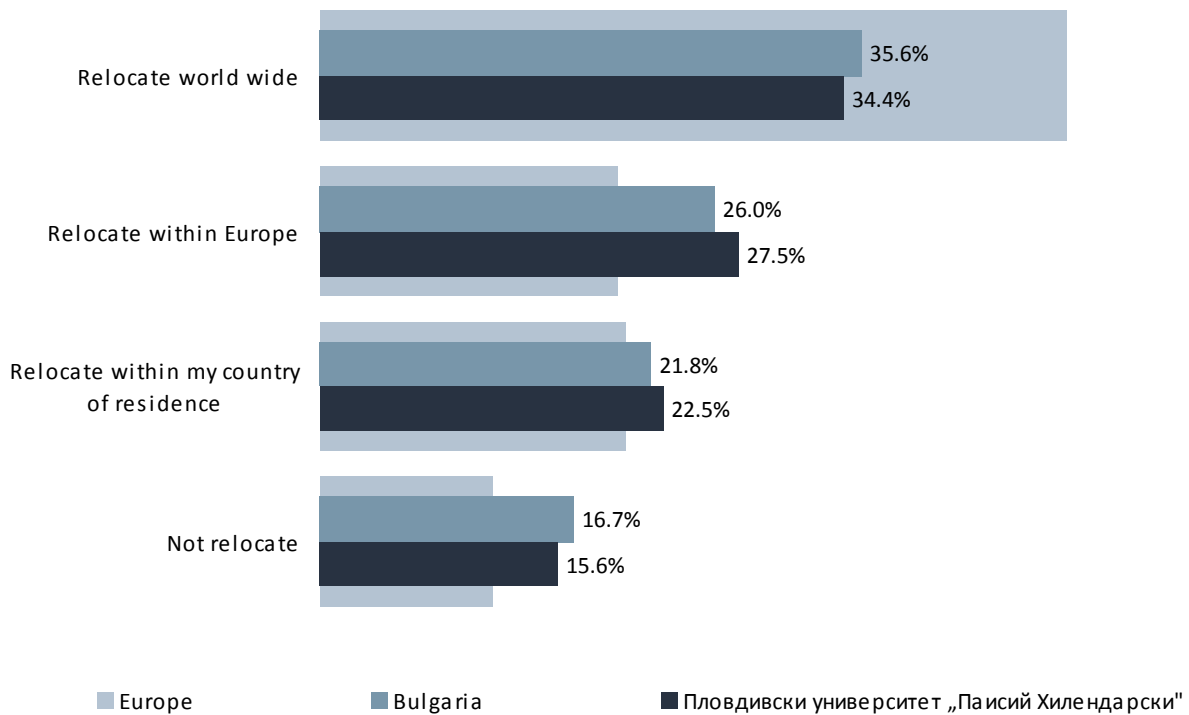


## Mobility

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

| Rank | Company (top 10)               | Пловдивски университет „Паисий Хилендарски“ |
|------|--------------------------------|---|
| 1    | UniCredit Bulbank              | 19.8%                                       |
| 2    | Coca-Cola                      | 12.7%                                       |
| 3    | Nestlé                         | 10.8%                                       |
| 4    | United Bulgarian Bank (UBB)    | 10.2%                                       |
| 5    | European Central Bank (ECB)    | 8.0%  |
| 6    | ProCredit Bank                 | 7.7%  |
| 6    | First Investment Bank AD       | 7.7%  |
| 8    | Raiffeisenbank (Bulgaria) EAD  | 6.8%  |
| 9    | European Commission            | 6.2%  |
| 9    | Central Cooperative Bank (CBB) | 6.2%  |

| Rank | Company (top 10)              | Bulgaria |
|------|-------------------------------|----------|
| 1    | UniCredit Bulbank             | 11.5%    |
| 2    | Coca-Cola                     | 10.3%    |
| 3    | First Investment Bank AD      | 9.4%     |
| 4    | Raiffeisenbank (Bulgaria) EAD | 7.3%     |
| 5    | United Bulgarian Bank (UBB)   | 7.2%     |
| 6    | BMW Group                     | 6.8%     |
| 7    | L'Oréal                       | 6.3%     |
| 8    | ProCredit Bank                | 6.1%     |
| 9    | Mercedes-Benz                 | 5.9%     |
| 10   | Apple                         | 5.6%     |

| Rank | Company (top 10)       | Europe |
|------|------------------------|--------|
| 1    | PricewaterhouseCoopers | 6.8%   |
| 2    | Google                 | 6.3%   |
| 3    | Ernst & Young          | 6.0%   |
| 4    | L'Oréal                | 5.7%   |
| 5    | Deloitte               | 5.2%   |
| 6    | Apple                  | 5.2%   |
| 7    | KPMG                   | 4.8%   |
| 8    | Coca-Cola              | 4.6%   |
| 9    | Microsoft              | 4.3%   |
| 10   | BMW Group              | 3.7%   |



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 up to 3 companies from a list of 120.



Chapter IV:

# The students



Student sample profile

## Age (average in years)



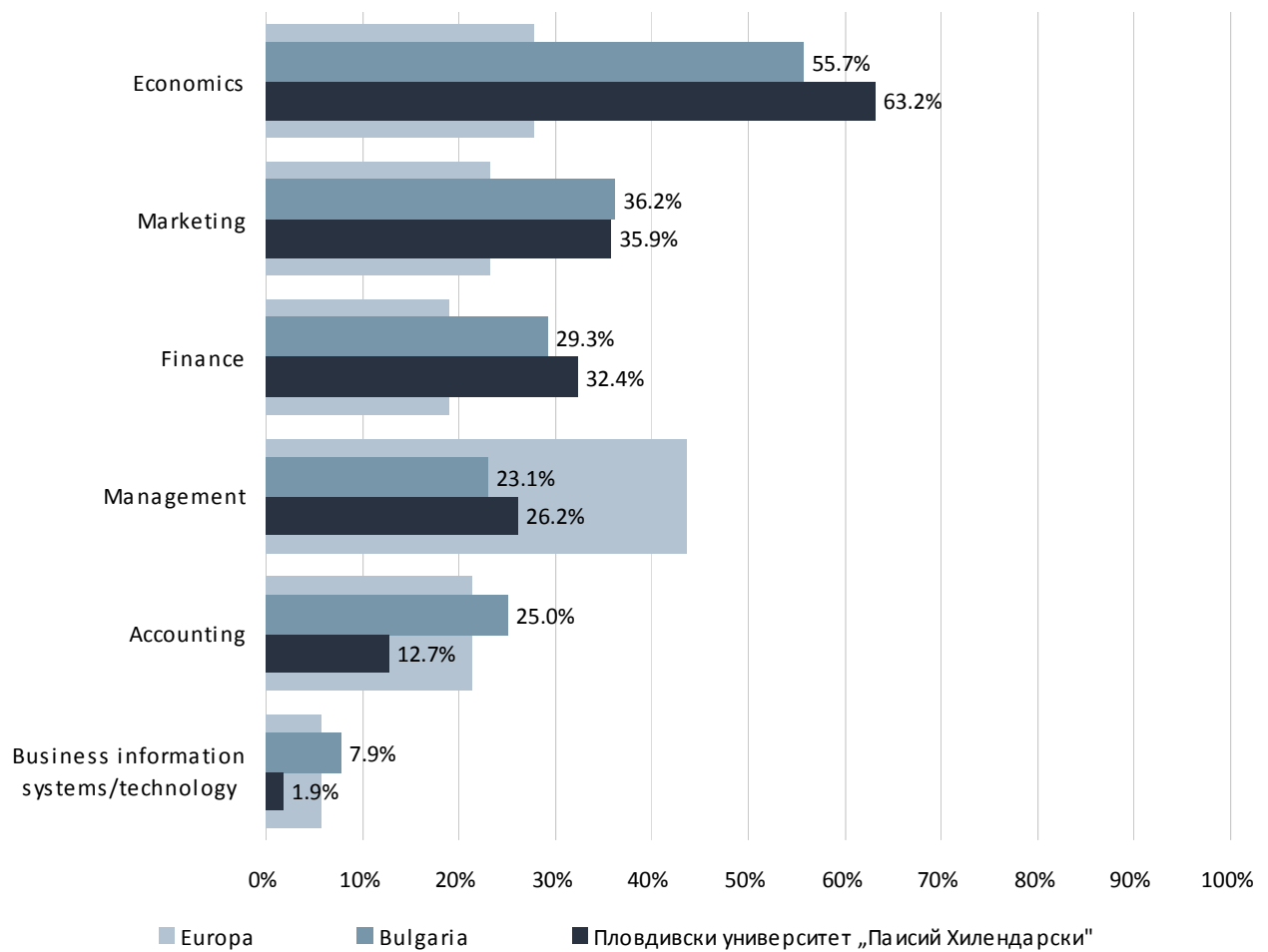
## Gender

| Country  | Male         | Female       |
|--|--------------|--------------|
| Europe   | 43.3%        | 56.7%        |
| Austria  | 41.5%        | 58.5%        |
| Belgium  | 44.1%        | 55.9%        |
| Bulgaria   | 30.8%        | 69.2%        |
| Czech Republic                                     | 35.0%        | 65.0%        |
| Denmark  | 47.6%        | 52.4%        |
| Finland  | 32.1%        | 67.9%        |
| France   | 45.1%        | 54.9%        |
| Germany  | 52.5%        | 47.5%        |
| Greece   | 47.8%        | 52.2%        |
| Hungary  | 33.8%        | 66.2%        |
| Ireland  | 38.2%        | 61.8%        |
| Italy  | 43.9%        | 56.1%        |
| Netherlands  | 54.3%        | 45.7%        |
| Norway   | 58.8%        | 41.2%        |
| Poland   | 33.4%        | 66.6%        |
| Portugal   | 47.4%        | 52.6%        |
| Romania  | 29.8%        | 70.2%        |
| Russia   | 34.1%        | 65.9%        |
| Slovakia   | 30.8%        | 69.2%        |
| Spain  | 40.2%        | 59.8%        |
| Sweden   | 47.2%        | 52.8%        |
| Switzerland  | 58.5%        | 41.5%        |
| Turkey   | 54.5%        | 45.5%        |
| United Kingdom                                     | 48.1%        | 51.9%        |
| <b>Пловдивски университет „Паисий Хилендарски“</b> | <b>30.3%</b> | <b>69.7%</b> |



Student sample profile

## Subject





Student sample profile

Expected length of higher education and academic achievement

Expected length of education (in years)

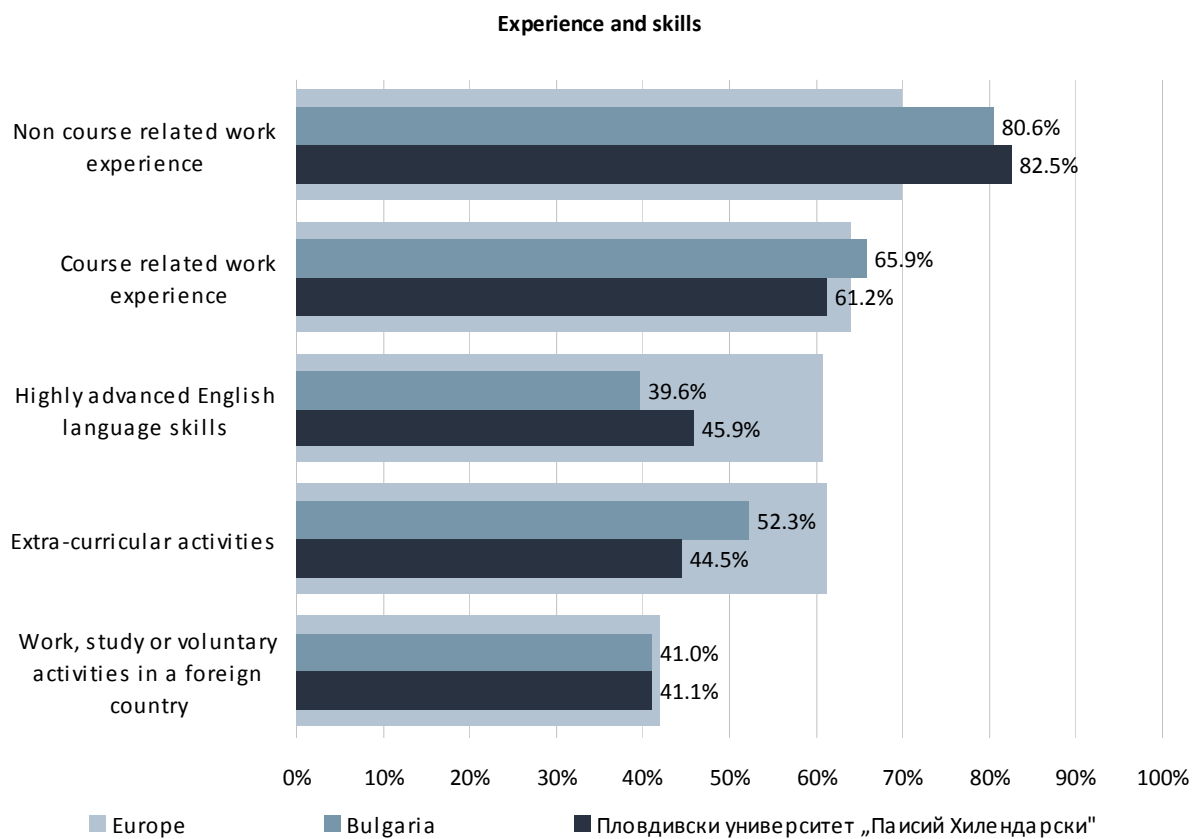


Academic Achievement (Self assessed: 5 = outstanding achievement, 1 = poor achievement)





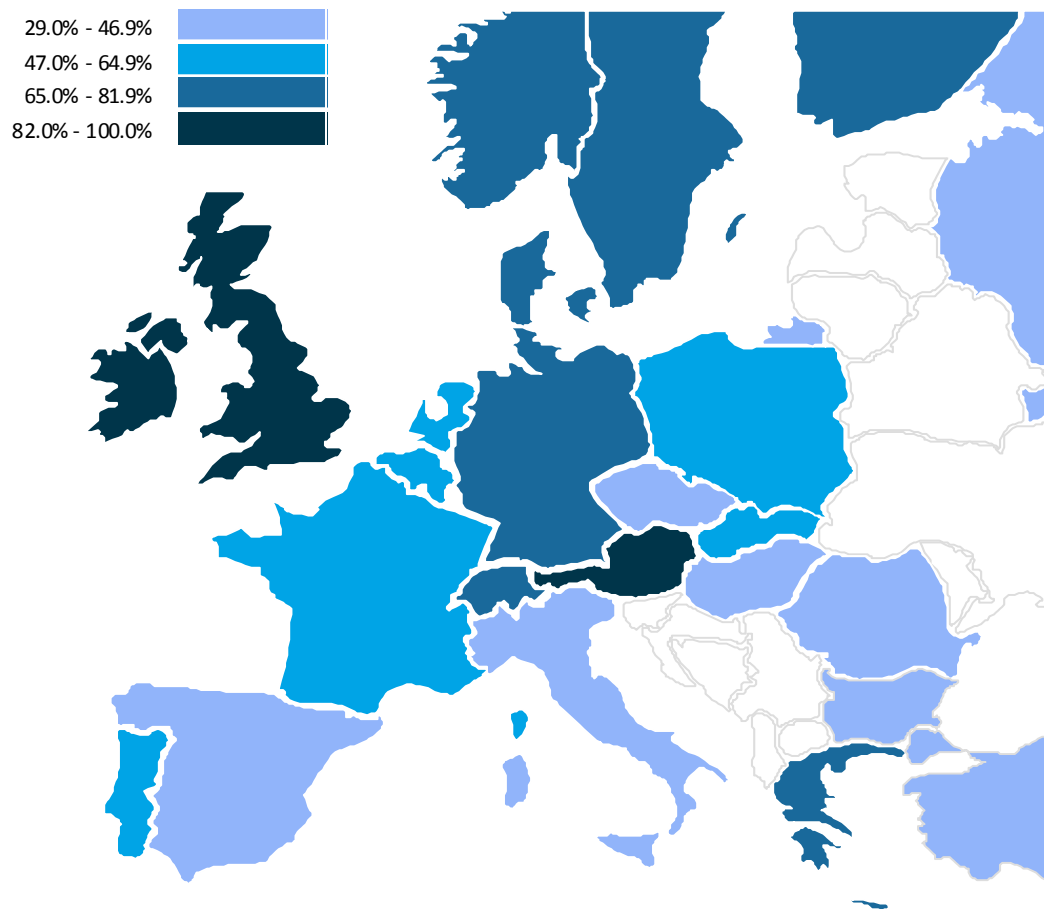
## Experience and highly advanced English language skills





Experience and highly advanced English language skills

### English language skills (according to students)

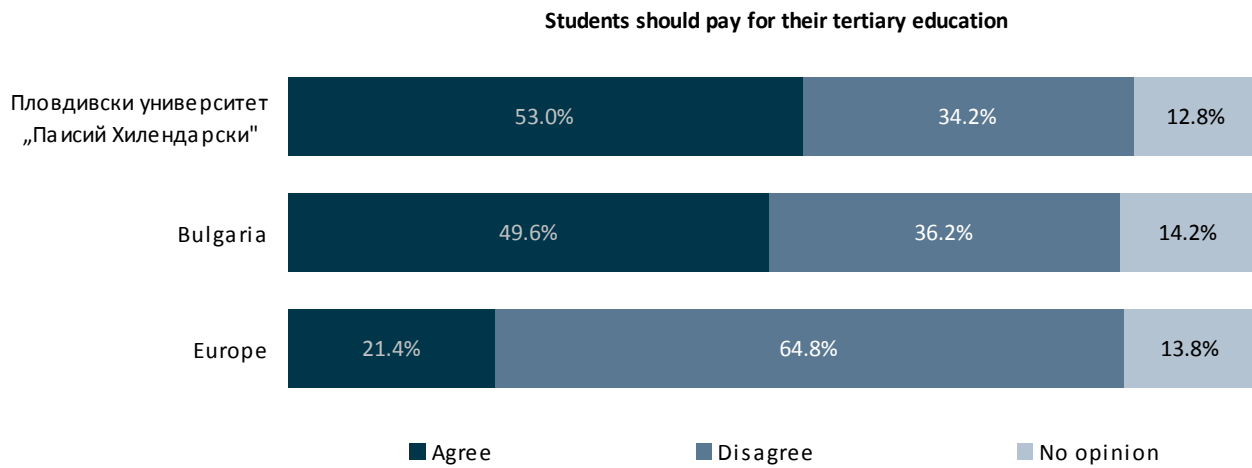


| Country        | %      |
|----------------|--------|
| Europe         | 60.8%  |
| Austria        | 87.5%  |
| Belgium        | 58.9%  |
| Bulgaria       | 39.6%  |
| Czech Republic | 34.5%  |
| Denmark        | 72.3%  |
| Finland        | 80.4%  |
| France         | 58.8%  |
| Germany        | 74.9%  |
| Greece         | 71.5%  |
| Hungary        | 32.6%  |
| Ireland        | 100.0% |
| Italy          | 29.7%  |

| Country  | %            |
|--|--------------|
| Netherlands  | 64.0%        |
| Norway   | 79.5%        |
| Poland   | 54.6%        |
| Portugal   | 52.3%        |
| Romania  | 45.6%        |
| Russia   | 44.0%        |
| Slovakia   | 60.6%        |
| Spain  | 29.6%        |
| Sweden   | 75.9%        |
| Switzerland  | 73.7%        |
| Turkey   | 36.5%        |
| United Kingdom                                     | 100.0%       |
| <b>Пловдивски университет „Паисий Хилендарски“</b> | <b>45.9%</b> |



## 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.

trendence Institut  
Markgrafenstr. 62  
D - 10969 Berlin

For enquiries regarding research methodology please contact:

Ulrike Heyne, Research Manager

[Ulrike.Heyne@trendence.com](mailto:Ulrike.Heyne@trendence.com)

Phone +49 (0) 30 259 29 88-306

Fax +49 (0) 30 259 29 88-901

[www.trendence.com](http://www.trendence.com)

[www.trendemployer.de](http://www.trendemployer.de)