

Target Group Report

Universum Student Survey 2011
Swiss Edition



Target School Report

The Universum business

*Universum helps companies **improve their performance** through more successful recruitment and retention by ensuring improvements to their Employer Brand.*

We help employers:

Know

Their image, audience
and competitors

Decide

Desired brand position

Plan

Their communication
activities

Act

By reaching the talent
market through our
communication solutions

Product portfolio

Universum's employer branding model™



UNIVERSUM

Employer Brand Research

National Student Surveys

- 5 continents
- 33 countries
- 1 800 educational institutions
- Over 350,000 respondents

National Professional Surveys

- 10 countries
- Over 100,000 respondents

UNIVERSUM

Consulting

- University audits
- Brand tracking and evaluation
- Employer Value Proposition development
- Communication strategy development
- Communication materials testing
- Custom research

UNIVERSUM

Communication Solutions

Print

*Unique for every country

Web

*Unique for every country

- 1** *Methodology & comparison groups*
- 2** *Students' profile*
- 3** *Employer attractiveness*
- 4** *Students' career preferences*
- 5** *The Drivers of Employer Attractiveness*
- 6** *Appendix*

Methodology & comparison groups



Target School Report

Field period:

November 2010 to March 2011

No. of educational institutions:

30

Data collection:

Approximately 95% of data collection was conducted via an online survey, additional paper surveys were collected at some key campuses. The online link was distributed primarily via university contacts (career centres and the educational institutions), the Universum Panel and different local partners.

Weighting:

In our data collection we set targets by main field of study and educational institution. In order to provide our clients with reliable data in each market and to get the questions distributions as close as possible to the actual population distribution, we use weighting based on population frequencies of the target groups.

Target group:

University students from all educational years.

Comparison groups analysed in this report

Group 1:

Base of the group: Target Schools (German)

BFH, ETH Zürich, FHNW, FHO, HSLU, HSZ-T, HWZ, Kalaidos Fachhochschule, SUPSI, Universität St. Gallen, Universität Basel, Universität Bern, Universität Luzern, Universität Zürich, ZHAW

Number of respondents: 4 425

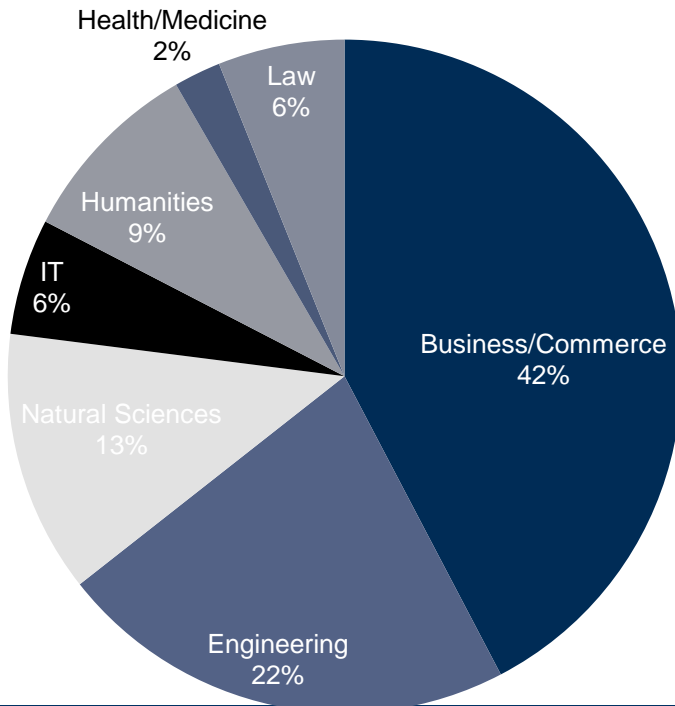
Group 2:

Base of the group: Target Schools (French)

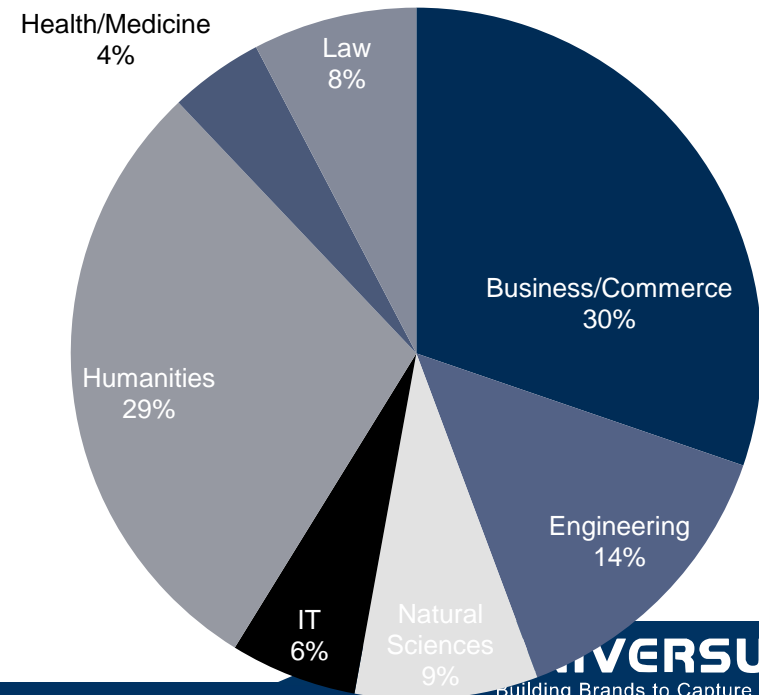
EHG, EPFL, HES-FR, HES-GE, HES-ARC HES-VALAIS HES-VD Université de Fribourg, Université de Genève, Université de Lausanne, Université de Neuchâtel

Number of respondents: 4 313

What is your main field of study?



What is your main field of study?



Students' profile



Target School Report

Students' profile

Topics:

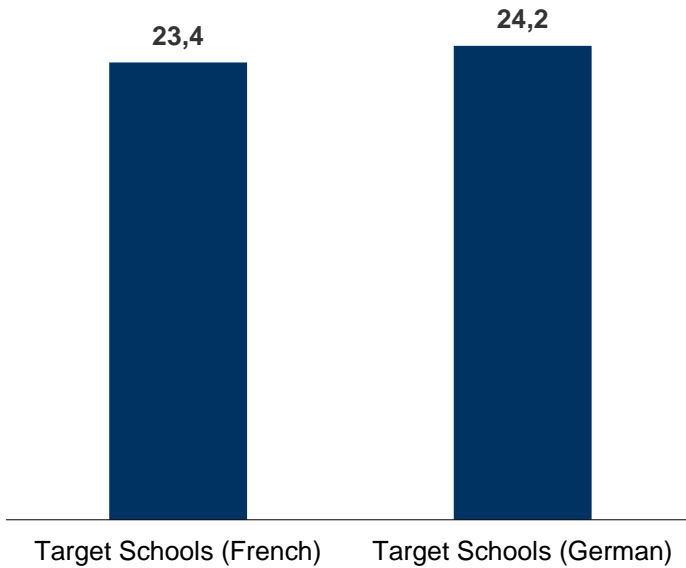
- Age & Gender
- Academic performance
- Areas of study
- Personality profiles

Think about:

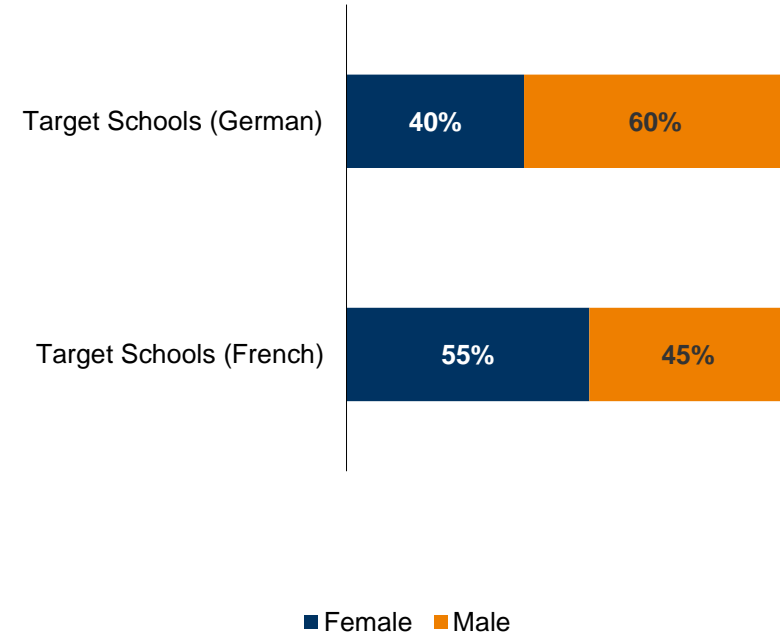
- *Which students are within your primary target groups?*
- *How do the groups differ from each other?*
- *Consider how your target group is distributed against the personality profiles. Can you use this insight to guide your Employer Branding activities?*

Age, gender & academic performance

Age:



Gender:



Average grade (self estimation)

Target Schools (German): 7,0

Target Schools (French): 7,2

SURVEY QUESTIONS:

- What is your year of birth?
- What is your gender?
- Please grade your academic results on a scale from 1 to 10, where 10 represents "excellent results", 5 stands for "Average"

Areas of study - Business

Area of study	Target Schools (German)	Target Schools (French)
Business Administration	46%	14%
Marketing	34%	50%
Management	34%	53%
Finance	31%	40%
Economics	30%	57%
Accounting/Auditing/Taxation	25%	32%
Statistics	14%	33%
International Business	13%	17%
Communication studies	12%	20%
Human Resources Management	12%	27%
Commercial law	12%	17%
Business informatic	10%	11%
Strategy	10%	24%
Information Management	8%	7%
Logistics	6%	12%
Market research	6%	21%
Entrepreneurship	4%	17%
Tourism Management	4%	15%
Public Administration	4%	4%
Business engineering	3%	1%
Sales	3%	6%
Trade/Purchase	2%	7%
Real Estate	2%	3%
Health management	1%	1%
Other Business	2%	7%

SURVEY QUESTION:

What is your major(s)/main area(s) of study?

Areas of study - Engineering

Area of study	Target Schools (German)	Target Schools (French)
Machine/Mechanical Engineering	34%	19%
Electrical/Electronic Engineering	17%	23%
Architecture	14%	9%
Civil Engineering	13%	10%
Environmental technology	9%	12%
Petroleum Engineering	8%	1%
Materials Science/Materials Technology	8%	8%
Chemical Engineering	3%	5%
Aeronautics/Aerospace Engineering	3%	4%
Industrial Engineering and Management	3%	9%
Process Technology	3%	2%
Medical engineering	3%	4%
Automotive Engineering	2%	2%
Telecommunications	2%	7%
Biological Engineering/Biological Technology	2%	7%
Traffic engineering	2%	1%
Agronomy and Food science	2%	0%
Media technology	1%	3%
Other Engineering	7%	13%

SURVEY QUESTION:

What is your major(s)/main area(s) of study?

Areas of study - Natural Sciences

Area of study	Target Schools (German)	Target Schools (French)
Biology	31%	32%
Physics	17%	19%
Environmental science	16%	9%
Mathematics	16%	21%
Chemistry	14%	21%
Biological chemistry	10%	13%
Biotechnology	9%	7%
Geography	6%	8%
Agronomy and Food science	4%	0%
Statistics	4%	15%
Pharmacy	4%	1%
Psychology/neurology	3%	5%
Material science	1%	0%
Geology	1%	7%
Other Natural Sciences	9%	6%

SURVEY QUESTION:

What is your major(s)/main area(s) of study?

Areas of study - Natural Sciences

Area of study	Target Schools (German)	Target Schools (French)
Biology	31%	32%
Physics	17%	19%
Environmental science	16%	9%
Mathematics	16%	21%
Chemistry	14%	21%
Biological chemistry	10%	13%
Biotechnology	9%	7%
Geography	6%	8%
Agronomy and Food science	4%	0%
Statistics	4%	15%
Pharmacy	4%	1%
Psychology/neurology	3%	5%
Material science	1%	0%
Geology	1%	7%
Other Natural Sciences	9%	6%

SURVEY QUESTION:

What is your major(s)/main area(s) of study?

Areas of study - Humanities

Area of study	Target Schools (German)	Target Schools (French)
Social Sciences	27%	22%
Political Science	21%	13%
International Relations	18%	6%
Communication	17%	10%
Literature and Foreign Languages	14%	23%
History	13%	19%
Psychology	9%	18%
Philosophy	9%	5%
Creative Arts	8%	5%
Teaching/Education	3%	11%
Design	2%	0%
Other Humanities	11%	15%

Areas of study - Law

Area of study	Target Schools (German)	Target Schools (French)
Commercial Law	67%	35%
Criminal Litigation	35%	50%
International Law	32%	48%
Law and Property Valuation	20%	14%
International Commercial Law	17%	11%
Media Law	2%	1%
Other Law	22%	47%

SURVEY QUESTION:

What is your major(s)/main area(s) of study?

Personality profiles

Over the last few years it has become more important to **understand the personality profiles** of the talent that you recruit. **Cultural fit** is also becoming increasingly important to both employees and employers.

Universum has developed personality profiles based on the Drivers of Employer Attractiveness and what students perceive as important in their career.



Idealist

The Idealist prioritises the soft values when choosing an employer and wants to work for an employer that has high ethical standards and offers a friendly work environment.



Careerist

The Careerist chooses prestigious and well-known employers that are known to only recruit the best and finds it important that others know how well he/she is doing.



Harmonizer

The Harmonizer has a strong need for a sense of purpose and chooses a career path and employer with the goal of finding secure employment and good work/life balance.



Explorer

The Explorer always seeks challenges, wants a job with a variety of assignments and responsibilities and is not afraid of changing area, industry or location.



Hunter

What's worth doing is worth doing for money. The Hunter looks for an employer with a competitive base salary, stock options, and good prospects for high future earnings.



Entrepreneur

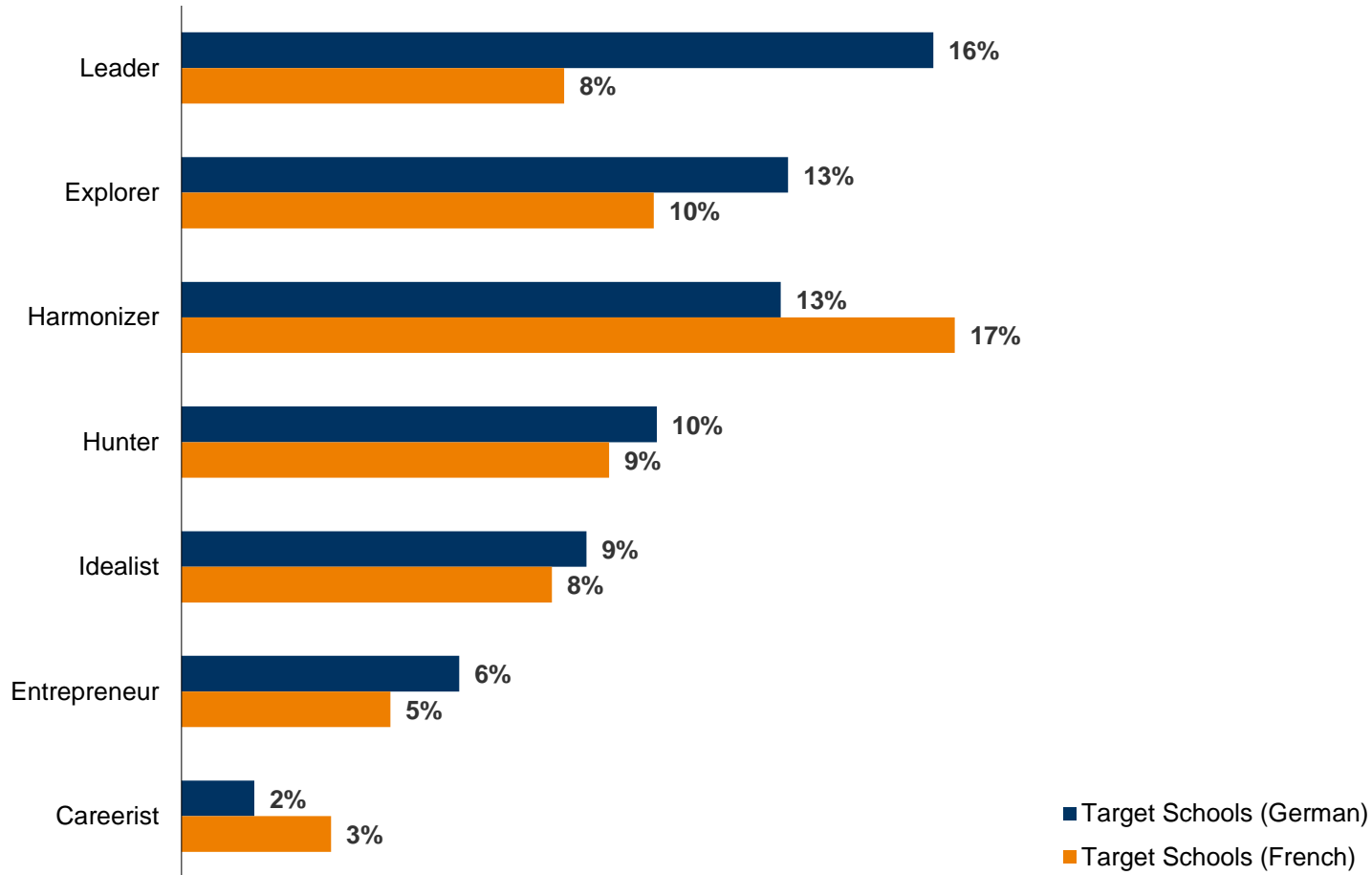
The Entrepreneur never considers the possibility of failure, but sees it as a necessary part of being successful, a learning experience.



Leader

The Leader looks for an employer who offers advancement, management opportunities and professional development.

Personality profiles



Idealist



Careerist



Harmonizer



Explorer



Hunter



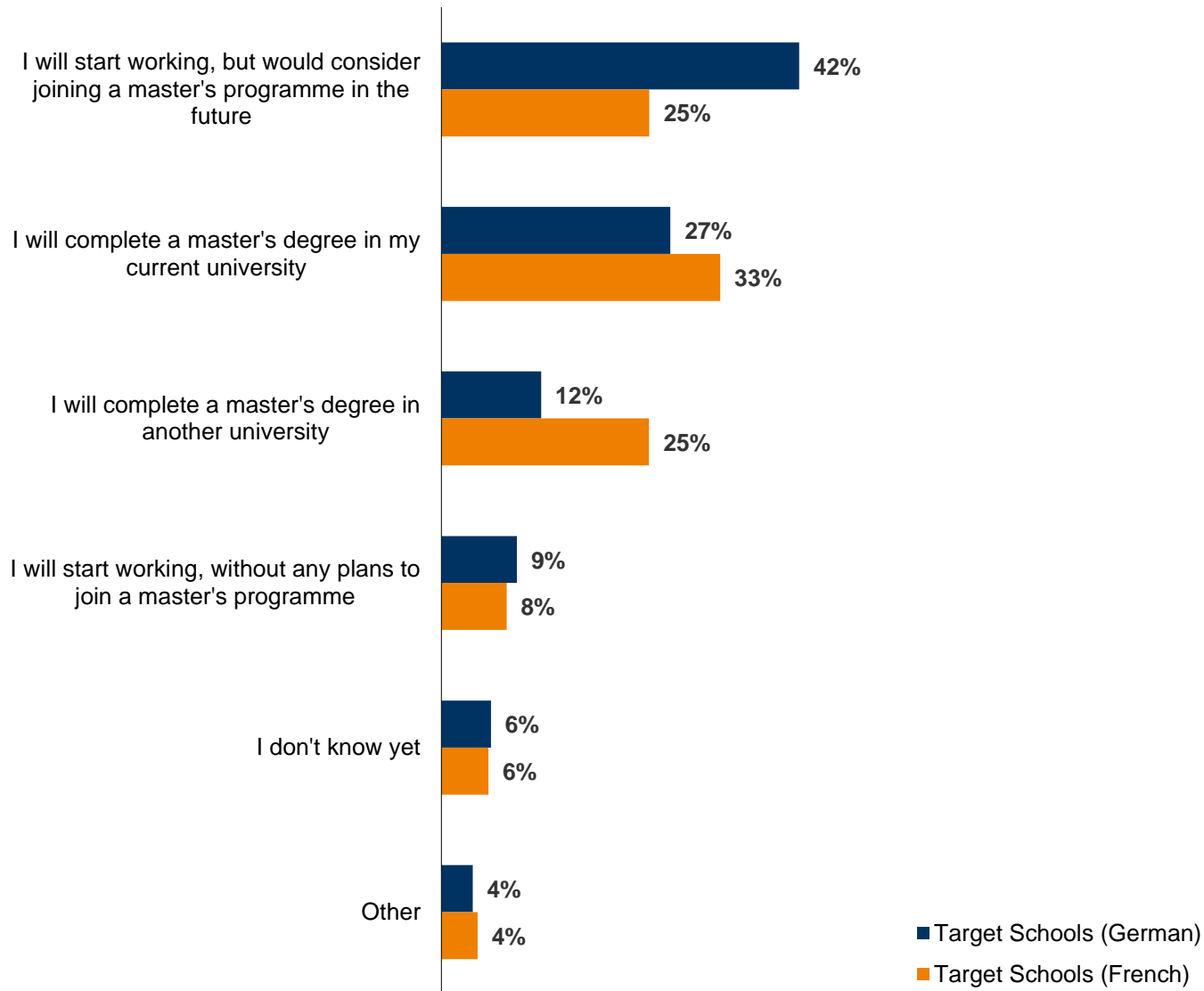
Entrepreneur



Leader

This slide presents the students' personality based on the attributes that the students chose as important within the Drivers of Employer Attractiveness. See more details in Appendix.

Plans after Bachelor degree



SURVEY QUESTION:

What are your plans after completing your Bachelor's degree?

Employer attractiveness



Target School Report

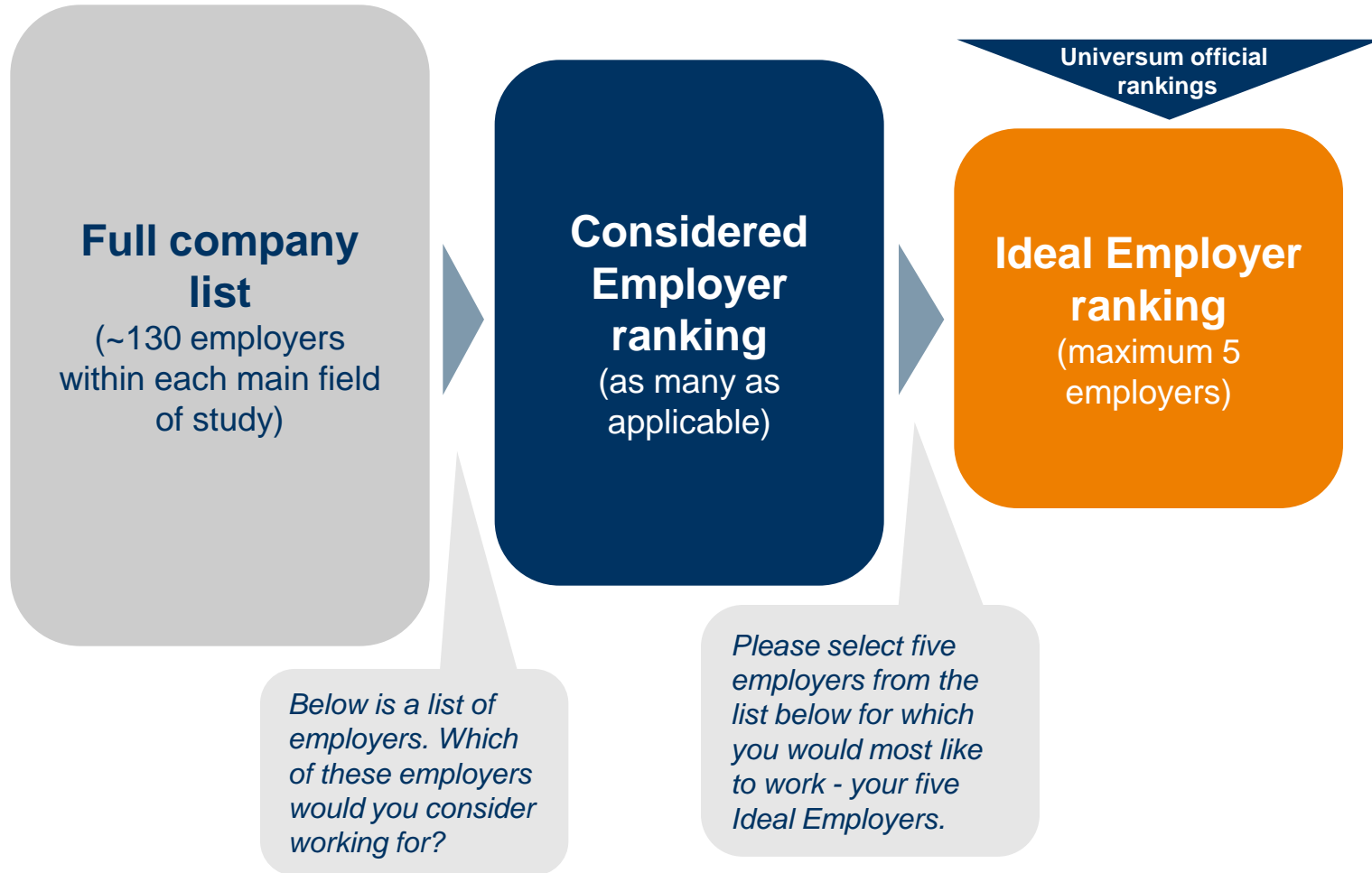
Employer attractiveness

Topics:

- Considered Employer ranking
- Ideal Employer ranking
- High Achievers' ranking

Think about:

- *How do the groups differ?*
- *What actions can you implement to improve your position?*
- *Do you have to improve your visibility or focus on building a stronger Employer Brand?*
- *What are your goals for next year? Set achievable goals!*



Considered Employer ranking

Target Schools (German)

Employer	Rank
Google	1
Nestlé	2
Credit Suisse	3
UBS	4
ABB	5
SWISS (Swiss airlines)	6
Novartis	7
IBM	8
Roche	9
Siemens	10
SBB CFF FFS	11
Swisscom	12
Swatch Group	13
McKinsey & Company	14
The Coca-Cola Company	15

Target Schools (French)

Employer	Rank
Nestlé	1
Google	2
IKRK	3
UBS	4
Die Bundesverwaltung	5
Swatch Group	6
Credit Suisse	7
Novartis	8
Procter & Gamble	9
SWISS (Swiss airlines)	10
Logitech	11
IBM	12
The Coca-Cola Company	13
SBB CFF FFS	14
Swisscom	15

SURVEY QUESTION:

Below is a list of employers. Which of these would you considered working for?

Ideal Employer ranking

Target Schools (German)

Employer	Rank
Google	1
Credit Suisse	2
UBS	3
Nestlé	4
ABB	5
Novartis	6
SWISS (Swiss airlines)	7
Die Bundesverwaltung	8
IBM	9
Roche	10

Target Schools (French)

Employer	Rank
Nestlé	1
Die Bundesverwaltung	2
IKRK	3
Google	4
UBS	5
Swatch Group	6
Credit Suisse	7
Novartis	8
SRG SSR Idée Suisse	9
L'Oréal	10

SURVEY QUESTION:

Please select five employers from the list below for which you would most like to work - your five Ideal Employers.

High Achievers' ranking

Target Schools (German)

Employer	Rank
Credit Suisse	1
Google	2
UBS	3
Nestlé	4
McKinsey & Company	5

Target Schools (French)

Employer	Rank
Nestlé	1
Die Bundesverwaltung	2
Google	3
IKRK	4
UBS	5

SURVEY QUESTIONS:

- Please select five employers from the list below for which you would most like to work - your five Ideal Employers.
- Please grade your academic results on a scale from 1-10, where 10 represents 'excellent' results and 5 stands for 'average'.

PLEASE NOTE:

An individual who has graded their performance as an 8, 9 or 10 is categorised as a High Achiever.

Students' career preferences



Target School Report

Students' career preferences

Topics:

- Career goals
- Preferred industries
- Preferred job functions
- Expected salary

Think about:

- *Does your industry affect your attractiveness? Which industries are more attractive? If the industry itself is considered unattractive, maybe you should try to partner up with other employers to promote the industry.*
- *Which job functions are regarded as most attractive? Does this match your recruitment needs? Do you foresee any challenges when recruiting people for a particular job function?*
- *What are the students' career goals? Can you provide them with the opportunity to achieve these goals? Is this communicated to the students?*
- *What is their expected salary? Can you meet their expectations?*

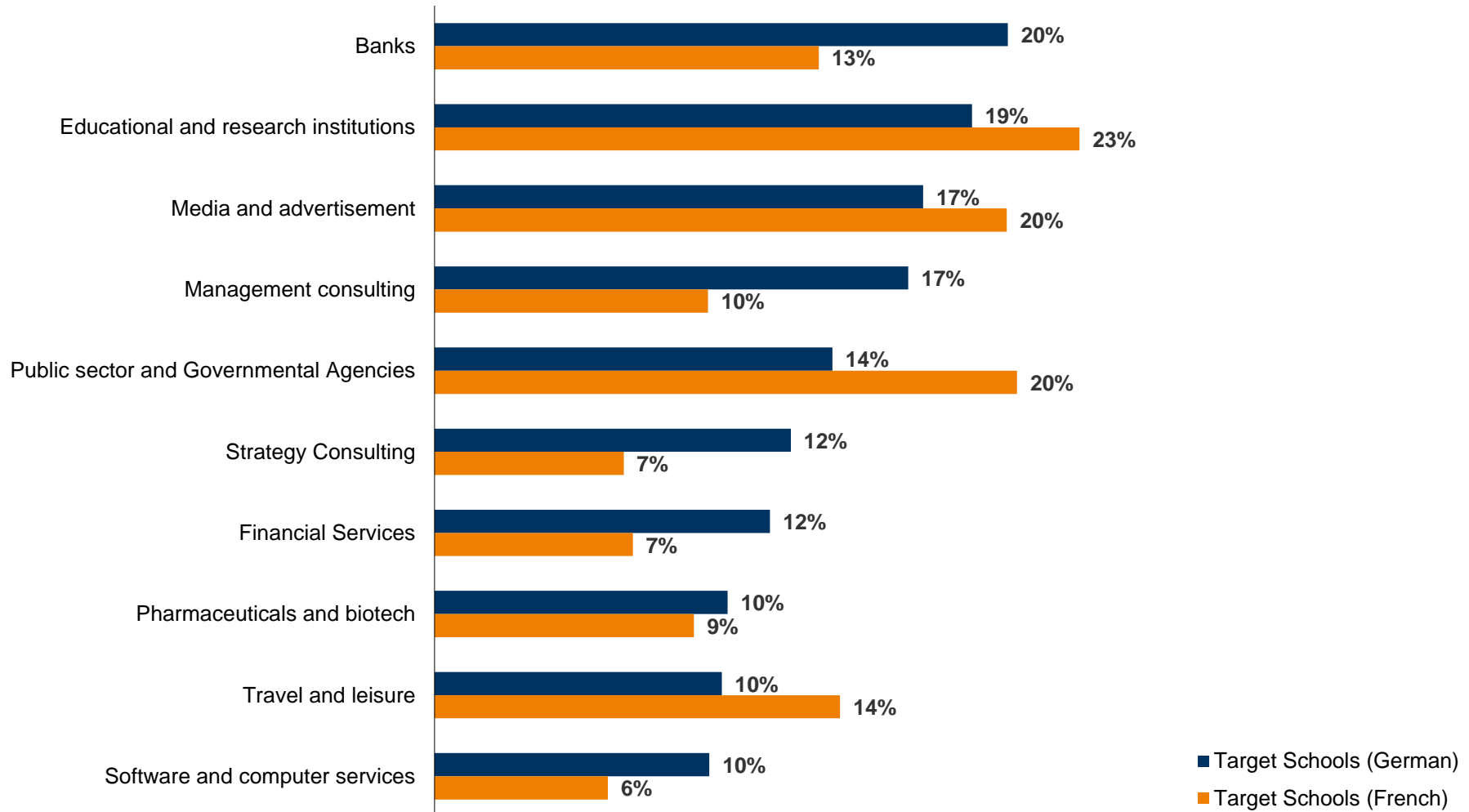
Career goals



SURVEY QUESTION:

Below is a list of nine possible career goals. Which are most important to you?
Please select a maximum of three alternatives

Top preferred industries (1-10)

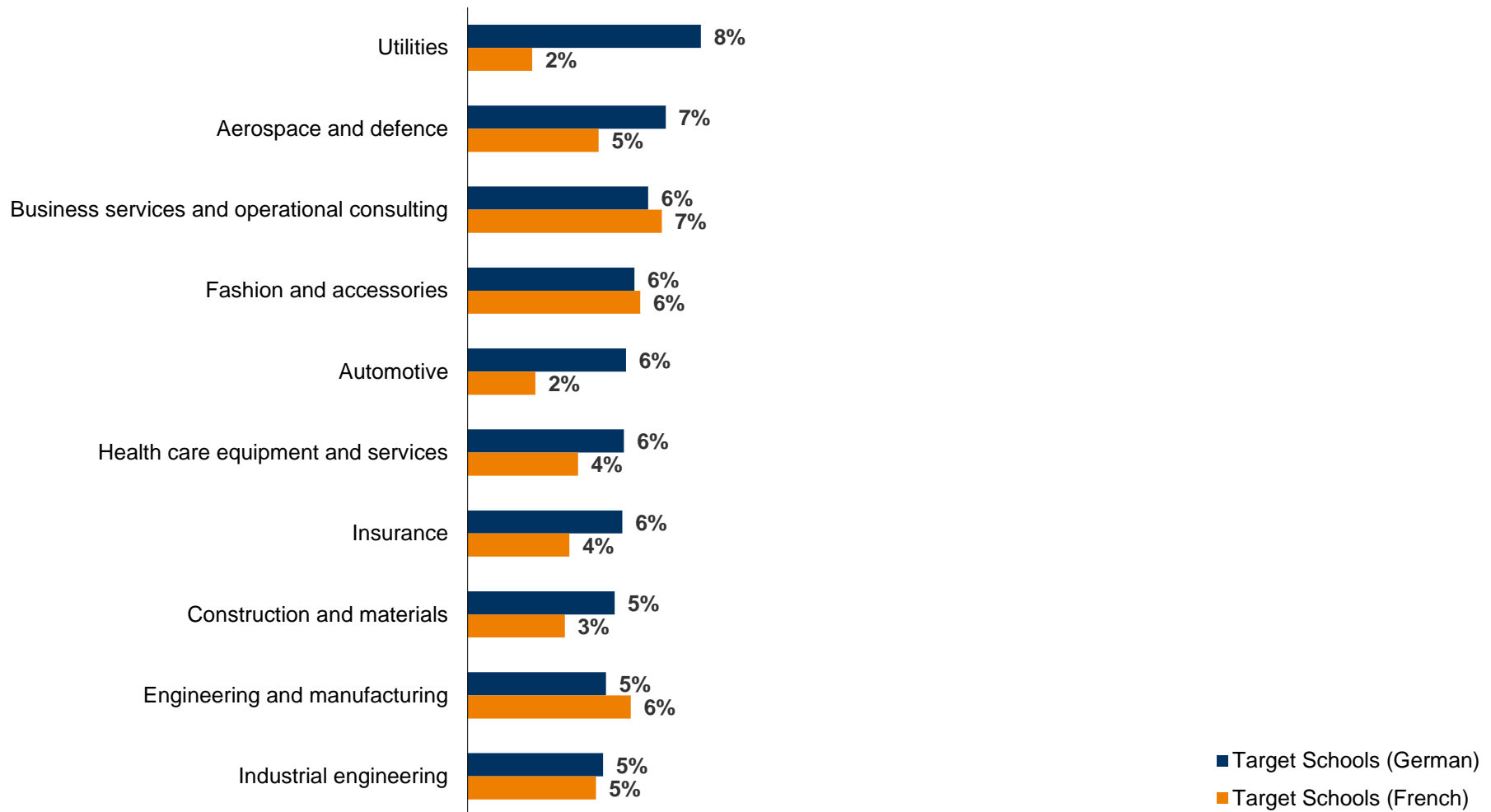


SURVEY QUESTION:

In which industry would you ideally want to work when choosing your first employment after graduation?

Please select a maximum of three alternatives

Top preferred industries (11-20)

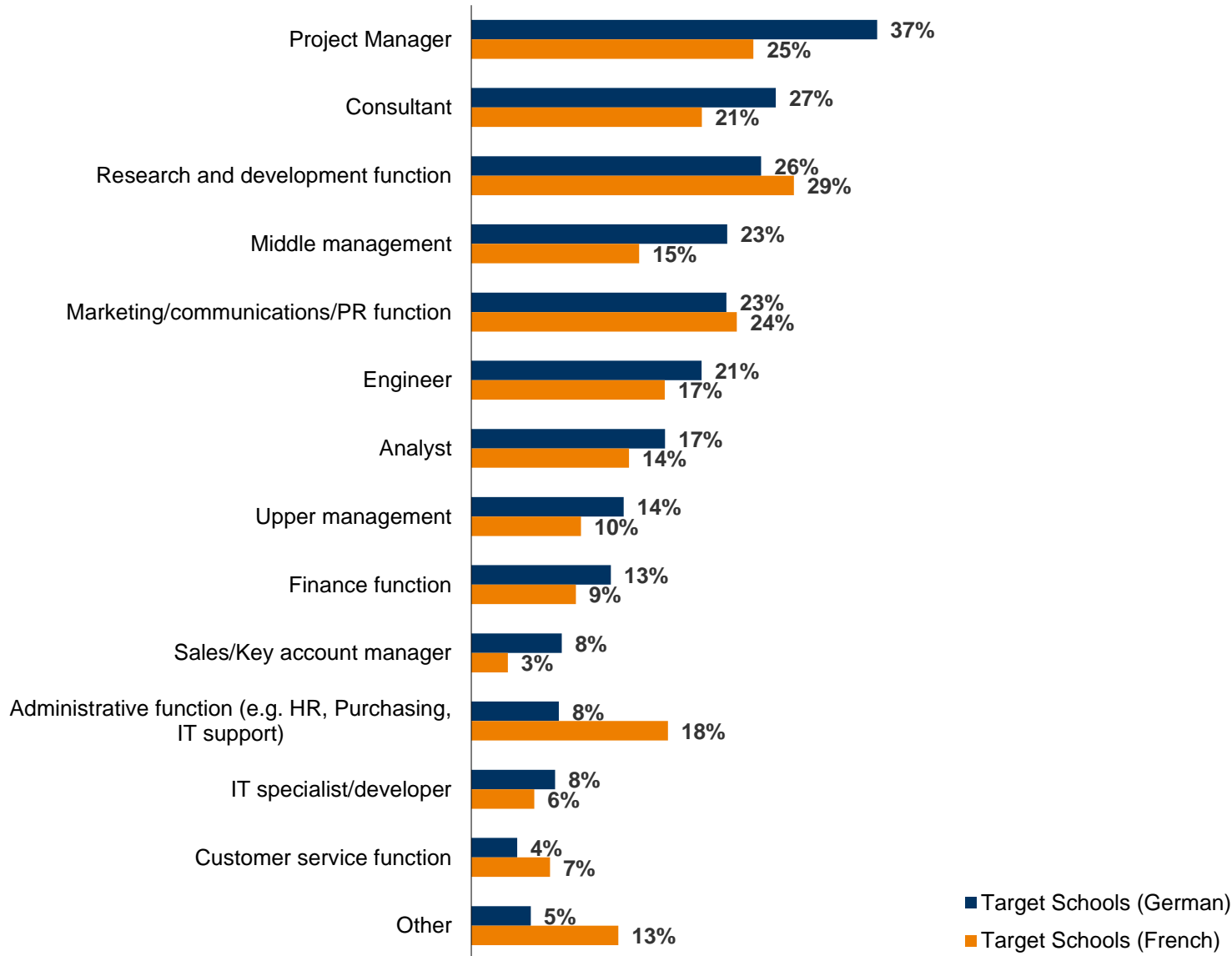


SURVEY QUESTION:

In which industry would you ideally want to work when choosing your first employment after graduation?

Please select a maximum of three alternatives

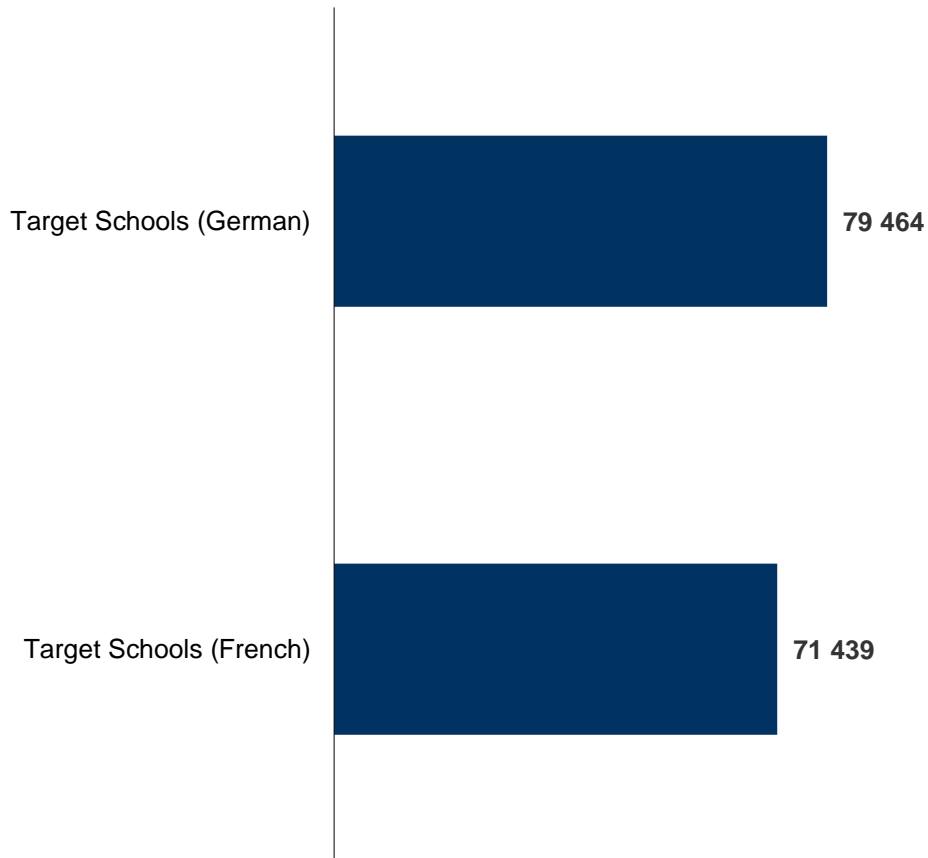
Preferred job functions



SURVEY QUESTION:

In which job function would you ideally want to work when choosing your first employment after graduation?
Please select a maximum of three alternatives

Expected annual salary (CHF)



SURVEY QUESTION:

What is your expected salary before taxes (excluding commission and bonus) at your first employment after graduation?

Top findings - Students' career preferences

Target Schools (German)

Top career goals:

- *To be competitively or intellectually challenged*
- *To have work/life balance*
- *To be entrepreneurial or creative/innovative*

Top industries:

- *Banks*
- *Educational and research institutions*
- *Media and advertisement*

Top job functions:

- *Project Manager*
- *Consultant*
- *Research and development function*

Average expected annual salary:

- *79 464 CHF*

Target Schools (French)

Top career goals:

- *To have work/life balance*
- *To be dedicated to a cause or to feel that I am serving a greater good*
- *To be competitively or intellectually challenged*

Top industries:

- *Educational and research institutions*
- *Public sector and Governmental Agencies*
- *Media and advertisement*

Top job functions:

- *Research and development function*
- *Project Manager*
- *Marketing/communications/PR function*

Average expected annual salary:

- *71 439 CHF*

The Drivers of Employer Attractiveness



Target School Report

The Drivers of Employer Attractiveness

Employer Reputation & Image

- *The attributes of the employer as an organisation*

- Attractive/exciting products and services
- Fast-growing or entrepreneurial
- Financial strength
- Good reputation
- High ethical standards
- High level of Corporate Social Responsibility
- Innovative products and services
- Inspiring top management
- Market success
- Prestige

Job Characteristics

- *The contents and demands of the job, including the learning opportunities provided by the job*

- A variety of assignments
- An attractive geographic location
- Challenging work
- Control over my working hours
- Flexible working conditions
- High level of responsibility
- Opportunities for international travel
- Opportunities for relocation abroad
- Professional training and development
- Secure employment

People & Culture

- *The social environment and attributes of the work place*

- Has a culture that is accepting towards minorities
- Has a culture that respects my individuality
- Has a culture that supports equality between the sexes
- Has leaders who will support my development
- Offers a comfortable physical work environment
- Offers a creative and dynamic work environment
- Offers a friendly work environment
- Offers interaction with international clients and colleagues
- Recruits only the best talent
- Will enable me to have good work/life balance

Remuneration & Advancement Opportunities

- *The monetary compensation and other benefits, now and in the future*

- Clear path for advancement
- Competitive base salary
- Competitive benefits
- Good possibilities for rapid promotion
- Good prospects for high future earnings
- Good reference for future career
- Leadership opportunities
- Overtime pay/compensation
- Performance-related bonus
- Sponsorship of future education

PLEASE NOTE:

The framework is developed together with professor Paula Caligiuri, Director of the Center for HR Strategy at Rutgers University. Based on specific research within HR, as well as focus groups and general communication with both our clients and students.

The Drivers of Employer Attractiveness

Topics:

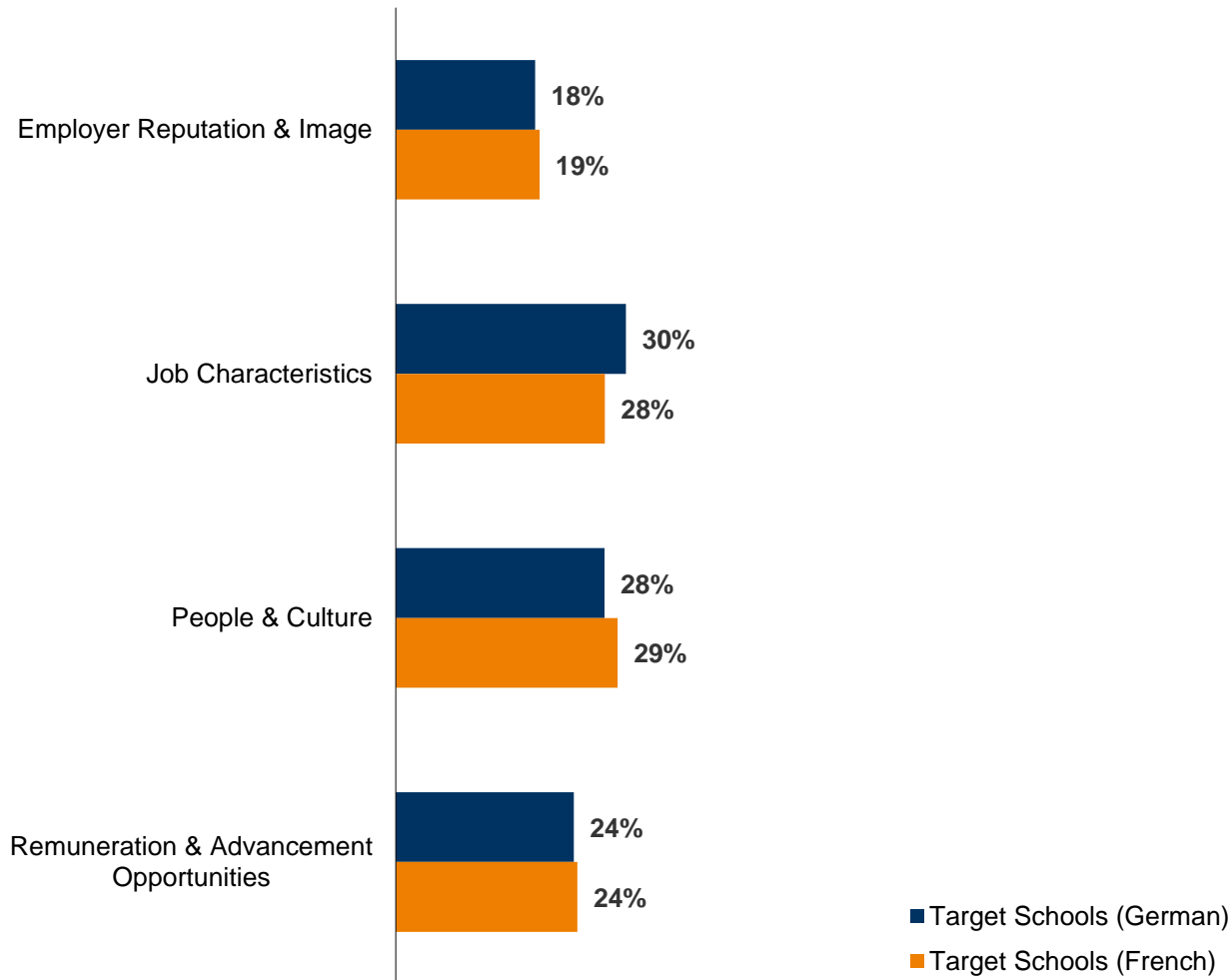
- Importance of the Drivers of Employer Attractiveness
- Importance of the attributes within each driver:
 - Employer Reputation & Image
 - Job Characteristics
 - People & Culture
 - Remuneration & Advancement Opportunities

Think about:

- *Compare your current employer brand and employer value proposition with the survey results. Are the aspects that you focus on important and attractive to students? Or are you wasting time and money communicating something that is not important to them?*
- *Are there attributes that are attractive to students that you can deliver on? Should these be included in your external communication?*
- *As in any branding effort, you need to keep in mind that the preferences and goals vary greatly amongst different sub-segments.*

The Drivers of Employer Attractiveness - Importance of each driver

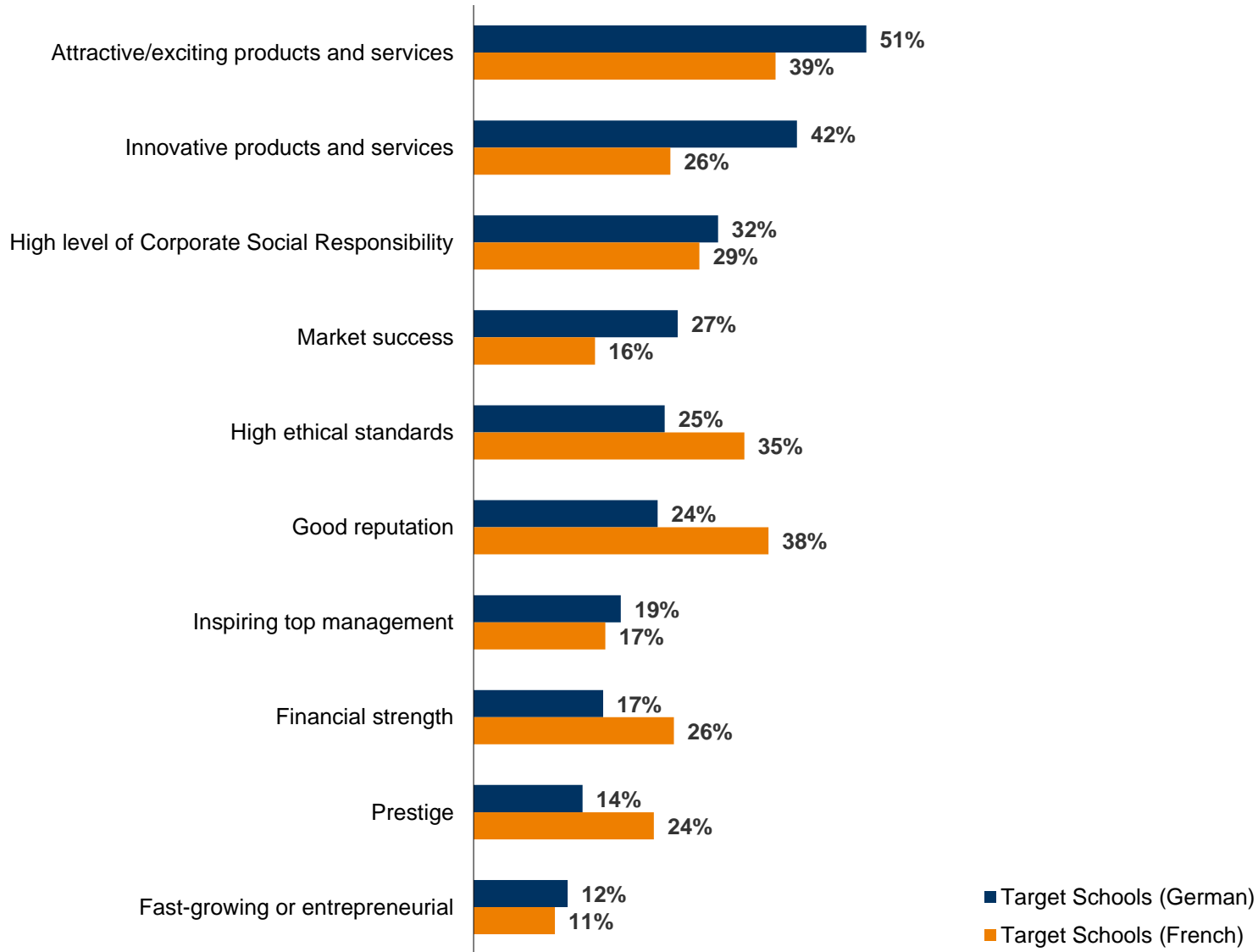
Employer Reputation & Image	Job Characteristics
People & Culture	Remuneration & Advancement Opportunities



SURVEY QUESTION:

How would you rate the relative importance of these aspects when choosing your Ideal Employer?
 Please divide 100 points between the alternatives in accordance with importance

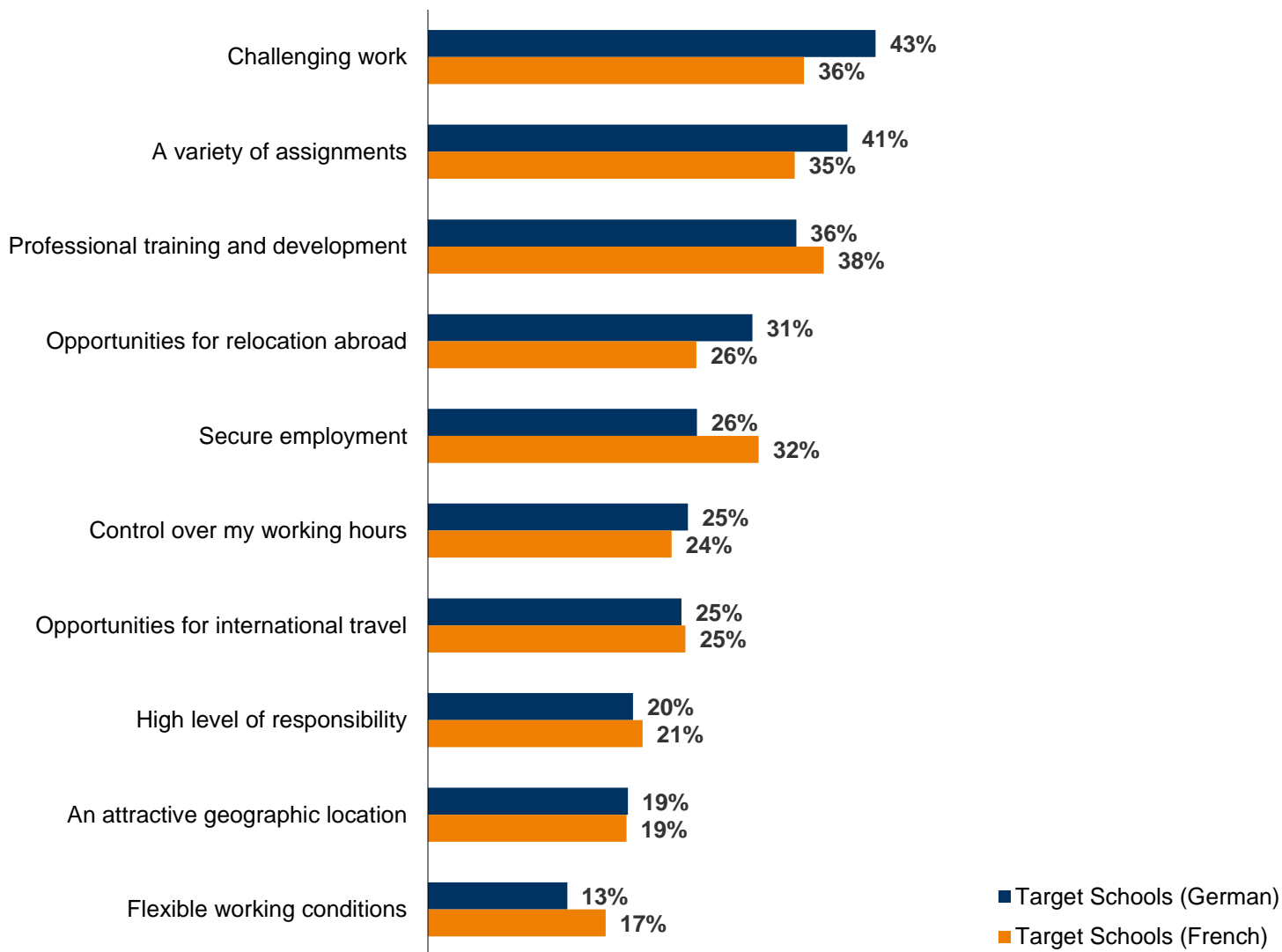
The Drivers of Employer Attractiveness - Employer Reputation & Image



SURVEY QUESTION:

Employer Reputation & Image refers to the attributes of the employer as an organisation.
Which attributes do you perceive as the most attractive?
Please select a maximum of three alternatives

The Drivers of Employer Attractiveness - Job Characteristics



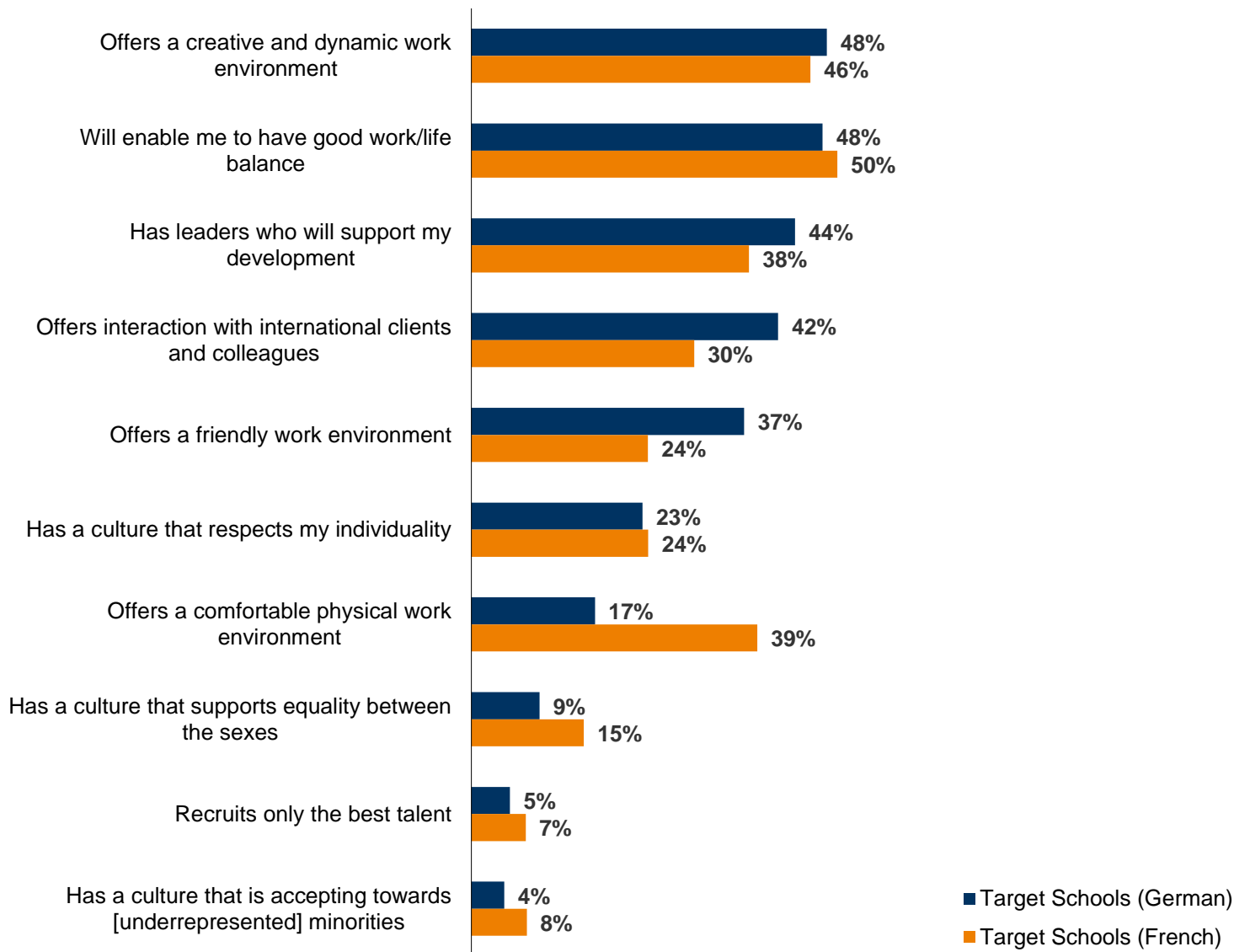
SURVEY QUESTION:

Job Characteristics refers to the content and demands of the job, including the learning opportunities provided by the job.

Which attributes do you perceive as the most attractive?

Please select a maximum of three alternatives

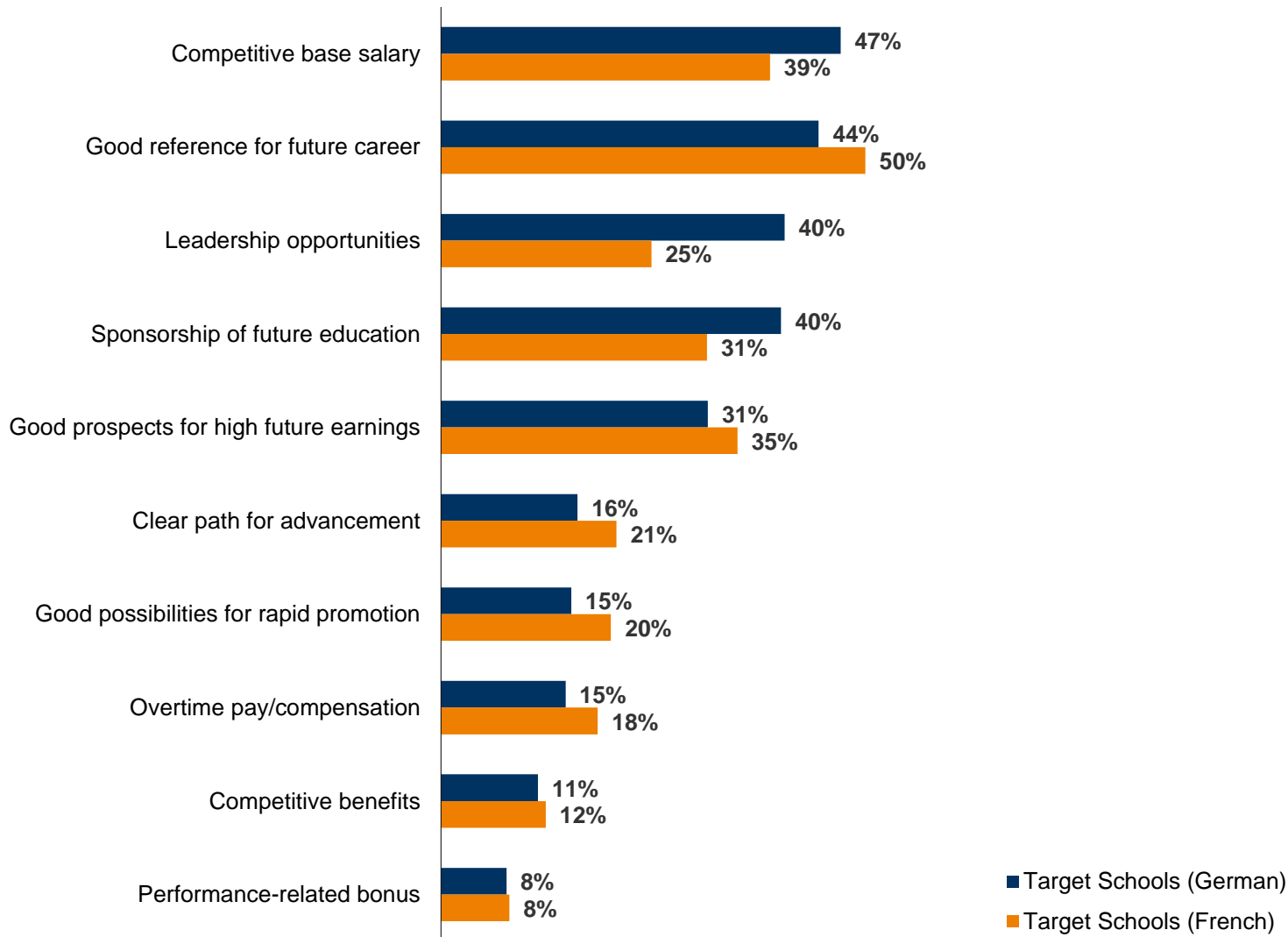
The Drivers of Employer Attractiveness - People & Culture



SURVEY QUESTION:

People & Culture refers to the social environment and attributes of the work place.
Which attributes do you perceive as the most attractive?
Please select a maximum of three alternatives

The Drivers of Employer Attractiveness - Remuneration & Advancement Opportunities



SURVEY QUESTION:

Remuneration & Advancement Opportunities refer to monetary compensation and other benefits, now and in the future.
Which attributes do you perceive as the most attractive?
Please select a maximum of three alternatives

Top findings - The Drivers of Employer Attractiveness

Students were asked to rate the importance of the four Drivers of Employer Attractiveness by dividing 100 points between the drivers in accordance with how important they perceive them to be. Then they were asked to choose the three most important attributes within each driver.

Target Schools (German)

Top 5 - Overall most important attributes:

1. Will enable me to have good work/life balance (People & Culture)
2. Challenging work (Job Characteristics)
3. Offers a creative and dynamic work environment (People & Culture)
4. A variety of assignments (Job Characteristics)
5. Competitive base salary (Remuneration & Advancement Opportunities)

Target Schools (French)

Top 5 - Overall most important attributes:

1. Will enable me to have good work/life balance (People & Culture)
2. Good reference for future career (Remuneration & Advancement Opportunities)
3. Offers a creative and dynamic work environment (People & Culture)
4. Offers a comfortable physical work environment (People & Culture)
5. Professional training and development (Job Characteristics)








These tables show the importance of all 40 attributes in relation to how important the students think it's driver is. This analysis gives a summarised 360 degree view of what influences employer attractiveness.

Appendix



Target School Report

Personality profiles

Personality profiles	Attributes the student has chosen as important
 Careerist	<ul style="list-style-type: none"> • Prestige • Recruits only the best talent
 Harmonizer	<ul style="list-style-type: none"> • Will enable me to have good work/life balance • Secure employment
 Idealist	<ul style="list-style-type: none"> • Offers a friendly work environment • High ethical standards
 Explorer	<ul style="list-style-type: none"> • Challenging work • A variety of assignments
 Hunter	<ul style="list-style-type: none"> • Competitive base salary • Good prospects for high future earnings
 Entrepreneur	<ul style="list-style-type: none"> • Fast-growing or entrepreneurial • Offers a creative and dynamic work environment
 Leader	<ul style="list-style-type: none"> • Leadership opportunities • Has leaders who will support my development

Ideal Employer Brand Report

The Ideal Employer Brand Report gives you unrivalled insight into the way students think, and provides you with the information you need to develop an employer brand that attracts the talent you want!

The Ideal Employer Brand Report covers the following areas:

Ideal Employer Rankings

Find out how attractive you are amongst students, understand your current position, and how to set and track targets for your attractiveness.

Career Preferences

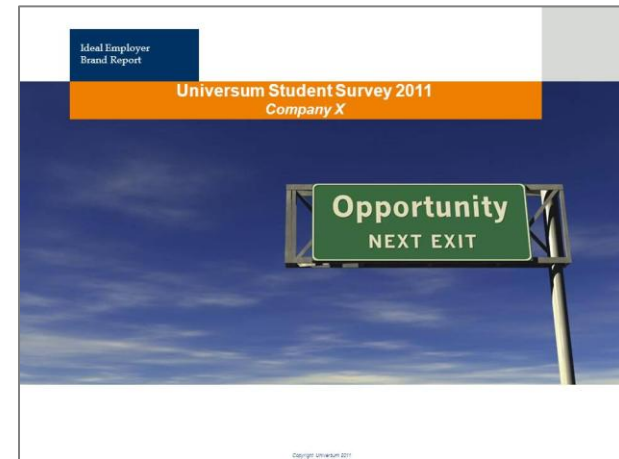
Understand what students want from a career and look for in an employer. Find out if your current communicated message attracts the students you want to reach or if you are wasting valuable time and money communicating the wrong things to the right people.

Your Employer Image

Gain insight into how you are perceived by students that are attracted to you, revealing your strengths and weaknesses.

Competitor Benchmarking

Benchmark your employer image against five other employers of your choice.



Considered Employer Brand Report

The Considered Employer Brand Report gives you unrivalled insight into the students' frame of mind, and provides you with the information you need to develop an employer brand that attracts the talent you want!

The Considered Employer Brand Report covers the following areas:

Ideal Employer Rankings

Find out how attractive you are amongst students, how to understand your current position, and how to set and track targets for attractiveness.

Career Preferences

Understand what students want from a career and look for in an employer. Find out if your current communicated message is attractive to the students you want to reach or if you are wasting valuable time and money communicating the wrong things to the right people.

Your potential attraction groups

Take a closer look at the students who view you as an employer that they would consider. And at the ones who have not considered you at all.

Competitor Insights

Gain insight into how your key competitors are perceived, revealing their strengths and weaknesses. Find out what are they communicating to successfully attract the right talent.



Communicating With Talent Report

Getting your message across to the students is one of the most important, and most expensive, steps in the Employer Branding process. By choosing the right mix of channels and the right content for each channel, you will increase your media spend effectiveness.

This reports includes key insights and recommendations on how to get the most out of your communication budget.

Communication channel effectiveness

- How the students prefer to gather information about employers
- How to best induce familiarity, consideration, desire and application through communication channels

Best practise examples

- Used communication channels by top employers
- Examples on campaigns from companies within the different channels

How did the students learn about you as an employer?

- Actual used communication channels by the students
- How did they learn about you vs. your competitors
- Your presence in the most successful communication channels

Methods in communication

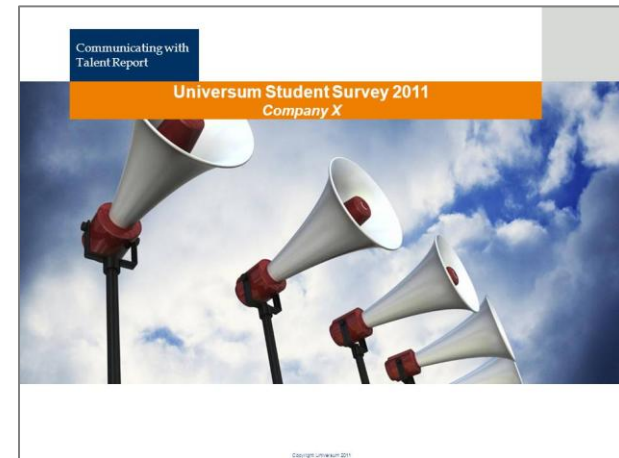
- How to communicate in different channels and topics to include in the communication

Evaluation of suppliers

- Which are the most used communication suppliers
- Usage of online network/communities

Also in the report

- Indirect channels



Why Not Ideal? Report

As in any branding work, it is crucial to not only study the individuals you are already attracting, but also those you are not attracting. The Why Not Ideal? Report provides you with insight into the minds of the students who do not view you as an Ideal Employer in the survey.

This report will deepen your understanding of these students and help you to revise your offer to potential future employees.

The Why Not Ideal? Report covers the following areas:

Lost student analysis

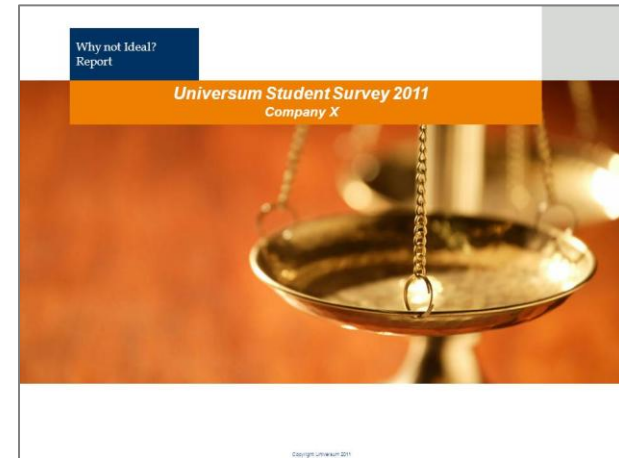
A comparative analysis of the characteristics and preferences of the following three groups:

- *Non-attracted students*
- *Interested students*
- *Attracted students*

An Ideal Employer Ranking for each of the three groups above

Why Not Ideal?

Further questions into why the students that chose you as an employer they would consider working for, did not go all the way and choose you as one of their Ideal Employers. Includes qualitative responses.



Topical Reports Package

The Topical Reports Package is a series of reports covering different hot topics among students. Each report gives you a unique insight into topics that are critical for your Employer Branding efforts.

The reports provide market specific results, and benchmarks your market against the region (Nordic, Europe and Asia).

New topics for 2011:

- 1. Internship & trainee programs*
- 2. Using social media*
- 3. Compensation and benefits*
- 4. Leadership*

Already available topics:

- Recruitment process*
- First year of employment*
- Top attributes evaluation (work life balance etc.)*

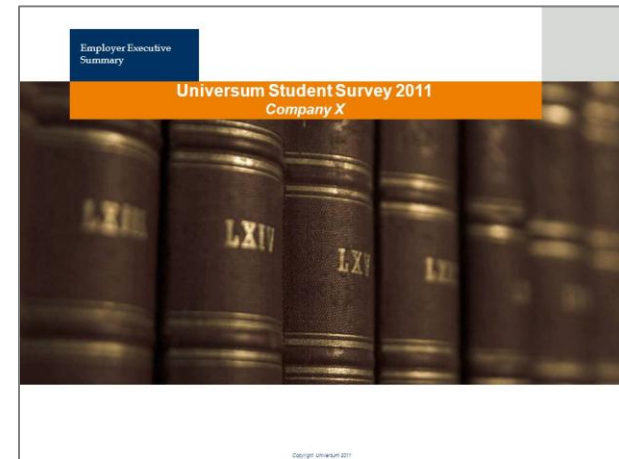


Employer Executive Summary

This report provides you with a thorough, user friendly summary of the most fundamental results and changes in your Employer Brand based on the Universum Student Survey. The report also provides recommendations for addressing your main Employer Branding challenges.

Examples from the Employer Executive Summary:

- *What distinguishes the students selecting you as an ideal employer from a typical student on your market?*
- *How attractive are you and your recruitment competitors? How has this changed over time?*
- *How has your attractiveness changed at different educational institutions and within different areas of studies over the past year?*
- *What do the students perceive to be your strengths and weaknesses?*
- *What are your main advantages/disadvantages compared to your recruitment competitors?*
- *Which are the key findings in your results and what advice would Universum like to give in order for you to attract the right talent in the future?*



These results and analysis will provide you with guidance on which topics to focus on within your employer branding work in order for you to attract and retain the right talent in the future.