

Coming out of a
recession –

The art of being
prepared.



Employer Branding – post recession

When will there be a big need to start recruiting again?

Who will the winners be when the recession is getting close to its end?

What are the graduates reactions to the recession?

Is this the end of Generation Y?

What are your recruitment needs in 2011?

Are you ready for when it turns around?

Knowledge more important than ever

The need to know is more important this year than ever. There is a tremendous uncertainty around how the recession has influenced the students and their perceptions of employers and career goals.

More and more employers realise that relying on old information in such turbulent times is not an option, especially as the budgets are reduced and communication mistakes can not be afforded.



London, April 21st

1 Global Highlights 2009

2 UK results 2009

3 The rankings

Global Highlights 2009



Talent Market overall Pre (2008) & Post (2009) Recession

Security: The importance of a secure job has increased as a career goal in all markets. In the US by more than 10%.



Market Success: Future earnings and competitive benefits decreased – students are looking for secure jobs with strong employers associated with market success.

Business Students bolder: Business students still searching for more challenges than Engineering students. Overall Business student seem less affected by the economy than the Engineers.

Government/Public winners of uncertain times: Investment Banking and Management decreased as industries, while Government and Public sector has gone up.

Energy/Power wins over Automotive: The Auto industry decreased amongst Engineers, Energy/Power increased.

Face-to-face and online: Presence on campus, internships and company Web sites continue being most popular channels of information globally.

Highlights from different markets

US see the biggest changes: The decrease amongst the investments banks and the increase of the importance of a secure job is clear. (Secure employment 10.3%, Investment banking 5.2%)



German and UK students go with local employers: The interest in an international career has gone down compared to last year. Stable national companies attract students in turbulent times (Poland an exception).

Automotive Industry suffering in UK, Germany and France: The automotive industry is suffering amongst the Engineering students in the UK, Germany and France.

Crisis awareness highly visible in France: Work/life balance has decreased as a career goal. Investment banking dropped more as an industry preference, compared to other markets.

Polish and Russian students want to be experts: Big differences between Western and Eastern European countries can be found. Polish and Russian students show more interest in becoming experts.



The Universum Graduate Survey - UK 2009



What do you think?

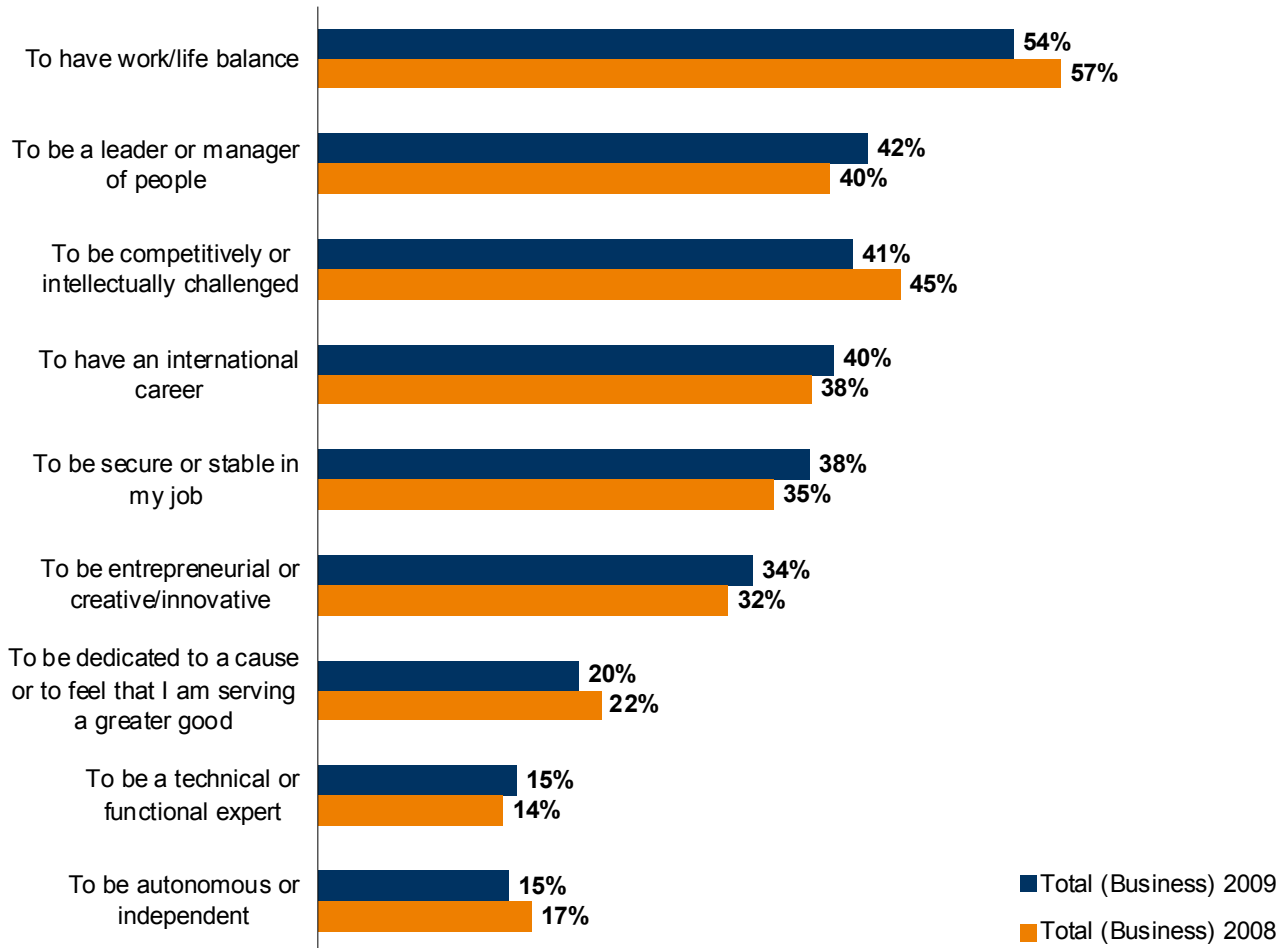
1. Which of the following career goals is less important to students this year compared to last year?

- To have work/life balance

What percentage of the respondents are negative or very negative to employers attracting members on social networks?

- 25%

Career goals - Business



Top 3:

1. To be a leader or manager of people
2. To have work/life balance
3. To be competitively or intellectually challenged



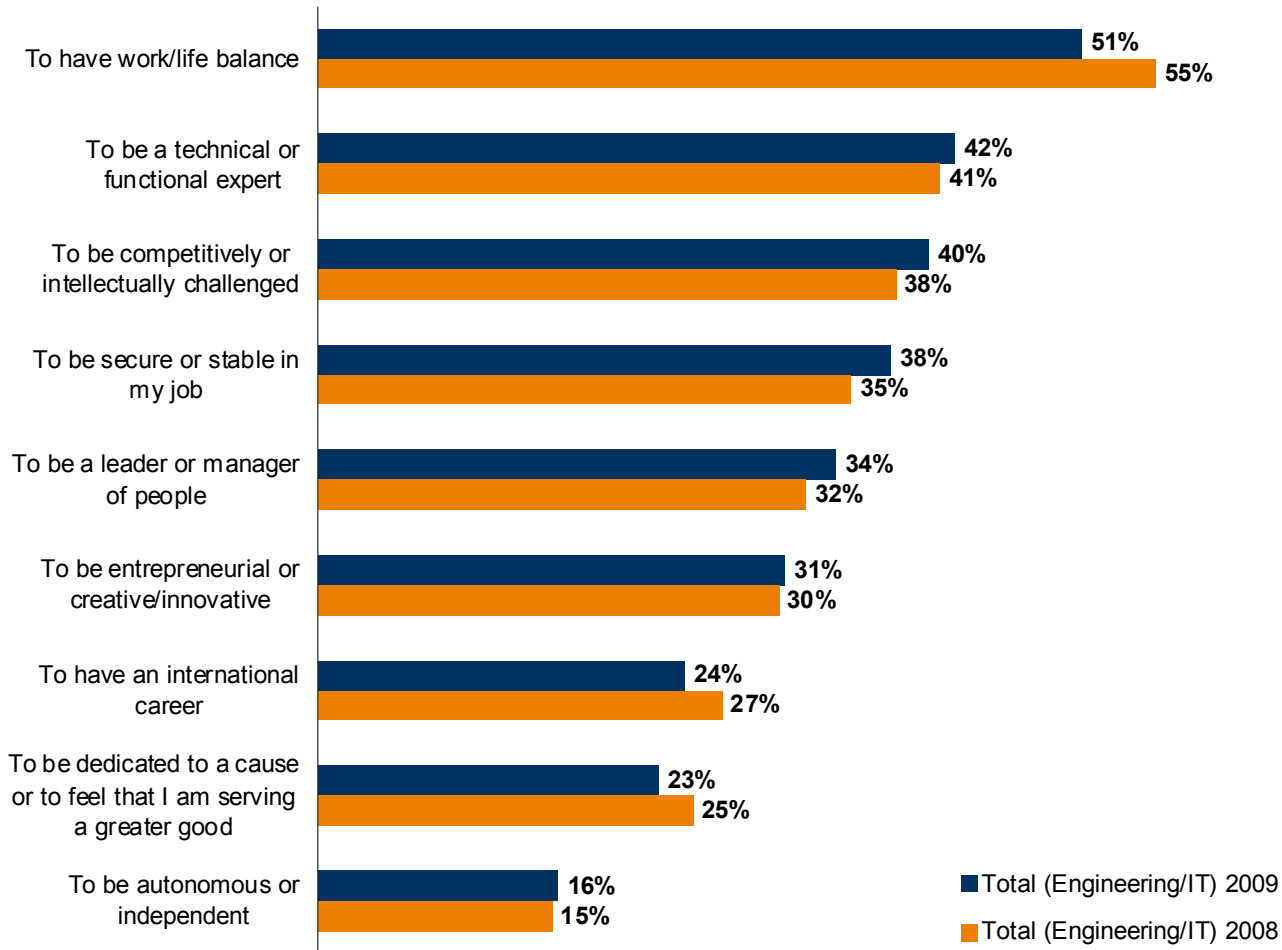
Top 3:

1. To have work/life balance
2. To be secure or stable in my job
3. To be competitively or intellectually challenged

SURVEY QUESTION:

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

Career goals – Engineering/IT



Top 3:

1. To have work/life balance
2. To be a technical or functional expert
3. To be competitively or intellectually challenged



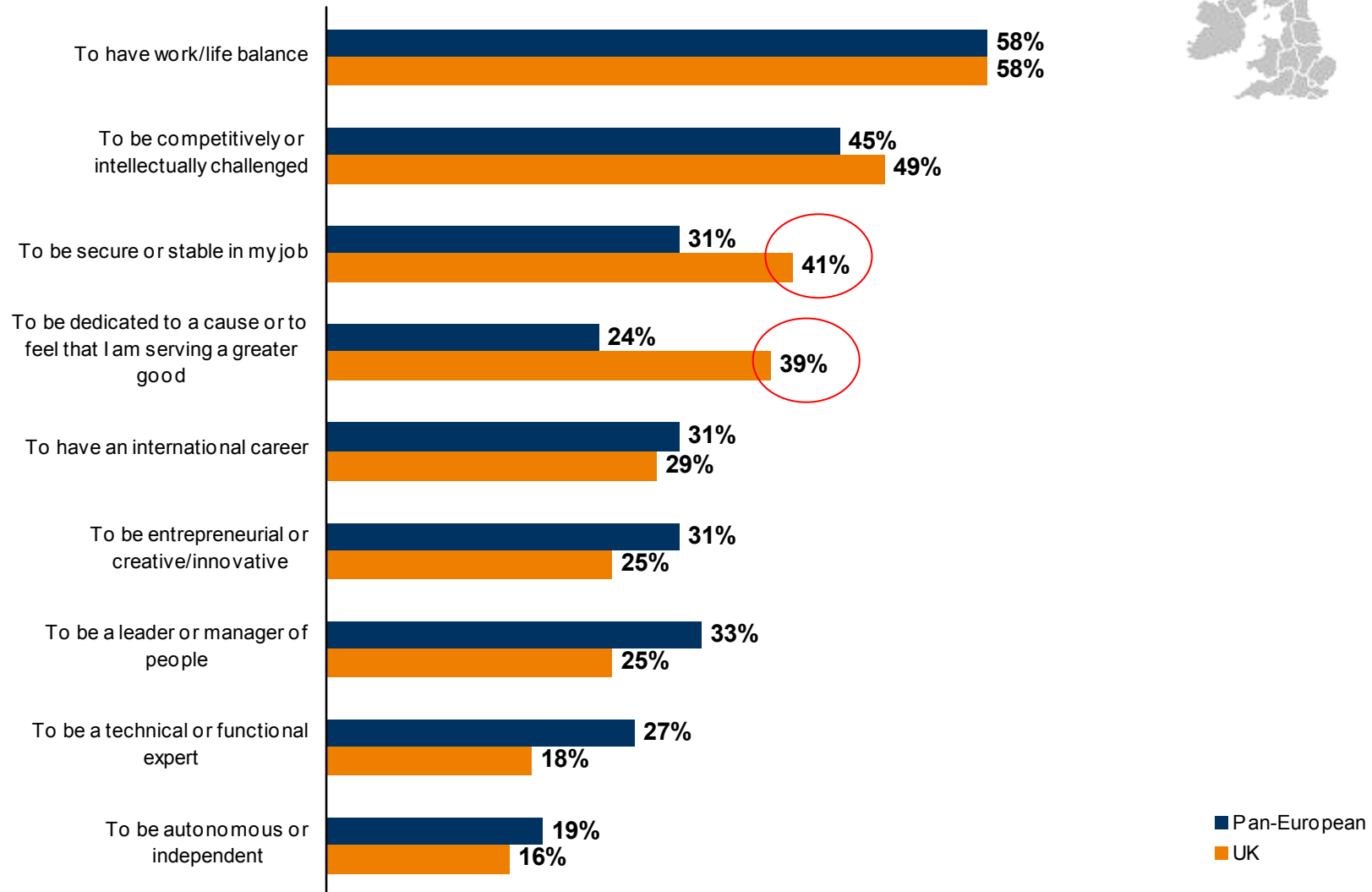
Top 3:

1. To have work/life balance
2. To be competitively or intellectually challenged
3. To be secure or stable in my job

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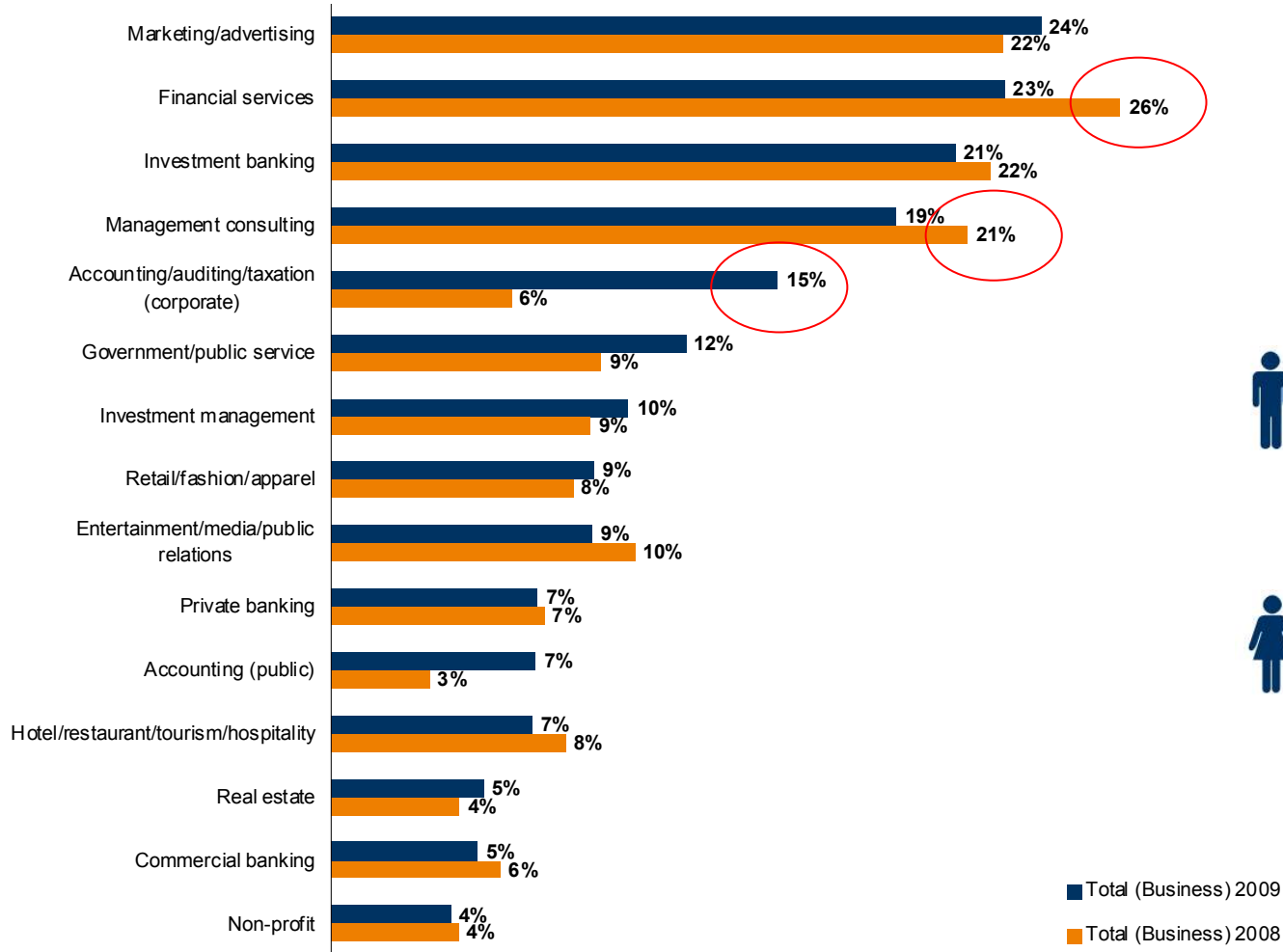
Career Goals – International Comparison



SURVEY QUESTION:

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

Preferred industries - Business

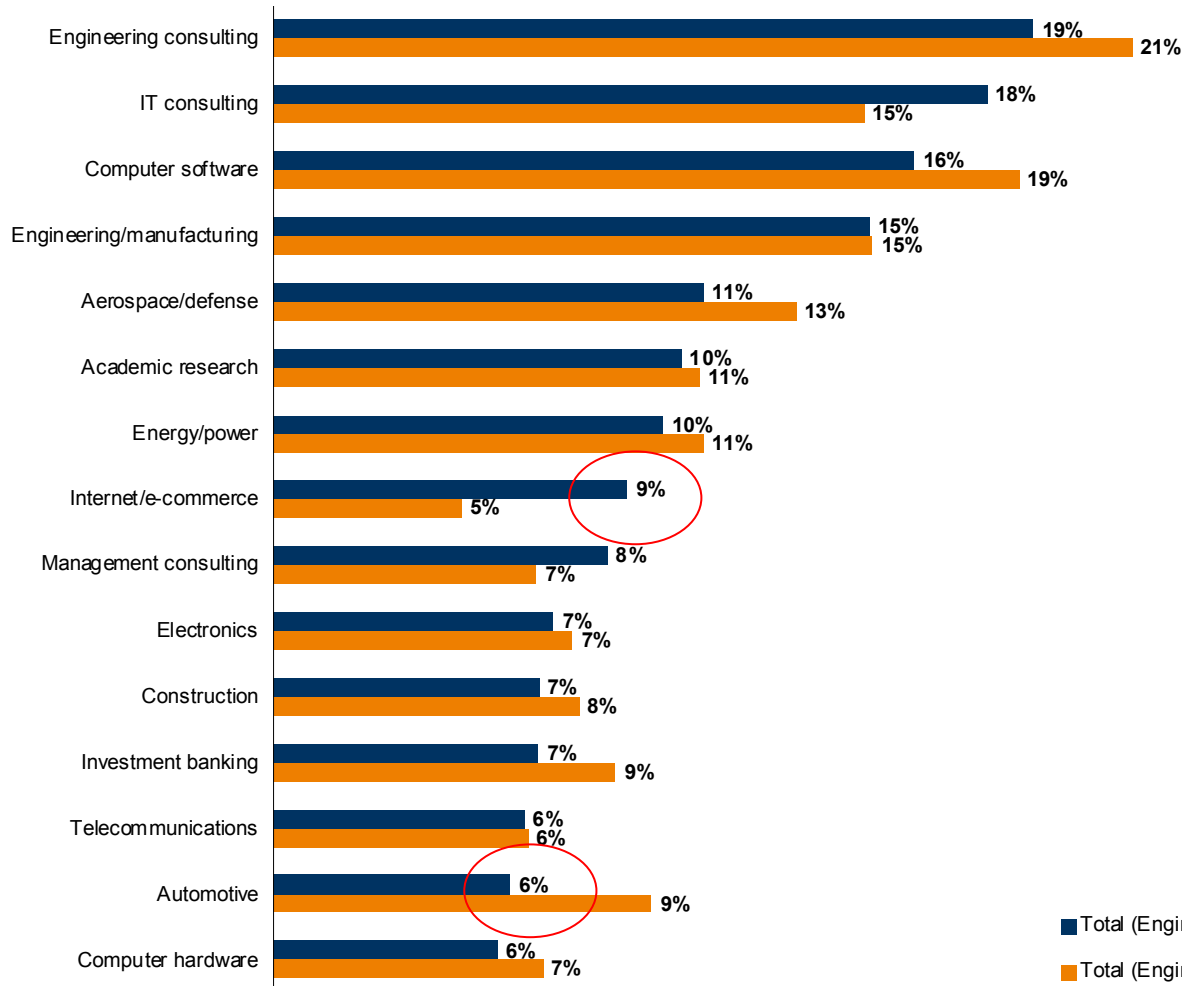


Top 3:
 1. Investment banking
 2. Financial services
 3. Management consulting

Top 3:
 1. Marketing/advertising
 2. Financial services
 3. Management consulting

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 industries – Engineering/IT



Top 3:

1. Engineering consulting
2. Computer software
3. IT consulting



Top 3:

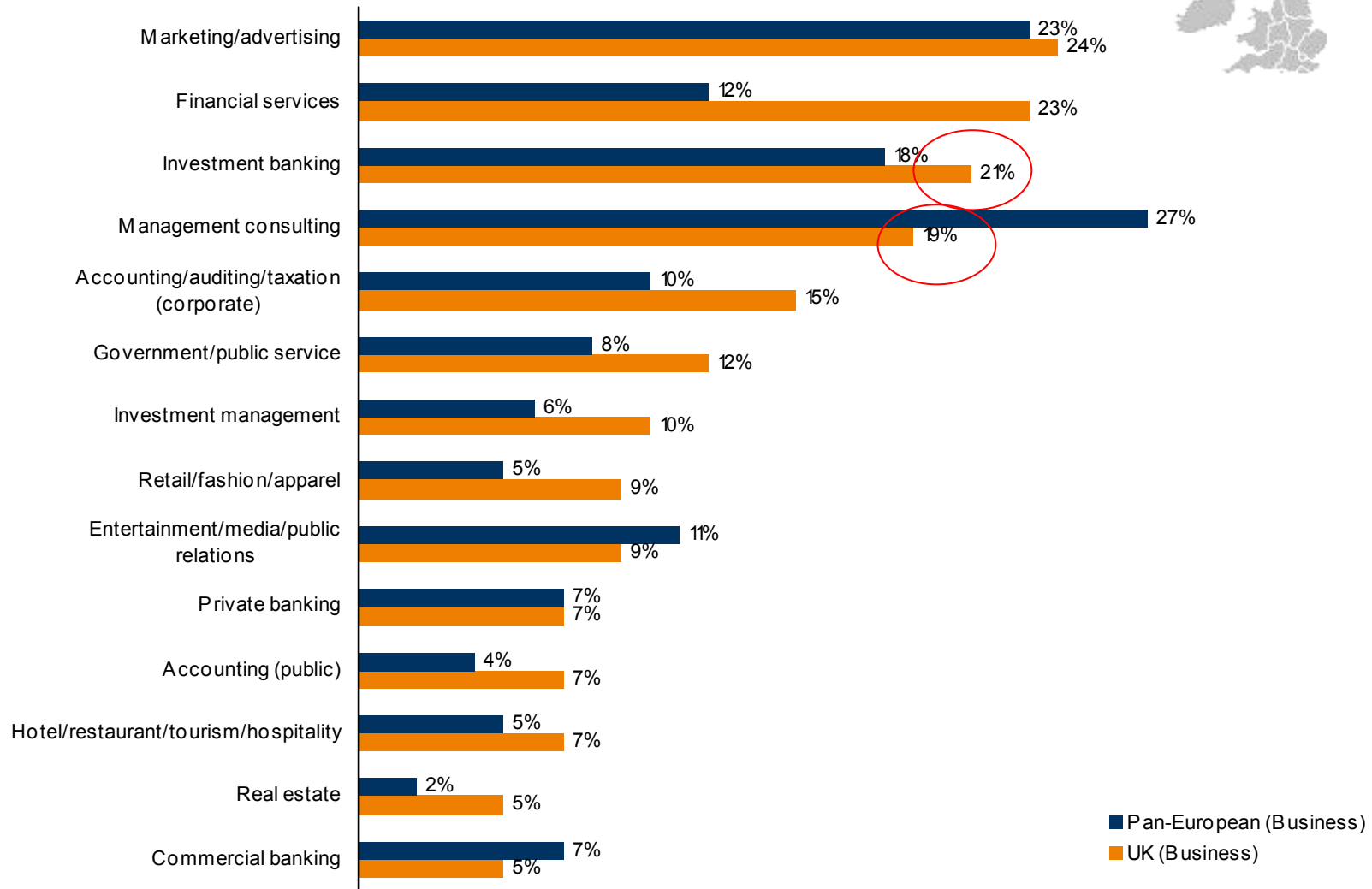
1. Engineering consulting
2. IT consulting
3. Engineering/manufacturing

■ Total (Engineering/IT) 2009
 ■ Total (Engineering/IT) 2008

SURVEY QUESTION:

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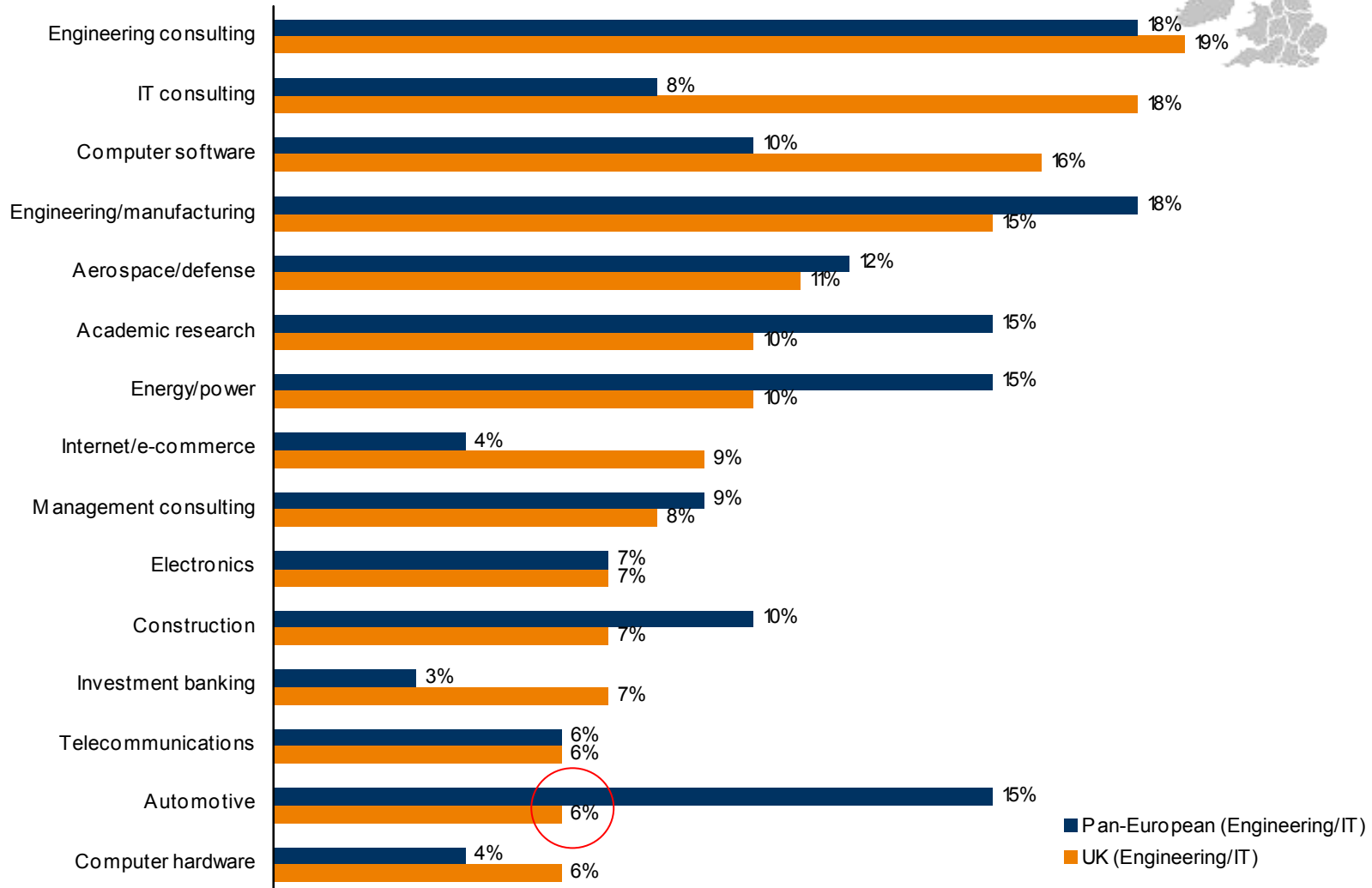
Preferred Industries – International Comparison - Business



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Preferred Industries – International Comparison – Engineering/IT



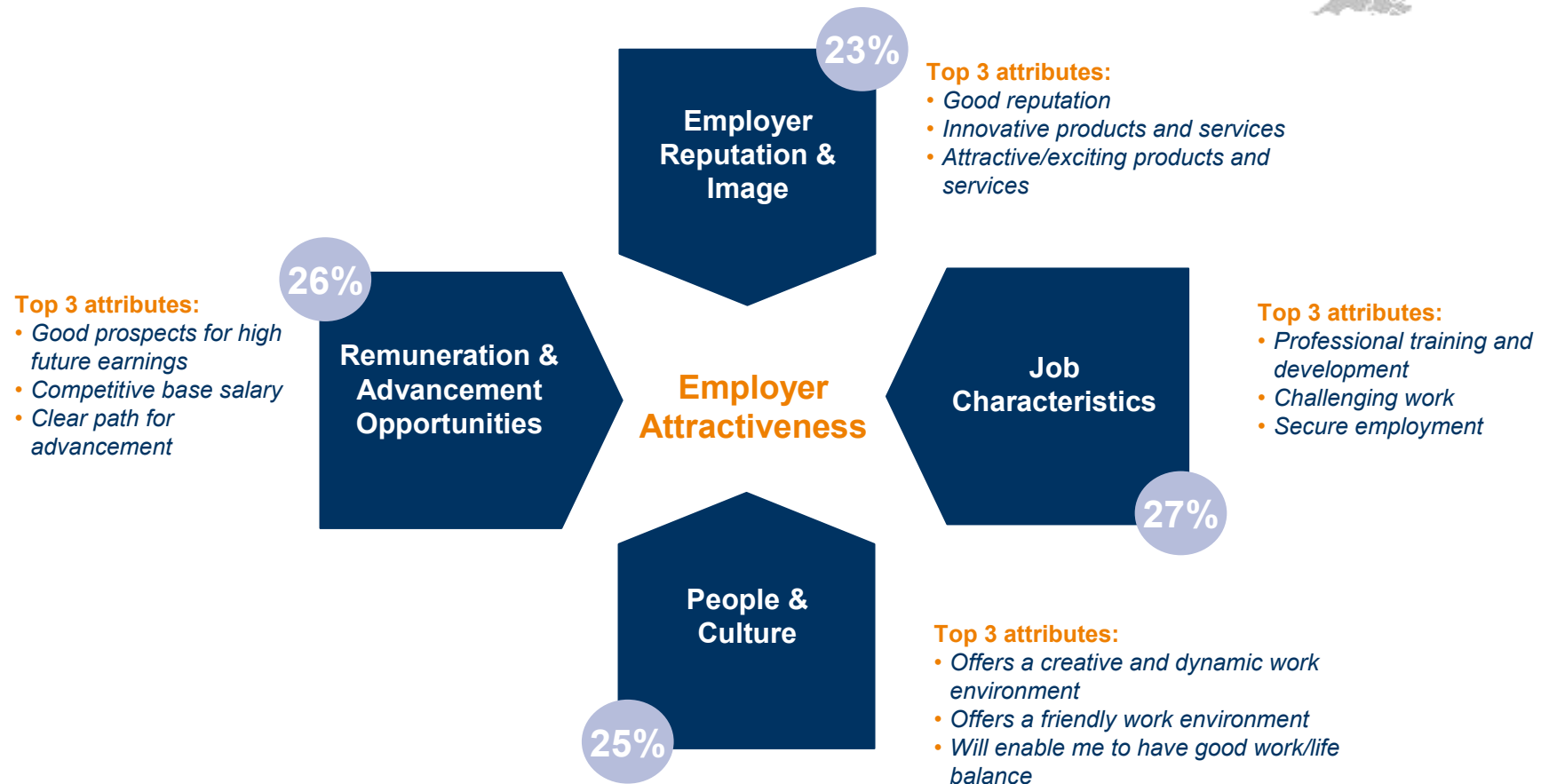
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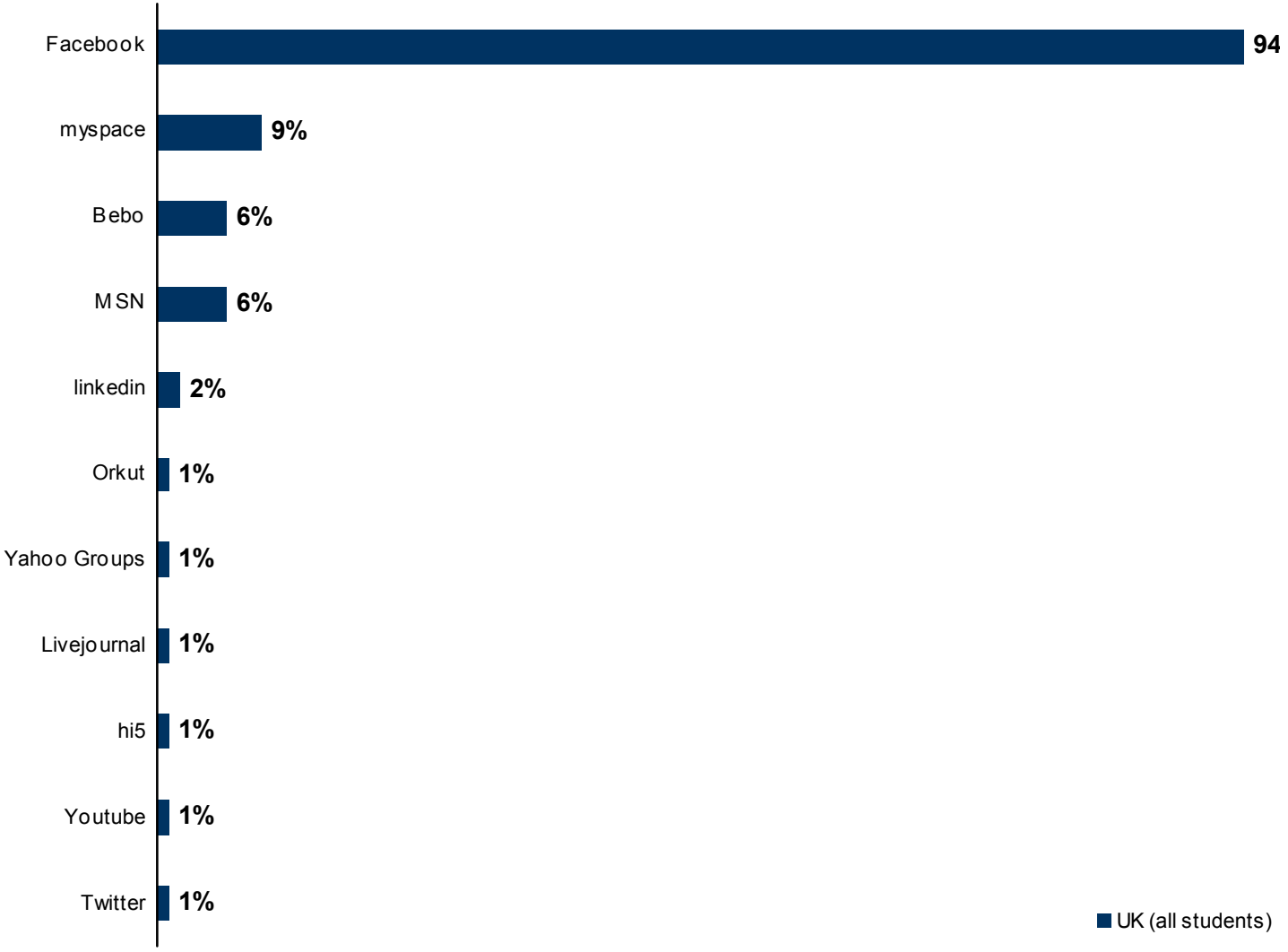
Top findings - Students' employer preferences - Business



Top findings - Students' employer preferences – Engineering/IT



Social Networks



SURVEY QUESTIONS:
Which social networks/communities do you regularly use? (Three open answers)



The Rankings

Universum's 2009 rankings
from the UK Student Survey

