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# UNIVERSUM STUDENT SURVEY 2012

University Report • US Undergraduate Edition

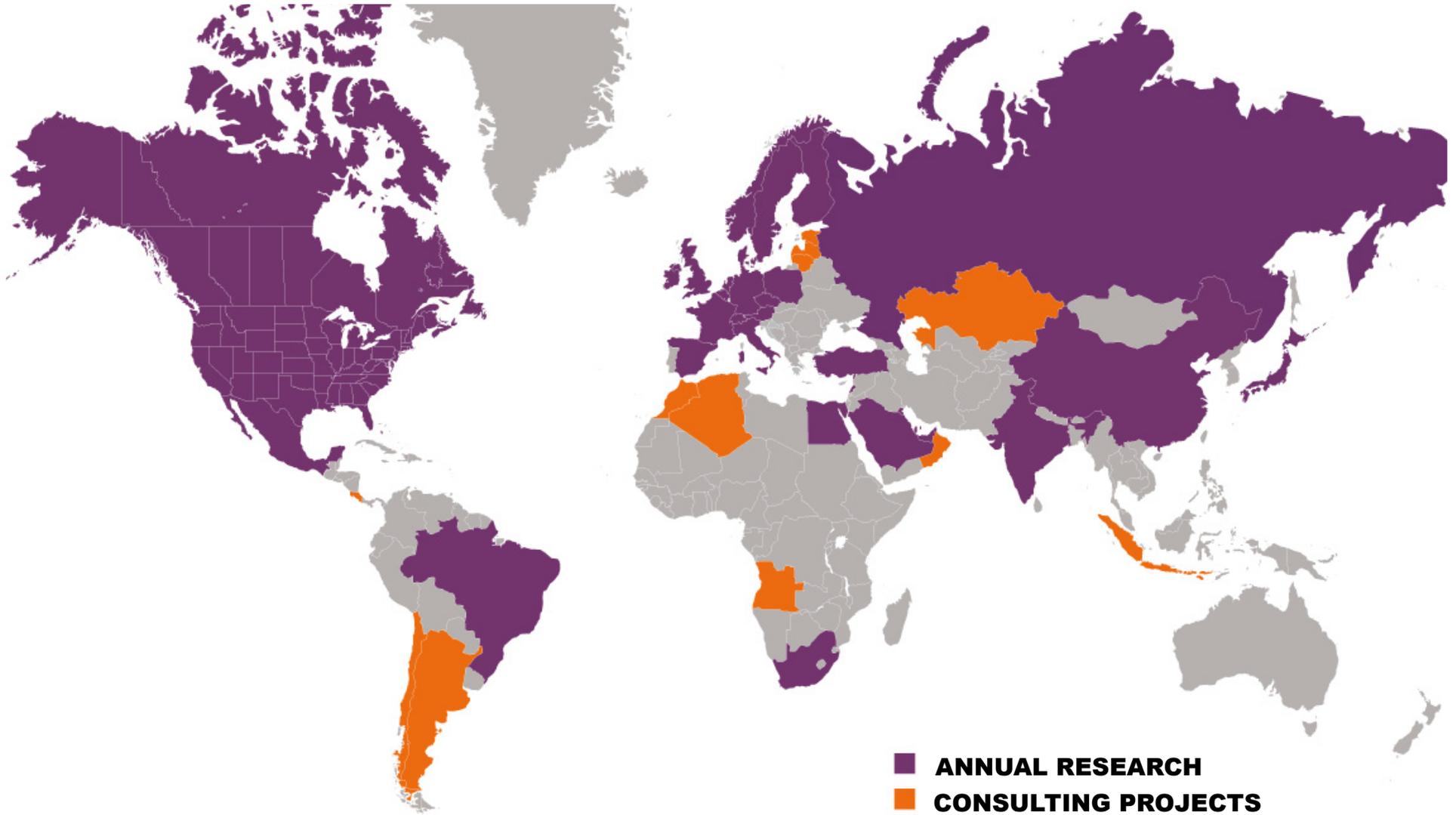
Washington University in St. Louis

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All students  
(Edited for [careercenter.wustl.edu](http://careercenter.wustl.edu))

[WWW.UNIVERSUMGLOBAL.COM](http://WWW.UNIVERSUMGLOBAL.COM)

**UNIVERSUM**  
Building Brands to Capture Talent



# UNIVERSUM IN THE WORLD

## ABOUT US

**Universum** is an international organisation, with its headquarters in Stockholm, Sweden and operates in the field of employer branding and talent research. Our purpose is to improve the communications between students, career services and employers.

We believe that career choice is one of the most important decisions in a student's life. We therefore want to provide students with information and support career services in their role. We also believe that companies need to understand student expectations, to adjust their offering and working environment to attract potential candidates and meet their resourcing needs.

**Our role is threefold: 1) we provide students with information on companies, 2) support career services in their role and 3) help companies to develop their employer value.**



1.

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## METHODOLOGY & KEY FINDINGS

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- 2. STUDENTS' CAREER & COMMUNICATION PREFERENCES
- 3. STUDENTS' EMPLOYER PREFERENCES



METHODOLOGY & KEY FINDINGS

METHODOLOGY & TARGET GROUPS

**FIELD PERIOD:** November 2011 to March 2012

**NO. OF EDUCATIONAL INSTITUTIONS INCLUDED:**  
320

**THE QUESTIONNAIRE**

- ✓ Created with **24 years of experience**, extensive research within HR, focus groups and communication with both our clients and students.
- ✓ Global perspective - local insight.
- ✓ Comprised of closed-ended questions with an extensive list of alternatives and an 'Other' option.

**DATA COLLECTION**

Conducted via an **on-line survey**. The online link was distributed primarily via university contacts (career centers and the educational institutions).

**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.

Base of the group	Number of respondents
<u>Group 1</u>	
Washington University in St. Louis	278
<u>Group 2</u>	
Total	59,643

65% women and 35% men

Average age:  
20.0 years

Average perceived GPA:

3.5

Average expected annual salary:

52,727 USD



Top actual communication channels:

- Employer websites
- Career guidance websites
- Social networks/communities

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

Most preferred industries:

- Public sector and Governmental Agencies
- Educational and research institutions
- Engineering and manufacturing

METHODOLOGY & KEY FINDINGS  
**KEY FINDINGS • TOTAL**

**66%** women and **34%** men

Average age:  
**21.1** years

Average perceived GPA:  
**3.5**

Average expected annual salary:  
**50,642** USD



Top actual communication channels:

- Employer websites
- Social networks/communities
- TV advertisements

Top career goals:

- To have work/life balance
- To be secure or stable in my job
- To be dedicated to a cause or to feel that I am serving a greater good

Most preferred industries:

- Health care equipment and services
- Educational and research institutions
- Public sector and Governmental Agencies

AGE & GENDER

AVERAGE AGE

Washington University in St. Louis

20.0 years

Total

21.1 years

GENDER



Female Male

SURVEY QUESTIONS

- What is your year of birth?
- What is your gender?

1. METHODOLOGY & KEY FINDINGS

# 2.

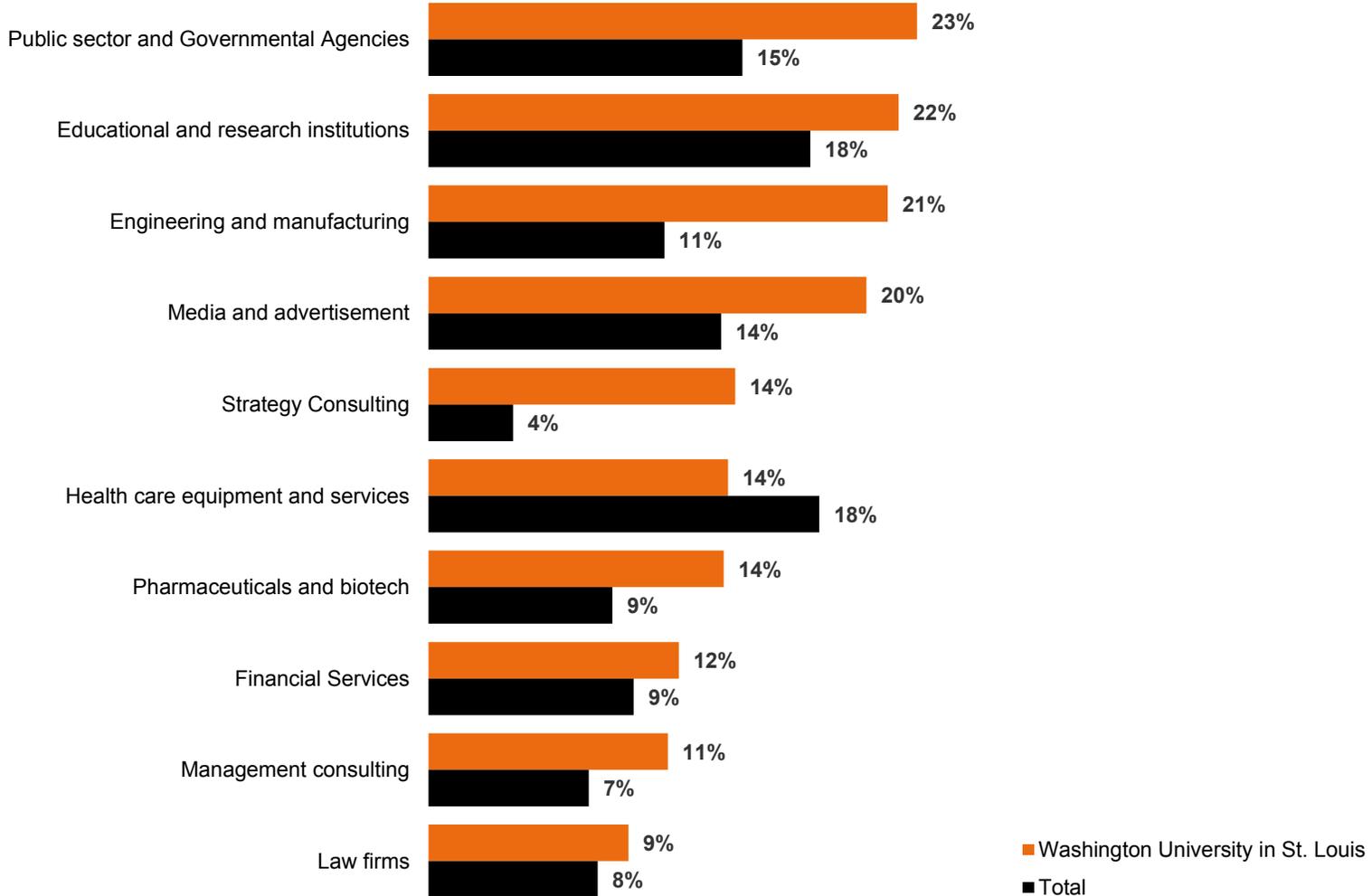
## STUDENTS' CAREER & COMMUNICATION PREFERENCES

3. STUDENTS' EMPLOYER PREFERENCES



**STUDENTS' CAREER & COMMUNICATION PREFERENCES**

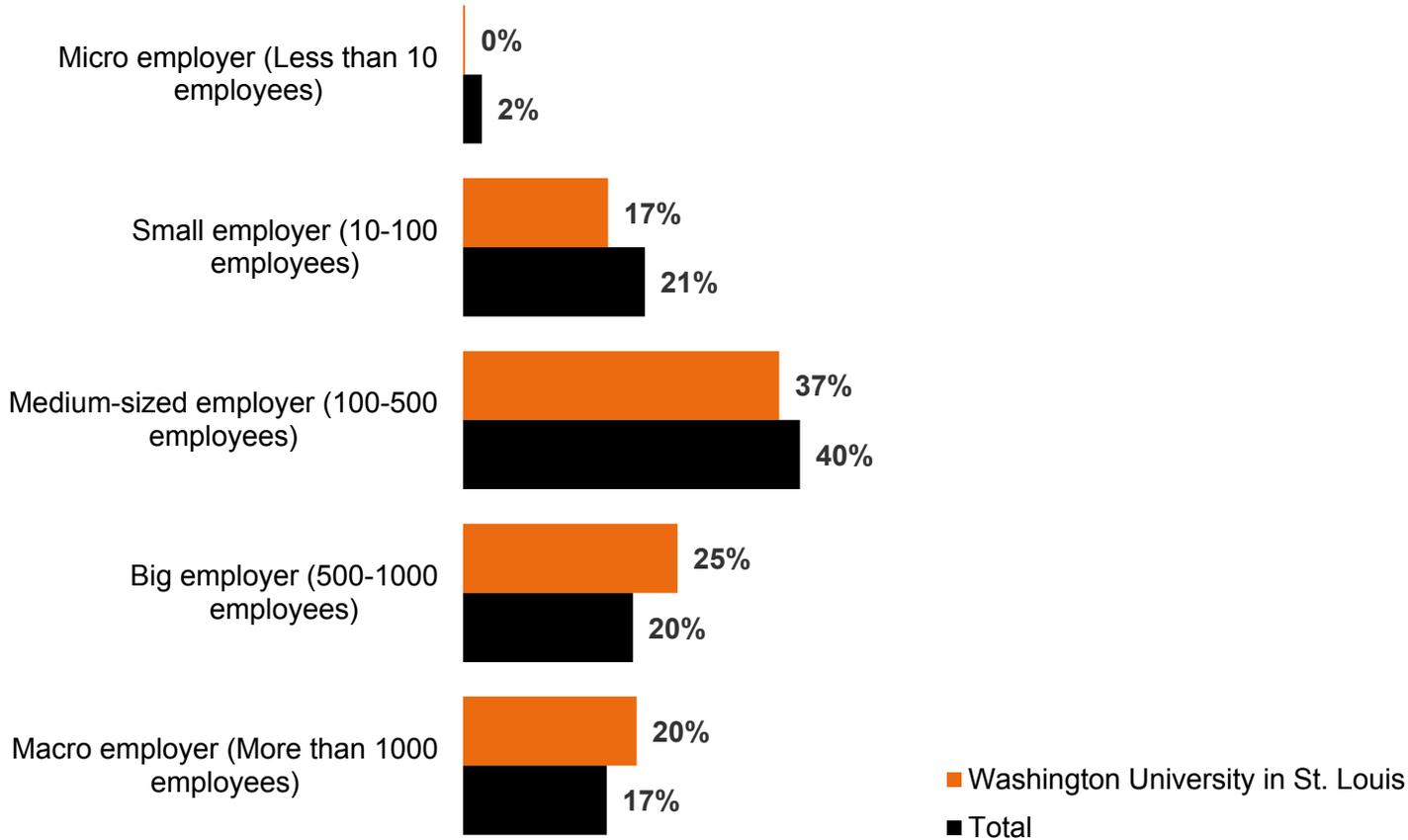
**MOST PREFERRED INDUSTRIES**



**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 SIZE OF EMPLOYER

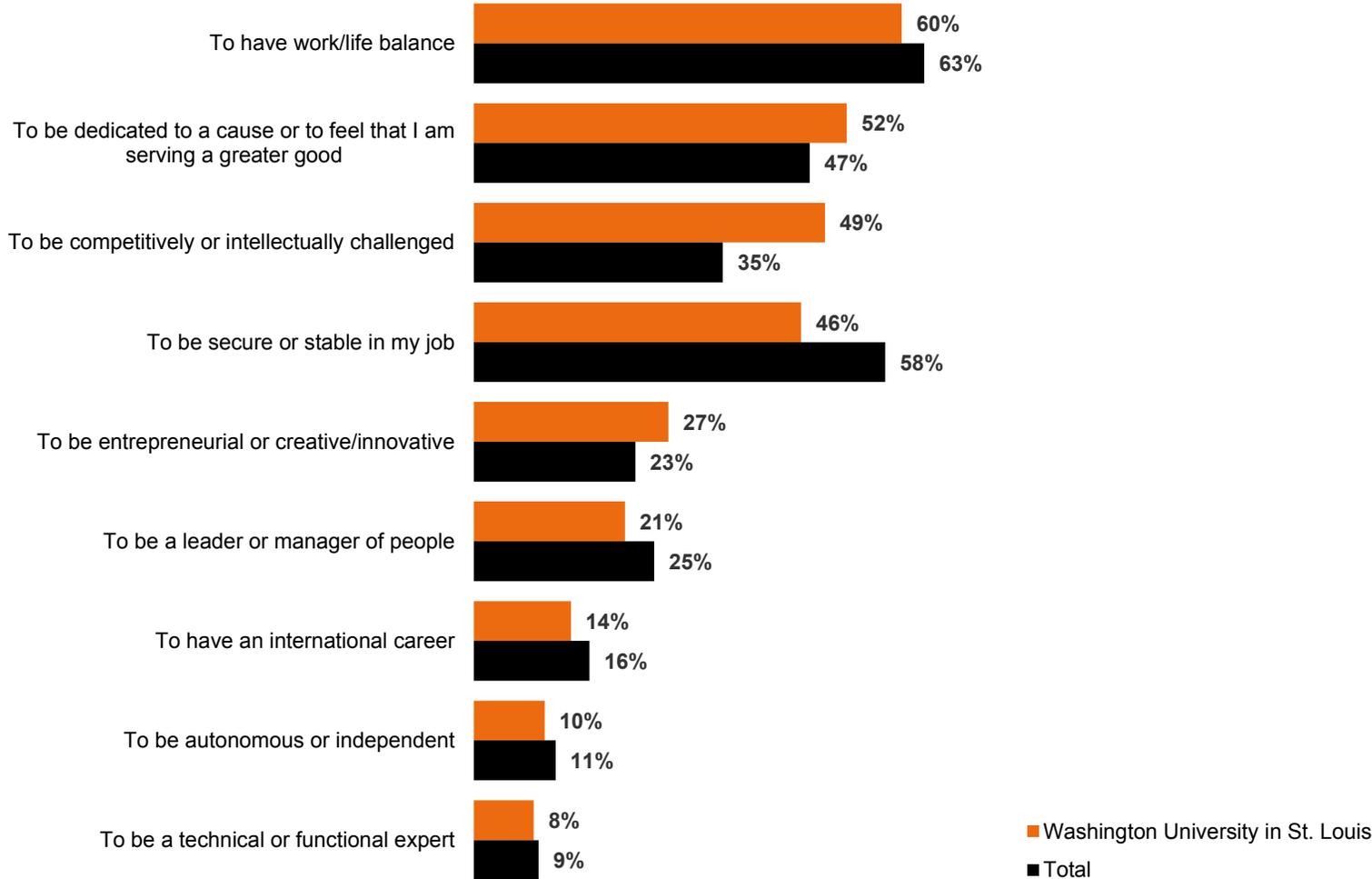


**● SURVEY QUESTION**

What size of employer would you prefer working for when choosing your first employment? *Please select only one alternative*

# CAREER GOALS

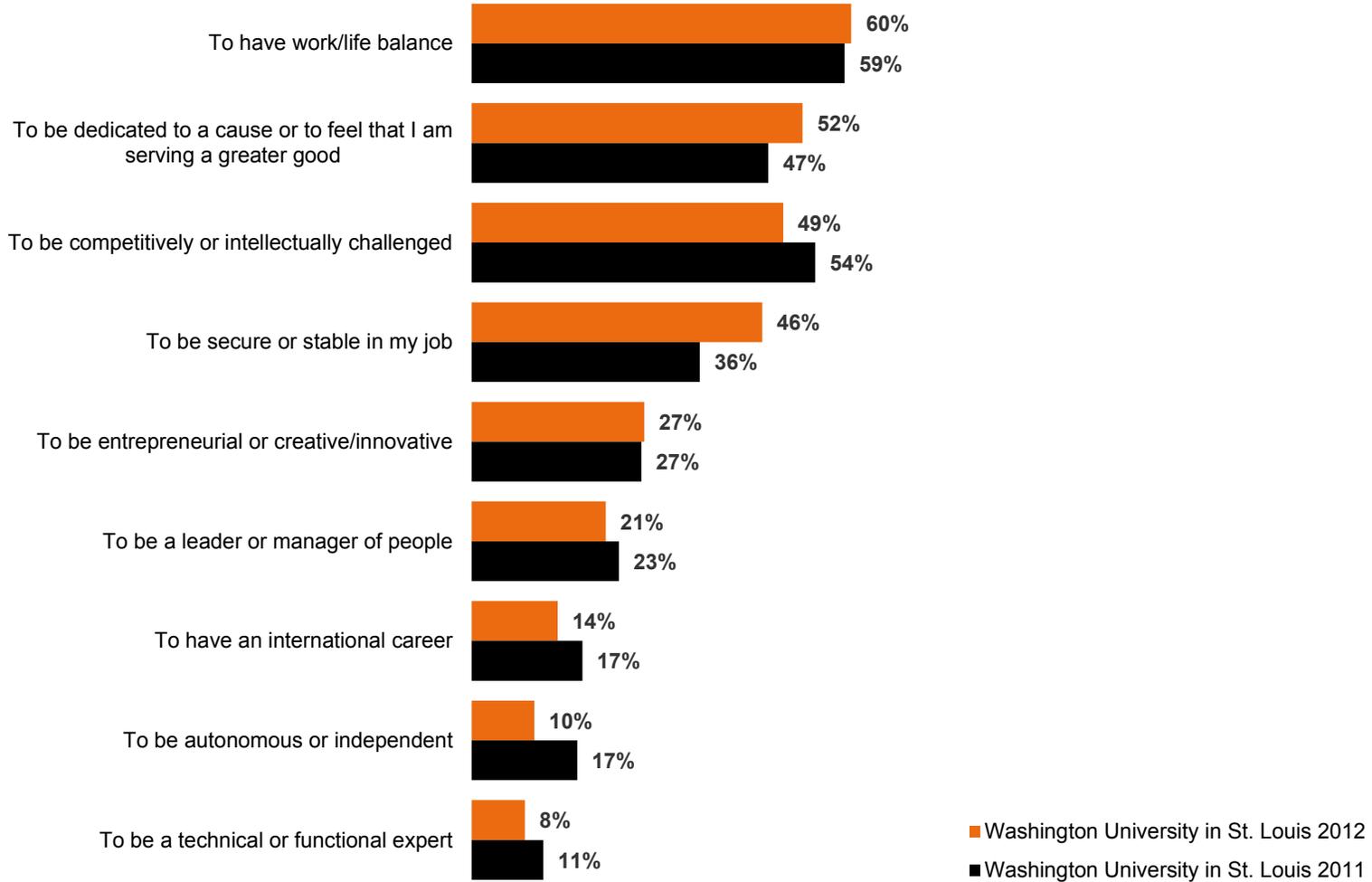
## WASHINGTON UNIVERSITY IN ST. LOUIS VS. TOTAL



**● SURVEY QUESTION**

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

**STUDENTS' CAREER & COMMUNICATION PREFERENCES**  
**CAREER GOALS • 2012 VS. 2011**  
**WASHINGTON UNIVERSITY IN ST. LOUIS**

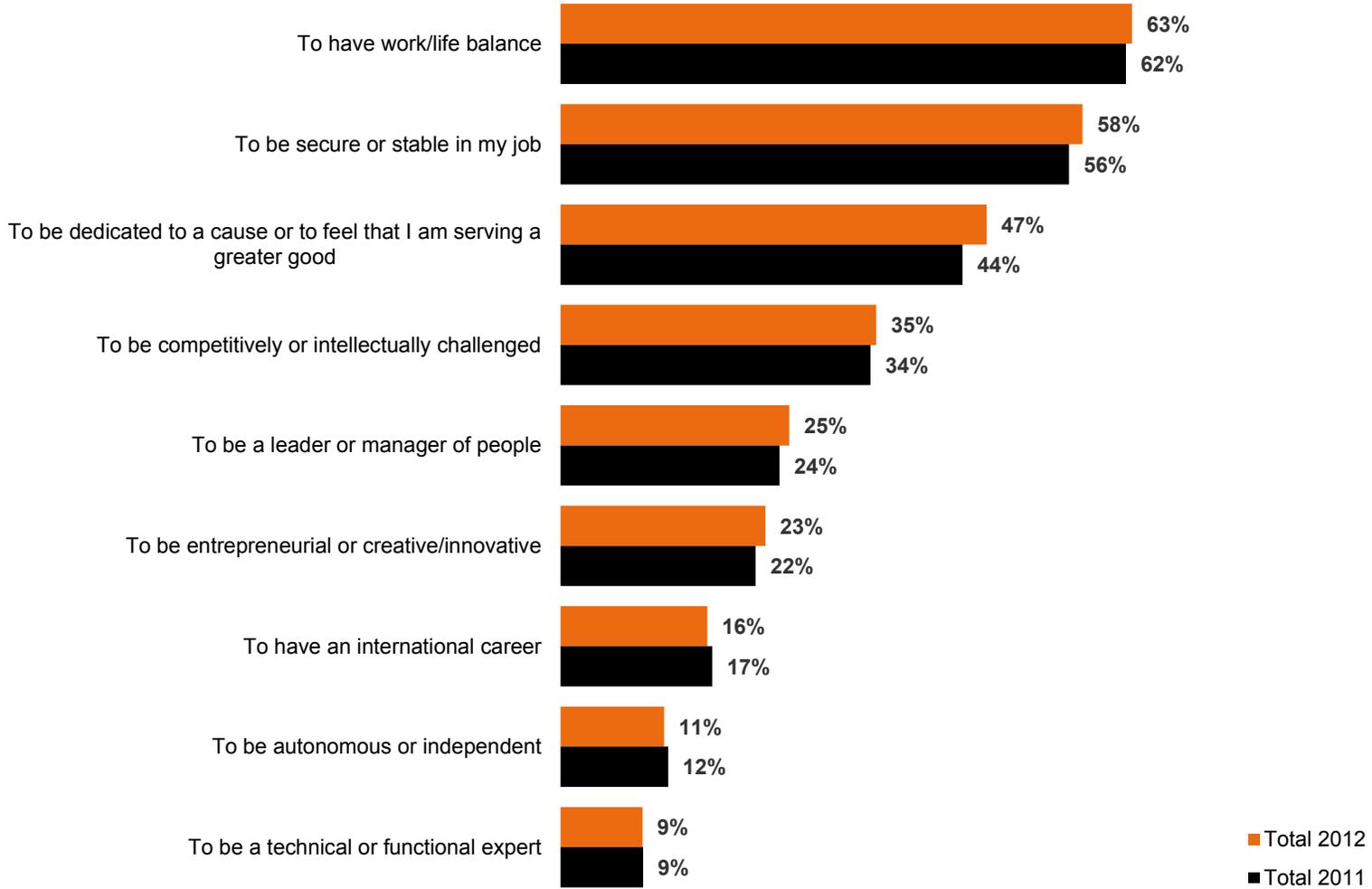


**● SURVEY QUESTION**

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

**STUDENTS' CAREER & COMMUNICATION PREFERENCES**

**CAREER GOALS • 2012 VS. 2011  
 TOTAL**



**● SURVEY QUESTION**

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

EXPECTED ANNUAL SALARY

Washington University in St. Louis

52,727 USD



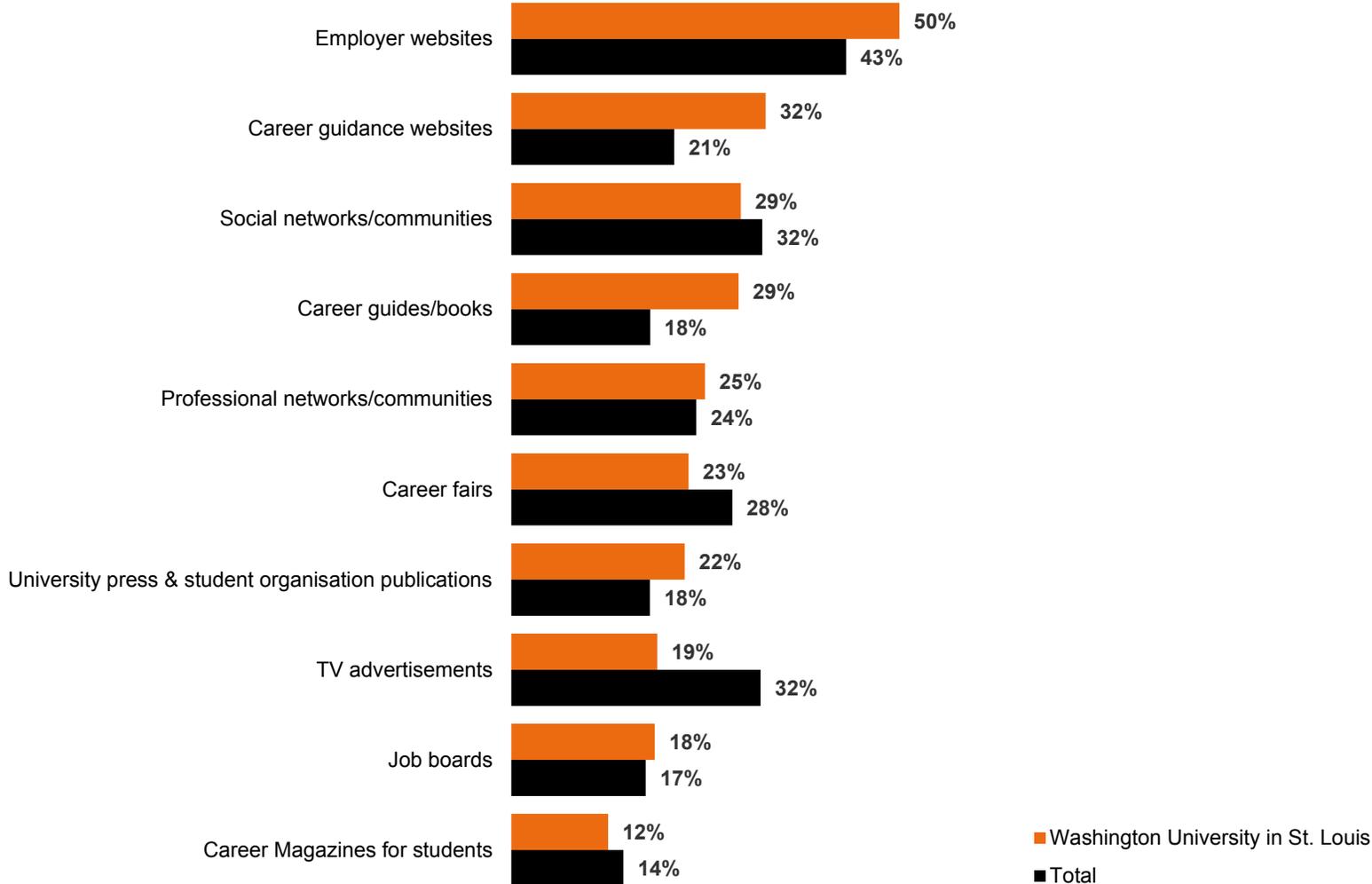
Total

50,642 USD

● SURVEY QUESTION

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

ACTUAL COMMUNICATION CHANNELS • TOP 10



**● SURVEY QUESTION**

Through which channels have you learnt about these employers?  
Please select as many alternatives as applicable

1. METHODOLOGY & KEY FINDINGS

2. STUDENTS' CAREER & COMMUNICATION PREFERENCES

**3.**

**STUDENTS' EMPLOYER PREFERENCES**



## THE DRIVERS OF EMPLOYER ATTRACTIVENESS

### EMPLOYER REPUTATION & IMAGE

#### The attributes of the employer as an organization

- Attractive/exciting products and services
- Corporate Social Responsibility
- Environmental sustainability
- Ethical standards
- Fast-growing/entrepreneurial
- Financial strength
- Innovation
- Inspiring management
- Market success
- Prestige

### PEOPLE & CULTURE

#### The social environment and attributes of the work place

- A creative and dynamic work environment
- A friendly work environment
- Acceptance towards minorities
- Enabling me to integrate personal interests in my schedule
- Interaction with international clients and colleagues
- Leaders who will support my development
- Recognizing performance (meritocracy)
- Recruiting only the best talent
- Respect for its people
- Support for gender equality

### JOB CHARACTERISTICS

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

- Challenging work
- Client interaction
- Control over my number of working hours
- Flexible working conditions
- High level of responsibility
- Opportunities for international travel/relocation
- Professional training and development
- Secure employment
- Team oriented work
- Variety of assignments

### REMUNERATION & ADVANCEMENT OPPORTUNITIES

#### The monetary compensation and other benefits, now and in the future

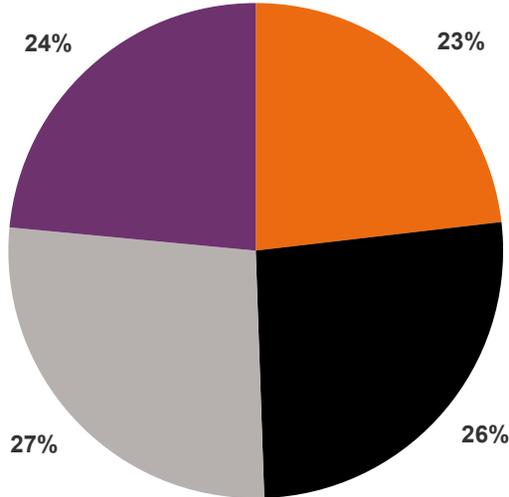
- Clear path for advancement
- Competitive base salary
- Competitive benefits
- Good reference for future career
- High future earnings
- Leadership opportunities
- Overtime pay/compensation
- Performance-related bonus
- Rapid promotion
- Sponsorship of future education

THE DRIVERS OF EMPLOYER ATTRACTIVENESS

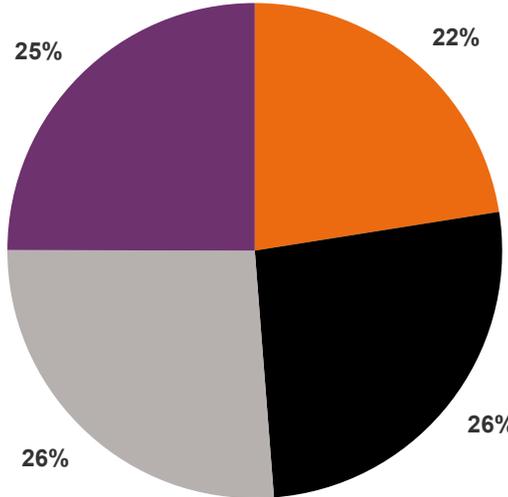


RELATIVE IMPORTANCE OF EACH DRIVER

Washington University in St. Louis



Total

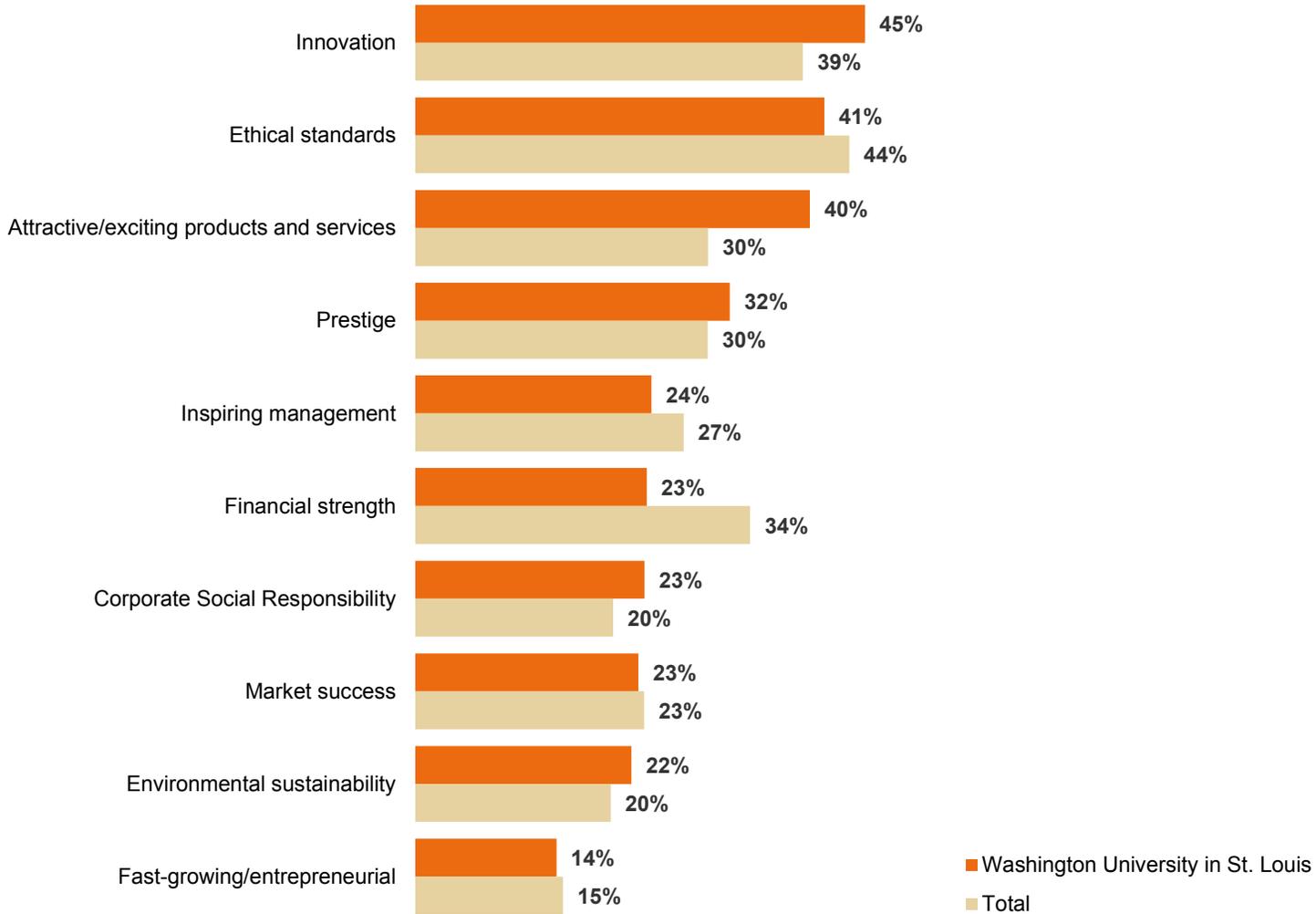


- EMPLOYER REPUTATION & IMAGE
  - JOB CHARACTERISTICS
- PEOPLE & CULTURE
  - REMUNERATION & ADVANCEMENT OPPORTUNITIES

**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*

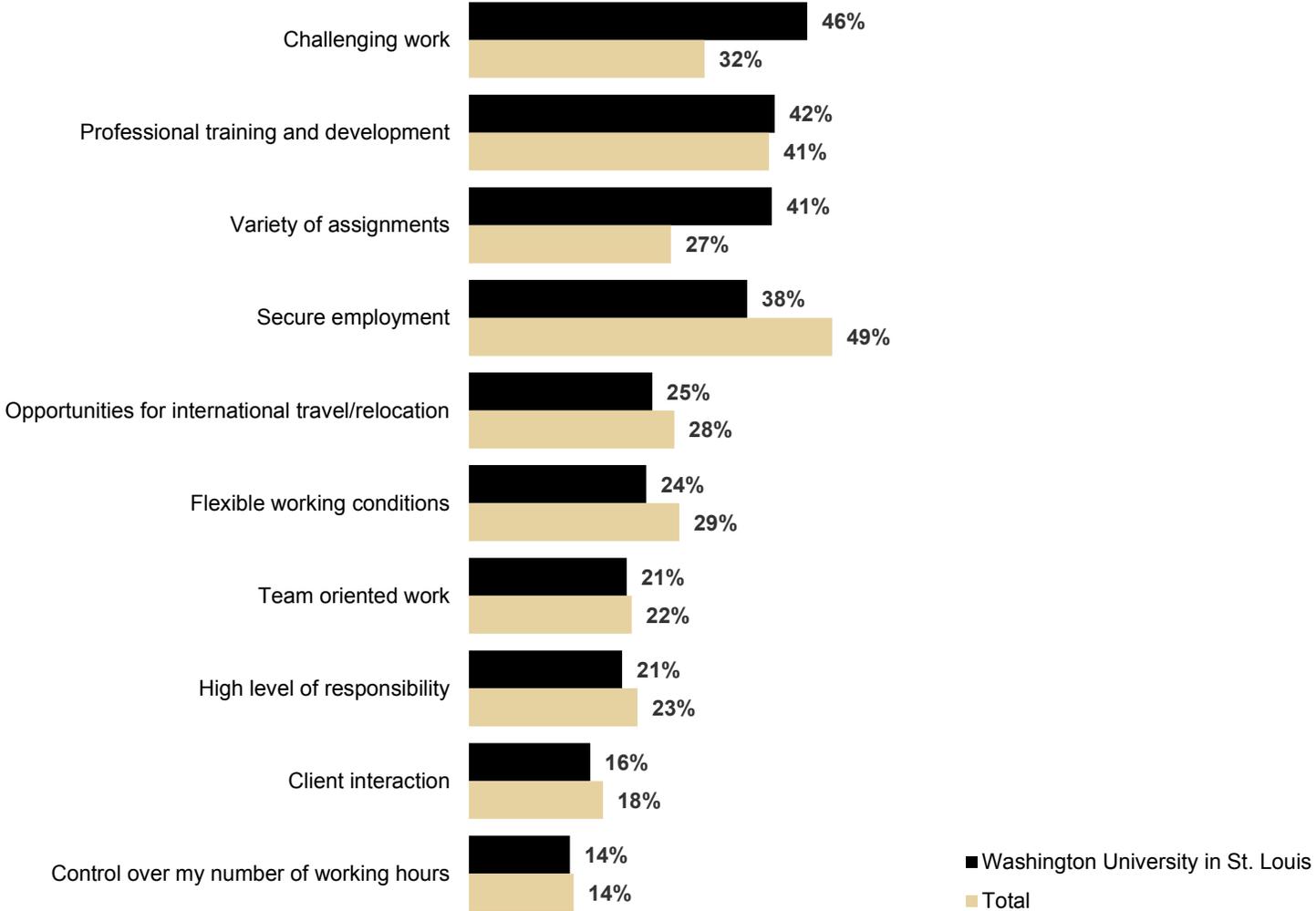
**STUDENTS' EMPLOYER PREFERENCES**  
**EMPLOYER REPUTATION & IMAGE**



**● SURVEY QUESTION**

Which attributes do you perceive as the most attractive?  
 Please select a maximum of three alternatives

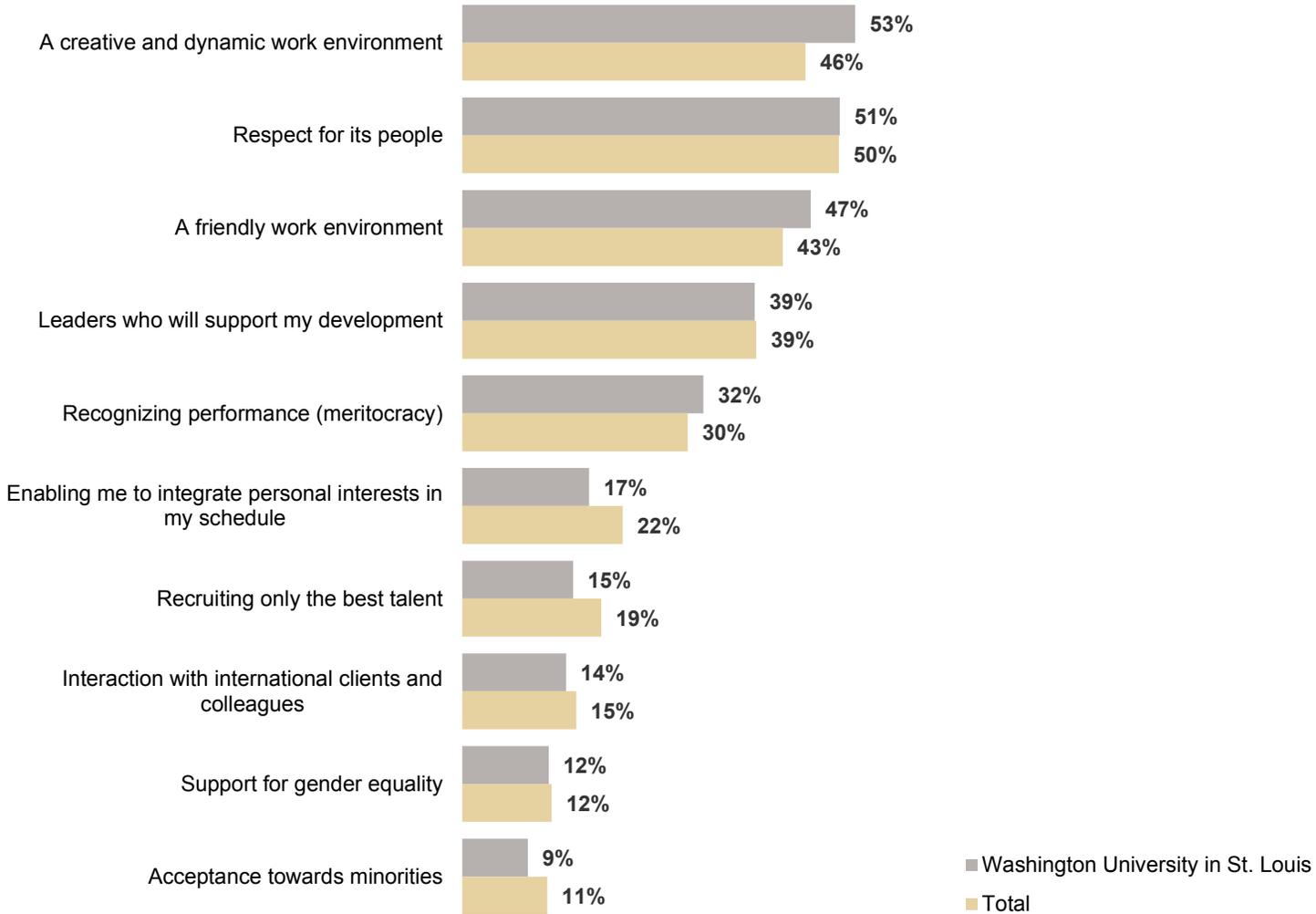
**STUDENTS' EMPLOYER PREFERENCES**  
**JOB CHARACTERISTICS**



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**STUDENTS' EMPLOYER PREFERENCES**  
**PEOPLE & CULTURE**



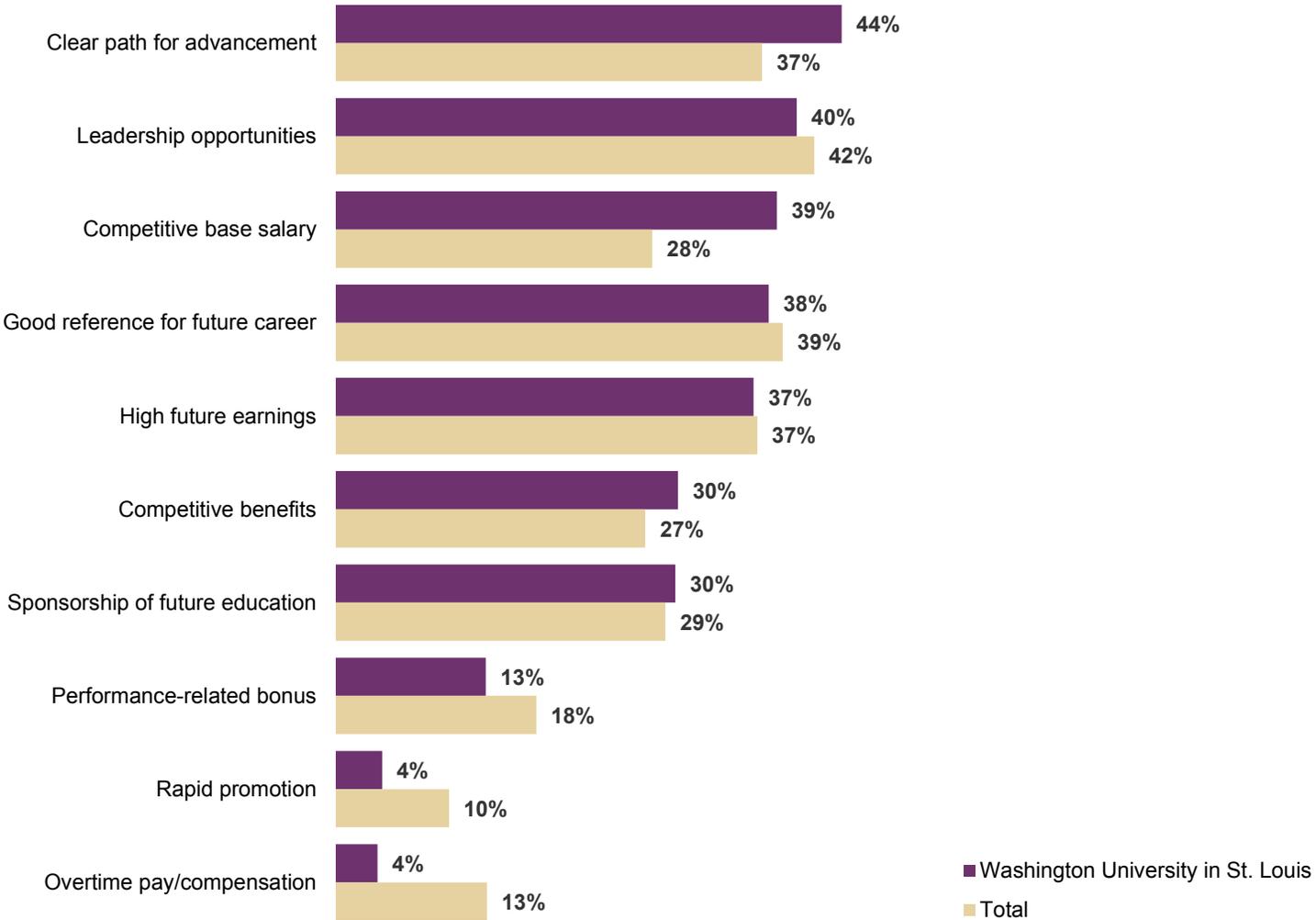
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**STUDENTS' EMPLOYER PREFERENCES**

**REMUNERATION & ADVANCEMENT OPPORTUNITIES**

REMUNERATION &  
 ADVANCEMENT  
 OPPORTUNITIES



**● SURVEY QUESTION**

Which attributes do you perceive as the most attractive?  
 Please select a maximum of three alternatives

STUDENTS' EMPLOYER PREFERENCES

**TOP FINDINGS**  
**OVERALL MOST ATTRACTIVE ATTRIBUTES • TOP 5**

**WASHINGTON UNIVERSITY IN  
ST. LOUIS**

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1. A creative and dynamic work environment (People & Culture)
2. Respect for its people (People & Culture)
3. A friendly work environment (People & Culture)
4. Challenging work (Job Characteristics)
5. Variety of assignments (Job Characteristics)

**TOTAL**

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1. Respect for its people (People & Culture)
2. Secure employment (Job Characteristics)
3. A creative and dynamic work environment (People & Culture)
4. A friendly work environment (People & Culture)
5. Professional training and development (Job Characteristics)

PLEASE NOTE: These tables show the attractiveness of each of the 40 attributes in relation to how important the students think its driver is. This analysis gives a summarized 360 degree view of what influences employer attractiveness.