

**trendence**

## **Graduate Barometer Europe 2013**

About the survey – About trendence

trendence Graduate Barometer Europe is an annual online student survey which allows students to express their opinion on topics related to career and education.

Since its launch in 2003, the number of students participating in this survey has grown steadily, with **over 340 000 students** taking part last year. This makes it the largest career survey in Europe. Partnerships with **over 1000 universities** from 24 European countries are to thank for its success.

The trendence Graduate Barometer provides universities and companies with valuable insights into students' preferences and expectations, making their entry into the labour market easier. In addition, students can compare their own results with the European average on completion of the survey. They also have a chance to win attractive prizes.

Ulrike Heyne  
Senior Project Manager

# About the survey

## Facts and benefits



### How does it work?

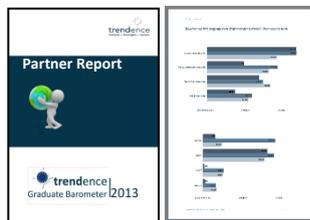
The trendence Graduate Barometer is conducted online. There are no fees and it is a quick and easy procedure for you as a university partner.

The most successful method of guaranteeing students' participation is to send an email containing a link to the online survey directly to your students. To do this, we will send you an email-template which you can then forward in your name.

This method tends to have the highest response rate, which optimises the accuracy of the results shown in your Partner Report.

Alternatively, you can place the link in a newsletter or on a popular university website.

We will work together with you to decide how you can best take part in the survey. We will provide you with all the material you need.



### How does your university benefit from the survey?

If you choose to become a trendence Graduate Barometer partner and if your university achieves enough answers, you will receive an exclusive Partner Report. This report compares the results from your university with average results from Europe.

You will be able to choose the type of report best suited to your needs, focusing respectively on the results of:

- all participating students
- business students
- engineering/IT students

### What questions are asked in the survey?



Some of the topics dealt with in the trendence Graduate Barometer include:

- The most important factors when choosing a university
- How students rate their own university on these factors
- Expected time & number of application needed to find first job
- How far students are willing to relocate for their career
- Expected income, working hours and length of time in first job
- Students' previous experience and English language skills
- Students' opinions on certain educational and employment themes
- The most popular employers among students

### How do your students benefit from the survey?



If your students take part in the trendence Graduate Barometer, they will receive an exclusive Student Report. This report shows the results from Graduate Barometer 2012 with average results from Europe including the top employer ranking. Furthermore they can win several cash prizes.

# About trendence

## Data and facts



### ESOMAR

Members agree to abide by the ICC/ESOMAR International Code on Market and Social Research, which has been jointly drafted by ESOMAR and the International Chamber of Commerce and is endorsed by the major national professional bodies around the world.

## trendence research

trendence is Europe's leading research institute specialising in employer branding, personnel marketing and recruiting. Every year, more than 530,000 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.

## Media impact



Our research is established in almost all European markets as an important independent measuring instrument. We are privileged to have the most important publishing medias in each country as our partners. To mention only a few in Europe: **The Engineer (UK)**, **Gradireland (IE)**, **L'Etudiant (FR)**, **Handelszeitung (CH)**, **Frankfurter Allgemeine Sonntagszeitung (DE)**, **Mladá fronta Dnes (CZ)** and many more.

To get a full overview over the latest publications, please visit our website: [www.trendence.com/press](http://www.trendence.com/press)

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