



UNIVERSUM STUDENT SURVEY 2012

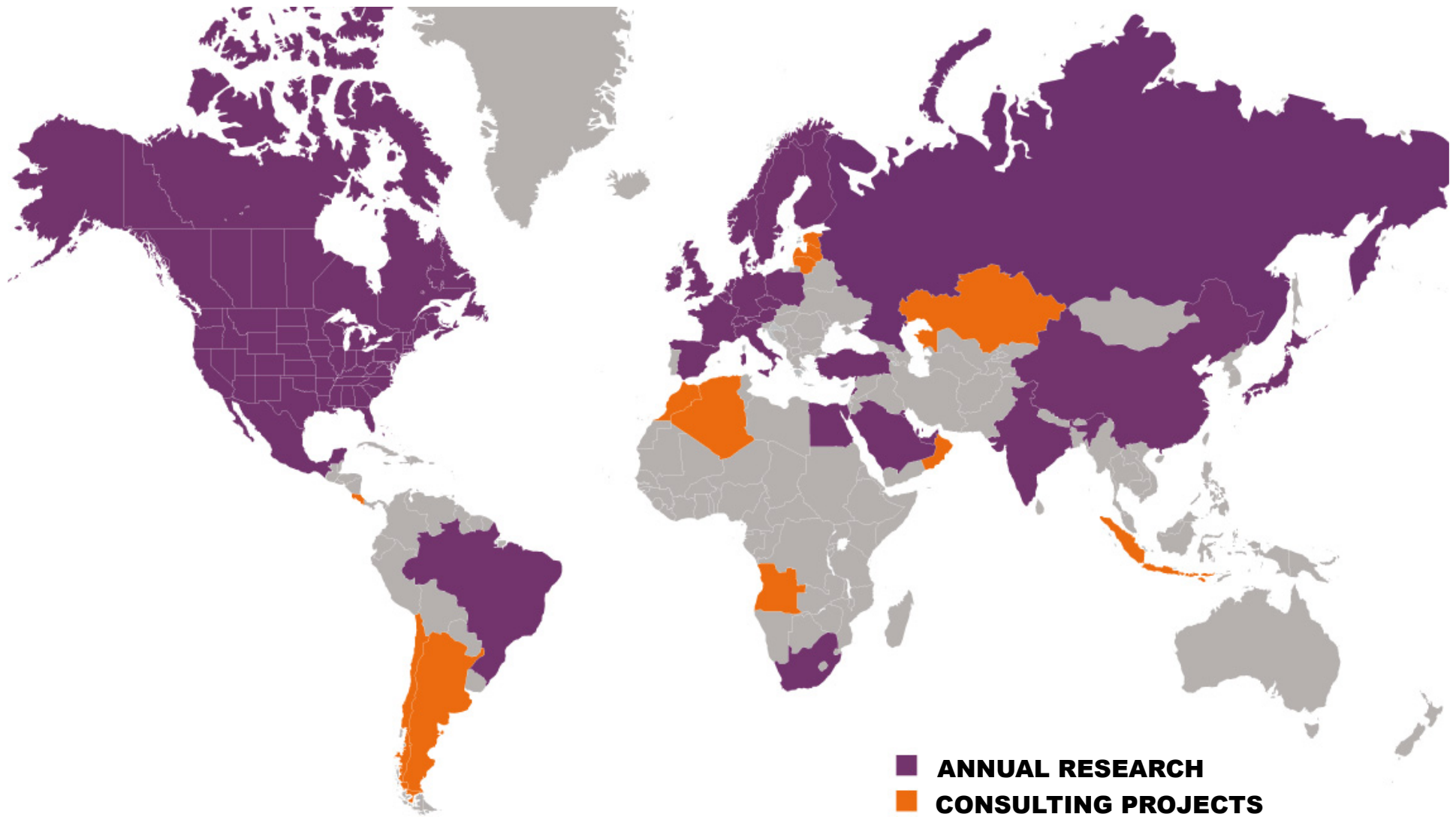
University Report • US Undergraduate Edition

Washington University in St. Louis

All students
(Edited for careercenter.wustl.edu)

WWW.UNIVERSUMGLOBAL.COM

UNIVERSUM
Building Brands to Capture Talent



UNIVERSUM IN THE WORLD

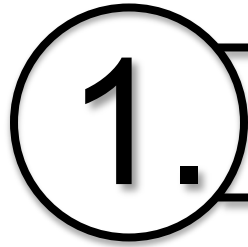
ABOUT US

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.





METHODOLOGY & KEY FINDINGS

2. STUDENTS' CAREER & COMMUNICATION PREFERENCES

3. STUDENTS' EMPLOYER PREFERENCES



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
Group 1	
Washington University in St. Louis	278
Group 2	
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

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

Washington University in St. Louis



Total



Female Male

SURVEY QUESTIONS

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

1. METHODOLOGY & KEY FINDINGS

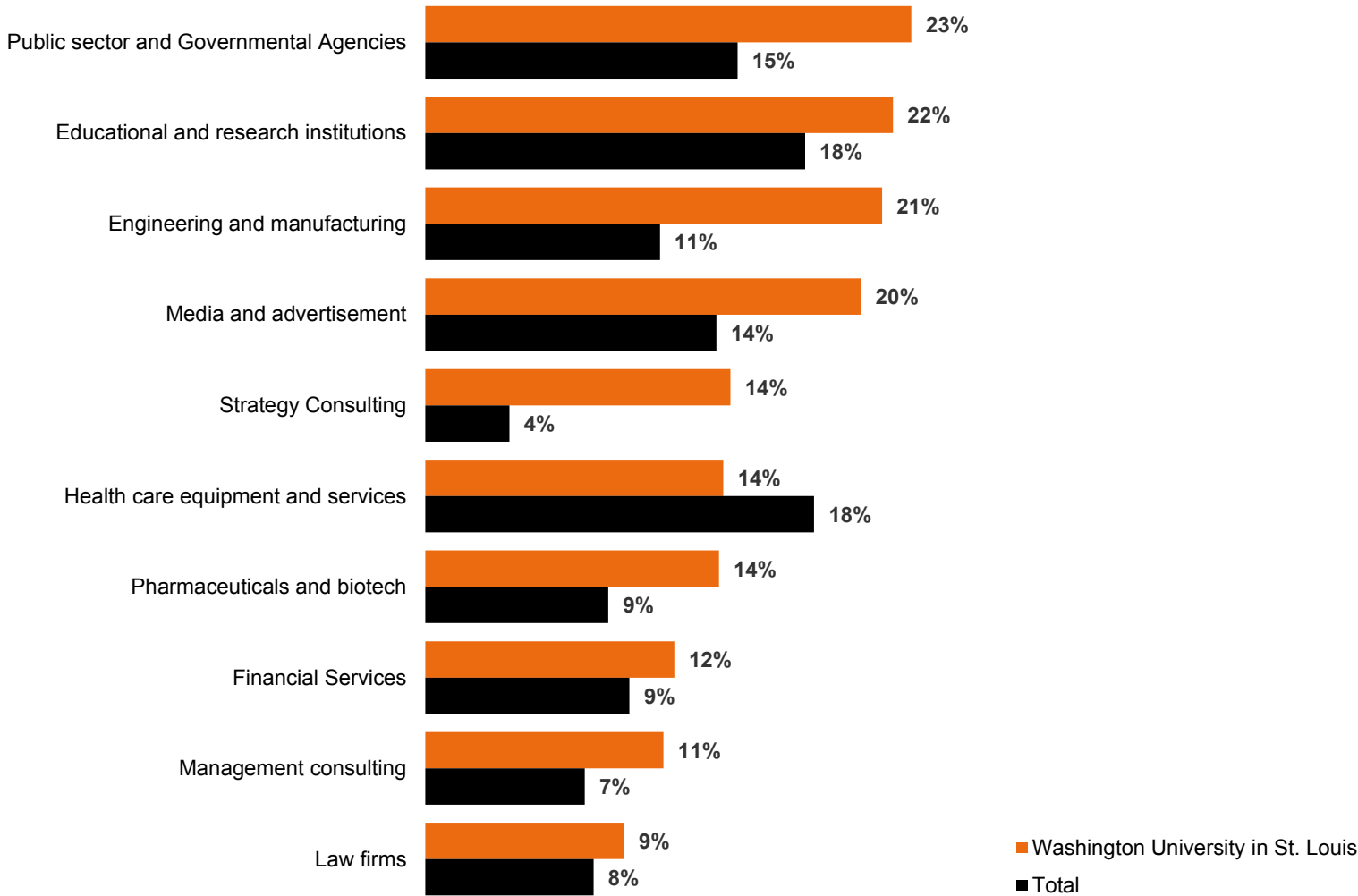
2.

STUDENTS' CAREER & COMMUNICATION PREFERENCES

3. STUDENTS' EMPLOYER PREFERENCES



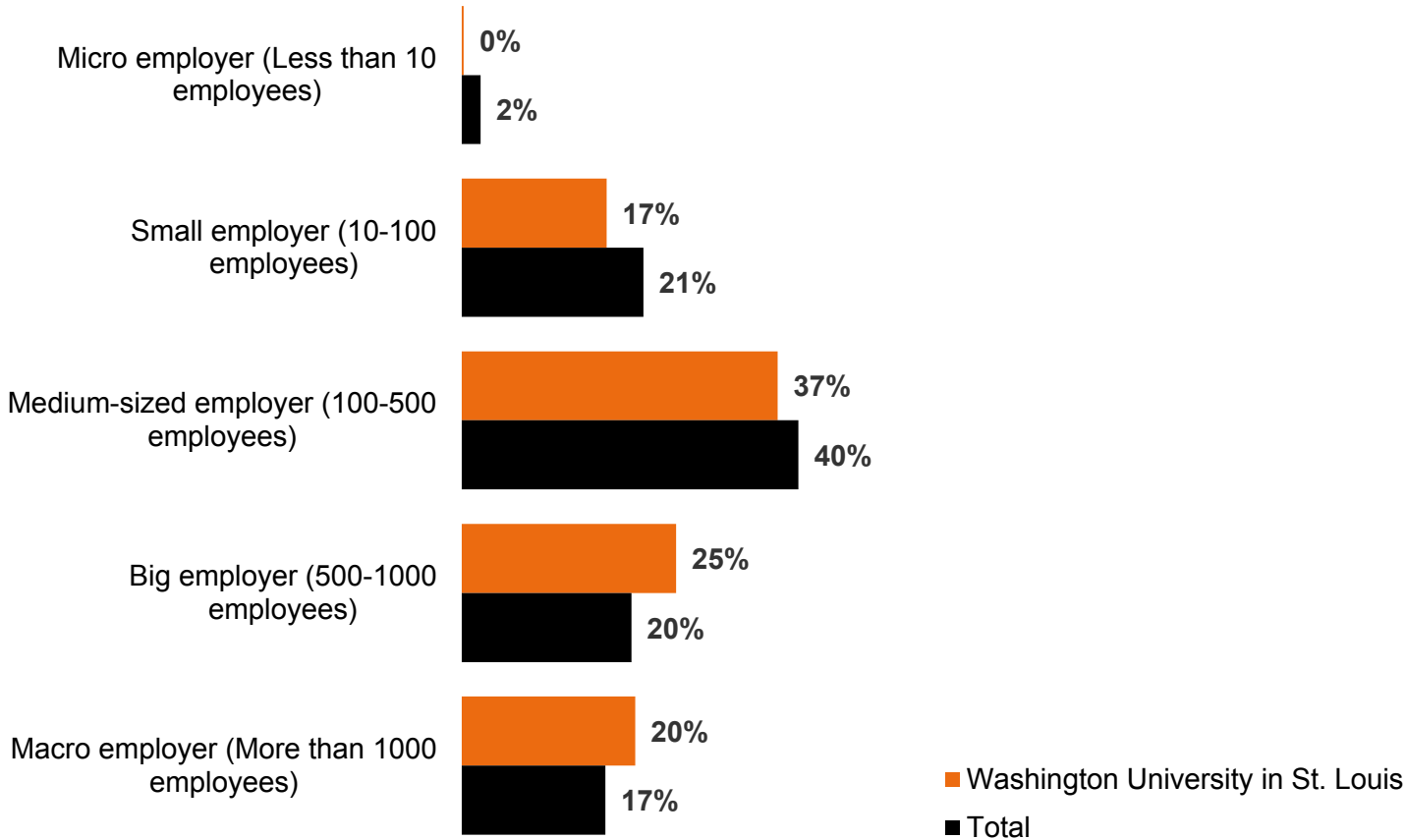
MOST PREFERRED INDUSTRIES



● 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*

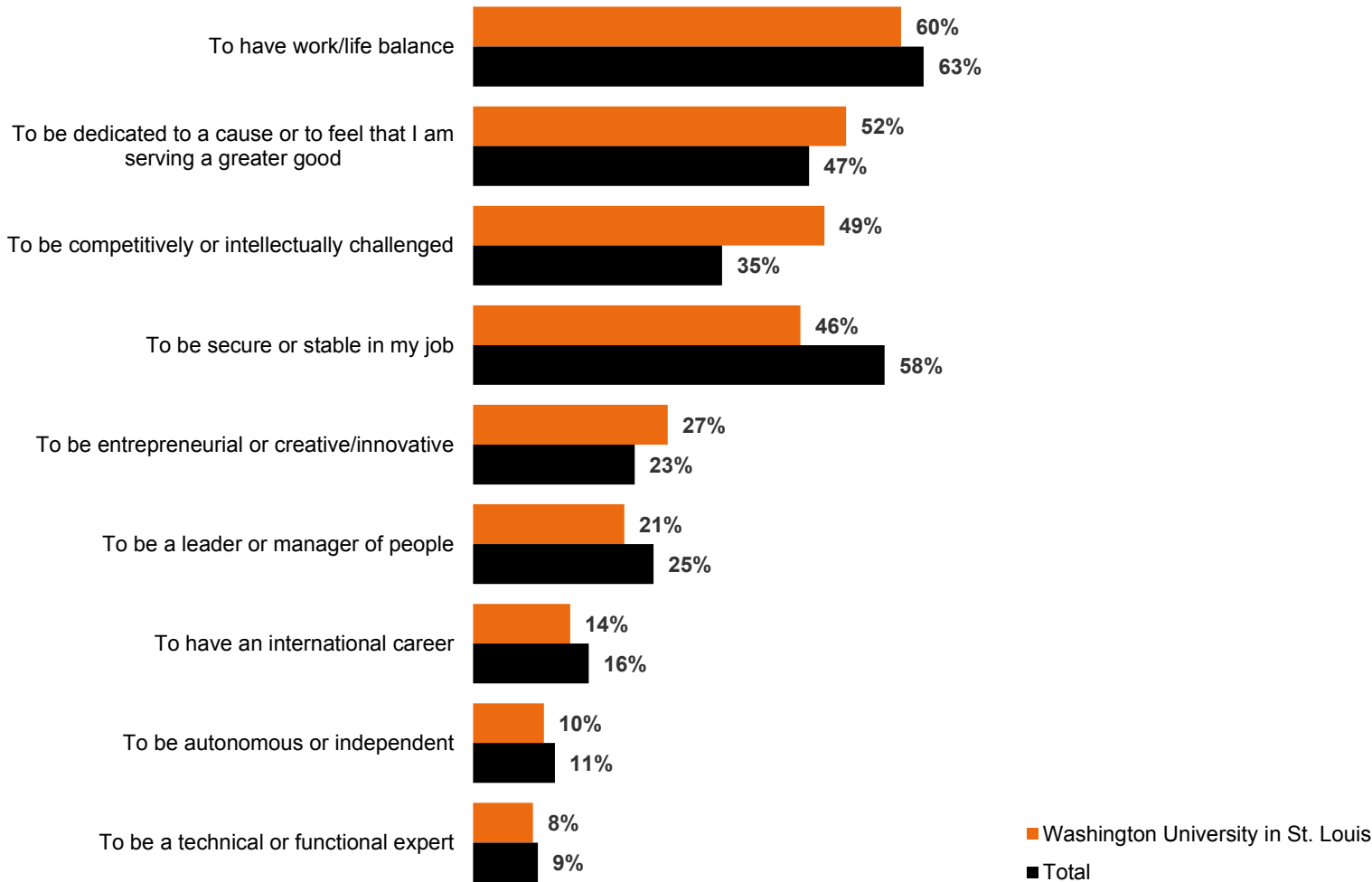
PREFERRED SIZE OF EMPLOYER



● SURVEY QUESTION

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

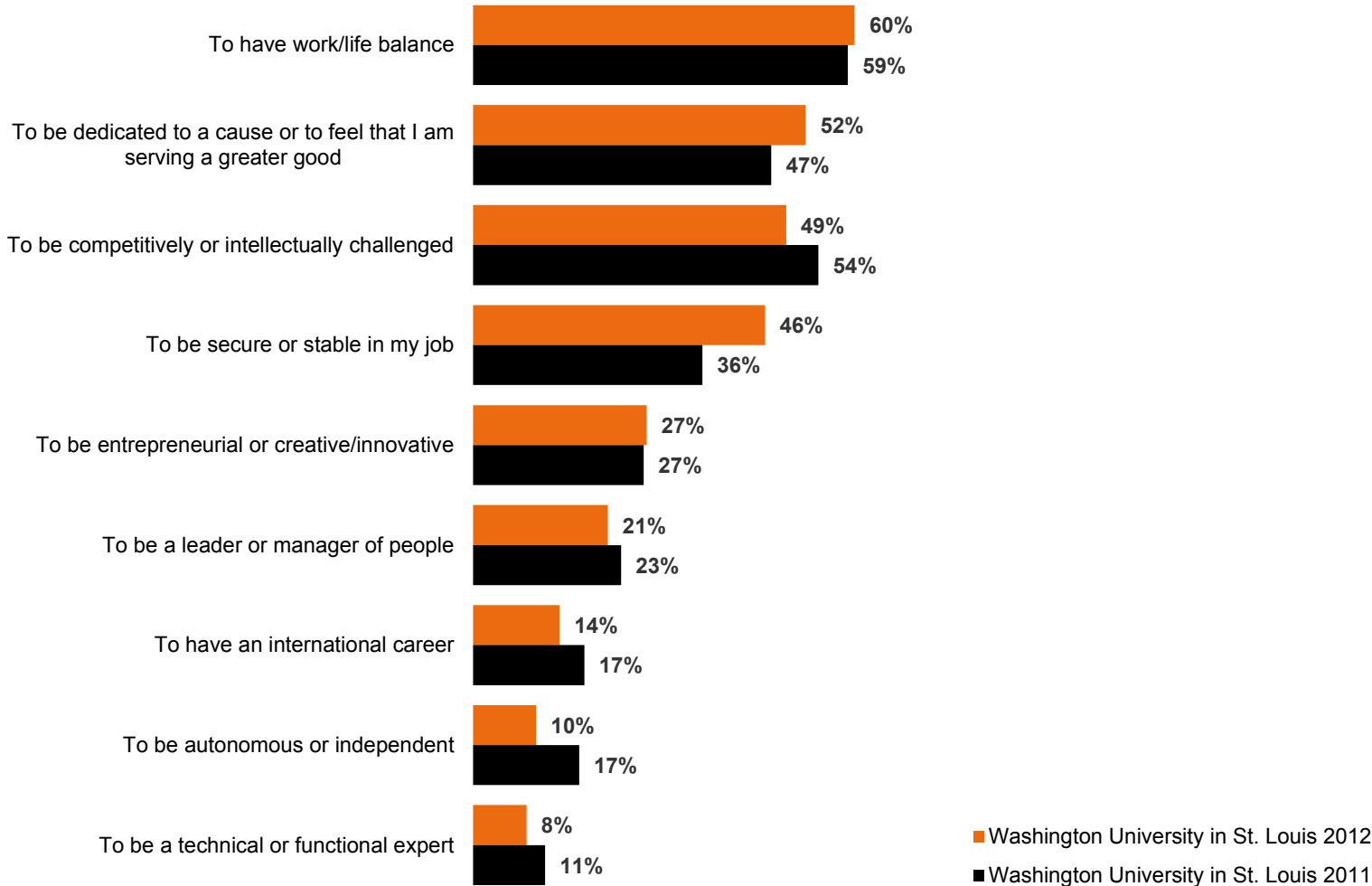
CAREER GOALS
WASHINGTON UNIVERSITY IN ST. LOUIS VS. TOTAL



● SURVEY QUESTION

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

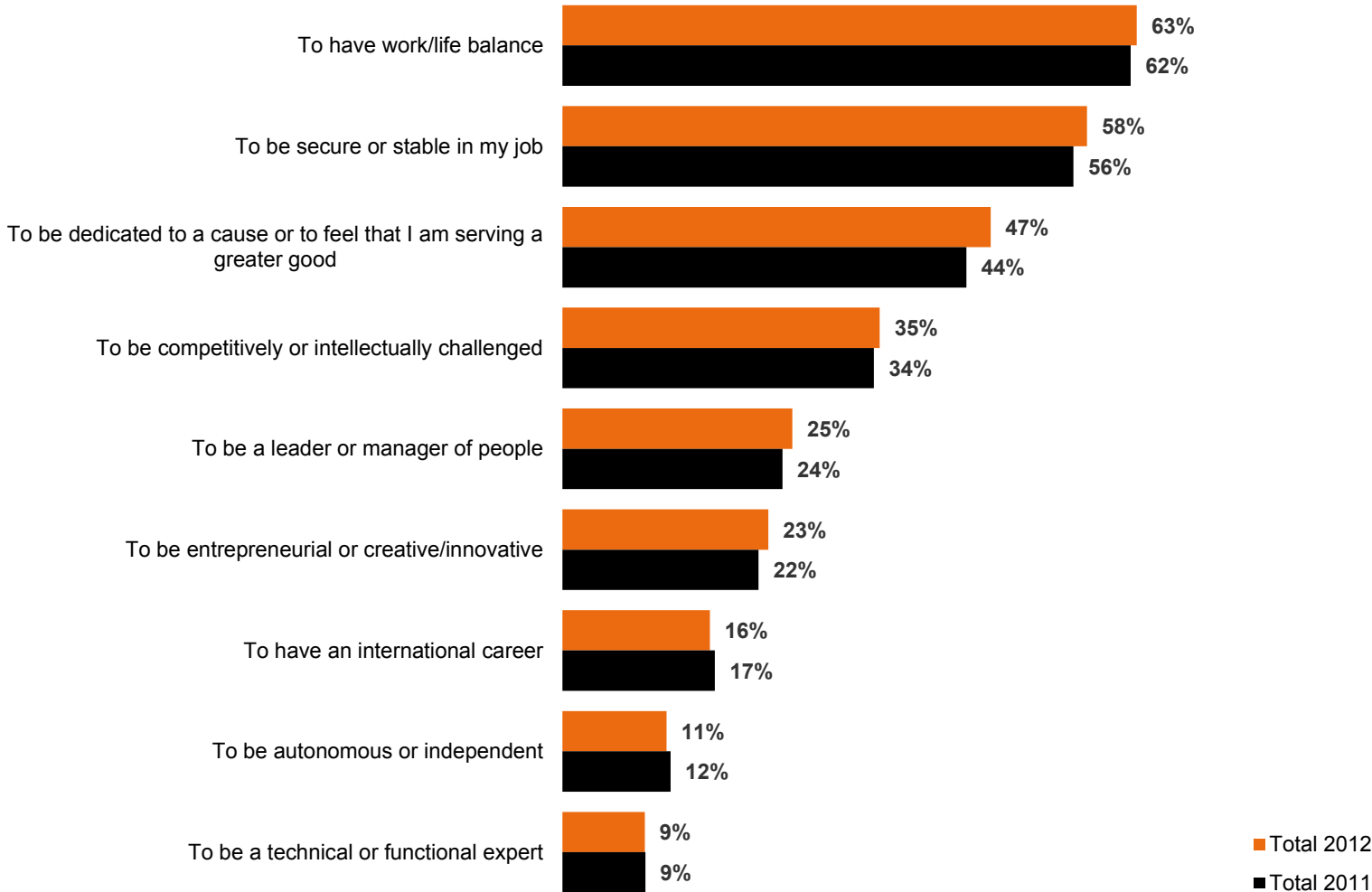
CAREER GOALS • 2012 VS. 2011
WASHINGTON UNIVERSITY IN ST. LOUIS



● SURVEY QUESTION

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

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



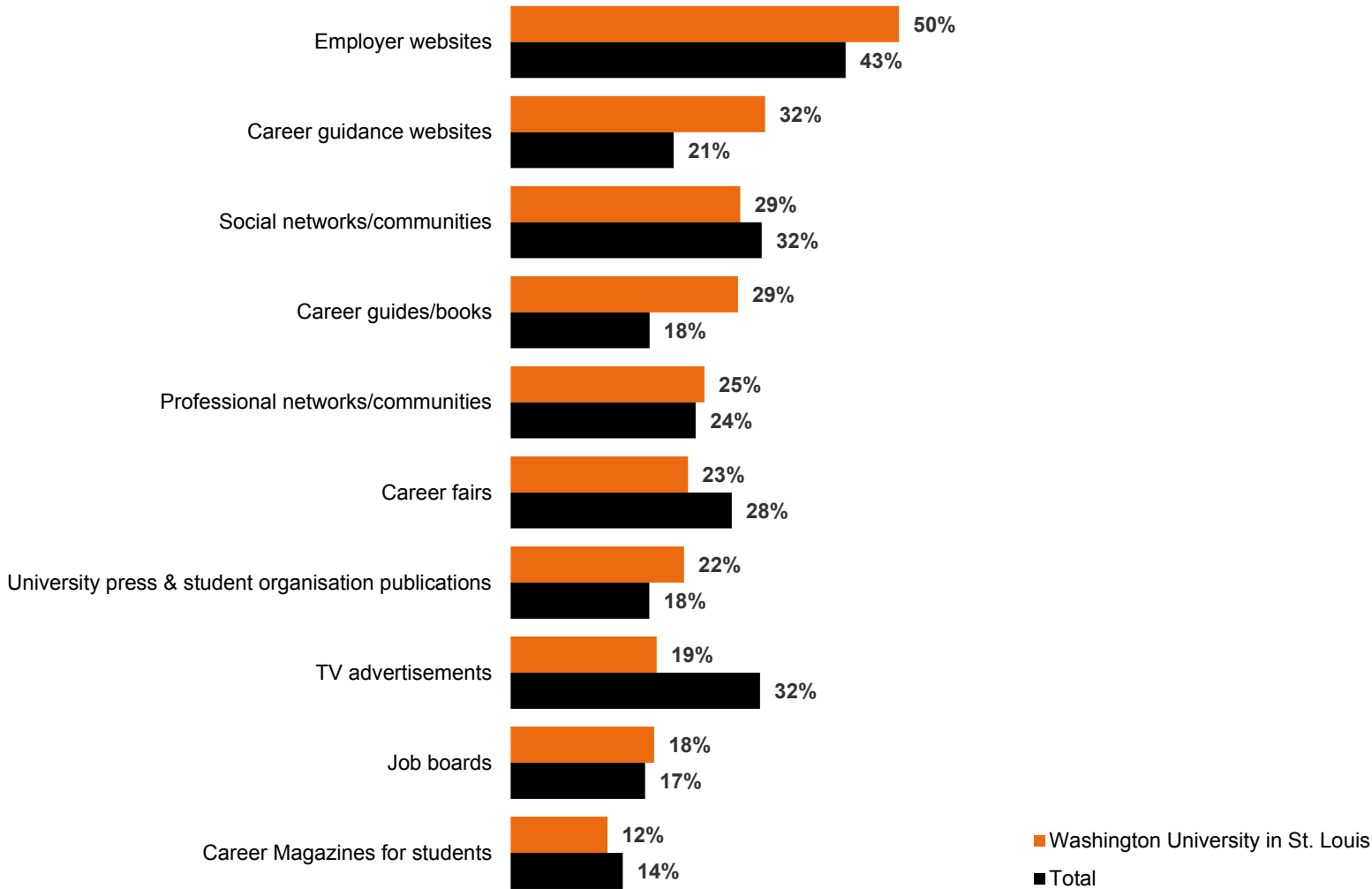
Total

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

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

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

REMUNERATION & ADVANCEMENT OPPORTUNITIES

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

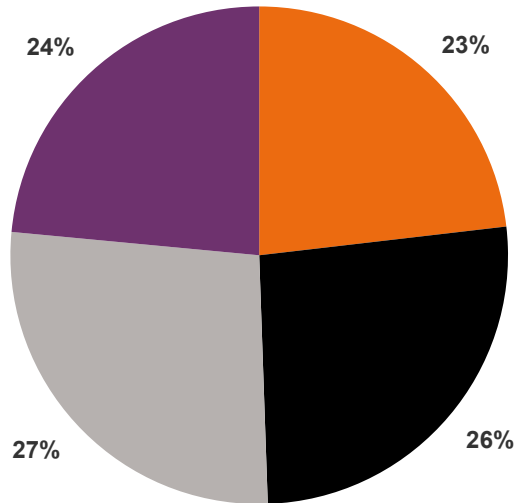
- Clear path for advancement
- Competitive base salary
- Competitive benefits
- Good reference for future career
- High future earnings
- Leadership opportunities
- Overtime pay/compensation
- Performance-related bonus
- Rapid promotion
- Sponsorship of future education

THE DRIVERS OF EMPLOYER ATTRACTIVENESS

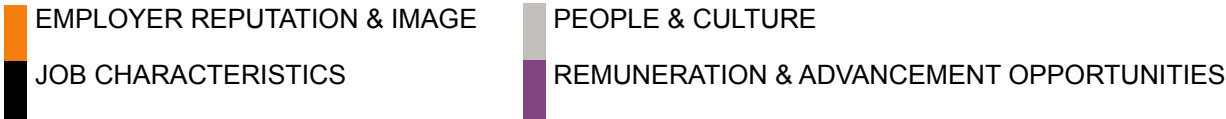
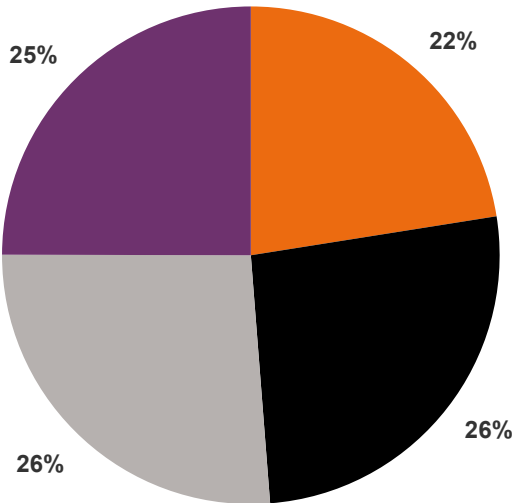


RELATIVE IMPORTANCE OF EACH DRIVER

Washington University in St. Louis



Total

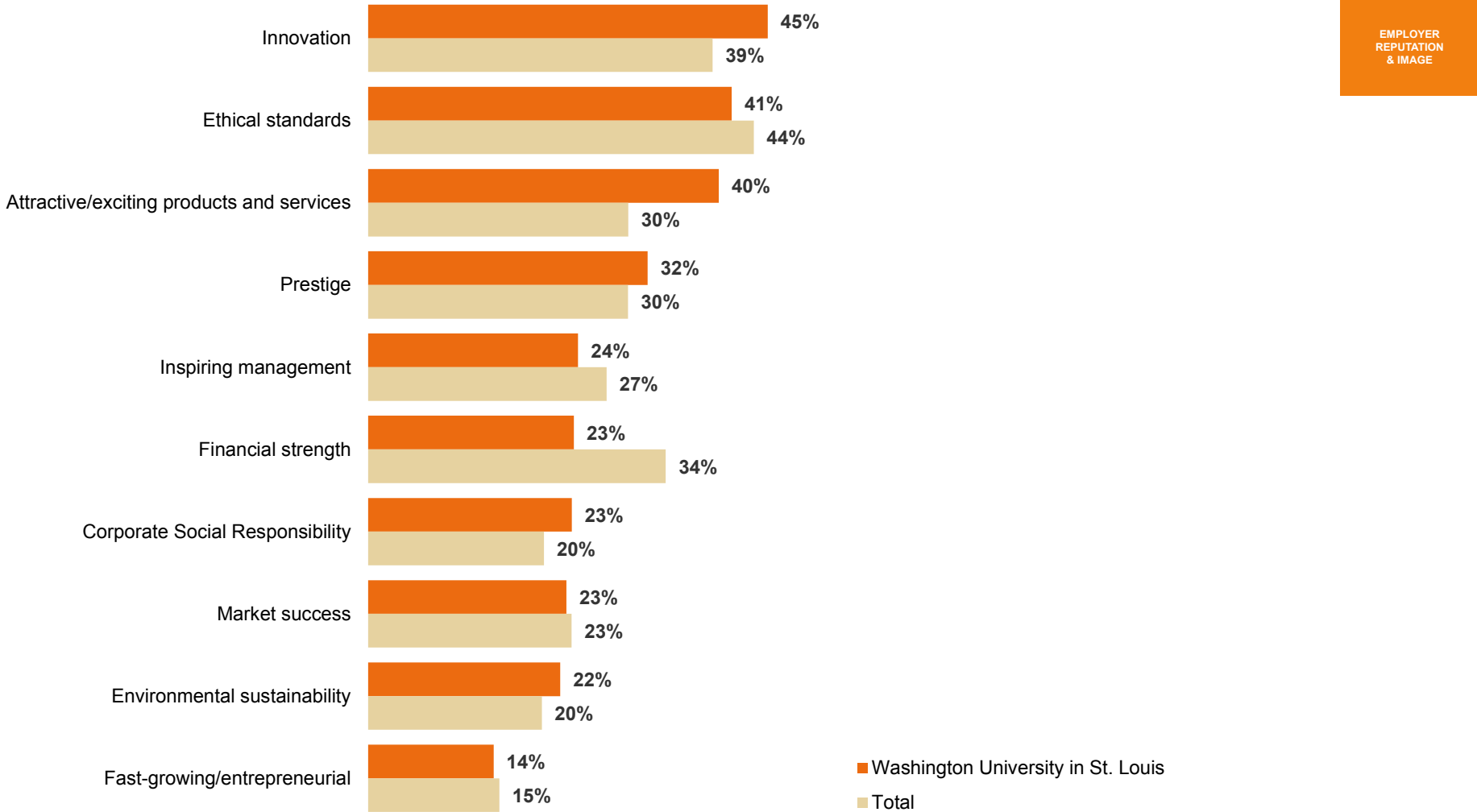


SURVEY QUESTION

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

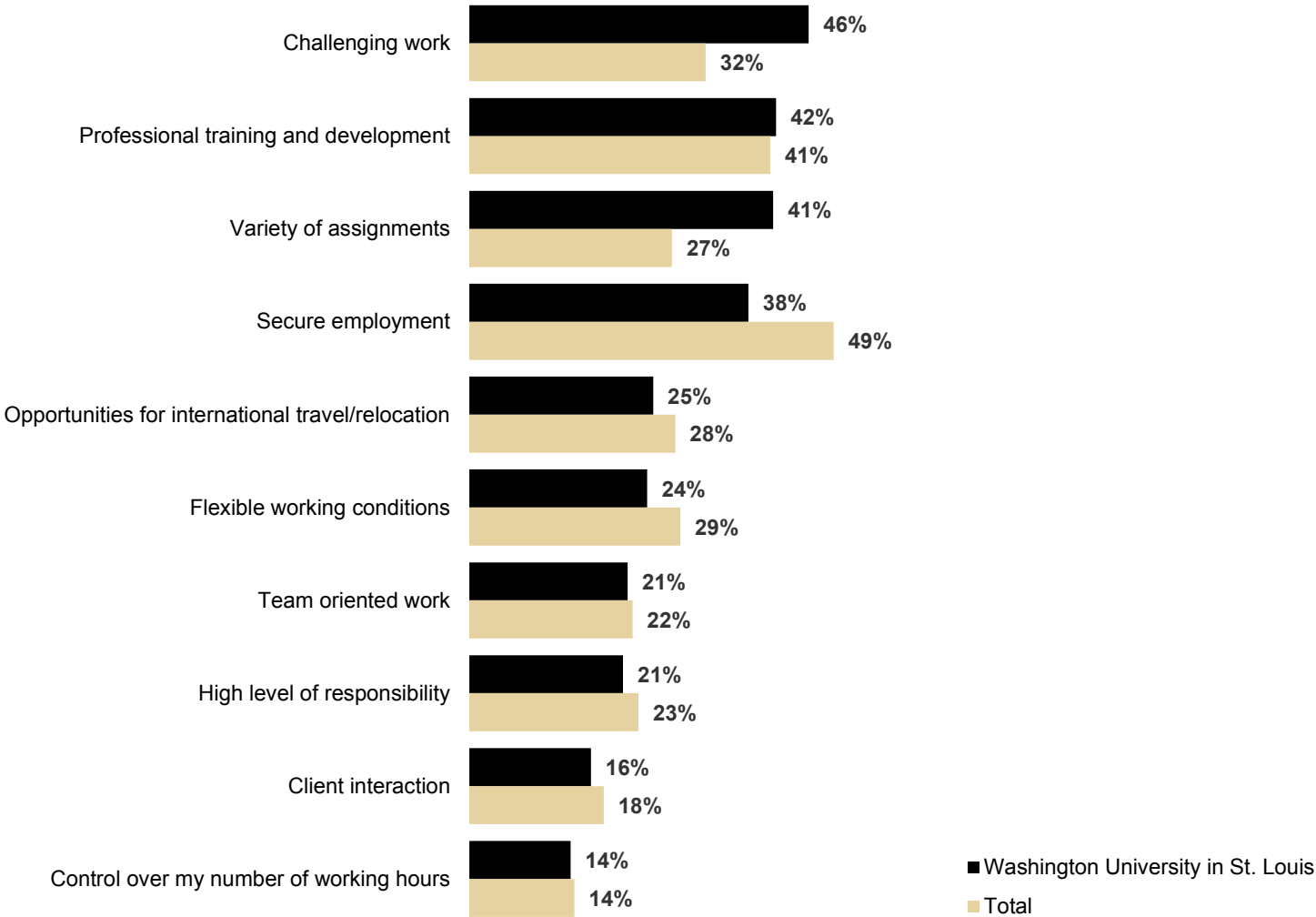


● SURVEY QUESTION

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

STUDENTS' EMPLOYER PREFERENCES
JOB CHARACTERISTICS

JOB
CHARACTERISTICS



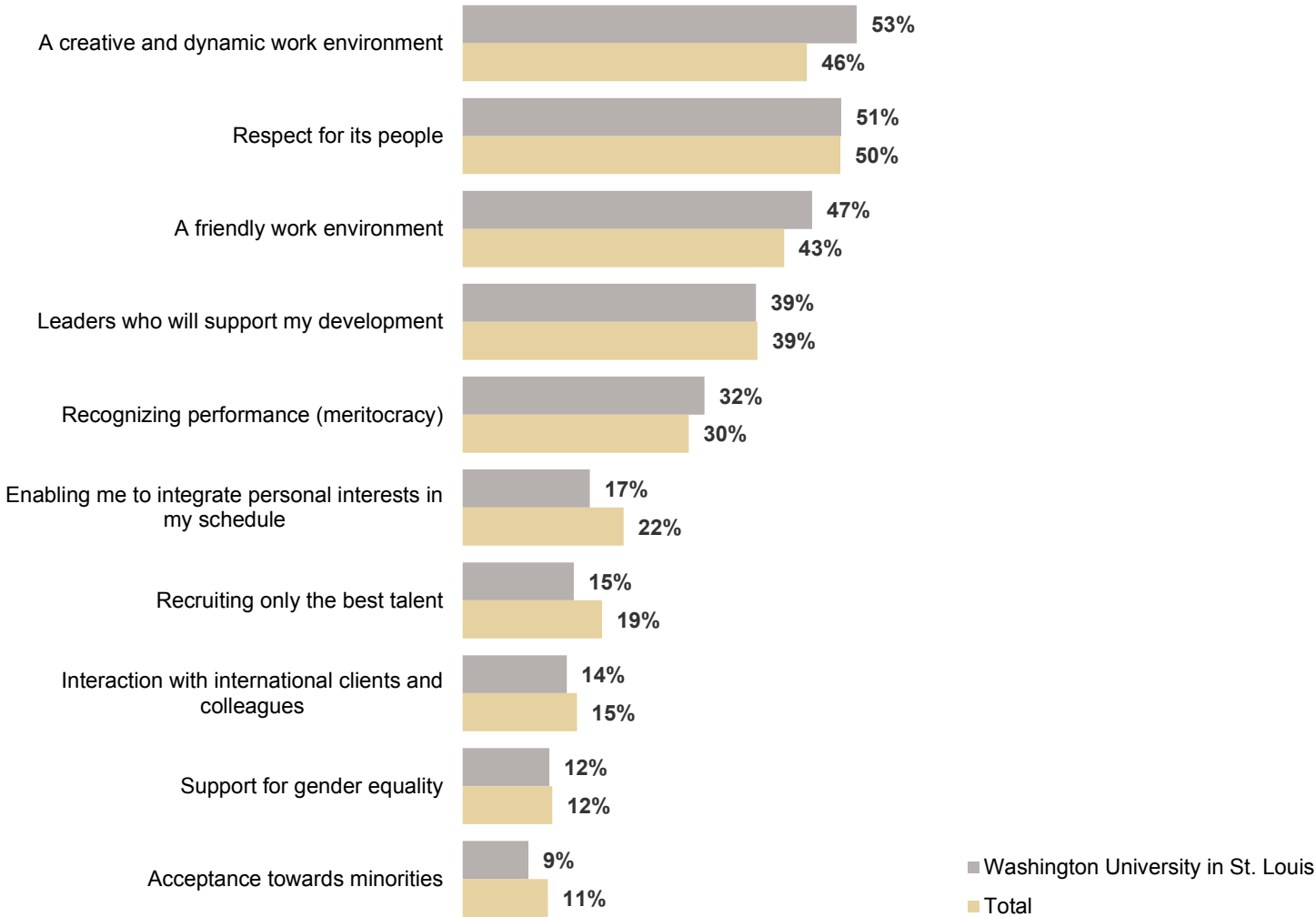
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STUDENTS' EMPLOYER PREFERENCES

PEOPLE & CULTURE

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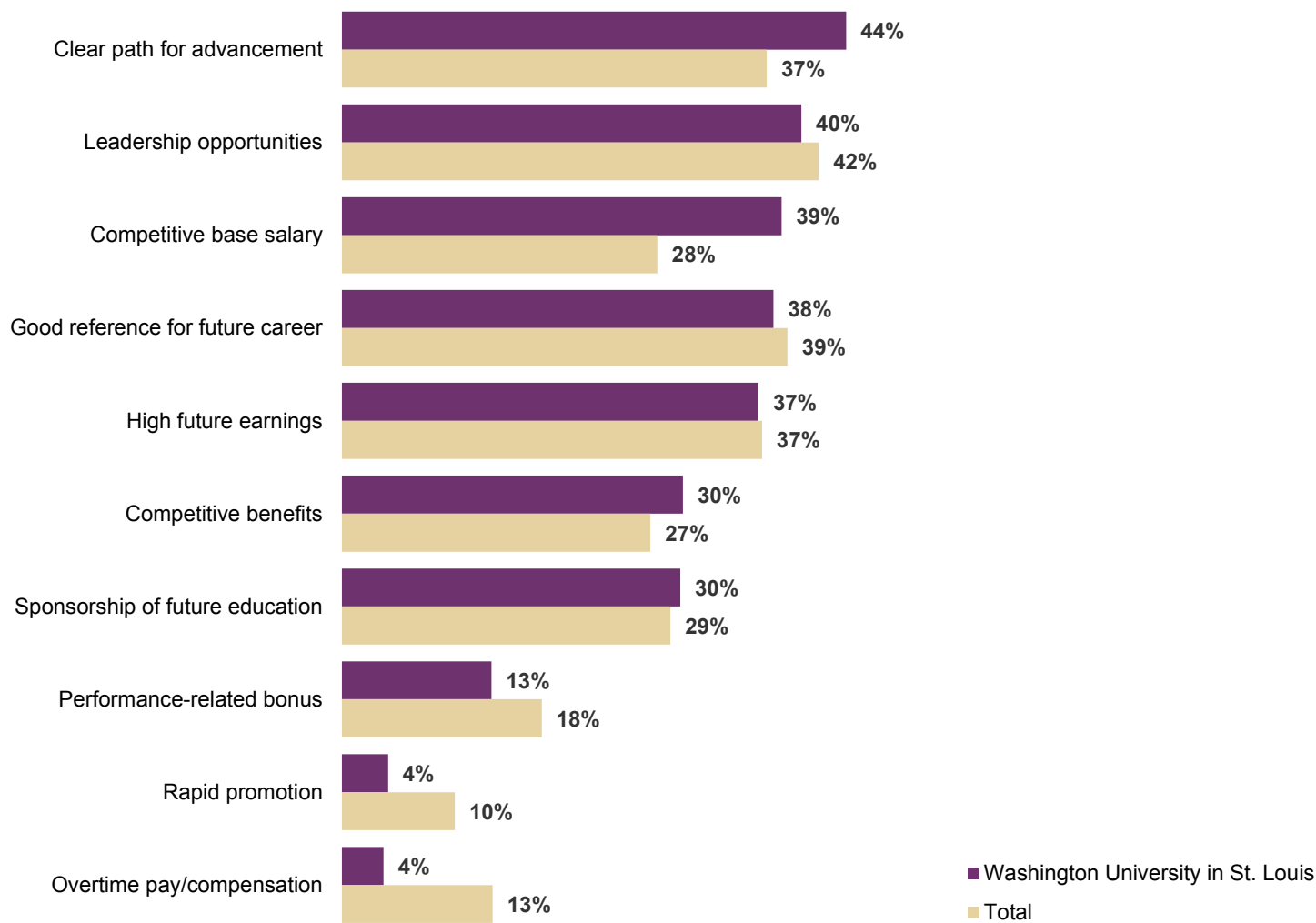


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REMUNERATION & ADVANCEMENT OPPORTUNITIES

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

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

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)