



**Business Edition** 

Universitatea Babeş-Bolyai din Cluj-Napoca



#### The European Student Barometer 2009 Partner Report

Welcome to the European Student Barometer Partner Report 2009.

First of all we would like to thank you for your participation in the European Student Barometer. Through cooperation with institutions like yours, this year has been our most successful yet, with more than 195 000 students taking part in the survey: Twice as many participants as the previous survey.

Over the years, **trend**ence has become Europe's leading research institute conducting online student surveys. The results of these surveys are used by employers and universities to learn more about students, making our data an important bridge between higher education and the labour market. We look forward to many more years of cooperation with your institution.

We hope you find this report interesting and useful, and welcome any comments or requests you may have.

Yours sincerely

Ryan King

Research Manager - Europe



#### Contents

About the survey	4
Europe wide participation in the European Student Barometer 2009	5
Cockpit	6
Chapter I: Education and university evaluation	7
Important factors when choosing a university course	
Evaluation of university performance	
Importance vs. evaluation - university level	
Interest in studying a master course abroad	
Desired master course destination	
Students wanting to study a master course in Romania	14
Chapter II: Career	15
Job application process	
Estimated timeframe to find first position (months)	
Estimated number of applications to find first position	17
Expectations of first position	18
Expected gross annual salary	18
Desired weekly working hours	19
Desired time in first position	19
Mobility	20
Chantar III. Employer attractiveness	•
Chapter III: Employer attractiveness	21
Employer attractiveness	22
Chapter VI: The students	23
Student sample profile	24
Age and gender	
Subject  Expected length of education and academic achievement	
Experience and highly advanced English language skills	
Opinions	29
Appendix	31
••	
About trandence	20

#### About the survey

The European Student Barometer has grown to be the largest survey on career, education and employer topics in Europe. More than 775 institutions in 22 countries took part and over 195 000 students answered the survey.

The survey was conducted in the following countries: Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, the Netherlands, Norway, Poland, Portugal, Slovakia, Spain, Sweden, Switzerland, the United Kingdom and in two new countries: Romania and Russia.

The field phase of the survey took place from 15.09.2008 – 31.01.2009. The students were asked about their preferences and expectations in their future career, their satisfaction with their university, and the attractiveness of future employers.

The main target group for the survey was business/economics and engineering/IT students, however, we are of course interested in hearing the opinions of all students. Therefore we have three editions of the ESB Partner Report: business, engineering and total.

The survey was conducted online and the students were invited by the universities by email, web page banner or newsletter.

The report is divided into four chapters: Education and university evaluation, Career, Employer attractiveness and the Students.

# Europe wide participation in the European Student Barometer 2009



Country	Answers
Austria	5031
Belgium	11878
Czech Republic	8379
Denmark	2228
Finland	5997
France	22015
Germany	2848
Greece	1005
Hungary	23529
Ireland	5415
Italy	8627

Country	Answers
Netherlands	4914
Norway	3237
Poland	8856
Portugal	7744
Romania	8396
Russia	1247
Slovakia	4694
Spain	33971
Sweden	2174
Switzerland	5438
United Kingdom	18396
Total	196019



# Cockpit



Numbers of answers for the business edition: 67488



Numbers of answers for the business edition: 4648



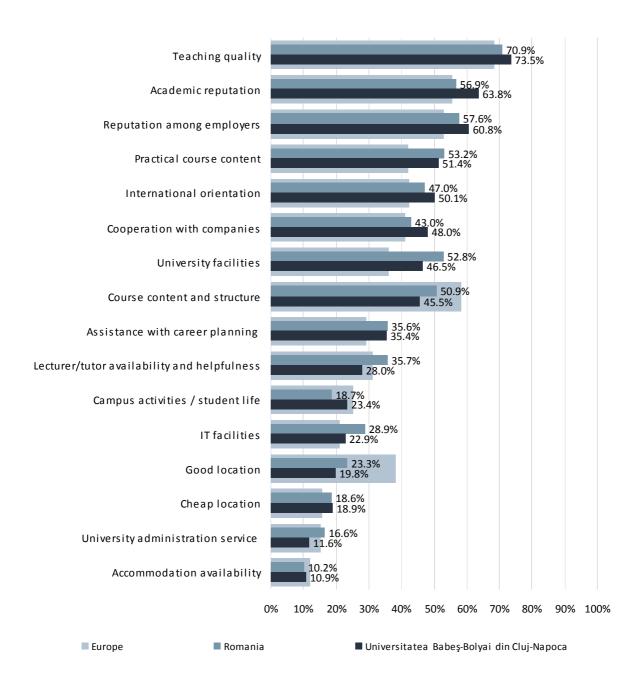
Universitatea Babeş-Bolyai din Cluj-Napoca

Numbers of answers for the business edition: 632

# Chapter I: Education and university evaluation



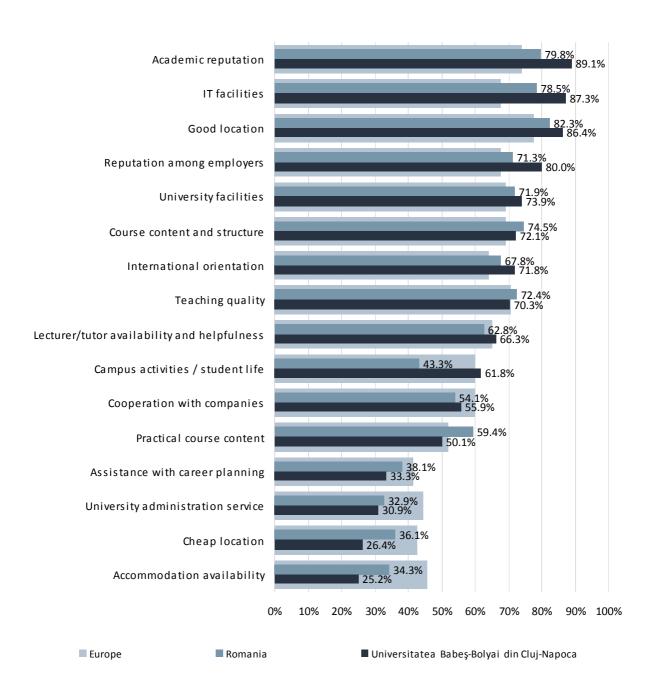
#### Important factors when choosing a university course



**Question:** Which are the most important factors for you when choosing a university / university course? The diagram shows the % of students who selected the factor as important when choosing a university course.



#### Evaluation of university performance

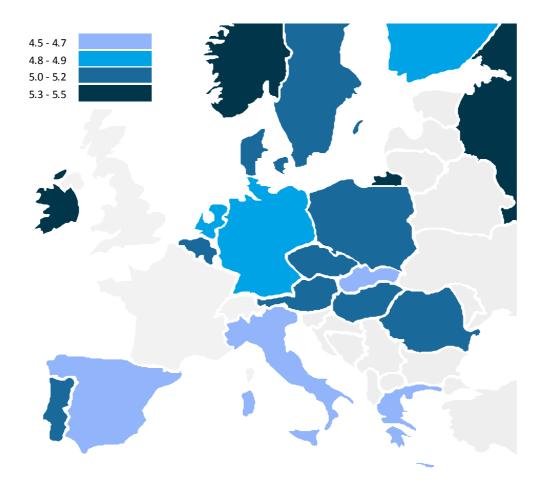


#### **Question:** How does your university perform on these factors?

The diagram shows the % of students who evaluated the performance of your university as good for each of the above factors.



# Evaluation of university performance - overall satisfaction in Europe



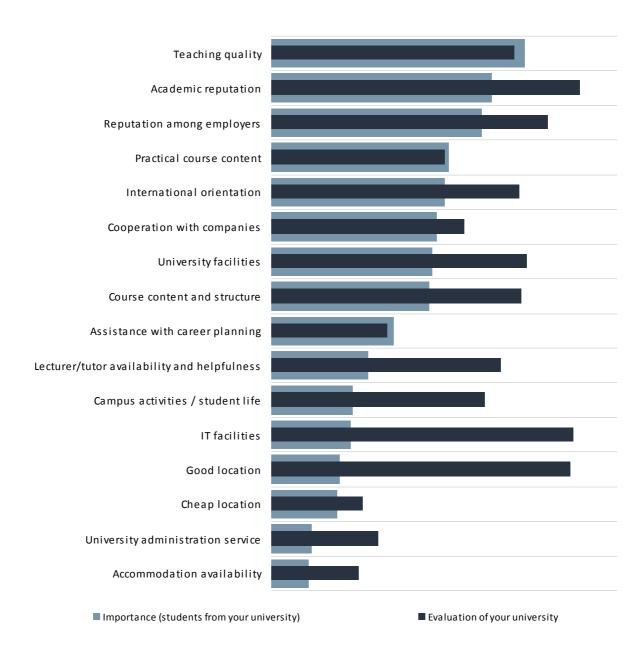
Country	Average overall satisfaction
Europe	4.9
Austria	5.0
Belgium	5.1
Czech Republic	5.0
Denmark	5.0
Finland	4.8
France	
Germany	4.8
Greece	4.7
Hungary	5.0
Ireland	5.4
Italy	4.7

Country	Average overall satisfaction
Netherlands	4.8
Norway	5.5
Poland	5.2
Portugal	5.1
Romania	5.0
Russia	5.3
Slovakia	4.6
Spain	4.5
Sweden	5.0
Switzerland	
United Kingdom	
Universitatea Babeş-Bolyai din Cluj- Napoca	5.0

**Question:** Overall how satisfied are you with your university / course? (1 = very dissatisfied and 7 = very satisfied). This question was not asked in France, Switzerland and the United Kingdom.



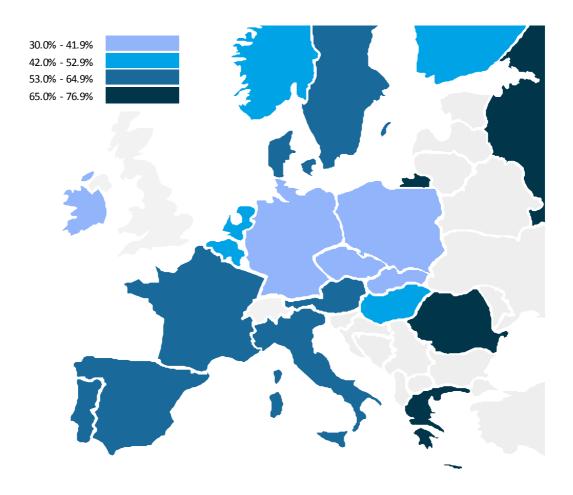
#### Importance vs. evaluation - university level



The diagram compares what is important to students at your university and how they evaluate your university in these factors.



# Interest in studying a master course abroad



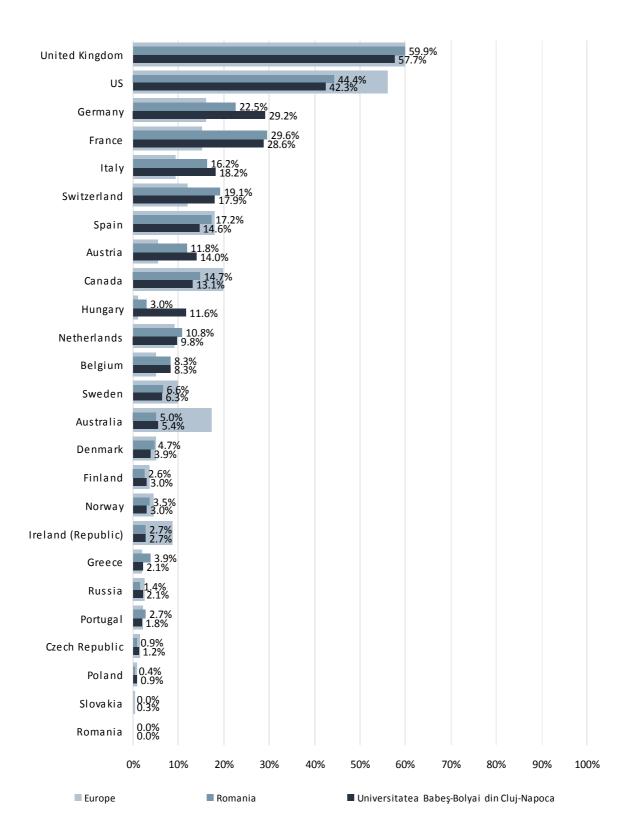
Country	%
Europe	50.9%
Austria	55.8%
Belgium	45.1%
Czech Republic	31.6%
Denmark	53.3%
Finland	45.3%
France	55.2%
Germany	41.5%
Greece	76.8%
Hungary	48.1%
Ireland	38.0%
Italy	57.7%

Country	%
Netherlands	45.5%
Norway	47.0%
Poland	38.4%
Portugal	57.7%
Romania	69.4%
Russia	76.4%
Slovakia	30.4%
Spain	62.1%
Sweden	59.4%
Switzerland	
United Kingdom	
Universitatea Babeş-Bolyai din Cluj-Napoca	73.3%

Question: Are you interested in studying a master course in a foreign country?

The map and tables show the % of students who answered yes to this question.

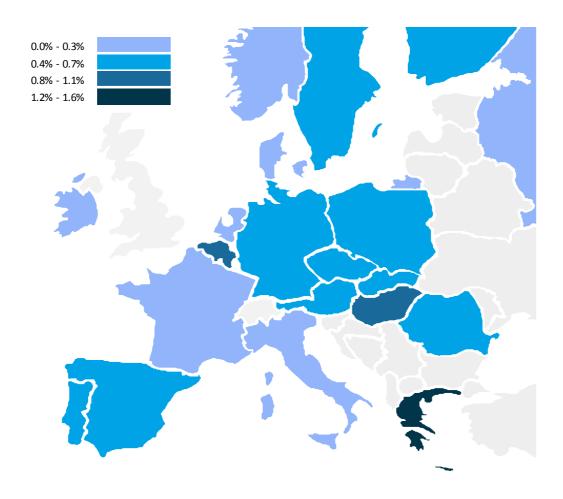
#### Desired master course destination



Question: Where would you like to study this master course?



# Students wanting to study a master course in Romania



Country	%
Austria	0.4%
Belgium	0.5%
Czech Republic	0.4%
Denmark	0.6%
Finland	0.1%
France	0.4%
Germany	0.4%
Greece	1.2%
Hungary	0.5%
Ireland	0.4%
Italy	0.2%

Country	%
Netherlands	0.2%
Norway	0.5%
Poland	0.4%
Portugal	0.4%
Romania	0.0%
Russia	0.5%
Slovakia	0.0%
Spain	0.5%
Sweden	0.0%
Switzerland	
United Kingdom	

The map shows the percentage of students from each country who would like to study a master course in your country. This question was not asked in Switzerland and the United Kingdom.

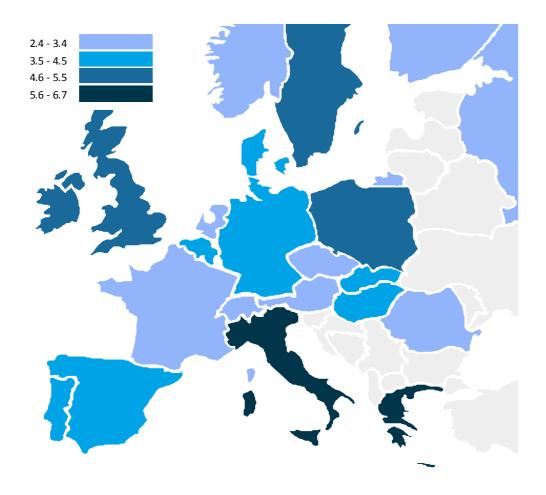
Chapter II:

Career



# Job application process

#### Estimated timeframe to find first position (months)



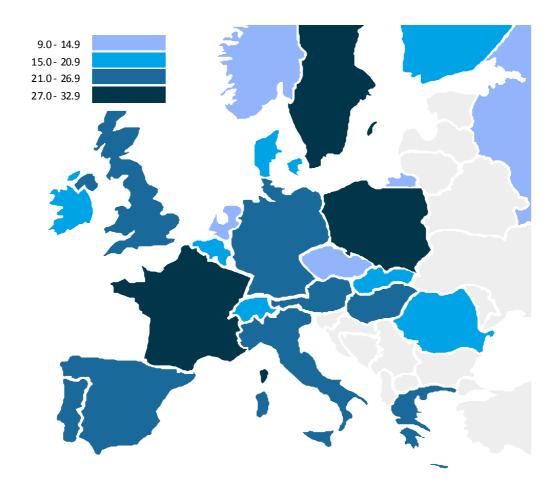
Country	Months
Europe	4.2
Austria	3.1
Belgium	3.5
Czech Republic	3.2
Denmark	3.6
Finland	3.1
France	3.3
Germany	4.0
Greece	6.7
Hungary	4.2
Ireland	4.6
Italy	5.7

Country	Months
Netherlands	3.3
Norway	2.9
Poland	4.7
Portugal	3.8
Romania	3.2
Russia	2.4
Slovakia	4.3
Spain	4.3
Sweden	5.2
Switzerland	3.3
United Kingdom	5.4
Universitatea Babeş-Bolyai din Cluj-Napoca	3.5



# Job application process (continued)

#### Estimated number of applications to find first position



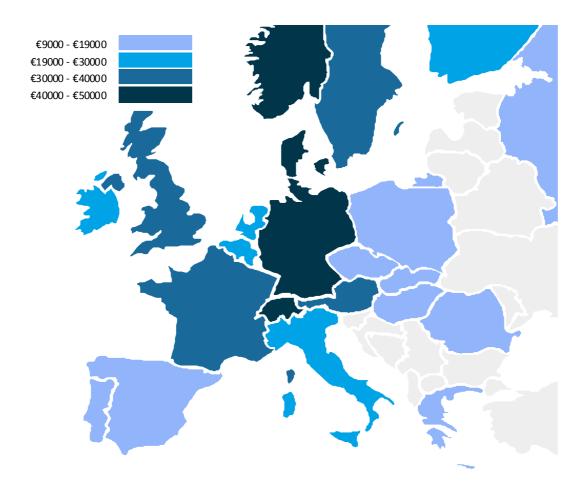
Country	Applications
Europe	24.0
Austria	22.3
Belgium	17.7
Czech Republic	14.0
Denmark	17.7
Finland	17.9
France	27.1
Germany	26.9
Greece	23.0
Hungary	23.8
Ireland	19.3
Italy	26.2

Country	Applications
Netherlands	9.5
Norway	11.6
Poland	32.9
Portugal	21.8
Romania	20.1
Russia	14.3
Slovakia	20.7
Spain	22.5
Sweden	27.6
Switzerland	20.6
United Kingdom	21.3
Universitatea Babeş-Bolyai din Cluj-Napoca	21.8



# Expectations of first position

#### Expected gross annual salary



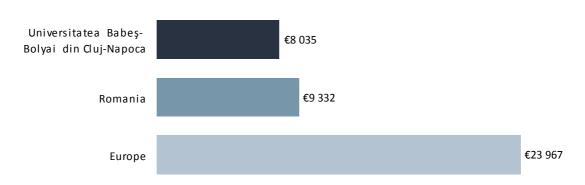
Country	Gross annual salary €
Europe	€23 967
Austria	€32 823
Belgium	€25 664
Czech Republic	€12 893
Denmark	€49 151
Finland	€29 293
France	€34 486
Germany	€40 689
Greece	€14729
Hungary	€10 916
Ireland	€28 338
Italy	€19 128

Country	Gross annual salary €
Netherlands	€28 911
Norway	€43 524
Poland	€9 345
Portugal	€14 109
Romania	€9332
Russia	€15 219
Slovakia	€10 961
Spain	€18 286
Sweden	€30 578
Switzerland	€49 921
United Kingdom	€30 819
Universitatea Babeş-Bolyai din Cluj- Napoca	€8 035

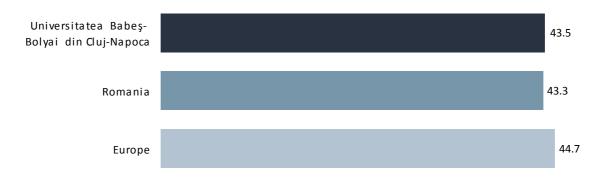


# Expectations of first position (continued)

#### **Expected gross annual salary**



#### Desired weekly working hours



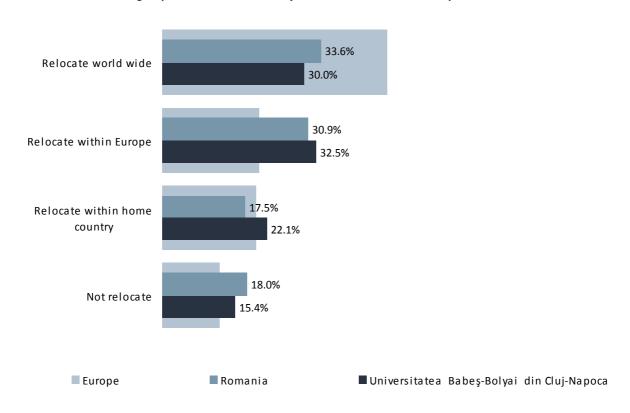
#### Desired time in first position (years)





#### Mobility

#### Imagine you received an attractive job offer. To what extent would you relocate? I would...



#### Interest in working abroad



The second graph "Interest in working abroad" adds the % of students who would relocate world wide to the % of those who would relocate within Europe.

# Chapter III: Employer attractiveness



# **Employer attractiveness**

Rank	Company	Romania	Universitatea Babeş-Bolyai din Cluj-Napoca
1	ING Group	13.6%	17.1%
2	BMW Group	9.9%	10.0%
3	European Central Bank (ECB)	9.3%	13.5%
3	Microsoft	9.3%	5.1%
5	ABN Amro	8.8%	6.5%
6	Société Générale	8.4%	10.0%
7	Nokia	7.7%	16.4%
8	Vodafone	7.5%	6.1%
9	Allianz Group (incl. e.g. AGF, Cornhill, RAS, Allianz Versicherung AG)	7.0%	10.5%
9	Volkswagen Group (incl. Audi, Bentley, Bugatti, Seat)	7.0%	7.5%
11	Apple	6.8%	7.3%
12	L'Oréal	6.7%	8.9%
13	Orange	6.5%	8.2%
14	Google	6.3%	5.4%
15	British Airways	5.8%	4.4%
16	Coca-Cola	5.1%	6.3%
17	Porsche	4.9%	4.0%
18	PricewaterhouseCoopers	4.8%	5.6%
19	Air France Group	4.6%	3.5%
20	European Commission	4.1%	4.7%
21	Petrom	3.9%	1.7%
22	Royal Bank of Scotland	3.6%	4.0%
23	British American Tobacco (BAT)	3.5%	2.4%
24	Procter & Gamble	3.4%	3.5%
25	Ernst & Young	3.3%	4.5%
26	Lufthansa Aviation Group	3.2%	1.4%
27	Hewlett-Packard	2.9%	1.7%
27	IBM	2.9%	1.7%
29	Philip Morris International	2.8%	1.2%
30	Deloitte	2.7%	1.0%

Which companies would you most likely apply to upon graduation? The students could select 3 companies from a list of 120.

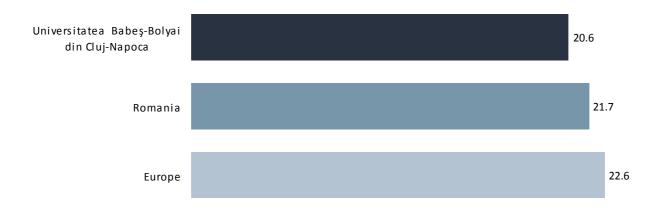
**Chapter IV:** 

The students

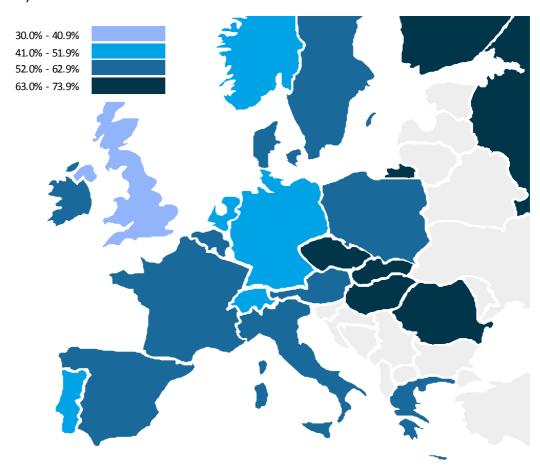


# Student sample profile

#### Age (average)

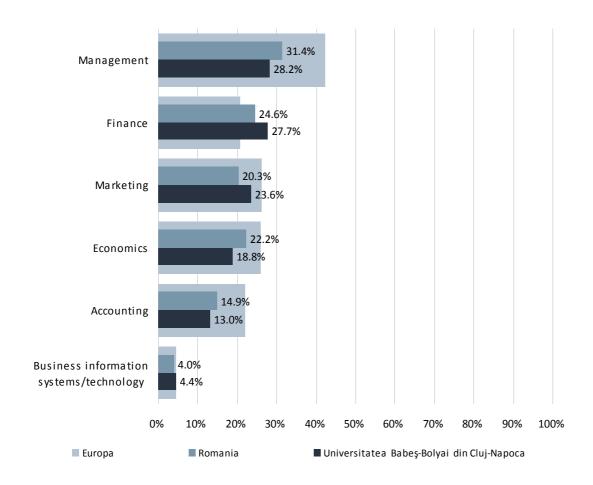


#### Gender (female)



# Student sample profile (continued)

#### Subject





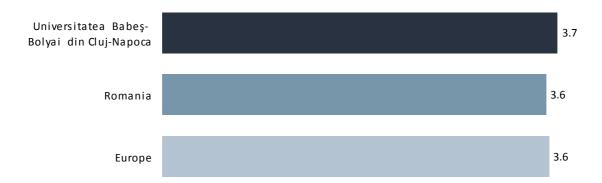
# Student sample profile (continued)

#### Expected length of education and academic achievement

#### **Expected length of education (in years)**

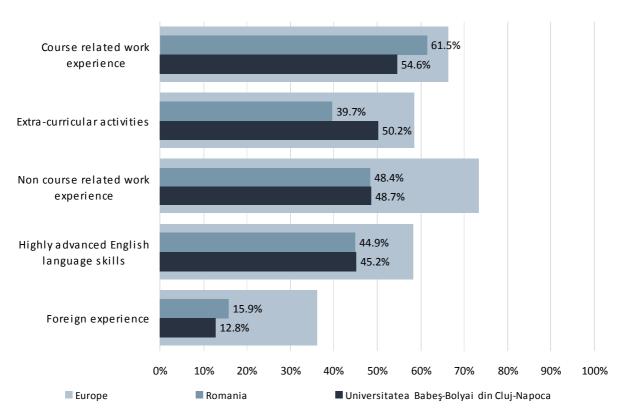


#### Academic Achievement (Self assessed: 5 = outstanding achievement, 1 = poor achievement)



# Experience and highly advanced English language skills

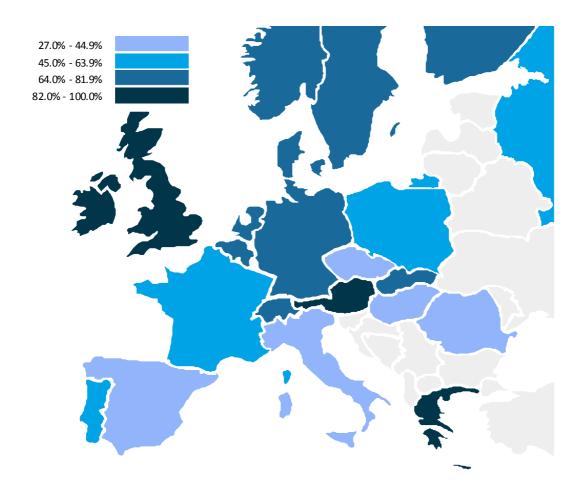
#### **Experience and skills**





# Experience and highly advanced English language skills (continued)

#### English language skills (according to students)



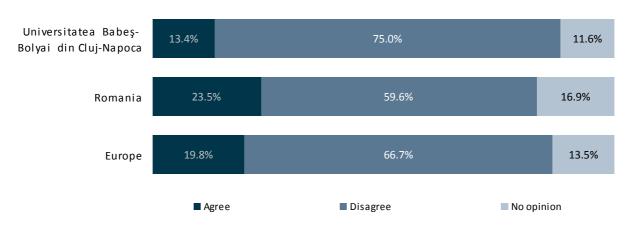
Country	%
Europe	58.2%
Austria	87.5%
Belgium	64.6%
Czech Republic	29.8%
Denmark	78.0%
Finland	80.9%
France	54.8%
Germany	74.4%
Greece	84.6%
Hungary	30.1%
Ireland	100.0%
Italy	31.3%

Country	%
Netherlands	65.2%
Norway	78.3%
Poland	54.8%
Portugal	56.2%
Romania	44.9%
Russia	50.4%
Slovakia	70.3%
Spain	27.9%
Sweden	72.0%
Switzerland	66.4%
United Kingdom	100.0%
Universitatea Babeş-Bolyai din Cluj-Napoca	45.2%

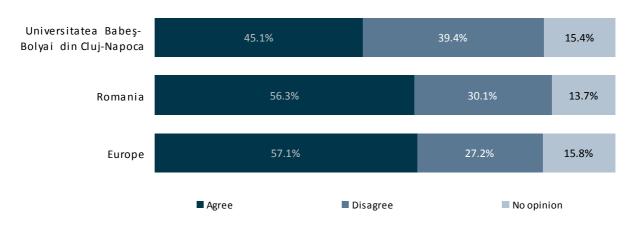


# **Opinions**

#### Students should pay for their tertiary education



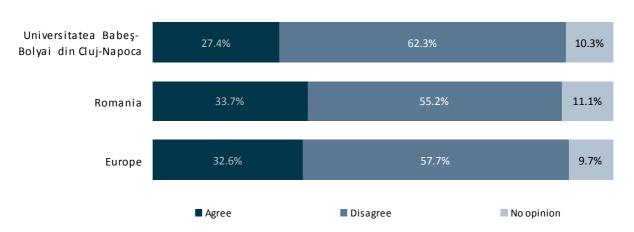
#### My university course provides me with the skills necessary for the labour market



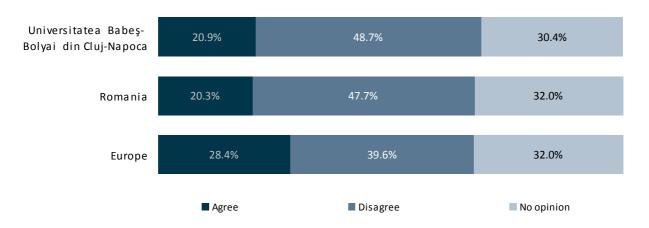


# Opinions (continued)

#### I don't have any concerns about my future career



#### After graduating I will leave my country to find a professional position abroad



# **Appendix**



# Important factors when choosing a university course

	Europe	Austria	Belgium	Czech Republic	Denmark	Finland
Academic reputation	55.7%	57.9%	51.7%	30.9%	44.6%	30.9%
Reputation among employers	52.8%	63.2%	36.2%	40.9%	44.3%	50.1%
Assistance with career planning	29.0%	26.5%	12.6%	16.7%	19.4%	30.1%
Cheap location	15.6%	8.6%	8.1%	4.2%	8.8%	12.0%
Cooperation with companies	41.0%	68.0%	31.6%	39.5%	47.0%	33.1%
Good location	38.2%	41.1%	56.8%	30.4%	37.1%	51.0%
International orientation	42.5%	61.4%	27.1%	37.3%	47.1%	43.3%
IT facilities	21.0%	25.1%	12.7%	25.6%	17.8%	15.0%
University administration service	15.3%	36.8%	4.3%	16.9%	15.5%	5.4%
Practical course content	42.1%	78.4%	40.0%	42.9%	52.7%	51.5%
Lecturer/tutor availability and helpfulness	31.2%	43.0%	21.6%	55.2%	28.3%	27.3%
Course content and structure	58.2%	84.6%	64.8%	79.5%	66.0%	75.4%
Campus activities / student life	25.3%	22.4%	19.5%	26.1%	38.1%	16.0%
Teaching quality	68.5%	73.7%	58.1%	80.4%	68.2%	68.4%
Accommodation availability	12.1%	16.6%	8.8%	19.3%	16.1%	13.5%
University facilities	36.1%	52.1%	15.6%	50.5%	36.2%	40.6%

	France	Germany	Greece	Hungary	Ireland	Italy
Academic reputation	81.8%	48.0%	63.5%	64.3%	57.3%	26.6%
Reputation among employers	73.9%	49.3%	65.2%	64.1%	51.3%	46.8%
Assistance with career planning	23.6%	19.0%	44.3%	43.1%	25.1%	52.6%
Cheap location	16.7%	22.4%	14.8%	8.5%	7.3%	14.6%
Cooperation with companies	49.5%	52.6%	47.8%	46.6%	24.7%	64.8%
Good location	36.3%	39.4%	19.1%	23.3%	46.7%	19.8%
International orientation	61.1%	44.0%	49.6%	42.7%	15.6%	36.1%
IT facilities	11.5%	25.1%	50.4%	25.2%	25.2%	32.5%
University administration service	5.4%	33.4%	25.2%	24.5%	7.2%	13.7%
Practical course content	30.2%	55.1%	67.8%	58.0%	36.4%	55.0%
Lecturer/tutor availability and helpfulness	18.2%	43.7%	49.6%	43.2%	36.0%	43.4%
Course content and structure	60.5%	72.6%	67.0%	44.5%	60.7%	64.1%
Campus activities / student life	38.2%	20.9%	27.0%	39.6%	37.5%	14.6%
Teaching quality	71.5%	78.8%	84.3%	83.3%	50.0%	79.2%
Accommodation availability	8.9%	27.5%	17.4%	13.8%	13.4%	5.6%
University facilities	33.3%	46.0%	43.5%	26.5%	43.1%	25.2%



# Important factors when choosing a university course (Continued)

	Netherlands	Norway	Poland	Portugal	Romania	Russia
Academic reputation	33.1%	49.4%	64.2%	66.2%	56.9%	51.2%
Reputation among employers	17.8%	53.6%	42.3%	64.5%	57.6%	72.7%
Assistance with career planning	8.7%	2.5%	19.4%	43.0%	35.6%	28.7%
Cheap location	3.7%	23.0%	18.1%	18.2%	18.6%	8.5%
Cooperation with companies	23.9%	28.6%	20.5%	59.6%	43.0%	47.1%
Good location	61.7%	37.1%	58.7%	33.7%	23.3%	20.5%
International orientation	31.5%	20.3%	31.5%	36.0%	47.0%	52.9%
IT facilities	5.8%	2.8%	16.7%	20.4%	28.9%	14.0%
University administration service	3.6%	3.2%	15.1%	12.1%	16.6%	8.2%
Practical course content	27.3%	10.2%	27.2%	49.4%	53.2%	38.6%
Lecturer/tutor availability and helpfulness	12.1%	9.9%	15.6%	43.4%	35.7%	27.3%
Course content and structure	63.3%	47.1%	47.8%	56.0%	50.9%	50.5%
Campus activities / student life	9.9%	50.8%	22.4%	21.0%	18.7%	31.1%
Teaching quality	28.8%	54.1%	50.1%	75.2%	70.9%	72.4%
Accommodation availability	8.1%	8.4%	6.8%	7.5%	10.2%	6.5%
University facilities	17.4%	12.6%	27.7%	39.0%	52.8%	32.8%

	Slovakia	Spain	Sweden	Universitatea Babeş-Bolyai din Cluj- Napoca
Academic reputation	38.4%	58.4%	37.8%	63.8%
Reputation among employers	56.1%	53.9%	39.2%	60.8%
Assistance with career planning	40.7%	48.0%	17.7%	35.4%
Cheap location	13.1%	17.7%	13.9%	18.9%
Cooperation with companies	23.2%	15.1%	39.6%	48.0%
Good location	21.4%	41.2%	29.5%	19.8%
International orientation	46.8%	35.2%	45.8%	50.1%
IT facilities	31.0%	26.8%	13.2%	22.9%
University administration service	14.7%	18.0%	11.8%	11.6%
Practical course content	67.7%	35.1%	31.3%	51.4%
Lecturer/tutor availability and helpfulness	48.8%	43.5%	30.6%	28.0%
Course content and structure	63.5%	37.3%	56.9%	45.5%
Campus activities / student life	26.2%	27.8%	31.6%	23.4%
Teaching quality	77.7%	79.8%	63.2%	73.5%
Accommodation availability	23.9%	10.6%	34.7%	10.9%
University facilities	44.5%	55.3%	27.1%	46.5%



# Evaluation of university performance

	Europe	Austria	Belgium	Czech Republic	Denmark	Finland
Academic reputation	74.1%	68.0%	79.0%	53.8%	76.5%	54.6%
Reputation among employers	67.7%	67.2%	67.0%	41.1%	72.7%	68.6%
Assistance with career planning	41.4%	37.4%	42.8%	19.8%	52.7%	47.6%
Cheap location	42.7%	29.4%	38.5%	45.5%	31.3%	31.7%
Cooperation with companies	60.1%	79.0%	70.1%	38.8%	74.5%	60.2%
Good location	77.6%	76.1%	82.2%	70.2%	81.9%	83.0%
International orientation	64.1%	73.4%	63.5%	60.0%	81.6%	84.0%
IT facilities	67.7%	78.2%	71.9%	74.0%	54.4%	70.5%
University administration service	44.4%	73.3%	41.5%	50.9%	47.0%	45.5%
Practical course content	51.9%	76.9%	68.2%	37.5%	75.1%	67.3%
Lecturer/tutor availability and helpfulness	65.2%	71.4%	74.0%	62.2%	66.4%	66.2%
Course content and structure	69.3%	79.1%	81.2%	67.0%	69.4%	66.7%
Campus activities / student life	60.1%	52.6%	63.0%	55.6%	75.1%	49.3%
Teaching quality	70.7%	75.2%	81.1%	58.4%	65.2%	61.2%
Accommodation availability	45.6%	58.9%	48.6%	54.2%	49.2%	37.7%
University facilities	69.2%	78.1%	49.4%	79.0%	53.0%	82.3%

	_					
	France	Germany	Greece	Hungary	Ireland	Italy
Academic reputation	89.1%	63.9%	75.9%	74.1%	84.8%	64.4%
Reputation among employers	86.8%	59.6%	71.3%	66.7%	78.7%	62.8%
Assistance with career planning	56.0%	28.3%	47.2%	45.6%	60.6%	39.2%
Cheap location	47.7%	59.1%	41.1%	30.2%	39.8%	46.3%
Cooperation with companies	75.2%	66.0%	40.4%	65.1%	67.5%	57.0%
Good location	69.1%	76.0%	43.0%	77.0%	85.8%	73.2%
International orientation	73.1%	59.7%	44.4%	63.9%	59.1%	48.6%
IT facilities	61.5%	71.1%	65.4%	79.6%	77.1%	61.4%
University administration service	41.5%	56.2%	42.2%	41.3%	56.5%	46.3%
Practical course content	66.9%	48.8%	47.2%	50.0%	70.5%	27.2%
Lecturer/tutor availability and helpfulness	71.2%	63.9%	46.3%	63.5%	79.8%	67.9%
Course content and structure	73.7%	72.2%	56.1%	61.3%	83.7%	70.1%
Campus activities / student life	76.4%	63.7%	57.0%	66.9%	73.0%	46.9%
Teaching quality	77.0%	74.7%	56.5%	72.8%	79.1%	76.2%
Accommodation availability	49.5%	74.3%	21.5%	52.2%	55.3%	33.2%
University facilities	61.2%	64.7%	55.6%	68.0%	74.2%	72.9%



# Evaluation of university performance (continued)

	Netherlands	Norway	Poland	Portugal	Romania	Russia
Academic reputation	66.1%	76.1%	82.1%	80.3%	79.8%	85.3%
Reputation among employers	61.9%	78.6%	63.8%	74.2%	71.3%	82.9%
Assistance with career planning	42.9%	41.0%	39.2%	51.3%	38.1%	44.1%
Cheap location	21.6%	66.6%	35.9%	61.8%	36.1%	62.2%
Cooperation with companies	69.0%	68.3%	53.8%	67.5%	54.1%	59.5%
Good location	86.2%	72.7%	87.5%	85.9%	82.3%	82.2%
International orientation	69.8%	56.9%	70.6%	54.2%	67.8%	60.3%
IT facilities	63.9%	63.9%	66.4%	72.1%	78.5%	59.2%
University administration service	39.9%	62.0%	42.4%	49.7%	32.9%	43.2%
Practical course content	67.6%	30.2%	45.3%	57.1%	59.4%	54.4%
Lecturer/tutor availability and helpfulness	65.8%	65.0%	55.9%	76.1%	62.8%	70.0%
Course content and structure	80.2%	80.0%	61.6%	70.1%	74.5%	68.9%
Campus activities / student life	45.3%	80.2%	61.8%	48.6%	43.3%	70.3%
Teaching quality	64.2%	78.3%	63.8%	77.0%	72.4%	71.5%
Accommodation availability	33.8%	39.9%	33.7%	38.3%	34.3%	32.4%
University facilities	59.4%	69.1%	75.5%	77.2%	71.9%	70.9%

	Slovakia	Spain	Sweden	Universitatea Babeş-Bolyai din Cluj- Napoca
Academic reputation	54.1%	67.0%	45.3%	89.1%
Reputation among employers	53.3%	59.2%	47.3%	80.0%
Assistance with career planning	22.4%	38.3%	29.7%	33.3%
Cheap location	60.9%	38.9%	46.0%	26.4%
Cooperation with companies	25.7%	34.6%	54.0%	55.9%
Good location	81.4%	77.9%	63.4%	86.4%
International orientation	54.5%	49.1%	69.5%	71.8%
IT facilities	47.7%	69.4%	72.0%	87.3%
University administration service	28.9%	40.8%	59.3%	30.9%
Practical course content	25.1%	46.7%	39.8%	50.1%
Lecturer/tutor availability and helpfulness	49.3%	68.3%	72.5%	66.3%
Course content and structure	46.6%	59.0%	67.6%	72.1%
Campus activities / student life	67.9%	56.0%	61.2%	61.8%
Teaching quality	41.0%	67.7%	57.6%	70.3%
Accommodation availability	38.8%	48.7%	59.6%	25.2%
University facilities	43.8%	81.4%	85.8%	73.9%

This question and the following were not asked in Switzerland and the United Kingdom.



# Master course destination

Destination	Europe	Austria	Belgium	Czech Republic	Denmark	Finland
Australia	17.4%	22.4%	18.6%	21.9%	35.4%	29.5%
Austria	5.5%	0.0%	1.5%	10.6%	3.4%	8.1%
Belgium	5.1%	2.1%	0.0%	12.4%	4.5%	3.9%
Canada	19.9%	23.8%	20.2%	23.7%	19.5%	21.6%
Czech Republic	1.4%	2.3%	1.1%	0.0%	0.0%	0.6%
Denmark	5.0%	1.7%	2.6%	4.7%	0.0%	4.5%
Finland	3.6%	3.5%	4.2%	8.1%	1.1%	0.0%
France	15.1%	11.2%	32.6%	19.6%	11.9%	15.9%
Germany	16.0%	25.4%	9.9%	20.0%	14.4%	22.4%
Greece	1.8%	0.9%	2.5%	4.3%	0.8%	2.8%
Hungary	1.0%	1.1%	1.1%	0.3%	0.6%	0.8%
Ireland (Republic)	8.6%	8.6%	5.8%	14.7%	5.9%	12.1%
Italy	9.3%	5.7%	12.1%	5.9%	2.5%	7.2%
Netherlands	9.0%	8.9%	16.3%	12.2%	6.8%	9.9%
Norway	4.5%	5.0%	3.1%	7.8%	5.7%	5.2%
Poland	0.9%	1.3%	0.7%	0.5%	0.6%	1.1%
Portugal	2.2%	1.2%	2.8%	4.5%	0.8%	1.8%
Romania	0.3%	0.4%	0.5%	0.4%	0.6%	0.1%
Russia	2.6%	6.4%	2.6%	3.0%	0.6%	5.1%
Slovakia	0.3%	0.5%	0.6%	2.9%	0.0%	0.2%
Spain	17.9%	16.9%	26.9%	15.8%	11.0%	17.0%
Sweden	9.8%	11.8%	8.2%	9.2%	9.9%	34.2%
Switzerland	12.1%	22.2%	6.1%	16.6%	8.5%	11.4%
United Kingdom	59.9%	49.5%	52.6%	61.6%	70.8%	62.5%
US	56.0%	45.9%	58.6%	41.8%	66.3%	51.2%

Destination	France	Germany	Greece	Hungary	Ireland	Italy
Australia	27.4%	23.5%	0.0%	15.4%	31.9%	10.3%
Austria	1.9%	7.0%	2.3%	19.4%	2.7%	1.4%
Belgium	1.0%	1.7%	12.8%	9.4%	2.4%	5.0%
Canada	36.1%	18.1%	12.8%	13.9%	25.9%	9.7%
Czech Republic	1.3%	1.1%	2.3%	1.0%	0.0%	0.2%
Denmark	3.4%	6.6%	1.2%	6.2%	2.0%	5.6%
Finland	3.5%	3.0%	0.0%	6.3%	0.7%	3.0%
France	0.0%	10.0%	17.4%	14.4%	16.4%	26.7%
Germany	15.8%	0.0%	16.3%	30.2%	11.5%	11.9%
Greece	0.7%	0.2%	0.0%	3.7%	0.7%	0.8%
Hungary	0.7%	1.1%	0.0%	0.0%	0.2%	0.2%
Ireland (Republic)	8.6%	7.5%	4.7%	11.9%	0.0%	10.1%
Italy	6.1%	3.6%	18.6%	14.3%	6.4%	0.0%
Netherlands	3.8%	12.4%	30.2%	16.0%	4.7%	6.8%
Norway	3.9%	4.1%	1.2%	3.9%	1.6%	2.8%
Poland	1.0%	2.4%	0.0%	0.9%	1.6%	0.3%
Portugal	0.7%	0.4%	0.0%	2.4%	1.3%	1.5%
Romania	0.4%	0.4%	1.2%	0.5%	0.4%	0.2%
Russia	3.7%	2.8%	4.7%	3.0%	0.9%	0.6%
Slovakia	0.1%	0.0%	0.0%	0.5%	0.0%	0.2%
Spain	18.3%	9.6%	14.0%	17.8%	10.4%	28.6%
Sweden	11.6%	14.1%	10.5%	9.6%	3.8%	7.9%
Switzerland	5.0%	22.6%	14.0%	20.4%	5.5%	10.5%
United Kingdom	55.3%	50.8%	83.7%	57.4%	63.9%	67.4%
US	76.1%	52.4%	33.7%	38.2%	61.0%	56.2%



# Master course destination (continued)

Destination	Netherlands	Norway	Poland	Portugal	Romania	Russia
Australia	29.0%	24.5%	12.5%	7.5%	5.0%	9.1%
Austria	2.4%	2.4%	7.3%	2.7%	11.8%	10.5%
Belgium	4.7%	1.6%	8.1%	3.4%	8.3%	4.1%
Canada	18.7%	13.7%	14.1%	8.6%	14.7%	18.3%
Czech Republic	0.5%	0.8%	2.1%	4.6%	0.9%	7.8%
Denmark	4.9%	22.6%	6.6%	5.3%	4.7%	1.4%
Finland	2.4%	0.5%	5.4%	6.8%	2.6%	7.3%
France	10.7%	20.0%	11.7%	17.5%	29.6%	27.9%
Germany	11.8%	13.7%	20.2%	10.8%	22.5%	41.1%
Greece	2.0%	1.3%	3.7%	2.1%	3.9%	3.2%
Hungary	1.1%	1.1%	1.5%	0.9%	3.0%	1.4%
Ireland (Republic)	3.5%	4.5%	10.1%	4.8%	2.7%	3.7%
Italy	13.1%	7.9%	9.7%	22.2%	16.2%	14.2%
Netherlands	0.0%	2.9%	11.6%	10.1%	10.8%	6.4%
Norway	4.1%	0.0%	10.3%	5.6%	3.5%	6.4%
Poland	0.3%	0.3%	0.0%	3.4%	0.4%	0.5%
Portugal	3.1%	1.1%	6.6%	0.0%	2.7%	1.4%
Romania	0.2%	0.5%	0.4%	0.4%	0.0%	0.5%
Russia	2.5%	2.6%	5.2%	0.9%	1.4%	0.0%
Slovakia	0.2%	0.3%	1.0%	1.0%	0.0%	0.9%
Spain	24.1%	11.3%	23.3%	41.3%	17.2%	11.4%
Sweden	12.4%	13.7%	8.7%	8.4%	6.6%	11.9%
Switzerland	8.5%	11.6%	8.8%	13.4%	19.1%	23.3%
United Kingdom	59.4%	66.8%	56.0%	68.4%	59.9%	64.8%
us	68.1%	66.8%	35.8%	61.6%	44.4%	50.2%

Destination	Slovakia	Spain	Sweden	Universitatea Babeş-Bolyai din Cluj- Napoca
Australia	18.5%	7.8%	40.3%	5.4%
Austria	14.8%	2.1%	4.4%	14.0%
Belgium	8.2%	8.0%	0.6%	8.3%
Canada	17.5%	17.4%	34.0%	13.1%
Czech Republic	28.6%	1.1%	1.3%	1.2%
Denmark	5.6%	4.0%	11.3%	3.9%
Finland	6.3%	3.8%	4.4%	3.0%
France	11.1%	23.2%	15.1%	28.6%
Germany	18.3%	20.6%	9.4%	29.2%
Greece	1.1%	1.2%	2.5%	2.1%
Hungary	1.9%	0.5%	0.6%	11.6%
Ireland (Republic)	5.3%	18.2%	6.9%	2.7%
Italy	5.3%	19.8%	7.5%	18.2%
Netherlands	11.9%	11.4%	12.6%	9.8%
Norway	3.7%	3.0%	8.2%	3.0%
Poland	1.9%	0.9%	1.9%	0.9%
Portugal	1.1%	3.1%	0.0%	1.8%
Romania	0.0%	0.5%	0.0%	0.0%
Russia	2.6%	0.6%	1.9%	2.1%
Slovakia	0.0%	0.5%	0.0%	0.3%
Spain	9.8%	0.0%	8.8%	14.6%
Sweden	10.6%	6.6%	0.0%	6.3%
Switzerland	12.7%	10.6%	10.1%	17.9%
United Kingdom	50.5%	71.0%	54.1%	57.7%
us	30.4%	62.3%	67.9%	42.3%



**trend**ence, a part of the GTI Group, is Europe's leading research institute, specialising in the areas of Employer Branding, personnel marketing and recruiting.

trendence surveys over 260,000 school students, university students and young professionals all over Europe, in China, Singapore and Malaysia on a yearly basis to extract information about their expectations and behaviour in terms of their employer of choice and career decisions. The results of these studies support companies' recruitment and human resources departments in making important decisions about their recruitment and marketing strategies, and enable them to gather vital information about potential recruits. At the same time the results allow universities to evaluate their performance and compare themselves with other universities in their country.

The surveys are conducted in various countries as well as on a pan-European and international level. Examples of **trend**ence research surveys are the **trend**ence Graduate Barometer with its 22 national editions all over Europe, 'Das Absolventenbarometer' (Germany), 'The UK Graduate Recruitment Review', 'Das Schweizer Absolventenbarometer' (Switzerland) and 'Le Baromètre Etudiants' (France).

trendence Institut Markgrafenstr. 62 10969 Berlin Germany

For enquiries please contact:
Ditte Lorenz
Phone +49 (0) 30 259 29 88 603
ditte.lorenz@trendence.com

Fax +49 (0) 30 259 29 88 www.trendence.com www.trendemployer.de