Spanish Student Preferences

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Universum

Universum Talent Research 2018

Partner Report | Universidad de Navarra
Spanish Edition | Students | All main fields of study

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Agenda

1	**INTRODUCTION**
2	**UNIVERSITY BRAND & SERVICES**
3	**CAREER & EMPLOYER PREFERENCES**

Agenda

| 1 | INTRODUCTION |

About the Universum Talent Research

THE QUESTIONNAIRE

- Created based on over 25 years of experience, extensive research within HR, focus groups and communication with both our clients and talent.

- Global perspective - local insight.

DATA COLLECTION

- Conducted via an online survey. The online link was distributed via university and alumni-networks, communities, the Universum Panel and different local and global partners.

WEIGHTING

- We apply weighting to adjust for discrepancies in the data collection from the actual distribution of students across universities.

- Note that only data based on all respondents or on all respondents within a main field of study is weighted. Breakdowns like gender, high achievers or other more specific target groups are not weighted.

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2 500
educational institutions

WE HAVE CONDUCTED THE UNIVERSUM TALENT SURVEY FOR OVER **25 YEARS**

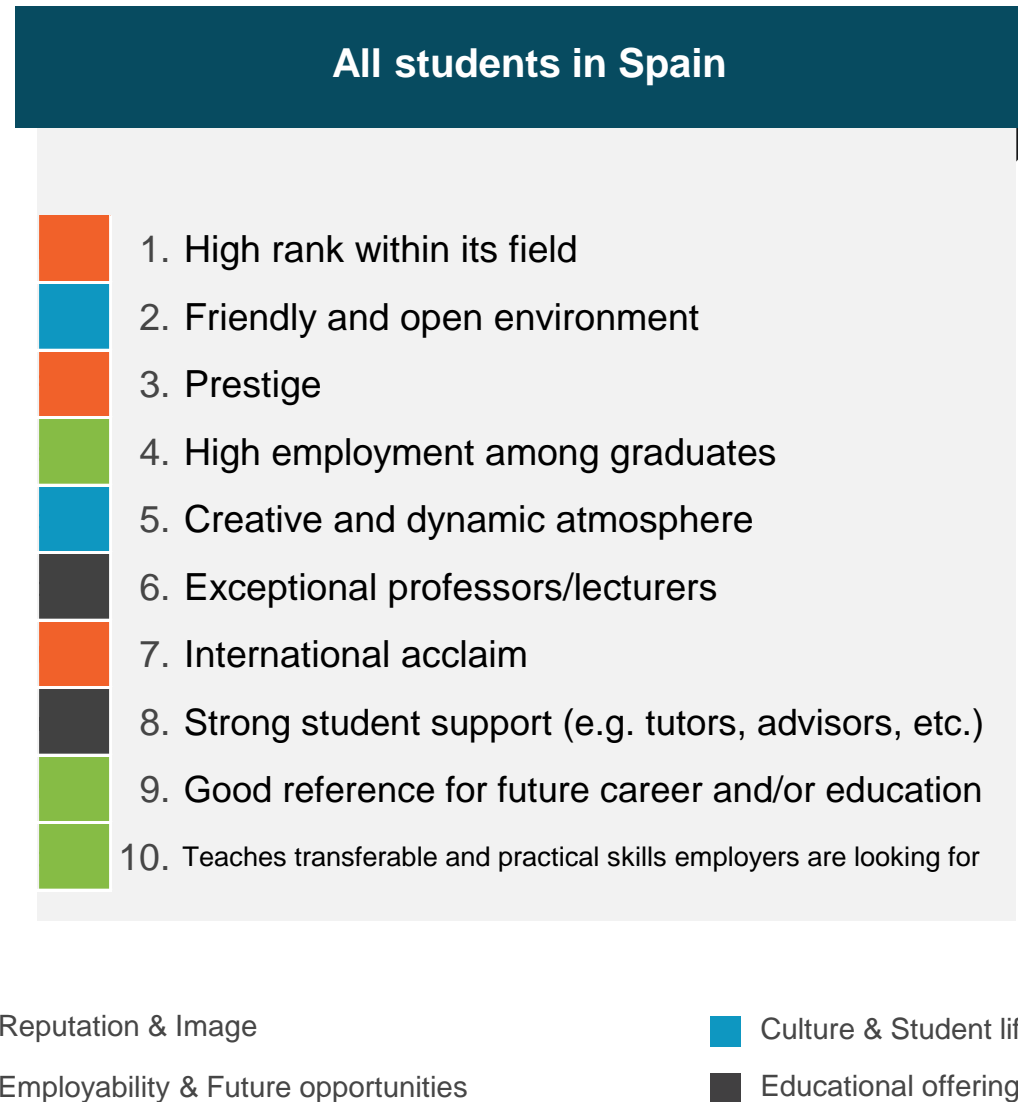Total number of respondents in the survey 2018:

1 000 000+

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The most attractive attributes when selecting a University

All students in Spain

1. High rank within its field
2. Friendly and open environment
3. Prestige
4. High employment among graduates
5. Creative and dynamic atmosphere
6. Exceptional professors/lecturers
7. International acclaim
8. Strong student support (e.g. tutors, advisors, etc.)
9. Good reference for future career and/or education
10. Teaches transferable and practical skills employers are looking for

■ Reputation & Image

■ Culture & Student life

■ Employability & Future opportunities

■ Educational offering

• How important to you is each of the below aspects? (Scale 1-5, 1=Not important at all, 5=Very important)
• Which of these are most important to you? Please select a maximum of three alternatives.

• This is the attractiveness of the 40 attributes in relation to how important respondents think its driver is. This analysis gives a summarised 360 degree view of what influences employer attractiveness.

7

High Employability Rank vs. Satisfaction Rank - Top 10 Spanish Universities

University	High Employability Rank in Spain	Satisfaction Rank in Spain
Universidad Pontificia Comillas	1	9
Instituto de Empresa	2	3
ESADE Barcelona	3	8
Universidad de Deusto	4	19
CUNEF	5	4
Universidad de Navarra	6	1
Universidad Carlos III De Madrid	7	16
Universidad Europea de Madrid	8	6
Universidad Politécnica de Madrid	9	41
Centro de Estudios Financieros (CEF)	10	2

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The most important attributes when selecting an Employer

All students in Spain

1. Professional training and development
2. Good reference for future career
3. Leadership opportunities
4. High future earnings
5. A creative and dynamic work environment
6. Competitive base salary
7. Innovation
8. Recognising performance (meritocracy)
9. Market success
10. Respect for its people

- Employer Reputation & Image
- Remuneration & Advancement Opportunities
- People & Culture
- Job Characteristics

- How important to you is each of the below aspects? (Scale 1-5, 1=Not important at all, 5=Very important)
- Which of these are most important to you? Please select a maximum of three alternatives.

- This is the attractiveness of the 40 attributes in relation to how important respondents think its driver is. This analysis gives a summarised 360 degree view of what influences employer attractiveness.

Ideal Employer Ranking | Top 30

All students | Business/Commerce

Employer	Rank 2018	Percent 2018	Trend		Employer	Rank 2018	Percent 2018	Trend	
Google	1	24,81%	➡	0	Microsoft	16	7,45%	⬇	-3
Apple	2	22,51%	➡	0	BMW Group	17	7,42%	⬆	1
INDITEX	3	21,47%	➡	0	Iberia	18	7,01%	⬇	-3
BBVA	4	15,82%	⬆	1	Mediaset España	19	6,84%	➡	0
Amazon	5	13,67%	⬆	5	J.P. Morgan	20	6,82%	⬆	7
Grupo Santander	6	12,57%	⬆	2	IKEA	21	6,57%	⬇	-4
NH Hotel Group	7	11,38%	⬇	-1	PwC	22	6,32%	⬆	4
Coca-Cola European Partners	8	11,04%	⬇	-4	Samsung	23	5,61%	NEW	-
Meliá Hotels International	9	10,74%	⬇	-2	KPMG	24	5,25%	⬆	4
Deloitte	10	10,12%	⬆	2	Volkswagen	25	5,21%	➡	0
adidas	11	9,16%	⬆	3	Goldman Sachs	26	5,19%	⬆	9
L'Oréal Group	12	8,45%	⬆	4	The Boston Consulting Group	27	5,08%	⬆	5
El Corte Inglés	13	8,43%	⬇	-4	Banco Sabadell	28	5,00%	⬆	5
Atresmedia	14	8,11%	⬇	-3	Deutsche Bank	29	4,90%	⬆	5
Caixabank	15	7,97%	⬆	6	Mango	30	4,63%	⬇	-8

• Now choose the five (5) employers you most want to work for, your five Ideal Employers.

Ideal Employer Ranking | Top 30

All students | Engineering/IT

Employer	Rank 2018	Percent 2018	Trend		Employer	Rank 2018	Percent 2018	Trend	
Google	1	25,44%	➡	0	Siemens	16	6,42%	⬆	6
Airbus	2	19,51%	⬆	3	Daimler/Mercedes-Benz	17	6,33%	⬆	9
Apple	3	18,15%	⬇	-1	IBM	18	6,25%	⬆	1
BMW Group	4	14,01%	⬇	-1	IKEA	19	6,07%	⬇	-6
Microsoft	5	13,97%	⬆	1	Dragados (Grupo ACS)	20	5,92%	⬇	-8
Volkswagen	6	13,61%	⬇	-2	Acciona	21	5,79%	⬇	-1
Amazon	7	12,03%	⬆	8	Endesa	22	5,74%	⬇	-5
Boeing	8	9,59%	⬆	6	Telefónica	23	5,38%	⬆	8
Iberdrola	9	9,24%	⬇	-2	General Electric (GE)	24	5,34%	⬆	5
Repsol	10	8,46%	⬇	-2	Volvo Cars	25	5,26%	⬆	2
Samsung	11	8,11%	⬇	-2	INDRA	26	5,21%	⬆	9
Centro Nacional de Inteligencia (CNI)	12	7,51%	⬇	-2	Sony	27	5,18%	⬇	-16
SEAT	13	7,35%	⬆	3	INDITEX	28	5,16%	⬇	-7
Iberia	14	6,67%	⬆	10	Grupo Ferrovial	29	5,04%	⬇	-4
Intel	15	6,51%	⬆	3	Aena	30	5,02%	⬆	9

• Now choose the five (5) employers you most want to work for, your five Ideal Employers.

Ideal Employer Ranking | Top 30

All students | Law

Employer	Rank 2018	Percent 2018	Trend		Employer	Rank 2018	Percent 2018	Trend	
Garrigues	1	27,21%	⬆	1	Atresmedia	16	5,99%	⬇	-6
Cuatrecasas	2	21,69%	⬆	3	J.P. Morgan	17	5,94%	⬆	9
INDITEX	3	19,20%	➡	0	BMW Group	18	5,88%	⬆	1
Apple	4	18,51%	⬇	-3	KPMG	19	5,86%	⬆	11
Google	5	17,86%	⬇	-1	Caixabank	20	5,50%	⬆	4
Uría Menéndez	6	15,69%	➡	0	Coca-Cola European Partners	21	5,30%	⬇	-9
Deloitte	7	12,45%	⬆	4	Meliá Hotels International	22	5,09%	⬇	-1
BBVA	8	12,32%	⬇	-1	RTVE	23	4,94%	➡	0
Grupo Santander	9	12,28%	➡	0	Bankia	24	4,69%	⬆	18
El Corte Inglés	10	9,66%	⬇	-2	Samsung	25	4,61%	NEW	-
Microsoft	11	8,16%	⬆	3	Mediaset España	26	4,56%	⬇	-11
Amazon	12	8,03%	⬆	4	EY (Ernst & Young)	27	4,31%	➡	0
PwC	13	7,87%	⬆	9	LVMH	28	4,26%	⬆	5
L'Oréal Group	14	6,41%	⬇	-1	adidas	29	4,06%	⬇	-4
Iberia	15	6,35%	⬆	2	NH Hotel Group	30	4,02%	⬇	-10

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YESTERDAY

WORK
GOAL
MANAGER
INSTRUCTIONS
DOGMA
AVOID MISTAKES
NATIONAL
HIERARCHY
DEPARTMENTS

TODAY

LIFE
PURPOSE
MODERATOR
VALUES & CULTURE
CURIOSITY
GENERATE INSIGHTS
GLOBAL DIVERSITY
MERITOCRACY
NETWORKS

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ALUMNI,
REPUTATION
AMBASSADORS

Universidad de Navarra

THANK YOU!

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