UNIVERSUM STUDENT SURVEY 2012
Université de Fribourg

Law
UNIVERSUM IN THE WORLD
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. METHODOLOGY & KEY FINDINGS

2. UNIVERSITY EXPERIENCE
3. STUDENTS’ CAREER & COMMUNICATION PREFERENCES
4. EMPLOYER RANKINGS
5. STUDENTS’ EMPLOYER PREFERENCES
METHODOLOGY & KEY FINDINGS

METHODOLOGY & TARGET GROUPS

FIELD PERIOD: October 2011 to March 2012

NO. OF EDUCATIONAL INSTITUTIONS INCLUDED: 48

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.

<table>
<thead>
<tr>
<th>Base of the group</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group 1</td>
<td></td>
</tr>
<tr>
<td>Université de Fribourg</td>
<td>209</td>
</tr>
<tr>
<td>Group 2</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>622</td>
</tr>
</tbody>
</table>
METHODOLOGY & KEY FINDINGS

AGE & GENDER

AVERAGE AGE

Université de Fribourg

22,5 years

Total

23,0 years

SURVEY QUESTIONS

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

GENDER

Université de Fribourg

62% Female
38% Male

Total

61% Female
39% Male
What is your nationality?

- Université de Fribourg:
  - Swiss: 79%
  - Other: 21%

- Total:
  - Swiss: 81%
  - Other: 19%
What is the highest academic degree you are currently pursuing?

- **Bachelors**
  - Université de Fribourg: 69%
  - Total: 62%

- **Master's (non-MBA)**
  - Université de Fribourg: 26%
  - Total: 32%

- **PhD**
  - Université de Fribourg: 3%
  - Total: 5%

- **State examination**
  - Université de Fribourg: 1%
  - Total: 1%

- **Diploma**
  - Université de Fribourg: 0%
  - Total: 0%

- **Other**
  - Université de Fribourg: 0%
  - Total: 0%
### METHODOLOGY & KEY FINDINGS

#### AREA OF STUDY

**LAW (1/1)**

<table>
<thead>
<tr>
<th>Area of study</th>
<th>Université de Fribourg</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civil law</td>
<td>79%</td>
<td>65%</td>
</tr>
<tr>
<td>Public Law</td>
<td>73%</td>
<td>57%</td>
</tr>
<tr>
<td>Criminal Litigation</td>
<td>68%</td>
<td>61%</td>
</tr>
<tr>
<td>International Law</td>
<td>47%</td>
<td>43%</td>
</tr>
<tr>
<td>Constitutional law</td>
<td>46%</td>
<td>35%</td>
</tr>
<tr>
<td>EU Law</td>
<td>46%</td>
<td>22%</td>
</tr>
<tr>
<td>Family Law</td>
<td>43%</td>
<td>30%</td>
</tr>
<tr>
<td>Commercial Law</td>
<td>32%</td>
<td>38%</td>
</tr>
<tr>
<td>Employment law</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>Human Rights</td>
<td>14%</td>
<td>20%</td>
</tr>
<tr>
<td>Law and Property Valuation</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Environmental law</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>International Commercial Law</td>
<td>4%</td>
<td>12%</td>
</tr>
<tr>
<td>Media Law</td>
<td>1%</td>
<td>7%</td>
</tr>
<tr>
<td>Other Law</td>
<td>16%</td>
<td>11%</td>
</tr>
</tbody>
</table>

**SURVEY QUESTION**

What is your major(s)/main area(s) of study?
### METHODOLOGY & KEY FINDINGS

#### EDUCATIONAL INSTITUTIONS

**TOTAL (1/1)**

<table>
<thead>
<tr>
<th>University</th>
<th>Total</th>
<th>University</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Universität Zürich</td>
<td>25,48%</td>
<td>ZHAW School of Management &amp; Law</td>
<td>6,19%</td>
</tr>
<tr>
<td>Université de Lausanne</td>
<td>15,66%</td>
<td>Universität Bern</td>
<td>4,25%</td>
</tr>
<tr>
<td>Université de Fribourg</td>
<td>15,14%</td>
<td>Universität Basel</td>
<td>2,83%</td>
</tr>
<tr>
<td>Universität Luzern</td>
<td>12,21%</td>
<td>Universität de Neuchâtel</td>
<td>2,12%</td>
</tr>
<tr>
<td>Université de Genève</td>
<td>7,78%</td>
<td>Other</td>
<td>2,12%</td>
</tr>
<tr>
<td>Universität St. Gallen</td>
<td>6,22%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1. METHODOLOGY & KEY FINDINGS

2. UNIVERSITY EXPERIENCE

3. STUDENTS’ CAREER & COMMUNICATION PREFERENCES

4. EMPLOYER RANKINGS

5. STUDENTS’ EMPLOYER PREFERENCES
How satisfied or dissatisfied are you with your study environment regarding the following factors? (Very satisfied, Satisfied, Neutral, Dissatisfied and Very dissatisfied)

**LECTURERS/TUTORS**

- **Very dissatisfied**: 3%
- **Dissatisfied**: 2%
- **Neutral**: 10%
- **Satisfied**: 57%
- **Very satisfied**: 29%

**CHOICE OF COURSES/MODULES**

- **Very dissatisfied**: 3%
- **Dissatisfied**: 7%
- **Neutral**: 16%
- **Satisfied**: 50%
- **Very satisfied**: 24%

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UNIVERSITY EXPERIENCE

SATISFACTION

SURVEY QUESTION

How satisfied or dissatisfied are you with your study environment regarding the following factors? (Very satisfied, Satisfied, Neutral, Dissatisfied and Very dissatisfied)
How satisfied or dissatisfied are you with your study environment regarding the following factors? (Very satisfied, Satisfied, Neutral, Dissatisfied and Very dissatisfied)

**QUALITY OF THE EDUCATION**

- **Very dissatisfied**
  - Université de Fribourg 2012: 2%
  - Université de Fribourg 2011: 1%
  - Total: 1%

- **Dissatisfied**
  - Université de Fribourg 2012: 3%
  - Université de Fribourg 2011: 1%
  - Total: 2%

- **Neutral**
  - Université de Fribourg 2012: 7%
  - Université de Fribourg 2011: 7%
  - Total: 13%

- **Satisfied**
  - Université de Fribourg 2012: 59%
  - Université de Fribourg 2011: 61%
  - Total: 52%

- **Very satisfied**
  - Université de Fribourg 2012: 30%
  - Université de Fribourg 2011: 30%
  - Total: 32%

**POSSIBILITY TO STUDY ABROAD**

- **Very dissatisfied**
  - Université de Fribourg 2012: 2%
  - Université de Fribourg 2011: 4%
  - Total: 4%

- **Dissatisfied**
  - Université de Fribourg 2012: 6%
  - Université de Fribourg 2011: 7%
  - Total: 8%

- **Neutral**
  - Université de Fribourg 2012: 22%
  - Université de Fribourg 2011: 20%
  - Total: 24%

- **Satisfied**
  - Université de Fribourg 2012: 44%
  - Université de Fribourg 2011: 40%
  - Total: 40%

- **Very satisfied**
  - Université de Fribourg 2012: 25%
  - Université de Fribourg 2011: 29%
  - Total: 24%
How satisfied or dissatisfied are you with your study environment regarding the following factors? (Very satisfied, Satisfied, Neutral, Dissatisfied and Very dissatisfied)
How satisfied or dissatisfied are you with your study environment regarding the following factors? (Very satisfied, Satisfied, Neutral, Dissatisfied and Very dissatisfied)
### UNIVERSITY EXPERIENCE

#### SATISFACTION

**UNIVERSITÉ DE Fribourg VS. TOTAL**

<table>
<thead>
<tr>
<th></th>
<th>Université de Fribourg</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>The reputation of the university</td>
<td>4.4</td>
<td>4.2</td>
</tr>
<tr>
<td>The quality of the education</td>
<td>4.1</td>
<td>4.1</td>
</tr>
<tr>
<td>Lecturers/tutors</td>
<td>4.1</td>
<td>4.0</td>
</tr>
<tr>
<td>Ratio of students per lecturer/tutor</td>
<td>3.9</td>
<td>3.5</td>
</tr>
<tr>
<td>Access to and quality of service facilities (e.g. libraries, computers)</td>
<td>3.9</td>
<td>4.1</td>
</tr>
<tr>
<td>The possibility to study abroad</td>
<td>3.8</td>
<td>3.7</td>
</tr>
<tr>
<td>Choice of courses/modules</td>
<td>3.8</td>
<td>3.9</td>
</tr>
<tr>
<td>Living costs and boarding/accommodation</td>
<td>3.8</td>
<td>3.1</td>
</tr>
<tr>
<td>Practical elements of my course</td>
<td>3.5</td>
<td>3.5</td>
</tr>
<tr>
<td>The university’s contacts with the business community</td>
<td>3.3</td>
<td>3.4</td>
</tr>
</tbody>
</table>

**SURVEY QUESTION**

How satisfied or dissatisfied are you with your study environment regarding the following factors? (Very satisfied, Satisfied, Neutral, Dissatisfied and Very dissatisfied)
SURVEY QUESTION

Which of these aspects do you regard as the most important?

*Please select a maximum of three alternatives*
OVERALL SATISFACTION

How satisfied are you overall with your university?

- Very dissatisfied: 0%
- Dissatisfied: 1%
- Neutral: 11%
- Satisfied: 50%
- Very satisfied: 36%

Université de Fribourg 2012:
- Very dissatisfied: 0%
- Dissatisfied: 2%
- Neutral: 11%
- Satisfied: 53%
- Very satisfied: 40%

Université de Fribourg 2011:
- Very dissatisfied: 0%
- Dissatisfied: 6%
- Neutral: 7%
- Satisfied: 60%
- Very satisfied: 33%

Total:
- Very dissatisfied: 0%
- Dissatisfied: 2%
- Neutral: 11%
- Satisfied: 50%
- Very satisfied: 36%

Université de Fribourg 2012: 4,3
Université de Fribourg 2011: 4,3
Total: 4,2
UNIVERSITY EXPERIENCE

CAREER RELATED SERVICES OFFERED BY UNIVERSITY
UNIVERSITÉ DE FRIBOURG

- Services offered by the departmental/faculty career service
- Services offered by the university’s central career service
- Career advice by professors and lecturers
- Career fairs at university
- Company workshops/presentations organised by the university
- Online vacancy search/job board with external offers
- Career guidance material (e.g. brochures, guidance website, newsletter)
- Job application preparation/training

SURVEY QUESTION

Are you aware of/ do you use the following career related services offered by your university?
### UNIVERSITY EXPERIENCE

## CAREER RELATED SERVICES OFFERED BY UNIVERSITY

### TOTAL

<table>
<thead>
<tr>
<th>Service</th>
<th>Aware of Service and Use It</th>
<th>Aware of Service, but Don't Use It</th>
<th>Unaware of Service, Would Use It</th>
<th>Unaware of Service and Wouldn't Use It</th>
</tr>
</thead>
<tbody>
<tr>
<td>Services offered by the departmental/faculty career service</td>
<td>14%</td>
<td>36%</td>
<td>40%</td>
<td>10%</td>
</tr>
<tr>
<td>Services offered by the university’s central career service</td>
<td>14%</td>
<td>43%</td>
<td>30%</td>
<td>12%</td>
</tr>
<tr>
<td>Career advice by professors and lecturers</td>
<td>11%</td>
<td>15%</td>
<td>60%</td>
<td>14%</td>
</tr>
<tr>
<td>Career fairs at university</td>
<td>38%</td>
<td>38%</td>
<td>19%</td>
<td>6%</td>
</tr>
<tr>
<td>Company workshops/presentations organised by the university</td>
<td>26%</td>
<td>39%</td>
<td>27%</td>
<td>8%</td>
</tr>
<tr>
<td>Online vacancy search/job board with external offers</td>
<td>41%</td>
<td>25%</td>
<td>28%</td>
<td>7%</td>
</tr>
<tr>
<td>Career guidance material (e.g. brochures, guidance website, newsletter)</td>
<td>37%</td>
<td>30%</td>
<td>26%</td>
<td>6%</td>
</tr>
<tr>
<td>Job application preparation/training</td>
<td>11%</td>
<td>36%</td>
<td>42%</td>
<td>11%</td>
</tr>
</tbody>
</table>

**SURVEY QUESTION**

Are you aware of/ do you use the following career related services offered by your university?
### ASPECTS OF UNIVERSITY CHOICE

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Université de Fribourg</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents/friends</td>
<td>48%</td>
<td>40%</td>
</tr>
<tr>
<td>Information event at university (e.g. university open day)</td>
<td>41%</td>
<td>34%</td>
</tr>
<tr>
<td>Students of the university</td>
<td>32%</td>
<td>24%</td>
</tr>
<tr>
<td>University rankings</td>
<td>25%</td>
<td>19%</td>
</tr>
<tr>
<td>The university's website</td>
<td>19%</td>
<td>29%</td>
</tr>
<tr>
<td>Teachers or career guidance at (secondary/high) school</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Information event at (secondary/high) school</td>
<td>7%</td>
<td>13%</td>
</tr>
<tr>
<td>University directories/guides</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Online advertising</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Promotional material</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Media coverage/articles in newspapers or magazines</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Advertising in print media</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Career fairs</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Videos produced by the university</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Online social networks/communities (e.g. Facebook)</td>
<td>0%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>19%</td>
<td>23%</td>
</tr>
</tbody>
</table>
3. STUDENTS’ CAREER & COMMUNICATION PREFERENCES

4. EMPLOYER RANKINGS

5. STUDENTS’ EMPLOYER PREFERENCES
In which industry would you ideally want to work when choosing your first employment after graduation? Please select a maximum of three alternatives.
What size of employer would you prefer working for when choosing your first employment? Please select only one alternative.
Below is a list of nine possible career goals. Which are most important to you? Please select a maximum of three alternatives.

- To have work/life balance
- To be competitively or intellectually challenged
- To be secure or stable in my job
- To be dedicated to a cause or to feel that I am serving a greater good
- To have an international career
- To be autonomous or independent
- To be a leader or manager of people
- To be entrepreneurial or creative/innovative
- To be a technical or functional expert

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

ACTUAL COMMUNICATION CHANNELS • TOP 10

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

- Employer websites
- Career Magazines for students
- Outdoor/billboard advertisements
- News print media advertisements
- University press & student organisation publications
- Career Guidance websites
- Career Fairs
- Job boards
- Advertisements in life style magazines & other periodicals
- Employer presentations on campus

Université de Fribourg
Total

Universum Student Survey 2012
University Report
Swiss Edition
Law
Université de Fribourg

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KEY FINDINGS • UNIVERSITÉ DE FRIBOURG

62% women and 38% men

Average age: 22.5 years

Average perceived academic performance: 6.9 (of 10)

Average expected annual salary: 66,184 CHF

Top actual communication channels:
- Employer websites
- Career Magazines for students
- Outdoor/billboard advertisements

Top career goals:
- To have work/life balance
- To be competitively or intellectually challenged
- To be secure or stable in my job

Most preferred industries:
- Law firms
- Public sector and Governmental Agencies
- Banks

Top university experience:
- The reputation of the university
- The quality of the education
- Lecturers/tutors
KEY FINDINGS • TOTAL

61% women and 39% men

Average age: 23.0 years

Average perceived academic performance: 6.7 (of 10)

Average expected annual salary: 70,228 CHF

Top actual communication channels:
• Employer websites
• University press & student organisation publications
• Outdoor/billboard advertisements

Top career goals:
• To have work/life balance
• To be competitively or intellectually challenged
• To be secure or stable in my job

Most preferred industries:
• Law firms
• Public sector and Governmental Agencies
• Banks

Top university experience:
• The reputation of the university
• Access to and quality of service facilities (e.g. libraries, computers)
• The quality of the education
4. EMPLOYER RANKINGS

1. METHODOLOGY & KEY FINDINGS
2. UNIVERSITY EXPERIENCE
3. STUDENTS’ CAREER & COMMUNICATION PREFERENCES
5. STUDENTS’ EMPLOYER PREFERENCES
### IDEAL EMPLOYER RANKING

**UNIVERSITÉ DE FRIBOURG • TOP 20**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Die Bundesverwaltung</td>
<td>1</td>
<td>38,38%</td>
<td>➜ 0</td>
<td>SWISS</td>
<td>10</td>
<td>9,73%</td>
<td>➜ -3</td>
</tr>
<tr>
<td>IKRK</td>
<td>2</td>
<td>24,32%</td>
<td>➜ 1</td>
<td>Bär &amp; Karrer</td>
<td>12</td>
<td>9,19%</td>
<td>NEW</td>
</tr>
<tr>
<td>Lenz &amp; Staehelin</td>
<td>3</td>
<td>18,92%</td>
<td>NEW</td>
<td>Schellenberg Wittmer</td>
<td>12</td>
<td>9,19%</td>
<td>NEW</td>
</tr>
<tr>
<td>Nestlé</td>
<td>4</td>
<td>18,38%</td>
<td>➜ -2</td>
<td>Schweizerische Nationalbank</td>
<td>14</td>
<td>8,65%</td>
<td>➜ -8</td>
</tr>
<tr>
<td>UBS</td>
<td>5</td>
<td>14,05%</td>
<td>➜ -1</td>
<td>SBB CFF FFS</td>
<td>15</td>
<td>8,11%</td>
<td>➜ 13</td>
</tr>
<tr>
<td>Ernst &amp; Young</td>
<td>6</td>
<td>12,43%</td>
<td>➜ 2</td>
<td>Novartis</td>
<td>16</td>
<td>7,57%</td>
<td>➜ -3</td>
</tr>
<tr>
<td>Credit Suisse</td>
<td>7</td>
<td>10,81%</td>
<td>➜ -2</td>
<td>L’Oréal</td>
<td>17</td>
<td>7,03%</td>
<td>➜ -1</td>
</tr>
<tr>
<td>Swisslegal</td>
<td>7</td>
<td>10,81%</td>
<td>NEW</td>
<td>Pestalozzi Rechtsanwälte</td>
<td>17</td>
<td>7,03%</td>
<td>NEW</td>
</tr>
<tr>
<td>Homburger</td>
<td>9</td>
<td>10,27%</td>
<td>NEW</td>
<td>Philip Morris International</td>
<td>19</td>
<td>6,49%</td>
<td>➜ 22</td>
</tr>
<tr>
<td>Baker &amp; McKenzie</td>
<td>10</td>
<td>9,73%</td>
<td>NEW</td>
<td>Raiffeisen</td>
<td>20</td>
<td>5,41%</td>
<td>➜ 0</td>
</tr>
</tbody>
</table>

**SURVEY QUESTION**

Please select five employers from the list below for which you would most like to work - your five Ideal Employers.
Please select five employers from the list below for which you would most like to work - your five Ideal Employers.
1. METHODOLOGY & KEY FINDINGS
2. UNIVERSITY EXPERIENCE
3. STUDENTS’ CAREER & COMMUNICATION PREFERENCES
4. EMPLOYER RANKINGS

STUDENTS’ EMPLOYER PREFERENCES
EMPLOYER REPUTATION & IMAGE
The attributes of the employer as an organisation
• 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 framework is developed together with professor Paula Caligiuri, Director of the Center for HR Strategy at Rutgers University. Based on specific research within HR, as well as focus groups and general communication with both our clients and students.
THE DRIVERS OF EMPLOYER ATTRACTIVENESS

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

Université de Fribourg:
- Employer Reputation & Image: 29%
- People & Culture: 27%
- Remuneration & Advancement Opportunities: 24%
- Job Characteristics: 20%

Total:
- Employer Reputation & Image: 28%
- People & Culture: 28%
- Remuneration & Advancement Opportunities: 24%
- Job Characteristics: 20%
TOP FINDINGS
OVERALL MOST ATTRACTIVE ATTRIBUTES • TOP 5

UNIVERSITÉ DE FRIBOURG

1. A friendly work environment (People & Culture)
2. Respect for its people (People & Culture)
3. Variety of assignments (Job Characteristics)
4. Good reference for future career (Remuneration & Advancement Opportunities)
5. Competitive base salary (Remuneration & Advancement Opportunities)

TOTAL

1. A friendly work environment (People & Culture)
2. Variety of assignments (Job Characteristics)
3. Good reference for future career (Remuneration & Advancement Opportunities)
4. A creative and dynamic work environment (People & Culture)
5. Challenging work (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 summarised 360 degree view of what influences employer attractiveness.
Les magazines Universum Top 100 :

- **sortie française** : 26 octobre 2012
- **diffusion** : + de 290 000 exemplaires
- **kiosque** : avec « M », le supplément weekend du journal « Le Monde »

**Wetfeet** :

- + de 60 guides carrière *en ligne*
- + de 60 guides carrière *écrits par des professionnels* accompagnés de journalistes
- + de 60 guides carrière *en anglais*
- + de 60 guides carrière *téléchargeables à l’infini* pour un *abonnement annuel fixe*
ARE YOU READY TO DIG DEEPER INTO THE WORLD OF EMPLOYER BRANDING?

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