



# Universum Talent Research 2018

Talent Insight Report | Female vs. Male vs. Total  
Dummy Edition | Professionals | Main field of study X  
Company X



# Who we are





# Universum at a glance

30

Years of **global data** and **experience**



**1 decade**

Publishing the **World's Most Attractive Employers**



**Most Attractive Employer Rankings** published in **40+ markets**

**1+ million**

**Respondents** makes our survey the world's largest talent survey



**Universum Access Social**

The first social media listening tool and social rankings of EB



**universum**

**ACC>SS**

**Universum Access Data**  
The biggest EB community and data center



**Continuous partnership with INSEAD** on global data points



**Certified 800+**

Employer Branding Professionals

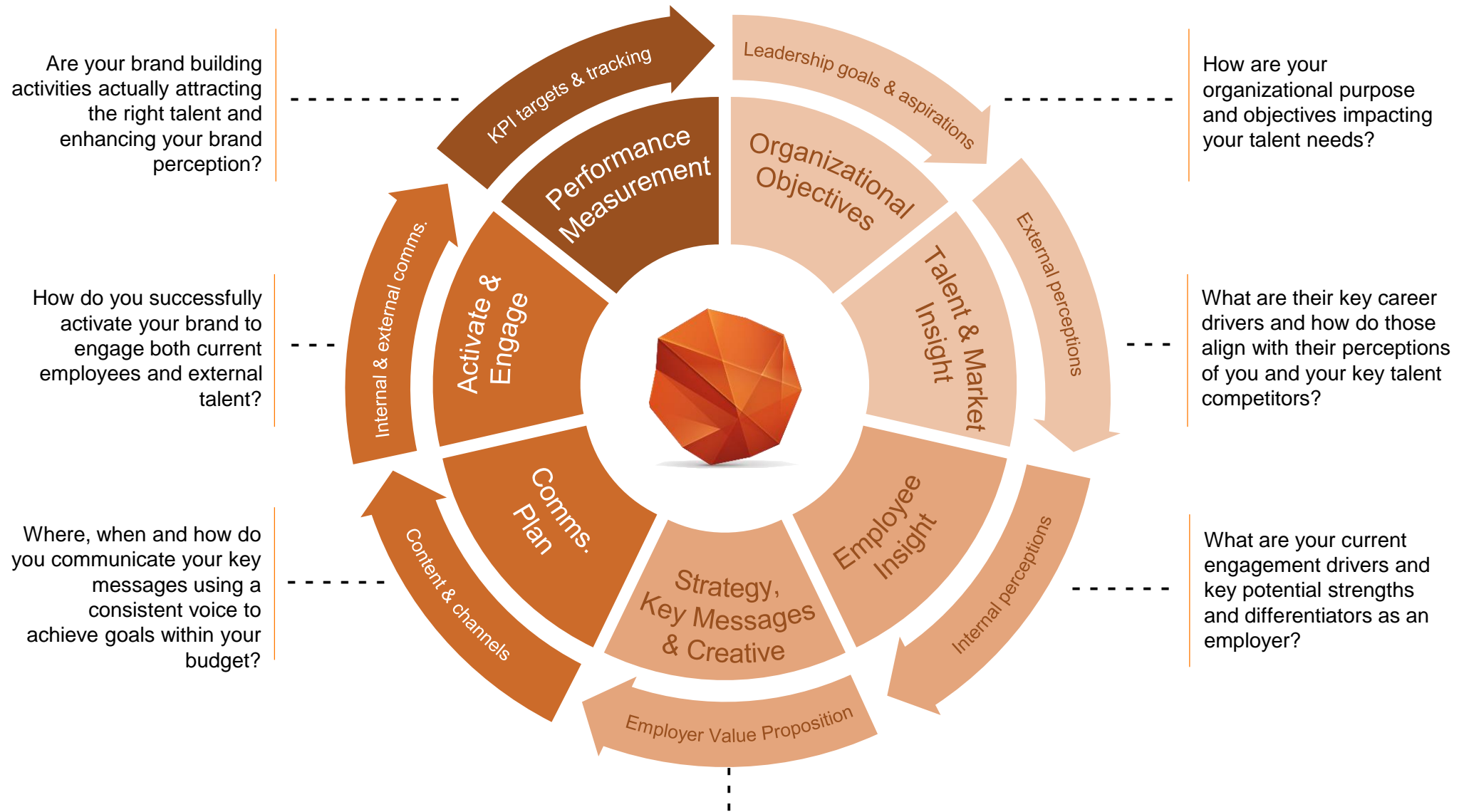
**EB NOW**

**Third year** delivering our established industry benchmark



**Globally recognized** media partner

# Our approach to strategic Employer Branding



# The Foundation for Your Employer Branding Activities

Understanding talent is the first step to becoming a more attractive employer.

- Attracting and recruiting the right people is a challenging task. Save time and money, and avoid the risk of communicating things that do not resonate with your target groups.
- Working with market intelligence will give you invaluable insights into the talent market. As many companies take advantage of fact-based decision-making, slow-adapters will attempt to navigate talent attraction in the dark.



## The Talent Insight Report

- Provides you with deep insights into the attitudes and preferences of the talent group you would like to attract with the help of Universum's established research framework.
- It is a strategic tool that empowers you to capture the right talent by understanding which topics to focus on, for up to three different target groups per market.

# What we cover in the report

- 1 TARGET GROUP PROFILES
- 2 ATTRACTIVENESS
- 3 TARGET GROUP PREFERENCES
- 4 RETENTION & MOBILITY
- 5 COMMUNICATION & NEXT STEPS

# About the Universum Talent Research and the target groups

## THE QUESTIONNAIRE



- Created with over **25 years of experience**, extensive research within HR, focus groups and communication with our clients, students and professionals.
- Global perspective - local insight.
- 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.

## RESPONDENTS



- **Students** at higher educational institutions
- **Professionals** with an academic degree
- **Non-academics**



### FIELD PERIOD

Month 2017 to Month 2018



Total number of  
respondents in the survey

XX XXX

## THIS REPORT

Number of respondents

### GROUP 1

Total

XXX

### GROUP 2

Female

XXX

### GROUP 3

Male

XXX

# Agenda

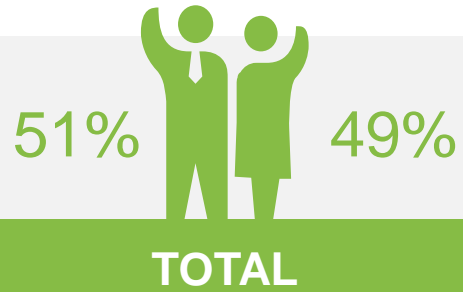
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## TARGET GROUP PROFILES

Gain insight into the profiles of each of the target groups.



# General profile



AVERAGE AGE (years)

32,8



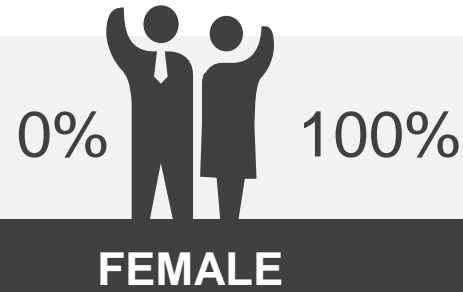
AVERAGE WORK EXPERIENCE

8,2 years

AVERAGE CURRENT ANNUAL SALARY



53 111 CURRENCY



AVERAGE AGE (years)

32,5



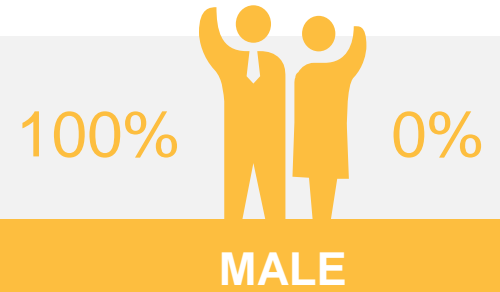
AVERAGE WORK EXPERIENCE

8,0 years

AVERAGE CURRENT ANNUAL SALARY



45 924 CURRENCY



AVERAGE AGE (years)

33,1



AVERAGE WORK EXPERIENCE

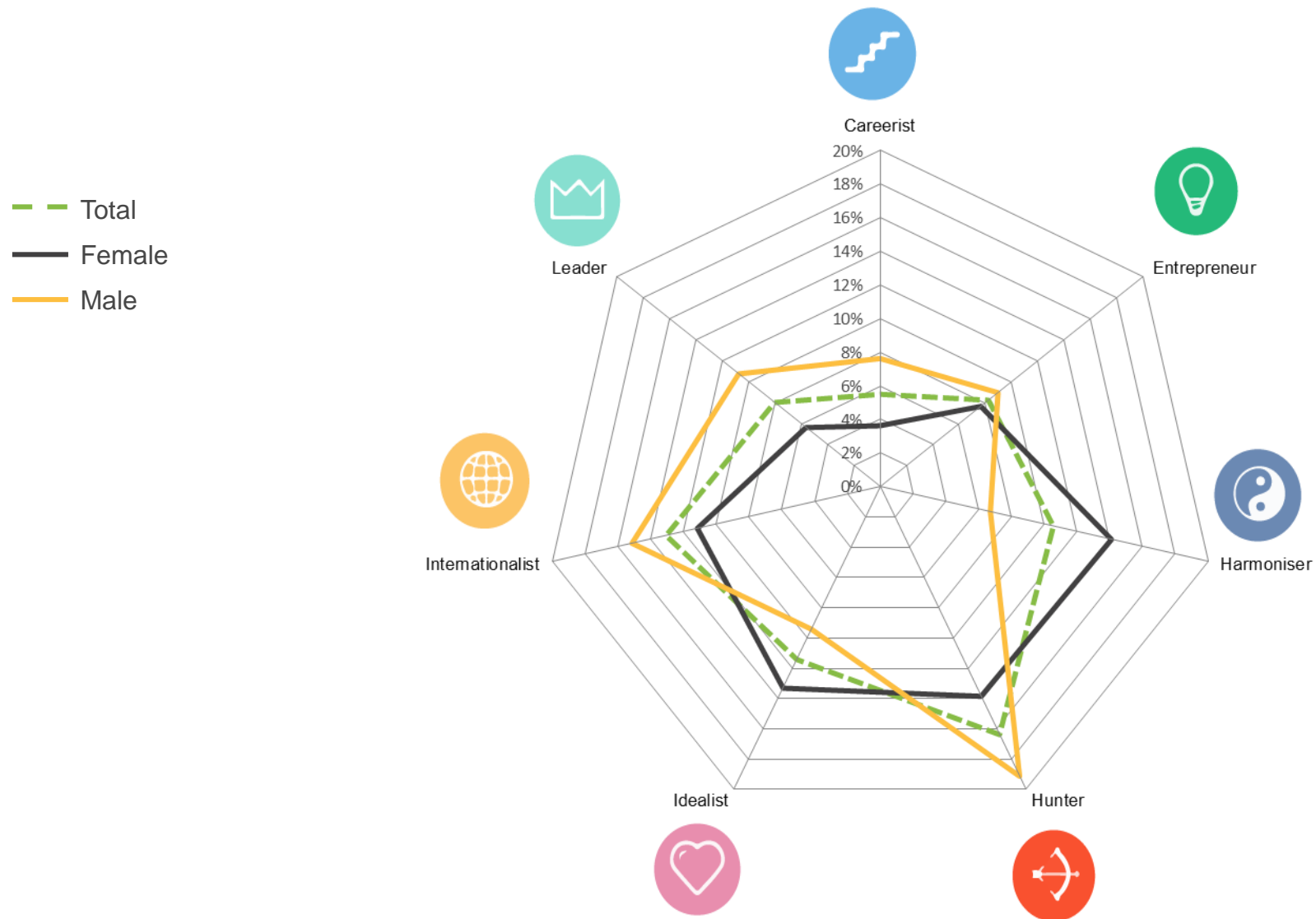
8,5 years

AVERAGE CURRENT ANNUAL SALARY



60 454 CURRENCY

# The Universum Career Profiles



# Agenda

1

TARGET GROUP PROFILES

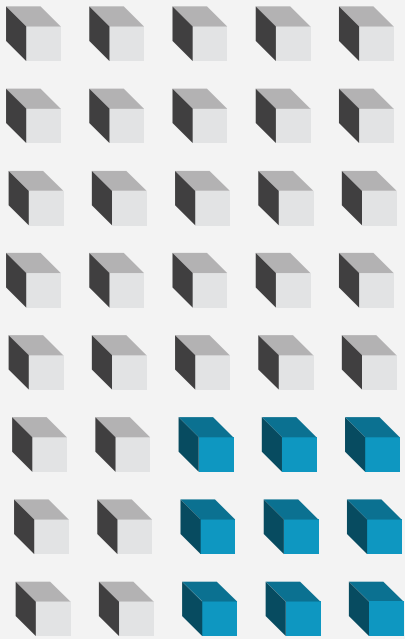
2

ATTRACTIVENESS

Find out which employers each of the target groups would consider working for, as well as the ones they selected as their most attractive employers.

# The Universum Rankings

**FULL COMPANY LIST**  
(xxx employers within each  
main field of study)



**CONSIDERED EMPLOYER  
RANKING**  
(as many as applicable)



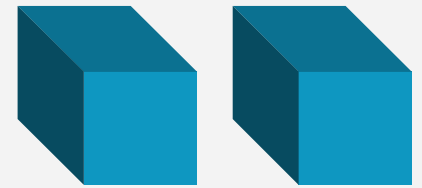
"Below is a list of companies and organisations. For which of these employers would you consider working?"

**IDEAL EMPLOYER RANKING**  
(maximum five employers)



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

**POTENTIAL APPLICANTS'  
RANKING**  
(Yes, definitely)



"If you were looking for a new job, would you consider applying at these employers?"



# Considered Employer Ranking

## TOTAL

1. Competitor 1 (26%)
2. Company 5 (25%)
3. Company X (25%)
4. Competitor 3 (23%)
4. Competitor 5 (23%)
6. Company 2 (22%)
7. Company 20 (21%)
8. Competitor 2 (21%)
9. Competitor 4 (19%)
10. Company 21 (19%)
11. Company 1 (19%)
12. Company 9 (18%)
13. Company 54 (17%)
13. Company 56 (17%)
15. Company 12 (17%)

## FEMALE

1. Company 5 (32%)
2. Competitor 1 (29%)
3. Competitor 5 (29%)
4. Company 20 (29%)
5. Competitor 3 (27%)
6. Company X (25%)
7. Company 19 (25%)
7. Company 2 (25%)
9. Company 56 (23%)
10. Competitor 4 (23%)
11. Company 21 (23%)
12. Company 32 (22%)
12. Company 4 (22%)
14. Company 52 (20%)
15. Company 62 (20%)

## MALE

1. Company X (25%)
2. Competitor 1 (23%)
3. Competitor 2 (22%)
4. Company 12 (19%)
5. Competitor 3 (19%)
6. Company 5 (19%)
7. Company 2 (19%)
8. Company 1 (18%)
8. Company 14 (18%)
8. Company 9 (18%)
11. Company 6 (18%)
12. Company 50 (18%)
13. Competitor 5 (17%)
14. Company 54 (16%)
15. Company 10 (16%)

# Ideal Employer Ranking

## TOTAL

1. Competitor 1 (13%)
2. Company X (13%)
3. Company 20 (10%)
4. Competitor 5 (8%)
5. Company 1 (8%)
6. Competitor 3 (8%)
6. Competitor 4 (8%)
8. Competitor 2 (8%)
9. Company 21 (7%)
9. Company 9 (7%)

## FEMALE

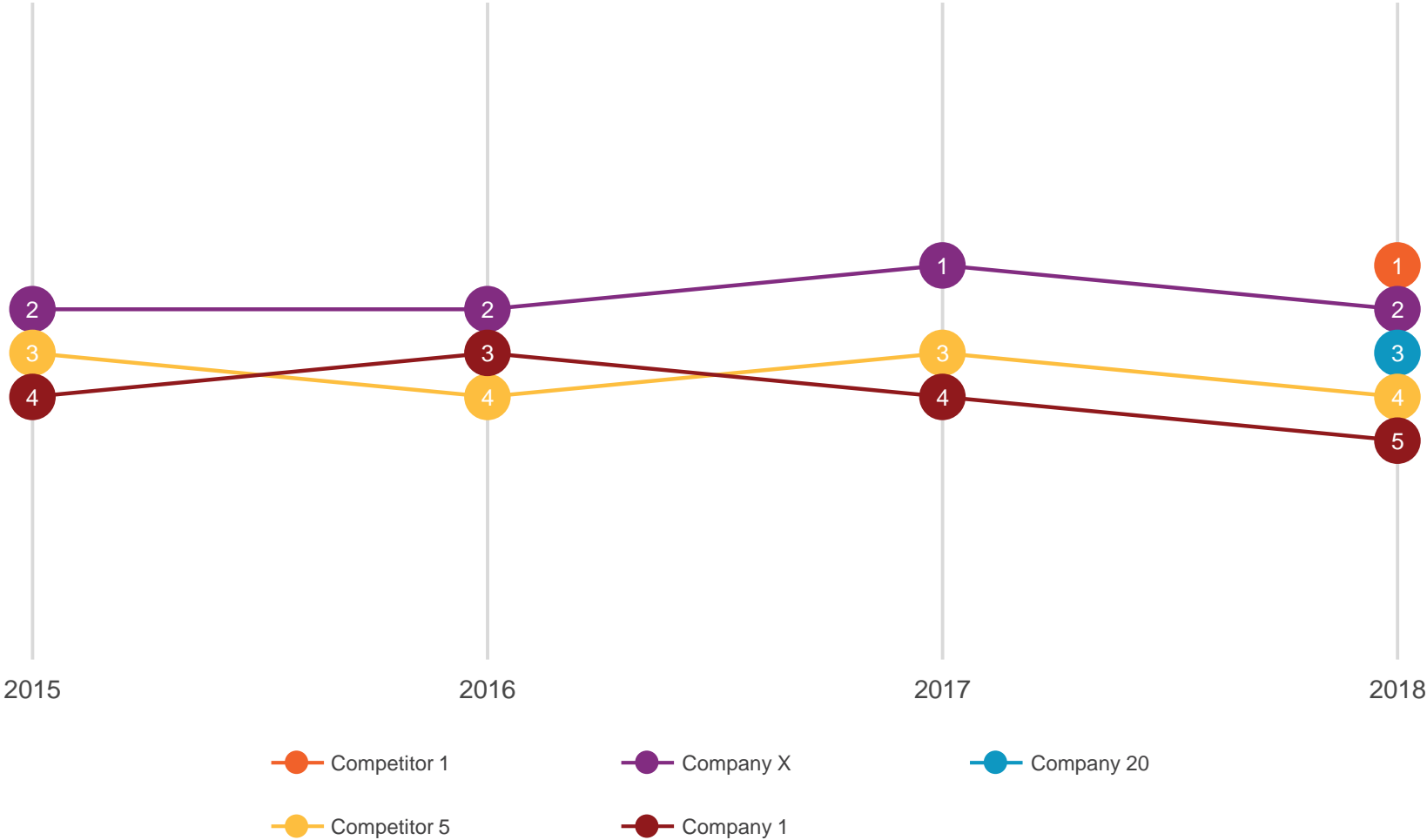
1. Competitor 1 (16%)
2. Company 20 (14%)
3. Competitor 5 (13%)
4. Company X (12%)
5. Competitor 3 (11%)
6. Company 19 (11%)
7. Company 32 (10%)
7. Company 5 (10%)
7. Competitor 4 (10%)
10. Company 2 (9%)

## MALE

1. Company X (13%)
2. Competitor 1 (11%)
3. Company 1 (11%)
4. Company 6 (9%)
5. Company 9 (8%)
6. Competitor 2 (8%)
7. Company 14 (7%)
8. Company 50 (7%)
9. Company 25 (7%)
9. Competitor 4 (7%)

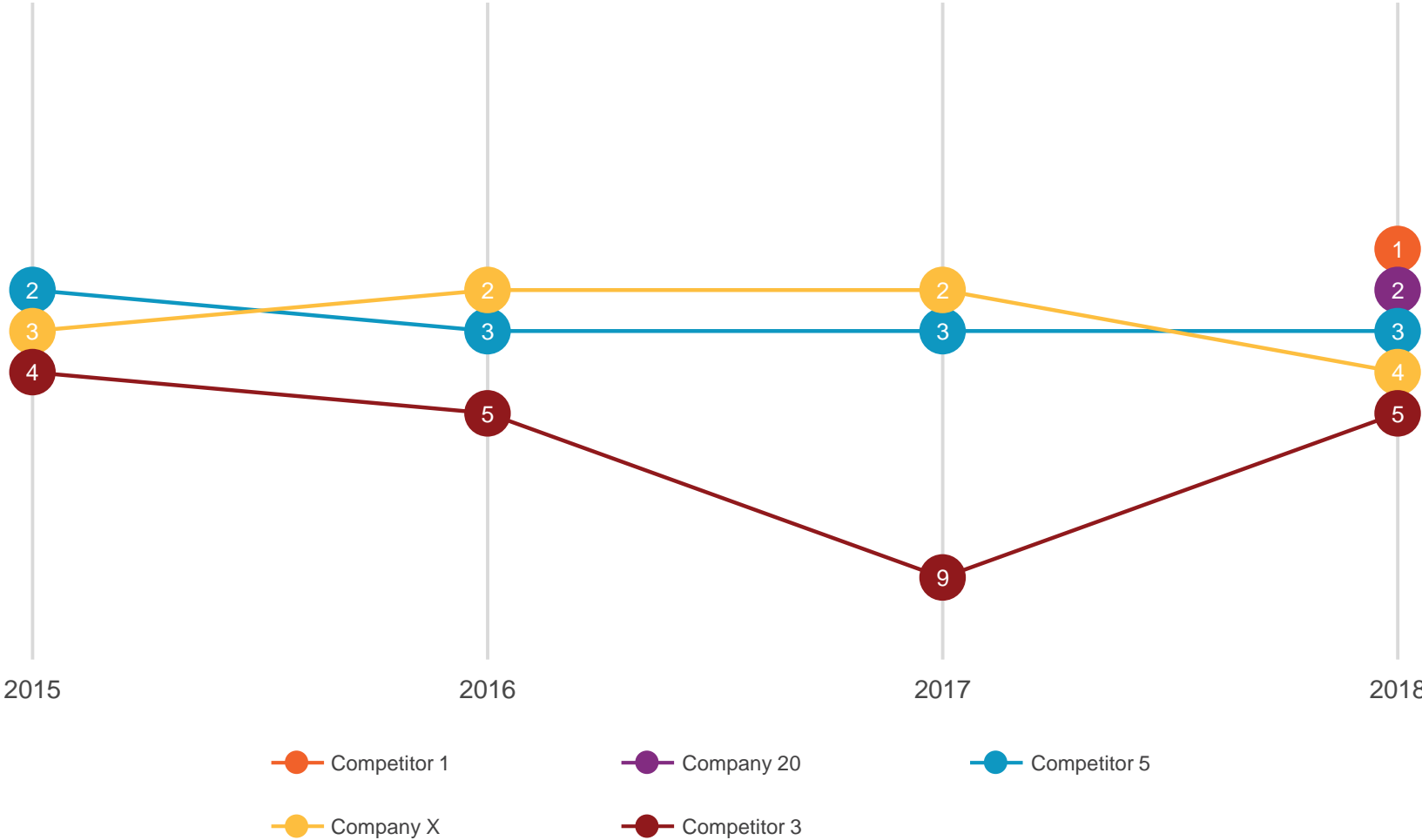
# Ideal Employer Ranking over time

Top 5 ideal employers | Total



# Ideal Employer Ranking over time

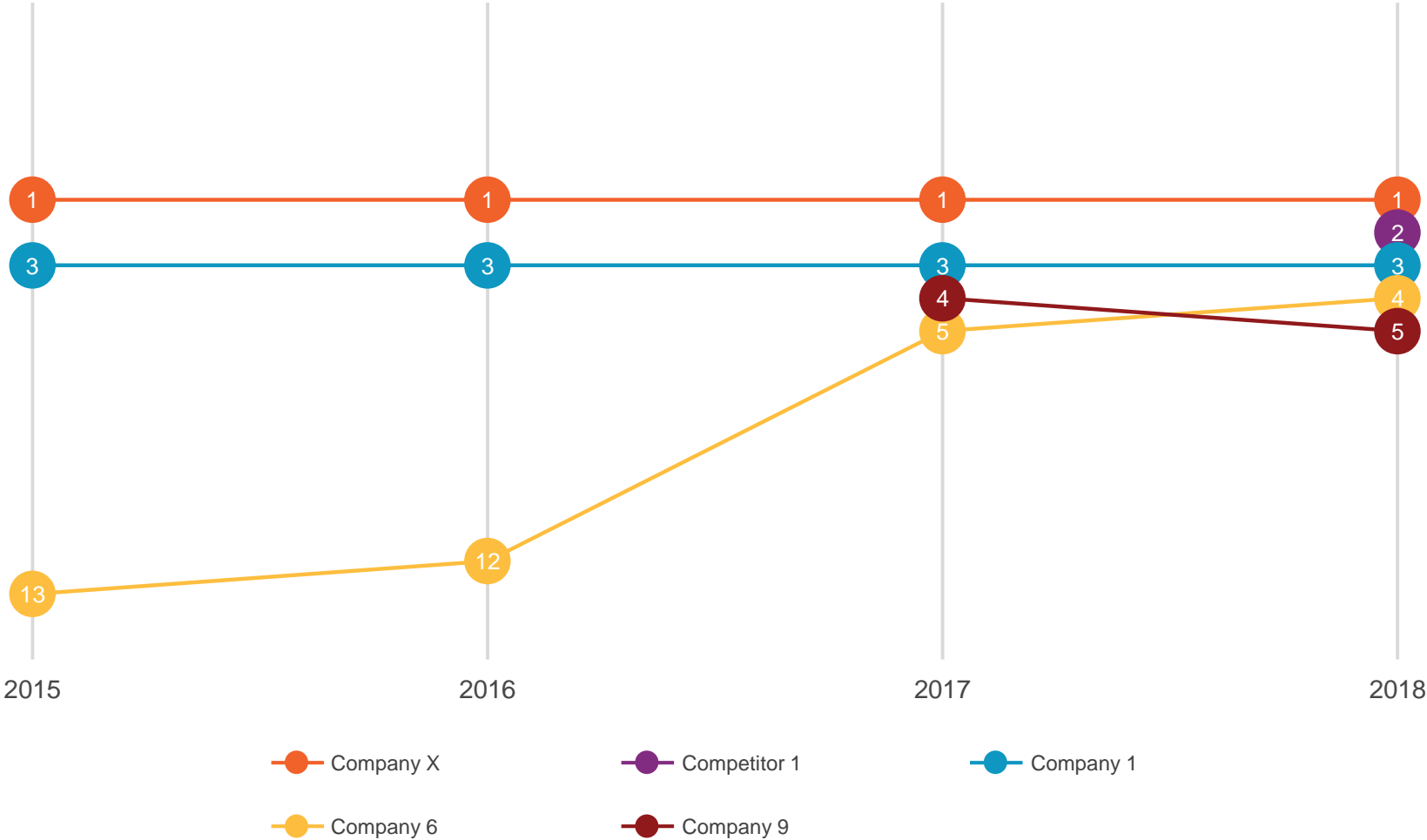
Top 5 ideal employers | Female



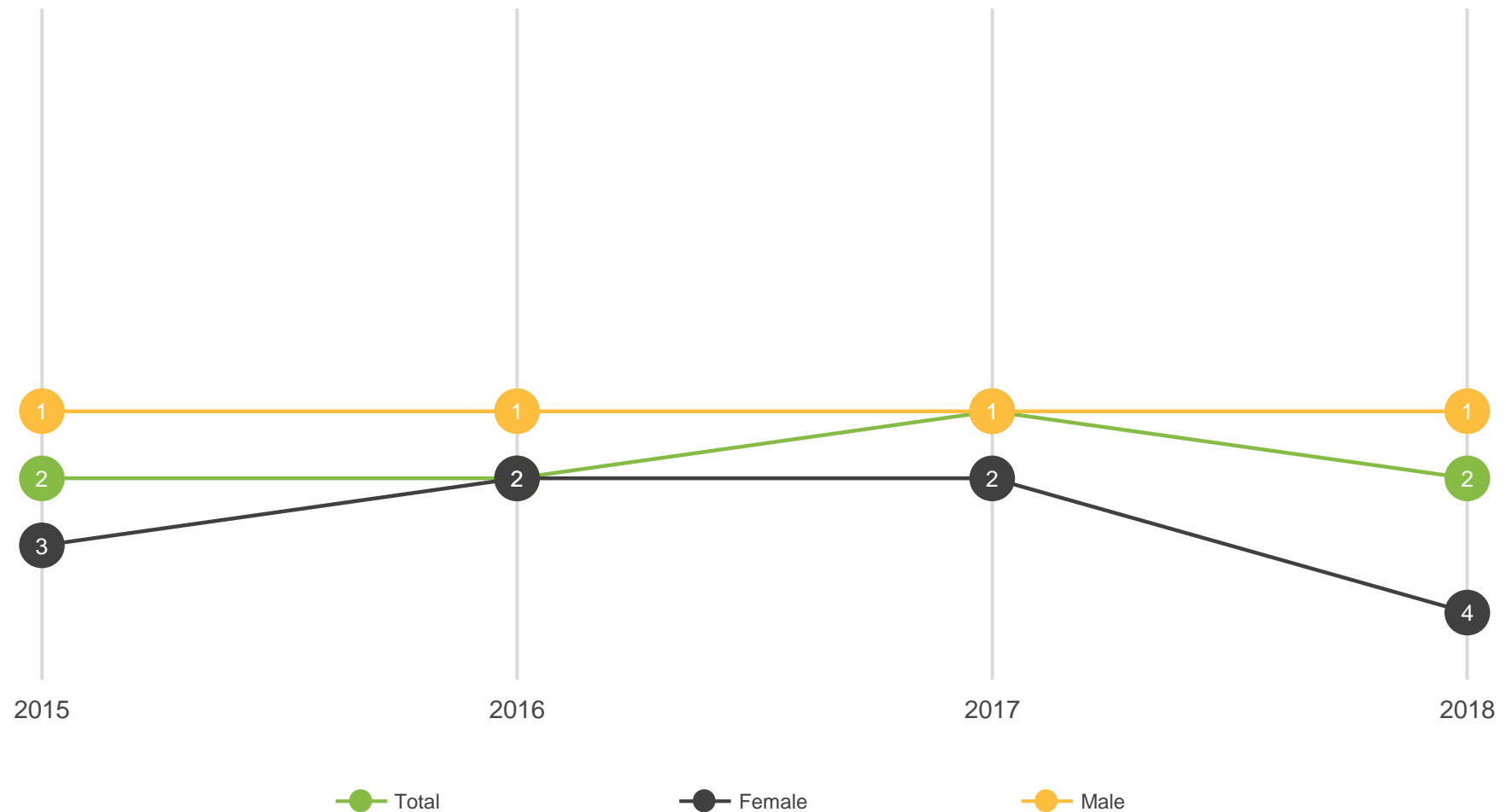


# Ideal Employer Ranking over time

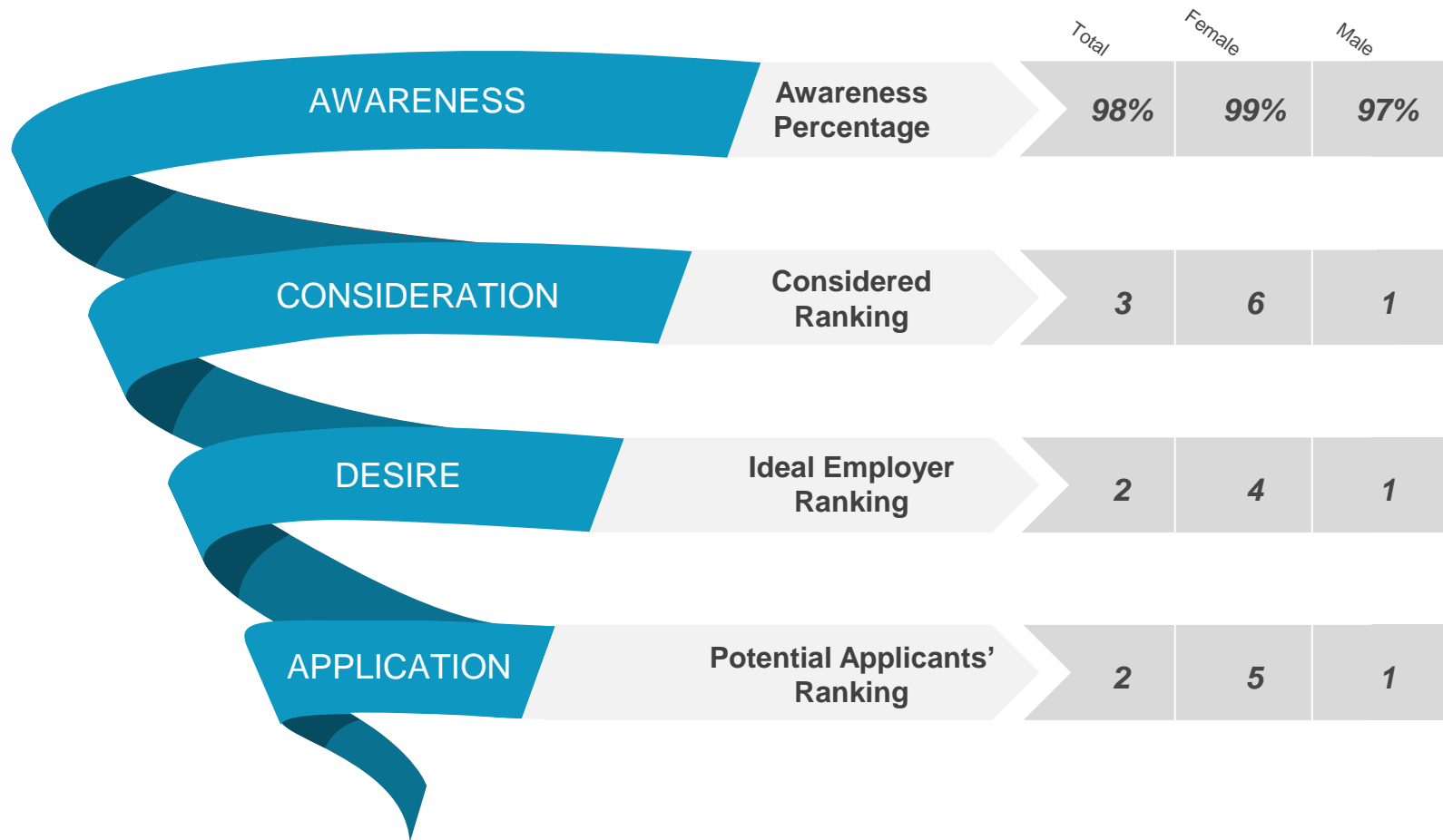
Top 5 ideal employers | Male



# Company X's Ideal Employer Ranking over time



# Company X's performance in the Recruitment Funnel



- ?
- Please select all companies/organisations which you have not heard of as employers.
  - Below is a list of companies and organisations. For which of these employers would you consider working?
  - Now choose the five (5) employers you most want to work for, your five Ideal Employers.
  - If you were looking for a new job, would you consider applying to these employers?

- !
- Note that the bottom three rows express rank rather than percentage.

# Agenda

1 TARGET GROUP PROFILES

2 ATTRACTIVENESS

3 TARGET GROUP PREFERENCES

Understand what the different target groups find attractive in an employer, based on the Universum Drivers of Employer Attractiveness. Compare your current Employer Brand and Employer Value Proposition with the survey results and identify aspects on which to focus more or less in your communications.

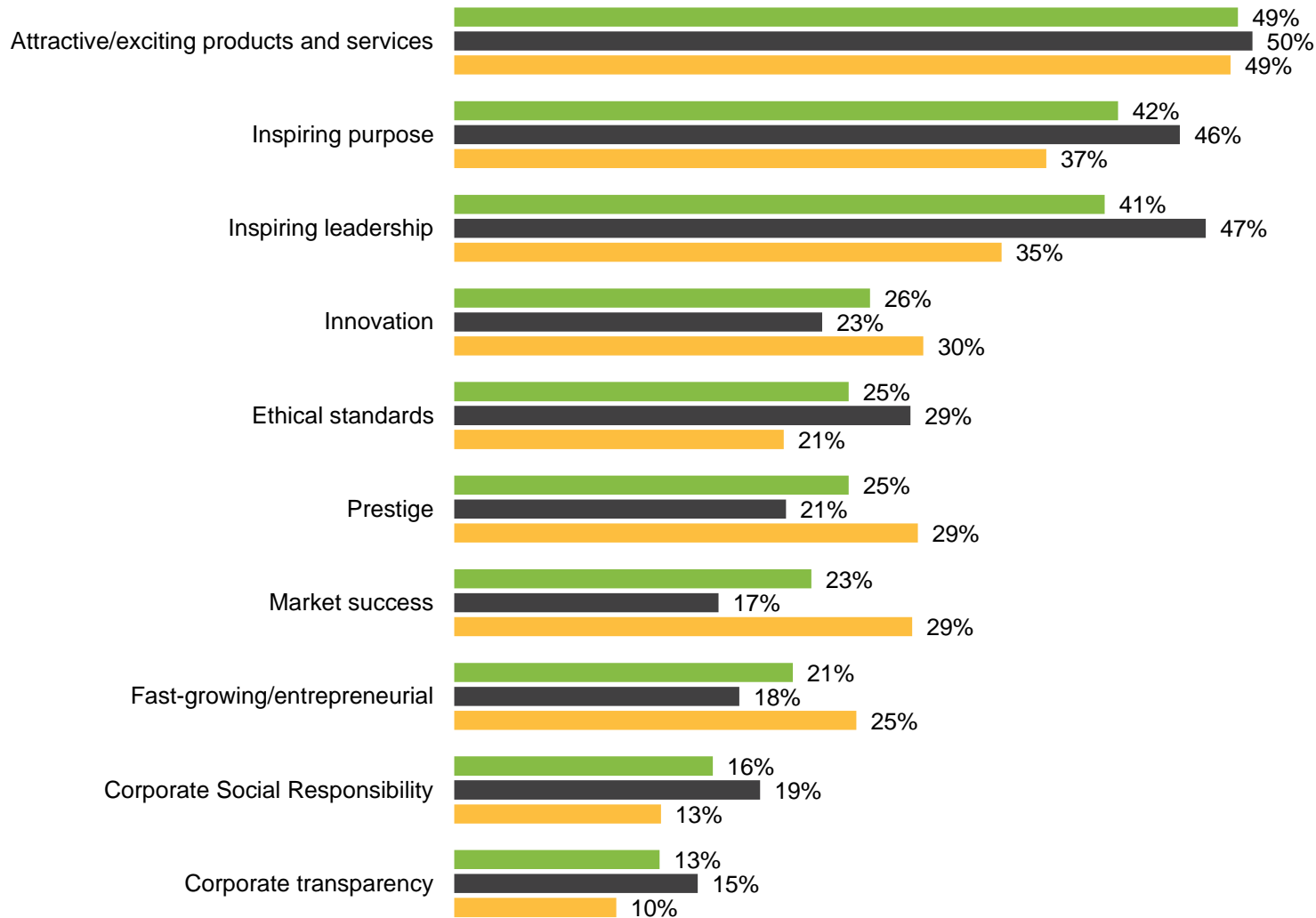


# The Universum Drivers of Employer Attractiveness



# Employer Reputation & Image

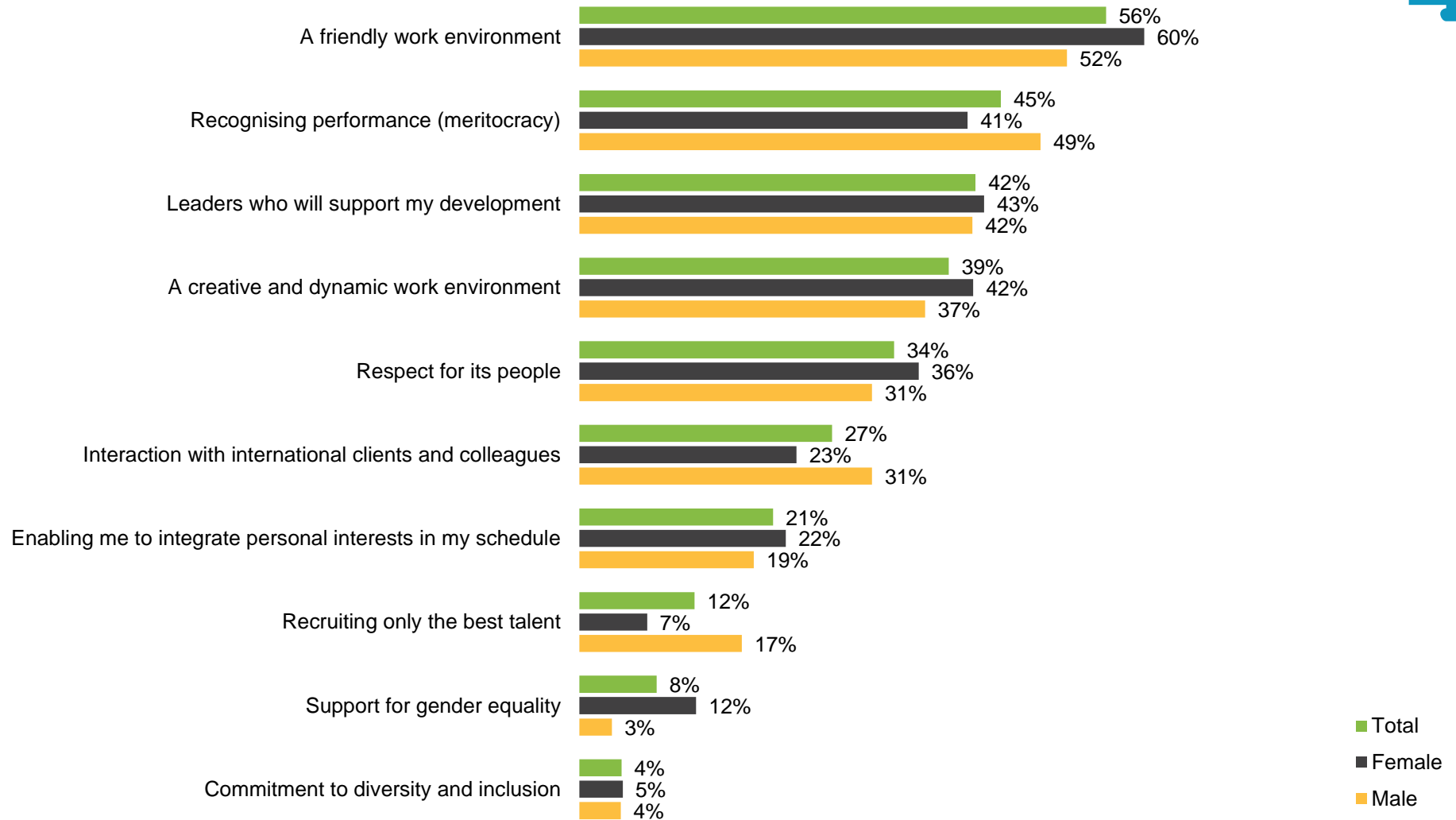
## Attractive attributes



■ Total  
■ Female  
■ Male

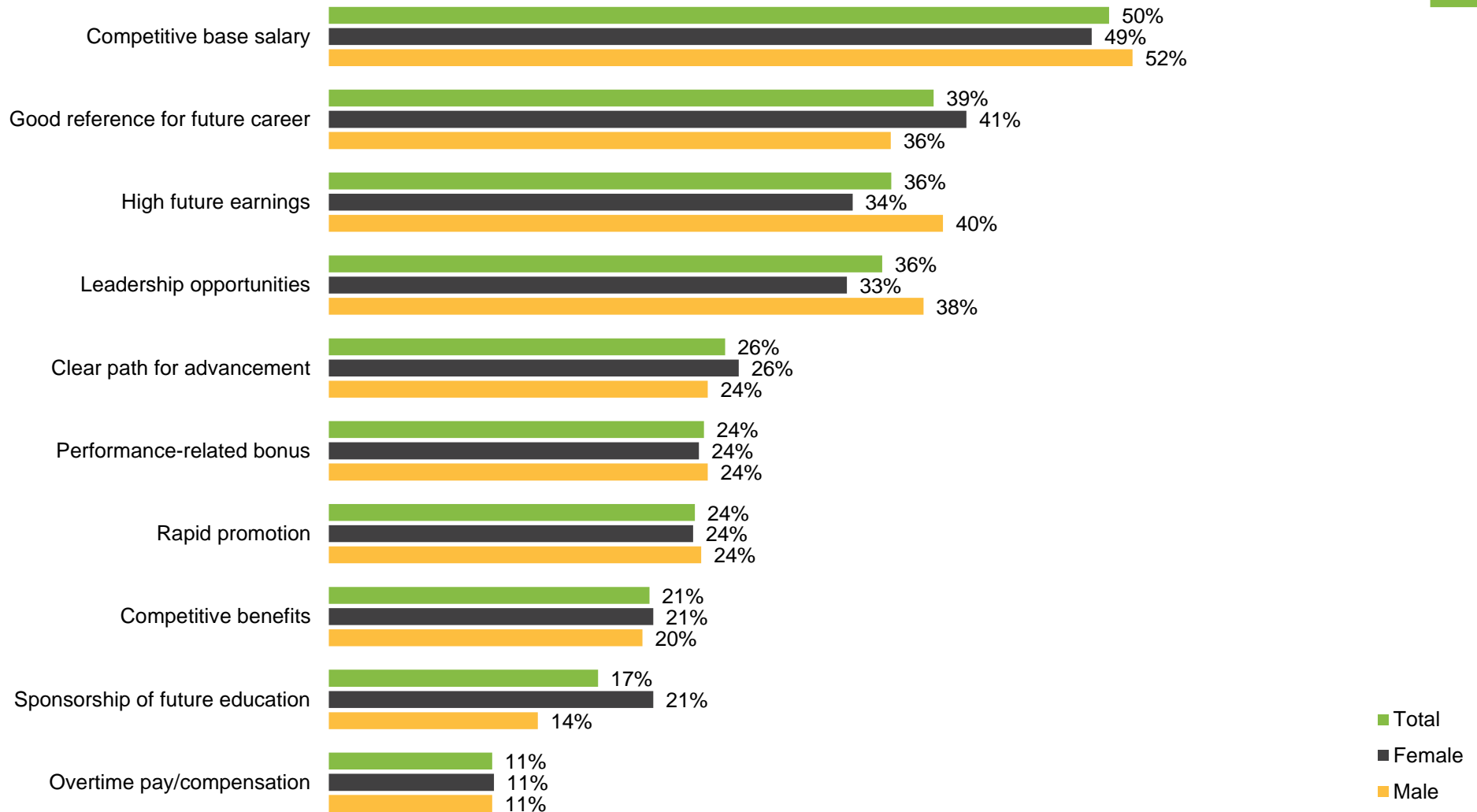
# People & Culture

## Attractive attributes



# Remuneration & Advancement Opportunities

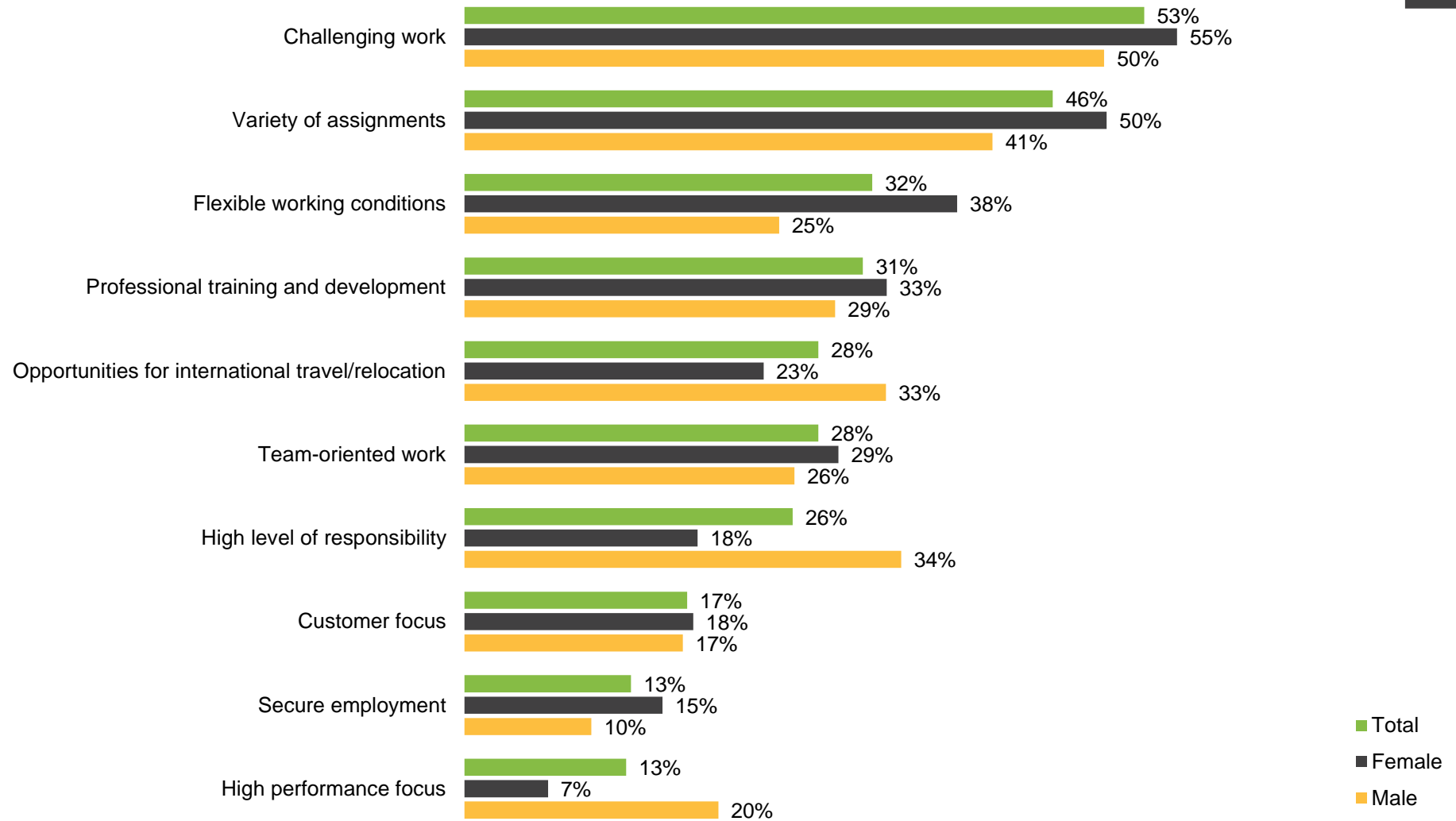
## Attractive attributes





# Job Characteristics

## Attractive attributes



# Top preferences overall

## TOTAL

1. Challenging work
2. A friendly work environment
3. Competitive base salary
4. Variety of assignments
5. Attractive/exciting products and services
6. Leaders who will support my development
7. Recognising performance (meritocracy)
8. Good reference for future career
9. Inspiring purpose
10. High future earnings

## FEMALE

1. Challenging work
2. A friendly work environment
3. Variety of assignments
4. Competitive base salary
5. Leaders who will support my development
6. Attractive/exciting products and services
7. Inspiring purpose
8. Recognising performance (meritocracy)
9. Good reference for future career
10. Inspiring leadership

## MALE

1. Competitive base salary
2. A friendly work environment
3. Challenging work
4. Recognising performance (meritocracy)
5. Attractive/exciting products and services
6. Variety of assignments
7. High future earnings
8. Leaders who will support my development
9. Good reference for future career
10. Leadership opportunities



Employer Reputation & Image



People & Culture



Remuneration & Advancement Opportunities



Job Characteristics

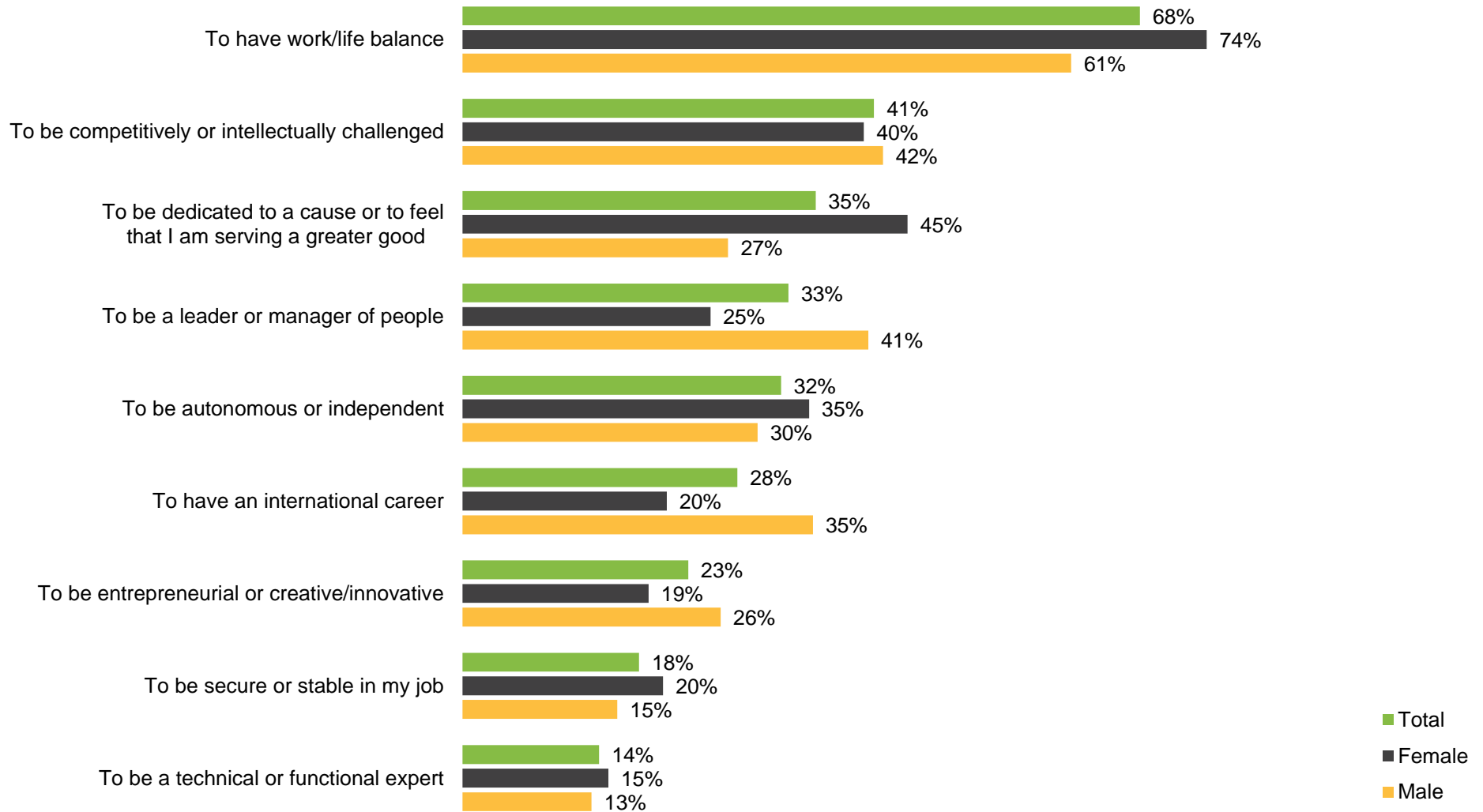


- How important to you is each of the below aspects? (Scale 1-5, 1=Not important at all, 5=Very important)
- Which of these are most important to you? Please select a maximum of three alternatives.

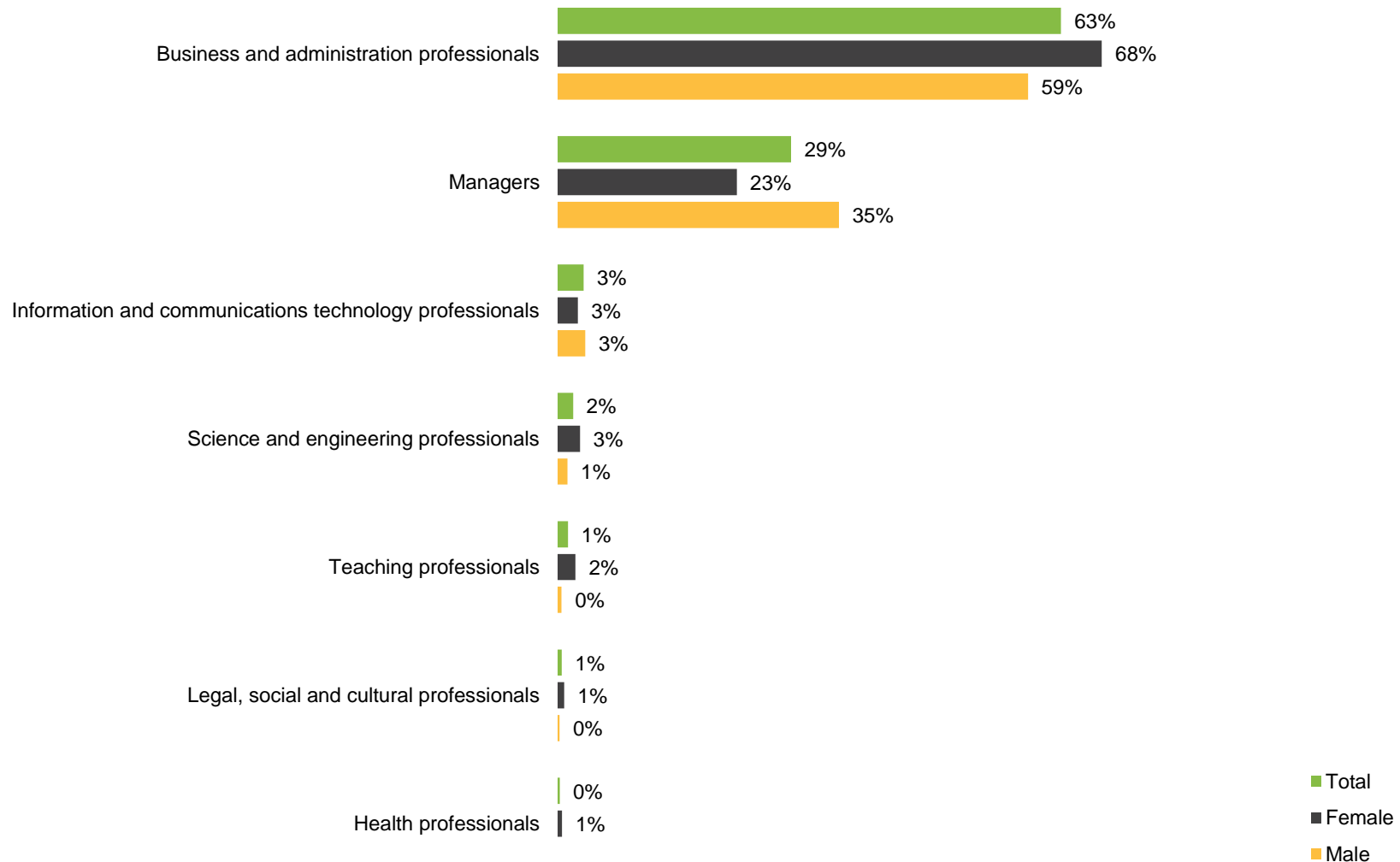


- This is the attractiveness of the 40 attributes in relation to how important respondents think its driver is. This analysis gives a summarised 360 degree view of what influences employer attractiveness.

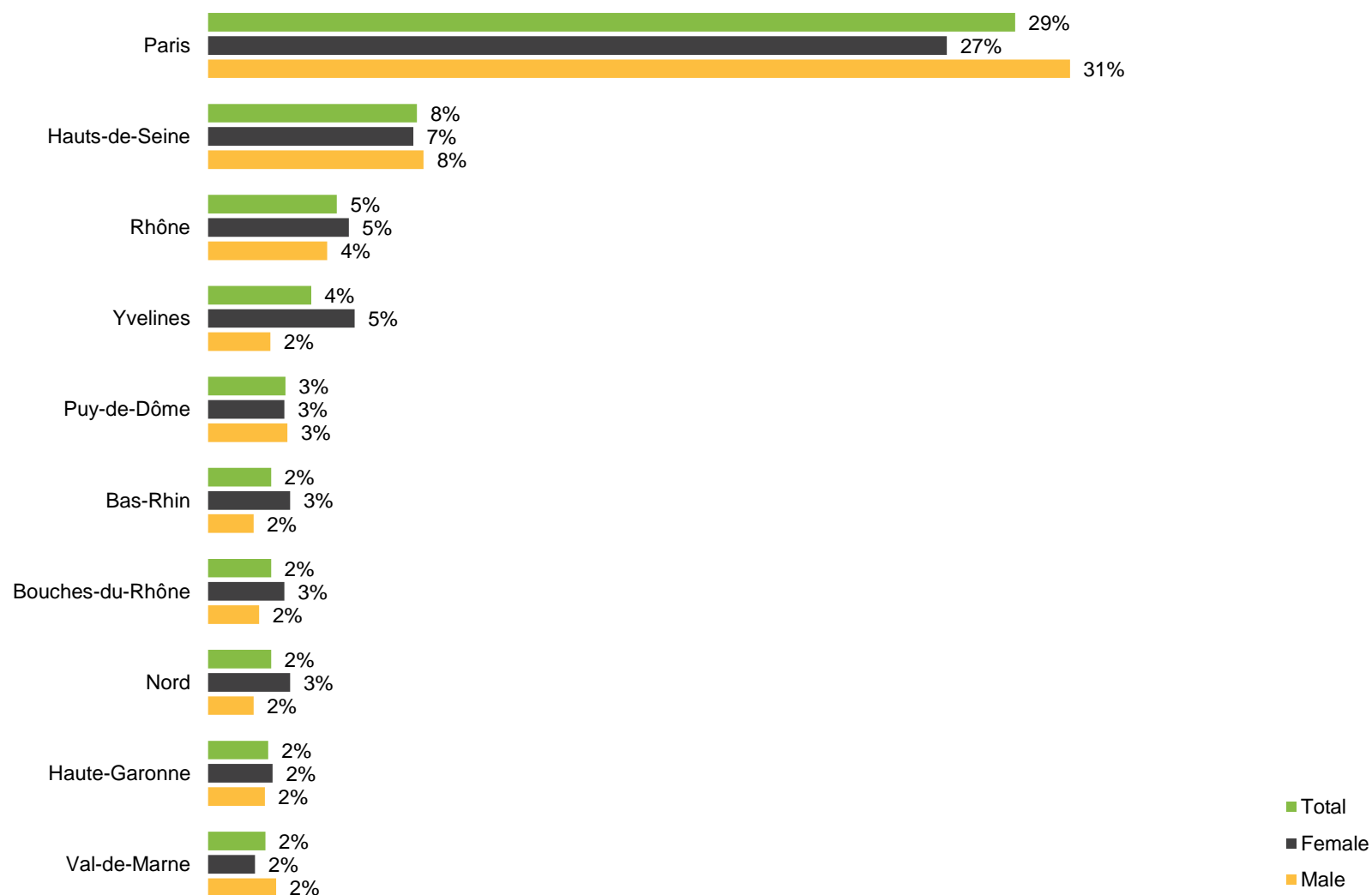
# Career goals



# Most represented occupational groups



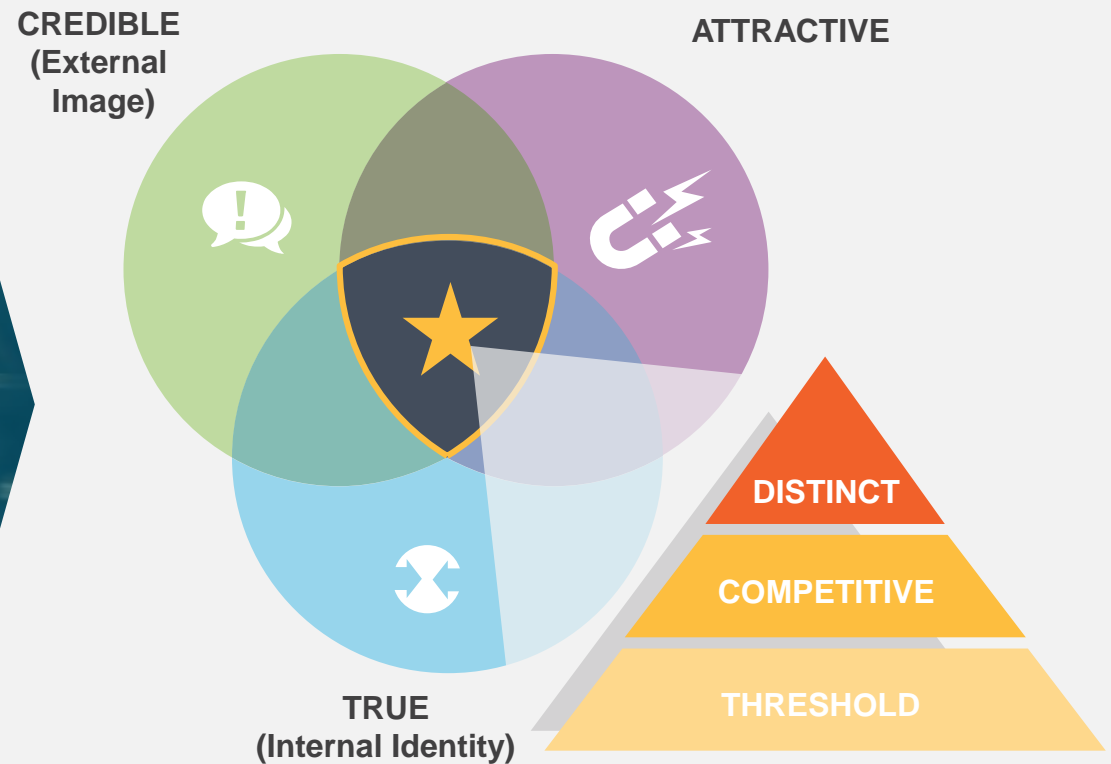
# Most represented regions/states



# Your story is more important than ever

Our research proves that the more **focused** employers are in their communication, the more they engage their target group. So which values should you be focusing on?

- ✓ WHAT IS **TRUE** INTERNALLY?
- ✓ WHAT IS **ATTRACTIVE** TO YOUR TARGET GROUP?
- ✓ WHAT IS **CREDIBLE** AMONG THE TALENT YOU WANT TO ATTRACT?
- ✓ WHAT IS **DISTINCT** ASPECTS THAT DIFFERENTIATE YOU FROM YOUR COMPETITORS?
- ✓ WHAT IS **SUSTAINABLE**?





# Agenda

1 TARGET GROUP PROFILES

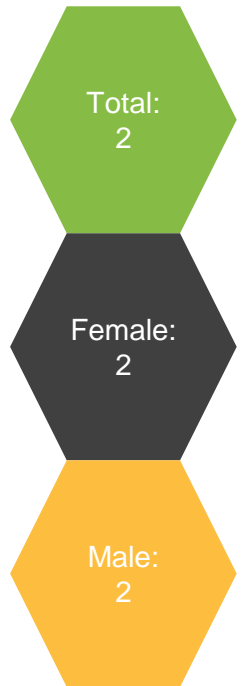
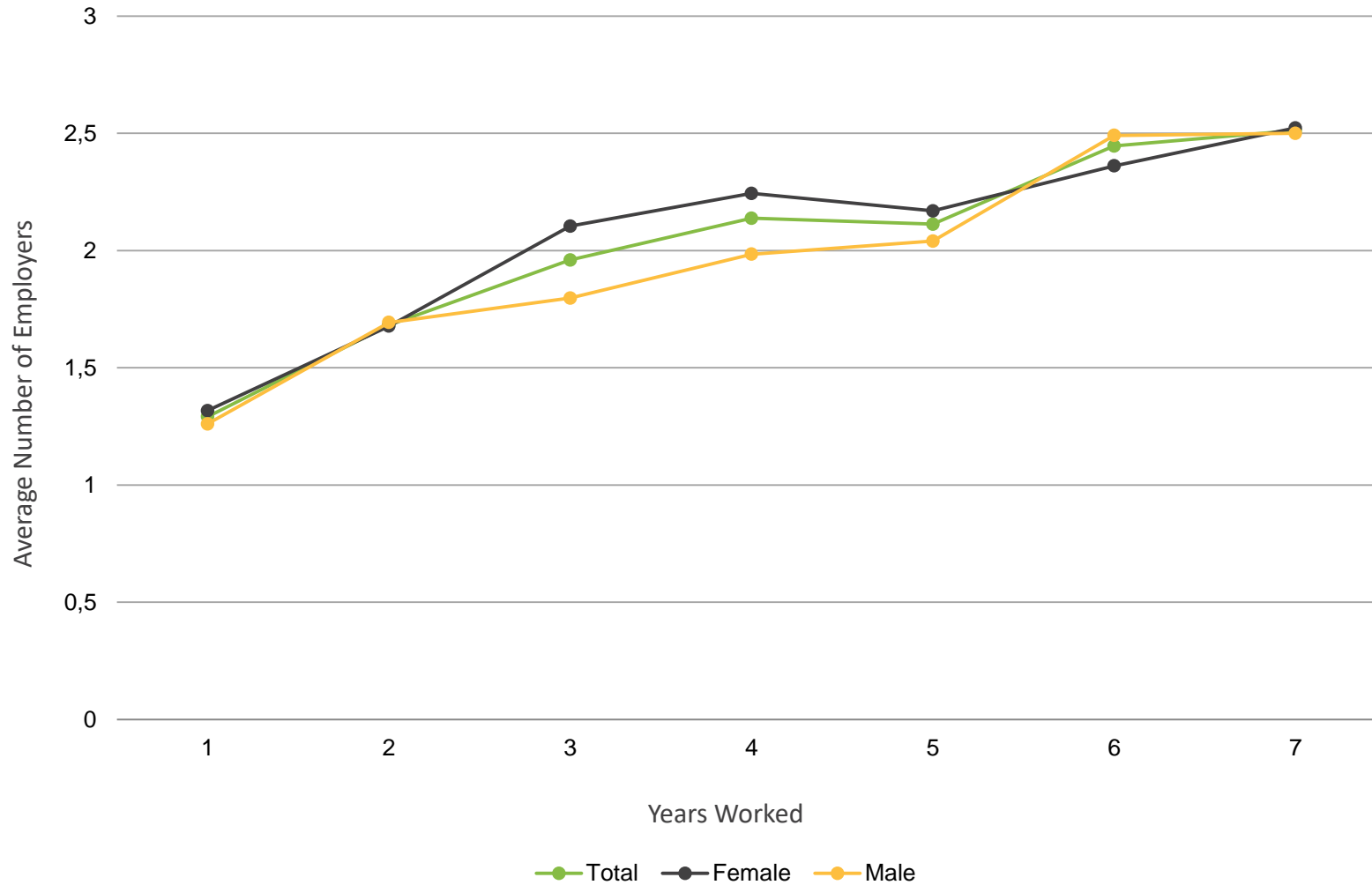
2 ATTRACTIVENESS

3 TARGET GROUP PREFERENCES

4 RETENTION & MOBILITY

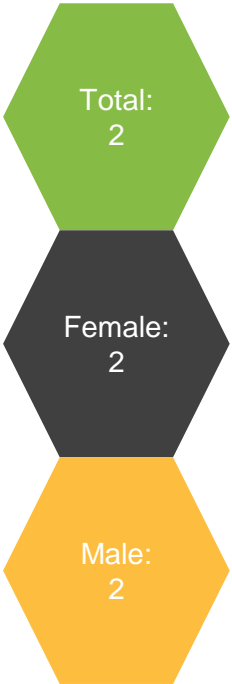
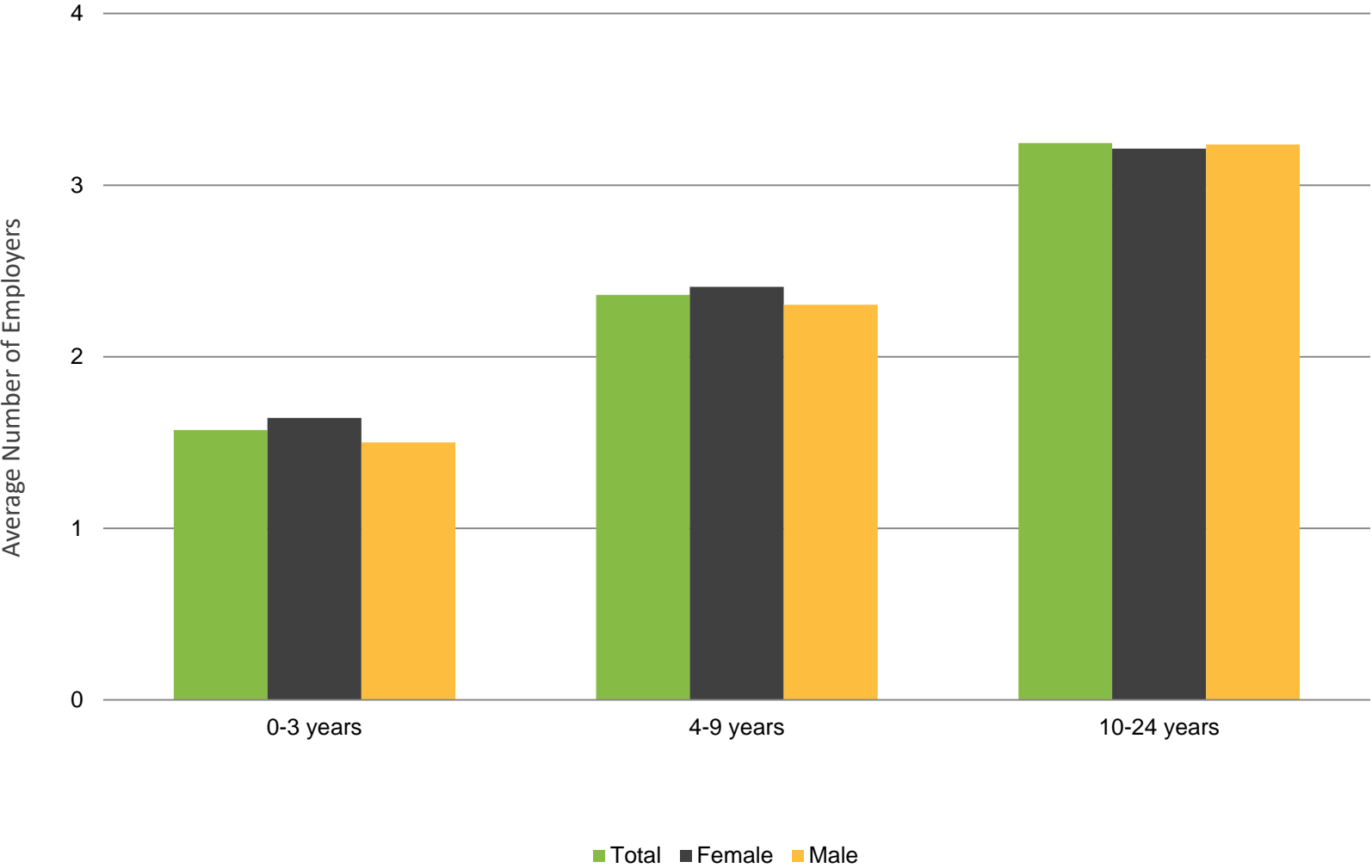
Find out how satisfied the different target groups are with their current employer and how interested they are in changing employers.

# Job mobility | Average number of jobs by years worked



- ? • How many employers have you worked for since obtaining your highest degree or qualification?  
• How many years have you been working since you obtained your highest educational qualification or degree?

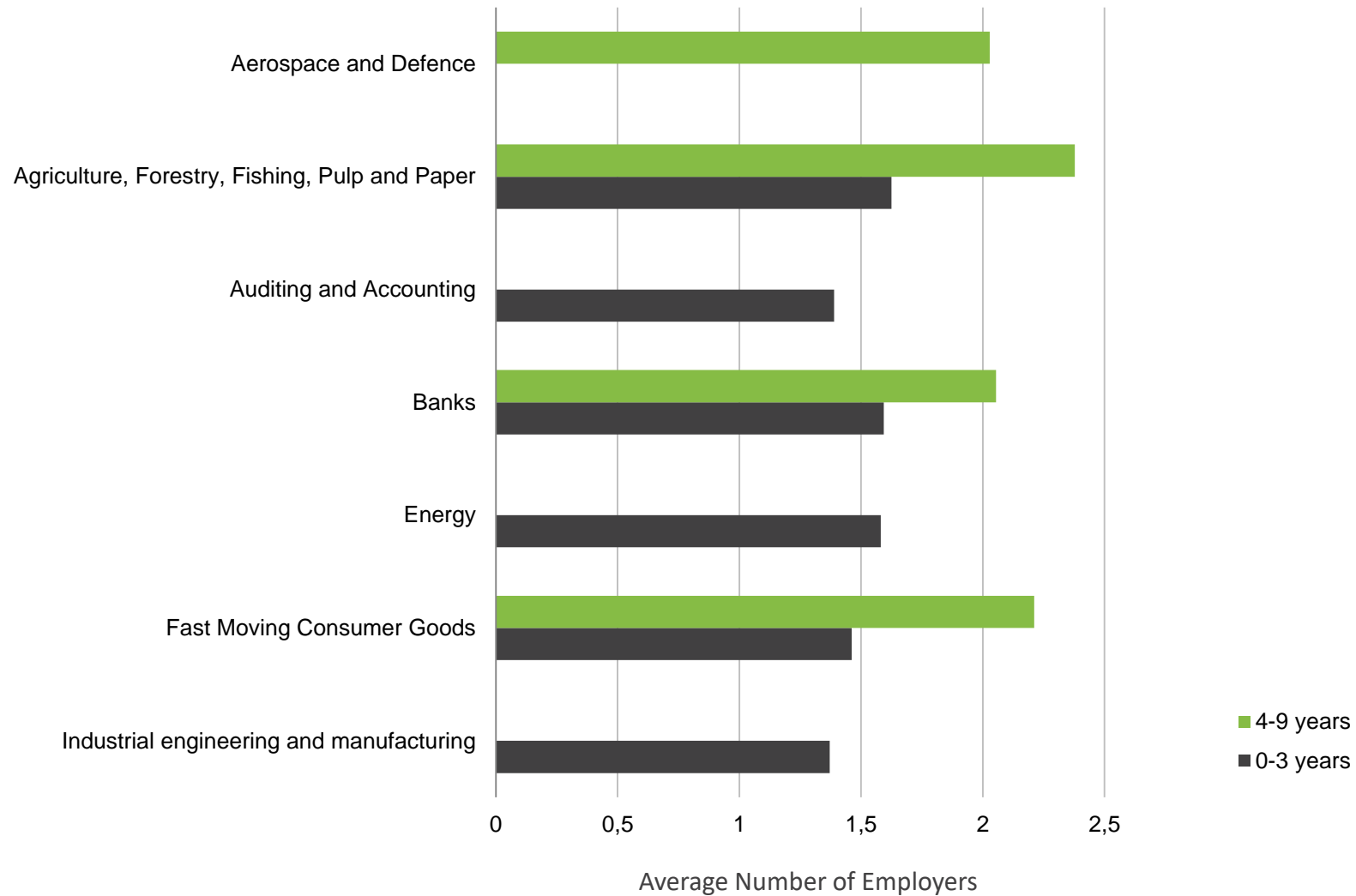
# Job mobility | Gender comparison



? • How many employers have you worked for since obtaining your highest degree or qualification?  
• How many years have you been working since you obtained your highest educational qualification or degree?

# Job mobility by industry

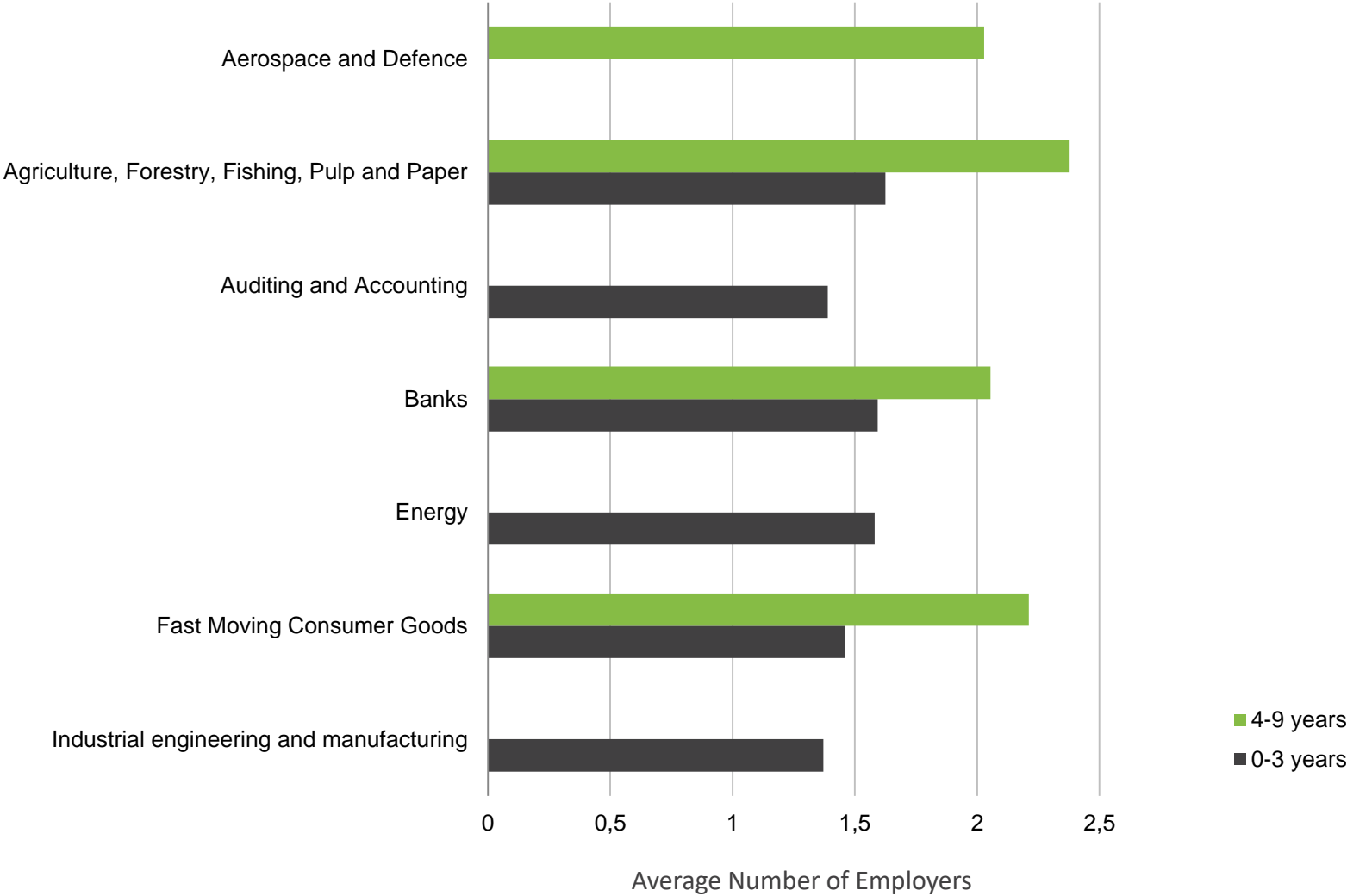
## Total



- ? • How many employers have you worked for since obtaining your highest degree or qualification?  
• How many years have you been working since you obtained your highest educational qualification or degree?  
• In which industry were you last employed? / In which industry do you currently work?

# Job mobility by industry

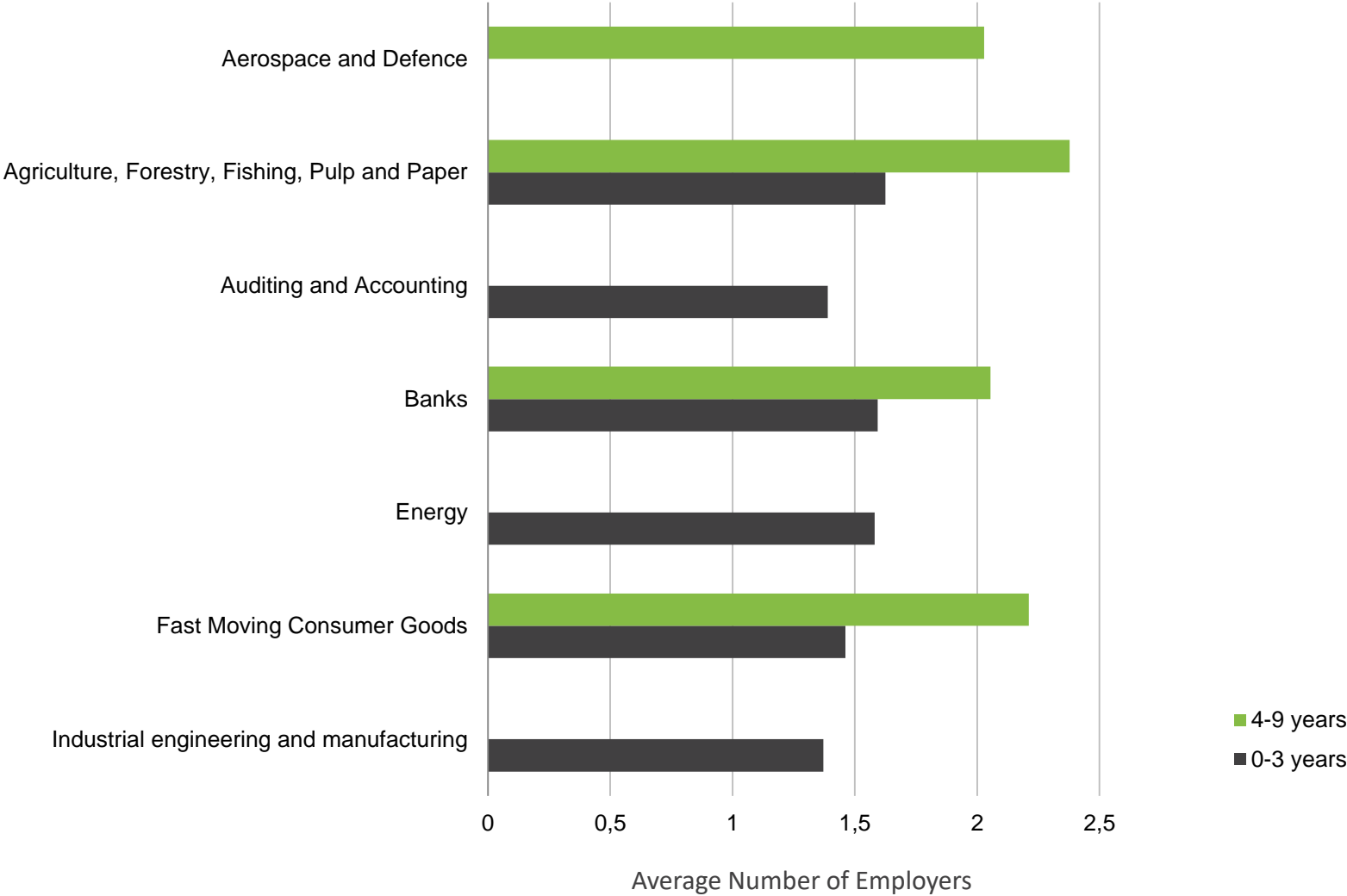
Female



• How many employers have you worked for since obtaining your highest degree or qualification?  
• How many years have you been working since you obtained your highest educational qualification or degree?  
• In which industry were you last employed? / In which industry do you currently work?

# Job mobility by industry

Male

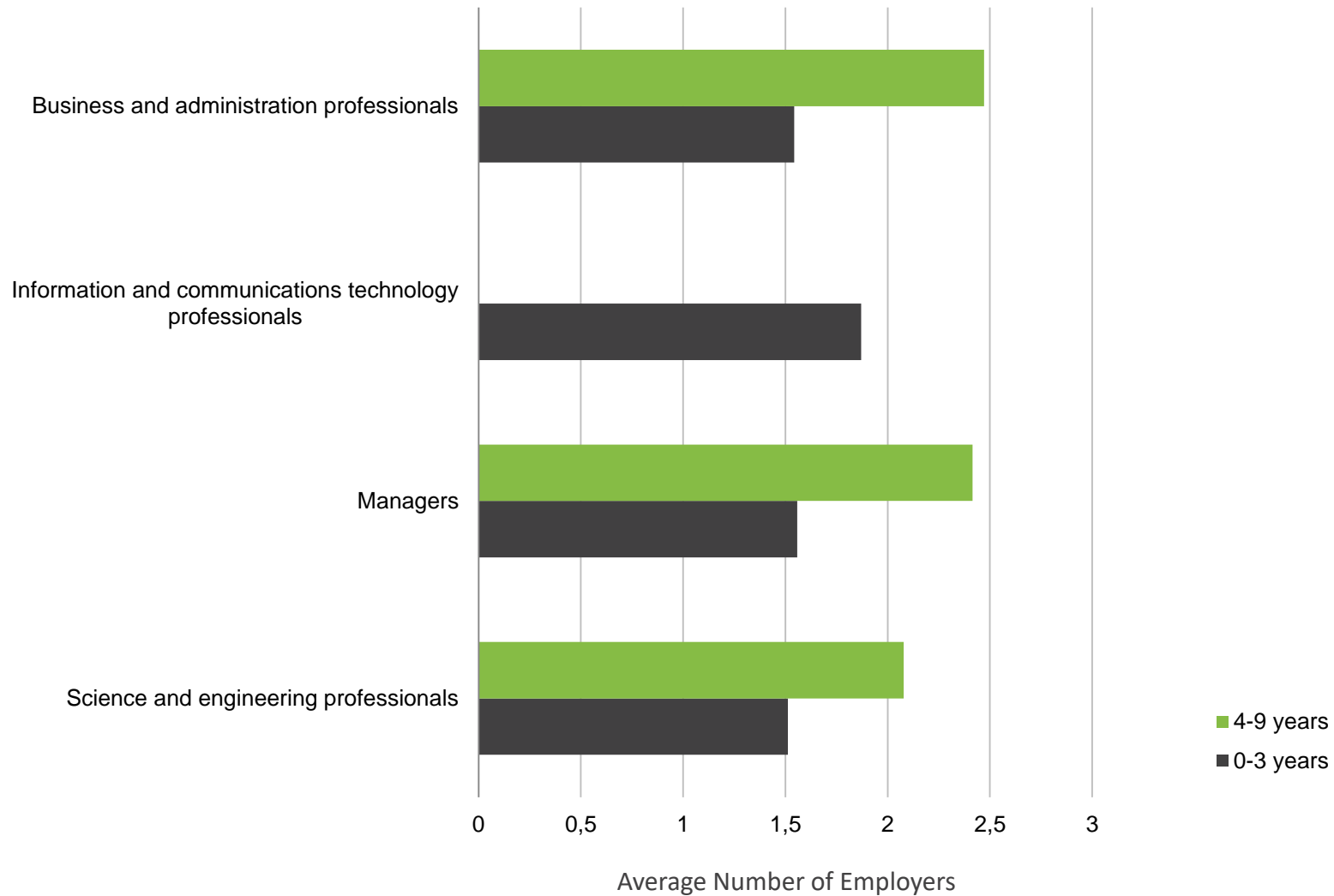


• How many employers have you worked for since obtaining your highest degree or qualification?  
• How many years have you been working since you obtained your highest educational qualification or degree?  
• In which industry were you last employed? / In which industry do you currently work?



# Job mobility by occupational groups

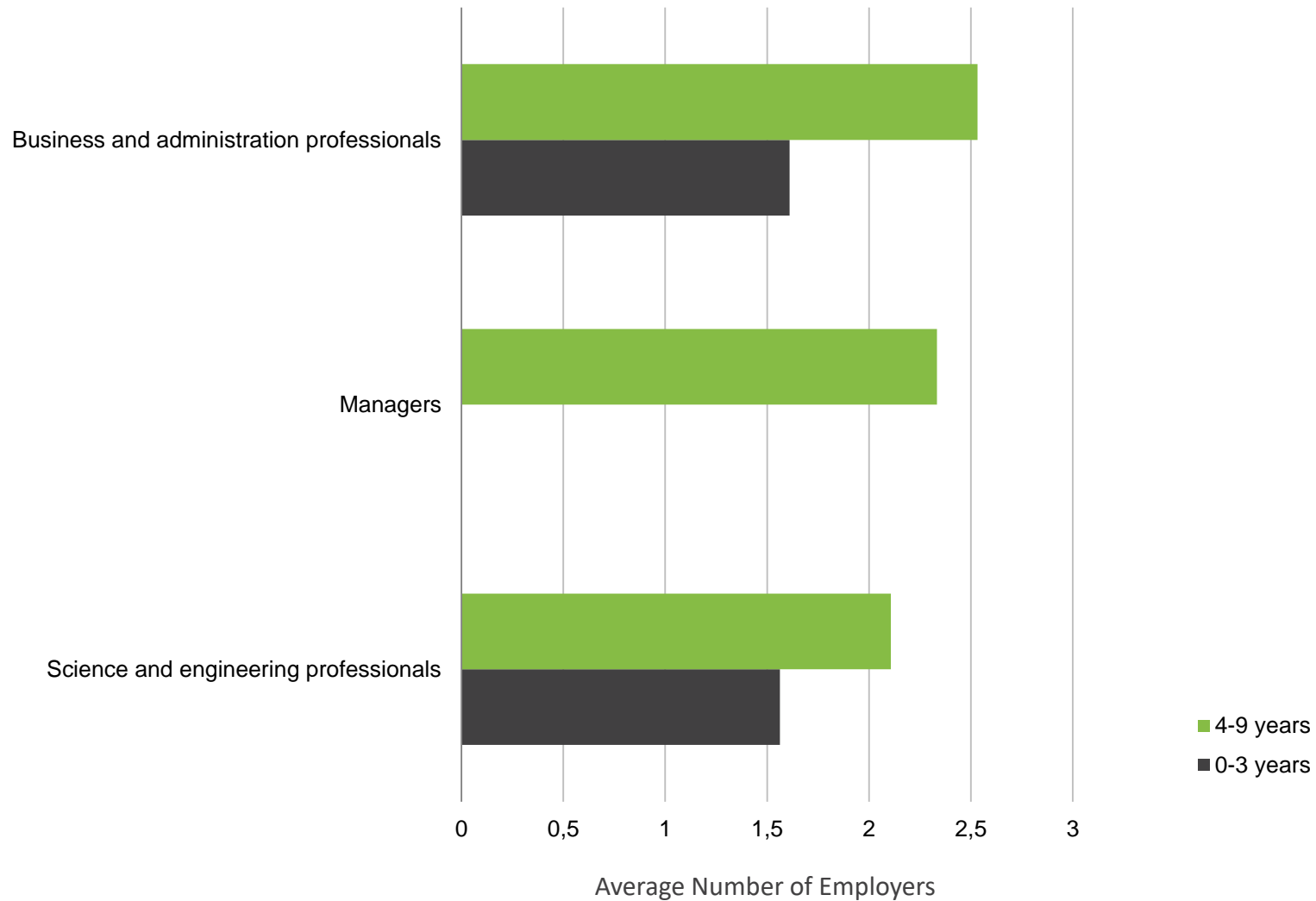
## Total



- ?
- How many employers have you worked for since obtaining your highest degree or qualification?
  - How many years have you been working since you obtained your highest educational qualification or degree?
  - Which of these occupation groups matches your current/last job the best?

# Job mobility by occupational groups

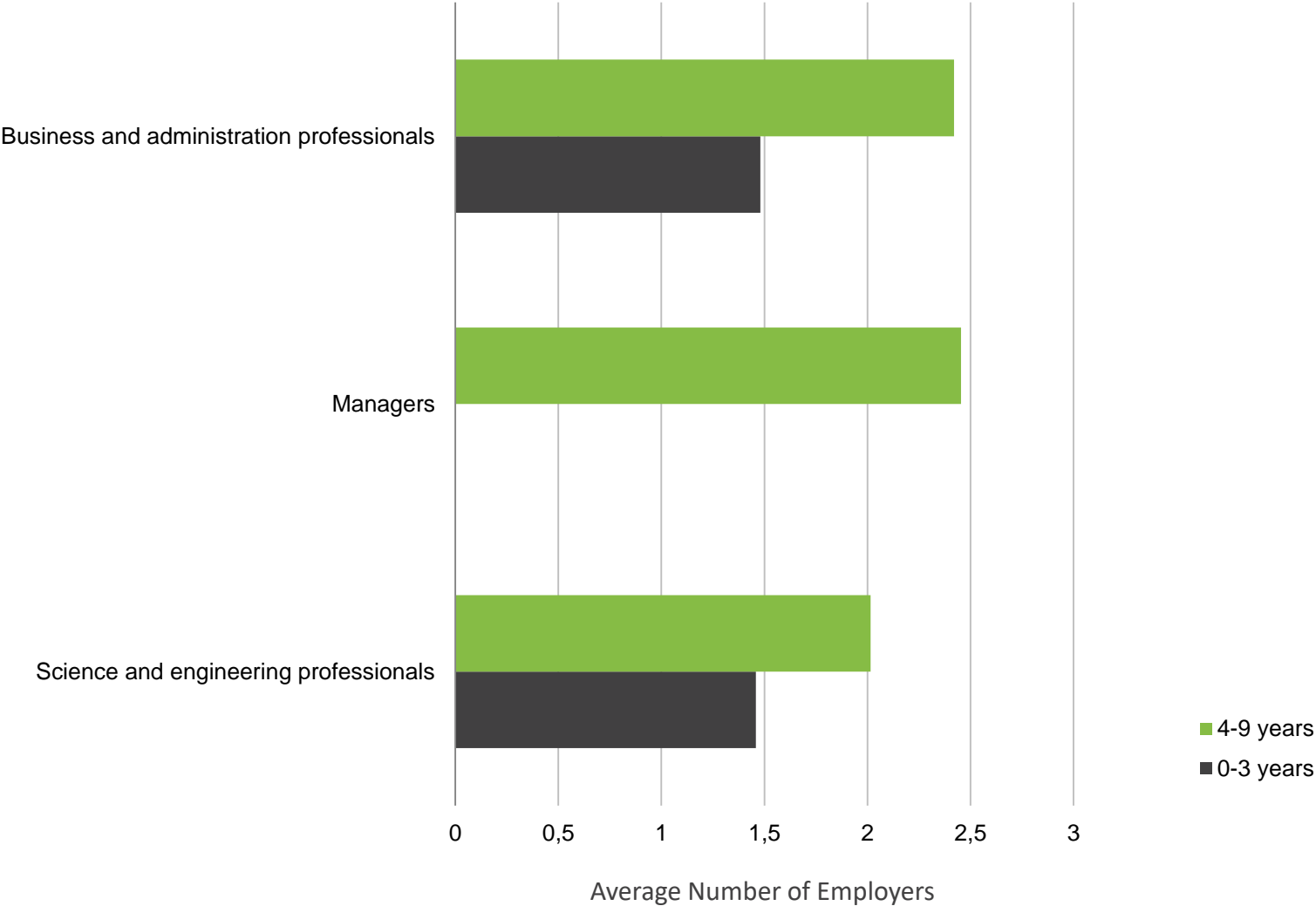
## Female



- ?
- How many employers have you worked for since obtaining your highest degree or qualification?
  - How many years have you been working since you obtained your highest educational qualification or degree?
  - Which of these occupation groups matches your current/last job the best?

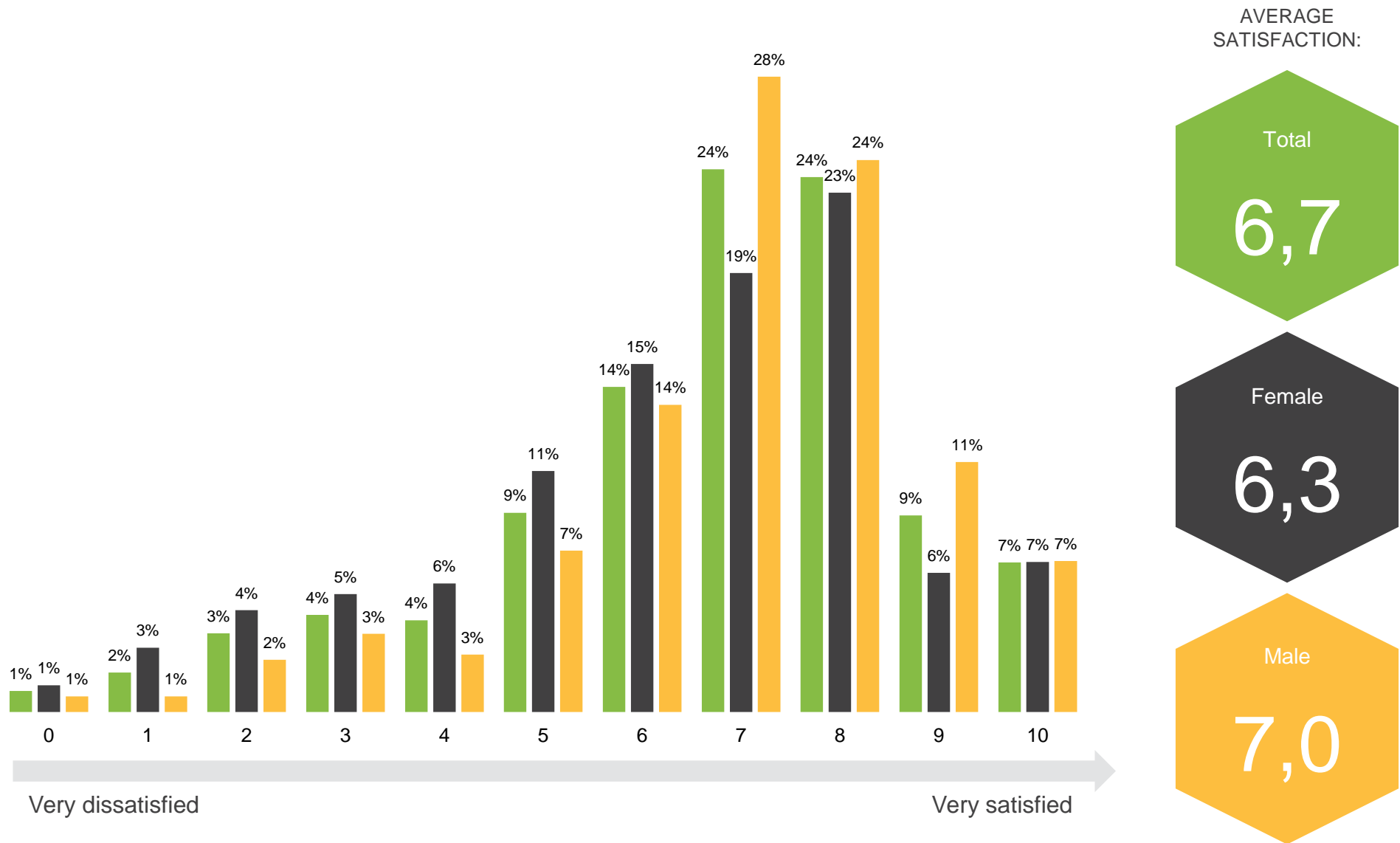
# Job mobility by occupational groups

Male

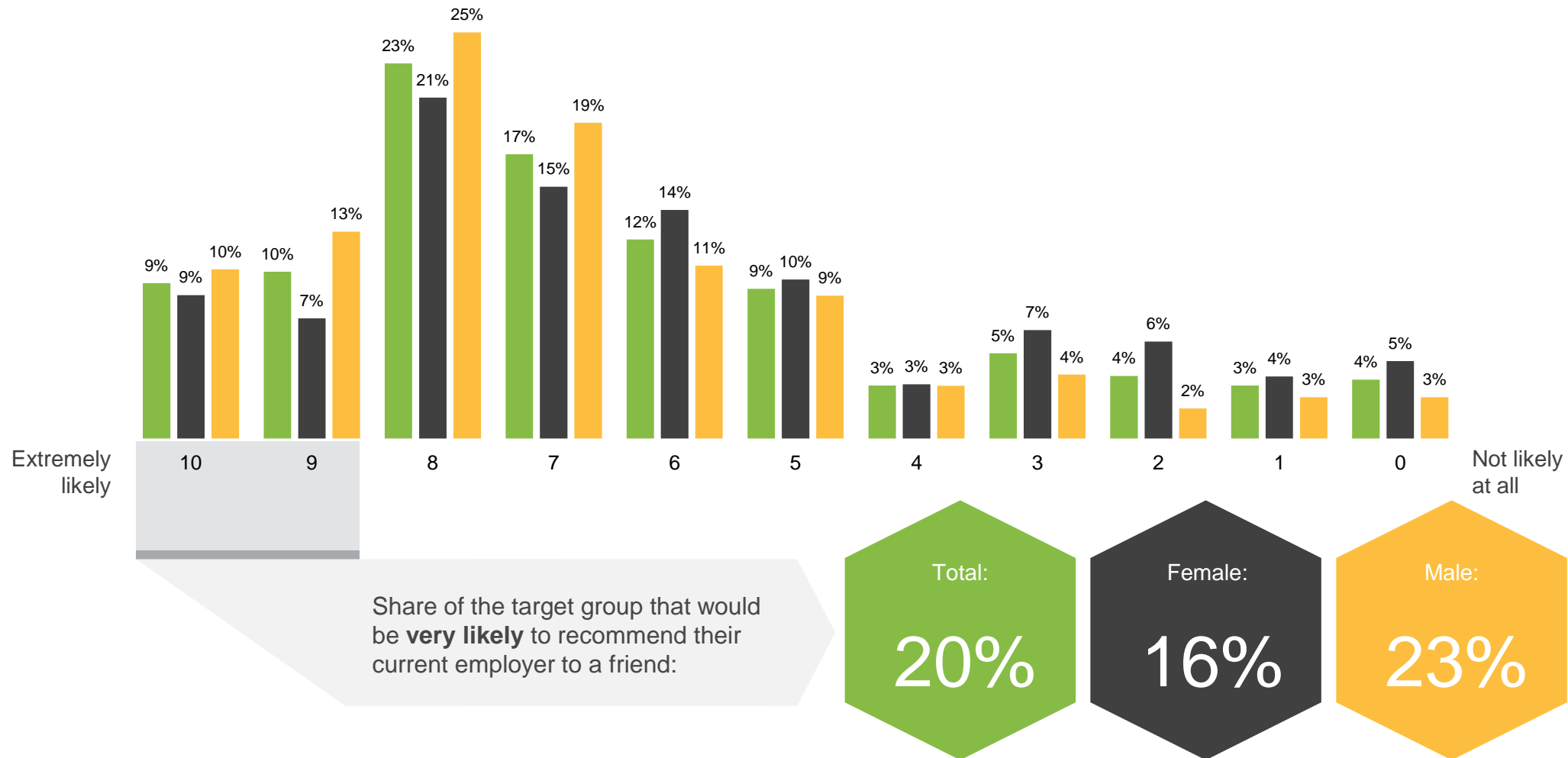


• How many employers have you worked for since obtaining your highest degree or qualification?  
• How many years have you been working since you obtained your highest educational qualification or degree?  
• Which of these occupation groups matches your current/last job the best?

# Are professionals satisfied with their current employer?



# How likely are professionals to recommend their current employer?

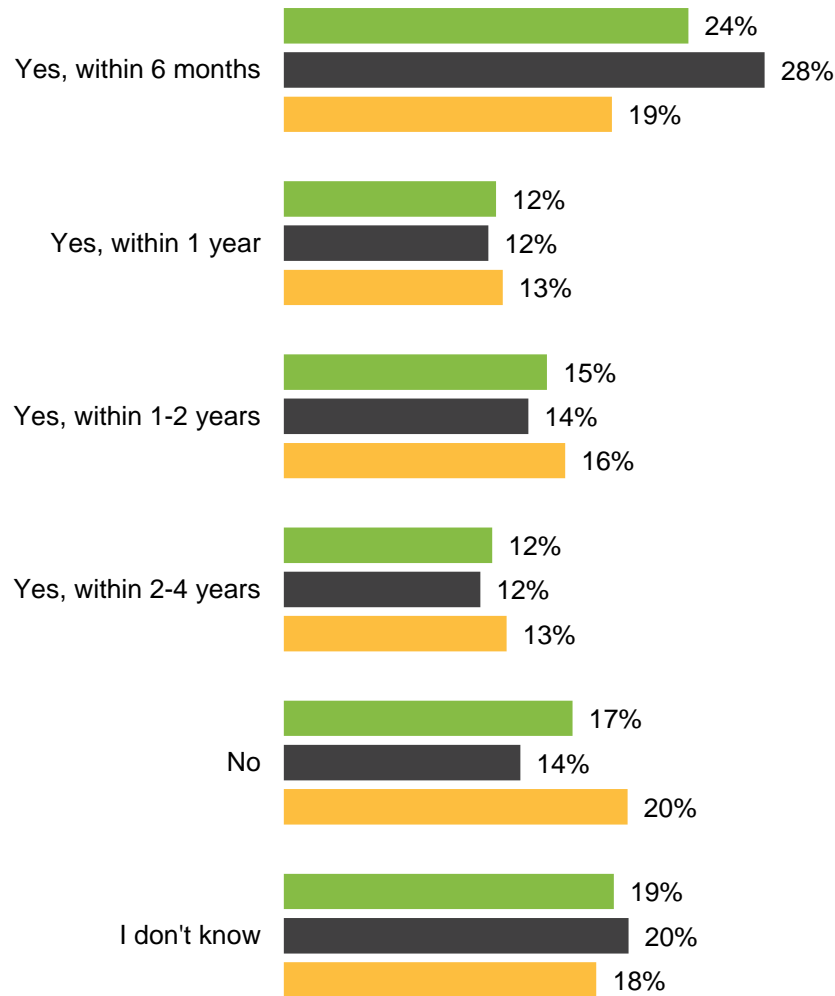


• How likely are you to recommend your current employer to a friend? Please rate using a scale from 0 to 10, where 0 represents "Not likely at all" and 10 "Extremely likely".



• The results show your target groups' opinions of their current employer.

# Professionals' interest in changing their employer



Share of the target group that is interested in changing their employer **within the coming year**:

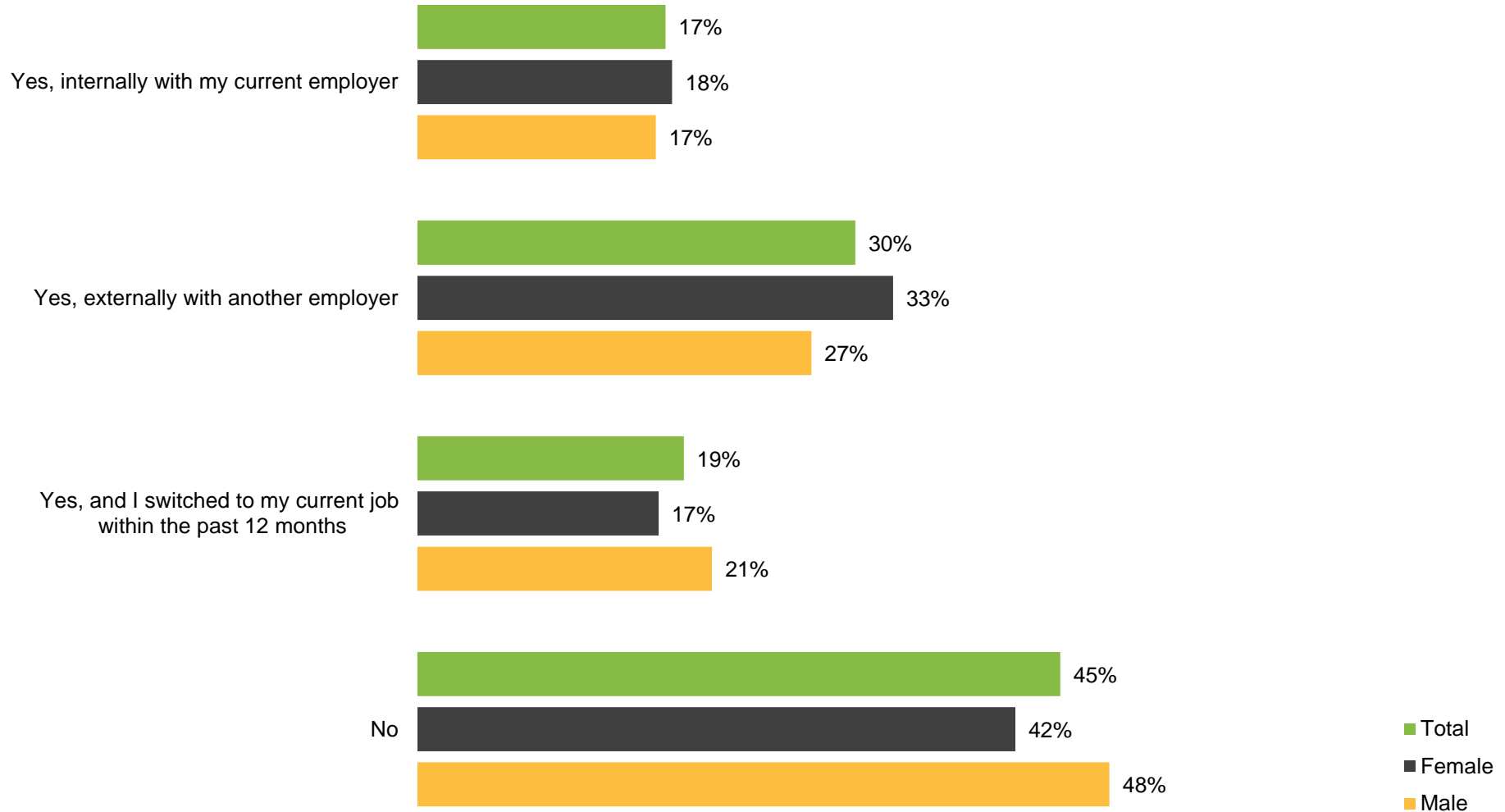
Total: **36%**

Female: **40%**

Male: **32%**



# Are professionals applying for new jobs?



# Agenda

- 1 TARGET GROUP PROFILES
- 2 ATTRACTIVENESS
- 3 TARGET GROUP PREFERENCES
- 4 RETENTION & MOBILITY
- 5 COMMUNICATION & NEXT STEPS

Understand how your target talent are using different communication channels to help inform how you spend your communication budget.

# The Universum Communication Channel Framework

## PRINT

- Brochures presenting career possibilities at a company/organisation
- Career magazines/guides/books
- Direct mailings via post
- Employer advertisements in business magazines
- Employer advertisements in lifestyle magazines & other periodicals
- Employer advertisements in newspapers
- University press & student organisation publications



## DIGITAL

- Blogs
- Career and job related apps
- Career guidance websites
- Employer advertisements on news/business-related websites
- Employer sponsored posts in social media
- Employer websites
- Online job boards
- Live online events with employers
- Social media
- Targeted emails



## IN-PERSON

- Alumni events
- Career fairs for professionals
- Conferences arranged and hosted by employers
- Employer office/site visits
- Head hunters/recruiters
- Industry fairs/conferences



## OTHER CHANNELS

- Employer advertisements on the radio
- Employer advertisements on TV
- Outdoor/billboard advertising



# Most used communication channels

## TOTAL

1. Employer websites
2. Online job boards
2. Social media
4. Career guidance websites
5. Career and job related apps
6. Head hunters/recruiters
7. Employer sponsored posts in social media
8. Employer office/site visits
9. Industry fairs/conferences
10. Employer advertisements on news/business-related websites

## FEMALE

1. Employer websites
2. Online job boards
3. Social media
4. Career guidance websites
5. Career and job related apps
6. Head hunters/recruiters
7. Industry fairs/conferences
8. Employer sponsored posts in social media
9. Employer office/site visits
10. Outdoor/billboard advertising

## MALE

1. Employer websites
2. Social media
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4. Career and job related apps
5. Career guidance websites
6. Head hunters/recruiters
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8. Employer office/site visits
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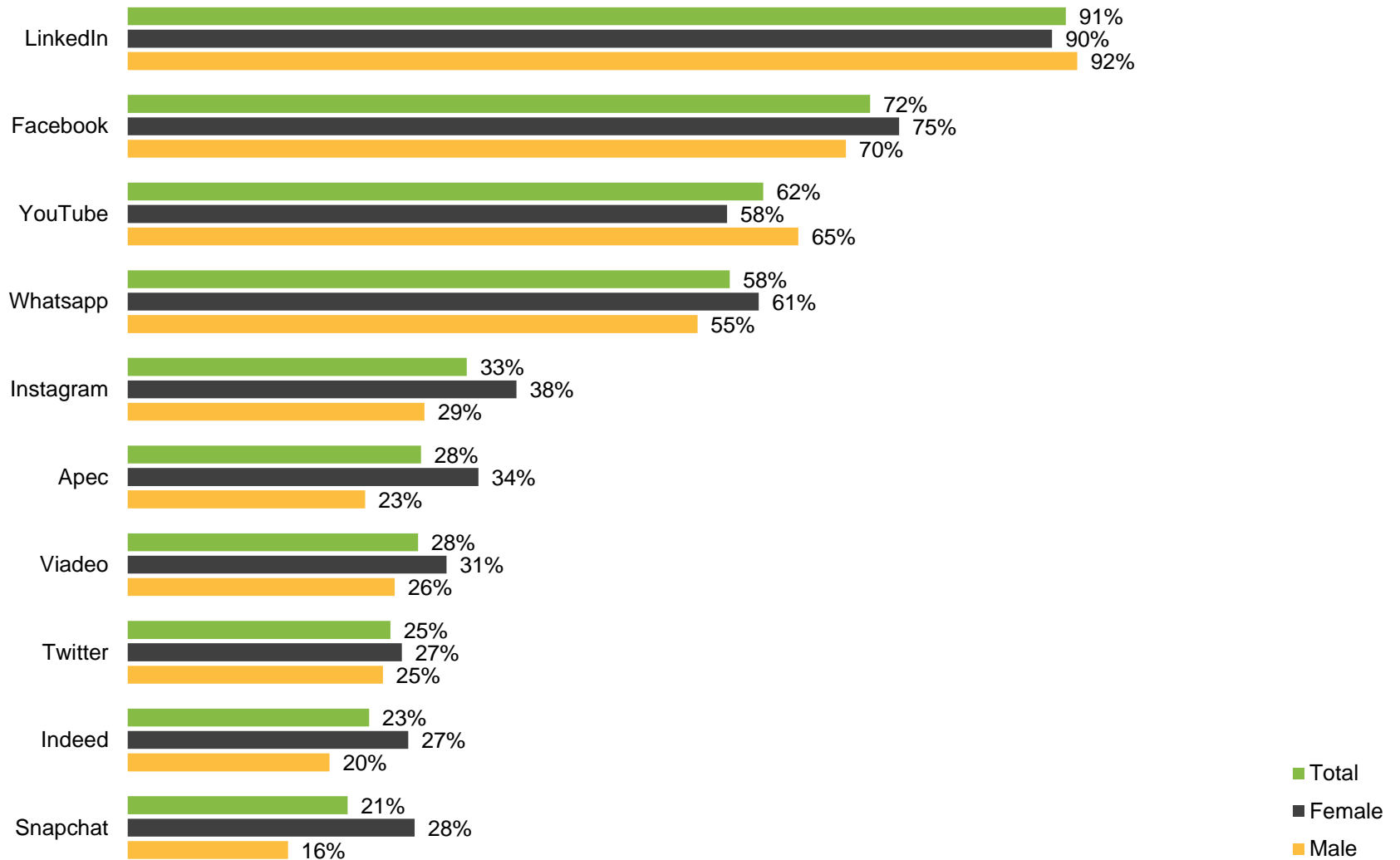
Print

Digital

In-person

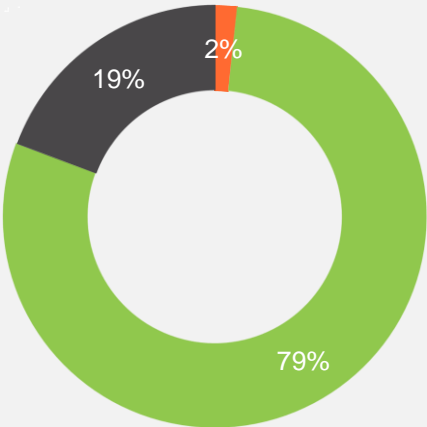
Other

# Most used online platforms

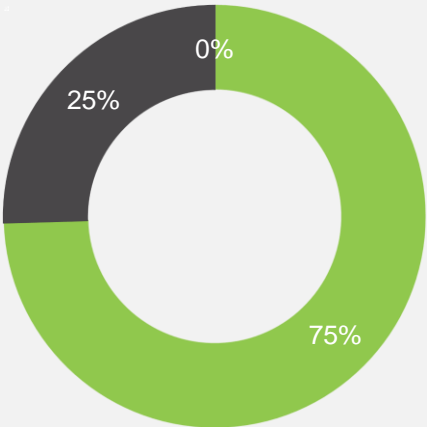


# Context in which the target talent uses Facebook

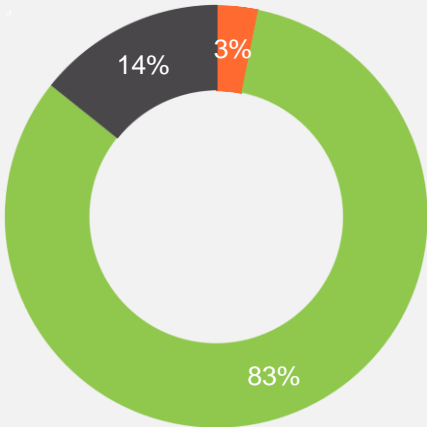
TOTAL



FEMALE



MALE



- Career purposes only
- Social purposes only
- Both social and career purposes

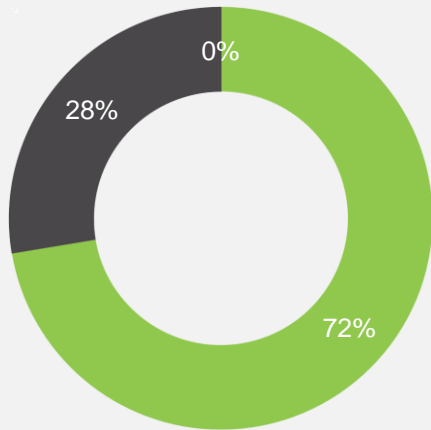
# How does talent interact with employers on Facebook?

	TOTAL		FEMALE		MALE
1. AWARENESS OF EMPLOYERS	39% have noticed information from employers through Facebook.	31% have noticed information from employers through Facebook.	45% have noticed information from employers through Facebook.		
2. LIMITED INTERACTION WITH EMPLOYERS	5% have interacted (clicked/shared/ liked/commented etc.) with employers through Facebook.	7% have interacted (clicked/shared/ liked/commented etc.) with employers through Facebook.	8% have interacted (clicked/shared/ liked/commented etc.) with employers through Facebook.		
3. ACTIVE SEARCH FOR INFORMATION ABOUT EMPLOYERS	18% have searched for information about employers through Facebook.	15% have searched for information about employers through Facebook.	21% have searched for information about employers through Facebook.		
4. FOLLOWING EMPLOYERS	31% are following employers on Facebook.	29% are following employers on Facebook.	33% are following employers on Facebook.		

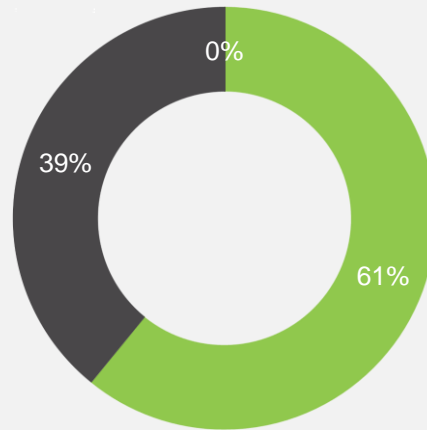
- ?
- Over the last three months, have you noticed any information from employers on these online platforms?
  - Over the last three months, have you interacted (e.g. clicked/shared/liked/commented) with employers on these online platforms?
  - Over the last three months, have you searched for information about employers on these online platforms?
  - Do you follow employers on these online platforms?

# Context in which the target talent uses YouTube

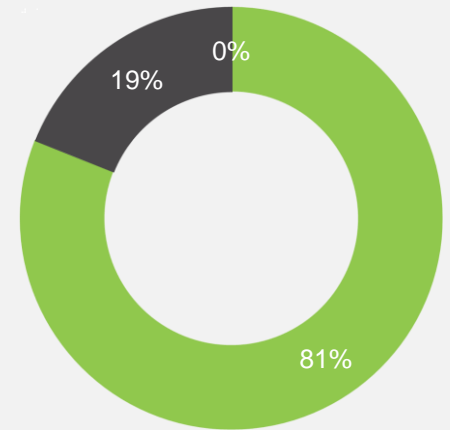
## TOTAL



## FEMALE



## MALE



- Career purposes only
- Social purposes only
- Both social and career purposes



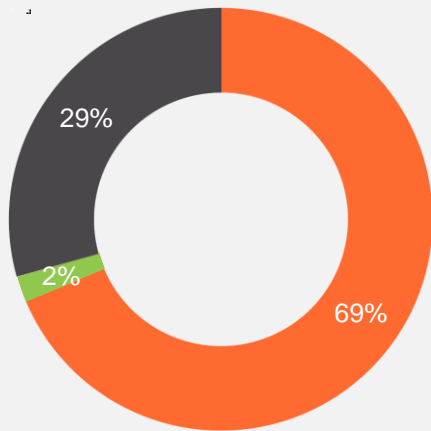
# How does talent interact with employers on YouTube?

	TOTAL		FEMALE		MALE
1. AWARENESS OF EMPLOYERS	9% have noticed information from employers through YouTube.	5%	have noticed information from employers through YouTube.	13%	have noticed information from employers through YouTube.
2. LIMITED INTERACTION WITH EMPLOYERS	5% have interacted (clicked/shared/ liked/commented etc.) with employers through YouTube.	7%	have interacted (clicked/shared/ liked/commented etc.) with employers through YouTube.	6%	have interacted (clicked/shared/ liked/commented etc.) with employers through YouTube.
3. ACTIVE SEARCH FOR INFORMATION ABOUT EMPLOYERS	10% have searched for information about employers through YouTube.	12%	have searched for information about employers through YouTube.	9%	have searched for information about employers through YouTube.
4. FOLLOWING EMPLOYERS	5% are following employers on YouTube.	5%	are following employers on YouTube.	6%	are following employers on YouTube.

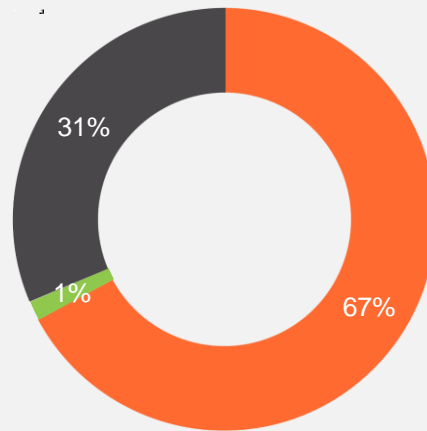
- ?
- Over the last three months, have you noticed any information from employers on these online platforms?
  - Over the last three months, have you interacted (e.g. clicked/shared/liked/commented) with employers on these online platforms?
  - Over the last three months, have you searched for information about employers on these online platforms?
  - Do you follow employers on these online platforms?

# Context in which the target talent uses LinkedIn

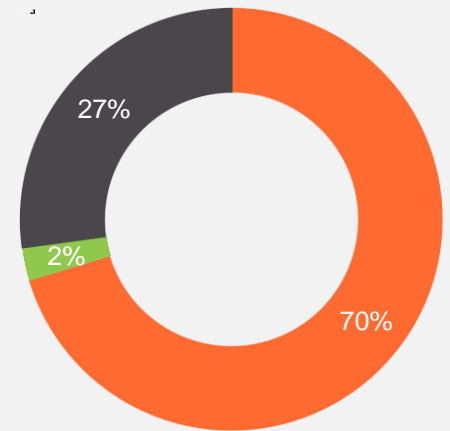
## TOTAL



## FEMALE



## MALE



- Career purposes only
- Social purposes only
- Both social and career purposes

# How does talent interact with employers on LinkedIn?

	TOTAL		FEMALE		MALE
1. AWARENESS OF EMPLOYERS	91% have noticed information from employers through LinkedIn.	82% have noticed information from employers through LinkedIn.	98% have noticed information from employers through LinkedIn.		
2. LIMITED INTERACTION WITH EMPLOYERS	43% have interacted (clicked/shared/ liked/commented etc.) with employers through LinkedIn.	52% have interacted (clicked/shared/ liked/commented etc.) with employers through LinkedIn.	38% have interacted (clicked/shared/ liked/commented etc.) with employers through LinkedIn.		
3. ACTIVE SEARCH FOR INFORMATION ABOUT EMPLOYERS	66% have searched for information about employers through LinkedIn.	62% have searched for information about employers through LinkedIn.	68% have searched for information about employers through LinkedIn.		
4. FOLLOWING EMPLOYERS	75% are following employers on LinkedIn.	72% are following employers on LinkedIn.	77% are following employers on LinkedIn.		

- ?
- Over the last three months, have you noticed any information from employers on these online platforms?
  - Over the last three months, have you interacted (e.g. clicked/shared/liked/commented) with employers on these online platforms?
  - Over the last three months, have you searched for information about employers on these online platforms?
  - Do you follow employers on these online platforms?

# Most engaging employers on Social Media

Total



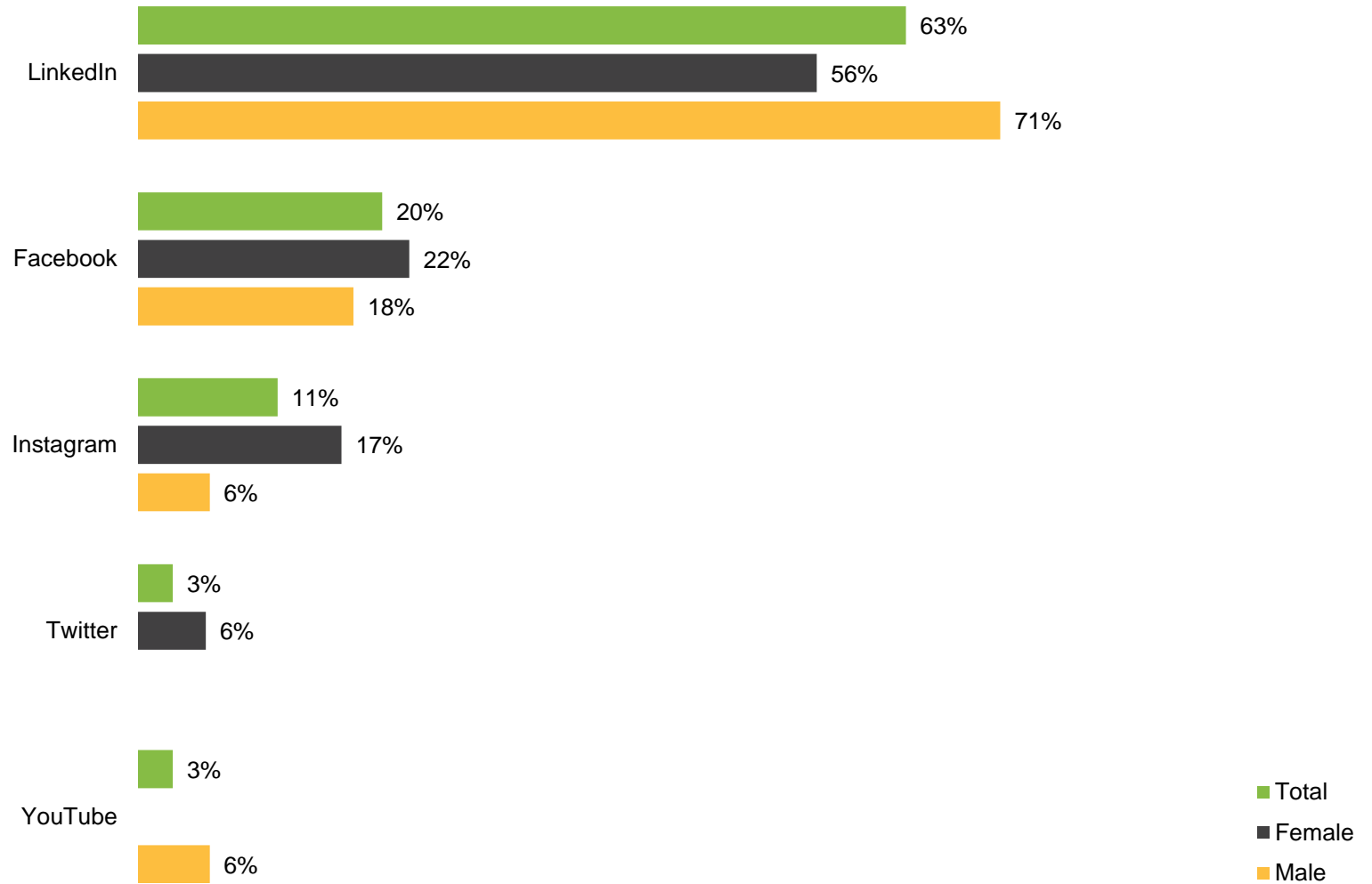
Female



Male

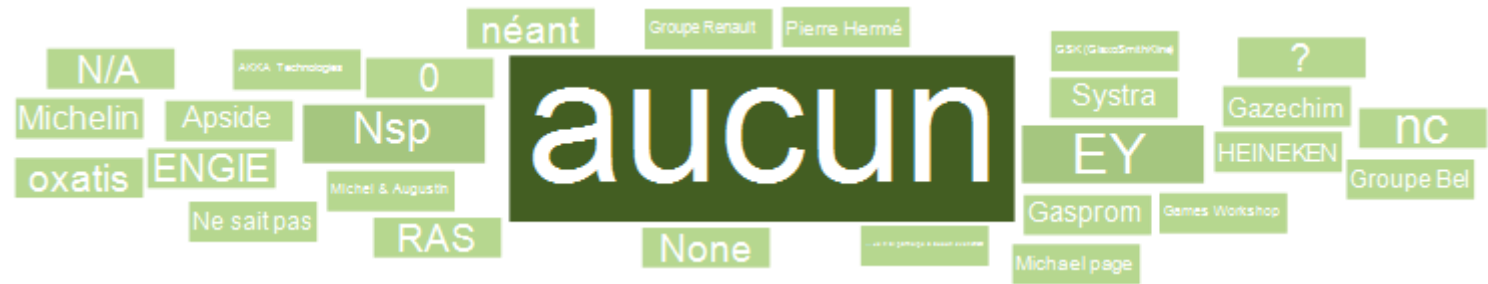


# Online platforms where employer's social media activities were seen

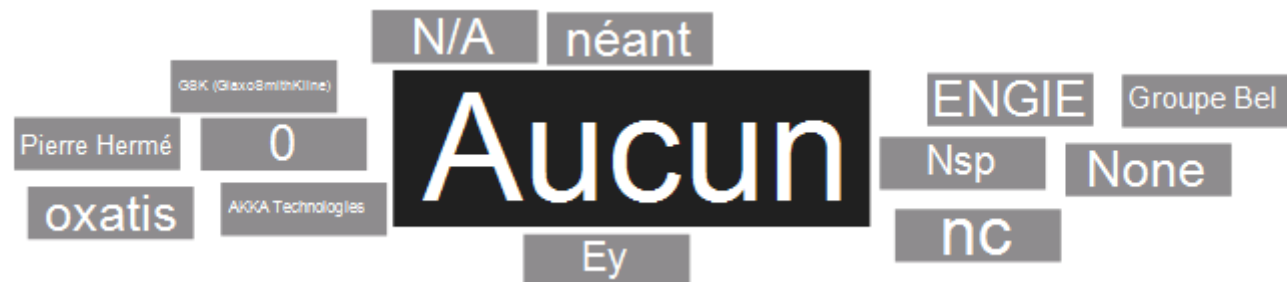


# Best recruiting event

Total



Female

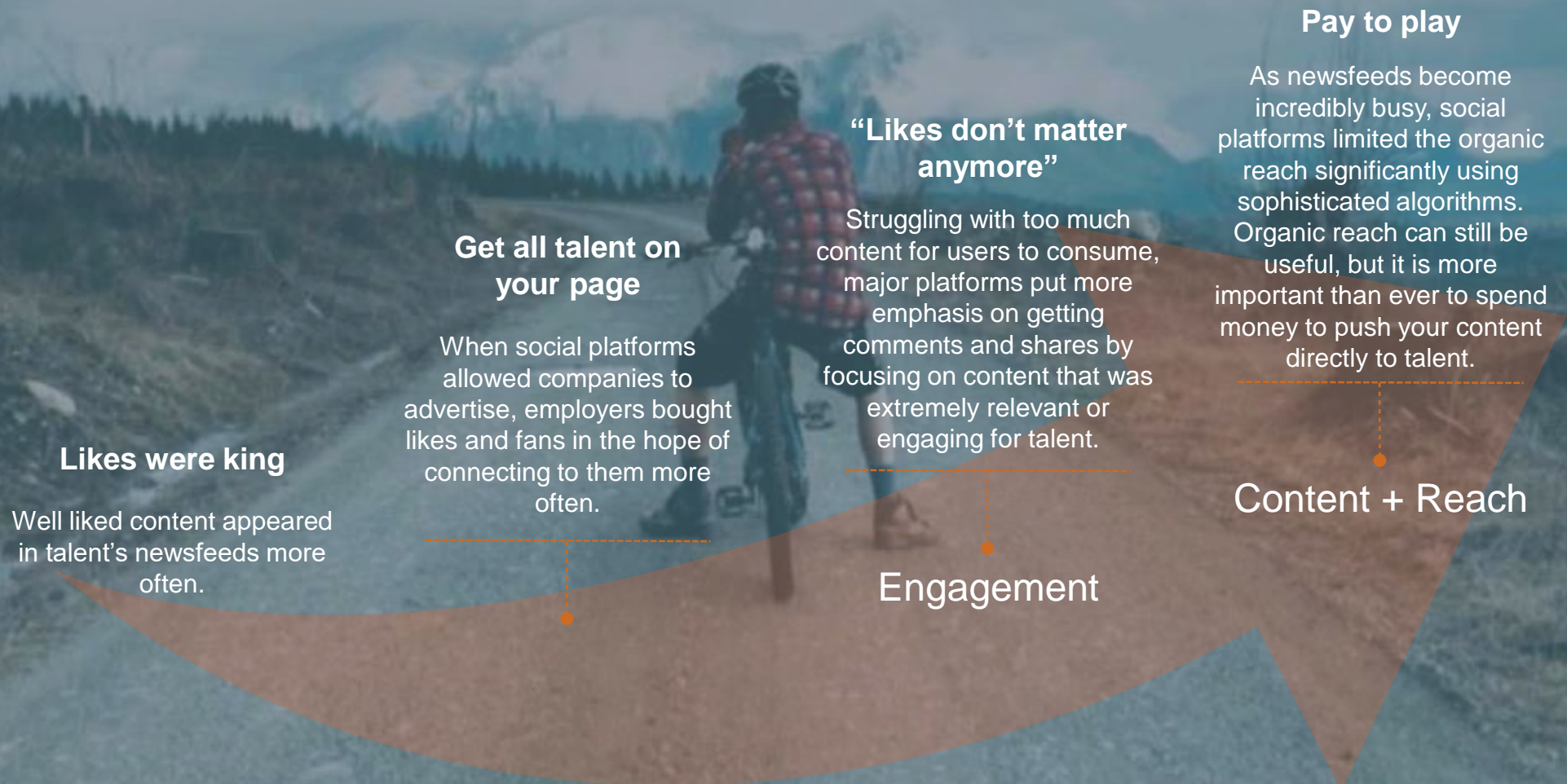


Male

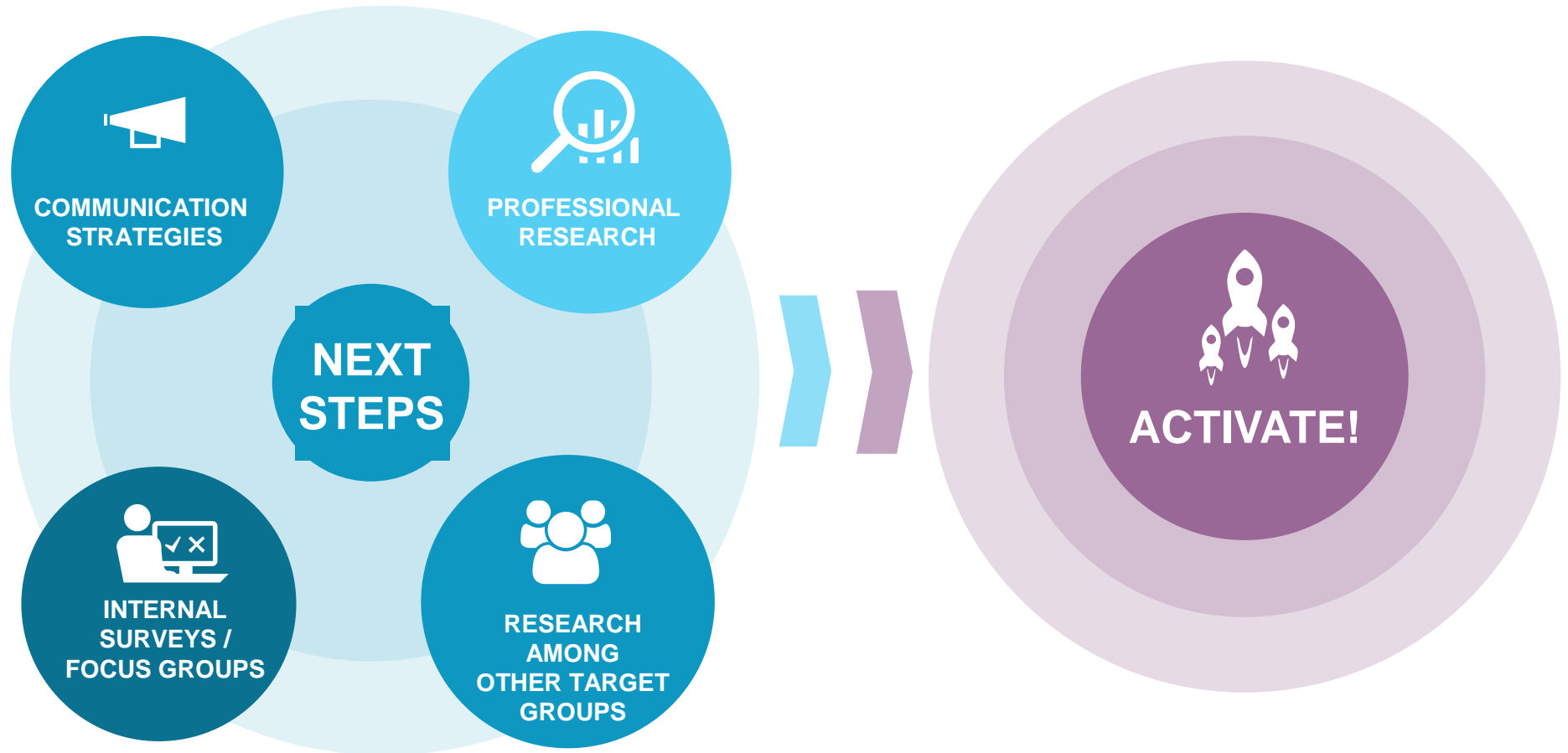


# The social game has changed dramatically

Social media is changing at a rapidly accelerating pace. One of the most important aspects of this has been how the platforms have adapted to the huge growth in content sharing that has occurred. In the beginning, all content would show up in users' newsfeeds and would be time stamped. Channels are now becoming more and more sophisticated about how they curate content and decide who sees what. The relevance of the content is hugely important, as this drives engagement, however, perhaps even more important is spending advertising dollars to target specific talent and ensure the visibility of your content.



# What are you currently missing to give a complete diagnosis of your Employer Brand?

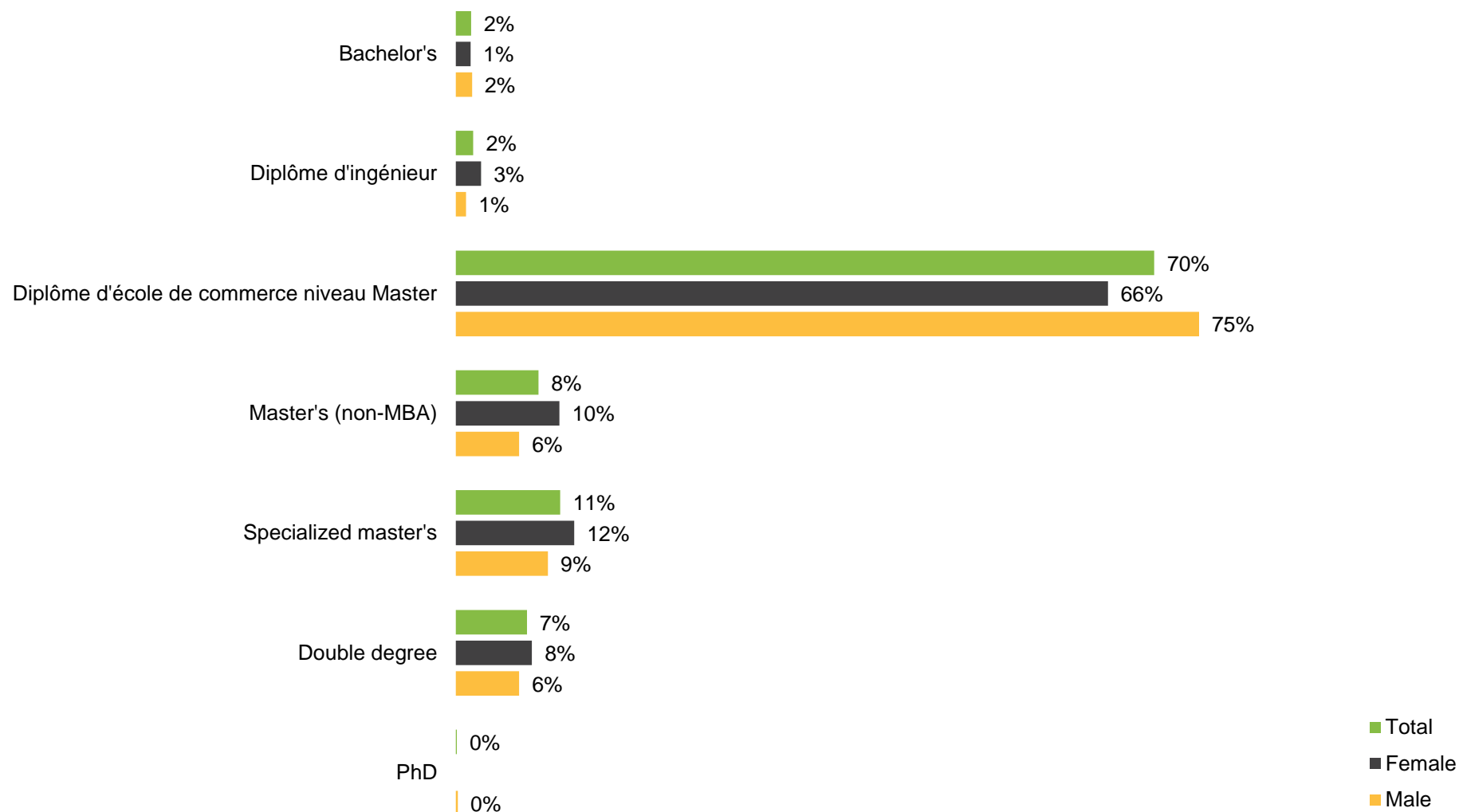




# APPENDIX

- Highest academic degree
- Educational institutions

# Highest academic degree



# Educational institutions (1/X)

University	Total	Female	Male
University 77	24,71%	23,29%	26,24%
University 42	11,16%	9,83%	12,40%
University 46	9,38%	9,83%	8,88%
University 104	5,21%	4,27%	6,20%
University 130	3,02%	4,49%	1,65%
University 120	2,92%	2,78%	3,10%
University 20	2,71%	2,99%	2,48%
University 24	2,50%	2,14%	2,89%
University 26	2,09%	1,71%	2,48%
University 49	2,09%	1,71%	2,48%
University 124	1,98%	2,35%	1,65%
University 101	1,88%	1,07%	2,69%
University 96	1,77%	2,56%	0,83%
University 47	1,67%	1,50%	1,86%
University 6	1,67%	1,28%	2,07%
University 63	1,56%	2,56%	0,62%
University 75	1,56%	1,92%	1,24%
University 111	1,46%	1,71%	1,24%

# The Universum Career Profiles

## CAREERISTS

are future-oriented individuals who ultimately want to be managers and leaders of groups of people in a business environment. They have no problem starting from the bottom and learning what each rung on the ladder is like. In fact, many Careerists consider this process imperative to being a well-rounded leader later on in their careers. Careerists tend to be ambitious, but are also team-oriented, so they often bring others up along with them (riding their coattails so to speak). Careerists are also adaptable, meaning they are not set on any one way of achieving success and will instead do whatever they need to in order to adjust to a given situation.



## ENTREPRENEURS

are curious and creative individuals who are primarily focused on challenging and innovative work. When searching for job opportunities, entrepreneurs look for fast-growing companies that share their entrepreneurial spirit. Entrepreneurs tend to be solution-focused, which means they are most effective when there is an active problem to solve. They lean towards leadership roles and are focused on team dynamics. Entrepreneurs can bore quickly if they feel stagnant, which means they are always looking to lead their team to new challenges.



## HARMONISERS

are responsible and loyal individuals who are happy to take on responsibilities for the good of the team. Their friendliness and comfort around others makes them natural leaders, and their desire for harmony makes them excellent in team-oriented settings. They are also very successful when taking internships, as they find it easy to get along with whomever they are working for. Their driver is happiness. They would like to have a stable job where they are among nice colleagues.



## HUNTERS

are eager to search for new business opportunities and expect a competitive compensation as well as career advancement and high future earnings. A hunter is wired to be solution-focused, which enables him or her to provide answers for customer problems, which is an important facet for salespeople. Hunter personalities experience a continuous personal renewal. They are able to show growth and project how their skill sets will most benefit an organisation. This adaptive quality is a highly valued trait in dynamic organisations.



## IDEALISTS

want to work in organizations that value and respect their employees, while taking an ethical stand on issues of corporate responsibility. As might be expected, an idealist values environmental sustainability and wants to align with companies that share the same values. Although idealists are dedicated to causes for the greater good, they are not merely dreamers and can offer viable solutions that often include creative experimentation. Idealists are fully capable of envisioning a higher state while implementing and leading teams in task-focused efforts.



## INTERNATIONALISTS

tend to be “big-picture” individuals who focus primarily on the future instead of day-to-day or historical situations. They usually (but not always) know relatively early on in their lives that they want to have an international career and are usually interested in building international connections. Companies that are global in scope, or at the very least companies that have offices and/or operations in multiple parts of the world, will be most appealing to Internationalists. They are curious, open-minded and they value social interaction.



## LEADERS

are able to see the big picture in any situation, which helps them inspire both their teams and themselves. They prefer the numerous benefits of working with others in a team environment, rather than being a “lone-wolf”. Leaders aren’t afraid of being responsible for situations. They see responsibility as something to be desired and sought after. Because they understand that, their success or failure is ultimately in their own hands. Leaders are also quite introspective; they can look inward and assess themselves honestly and, when necessary, harshly. Before starting their careers, leaders are often involved in various types of organisations, and are often responsible for the founding and growth of projects.



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THANK YOU!

Are you ready for the  
next step in the world of  
Employer Branding?