The comparisons in this report are based on: **All Students**

- **Global**: ~600,000 students participate annually in Universum’s global career research.
- **Poland**: 23,599 students from 71 educational institutions in Poland.
- **Your university**: 352 students from your university.

Participating students from your university. Throughout the report, this group is referred to as "Politechnika Gdanska".

Participating students from 71 educational institutions in Poland. Throughout the report, this group is referred to as "All universities".

University reports can be based on the total number of respondents from all main fields of study, or may be specific to a main field of study. This particular report is specific to: All Students.
**Students’ profile and summary of preferences**

**Politechnika Gdanska**

- **Average age (years):** 22.2
- **Average reported academic performance:** 7.2
- **Top 3 career profiles:**
  - Entrepreneur
  - Harmoniser
  - Leader
- **Top 3 most used communication channels:**
  - Career fairs
  - Employer websites
  - Job boards
- **Top 3 industries:**
  - Engineering and Manufacturing
  - Construction
  - Software and Computer Services
- **Top 5 most attractive attributes:**
  - Good reference for future career (Remuneration & Advancement Opportunities)
  - High future earnings (Remuneration & Advancement Opportunities)
  - A friendly work environment (People & Culture)
  - Professional training and development (Job Characteristics)
  - Secure employment (Job Characteristics)
- **Top 3 career goals:**
  - To be secure or stable in my job
  - To be a technical or functional expert
  - To have work/life balance
- **Average expected monthly salary:** 3,150 PLN
- **Year of graduation:**
  - 2013: 3%
  - 2014: 33%
  - 2015: 35%
  - 2016: 19%
  - 2017: 7%
  - 2018: 3%
  - 2019 or later: 1%
Students’ most attractive employers

Politechnika Gdanska | Business/Commerce

1. Google Poland (27,87%)
2. LPP (21,31%)
3. IKEA (18,03%)
4. Microsoft (16,39%)
5. Procter & Gamble (P&G) (14,75%)
6. PGE (Polska Grupa Energetyczna) (13,11%)
7. TVN (13,11%)
8. Grupa Zywiec (11,48%)
9. Coca-Cola (HBC Polska, Poland Services) (9,84%)
10. IBM Polska (9,84%)

All universities | Business/Commerce

1. Google Poland (16,20%)
2. Ernst & Young -> EY (13,26%)
3. PKO Bank Polski (10,94%)
4. TVN (9,86%)
5. Polskie Linie Lotnicze LOT (9,85%)
6. Microsoft (9,30%)
7. L’Oréal Polska (9,12%)
8. PwC (PricewaterhouseCoopers) (8,76%)
9. Deloitte (8,76%)
10. Nestlé Polska (8,22%)

Now choose the 5 employers you most want to work for, your 5 Ideal Employers.
Students’ most attractive employers

Politechnika Gdanska | Engineering

1. Skanska Grupa (23,31%)
2. Budimex (18,40%)
3. Grupa Lotos (17,18%)
4. Google Poland (10,43%)
5. IKEA (8,59%)
5. Polpharma (8,59%)
7. PGE (Polska Grupa Energetyczna) (7,98%)
8. Alstom (7,36%)
8. Energa (7,36%)
8. Intel (7,36%)

All universities | Engineering

1. Skanska Grupa (17,22%)
2. Budimex (11,51%)
3. PGE (Polska Grupa Energetyczna) (9,05%)
4. KGHM Polska Miedz (9,01%)
5. PGNiG (7,09%)
6. Google Poland (6,71%)
7. Nestlé Polska (6,51%)
8. Volkswagen Poznan (6,46%)
9. Volvo Group (6,30%)
10. Urzad Dozoru Technicznego (6,23%)

Now choose the 5 employers you most want to work for, your 5 Ideal Employers.
### Students’ most attractive employers

#### Politechnika Gdanska | IT

1. Google Poland (48,65%)
2. Intel (40,54%)
3. Microsoft (40,54%)
4. Sii (24,32%)
5. Samsung Electronics Polska (18,92%)
6. Sony Polska (18,92%)
7. GE International (General Electric) (16,22%)
8. Oracle (16,22%)
9. Cisco Systems (13,51%)
10. SAP Polska (13,51%)

#### All universities | IT

1. Google Poland (52,63%)
2. Microsoft (45,01%)
3. IBM Polska (25,80%)
4. CD Project RED (18,99%)
5. Intel (17,55%)
6. Oracle (17,05%)
7. Samsung Electronics Polska (16,32%)
8. Cisco Systems (13,56%)
9. Allegro (11,66%)
10. Dell Poland (10,46%)

*• Now choose the 5 employers you most want to work for, your 5 Ideal Employers.*
<table>
<thead>
<tr>
<th>Politechnika Gdanska</th>
<th>Natural Sciences</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Polpharma (27.27%)</td>
<td></td>
</tr>
<tr>
<td>2. Grupa Lotos (25.76%)</td>
<td></td>
</tr>
<tr>
<td>3. Bayer (16.67%)</td>
<td></td>
</tr>
<tr>
<td>3. Google Poland (16.67%)</td>
<td></td>
</tr>
<tr>
<td>3. PGE (Polska Grupa Energetyczna) (16.67%)</td>
<td></td>
</tr>
<tr>
<td>6. Ergo Hestia (15.15%)</td>
<td></td>
</tr>
<tr>
<td>6. PwC (PricewaterhouseCoopers) (15.15%)</td>
<td></td>
</tr>
<tr>
<td>6. PZU (15.15%)</td>
<td></td>
</tr>
<tr>
<td>6. SAS Institute Polska (15.15%)</td>
<td></td>
</tr>
<tr>
<td>10. Unilever (13.64%)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>All universities</th>
<th>Natural Sciences</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Bayer (14.89%)</td>
<td></td>
</tr>
<tr>
<td>2. Polpharma (14.77%)</td>
<td></td>
</tr>
<tr>
<td>3. Nestlé Polska (14.36%)</td>
<td></td>
</tr>
<tr>
<td>4. L’Oréal Polska (13.70%)</td>
<td></td>
</tr>
<tr>
<td>5. Dr Irena Eris (13.52%)</td>
<td></td>
</tr>
<tr>
<td>6. Google Poland (11.95%)</td>
<td></td>
</tr>
<tr>
<td>7. Danone (10.10%)</td>
<td></td>
</tr>
<tr>
<td>8. Nivea Polska (10.06%)</td>
<td></td>
</tr>
<tr>
<td>9. IMGW Instytut Meteorologii i Gospodarki Wodnej (9.57%)</td>
<td></td>
</tr>
<tr>
<td>10. PGE (Polska Grupa Energetyczna) (9.24%)</td>
<td></td>
</tr>
</tbody>
</table>
Summary of your University Brand Perception (1/2)

ASSOCIATIONS BASED ON THE UNIVERSUM DRIVERS OF UNIVERSITY ATTRACTIVENESS

University/College Reputation & Image
1. Tradition of academic excellence
2. Highly-ranked within its field
3. Successful alumni

Educational Offering
1. Study abroad program
2. Attractive/exciting programs and fields of study
3. Practical aspects within the curriculum

University/College Culture & Student Life
1. Attractive geographic location
2. Heritage and tradition
3. Friendly and open environment

Employability & Advancement Opportunities
1. Good reference for future career and/or education
2. High employment among graduates
3. Opportunities to network with employers

TOP OF MIND ASSOCIATIONS
Which of these career goals are most important to you? Please select in order of preference, where ‘1’ is most important.

<table>
<thead>
<tr>
<th>Career Goal</th>
<th>First choice</th>
<th>Second choice</th>
<th>Third choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>To be secure or stable in my job</td>
<td>30%</td>
<td>23%</td>
<td>13%</td>
</tr>
<tr>
<td>To be a technical or functional expert</td>
<td>37%</td>
<td>13%</td>
<td>8%</td>
</tr>
<tr>
<td>To have work/life balance</td>
<td>11%</td>
<td>18%</td>
<td>27%</td>
</tr>
<tr>
<td>To be competitively or intellectually challenged</td>
<td>3%</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>To be entrepreneurial or creative/innovative</td>
<td>6%</td>
<td>8%</td>
<td>13%</td>
</tr>
<tr>
<td>To be dedicated to a cause or to feel that I am serving a greater good</td>
<td>2%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>To be a leader or manager of people</td>
<td>5%</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>To have an international career</td>
<td>14%</td>
<td>9%</td>
<td>1%</td>
</tr>
<tr>
<td>To be autonomous or independent</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
</tr>
</tbody>
</table>

*Career goals* refer to what students want from employment in the long term, whereas *attributes* refer to things sought by students from their first employer.

Politechnika Gdanska

- To be secure or stable in my job: 66%
- To be a technical or functional expert: 58%
- To have work/life balance: 57%
- To be competitively or intellectually challenged: 29%
- To be entrepreneurial or creative/innovative: 28%
- To be dedicated to a cause or to feel that I am serving a greater good: 18%
- To be a leader or manager of people: 16%
- To have an international career: 14%
- To be autonomous or independent: 11%
Which of these career goals are most important to you? Please select in order of preference, where "1" is most important.

- To be secure or stable in my job: 65%
- To be a technical or functional expert: 59%
- To have work/life balance: 48%
- To be entrepreneurial or creative/innovative: 26%
- To be competitively or intellectually challenged: 25%
- To be dedicated to a cause or to feel that I am serving a greater good: 22%
- To be autonomous or independent: 21%
- To have an international career: 17%
- To be a leader or manager of people: 16%

*Career goals* refer to what students want from employment in the long term, whereas *attributes* refer to things sought by students from their first employer.
Which of these career goals are most important to you? Please select in order of preference, where ‘1’ is most important.

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

The graph shows career goals chosen as first, second or third choice in 2014. The alternatives in the legend are sorted according to importance in 2014. Thus, the most important career goal in 2014 is at the top of the legend.
In which industries would you like to work most after graduating? You can choose up to 3 industries.

- Engineering and Manufacturing: 28%
- Construction: 21%
- Software and Computer Services: 18%
- Educational and Scientific Institutions: 16%
- Banks: 17%
- Media and Advertising: 23%
- Chemicals: 12%
- Automobiles and Parts: 11%
- Energy: 11%
- Auditing and Accounting: 9%
Most preferred industries (11-20)

- Pharmaceuticals and Biotechnology
- Consumer Electronics and Household Appliances
- Transportation and Logistics
- Aerospace and Defence
- Fashion, Accessories and Luxury Goods
- Insurance
- Real Estate
- Technology Hardware & Equipment
- Health Care Services
- Telecommunication and Networks

Politechnika Gdanska
All universities

In which industries would you like to work most after graduating? You can choose up to 3 industries.
What is your expected salary before tax at your first employment after graduation, excluding commission and bonus?
Politechnika Gdanska

Expected monthly salary | Gender gap

Poland Students | All Students

2 906 PLN | Female

3 517 PLN | Male

What is your expected salary before tax at your first employment after graduation, excluding commission and bonus?
What is your gender?
Students’ overall top 10 preferences

<table>
<thead>
<tr>
<th>Students’ overall top 10 preferences</th>
<th>Politechnika Gdanska</th>
<th>All universities</th>
</tr>
</thead>
<tbody>
<tr>
<td>5. Secure employment</td>
<td>5. Professional training and development</td>
<td>5. Professional training and development</td>
</tr>
<tr>
<td>7. A creative and dynamic work environment</td>
<td>7. A creative and dynamic work environment</td>
<td>7. A creative and dynamic work environment</td>
</tr>
<tr>
<td>8. Leaders who will support my development</td>
<td>8. Recognising performance (meritocracy)</td>
<td>8. Recognising performance (meritocracy)</td>
</tr>
<tr>
<td>10. Competitive base salary</td>
<td>10. Leaders who will support my development</td>
<td>10. Leaders who will support my development</td>
</tr>
</tbody>
</table>

- How important are each of the aspects below to you? Please divide 100 points between the alternatives, depending on how important they are to you. The total must equal 100 to move to the next question.
- Which of these attributes are most important to you? (Max. 3)
- This table shows the most attractive of the 40 attributes, taking into account the overall importance of the driver categories to the students. This analysis gives a summarised 360 degree view of what influences employer attractiveness.
Which of these are most important to you?

The Universum Career Profiles are based on the attributes that students selected as attractive for their first employer. See more details in Appendix.
Which of the following attributes do you associate with each employer? Please select as many as applicable.

- Corporate Social Responsibility
- Ethical standards
- Inspiring management
- Environmental sustainability
- Attractive/exciting products and services
- Innovation
- Fast-growing/entrepreneurial
- Prestige
- Market success
- Financial strength

Which of these attributes are most important to you? (Max. 3)

The attributes are sorted clockwise according to attractiveness as rated by your students. 12:00 is the most attractive attribute.
Which of the following attributes do you associate with each employer? Please select as many as applicable.

Which of these attributes are most important to you? (Max. 3)

The attributes are sorted clockwise according to attractiveness as rated by your students. 12:00 is the most attractive attribute.
• Which of the following attributes do you associate with each employer? Please select as many as applicable.
• Which of these attributes are most important to you? (Max. 3)
• The attributes are sorted clockwise according to attractiveness as rated by your students. 12:00 is the most attractive attribute.
Which of the following attributes do you associate with each employer? Please select as many as applicable.

Which of these attributes are most important to you? (Max. 3)

The attributes are sorted clockwise according to attractiveness as rated by your students. 12:00 is the most attractive attribute.
Top of mind associations with Ideal Employers

Politechnika Gdanska

All universities

- Please write the first word that comes to mind when you think of these employers.
- These are answers written in by students who chose each company as an Ideal Employer.
- Spelling mistakes might occur.
- The size of the words are adapted for each chart.
Which of the following influenced you the most to choose your university?

- The chart shows the top 10 factors that influenced your students when choosing Politechnika Gdanska.
Which of the following influenced you the most to choose your university?

- Students of the university: 8% (Politechnika Gdanska), 13% (All universities)
- Career & university fairs: 7% (Politechnika Gdanska), 5% (All universities)
- Teachers or career guidance counselors at the school I was attending: 4% (Politechnika Gdanska), 7% (All universities)
- Information event at the school I was attending: 3% (Politechnika Gdanska), 4% (All universities)
- Tuition fees: 3% (Politechnika Gdanska), 10% (All universities)
- Advertising in print media: 1% (Politechnika Gdanska), 1% (All universities)
- Online advertising: 1% (Politechnika Gdanska), 2% (All universities)
- Videos produced by the university: 1% (Politechnika Gdanska), 1% (All universities)
- Online social networks/communities (e.g. Facebook): 1% (Politechnika Gdanska), 2% (All universities)
- Other: 17% (Politechnika Gdanska), 17% (All universities)

The chart shows the top 10 factors that influenced your students when choosing Politechnika Gdanska.
How satisfied are your students with Politechnika Gdanska?

7.3 is the average score among your students

7.0 is the average score for all universities
If your students could begin their studies again, would they choose Politechnika Gdanska?

- Yes, definitely: 55%
- Maybe: 7%
- No, not at all: 38%

- Yes, definitely: 47%
- Maybe: 42%
- No, not at all: 11%
If students could begin their studies again, they would choose...

- Current college or university: 55% Politechnika Gdanska, 47% All universities
- Another University: 42% Politechnika Gdanska, 49% All universities
- Foreign University: 3% Politechnika Gdanska, 4% All universities

- Which other college or university would you consider instead?
If students could begin their studies again | Preferred universities

Politechnika Gdanska

<table>
<thead>
<tr>
<th>University</th>
<th>Rank</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Politechnika Warszawska</td>
<td>1</td>
<td>18%</td>
</tr>
<tr>
<td>Akademia Górniczo-Hutnicza w Krakowie</td>
<td>2</td>
<td>17%</td>
</tr>
<tr>
<td>Politechnika Wrocławska</td>
<td>3</td>
<td>12%</td>
</tr>
<tr>
<td>Uniwersytet Gdański</td>
<td>4</td>
<td>9%</td>
</tr>
<tr>
<td>Foreign college or university</td>
<td>5</td>
<td>7%</td>
</tr>
<tr>
<td>Szkoła Główna Handlowa w Warszawie</td>
<td>6</td>
<td>6%</td>
</tr>
<tr>
<td>Politechnika Krakowska</td>
<td>7</td>
<td>4%</td>
</tr>
<tr>
<td>Politechnika Poznańska</td>
<td>7</td>
<td>4%</td>
</tr>
<tr>
<td>Gdańsk University of Medicine</td>
<td>9</td>
<td>3%</td>
</tr>
<tr>
<td>Wojskowa Akademia Techniczna</td>
<td>10</td>
<td>2%</td>
</tr>
</tbody>
</table>

55% of your students would choose Politechnika Gdanska if they made the choice again.

45% would choose another university. The most preferred are presented in the table.
If you could begin your studies again at any college or university, which would you choose?

Which educational institution do you attend?

Students who would prefer Politechnika Gdanska

- Uniwersytet Gdanski: 40%
- Politechnika Bialostocka: 8%
- Uniwersytet Technologiczno-Przyrodniczy im. J.J. Sniadeckich w Bydgoszczy: 6%
- Gdanski Uniwersytet Medyczny: 4%
- Uniwersytet Warmsisko-Mazurski w Olsztynie: 4%
- Zachodniopomorski Uniwersytet Technologiczny w Szczecinie: 3%
- Politechnika Koszalinska: 2%
- Politechnika Poznanska: 2%
- Politechnika Wrocławska: 2%
- Uniwersytet Mikolaja Kopernika w Toruniu: 2%

123 students from other universities would prefer to study at Politechnika Gdanska if they could begin their studies again.
Below you find the **most frequent associations** within each driver that your students and the attracted students associate with Politechnika Gdanska.

### Internal Identity

<table>
<thead>
<tr>
<th>UNIVERSITY/COLLEGE REPUTATION &amp; IMAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Tradition of academic excellence</td>
</tr>
<tr>
<td>2. Highly-ranked within its field</td>
</tr>
<tr>
<td>3. Successful alumni</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UNIVERSITY/COLLEGE CULTURE &amp; STUDENT LIFE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Attractive geographic location</td>
</tr>
<tr>
<td>2. Heritage and tradition</td>
</tr>
<tr>
<td>3. Friendly and open environment</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EDUCATIONAL OFFERING</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Study abroad program</td>
</tr>
<tr>
<td>2. Attractive/exciting programs and fields of study</td>
</tr>
<tr>
<td>3. Practical aspects within the curriculum</td>
</tr>
</tbody>
</table>

### External Image

<table>
<thead>
<tr>
<th>UNIVERSITY/COLLEGE REPUTATION &amp; IMAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Highly-ranked within its field</td>
</tr>
<tr>
<td>2. Prestige</td>
</tr>
<tr>
<td>3. Tradition of academic excellence</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UNIVERSITY/COLLEGE CULTURE &amp; STUDENT LIFE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Attractive geographic location</td>
</tr>
<tr>
<td>2. Heritage and tradition</td>
</tr>
<tr>
<td>3. International student body</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EDUCATIONAL OFFERING</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Practical aspects within the curriculum</td>
</tr>
<tr>
<td>2. Attractive/exciting programs and fields of study</td>
</tr>
<tr>
<td>3. Quality and variety of courses</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EMPLOYABILITY &amp; ADVANCEMENT OPPORTUNITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Good reference for future career and/or education</td>
</tr>
<tr>
<td>2. High employment among graduates</td>
</tr>
<tr>
<td>3. Opportunities to network with employers</td>
</tr>
</tbody>
</table>
What is the first word that comes to mind when you think of your current educational institution?

These are answers written in by students. Spelling mistakes might occur.
Would your students recommend Politechnika Gdanska to a friend or family member?

- Politechnika Gdanska
- All universities

<table>
<thead>
<tr>
<th>Score</th>
<th>Not at all</th>
<th>Extremely likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2%</td>
<td>21%</td>
</tr>
<tr>
<td>2</td>
<td>3%</td>
<td>17%</td>
</tr>
<tr>
<td>3</td>
<td>3%</td>
<td>14%</td>
</tr>
<tr>
<td>4</td>
<td>4%</td>
<td>14%</td>
</tr>
<tr>
<td>5</td>
<td>5%</td>
<td>11%</td>
</tr>
<tr>
<td>6</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>7</td>
<td>10%</td>
<td>21%</td>
</tr>
<tr>
<td>8</td>
<td>6%</td>
<td>17%</td>
</tr>
<tr>
<td>9</td>
<td>11%</td>
<td>17%</td>
</tr>
<tr>
<td>10</td>
<td>14%</td>
<td>22%</td>
</tr>
</tbody>
</table>

7.6 is the average score among your students.

7.2 is the average score for all universities.
How would you rate the career services offered at your educational institution?

Rating of career services

Politechnika Gdanska

All universities

6,0 is the average score among your students

6,4 is the average score for all universities
Are students aware of all career services you provide?

- Career advice by professors and lecturers: 11% Aware and using, 28% Aware, but not using, 48% Unaware, but would use, 13% Unaware and wouldn’t use
- Career fairs at university: 73% Aware and using, 11% Aware, but not using, 12% Unaware, but would use, 5% Unaware and wouldn’t use
- Career guidance material (e.g. brochures, guidance website, newsletter): 32% Aware and using, 23% Aware, but not using, 35% Unaware, but would use, 10% Unaware and wouldn’t use
- Company workshops/presentations organised by the university: 28% Aware and using, 20% Aware, but not using, 45% Unaware, but would use, 8% Unaware and wouldn’t use
- Job application preparation/training: 20% Aware and using, 23% Aware, but not using, 45% Unaware, but would use, 12% Unaware and wouldn’t use
- Online vacancy search/job board with external offers: 45% Aware and using, 16% Aware, but not using, 32% Unaware, but would use, 7% Unaware and wouldn’t use
- Services offered by the departmental/faculty career service: 20% Aware and using, 29% Aware, but not using, 40% Unaware, but would use, 11% Unaware and wouldn’t use
- Services offered by the university's central career service: 23% Aware and using, 27% Aware, but not using, 39% Unaware, but would use, 11% Unaware and wouldn’t use
ARE YOU INTERESTED IN GETTING MORE INSIGHTS ABOUT STUDENTS, OR EMPLOYERS?

Don’t hesitate to contact us with any questions at ur@universumglobal.com

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