



Universum - Leaders in Employer Branding, Releases 2017 U.S. Talent Survey Data

Survey results reveal views on career and employer preferences from 81,102 students in the U.S. from 359 universities and 170 different areas of study.

NEW YORK, NY, USA, April 28, 2017 /EINPresswire.com/ -- New York, NY -- April 28, 2017 -- Between October 2016 and February of 2017, [Universum](#) Global conducted their annual talent survey with a sample size of 81,102 U.S. students. Half of the students surveyed said being dedicated to a good cause is a long-term goal in their careers.

Out of 40 attributes, the most desired characteristic in employers remains being able to inspire purpose in employee's work. Soon-to-be employees are looking for job security as both short-term and long-term goals, work/life balance, and offices with 1,000 employees or less in potential employers.

The survey is one of the largest of its kind and employers report its findings are crucial to determining their employer brand priorities on an annual basis. The response rates were from students majoring in business (26,809), humanities/liberal arts/education (22,082), natural sciences (16,274), engineering (11,434), and computer science (4,503).

One key finding was the attractiveness of SMBs (small- to medium-sized businesses) to students globally.

"Student's biggest fear is to 'not fit into' the culture and way of working. They see their possibilities to influence as bigger in smaller and medium-sized companies," said Jonna Sjövall (@SjovallJ), Senior Vice President of Talent Strategy and Employer Branding at Universum.

Results are divided by industry and graduation year, as these outcomes varied significantly. Seniors graduating in 2017 are a mixed class between Millennials and Gen Z, focusing on leadership opportunities and professional training as their highest attributes.

Gen Z, (defined as freshman classes projected to graduate in 2021), value flexibility and innovation and are less focused on leadership positions unlike their upperclassmen, who retain the defining characteristics of their generation, Millennials. This is a key fact for employers to note, as they once again shift their employer branding efforts to target a new generation.

"They [employers] have all been very good at targeting seniors and building their campus strategies. Now it's time to conquer a new generation and excite them about the opportunities these firms have to offer," Sjövall said.

Google has long dominated the Universum Global Talent Surveys, coming out on top this year among business majors for gender equality, flexibility, innovation, and competitive benefits. However, results from the 2017 survey do show Google moving down in ranks from 2 to 4 on most attractive workplaces overall. Companies moving above Google in survey ranks include Tesla and SpaceX for their association with innovative business practices and high-performance work environments.

“This really shows that inspiring and purposeful organizations will be able to attract top talent. It is not only about the paycheck, but about a possibility to be part of something bigger than themselves,” Sjövall said.

To request further details on survey results, contact the Universum Global team:

<http://universumglobal.com/rankings/united-states-of-america/>

About Universum:

Universum is the global leader in employer branding. During our 25+ years we have established ourselves in 60 markets throughout the globe and our diverse workforce is physically present in 20 countries. Our services include actionable research, strategic advisory, data driven communication and social media solutions for talent branding, sourcing and analytics. A trusted partner to over 1,700 clients, including many Fortune 500 companies, as well as global media partners that publish our annual rankings and trend reports. We work with over 2000 universities, alumni groups, and professional organizations to gather insights from students and professionals in order to advise employers on how to attract and retain talent that fits their culture and purpose. On an annual basis Universum surveys over 1,500,000 students and professionals worldwide. Find out more at www.universumglobal.com.

###

Jonas Barck
Universum
+46706933388
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2017 IPD Group, Inc. All Right Reserved.