



## **6th “Continental Student Survey” 2009**

Select Key Results  
Financial Crisis and Recession, Economic Systems, Ethics

---

# Overview

---

**Focus**

**Survey Basics**

**Central Statements**

**Key Results**

# Overview

---

**Focus**

**Survey Basics**

**Central Statements**

**Key Results**

# Focus of the Current Survey

---

- ▶ Having continuously conducted representative opinion surveys among German graduates since 2003, we are able to point up tendencies and developments in the graduates's set of beliefs.
- ▶ The current study focused on the following:
  - ▶ Career opportunities and competitiveness
  - ▶ Financial crisis and recession
  - ▶ Economic systems
  - ▶ Ethics

# Overview

---

**Focus**

**Survey Basics**

**Central Statements**

**Key Results**

# Survey Basics

---

- ▶ At the request of Continental, TNS/Infratest Bielefeld surveyed
  - ▶ 1,004 students, 516 of them female and 488 male, in January 2009
  - ▶ 1,001 students, 510 of them female and 491 male, in June/July 2009

# Survey Basics

---

- ▶ Those interviewed
  - ▶ in January 2009
    - ▶ 258 in engineering
    - ▶ 484 in the natural sciences
    - ▶ 350 in economics/business
  - ▶ in June/July 2009
    - ▶ 263 in engineering
    - ▶ 444 in the natural sciences
    - ▶ 376 in economics/business

# Overview

---

**Focus**

**Survey Basics**

**Central Statements**

**Key Results**



# Central Statements from the Study

---

- ▶ The state has done “more than was needed” to combat the crisis
  - ▶ In June/July around 42% of the students in Germany were of this opinion. In January 2009 just under 24% were of this opinion.
  - ▶ Whereas in June/July 2009 one out of every four students felt that the government had acted "completely correctly", in January 2009 close to a third still thought so.
  - ▶ Only a negligible minority rated the government's action as "too little".

# Central Statements from the Study

---

- ▶ At the same time, about half of the university graduates polled call for the public sector to get more involved in key industries.
- ▶ The majority of the students favor a redefining of market rules.
- ▶ The prolonged recession does not cloud over the respondents' outlook as regards career chances.
  - ▶ Despite the serious recession, academics continue to assess their own career prospects as generally “good” or “very good”.

# Overview

---

**Focus**

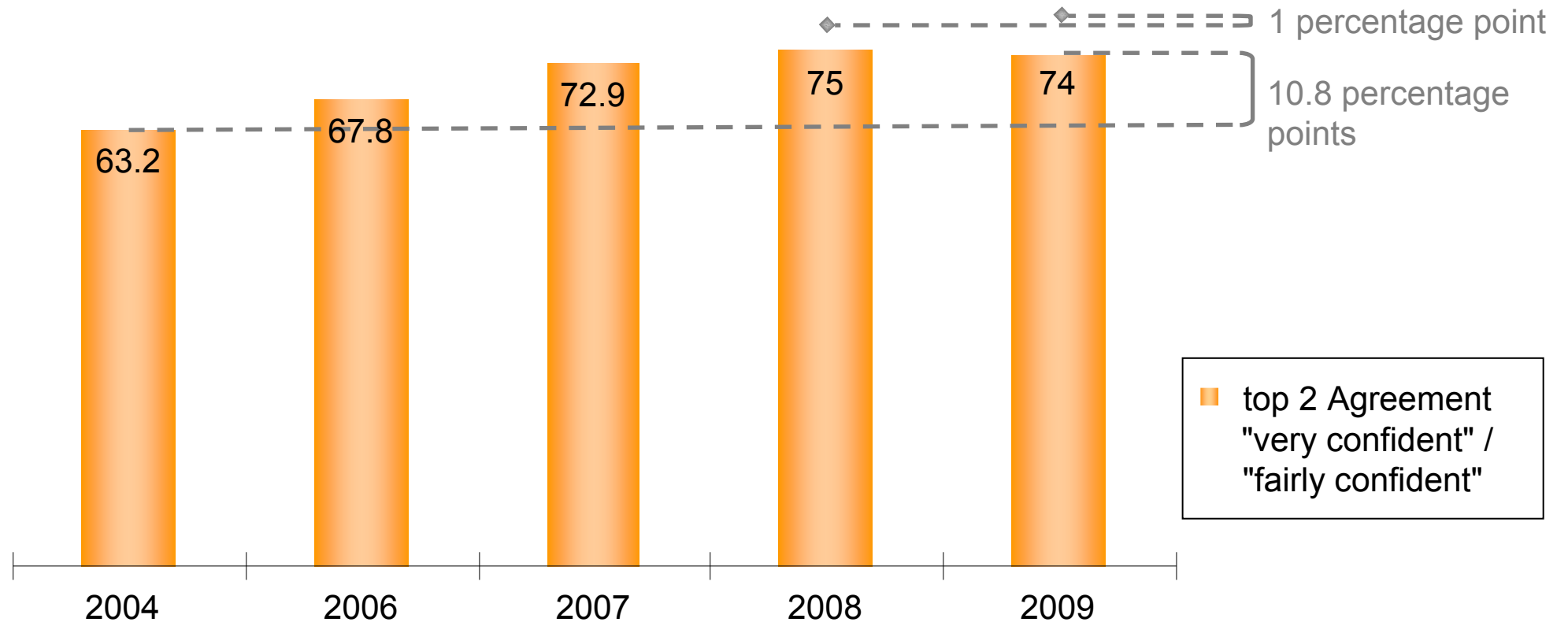
**Survey Basics**

**Central Statements**

**Key Results**

# Career Prospects

► How would you describe your own future career prospects?



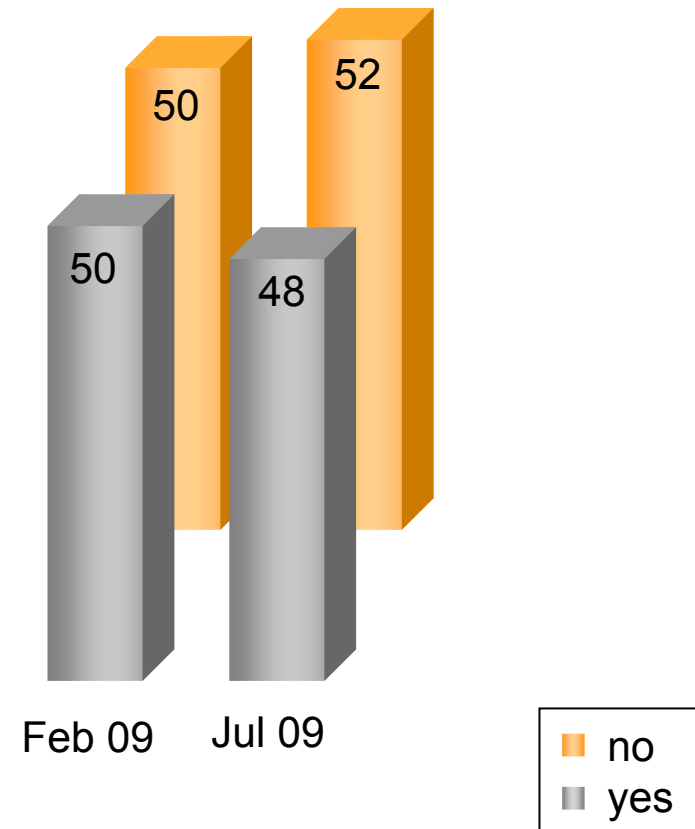
# Negative Impact of Financial Crisis on Start of Professional Career

---

- ▶ Because of the global financial crisis, politicians and financial experts are predicting a serious recession worldwide.

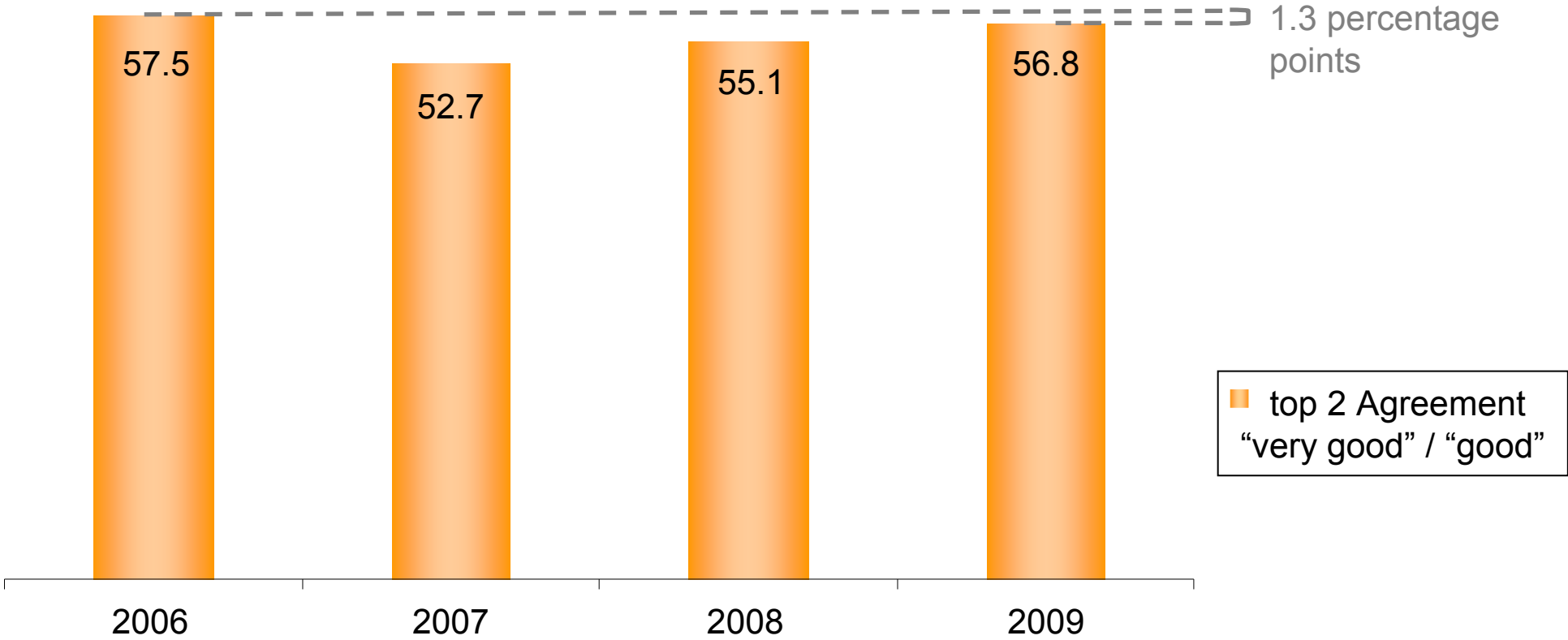
Do you fear this will have a negative impact on your career start?

- ▶ The aspect most commonly cited to back up a negative assessment: "Difficulties in landing the preferred job (February 5.3% / July 21.2%)



# Personal Competitiveness for Attractive Jobs in International Comparison

▶ On the whole, how high do you rate your own personal competitiveness -- viewed in international comparison -- in landing an attractive job?

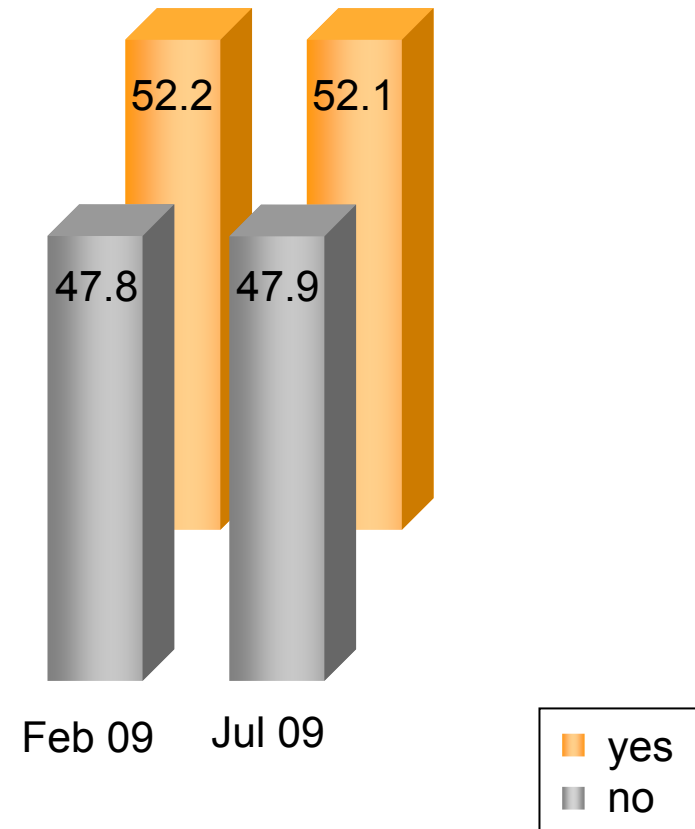


# Redefinition of Market Rules in Course of Globalization

---

- ▶ The prolonged worldwide recession and financial crisis have made the social market economy a much discussed subject.

Do you think that market rules have to be redefined or reinvented in the course of globalization?

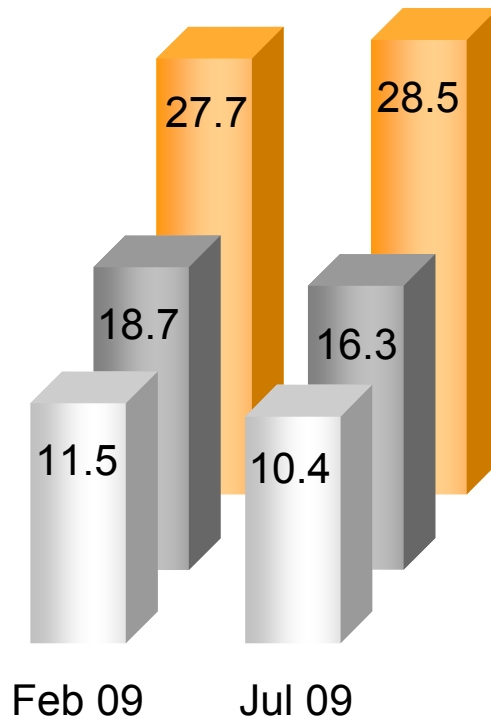


# New Market Rules Required

---

- ▶ What redefined or new market rules do you feel the social market economy needs?

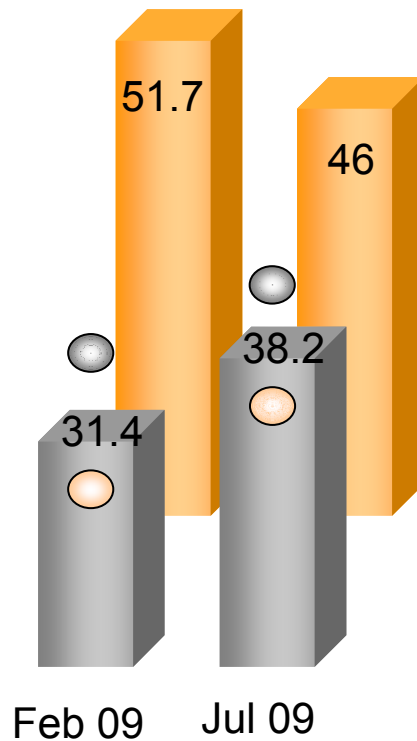
Note down all market rules that occur to you.



- don't know/no answer
- more state regulation / checks
- limitations / prohibitions of (highly) speculative / risky financial products



# Position on Public Influence over Key Industries



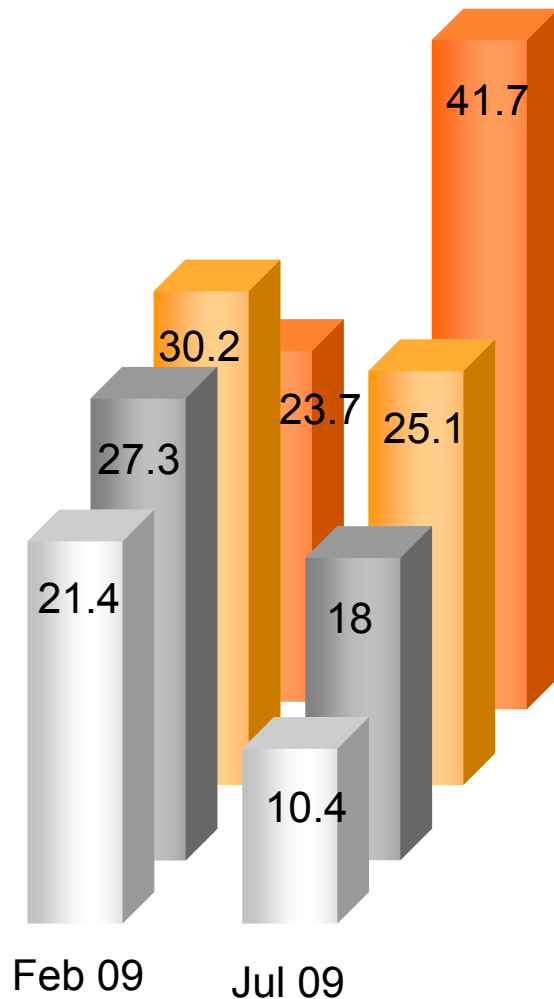
- ▶ In the course of the financial crisis, demands have been raised for more state influence over key industries like banks, utilities and the transport sector.

What is your basis position on this?

- the state should have a greater stake in key industries and thus ensure itself more influence over them.
- the state should not get involved in business.

- those in economics and business
- natural science grads

# Assessment of State Action as Regards Support and Guarantees



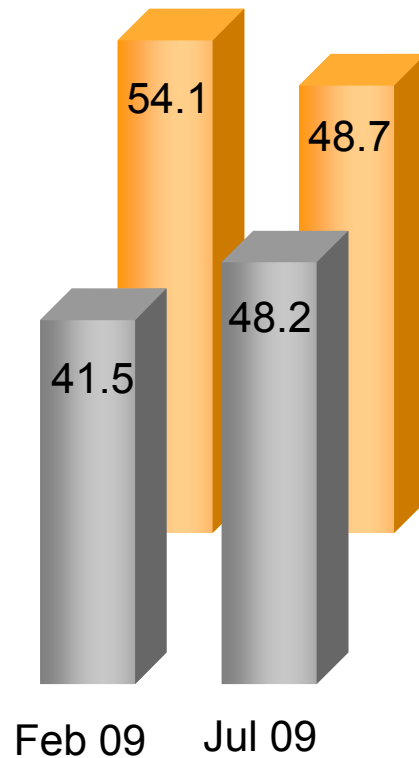
- ▶ In the course of the financial crisis and the looming recession, the scope of state help and guarantees -- especially for banks and the auto sector -- has also been under discussion.

How do you feel the German government has acted so far?

- did more than needed
- did just what was required
- was too reluctant
- don't know

# Position on Manager Salaries

---



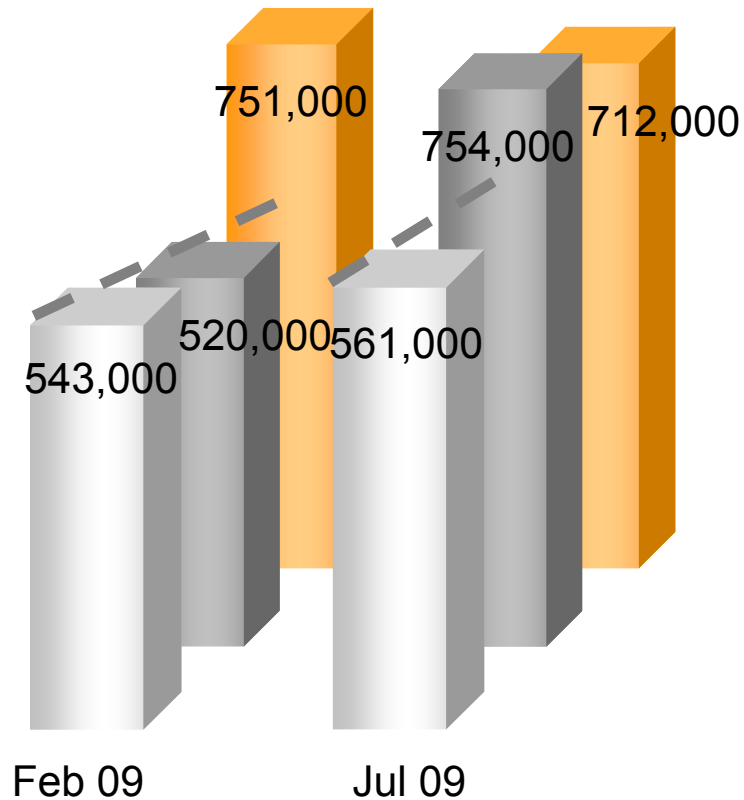
- ▶ In the course of the financial crisis, the salaries of managers have also been under discussion.

What is your take on this topic?

- determining how much a manager earns is up to companies concerned.
- manager salaries should be limited by law.

# Level Manager Salaries

---

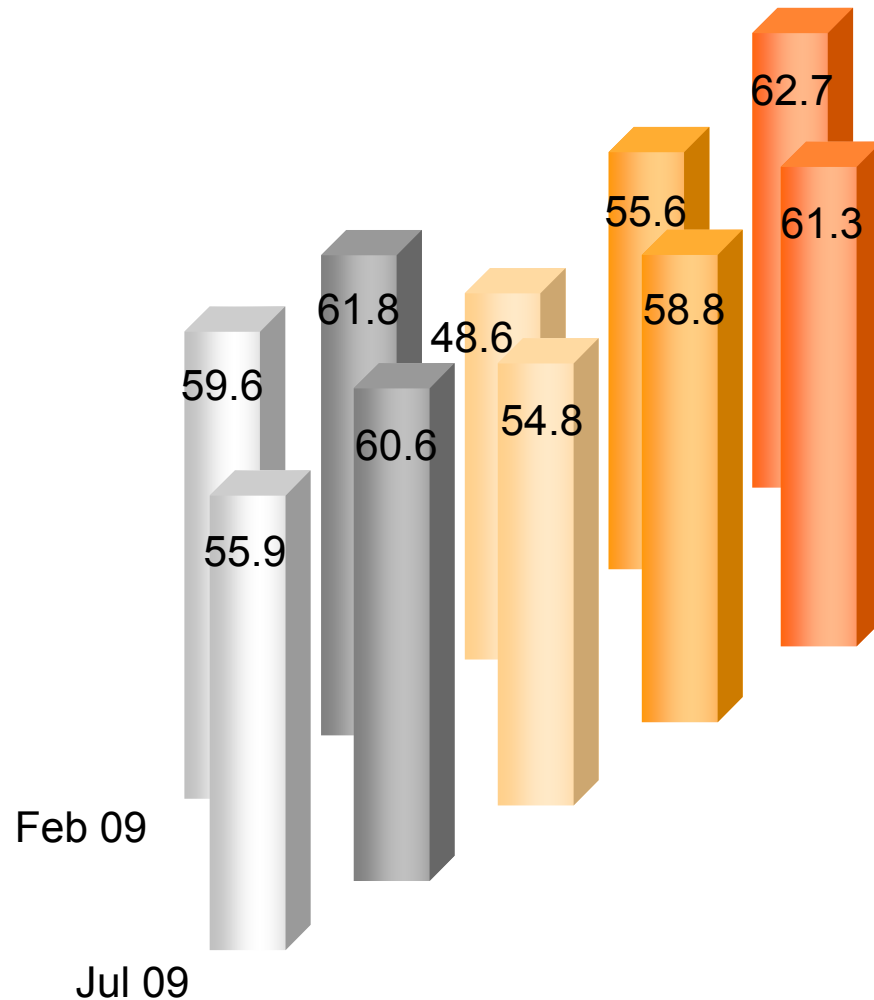


- ▶ You favor a statutory limit on manager salaries.

What should be the maximum annual salary limit for managers?

- natural science students
- economics/business students
- engineering students
- average

# Position on "Wrongdoing of the Elites"



► In your view, what is meant when the misdeeds perpetrated by elites is brought up in connection with the financial crisis?

Note down everything that comes to mind.

■ excessive willingness to take risks without having to be accountable

■ insufficient liability on the part of those responsible

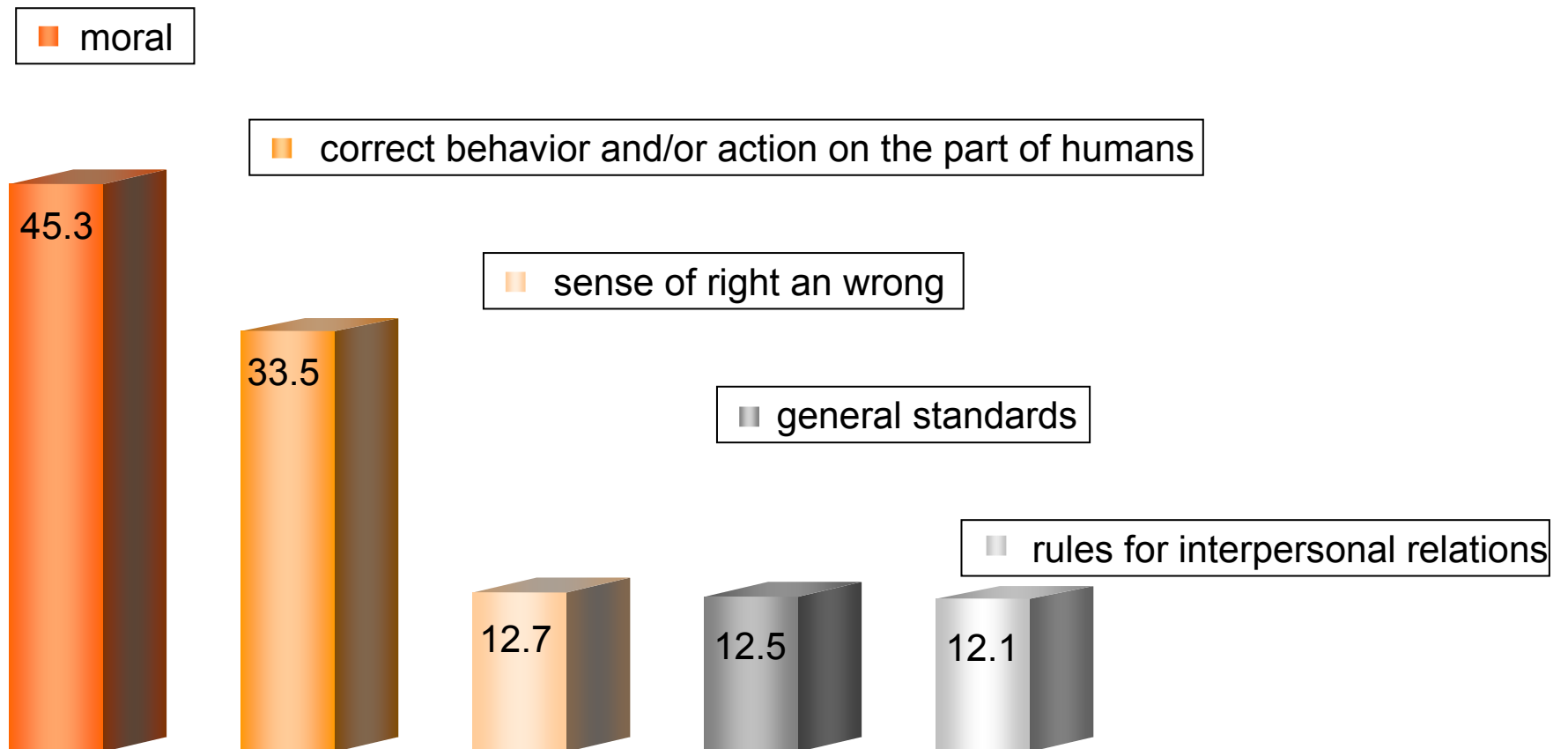
■ wrong incentives (e.g. high bonuses for high-risk financial products)

■ obfuscation of actual circumstances

■ dishonesty of actors

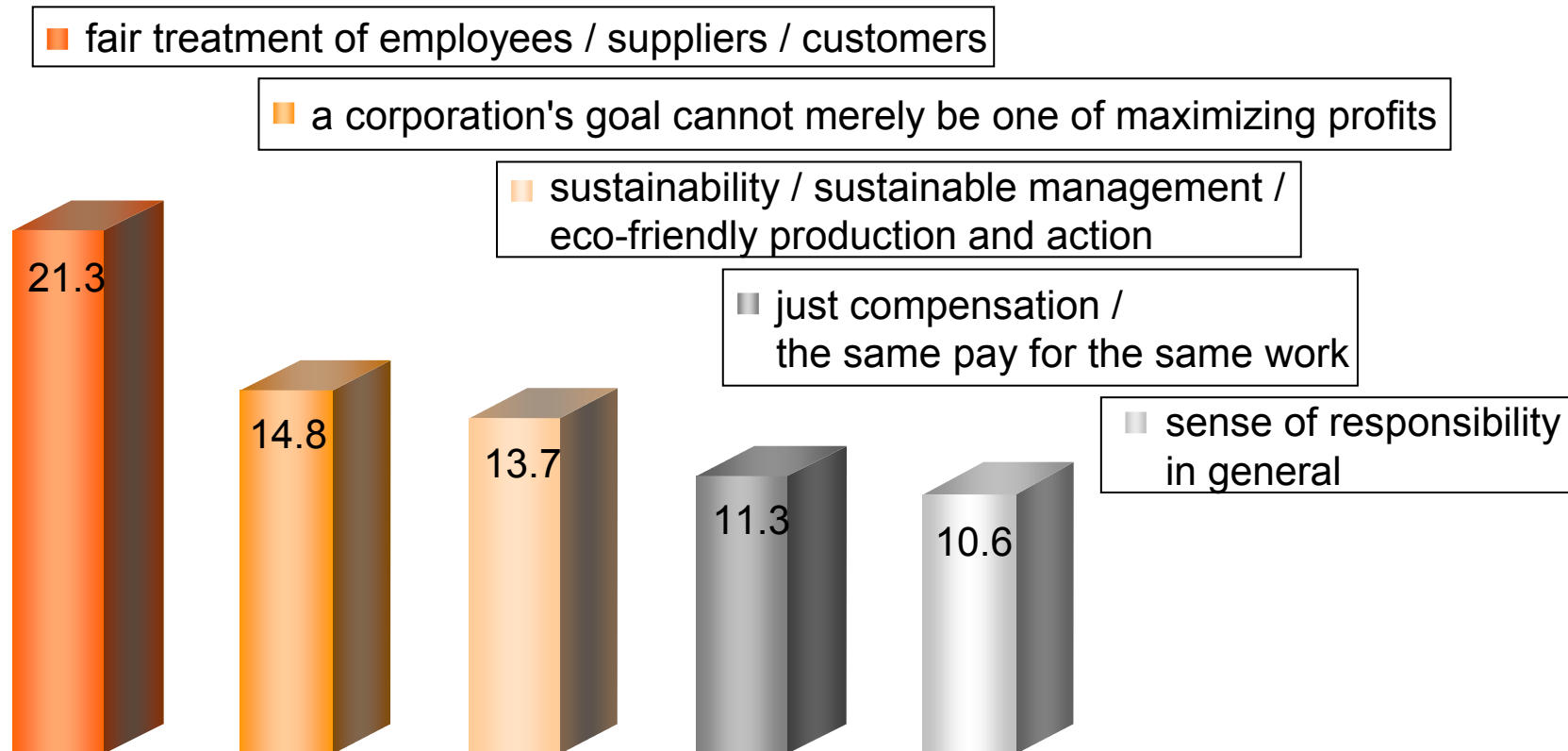
# Associations with Term “Ethics”

► What do you understand under the term "ethics"?



# Associations with Term "Ethics in Business"

► What do you understand under the term "ethics in business"?



Thank you very much for your attention!



© 2005 FIFA TM

**Continental**   
Do it with German Engineering.