

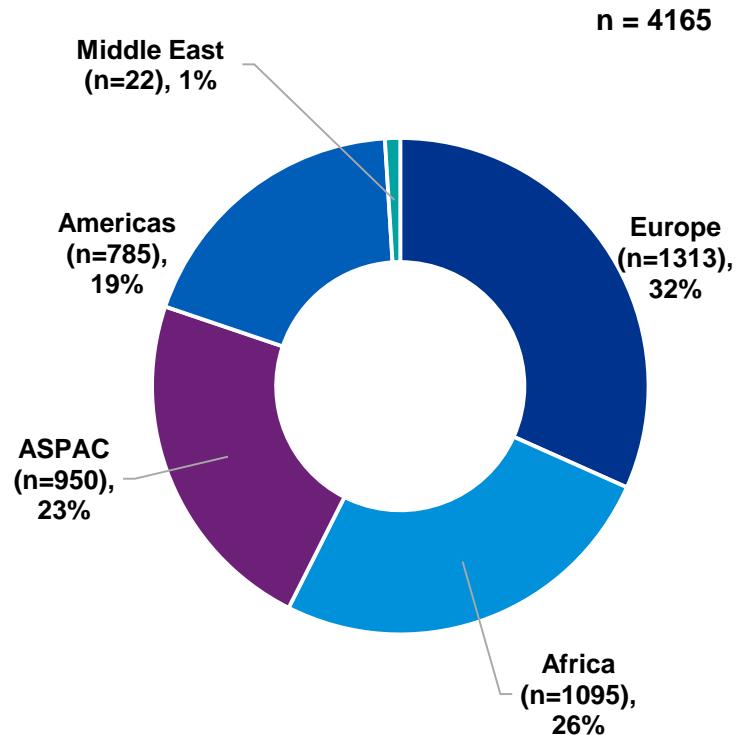


2017 KICC Student Survey

April 10, 2017

Europe slightly ahead, followed by Africa

Regional level split



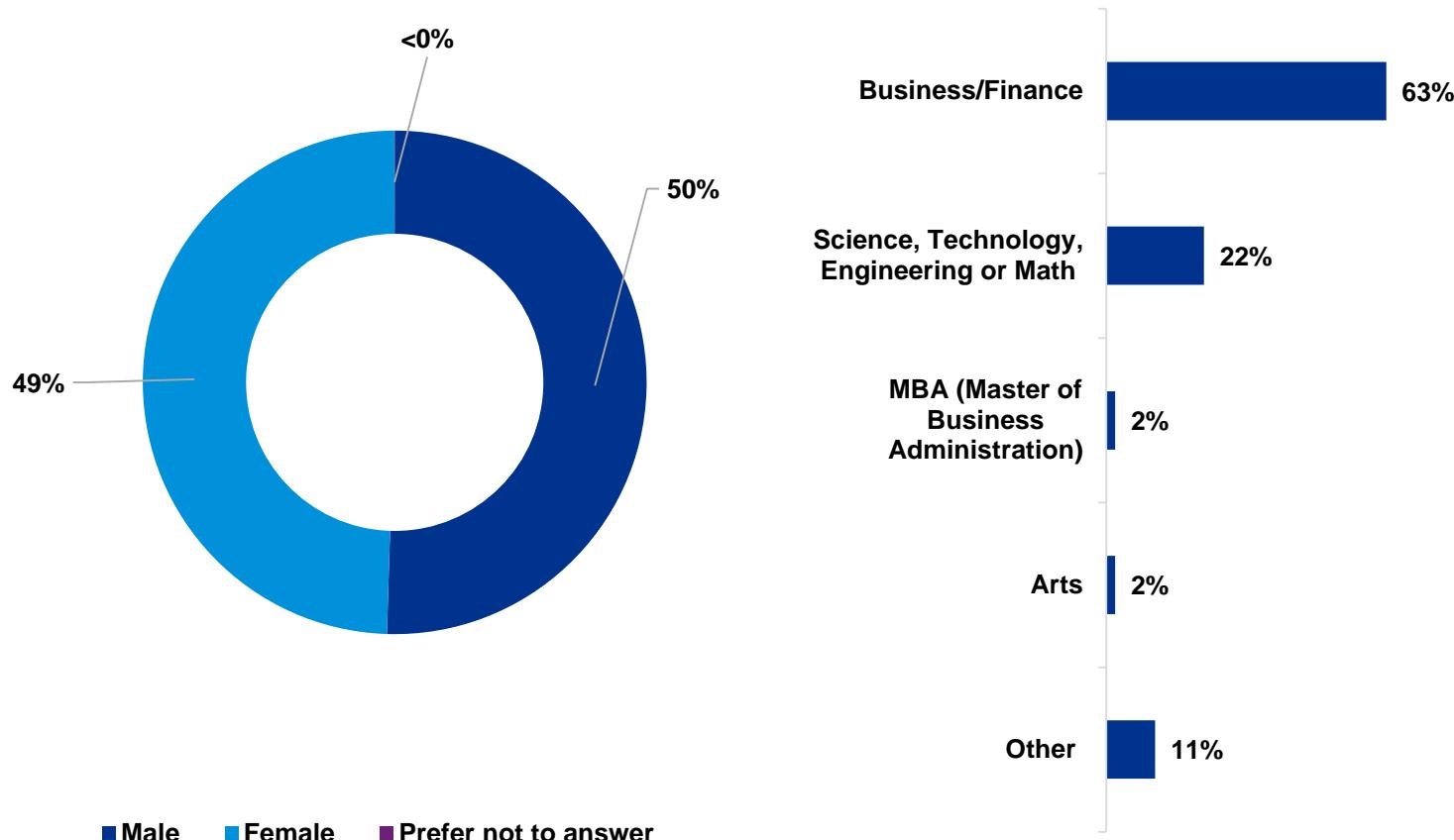
Percentages might not add up to 100% due to rounding

Country level split

Countries	No. of Responses	Countries	No. of Responses	Countries	No. of Responses
Nigeria	996	Belgium	9	Bangladesh	1
USA (United States of America)	730	Ghana	7	Barbados	1
Malaysia	364	India	7	Benin	1
China	311	Denmark	6	Colombia	1
Hungary	308	Japan	6	Egypt	1
Italy	302	Netherlands	5	Israel	1
France	225	Angola	4	Lebanon	1
UK (United Kingdom)	122	Bhutan	4	Liechtenstein	1
Portugal	97	Norway	4	Malawi	1
Australia	88	Serbia	4	Morocco	1
Singapore	73	Albania	3	Mozambique	1
South Africa	58	Brazil	3	New Zealand	1
Taiwan	58	Pakistan	3	Russia	1
Greece	57	Austria	2	Rwanda	1
Canada	50	Cameroon	2	Saudi Arabia	1
Germany	42	Ireland	2	Somalia	1
Spain	40	Mauritius	2	Turkey	1
South Korea	28	Philippines	2	Uganda	1
Slovakia	23	Sweden	2	Ukraine	1
Czech Republic	22	Tanzania	2	Global	4165
United Arab Emirates	18	Uzbekistan	2		
Kenya	14	Zimbabwe	2		
Switzerland	14	Azerbaijan	1		
Malta	11	Bahrain	1		
Finland	10				

Students surveyed are predominantly in business/finance, STEM

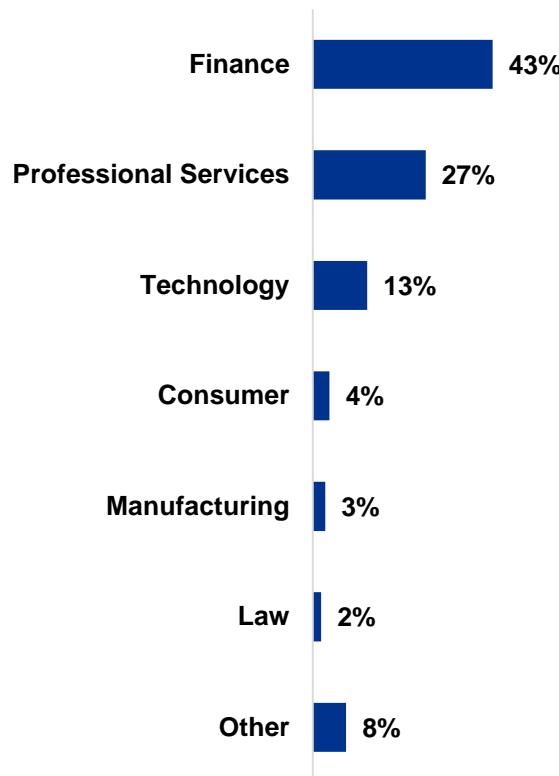
Gender and Field of study



Percentages might not add up to 100% due to rounding

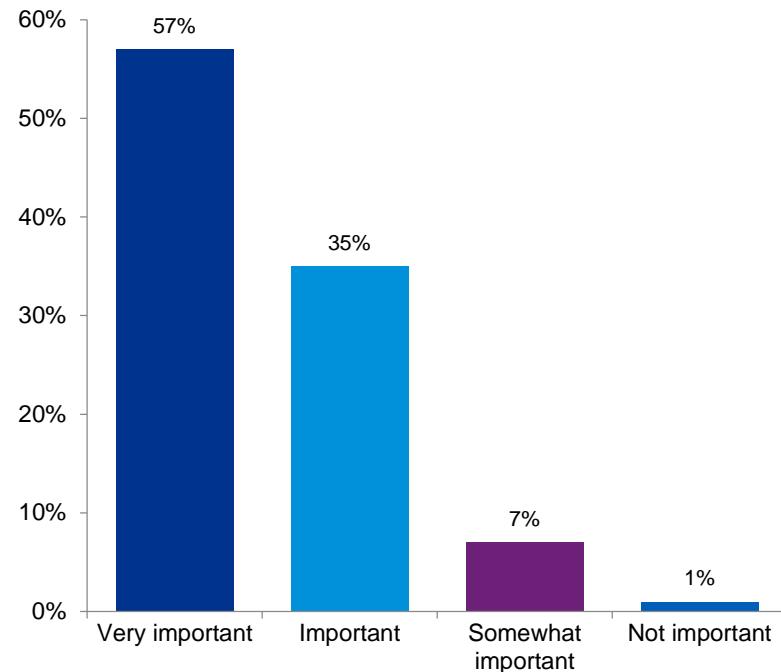
Majority plan to work in finance or professional services

Industry or sector you plan on working in after school/university:



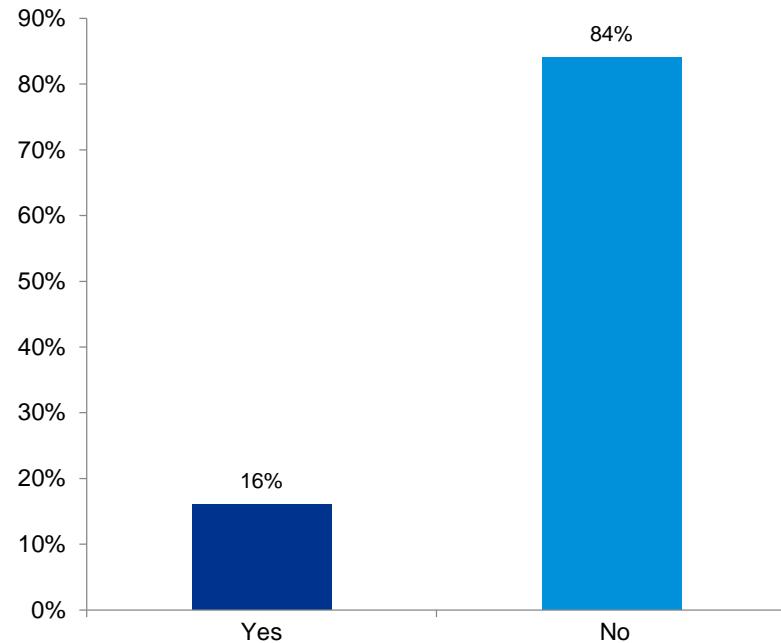
92% expect their first employer to have an exciting vision

When choosing your first employer, how important is it to you for the organization to have an exciting vision?



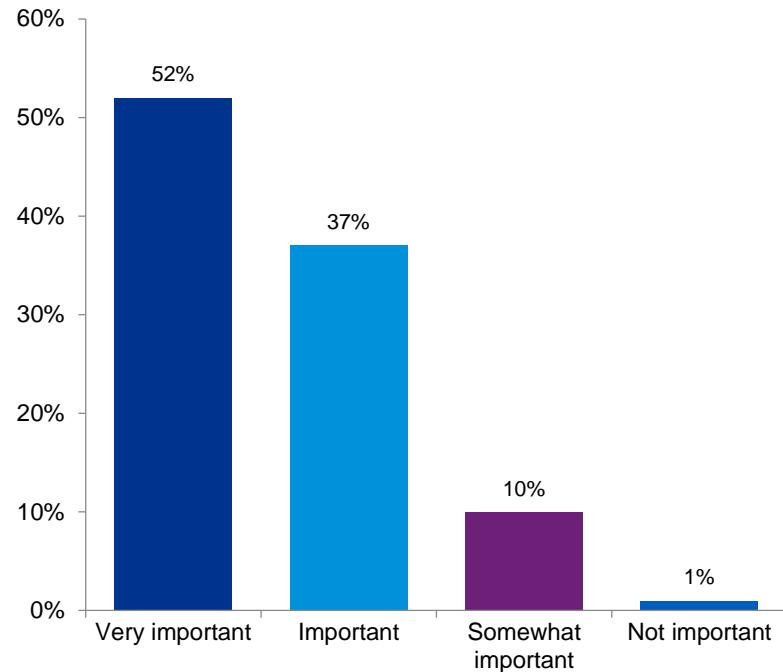
Values are a make or break factor for 84% of students

Would you work for a company whose values did not align with yours?



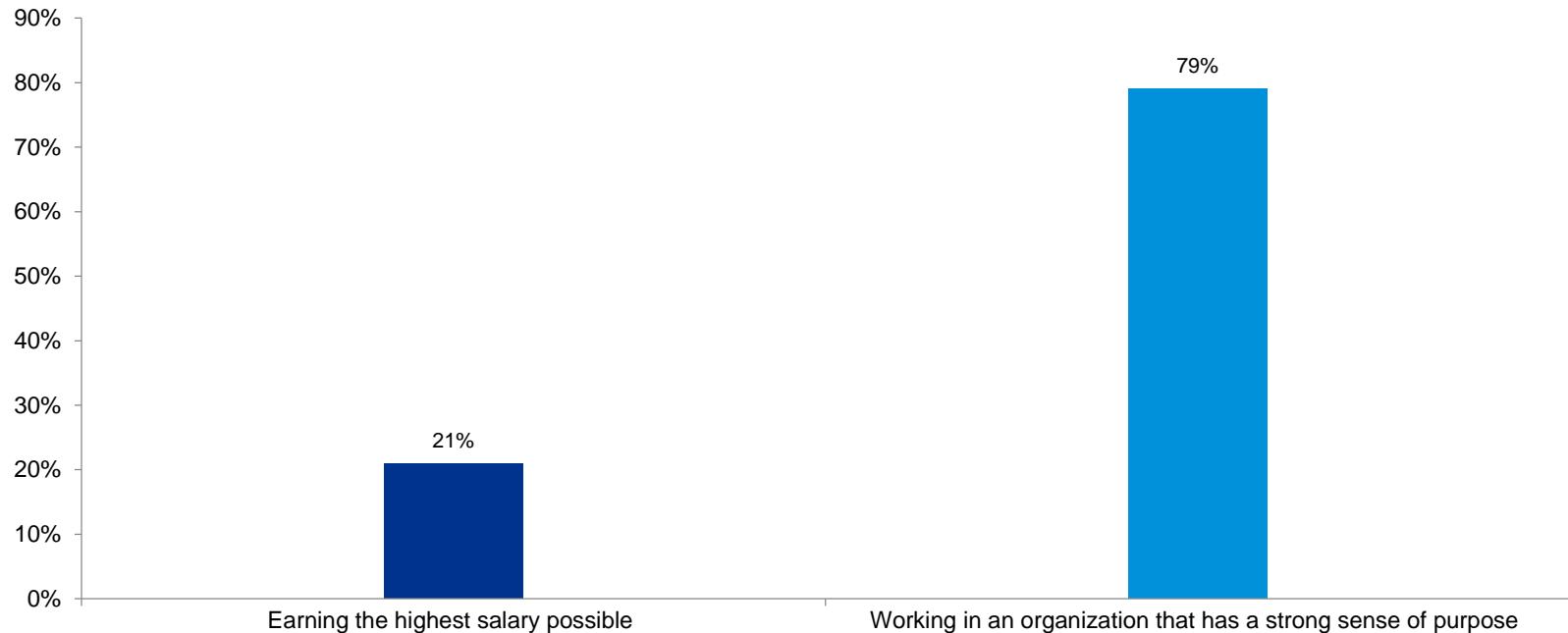
For almost all making a positive difference is important

When choosing a future employer, how important is it to you that the organization makes a positive difference in the world?



Purpose more important than highest salary

What's more important to you?

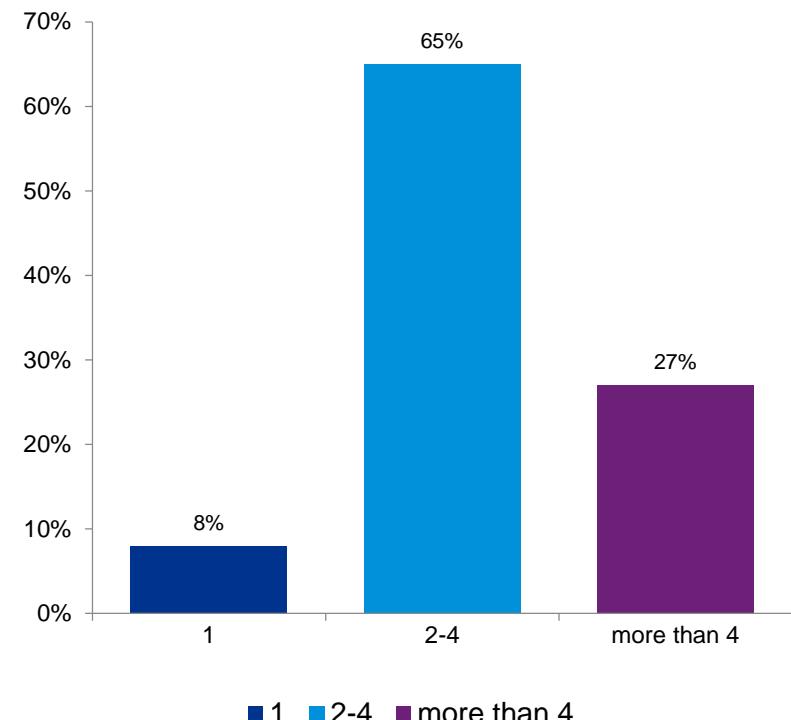
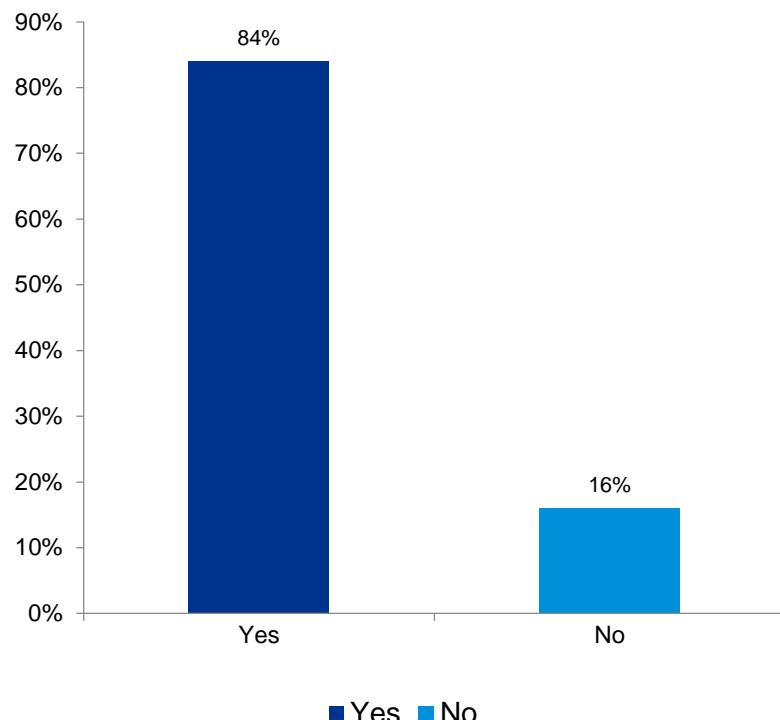


Most respondents see themselves working in 2-4 countries

Global

Would you be prepared to move regularly to a different country for the right job?

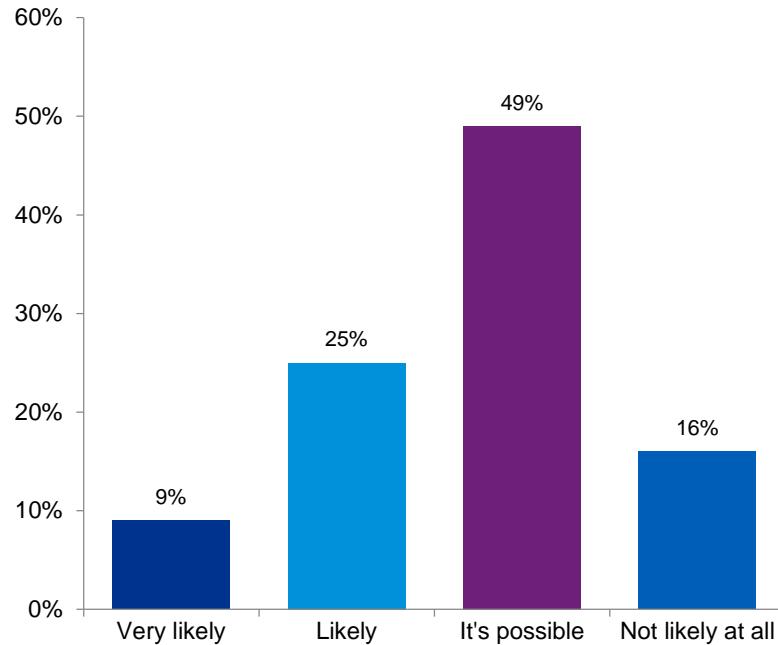
How many countries do you think you are likely to work in during your career?



For nearly half it's possible to work for the same company

Global

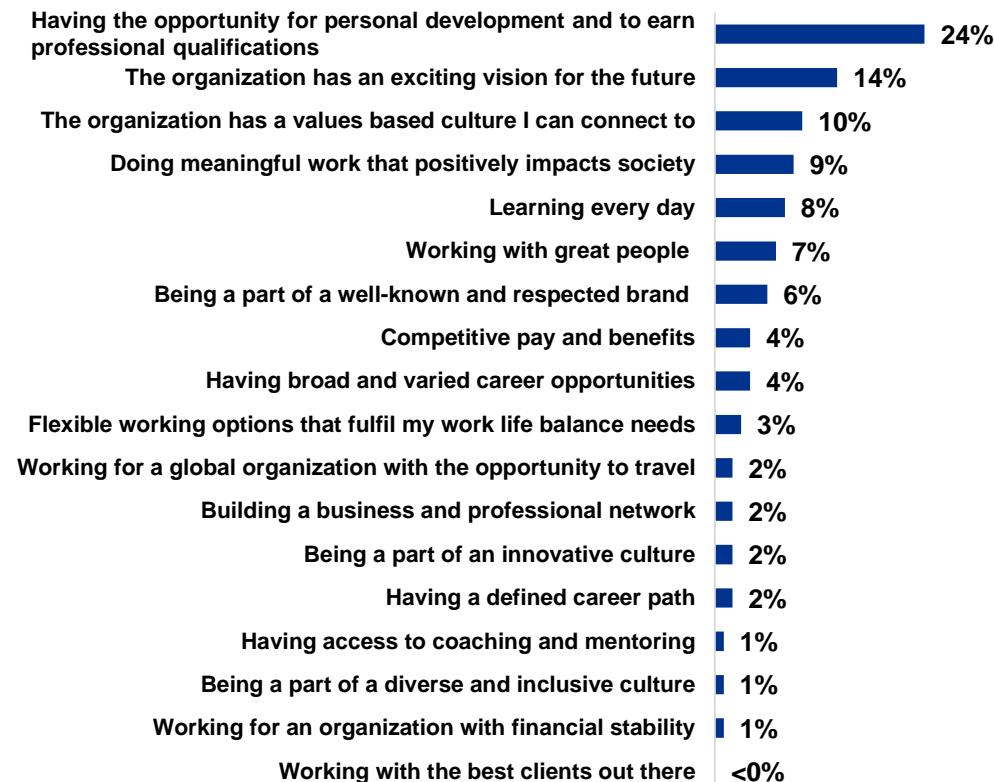
What is the likelihood that you will work for the same company for your entire career?



Personal development and professional qualifications rated most highly

Global

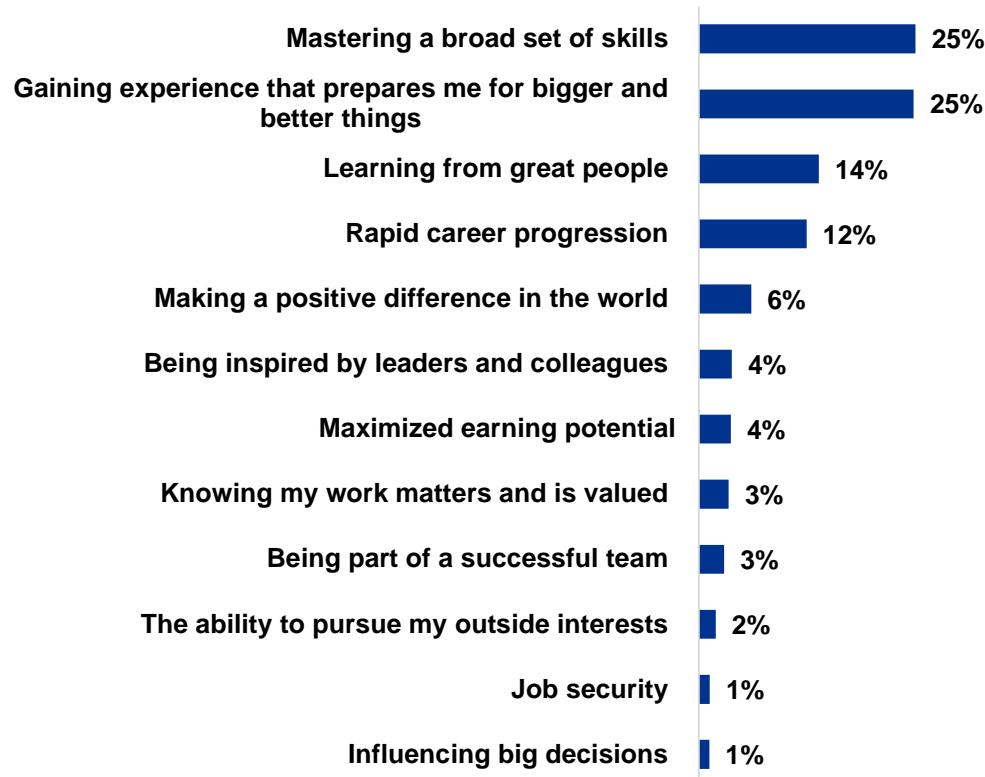
What factors motivate you the most in choosing a potential employer? (Topmost choice)



Percentages might not add up to 100% due to rounding

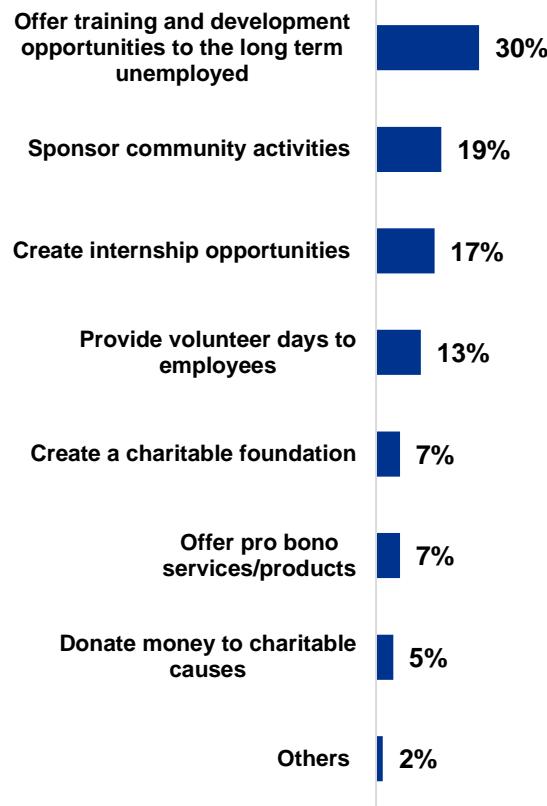
In first two years: equal split between mastering a broad set of skills and gaining experience

What are you most looking to get from work in your first 2 years? (Topmost choice)

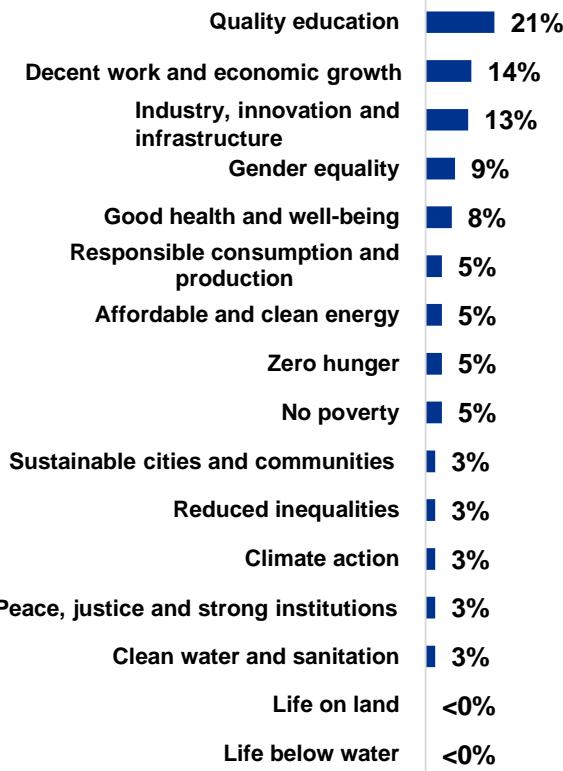


Training and development, quality education rated highly

Which of the following do you think is the best way for companies to give back to the communities that they operate in? (Select your top choice)



The UN has established Sustainable Development Goals (SDGs) as part of their 2030 agenda for global sustainable development. In which three areas do you think businesses can have the most impact? (Topmost choice)



Percentages might not add up to 100% due to rounding



kpmg.com/socialmedia



kpmg.com/app



© 2017 KPMG International Cooperative ("KPMG International"), a Swiss entity. Member firms of the KPMG network of independent firms are affiliated with KPMG International. KPMG International provides no services to clients. No member firm has any authority to obligate or bind KPMG International or any other member firm vis-à-vis third parties, nor does KPMG International have any such authority to obligate or bind any member firm. All rights reserved.

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

The KPMG name, logo are registered trademarks or trademarks of KPMG International.