

Universum survey: Brose increasingly popular among young professionals

Coburg (08. December 2011).

Around 6,700 young professionals with an academic background have cast their vote: according to the 2011 Universum Professional Survey, Brose is one of the top 100 employers among engineers, moving up from 75th (2010) to 68th place.

Brose scored well both as an attractive employer and among the career preferences of those who responded to the survey: the top career priority is now to achieve a good work-life balance.

And the desire for challenging work is even more noticeable in 2011 than it was last year.

“There

is a clear trend here in the career preferences of young professionals,” says Stefan Lake, Manager Germany at Universum. “Alongside the points mentioned, the relevance of the individual’s own role within the company is becoming less important. As long as they can achieve a good work-life balance and have challenging, varied work, the people we surveyed are less concerned about whether they have a management position or follow a technical career path,” continues Lake.

“Our improved ranking shows that we are on the right path with our Brose Working World services, our family-friendly HR policy and, above all, the career prospects that we offer highly qualified staff at our international sites. The positive survey result spurs us on to continue along this path,” emphasizes Esther Loidl, Vice President Human Resources Brose Group.

The Universum survey polled working people with between one and eight years’ work experience. Each respondent chose up to five ideal employers from a list of 150 companies, and could nominate companies that were not on the list. They also gave detailed information about their career preferences. The results of the independent survey form the basis for the Young Professionals employer rankings. The most popular employers among young professional engineers in 2011 were the BMW Group (1), Audi (2) and Porsche (3).