



*MAGNET PROFESSIONALS'
SURVEY 2010
ECSA*

MAGNET
communications

AGENDA

- 1 INTRODUCING THE MAGNET BUSINESS
- 2 METHODOLOGY & SAMPLE DEFINITION
- 3 PROFILING YOUR MEMBER
- 4 DRIVERS OF EMPLOYER ATTRACTIVENESS
- 5 IDEAL EMPLOYER RANKINGS & PREFERENCES
- 6 COMMUNICATION PREFERENCES
- 7 MOBILITY & RETENTION
- 8 SATISFACTION WITH ASSOCIATION
- 9 Q & A



Magnet: A Global Perspective

On a global level, Magnet works with Universum, the global leader in Employer Branding. Universum partners with 1,500 universities to conduct research on the career and employer preferences of top talent. Universum surveys annually over 550,000 students and 80,000 professionals worldwide. The group head office is located in Stockholm and the regional head offices are located in Philadelphia (America), London (Europe) and Shanghai (Asia).





Magnet: Our Business Concept

*“Our **Business Concept** is to assist companies and organisations in becoming more attractive employers through creating and strengthening their Employer Brand.*

We Help Companies:

Understand	their image, audience and competitors,
Decide	their desired brand position,
Plan	their communication activities,
Act	by reaching the talent market through publications and events

METHODOLOGY & SAMPLE DEFINITION

- 1 ANNUAL RESEARCH METHODOLOGY
- 2 UNDERSTANDING THE GRAPHS
- 3 PROFILE OF THE RESPONDENTS



Magnet Professionals' Survey 2010 - Methodology



Field period:

August 2010 to September 2010

Data collection:

Data collection was in partnership with several of SA's leading Professional and /or Alumni Associations.

Target group:

Professionals who have studied within Commerce, Science, Engineering, and/or Humanities at one of South Africa's 23 Educational Institutions

Data protection:

Universum & Magnet abides to national data protection laws. All answers remain anonymous and all data is analysed on an aggregated basis only.

Total Respondents:

13 445



Understanding the graphs

Group 1:

Base of the group: Engineering Council of South Africa
Number of respondents: 2 022

Group 2:

Base of the group: Total
Number of respondents: 13 445



Magnet Professionals' Survey 2010 – Respondent Demographics



		2010	2009
Total	13 445	2 022	2 661
<u>Age</u>	37	40	42
<u>Ethnic Background</u>			
• African/Black	18%	20%	20%
• White	64%	63%	64%
• Indian/Asian	10%	10%	7%
• Coloured	5%	4%	4%
• Do not say	3%	2%	3%
• Other	0%	1%	1%
<u>Gender</u>			
• Female	39%	13%	17%
• Male	61%	87%	83%

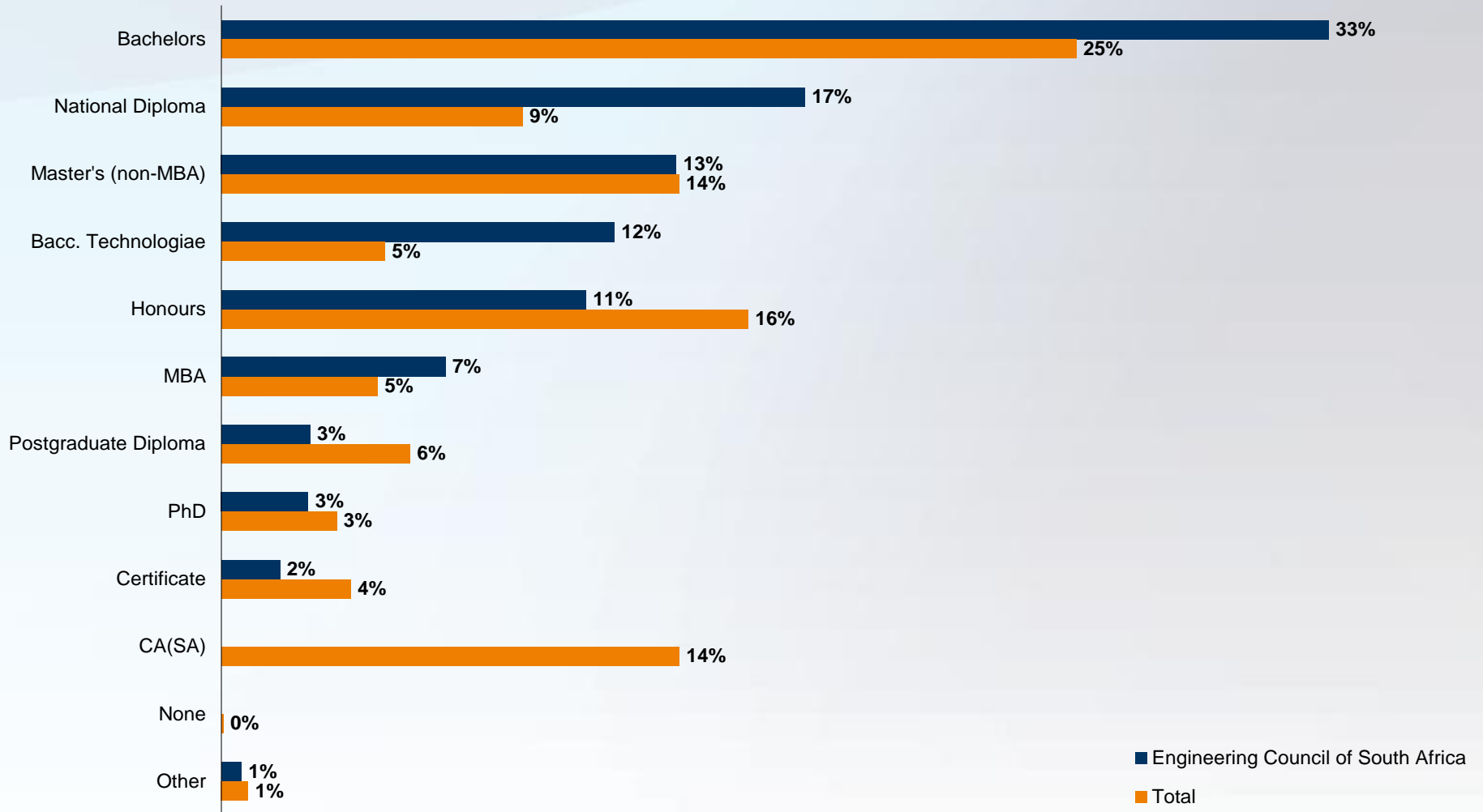


PROFILING YOUR MEMBER

- 1 HIGHEST ACADEMIC QUALIFICATION
- 2 REGION
- 3 WORK EXPERIENCE
- 4 TYPE OF EMPLOYMENT
- 5 CURRENT INDUSTRIES & DEPARTMENTS
- 6 CAREER GOALS



Professional profile – Highest Academic Qualification – ECSA vs. Total



SURVEY QUESTION:
What is your highest academic qualification?



Professional profile – Regions – ECSA vs. Total

Region	Engineering Council of South Africa	Total
Gauteng	48%	38%
Western Cape	16%	26%
KwaZulu-Natal	10%	11%
Mpumalanga	8%	3%
Eastern Cape	4%	6%
Living abroad	4%	5%
North West	3%	2%
Free State	3%	5%
Limpopo	2%	2%
Northern Cape	1%	1%
Other	1%	2%



Professional Profile - Work Experience & Number of Employers - ECSA vs. Total

Work Experience:

	Engineering Council of South Africa	Total
How many years have you been working since you concluded your studies?	15,8	11,6

Average Number of Employers:

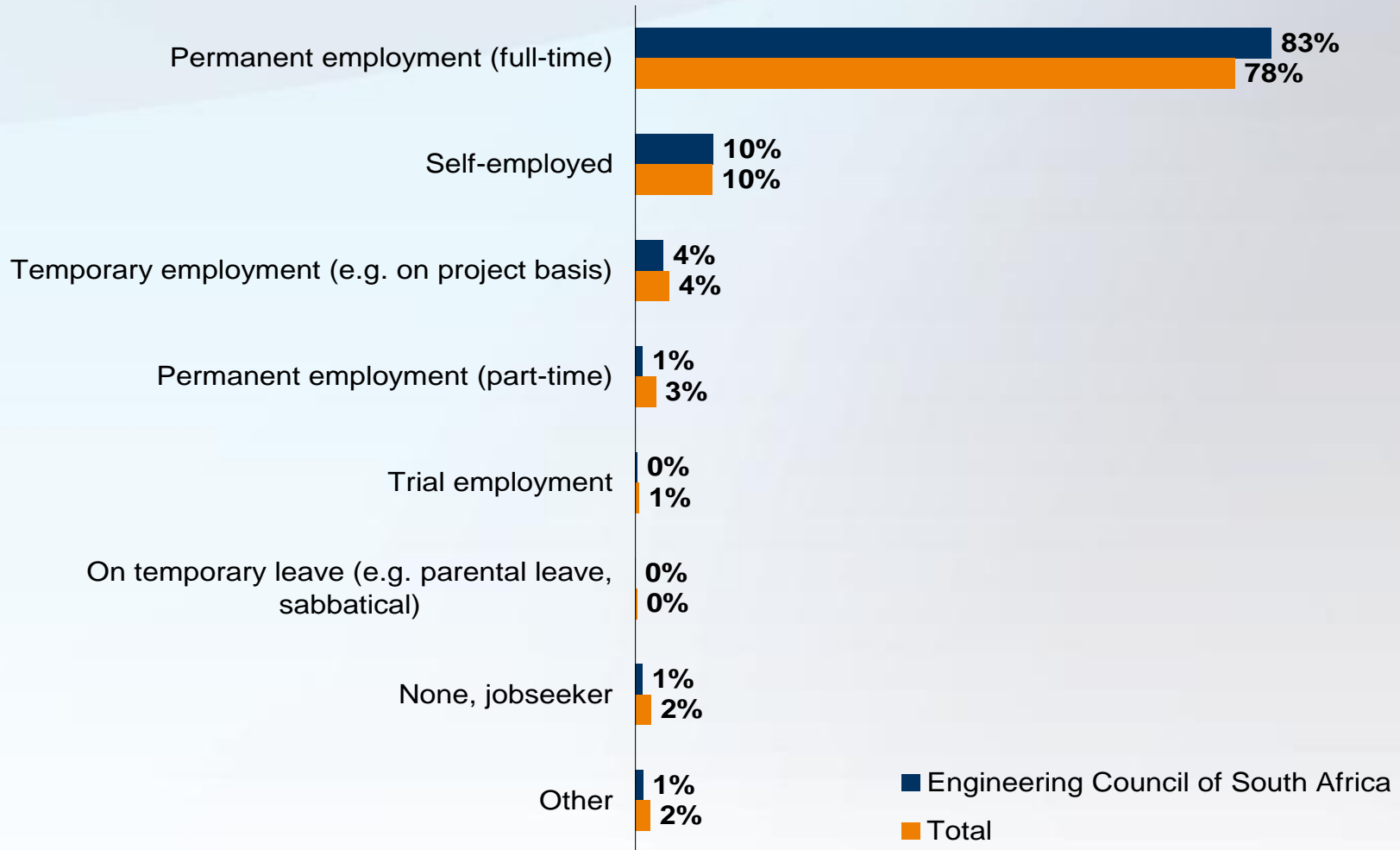
	Engineering Council of South Africa	Total
How many employers have you had since you concluded your studies?	2,8	2,6

SURVEY QUESTIONS:

- How many years have you been working since you concluded your studies?
- How many employers have you had since you concluded your studies?



Professional Profile - Type of Employment – ECSA vs. Total





Professional Profile - Current Industry – ECSA vs. Total

Industry	Engineering Council of South Africa	Total
Engineering consulting	31%	9%
Energy / power	12%	3%
Mining	12%	5%
Engineering / manufacturing	9%	4%
Chemical / petroleum	7%	3%
Construction	6%	3%
Utilities	3%	1%
Government	3%	4%
Telecommunications	3%	2%
Transportation / distribution / logistics	2%	2%
Aerospace / defense	1%	1%
Education / teaching	1%	7%
Public service	1%	2%
Metals	1%	0%
Academic research	1%	4%
Forestry / paper / pulp	1%	1%
Management consulting	1%	2%
Automotive	1%	1%
Environmental / conservation	0%	1%
Agricultural	0%	2%

SURVEY QUESTION:

In which industry do you currently work?



Professional Profile - Current Department – ECSA vs. Total

Department	Engineering Council of South Africa	Total
Consulting Department	37%	17%
Production	17%	7%
Research and Development (R&D)	7%	8%
Sales	1%	5%
Information Management	1%	2%
Marketing	1%	3%
IT	1%	3%
Logistics	1%	1%
Purchasing	0%	1%
Finance	0%	15%
Legal	0%	3%
Human Resources	0%	4%
PR and Communication	0%	1%
Other	33%	30%

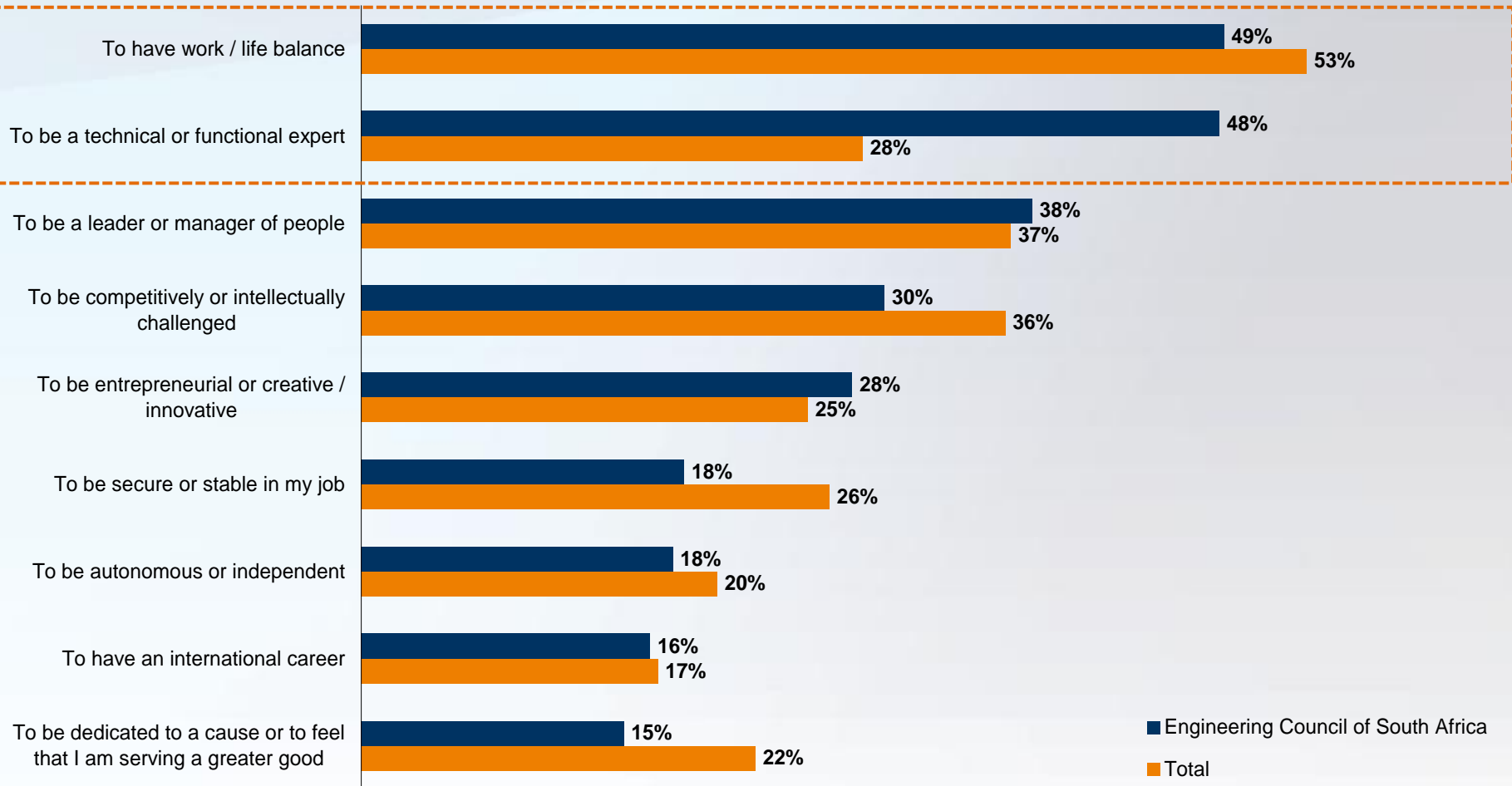
SURVEY QUESTION:

In which department do you currently work?

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Career Goals – ECSA vs. Total (2010)

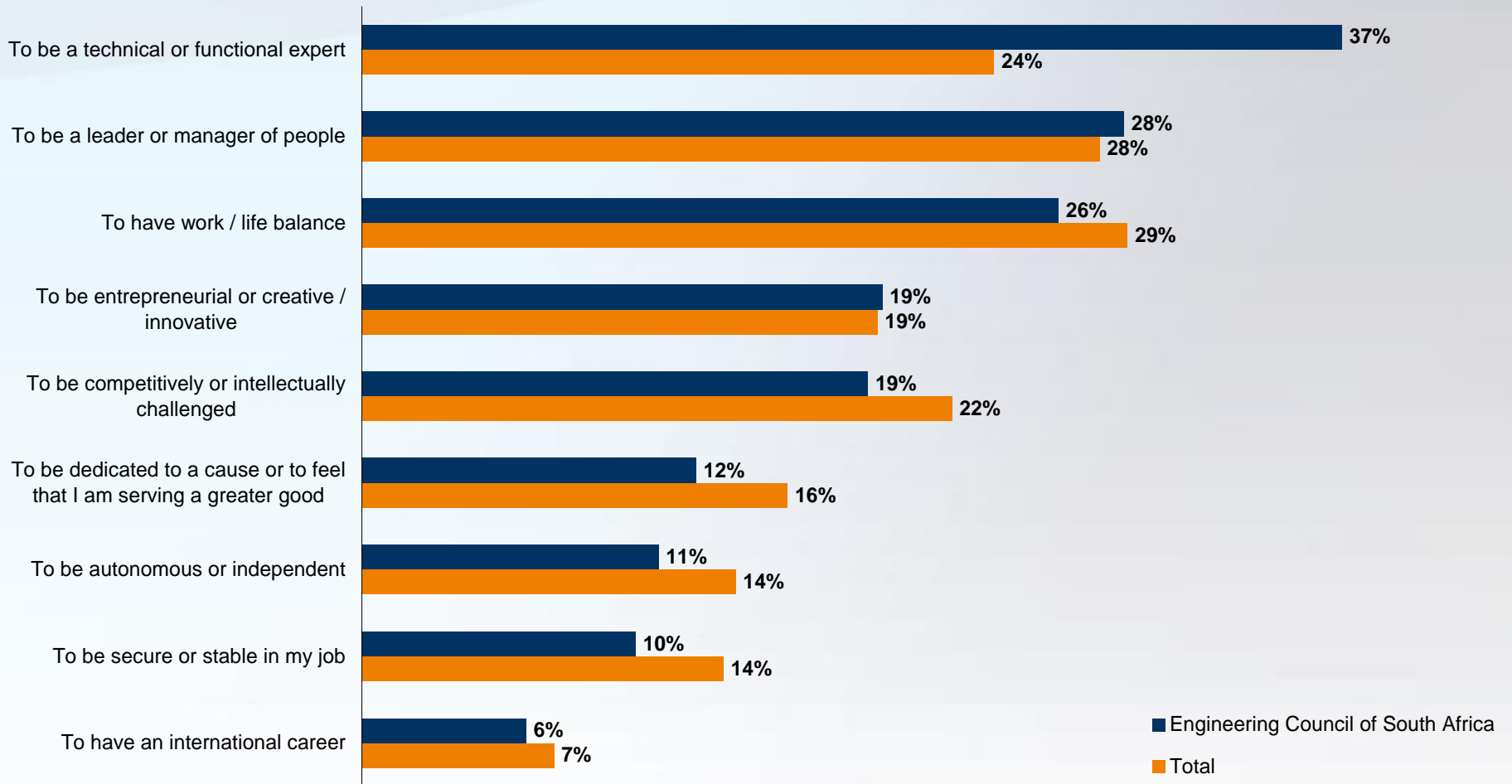


SURVEY QUESTION:

Below is a list of nine possible career goals. Which are most important to you?
Please select a maximum of three alternatives



Career Goals – ECSA vs. Total (2009)



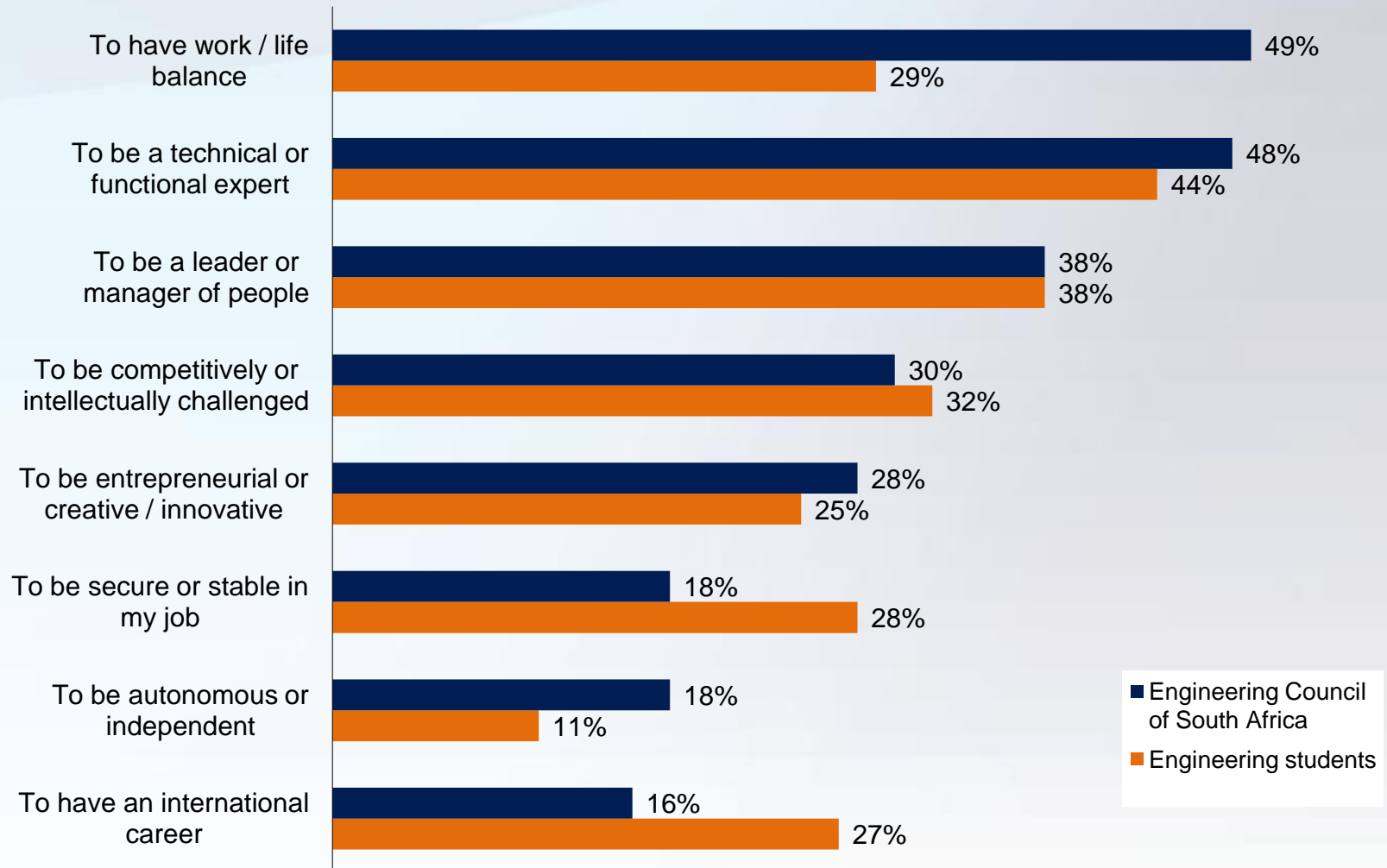
SURVEY QUESTION:

Below is a list of nine possible career goals. Which are most important to you?

Please select a maximum of three alternatives



Career Goals – ECSA vs. Engineering students



SURVEY QUESTION:

Below is a list of nine possible career goals. Which are most important to you?

Please select a maximum of three alternatives



Career Goals from 1st Year to Professional Life – 2010

1st Year General Engineering Student

Magnet Student Survey

1. To be a technical / functional expert 42%
2. To be a leader / manager of people 34%
3. To have an international career 31%

Final Year Engineering Student

Magnet Student Survey

1. To be a technical / functional expert 42%
2. To be a leader / manager of people 39%
3. To be competitively or intellectually challenged 34%

ECSA Member (Young Professional)

Magnet Professionals' Survey

1. To be a technical / functional expert 54%
2. To have work / life balance 47%
3. To be a leader / manager of people 41%

ECSA Member (Senior Professional)

Magnet Professionals' Survey

1. To have work / life balance 50%
2. To be a technical / functional expert 45%
3. To be a leader / manager of people 36%

SURVEY QUESTION:

Below is a list of nine possible career goals. Which are most important to you? *Please select a maximum of three alternatives*



DRIVERS OF EMPLOYER ATTRACTIVENESS

- 1 INTRODUCING THE MODEL
- 2 DRIVERS FOR ECSA MEMBERS

Drivers of Employer Attractiveness – Model Overview





Drivers of Employer Attractiveness



SURVEY QUESTION:

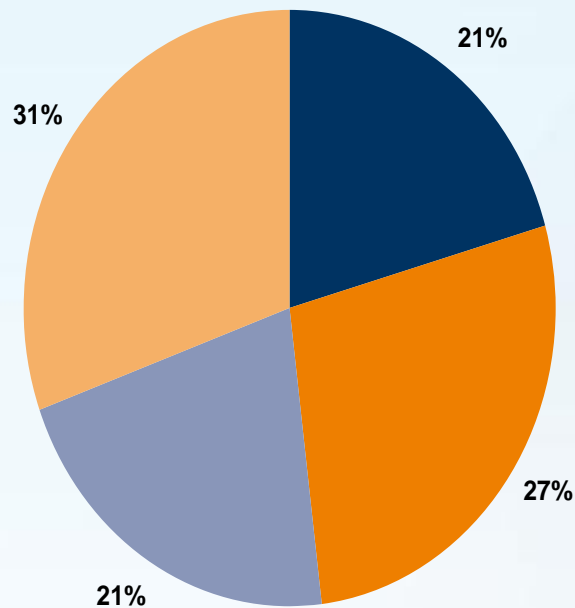
How would you rate the relative importance of these aspects when choosing your Ideal Employer?

Please divide 100 points between the alternatives in accordance with importance. In order to continue the points should sum to 100.



Drivers of Employer Attractiveness – Importance of Each Driver (Target Group) 2/2

Professionals were asked to rate the importance of the four Drivers of Employer Attractiveness by dividing 100 points between the drivers in accordance with how important they perceive them.



- Employer Reputation & Image
- Job Characteristics
- People & Culture
- Remuneration & Advancement Opportunities

Top 10 - Overall most important attributes*:

1. Competitive base salary (Remuneration & Advancement Opportunities)
2. Challenging work (Job Characteristics)
3. Will enable me to have good work/life balance (People & Culture)
4. Professional training and development (Job Characteristics)
5. Offers a creative and dynamic work environment (People & Culture)
6. Performance-related bonus (Remuneration & Advancement Opportunities)
7. Good prospects for high future earnings (Remuneration & Advancement Opportunities)
8. Leadership opportunities (Remuneration & Advancement Opportunities)
9. High level of responsibility (Job Characteristics)
10. Good reputation (Employer Reputation & Image)



IDEAL EMPLOYER RANKINGS & CAREER PREFERENCES

- 
- 1 PREFERRED INDUSTRIES**
 - 2 IDEAL EMPLOYER RANKINGS**
 - 3 SALARIES & COMPENSATION PACKAGE
PREFERENCES**

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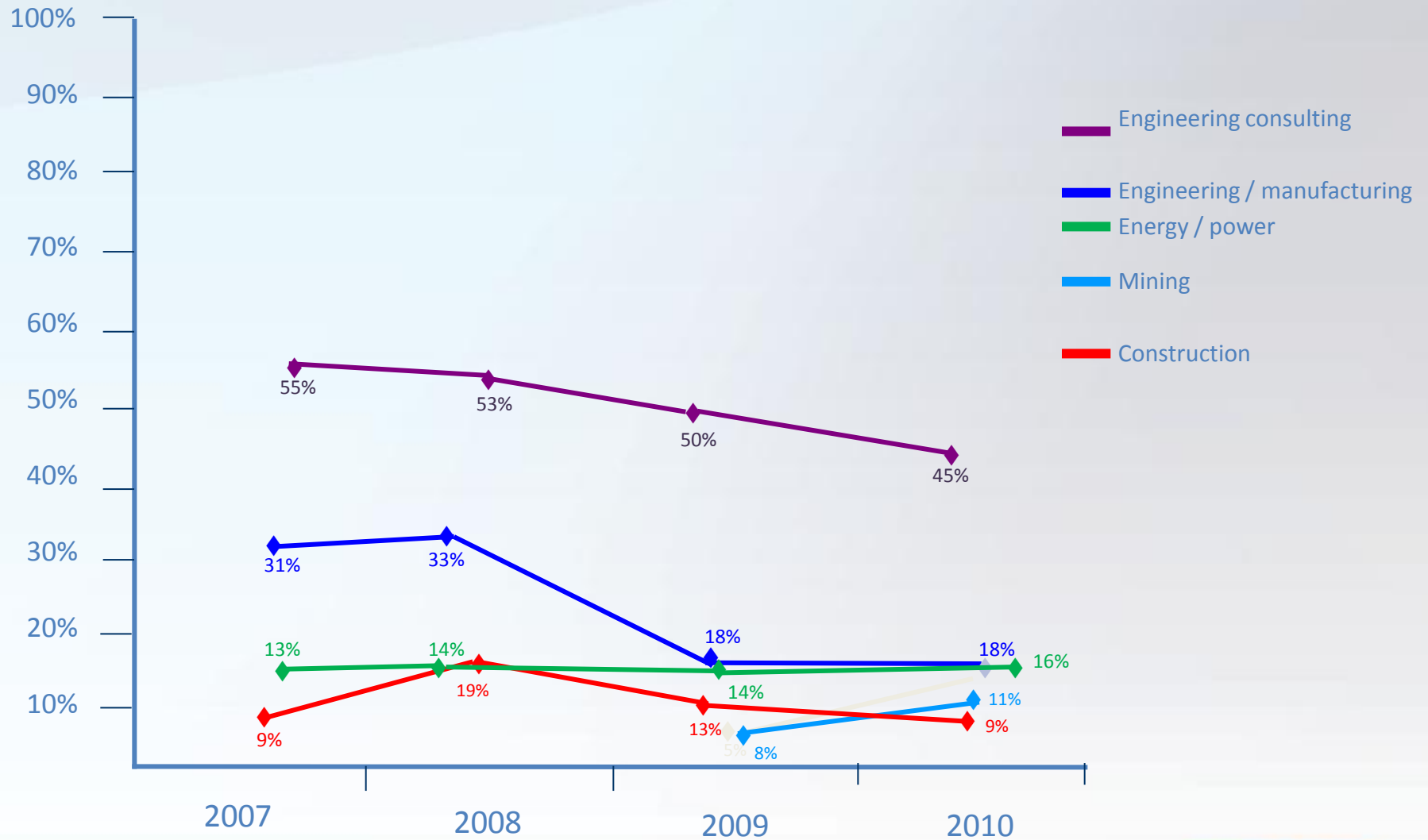


Preferred Industries vs. Current Industries – ECSA

Industry	Preferred industry	Current industry
Engineering consulting	45%	31%
Engineering / manufacturing	18%	9%
Energy / power	16%	12%
Mining	11%	12%
Construction	9%	6%
Management consulting	7%	1%
Chemical / petroleum	7%	7%
Academic research	5%	1%
Aerospace / defence	5%	1%
Telecommunications	4%	3%
Utilities	4%	3%
Automotive	3%	1%



Top 5 Preferred Industries for 2010 Over Time – ECSA





Preferred Industries – ECSA members vs. Engineering students

Preferred Industry – ECSA Members	Ranking 2010	Percent
Engineering consulting	1	45.26%
Engineering / manufacturing	2	17.89%
Energy / power	3	16.06%
Mining	4	11.00%
Construction	5	9.32%
Management consulting	6	6.79%
Chemical / petroleum	7	6.69%
Academic research	8	4.80%
Aerospace / defense	9	4.61%
Telecommunications	10	3.86%

Preferred Industry – Engineering students	Ranking 2010	Percent
Engineering / manufacturing	1	32.84%
Engineering consulting	2	24.73%
Mining	3	16.46%
Energy / power	4	13.64%
IT consulting	5	12.96%
Construction	6	11.6%
Chemical / petroleum	7	7.58%
Aerospace / defense	8	3.95%
Academic research	9	3.12%
Management consulting	10	1.62%

SURVEY QUESTION:

In which industries would you ideally like to work?
Please select a maximum of three alternatives



Preferred Industries - ECSA

Industry	Engineering Council of South Africa 2010	Engineering Council of South Africa 2009
Engineering consulting	45% ↓	50%
Engineering / manufacturing	18%	18%
Energy / power	16% ↑	14%
Mining	11% ↑	8%
Construction	9% ↓	13%
Management consulting	7% ↑	6%
Chemical / petroleum	7% ↑	4%
Academic research	5% ↓	8%
Aerospace / defense	5% ↑	4%
Telecommunications	4%	4%
Utilities	4% ↑	3%
Automotive	3%	3%
Education / teaching	3% ↓	4%
Environmental / conservation	3% ↓	4%
Government	3% ↓	4%
Electronics	2% ↓	3%
Investment banking	2%	2%
Transportation / distribution / logistics	2%	2%
Financial services	2% ↓	4%
Metals	2% ↑	1%

SURVEY QUESTION:

In which industries would you ideally like to work?

Please select a maximum of three alternatives

Ideal Employer Ranking 2010 - ECSA Top 15

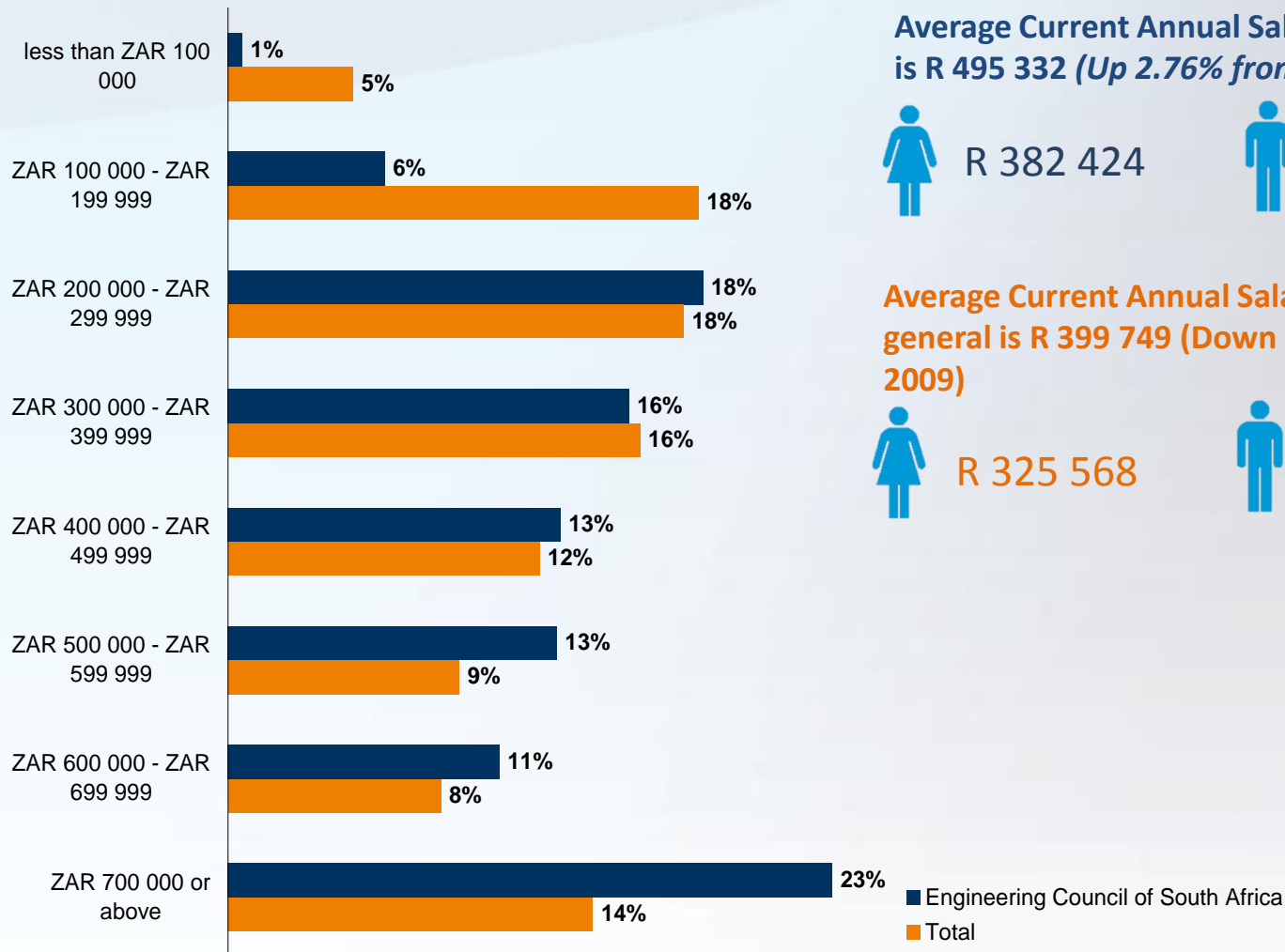
Company	Ranking 2010	Percent	Ranking 2009	Percent	Ranking 2008	Percent
BHP Billiton	1 ↓	14.80%	1	16.51%	5	11.77%
Sasol	2 ↓	14.40%	2	16.38%	3	13.73%
Anglo American	3	10.54%	5	10.59%	5	11.77%
Eskom	4 ↓	9.96%	3	14.51%	3	13.73%
South African Breweries (SAB)	5 ↓	9.56%	7	10.33%	9	9.80%
Murray & Roberts	6 ↓	8.35%	4	12.07%	2	15.69%
KV3 Engineers	7	8.29%	-	-	-	-
Hatch South Africa	8 ↓	7.94%	8	9.37%	5	11.77%
CSIR	9 ↓	7.83%	6	10.37%	1	19.61%
BMW South Africa	10	7.08%	13	7.10%	13	7.10%
Anglo Platinum	11 ↓	7.02%	12	7.63%	11	7.84%
Aurecon	11 ↓	7.02%	11	8.50%	-	-
De Beers	13 ↓	6.27%	14	7.02%	13	5.88%
PetroSA	14 ↓	6.22%	15	6.71%	22	3.92%
Siemens Southern Africa	15	5.99%	-	-	-	-

SURVEY QUESTION:

Please select five employers from the list below for which you would most like to work, your five Ideal Employers.



Current Annual Salary (Rand) – ECSA vs. Total



Average Current Annual Salary for ECSA members is R 495 332 (Up 2.76% from R 482 022 in 2009)



R 382 424



R 515 659

Average Current Annual Salary for Professionals in general is R 399 749 (Down 5.5% from R 423 369 in 2009)



R 325 568



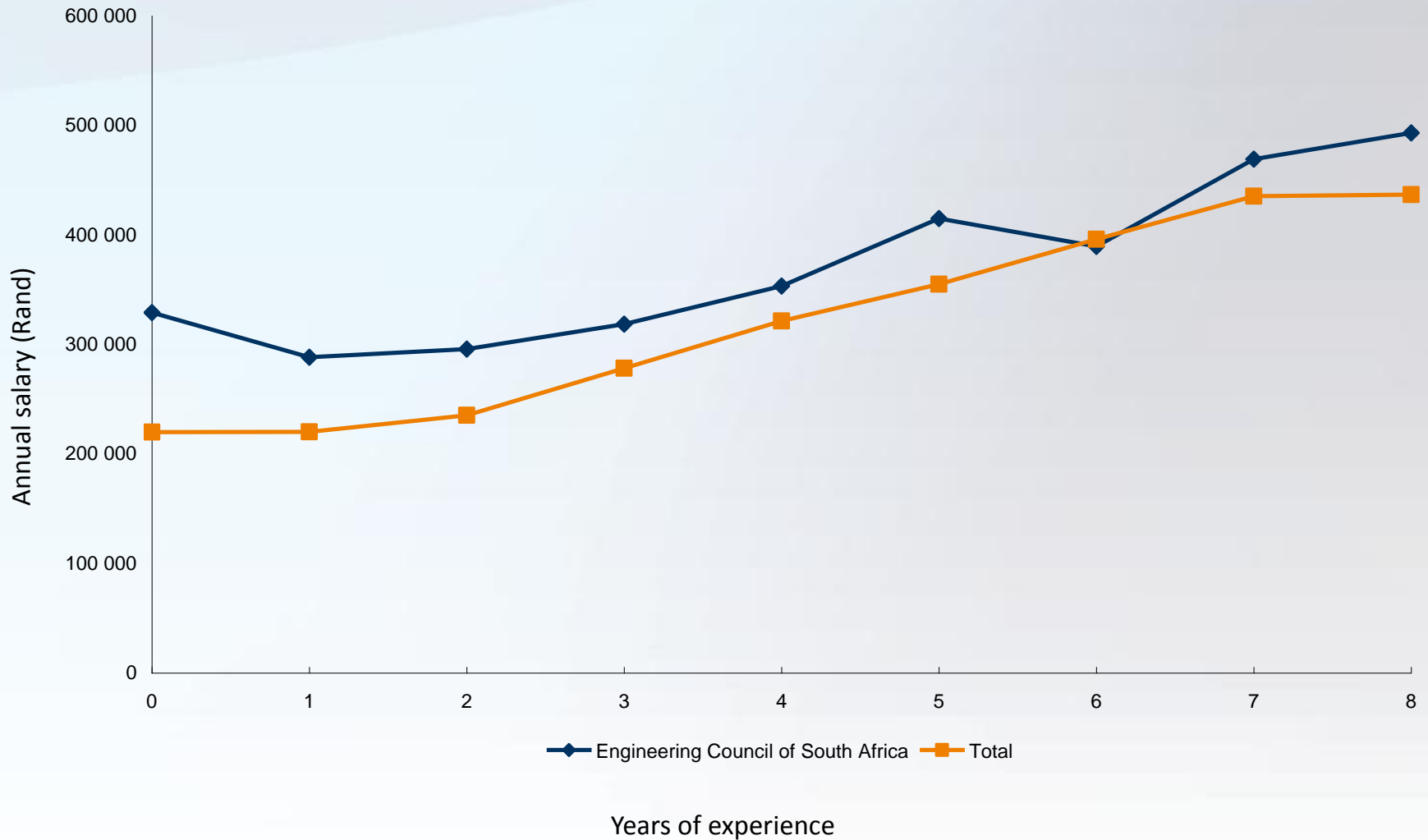
R 450 183

SURVEY QUESTION:

What is your current salary before taxes (including commission and bonus, excluding pension)?



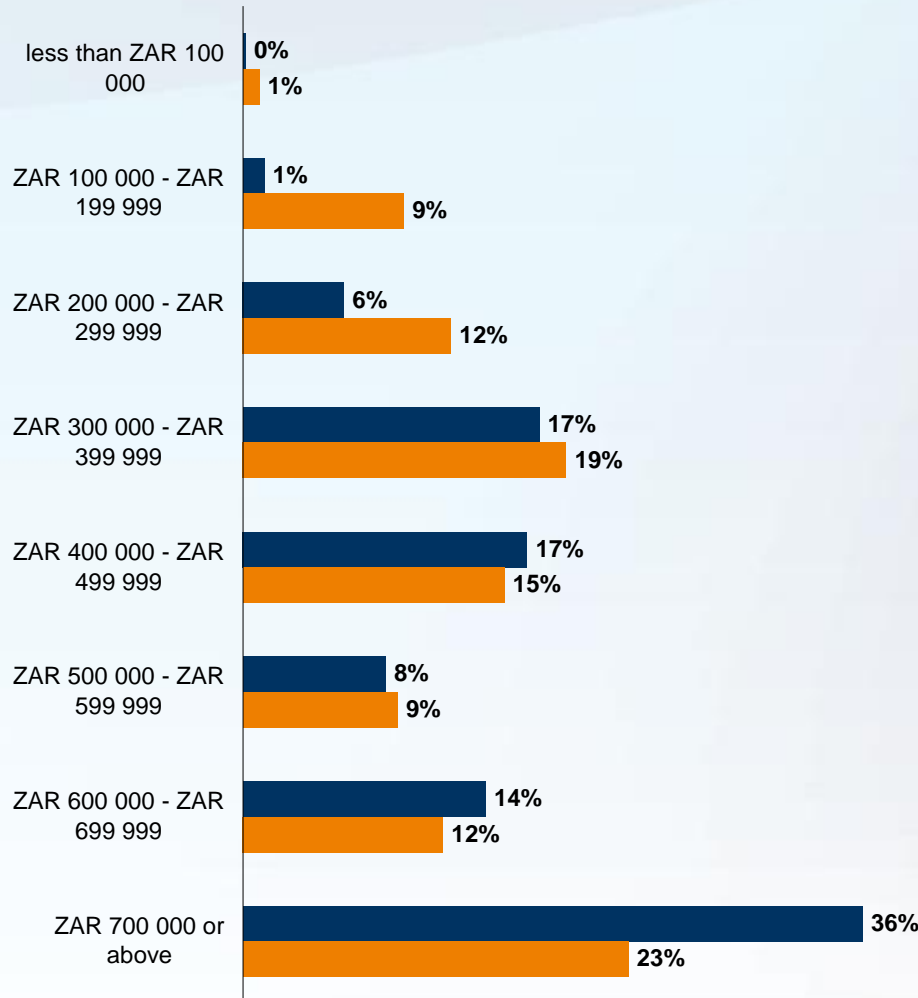
Current Average Annual Salary (Rand) by Years of Experience – ECSA



SURVEY QUESTION:
What is your current salary before taxes (including commission and bonus, excluding pension)?



Expected Annual Salary (Rand) if requested to change jobs – ECSA vs. Total



Average Expected Annual Salary for ECSA members is R 587 044 (Up 2.95% from 570 219 in 2009)



R 494 248
(+ 29%)



R 605 778
(+ 17%)

Average Expected Annual Salary for Professionals in general is R 484 343 (Down 4.91% from 509 359 in 2009)



R 412 101
(+ 27%)



R 537 320
(+ 19%)

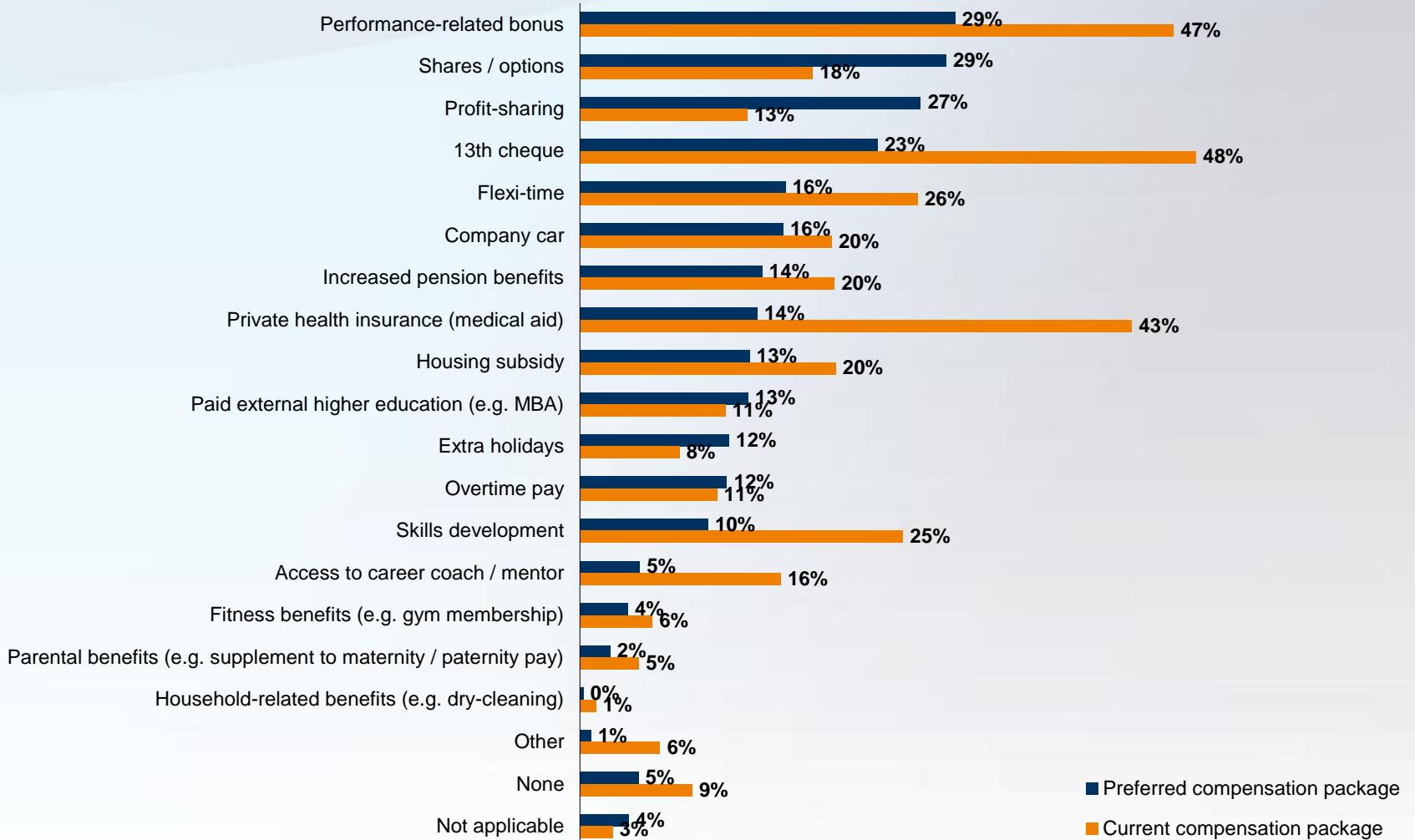
■ Engineering Council of South Africa
■ Total

SURVEY QUESTION:

If you had to change jobs today, what annual salary before taxes (including commission and bonus, excluding other benefits) would you ask for?



Preferred vs. Current Compensation Package



SURVEY QUESTION:

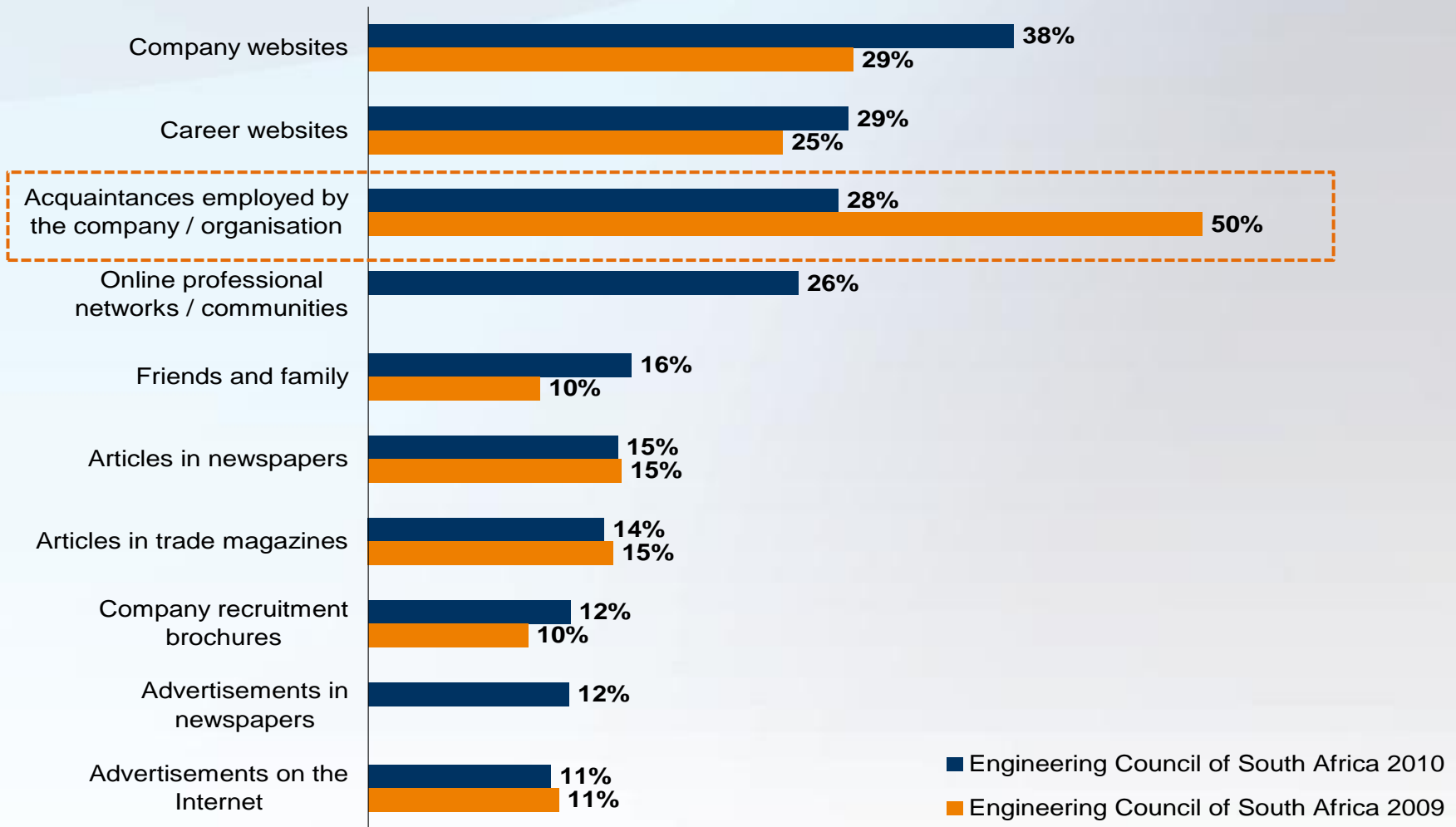
What is your current salary before taxes (including commission and bonus, excluding pension)?

COMMUNICATION PREFERENCES

- 1 PREFERRED COMMUNICATION CHANNELS
- 2 PREFERRED WEBSITES & PUBLICATIONS
- 3 SOURCING OF CURRENT JOB



Top Preferred Communication Channels - ECSA 2010 vs. 2009



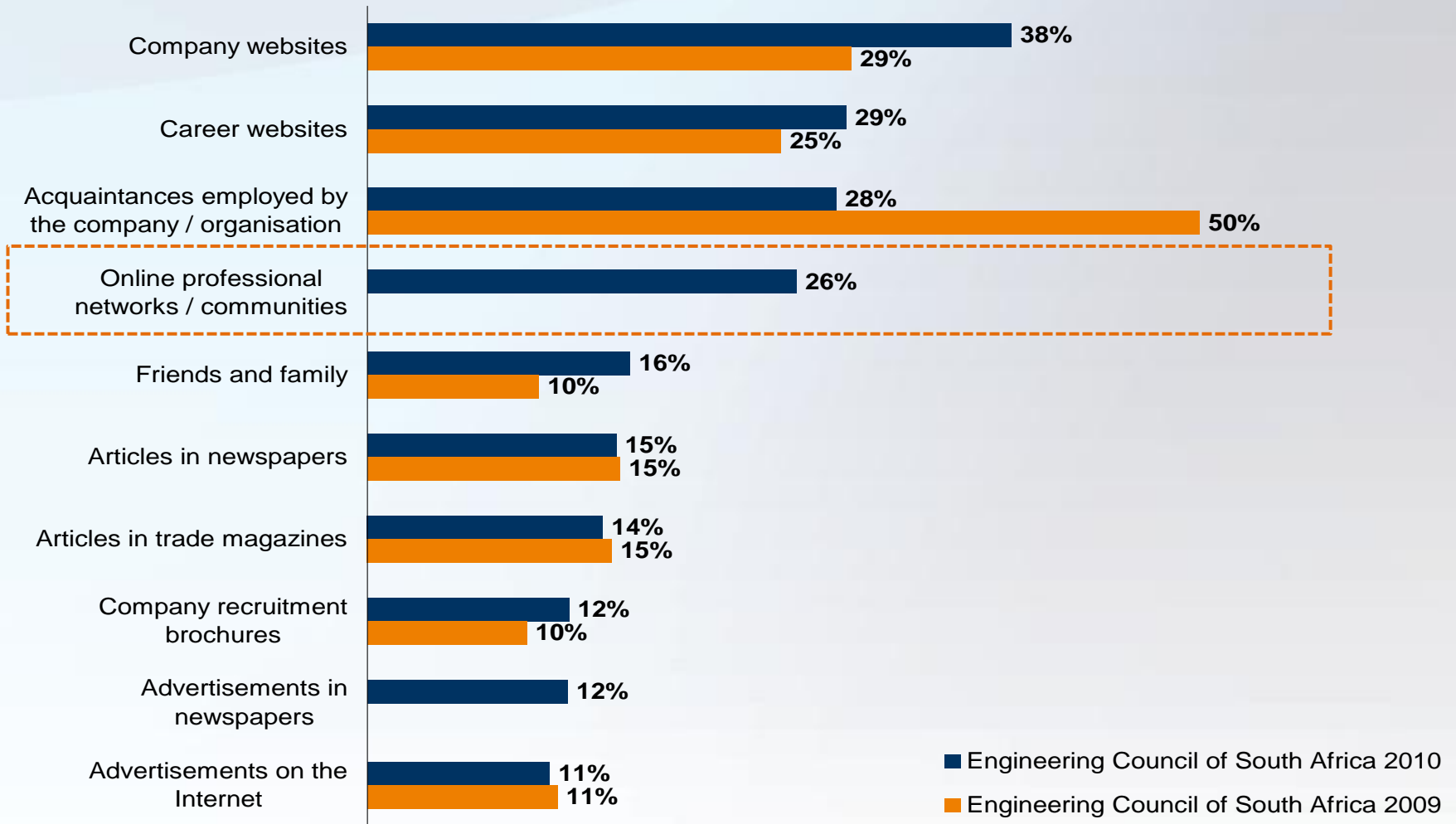
SURVEY QUESTION:

How would you prefer to gather information about potential employers?

Please select a maximum of three alternatives



Top Preferred Communication Channels - ECSA 2010 vs. 2009



SURVEY QUESTION:

How would you prefer to gather information about potential employers?

Please select a maximum of three alternatives



Workshop 24th May: Employer Branding Meets Social Media

Magnet will have a colleague from US, Per Håkansson who is an international Internet strategy advisor and lecturer from Silicon Valley. He has worked in the digital industry since 1995 with a focus on product development, strategy and mobile technology for several start-ups including Icon Medialab, Yahoo!, Blurb Inc and Springboardr.com. He also lectures at Hyper Island, known as the digital Harvard.

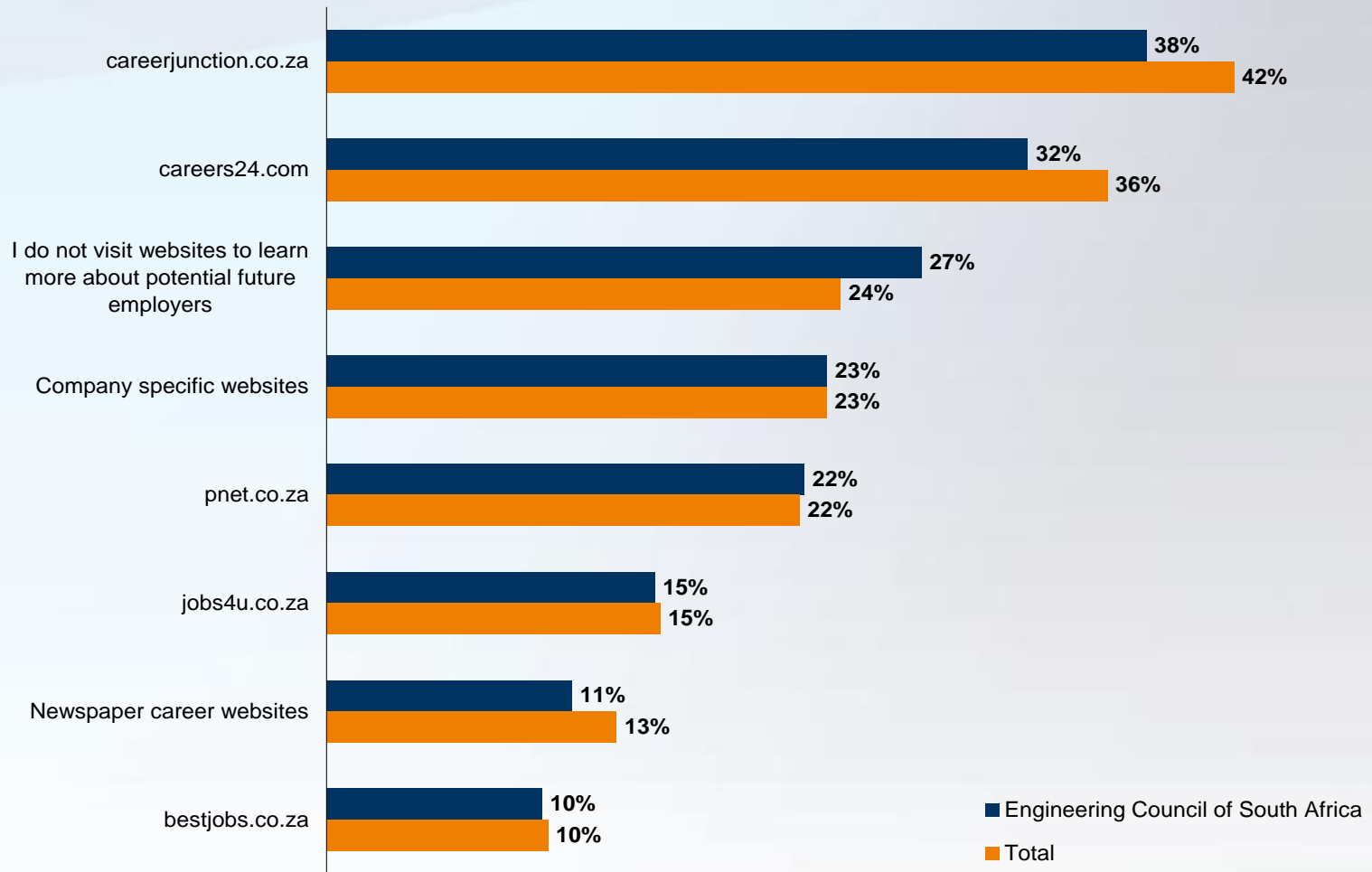
He will present how Social media bring new opportunities to employer branding. This workshop will address how you can build relations with your talent groups, leverage their online social behaviour and engage them in your employer brand.

Some of the discussion points will be;

- Overview of the past, present and future of social media and employer branding
- Introduction to how to use Facebook, Twitter, YouTube and other tools in employer branding
- Review and discuss global best practices within social employer branding
- Look at performance metrics, return-on-investment and how to get started



Websites (1/2)

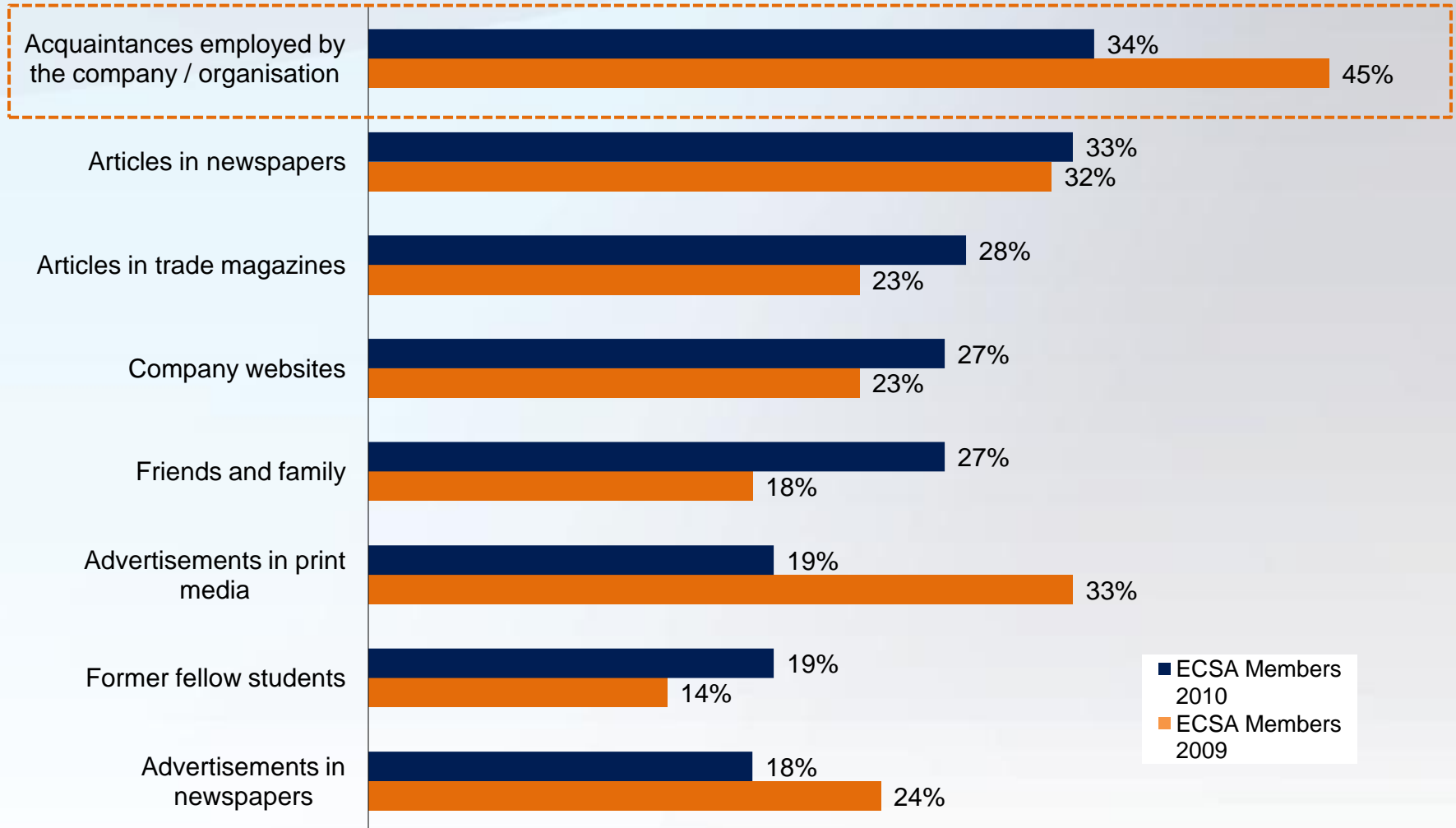


SURVEY QUESTION:

Which websites do you visit to learn more about future employers (including job openings)? Please select as many alternatives as applicable



Top Actual Communication Channels - ECSA 2010 vs. 2009

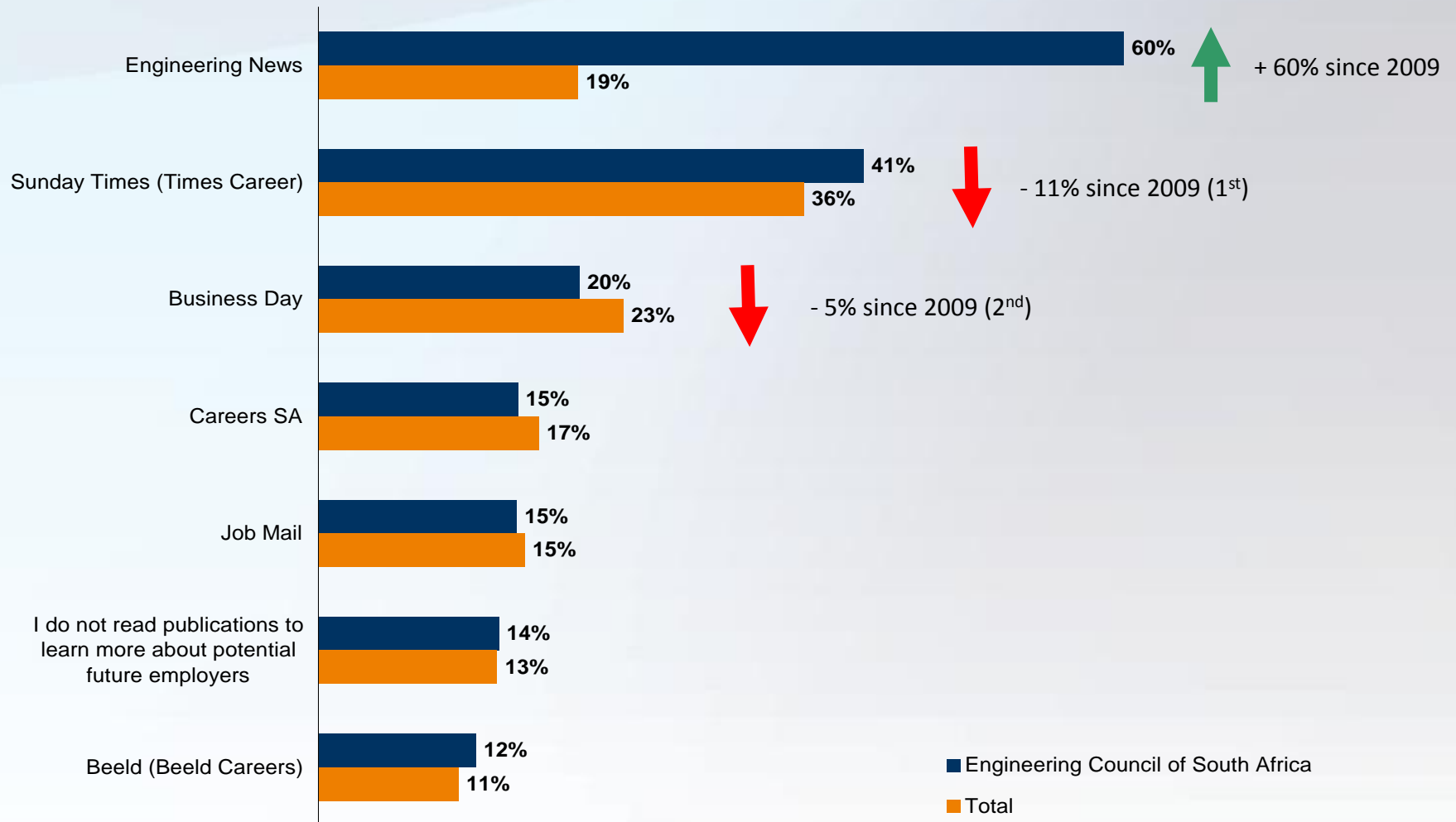


SURVEY QUESTION:

•How have you mainly learnt about these employers? *Please select as many alternatives as applicable*



Publications (1/3) – ECSA vs. Total

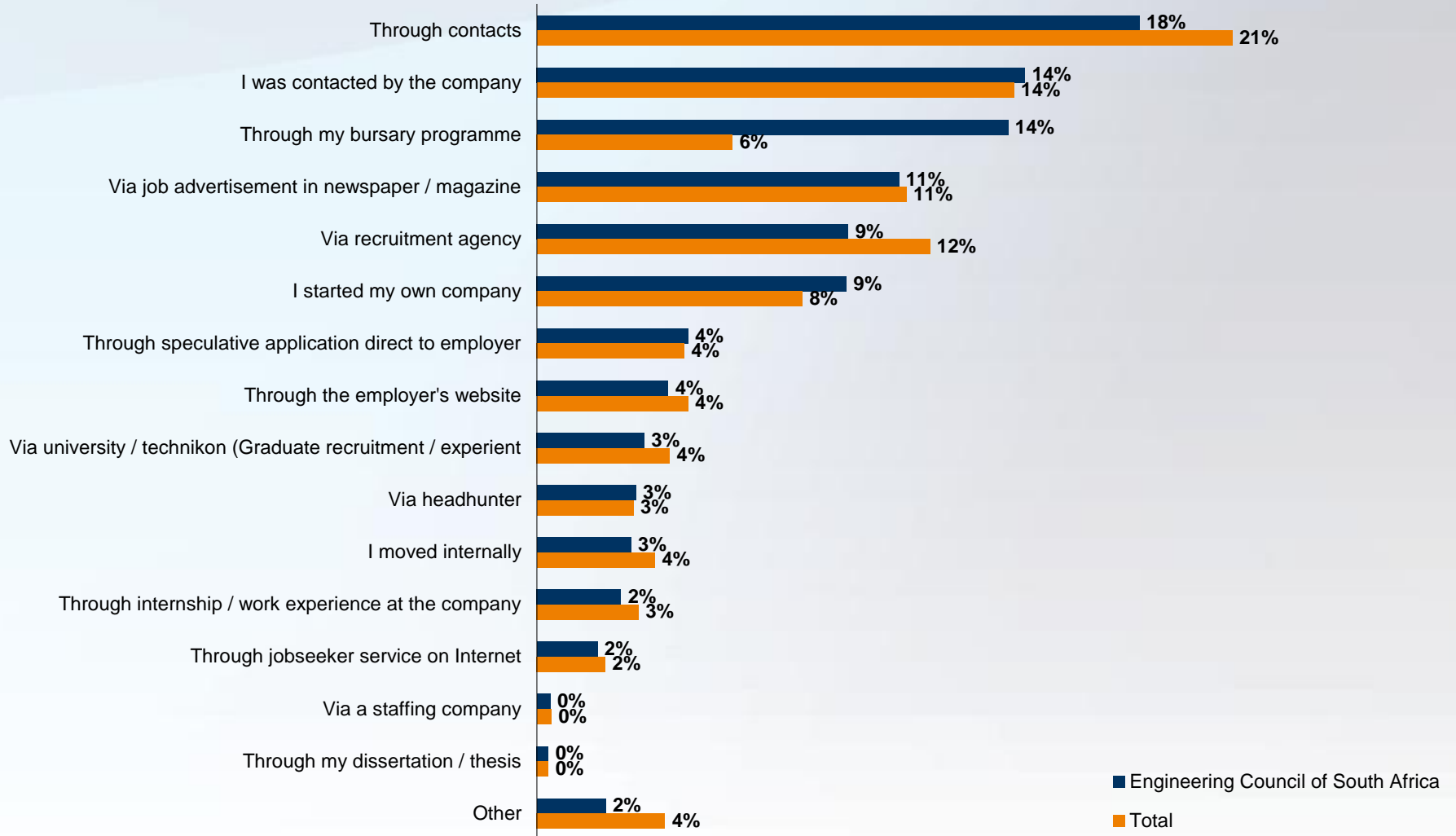


SURVEY QUESTION:

What publications do you read to learn about potential future employees? *Please select as many as applicable*



Sourcing of Current Job - ECSA vs. Total



SURVEY QUESTION:
How did you find your current job?

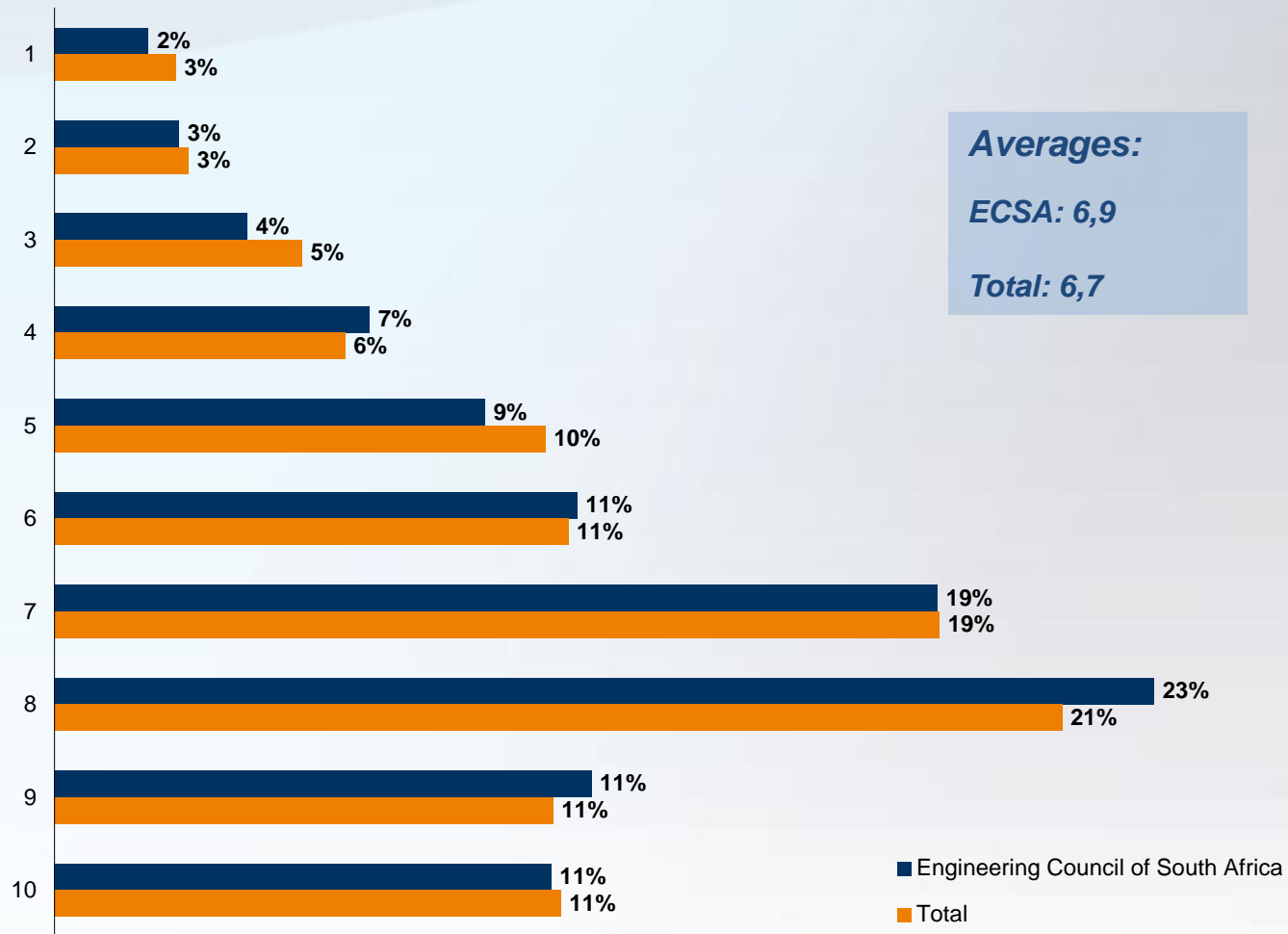


MOBILITY & RETENTION

- 1 CURRENT EMPLOYER SATISFACTION
- 2 INTEREST IN CHANGING EMPLOYERS
- 3 REASONS FOR CHANGING JOBS



Satisfaction with current employer – ECSA vs. Total



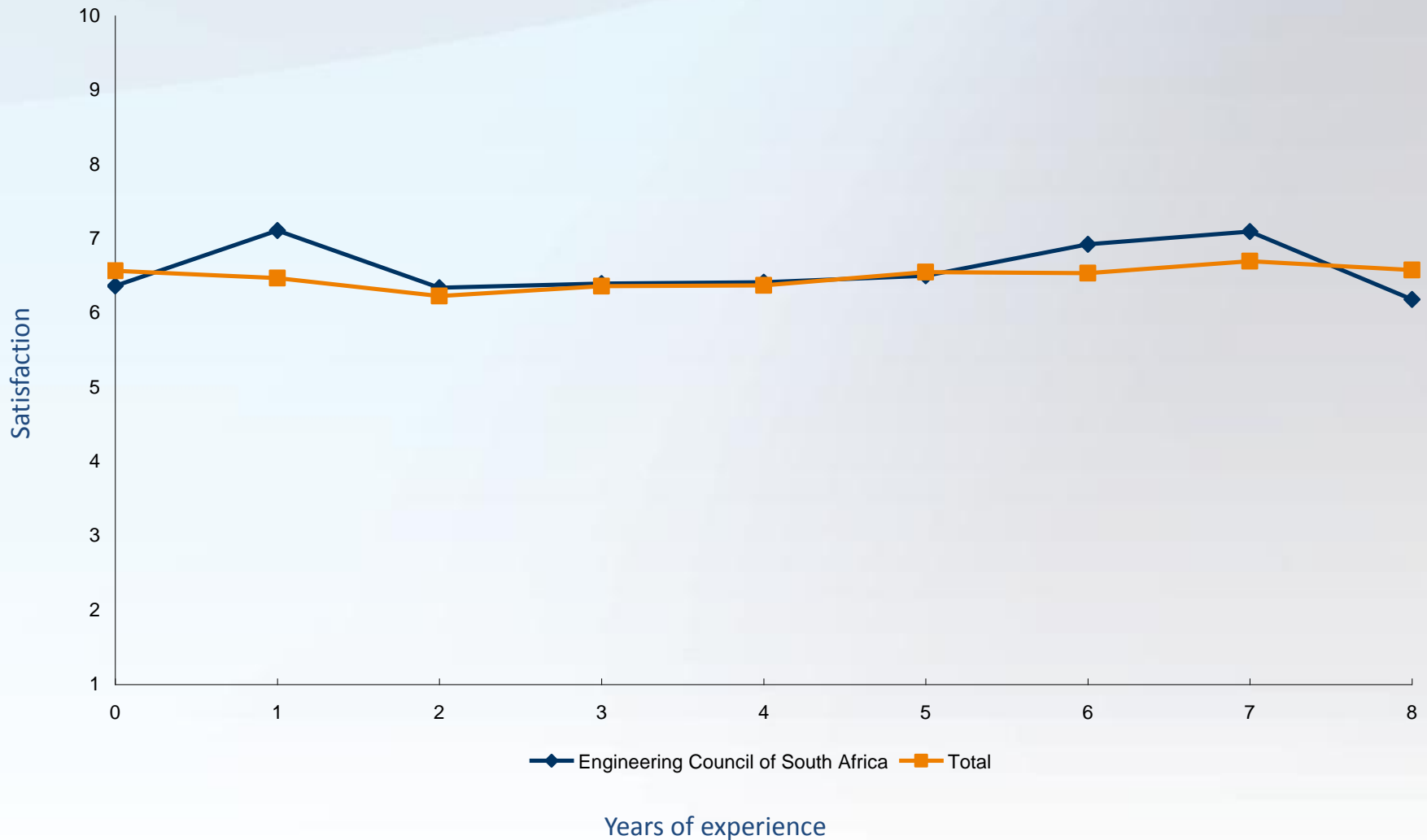
SURVEY QUESTION:

How satisfied are you with your current employer?

Scale 1 = Very dissatisfied and 10 = Very satisfied



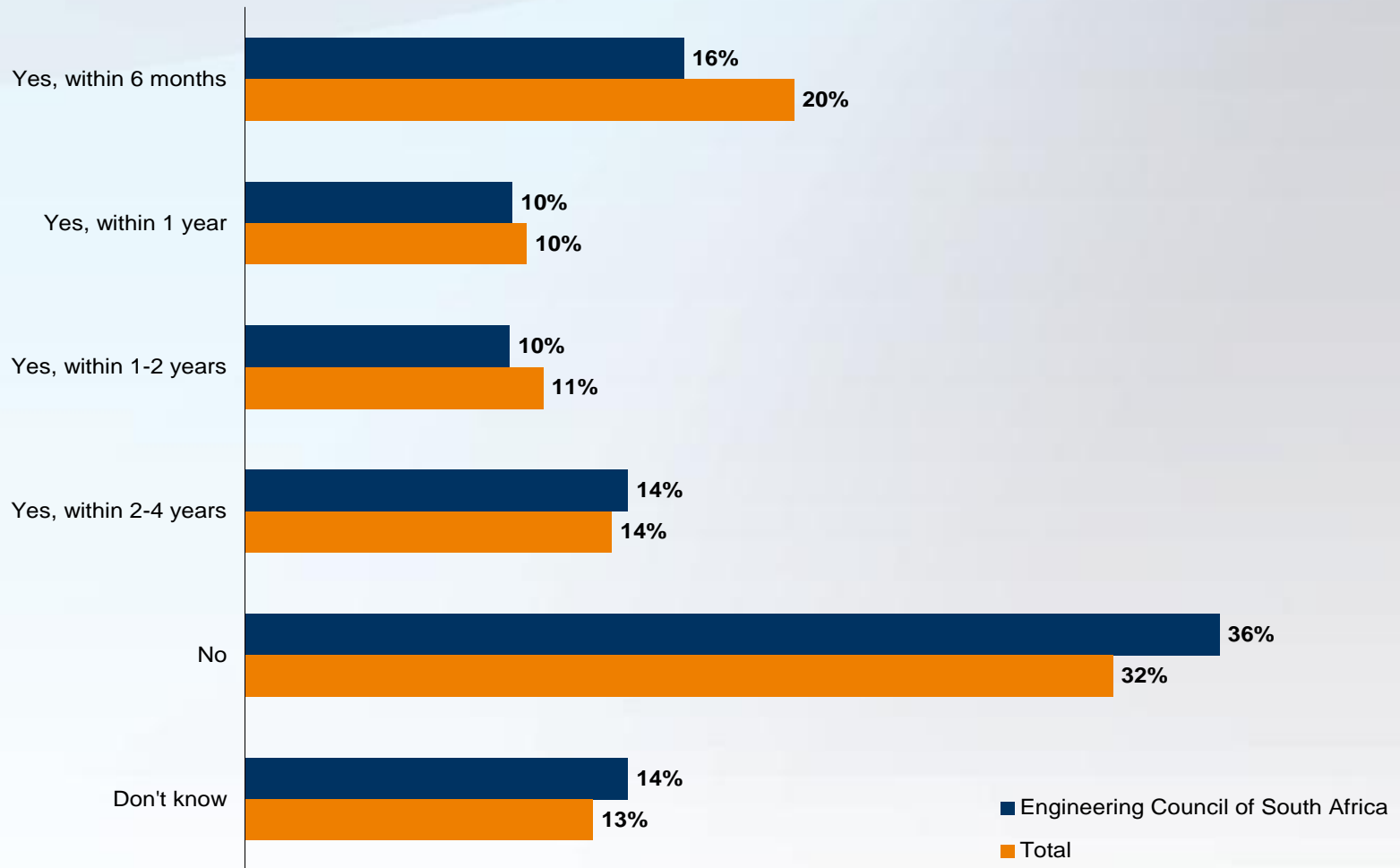
Satisfaction with current employer by Years of Experience – ECSA vs. Total



SURVEY QUESTION:
How satisfied are you with your current employer?
Scale 1 = Very dissatisfied and 10 = Very satisfied



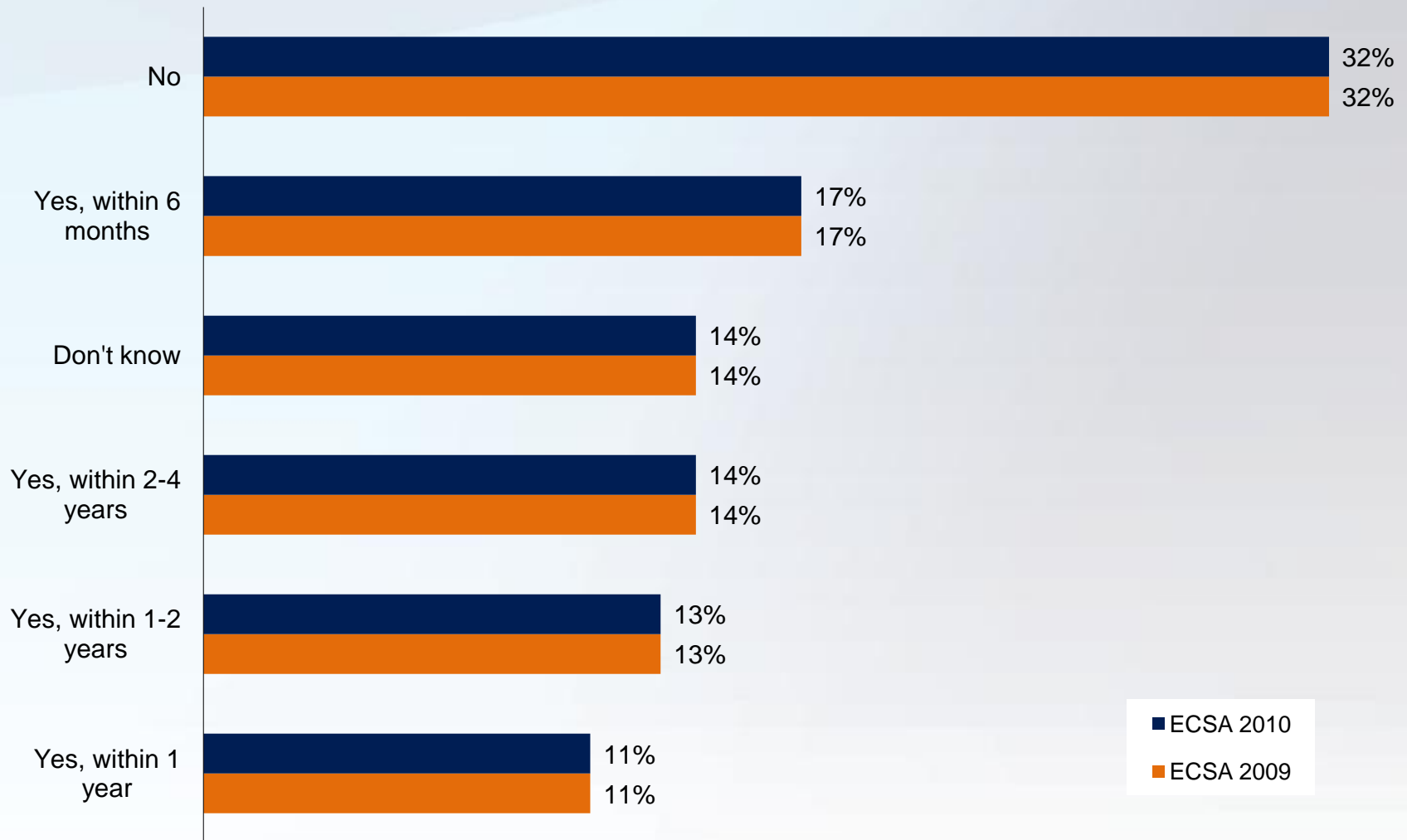
Interest in Changing Employer – ECSA vs. Total



SURVEY QUESTION:
Are you interested in changing employer?



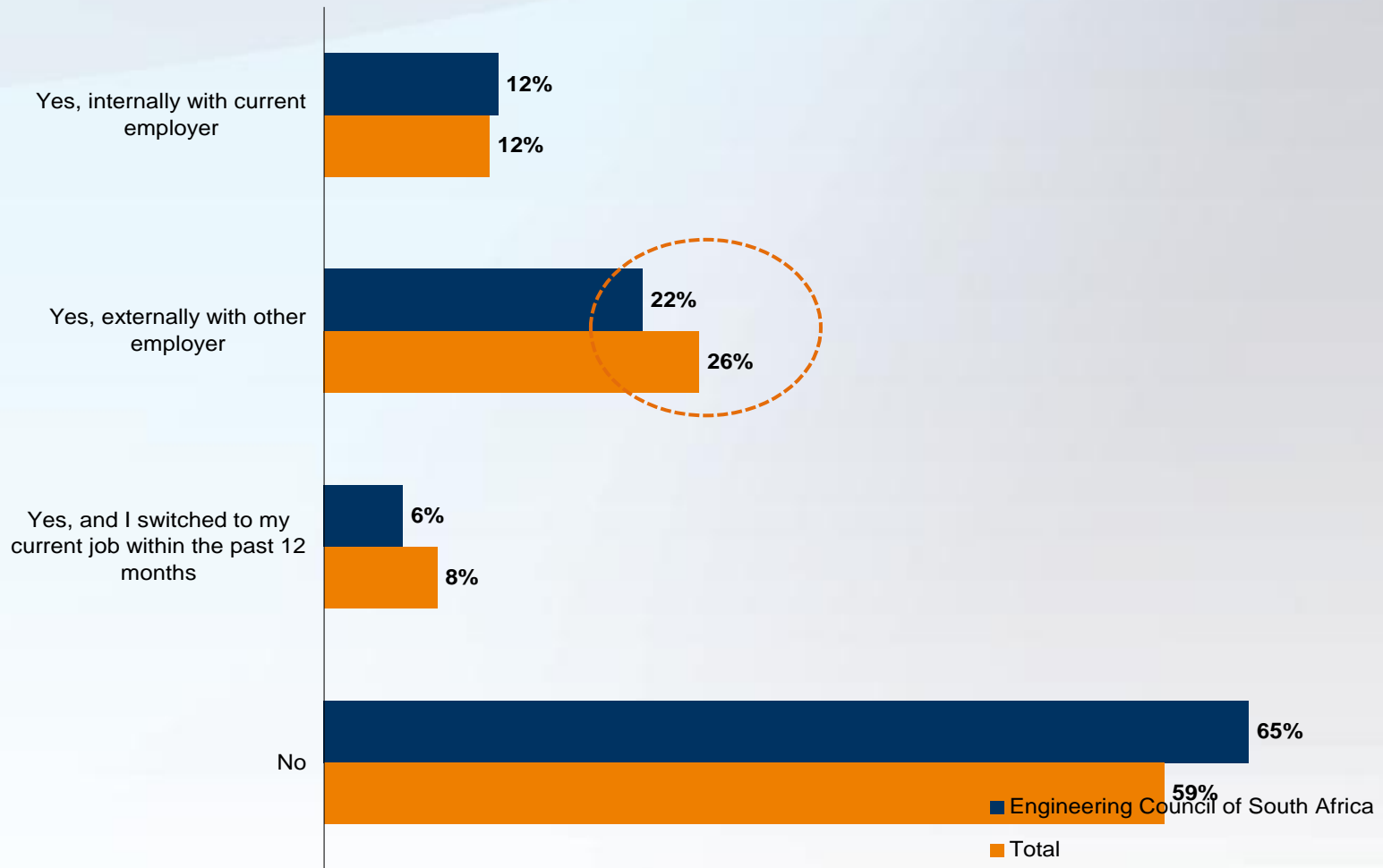
Interest in Changing Employer – 2010 vs. 2009



SURVEY QUESTION:
Are you interested in changing employer?



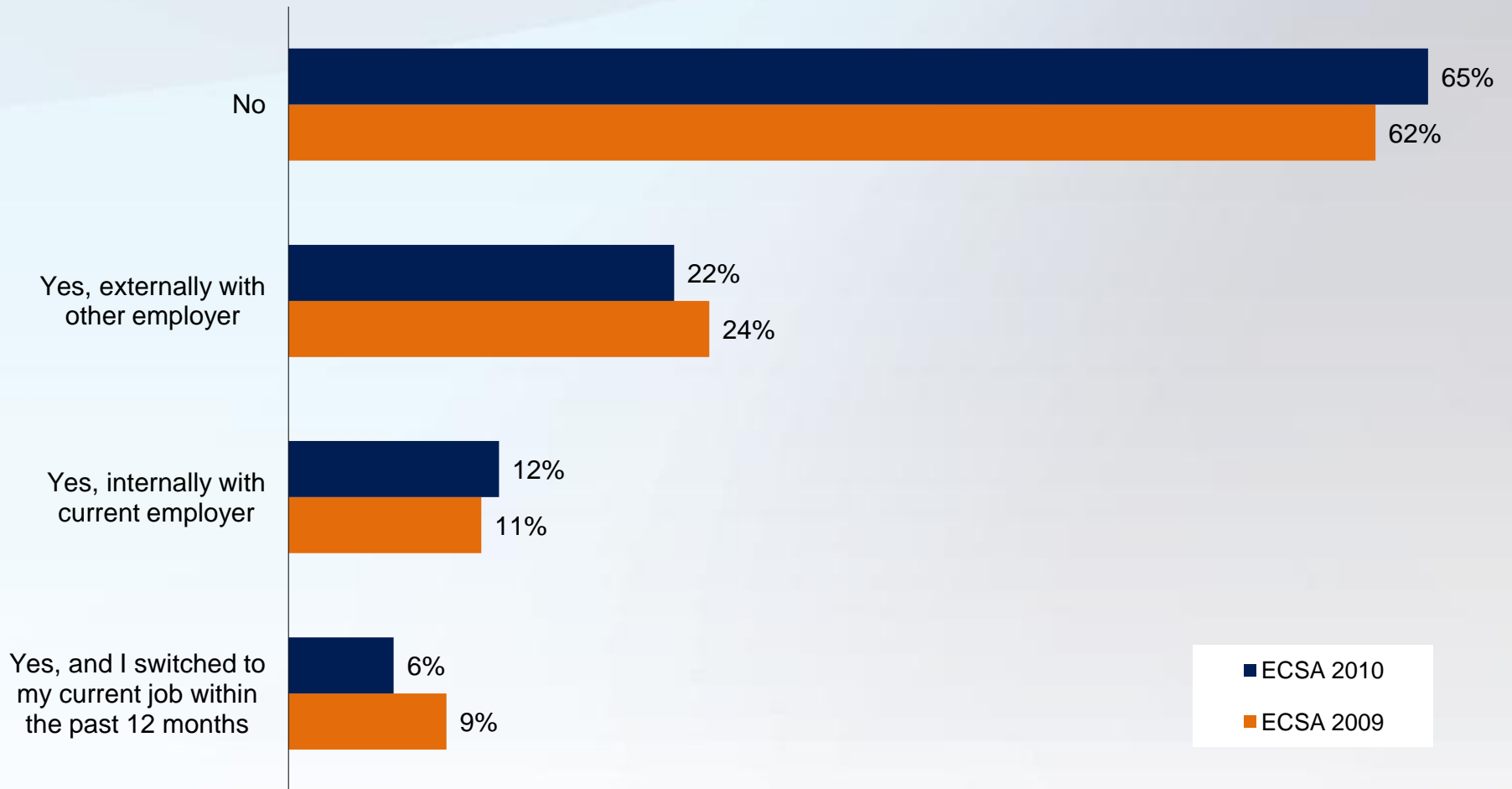
Applied for another job – ECSA vs. Total



SURVEY QUESTION:

Have you applied for a new job in the past 12 months?

Applied for another job – 2010 vs. 2009

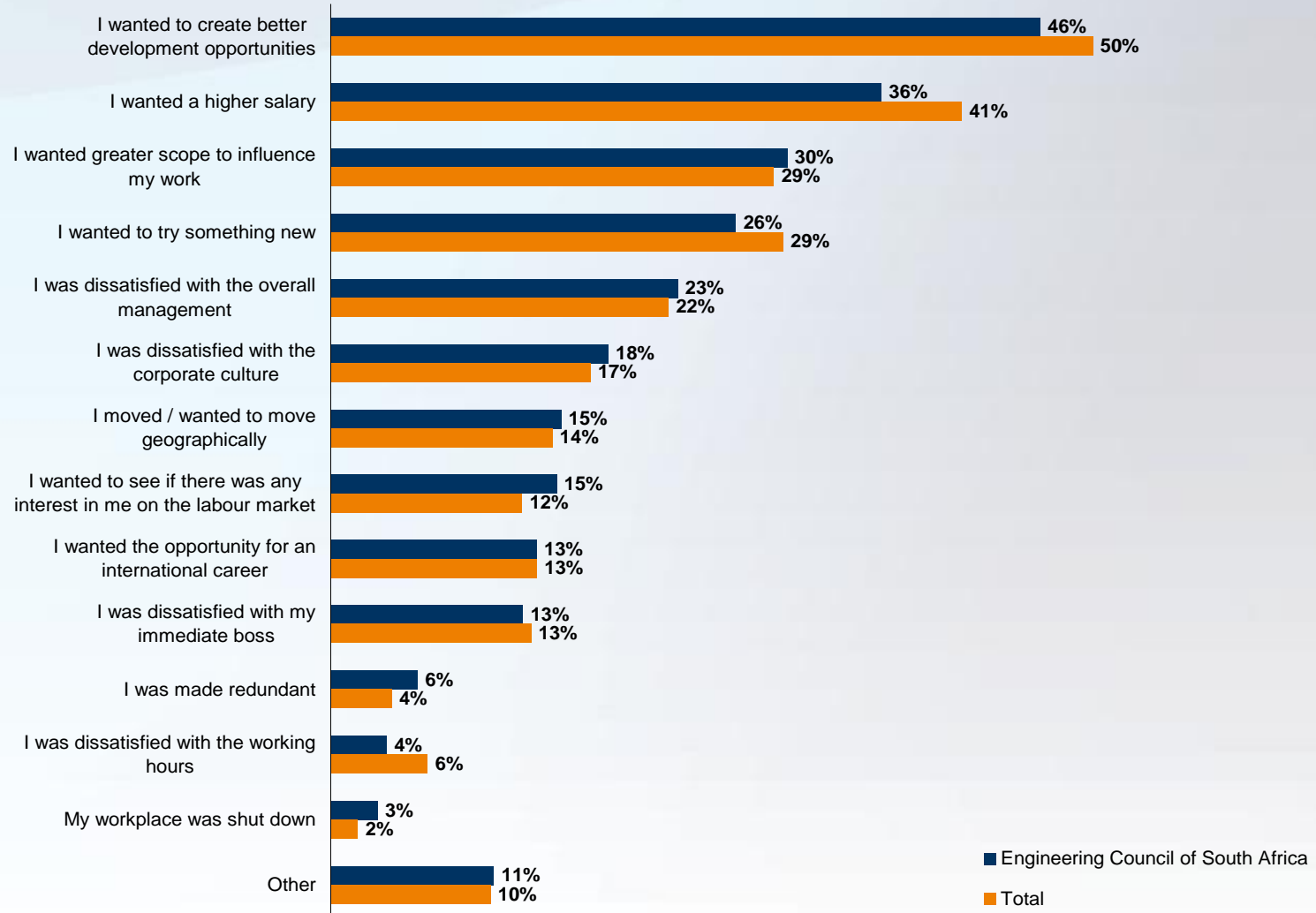


SURVEY QUESTION:

Have you applied for a new job in the past 12 months?



Reason for applying for a new job – ECSA vs. Total

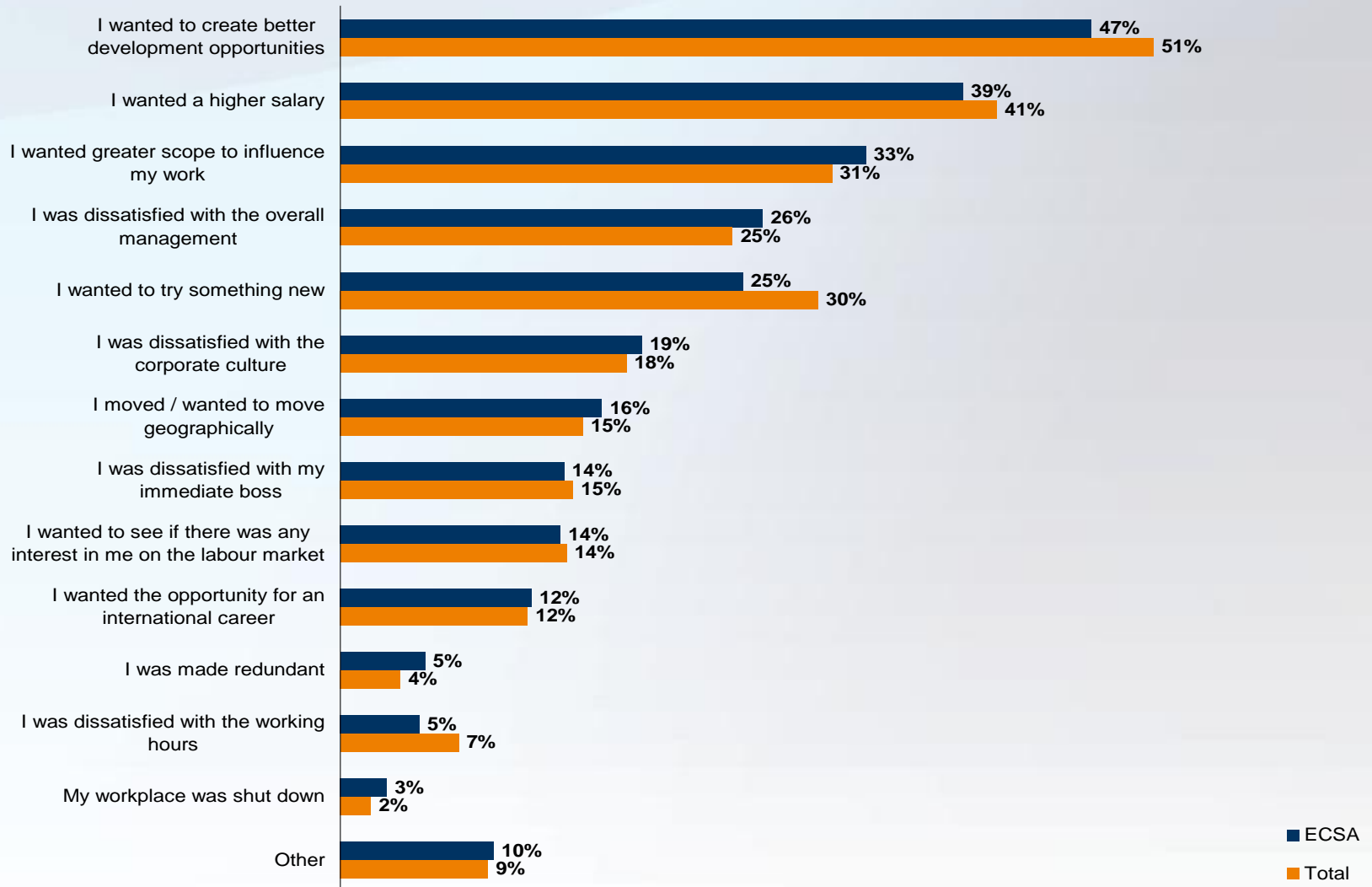


SURVEY QUESTION:

Why did you apply for a new job? *Please select as many alternatives as applicable*



Reason for applying for a new job – ECSA vs. Total (2009)

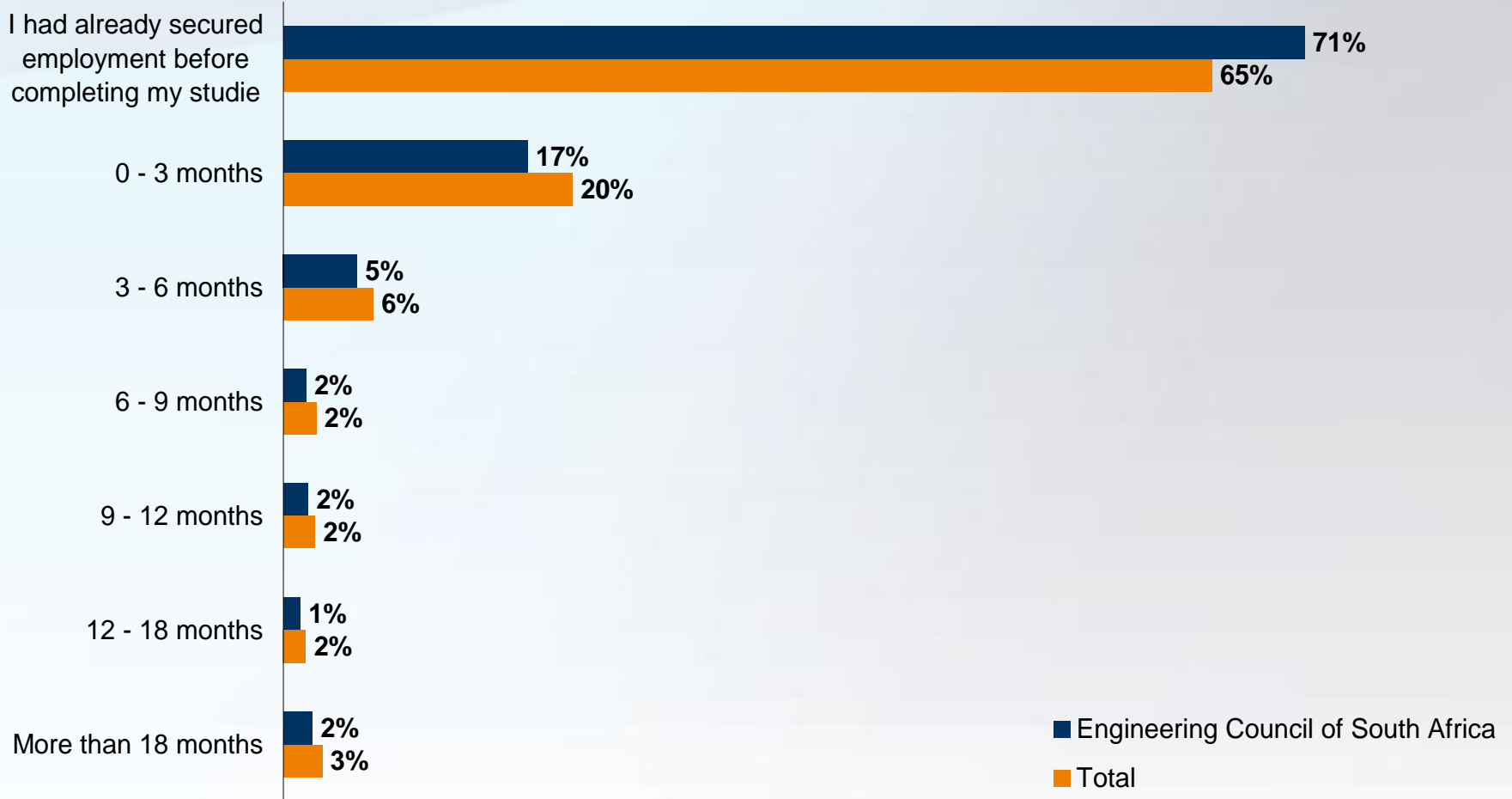


SURVEY QUESTION:

Why did you apply for a new job? *Please select as many alternatives as applicable*



Time Taken To Become Employed – ECSA vs. Total



SURVEY QUESTION:
How long after completing your studies did it take to be employed?



Time Taken To Become Employed By Ethnicity – ECSA

	How would you classify your ethnic background?					
	African / Black	Coloured	Indian / Asian	White	I don't wish to say	
How long after completing your studies did it take to be employed?	0 - 3 months	18%	18%	22%	16%	10%
	3 - 6 months	11%	4%	7%	3%	6%
	6 - 9 months	4%	3%	2%	1%	-
	9 - 12 months	4%	1%	5%	0.5%	2%
	12 - 18 months	4%	1%	1%	0.5%	2%
	I had already secured employment before completing my studies	53%	67%	62%	78%	78%
	More than 18 months	6%	6%	1%	1%	2%

SURVEY QUESTION:

How long after completing your studies did it take to be employed?

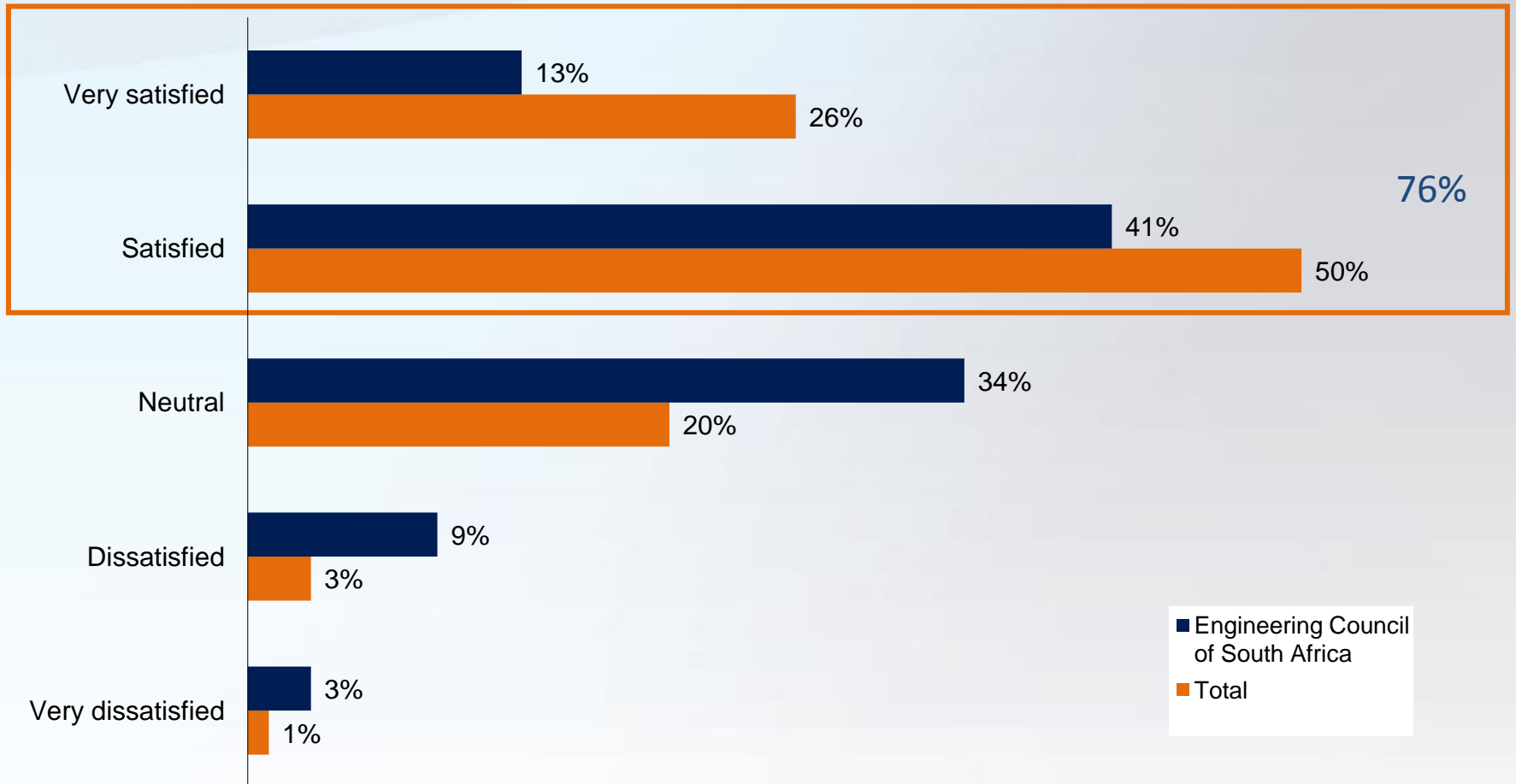


PROFESSIONAL ASSOCIATION SATISFACTION

- 1 SATISFACTION WITH PROFESSIONAL ASSOCIATION
- 1 WHY ARE / AREN'T THEY MEMBERS?



Satisfaction – Professional Association – ECSA vs. Total

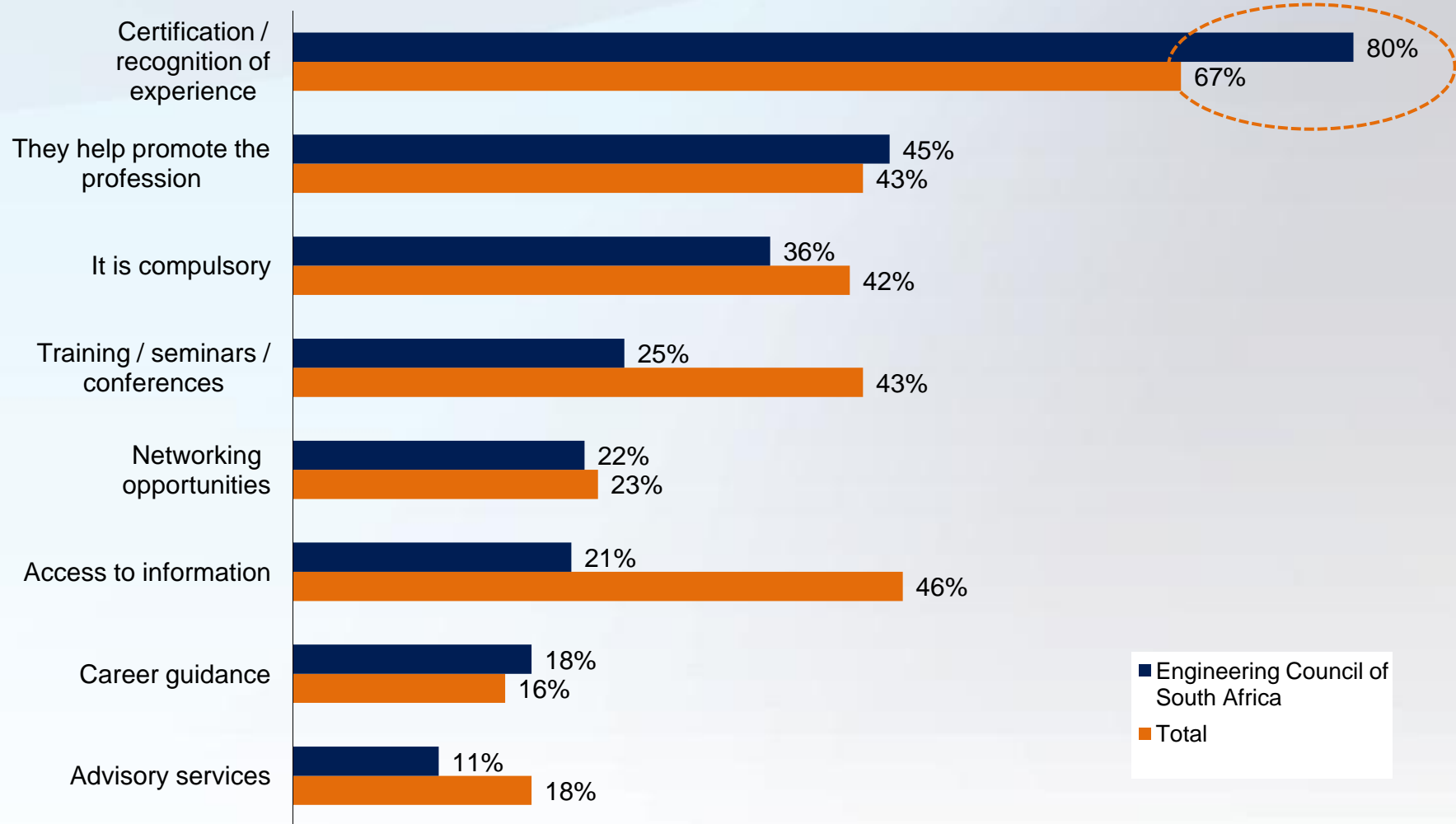


SURVEY QUESTION:

How satisfied are you overall with your professional association?
(Very satisfied, Satisfied, Neutral, Dissatisfied and Very dissatisfied)



Why Membership of a Professional Association? – ECSA vs. Total

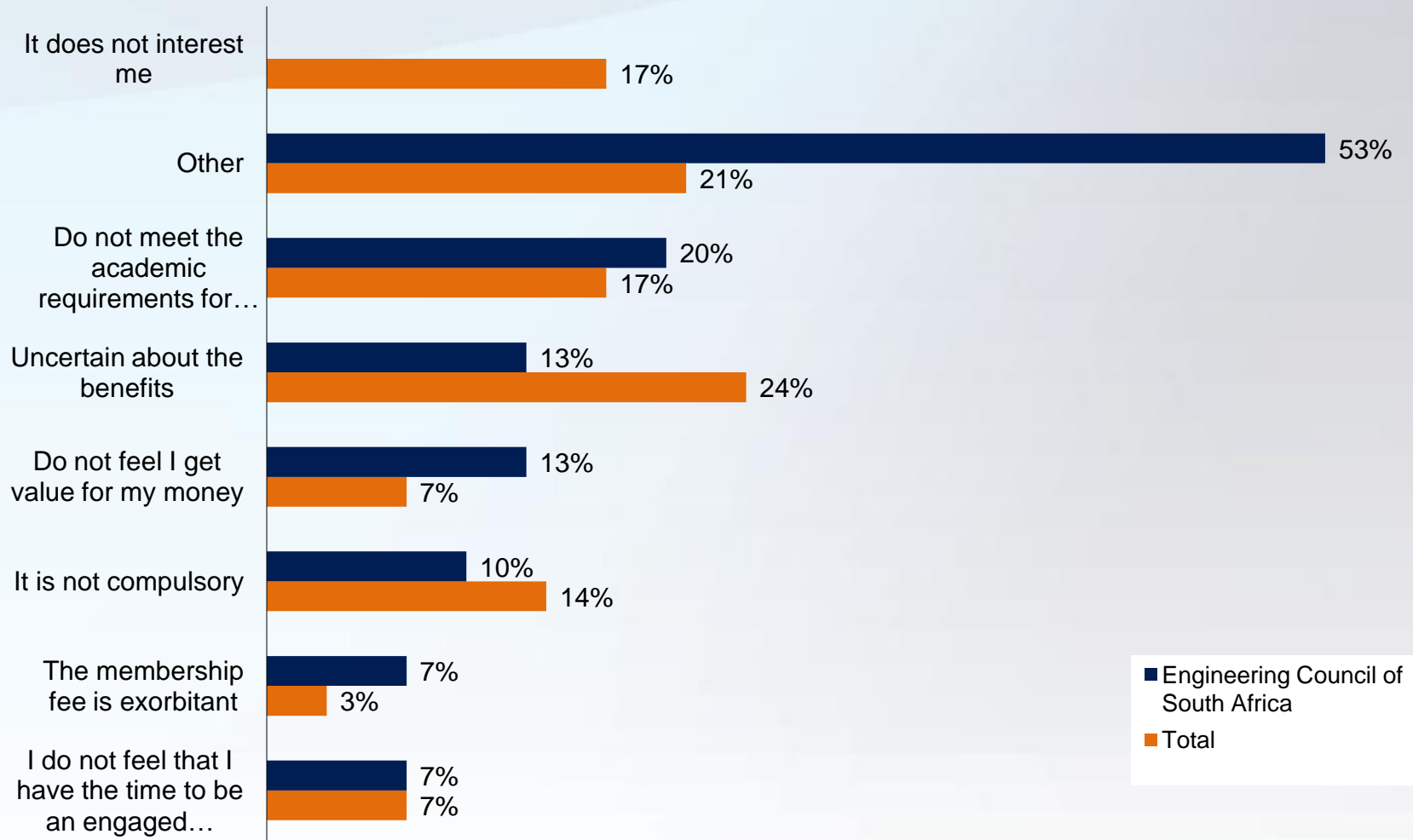


SURVEY QUESTION:

What are the main reasons for being a member of a Professional Association?
(Please select as many alternatives as applicable)



Why Not Member of a Professional Association? – ECSA vs. Total



SURVEY QUESTION:

What are your main reasons for not being a member of a Professional Association?
(Please select as many alternatives as applicable)

Q & A

IMPORTANT DATES FOR SAPS 2011:

MAGNET PROFESSIONALS' SURVEY LAUNCH:

1 AUGUST 2011

DESTINATION THE FUTURE DELIVERY:

TBC

DELIVERY OF 2011 FINDINGS:

FEB / MARCH 2012

MAGNET PROFESSIONALS' FORUM:

MARCH 2012

MAGNET
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THANK YOU!

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