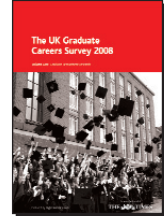


Key Highlights

Researching the 'Class of 2008'

The UK Graduate Careers Survey 2008 is based on face-to-face interviews with **15,381** final year students from the 'Class of 2008' studying at 30 leading universities in the UK, carried out in February 2008. Produced by **High Fliers Research** on behalf of sixty well-known graduate employers, the survey is one of the **largest** independent studies of its kind and the sample includes a fifth of students graduating from these universities in the summer of 2008.



Aspirations & Expectations

- The percentage of final year university students expecting to enter the graduate job market this year is unchanged for the third consecutive year – **40%** of finalists believed they would either start a graduate job or be looking for a graduate job after graduation.
- Once again, very high numbers hoped to stay on at university – **25%** of finalists were planning **postgraduate study** as an alternative to graduate employment.
- **Final year students' confidence** in the job market is at an **all-time high** but over half of finalists still believe that there are not enough graduate jobs available for those leaving university this summer. Around a fifth thought that there are only very limited graduate vacancies this year.
- Two thirds of students confirmed that their main reason for going to university was to **improve their employment prospects** or because they needed a degree for their chosen career.
- Despite all the recent difficulties in the City following the 'credit crunch' and the resulting turmoil in global financial markets, a record number of students have applied for graduate jobs in **investment banking**, making it the second-most popular destination for the 'Class of 2008', behind careers in the **media**.
- When questioned directly about their views on the impact of these problems, nearly two-fifths of finalists said they believed there would be **fewer graduate jobs in banking and finance** this year and one in eight confirmed it had put them off applying to the sector. A quarter feared there would be cuts to graduate recruitment in other areas but a further quarter of students said they didn't think there would be any impact at all on graduates' employment prospects.
- Expected **starting salaries** have risen again, to an average of **£22,700**, some 4.6% more than in 2007. The average anticipated salary five years after leaving university is now **£39,900** and one in seven finalists believe they will be earning **£100,000 or more** by the age of 30.
- **London** is again the **preferred employment destination** for an unprecedented 48% of graduates and is the first choice for students at 25 out of the 30 universities included in the survey. Finalists at the other universities – Lancaster, Liverpool, Queen's University Belfast, Glasgow and Strathclyde – aspired instead to work within the region in which they'd been studying.
- **The content of work, training & development** and **location of jobs** were the factors that most influenced finalists when they were deciding which employers to apply to.

Views on Employers

- Accounting and professional services firm **PricewaterhouseCoopers** has been ranked number one in *The Times Top 100 Graduate Employers* for a fifth consecutive year, but the result was extremely close. **Deloitte**, who remain in 2nd place for a third year, missed the top spot by just 0.1% of the vote.
- Teach First**, the innovative teaching scheme, is the only employer to climb into the top ten this year. The highest new entries are **Sky**, **Innocent Smoothies** and **Oliver Wyman** and the highest climbing employers are **The Co-operative Group** and law firm **DLA Piper**.

Job Hunting in 2007-2008

- University Careers Services** remain a key focal point for job hunting and careers activities on campus, and were used by a total of **84%** of final year students. Of these, **62%** of finalists visited their local careers service in person, **68%** of students accessed the careers service website and **50%** attended a careers session as part of their degree course.
- Encouragingly, **58%** of those who visited careers services had a formal consultation with a **careers adviser** and three-quarters of finalists rated their careers services as either 'excellent' or 'good'.
- The most-read careers directory was *The Times Top 100 Graduate Employers* book; *Milkround Online* and *Prospects* were the leading commercial graduate recruitment websites.
- Finalists said they received an average **17 emails** each week from commercial graduate recruitment websites. More than half said they thought this volume was **too high** and 70% of students admitted **they read half or fewer of the emails they received**.
- The winners of *The Times Graduate Recruitment Awards 2008* for the best graduate marketing during 2007-2008 were **Accenture** (brochure), **JP Morgan** (website) and **Arup** (advert).

Participating Employers

Access to the full results from *The UK Graduate Careers Survey* is by subscription only. For details of how to participate in the 2009 research programme please contact sally.hyman@highfliers.co.uk
 A total of sixty national and international graduate employers subscribed to the survey in 2008:

ACCA	Capital One	HSBC	Royal Navy
Accenture	CIMA	IBM	NHS
Army	Citi	Institute of Chartered Accountants in England & Wales	npower
Arup	Corus Group	Intel	Police
AstraZeneca	Deloitte	JPMorgan	PricewaterhouseCoopers
BAE Systems	Dstl	KPMG	Procter & Gamble
Baker Tilly	E.ON	Lehman Brothers	RAF
Bank of America	Ernst & Young	Lloyds TSB	Royal Bank of Scotland Group
BDO Stoy Hayward	ExxonMobil	L'Oréal	Rolls-Royce
Bloomberg	Fidelity	Marks & Spencer	Sainsbury's
BNP Paribas	FSA	Mars	Shell
BP	Fujitsu	Mercer	Teach First
British Airways	GlaxoSmithKline	Merrill Lynch	UBS
BT	Grant Thornton	Microsoft	Unilever
Cancer Research	HBOS	Morgan Stanley	Watson Wyatt