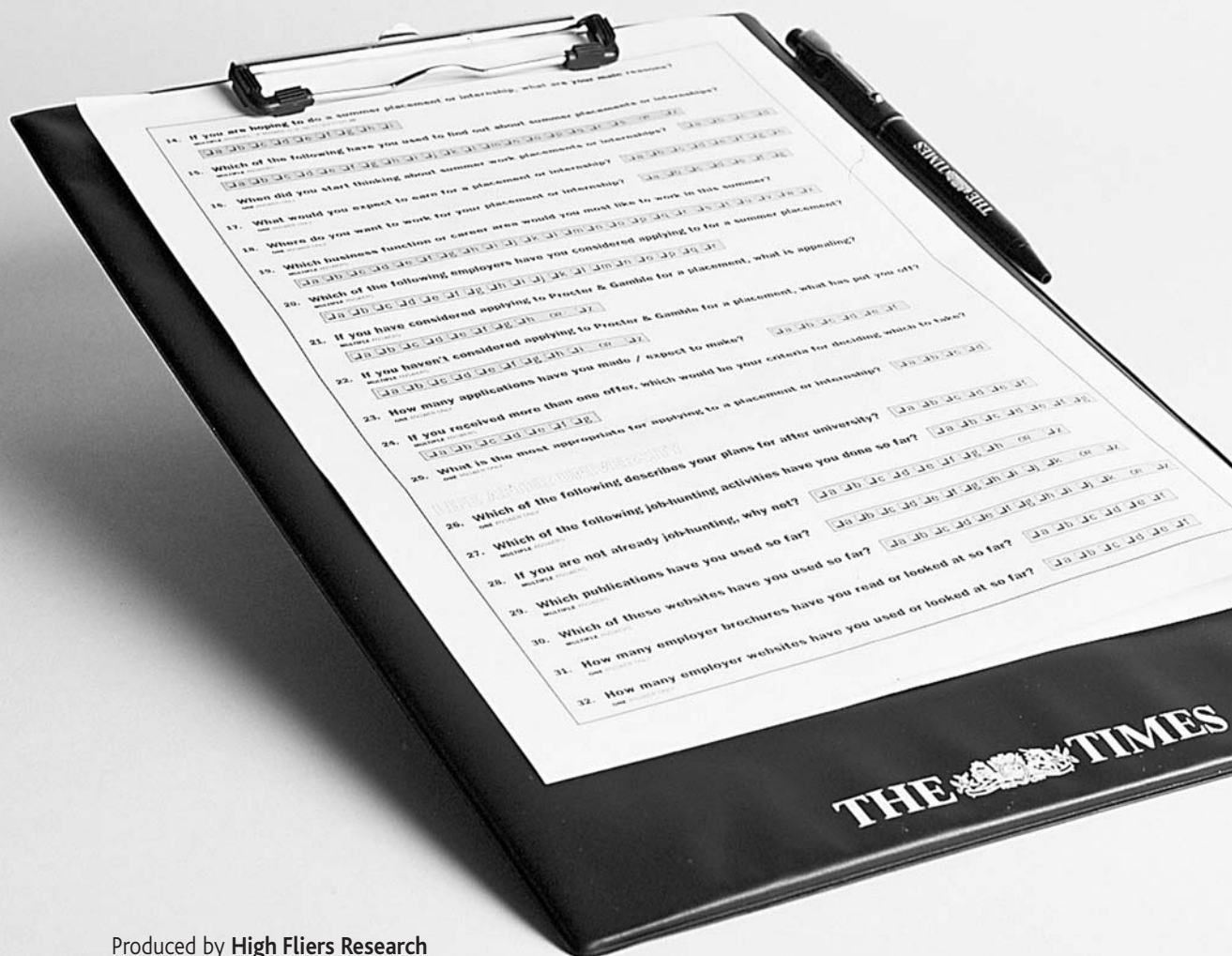


The UK Graduate Careers Survey 2008

Subscription Information Student Research Programme 2007-2008

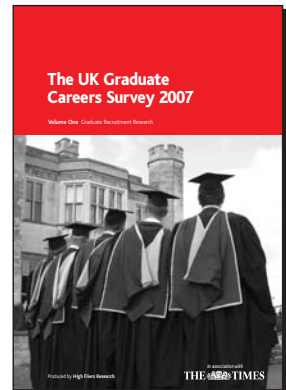


Introducing the Survey

The UK Graduate Careers Survey is an innovative annual study of how the UK's top students prepare for life after university, produced by **High Fliers Research** in association with **The Times** newspaper.

The research gives employers a unique insight into the expectations and aspirations of university finalists and provides a definitive record of how they have conducted their search for a graduate job.

The survey is based on face-to-face interviews with up to **16,000 final year students** annually and in-depth research with **2,500 graduate job hunters** at the thirty UK universities most often targeted by national or international graduate recruiters:



<i>Aston</i>	<i>Edinburgh</i>	<i>London School of Economics</i>	<i>Sheffield</i>
<i>Bath</i>	<i>Exeter</i>	<i>London University College</i>	<i>Southampton</i>
<i>Belfast Queens University</i>	<i>Glasgow</i>	<i>Loughborough</i>	<i>St Andrews</i>
<i>Birmingham</i>	<i>Lancaster</i>	<i>Manchester</i>	<i>Strathclyde</i>
<i>Bristol</i>	<i>Liverpool</i>	<i>Newcastle</i>	<i>Warwick</i>
<i>Cambridge</i>	<i>Leeds</i>	<i>Nottingham</i>	<i>York</i>
<i>Cardiff</i>	<i>London Imperial College</i>	<i>Oxford</i>	
<i>Durham</i>	<i>London King's College</i>	<i>Reading</i>	

Devised originally in 1995, the research has now been conducted for over a decade and is the UK's largest and most comprehensive annual graduate recruitment survey. It has become a key source of information for major employers reviewing the success of their graduate recruitment marketing and planning future campus recruitment campaigns. Access to the full survey findings is by annual subscription and up to forty graduate employers participate in the research programme each year.

Employer Research in 2007-2008

The first stage of the survey provides specific feedback for each individual graduate employer participating in the research programme. During autumn 2007, up to **2,500 final year job hunters** will participate in a series of focus groups and detailed questionnaires to provide recruiters with a detailed assessment of their graduate recruitment programmes in 2007-2008:

- full analysis of student reaction to each employers' graduate recruitment **website, brochure** and **advertising**, including structured feedback on their content, design and effectiveness
- specially **commissioned questions** about individual employers participating in the survey to give recruiters a detailed insight into finalists' knowledge & awareness of their organisation, the appeal of its graduate vacancies, and the impact of its recruitment marketing
- **campus-by-campus analysis** of employers' profile at survey universities and a record of the organisations that finalists had considered applying to during their job search

To ensure the commissioned research is as relevant as possible, it will be conducted with final year students actively looking for graduate jobs in twelve specific sectors that employers are recruiting for – **accountancy, consulting, engineering, finance, general management, human resources, investment banking, IT, marketing, retailing, research & development** and **sales**.

Graduate Recruitment Research in 2007-2008

The second part of the survey programme will be based on up to **17,000 face-to-face interviews** in late February 2008, approximately a fifth final year students at the thirty universities included in the survey. Topics within this part of the research include:

- readership data for more than 100 **careers publications**, usage figures for over 40 leading **recruitment websites**, attendance figures for every local & national **careers fairs**, usage of employers' **brochures, websites & presentations**, and visitor numbers for **careers services**
- expected **graduate starting salaries, preferred industries and business sectors**, types of organisation, **location of jobs**, priorities for first job and graduates' **long-term career plans**
- the '**employers of choice**' that the 'Class of 2008' most want to work for and exclusive analysis of new recruiters league table, *The Times Top 100 Graduate Employers 2008*

Separate reports on each **individual university** and twelve leading **career destinations** will be available. Results from the *Graduate Recruitment Research* will also be presented by students' **gender, ethnic background, age**, and by the **degree subject studied**.

Presentation of Survey Results

Each participating employer will be provided with unlimited printed copies and electronic versions of the survey reports as soon as they become available. The *Employer Research* will be presented via **individual briefings** for employers in January or February 2008, whilst the main *Graduate Recruitment Research* is launched with a major **one-day seminar** in mid-April 2008.

A major programme of in-house briefings, presentations and consultations will be available from April to August 2008 to help graduate recruiters interpret the findings as they apply to different employment areas, and advise on future graduate recruitment campaigns.

Subscription Packages

Research results from **The UK Graduate Careers Survey 2008** are *only* available to graduate employers by subscription to the survey programme. Subscriptions are available for the twelve-month period from **September 2007 to August 2008** and provide exclusive access to all the research findings via written reports, briefings & presentations, and employer seminars.

There are several different subscriptions available, allowing employers to select information on their own target universities and the career sectors they recruit graduates into. Each subscription includes:

- a **100-page report** on the *Graduate Recruitment Research* from the survey programme, including final year students' aspirations & expectations and job hunting in 2007-2008
- a **choice of reports** on 10, 15, 20 or 25 target **local universities** and detailed research from up to five target **career sectors**
- a confidential *Employer Research* report on the employer's individual **website, brochure & advertising**, plus **six commissioned questions** about the organisation and its recruitment
- invitations for the exclusive survey launch in April 2008 and unlimited in-house briefings

For full details of the subscription packages available, contact **Sally Hyman**, Survey Director at High Fliers Research via sally.hyman@highfliers.co.uk or call **020 7428 9000**.

Recent Press Coverage

Results from **The UK Graduate Careers Survey** are regularly reported in the press in the UK, including coverage on *BBC Television & Radio*, *Channel Four News* and major news stories and features in *The Times*, *The Guardian*, *Daily Telegraph*, *The Independent* and *Financial Times*.

THE TIMES

THE UK GRADUATE CAREERS SURVEY

Class of 2005 prepare for study and travel

OVER the next two months final-year university students will be gearing up for their exams, enjoying a last party or two and, all being well, donning their academic finery for the graduation ceremonies that officially mark the end of student days. But what happens next? According to a report published today, the future for many of the Class of 2005 graduates is dispiriting. **Martin Birchall** writes.

The UK Graduate Careers Survey 2005 is one of the largest independent studies of university students. It is based on face-to-face interviews with more than 16,000 finalists at 30 universities carried out six weeks ago by High Fliers Research, in association with *The Times*. The research shows that little more than a third of this year's new graduates expect to find a job after university — one of the lowest results recorded. Fewer finalists have made job applications this year and just one student in six questioned thought there were enough graduate jobs available for those leaving university this summer.

As an alternative to employment, a quarter of this year's final-year students plan to continue their studies with a postgraduate course, often because they feel "under-qualified" with just a first degree and believe that an extra qualification will strengthen their CV.

Sadly, recent research from the Association of Graduate Recruiters shows that this may be a very expensive career mistake. Just one employer in 20 is prepared to pay any premium for applicants with postgraduate degrees and unless a masters or PhD is directly relevant to the job it is unlikely to count during the selection process.

For finalists who are heading for employment in 2005, the most popular destinations are teaching, media and marketing, although more students applied for jobs in investment banking and accountancy earlier in the recruitment season.

The top three priorities for student job

hunters this year are job location, starting salary and type of work. Finalists are looking for average starting salaries of £19,800, a 4 per cent increase on last year's expectations, but still some way below the £22,000 that the Association of Graduate Recruiters says top employers are offering this year.

More students want to work within the M25 than anywhere else. Perceptions of higher starting salaries, a better choice of employment and a vibrant social life persuade many to head for London.

Despite all the uncertainty about finding a graduate job, few finalists expect to stay long with their first employer. The average is just three years and a fifth of students expect to have changed employer at least three times during their first ten years of work.

Martin Birchall is managing director of High Fliers Research and editor of *The Times* Top 100 Graduate Employers

The Daily Telegraph

Students less confident of walking into good jobs under Blair

By JOHN CLARE
EDUCATION EDITOR

THE proportion of final-year students at good universities who expect to walk straight into a graduate job has fallen by a third since Labour's first year in office, a survey published yesterday revealed.

So gloomy are this year's finalists about their prospects in an overcrowded market that a quarter of them are planning to take a postgraduate degree, principally in the hope of making themselves more employable.

More than 80 per cent of the class of 2005 believed that there were not enough graduate-level jobs to go round. Only 38 per cent expected to find one in the immediate future, compared with 49 per cent in 1998.

These findings will be a huge disappointment to the Government, said **Martin Birchall**, the director of High Fliers Research, which interviewed more than 16,000 finalists at 30 of the most academically selective universities, including Oxford, Cambridge, Imperial, University College, London School of Economics, Bristol, Durham, Edinburgh, York and Warwick.

The Government's controversial introduction of top-up tuition fees and the march of students seeking civil service careers given Labour and Conservative plans to axe large numbers of civil service jobs.

The survey also revealed that final year students were expected to leave with debts of £10,400 compared with £10,100 in 2002. Graduate expectations for an opening salary had also increased to £19,800, 4 per cent more than a year ago.

grown by more than 65 per cent while the number of vacancies had increased by less than 10 per cent.

However, the strategy of staying on to take a postgraduate course could prove to be an expensive mistake.

"Fewer than one in 20 employers currently give preference to graduates with higher degrees unless they have studied a masters or PhD that is directly relevant to the job they are applying for," said Mr Birchall.

Although this year's finalists expected to owe an average of £10,400 when they graduated, 17 per cent were planning to take time off or go travelling, eight per cent thought they would take either a temporary or voluntary job and 14 per cent an unusually high proportion — had no plans at all.

Among those expecting to find a graduate job — the most confident were final year students at Imperial, LSE, Strathclyde, Aston and Bath — the most popular careers were teaching, media, marketing and investment banking.

There has also been a surge of interest in the police and civil service. Among the careers declining in popularity were accountancy, consulting and finance.

The expected starting salary for a graduate job averaged £19,800, although finalists at Oxford and Cambridge were confidently hoping for more than £20,000.

Asked what they expected to repay the substantial cost of their studies after graduation — something that the class of 2005 evidently has little confidence in —

Such lack of confidence was entirely realistic, the report said. Over the past 10 years, the student population had

Career, 21st April 2005

FINANCIAL TIMES

EMPLOYMENT

Graduates expect fewer job choices

By Andrew Taylor,
Employment Correspondent

Only 36 per cent of university students expect to find a degree-level job when they graduate this summer, a third less than when Labour came to power, according to a survey of 16 universities published today. The findings "will be a huge blow to the government," which has encouraged a sharp rise in the number of university stu-

dents without a corresponding increase in graduate jobs, said the study conducted by High Fliers Research, an independent market research company. Labour denied its education policies had failed, pointing out that the study had "considered" students' "expectations rather than actual outcomes in the job market". It said that separate figures produced by the Higher Education Statistics Agency in 2004 had revealed

that "the proportion of graduates entering employment was 73 per cent — up by 10 per cent since 1998. Labour said: "Unemployment is at its lowest level for 20 years and there are plenty of opportunities for students to find all sorts of jobs."

A survey published yesterday by Cranfield School of Management, "emphasised skill shortages, in areas such as information technology and sales, with almost half employers reporting staffing

problems. Shaun Tyson, Cranfield's professor of human resources, said: "Although there are more jobs for which graduates can apply, there is also an expansion in the number of graduates seeking them."

"Employers therefore are increasingly distinguishing between applicants according to whether they can hit the ground running 'with skills and abilities to make a clear contribution, and will not necessarily be setting

aside jobs for 'graduate'," Fewer employers were operating large-scale management training schemes for graduates, he said.

High Fliers said half of the 25 per cent of students planning to take postgraduate courses were doing so "because they believed that the current job market with its reported sharp rise in students seeking public sector jobs reflecting increased

spending on public services by Labour. Some 57 per cent more were seeking to join the police force than at the same time last year, said **Martin Birchall** survey director. The rise partly reflected reduced careers opportunities in the armed forces recruitment, he said.

Teaching, for the first time since the survey started in 1994, was the most popular career, pushing previous favourites, media and marketing, into second and third

place. More surprising was a 41 per cent rise in the number of students seeking civil service careers given Labour and Conservative plans to axe large numbers of civil service jobs.

The survey also revealed that final year students were expected to leave with debts of £10,400 compared with £10,100 in 2002. Graduate expectations for an opening salary had also increased to £19,800, 4 per cent more than a year ago.

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Survey Clients

Since **High Fliers Research** was established in 1994, the company has worked with more than **one hundred** national and international graduate employers in the UK, including:

ABN Amro
Accenture
Arcadia Group
Army
AstraZeneca
BAE Systems
Bank of England
Barclays
BDO Stoy Hayward
Boots
BP
British Airways
British Nuclear Group
BT
Centrica
Citigroup

Clifford Chance
Corus
Credit Suisse
Deloitte
Deutsche Bank
Dstl
Ernst & Young
ExxonMobil
Freshfields
Ford
GKN
GlaxoSmithKline
Goldman Sachs
Grant Thornton
Herbert Smith
HSBC

IBM
ICI
ICAEW
JP Morgan
KPMG
L'Oreal
Linklaters
Lloyds TSB
Marks & Spencer
Masterfoods
Microsoft
Ministry of Defence
Morgan Stanley
NHS
Police
PricewaterhouseCoopers

Procter & Gamble
QinetiQ
Reuters
Rolls-Royce
Royal Air Force
Royal Bank of Scotland
Sainsbury's
Shell International
Smiths Aerospace
Standard Life
Teach First
Teacher Training Agency
Tesco
Thames Water
UBS
Unilever

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