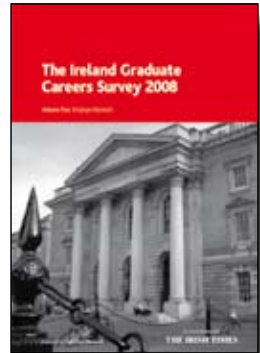


## Introducing the Survey

**The Ireland Graduate Careers Survey** is an innovative annual study of how final year university students prepare for life after graduation. It is produced by **High Fliers Research** in association with *The Irish Times* newspaper.

The survey gives recruiters a unique insight into finalists' career expectations & aspirations, views on employers, perceptions of the market and experiences during their job search. The research is now into the third year and has been supported by **Accenture, Arthur Cox, Bank of Ireland, CIMA, The Defence Forces, Deloitte, Ernst & Young, KPMG, Morgan Stanley, PricewaterhouseCoopers, Shell, Royal Bank of Scotland Group** and **UBS**.



A maximum of **fifteen employers** will have the opportunity to participate in the 2008-2009 research programme and will have **exclusive** access to the survey findings.

The research includes face-to-face interviews with up to 3,500 final year students from all seven Irish universities, supported by in-depth research groups with over 500 student job hunters, making it the largest and most detailed graduate recruitment survey ever conducted in Ireland. Employers have used the research findings to review the success of their graduate recruitment marketing and help plan their future recruitment campaigns.

**High Fliers Research Limited** is an independent market research company which specialises in student and graduate research. Established in 1994, the company has now worked with over 100 leading employers in the UK, Ireland, South Africa, Australia and New Zealand to measure the impact of their recruitment activities on campus and help organisations understand their position in the graduate market.

## Survey Methodology

Each of Ireland's **seven universities** are included in the research as they are all regularly targeted by national and international employers during their annual graduate recruitment campaigns.

The research is conducted via a network of student managers who organise the interviews with undergraduates at their local university. This strong campus-based infrastructure is central to the success of the research programme and provides unique access to the student population throughout the year.

Local managers are supported throughout the survey programme by High Fliers Research's full-time student research team based in London.



## Graduate Recruitment Research in 2008-2009

**The Ireland Graduate Careers Survey 2009** includes two different elements of research. The *Graduate Recruitment Research* will be based on face-to-face interviews in February 2009 with up to 3,500 final year students – approximately a fifth of finalists at the seven universities included in the survey. This part of the research focuses on:

- Irish finalists' job applications, preferred industries and sectors, priorities for their first job, expected starting salaries, preferred location of their first employer and students' long-term career plans.
- A detailed account of how finalists went about their job search in 2008-2009 including their usage of university careers services, readership of careers publications, use of Ireland's main recruitment websites, and attendance figures for careers fairs and employers' graduate recruitment presentations.
- The graduate employers of choice that the 'Class of 2009' most want to work for in different career sectors and business functions, plus exclusive analysis of the new recruiters league table, *The Irish Times Top 50 Graduate Employers 2009*.

Separate reports on individual universities and career destinations such as accountancy, IT, law, engineering will be available and results from the *Graduate Recruitment Research* will also be presented by students' gender, ethnic background and age.

## Employer Research in 2008-2009

The second aspect of **The Ireland Graduate Careers Survey 2009** is *Employer Research* which examines final year students' knowledge and understanding of individual employers and the impact of their recruitment marketing in 2008-2009:

- *Marketing Materials* – During autumn 2008, up to 150 final year job hunters will take part in research groups across Ireland to provide recruiters with structured feedback on the content, impact and design of their graduate recruitment website, brochure and advertising. This includes direct commentary from each participating student on what they like and dislike about each website, brochure and advert they review.
- *Commissioned Questions* – Each recruiter subscribing to the survey programme will contribute questions about their own organisation, the appeal of their graduate vacancies and the impact of their recruitment campaign. This part of the research will be conducted with final year students who are actively looking for a graduate job after university and will also provide full analysis of individual employers' profile and appeal at each of Ireland's universities.



## Subscribing to the Survey

Access to **The Ireland Graduate Careers Survey 2009** is *only* available by subscription. Subscriptions run from September 2008 to August 2009 and will provide exclusive access to all the research findings. The subscription package includes:

- A **70-page** in-depth report on the findings of the face-to-face interviews with finalists at the universities in the survey. This features students' career aspirations, salary expectations, application levels, employers of choice as well as a detailed digest of the recruitment promotions used by finalists during their job search.
- A confidential report for each organisation giving **structured feedback** on their individual graduate recruitment website, brochure & advertising – including all free-text comments from each student in the focus groups. In addition to marketing feedback, there are also results about the company and its latest graduate recruitment campaign via specially commissioned research.
- Results from the face-to-face interviews and in-depth research will be launched at a **major half-day seminar** for recruiters in April 2009 at which time the new league table of the **Top 50 Employers of Choice** will be announced.
- A major programme of **in-house briefings**, presentations and consultations will be available from May to August 2009 to help recruiters interpret the findings as they apply to their own firm, and advise on future graduate recruitment campaigns.

*For any further information, to arrange a meeting, or confirm your research subscription to **The Ireland Graduate Careers Survey 2009** please contact **Tim Wise**, Research Director at High Fliers Research via email [tim.wise@highfliers.co.uk](mailto:tim.wise@highfliers.co.uk) or telephone 020 7428 9000.*

Please note the subscription deadline is **Friday 28th September 2008**.

## Research Clients

Since High Fliers Research was established in 1994, the company has worked with more than 100 national and international graduate employers including:

<i>Accenture</i>	<i>Citigroup</i>	<i>KPMG</i>	<i>Reuters</i>
<i>Addleshaw Goddard</i>	<i>Clifford Chance</i>	<i>Lehman Brothers</i>	<i>Rolls-Royce</i>
<i>Allen &amp; Overy</i>	<i>Corus</i>	<i>L'Oreal</i>	<i>Royal Bank of Scotland</i>
<i>Arcadia Group</i>	<i>Defence Forces</i>	<i>Linklaters</i>	<i>Sainsbury's</i>
<i>Arthur Cox</i>	<i>Deloitte</i>	<i>Lloyds TSB</i>	<i>Shell International</i>
<i>AstraZeneca</i>	<i>Ernst &amp; Young</i>	<i>Lovells</i>	<i>Slaughter and May</i>
<i>Bank of Ireland</i>	<i>ExxonMobil</i>	<i>Marks &amp; Spencer</i>	<i>Smiths Aerospace</i>
<i>Barclays</i>	<i>Fujitsu</i>	<i>Mars</i>	<i>Standard Life</i>
<i>BDO Stoy Hayward</i>	<i>GlaxoSmithKline</i>	<i>Microsoft</i>	<i>Teach First</i>
<i>Bloomberg</i>	<i>Goldman Sachs</i>	<i>Morgan Stanley</i>	<i>Teacher Training Agency</i>
<i>BP</i>	<i>HSBC</i>	<i>NHS</i>	<i>Tesco</i>
<i>BT</i>	<i>IBM</i>	<i>PricewaterhouseCoopers</i>	<i>UBS</i>
<i>Centrica</i>	<i>JPMorgan</i>	<i>Procter &amp; Gamble</i>	<i>Unilever</i>

