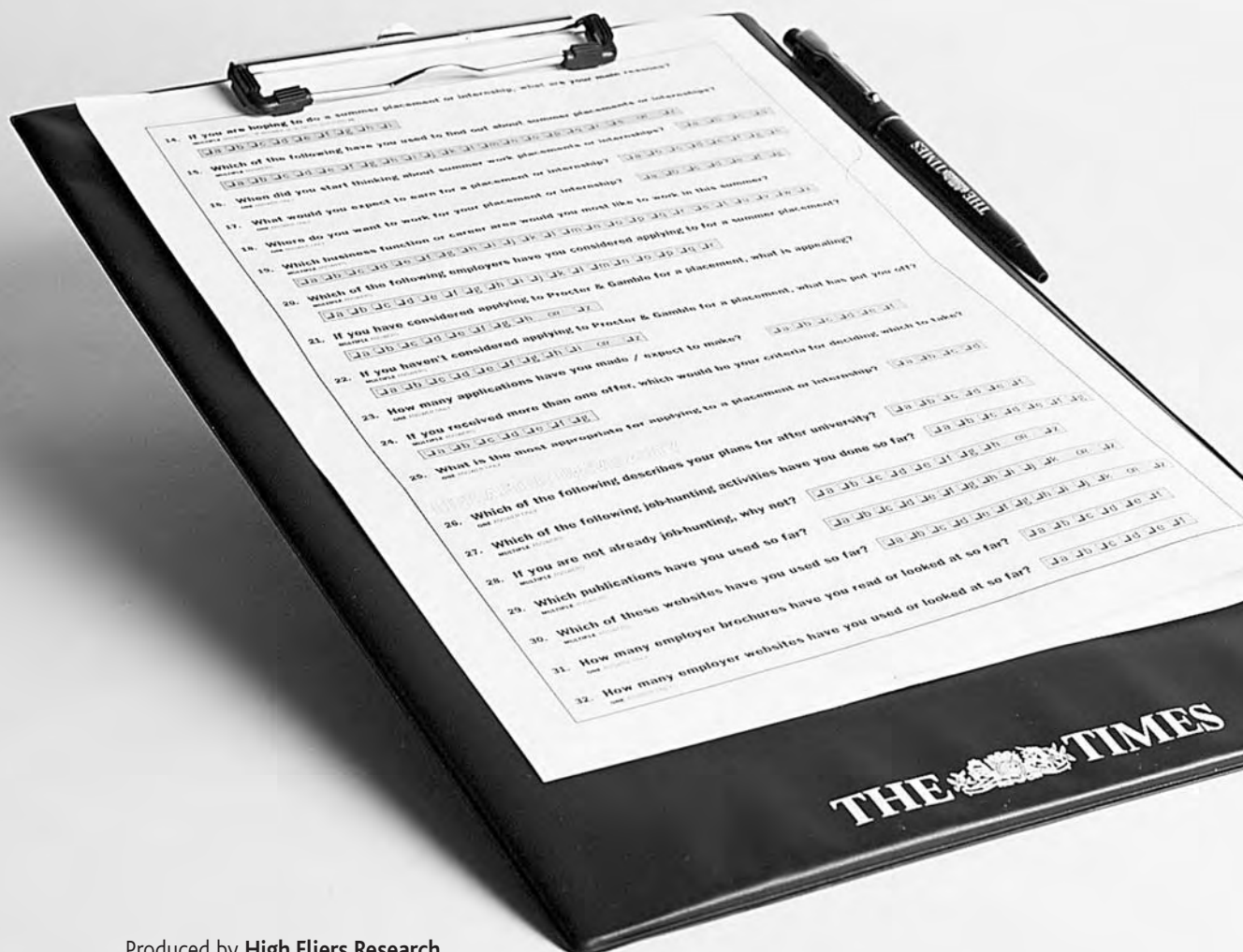


# The UK Graduate Careers Survey 2009

Subscription Information Student Research Programme 2008-2009

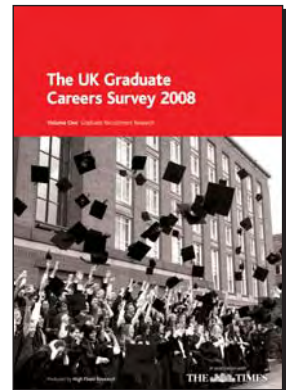


## Introducing the Survey

**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 **3,000 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 survey is the largest and most comprehensive annual research into the impact of graduate recruitment in the UK. Now in its fifteenth year, 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 only and up to sixty graduate employers participate in the research programme each year.

## Employer Research in 2008-2009

The first stage of the survey provides specific feedback for each individual graduate employer participating in the research programme. During autumn 2008, up to **3,000 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 2008-2009:

- 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 2008-2009

The second part of the survey programme will be based on up to **16,000 face-to-face interviews** in late February 2009, 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 **75 careers publications**, usage figures for over 25 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 2009' most want to work for and exclusive analysis of new recruiters league table, *The Times Top 100 Graduate Employers 2009*
- full analysis by students' **gender, ethnic background, age** and the **degree subject studied**

Separate reports on each **individual university** and twelve leading **career destinations** will be available.

## Presentation of Survey Results

Every 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 2009, whilst the main *Graduate Recruitment Research* is launched with a major **one-day seminar** in early April 2009.

An extensive programme of in-house briefings, presentations and consultations will be available from April to August 2009 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 2009** are *only* available to graduate employers by subscription to the survey programme. Subscriptions are available for the twelve-month period from **September 2008** to **August 2009** 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 target universities and the career sectors they recruit graduates into. Subscriptions include:

- a newly expanded **150-page report** on the *Graduate Recruitment Research* from the survey programme, including final year students' aspirations and expectations, their views on employers and a full account of their job hunting in 2008-2009
- a **choice of reports** on 5, 10, 15, 20 or 25 target **local universities** and detailed research from up to six 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 2009 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](mailto: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

### GRADUATE SURVEY Grads target City jobs

While old hands in the financial markets are flapping in the face of the credit crunch, final-year students are still queuing up to work in the City, **Martin Birchall** reports

YOU might think that the spiralling problems in the financial markets have dented the appeal of careers in the City. The losses reported by banks and financial institutions since the global credit crunch took hold last autumn are estimated to be at least £75 billion and the Square Mile is reported to be facing between £100 billion and 40,000 job losses by the end of this year.

Yet new research by High Fliers Research indicates a record number of final-year undergraduates hope to join a City bank when they leave university this summer.

The UK Graduate Careers Survey 2008 is based on interviews with more than 15,000 students and reveals that one student in eight from the class of 2008 hopes to land a graduate job in investment banking, making it the most popular career destination behind the media.

Many face disappointment as several leading banks have cut short this year's graduate recruitment and others are reviewing their future entry-level vacancies. Tempted by the promise of big salaries, bigger bonuses and fast-paced careers, male graduates are likely to be the banked investment banking is the No.1 choice for almost a fifth of men at the top universities.

The accuracy of the survey remains Britain's largest recruiter of university-leavers, with more than 5,000 vacancies this year but it is not the fifth most popular career destination for final-year students. Applications for IT jobs have fallen by 17 per cent this year, the fourth consecutive year that interest in technology jobs has dropped.



#### THE STATS

■ 48 per cent of final-year students expect to find employment this summer

■ a quarter of finalists plan to skip out to take a postgraduate course

■ 50 per cent want to take one off or go travelling

■ The most popular careers that finalists have applied for are: the media (15.1 per cent), investment banking (12.8 per cent) and teaching (12.4 per cent)

■ 48 per cent of finalists want to work in London

■ Final-year students expect to earn an average of £22,700 when they start work and £26,900 after five years in employment

■ More than 80 per cent of finalists have used their university careers service to help them to find a graduate job this year

■ One finalist in seven believes that he or she will be on a salary of at least £100,000 by the age of 30

#### TOP DESTINATIONS

- |                         |                                   |
|-------------------------|-----------------------------------|
| <b>MEN</b>              | <b>WOMEN</b>                      |
| 1 Investment banking    | 1 Teaching                        |
| 2 Accountancy           | 2 Charity or voluntary work       |
| 3 Management consulting | 3 Marketing                       |
| 4 Engineering           | 4 Science, research & development |
| 5 Media                 | 5 Law                             |
| 6 Marketing             | 6 Accountancy                     |
| 7 Teaching              | 7 Management consulting           |
| 8 Law                   | 8 Human resources                 |
| 9 Finance               | 9 Investment banking              |
| 10 Finance              |                                   |

Source: The UK Graduate Careers Survey 2008. High Fliers Research

## THE INDEPENDENT

### Arts students will be £50,000 poorer than other graduates

By **Richard Garner**

Arts graduates are doing little to shake off their 1960s reputation for being less than hard-working, as research suggests they are likely to earn £50,000 less than other graduates during their first five years of employment.

Figures published today show the students tend to be the architects of their own financial undoing, spending far less time than others looking for jobs. More than half of those asked said they had "no definite plans" for life after university or were expecting to take time off to think about the future.

The survey of 17,000 final-year students shows only 27 per cent of arts and human-

ities graduates expect to find a job after graduating – compared with 62 per cent of IT students and 58 per cent in engineering. In addition, employers reckon salaries for art graduates are likely to start at £18,500 compared to the graduate average of £21,700. By the end of five years, their salary is expected to be £32,500 a year compared to at least £43,000 in law, business or IT.

The research, disclosed in the annual UK graduate careers survey published by High Fliers Research Ltd, also shows that this year's students are also likely to clock up bigger debts than in previous years. On average, they expect to owe £10,900 – compared with £10,400 last year and £5,900 in 2001.

## FINANCIAL TIMES

### Students faulted in job-hunt research

By **Jon Boone**, Education Correspondent

Too many arts and humanities students are not bothering to look for work, a study of the graduate recruitment market has found.

In spite of a booming market, only 27 per cent expected to land a job compared with 58 per cent of engineers and 67 per cent of business finalists. Almost half of arts and humanities graduates had "no definite plans" for life after university, expected to take time away or thought they would end up in temporary work. High Fliers Research, which surveyed 17,170 students, said that with 80 per cent of graduate vacancies open to applicants from any discipline there was no reason to fall behind.

Martin Birchall, managing director, said most employers regarded the degree subject choices of applicants as "largely irrelevant".

"However, it is clear from our research that students studying for arts and humanities degrees are noticeably less proactive about job hunting than those in other faculties – they are the least likely to have done work experience... the least likely to have researched... career

options, and... to have taken part in employers' on-campus recruitment events."

Humanities students also expected to earn almost £20,000 less than other graduates during their first five years out of university.

Language students were also found to be relatively pessimistic about career prospects and earning potential. Law students believed they could look forward to the biggest pay packets, predicting average starting salaries of £24,000, rising to £45,000 within five years.

Overall, the most popular career destinations were the media, teaching and investment banking. Graduate salary expectations rose sharply compared with the previous year's survey. Final-year students expected to earn an average of £21,700 for their first job, a 6.8 per cent increase on 2006. Five years after leaving university they expected to be earning £32,700.

Accountancy, marketing and consulting were the top choices for students on business or finance courses. Only half of computing students were keen to go into information technology, and fewer than two-thirds of engineering students made it their first choice.

## 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              | Capital One     | HBOS                | Npower                  |
| ACCA                  | Centrica        | Herbert Smith       | Police                  |
| Accenture             | CIMA            | HSBC                | PricewaterhouseCoopers  |
| Arcadia Group         | Citi            | IBM                 | Procter & Gamble        |
| Army                  | Clifford Chance | ICI                 | QinetiQ                 |
| Arup                  | Corus           | ICAEW               | Reuters                 |
| AstraZeneca           | Credit Suisse   | Intel               | Rolls-Royce             |
| BAE Systems           | Deloitte        | JP Morgan           | Royal Air Force         |
| Baker Tilley          | Deutsche Bank   | KPMG                | Royal Bank of Scotland  |
| Bank of America       | Dstl            | L'Oréal             | Royal Navy              |
| Bank of England       | E.ON            | Lehman Brothers     | Sainsbury's             |
| Barclays              | Ernst & Young   | Linklaters          | Shell                   |
| BDO Stoy Hayward      | ExxonMobil      | Lloyds TSB          | Smiths Aerospace        |
| Bloomberg             | FSA             | Marks & Spencer     | Standard Life           |
| BNP Paribas           | Freshfields     | Mars                | Teach First             |
| Boots                 | Ford            | Mercer              | Teacher Training Agency |
| BP                    | Fujitsu         | Merrill Lynch       | Tesco                   |
| British Airways       | GKN             | Microsoft           | Thames Water            |
| British Nuclear Group | GlaxoSmithKline | Ministry of Defence | UBS                     |
| BT                    | Goldman Sachs   | Morgan Stanley      | Unilever                |
| Cancer Research UK    | Grant Thornton  | NHS                 | Watson Wyatt            |