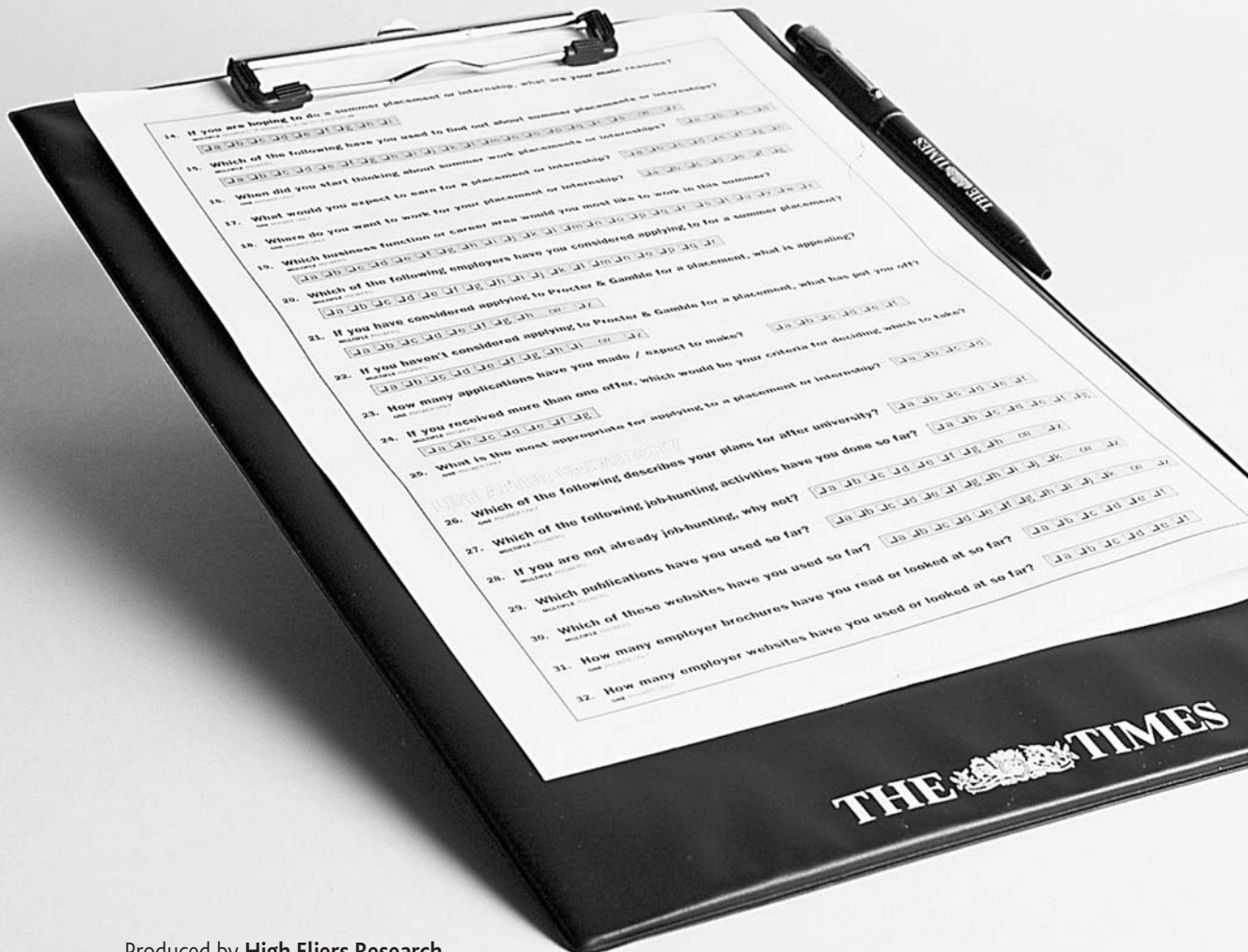


ADDITIONAL SUBSCRIPTIONS
NOW AVAILABLE FOR 2011

The UK Graduate Careers Survey 2011

Subscription Information Student Research Programme 2010-2011



Introducing the Survey

The **UK Graduate Careers Survey** is the largest and most comprehensive annual survey of graduate recruitment at the UK's leading universities. Now in its seventeenth year, the survey is conducted by **High Fliers Research** and is sponsored by **The Times** newspaper.

The research gives employers a unique insight into the expectations and aspirations of university finalists – just weeks before they graduate – 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 **2,000 graduate job hunters** at the thirty UK universities most often targeted by national or international graduate recruiters:

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

Devised originally in 1995, the research has become a key source of information for employers reviewing the success of their graduate recruitment marketing and planning future campus recruitment campaigns. Access to the full survey findings is by subscription only and up to sixty graduate employers participate in the research programme each year.

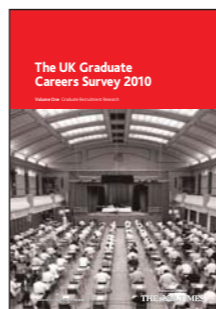
Employer Research in 2011

The first part of the survey provides specific feedback for each individual graduate employer participating in the research programme.

During February & March 2011, an estimated **2,000 final year job hunters** will participate in a series of research groups and detailed questionnaires to provide recruiters with a detailed assessment of their graduate recruitment programmes in 2010-2011, including:

- 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 2011

The second stage of the survey programme will be based on **16,000 face-to-face interviews** in late February 2011, approximately a fifth final year students at the thirty universities featured 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 numbers for every local & national **careers fairs**, usage of employers' **brochures, websites & presentations**, and visitor numbers for **university 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 2011' most want to work for and exclusive analysis of the new recruiters league table, *The Times Top 100 Graduate Employers* for 2011
- 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 April 2011, whilst the main *Graduate Recruitment Research* is launched with a major **one-day seminar** at the end of March 2011.

An extensive programme of in-house briefings, presentations and consultations will be available from April to August 2011 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 2011** are *only* available to graduate employers by subscription to the survey programme. Each subscription is individually tailored to allow recruiters to select information on their key target universities and the career sectors they recruit graduates into. Packages include:

- a comprehensive **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 2010-2011
- a **choice of reports** on 5, 10, 15, 20 or 25 **local universities** and detailed research from up to six key **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 March 2011 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 Media Coverage

Results from **The UK Graduate Careers Survey** are regularly reported in the media, including coverage on *Breakfast on BBC1*, *Today on Radio 4*, the *BBC News Channel* and news stories and features in *The Times*, *The Guardian*, *Daily Telegraph*, *The Independent* and *Financial Times*.

THE
INDEPENDENT

Sixth of students regret going to university

By Richard Garner
and Ceyda Oskan

ONE in six students would have reconsidered going to university if they had known how difficult it would be to secure a job once they graduated, a study has found.

The survey of 16,000 students in the final year of their degree course also found that just 36 per cent were likely to find a graduate job once their course was completed.

Sandy Chidley, 22, who is reading French and Hispanic at King's College London, is a case in point. "One of my friends left school and entered the City straight away and is faring well thus far," he said yesterday. "He seems to be no less disadvantaged by not having a degree - leaving us graduates with three years of further education and a mountain of debt."

He said he had been influenced by the thought that a degree guaranteed a job and a decent starting salary. "This seems not to be the case," he said.

Mark Wiseman, 22, who is studying maths at Queens' College, Cambridge, has tried in vain to seek a job as an

actuary when he leaves the leafy spires of his university this summer.

He has applied for six or seven jobs and said that most of his friends were in a similar situation. However, he is adamant that his university experience has not been a waste of time and has taken the option of spending a fourth year at Cambridge to do a master's degree.

The survey by the graduate recruitment company High Fliers Research, found that just over a third of those finishing university this summer expect to find a graduate job. The competition is especially fierce because they are up against many graduates from last year who have still not found graduate-related employment.

The survey's findings provide food for thought for the inquiry into student finance set up by the last government under the chairmanship of the former BP chief executive Lord Browne.

His committee has heard pleas from the Russell Group, which represents 20 leading higher education research institutions including Oxford and Cambridge, for the current £3,225-a-year cap on top-up fees to be lifted altogether, giving universi-

ties the right to charge whatever they want.

Other vice-chancellors have called for the inquiry to recommend a substantial increase in the cap when it reports next year. Part of the rationale behind charging students more is that those who benefit from inflated salaries after going through higher education should pay more towards its cost.

Martin Birchall, the managing director of High Fliers Research, says that argument might have been sustained 10 or 15 years ago but it is no longer relevant. "A small percentage can still earn high salaries by going to big firms like JP Morgan, Rolls-Royce et cetera - but unfortunately it's only the top 10 to 15 per cent who can look forward to that," he said.

Currently there are 300,000 graduates leaving university every year - twice as many as in the early 1990s - and even in a good year there are only 150,000 graduate jobs, he said.

David Willetts, the universities Secretary, added: "The jobs market continues to be very tough for young people, who were among the biggest losers during the recession."

The Daily Telegraph

Student fears over jobs

By Graeme Paton

ONLY a quarter of arts and humanities final-year students expect to start graduate jobs this summer, according to a study published yesterday.

Thousands of final-year degree students were preparing to accept low-paid work in bars, supermarkets and call centres, according to analysts from High Fliers Research. The jobs shortage was blamed

on a "substantial backlog" in the number of jobless graduates from previous years, which is creating additional pressure in the employment market in 2010.

Martin Birchall, from High Fliers Research, said: "Students from arts and humanities courses and those who've had little or no work experience during their time at university are the least confident about the future."

News, May 27th 2010

METRO

Students face up to bleak futures

HAVE you just spent thousands of pounds on your education and now consider your chances of getting a decent job after university to be quite slim?

Well, you're in good company. Just a third of students expect to find a graduate level job after graduation, researchers say. Even though the recession is officially over, the Class of 2010 expect to face scarce job pros-

pects, lower salaries and even bigger debts.

With a record number of students due to complete degrees in the coming week - and tens of thousands of last year's graduates still looking for work - there is widespread concern on campus that competition for graduate jobs has never been fiercer, said Martin Bir-

chall of High Fliers Research, which commissioned the study. Expectations have dropped - but students still expect to earn an average £22,000 for their first job. And law, business and IT students expect to be earning salaries of £4,000 after five years. This year's graduates will also have average debts of about £17,900, up from an average of £11,000 in 2008.

News, May 27th 2010

News, May 27th 2010

Survey Clients

Since **The UK Graduate Careers Survey** was first conducted in 1995, High Fliers Research has worked with more than **one hundred** national and international graduate employers including:

ACCA	Cancer Research UK	GlaxoSmithKline	Parsons Brinckerhoff
Accenture	Capital One	Goldman Sachs	Police
Aldi	Centrica	Grant Thornton	PricewaterhouseCoopers
Arcadia Group	CIMA	HSBC	Procter & Gamble
Army	Citi	IBM	QinetiQ
Arup	Civil Service Fast Stream	ICAEW	Reuters
AstraZeneca	Clifford Chance	JP Morgan	RBS Group
BAE Systems	Corus Group	KPMG	Rolls-Royce
Baker Tilly	Credit Suisse	L'Oréal	Royal Air Force
Bank of England	CSC	Lehman Brothers	Royal Navy
Barclays Bank	Deloitte	Lloyds of London	Sainsbury's
Barclays Capital	Deutsche Bank	Lloyds Banking Group	Shell
BDO	Diageo	Marks & Spencer	Sky
Bloomberg	Dstl	Mars	Smiths Aerospace
BNP Paribas	E.ON	Microsoft	Standard Life
BoA Merrill Lynch	Ernst & Young	Ministry of Defence	Teach First
Boots	ExxonMobil	Morgan Stanley	Tesco
BP	FSA	NHS	Thames Water
British Airways	Ford	Nomura	Towers Watson
BSkyB	Fujitsu	npower	Transport for London
BT	GCHQ	Nuclear Graduates	UBS
Cadbury	GKN		Unilever