

TO WHAT DEGREE?

Understanding what UK businesses look for in graduates

252

Employers were surveyed to find out what they look for when recruiting graduates

What matters most to employers when recruiting graduates?

Enthusiasm for the role

for 68% of employers.

One of the three most important factors

2.

Transferable skills (e.g. communication skills)

3.

One of the three most important factors for 55% of employers.

Relevance of subject studied One of the three most important factors for 52% of employers.

Vocational experience (e.g. work placements or projects set by

employers) One of the three most important factors for 42% of employers.

What matters <u>least</u> to employers when hiring graduates?:

Which university graduates

Specific projects completed

One of the three most important factors

during degree

studied at

for 4% of employers.



for 8% of employers.

One of the three most important factors

delivery.

Of employers believe 85% vocational experience improves graduate

*vocational experience was defined as 'an umbrella term, including internships, placement years, practical or employer-informed projects and other work experience.

recruitment? (% of responding employers)

The subject the candidate studied and its relevance to

80

60

40

10

performance at

interview*.

27%

68

Of employers contribute

to university course

content, material and

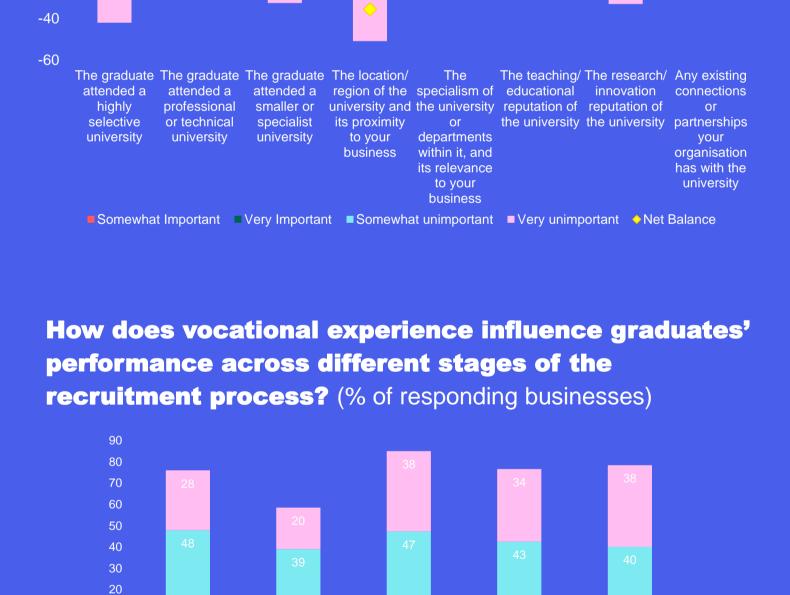
What are the top 3 factors that employers

consider the most important in graduate

The graduate's enthusiasm and positive attitude towards the role Skills and competencies other than academic knowledge 55 or proficiency



20 0 -20



Quality of Performance at Performance in the Likelihood of Competence and application - CV, testing and interview process recruitment performance when securing a job offer starting in the role cover letter and assessment centres other information - progression to interview

■ Significantly improves

■ Somewhat worsens

12

9

8

8

6

■ Somewhat improves

South West West Midlands

East Midlands

East of England

Northern Ireland

North West

North East

Wales Scotland

Yorkshire and the Humber

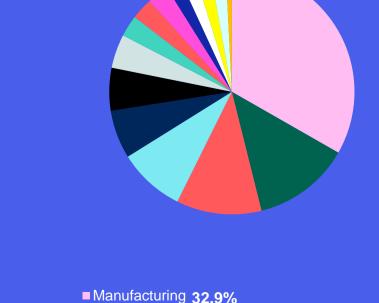
London

In which region/nation is your head office based? (% of responding employers) South East

Who responded to the survey:

10 ■ Surveyed Businesses In what sector does your organisation primarily operate? (% of respondents)

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- Other service activities 12.7% ■ Professional, scientific and technical activities 11.1%
 - Financial and insurance activities 8.7%
 - Wholesale and retail trade, repair of motor vehicles and motorcycles 6.3%
 - Construction **5.6%** ■ Information and communication 4.4%
- Real estate activities 2.8% Human health and social work activities 2.8%
- Arts, entertainment and recreation 2.8% ■ Accommodation and food service activity 2%
- Agriculture, forestry and fishing 2% Transportation and storage 2%

■ Education 2% ■ Water supply, sewerage, waste management and remediation activities 0.8%