



# UK Graduate Recruitment Review 2007 Corporate Edition



In depths analysis of 24,507 graduates  
across 111 institutions in the UK.

## The study - key facts

### Methodology

Anonymous quantitative study

### Target group

The goal of the study is to examine graduates' preferences when it comes to selecting a career after graduation, hence only graduates in the second half of their studies were invited to participate in the survey.

### Participating Institutions

111 universities within the UK, Scotland and Northern Ireland

### Field phase

26. October 2006 - 28. February 2007

### Response Rate

24,507 participant responses were included in the analysis

### Media Partner(s)

Financial Times

### Publication Date

May 2007

## Introduction & Methodology

The UK Graduate Recruitment Review 2007 – Corporate Edition is an independent study providing you, as an employer of UK graduates, with a detailed, up-to-the-minute and comprehensive picture of the skills and abilities, career expectations and preferences, career information and communication needs, and employer brand consciousness of today's UK university students.

Its central aim is to help you gain insights into your employer brand image among students nearing graduation and communicate effectively with potential applicants.

Students were invited to participate in the survey via an email which contained a password-protected hyperlink to the questionnaire. Anonymity was assured throughout the survey process. We showed our appreciation to the students for their willingness to complete the questionnaire by offering participants the opportunity to enter a prize draw.

The field phase of the study ran from 28. 10.2006 to 28.02.2007; after it closed, we were able to include responses from 24,507 students in the data analysis.

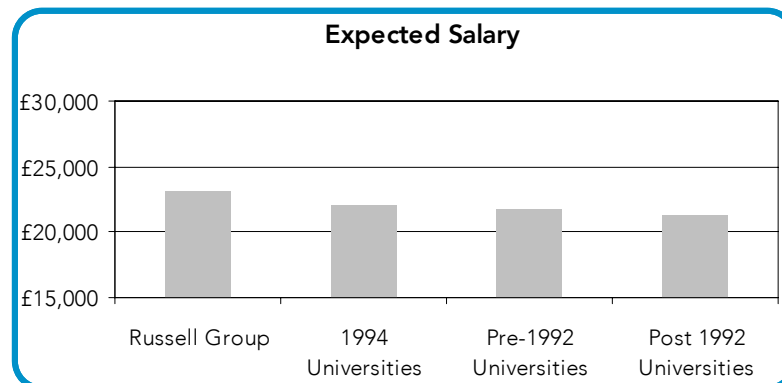
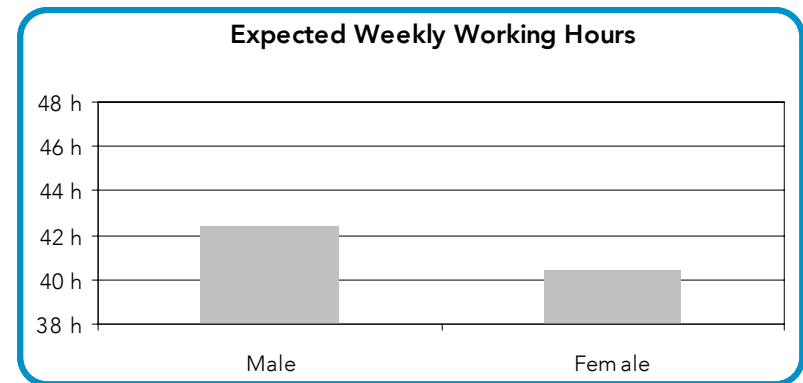
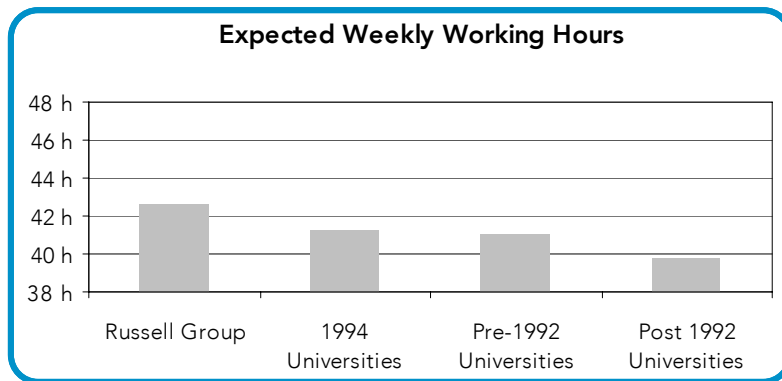
# Career attitudes and expectations of UK graduates

Source: UK Graduate Recruitment Review

## Expectations: longer hours = higher rewards

The results of our study indicate that the students of Russell Group universities top the table in terms of both salary and working hours expectations: they anticipate, in their future careers, working over an hour longer per week on average than their counterparts, and expect to be rewarded with an initial salary in excess of 23,000.

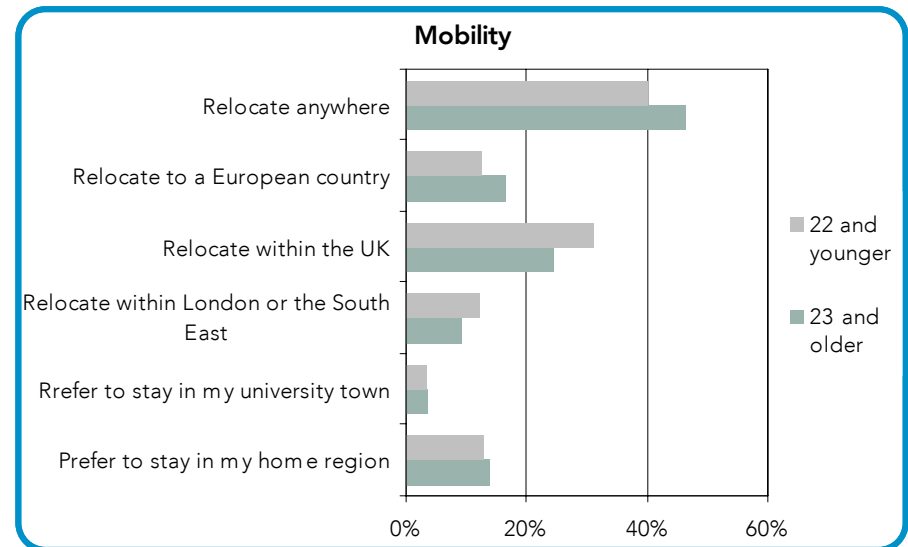
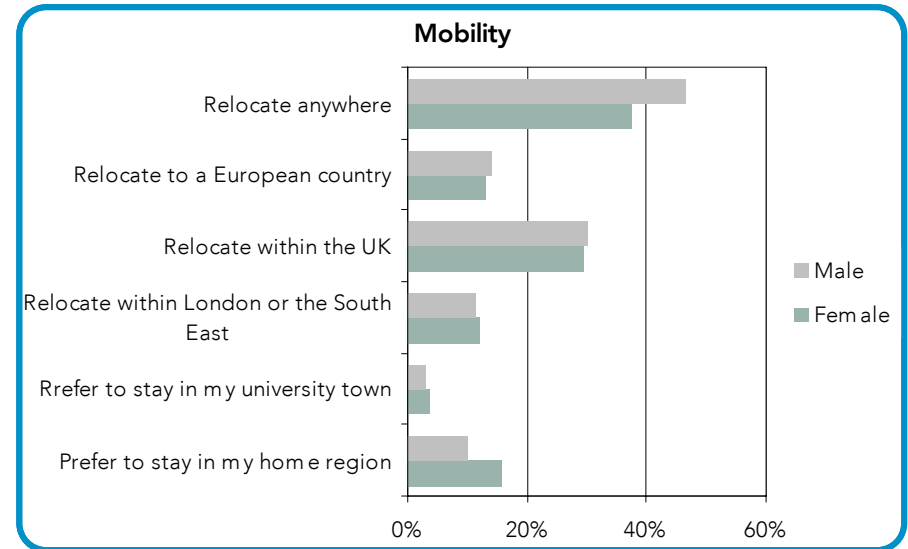
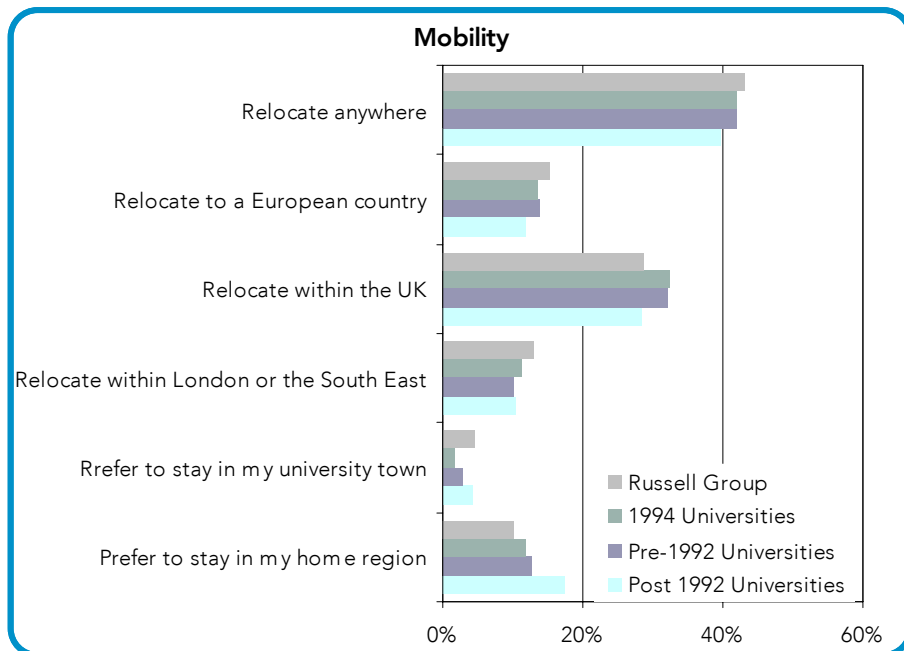
Both working hours and salary expectations exhibit a marked gender divide. While male respondents see themselves working an average of 42.4 hours weekly and earning a salary of £23,313, a figure which tops the average salary expectations of Russell Group students (£23,150), female participants in our study anticipate an average salary of only £21,204 in exchange for a working week of 40.4 hours – precisely 2 hours fewer than the male respondents' expectations.



## Attitudes: mobile investors in education

The current generation of up-and-coming UK graduates can be confidently characterised as mobile: between 37.6% and 46.6% of respondents in all subgroups indicate a willingness to 'relocate anywhere' in pursuit of their career goals.

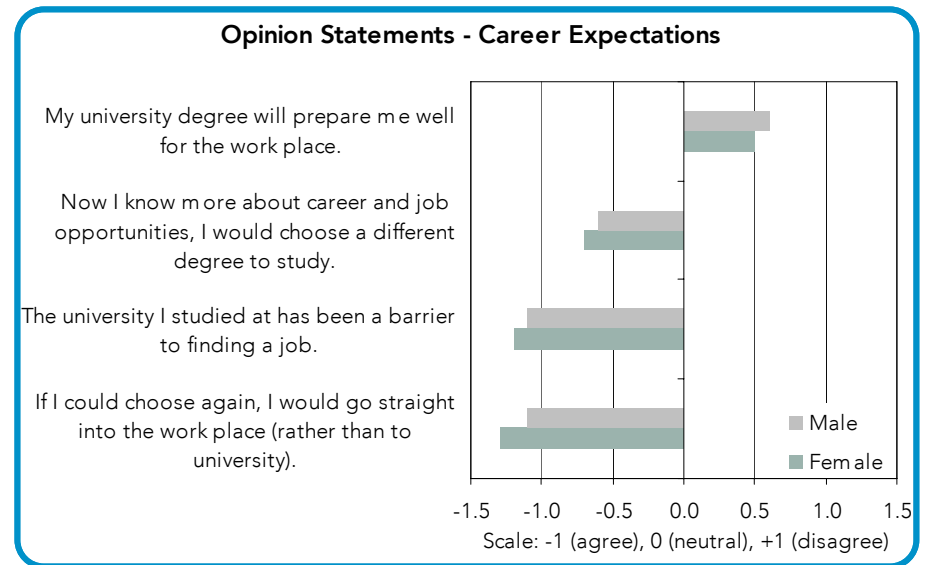
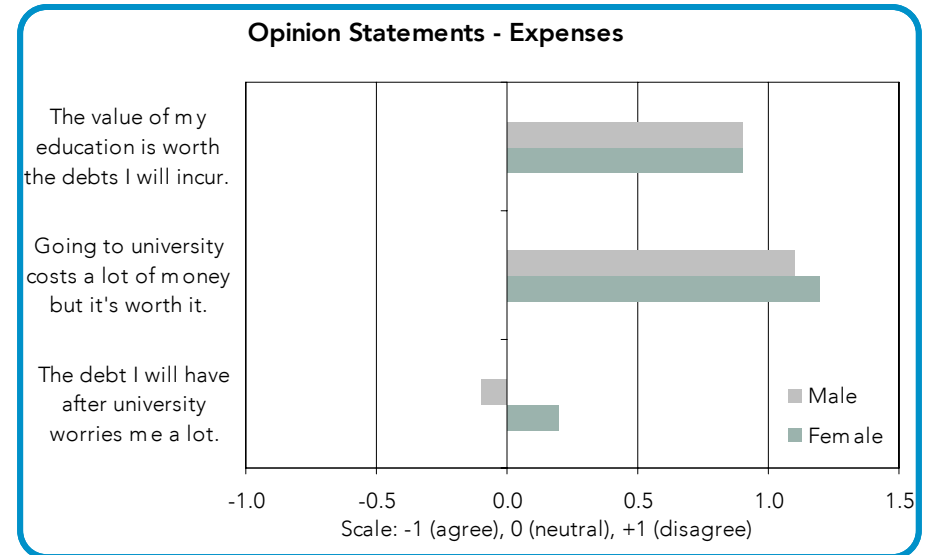
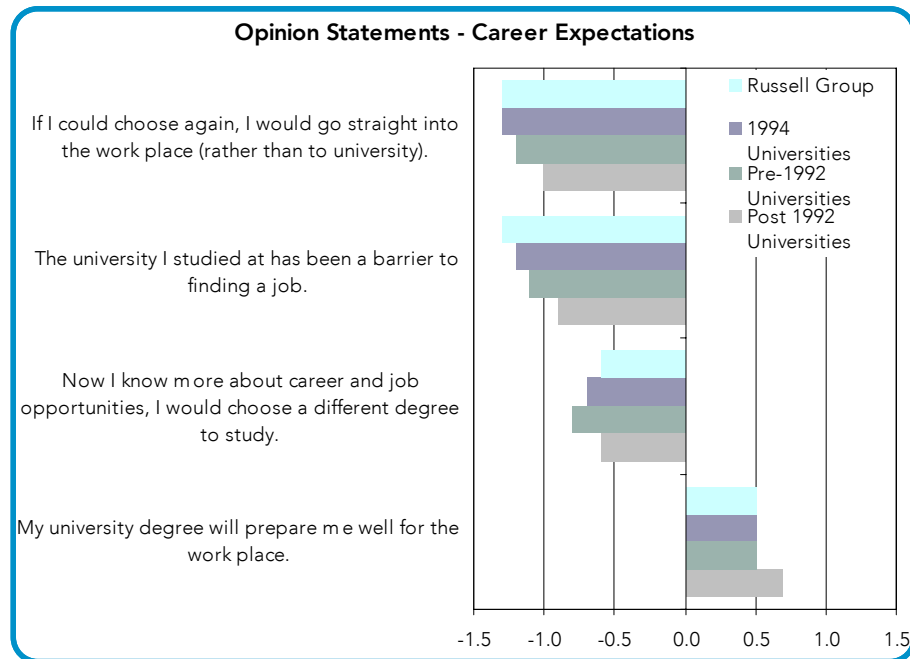
Male students, those at Russell Group, 1994 Group and pre-1992 universities, and those aged 23 and older are particularly keen to emphasise mobility. Only 12.3% overall would 'prefer to stay in [their] home region', while the university town is overwhelmingly viewed as a temporary abode rather than a place in which to establish a career.



## Attitudes: mobile investors in education

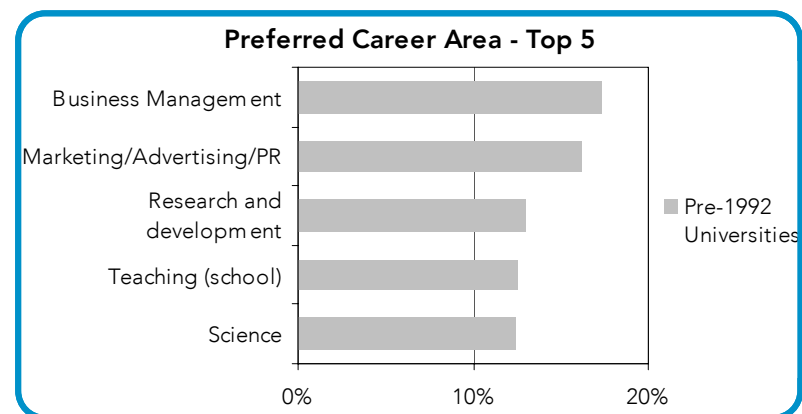
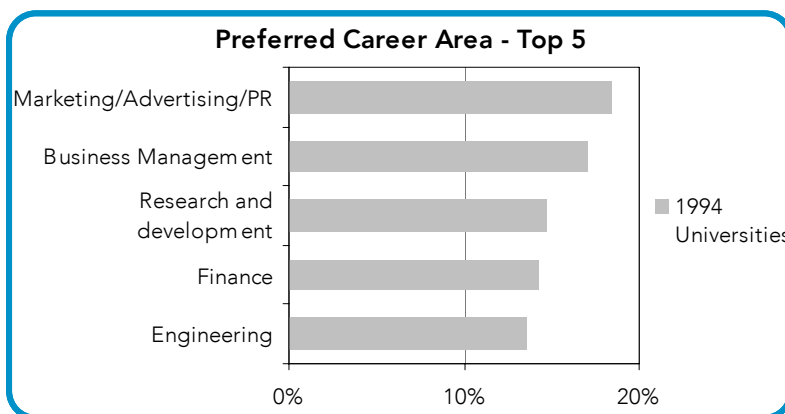
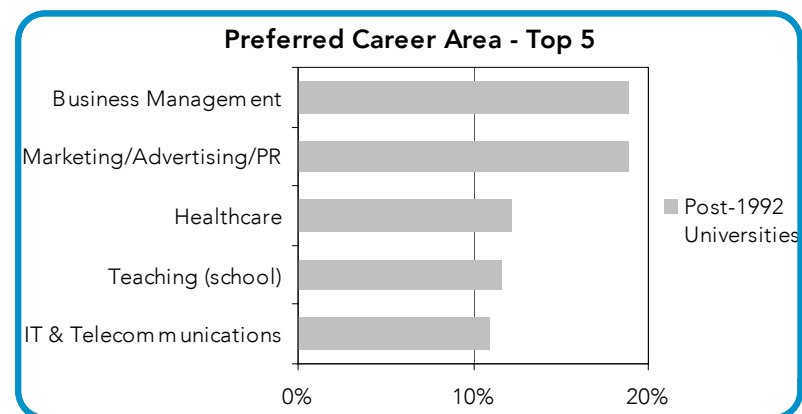
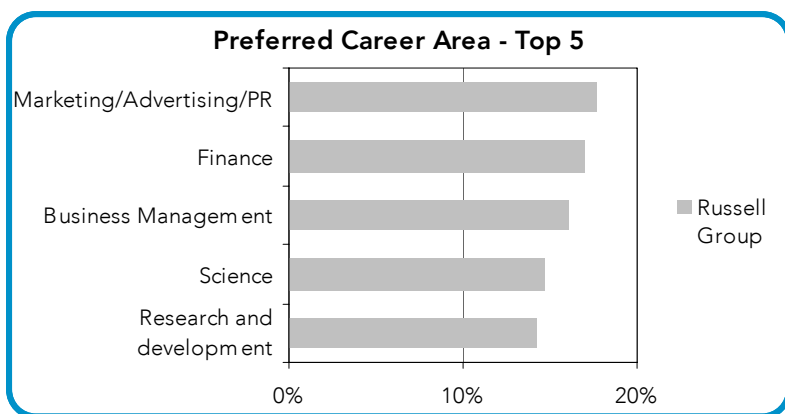
Today's graduates clearly regard university tuition fees, despite their representing a significant financial burden, as a definite investment in the future, demonstrating emphatic agreement with the view that a university education is worth the debts and expense it gives rise to. Agreement with the statement that 'my university degree will prepare me well for the workplace' is less pronounced, but still very much in evidence, particularly among students at post-1992 universities.

Our respondents express a firm confidence in their choice to enter higher education, and are generally happy with the ability of their degree course to deliver career prospects, although satisfaction with the individual course is less emphatic than that with the decision to study.



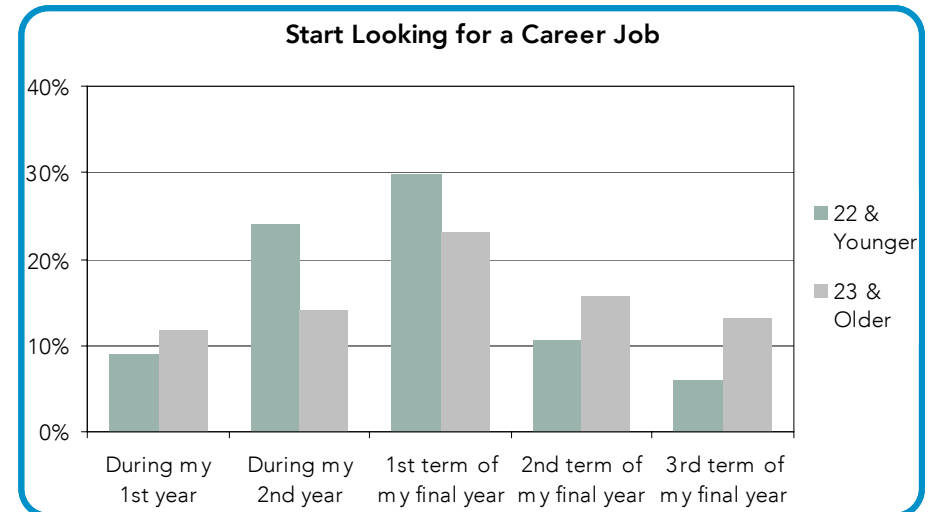
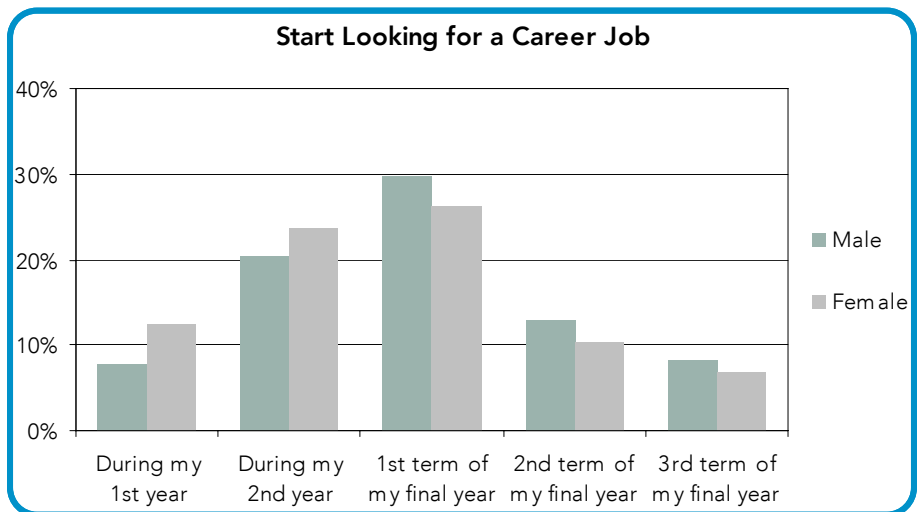
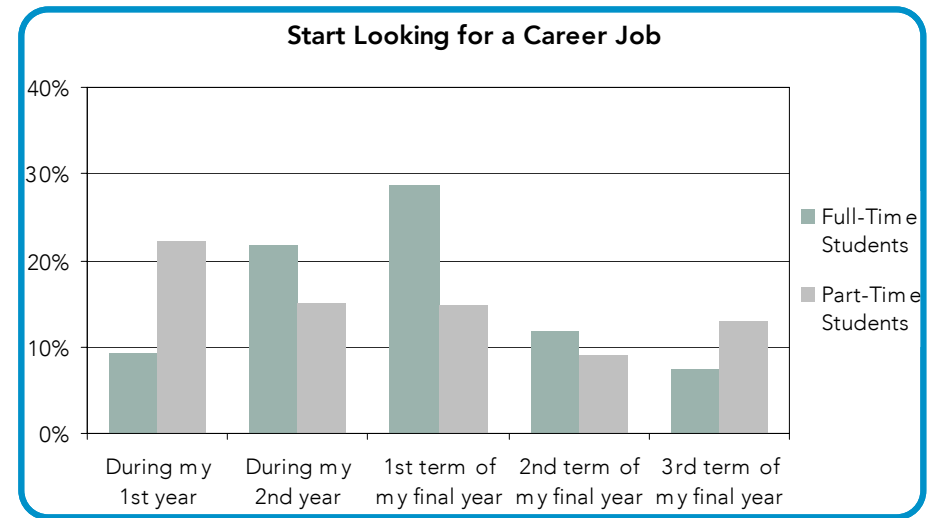
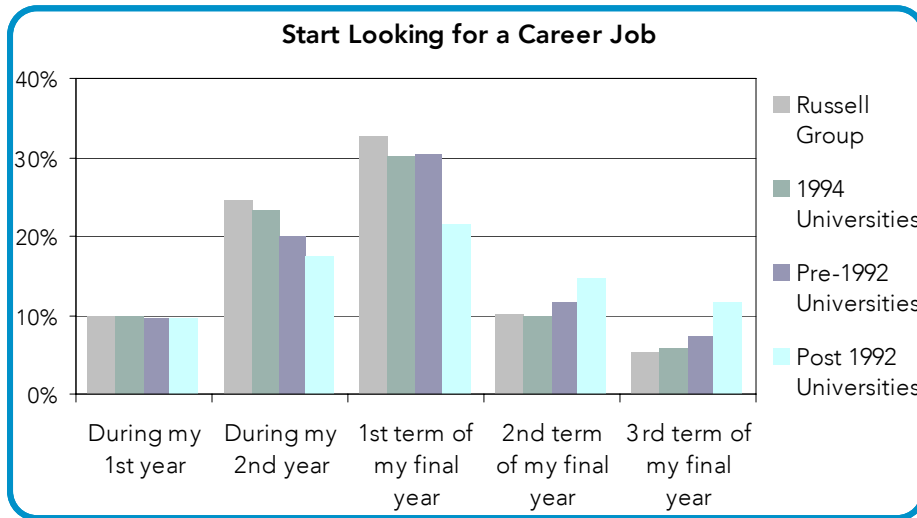
## Ambitions I: management and marketing take the top spot

More than a fifth of respondents overall aim to go into business management after completing their course. Close behind - and career area of first choice for students at Russell Group and 1994 Group universities, and for female survey participants - is the area of marketing/advertising/PR. Further sectors of particular interest for the Russell Group, 1994 group and pre-1992 university students are finance, research and development, and science. Engineering scores particularly highly with male students, representing the top career choice of 22.6% of this subgroup.



## Ambitions II: women and young students prepare earlier

While more than a third of female participants begin their search for a first career job before commencement of their final year of study, the same can be said for a little over a quarter of men. Respondents aged 22 years and younger, too, tend to embark on job-hunting earlier than their older counterparts, although those aged 23 and over are slightly better represented among those who start looking for a job in the first year of their course.



## Top Employers

Rank	Company	%
1	BBC	14.2%
2	MI5	9.4%
3	NHS	7.2%
4	PricewaterhouseCoopers	6.5%
5	Google	5.6%
5	Microsoft	5.6%
7	Ministry of Defence	5.4%
8	Environment Agency	5.1%
9	L'Oréal	4.9%
10	British Airways	4.8%
10	Sony	4.8%
12	Goldman Sachs	4.5%
13	Deloitte	4.4%
13	Oxfam	4.4%
15	HSBC	4.2%
16	GlaxoSmithKline	4.1%
17	BMW Group	4.0%
17	IBM	4.0%
19	Shell	3.9%
20	Foreign and Commonwealth Office	3.7%
21	Barclays Bank	3.6%
21	Police Service	3.6%
23	KPMG	3.5%
23	Procter & Gamble	3.5%
25	Bank of England	3.4%
25	Civil Service Fast Stream	3.4%
27	Arcadia Group	3.3%
27	Ernst & Young	3.3%
27	Teach First	3.3%
30	Rolls-Royce	3.2%
31	JPMorgan	3.0%
31	Unilever	3.0%
33	Marks & Spencer	2.9%
34	BP	2.8%
35	Airbus	2.7%

Rank	Company	%
36	Deutsche Bank	2.6%
37	Accenture	2.5%
37	BAE SYSTEMS	2.5%
37	Citigroup	2.5%
40	AstraZeneca	2.4%
41	Cadbury Schweppes	2.3%
41	Morgan Stanley	2.3%
43	Government Communications Head Quarters	2.2%
43	Intel	2.2%
43	John Lewis	2.2%
43	Merrill Lynch	2.2%
47	Royal Bank of Scotland	2.1%
48	HM Revenue & Customs	2.0%
48	Nokia	2.0%
50	McKinsey & Company	1.9%
51	Bloomberg	1.7%
51	BT	1.7%
51	Lloyds TSB	1.7%
51	Pfizer	1.7%
55	Nestlé	1.6%
56	ExxonMobil	1.5%
56	PA Consulting Group	1.5%
56	TESCO	1.5%
56	UBS	1.5%
60	Army	1.4%
60	RAF	1.4%
60	Volkswagen Group	1.4%
63	Credit Suisse	1.3%
63	Debenhams	1.3%
63	Siemens	1.3%
66	Atkins	1.2%
67	Boston Consulting Group	1.1%
67	Cisco Systems	1.1%
67	Hewlett-Packard	1.1%
67	Mars	1.1%

Rank	Company	%
71	ABN Amro	1.0%
71	Arup	1.0%
71	QinetiQ	1.0%
74	Aldi	0.9%
74	Balfour Beatty	0.9%
74	Ford Motor Company	0.9%
74	Orange	0.9%
74	Royal Navy	0.9%
79	Asda	0.8%
79	British Nuclear Group	0.8%
79	Diageo	0.8%
79	Sainsbury's	0.8%
79	Schlumberger	0.8%
84	Corus Group	0.7%
84	HBOS	0.7%
84	National Audit Office	0.7%
84	Thames Water	0.7%
84	Vodafone	0.7%
89	National Grid	0.6%
89	Network Rail	0.6%
91	Capgemini	0.5%
91	Dstl	0.5%
91	Total	0.5%
94	AXA	0.4%
94	BDO Stoy Hayward	0.4%
94	Capital One	0.4%
94	Dresdner Kleinwort Wasserstein	0.4%
94	Grant Thornton	0.4%
94	ICI	0.4%
94	LogicaCMG	0.4%
94	Mercer	0.4%
94	Mott MacDonald	0.4%
94	PSA Peugeot Citroen	0.4%
94	Waitrose	0.4%

## Find out more

The full report on the UK Graduate Recruitment Review 2007 – Corporate Edition gives you essential insights into the following areas:

### Company Ranking:

- » Company familiarity and attractiveness
- » Company desirability and reasons for desirability

### Communication needs:

- » The application process
- » Essential aspects of a desirable job
- » Sources of information
- » Online networking
- » Campus marketing activities
- » Passive communication channels

### Work expectations and preferences:

- » Future intentions
- » Important job factors and preferences
- » Employer characteristics
- » Career expectations
- » Mobility and flexibility

### Student profile:

- » Demographic factors
- » Course type, subjects, level of academic achievement
- » Living arrangements
- » Calibre, skill set, experiences
- » Expected debt and views on student debt

## About trendence

trendence, a part of the Hobsons group, is Europe's leading research institute, specialising in the areas of Employer Branding, personnel marketing and recruiting.

trendence surveys over 200,000 students, graduates and young professionals on a yearly basis to extract information about their expectations and behaviour in terms of their employer of choice and career decisions.

The results of these studies support the recruitment and human resources departments of companies in making important decisions about their recruitment and marketing strategies, and enable them to gather vital information about potential recruits.

The surveys are conducted in various countries as well as on a pan-European and international level. Examples of trendence research surveys are Das Absolventenbarometer (Germany), The UK School-leaver Review, The European Student Barometer, The International Student Talkback and The UK Graduate Recruitment Reviews.

## Contact

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