WHAT DO GRADUATES WANT?

A look at what Bright Network members want from their career and future employers

BRIGHT NETWORK RESEARCH REPORT 2016/17
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### What do graduates want?

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</table>
Overview of

BRIGHT NETWORK

Bright Network is an innovative platform for leading employers to reach, engage and recruit high calibre students from all backgrounds.

From the blue chip and established to the boutique and entrepreneurial, we work with 250+ remarkable companies to help them hire the brightest intern and graduate talent from our pre-screened network.

80,000+
MEMBERS

55%
WOMEN

27%
STEM

81%
NON-LONDON
UNIVERSITIES

47%
MORE LIKELY TO GET HIRED THAN THE AVERAGE GRADUATE*

68%
STATE-EDUCATED

12%
OXBRIDGE

AAA
AVERAGE MEMBER A LEVEL RESULTS

48%
BAME
(BLACK, ASIAN OR MINORITY ETHNIC)

About the

RESEARCH

This research examines what undergraduates want from their career. It looks at their immediate priorities, future concerns and the attributes they seek in an employer.

* at the assessment centre stage

What do graduates want? is the result of an online survey conducted in January and February 2016 by Bright Network’s in-house market research team.

All those surveyed are Bright Network members and current students at UK universities graduating in 2016 or later. Where relevant, data is segmented by gender, graduation year, ethnicity and socioeconomic background. All percentages are rounded up to the nearest whole number.

MEMBERS SURVEYED
2,303

GRADUATION YEAR
30% 2016
35% 2018
22% 2017

BACKGROUND & DIVERSITY
46%
BAME
BLACK, ASIAN OR MINORITY ETHNIC
41%
MEN
38%
STEM
13% 2019 OR LATER
14% RECEIVED FREE SCHOOL MEALS

RESPONDENTS BY UNIVERSITY
1 Durham
2 Oxford
3 Warwick
4 Cambridge
5 UCL
6 Manchester
7 LSE
8 King’s
9 York
10 Birmingham

* at the assessment centre stage
Executive

SUMMARY

What do graduates want? is the only research focused on the interests and desires of graduates studying at top universities, breaking down their responses by graduation year, gender, ethnicity and socioeconomic background where relevant.

- 92% of members think it’s important to gain work experience while at university.
- 70% think it’s important to secure a graduate role before they leave university.
- BAME men think it’s 16% more important to secure a graduate role than achieve a top grade compared to the average member.
- Women are 29% more likely than men to be unsure about their next steps straight after finishing university.
- Strong competition from other graduates, lack of experience and lack of network/contacts are seen as the biggest barriers to securing a graduate job.
- Members are least confident about their commercial awareness and negotiation & persuasion skills. They are most confident in their ability to work as part of a team. Men rank themselves highly in problem-solving whereas women believe their second strongest asset is their organisation skills.
- Men are 13% more confident than women they can pursue any career path they wish.
- 30% of our members worry about being perceived as overly ambitious.
- When asked what they perceive as success in five years time, our members say a good balance between their personal and professional life.
- Our members are looking for a fast-growing and innovative employer with a friendly and respectful working environment. They want professional training & development and a clear path for advancement in their role.
- When it comes to application deadlines, 61% of members ensure they apply for a role in good time. If they receive an email about a great opportunity, 65% apply within a couple of days. When faced with a rolling deadline, 53% take their time with their application.
- 57% of our members have a LinkedIn profile. Of those with a profile, 37% aren’t sure how to use LinkedIn.

Immediate PRIORITIES

We asked our members...

- What stage are you at in your career?
- Is it important to secure a graduate role before you finish university?
- What is more important while you are at university – achieving a top grade or securing a graduate role?
- Is it important to gain work experience while at university?
- What are you planning on doing straight after finishing university?
## IMMEDIATE PRIORITIES

### WHAT STAGE ARE YOU AT IN YOUR CAREER?

<table>
<thead>
<tr>
<th>Activity</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019 or later</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applying for graduate roles</td>
<td>5%</td>
<td>1%</td>
<td>0.3%</td>
<td></td>
</tr>
<tr>
<td>I’ve secured a graduate role</td>
<td>11%</td>
<td>0.4%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Researching &amp; considering my options</td>
<td>16%</td>
<td>18%</td>
<td>31%</td>
<td>42%</td>
</tr>
<tr>
<td>Applying for further study</td>
<td>3%</td>
<td>1%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Applying for internships/work experience</td>
<td>10%</td>
<td>19%</td>
<td>39%</td>
<td>65%</td>
</tr>
<tr>
<td>I really have no idea what I want to do</td>
<td>7%</td>
<td>10%</td>
<td>26%</td>
<td>32%</td>
</tr>
<tr>
<td>I’m planning on taking time out after university</td>
<td>4%</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

### IS IT IMPORTANT TO SECURE A GRADUATE ROLE BEFORE YOU FINISH UNIVERSITY?

<table>
<thead>
<tr>
<th>Graduation Year</th>
<th>ALL</th>
<th>BAME</th>
<th>STATE-EDUCATED</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>70%</td>
<td>80%</td>
<td>70%</td>
</tr>
<tr>
<td>2017</td>
<td>72%</td>
<td>80%</td>
<td>69%</td>
</tr>
<tr>
<td>2018</td>
<td>71%</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td>2019 or later</td>
<td>69%</td>
<td>80%</td>
<td></td>
</tr>
</tbody>
</table>

The majority of our members think it’s **important** to secure a graduate role before finishing university. BAME members think it’s **14% more important** to secure a graduate role than the average member.

Percentages are rounded up to the closest whole number.
WHAT IS MORE IMPORTANT WHILE YOU ARE AT UNIVERSITY – ACHIEVING A TOP GRADE OR SECURING A GRADUATE ROLE?

SECURING A GRADUATE ROLE

**ALL**
- 45% for top grade
- 42% for graduate role

**BAME**
- 49% for top grade
- 52% for graduate role

**STATE-EDUCATED**
- 45% for top grade
- 49% for graduate role

WOMEN THINK IT’S 14% MORE IMPORTANT TO ACHIEVE A TOP GRADE THAN MEN.

BAME MEN THINK IT’S 16% MORE IMPORTANT TO SECURE A GRADUATE ROLE THAN THE AVERAGE MEMBER.

IS IT IMPORTANT TO GAIN WORK EXPERIENCE WHILE AT UNIVERSITY?

**ALL**
- 32% for very important
- 60% for quite important
- 3% for not particularly important
- 2% for not important

**BAME**
- 32% for very important
- 62% for quite important
- 27% for not particularly important
- 3% for not important

**STATE-EDUCATED**
- 32% for very important
- 60% for quite important
- 31% for not particularly important
- 3% for not important

THE MAJORITY OF OUR MEMBERS THINK IT’S VERY IMPORTANT TO GAIN WORK EXPERIENCE WHILE AT UNIVERSITY.

BAME MEN THINK IT’S 15% MORE IMPORTANT TO GAIN WORK EXPERIENCE THAN THE AVERAGE MEMBER.
What do you feel are the main barriers to securing a graduate role?

Do you believe you can pursue any career path you wish?

Do you ever worry about being perceived as overly ambitious?

How would you rate yourself in these 10 skills in order of ability?

We asked our members...

- What do you feel are the main barriers to securing a graduate role?
- Do you believe you can pursue any career path you wish?
- Do you ever worry about being perceived as overly ambitious?
- How would you rate yourself in these 10 skills in order of ability?

WHAT ARE YOU PLANNING ON DOING STRAIGHT AFTER FINISHING UNIVERSITY?

1. Start a graduate job
   - ALL: 48%
   - BAME: 52%
   - STATE-EDUCATED: 49%

2. Not sure yet
   - ALL: 24%
   - BAME: 23%
   - STATE-EDUCATED: 25%

3. Further study
   - ALL: 19%
   - BAME: 20%
   - STATE-EDUCATED: 17%

4. Travel
   - ALL: 8%
   - BAME: 5%
   - STATE-EDUCATED: 8%

5. Volunteer
   - ALL: 1%
   - BAME: 1%
   - STATE-EDUCATED: 1%

20% MORE MEN THAN WOMEN ARE PLANNING TO START A GRADUATE ROLE STRAIGHT AFTER FINISHING UNIVERSITY

29% MORE WOMEN THAN MEN ARE UNSURE WHAT TO DO AFTER FINISHING UNIVERSITY

8% MORE BAME MEMBERS PLAN TO START A JOB STRAIGHT AFTER FINISHING UNIVERSITY THAN THE AVERAGE MEMBER

Percentages are rounded up to the closest whole number.
WHAT DO YOU FEEL ARE THE MAIN BARRIERS TO SECURING A GRADUATE ROLE?*

ALL

1. Strong competition from other graduates
2. Lack of experience
3. Lack of network/contacts
4. Lack of sector/career knowledge
5. Not in possession of the right skills
6. Absence of role models
7. Don’t know if my degree is relevant
8. My background
9. My gender

BAME

1. Strong competition from other graduates
2. Lack of network/contacts
3. Lack of experience
4. Lack of sector/career knowledge
5. Not in possession of the right skills
6. Absence of role models
7. My background
8. Don’t know if my degree is relevant
9. My gender

STATE-EDUCATED

1. Strong competition from other graduates
2. Lack of experience
3. Lack of network/contacts
4. Lack of sector/career knowledge
5. Not in possession of the right skills
6. Absence of role models
7. My background
8. Don’t know if my degree is relevant
9. My gender

DO YOU BELIEVE YOU CAN PURSUE ANY CAREER PATH YOU WISH?

ALL

1. Strong competition from other graduates 63%
2. Lack of network/contacts 71%
3. Lack of experience 65%
4. Lack of sector/career knowledge 74%
5. Not in possession of the right skills 62%
6. Absence of role models 71%
7. Don’t know if my degree is relevant 63%
8. My background 71%
9. My gender 65%

BAME

1. Strong competition from other graduates 65%
2. Lack of network/contacts 74%
3. Lack of experience 62%
4. Lack of sector/career knowledge 71%
5. Not in possession of the right skills 63%
6. Absence of role models 71%
7. Don’t know if my degree is relevant 65%
8. My background 74%
9. My gender 65%

STATE-EDUCATED

1. Strong competition from other graduates 62%
2. Lack of network/contacts 71%
3. Lack of experience 65%
4. Lack of sector/career knowledge 74%
5. Not in possession of the right skills 62%
6. Absence of role models 71%
7. Don’t know if my degree is relevant 62%
8. My background 71%
9. My gender 65%

DO YOU EVER WORRY ABOUT BEING PERCEIVED AS OVERLY AMBITIOUS?

ALL

1. Strong competition from other graduates 30%
2. Lack of network/contacts 29%
3. Lack of experience 30%
4. Lack of sector/career knowledge 31%
5. Not in possession of the right skills 30%
6. Absence of role models 27%
7. Don’t know if my degree is relevant 30%
8. My background 27%
9. My gender 30%

BAME

1. Strong competition from other graduates 30%
2. Lack of network/contacts 31%
3. Lack of experience 30%
4. Lack of sector/career knowledge 27%
5. Not in possession of the right skills 30%
6. Absence of role models 27%
7. Don’t know if my degree is relevant 30%
8. My background 27%
9. My gender 30%

STATE-EDUCATED

1. Strong competition from other graduates 30%
2. Lack of network/contacts 29%
3. Lack of experience 30%
4. Lack of sector/career knowledge 27%
5. Not in possession of the right skills 30%
6. Absence of role models 27%
7. Don’t know if my degree is relevant 30%
8. My background 27%
9. My gender 30%

* Members were asked to select yes/no for each option
### HOW WOULD YOU RATE YOURSELF IN THESE 10 SKILLS IN ORDER OF ABILITY? *  

<table>
<thead>
<tr>
<th>Skill</th>
<th>ALL</th>
<th>BAME</th>
<th>STATE-EDUCATED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teamwork</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Organisation</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Perseverance &amp; motivation</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Communication</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Ability to work under pressure</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Problem-solving</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Leadership</td>
<td>7</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Confidence</td>
<td>8</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Negotiation &amp; persuasion</td>
<td>9</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Commercial awareness</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

* Members were asked to rate themselves out of four stars for each option.

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### FUTURE Concerns

We asked our members...

- Five years after you graduate, what would career success look like?
- Do you think about how you will juggle work and a family in the future?
FIVE YEARS AFTER YOU GRADUATE, WHAT WOULD CAREER SUCCESS LOOK LIKE?

- I have a good balance between my personal and professional life:
  - All: 38%
  - BAME: 34%
  - State-educated: 40%

- I’m in a leadership position:
  - All: 16%
  - BAME: 18%
  - State-educated: 16%

- I earn a lot of money:
  - All: 16%
  - BAME: 16%
  - State-educated: 15%

- I’ve successfully completed professional qualifications:
  - All: 10%
  - BAME: 11%
  - State-educated: 11%

- I’m managing a team:
  - All: 7%
  - BAME: 9%
  - State-educated: 7%

- I’m contributing to a cause I believe in:
  - All: 7%
  - BAME: 5%
  - State-educated: 7%

- I’ve started my own business:
  - All: 5%
  - BAME: 7%
  - State-educated: 4%

DO YOU THINK ABOUT HOW YOU WILL JUGGLE WORK AND A FAMILY IN THE FUTURE?

- WOMEN WORRY:
  - 56% Yes
  - 27% Sometimes
  - 16% Never

- MEN WORRY:
  - 17% Never
  - 25% Sometimes
  - 58% Yes

MORE WOMEN THAN MEN WANT TO HAVE A GOOD BALANCE BETWEEN PERSONAL AND PROFESSIONAL LIFE

Percentages are rounded up to the closest whole number.
Exploring CAREER Opportunities

WHAT IS THE MOST HELPFUL WAY TO GAIN CAREERS ADVICE?*

1 Careers events
2 Careers services
3 Family / friends
4 Online / magazine articles

WHY DO YOU ATTEND CAREERS EVENTS?**

- Find out about different employers 63%
- Find out about different sectors 50%
- Meet & network with graduate recruiters at a relevant firm 43%
- Meet & network with current graduates at a relevant firm 36%
- Meet & network with senior leaders at a relevant firm 20%
- I don’t attend careers events 12%

WHAT ARE THE BIGGEST INFLUENCES ON YOUR SECTOR/EMPLOYER PREFERENCES?

Top 3
1 Work experience
2 Family / friends
3 Careers advice

* Members were asked to rank their top three options
** Members were asked to pick three options
WHICH SECTORS ARE YOU INTERESTED IN AND ACTIVELY PURSUING?*

<table>
<thead>
<tr>
<th>Sector &amp; Employer Preferences</th>
<th>ALL</th>
<th>BAME</th>
<th>STATE-EDUCATED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consulting</td>
<td>45%</td>
<td>52%</td>
<td>42%</td>
</tr>
<tr>
<td>Banking &amp; Finance</td>
<td>41%</td>
<td>38%</td>
<td>45%</td>
</tr>
<tr>
<td>Technology</td>
<td>36%</td>
<td>40%</td>
<td>35%</td>
</tr>
<tr>
<td>Professional Services</td>
<td>34%</td>
<td>39%</td>
<td>33%</td>
</tr>
<tr>
<td>Charity &amp; Public Sector</td>
<td>34%</td>
<td>35%</td>
<td>37%</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>33%</td>
<td>33%</td>
<td>34%</td>
</tr>
<tr>
<td>Marketing &amp; Media</td>
<td>33%</td>
<td>33%</td>
<td>37%</td>
</tr>
<tr>
<td>Law</td>
<td>26%</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>Consumer &amp; Retail</td>
<td>23%</td>
<td>22%</td>
<td>26%</td>
</tr>
<tr>
<td>Engineering</td>
<td>18%</td>
<td>19%</td>
<td>16%</td>
</tr>
</tbody>
</table>

* Members were asked to pick all relevant sectors.
WHEN IT COMES TO GRADUATE EMPLOYER
REPUTATION & IMAGE, WHAT IS MOST IMPORTANT?

ALL
1. Fast-growing & innovative
2. Prestige
3. Financial success
4. Exciting products & services
5. Corporate social responsibility
6. Inspiring management

BAME
1. Prestige
2. Fast-growing & innovative
3. Financial success
4. Exciting products & services
5. Corporate social responsibility
6. Inspiring management

STATE-EDUCATED
1. Prestige
2. Financial success
3. Exciting products & services
4. Inspiring management
5. Corporate social responsibility
6. Financial success

WHEN IT COMES TO GRADUATE EMPLOYER
PEOPLE & CULTURE, WHAT IS MOST IMPORTANT?

ALL
1. Friendly & respectful work environment
2. Creative & dynamic work environment
3. Recognising & rewarding performance
4. Flexible working conditions
5. International firm
6. Support of gender equality
7. Championing diversity

BAME
1. Friendly & respectful work environment
2. Creative & dynamic work environment
3. Recognising & rewarding performance
4. Flexible working conditions
5. International firm
6. Support of gender equality
7. Championing diversity

STATE-EDUCATED
1. Friendly & respectful work environment
2. Creative & dynamic work environment
3. Recognising & rewarding performance
4. Flexible working conditions
5. International firm
6. Support of gender equality
7. Championing diversity

2016
1. Fast-growing & innovative
2. Prestige
3. Financial success
4. Exciting products & services
5. Corporate social responsibility

2017
1. Fast-growing & innovative
2. Prestige
3. Financial success
4. Exciting products & services
5. Corporate social responsibility

2018
1. Fast-growing & innovative
2. Prestige
3. Financial success
4. Exciting products & services
5. Corporate social responsibility
6. Financial success

2016
1. Friendly & respectful work environment
2. Creative & dynamic work environment
3. Recognising & rewarding performance
4. Flexible working conditions
5. International firm
6. Support of gender equality
7. Championing diversity

2017
1. Friendly & respectful work environment
2. Recognising & rewarding performance
3. Creative & dynamic work environment
4. Flexible working conditions
5. International firm
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7. Championing diversity

2018
1. Friendly & respectful work environment
2. Creative & dynamic work environment
3. Recognising & rewarding performance
4. Flexible working conditions
5. International firm
6. Support of gender equality
7. Championing diversity
### WHEN IT COMES TO GRADUATE ROLE CHARACTERISTICS, WHAT IS MOST IMPORTANT?

<table>
<thead>
<tr>
<th>SECTOR &amp; EMPLOYER PREFERENCES</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Professional training &amp; development</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Secure employment</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Opportunities for travel/relocation</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Challenging work</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Team-orientated work</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>High level of responsibility</td>
<td></td>
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<table>
<thead>
<tr>
<th>BAME</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
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<tbody>
<tr>
<td>Professional training &amp; development</td>
<td>1</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Challenging work</td>
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<td>High level of responsibility</td>
<td>6</td>
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<table>
<thead>
<tr>
<th>STATE-EDUCATED</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
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<tbody>
<tr>
<td>Professional training &amp; development</td>
<td>1</td>
<td>1</td>
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<td>Secure employment</td>
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<td>Opportunities for travel/relocation</td>
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<td>Challenging work</td>
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<tr>
<td>Team-orientated work</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>High level of responsibility</td>
<td>6</td>
<td>6</td>
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</tr>
</tbody>
</table>

### WHEN IT COMES TO REMUNERATION & ADVANCEMENT, WHAT’S MOST IMPORTANT?

<table>
<thead>
<tr>
<th>SECTOR &amp; EMPLOYER PREFERENCES</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Clear path for advancement</td>
<td>2</td>
<td>2</td>
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<tr>
<td>High future earnings</td>
<td>3</td>
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</tr>
<tr>
<td>Competitive base salary</td>
<td>4</td>
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</tr>
<tr>
<td>Sponsorship of education &amp; professional qualifications</td>
<td>5</td>
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<td>5</td>
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<tr>
<td>Competitive benefits</td>
<td>6</td>
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<table>
<thead>
<tr>
<th>BAME</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
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</thead>
<tbody>
<tr>
<td>Clear path for advancement</td>
<td>1</td>
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<table>
<thead>
<tr>
<th>STATE-EDUCATED</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
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<td>Clear path for advancement</td>
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</table>
If you receive an email about a great internship/graduate role, what do you do?

- Digest the email & apply within the next couple of days (65%)
- Click through to the job description & apply immediately (18%)
- Read the email but probably forget to apply (13%)
- Ignore the email – I get too many (4%)

When you see the deadline on a role you want to apply for, what do you do?

- I make sure I submit my application in good time (61%)
- I work to the deadline and submit my application close to that date (23%)
- I apply for the role as quickly as possible, regardless of the deadline (16%)
IF YOU HAVE ALREADY ACCEPTED AN INTERNSHIP/GRADUATE ROLE, WOULD YOU REJECT THIS TO PURSUE A BETTER OFFER WITH ANOTHER EMPLOYER?

- 64% Said Yes

WHERE ARE YOU MOST LIKELY TO APPLY FOR A GRADUATE ROLE?

- London: 38%
- I’m open to any location: 34%
- The area I grew up: 11%
- Near the university I attend: 9%
- International: 8%
- Other UK city: 1%

HOW LONG DO YOU RESEARCH AN EMPLOYER BEFORE APPLYING FOR A ROLE?

- 41% 1-2 hours
- 24% 2-5 hours
- 24% 0-1 hours
- 12% 5+ hours

Percentages are rounded up to the closest whole number.
We asked our members...

- Do you have a LinkedIn profile?
- If you have a LinkedIn profile, how do you use it?

**LinkedIn**

17% more men than women have a LinkedIn profile

14% more BAME members than average have a LinkedIn profile

17% more members graduating in 2016 have a LinkedIn profile compared to those graduating in 2017, and 75% more than those graduating in 2018

37% of our members aren't sure how to use LinkedIn

---

**DO YOU HAVE A LINKEDIN PROFILE?**

<table>
<thead>
<tr>
<th>ALL</th>
<th>BAME</th>
<th>STATE-EDUCATED</th>
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<tbody>
<tr>
<td>57% said yes</td>
<td>65% said yes</td>
<td>55% said yes</td>
</tr>
</tbody>
</table>

**IF YOU HAVE A LINKEDIN PROFILE, HOW DO YOU USE IT?**

- Networking: 58%
- Information about employers: 40%
- In truth I don’t really know how to use it: 37%
- Job search: 29%
- I wait to be contacted via my profile: 26%

* Members were asked to pick up to three options
APPENDIX

Respondents by university

- Durham University: 8%
- University of Oxford: 7%
- University of Warwick: 6%
- University of Cambridge: 6%
- University College London: 5%
- University of Manchester: 4%
- London School of Economics: 4%
- King’s College London: 4%
- University of York: 4%
- University of Birmingham: 4%
- Queen Mary University: 3%
- University of Exeter: 3%
- Cardiff University: 3%
- Bristol University: 3%
- University of Southampton: 3%
- University of Nottingham: 3%
- University of Surrey: 3%
- University of Leicester: 3%
- University of Glasgow: 3%
- University of Bath: 2%
- Other: 18%

Respondents by degree subject

- STEM: 38%
- Business, Economics, Social & Political Sciences: 29%
- Law: 12%
- Arts & Humanities: 11%
- Languages & Literature: 8%
- Biosciences & Medicine: 2%

Percentages are rounded up to the closest whole number.