




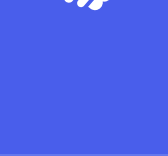
TO WHAT DEGREE?

Understanding what UK businesses look for in graduates

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

What matters most to employers when recruiting graduates?

- 1. Enthusiasm for the role**
One of the three most important factors for 68% of employers. 
- 2. Transferable skills (e.g. communication skills)**
One of the three most important factors for 55% of employers. 
- 3. Relevance of subject studied**
One of the three most important factors for 52% of employers. 
- 4. Vocational experience (e.g. work placements or projects set by employers)**
One of the three most important factors for 42% of employers. 

What matters least to employers when hiring graduates?:

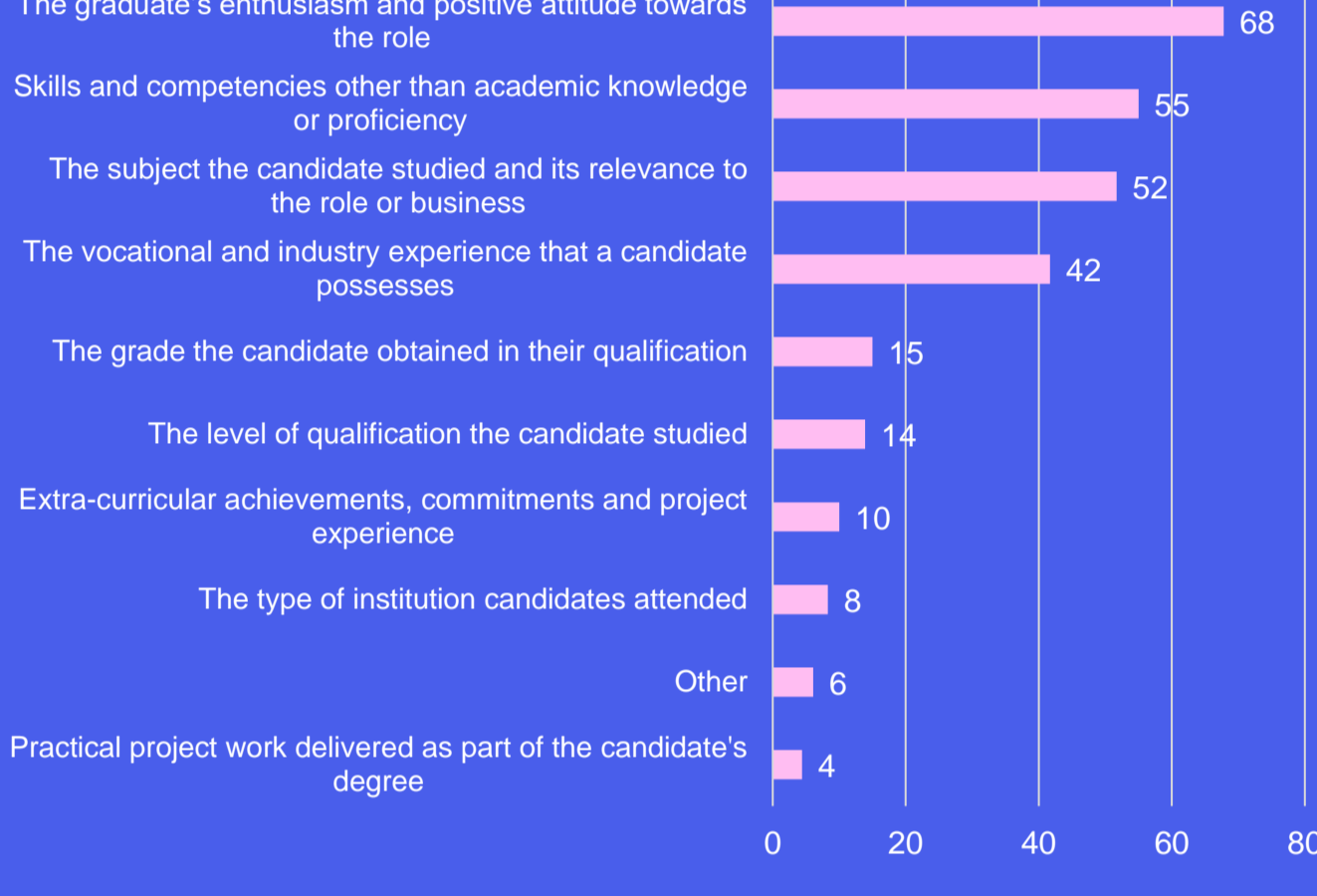
- 1. Specific projects completed during degree**
One of the three most important factors for 4% of employers. 
- 2. Which university graduates studied at**
One of the three most important factors for 8% of employers. 

85% Of employers believe vocational experience improves graduate performance at interview*.

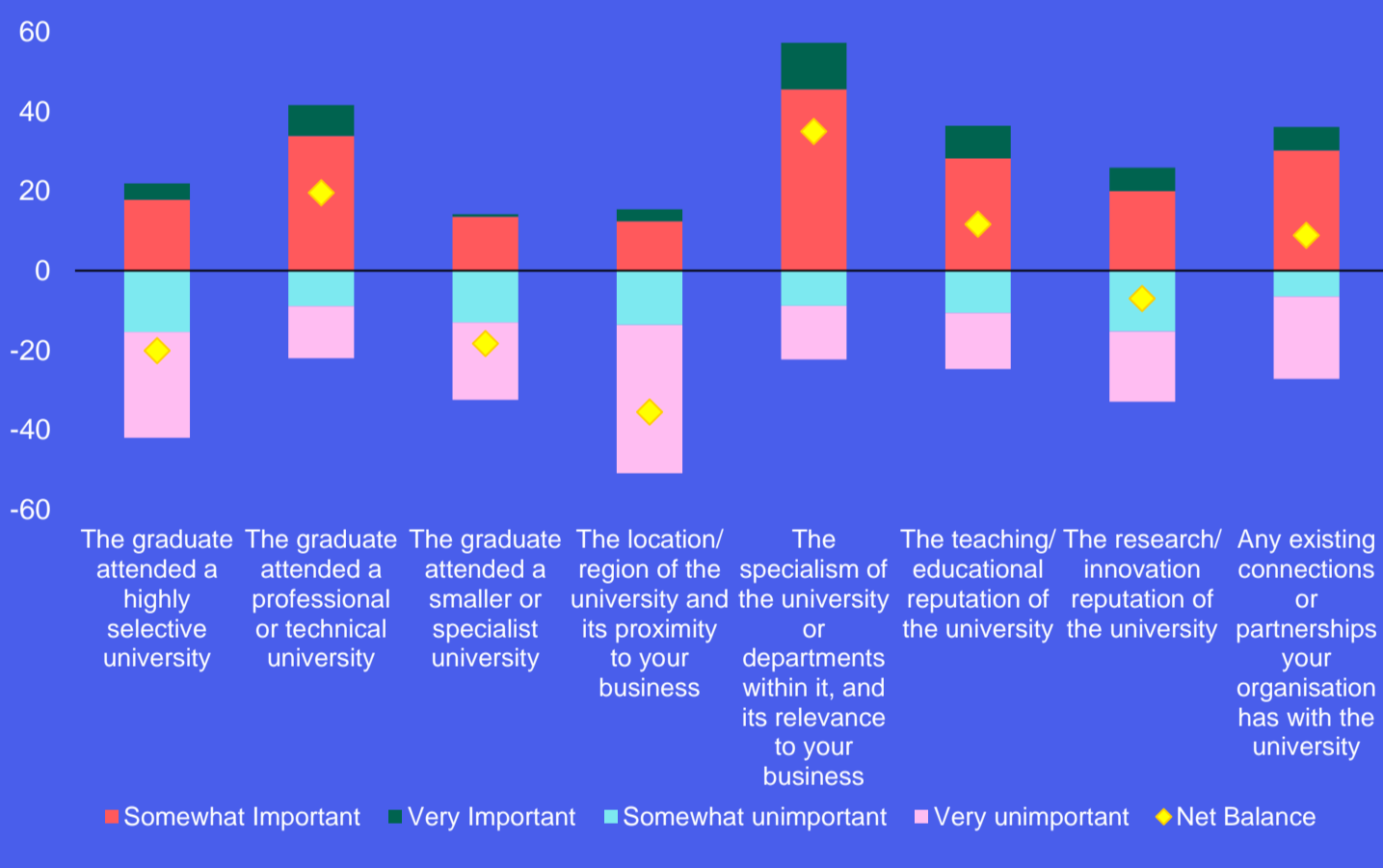
27% Of employers contribute to university course content, material and delivery.

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

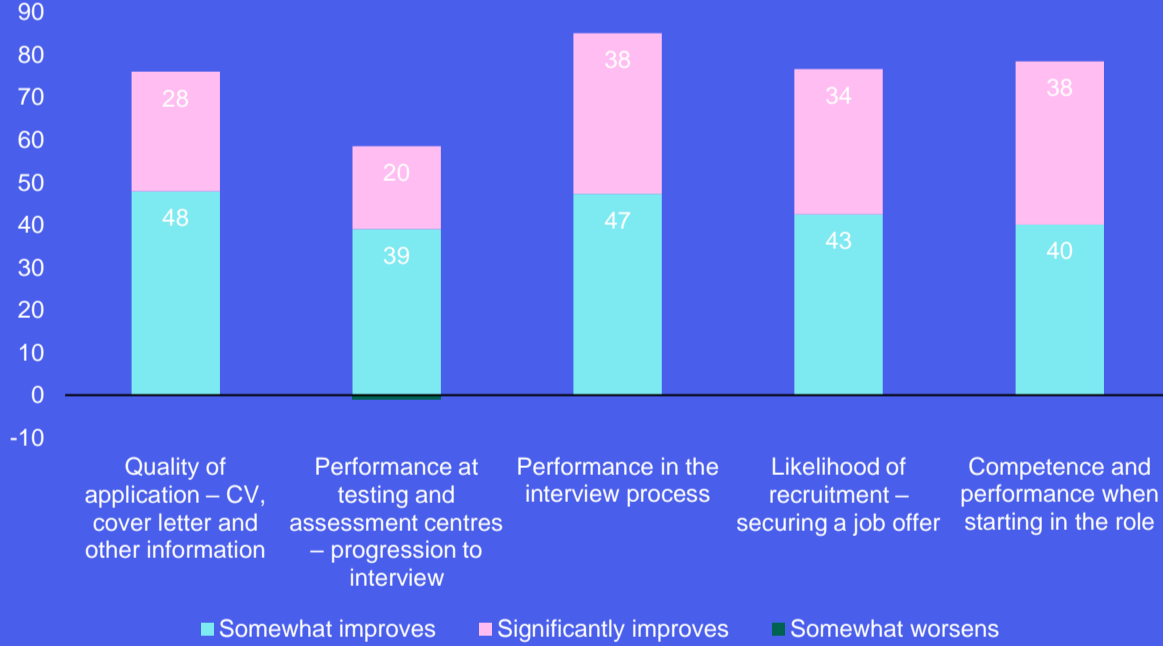
What are the top 3 factors that employers consider the most important in graduate recruitment? (% of responding employers)



How do employers perceive the importance of different university factors throughout the recruitment process? (% of responding employers)

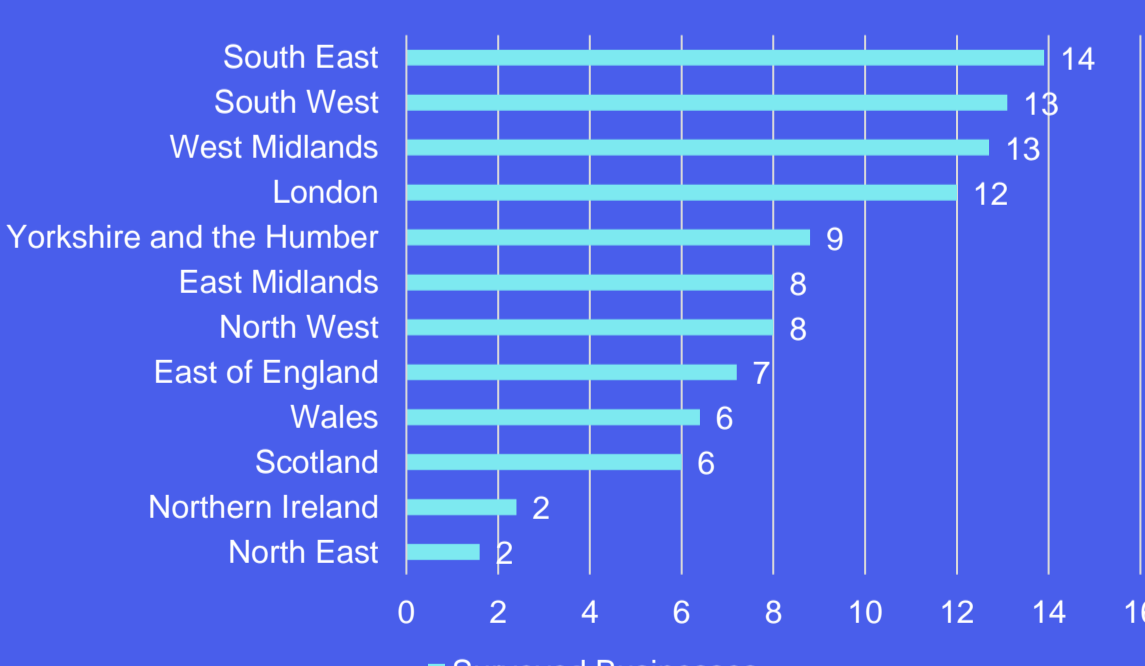


How does vocational experience influence graduates' performance across different stages of the recruitment process? (% of responding businesses)



Who responded to the survey:

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



In what sector does your organisation primarily operate? (% of respondents)

