Objective

CFA Institute commissioned a global survey of current and recent university graduates in key global markets to understand trends in finance and related fields as a career choice, including:

- Thoughts about career prospects amid economic volatility
- Perception of financial industries’ social impact

The 2023 study benchmarked questions from the 2021 Graduate Outlook Survey related to COVID-19 pandemic effects on career trajectories.
The 2023 CFA Institute Graduate Outlook Survey was fielded via an online survey from April 12-24, 2023, by Dynata with a sample of 9,437 respondents studying for a bachelor’s degree or higher, or who have graduated with a bachelor’s or higher within the last 3 years aged 18-25. Where indicated throughout the report, data were benchmarked against the 2021 Graduate Outlook Survey.

Key global markets included:

1. Canada: n=706
2. USA: n=1,000
3. Mexico: n=1,000
4. Brazil: n=1,000
5. UK: n=1,000
6. Spain: n=1,003
7. France: n=1,000
8. Germany: n=709
9. UAE: n=302
10. India: n=1,000
11. Singapore: n=110
12. Hong Kong SAR: n=101
13. Australia: n=506
Confident about career prospects

• Three quarters of graduates are confident in their future career prospects with 70% rating their career prospects as at least 7 out of 10 – a significant increase over 2021 (58% and 61% respectively)

• 56% of graduates believe their career prospects are better than their parents’ generation, up from 2021

Finance degrees preferred

• Finance has replaced healthcare and medicine as the top ranked profession in terms of career prospects. One-quarter of graduates consider finance the top career sector – up from #5 in 2021

• Finance is considered the most stable career post-pandemic, followed by STEM – both up from 2021

• Finance, along with tech, is one of the top degrees seen as valuable in finding a career; Humanities and arts are bottom
Fears about low pay replace concern for job availability

- Graduates number 1 fear is low pay in their preferred sector
- Number 2 is having to work in a sector with unfulfilling work
- 62% say a “good salary” is what’s most important in an employer

The COVID affect lingers

- Covid-19 saw more than two-fifths of graduates reassess their career paths
- 47% say Covid-19 permanently impacted career prospects
- 56% of graduates plan to prolong their education while the job market remains volatile

Digital natives

- Social media is the top source for career information and prospecting
Higher education and post-graduate certifications offer an edge

- More than three-quarters of graduates believed pursuing a degree was worthwhile and improved their career prospects; up on our 2021 findings
- 72% feel post-graduate certifications and qualifications will give them an edge in securing higher earnings
- 93% say upskilling or acquiring certifications are important, and 69% believe certifications will have a significant impact on their job opportunities

Looking to positively impact social and environmental causes

- 91% of graduates want to make a positive social or environmental contribution through their careers – up from 2021 – with healthcare, science, teaching and nonprofit careers viewed as the best way to do so
- A quarter look for a positive social or environmental contribution in a potential employer
Full Results
At least three-quarters of graduates are confident in their future career prospects and knowing what employers are looking for in employees.

Q1. How confident, if at all, do you feel about the following?

- Your future career prospects in today’s current economic climate
- You know what employers are looking for in graduate employees

![Bar chart showing confidence levels for future career prospects and knowledge of employer expectations.](chart.png)
Graduates’ confidence has increased since 2021
Q1. How confident, if at all, do you feel about the following?

Your future career prospects in today’s current economic climate

- Confident
- Not confident

<table>
<thead>
<tr>
<th>Year</th>
<th>Confident</th>
<th>Not Confident</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>58%</td>
<td>42%</td>
</tr>
<tr>
<td>2023</td>
<td>75%</td>
<td>25%</td>
</tr>
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</table>

17-point increase in confidence

You know what employers are looking for in graduate employees

- Confident
- Not confident

<table>
<thead>
<tr>
<th>Year</th>
<th>Confident</th>
<th>Not Confident</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>39%</td>
<td>61%</td>
</tr>
<tr>
<td>2023</td>
<td>20%</td>
<td>80%</td>
</tr>
</tbody>
</table>

19-point increase in confidence
Q1 | Your future career prospects in today’s current economic climate

Age Combined

- Very confident
- Quite confident
- Not very confident
- Not confident at all

18-21
- Very confident: 28%
- Quite confident: 47%
- Not very confident: 3%
- Not confident at all: 3%

22-25
- Very confident: 31%
- Quite confident: 45%
- Not very confident: 21%
- Not confident at all: 3%
**Q1 | You know what employers are looking for in graduate employees**

**Age Combined**

- **Very confident**
- **Quite confident**
- **Not very confident**
- **Not confident at all**

**18-21**
- Very confident: 31%
- Quite confident: 48%
- Not very confident: 19%
- Not confident at all: 2%

**22-25**
- Very confident: 34%
- Quite confident: 47%
- Not very confident: 18%
- Not confident at all: 2%
Graduates are most confident about their career prospects in Finance and Education.

Q2. Which industries, if any, are you feeling most confident about your career prospects in? Select up to three.
Overall industry confidence improved most in Finance and STEM since 2021, while confidence in Architecture & Construction and Medicine dropped Q2. Which industries, if any, are you feeling most confident about your career prospects in? Select up to three.

*Called “Architecture, Engineering & Building” in 2021
** Called “Medicine/Science” in 2021
Low pay and unfulfilling work are the biggest fears among graduates

Q3. What, if anything, are your biggest fears regarding your career prospects? Select up to three.

- Low pay in my preferred sector (28%)
- Having to work in a sector that doesn't fulfill or interest me (27%)
- Lack of jobs in my preferred sector (24%)
- Feeling underqualified for the job I want (22%)
- Not being ready for the working world (20%)
- Wage reductions as a result of a volatile economy (18%)
- Lack of jobs causing me to abandon my preferred sector (17%)
- Lack of career progression in my preferred sector (16%)
- Having to compromise on my ethics/values for the job I want (15%)
- AI/automation replacing my job role (13%)
- Lack of diversity in my preferred sector (11%)
- Wage reductions as a result of a volatile economy (11%)
- Potential stigma of working in a particular industry (7%)
- Geopolitical upheaval (6%)
- Other (1%)
- I don't have any fears (3%)

CFA Institute
Fears around low pay increased most since 2021

Q3. What, if anything, are your biggest fears regarding your career prospects? Select up to three.

- Low pay in my preferred sector (28% in 2023, 26% in 2021)
- Having to work in a sector that doesn't fulfill or interest me (27% in 2023, 26% in 2021)
- Lack of jobs in my preferred sector (25% in 2023, 24% in 2021)
- Feeling underqualified for the job I want (25% in 2023, 22% in 2021)
- Not being ready for the working world (22% in 2023, 20% in 2021)
- Wage reductions as a result of a volatile economy (18% in 2023, 17% in 2021)
- Lack of jobs causing me to abandon my preferred sector (19% in 2023, 16% in 2021)
- Lack of career progression in my preferred sector (18% in 2023, 15% in 2021)
- Feeling underqualified for the job I want (16% in 2023, 13% in 2021)
- Not being ready for the working world (11% in 2023, 7% in 2021)
- Wage reductions as a result of a volatile economy (18% in 2023, 13% in 2021)
- Lack of jobs causing me to abandon my preferred sector (16% in 2023, 11% in 2021)
- Lack of career progression in my preferred sector (15% in 2023, 10% in 2021)
- Feeling underqualified for the job I want (13% in 2023, 7% in 2021)
- Not being ready for the working world (11% in 2023, 4% in 2021)
- Wage reductions as a result of a volatile economy (18% in 2023, 13% in 2021)
- Having to compromising on my ethics/values for the job I want (16% in 2023, 11% in 2021)
- AI/automation replacing my job role (15% in 2023, 10% in 2021)
- Lack of diversity in my preferred sector (13% in 2023, 6% in 2021)
- Potential stigma of working in a particular industry (7% in 2023, 6% in 2021)
- Geopolitical upheaval (6% in 2023)
- Other (3% in 2023, 0% in 2021)
- I don't have any fears (4% in 2023, 1% in 2021)
Q3
Age Combined

Having to compromise on my ethics/values for the job I want
Wage reductions as a result of a volatile economy
Lack of diversity in my preferred sector
Having to work in a sector that doesn't fulfill or interest me
Not being ready for the working world
Potential stigma of working in a particular industry
Geopolitical upheaval
I don't have any fears regarding my career prospects

Low pay in my preferred sector
Feeling underqualified for the job I want
Lack of jobs in my preferred sector
Lack of jobs causing me to abandon my preferred sector
Lack of career progression in my preferred sector
AI/automation replacing my job role
Geopolitical upheaval
Other, please specify

Having to compromise on my ethics/values for the job I want:
- 14% (18-21)
- 15% (22-25)

Wage reductions as a result of a volatile economy:
- 26% (18-21)
- 25% (22-25)

Lack of diversity in my preferred sector:
- 22% (18-21)
- 24% (22-25)

Having to work in a sector that doesn't fulfill or interest me:
- 23% (18-21)
- 23% (22-25)

Not being ready for the working world:
- 7% (18-21)
- 7% (22-25)

Potential stigma of working in a particular industry:
- 14% (18-21)
- 13% (22-25)

Geopolitical upheaval:
- 10% (18-21)
- 12% (22-25)

I don't have any fears regarding my career prospects:
- 17% (18-21)
- 18% (22-25)
Graduates consider themselves to have better career prospects than their parents’ generation

Q4. How do you feel your career prospects compare to your parents’ generation?

- Better career prospects: 56%
- The same career prospects: 20%
- Worse career prospects: 19%
- Not sure: 5%
Graduates are more likely to consider themselves to have better career prospects than their parents’ generation today vs. 2021

Q4. How do you feel your career prospects compare to your parents’ generation?

- Better career prospects: 56% (2023) vs. 48% (2021), 8-point increase
- The same career prospects: 20% (2023) vs. 27% (2021)
- Worse career prospects: 19% (2023) vs. 19% (2021)
- Not sure: 5% (2023) vs. 6% (2021)
Q4
Age Combined

Better career prospects | The same career prospects | Worse career prospects | Not sure

18-21: 56% | 17% | 22% | 5%

22-25: 56% | 19% | 20% | 4%
Three-quarters of graduates consider pursuing a degree to be worth it

Q5. To what extent do you agree or disagree with the following statements?

- I have had to reassess my career path expectations in light of COVID-19
- I have had to reassess my sector I would like to go into in light of COVID-19
- My perceptions of career prospects, desires, and expectations have changed since COVID-19
- The COVID-19 pandemic has left me feeling less confident about my future career
- Pursuing a degree was worth it
- I plan to prolong my time in education while the job market is still volatile
- I have had to reassess the sector I would like to go into in light of the rising cost of living

‘Somewhat agree’ and ‘Strongly agree’ answers combined for ‘Agree’. ‘Somewhat disagree’ and ‘Strongly disagree’ answers combined for ‘Disagree’.

21
Graduates are more likely in 2023 vs. 2021 to say their prospects and expectations have changed since COVID-19

Q5. To what extent do you agree or disagree with the following statements?

I have had to reassess my career path expectations in light of COVID-19

<table>
<thead>
<tr>
<th>Year</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
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<tr>
<td>2021</td>
<td>46%</td>
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<td>2023</td>
<td>47%</td>
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<td>31%</td>
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I have had to reassess my sector I would like to go into in light of COVID-19

<table>
<thead>
<tr>
<th>Year</th>
<th>Agree</th>
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<tr>
<td>2023</td>
<td>42%</td>
<td>22%</td>
<td>36%</td>
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My perceptions of career prospects, desires, and expectations have changed since COVID-19

<table>
<thead>
<tr>
<th>Year</th>
<th>Agree</th>
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<th>Disagree</th>
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<td>2021</td>
<td>49%</td>
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<tr>
<td>2023</td>
<td>57%</td>
<td>20%</td>
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</table>

22 ‘Somewhat agree’ and ‘Strongly agree’ answers combined for ‘Agree’. ‘Somewhat disagree’ and ‘Strongly disagree’ answers combined for ‘Disagree’.
Graduates are more likely to agree pursuing a degree is worth it in 2023 vs. 2021, as well as more likely to prolong their time in education.

Q5. To what extent do you agree or disagree with the following statements?

The COVID-19 pandemic has left me feeling less confident about my future career

Pursuing a degree was worth it

I plan to prolong my time in education while the job market is still volatile

‘Somewhat agree’ and ‘Strongly agree’ answers combined for ‘Agree’. ‘Somewhat disagree’ and ‘Strongly disagree’ answers combined for ‘Disagree’.
Q5 | I have had to reassess my career path expectations in light of COVID-19

Age Combined

- **Strongly agree**
- **Somewhat agree**
- **Neither agree nor disagree**
- **Somewhat disagree**
- **Strongly disagree**
Q5 | I have had to reassess the sector I would like to go into in light of COVID-19

Age Combined

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat disagree</th>
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</tbody>
</table>
Q5 | My perceptions of career prospects, desires, and expectations have changed since COVID-19

Age Combined

Strongly agree | Somewhat agree | Neither agree nor disagree | Somewhat disagree | Strongly disagree

18-21
- 22% Strongly agree
- 33% Somewhat agree
- 13% Neither agree nor disagree
- 11% Somewhat disagree
- 0% Strongly disagree

22-25
- 23% Strongly agree
- 36% Somewhat agree
- 19% Neither agree nor disagree
- 12% Somewhat disagree
- 10% Strongly disagree
Q5 | The COVID-19 pandemic has left me feeling less confident about my future career

Age Combined

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
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<td>15%</td>
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<td>17%</td>
<td>30%</td>
<td>20%</td>
<td>17%</td>
<td>16%</td>
</tr>
</tbody>
</table>

18-21

22-25
Q5 | Pursuing a degree was worth it
Age Combined

Strongly agree | Somewhat agree | Neither agree nor disagree | Somewhat disagree | Strongly disagree

45% | 31% | 17% | 14% | 6% | 2%

5% | 2% | 2% | 6% | 2%
Q5 | I plan to prolong my time in education while the job market is still volatile

Age Combined

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

24%
12% 6%
21% 14% 10%
22% 14% 10%
34% 34%
24% 24%
35% 35%
0% 5% 10% 15% 20% 25% 30% 35% 40%
Q5 | I have had to reassess the sector I would like to go into in light of the rising cost of living

Age Combined

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat disagree</th>
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<td>20%</td>
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<td>11%</td>
<td>23%</td>
</tr>
<tr>
<td>21%</td>
<td>36%</td>
<td>13%</td>
<td>11%</td>
<td>23%</td>
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18-21

22-25
Education and Medicine were the most appealing sectors before starting college

Q6. Thinking about your career, which sectors - if any - were the most appealing to you before you started your university studies? Select up to three for each.
Q6 | Before starting college
Age Combined

- Architecture & Construction
- Arts & Culture
- Education
- Finance
- Healthcare
- HR
- IT & Telecoms
- Legal
- Manufacturing & Utilities
- Retail, Catering & Leisure
- Sales, Media & Marketing
- Travel & Transport
- STEM
- There are/were no most appealing industries for my career
- Other, please specify

There are/were no most appealing industries for my career
Finance is the most appealing sector today vs. before starting college

Q6. Thinking about your career, which sectors - if any - were the most appealing to you now? Select up to three for each.
Q6 | Now
Age Combined

<table>
<thead>
<tr>
<th>Age</th>
<th>Architecture &amp; Construction</th>
<th>Arts &amp; Culture</th>
<th>Education</th>
<th>Finance</th>
<th>Healthcare</th>
<th>HR</th>
<th>IT &amp; Telecoms</th>
<th>Legal</th>
<th>Manufacturing &amp; Utilities</th>
<th>Retail, Catering &amp; Leisure</th>
<th>Sales, Media &amp; Marketing</th>
<th>STEM</th>
<th>Medicine</th>
<th>Other, please specify</th>
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</thead>
<tbody>
<tr>
<td>18-21</td>
<td>7%</td>
<td>17%</td>
<td>13%</td>
<td>10%</td>
<td>7%</td>
<td>12%</td>
<td>5%</td>
<td>5%</td>
<td>9%</td>
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<td>16%</td>
<td>15%</td>
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<tr>
<td>22-25</td>
<td>7%</td>
<td>17%</td>
<td>19%</td>
<td>8%</td>
<td>6%</td>
<td>10%</td>
<td>7%</td>
<td>5%</td>
<td>9%</td>
<td>3%</td>
<td>5%</td>
<td>12%</td>
<td>10%</td>
<td>7%</td>
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</table>

There are/were no most appealing industries for my career.
Most graduates feel they will be able to get the job they originally wanted even amid a volatile economy.

Q7. How do you feel the likelihood of getting the job you want has changed amid a volatile economy in your market, if at all?

- I think I will be able to get the job I wanted originally (36%)
- I think I will be able to get a much better job than the one I wanted originally (20%)
- I think I will be able to get a slightly better job than the one I wanted originally (18%)
- I think I will get a slightly worse job than the one I wanted originally (14%)
- My perception hasn't changed over the last year (10%)
- I think I will get a much worse job than the one I wanted originally (2%)
Q7
Age Combined

- I think I will be able to get the job I wanted originally
- I think I will be able to get a much better job than the one I wanted originally
- I think I will be able to get a slightly better job than the one I wanted originally
- I think I will get a slightly worse job than the one I wanted originally
- My perception hasn't changed over the last year
- I think I will get a much worse job than the one I wanted originally

18-21:
- 37% (Blue)
- 19% (Green)
- 18% (Purple)
- 10% (Teal)
- 2% (Red)

22-25:
- 35% (Blue)
- 20% (Green)
- 14% (Purple)
- 10% (Teal)
- 2% (Red)
Graduates do not intend to stay in their first jobs longer than 4 years
Q8. How long did you/do you plan to stay in your first graduate job?

- 37% plan to stay for 1-2 years
- 29% plan to stay for 3-4 years
- 10% plan to stay for 5-6 years
- 2% plan to stay for 7-8 years
- 5% plan to stay for 9-10 years
- 2% plan to stay for more than 10 years (please specify in years)
- 13% are not sure
Graduates are more likely in 2023 vs. 2021 to say they will only stay in their first job for up to 2 years

Q8. How long did you/do you plan to stay in your first graduate job?

- 9-point increase
- 2023
- 2021

- Less than a year, please specify in months: 3% (2023) vs. 2% (2021)
- 1-2 years: 37% (2023) vs. 28% (2021)
- 3-4 years: 29% (2023) vs. 29% (2021)
- 5-6 years: 14% (2023) vs. 10% (2021)
- 7-8 years: 7% (2023) vs. 2% (2021)
- 9-10 years: 6% (2023) vs. 5% (2021)
- More than 10 years, please specify in years: 1% (2023) vs. 2% (2021)
- Not sure: 13% (2023) vs. 13% (2021)
Finance and Investment is the top sector graduates consider stable and attractive

Q9. Which sectors, if any, do you feel are the most stable and attractive? Select up to three.
Graduates are more likely to consider the Finance and Investment and STEM sectors as stable and attractive in 2023 vs 2021.

Q9. Which sectors, if any, do you feel are the most stable and attractive? Select up to three.

- **Called “Architecture, Engineering & Construction” in 2021**
- **Called “Medicine/Science” in 2021**

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*I don’t see any sectors as stable and attractive*

**Manufacturing**

41% (2023)

22% (2021)

**Communications**

20% (2023)

19% (2021)

**Medical**

19% (2023)

18% (2021)

**Government**

17% (2023)

18% (2021)

**Healthcare**

17% (2023)

15% (2021)

**Legal**

15% (2023)

11% (2021)

**Advertising, PR, Marketing**

11% (2023)

10% (2021)

**Public Services/Intelligence**

10% (2023)

11% (2021)

**Travel & Transport**

11% (2023)

9% (2021)

**Retail, Catering & Leisure**

9% (2023)

8% (2021)

**Arts & Culture**

9% (2023)

8% (2021)

**Energy**

8% (2023)

7% (2021)

**Utilities**

7% (2023)

7% (2021)

**Manufacturing**

7% (2023)

6% (2021)

**Media and Journalism**

6% (2023)

6% (2021)

**Healthcare**

6% (2023)

6% (2021)

**Other**

6% (2023)

5% (2021)

**Legal**

5% (2023)

5% (2021)

**Financial Services**

5% (2023)

5% (2021)

**I don’t see any sectors as stable and attractive**

41% (2023)

22% (2021)
Q9 Age Combined

- Medicine
- Finance and investment
- Education
- Arts & Culture
- Retail, Catering & Leisure
- Media and Journalism
- Manufacturing

- STEM
- IT & Telecoms
- Architecture & Construction
- Sales
- Public Services/Intelligence
- Utilities and Energy
- Other, please specify

- Healthcare
- Government
- Travel & Transport
- Advertising, PR, Marketing
- HR and Recruitment
- Legal
- I don't see any sectors as stable and attractive

The chart shows the percentage of individuals aged 18-21 and 22-25 who consider different sectors as stable and attractive. The sectors include Medicine, Finance and investment, Education, Arts & Culture, Retail, Catering & Leisure, Media and Journalism, Manufacturing, STEM, IT & Telecoms, Architecture & Construction, Sales, Public Services/Intelligence, Utilities and Energy, Other, please specify, Healthcare, Government, Travel & Transport, Advertising, PR, Marketing, HR and Recruitment, Legal, and I don't see any sectors as stable and attractive.
The Medicine sector is seen as the most difficult to get into

Q10. Which sectors, if any, do you see as the most difficult to get into? Select up to three.
The Medicine sector saw the biggest increase in being seen as difficult to get into in 2023 vs. 2021.

Q10. Which sectors, if any, do you see as the most difficult to get into? Select up to three.

- Medicine** 6-point increase
- Legal
- STEM
- Healthcare
- Finance and Investment
- IT & Telecoms
- Arts & Culture
- Media and Journalism
- Architecture & Construction
- Education
- Advertising, PR, Marketing
- Travel & Transport
- HR and Recruitment
- Retail, Catering & Leisure
- Sales
- Utilities and Energy***
- Manufacturing***
- Other
- I don’t see any sectors as difficult to get into

*Called “Architecture, Engineering & Construction” in 2021
** Called “Medicine/Science” in 2021
*** Called “Utilities & Manufacturing” in 2021
Q10
Age Combined

- Medicine
- Finance and investment
- Education
- Arts & Culture
- Retail, Catering & Leisure
- Media and Journalism
- Manufacturing
- STEM
- IT & Telecoms
- Architecture & Construction
- Sales
- Public Services/Intelligence
- Utilities and Energy
- Other, please specify
- Healthcare
- Government
- Travel & Transport
- Advertising, PR, Marketing
- HR and Recruitment
- Legal
- I don't see any sectors as difficult to get into

18-21:
- Medicine: 37%
- STEM: 22%
- IT & Telecoms: 13%
- Architecture & Construction: 10%
- Sales: 4%
- Public Services/Intelligence: 3%
- Utilities and Energy: 0%
- Other, please specify: 7%
- Healthcare: 4%
- Government: 0%
- Travel & Transport: 3%
- Advertising, PR, Marketing: 4%
- HR and Recruitment: 4%
- Legal: 0%
- I don't see any sectors as difficult to get into: 0%

22-25:
- Medicine: 31%
- STEM: 24%
- IT & Telecoms: 12%
- Architecture & Construction: 13%
- Sales: 12%
- Public Services/Intelligence: 13%
- Utilities and Energy: 5%
- Other, please specify: 4%
- Healthcare: 4%
- Government: 0%
- Travel & Transport: 4%
- Advertising, PR, Marketing: 4%
- HR and Recruitment: 4%
- Legal: 0%
- I don't see any sectors as difficult to get into: 0%
Graduates agree certifications will help secure higher earnings and give them an edge in the job market

Q11. To what extent do you agree or disagree with the following statements?

- COVID-19 has negatively impacted my long-term career prospects
- The current economic climate has reshaped my long-term career prospects
- I am likely to have multiple careers over my lifetime, due to the likelihood I will be working into later life
- I feel my career prospects have improved as a result of undertaking a degree
- Postgraduate qualifications/professional certification will help me to secure higher earnings
- Postgraduate qualifications/professional certification will give me an edge in the current job market

'Somewhat agree' and 'Strongly agree' answers combined for 'Agree'. 'Somewhat disagree' and 'Strongly disagree' answers combined for 'Disagree'.

46
Graduates are more likely in 2023 vs. 2021 to say their career prospects have improved after undertaking a degree.

Q6. To what extent do you agree or disagree with the following statements?

47 ‘Somewhat agree’ and ‘Strongly agree’ answers combined for ‘Agree’. ‘Somewhat disagree’ and ‘Strongly disagree’ answers combined for ‘Disagree’.
Graduates are more likely in 2023 vs. 2021 to say certifications have helped secure higher earnings and given them an edge.

Q6. To what extent do you agree or disagree with the following statements?

Postgraduate qualifications/professional certification will help me to secure higher earnings

- Agree: 19% (2021), 9% (2023)
- Neither agree nor disagree: 24% (2021), 18% (2023)
- Disagree: 57% (2021), 72% (2023)

Postgraduate qualifications/professional certification will give me an edge in the current job market

- Agree: 18% (2021), 9% (2023)
- Neither agree nor disagree: 25% (2021), 19% (2023)
- Disagree: 57% (2021), 72% (2023)

15-point increase in agreement from 2021 to 2023.

‘Somewhat agree’ and ‘Strongly agree’ answers combined for ‘Agree’. ‘Somewhat disagree’ and ‘Strongly disagree’ answers combined for ‘Disagree’.
Q11 | COVID-19 has negatively impacted my long-term career prospects

Age Combined

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

18-21:
- Strongly agree: 14%
- Somewhat agree: 27%
- Neither agree nor disagree: 26%
- Somewhat disagree: 18%
- Strongly disagree: 15%

22-25:
- Strongly agree: 16%
- Somewhat agree: 29%
- Neither agree nor disagree: 25%
- Somewhat disagree: 17%
- Strongly disagree: 14%
Q11 | The current economic climate has reshaped my long-term career prospects

Age Combined

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

18-21:
- Strongly agree: 19%
- Somewhat agree: 27%
- Neither agree nor disagree: 11%
- Somewhat disagree: 6%
- Strongly disagree: 6%

22-25:
- Strongly agree: 37%
- Somewhat agree: 40%
- Neither agree nor disagree: 22%
- Somewhat disagree: 10%
- Strongly disagree: 5%
Q11 | I am likely to have multiple careers over my lifetime, due to the likelihood I will be working into later life

Age Combined

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-21</td>
<td>26%</td>
<td>22%</td>
<td>10%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>22-25</td>
<td>27%</td>
<td>20%</td>
<td>10%</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Q11 | I feel my career prospects have improved as a result of undertaking a degree

Age Combined

- **Strongly agree**
  - 34%
  - 36%
  - 37%
  - 39%

- **Somewhat agree**
  - 20%
  - 17%
  - 6%
  - 2%

- **Neither agree nor disagree**
  - 6%
  - 5%
  - 10%
  - 15%

- **Somewhat disagree**
  - 2%
  - 2%

- **Strongly disagree**
  - 0%
  - 0%

**18-21**
- Strongly agree: 20%
- Somewhat agree: 6%
- Neither agree nor disagree: 2%
- Somewhat disagree: 2%

**22-25**
- Strongly agree: 17%
- Somewhat agree: 6%
- Neither agree nor disagree: 2%
Q11 | Postgraduate qualifications/professional certification will help me to secure higher earnings

Age Combined

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
</tr>
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<tr>
<td>35%</td>
<td>37%</td>
<td>6%</td>
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<td>22-25</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Q11 | Postgraduate qualifications/professional certification will give me an edge in the current job market

Age Combined

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

<table>
<thead>
<tr>
<th>Age</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
</tr>
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<tbody>
<tr>
<td>18-21</td>
<td>34%</td>
<td>37%</td>
<td>2%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>22-25</td>
<td>34%</td>
<td>38%</td>
<td>2%</td>
<td>7%</td>
<td>2%</td>
</tr>
</tbody>
</table>

CFA Institute
Tech and Finance are the top college majors graduates consider most valuable in finding a career.

Q12. What university majors/subjects, if any, do you see as most valuable in finding a career? Select up to three.
Tech and Finance are seen as more valuable majors today vs. 2021, while Humanities and Arts have fallen.

Q12. What university majors/subjects, if any, do you see as most valuable in finding a career? Select up to three.

- Tech: 35% (27% increase)
- Finance: 34% (26% increase)
- Medicine: 33% (8-point increase)
- Business: 30%
- Engineering: 28% (26%)
- Science: 28% (24%)
- Math: 22%
- Humanities: 17%
- Arts: 14%
- Other: 1% (1%)
- I don't see any as valuable: 2% (3%)
Q12
Age Combined

- Medicine
- Tech
- Finance
- Math
- Arts

I don't see any high-level categories of majors/subjects as valuable in finding a career.
Graduates believe Skills and Internships will give them an edge in the job market upon graduation

Q13. What, if anything, do you think gives/gave you an "edge" in the job market upon graduation? Select all that apply.
Skills and Internships continue to be the top ways graduates think they can get an edge in the job market

Q13. What, if anything, do you think gives/gave you an "edge" in the job market upon graduation? Select all that apply.
Q13
Age Combined

- Skills acquired
- Internships
- Networks and contacts
- Extracurricular activities I participated in at university
- Other, please specify

- Specialized subject matter expertise
- The grades I achieved
- The reputation of my course or university
- Grad school matriculation
- I don't think anything gives/gave me an edge in the job market upon graduation

60%
About half of graduates view upskilling and professional/post-graduate qualifications as very important in the current job market.

Q14. How important, if at all, do you think upskilling and professional / post-graduate qualifications are in the current job market?
Upskilling and professional qualifications have increased in importance for graduates since 2021

Q14. How important, if at all, do you think upskilling and professional / post-graduate qualifications are in the current job market?

<table>
<thead>
<tr>
<th>Important</th>
<th>Not important</th>
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<tbody>
<tr>
<td>2023: 93%</td>
<td>2021: 87%</td>
</tr>
<tr>
<td>6-point increase</td>
<td>7%</td>
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</table>

62
Q14
Age Combined

- **Very important**
- **Quite important**
- **No very important**
- **Not important at all**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Very important</th>
<th>Quite important</th>
<th>No very important</th>
<th>Not important at all</th>
</tr>
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<tr>
<td>18-21</td>
<td>52%</td>
<td>42%</td>
<td>6%</td>
<td>1%</td>
</tr>
<tr>
<td>22-25</td>
<td>53%</td>
<td>41%</td>
<td>6%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Nearly three-quarters of graduates think professional certification has a large impact on their earning prospects, job fulfillment and opportunities.

Q15. How much impact do you think professional certification would have on your earning prospects, job fulfillment, and opportunities?

- A large impact: 69%
- A small impact: 28%
- No impact: 2%
Graduates are more likely to believe certifications have a large impact on earnings and opportunities in 2023 vs. 2021

Q15. How much impact do you think professional certification would have on your earning prospects, job fulfillment, and opportunities?

- 61% in 2021
- 69% in 2023

8-point increase
Q15
Age Combined

- A large impact
- A small impact
- No impact

- 18-21: 69% A large impact, 29% A small impact, 2% No impact
- 22-25: 69% A large impact, 28% A small impact, 2% No impact
Graduates prefer complete flexibility or a hybrid environment when it comes to working in the office vs. working remotely

Q16. What, if anything, is your preference in terms of working location? Select all that apply.
A desire for complete flexibility in working location has increased since 2021, while the option to live away from hubs had decreased.

Q16. What, if anything, is your preference in terms of working location? Select all that apply.

Complete flexibility with when I come to the office and when I work remotely: 2023 - 43%, 2021 - 37%
Hybrid work environment (part remote, part in-office): 2023 - 42%, 2021 - 32%
Ability to work abroad: 2023 - 32%, 2021 - 33%
100% office based: 2023 - 19%, 2021 - 17%
100% remote: 2023 - 18%, 2021 - 13%
Option to live away from major employment city hubs: 2023 - 17%, 2021 - 23%
Other: 2023 - 0%, 2021 - 0%
I don't have a preference: 2023 - 5%, 2021 - 6%
Q16
Age Combined

Complete flexibility with when I come to the office and when I work remotely
Hybrid work environment (part remote, part in-office)
100% office based
100% remote
Ability to work abroad
Option to live away from major employment city hubs
Other, please specify
I don’t have a preference in terms of working location

18-21
- 42% Complete flexibility
- 33% Hybrid work environment
- 17% 100% office based
- 19% 100% remote
- 15% Ability to work abroad
- 6% Option to live away from major employment city hubs
- 0% Other, please specify
- 0% I don’t have a preference

22-25
- 44% Complete flexibility
- 31% Hybrid work environment
- 18% 100% office based
- 19% 100% remote
- 19% Ability to work abroad
- 4% Option to live away from major employment city hubs
- 20% Other, please specify
- 0% I don’t have a preference
It's very important to graduates that they make a positive societal and environmental contribution through their career.

Q17. How important is it to you that you can make a positive societal and environmental contribution through your career?

- Very important: 49%
- Quite important: 42%
- Not very important: 8%
- Not important at all: 1%
Graduates consider it more important in 2023 vs. 2021 to make a positive societal and environmental contribution through their career.

Q17. How important is it to you that you can make a positive societal and environmental contribution through your career?

- **Important in 2023**: 91%
- **Important in 2021**: 87%
- **Not important in 2023**: 9%
- **Not important in 2021**: 13%

(CFA Institute)
Careers as a Doctor, Scientist or Teacher are seen as offering the most positive societal and environmental contribution.

Q18. What careers, if any, do you think can offer a positive social and environmental contribution? Select all that apply.
The top careers seen as having a positive social or environmental contribution have seen an increase in that perception in 2023 vs. 2021.

Q18. What careers, if any, do you think can offer a positive social and environmental contribution? Select all that apply.
Q18
Age Combined

- Doctor
- Nurse
- Charities or Aid Worker
- Lawyer
- IT Software Engineer
- Accountant
- Journalist/Broadcaster
- Investment Professional
- Recruitment
- Property Developer
- Don't think any careers can offer a positive social and environmental contribution
- Teacher
- Social Worker
- Public Services/Intelligence
- Architect
- Marketer
- HR Professional
- Management Consultant
- Administrator
- Buyer
- Travel Agent
- Don't know
- Engineer
- Scientist
- Civil Service
- Entrepreneur
- Academic/Lecturer
- Public Services/Intelligence
- Sport/Leisure
- Author
- Advertising/PR Consultant
- Sales and Business Development
- Property Developer
- Travel Agent
- Other, please specify

75
A good salary is most looked for in an employer

Q19. What do you look for the most in an employer? Select up to five.

- Good salary: 62%
- Clear progression opportunities: 39%
- Training opportunities: 31%
- Flexible working environment: 30%
- Remote working options: 26%
- Diversity and inclusion: 23%
- Good leave allowance: 20%
- Private medical insurance: 19%
- Purpose-driven mission: 19%
- Study leave allowance: 16%
- Being provided with a work-life balance package: 12%
- A good maternity/paternity package: 12%
- A sabbatical/career break option: 9%
- A company car provided: 7%
- Subsidized gym membership: 7%
- Other: 5%
- There is nothing I look for: 2%
Graduates are more likely to look for a good salary and flexible working environment in 2023 vs. 2021

Q19. What do you look for the most in an employer? Select up to five.

62% - Good salary
39% - Clear progression opportunities
31% - Training opportunities
31% - Positive social and environmental
30% - Diversity and inclusion
26% - Remote working options
23% - Good leave allowance
19% - Good pension contributions
19% - Purpose-driven mission
18% - Study leave allowance
16% - A good maternity/paternity package
12% - Being provided with a work tech
12% - A sabbatical/career break option
10% - A company car provided
7% - Subsidized gym membership
5% - There is nothing I look for

17-point increase in preference for good salary.
Q19
Age Combined

- Good salary
- Private medical insurance
- Positive social and environmental contribution
- Good pension contributions
- A company car provided
- Subsidized gym membership
- There is nothing I look for most in an employer

- Flexible working environment
- Good leave allowance
- Being provided with a work phone/laptop/tablet
- A sabbatical/career break option
- Study leave allowance
- Purpose-driven mission

- Training opportunities
- Clear progression opportunities
- Remote working options
- Diversity and inclusion
- A good maternity/paternity package
- Other, please specify

There is nothing I look for most in an employer: 78%
Most graduates want a job as an IT/Software Engineer or Entrepreneur

Q20. What job(s) do you want the most? Select up to three.
Graduates are more likely in 2023 vs. 2021 to want to be an IT/Software Engineer or Entrepreneur, while the desire to be a Doctor, Teacher, Nurse or Academic has decreased.

Q20. What job(s) do you want the most? Select up to three.

- IT/Software Engineer: 14% (2023) vs. 13% (2021)
- Entrepreneur: 13% (2023) vs. 12% (2021)
- Doctor: 12% (2023) vs. 11% (2021)
- Teacher: 11% (2023) vs. 11% (2021)
- Nurse: 11% (2023) vs. 11% (2021)
- Academic: 11% (2023) vs. 11% (2021)
- ...
Most graduates are confident about their career prospects

Q21. On a scale of 1-10, how confident do you currently feel about your career prospects? 1 being not confident at all, 10 being completely confident.
Overall confidence in career prospects has increased since 2021.

Q21. On a scale of 1-10, how confident do you currently feel about your career prospects? 1 being not confident at all, 10 being completely confident.
Q21
Age Combined

18-21
- 0% (1)
- 1% (2)
- 3% (3)
- 10% (4)
- 12% (5)
- 22% (6)

22-25
- 1% (1)
- 1% (2)
- 3% (3)
- 4% (4)
- 8% (5)
- 11% (6)
Graduates most use social media to seek out information on what careers look like in real life

Q22. What role does social media play in evaluating your long-term career prospects? Select all that apply.

<table>
<thead>
<tr>
<th>Role Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I seek out information about what careers look like in real life on social media</td>
<td>39%</td>
</tr>
<tr>
<td>I am using social media to build my professional presence to improve my job prospects</td>
<td>31%</td>
</tr>
<tr>
<td>I have used social media for professional networking</td>
<td>29%</td>
</tr>
<tr>
<td>I seek out advice from social media influencers or creators on the career paths I'm interested in</td>
<td>28%</td>
</tr>
<tr>
<td>I have used social media to land an internship or an interview</td>
<td>24%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
</tr>
<tr>
<td>None of these</td>
<td>12%</td>
</tr>
</tbody>
</table>
Q22
Age Combined

- I seek out information about what careers look like in real life on social media
- I am using social media to build my professional presence to improve my job prospects
- I seek out advice from social media influencers or creators on the career paths I’m interested in
- I have used social media for professional networking
- I have used social media to land an internship or an interview
- Other, please specify
- None of these
Graduates find most information and advice on career prospects from friends and college professors.

Q23. Where do you go to find information and advice on your career prospects? Select all that apply.
Q23
Age Combined

Social media applications
Tradational news media
Family
Other, please specify

Newsletters
College professors

Podcasts
Friends
Career guidance offices/companies

None of these

18-21

38%
39%
21%
21%
28%
1%
6%
3%

22-25

39%
39%
20%
21%
15%
17%
1%
3%

CFA Institute
Appendix
## Respondent Demographics

<table>
<thead>
<tr>
<th></th>
<th>Gender</th>
<th>Age</th>
<th>Degree Status</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>18-19</td>
</tr>
<tr>
<td><strong>Canada</strong></td>
<td></td>
<td></td>
<td>9%</td>
</tr>
<tr>
<td><strong>United States of America</strong></td>
<td></td>
<td></td>
<td>2%</td>
</tr>
<tr>
<td><strong>Brazil</strong></td>
<td></td>
<td></td>
<td>26%</td>
</tr>
<tr>
<td><strong>Mexico</strong></td>
<td></td>
<td></td>
<td>48%</td>
</tr>
</tbody>
</table>

### Gender
- **Canada**: Male 43%, Female 54%
- **United States of America**: Male 48%, Female 50%
- **Mexico**: Male 48%, Female 50%
- **Brazil**: Male 49%, Female 50%

### Age
- **Canada**: 18-19 9%, 20-21 22%, 22-23 38%, 24-25 31%
- **United States of America**: 18-19 2%, 20-21 10%, 22-23 42%, 24-25 45%
- **Mexico**: 18-19 26%, 20-21 26%, 22-23 27%, 24-25 21%
- **Brazil**: 18-19 26%, 20-21 22%, 22-23 27%, 24-25 25%

### Degree Status
- **Canada**: Have graduated 43%, Currently studying 57%
- **United States of America**: Have graduated 74%, Currently studying 26%
- **Mexico**: Have graduated 23%, Currently studying 77%
- **Brazil**: Have graduated 32%, Currently studying 68%
## Respondent Demographics

<table>
<thead>
<tr>
<th>Country</th>
<th>Gender</th>
<th>Age</th>
<th>Degree Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>United Kingdom</strong></td>
<td>Male: 47% Female: 50%</td>
<td>18-19: 29%</td>
<td>Have graduated: 25%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>20-21: 24%</td>
<td>Currently studying: 75%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>22-23: 31%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>24-25: 16%</td>
<td></td>
</tr>
<tr>
<td><strong>Spain</strong></td>
<td>Male: 49% Female: 50%</td>
<td>18-19: 23%</td>
<td>Have graduated: 25%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>20-21: 25%</td>
<td>Currently studying: 75%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>22-23: 33%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>24-25: 18%</td>
<td></td>
</tr>
<tr>
<td><strong>France</strong></td>
<td>Male: 48% Female: 50%</td>
<td>18-19: 29%</td>
<td>Have graduated: 29%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>20-21: 27%</td>
<td>Currently studying: 71%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>22-23: 30%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>24-25: 13%</td>
<td></td>
</tr>
<tr>
<td><strong>Germany</strong></td>
<td>Male: 49% Female: 50%</td>
<td>18-19: 21%</td>
<td>Have graduated: 20%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>20-21: 22%</td>
<td>Currently studying: 80%</td>
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<td>22-23: 37%</td>
<td></td>
</tr>
<tr>
<td></td>
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<td>24-25: 20%</td>
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## Respondent Demographics

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<th>Gender</th>
<th>Age</th>
<th>Degree Status</th>
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<td>United Arab Emirates</td>
<td>Male 50%</td>
<td>18-19: 5% 20-21: 33% 22-23: 46% 24-25: 16%</td>
<td>Have graduated: 48% Currently studying: 52%</td>
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<td>Female 46%</td>
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<tr>
<td>India</td>
<td>Male 50%</td>
<td>18-19: 20% 20-21: 28% 22-23: 35% 24-25: 17%</td>
<td>Have graduated: 42% Currently studying: 58%</td>
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<tr>
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<td>Female 50%</td>
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<tr>
<td>Singapore</td>
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<td>18-19: 2% 20-21: 8% 22-23: 55% 24-25: 34%</td>
<td>Have graduated: 34% Currently studying: 66%</td>
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<tr>
<td>Hong Kong SAR</td>
<td>Male 36%</td>
<td>18-19: 3% 20-21: 20% 22-23: 45% 24-25: 32%</td>
<td>Have graduated: 58% Currently studying: 46%</td>
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<tr>
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