

**CENSUSWIDE**

THE SURVEY CONSULTANTS



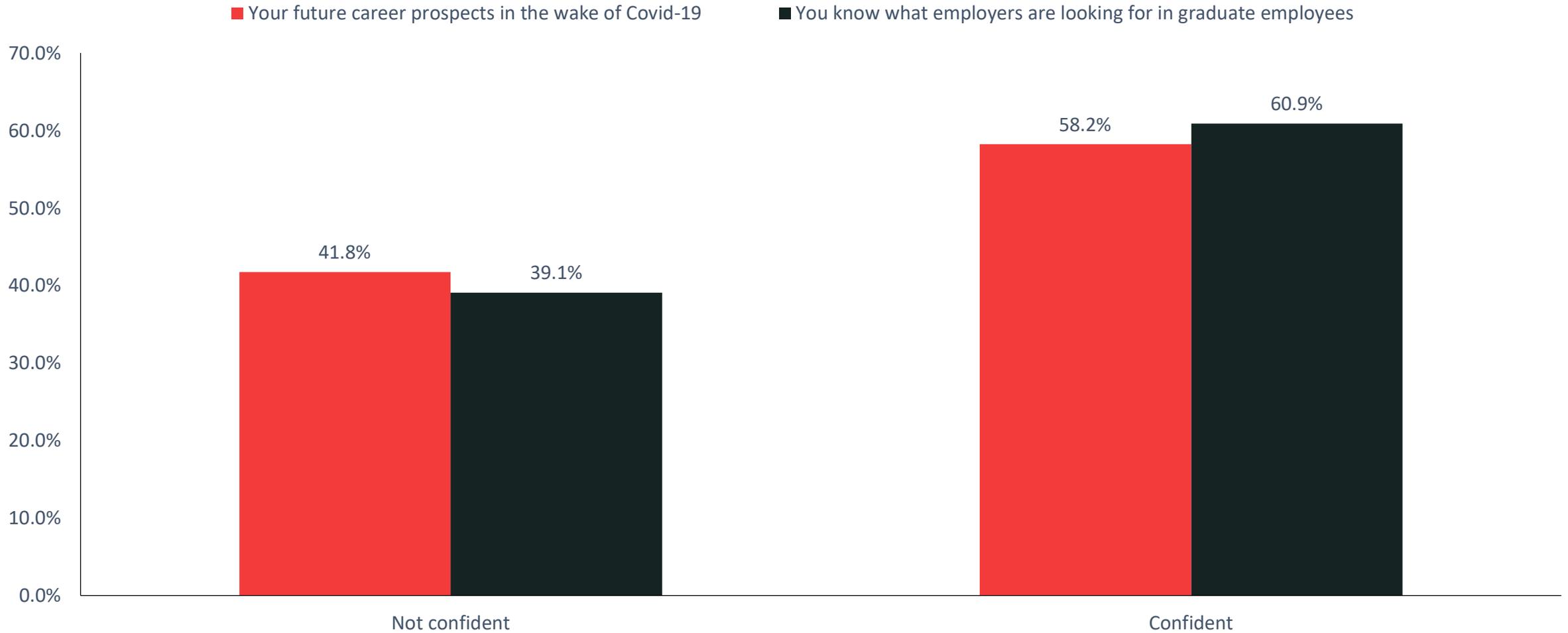
**CFA Institute**

The research was conducted by **Censuswide**, with a sample of 15,186 x Respondents studying for a bachelor's degree or higher, or have graduated with a bachelor's or higher within the last 3 years aged 18-25, in the UK, US, Canada, India, Australia, Singapore, Hong Kong SAR, UAE, Germany, South Africa, Spain, France, Brazil, Japan and Mexico

02.07.2021 - 26.07.2021

Censuswide abide by and employ members of the Market Research Society which is based on the ESOMAR principles

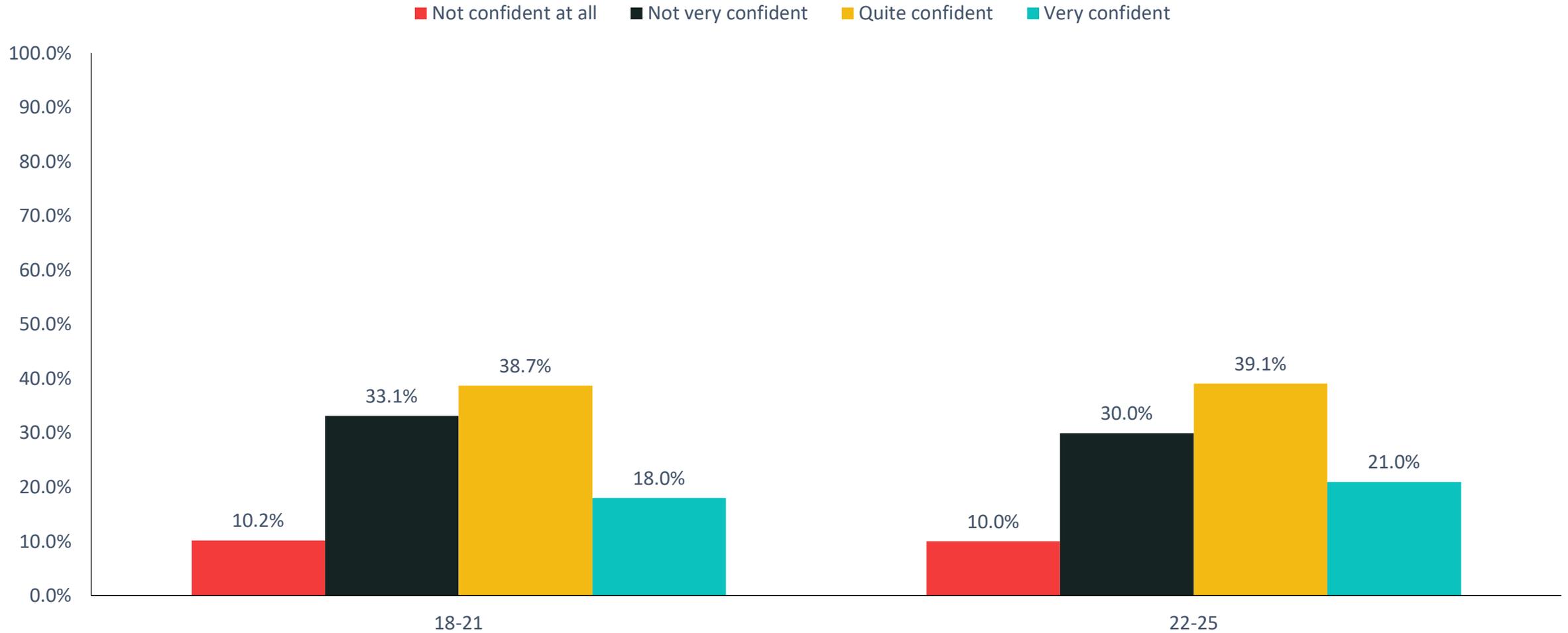
Q1. How confident, if at all, do you feel about the following?



\* 'Very confident' and 'Quite confident' answers combined.

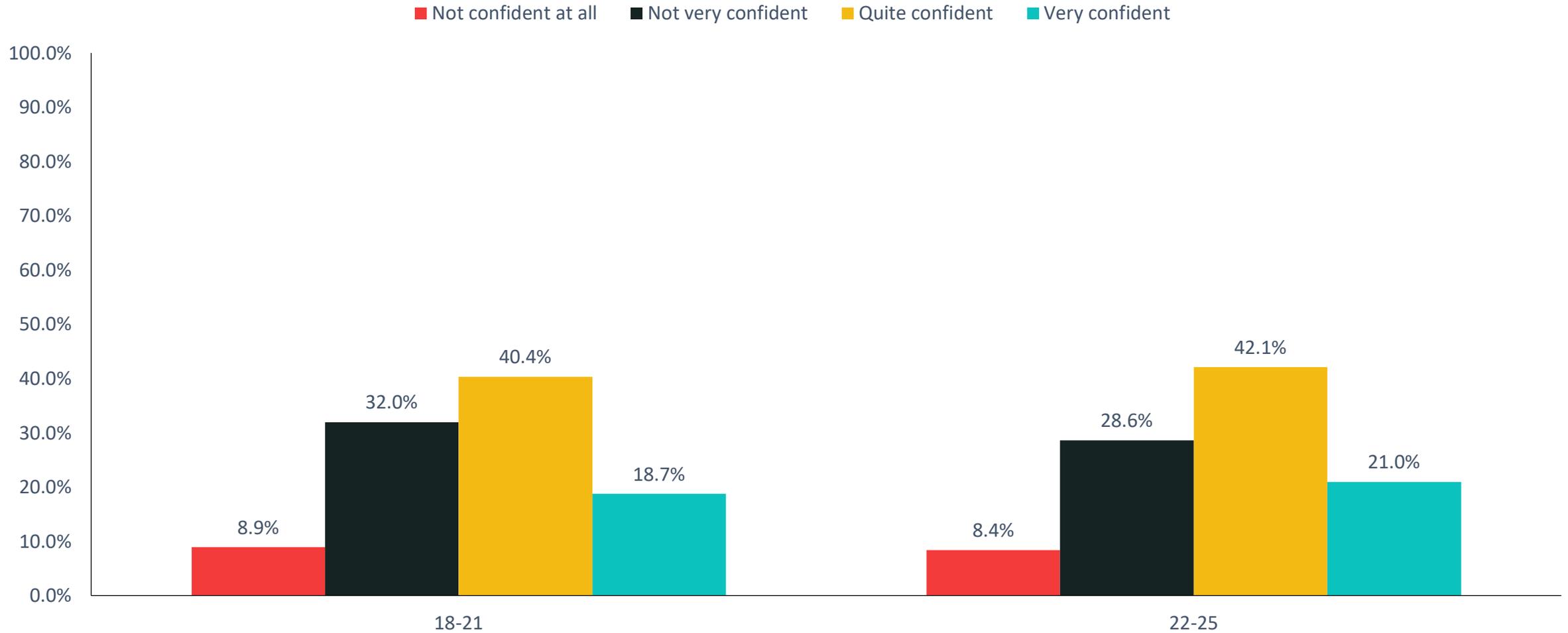
# Q1 | Your future career prospects in the wake of Covid-19

## Age Combined



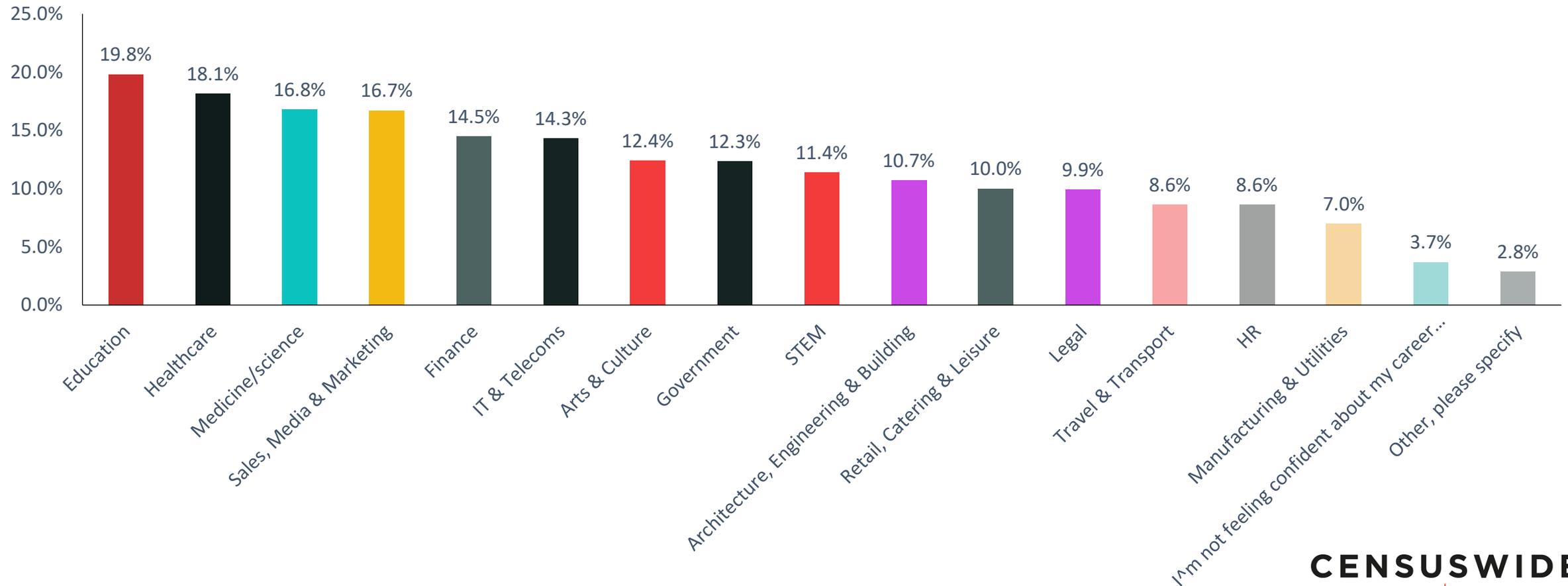
# Q1 | You know what employers are looking for in graduate employees

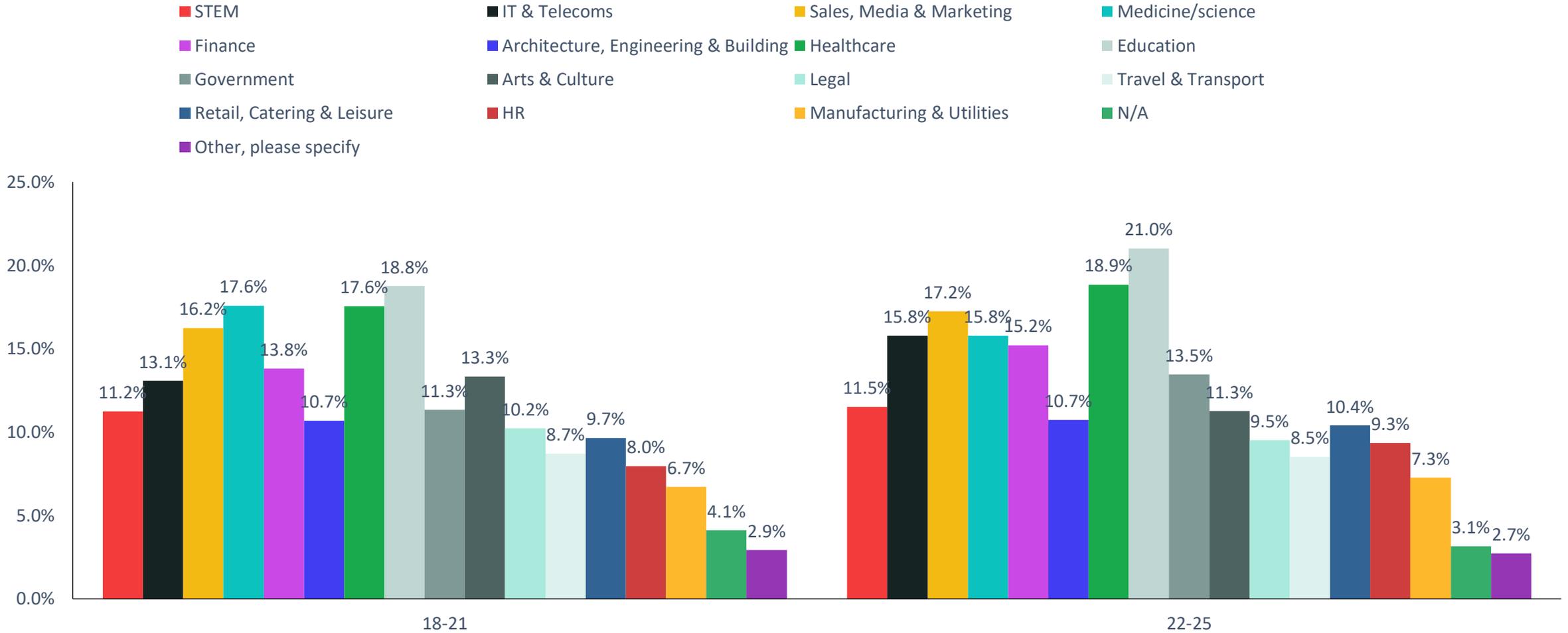
## Age Combined



## Q2. Which industries, if any, are you feeling most confident about your career prospects in? (Tick up to three)

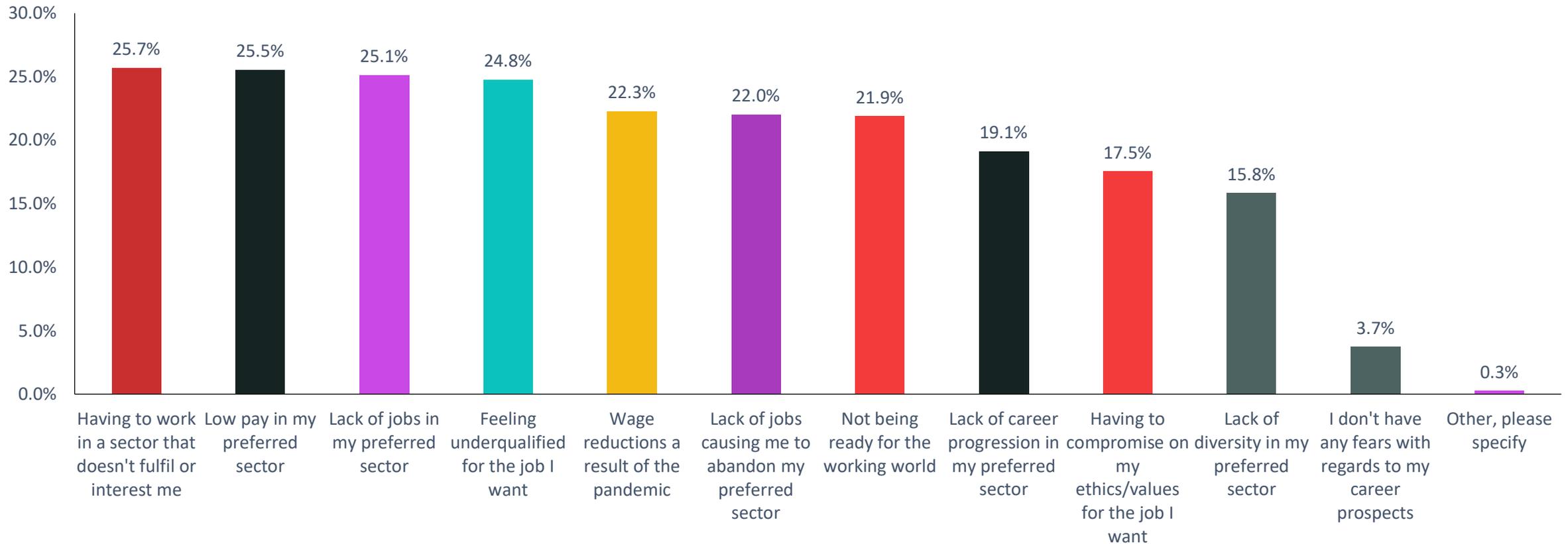
Education is the industry respondents are feeling most confident about their career prospects in.



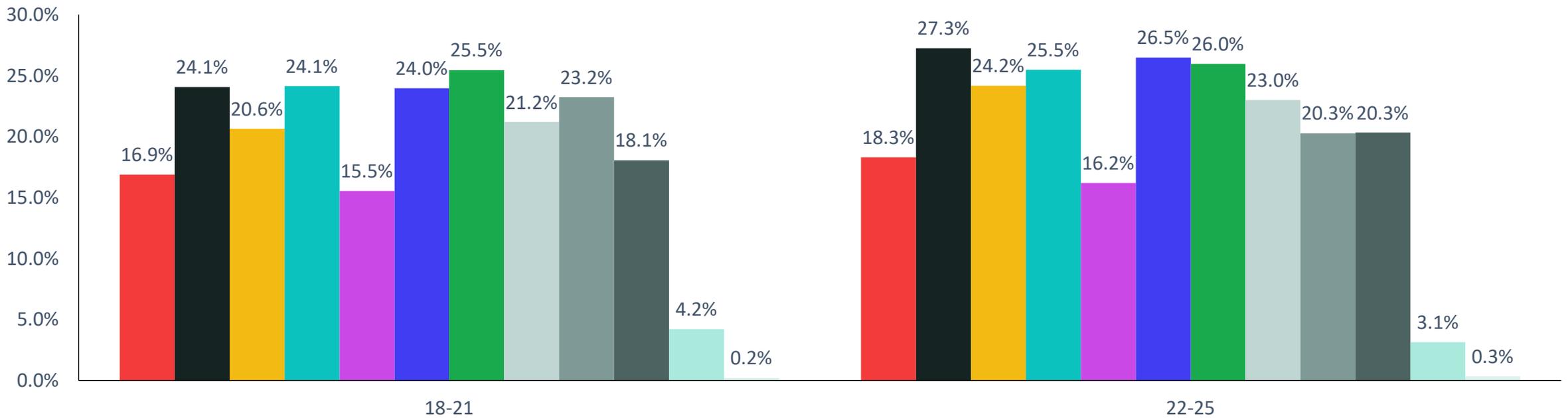


Q3. What, if anything, are your biggest fears with regards to your career prospects? (Tick up to three)

Having to work in a sector that doesn't fulfil or interest them, is respondents top biggest fear with regards to their career prospects.

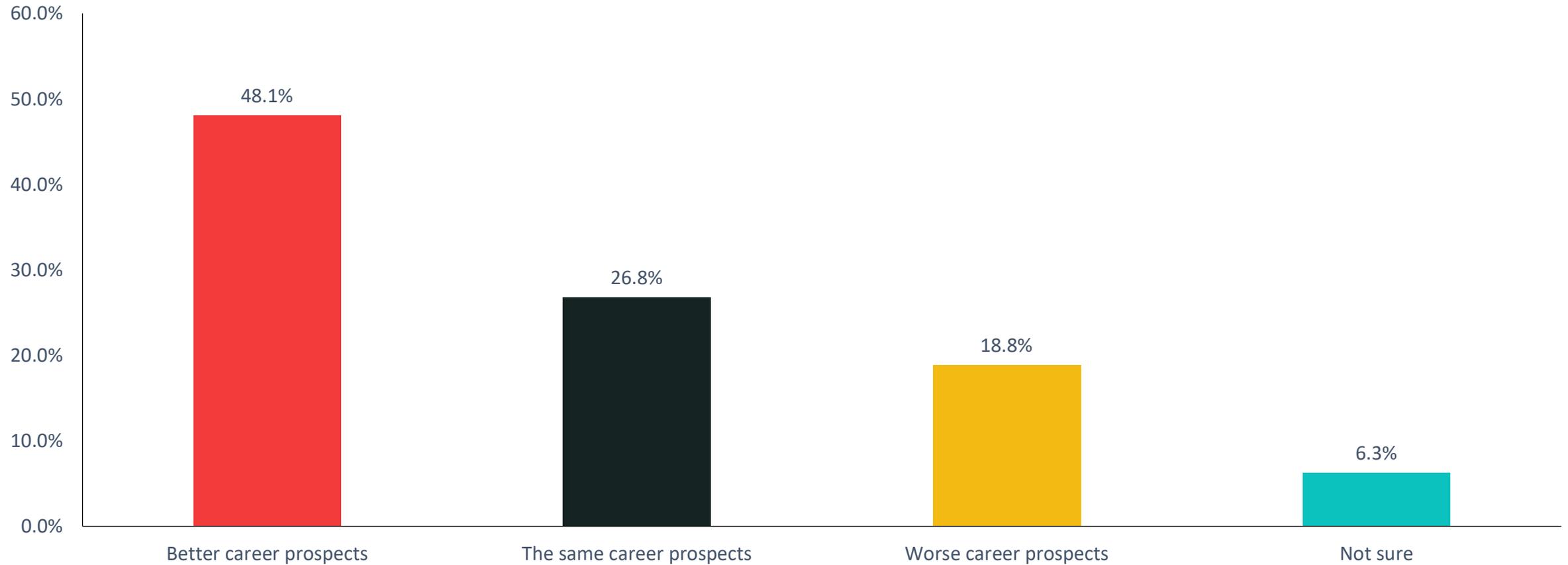


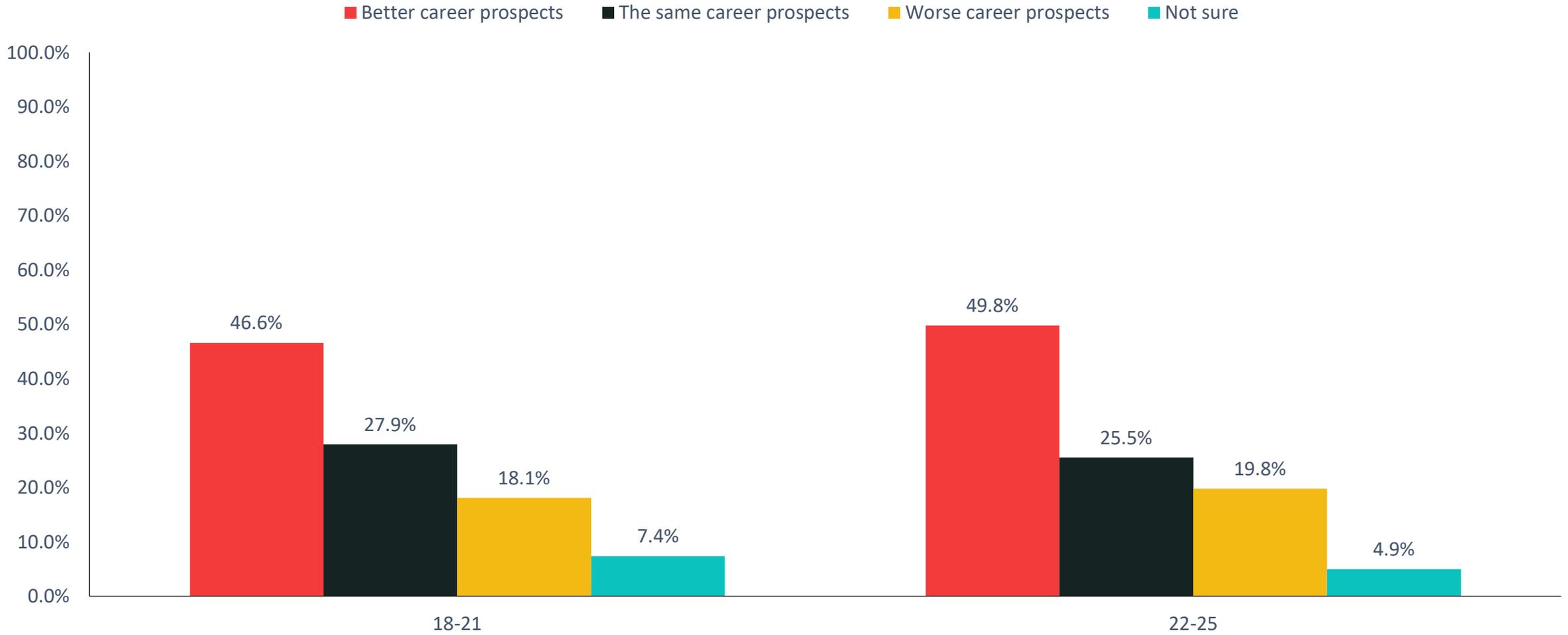
- Having to compromise on my ethics/values for the job I want
- Low pay in my preferred sector
- Wage reductions a result of the pandemic
- Feeling underqualified for the job I want
- Lack of diversity in my preferred sector
- Lack of jobs in my preferred sector
- Having to work in a sector that doesn't fulfil or interest me
- Lack of jobs causing me to abandon my preferred sector
- Not being ready for the working world
- Lack of career progression in my preferred sector
- I don't have any fears with regards to my career prospects
- Other, please specify



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

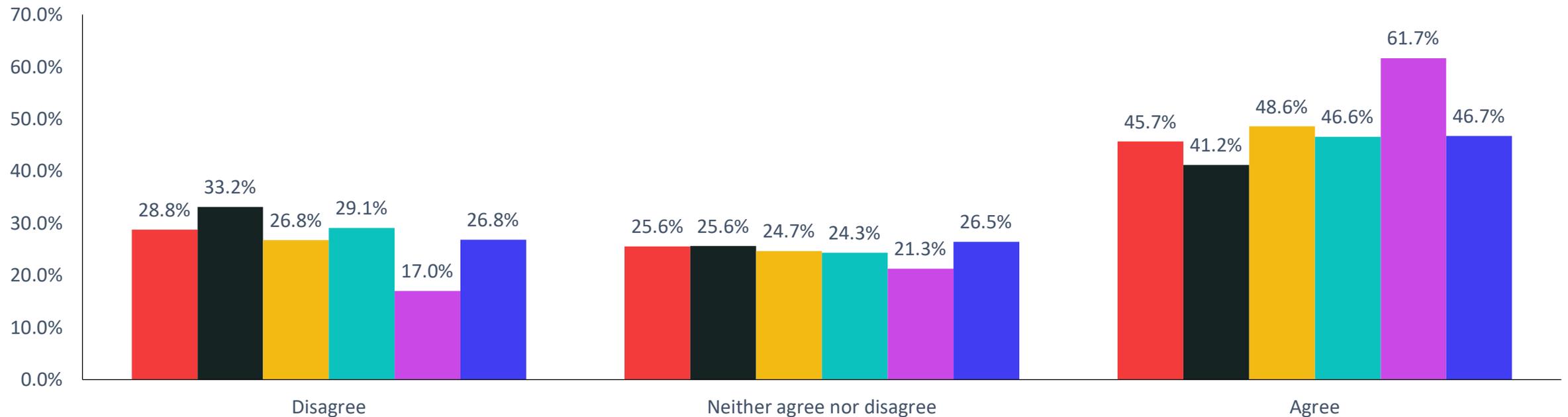
Almost half (48%) of respondents feel their career prospects are better compared to their parents generation.





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

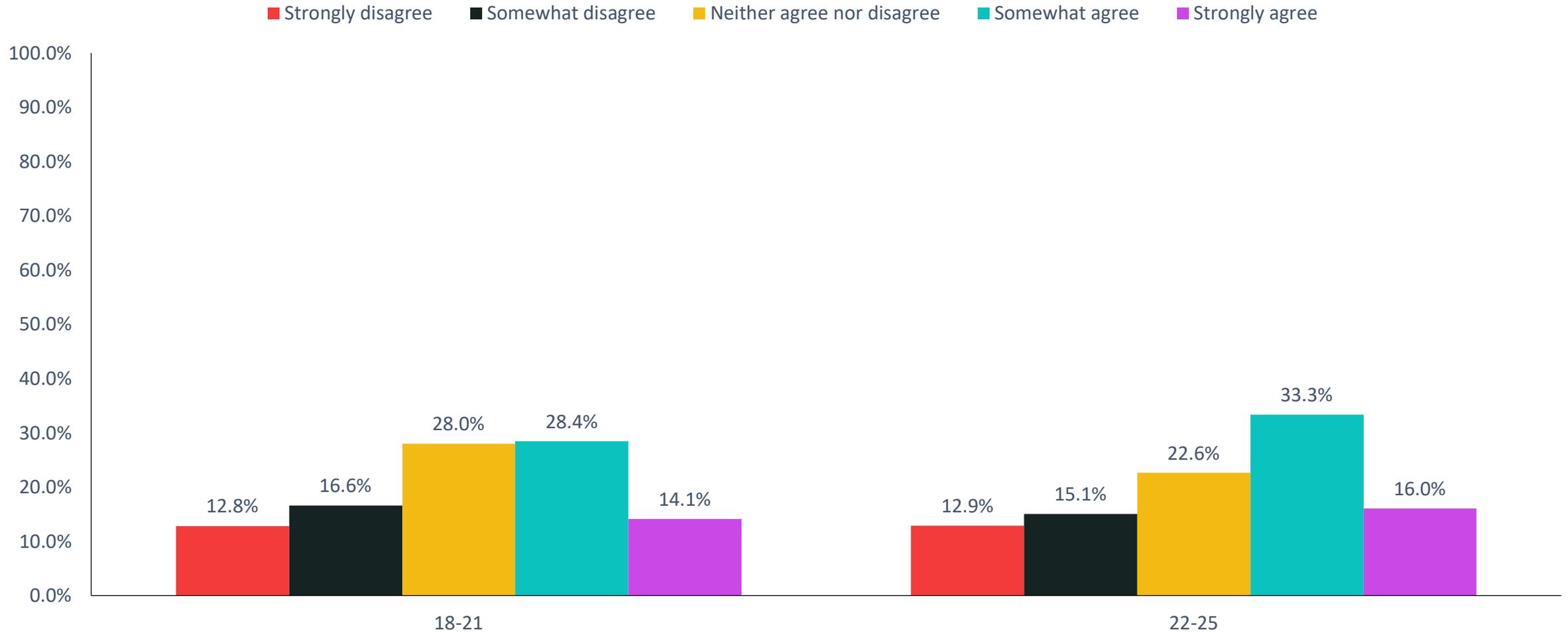
- I have had to reassess my career path expectations in light of COVID-19
- I have had to reassess the sector I would like to go into in light of COVID-19
- My perceptions on career prospects, desires and expectations have changed since the COVID-19 outbreak
- The COVID-19 pandemic has left me feeling less confident about my future career
- Taking 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'.

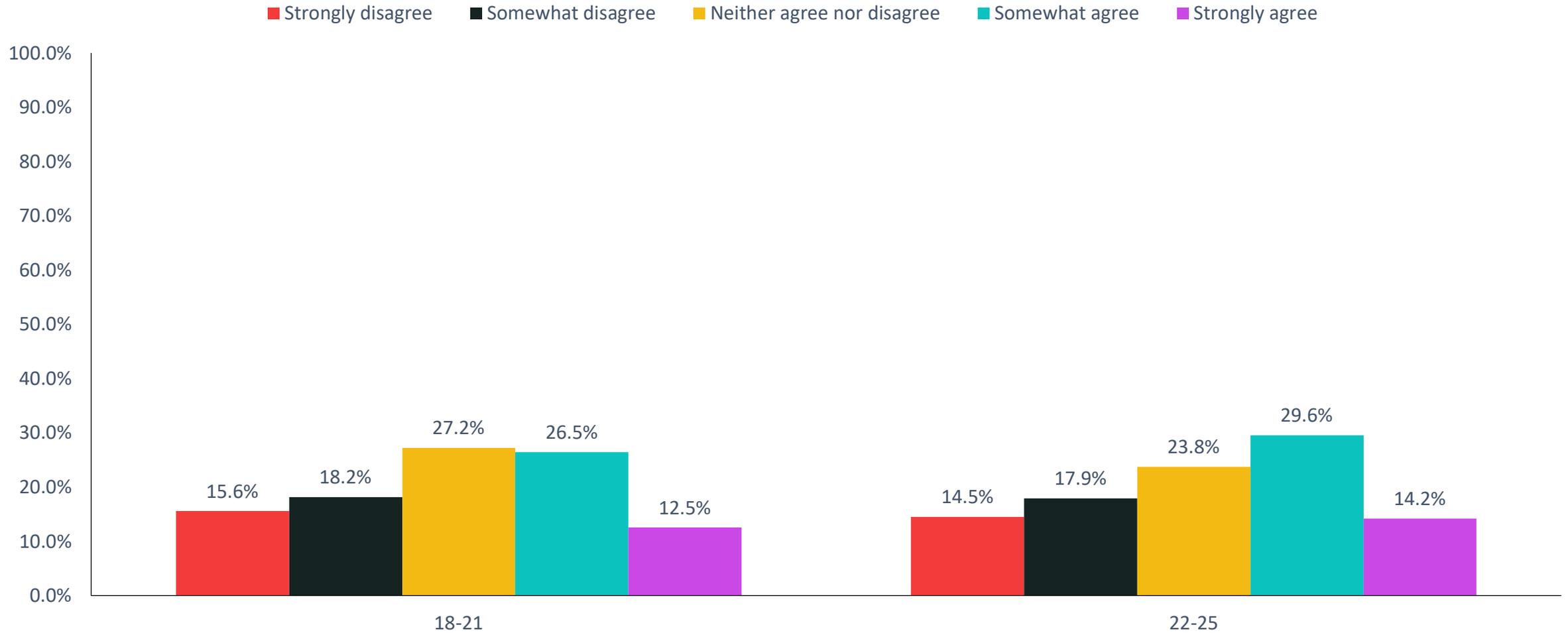
# Q5 | I have had to reassess my career path expectations in light of COVID-19

## Age Combined

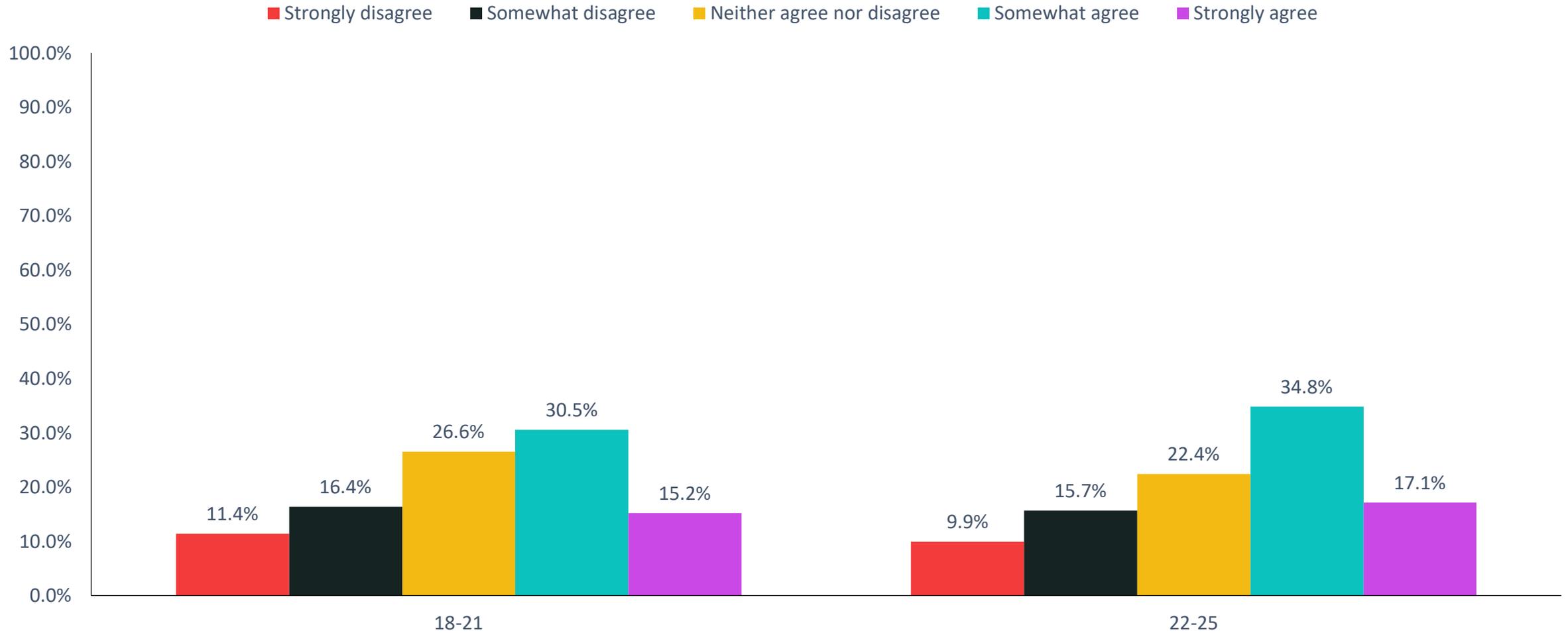


# Q5 | I have had to reassess the sector I would like to go into in light of COVID-19

## Age Combined

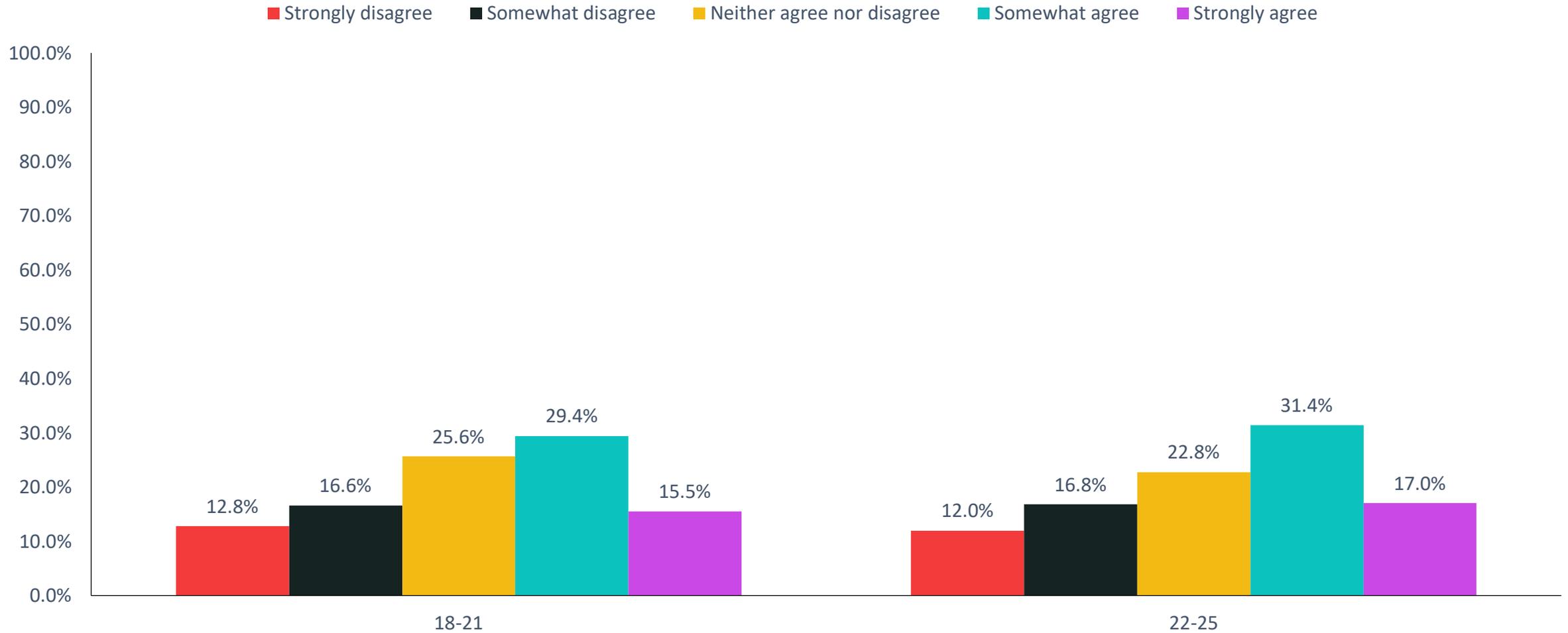


Age Combined



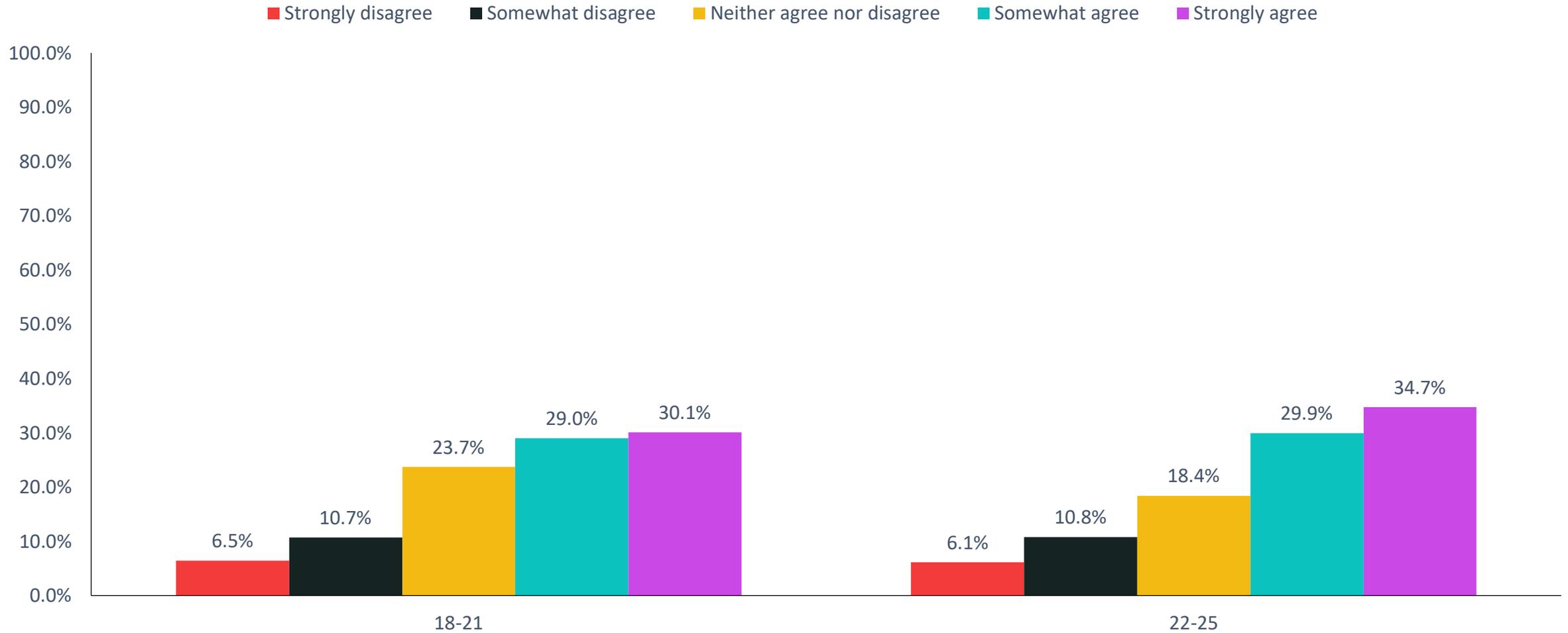
# Q5 | The COVID-19 pandemic has left me feeling less confident about my future career

## Age Combined



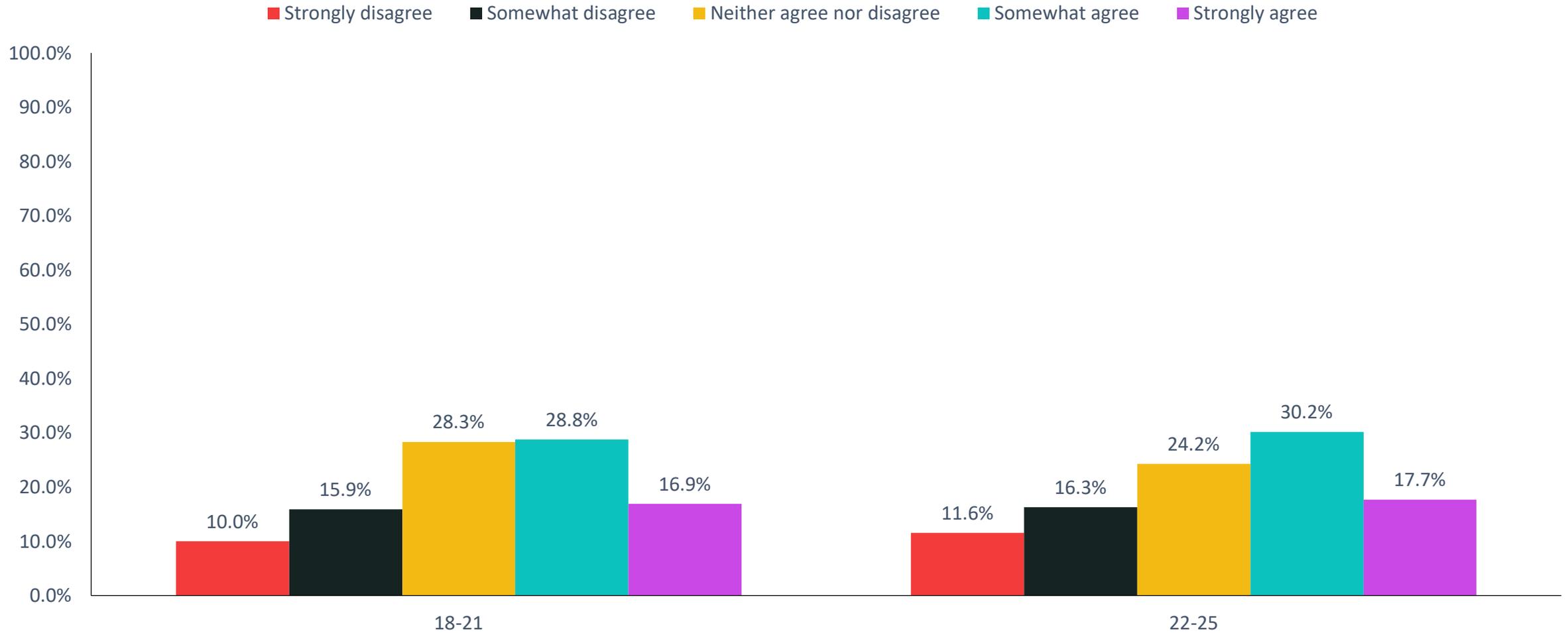
# Q5 | Taking a degree was worth it

## Age Combined



# Q5 | I plan to prolong my time in education while the job market is still volatile

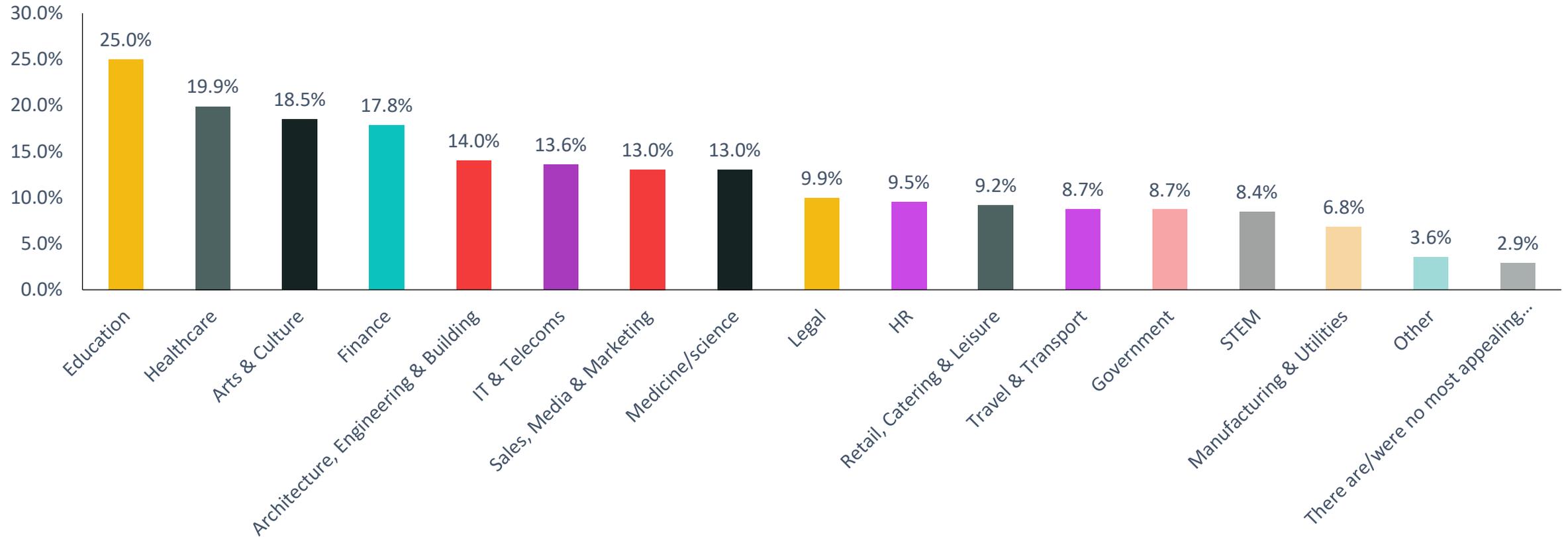
## Age Combined



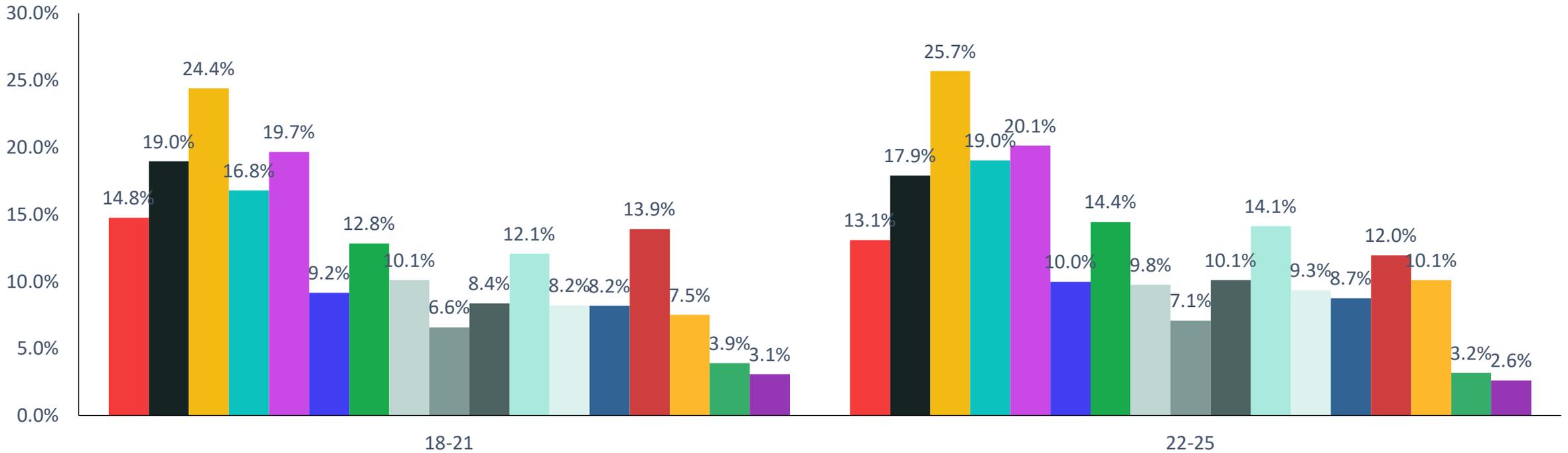
## Before Covid-19

Q6. Thinking about your career, which sectors - if any - were the most appealing to you before Covid-19 and which are the most appealing now? \*Tick up to three Matrix\*

**Before Covid-19 the Education sector was most appealing to respondents.**



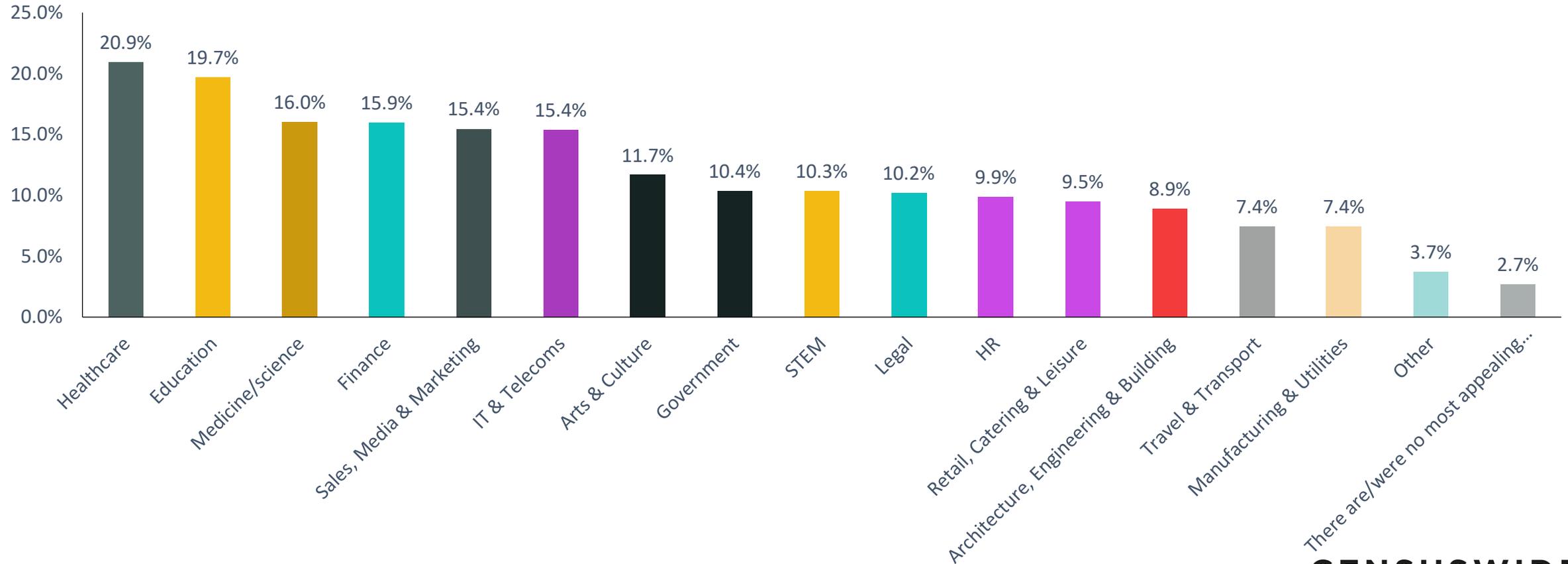
- Architecture, Engineering & Building
- Arts & Culture
- Education
- Finance
- Healthcare
- HR
- IT & Telecoms
- Legal
- Manufacturing & Utilities
- Retail, Catering & Leisure
- Sales, Media & Marketing
- Travel & Transport
- STEM
- Medicine/science
- Government
- Other
- N/A



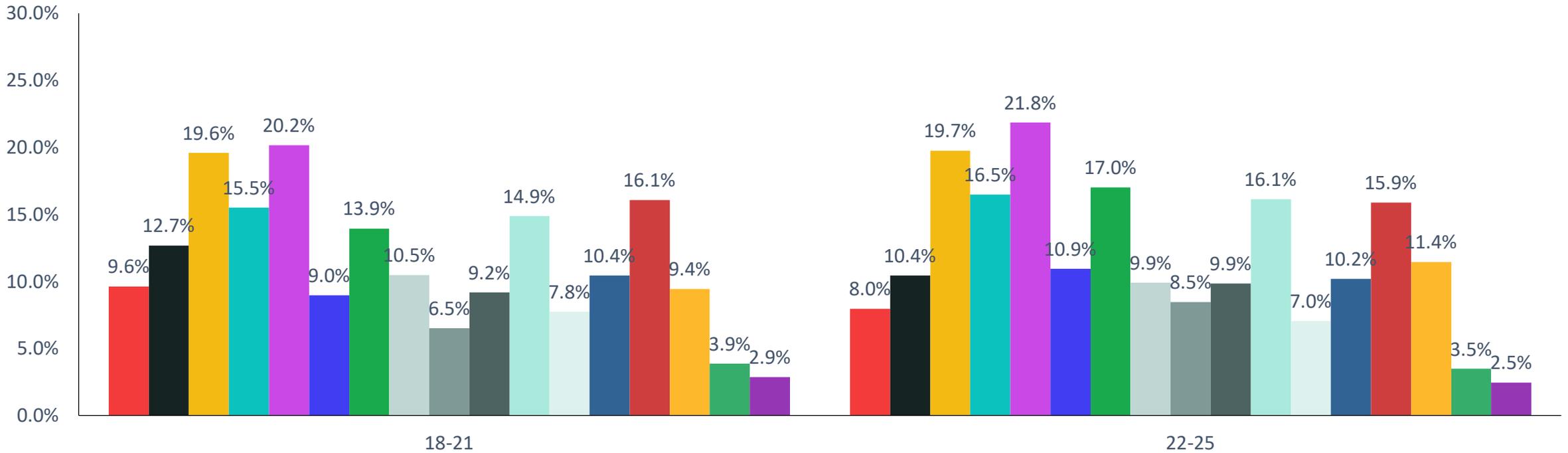
Now

Q6. Thinking about your career, which sectors - if any - were the most appealing to you before Covid-19 and which are the most appealing now? \*Tick up to three Matrix\*

The Healthcare sector is now most appealing to respondents.

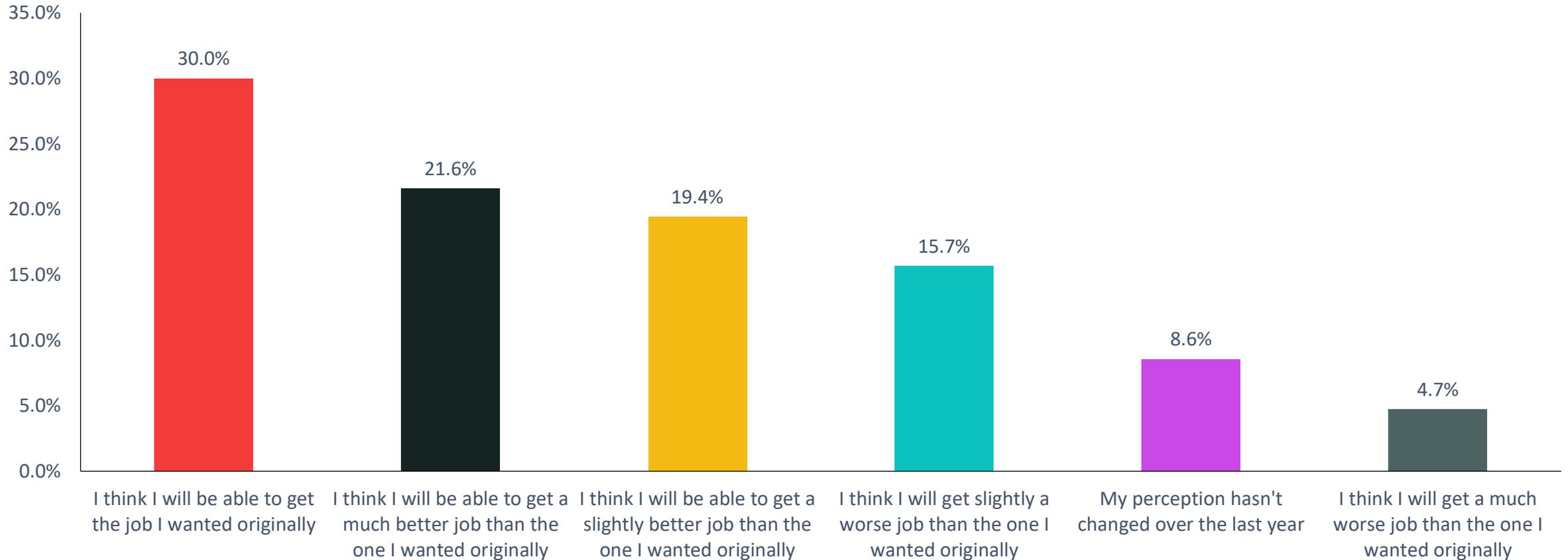


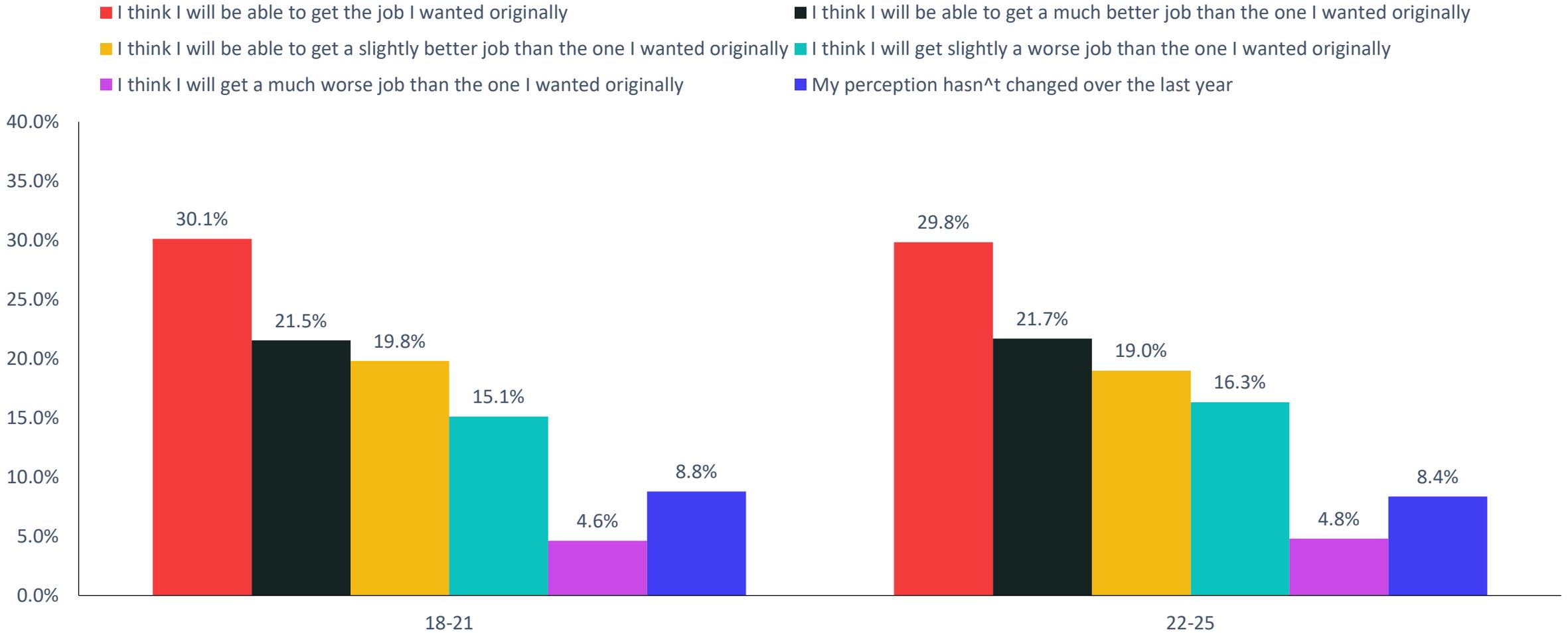
- Architecture, Engineering & Building
- Arts & Culture
- Education
- Finance
- Healthcare
- HR
- IT & Telecoms
- Legal
- Manufacturing & Utilities
- Retail, Catering & Leisure
- Sales, Media & Marketing
- Travel & Transport
- STEM
- Medicine/science
- Government
- Other
- N/A



Q7. How do you feel the likelihood of getting the job you want has changed since the pandemic arrived in your market, if at all?

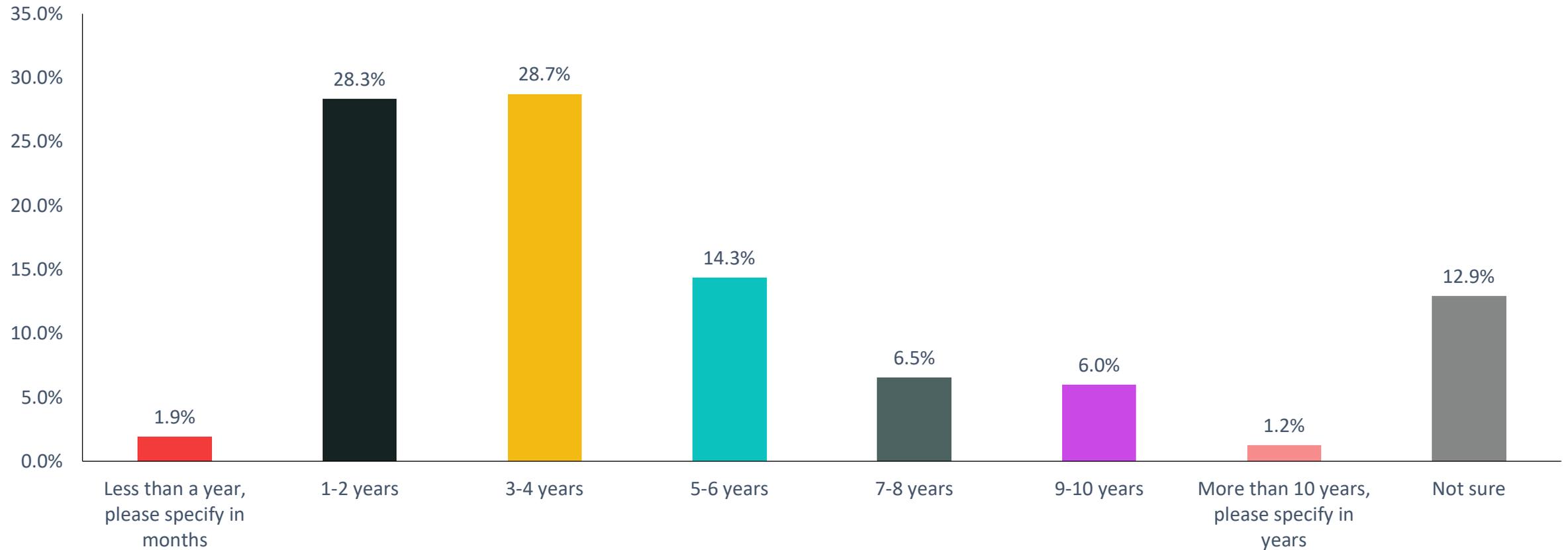
**3 in 10 (30%) respondents they will be able to get the job they wanted originally despite the arrival of the pandemic in their country.**

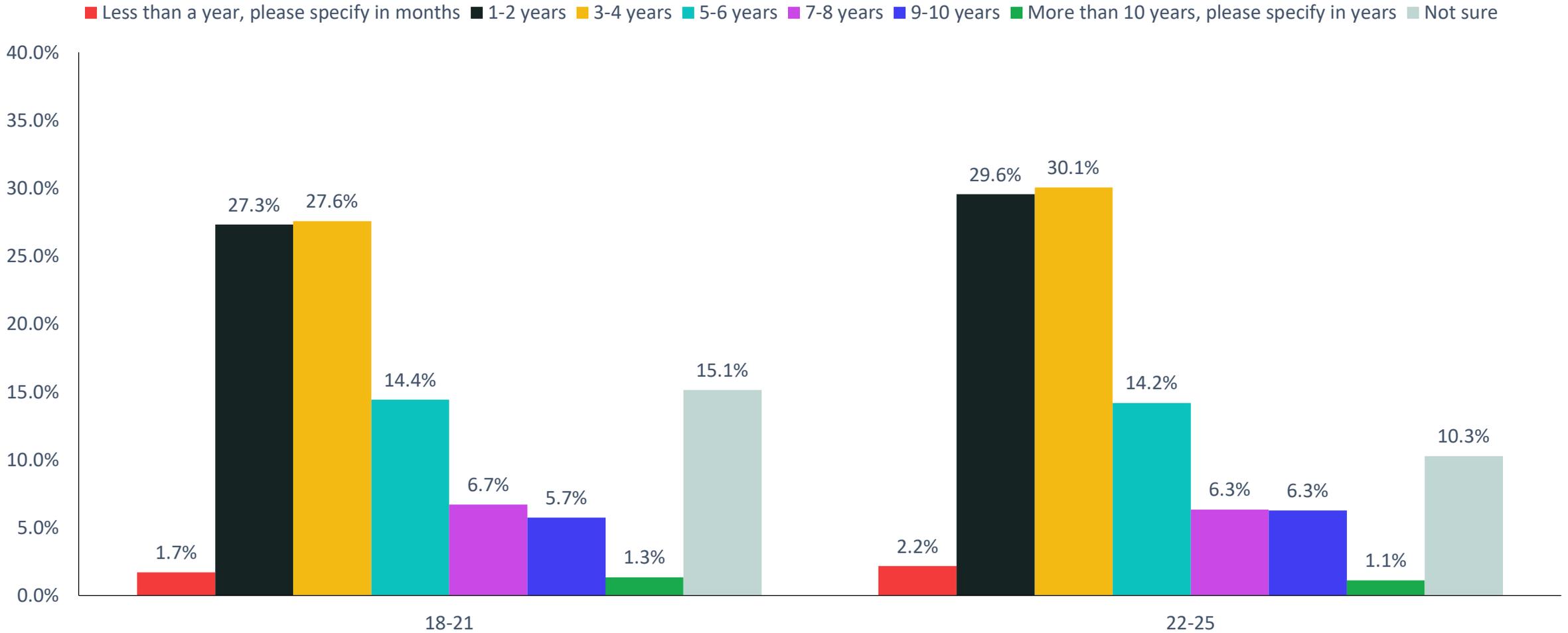




## Q8. How long did you/do you plan to stay in your first graduate job?

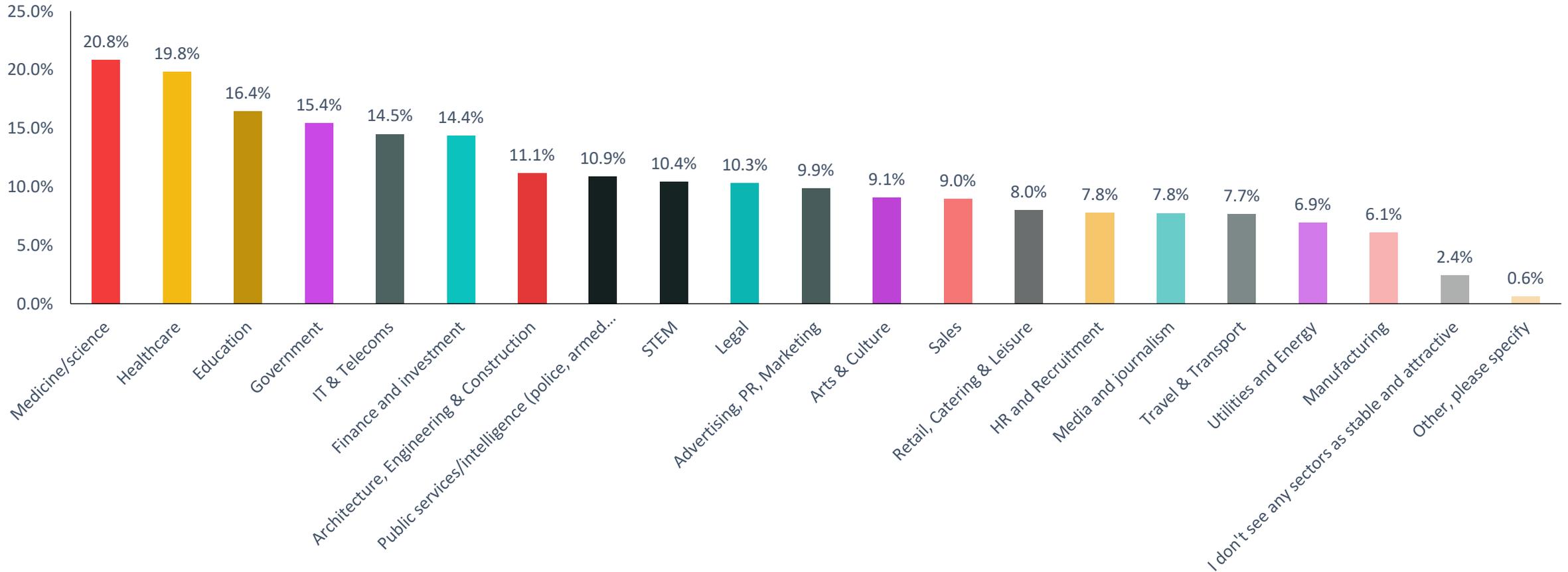
**Just under 3 in 10 (29%) respondents did/plan to stay in their first graduate job for 3-4 years.**





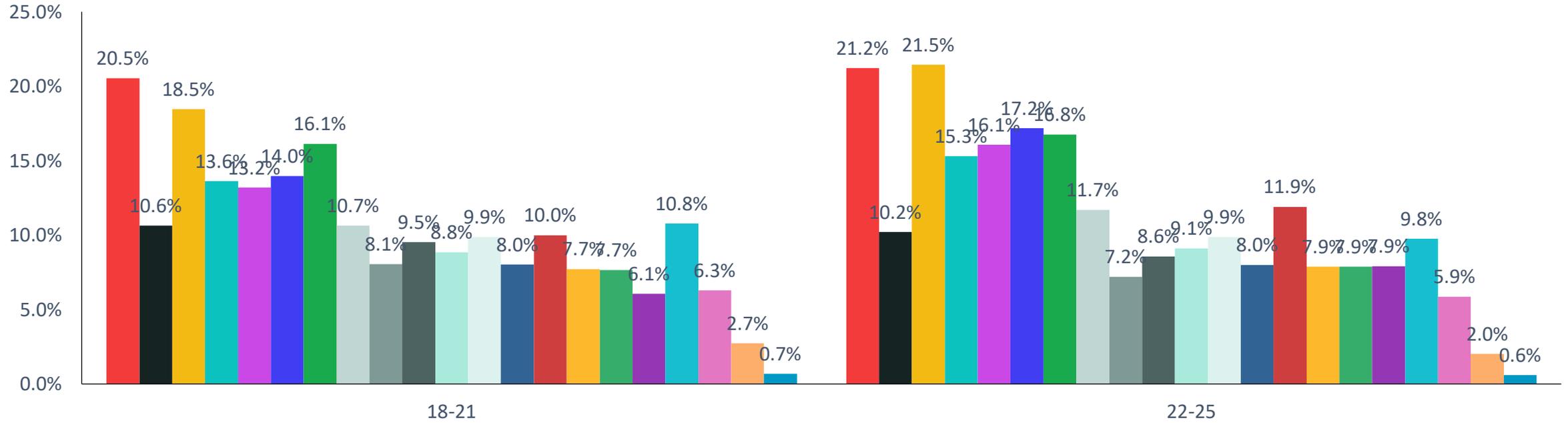
## Q9. Which sectors, if any, do you feel are the most stable and attractive? (Tick up to three)

**Medicine/science is the top sector respondents feel is the most stable and attractive.**



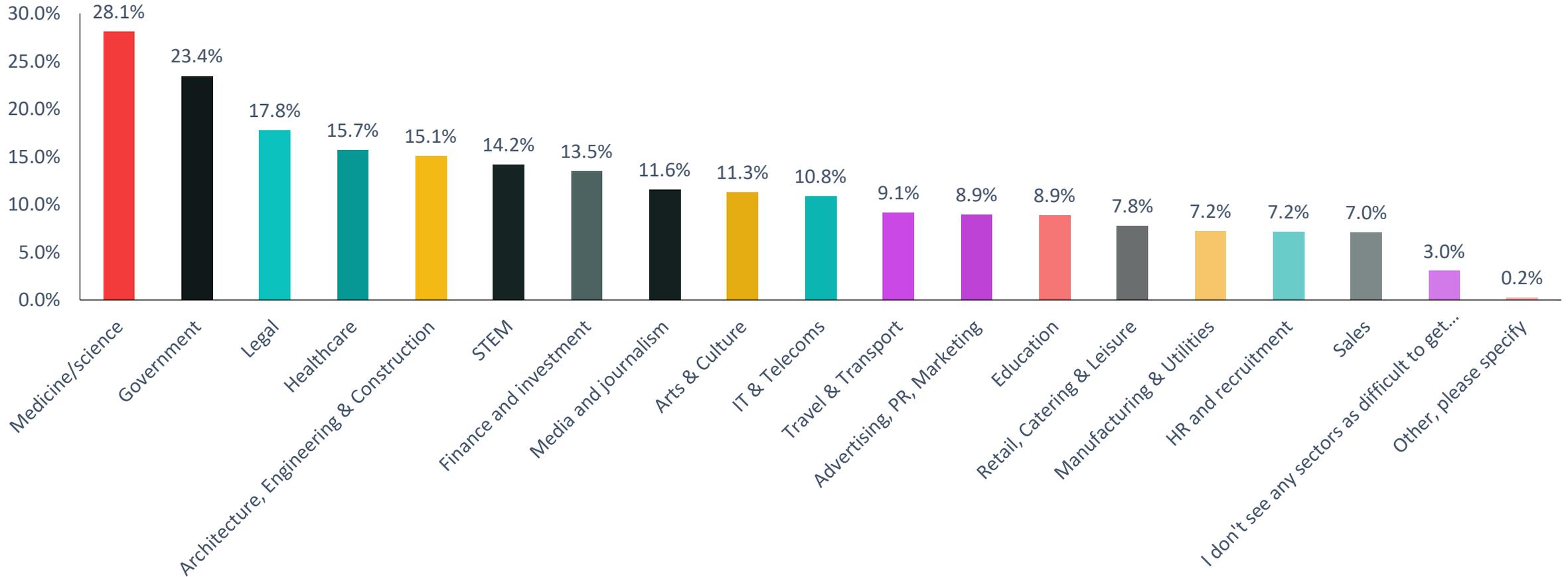
Age Combined

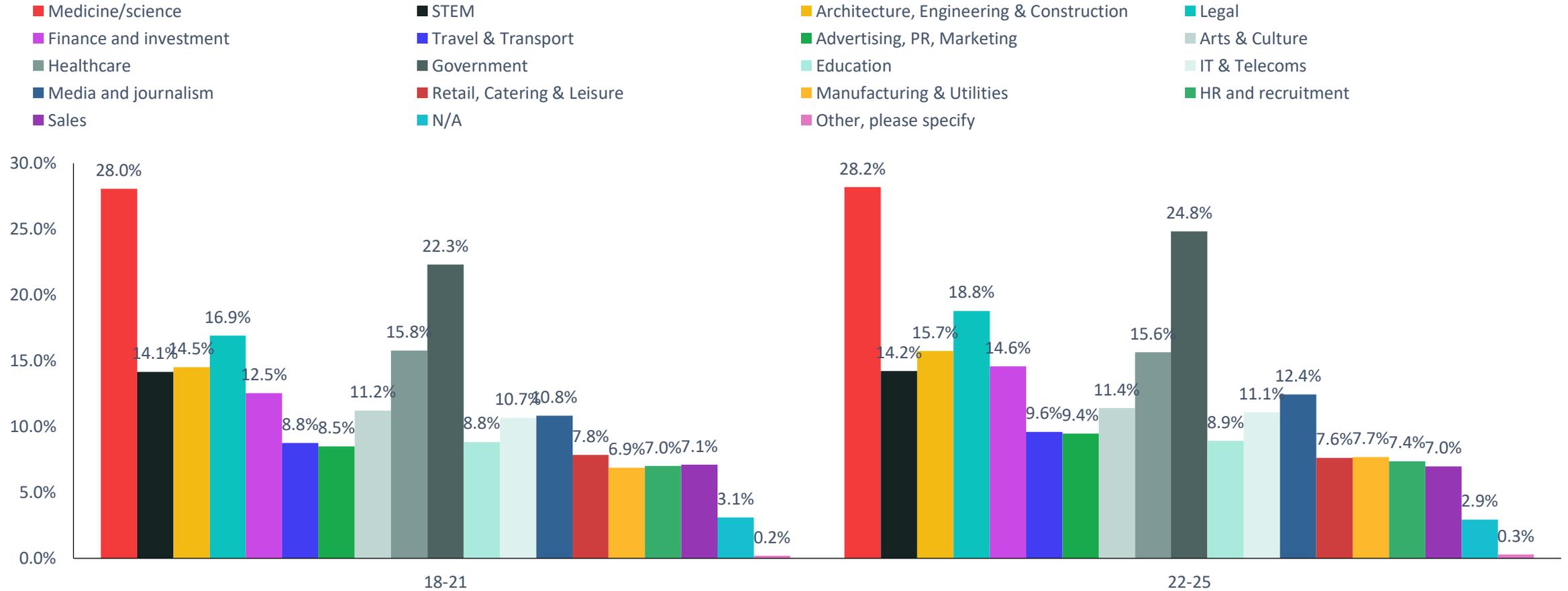
- Medicine/science
- STEM
- Healthcare
- Finance and investment
- IT & Telecoms
- Government
- Education
- Architecture, Engineering & Construction
- Travel & Transport
- Arts & Culture
- Sales
- Advertising, PR, Marketing
- Retail, Catering & Leisure
- Public services/intelligence (police, armed forces, secret service)
- HR and Recruitment
- Media and journalism
- Utilities and Energy
- Legal
- Manufacturing
- N/A



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

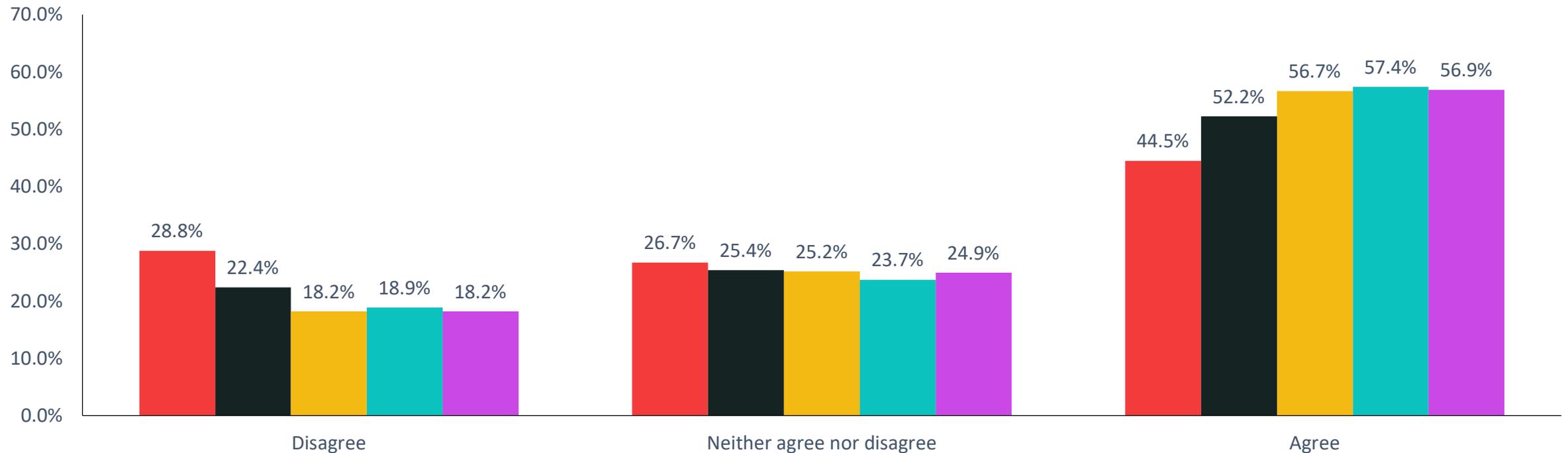
Medicine/science is the top sector respondents see as the most difficult to get into.





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

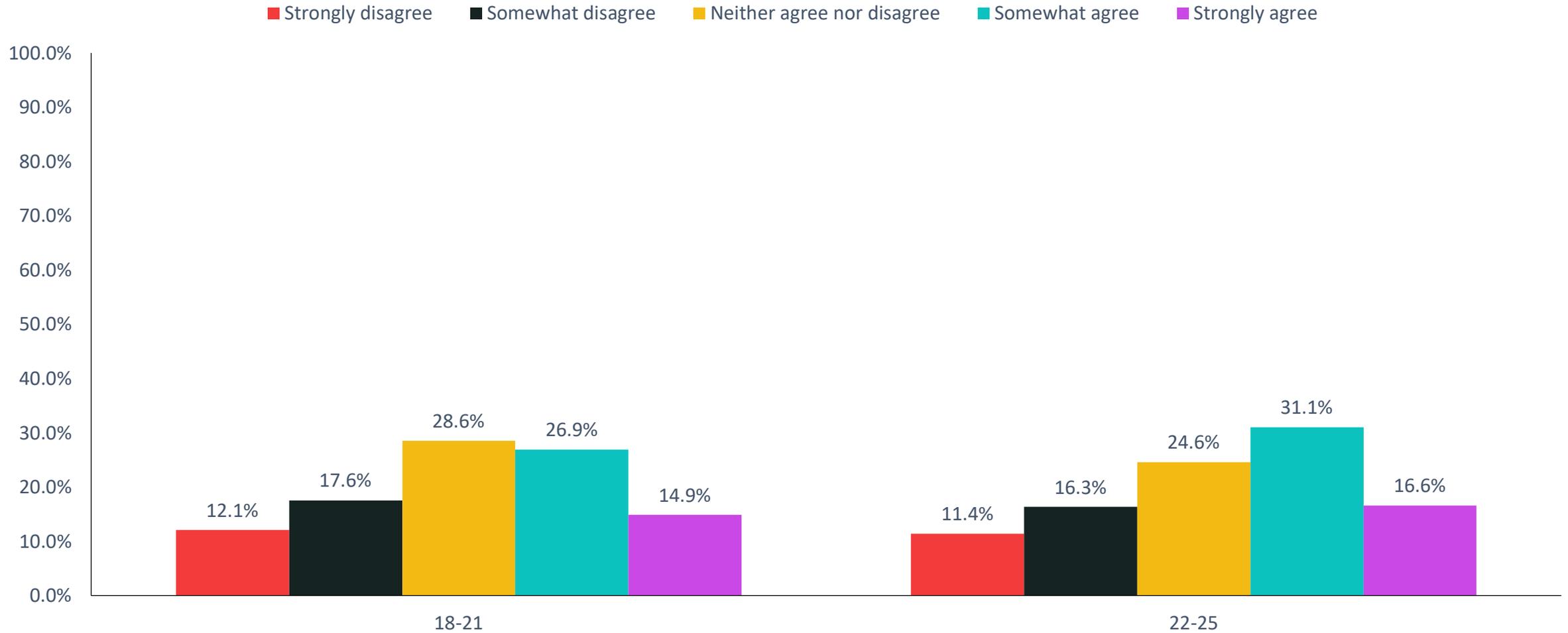
- Covid-19 has negatively impacted my long-term career prospects
- I am likely to have multiple careers over my lifetime, due to the likelihood I will be working into later life
- I feel my career prospects have improved as a result of undertaking a degree
- Postgraduate qualifications/professional certification 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'.

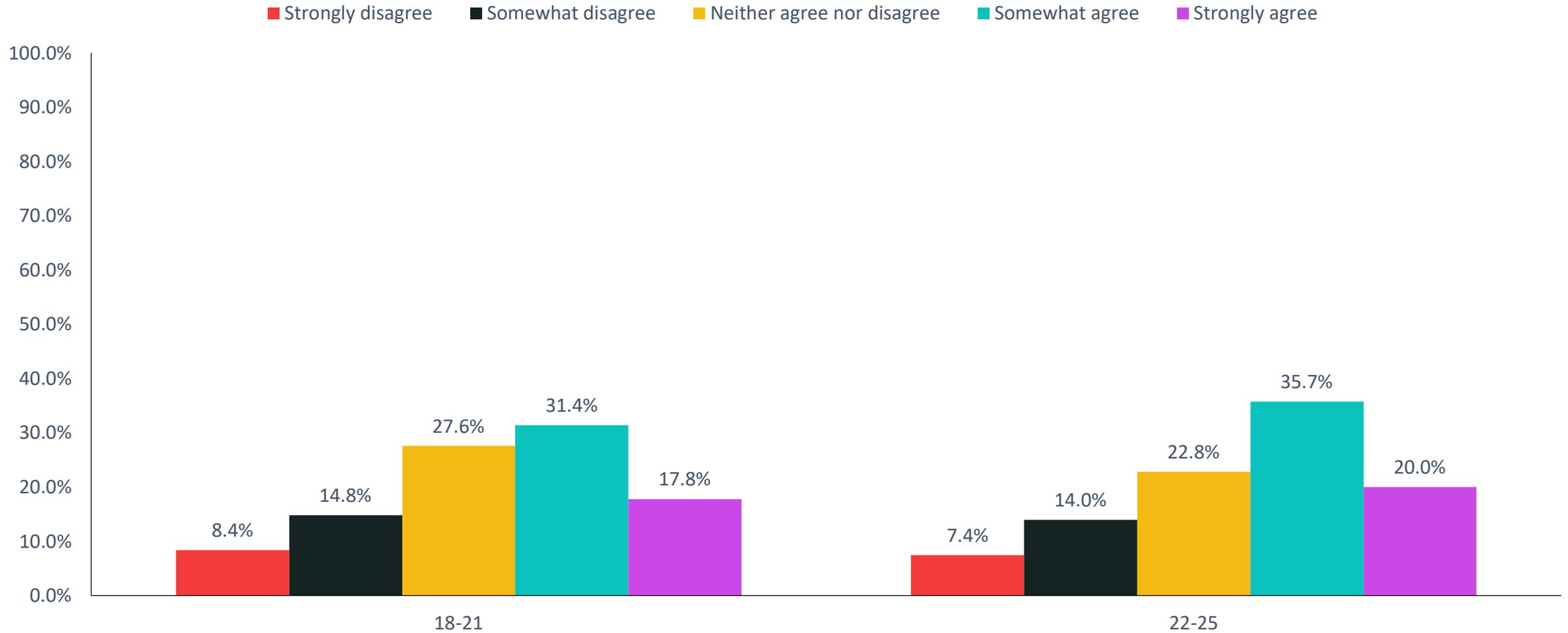
# Q11 | Covid-19 has negatively impacted my long-term career prospects

## Age Combined



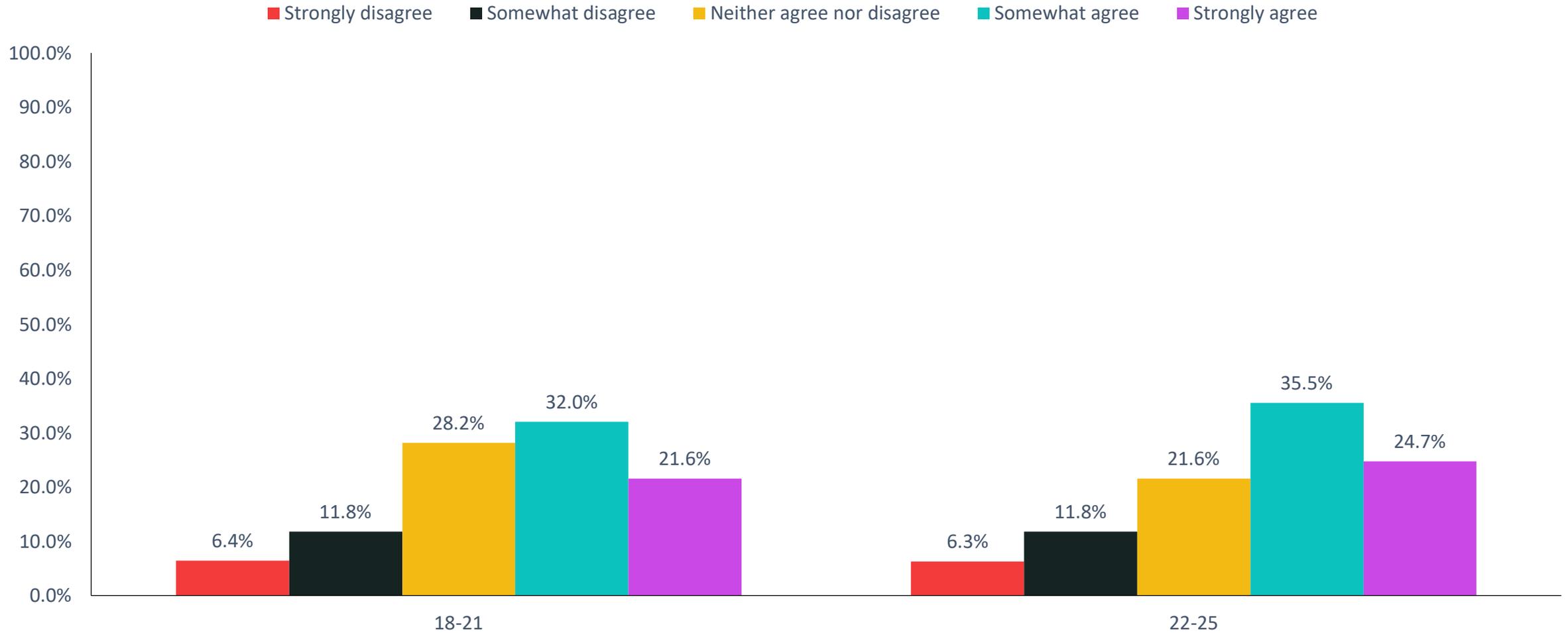
# Q11 | I am likely to have multiple careers over my lifetime, due to the likelihood I will be working into later life

## Age Combined



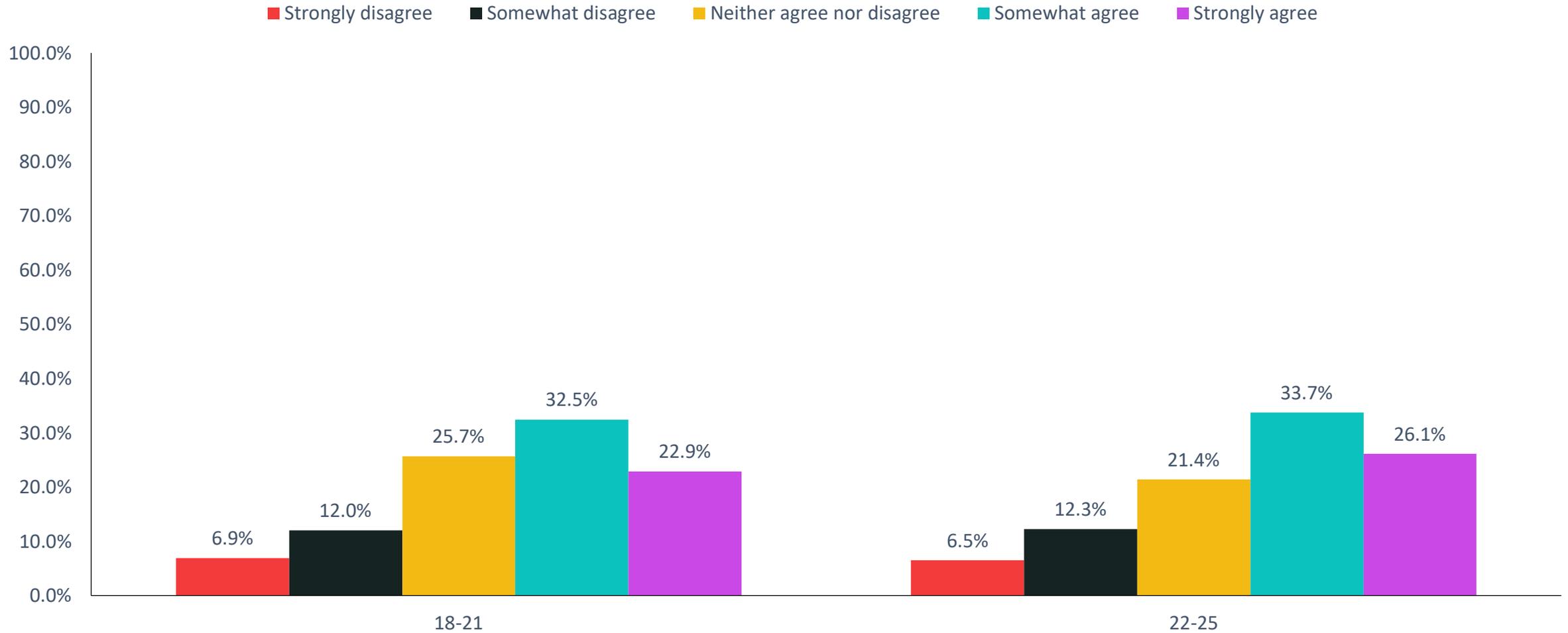
# Q11 | I feel my career prospects have improved as a result of undertaking a degree

## Age Combined



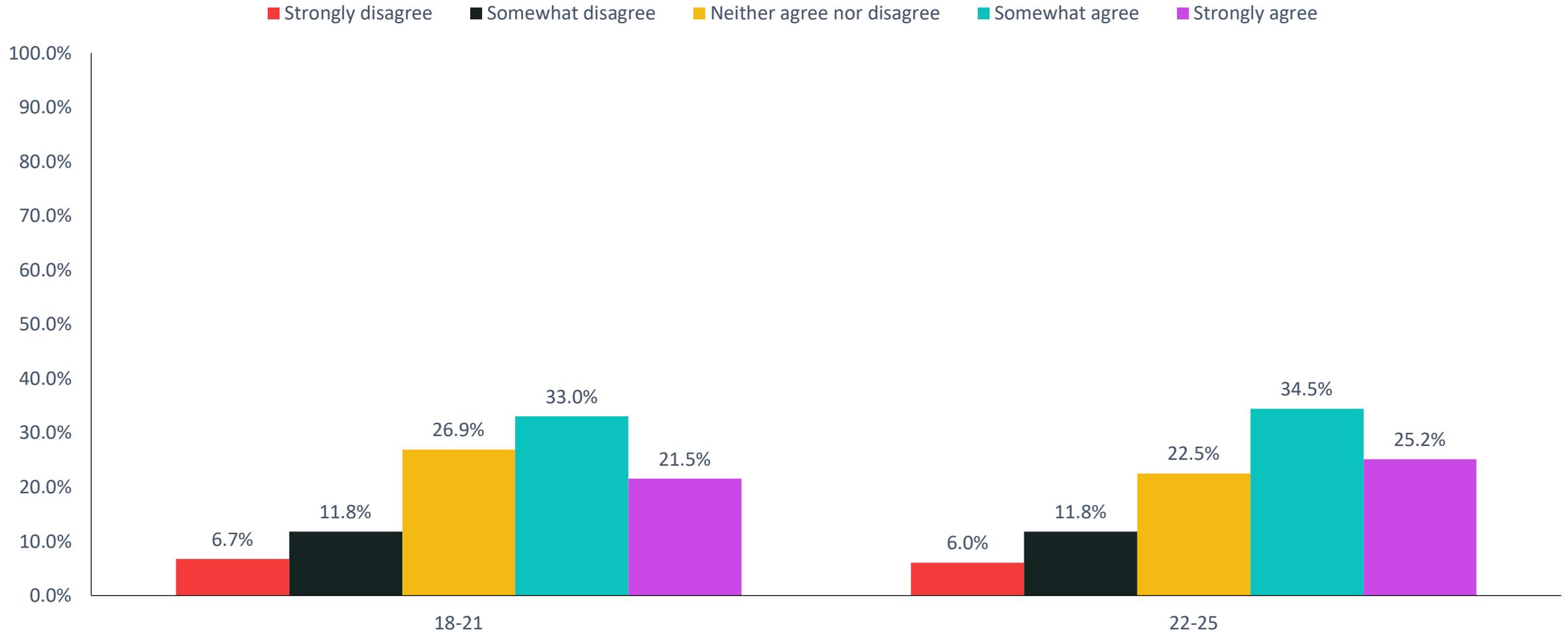
# Q11 | Postgraduate qualifications/professional certification will help me to secure higher earnings

## Age Combined



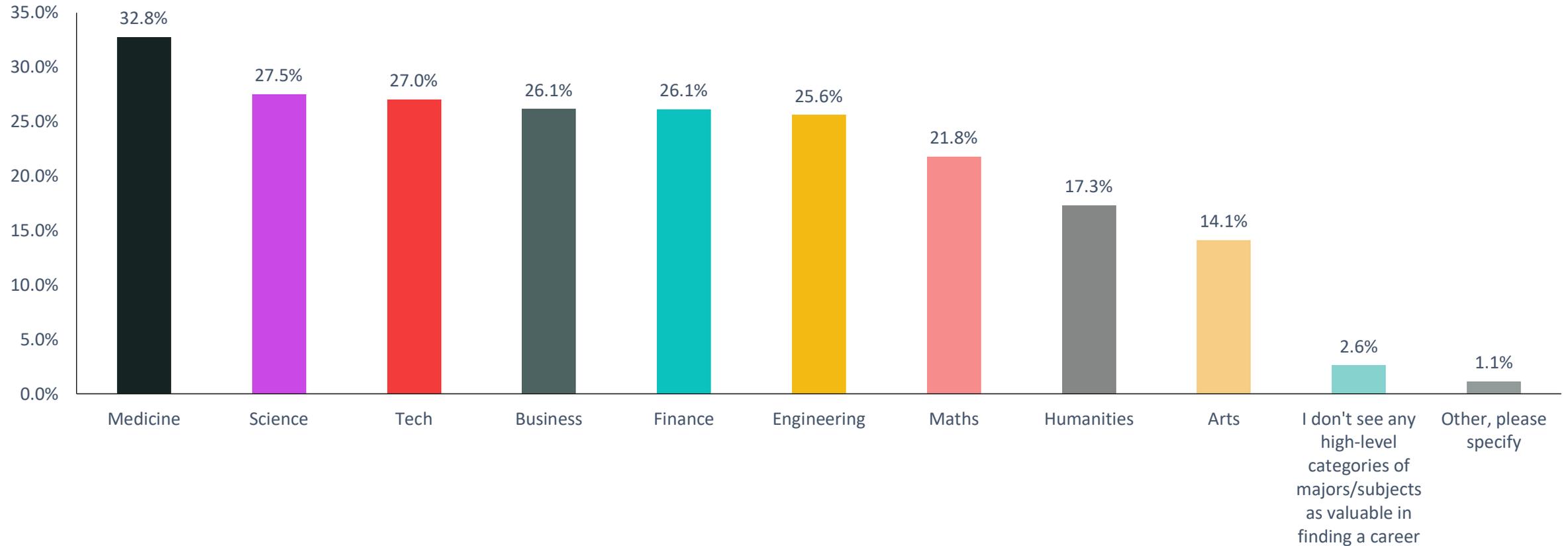
# Q11 | Postgraduate qualifications/professional certification will give me an edge in the current job market

## Age Combined

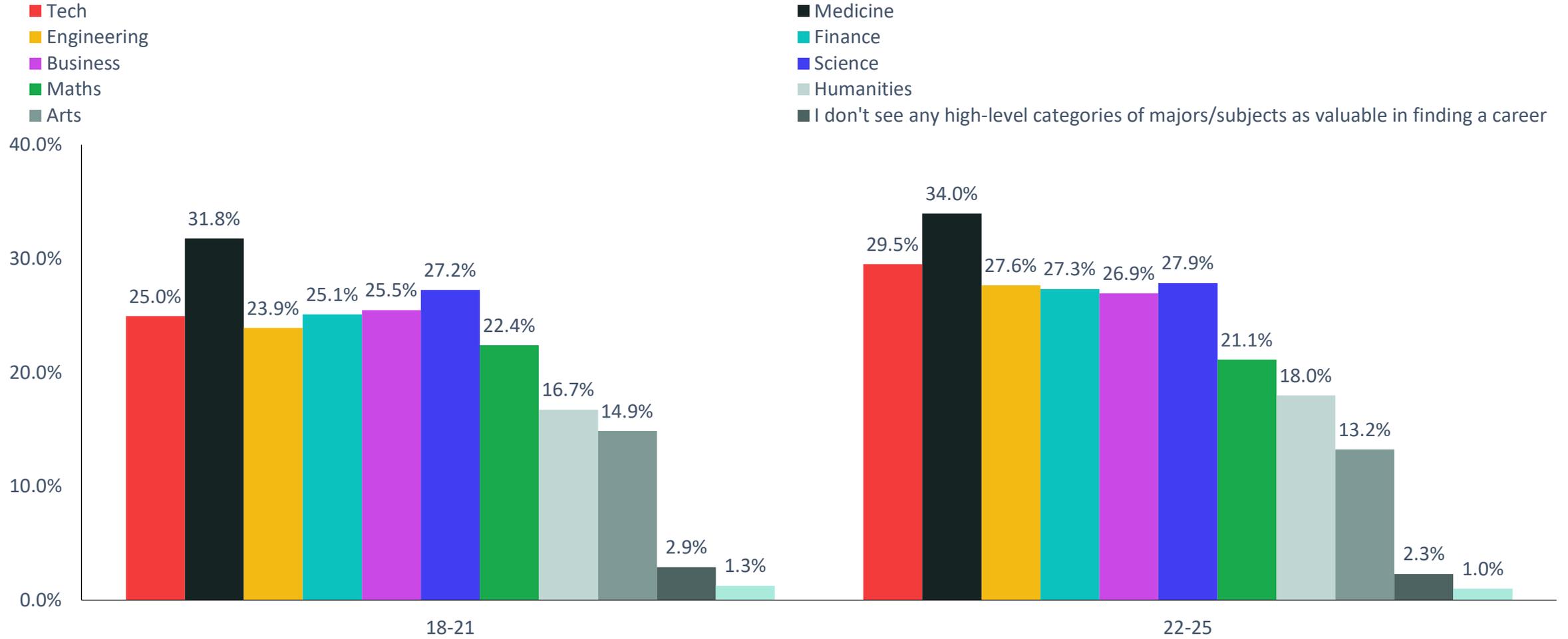


Q12. What university majors/subjects, if any, do you see as most valuable in finding a career? (Tick up to three)

Medicine is the top major/subject respondents see as most valuable in finding a career.

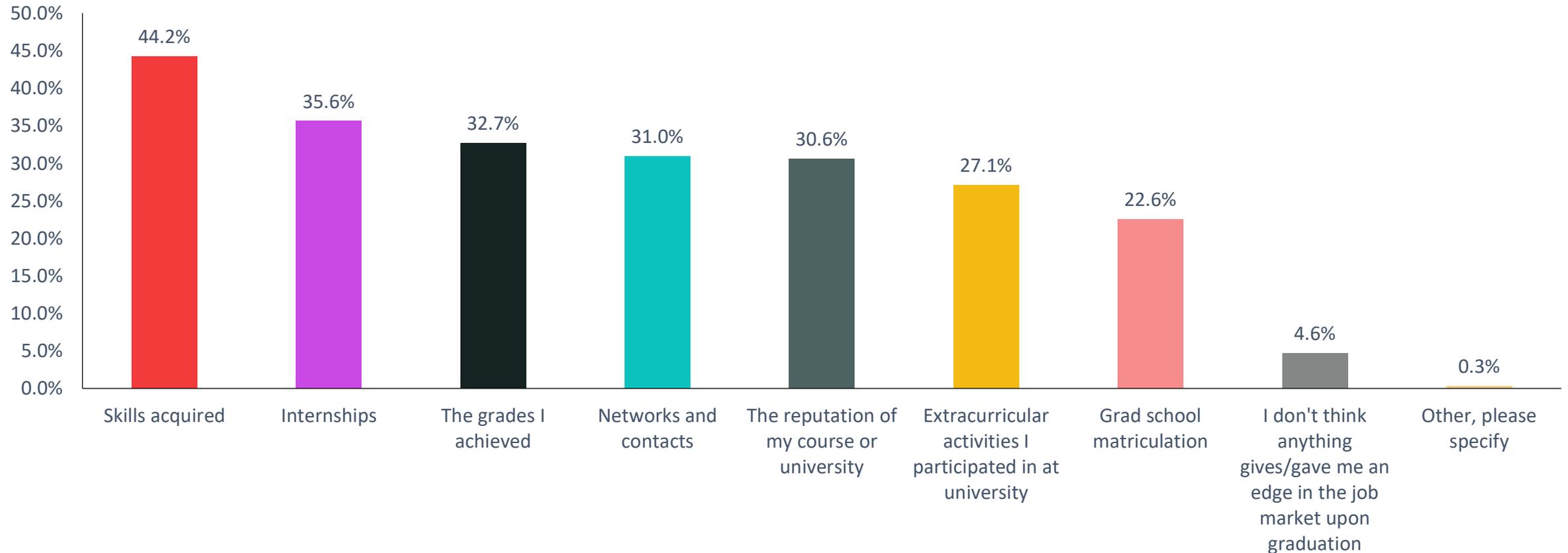


Age Combined



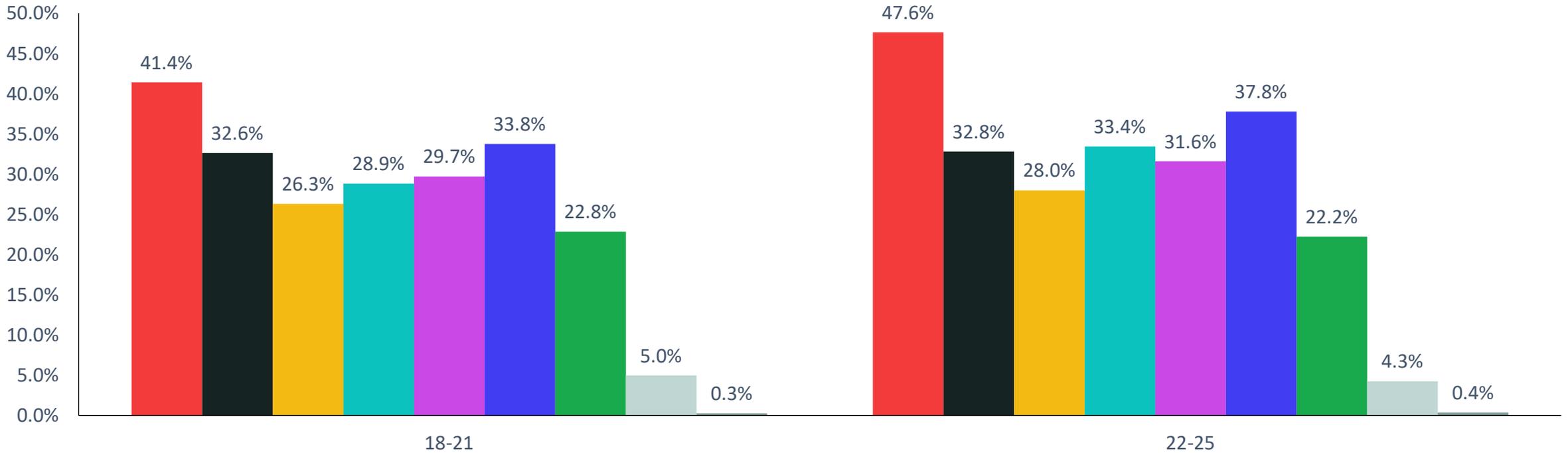
Q13. What, if anything, do you think gives/gave you an "edge" in the job market upon graduation? (Tick all that apply)

Majority of respondents think their skills acquired, gives/gave them an "edge" in the job market upon graduation.

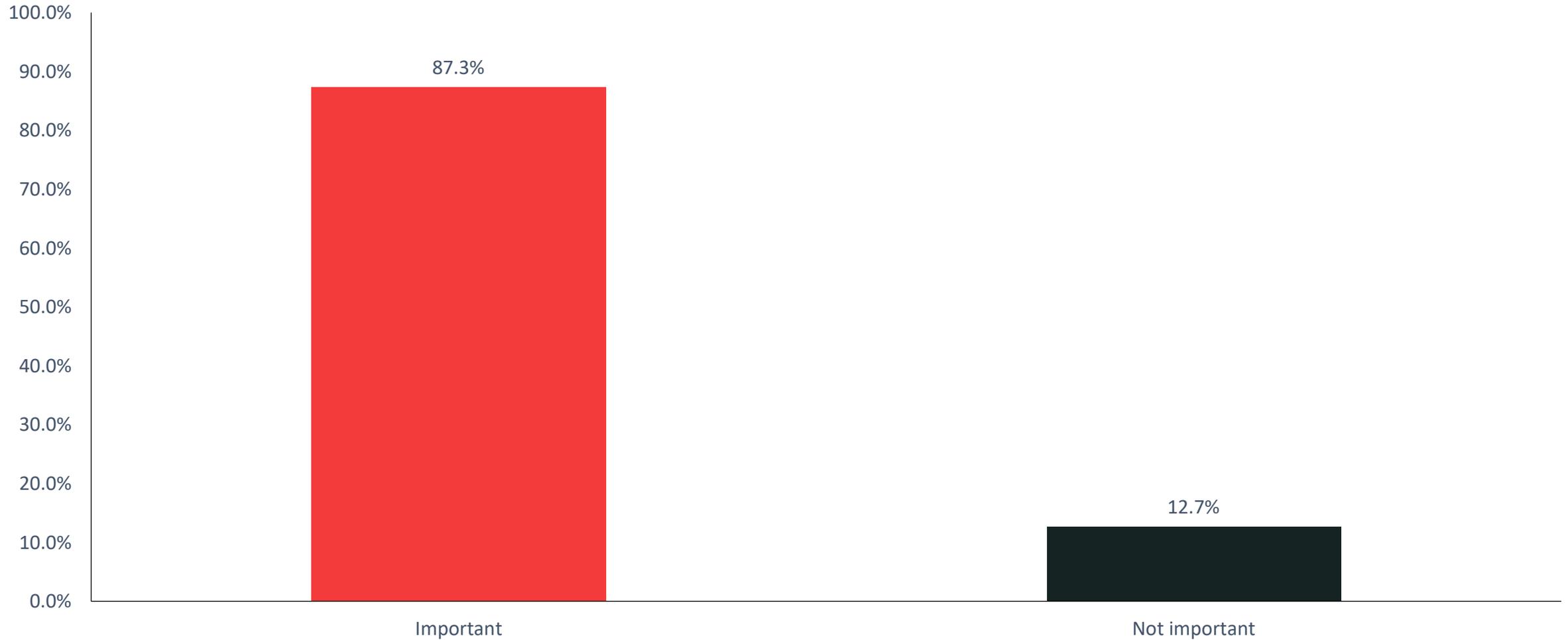


Age Combined

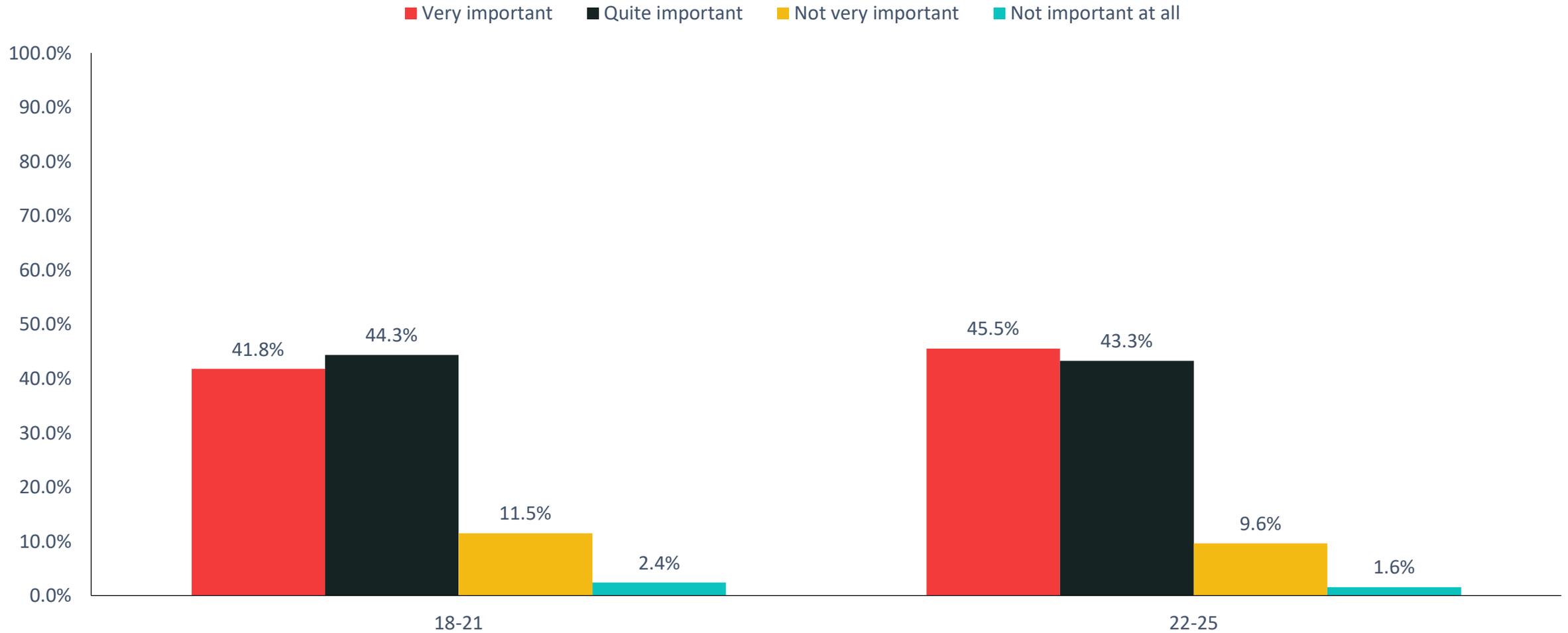
- Skills acquired
- Extracurricular activities I participated in at university
- The reputation of my course or university
- Grad school matriculation
- Other, please specify
- The grades I achieved
- Networks and contacts
- Internships
- I don't think anything gives/gave me an edge in the job market upon graduation



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

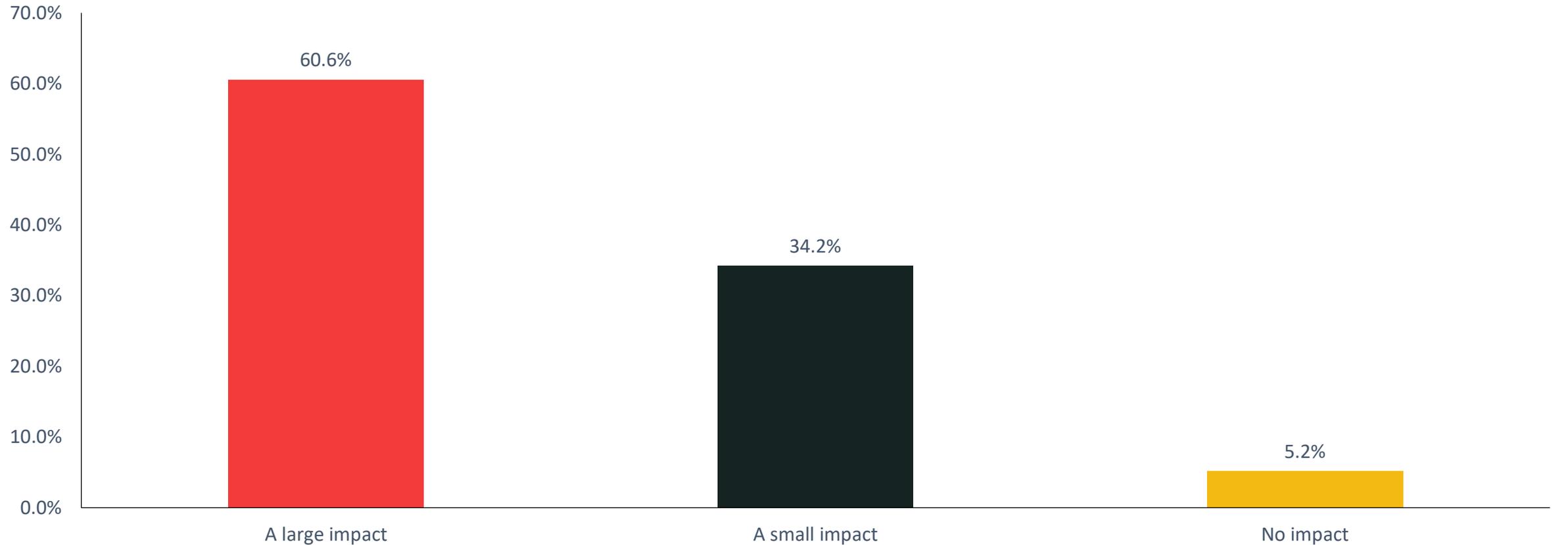


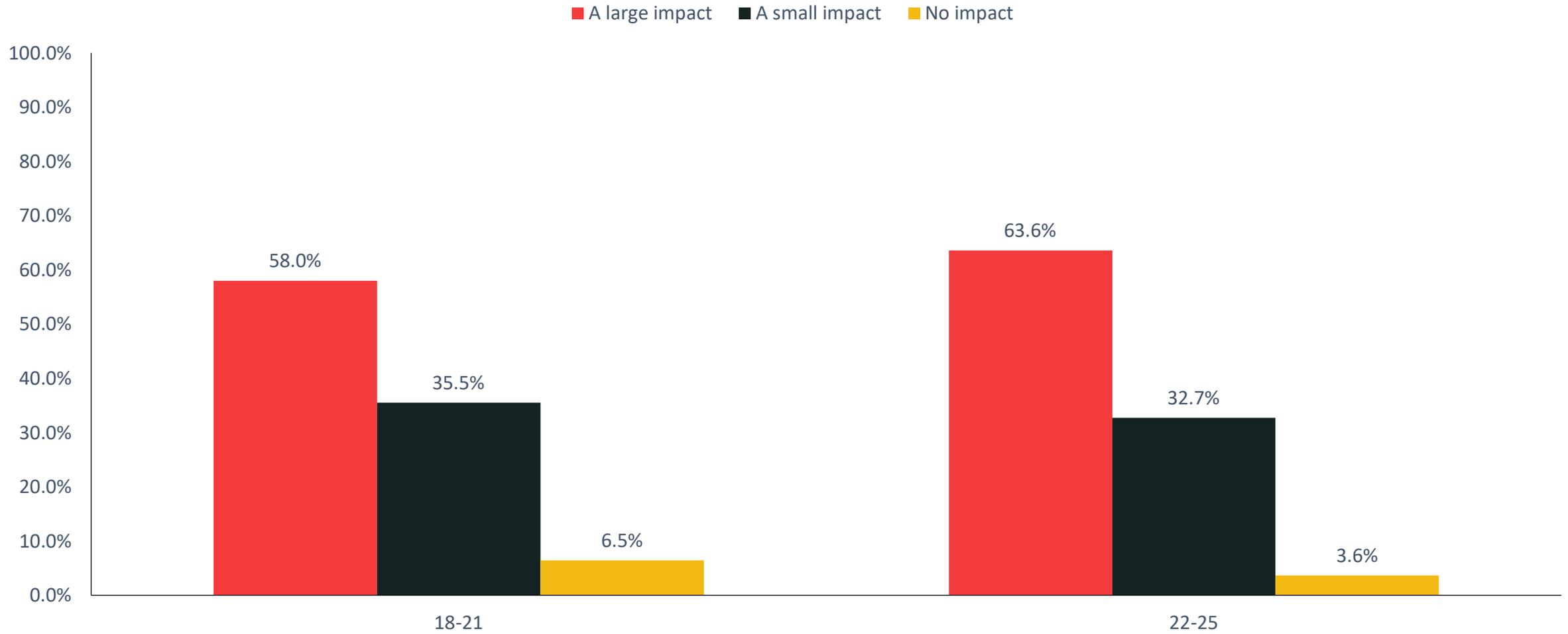
\* 'Very important' and 'Quite important' answers combined.



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

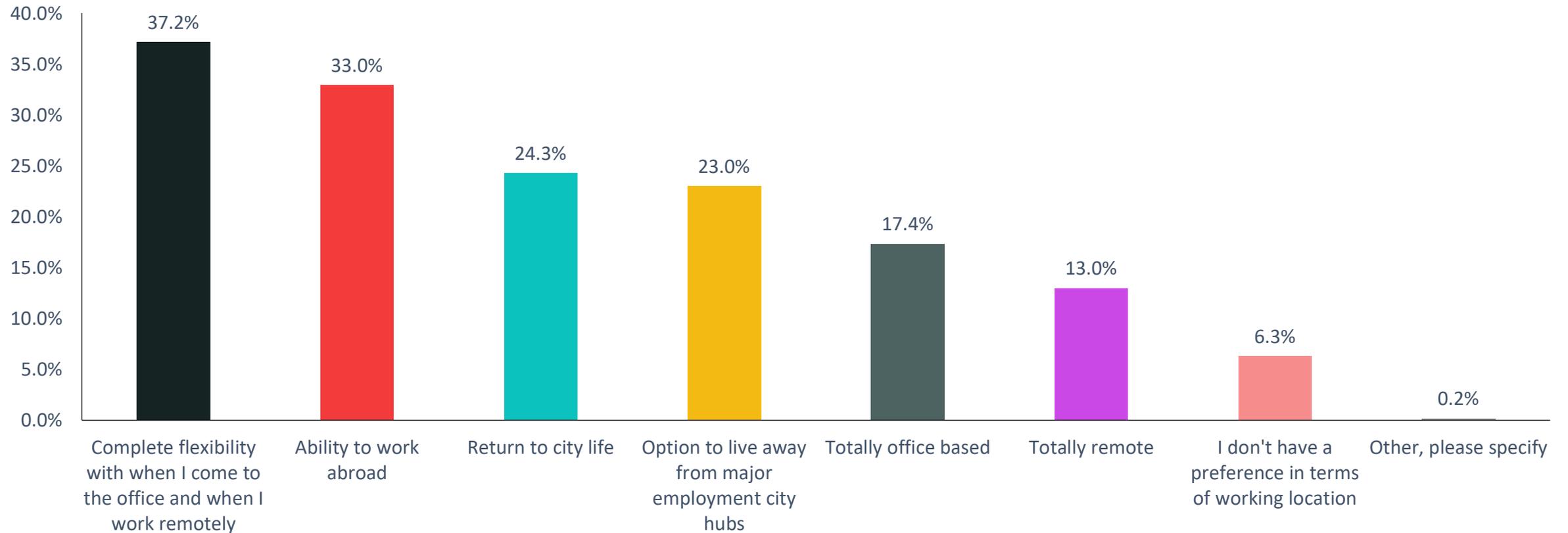
Majority of respondents (61%) think professional certification would have a large impact on their earning prospects, job fulfilment and opportunities.



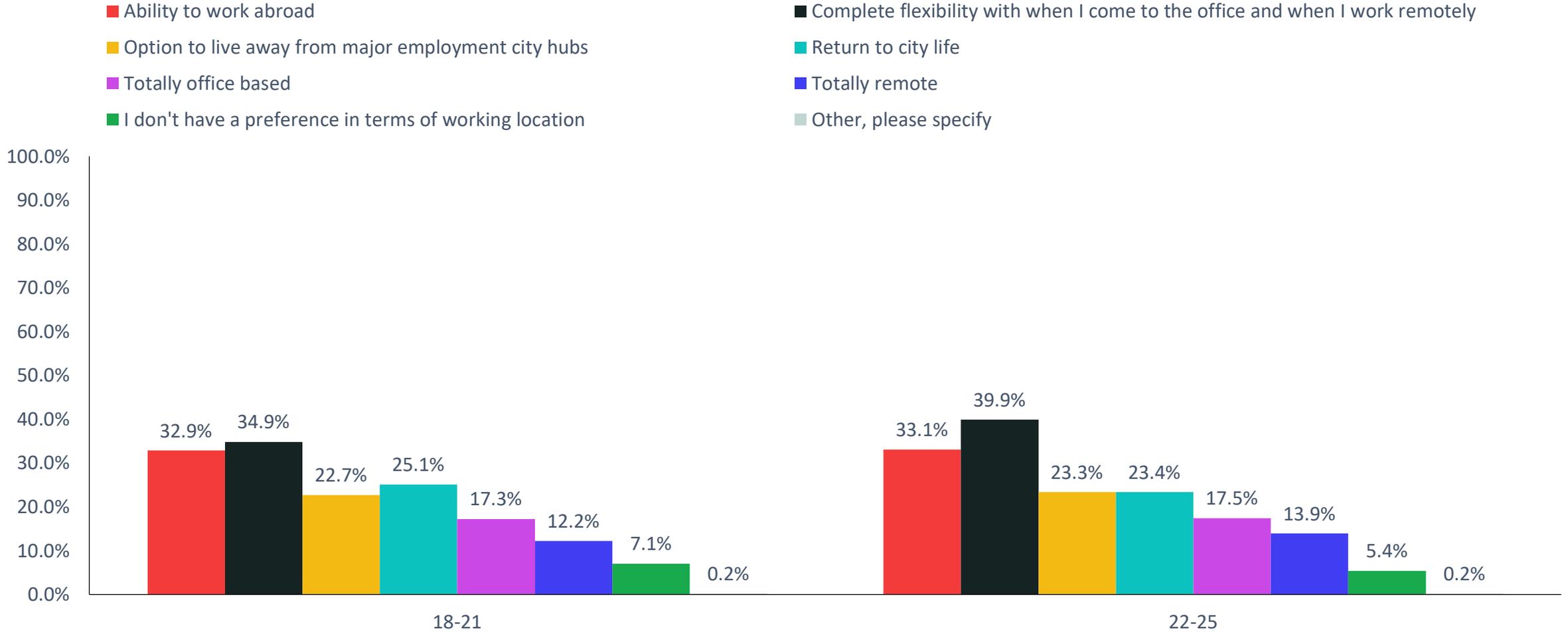


Q16. What, if anything, is your preference in terms of working location? (Tick all that apply)

Majority of respondents (37%) said complete flexibility with when they come to the office and when they work remotely, is their preference in terms of working location.

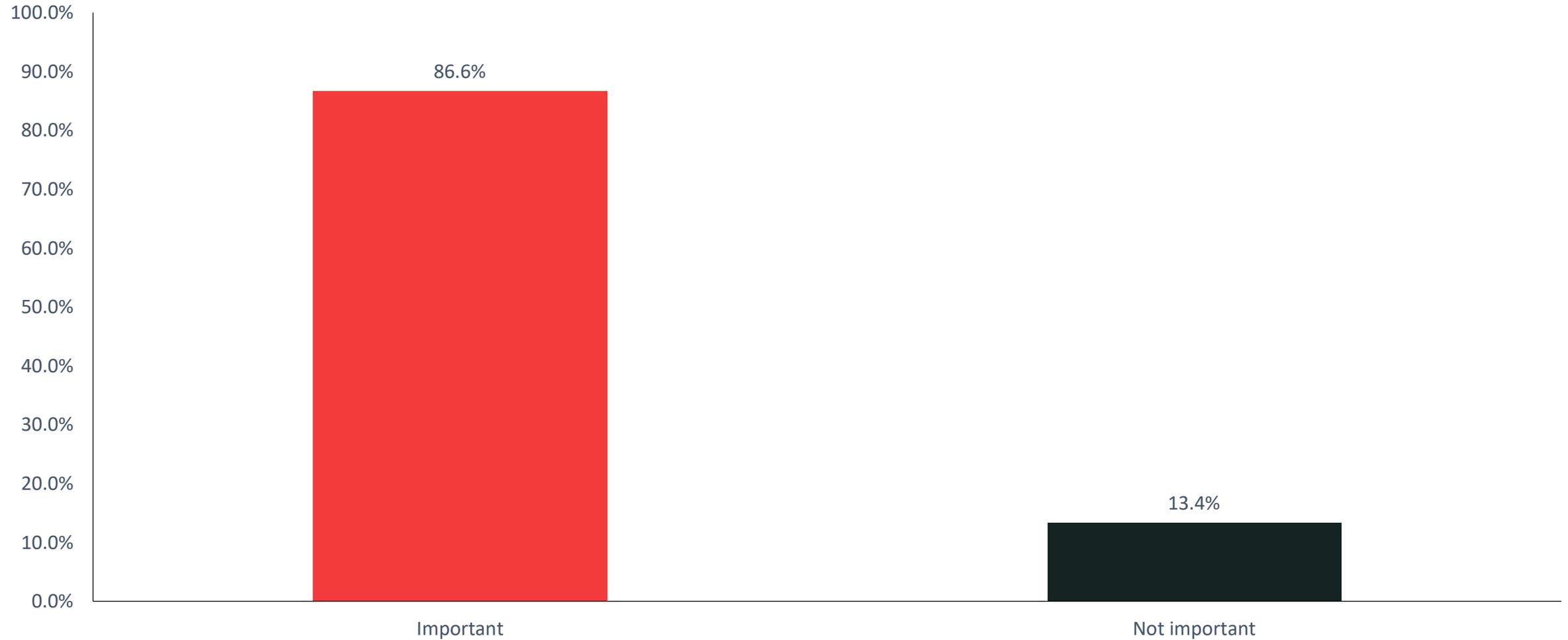


Age Combined

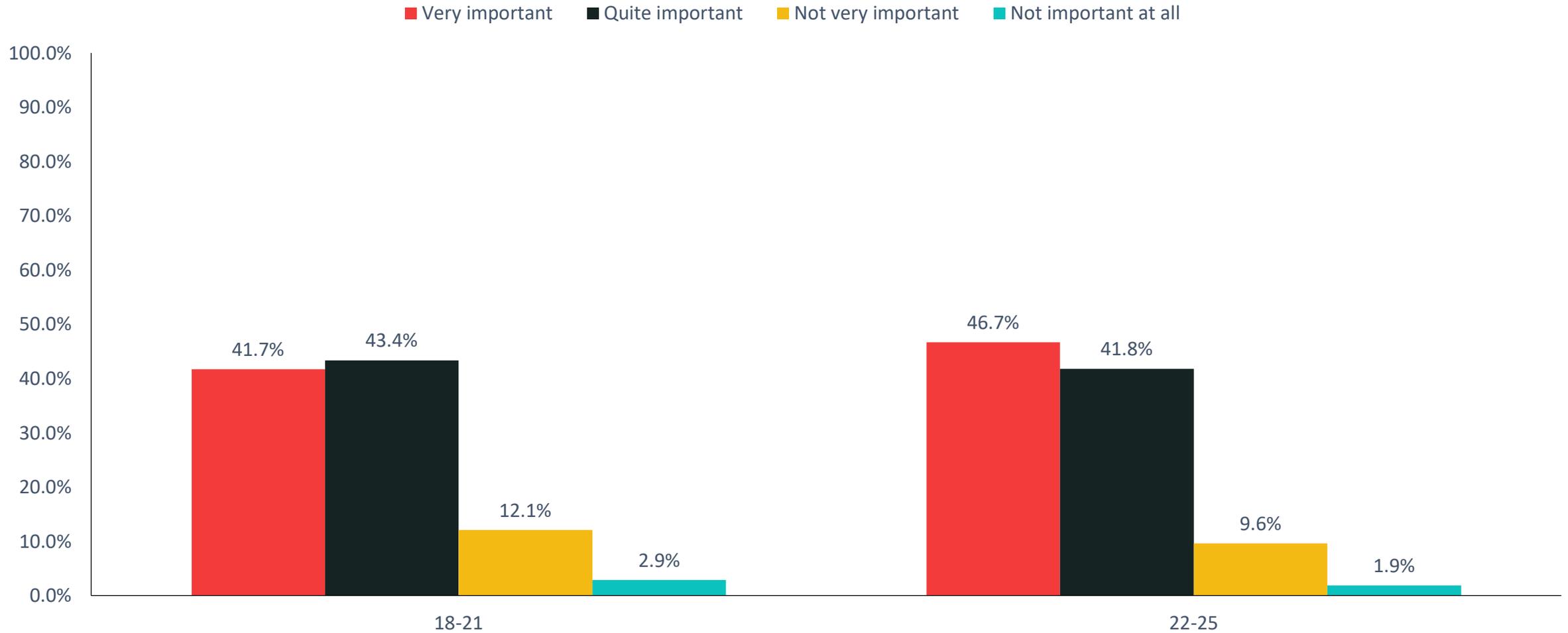


## Q17 Combined

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



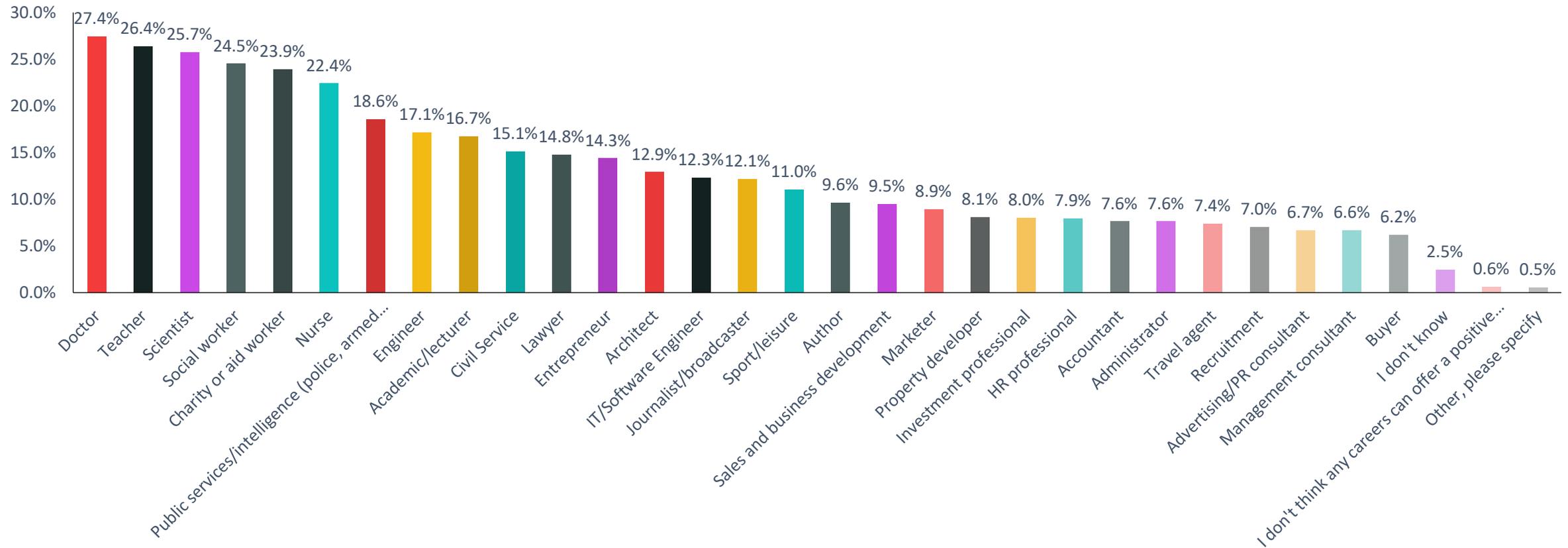
\* 'Very important' and 'Quite important' answers combined.



# Q18

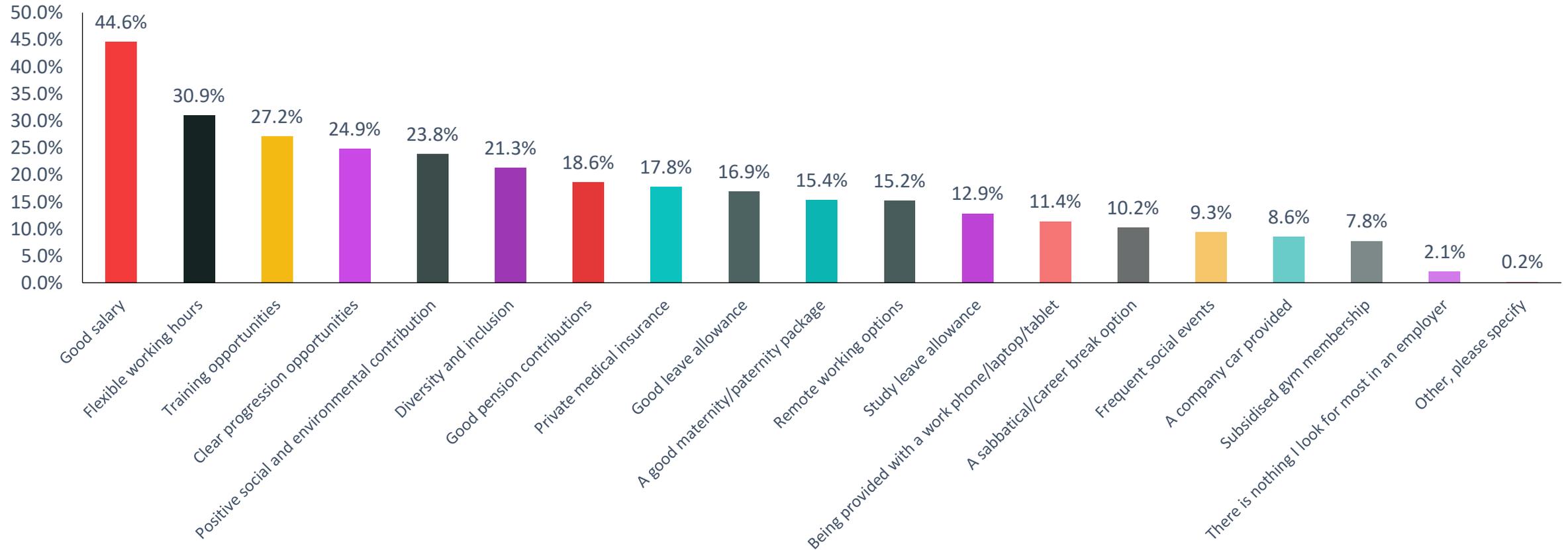
Q18. What careers, if any, do you think can offer a positive social and environmental contribution? (Tick all that apply)

**Doctor is the career majority of respondents think can offer a positive social and environmental contribution (27%).**



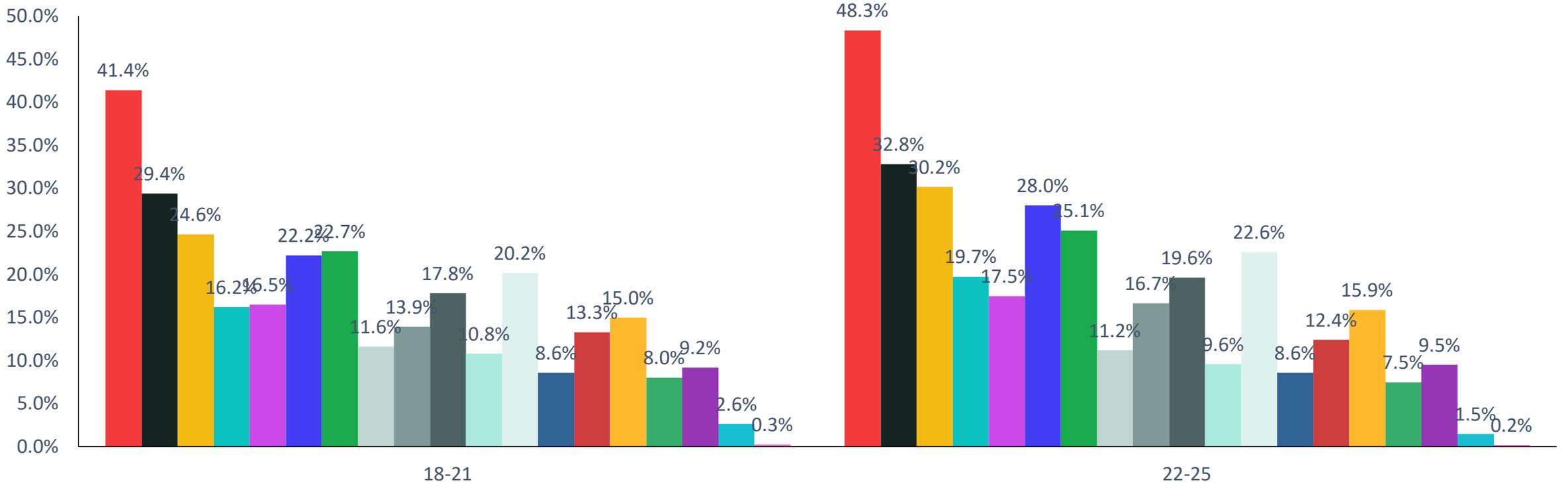
Q19. What do you look for the most in an employer? (Tick up to five)

**A good salary is the thing majority of respondents look for the most in an employer (45%).**



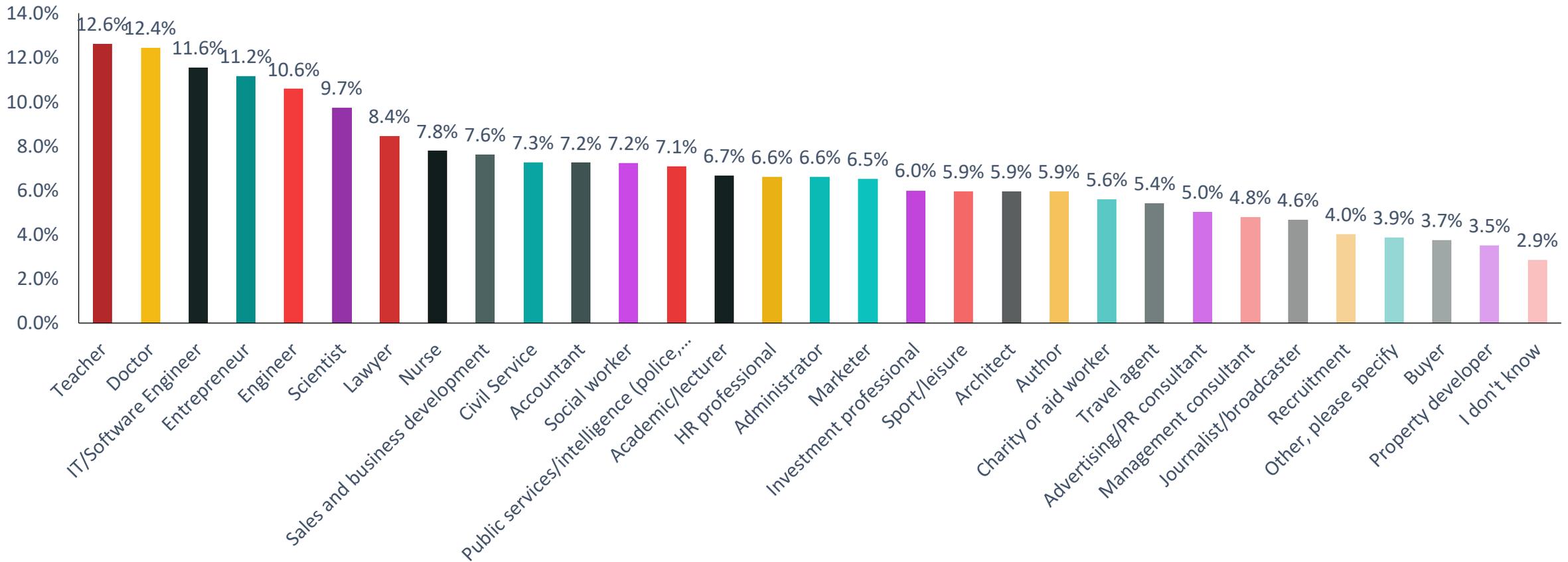
Age Combined

- Good salary
- Flexible working hours
- Training opportunities
- Private medical insurance
- Good leave allowance
- Clear progression opportunities
- Positive social and environmental contribution
- Being provided with a work phone/laptop/tablet
- Remote working options
- Good pension contributions
- A sabbatical/career break option
- Diversity and inclusion
- A company car provided
- Study leave allowance
- A good maternity/paternity package
- Subsidised gym membership
- Frequent social events
- There is nothing I look for most in an employer
- Other, please specify

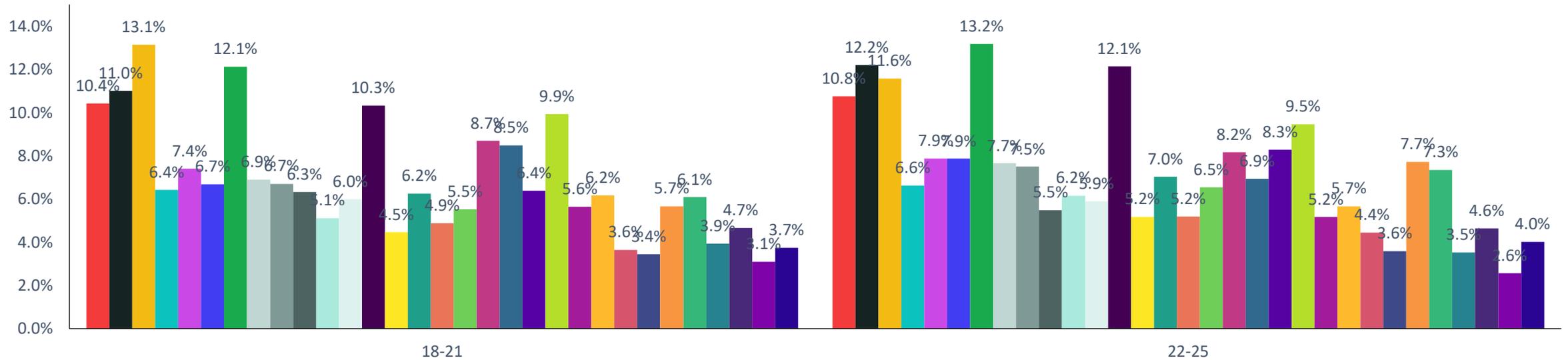


Q20. What job(s) do you want the most? (Tick up to three)

Teacher is the job majority of respondents want the most (13%).



- Engineer
- Marketer
- Teacher
- Architect
- Entrepreneur
- Advertising/PR consultant
- Nurse
- Travel agent
- Property developer
- Buyer
- Other, please specify
- IT/Software Engineer
- Sales and business development
- Accountant
- Charity or aid worker
- Management consultant
- Investment professional
- Civil Service
- Author
- Administrator
- Journalist/broadcaster
- Doctor
- Social worker
- Public services/intelligence (police, armed forces, secret service)
- Sport/leisure
- HR professional
- Lawyer
- Scientist
- Recruitment
- Academic/lecturer
- I don't know



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.

**A fifth (20%) of respondents rated their current confidence in their career prospects an 8/10.**

