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 2024 study benchmarked questions from the 2023 Graduate Outlook Survey related to career trajectories.
The 2024 CFA Institute Graduate Outlook Survey was fielded via an online survey from March 19-April 8, 2024, by Dynata with a sample of 9,916 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 2023 Graduate Outlook Survey.

Key global markets included:

1. Canada: n=700
2. USA: n=1,000
3. Mexico: n=501
4. Brazil: n=700
5. UK: n=1,000
6. Spain: n=700
7. France: n=1,000
8. Germany: n=700
9. UAE: n=500
10. India: n=1,000
11. Singapore: n=300
12. Hong Kong SAR: n=312
13. Australia: n=501
14. Mainland China: n=1,002
Confident about career prospects

- 78% of graduates are confident in their future career prospects today, and 72% rate their career prospect confidence as at least a 7 out of 10. This is five points higher than in 2023 (75% vs. 70%, respectively)

Finance degrees preferred

- The finance industry is the top industry where graduates are confident in their career prospects and increased in confidence by 6 points
  - Education and Healthcare saw a slight decrease
- Finance is the top career field graduates consider most stable and attractive, followed by STEM
  - Finance, along with Tech, is one of the top college majors seen as valuable in finding a career
  - Humanities and arts are at the bottom

Graduates continue to be concerned about low pay

- In addition to being concerned about low pay, graduates are concerned about lack of jobs in their preferred sector and feeling unfulfilled or uninterested in their work
  - Those who are 18-21 years old are slightly more likely to be concerned about feeling unfulfilled than those who are 22-25 years old
- 62% look for salary in an employer along with working arrangements

Al/automation will make it more difficult to secure jobs, but it is still important to career success

- Nearly two-thirds of graduates think Al/automation will make it more difficult to secure the job they want, but two-thirds think Al/automation is important to the success of their desired career path
- 92% of graduates believe knowing how to use Al/automation tools would benefit their career prospects
Executive Summary, cont.

Upskilling will be necessary but post-graduate certifications will give an edge along with skills and work experience

- While 81% of graduates feel their career prospects have improved as a result of undertaking a degree, an increase from 2023 (73%), 82% think they'll need to continually upskill throughout their career
- 81% say post-graduate certifications and qualifications will help them secure higher earnings and give them an edge in the job market, an increase from 2023 (72%)
- Nearly two-thirds of graduates think a professional industry qualification or certification vs. a post-graduate degree will be most valuable in helping drive their career forward
- 95% say upskilling or acquiring certifications are important to the job market, and 71% say certifications will have a large impact on their job opportunities

When thinking about time spent in their first job, graduates are torn between wanting to experience different companies and sticking with one company

- 26% of graduates want to experience a range of different companies, while another 26% believes it is important to stick with one company and work your way up within it
- 71% of graduates do not intend to stay in their first jobs longer than 4 years, a slight increase from 2023

Looking to positively impact social and environmental causes

- 91% of graduates consider it important to make a positive social or environmental contribution through their careers – consistent with 2023
- 92% of graduates say they would be influenced by a company's commitment to ESG factors when deciding whether to apply for a job or pursue a career with them

Social media is used to find information and advice on career prospects

- 44% of graduates use social media to seek out information about what careers look like in real life, an increase from 2023 (39%)
- Compared to 2023, using social media to build a professional presence and seek advice from influencers has increased (37% vs. 34%, respectively)
- In addition to social media, graduates also get information and advice on career prospects from college professors and friends and increased their use of career guidance offices from 2023
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

<table>
<thead>
<tr>
<th>Confident Level</th>
<th>Not very confident</th>
<th>Not confident at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very confident</td>
<td>31%</td>
<td>19%</td>
</tr>
<tr>
<td>Quite confident</td>
<td>47%</td>
<td>18%</td>
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<td>2%</td>
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<td>2%</td>
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</tbody>
</table>
Graduates’ confidence has increased slightly since 2023

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

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**Your future career prospects in today’s current economic climate**

- **2023**
  - Confident*: 75%
  - Not confident**: 25%

- **2024**
  - Confident*: 78%
  - Not confident**: 22%

---

**You know what employers are looking for in graduate employees**

- **2023**
  - Confident*: 80%
  - Not confident**: 20%

- **2024**
  - Confident*: 81%
  - Not confident**: 19%

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*Confident = Very/Quite confident NET
**Not confident = Not very confident/Not confident at all NET
Q1 | Your future career prospects in today’s current economic climate
Age Combined

- **Very confident**
  - 18-21: 29%
  - 22-25: 32%

- **Quite confident**
  - 18-21: 47%
  - 22-25: 47%

- **Not very confident**
  - 18-21: 21%
  - 22-25: 32%

- **Not confident at all**
  - 18-21: 2%
  - 22-25: 3%
Q1 | You know what employers are looking for in graduate employees
Age Combined

<table>
<thead>
<tr>
<th>Age</th>
<th>Very confident</th>
<th>Quite confident</th>
<th>Not very confident</th>
<th>Not confident at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-21</td>
<td>32%</td>
<td>48%</td>
<td>19%</td>
<td>2%</td>
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<tr>
<td>22-25</td>
<td>34%</td>
<td>48%</td>
<td>17%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Graduates are most confident about their career prospects in Finance

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 2023, while confidence in Education and Healthcare dropped Q2. Which industries, if any, are you feeling most confident about your career prospects in? Select up to three.
Q2
Age Combined

- Architecture & Construction
- Arts & Culture
- Education
- Finance
- Government
- HR
- It & Telecoms
- Legal
- Manufacturing
- Medicine
- Manufacturing
- Medicine
- Medical
- Median & Telecoms
- Retail, Catering & Leisure
- Sales, Media & Marketing
- STEM
- Travel & Transport
- Other

I'm not feeling confident about prospects
Low pay, lack of jobs, and feeling unfulfilled are the biggest concerns among graduates. Q3. What, if anything, is your biggest concern regarding your career prospects? Select one.


<table>
<thead>
<tr>
<th>Q3</th>
<th>Age Combined</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Having to compromise on my ethics/values for the job I want</td>
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<td></td>
<td>Wage reductions as a result of a volatile economy</td>
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<td></td>
<td>Lack of diversity in my preferred sector</td>
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<td></td>
<td>Having to work in a sector that doesn't fulfill or interest me</td>
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<tr>
<td></td>
<td>Not being ready for the working world</td>
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<td></td>
<td>Potential stigma of working in a particular industry</td>
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<tr>
<td></td>
<td>Geopolitical upheaval</td>
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<tr>
<td></td>
<td>I don't have any concerns</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>18-21</th>
<th>22-25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having to compromise on my ethics/values for the job I want</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Wage reductions as a result of a volatile economy</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Lack of diversity in my preferred sector</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Having to work in a sector that doesn't fulfill or interest me</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Not being ready for the working world</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Potential stigma of working in a particular industry</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Geopolitical upheaval</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>I don't have any concerns</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

- **18-21**: 11%<br>- **22-25**: 11%
Two-in-five graduates will take a job after completing their undergraduate degree
Q5. After you completed/completed your undergraduate degree did you/do you plan to… Select only one.

- Take a job: 42%
- Earn a post-graduate qualification/professional certification: 23%
- Undertake post-graduate academic study: 17%
- Join a business graduate program: 11%
- Take a gap year: 6%
- None of these: 2%
Q5
Age Combined

- Take a gap year
- Join a business graduate program
- Undertake post-graduate academic study
- Earn a post-graduate qualification/professional certification
- None of these

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Take a gap year</th>
<th>Take a job</th>
<th>Join a business graduate program</th>
<th>Undertake post-graduate academic study</th>
<th>Earn a post-graduate qualification/professional certification</th>
<th>None of these</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-21</td>
<td>42%</td>
<td>0%</td>
<td>17%</td>
<td>2%</td>
<td>10%</td>
<td>6%</td>
</tr>
<tr>
<td>22-25</td>
<td>42%</td>
<td>0%</td>
<td>17%</td>
<td>11%</td>
<td>6%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Nearly three-quarters of graduates do not intend to stay in their first jobs longer than 4 years

Q6. How long did you/do you plan to stay in your first graduate job?
Graduates are more slightly more likely in 2024 vs. 2023 to say they will only stay in their first job for up to 2 years

Q6. How long did you/do you plan to stay in your first graduate job?

- Less than a year, please specify in months:
  - 3% (2024) vs. 3% (2023)

- 1-2 years:
  - 39% (2024) vs. 37% (2023)

- 3-4 years:
  - 29% (2024) vs. 29% (2023)

- 5-6 years:
  - 9% (2024) vs. 10% (2023)

- 7-8 years:
  - 2% (2024) vs. 2% (2023)

- 9-10 years:
  - 3% (2024) vs. 5% (2023)

- More than 10 years, please specify in years:
  - 1% (2024) vs. 2% (2023)

- Not sure:
  - 14% (2024) vs. 13% (2023)
Q6
Age Combined

- Less than a year, please specify in months
- 1-2 years
- 3-4 years
- 5-6 years
- 7-8 years
- 9-10 years
- 11-12 years
- More than 10 years, please specify in years
- Not Sure

18-21:
- 2% (Less than a year)
- 36% (1-2 years)
- 29% (3-4 years)
- 10% (5-6 years)
- 3% (7-8 years)
- 3% (9-10 years)
- 1% (More than 10 years)
- 0% (Not Sure)

22-25:
- 0% (Less than a year)
- 9% (1-2 years)
- 29% (3-4 years)
- 3% (5-6 years)
- 2% (7-8 years)
- 3% (9-10 years)
- 1% (More than 10 years)
- 11% (Not Sure)
A quarter of graduates want to experience a range of different companies while another quarter believe it is important to stick with one company.

Q7. Which of the following most informs how long you stayed/will stay in your first graduate job? Select only one.
I want to experience a range of different companies
I think I will learn everything a company has to offer in 1-2 years
I believe it is important to stick with one company and work your way up within it
This feels like a reasonable amount of time
None of these
Finance is the top sector graduates consider stable and attractive

Q8. Which sector, if any, do you feel is the most stable and attractive? Select only one.
Q8
Age Combined

- Advertising, PR, Marketing
- Architecture & Construction
- Arts & Culture
- Education
- Finance and investment
- Government
- Healthcare
- HR and Recruitment
- IT & Telecoms
- Legal
- Manufacturing
- Media and Journalism
- Medicine
- Public Services/Intelligence
- Retail, Catering & Leisure
- Sales
- STEM
- Travel & Transport
- Utilities and Energy
- Other

I don't see any sectors as stable and attractive

- 18-21:
  - 5% Advertising, PR, Marketing
  - 7% Education
  - 15% Healthcare
  - 7%7% Legal
  - 7%7% Medicine
  - 1%2% Sales
  - 3% Utilities and Energy
  - 4% I don't see any sectors as stable and attractive

- 22-25:
  - 3% Advertising, PR, Marketing
  - 3% Education
  - 7% Finance and investment
  - 7%7% Healthcare
  - 7% Legal
  - 7% Medicine
  - 1% Sales
  - 3% Utilities and Energy
  - 2% I don't see any sectors as stable and attractive
Four-in-five graduates agree they will need to continually upskill throughout their career and that postgraduate qualifications will help them secure higher earnings and give them an edge.

Q10. To what extent do you agree or disagree with the following statements?

- I am likely to have multiple careers over my lifetime
- 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
- I will need to continually upskill with certificates and courses throughout my career

*Agree = Strongly/Somewhat agree NET
**Disagree = Strongly/Somewhat disagree NET
Graduates are more likely in 2024 vs. 2023 to say their career prospects have improved after undertaking a degree.

Q10. To what extent do you agree or disagree with the following statements?

**Presented as “I am likely to have multiple careers over my lifetime, due to the likelihood I will be working into later life.” in 2023**

**Agree** = Strongly/Somewhat agree NET

***Disagree** = Strongly/Somewhat disagree NET

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I am likely to have multiple careers over my lifetime*

<table>
<thead>
<tr>
<th>Year</th>
<th>Agree**</th>
<th>Neither agree nor disagree</th>
<th>Disagree***</th>
</tr>
</thead>
<tbody>
<tr>
<td>2023</td>
<td>60%</td>
<td>25%</td>
<td>16%</td>
</tr>
<tr>
<td>2024</td>
<td>66%</td>
<td>21%</td>
<td>13%</td>
</tr>
</tbody>
</table>

6-point increase in agreement

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Agree**</th>
<th>Neither agree nor disagree</th>
<th>Disagree***</th>
</tr>
</thead>
<tbody>
<tr>
<td>2023</td>
<td>9%</td>
<td>18%</td>
<td>5%</td>
</tr>
<tr>
<td>2024</td>
<td>73%</td>
<td>14%</td>
<td>81%</td>
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</tbody>
</table>

8-point increase in agreement
Graduates are more likely today vs. 2023 to say certifications have helped secure higher earnings and given them an edge.

Q10. To what extent do you agree or disagree with the following statements?

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

- **Agree** = Strongly/Somewhat agree NET
- **Disagree** = Strongly/Somewhat disagree NET

<table>
<thead>
<tr>
<th>Year</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
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<tbody>
<tr>
<td>2023</td>
<td>72%</td>
<td>18%</td>
<td>9%</td>
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<tr>
<td>2024</td>
<td>81%</td>
<td>14%</td>
<td>5%</td>
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</table>

9-point increase in agreement

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Agree</th>
<th>Neither agree nor disagree</th>
<th>Disagree</th>
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<tbody>
<tr>
<td>2023</td>
<td>72%</td>
<td>18%</td>
<td>9%</td>
</tr>
<tr>
<td>2024</td>
<td>81%</td>
<td>14%</td>
<td>5%</td>
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</table>

9-point increase in agreement

CFA Institute
Q10 | I am likely to have multiple careers over my lifetime
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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<tr>
<td>27%</td>
<td>38%</td>
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<td>21%</td>
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<td>11%</td>
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<tr>
<td>3%</td>
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18-21

<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>9%</td>
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<tr>
<td>3%</td>
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22-25

CFA Institute
Q10 | I feel my career prospects have improved as a result of undertaking a degree
Age Combined

<table>
<thead>
<tr>
<th></th>
<th>18-21</th>
<th>22-25</th>
</tr>
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<td>39%</td>
<td>40%</td>
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<tr>
<td>Somewhat agree</td>
<td>43%</td>
<td>42%</td>
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<tr>
<td>Neither agree nor disagree</td>
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<td>14%</td>
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<tr>
<td>Somewhat disagree</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Q10 | Postgraduate qualifications/professional certification will help me to secure higher earnings

Age Combined

<table>
<thead>
<tr>
<th></th>
<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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<tbody>
<tr>
<td>18-21</td>
<td>41%</td>
<td>40%</td>
<td>14%</td>
<td>4%</td>
<td>1%</td>
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<tr>
<td>22-25</td>
<td>40%</td>
<td>41%</td>
<td>14%</td>
<td>5%</td>
<td>1%</td>
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</table>

CFA Institute
Q10 | 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

18-21
- 40%
- 41%
- 14%
- 4%
- 1%

22-25
- 39%
- 42%
- 14%
- 5%
- 1%
Q10 | I will need to continually upskill with certificates and courses throughout my career

Age Combined

![Bar chart showing responses to the statement, with age groups 18-21 and 22-25. The chart includes categories for strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, and strongly disagree. The percentages are as follows:

- Strongly agree: 44% (18-21), 45% (22-25)
- Somewhat agree: 37% (18-21), 39% (22-25)
- Neither agree nor disagree: 14% (18-21), 12% (22-25)
- Somewhat disagree: 4% (18-21), 4% (22-25)
- Strongly disagree: 1% (18-21), 1% (22-25)
Finance is the top major graduates consider most valuable in finding a career

Q11. What university major/subject, if any, do you see as most valuable in finding a career? Select only one.
Q11
Age Combined

- Arts
- Business
- Engineering
- Finance
- Humanities
- Math
- Medicine
- Science
- Tech
- Other
- I don't see any as valuable

<table>
<thead>
<tr>
<th>Age</th>
<th>Arts</th>
<th>Business</th>
<th>Engineering</th>
<th>Finance</th>
<th>Humanities</th>
<th>Math</th>
<th>Medicine</th>
<th>Science</th>
<th>Tech</th>
<th>Other</th>
<th>I don't see any as valuable</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-21</td>
<td>14%</td>
<td>12%</td>
<td>18%</td>
<td>15%</td>
<td>15%</td>
<td>8%</td>
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<td>12%</td>
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<td>16%</td>
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<tr>
<td>22-25</td>
<td>1%</td>
<td>3%</td>
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<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>8%</td>
<td>14%</td>
<td>1%</td>
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</table>
Graduates believe Skills and Work experience will give them an edge in the job market upon graduation.

Q12. What, if anything, do you think gives/gave you an "edge" in the job market upon graduation? Select all that apply.
Graduates are less likely in 2024 vs. 2023 to think Internships will give them an edge in the job market after graduating.

Q12. What, if anything, do you think gives/gave you an "edge" in the job market upon graduation? Select all that apply.

- Skills acquired: 49%, 48% (4-point decrease)
- Work experience: 48%, 48%
- Internships: 37%, 41%
- Networks and contacts: 33%, 34%
- Specialized subject expertise: 32%, 34%
- The reputation of my course or university: 27%, 28%
- The grades I achieved: 25%, 27%
- Grad school matriculation: 22%, 21%
- Extracurricular activities I participated in at university: 18%, 21%
- Other: 0%, 1%
- I don't think anything gives/gave me an edge: 2%, 4%
Q12
Age Combined

- Skills acquired
- Specialized subject matter expertise
- Internships
- The grades I achieved
- Networks and contacts
- The reputation of my course or university
- Extracurricular activities I participated in at university
- Grad school matriculation
- Work experience
- Other, please specify

- 18-21: 47% (Skills acquired), 31% (Specialized subject matter expertise), 31% (Internships), 18% (The grades I achieved), 26% (Networks and contacts), 21% (The reputation of my course or university), 25% (Extracurricular activities I participated in at university), 26% (Grad school matriculation), 0% (Work experience), 0% (Other, please specify)
- 22-25: 50% (Skills acquired), 34% (Specialized subject matter expertise), 36% (Internships), 35% (The grades I achieved), 34% (Networks and contacts), 36% (The reputation of my course or university), 27% (Extracurricular activities I participated in at university), 26% (Grad school matriculation), 19% (Work experience), 22% (Other, please specify)
About half of graduates view upskilling and professional/post-graduate qualifications as very important in the current job market

Q13. How important, if at all, do you think upskilling and professional / post-graduate qualifications are in the current job market?

<table>
<thead>
<tr>
<th>Importance Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very important</td>
<td>49%</td>
</tr>
<tr>
<td>Quite important</td>
<td>46%</td>
</tr>
<tr>
<td>Not very important</td>
<td>5%</td>
</tr>
<tr>
<td>Not important at all</td>
<td>0%</td>
</tr>
</tbody>
</table>
Upskilling and professional qualifications has decreased slightly in importance for graduates since 2023

Q13. How important, if at all, do you think upskilling and professional / post-graduate qualifications are in the current job market?

- Important = Very/Quite important NET
- Not important = Not very important/Not important at all NET

2024: 95% Important, 5% Not important
2023: 93% Important, 7% Not important
Q13
Age Combined

- Very important
- Quite important
- Not very important
- Not important at all

18-21:
- Very important: 48%
- Quite important: 47%
- Not very important: 0%
- Not important at all: 4%

22-25:
- Very important: 49%
- Quite important: 45%
- Not very important: 5%
- Not important at all: 0%
Nearly two-thirds of graduates consider a professional industry qualification most valuable in helping drive their career forward

Q14. Which of the following do you consider most valuable in helping drive your career forward?

- Post-graduate degree: 39%
- Professional industry qualification or certification: 61%
Q14
Age Combined

- Post-graduate degree
- Professional industry qualification or certification

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Post-graduate degree</th>
<th>Professional industry qualification or certification</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-21</td>
<td>39%</td>
<td>61%</td>
</tr>
<tr>
<td>22-25</td>
<td>40%</td>
<td>60%</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?

- 71% think there would be a large impact.
- 27% think there would be a small impact.
- 2% think there would be no impact.
Graduates are slightly more likely to believe certifications have a large impact on earnings and opportunities in 2024 vs. 2023.

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

- 71% in 2024
- 69% in 2023

27% in 2024
28% in 2023
2% in 2024
2% in 2023
Q15
Age Combined

A large impact  A small impact  No impact

18-21:
- 72% A large impact
- 26% A small impact
- 2% No impact

22-25:
- 71% A large impact
- 28% A small impact
- 2% No impact
Nearly two-thirds of graduates think AI/automation will make it more difficult to secure the job they want

Q16. As it relates to artificial intelligence, machine learning, and other emerging technologies in your desired career field, do you think artificial intelligence (AI) / automation will make it more or less difficult to secure the job you want?
Q16
Age Combined

- Significantly more difficult
- Slightly more difficult
- No impact
- Slightly less difficult
- Significantly less difficult

For the age group 18-21:
- 49% significantly more difficult
- 25% slightly more difficult
- 14% no impact
- 10% slightly less difficult
- 2% significantly less difficult

For the age group 22-25:
- 47% significantly more difficult
- 26% slightly more difficult
- 12% no impact
- 12% slightly less difficult
- 3% significantly less difficult
Two-thirds of graduates think AI/automation is important to the success of their desired career path.

Q17. How important is artificial intelligence (AI) / automation to the success of your desired career path?
Q17
Age Combined
Graduates believe knowing how to use AI/automation tools would benefit their career prospects

Q18. How much impact would knowing how to use artificial intelligence (AI) / automation tools and technology have on your career prospects?

- 51%: A large benefit
- 41%: A small benefit
- 8%: No benefit
Q18
Age Combined

- **18-21**: 50% A large benefit, 41% A small benefit, 9% No benefit
- **22-25**: 51% A large benefit, 41% A small benefit, 7% No benefit

CFA Institute
Graduates believe it is important that they make a positive societal and environmental contribution through their career.

Q19. How important is it to you that you can make a positive societal and environmental contribution through your career?
Graduates’ consideration of the importance of making a positive societal and environmental contribution through their career has remained steady today vs. 2023.

Q19. How important is it to you that you can make a positive societal and environmental contribution through your career?

<table>
<thead>
<tr>
<th>Importance</th>
<th>2024</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Important*</td>
<td>91%</td>
<td>91%</td>
</tr>
<tr>
<td>Not important**</td>
<td>9%</td>
<td>9%</td>
</tr>
</tbody>
</table>

*Important = Very/Quite important NET
**Not important = Not very important/Not important at all NET
Q19
Age Combined

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Very important</th>
<th>Quite important</th>
<th>Not very important</th>
<th>Not important at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-21</td>
<td>43%</td>
<td>48%</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>22-25</td>
<td>42%</td>
<td>49%</td>
<td>8%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Graduates would be influenced by a company’s commitment to ESG when deciding whether to pursue a career with them

Q20. Would a company's commitment to ESG (environmental, social, and governance) factors influence your decision to apply for a job or pursue a career with them?

- 41% Definitely
- 51% Possibly
- 8% Not at all
Q20
Age Combined

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Definitely</th>
<th>Possibly</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-21</td>
<td>40%</td>
<td>53%</td>
<td>7%</td>
</tr>
<tr>
<td>22-25</td>
<td>42%</td>
<td>50%</td>
<td>8%</td>
</tr>
</tbody>
</table>
Salary is most looked for in an employer according to graduates

Q21. What do you look for the most in an employer? Select up to three.

- Salary: 62%
- Working arrangements: 47%
- Career progression: 42%
- Benefits: 42%
- Working location: 28%
- Perks: 24%
- Other: 1%
- There is nothing I look for: 1%
Q21
Age Combined

There is nothing I look for

Benefits | Working location | Working arrangements | Career progression | Salary | Perks | Other | There is nothing I look for
---|---|---|---|---|---|---|---
38% | 28% | 47% | 40% | 23% | 0% | 1% | 0%
45% | 28% | 47% | 44% | 25% | 1% | 0% | 0%
Most graduates are confident about their career prospects

Q22. 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 slightly increased since 2023.

Q22. 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.
Q22
Age Combined

<table>
<thead>
<tr>
<th>Age Group</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
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<tbody>
<tr>
<td>18-21</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>4%</td>
<td>9%</td>
<td>13%</td>
<td>14%</td>
<td>10%</td>
<td>9%</td>
<td>22%</td>
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<tr>
<td>22-25</td>
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<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>7%</td>
<td>10%</td>
<td>10%</td>
<td>7%</td>
<td>10%</td>
<td>27%</td>
</tr>
</tbody>
</table>

CFA Institute
Graduates most use social media to seek out information on what careers look like in real life.

Q23. 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>44%</td>
</tr>
<tr>
<td>I am using social media to build my professional presence to improve my job prospects</td>
<td>37%</td>
</tr>
<tr>
<td>I seek out advice from social media influencers or creators on the career paths I’m interested in</td>
<td>34%</td>
</tr>
<tr>
<td>I have used social media for professional networking</td>
<td>32%</td>
</tr>
<tr>
<td>I have used social media to land an internship or an interview</td>
<td>27%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
</tr>
<tr>
<td>None of these</td>
<td>10%</td>
</tr>
</tbody>
</table>
Graduates are more likely today vs. 2023 to use social media to build their professional presence or seek out advice from influencers.

Q23. What role does social media play in evaluating your long-term career prospects? Select all that apply.
Q23
Age Combined

- 44% I seek out information about what careers look like in real life on social media
- 35% I am using social media to build my professional presence to improve my job prospects
- 33% I seek out advice from social media influencers or creators on the career paths I’m interested in
- 28% I have used social media for professional networking
- 26% I have used social media to land an internship or an interview
- 22% Other
- 0% None of these
Graduates find most information and advice on career prospects from Social media, College professors, and Friends

Q24. Where do you go to find information and advice on your career prospects? Select all that apply.
Graduates are more likely today vs. 2023 to find most information and advice on career prospects from Career guidance offices or Social media but less likely to from Family

Q24. Where do you go to find information and advice on your career prospects? Select all that apply.
Q24
Age Combined

Social media applications
Traditional news media
Family
Other

Newsletters
Alumni
College professors
None of these

Podcasts
Friends
Career guidance offices/companies

67
India/Mainland
China Only
Questions
Indian graduates are more likely than Chinese graduates to choose to go abroad for university studies.

Q25. Will you/did you choose to go abroad for university studies?

<table>
<thead>
<tr>
<th></th>
<th>India</th>
<th>China</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>72%</td>
<td>44%</td>
</tr>
<tr>
<td>No</td>
<td>28%</td>
<td>26%</td>
</tr>
</tbody>
</table>
[India/Mainland China Only] Q25
Age Combined

- 18-21:
  - Yes: 62%
  - No: 38%

- 22-25:
  - Yes: 55%
  - No: 45%
[India/Mainland China Only] Indian graduates are more likely than Chinese graduates to study abroad in the United States or Canada but less likely to in Singapore, France or Hong Kong SAR.

Q26. What are/were your top three (3) destinations for studies abroad? Select up to three.

- United States: 57% (India), 59% (China)
- United Kingdom: 45% (India), 39% (China)
- Canada: 36% (India), 24% (China)
- Australia: 32% (India), 27% (China)
- Germany: 31% (India), 24% (China)
- Japan: 16% (India), 3% (China)
- Singapore: 32% (India), 23% (China)
- France: 9% (India), 5% (China)
- Republic of Korea: 16% (India), 7% (China)
- Hong Kong SAR: 3% (India), 2% (China)
- Other: 0% (India), 0% (China)
[India/Mainland China Only] Q26
Age Combined

Australia  Canada  United States  United Kingdom  Hong Kong  Japan  Singapore  Germany  France  Republic of Korea  Other

18-21: 28%  30%  28%  21%  15%  6%  2%  15%  6%  2%  1%
22-25: 32%  33%  40%  10%  15%  10%  14%  6%  1%
More than four-in-five Chinese graduates will return to mainland China for employment after studying abroad.

Q27. Will you/did you return to mainland China for employment after studying abroad?

- **Yes**: 85%
- **No**: 4%
- **Not sure**: 11%
[Mainland China Only] Q27
Age Combined

- 18-21:
  - Yes: 79%
  - No: 7%
  - Not sure: 14%

- 22-25:
  - Yes: 89%
  - No: 1%
  - Not sure: 9%
More than four-in-five Chinese graduates are most confident about their career prospects in mainland China.

Q28. In which of the following are you most confident about career prospects?

- Mainland China: 85%
- Other market outside of mainland China: 5%
- Not sure: 10%
[Mainland China Only] Q28
Age Combined

- **18-21**
  - China: 81%
  - Other market outside of China: 8%
  - Not sure: 12%

- **22-25**
  - China: 86%
  - Other market outside of China: 4%
  - Not sure: 10%

CFA Institute
Nearly three-quarters of Indian graduates will return to India for employment after studying abroad

Q29. Will you/did you return to India for employment after studying abroad?
[India Only] Q29
Age Combined

- 18-21:
  - Yes: 70%
  - No: 9%
  - Not sure: 21%

- 22-25:
  - Yes: 75%
  - No: 8%
  - Not sure: 17%
Two-thirds of Indian graduates are most confident about their career prospects in India.

Q30. In which of the following are you most confident about career prospects?

- India: 69%
- Other market outside of India: 25%
- Not sure: 7%
[India Only] Q30
Age Combined

<table>
<thead>
<tr>
<th>Age Range</th>
<th>India</th>
<th>Other market outside of India</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-21</td>
<td>65%</td>
<td>27%</td>
<td>9%</td>
</tr>
<tr>
<td>22-25</td>
<td>72%</td>
<td>23%</td>
<td>5%</td>
</tr>
</tbody>
</table>
Indian graduates saw Soft skills/personality trainings and Professional certifications as resources to improve their employability.

Q31. Which of the following learning resources would you look at to improve your employability? Select up to three.

- Soft skills and personality development trainings: 58%
- Professional certifications: 56%
- Higher education/MBA: 45%
- Internships: 44%
- Online certifications: 22%
- None of these: 1%
[India Only] Q31

Age Combined

- Professional certifications
- Online certifications
- Soft skills and personality development trainings
- Internships
- Higher education/MBA
- None of these

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Professional certifications</th>
<th>Online certifications</th>
<th>Soft skills and personality development trainings</th>
<th>Internships</th>
<th>Higher education/MBA</th>
<th>None of these</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-21</td>
<td>52%</td>
<td>42%</td>
<td>20%</td>
<td>58%</td>
<td>48%</td>
<td>0%</td>
</tr>
<tr>
<td>22-25</td>
<td>60%</td>
<td>48%</td>
<td>25%</td>
<td>59%</td>
<td>41%</td>
<td>1%</td>
</tr>
</tbody>
</table>
Indian graduates are most interested in exploring careers in AI or Digital marketing

Q32. Which of the following careers are you interested in exploring in this new era of careers? Select all that apply.

- Artificial intelligence: 59%
- Digital marketing: 48%
- Web development: 42%
- Data science: 41%
- Social media content creator: 32%
- Social media influencer: 31%
- Cryptocurrency/blockchain technology: 30%
- Game designing: 21%
- None of these: 3%
[India Only] Q32
Age Combined

- Digital marketing
- Web development
- Cryptocurrency/blockchain technology
- Game designing
- Social media content creator
- Artificial intelligence
- Data science
- Social media influencer
- None of these

% of respondents in 18-21 and 22-25 age groups for various fields:

- Digital marketing:
  - 18-21: 43%
  - 22-25: 31%

- Web development:
  - 18-21: 44%
  - 22-25: 40%

- Cryptocurrency/blockchain technology:
  - 18-21: 44%
  - 22-25: 39%

- Game designing:
  - 18-21: 3%
  - 22-25: 3%

- None of these:
  - 18-21: 84%
  - 22-25: 20%
Appendix
## Respondent Demographics

<table>
<thead>
<tr>
<th>Country</th>
<th>Gender</th>
<th>Age</th>
<th>Degree Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Canada</strong></td>
<td><img src="#" alt="Gender Bar Chart" /></td>
<td><img src="#" alt="Age Bar Chart" /></td>
<td><img src="#" alt="Degree Status Bar Chart" /></td>
</tr>
<tr>
<td>Male</td>
<td>46%</td>
<td>16%</td>
<td>Have graduated: 32%</td>
</tr>
<tr>
<td>Female</td>
<td>53%</td>
<td>27%</td>
<td>Currently studying: 68%</td>
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<tr>
<td><strong>United States of America</strong></td>
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<tr>
<td>Male</td>
<td>55%</td>
<td>10%</td>
<td>Have graduated: 58%</td>
</tr>
<tr>
<td>Female</td>
<td>43%</td>
<td>15%</td>
<td>Currently studying: 42%</td>
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<td><strong>Mexico</strong></td>
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<tr>
<td>Male</td>
<td>31%</td>
<td>29%</td>
<td>Have graduated: 17%</td>
</tr>
<tr>
<td>Female</td>
<td>68%</td>
<td>29%</td>
<td>Currently studying: 83%</td>
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<td><strong>Brazil</strong></td>
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<tr>
<td>Male</td>
<td>53%</td>
<td>24%</td>
<td>Have graduated: 33%</td>
</tr>
<tr>
<td>Female</td>
<td>46%</td>
<td>20%</td>
<td>Currently studying: 67%</td>
</tr>
</tbody>
</table>
Respondent Demographics

<table>
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<tr>
<th>Country</th>
<th>Gender</th>
<th>Age</th>
<th>Degree Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>Male: 61%</td>
<td>18-19: 6%</td>
<td>Have graduated: 32%</td>
</tr>
<tr>
<td></td>
<td>Female: 39%</td>
<td>20-21: 21%</td>
<td>Currently studying: 68%</td>
</tr>
<tr>
<td>Spain</td>
<td>Male: 30%</td>
<td>18-19: 23%</td>
<td>Have graduated: 31%</td>
</tr>
<tr>
<td></td>
<td>Female: 70%</td>
<td>20-21: 23%</td>
<td>Currently studying: 69%</td>
</tr>
<tr>
<td>France</td>
<td>Male: 55%</td>
<td>18-19: 34%</td>
<td>Have graduated: 26%</td>
</tr>
<tr>
<td></td>
<td>Female: 45%</td>
<td>20-21: 23%</td>
<td>Currently studying: 74%</td>
</tr>
<tr>
<td>Germany</td>
<td>Male: 50%</td>
<td>18-19: 21%</td>
<td>Have graduated: 21%</td>
</tr>
<tr>
<td></td>
<td>Female: 49%</td>
<td>20-21: 25%</td>
<td>Currently studying: 79%</td>
</tr>
</tbody>
</table>
# Respondent Demographics

<table>
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<tr>
<td>Male</td>
<td>61%</td>
<td>6%</td>
<td>Have graduated (34%)</td>
</tr>
<tr>
<td>Female</td>
<td>39%</td>
<td>21%</td>
<td>Currently studying (66%)</td>
</tr>
<tr>
<td><strong>India</strong></td>
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<td><img src="India_DegreeStatus.png" alt="Degree Status" /></td>
</tr>
<tr>
<td>Male</td>
<td>51%</td>
<td>16%</td>
<td>Have graduated (48%)</td>
</tr>
<tr>
<td>Female</td>
<td>49%</td>
<td>32%</td>
<td>Currently studying (53%)</td>
</tr>
<tr>
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<td><img src="Singapore_Age.png" alt="Age" /></td>
<td><img src="Singapore_DegreeStatus.png" alt="Degree Status" /></td>
</tr>
<tr>
<td>Male</td>
<td>53%</td>
<td>9%</td>
<td>Have graduated (33%)</td>
</tr>
<tr>
<td>Female</td>
<td>47%</td>
<td>26%</td>
<td>Currently studying (67%)</td>
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<tr>
<td><strong>Hong Kong SAR</strong></td>
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<td><img src="HongKongSAR_DegreeStatus.png" alt="Degree Status" /></td>
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<tr>
<td>Male</td>
<td>65%</td>
<td>2%</td>
<td>Have graduated (18%)</td>
</tr>
<tr>
<td>Female</td>
<td>35%</td>
<td>17%</td>
<td>Currently studying (82%)</td>
</tr>
</tbody>
</table>
Respondent Demographics

<table>
<thead>
<tr>
<th>Gender</th>
<th>Australia</th>
<th>Mainland China</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>44%</td>
<td>53%</td>
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