



# Student Sentiment Survey 2023

Summary Report - October



# Introduction

The GradConnection Student Sentiment Survey is an annual survey which collects feedback from our users about their experiences as a current University student, their internship or job search so far, and what they look for in a role/company. This year's survey was distributed to our database of users graduating 2022+, and received 946 responses.

## Terminology

The respondents are also referred to as “students” throughout the report.

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- 3 What students want from their future employer



# Summary

## Profile of respondents

The majority of respondents are expecting to graduate next year (39.69%), have already graduated (24.12%) or expect to graduate this year (22.37%). Their plans post University are to find full-time employment (52.52%) or join a graduate program (32.24%).

## Student on their job search experience

Students report using Instagram the most of any social platform (43.74%), however Facebook usage is higher when asked which platform they use for job searching (10.05%). When asked whether AI has helped in looking for a job, respondents report mostly using AI to improve their resume/CV (21.54%) or to improve their applications generally (12.24%).

Whilst students begin looking for roles at every stage of their degree, most report looking 1-2 years before graduation (30.85%) or closer to graduation (18.71%). Most have applied to 1-5 graduate jobs or internships (35.75%).

41.93% of students are worried about not being able to secure a job because of market competitiveness.

## What students want from their future employer

Students are applying for a variety of role types - with responses preferring a rotational grad program (45.13%) over an entry-level role (28.75%) or specific grad program (26.12%).

The top 3 most important aspects for students when looking for graduate jobs and internships are Learning Opportunities and Career Development (25.20%), Mentoring, Coaching and Networking Opportunities (14.62%), and Competitive Starting Salary (13.29%).

A low starting salary (20.61%) and no guaranteed position after completion (18.83%) means students are less likely to want to apply, whilst a lack of Diversity & Inclusion policy (15.75%) and little flexibility (14.48%) were also big turn-offs.

More than half of the respondents said they would continue to look for roles after accepting an offer, with 28.42% saying if an offer from another company was better, they would renege. A lack of communication after acceptance (19.59%) and better salary (18.11%) can also contribute to their decision to renege.

Ongoing communication after offer is crucial - new hires would prefer training & development programs prior to start to help them prepare for their new role (19.41%), regular personalised "check-in" emails (18.36%), and an early introduction to their mentor or buddy (17.46%).



### What degree area do you study in?

MULTI-SELECT

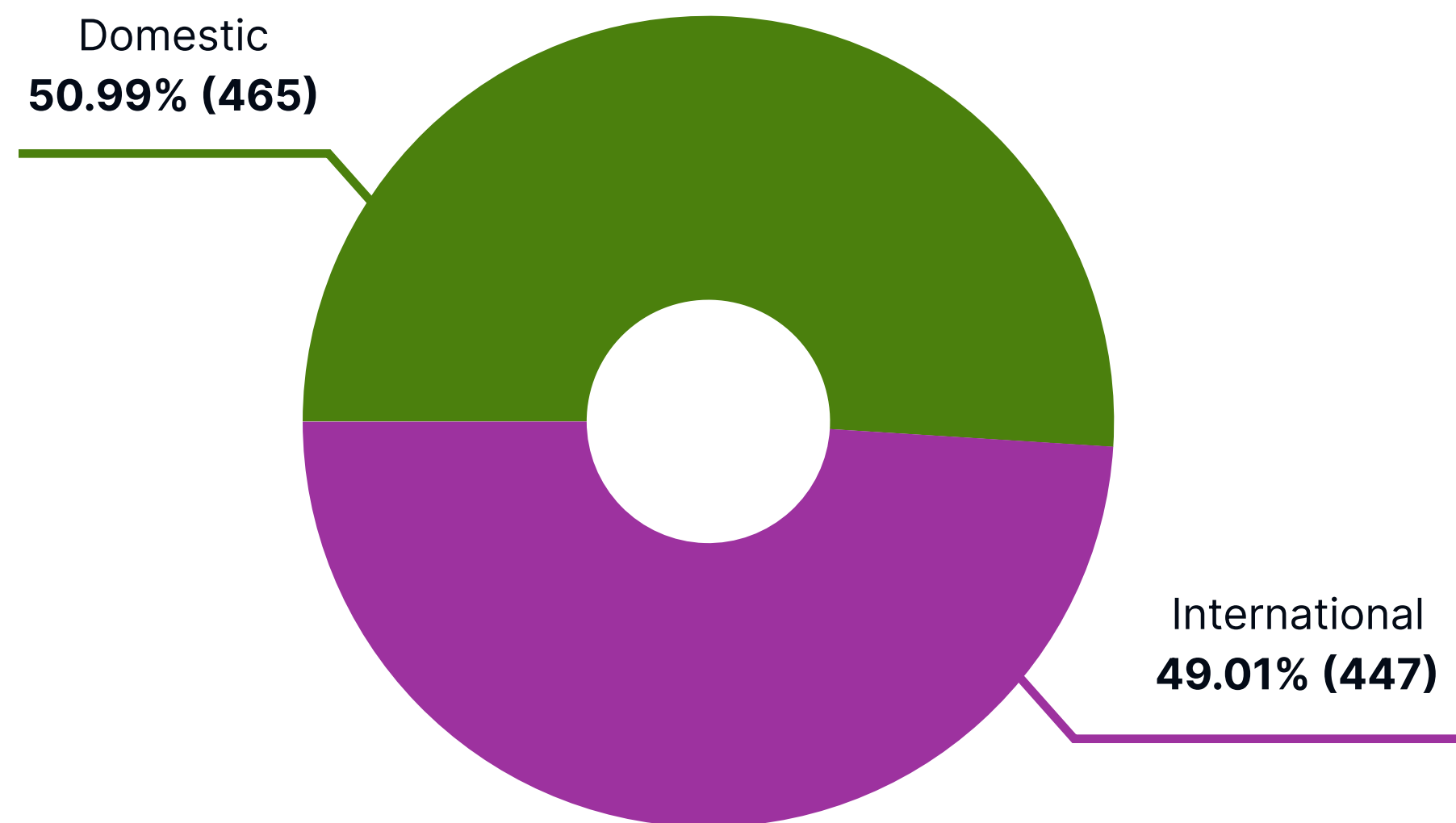
Degree	Percentage	Count
Business & Commerce	24.91%	282
Technology	16.17%	183
Engineering	15.64%	177
Science	9.28%	105
Arts/Humanities	8.75%	99
Accounting	7.77%	88
Law	4.77%	54
Other	4.42%	50
Health	4.06%	46
Maths & Data	3.36%	38
Logistics/Supply Chain	0.44%	5
Planning and Surveying	0.44%	5

n = 1,132 responses from 925 respondents



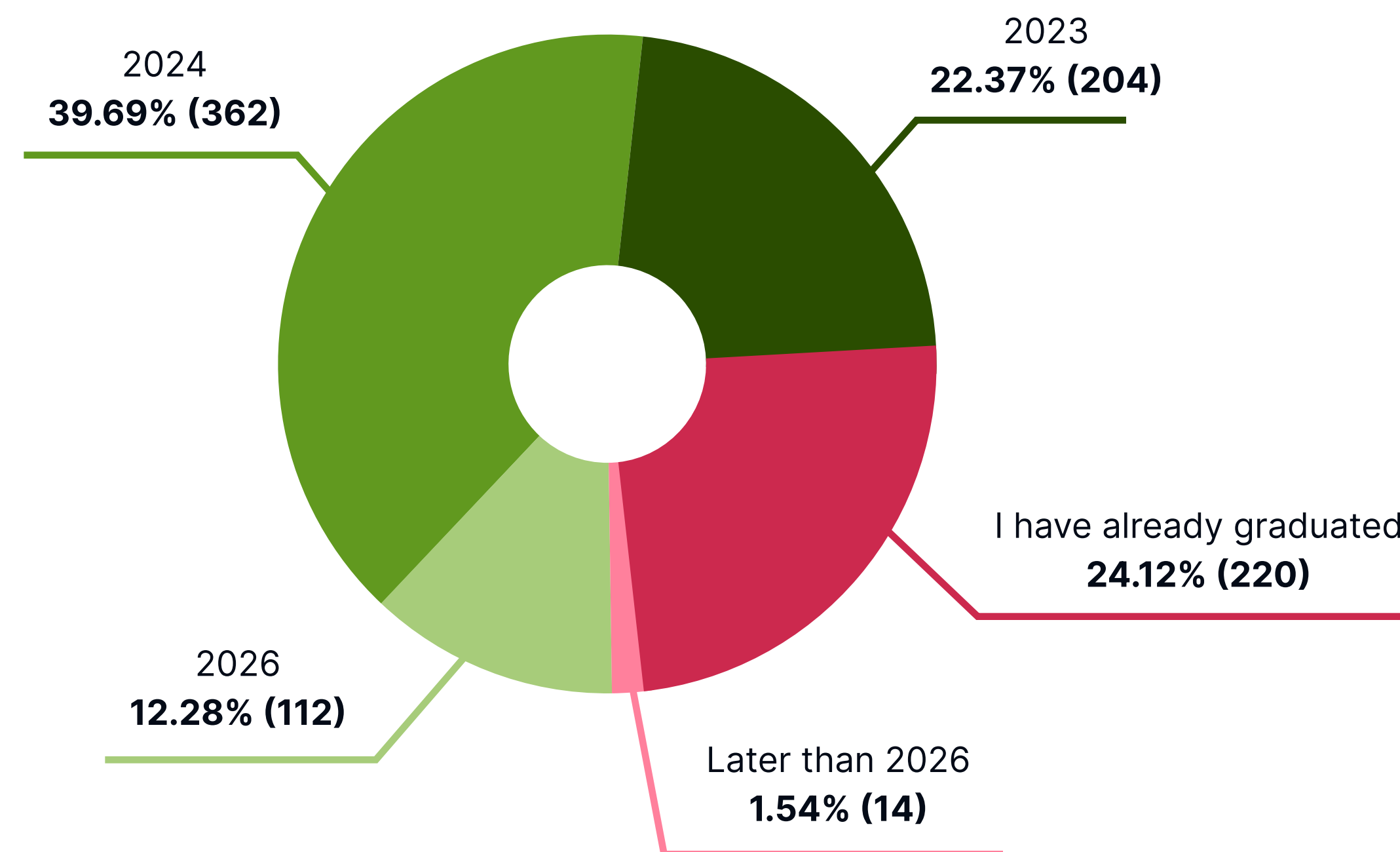
### International vs Domestic Students

n = 912 respondents

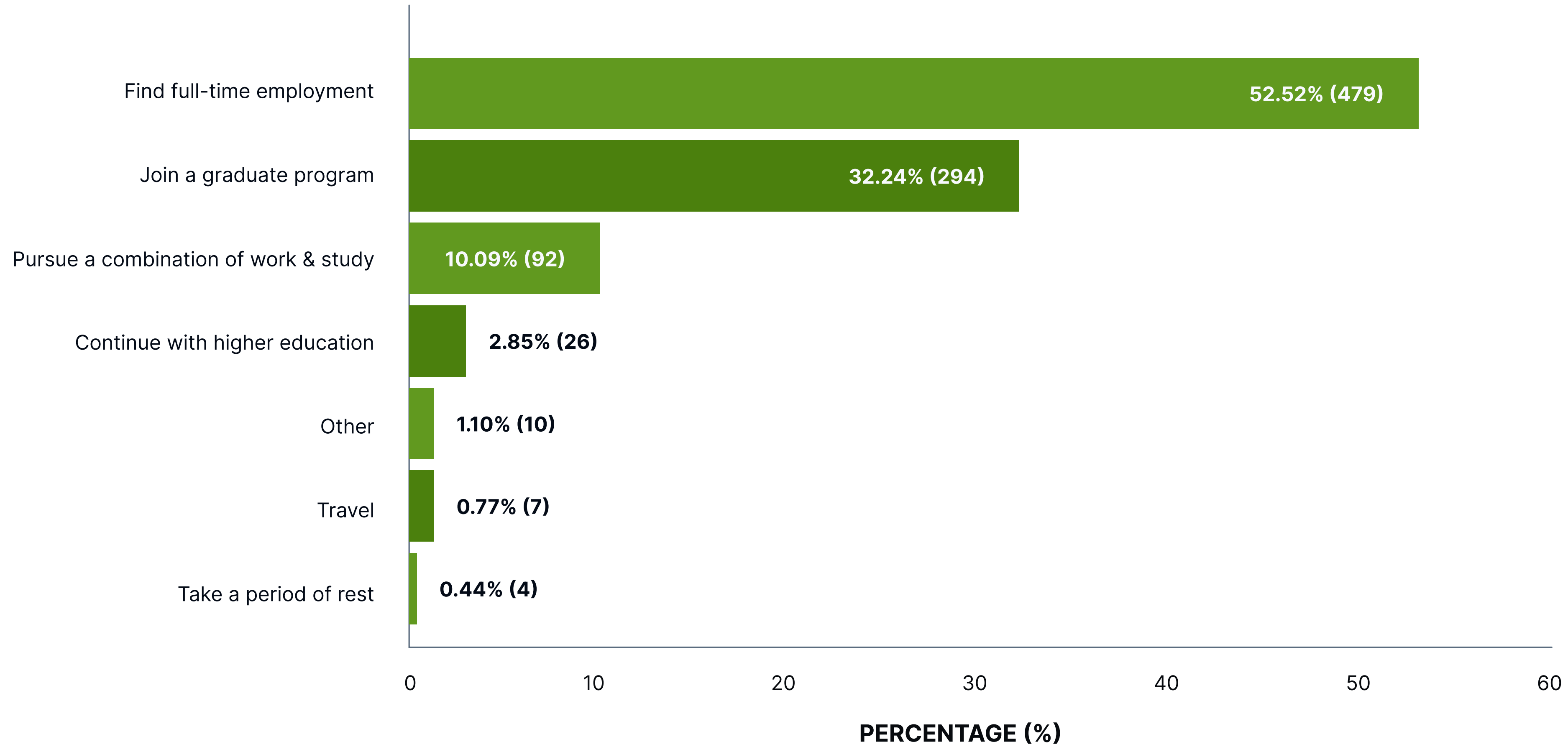


### In what year do you expect to graduate?

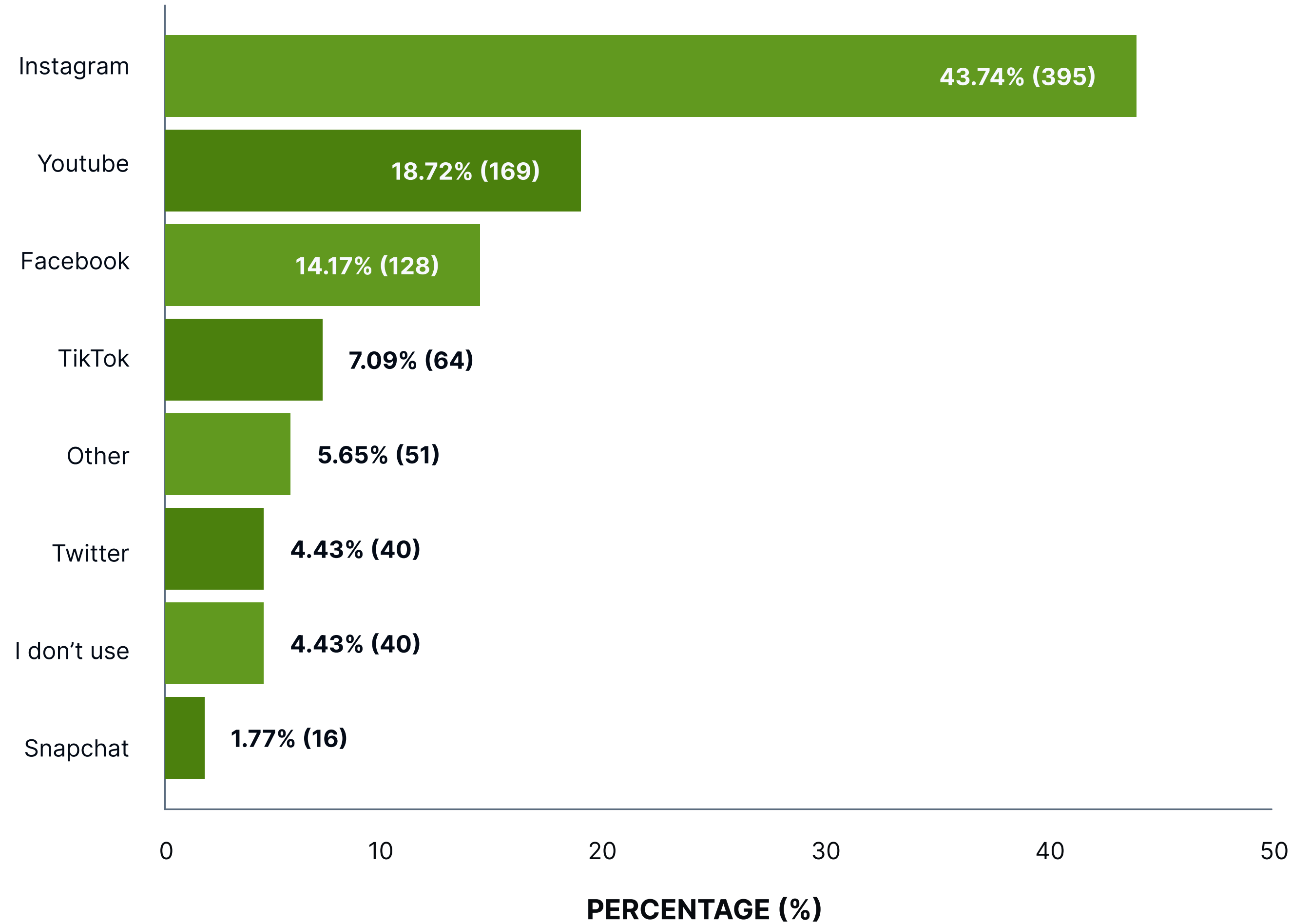
n = 912 respondents



### What are your current plans after you completing your studies? *n = 912 respondents*



**Which social media platforms do you use the most?** *n = 903 respondents*

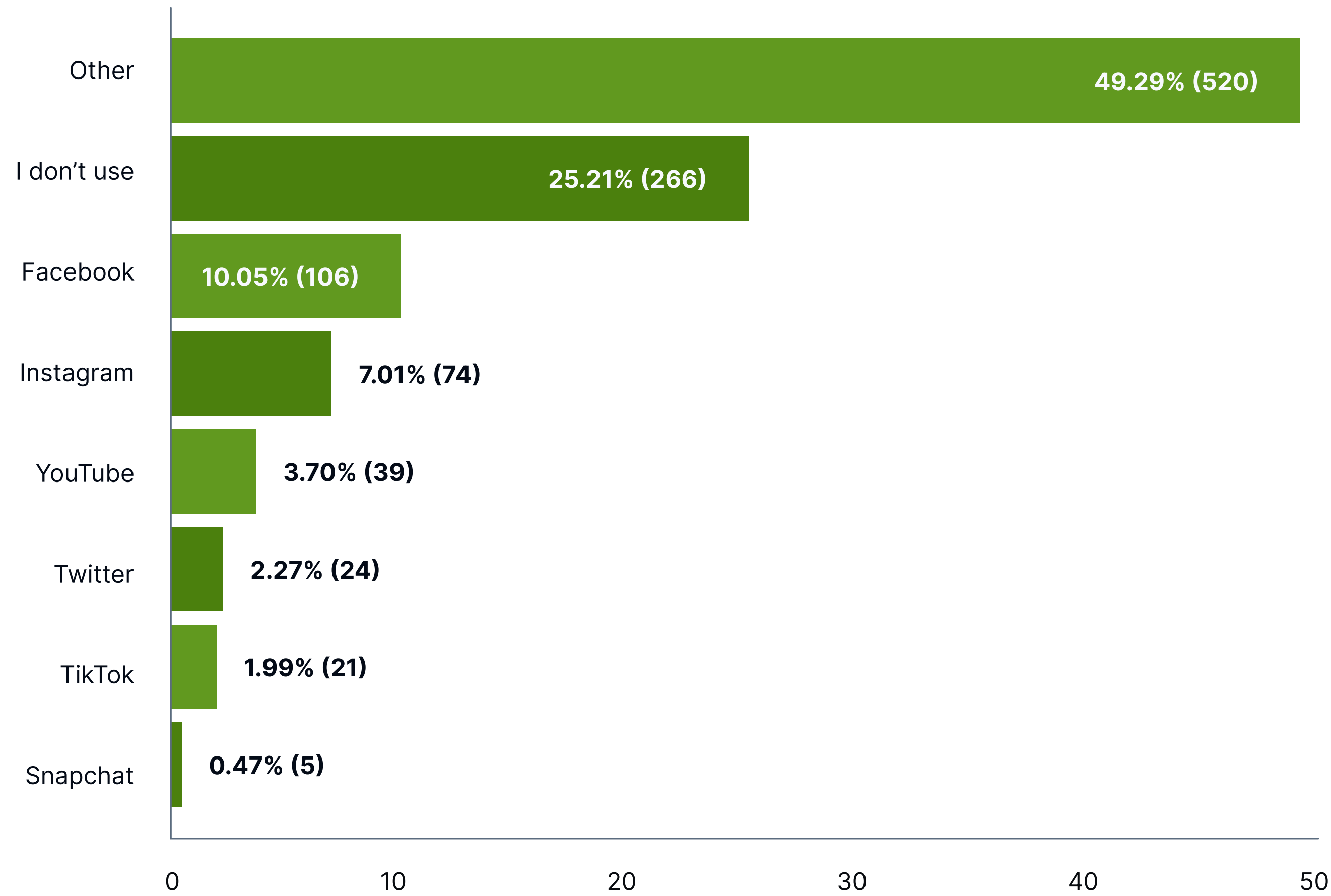


Instagram saw the only increase compared to last year (31.79%). Usage on all other social media platforms declined.



### Which social media platforms do you use for job searching?

MULTI-SELECT



Despite Instagram being their most used platform, Facebook ranks higher as the platform they use for job searching.

n = 1,055 responses from 903 respondents

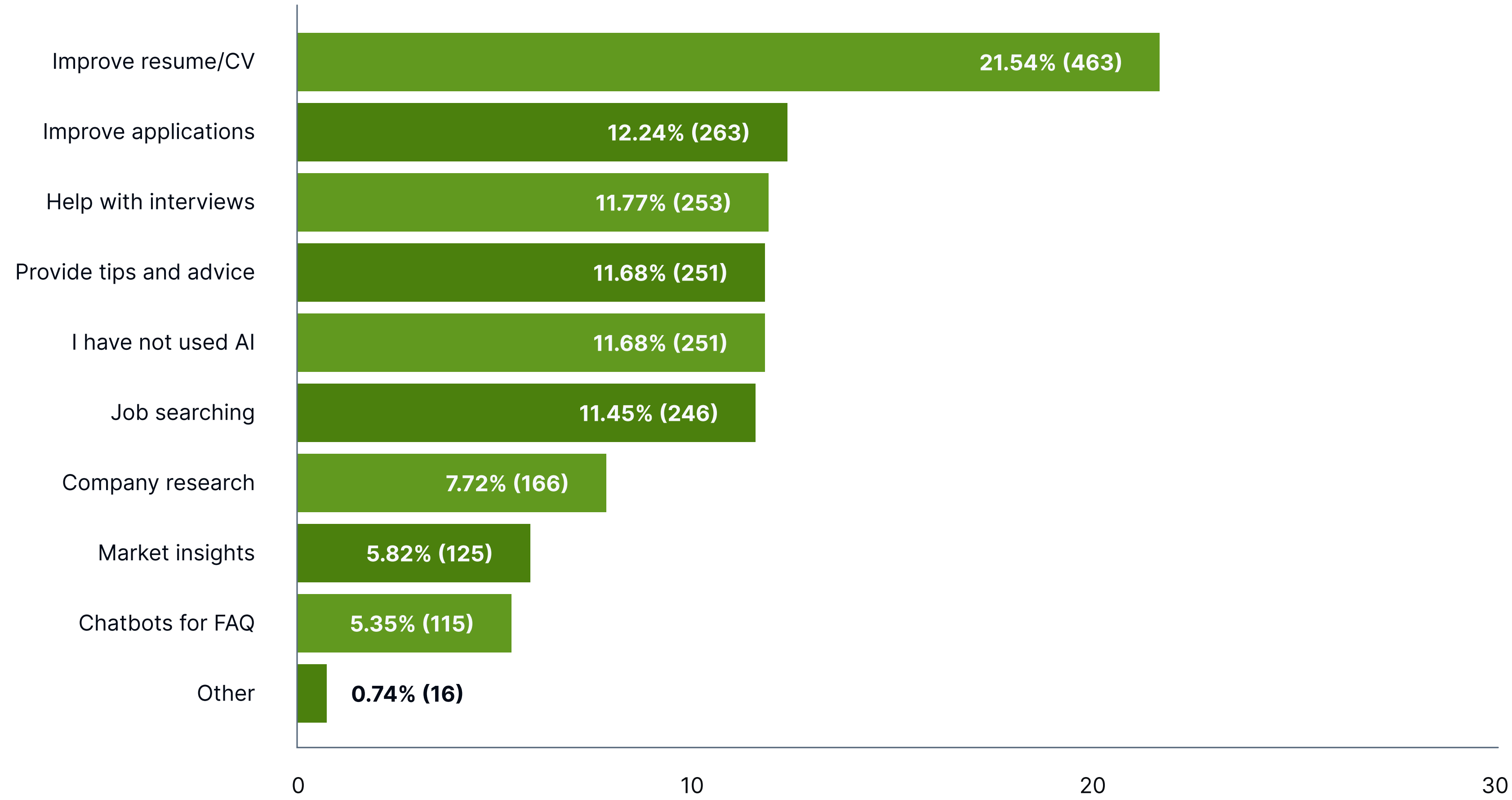
PERCENTAGE (%)





### How has AI helped you as a student or graduate looking for a job?

MULTI-SELECT



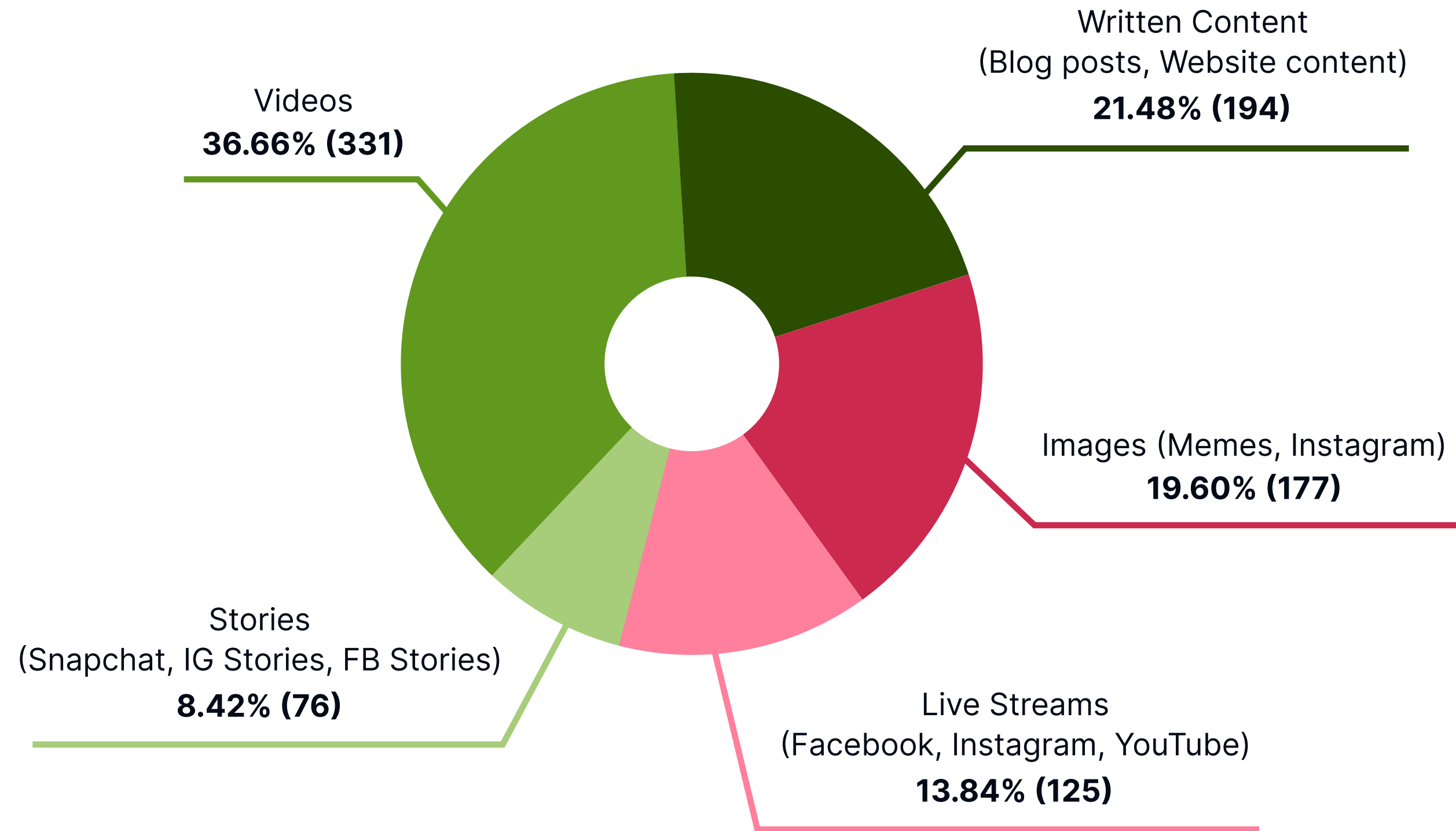
n = 2,149 responses from 864 respondents

PERCENTAGE (%)

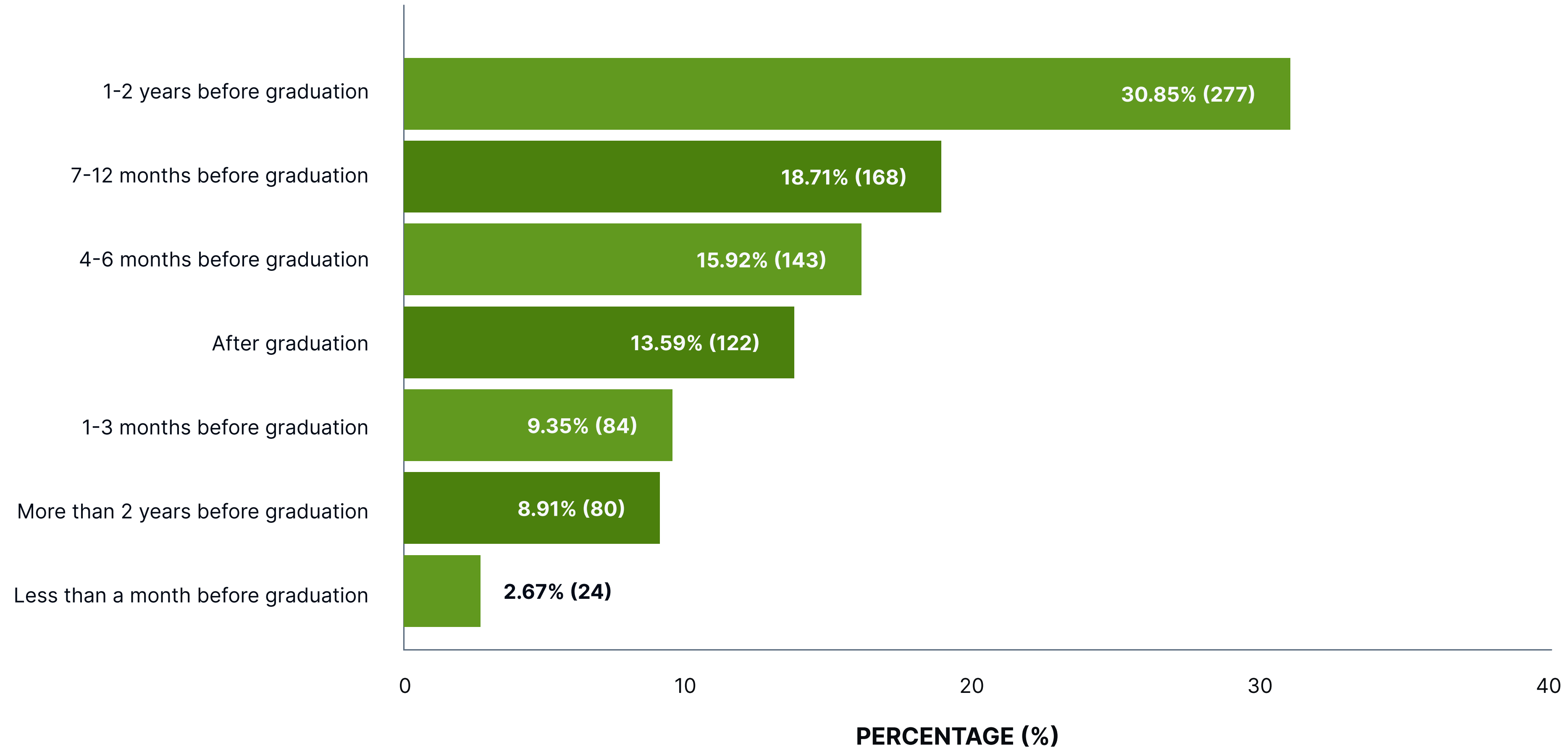


## What kind of content is most engaging online?

*n = 903 respondents*

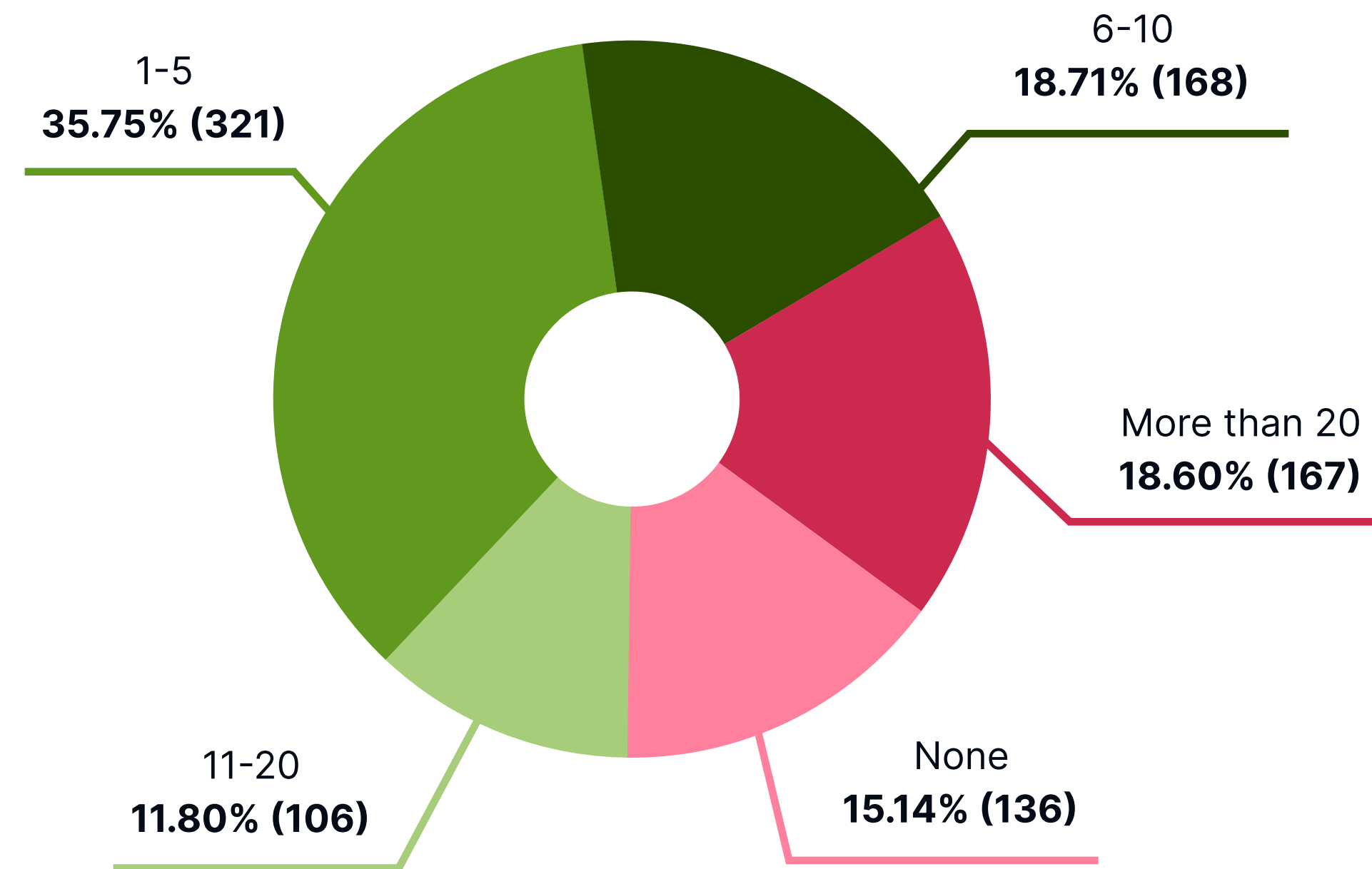


### When did you start or plan on starting looking for graduate jobs or internships? *n = 898 respondents*



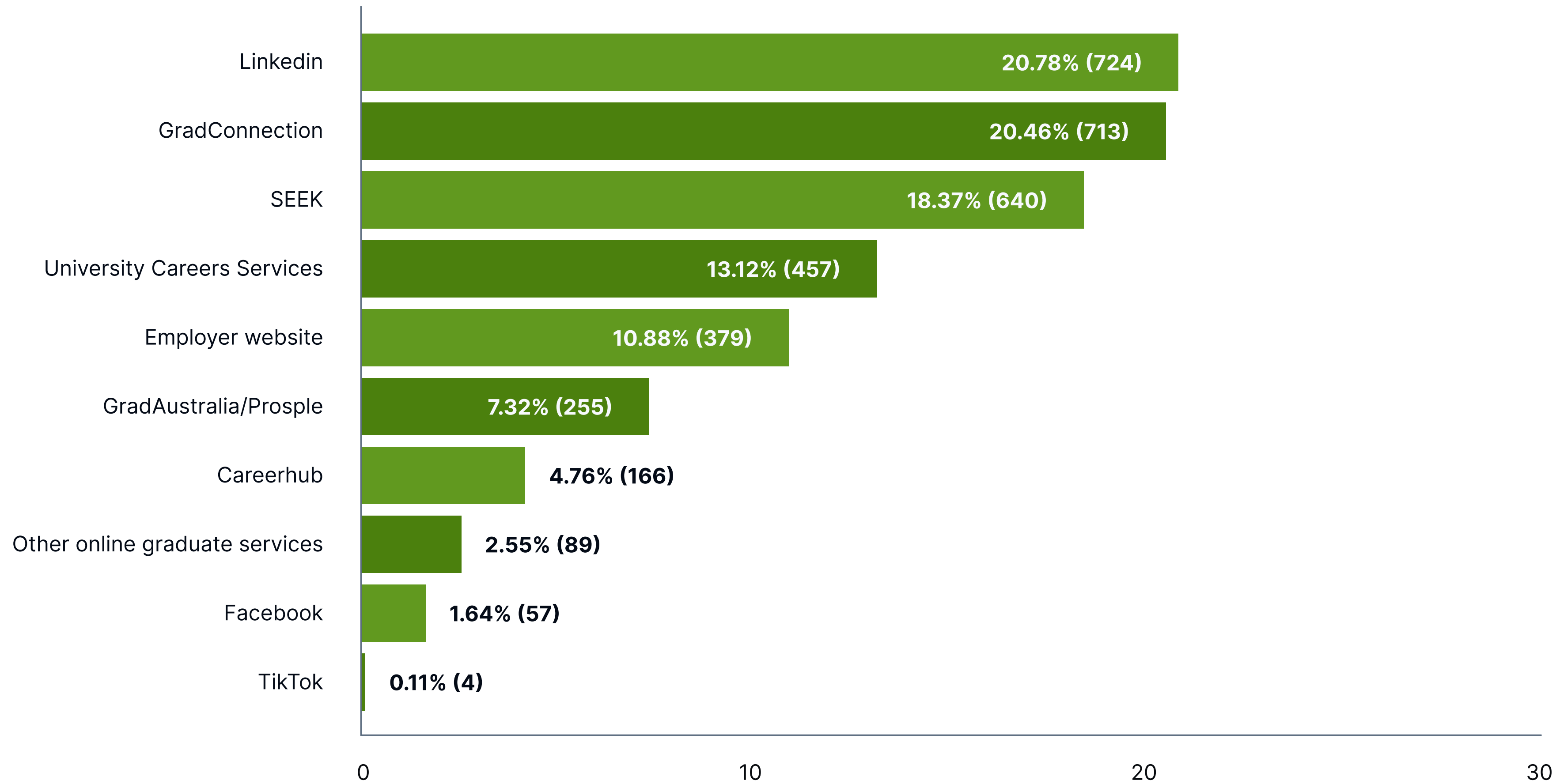
## How many graduate job roles or internships have you applied to?

*n = 898 respondents*



### Which of these services have you used to look for graduate jobs or internships?

MULTI-SELECT

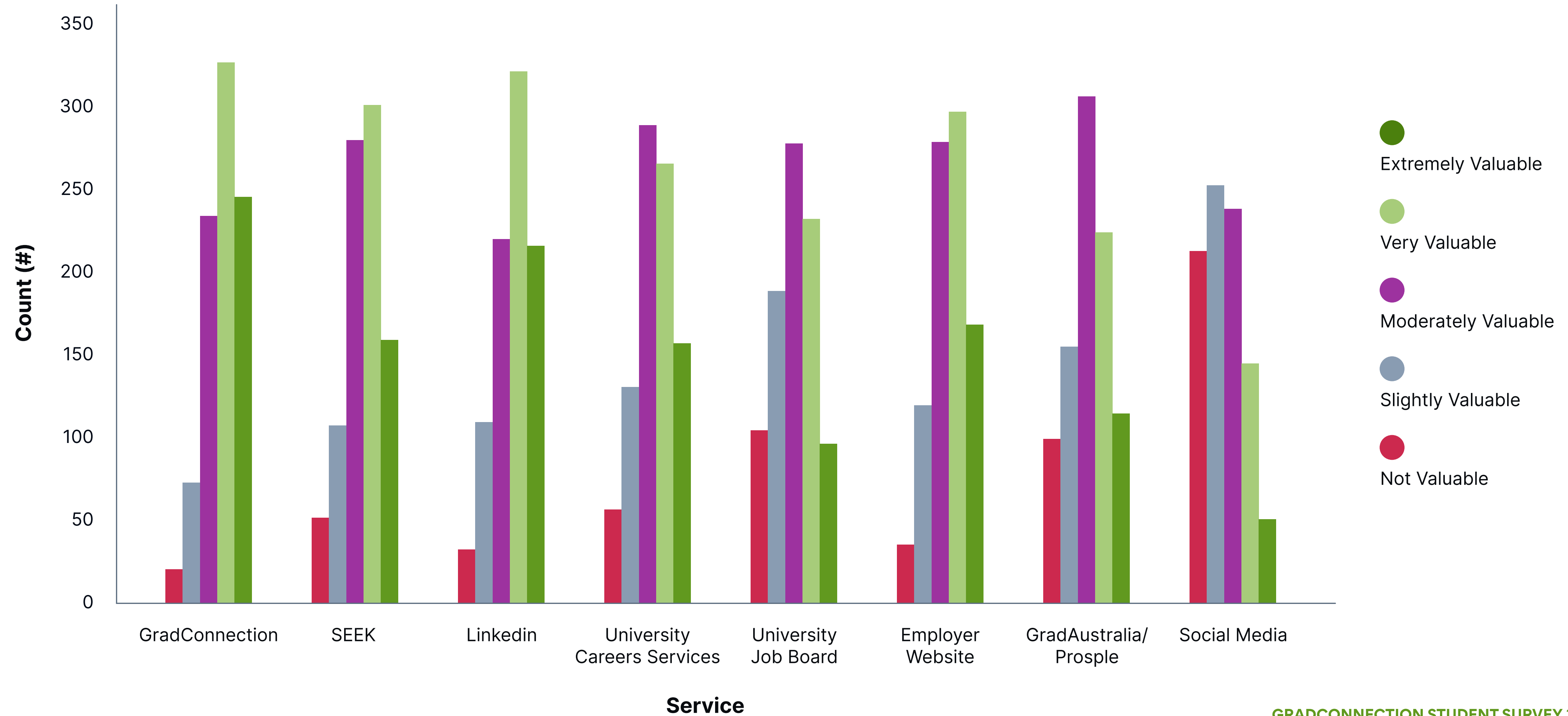


n = 3,484 responses from 895 respondents

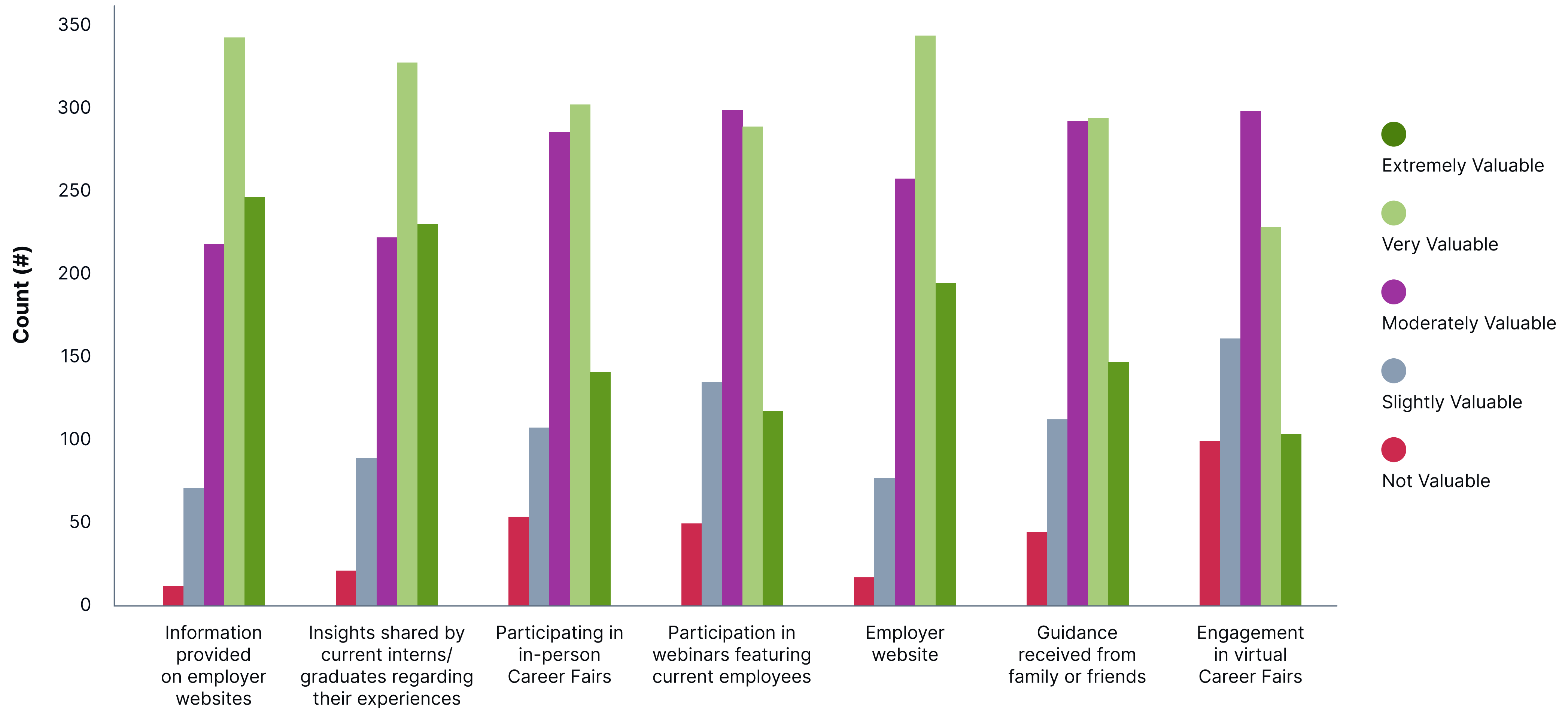
PERCENTAGE (%)



**How valuable do you consider the following services for finding internships and graduate jobs?** *n = 887 respondents*



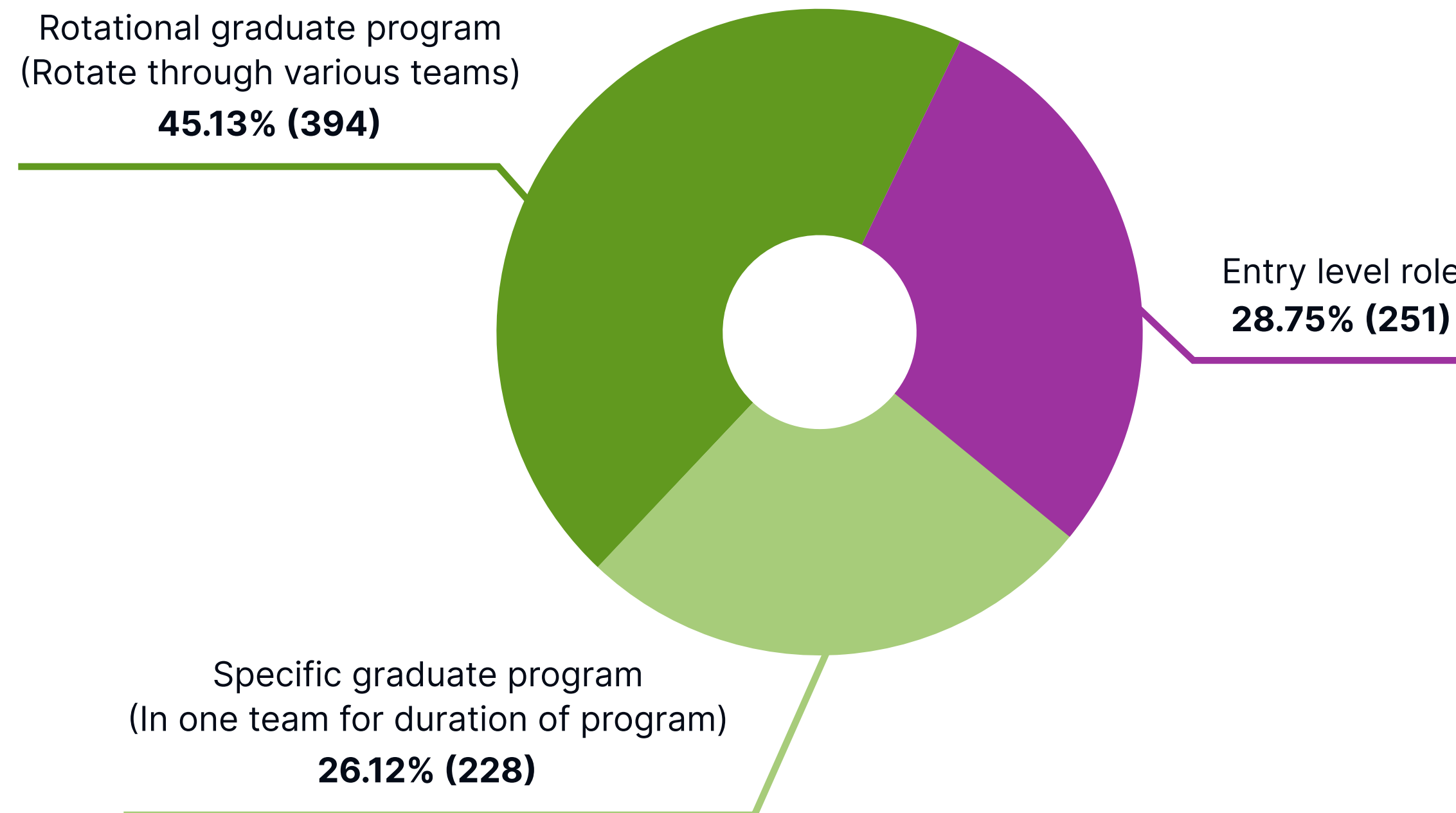
**How valuable do you consider the following resources during your internship or job search?** *n = 878 respondents*



## What sort of role would you most want to apply for?

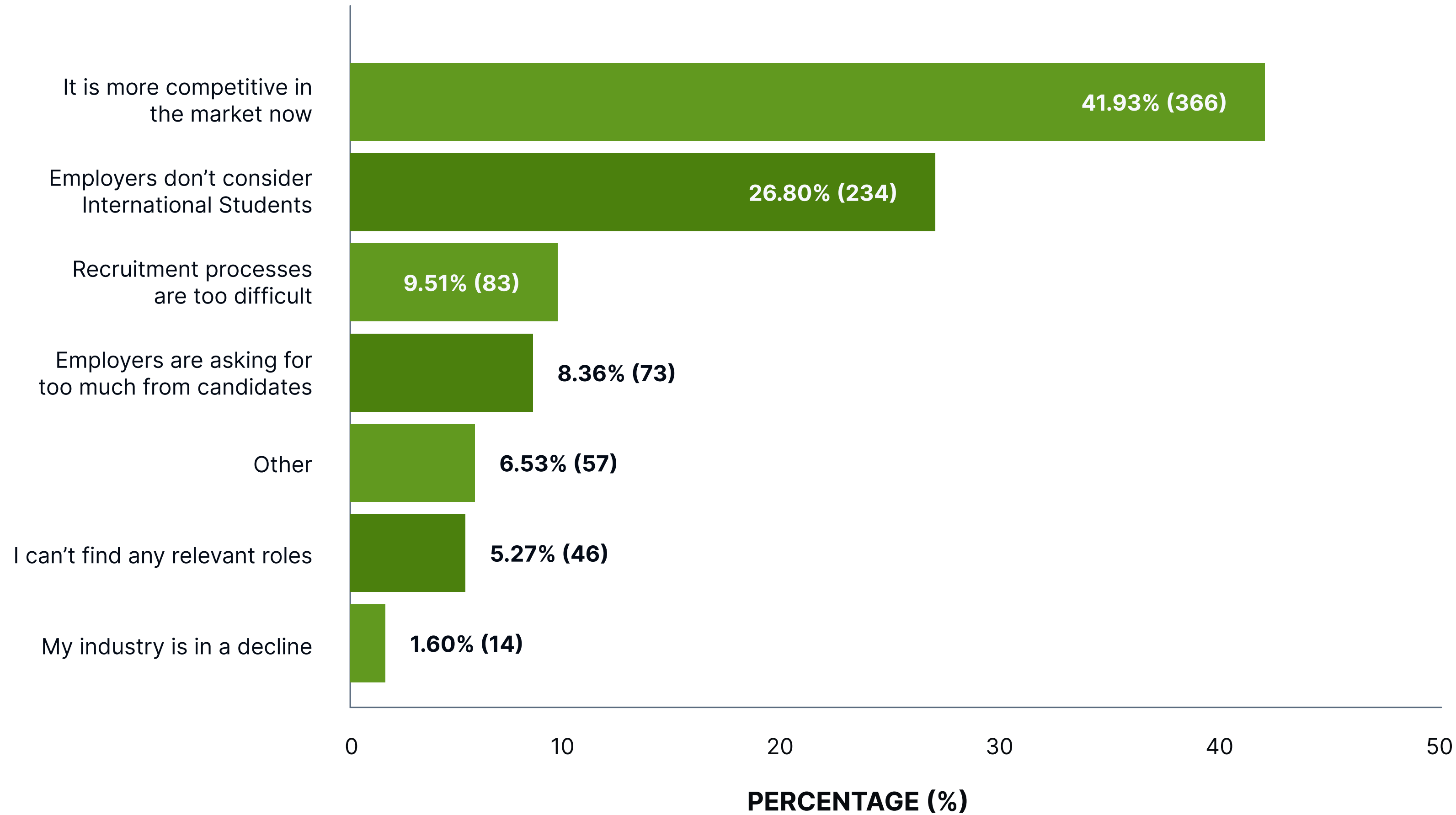
*n = 873 respondents*

Rotational grad programs are up in desirability from last year (37.34%)





### Are you worried about not being able to secure a job after graduation? Why? *n = 873 respondents*

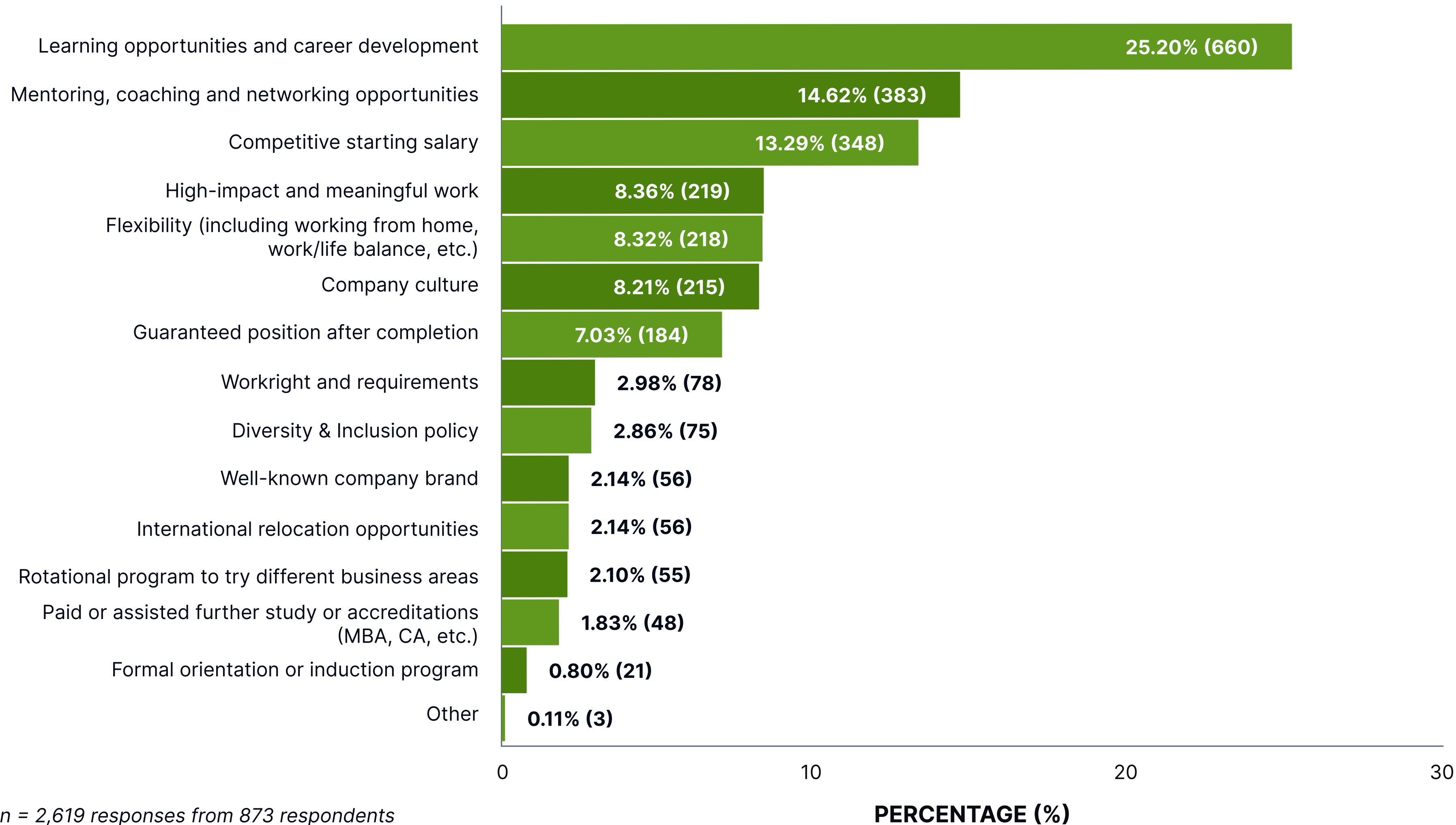


Students once again rank 'it is more competitive in the market now' as their biggest concern for not being able to secure a job.



### What are the top 3 most important aspects when looking for graduate jobs and internships?

3 OPTIONS SELECTED

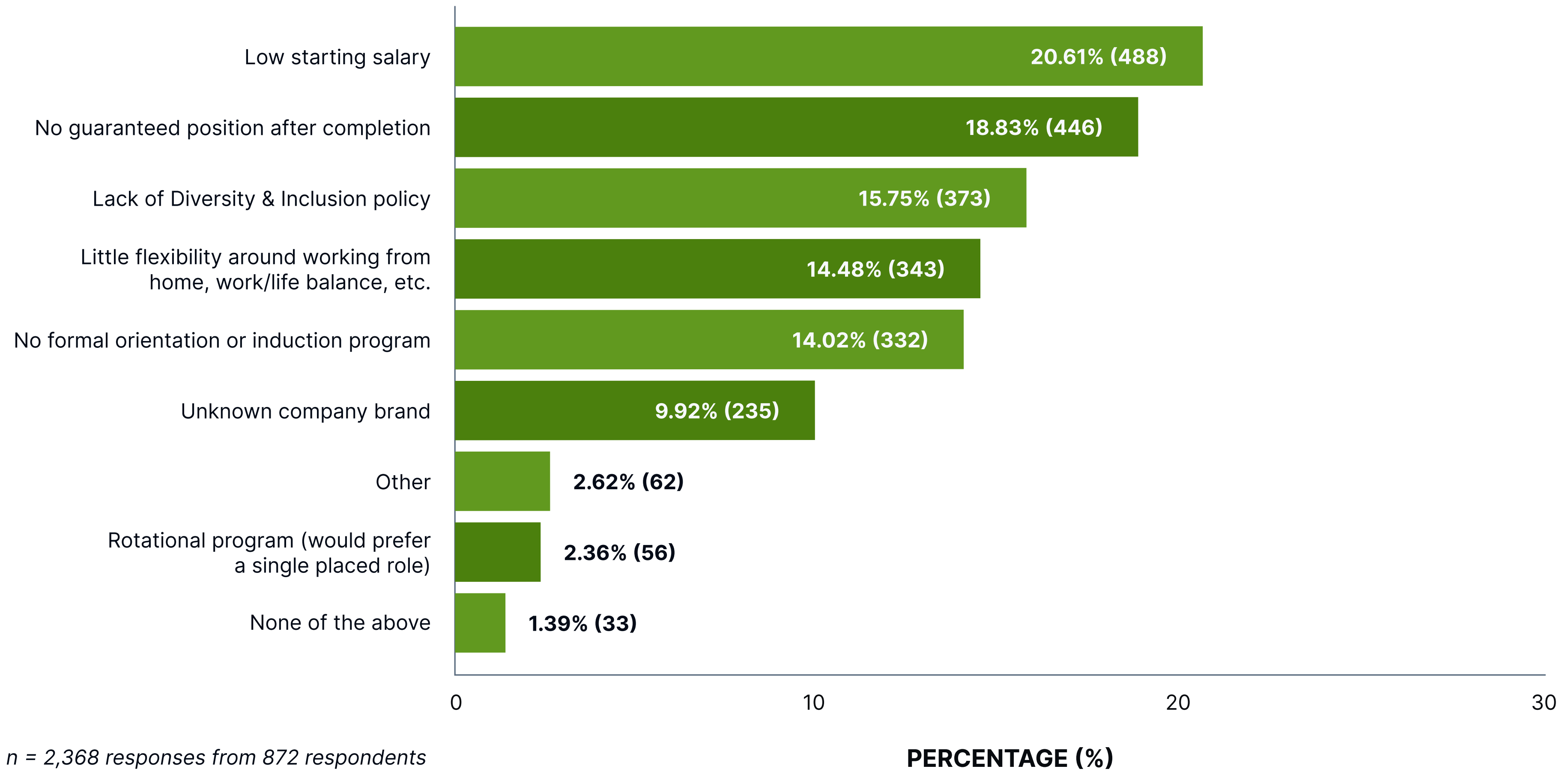


n = 2,619 responses from 873 respondents



### What factors would discourage you from applying to an employer?

MULTI-SELECT

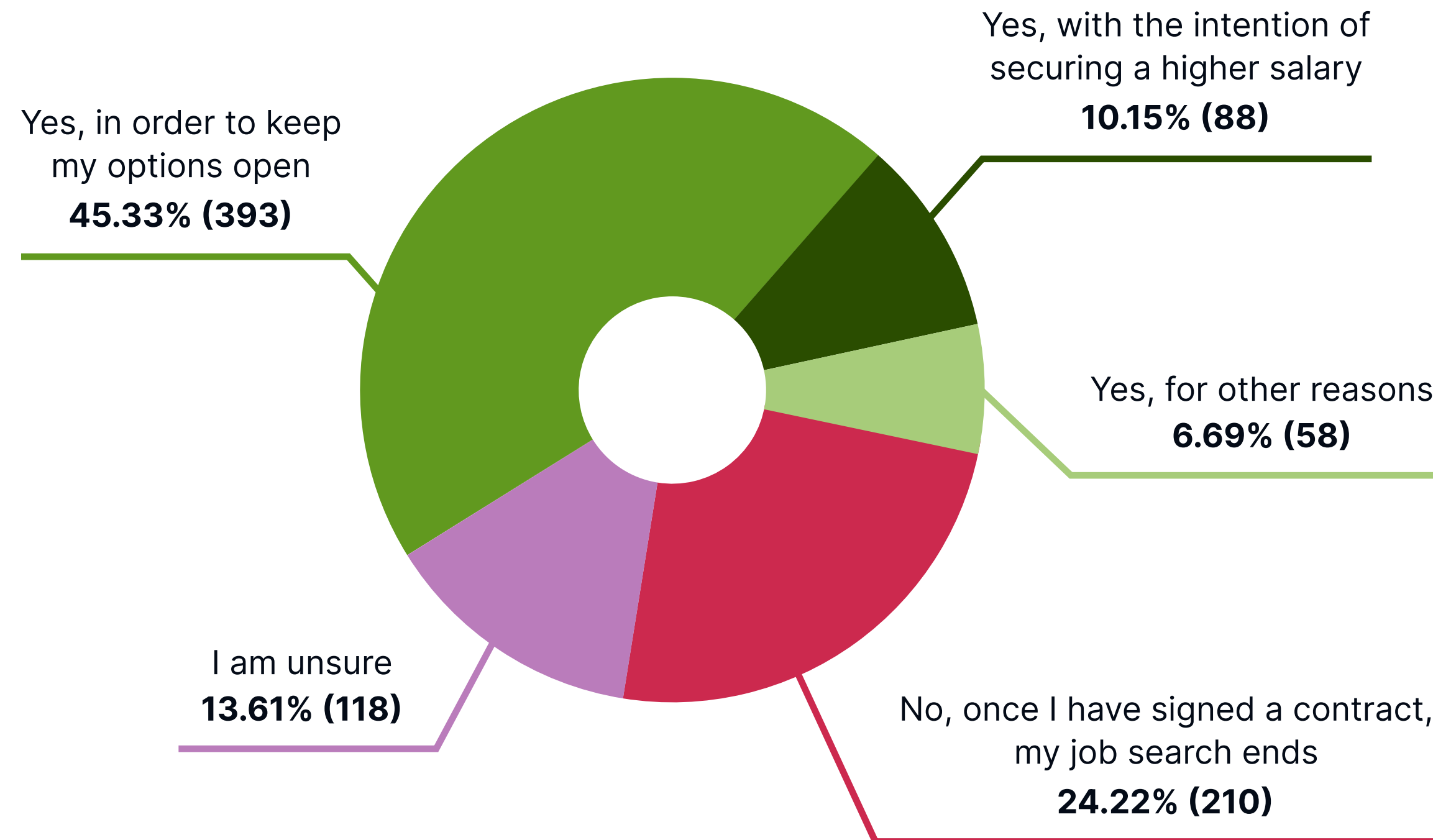


n = 2,368 responses from 872 respondents



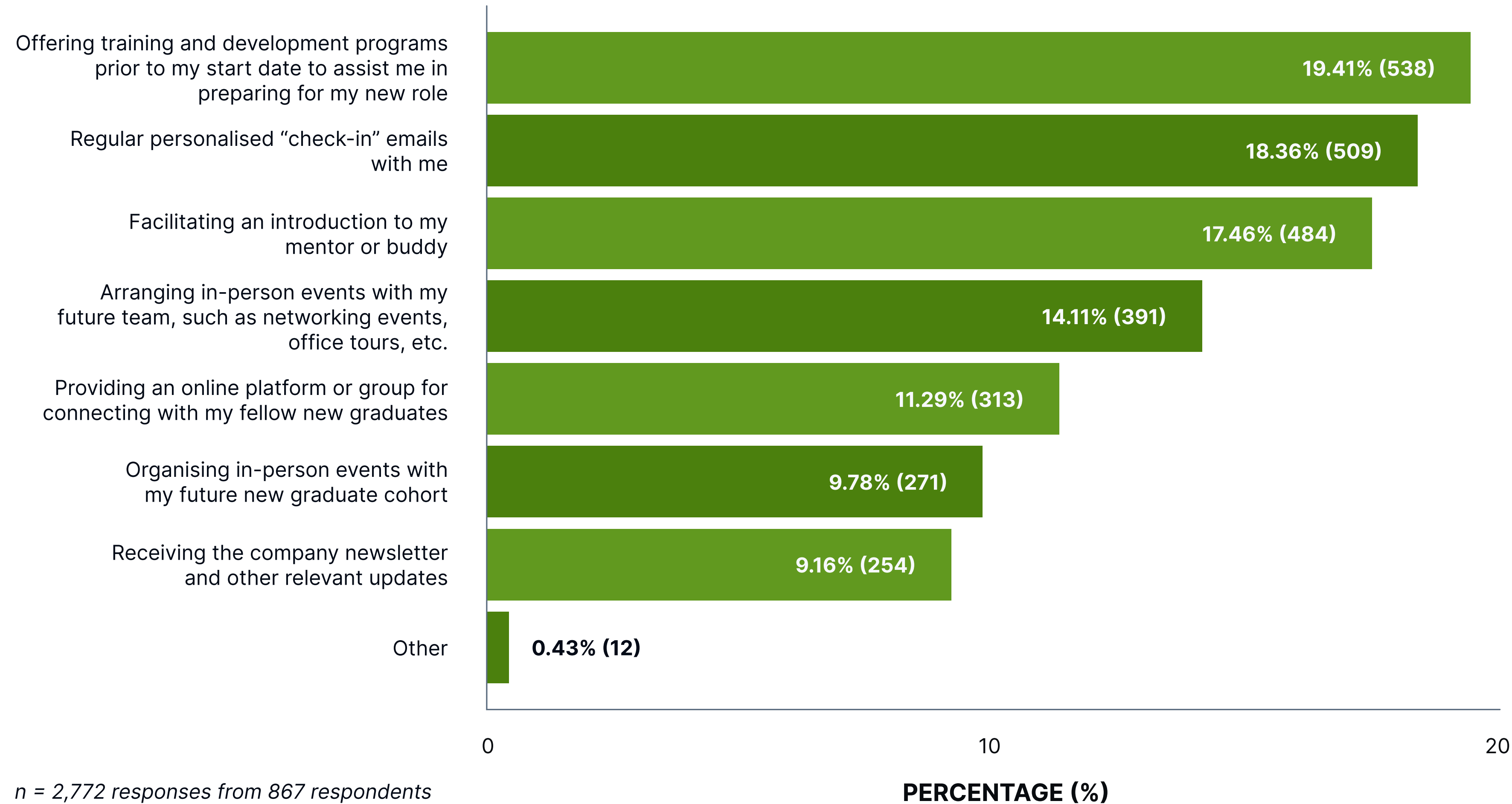
## Would you continue searching for job opportunities after accepting an offer?

*n = 867 respondents*



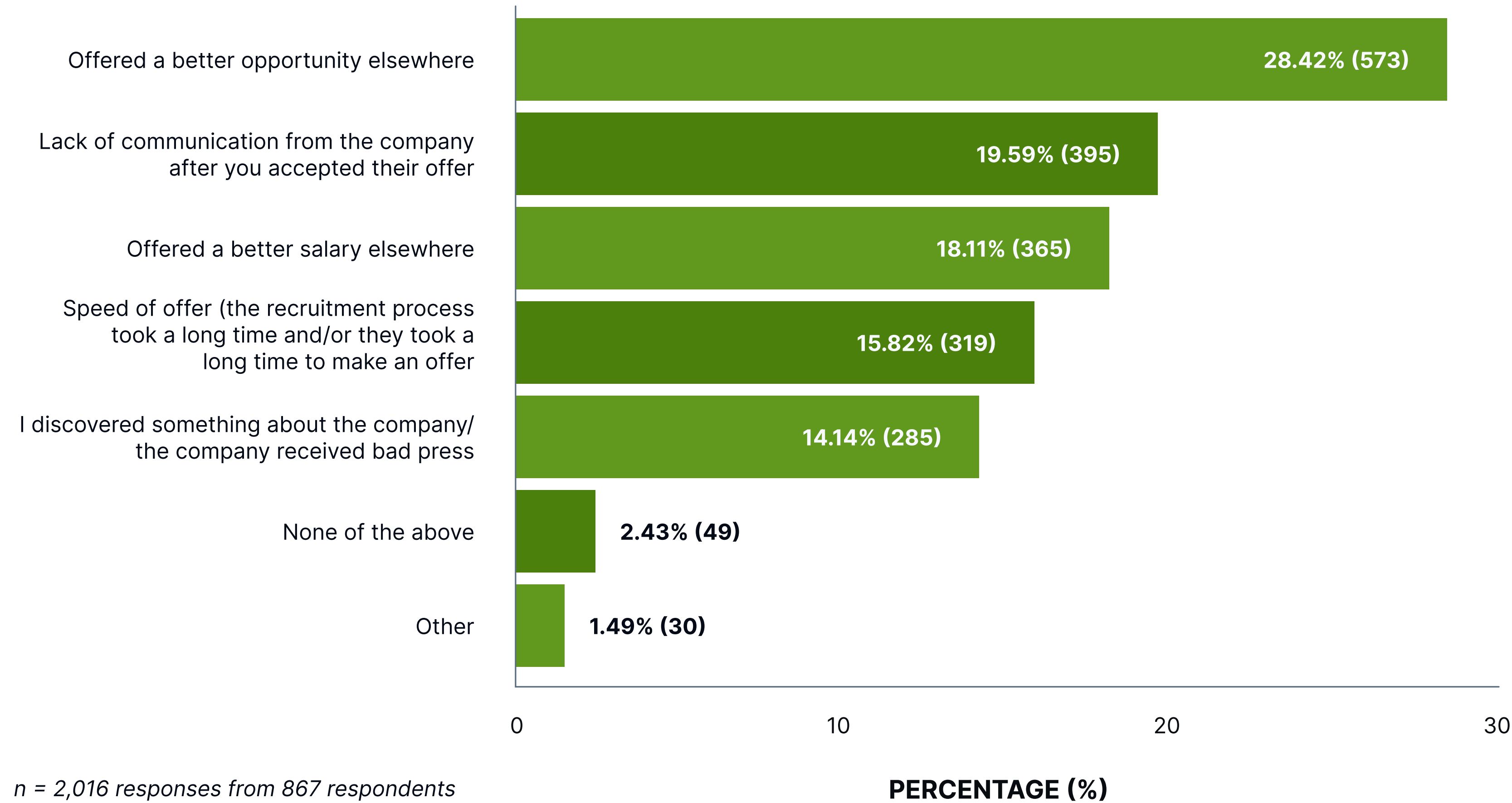
## After accepting an offer, how would you prefer an employer to maintain communication with you until your start date?

MULTI-SELECT



### What would make you want to renege/abandon a job offer?

MULTI-SELECT

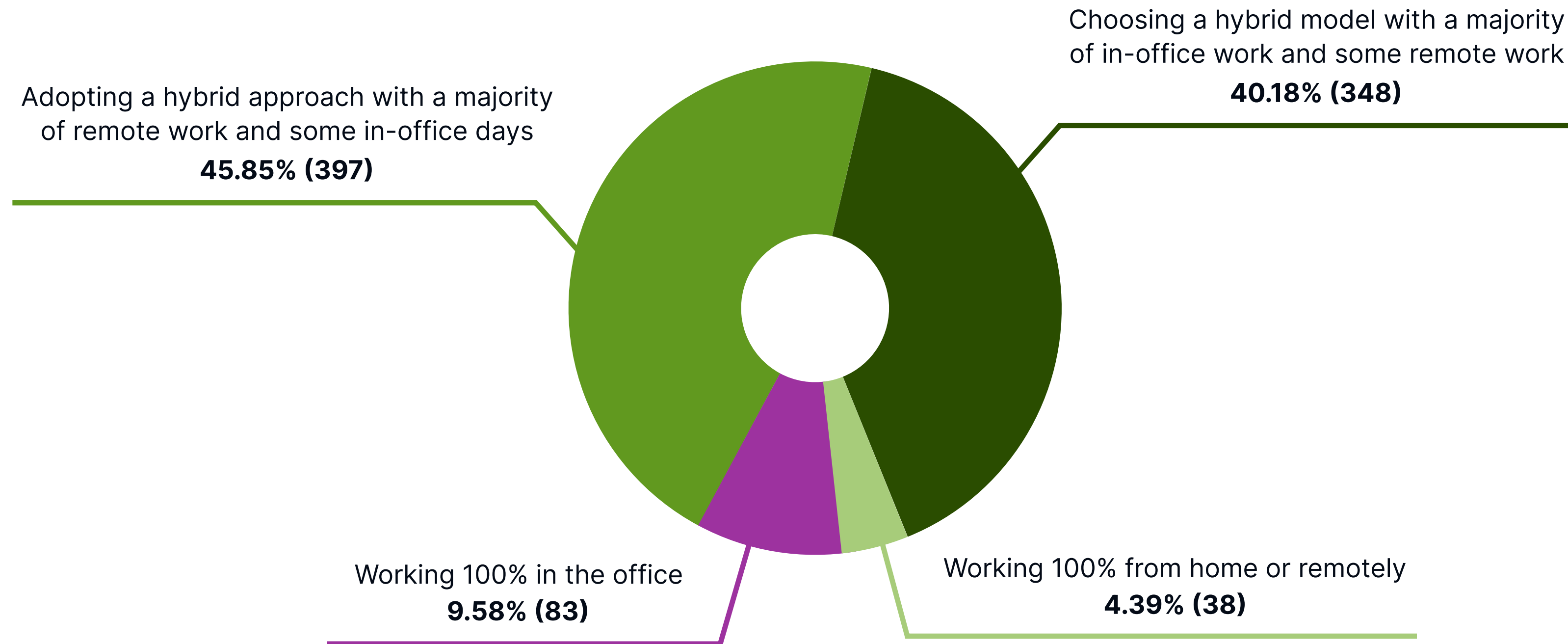


n = 2,016 responses from 867 respondents



## Which of the following options do you find most appealing for your work arrangement?

*n = 866 respondents*



## How long do you expect to stay at your graduate employer?

*n = 866 respondents*

