

**ZA5447**

**Flash Eurobarometer 304  
(Employers' Perception of Graduate Employability)**

**Country Specific Questionnaire  
Great Britain**

# FLASH 304 EUROBAROMETER SURVEY

## "EMPLOYERS' PERCEPTION OF GRADUATE EMPLOYABILITY"

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**Introduction [INTERVIEWER READ OUT]** The main aim of this survey is to look at the extent to which employers are recruiting Higher Education (HE) graduates and at how the latter are valued in the workplace. A graduate is someone who has completed a bachelor's degree or a higher degree from any higher education institution.

### 1. Background Questions

#### 1.1 How many employees does your company/organisation have in the United Kingdom?

- Less than 50 ..... 1 *THANK AND TERMINATE*
- 50-249 ..... 2
- 250 or more ..... 3
- [DK/NA] ..... 9

#### 1.2 Did you recruit higher education graduates in the last 5 years, or are you planning to recruit higher education graduates in the next 5 years?

- Have recruited and plan to recruit more ..... 1
- Have recruited but not planning to recruit more ..... 2
- Did not recruit but planning to recruit..... 3
- Did not recruit and not planning to recruit..... 4 *THANK AND TERMINATE*
- [DK/NA] ..... 9

#### 1.3 What is the ownership structure of your company/organisation?

- Public..... 1
- Private ..... 2
- Mixed ..... 3
- [DK/NA] ..... 9

#### 1.4 What is the main activity of your company?

*[READ OUT THE MAIN CATEGORIES FIRST, THEN THE SUBCATEGORIES]*

- **Industry**
  - Mining and quarrying..... 1
  - Manufacturing ..... 2
  - Electricity, gas, steam and air conditioning supply ..... 3
  - Water supply; sewerage, waste management and remediation activities ..... 4
- **Construction, Transport, ICT**
  - Construction..... 5
  - Transportation and storage ..... 6
  - Information and communication ..... 7
- **Trade, accommodation and food services**

- Wholesale and retail trade; repair of motor vehicles and motorcycles..... 8
- Accommodation and food service activities ..... 9
- **Public services**
- Public administration and defence; compulsory social security ..... 10
- Human health and social work activities ..... 11
- **Non-public services**
- Financial and insurance activities ..... 12
- Real estate activities ..... 13
- Professional, scientific and technical activities ..... 14
- Administrative and support service activities ..... 15
- Arts, entertainment and recreation ..... 16
- Other service activities..... 17
- Activities of households as employers; undifferentiated goods- and services-producing activities of households for own use ..... 18
- Activities of extraterritorial organisations and bodies..... 19

**1.5 What percentage of your day-to-day operations involves dealing with people in- or from other countries?**

- More than half of the operations ..... 1
- Between 25-50% ..... 2
- Between 10-24% ..... 3
- Less than 10%..... 4
- None..... 5
- [DK/NA] ..... 9

**SC3. What is your position in your company/organization?**

- HR manager/HR director/Head of HR department..... 1
- General manager/Director/Managing director ..... 2
- Other ..... 3
- [DK/NA] ..... 9

**2. Employment of graduates**

**ASK ALL**

**2.1 In your estimation, what is the overall percentage of higher education graduates currently employed in your company?**

*[OPEN ENDED, DO NOT READ JUST CODE!!]*

- None..... 01
- 1-10% ..... 02
- 11-20% ..... 03
- 21-30% ..... 04
- 31-40% ..... 05

- 41-50% .....	06
- 51-60% .....	07
- 61-70% .....	08
- 71-80% .....	09
- 81-90% .....	10
- 91-100% .....	11
- DK/NA .....	99

**ASK ALL**

**2.2 From which EDUCATIONAL fields do you mostly recruit higher education graduates?**

*[MULTIPLE ANSWERS ALLOWED]*

- Engineering .....	01
- Business and economic studies.....	02
- Languages .....	03
- Law .....	04
- Teacher training and education .....	05
- Medical Studies.....	06
- Humanities .....	07
- Art and design .....	08
- Communication and Information Sciences.....	09
- Other social and behavioural sciences.....	10
- Other natural sciences .....	11
- Other.....	12
- [DK/NA] .....	99

**3. Skills Set**

In the next part of the survey I will ask you questions about skills, competences and knowledge. To clarify, here is what we mean by these terms:

‘Knowledge’ is the outcome of assimilation of information an individual has gathered through learning. ‘Skills’ means the ability to apply knowledge and use know-how to complete tasks and solve problems and ‘competence’ is the proven ability to use knowledge, skills and personal, social and/or methodological abilities, in work or study situations and in professional and personal development.

**[ASK IF Q1.2=1 OR 2]**

**3.1 How much do you agree or disagree with the following statement? “Higher education graduates recruited in the last three to five years have the skills required to work in my company”.**

- Strongly agree .....	4
- Agree .....	3
- Disagree .....	2
- Strongly disagree.....	1
- [DK/NA] .....	9

**ASK ALL**

**3.2 Please rate the following skills and competencies in terms of how important they are when recruiting higher education graduates in your company.**

- Very important .....	4
- Rather important .....	3
- Rather unimportant .....	2
- Not important at all .....	1
- [DK/NA] .....	9
a) Good with numbers .....	1 2 3 4 9
b) Good reading /writing skills.....	1 2 3 4 9
c) Foreign language skills .....	1 2 3 4 9
d) Computer skills .....	1 2 3 4 9
e) Sector specific skills .....	1 2 3 4 9
f) Communication skills.....	1 2 3 4 9
g) Analytical and problem solving skills .....	1 2 3 4 9
h) Ability to adapt to and act in new situations.....	1 2 3 4 9
i) Decision-making skills.....	1 2 3 4 9
j) Team-working skills .....	1 2 3 4 9
k) Planning and organisational skills.....	1 2 3 4 9

**[ASK IF Q1.2=1 OR 2]**

**3.3 Can you rate your satisfaction with the higher education graduates that your company/organisation has recruited in the last three to five years in terms of each of the following skills and competencies?**

- Very satisfied.....	1
- Rather satisfied .....	2
- Rather not satisfied .....	3
- Not satisfied at all .....	4
- [DK/NA] .....	9
a) Good with numbers .....	1 2 3 4 9
b) Good reading /writing skills.....	1 2 3 4 9
c) Foreign language skills .....	1 2 3 4 9
d) Computer skills .....	1 2 3 4 9
e) Sector specific skills .....	1 2 3 4 9
f) Communication skills.....	1 2 3 4 9
g) Analytical and problem solving skills .....	1 2 3 4 9
h) Ability to adapt to and act in new situations.....	1 2 3 4 9
i) Decision-making skills.....	1 2 3 4 9
j) Team-working skills .....	1 2 3 4 9
k) Planning and organisational skills.....	1 2 3 4 9

**ASK ALL**

**3.4 In your opinion, in the next 5-10 years, which skills and competencies will be the most important for new higher education graduates? Please choose the three most important ones!**

*[READ OUT AND RECORD UP TO THREE ANSWERS]*

- basic skills such as being good with numbers, good reading  
and writing skills, computer skills ..... 01
- Foreign language skills ..... 02
- Sector specific skills..... 03
- Communication skills ..... 04
- Team-working skills..... 05
- Analytical and problem solving skills ..... 06
- Ability to adapt to and act in new situations ..... 07
- Planning and organisational skills ..... 08
- Other ..... 09
- [DK/NA] ..... 99

**ASK ALL**

**3.5 Which level of graduate would best fit the skill requirements for the positions in your company in the future?**

**Graduates with a first degree: by this we mean individuals who have successfully completed a first programme of study at a university or similar third-level institution of at least [3] years this includes “bachelor” / BA degrees and other types of “first cycle” degrees**

**Graduates with a second-level degree: by this we mean a Master’s degree or equivalent qualification**

**Doctoral or PhD graduates: those with a PhD / doctoral degree from a university.**

*[READ OUT - ONLY ONE ANSWER IS POSSIBLE]*

- Graduates with bachelor degrees or ..... 1
- Graduates with master degrees or ..... 2
- Graduates with PhD degrees?..... 3
- [DK/NA] ..... 9

**ASK ALL**

**3.6. Are you aware of the difference between bachelor’s and masters degrees?**

- Yes, and I know exactly what the difference is ..... 1
- Yes, but I don’t know exactly what the difference is ..... 2
- No..... 3

**ASK ALL**

**3.7 Which of the following training activities do your employees with higher education degrees participate or participated in?**

- Participate ..... 1
  - Do not participate ..... 2
  - [DK/NA] ..... 9
- a) Training and development programmes in-house (in the workplace) ..... 1 2 9
  - b) Short courses/modules offered by universities/higher education institutions..... 1 2 9
  - c) Part-time study programmes at universities/higher education institutions ..... 1 2 9
  - d) Training offered by continuing education institutions ..... 1 2 9

- e) Distance learning ..... 1 2 9
- f) Other ..... 1 2 9

**ASK ALL**

**3.8 What percentage of your employees with higher education degrees participated in training to update their skills in the past two years?**

- None..... 1
- Less than 10%..... 2
- 10-50% ..... 3
- More than 50%..... 4
- [DK/NA] ..... 9

**4. Recruitment**

**ASK ALL**

**4.1 How important are each of the following factors in recruiting more or fewer graduates?**

- Very important..... 1
  - Rather important ..... 2
  - Rather unimportant ..... 3
  - Not important at all ..... 4
  - [DK/NA] ..... 9
- a) Anticipated growth in business ..... 1 2 3 4 9
  - b) Actual growth in business..... 1 2 3 4 9
  - d) Higher turnover of staff..... 1 2 3 4 9
  - e) Increasing complexity of tasks..... 1 2 3 4 9
  - f) Higher number of applicants..... 1 2 3 4 9

**ASK ALL**

**4.2 How important is it for you to employ graduates from higher education institutions with high international rankings (with good reputations)?**

- Very important..... 1
- Rather important ..... 2
- Rather unimportant ..... 4
- Not important at all ..... 5
- [DK/NA] ..... 9

**ASK ALL**

**4.4a What is the percentage of employees with higher education degrees who are recruited from other European countries?**

- None..... 1
- Less than 5%..... 2
- 5-10% ..... 3
- 11-20% ..... 4
- 21-30% ..... 5
- 31-40% ..... 6

- 41-50% ..... 7
- More than 50%..... 8
- [DK/NA] ..... 9

**ASK ALL**

**4.4b What is the percentage of employees with higher education degrees who are recruited from countries outside of Europe?**

- None..... 1
- Less than 5%..... 2
- 5-10% ..... 3
- 11-20% ..... 4
- 21-30% ..... 5
- 31-40% ..... 6
- 41-50% ..... 7
- More than 50%..... 8
- [DK/NA] ..... 9

**SPLIT BALLOT**

**[IF THE ANSWER IN QUESTION 4.4A OR 4.4.B = 2, 3, 4, 5, 6, 7 OR 8 ASK]**

**4.4c What is your reason for recruiting graduates who are not resident in the United Kingdom?**  
**[READ OUT – ROTATE - SELECT THE CHOICES THAT BEST FIT - MULTIPLE ANSWERS ARE POSSIBLE]**

- To recruit the very best talent available ..... 1
- Need to have an international workforce ..... 2
- Insufficient candidates with the right skills in the United Kingdom ..... 3
- Graduates from other countries have a strong work ethic..... 4
- Specific financial subsidies received if recruiting from abroad ..... 5
- Other ..... 6
- [DK/NA] ..... 9

**[IF THE ANSWER IN QUESTION 4.4A AND 4.4.B = 1 ASK ]**

**4.4d What is your reason for NOT recruiting graduates from other countries?**  
**[READ OUT – ROTATE - SELECT THE CHOICES THAT BEST FIT - MULTIPLE ANSWERS ARE POSSIBLE]**

- Language barriers..... 1
- Insufficient knowledge of culture and traditions of the United Kingdom ..... 2
- Lack of necessary skills..... 3
- Sufficient number of graduates with the right skills in the United Kingdom ..... 4
- Other ..... 5
- [DK/NA] ..... 9

**ASK ALL**

**4.5 How much do you agree or disagree with the following statements?**

- Strongly agree ..... 1



- Rather agree..... 2
  - Rather disagree ..... 3
  - Strongly disagree..... 4
  - [DK/NA] ..... 9
- a) Work experience is a crucial asset for new recruits ..... 1 2 3 4 9
- b) It is very important that new recruits have studied abroad ..... 1 2 3 4 9
- c) It is very important that new recruits have done an internship abroad ..... 1 2 3 4 9

## 5. Challenges in filling anticipated vacancies

### ASK ALL

5.1 What are the greatest challenges you face in filling your vacancies? Please select the two most important ones.

*[READ OUT – ROTATE – RECORD UP TO 2 ANSWERS]*

- Shortage of applicants with the right skills and capabilities in the United Kingdom ..... 1
  - Limited resources to market graduate vacancies adequately ..... 2
  - Offering a competitive starting salary..... 3
  - Graduate candidates withdraw applications because hiring process is slow ..... 4
  - Offering a competitive graduate training and development programme ..... 5
  - [DK/NA] ..... 9
- a) First mention:..... 1 2 3 4 5 9
- b) Second mention:..... 1 2 3 4 5 9

## 6.. Communication and cooperation with Higher Education Institutions

### ASK ALL

6.1 How frequently do you cooperate with higher education institutions to discuss curriculum design and study programmes?

- Very frequently ..... 1
- Rather frequently..... 2
- Sometimes ..... 3
- Never..... 4
- [DK/NA] ..... 9

### ASK ALL

6.2 How important is the cooperation for your organization? Please rate the importance of cooperating with higher education institutions the design of curricula and study programmes.

- Very important..... 1
- Rather important ..... 2
- Rather unimportant ..... 3
- Not important at all ..... 4
- [DK/NA] ..... 9

**[ASK ALL]**

**6.4 How frequently do you cooperate with higher education institutions in recruiting their graduates?**

- Very frequently ..... 1
- Rather frequently ..... 2
- Sometimes ..... 3
- Never ..... 4
- [DK/NA] ..... 9

**6.5 What do you think is the best way to cooperate with higher education institutions on recruitment? Please select two from the six items I am going to read to you.**

*[READ OUT - ROTATE]*

- Participation in debates or seminars organised by higher education institutions ..... 1
- Personal discussions with study programme directors or teachers ..... 2
- Answering surveys ..... 3
- Direct recruitment from schools ..... 4
- Cooperation with career centers ..... 5
- Participation in internship programme with higher education institutions ..... 6

a) First answer: ..... 1 2 3 4 5 6

b) Second answer: ..... 1 2 3 4 5 6

**7. Which actions should higher education institutions take in order to improve the employability of their graduates? Choose one of the following choices.**

*[READ OUT - ROTATE]*

- make courses more relevant to the needs of employers ..... 1
- include practical experience in courses ..... 2
- include sector specific work placements as an integral part of the study programme ..... 3
- provide better post-graduation support (facilitate relations between graduates and companies) ..... 4
- Other ..... 5
- [DK/NA] ..... 9