Heads of Service Labour Market and Student Engagement Survey (2015)

Findings Report

January 2016

Contents

Executive Summary

Following the successful launch of the AGCAS Heads of Service Labour Market and Student Engagement Survey in January 2015, the second survey was conducted in December 2015 and launched at the Heads of Service Conference in January 2016. The aims of the 2015 survey remained unchanged, namely:

- To capture heads' perceptions of the graduate labour market and student engagement in the academic year 2014/15, and
- To present the national and regional pictures of the graduate labour market and student engagement in the academic year 2014/15

The key findings from this year's survey are:

- 81.5% of heads think that the graduate labour market improved in the 2015 academic year. A smaller proportion of heads in the North of England have a positive perception compared to their counterparts elsewhere. While 100% of heads from large universities are positive about the graduate labour market.
- 81.5% of heads agree that graduate vacancies increased in 2015. Fewer heads in Scotland reported an increase of graduate vacancies than heads in other regions, while all heads in the Midlands and those from large universities did. Some heads observed an increase of vacancies from small to medium-sized businesses (SMB).
- The top five sectors where heads reported that graduate vacancies had increased the most were:
    - 'Information technology',
    - 'Accountancy, banking and finance',
    - 'Business consulting and management',
    - 'Marketing, advertising and PR', and
    - 'Engineering and manufacturing'.

  The sectors in the top five are the same as those in 2014 despite a slight change in the ranking order.
- The top five sectors with decreased graduate vacancies changed significantly between the years.
- On average, 6 fairs were organised and 192 employers were engaged in those fairs, per Institution in 2015. Slightly more fairs were organised in 2015 compared to those in 2014. Again, large universities generally organised more job fairs and engaged more employers. Heads in the North reported more fairs and with more employers involved than those in the South.
- A larger proportion of heads gave a positive response to their observations on student engagement in 2015 than they did in 2014. 56.8% of heads observed more pre-final year students have engaged with their careers service in the year to 31 July 2015 compared to the previous year. While 32.1% of heads agreed with an increase in student interest in self-employment in 2015 and 64.2% of heads reported that students' interest in work placements and internships was higher in the 2015 academic year than the year before.

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January 2015

Methodology

With the majority of the questions in the 2015 survey remaining the same it allows direct comparison between the results in 2014 and 2015. Those questions that did change can be found in the Appendix.

During 2015, the number of career services belonging to AGCAS increased from 151 to 161, although the Labour Market and Student Engagement Survey was only applicable to 157 (including 16 from outside the UK). Given the small population a census approach was taken to conduct the survey, with invitations sent to all applicable heads of services.

By the final deadline for responses (midday 9 December 2015), the survey had been started by 95 heads of services or their representatives with 81 valid responses being received.

Given that the heads who participated in the survey in 2015 are not exactly the same as those in the 2014 survey, an identical sample was chosen from the two surveys to trace the changes in the past year. Of the 81 responses 60 institutions had also answered the questionnaires in 2014. Analysing the identical samples can present the precise changes over the year and provide a reliable triangulation for the comparisons of findings from all participants in 2014 and 2015.

This report presents findings from all participants and those from the identical samples in 2014 and 2015 in parallel. Due to the smaller response size in 2015, the breakdowns by 'region' and 'institution size' are different to those reported in 2014 (Table 1 & 2). With only 2 or less responses being received from Wales and Northern Ireland, in order to protect institutional privacy, the results of the two regions will not be presented in the region/country breakdown in this report.

Table 1: change in 'Region' in 2015

Region in 2014	Region/country in 2015
North East	The North of England
North West	The North of England
Yorkshire and Humber	The North of England
East Midlands	The Midlands
West Midlands	The Midlands
East of England	The South of England
South East (excluding London)	The South of England
South West	The South of England
London	London
Wales	Wales
Northern Ireland	Northern Ireland

Scotland	Scotland
Republic Ireland	International
Other international institutions	International

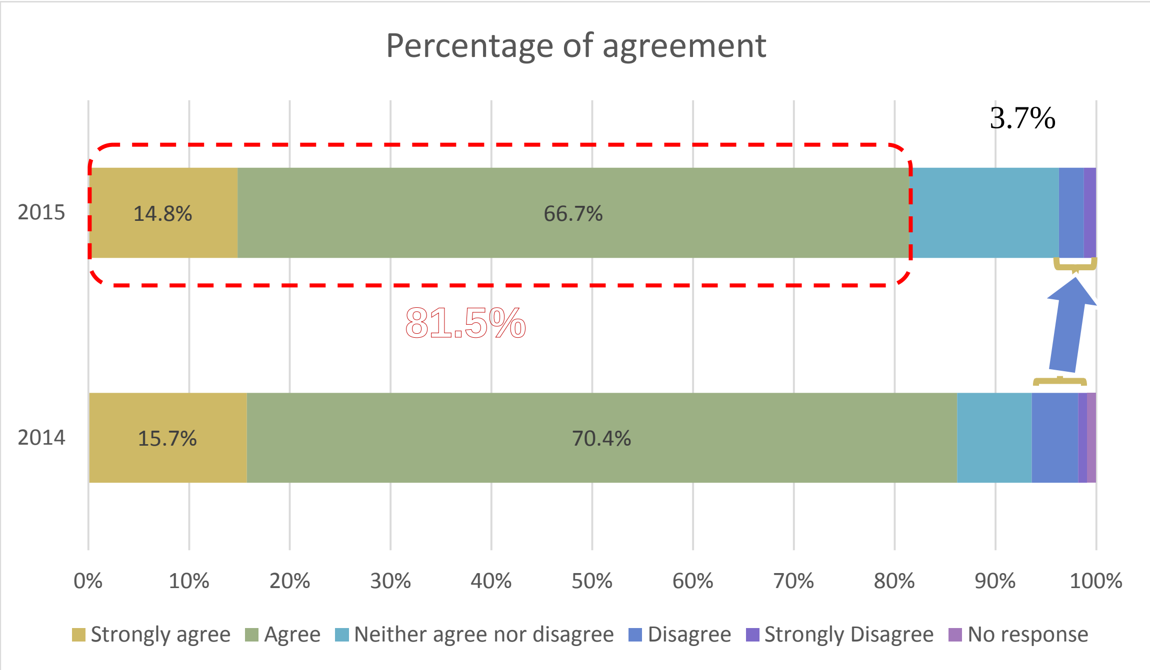
Table 2: change in 'institutions size' in 2015

Institution size in 2014	Institution size in 2015	Convenient terms
Less than 2,000	Less than 5,000	Very small institutions
2,000 and above, but less than 5,000	Less than 5,001	Very small institutions
5,000 and above, but less than 10,000	5,000 and above, but less than 15,000	Small institutions
10,000 and above, but less than 15,000	5,000 and above, but less than 15,001	Small institutions
15,000 and above, but less than 20,000	15,000 and above, but less than 25,000	Medium institutions
20,000 and above, but less than 25,000	15,000 and above, but less than 25,001	Medium institutions
25,000 and above, but less than 30,000	25,000 and above	Large institutions
30,000 and above	25,000 and above	Large institutions

Chapter 1: Graduate labour market in 2015

81.5% of heads of services thought that the graduate labour market was more buoyant in the year ending 31 July 2015 compared to the year ending 31 July 2014. Less heads denied the buoyancy of graduate labour market in the survey of 2015 than those in the survey of 2014. This suggests a very definite trend of a more buoyant graduate labour market since 2014.

Figure 1: Heads' perception of graduate labour market buoyancy in 2014 and 2015 (all participants)



Base: (108 in 2014, 81 in 2015)

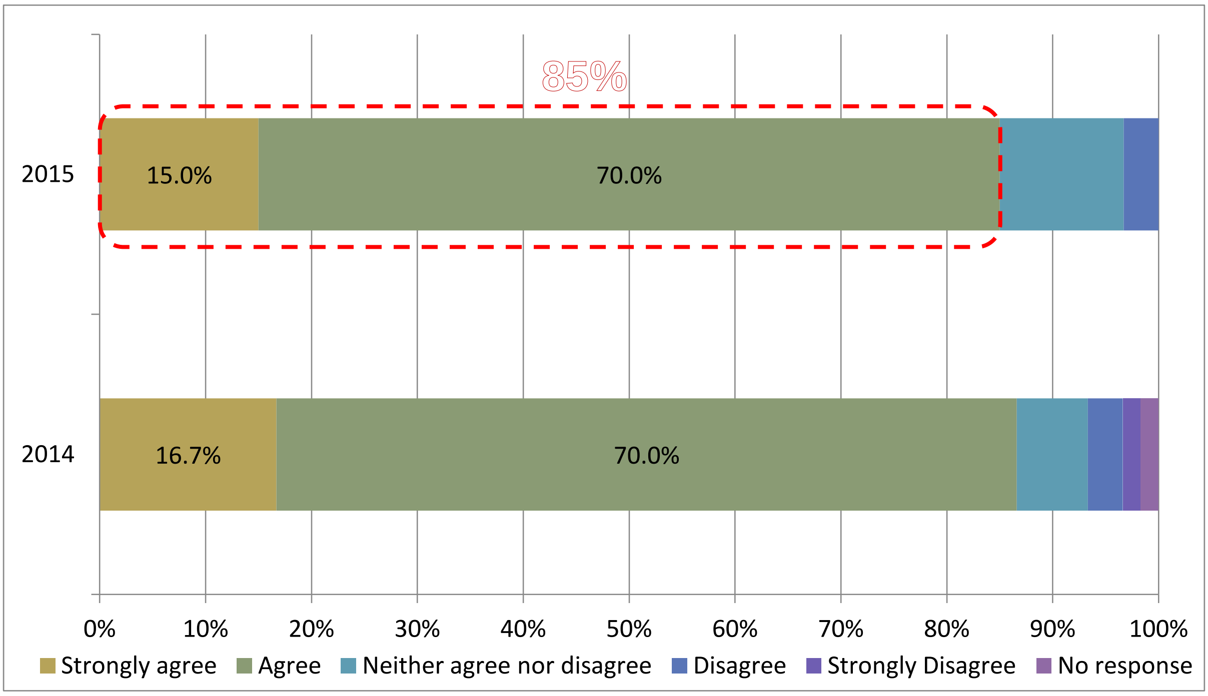
Supported by the following quotes:

"The Labour Market seems to be more buoyant. Labour Market data is all pointing to recruitment being back to pre-recession numbers."

"Employers have commented that it has become more common for students to delay accepting offers, implying that they expect to receive multiple offers to choose between."

In the identical samples, 85% of heads of services thought that the graduate labour market was more buoyant in the year ending 31 July 2015 compared to the previous year, with only 3.3% disagreeing. The findings are consistent with those from all heads who participated the survey.

Figure 2: Heads' perception of graduate labour market buoyancy in 2014 and 2015 (identical samples)



Base: (60 identical institutions in both surveys)

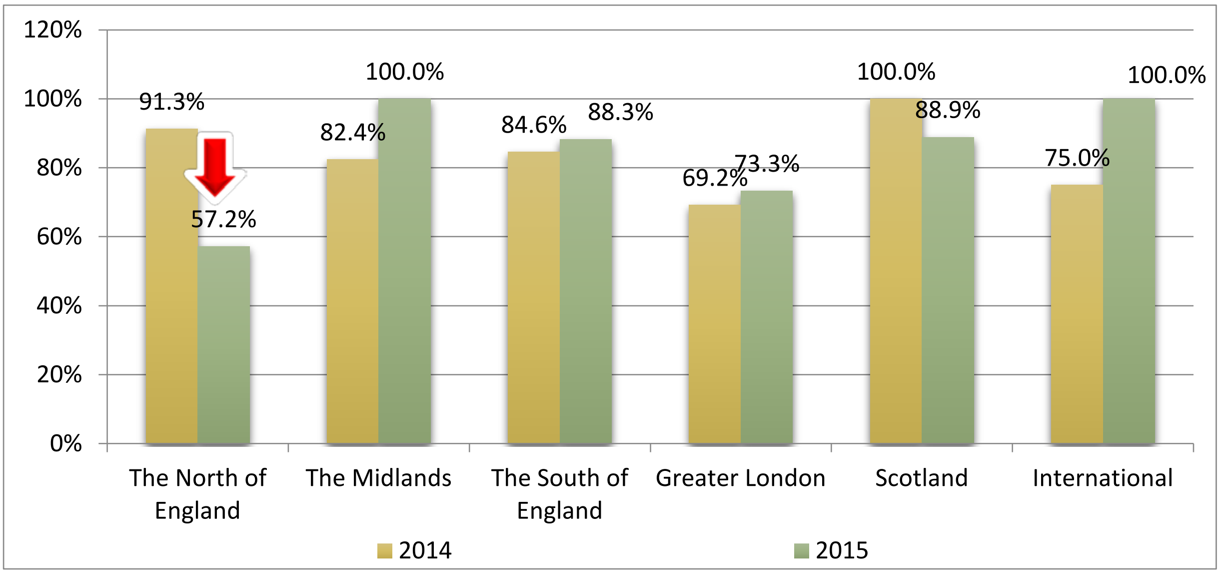
Comments from the heads also confirmed the trend of a buoyant graduate labour market over the last two years.

> ***"We have seen a 40% increase in graduate vacancies since the previous year and have observed more competition amongst top employers for our students."***

> ***"We've seen an increased number and diversity of employers coming onto campus in the last 12-18 months."***

However not all heads agreed that the graduate labour market was more buoyant. The percentage of heads in the North of England who agreed the graduate labour market was more buoyant decreased to 57.2% in the 2015 survey from 91.3% in the 2014 survey. In 2015, significantly less heads in the North of England observed a more buoyant graduate labour market than the previous year when compared to their counterparts in other regions. (Given the regional differences, further research on the trend of graduates' destinations and regional economic development would be helpful to inform government and higher educational institutional leaders on policies for graduates.)

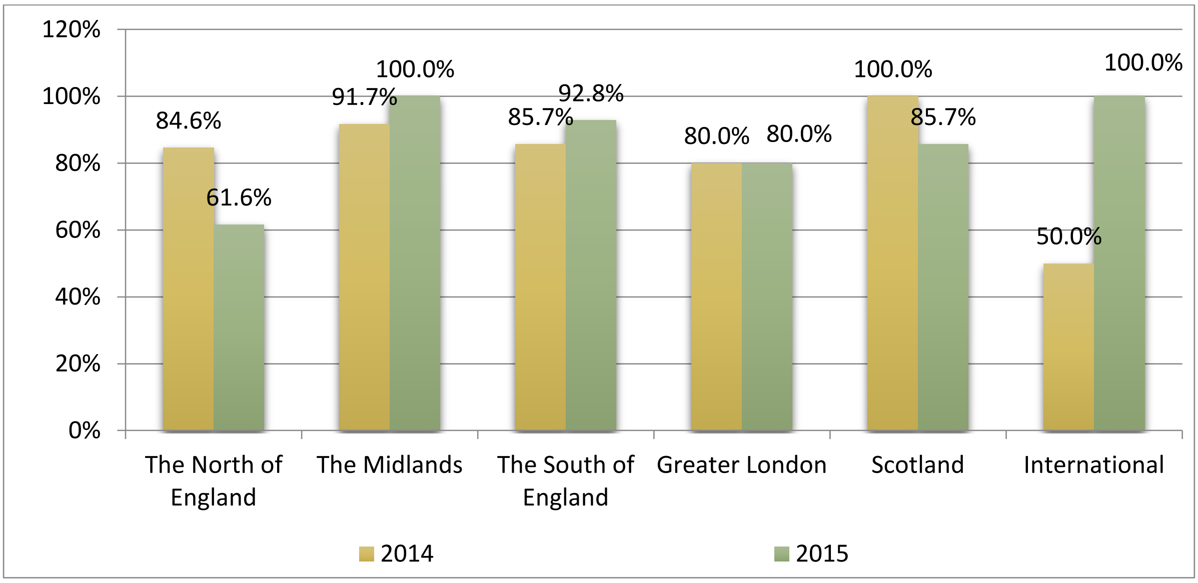
Figure 3: Heads' perception of graduate labour market buoyancy in 2014 and 2015 by region/country (all participants)



Base: (108 in 2014, 81 in 2015)
Note: the percentages of 'International' may not be reliable due to limited numbers (less than 5).

The responses from the identical samples also showed the same trend, with the response from heads in the North of England in 2015 being less positive than their counterparts' responses elsewhere.

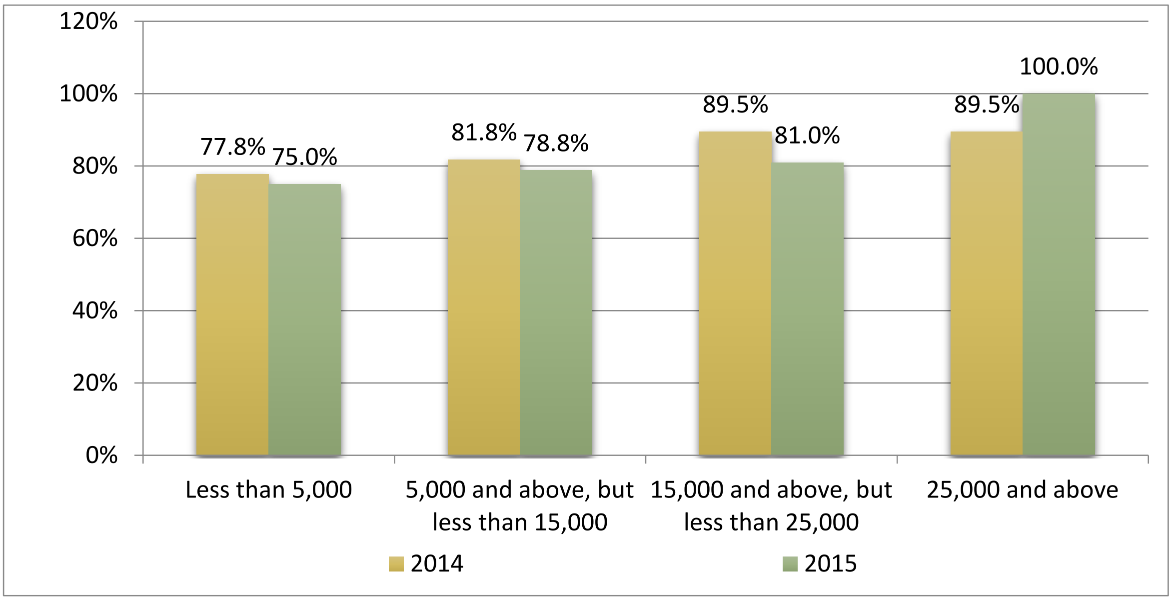
Figure 4: Heads' perception of graduate labour market buoyancy in 2014 and 2015 by region/country (identical samples)



Base: (60 identical in both surveys)
Note: the percentages of 'International' may not be reliable due to limited numbers (less than 5).

Heads in large institutions (more than 25,000 students) had more positive responses in both 2014 and 2015.

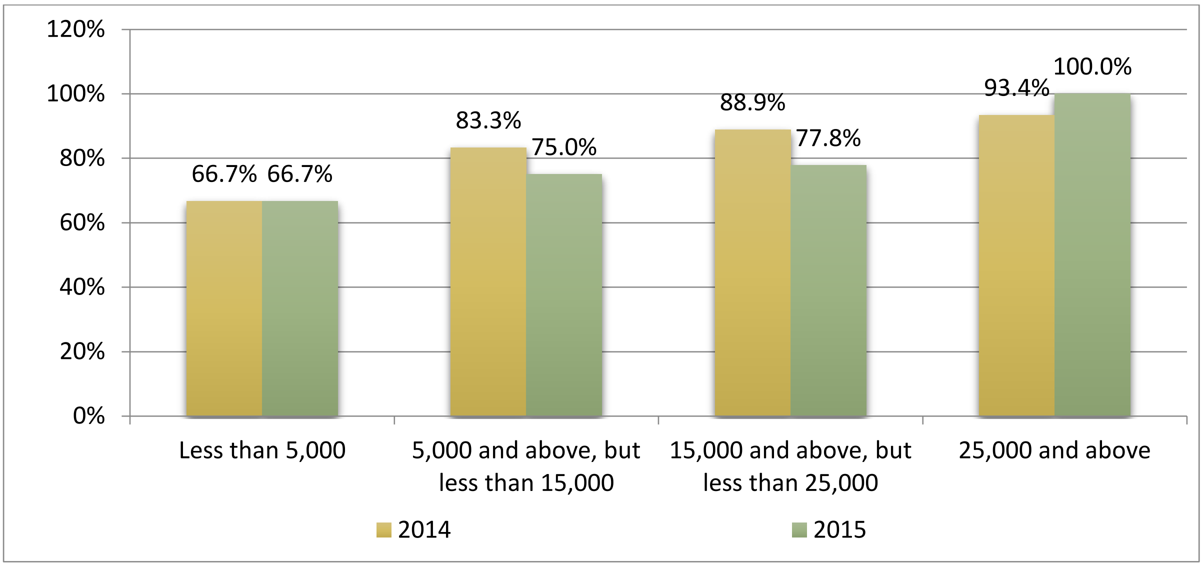
Figure 5: Heads' perception of graduate labour market buoyancy in 2014 and 2015 by institution size (all participants)



Base: (108 in 2014, 81 in 2015)

Note: the percentage of 'Less than 5,000' in 2015 may not be reliable due to limited number (less than 5).

Figure 6: Heads' perception of graduate labour market buoyancy in 2014 and 2015 by institution size (identical samples)



Base: (60 identical in both surveys)

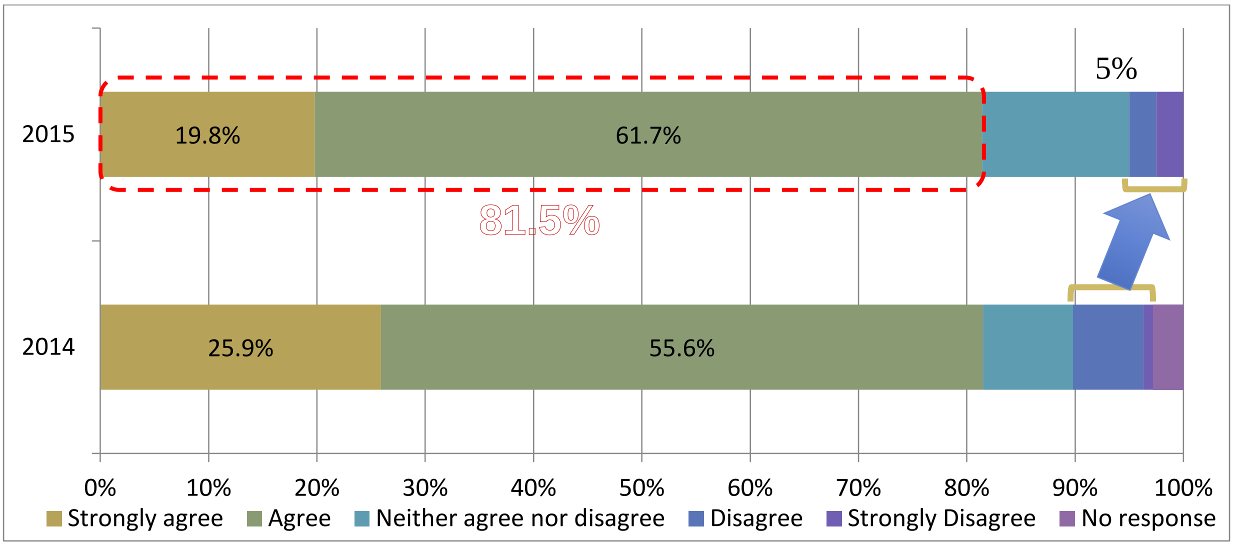
Note: the percentages of 'Less than 5,000' in both surveys may not be reliable due to limited numbers (less than 5).

Chapter 2: Graduate Vacancies

97.5% of heads confirmed that their Careers and Employability Services had job vacancy systems. Some heads reported that job vacancies were difficult to count in some systems and they were not counted in many institutions. However their job vacancy systems enabled heads to provide an overall impression of the quantitative changes of graduate vacancies.

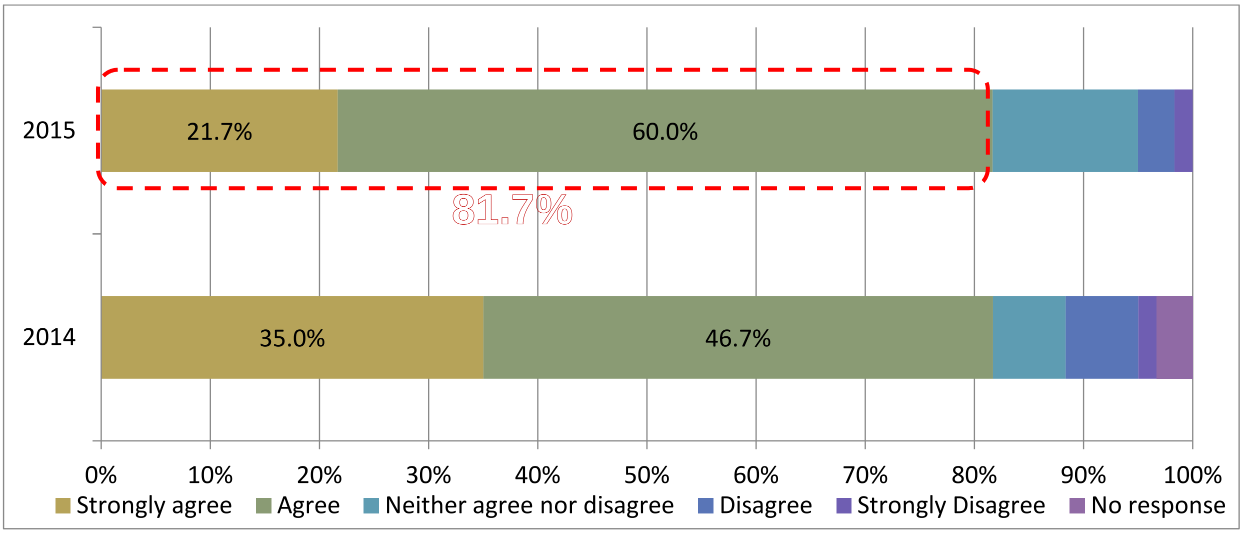
2.1 Change of graduate vacancies in 2015

Figure 7: Heads' perception of the increase in graduate vacancies advertised in their institutions in 2014 and in 2015 (all participants)



Base: (108 in 2014, 81 in 2015)

Figure 8: Heads' perception of the increase in graduate vacancies advertised in their institutions in 2014 and in 2015 (identical samples)



Base: (60 identical in both surveys)

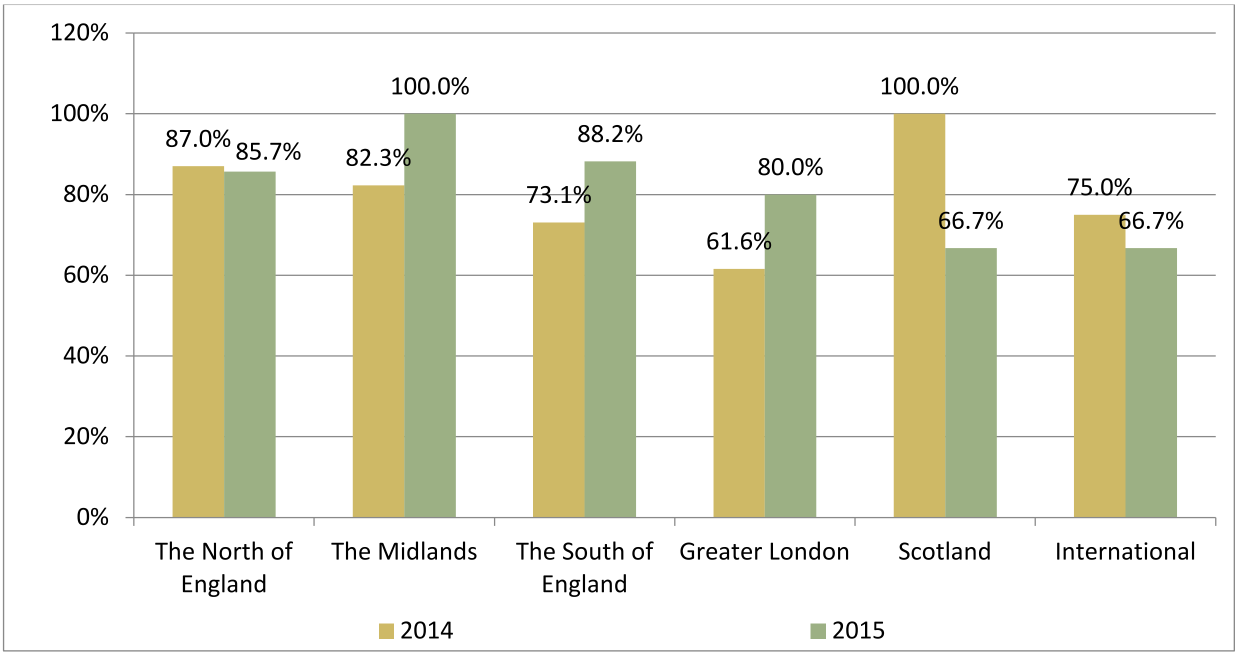
Many heads noted the increase of graduate vacancies, and as some of them reported in 2014, SMEs (small and medium-sized enterprises) were observed to be an important source of graduate vacancies.

> *"……. the majority of sectors have increased."*

> *"The volume of incoming opportunities is about the same but we have been increasingly targeting sectors for specific graduate level opportunities in SMEs and larger organisations."*

Interestingly the perception of graduate vacancies advertised in their institutions does not match their perception of the graduate labour market for the heads in the North of England and in Scotland in 2015. In the survey, 85.7% of heads in the North of England agreed that the graduate vacancies advertised in their institutions had increased in the past academic year, but the percentage of those heads who agreed with the increased buoyancy of the graduate labour market was only 57.2%. While the perceptions of heads in Scotland showed the complete opposite with 66.7% agreeing that graduate vacancies advertised had increased in their institution yet 88.9% believed the graduate labour market was more buoyant (figure 3 and figure 9).

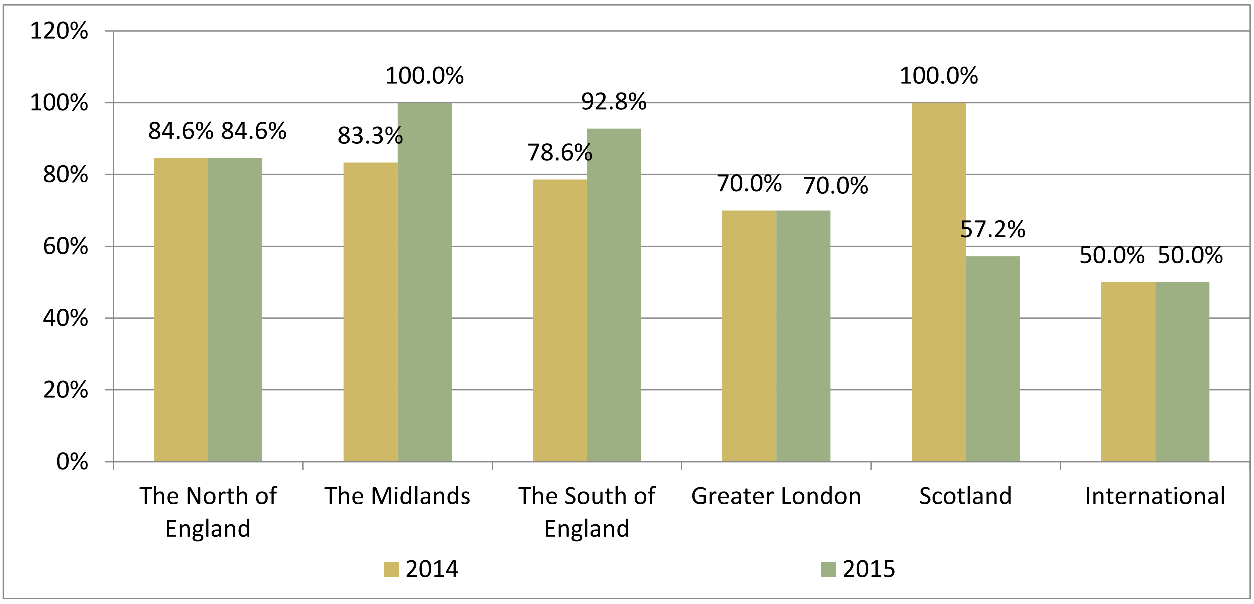
Figure 9: Heads' perception of the increase in graduate vacancies advertised in their institutions in 2014 and in 2015 by region/country (all participants)



Base: (108 in 2014, 81 in 2015)

Note: the percentages of 'International' may not be reliable due to limited numbers (less than 5).

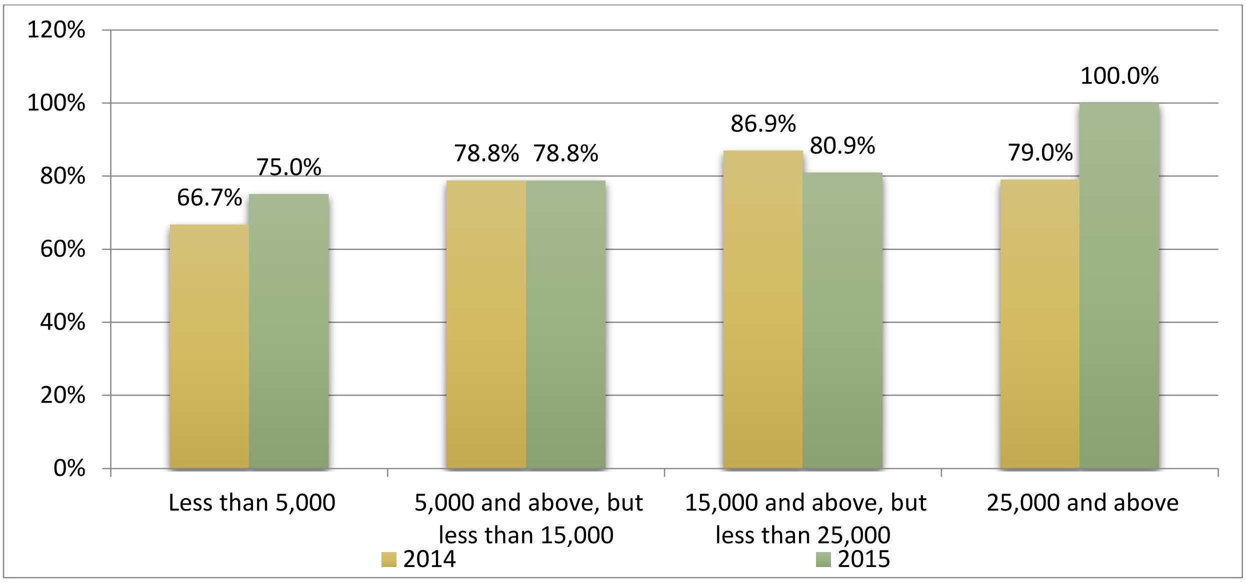
Figure 10: Heads' perception of the increase in graduate vacancies advertised in their institutions in 2014 and in 2015 by region/country (identical samples)



Base: (60 identical in both surveys)
Note: the percentages of 'International' may not be reliable due to limited numbers (less than 5).

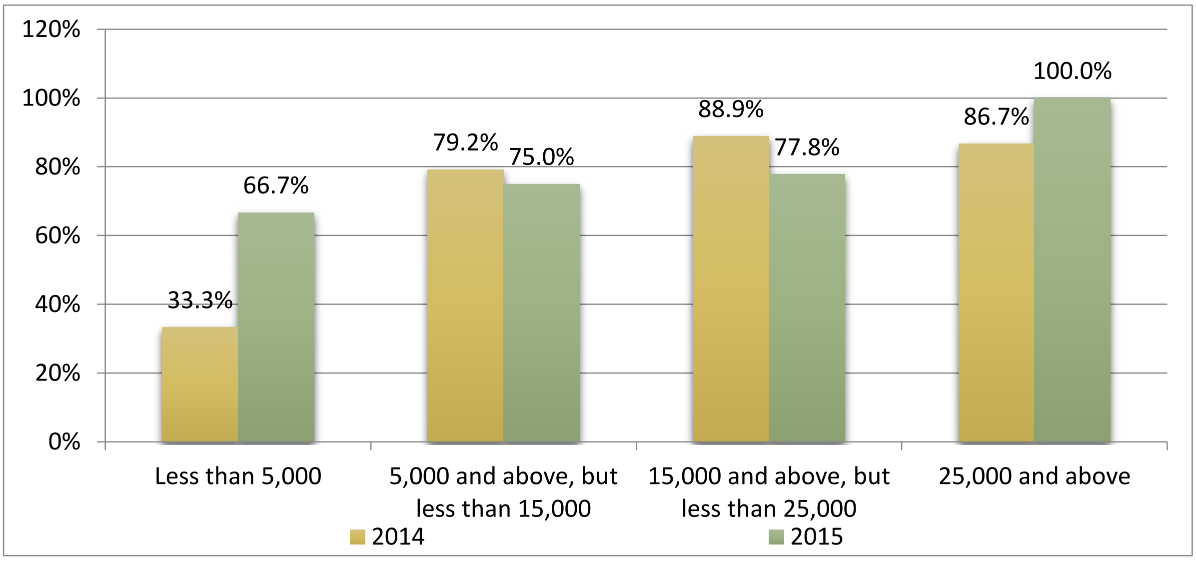
More heads from large universities observed the increase of graduate vacancies in 2015.

Figure 11: Heads' perception of the increase in graduate vacancies advertised in their institutions in 2014 and in 2015 by institution size (all participants)



Base: (108 in 2014, 81 in 2015)
Note: the percentage of 'Less than 5,000' in 2015 may not be reliable due to limited numbers (less than 5).

Figure 12: Heads' perception of the increase in graduate vacancies advertised in their institutions in 2014 and in 2015 by institution size (identical samples)

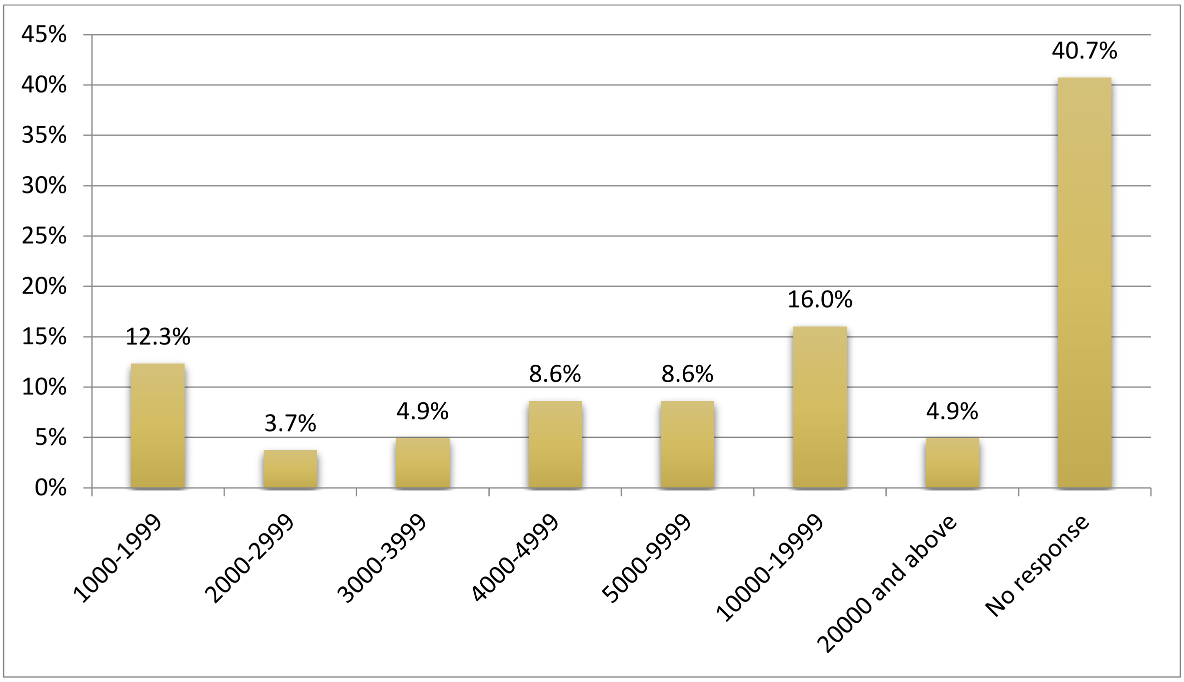


Base: (60 identical in both surveys)
Note: the percentages of 'Less than 5,000' in both surveys may not be reliable due to limited numbers (less than 5).

2.2 Numbers of graduate jobs

Almost 60% of heads who participated the 2015 survey gave accurate or estimated numbers of graduate job adverts.

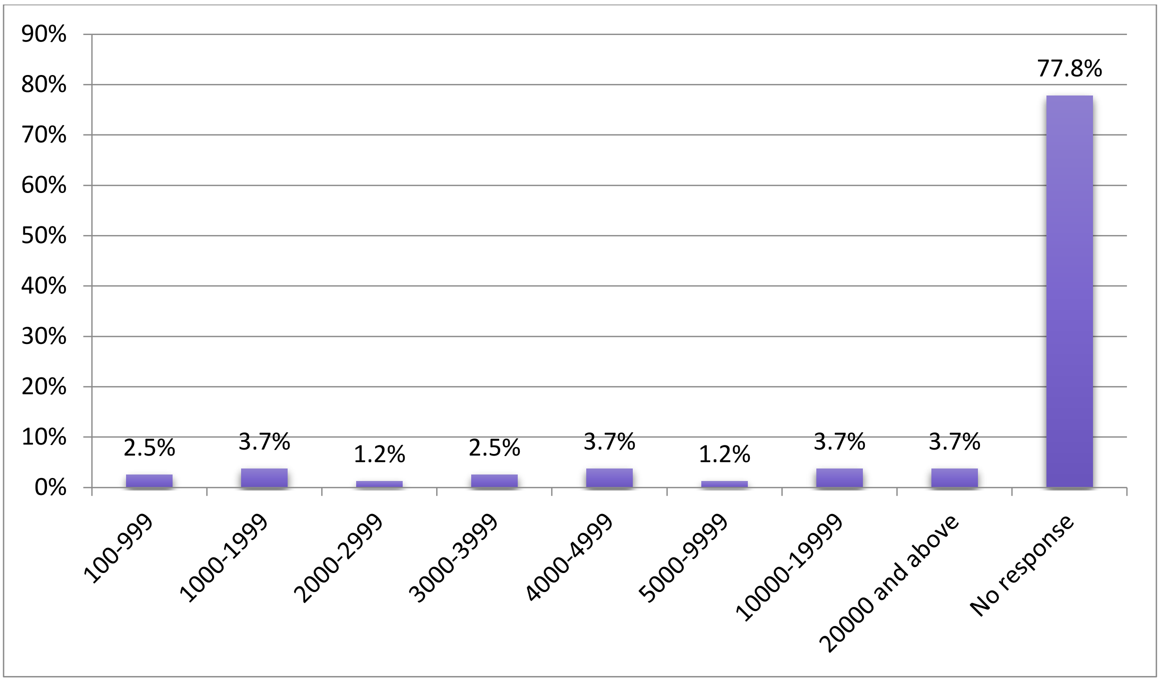
Figure 13: Numbers of graduate job adverts in 2015 (all participants)



Base: (81 in 2015)

Only less than a quarter of heads who participated the survey in 2015 were able to give the accurate or estimated numbers of graduate job opportunities.

Figure 14: Numbers of graduate job opportunities in 2015 (all participants)

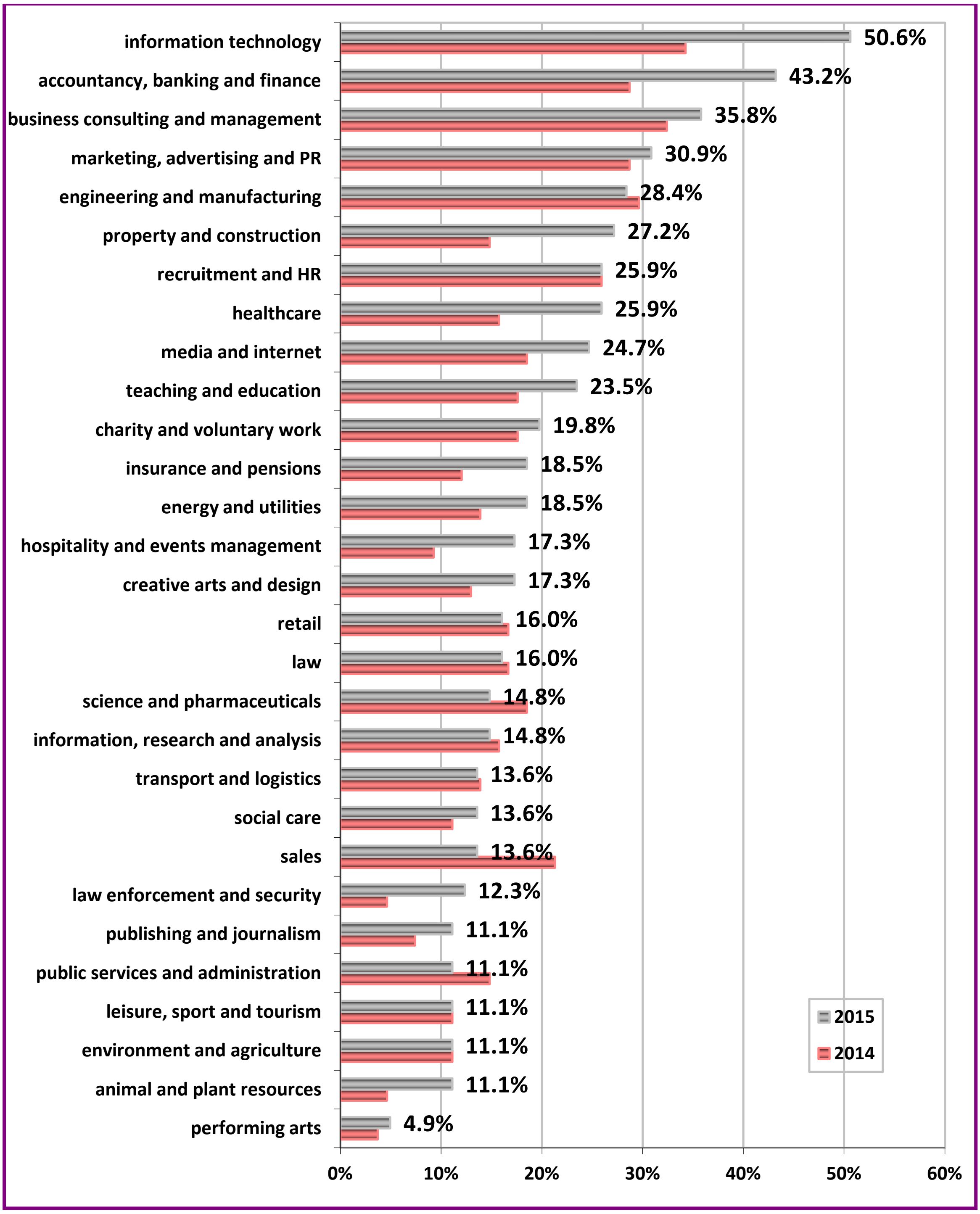


Base: (81 in 2015)

2.3 Sectors in which graduate vacancies increased or decreased

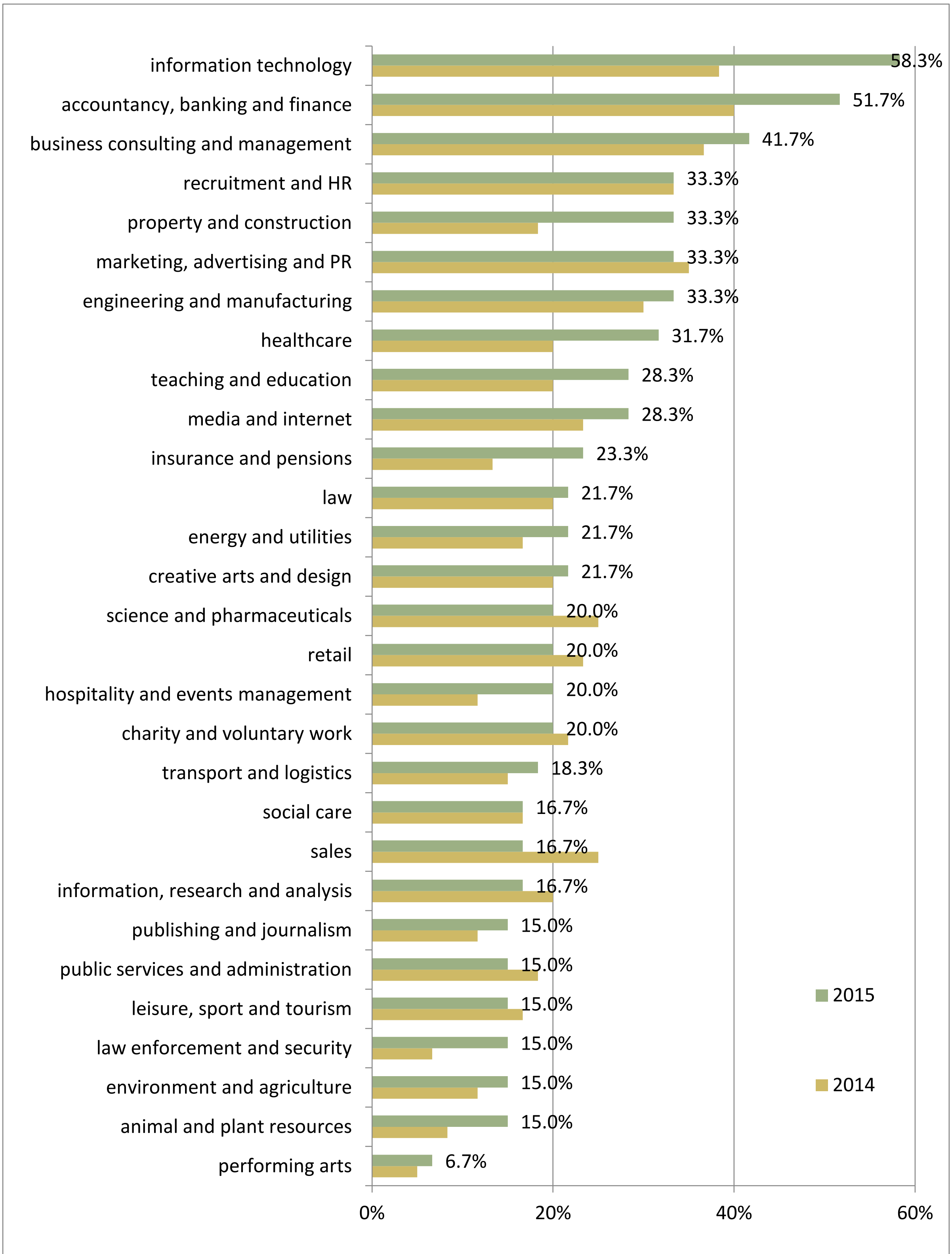
The top five sectors in which graduate vacancies increased the most in 2015 are the same as reported in 2014, albeit with some changes in the ranking order. More heads reported an increase in graduate vacancies in most sectors in 2015 when compared to 2014.

Figure 15: The increase of graduate vacancies in different sectors in 2014 and in 2015 (all participants)



Base: (108 in 2014, 81 in 2015)

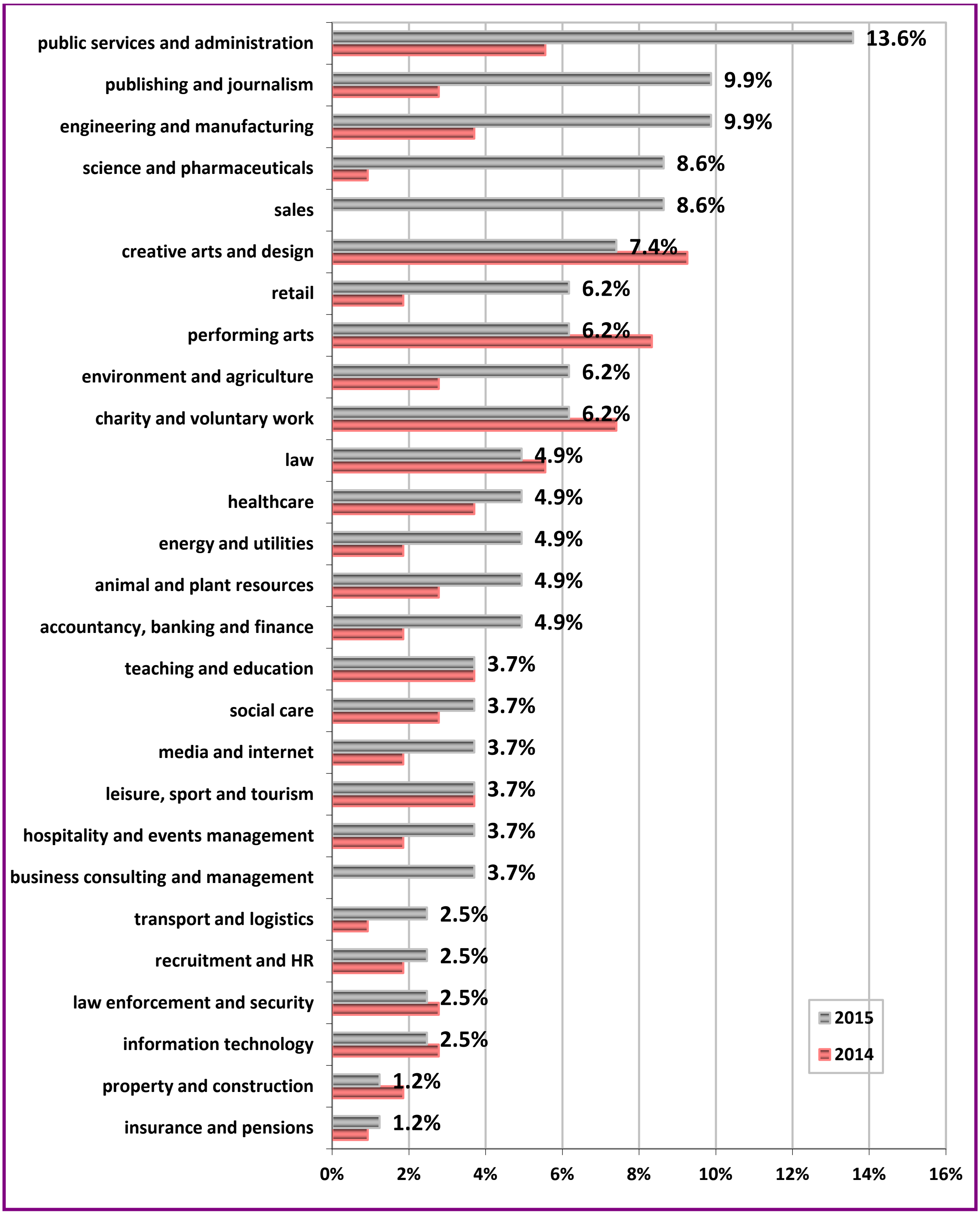
Figure 16: The increase of graduate vacancies in different sectors in 2014 and in 2015 (identical samples)



Base: (60 identical in both surveys)

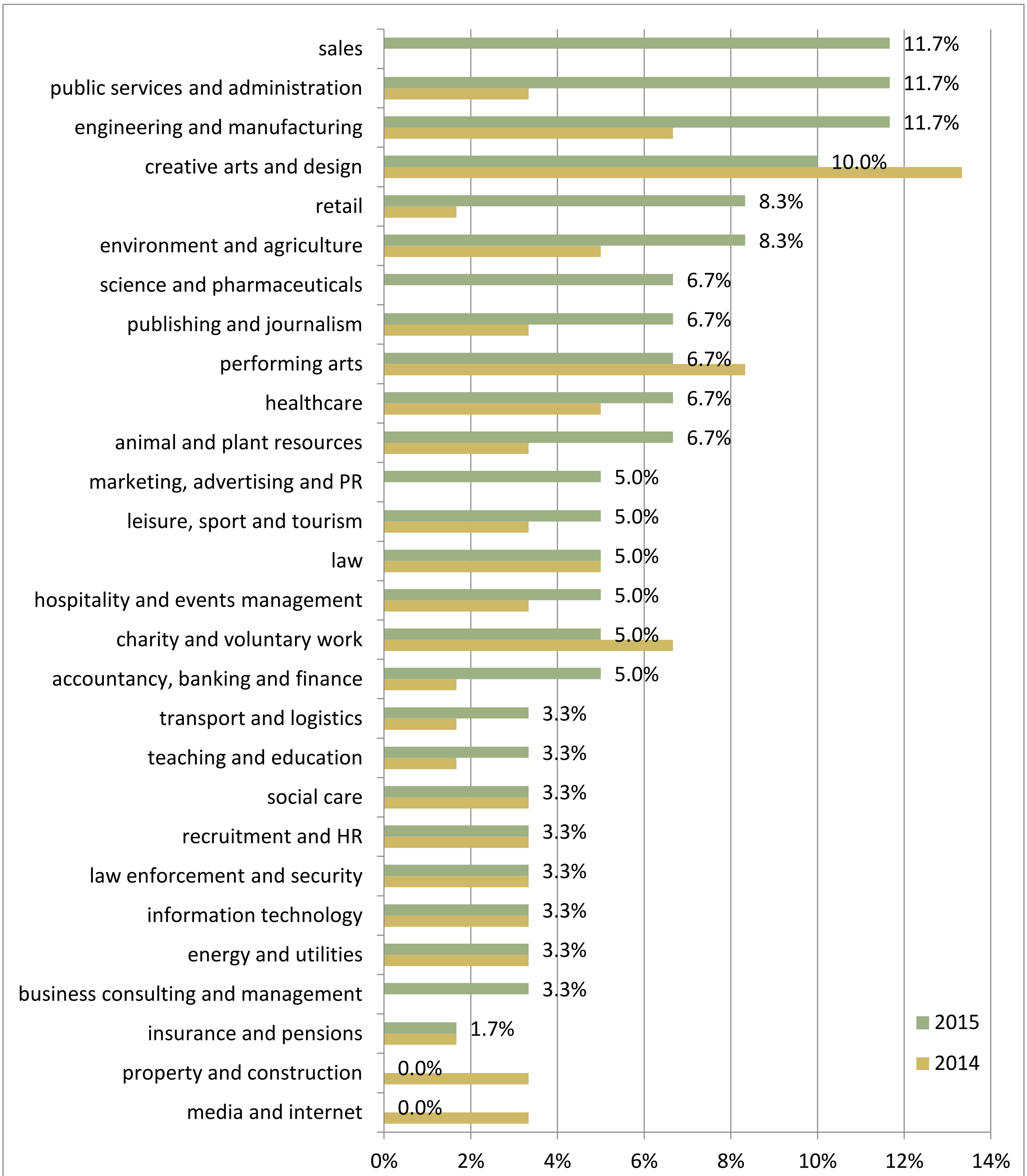
The top five sectors in which graduate vacancies decreased the most in 2015 are significantly different to those reported in 2014. The decrease of graduate vacancies in public services and administration reflects the budget cuts in this sector. While the decrease in publishing and journalism could be the outcome of the transformation of the media with traditional printed media declining while the new media develops, as almost a quarter of heads reported an increase in vacancies in 'media and internet' sector (figure 15).

Figure 17: The decrease of graduate vacancies in different sectors in 2014 and in 2015 (all participants)



Base: (108 in 2014, 81 in 2015)

Figure 18: The decrease of graduate vacancies in different sectors in 2014 and in 2015 (identical samples)



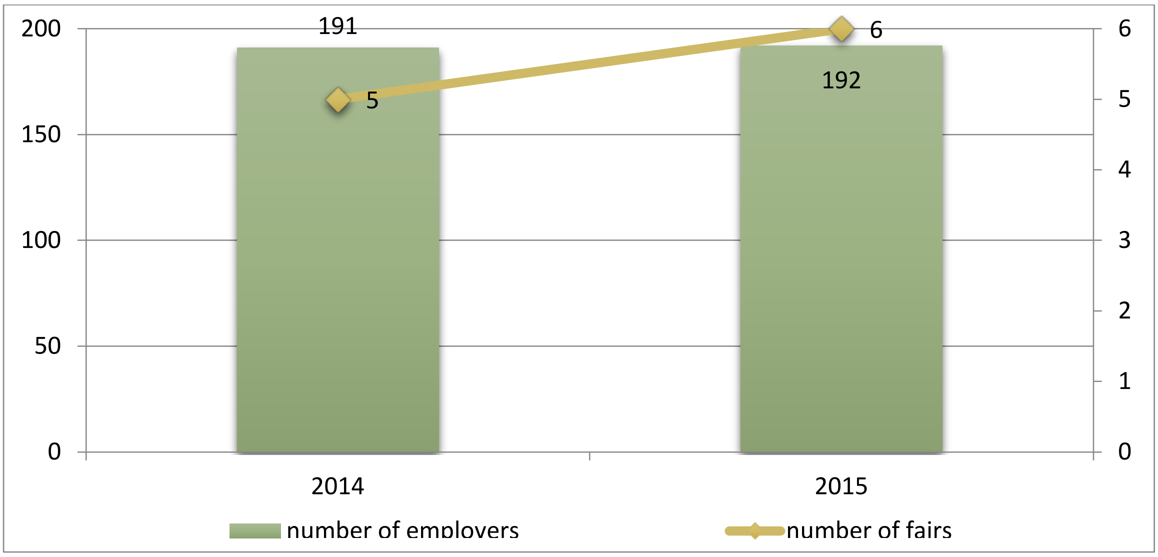
Base: (60 identical in both surveys)

Interestingly the results shown for the sectors with decreasing graduate vacancies vary when comparing the results from all participants to those of the identical sample. This may be because changes in graduate vacancies by sectors are particularly sensitive to regional and/or institutional factors. However given the limited sample size and questions asked this is not something that this survey can answer.

Chapter 3: Engagement of employers

According to the responses from the 81 heads in the 2015 survey, careers fairs were run in 90% of the institutions. In 70% of the institutions, careers fairs were organised by the Careers and Employability Services. On average 6 fairs were organised per institution with 192 employers being engaged in the careers fairs in 2015. Employer numbers are very close year-on-year although careers fairs increased from 5 in 2014 to 6 in 2015.

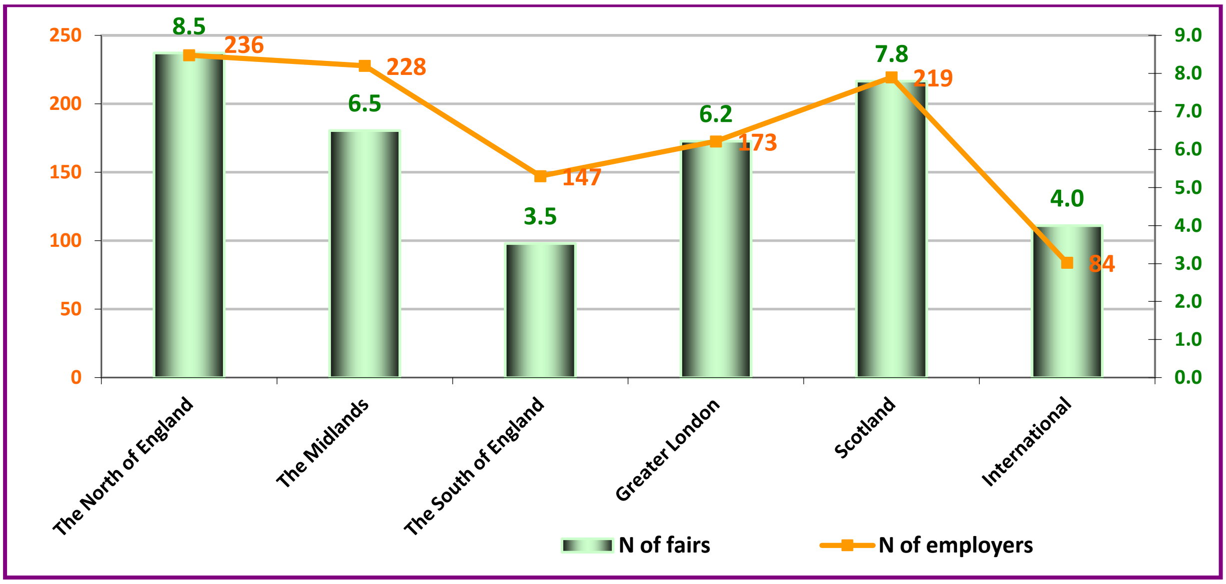
Figure 19: Average number of fairs organised and number of employers engaged in 2014 and in 2015 (all participants)



Base: (fairs 71 in 2014 and 54 in 2015; employers 67 in 2014 and 54 in 2015)

On average, the institutions in the North of the UK organised more careers fairs and engaged more employers in the fairs than their counterparts in the South (no response from any institutions in Wales or Northern Ireland).

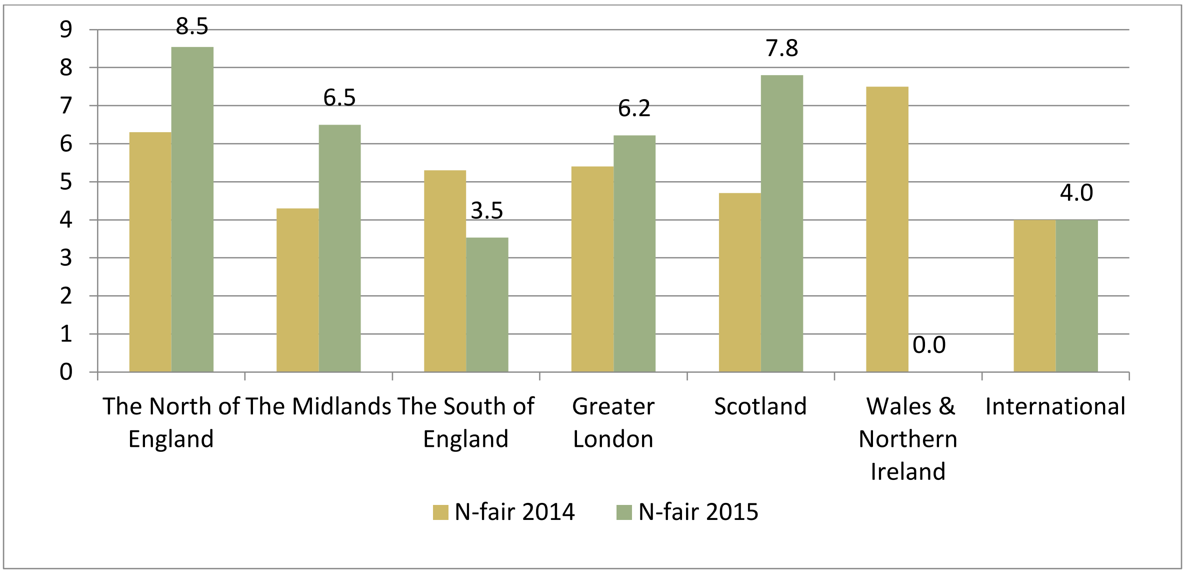
Figure 20: Average number of fairs organised and number of employers engaged in 2015 by region/country (all participants)



Base: (fairs 54; employers 54)
Note: the percentages of 'International' may not be reliable due to limited numbers (less than 5).

The average number of careers fairs organised in 2015, compared to 2014, increased significantly in three regions: Scotland, the North of England, and the Midlands.

Figure 21: Average number of fairs organised in 2014 and in 2015 by region/country (all participants)



Base: (71 in 2014, 54 in 2015)
Note: the percentages of 'International' may not be reliable due to limited numbers (less than 5).

The average number of employers engaged in careers fairs in 2015, compared to 2014, increased significantly in Scotland and the North of England.

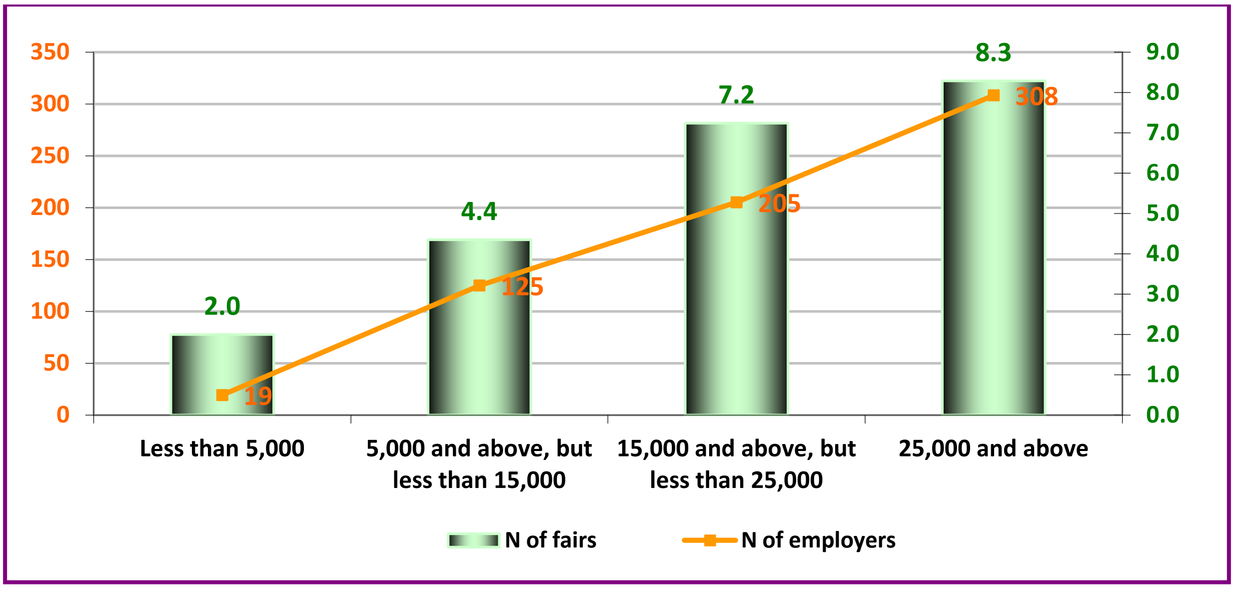
Figure 22: Average number of employers engaged in 2014 and in 2015 by region/country (all participants)

Base: (67 in 2014, 54 in 2015)

Note: the percentages of 'International' may not be reliable due to limited numbers (less than 5).

As expected, more fairs were organised and more employers attended those HEIs with larger numbers of students (figure 23). This trend is consistent in 2015 with that seen in 2014 (figure 24-25).

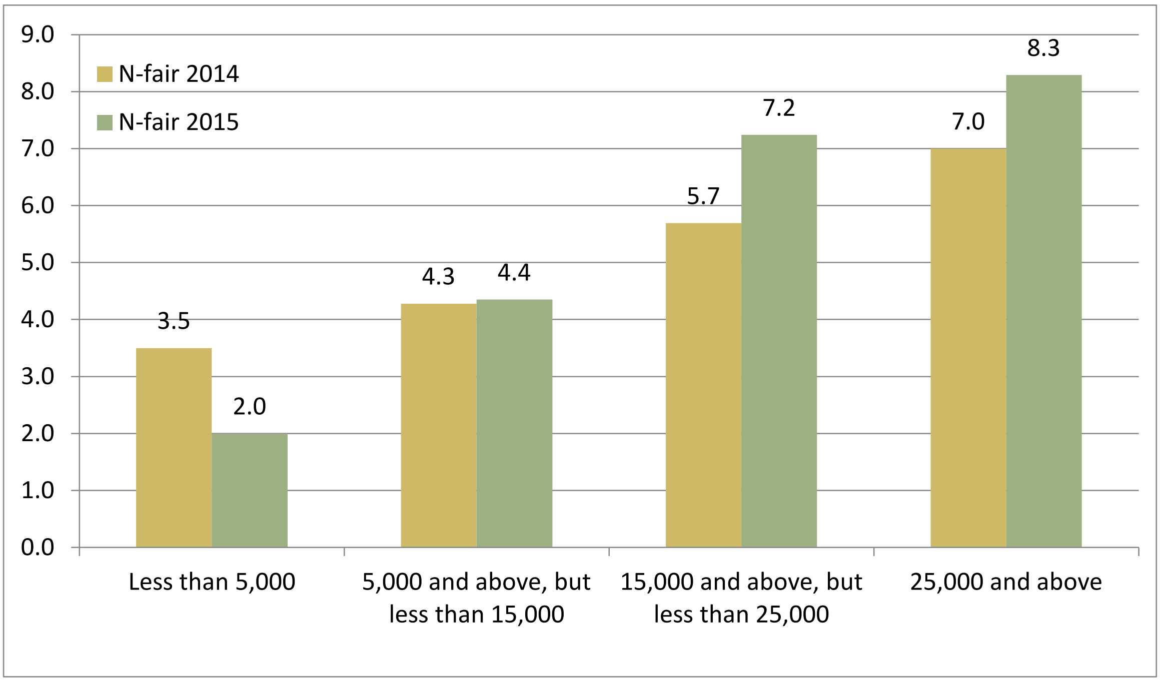
Figure 23: Average number of fairs organised and number of employers engaged in 2015 by institution size (all participants)



Base: (fairs 54; employers 54)

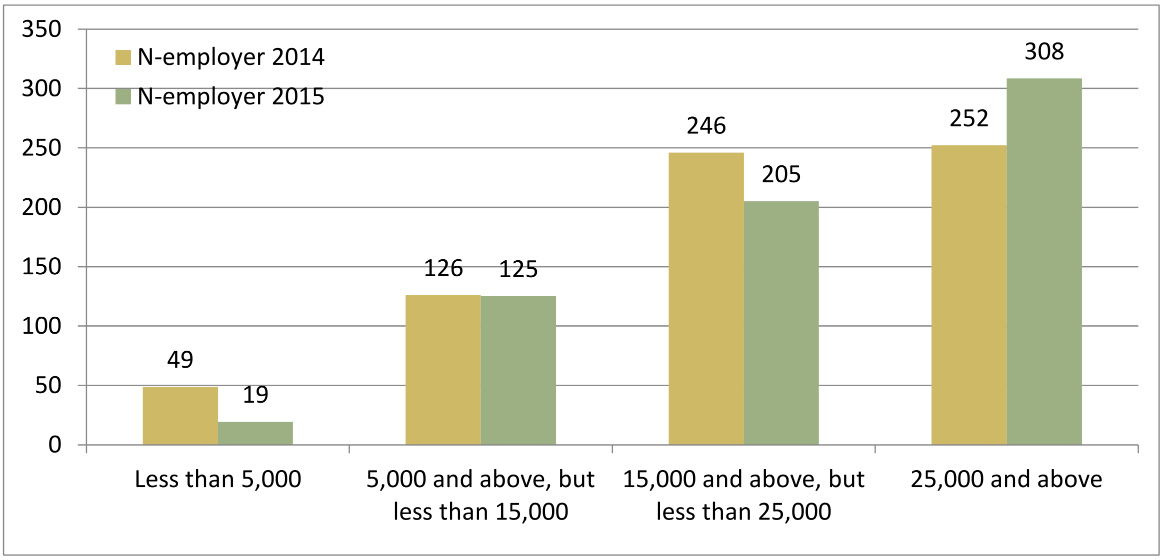
Note: the percentage of 'Less than 5,000' in 2015 may not be reliable due to limited numbers (less than 5).

Figure 24: Average number of fairs organised in 2014 and in 2015 by institution size (all participants)



Base: (71 in 2014, 54 in 2015)
Note: the percentages of 'Less than 5,000' in both surveys may not be reliable due to limited numbers (less than 5).

Figure 25: Average number of employers engaged in 2014 and in 2015 by institution size (all participants)

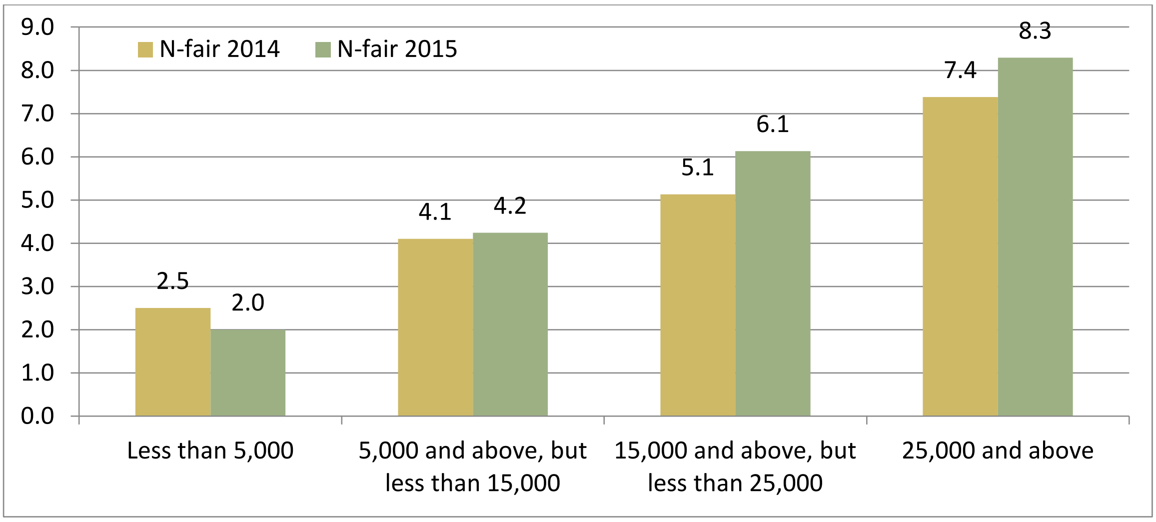


Base: (67 in 2014, 54 in 2015)
Note: the percentages of 'Less than 5,000' in both surveys may not be reliable due to limited numbers (less than 5).

The findings from the identical samples also show that the numbers of careers fairs organised in 2014 and in 2015 were proportionally more in larger HEIs (figure 26-27). There was a significant increase in the number of careers fairs and the number of employers in

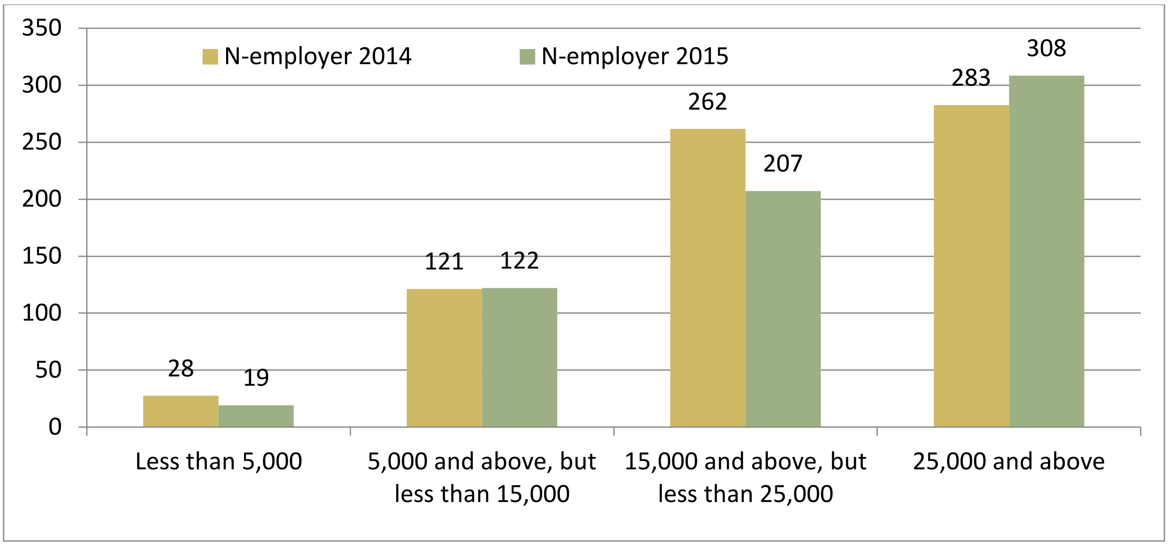
2015 in the large institutions (more than 25,000 students). For the medium size institutions (between 15,000 to 25,000 students), more careers fairs were organised but fewer employers were engaged in their fairs in 2015 compared to those in 2014.

Figure 26: Average number of fairs organised in 2014 and in 2015 by institution size (identical samples)



Base: (50 in 2014, 49 in 2015)
Note: the percentages of 'Less than 5,000' in both surveys may not be reliable due to limited numbers (less than 5).

Figure 27: Average number of employers engaged in 2014 and in 2015 by institution size (identical samples)



Base: (46 in 2014, 49 in 2015)
Note: the percentages of 'Less than 5,000' in both surveys may not be reliable due to limited numbers (less than 5).

The above findings from all participants and the identical sample reveals that:

- There is a noticeable increase in employer engagement in careers fairs, and
- A trend to smaller size careers fairs emerged in 2015.

The comments from heads confirmed the findings from the survey. They also pointed out that employers were interested in different ways of engagement for special relationship.

> ***"We have noted an increased demand from employers who are interested in engaging with Careers Fairs. This is particularly notable for larger organisations."***

> ***"We turned away 45 employers at our main fair due to lack of space. Two years ago we were phoning and phoning employers to fill places."***

> ***"In November 2014 we organised our biggest ever Careers fair on campus - in terms of exhibitor and student attendance."***

> ***"Record numbers of employers at all careers and placement fairs on campus."***

> ***"We don't have the big graduate recruiters coming to campus, so we tend to run small local fairs and employer events, with the exception of Education."***

> ***"Having smaller, more focused events."***
>
> ***"Noticed trend towards smaller networking events."***

> ***"Employers are looking beyond fairs towards more bespoke relationships. However, we haven't experienced a significant change in career fair numbers."***

> ***"Students and graduates seem to be becoming more active, better informed and better prepared. Turn-out at fairs and presentations is generally maintaining or increasing, and increasing in earlier year students, with students doing more research and asking better questions."***

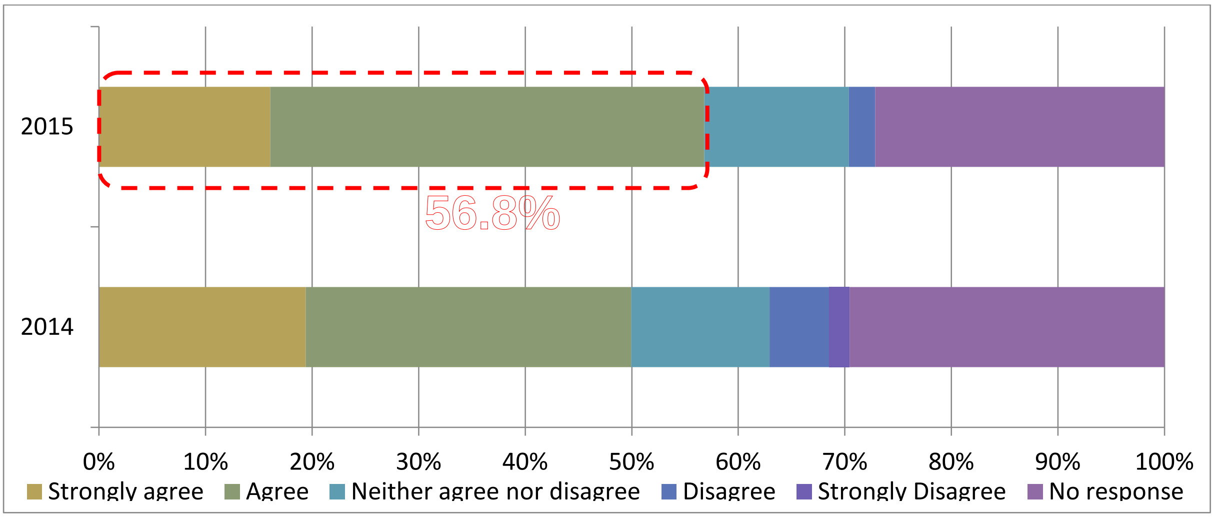
Chapter 4: Student engagement

In 2015 student engagement was observed from three angles: pre-final year students' engagement with careers and employability services; students' interest in self-employment; and students' interest in placements and internships. The first two were also requested and reported in the 2014 survey. The 2015 survey shows that there was a general increase in student engagement in the past academic year as was the case the year before.

3.1 Engagement of pre-final year students

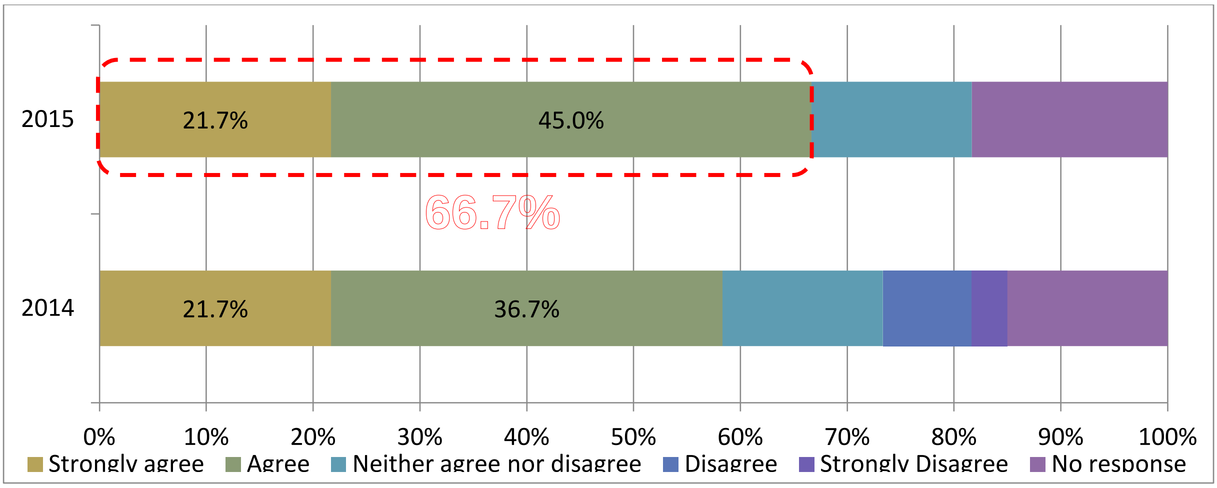
More heads reported an increase in pre-final year students' engagement with careers and employability services in 2015 compared to 2014.

Figure 28: Heads' perception of the increased engagement of pre-final year students (all participants)



Base: (108 in 2014, 81 in 2015)

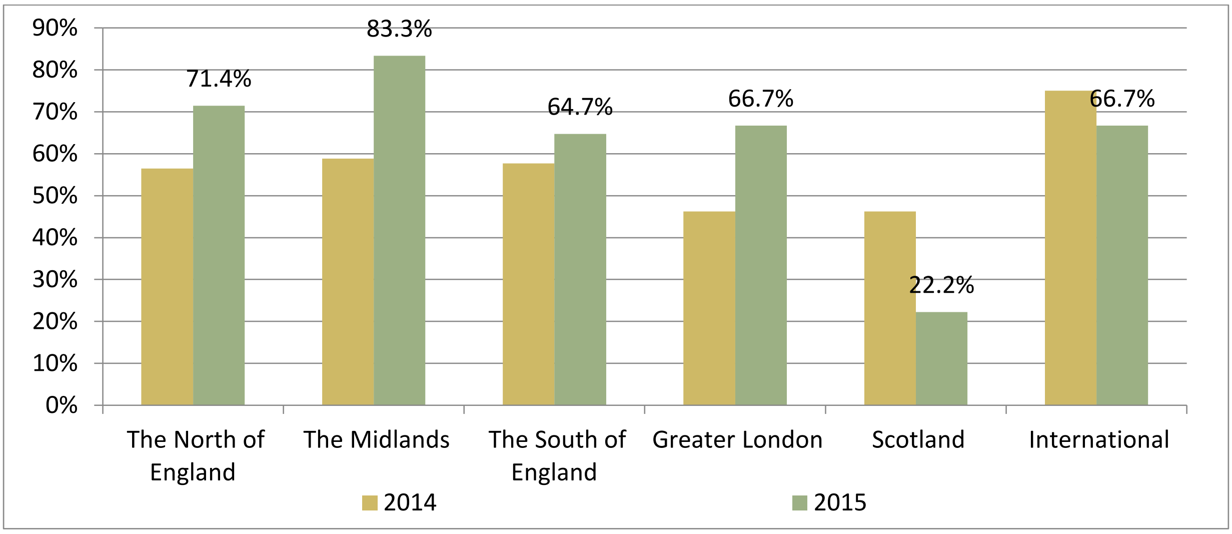
Figure 29: Heads' perception of the increased engagement of pre-final year students (identical samples)



Base: (60 identical in both surveys)

Pre-final year students' engagement in careers and employability services were observed by more heads in England than their counterparts in Scotland.

Figure 30: Heads' perception of the increased engagement of pre-final year students by region/country (all participants)

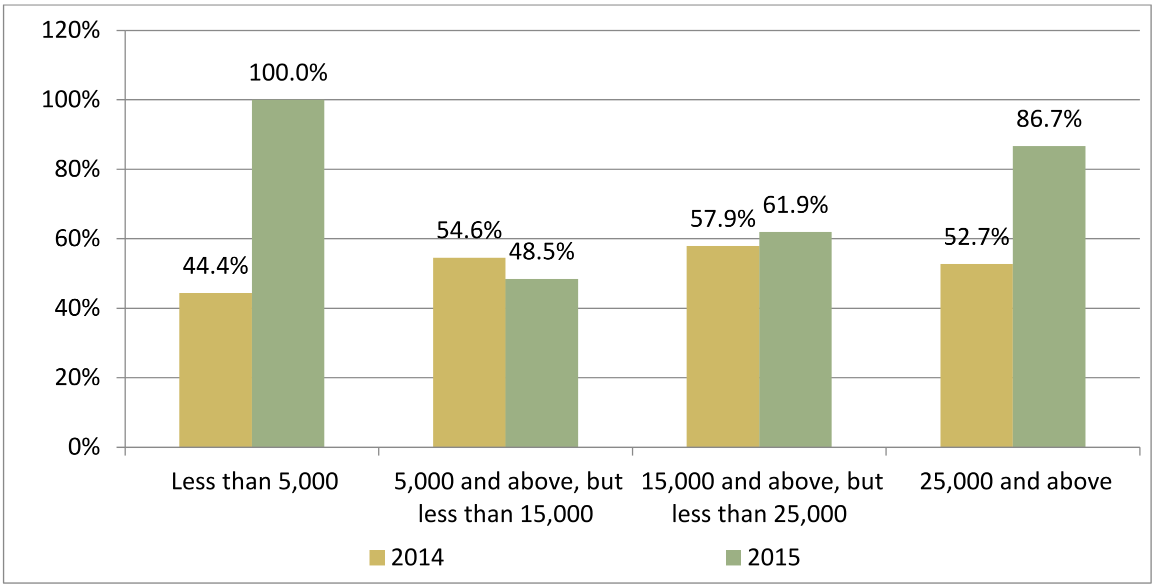


Base: (100 in 2014, 74 in 2015)

Note: the percentages of 'International' may not be reliable due to limited numbers (less than 5).

Significantly more heads from large universities (more than 25,000 students) reported an increase in pre-final year students' engagement with careers and employability services in 2015 when compared to 2014.

Figure 31: Heads' perception of the increased engagement of pre-final year students by institution size (all participants)



Base: (99 in 2014, 73 in 2015)

Note: the percentages of 'Less than 5,000' in the survey 2015 may not be reliable due to limited numbers (less than 5).

Heads' comments showed that pre-final year students were observed increasingly engaging in different careers activities in their institutions.

> ***"We find a continuing increase in earlier year's students attending Careers Fairs and seeking internships/placements (this has been a trend for a few years now)."***

> ***"15 fold increase in interest by 1st and 2nd year students over the last 3 years."***

> ***"Careers Fairs - far more first and second years attending than finalists as Internships become more important. Feedback from employers is that students are much more prepared and stay longer at each stand than previously."***

The increase in pre-final year student engagement has been helped by careers and employability services specifically targeting pre-final year students, as highlighted below:

> ***"A lot of effort here is going into career development activities from day 1 at xxx - lots of internship and work experience opportunities are being advertised."***

> ***"We have targeted resources and support to first year students, but they have also sought that information and help - our emails to first year students have generated the highest open rates of any of our targeted messages by year of study, and we had a reasonable number of first year students who attended our autumn careers fair. Larger numbers of students have been applying for on campus student assistant/casual work opportunities."***

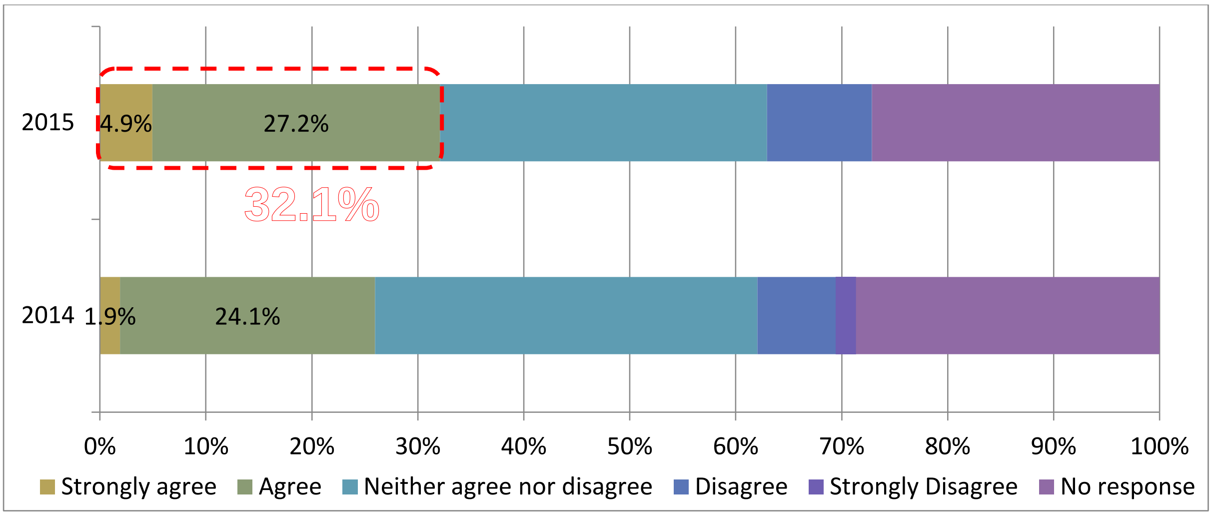
As well as targeting pre-final year students there are other reasons for their increased engagement with careers and employability services, as noted below:

> ***"Students are most certainly more concerned with earlier engagement with career planning. The current political climate, negative media coverage and institution wide consideration of 'employability' has clearly been a catalyst for increased engagement and interest."***

3.2 Students' interest in self-employment

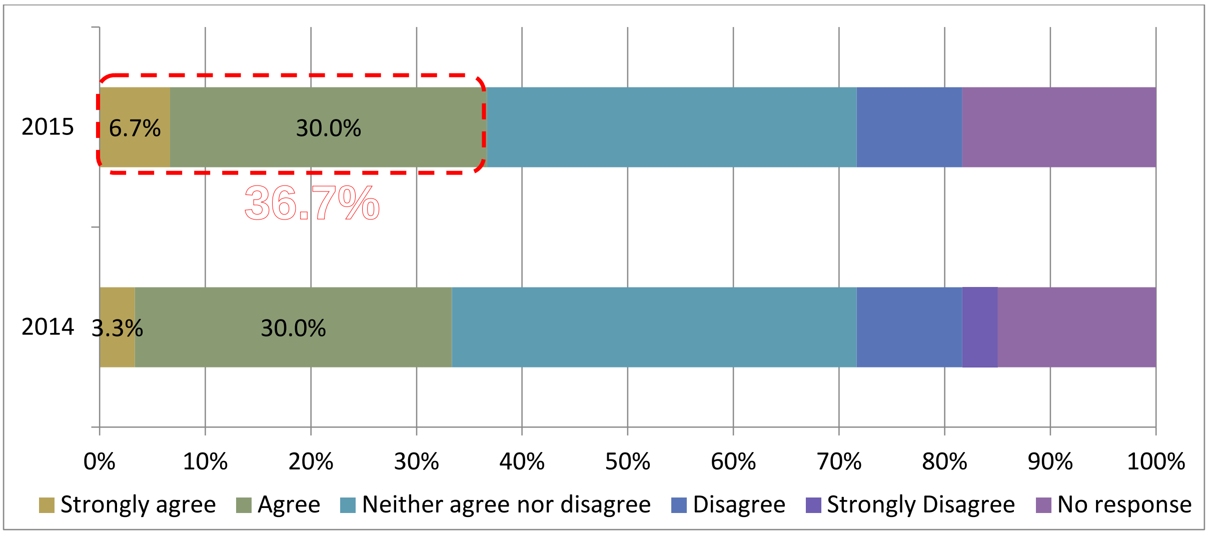
Nearly a quarter of heads in the 2015 survey observed that more students showed an interest in self-employment than before (figure 32). This was also borne out from the identical sample (figure 33).

Figure 32: Heads' perception of the increase in students' interest in self-employment (all participants)



Base: (108 in 2014, 81 in 2015)

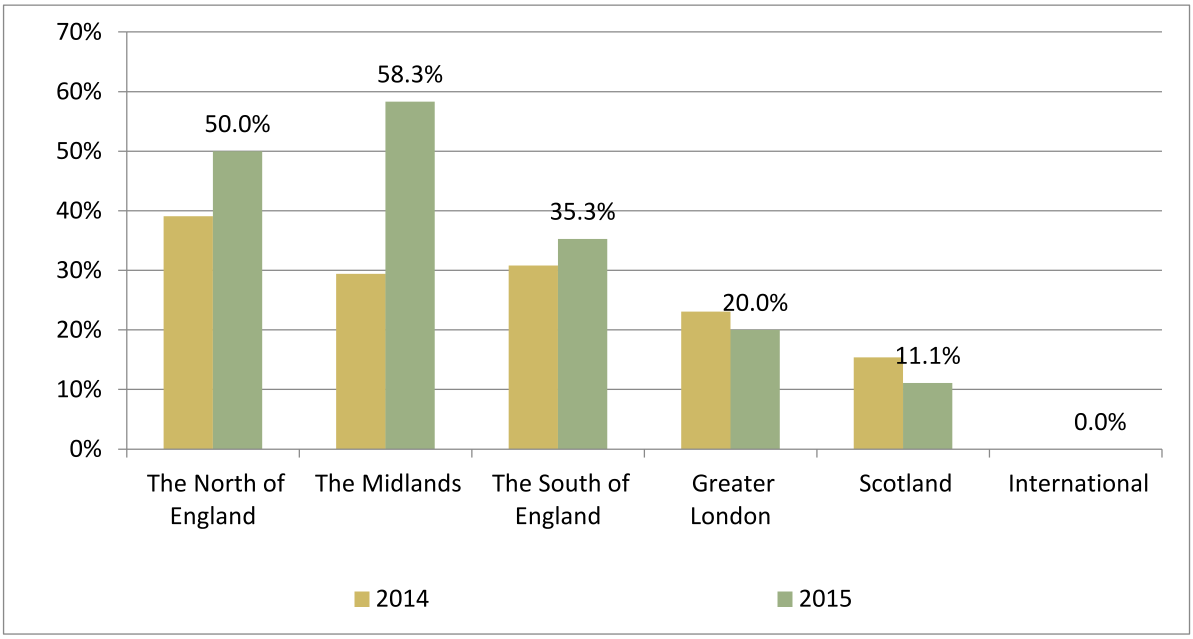
Figure 33: Heads' perception of the increase in students' interest in self-employment (identical samples)



Base: (60 identical in both surveys)

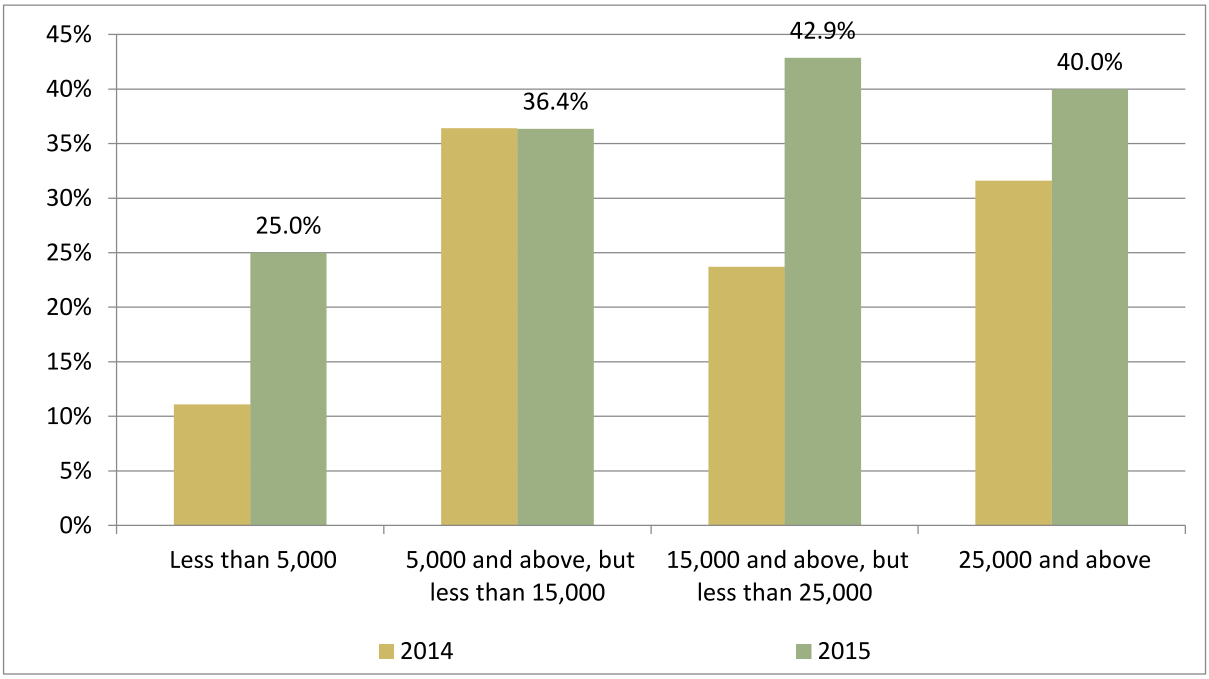
The 2015 survey saw significantly more heads in the North of England and in the Midlands reporting the increases in students interest in self-employment than in 2014 (figure 34). The increase in students' interest in self-employment is more notable in large and medium institutions, those with more than 15,000, rather than the small institutions with less than 15,000 students (figure 35).

Figure 34: Heads' perception of the increase in students' interest in self-employment by region/country (all participants)



Base: (100 in 2014, 74 in 2015)
Note: the percentages of 'International' may not be reliable due to limited numbers (less than 5).

Figure 35: Heads' perception of the increase in students' interest in self-employment by institution size (all participants)



Base: (99 in 2014, 74 in 2015)
Note: the percentages of 'Less than 5,000' in the survey of 2015 may not be reliable due to limited numbers (less than 5).

The special support in some institutions might explain the above differences.

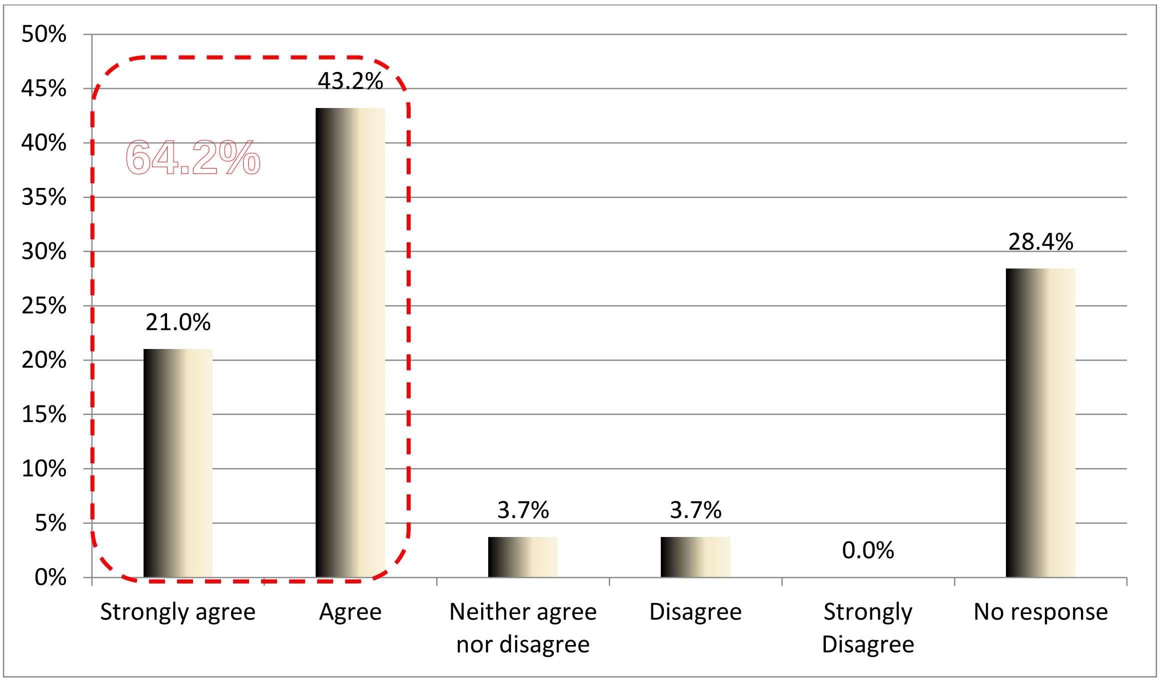
"We have a number of programmes that lead naturally to self-employment, so we are focusing more this year on entrepreneurship, freelance and self-employment careers than in previous years."

"We have placed an emphasis on encouraging students to consider the viability of self-employment as a career option. This means we are working with more students, but this has involved giving a lot of focus to how we engage students."

3.3 Students' interest in work placements and internships

64.2% of heads agreed that students' interest in work placements and internships was higher in the year to 31 July 2015 than in the previous year.

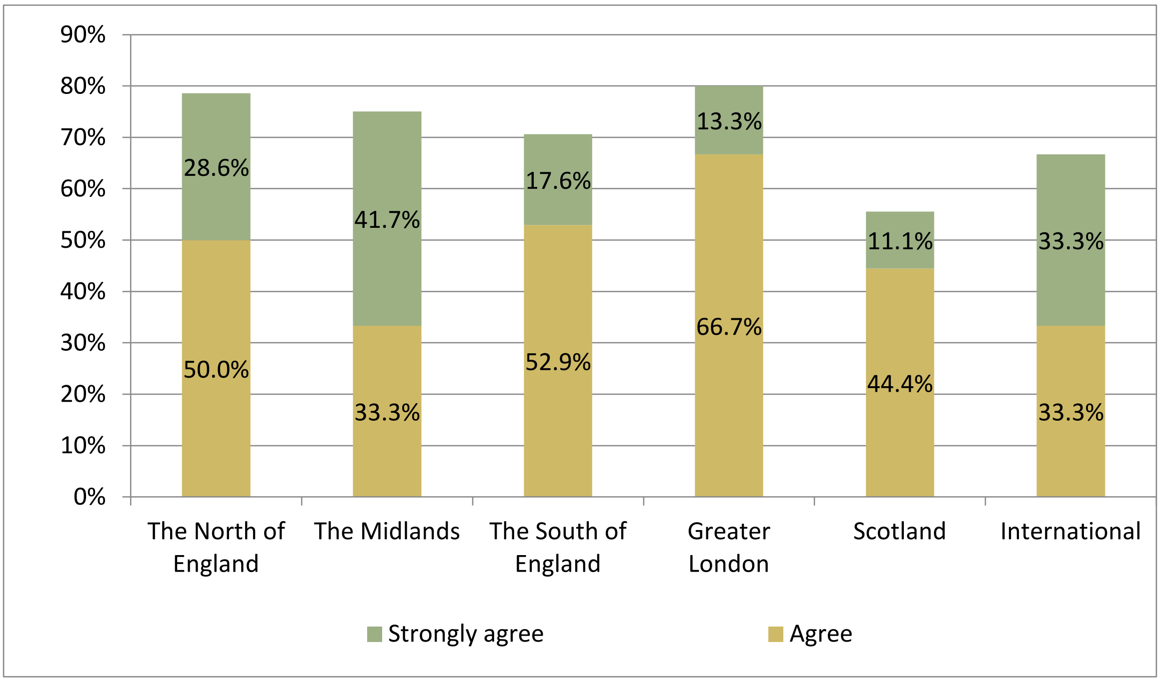
Figure 36: Heads' perception of students' interest in work placements and internships (all participations)



Base: (81 valid responses)

More heads in England reported that students interest in work placements and internships is higher in 2015 than in 2014 (figure 36), and interest is also higher year-on-year in the large institutions rather than the smaller ones (figure 37).

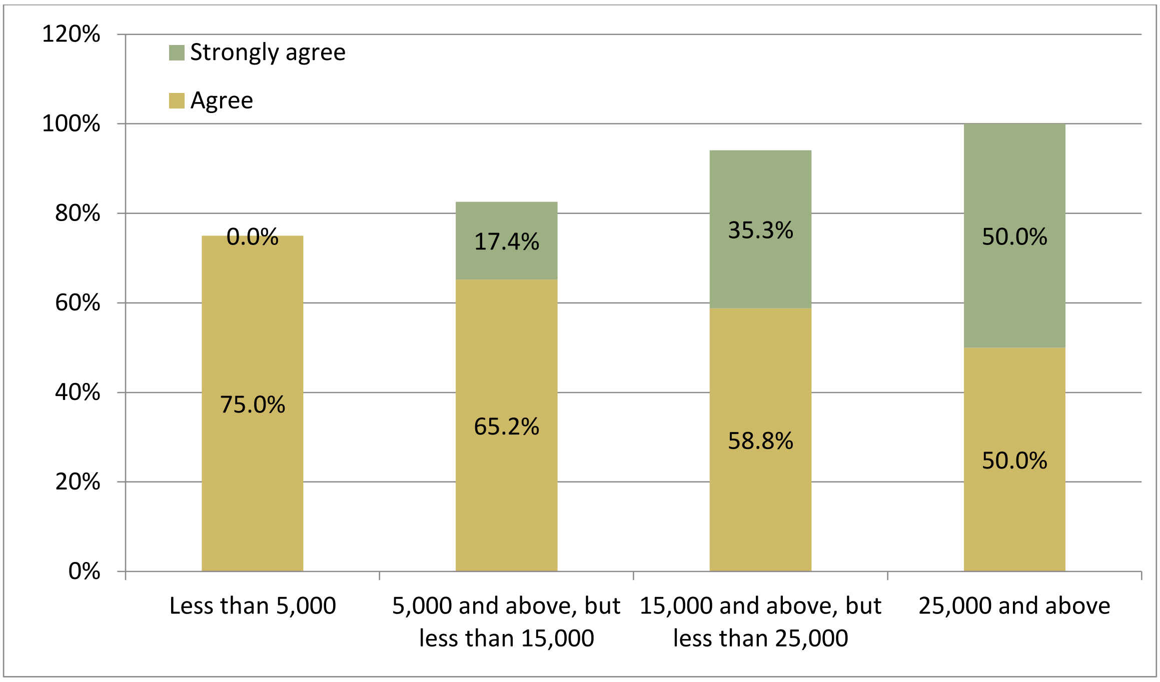
Figure 37: Heads' perception of students' interest in work placements and internships by region/country (all participations)



Base: (74 in 2015)

Note: the percentages of 'International' may not be reliable due to limited numbers (less than 5).

Figure 38: Heads' perception of students' interest in work placements and internships by institution size (all participations)



Base: (74 in 2015)

Note: the percentages of 'Less than 5,000' may not be reliable due to limited numbers (less than 5).

The increased interest was evidenced by observations such as:

“Significant increase in interest and participation (+25% from 2014 to 2015) in placement year in industry.”

“Internships workshops are the only one students that signed up actually attend!”

“We have seen more interest in placements and work experience from students, and a marked increase in the engagement from pre-final year students. This has been continued into the new academic year.

“Recruitment is starting to move away from traditional assessment, with more employers no longer sifting on UCAS points. Graduates are becoming savvy to this and are broadening their skills set through work experience, internships and extra-curricular activity. “

Outstanding questions and potential avenues for further research

The following questions cannot be answered with the data from the Graduate Labour Market and Student Engagement Survey, but may warrant further investigation.

- Why did fewer heads in the North of England agree with a buoyant graduate labour market than elsewhere in the country and yet more fairs were organised and more employers were engaged in the institutions in that region?

- Why do large institutions have a more positive perception and experience, with 100% of heads reporting a buoyant graduate labour market and increasing job vacancies?

  Is this associated with the level of resources available to them and/or employer mind-set?

  Should or would more collaboration among smaller institutions help redress the balance?

- What contributions did SMEs make to the buoyant graduate labour market? Do we have any method to monitor, measure, and report it accurately?

- What more needs to be done to improve students' employability and social mobility?

- Why did heads in the North of England report the lowest positive perception of graduate labour market buoyancy and yet have a significantly higher perception of increases in graduate vacancies advertised. While Scottish heads had a diametrically opposed view.

  Given the regional differences, further research on the trend of graduates' destinations and regional economic development could be helpful to inform government and higher educational institutional leaders on policies for graduates.

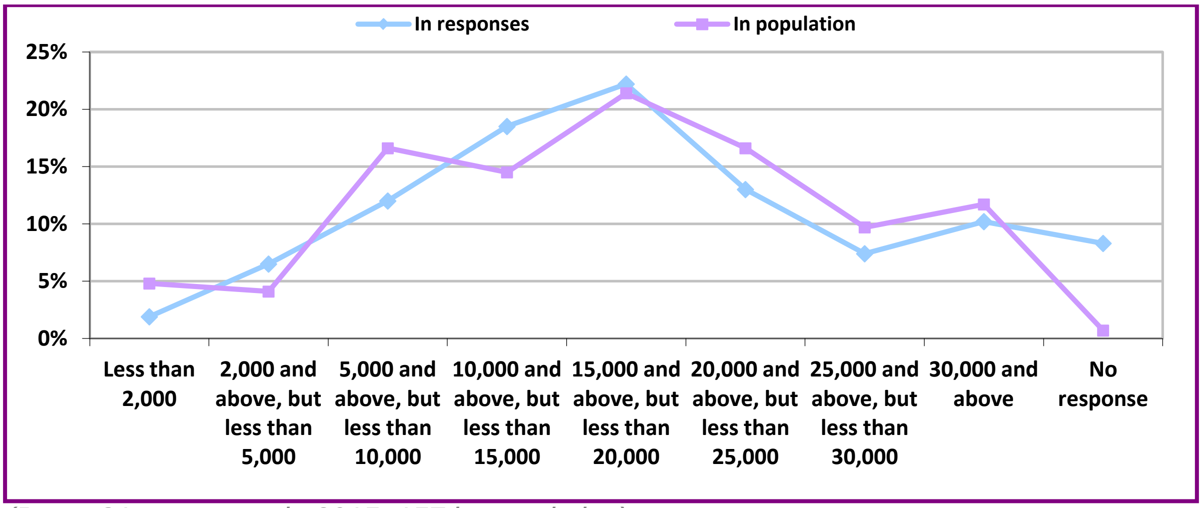
- Further research could be undertaken to better understand the reason why there were differences between the total population and the identical sample in those sectors reporting decreasing numbers of graduate jobs and to establish whether that does reflect regional and/or institutional bias.

Appendix

Appendix 1: Institutional characteristics of all participants in 2015

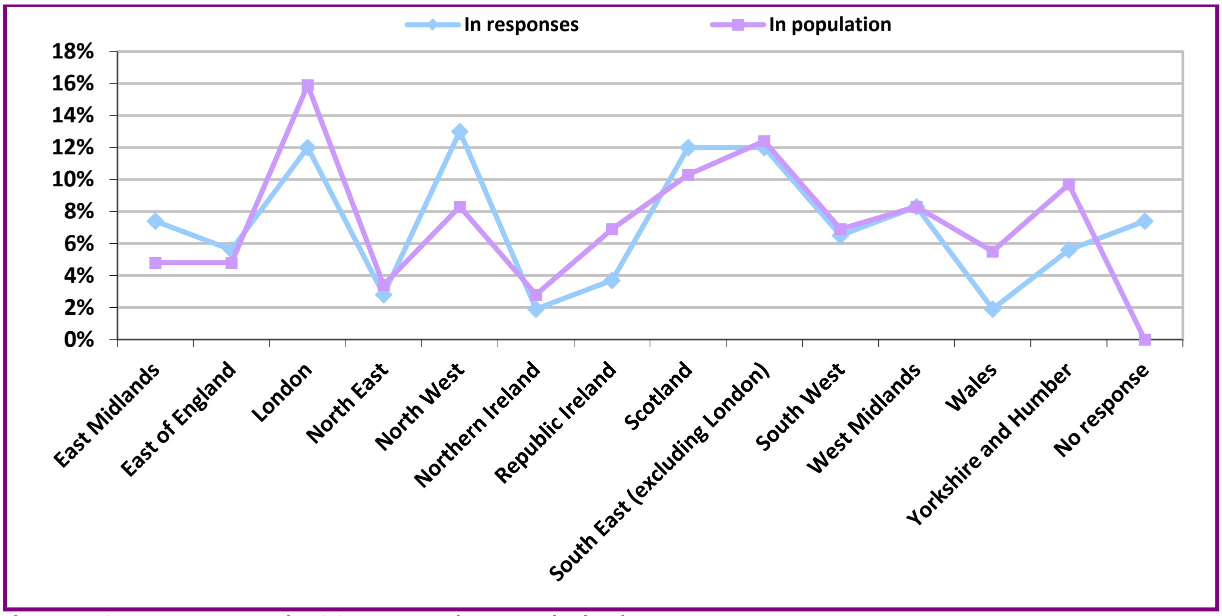
The following graphs show the distribution of the responding institutions in relation to the questions of university characteristics. Figure 39 shows that universities with between 10,000 and 15,000 students are over-represented in the valid responses. Generally speaking, the distribution of the valid responses display similar trends to those of all the population, which means that the valid responses of this survey are representative of the population as a whole.

Figure 39: The distribution of sizes of responding universities vs. population



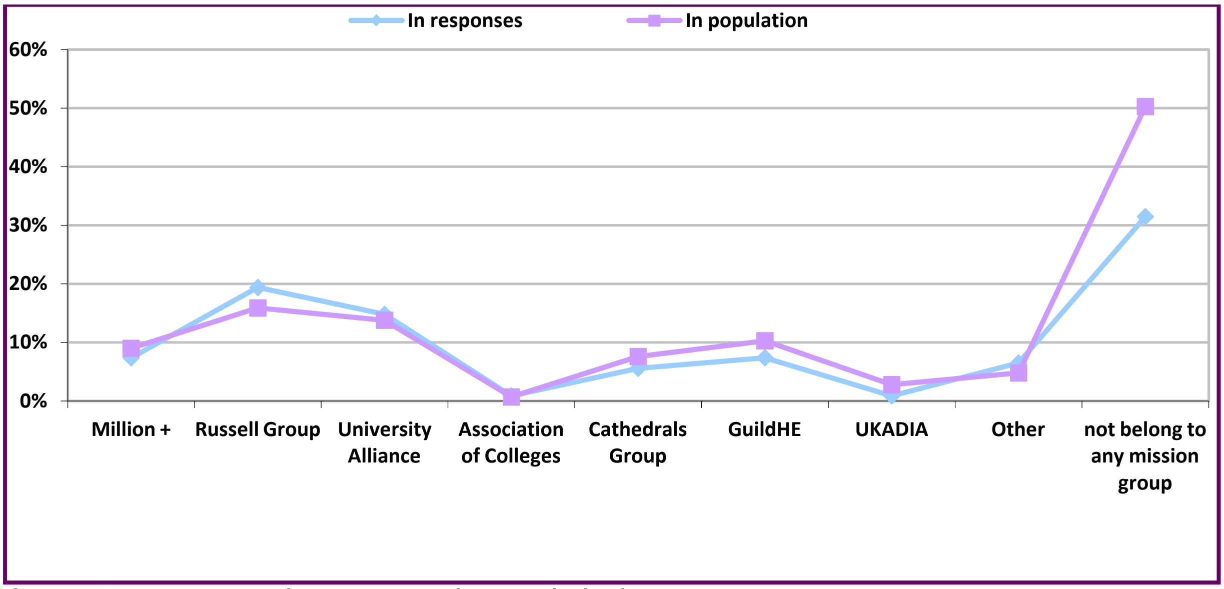
(Base: 81 responses in 2015, 157 in population)

Figure 40: The distribution of location of responding universities vs. population



(Base: 81 responses in 2015, 157 in population)

Figure 41: The distribution of university groups in valid responses vs. population



(Base: 81 responses in 2015, 157 in population)

Appendix 2: question changes

Questions in 2014	Questions in 2015	Notes
The total number of graduate vacancies advertised by your service, in the year to 31 July 2014, was (Non-mandatory but desirable)	The total number of graduate vacancies advertised through the vacancy system in your service, in the year to 31 July 2015, was (please use the appropriate column(s) for the way(s) in which vacancies are counted in your service – please use both columns if both job adverts and individual opportunities were)	Numbers were asked to fill in by participants In 2014; bands were provided for participants to choose from in 2015.
	The approximate number of vacancies advertised per week in your service at peak time during the year to 31 July 2015 was	New question in 2015
	Students' interest in work placements and internships was higher in the year to 31 July 2015 than in the previous year.	New statement in 2015

Acknowledgement

Many thanks to all heads of careers services who participated the survey in 2015. The institutions that completed this year's survey are listed below.

Bath Spa University
Birmingham City University
Brunel University
Buckinghamshire New University
Cardiff Metropolitan University
City University London
De Montfort University
Durham University
Edge Hill University
Edinburgh Napier University
Falmouth University
Glasgow Caledonian University
Glyndwr University
GSM London
Heriot-Watt University
Imperial College London, University of London
Keele University
King's College London, University of London
Lancaster University
Liverpool Hope University
London Metropolitan University
Loughborough University
LSE, University of London
Manchester Metropolitan University
Newcastle University
Northumbria University
Plymouth University
Queen Margaret University Edinburgh
Queen Mary, University of London
Regent's University London
Royal College of Surgeons in Ireland
Royal Holloway - University of London
Sheffield Hallam University
SOAS, University of London
Southampton Solent University
St George's, University of London
St Mary's University, Twickenham
Staffordshire University
The Nottingham Trent University
The University of Birmingham
The University of Edinburgh
The University Of Huddersfield
The University of Manchester
The University of Melbourne
The University Of Nottingham
The University of Warwick
Ulster University
University of Bath
University College Birmingham
University College Dublin
University of Brighton
University of Bristol
University of Chester
University of Chichester
University Of Dundee
University Of Hertfordshire
University of Hull
University of Kent
University of Leeds
University of Lincoln
University Of Northampton
University of Reading
University of Salford
University Of Stirling
University Of Strathclyde
University of Sussex
University of the West England
University Of The West Of Scotland
University of Wales (merged four universities)
University of West London
University of Winchester
Writtle College