
Graduate Employment Survey 2010

Summary of Survey Findings

1. **Response Rate**

In 2010, 785 out of 798 graduates completed and returned the questionnaires, representing a response rate of 98.4%.

2. **Employment Status**

The overall engagement rate in employment and full-time further studies reached 99.3%*. Excluding the 17 graduates who had not sought employment due to personal reasons, 88% of the graduates joined the work force, 11.3% chose to pursue full-time further studies, while 0.7% or 5 graduates were still looking for their first job at the time the survey was conducted.

Graduates from the following programmes were 100% engaged in employment and further studies: BA in Chinese, Contemporary English Studies, Cultural Studies, and History; BBA programmes in Accounting, Finance, General Business Management, Human Resources Management, and Risk & Insurance Management; and the streams of Behavioural Science in Modern Society, China & Asian Pacific Affairs, Contemporary Economic & Public Policy, and International Studies of the Social Sciences programme.

3. **Time Taken in Job Search and Average Number of Job Offers**

39.7% of graduates received their first job offer within one month while 29% of them got their offer within 1-2 months. By July, 61.8% of our graduates received job offers, and by September 90% of our graduates were settled in full-time employment. On average, each full-time employed respondent received 1.9 full-time job offers.

4. **Overall Average Monthly Income**

The overall average monthly income of full-time employed graduates was HK\$10,626, representing an increase of 7.3% comparing to 2009's HK\$9,903. Graduates of the BA – Contemporary English Studies had the highest average monthly income of HK\$12,104, where graduates from BBA – Marketing came second with an average monthly income of HK\$11,945.

5. **Employment Sector**

The majority of the full-time employed graduates (71.3%) were employed in the commerce and industry sector, similar to 2009's 71.6%. The education sector took up 19.6% of our graduates, which is higher than 2009 (17.7%), whereas the community and social services sector employed 7.1% of the 2010 graduates - slightly higher than 6.5% in 2009. The civil service sector employed 2.0%, representing a 2.2% drop from 2009.

6. **Occupation**

The teaching profession absorbed 17.6% of the 2010 full-time employed graduates, while the administrative / management profession took up 13.7%. Another 9.7% of the 2010 graduates were employed in the accounting / auditing profession and 9.5% were employed in the marketing / sales profession.

7. **Relevance of Study to Work**

Over half of the full-time employed graduates (63.1%) were engaged in a career in the same field or fields relevant to their studies. BBA graduates had a higher percentage (82.3%) of engaging in careers relevant to their studies than those in Arts (52.5%) and Social Sciences (49.0%).

8. **Size of Companies**

53.3% of the full-time employed graduates were engaged in companies with employees under 100, representing a drop of 4% than in 2009. 27% of the 2010 graduates were employed in companies with 500 or more employees, representing a slight increase of 0.9% from 2009.