

Graduate Employment Survey 2012

Summary of Survey Findings

1. **Response Rate**

In 2012, 757 out of 770 graduates completed and returned the questionnaires, representing a response rate of 98.3%.

2. **Employment Status**

The overall engagement rate in employment and full-time further studies reached 94.4%. 85.7% of the graduates joined the work force, 8.7% chose to pursue full-time further studies, while 4.5% of the graduates were not seeking employment and 1.1% or 8 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 Contemporary English Studies, History, Philosophy and Visual Studies; BBA programmes in General Business Management, Human Resources Management, Marketing, and Risk & Insurance Management; and the streams of Behavioural Science in Modern Society, China & Asian Pacific Affairs, and Contemporary Economic & Public Policy of the Social Sciences programme.

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

42.5% of graduates received their first job offer within one month while 26.5% of them got their offers within 1-2 months. By September 2012, 88% 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\$11,936, representing a slight increase of 0.8% comparing to 2011's HK\$11,838. Graduates of BBA – Marketing stream had the highest average monthly income of HK\$13,011, where graduates from BA – Contemporary English Studies came second with an average monthly income of HK\$12,968.

5. **Employment Sector**

The majority of the full-time employed graduates (77.5%) were employed in the commerce and industry sector, an increase of 2.0% when compared to 2011's 75.5%. The education sector took up 14.7% of our graduates, which is lower than 2011 (18.8%), whereas the community and social services sector employed 6.0% of the 2012 graduates – an increase from 2011's 2.3%. The civil service sector employed 1.5%, representing a drop of 1.6% from 2011 (3.1%) whereas the public utilities sector took up the rest of 0.3% of our graduates in 2012.

6. **Occupation**

The teaching profession absorbed 13.9% of the 2012 full-time employed graduates, while the marketing / sales profession took up 11.7%. Another 11% of the 2012 graduates were employed in the administrative / management profession and 9.9% were employed in the accounting / auditing profession.

7. **Relevance of Study to Work**

Over half of the full-time employed graduates (56.5%) were engaged in a career in the same field or fields relevant to their studies. BBA graduates had a higher percentage (81.8%) of engaging in careers relevant to their studies than those in Arts (47.8%) and Social Sciences (30.8%).

8. **Size of Companies**

44.7% of the full-time employed graduates were engaged in companies with employees under 100, representing an increase of 1.7% from 2011. 33.3% of the 2012 graduates were employed in companies with 500 or more employees, representing a drop of 3.5% than in 2011.