

Graduate Employment Survey 2013

Summary of Survey Findings

1. **Response Rate**

In 2013, 722 out of 732 graduates completed and returned the questionnaires, representing a response rate of 98.6%.

2. **Employment Status**

The overall engagement rate in employment and full-time further studies reached 96.2%. 87.7% of the graduates joined the work force, 8.5% chose to pursue full-time further studies, while 2.6% of the graduates were not seeking employment and 1.2%* or 9 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 History, Philosophy and Visual Studies; BBA programmes in Finance, General Business Management, Human Resources Management and Risk & Insurance Management; and the streams of Contemporary Economic & Public Policy, Contemporary Social Issues and Policy and International Studies of the Social Sciences programme.

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

44.1% of graduates received their first job offer within one month while 28.6% of them got their offers within 1-2 months. By September 2013, 86.5% 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\$12,002, representing a slight increase of 0.6% comparing to 2012's HK\$11,936. Graduates of BA – Cultural Studies in Social and Historical Cultural Studies had the highest average monthly income of HK\$14,683, where graduates from BSS – International Studies came second with an average monthly income of HK\$14,058.

5. **Employment Sector**

The majority of the full-time employed graduates (73.8%) were employed in the commerce and industry sector, a decrease of 3.7% when compared to 2012's 77.5%. The education sector took up 17.6% of our graduates, which is higher than 2012 (14.7%), whereas the community and social services sector employed 6.0% of the 2013 graduates – same as 2012. The civil service sector employed 2.3%, representing a slight increase of 0.8% from 2012 (1.5%) whereas the public utilities sector took up the rest of 0.3% of our graduates in 2013.

6. **Occupation**

The teaching profession absorbed 16.2% of the 2013 full-time employed graduates, while the marketing / sales profession took up 10.9%. Another 9.3% of the 2013 graduates were employed in the customer services profession and 8.8% were employed in the accounting / auditing profession.

7. **Relevance of Study to Work**

Over half of the full-time employed graduates (57.4%) were engaged in a career in the same field or fields relevant to their studies. BBA graduates had a higher percentage (78.3%) of engaging in careers relevant to their studies than those in Arts (51.2%) and Social Sciences (36.8%).

8. **Size of Companies**

43.6% of the full-time employed graduates were engaged in companies with employees under 100, representing a drop of 1.1% from 2012. 38.2% of the 2013 graduates were employed in companies with 500 or more employees, representing an increase of 4.9% than in 2012. It reflected that our graduates could compete for posts in bigger firms and government departments.

* The calculation includes one graduate who had received job offer but was at the stage of job switching during the survey period.