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## **GLOBAL EMPLOYABILITY UNIVERSITY SURVEY AND RANKING**

**2017 EDITION**  
**Methodology**

Berlin, September 2017

emerging



# What are the Global Employability Survey and Rankings?

**An annual survey and ranking produced by Emerging and carried out by Trendence in partnership with the NY Times International since 2011 and The Times Higher Education since 2015**

It collects the point of view of around **6000 recruiters** from major companies in **22 countries**, asking them what they are looking for in university systems and to evaluate and choose which institutions in their opinion produce the best performing graduates

It differs and thus complements other rankings by focusing on the practical skills of 'ready-for-work' graduates developed by universities rather than on academic achievements in terms of research and development

***This information is not only valuable to our clients, corporations with large recruitments volumes of young graduates but is increasingly used by educational establishments, government agencies, students and graduates.***

# Survey Editions

**2011 & 2012: The Ideal Young Graduate**

**2013: The Ideal University**

**2014: The University of Tomorrow**

**2015: The Globalization of Higher Education**

**2016: How to measure and foster employability**

**2017: Universities and future employability in the new digital age**

# Who did we survey?

**Number of participants:**

About 2,500 recruiters in  
22 countries worldwide

**Target group:**

Manager responsible for recruitment and  
selection of and/or having experience in  
working with graduates

**Methodology:**

Online survey with personalised links

**Countries:**

Argentina, Australia, Austria,  
Brazil, Canada, China,  
Germany, Spain, France,  
India, Israel, Italy, Japan,  
Korea, Mexico, Netherlands, Singapore,  
South Africa,  
Turkey, United Kingdom (UK), United Arab  
Emirates(UAE), United States of America  
(USA)

**Research phase:**

May to September 2017

# The 2017 Ranking Methodology and sample information

The ranking was established with the combined votes from **two panels** with a total of **6000 respondents**

**The first panel of 2500 recruiters** from the survey were asked to select from a list of their local universities which in their opinion produced the best recruits.

Those who recruited internationally were also asked to vote on a global ranking from the list of the 2016 Global Employability University Ranking. Each had between 10 to 15 votes to cast and could also add additional universities from a database of 6000 institutions worldwide

**The second panel of 3500 managing directors** of international companies or subsidiaries > 1000 employees of multinational companies cast a maximum of 10 votes for the universities appearing in the local and global rankings established in phase one, with the possibility of adding names from the database

The total of **votes** from both panels amounted to nearly **47 000**.

# Global Employability Survey 2017 - Countries represented in the survey

Region	Sample Size
Americas	524
Asia Pacific	771
EMEA	1175
<b>Global</b>	<b>2470</b>

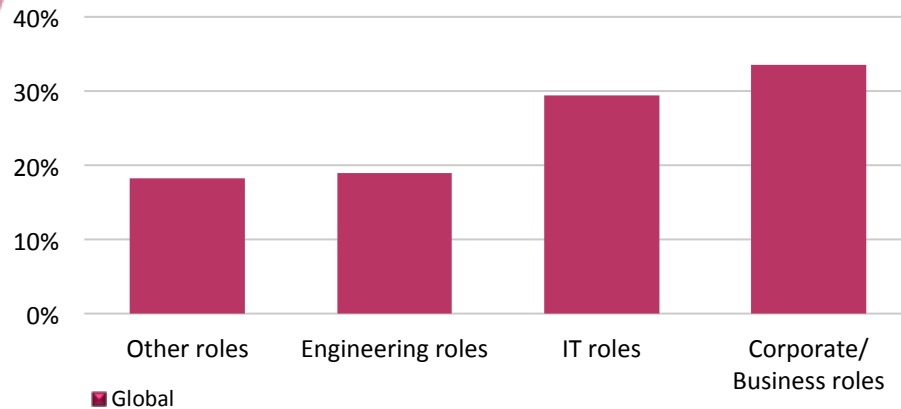
Country	Sample Size	Region
Australia	155	Asia Pacific
Brazil	84	Americas
Canada	84	Americas
China	183	Asia Pacific
Germany	182	EMEA
Spain	160	EMEA
France	188	EMEA
India	111	Asia Pacific
Italy	171	EMEA
Japan	159	Asia Pacific
Korea	83	Asia Pacific
Mexico	87	Americas
Netherlands	47	EMEA
Turkey	75	EMEA
United Kingdom	188	EMEA
United Arab Emirates	46	EMEA
USA	185	Americas
Israel	48	EMEA
Argentina	84	Americas
Austria	35	EMEA
South Africa	35	EMEA
Singapore	80	Asia Pacific
<b>Global</b>	<b>2470</b>	



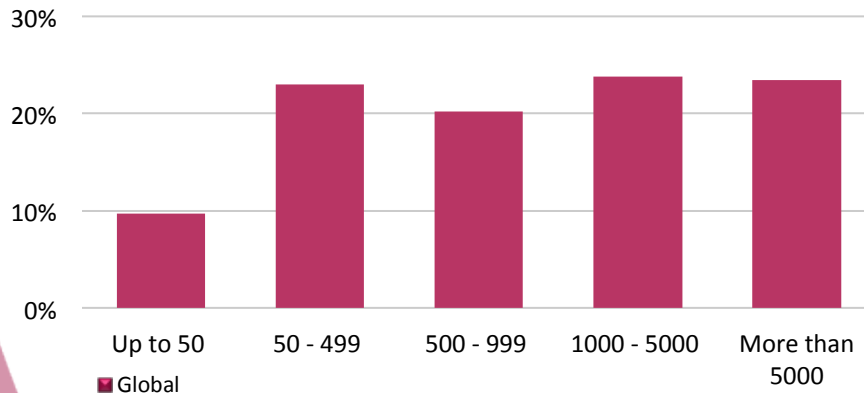
# Global Employability Survey 2017

## Participant profile overview

In which of the following fields do you have the most experience in recruiting graduates and/or working with them?

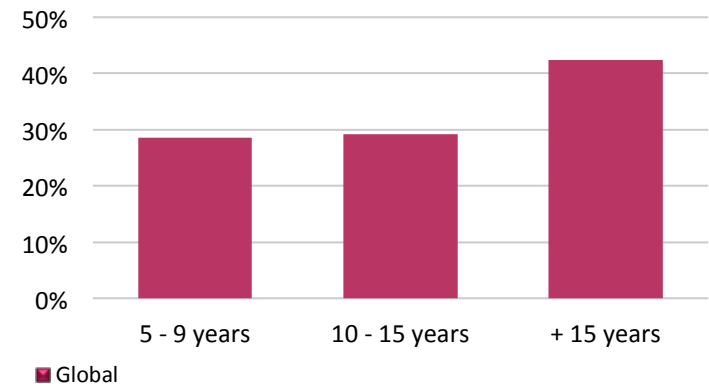


In total, how many people are currently employed by your company worldwide?



Single Response Question

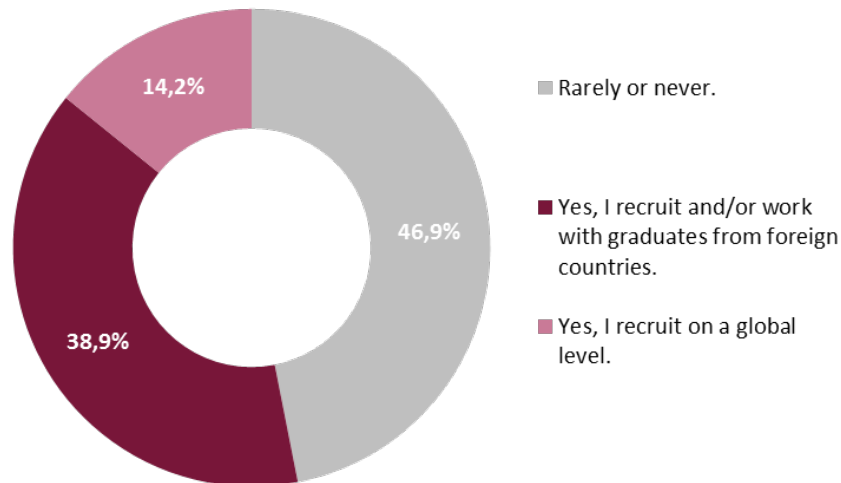
How many years of work experience do you have?



# Global Employability Survey 2017

## Participant profile overview

Do you also recruit or work with graduates from foreign countries?



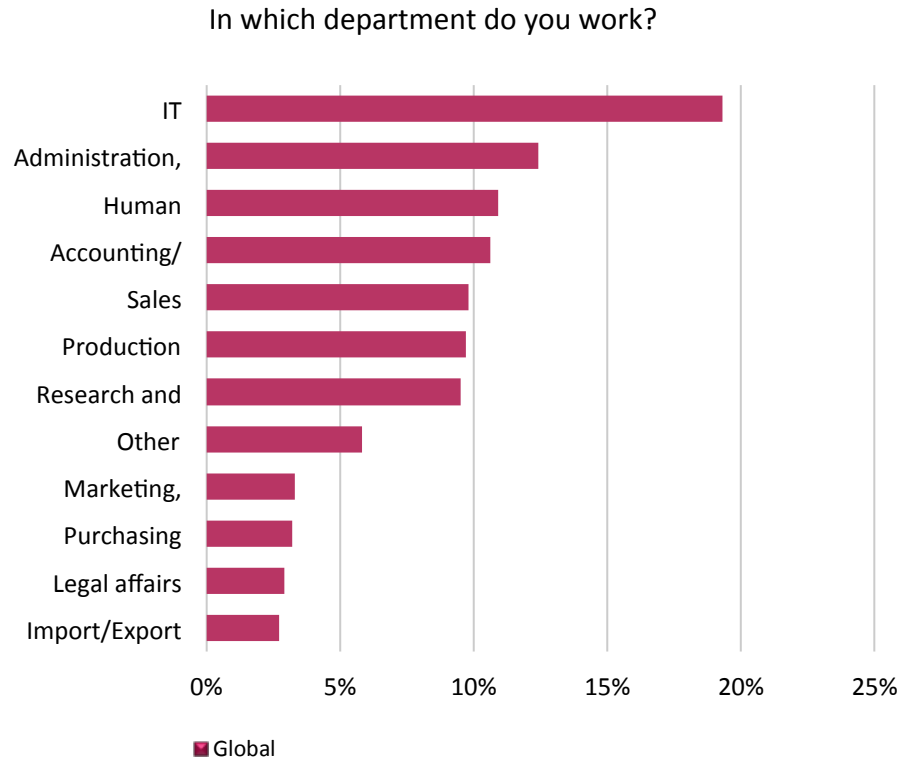
**53.1 % of HR managers recruit internationally**

*Single Response Question*



# Global Employability Survey 2017

## Main sectors/branches represented in the survey

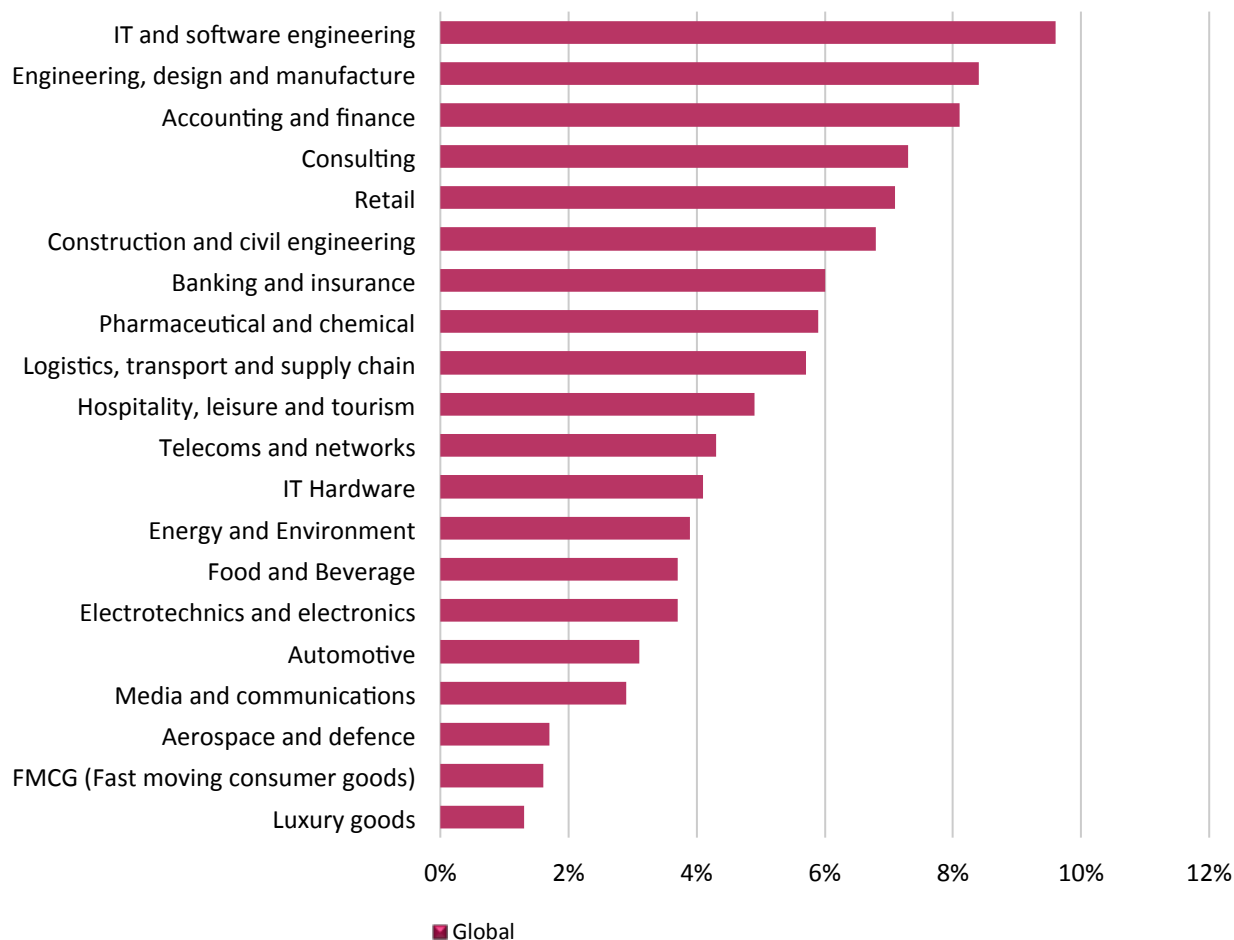


Single Response Question

# Global Employability Survey 2017

## Main sectors/branches represented in the survey

Please indicate the main sector/branch of your company.

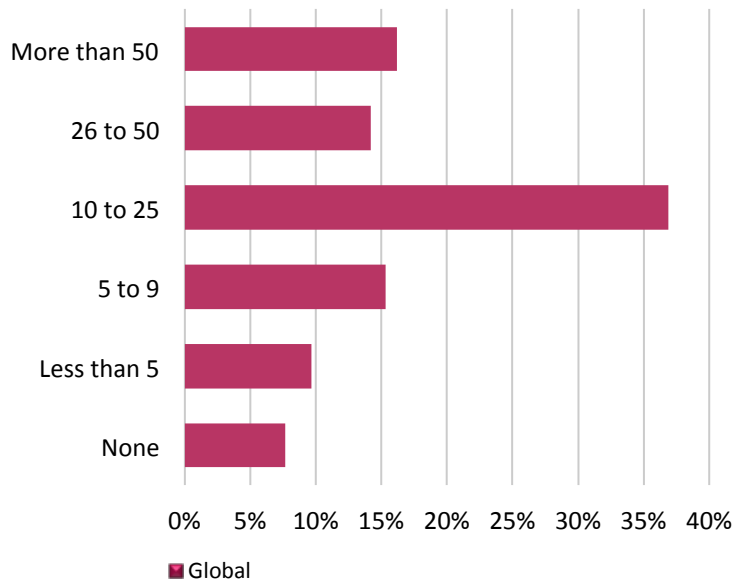


Single Response Question

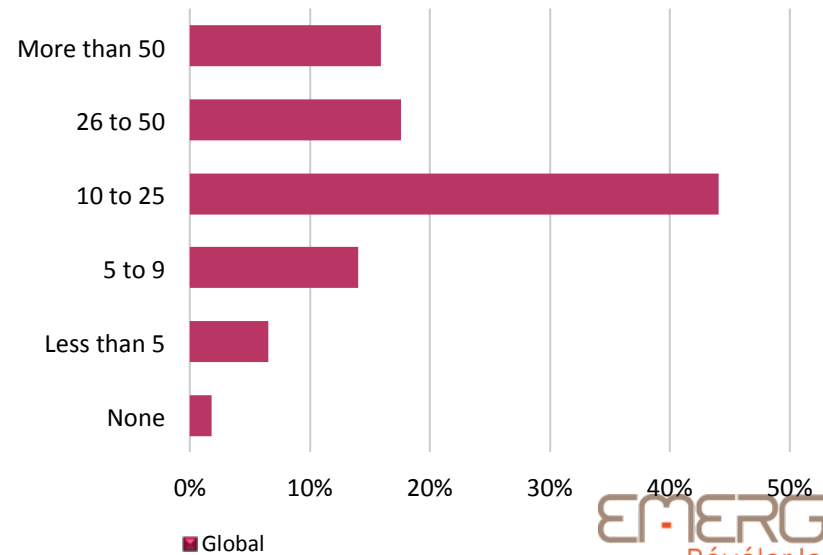
# Global Employability Survey 2017

## Number of employees

How many graduates did you recruit in the past 12 months ?



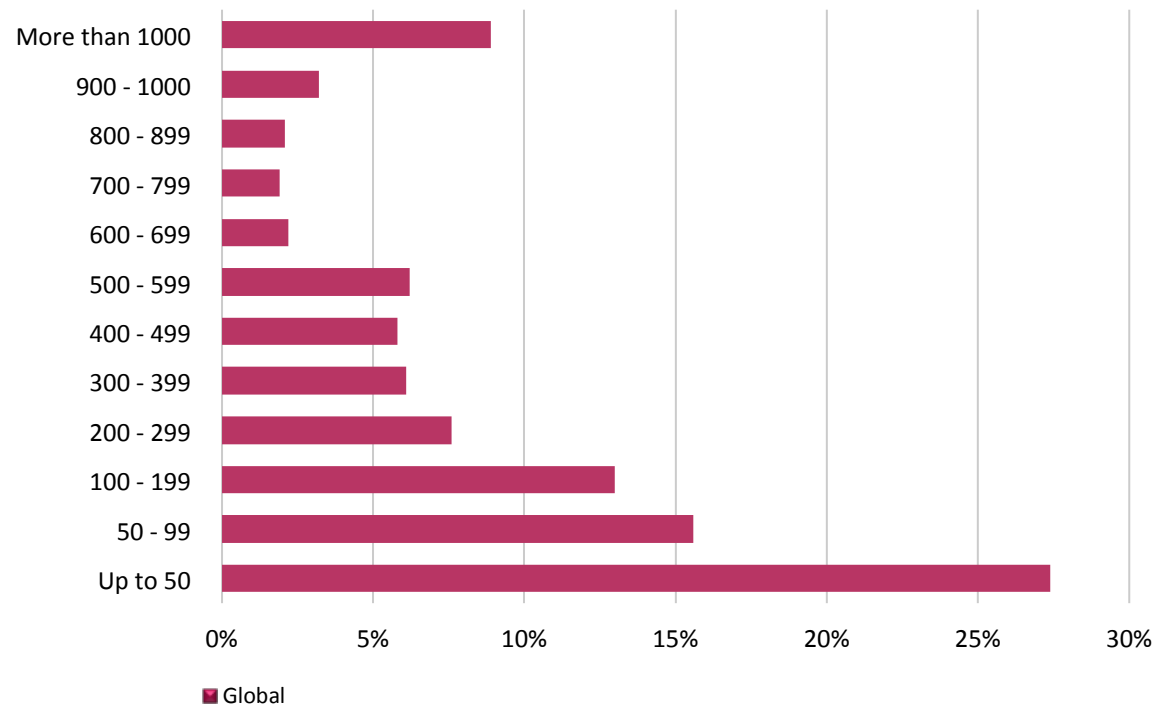
How many graduates did you work with in the past 12 months?



Single Response Questions

# Estimation of worldwide recruitment in 2017

In total, how many people does your company plan to recruit in 2017 worldwide?



Single Response Question