

# The Bayt.com Fresh Graduates in the MENA Survey

July 2017 - *Revised*





Section 1

# PROJECT BACKGROUND

# Objectives

- The Fresh Graduates survey targets respondents who completed their most recent educational qualification within the last 3 years. Key objectives included:
  - Uncovering respondent perception of the quality of education they received across a number of key attributes including value for money, curriculum, teaching methods and usage of technology.
  - Looking at the extent to which the education respondents received prepared them for the workforce, including whether or not respondents acquired any work experience during the time of their studies.
  - Recognizing respondent expectations from the workplace, including expected salary.
  - Identifying which industries are most appealing to fresh graduates in the MENA region.
  - Looking at the perceptions respondents have of the availability of jobs for fresh graduates in their country of residence and their willingness to relocate for employment purposes.
  - Revealing the challenges fresh graduates face in finding jobs, and in life in general.



## Key findings

- Respondents appear to be generally satisfied with the quality of higher education they received (75%), although only 29% state that they are very satisfied.
- The majority of respondents rate the quality of their higher education satisfactorily across attributes. Respondents appear particularly impressed with the qualification of teachers (78%).
- The great majority of fresh graduates in Levant and in North Africa completed their most recent education qualification in their country of residence.
- The most commonly studied subjects include engineering (24%), accounting/ finance (18%), business/ commerce/ economics (16%) and information technology / computer science (11%).
- 44% of respondents do not believe that they would have fared better in the job market with a different major or school, although 28% believe that if they had graduated with a different major they would have been in a better position.
- Nearly 7 out of 10 claim to have considered the availability of jobs in their field before deciding their major. Moreover, 57% of current employees work in their field of study, with 39% being employed full time and 18% part time.
- Insufficient job openings and long time to find a job in their chosen field are the most common reasons mentioned by those who are not employed in their field of study (49% and 42%, respectively).



## Key findings

- When asked what they will do if they do not find a job in their exact target job role/ industry, 4 out of 10 of fresh graduates will keep looking until they do, while just over 1 out of 4 will start looking in another role/industry of their choice.
- Banking/finance (26%) and engineering/ design (22%) emerge as the most appealing industries from a career point of view, followed by business consultancy (20%).
- Three-quarters (75%) of respondents believe that their education prepared them to target their industry of choice, at least to some extent, although only 22% state that their education completely prepared them.
- Passion about the job emerges as the top factor of importance for respondents when selecting a job, followed by competitive salaries, opportunities for career progression path, a well-known organization and good reputation for ethical practices.
- 7 out of 10 respondents did or plan to use leading online job sites to find their first job, followed by direct application to target companies (44%) and social media (44%).
- 66% of fresh graduates claim that it was/ it will be difficult to find their first job, with 34% of them stating that it was/ will be 'very' difficult.
- Lack of previous work experience appears to be the biggest issue faced by respondents when searching for a job, according to half of fresh graduates.
- About two-fifths of respondents do not have a prediction about how long it will take them to find their first job.



## Key findings

- Almost a third (30%) claim that they would expect to receive a salary up to USD 500 for their first job.
- Three-quarters expect to be offered a basic salary; 45% expect to get personal medical insurance.
- About 7 out of 10 claim that their college did not help them to identify/apply for job opportunities.
- Nearly three-fifths acquired work experience before or during college. Of these, 59% worked for a period of up to 6 months.
- The majority of respondents (62%) would consider relocating for employment purposes. UAE (58%) is the most popular choice for relocation, followed by Qatar (36%).
- When asked what challenges their generation face most, 'finding a job' emerged as the top challenge (77%) followed by 'saving money' (38%). 'Discovering what to do in life' (35%) and 'being able to financially afford a basic lifestyle' (34%) are seen as other issues.
- The majority (73%) of respondents claim that there is low availability of jobs for fresh grads in their country of residence, while only 3% believe the opposite.
- Advertising/ marketing (23%) emerged as the industry that hires the highest number of fresh graduates, followed by banking/finance (20%) and military/defense /police (18%).



## Key findings

- Lower expectations on salary (42%) and being more willing to follow instructions (34%) are the main reasons that respondents believe are behind why some industries hire more fresh graduates than others.
- 64% claim that the lack of needed experience is the main reason that some industries are more hesitant to hiring them.
- Two-fifths of respondents feel optimistic about the career and educational opportunities for their generation as compared to their parents' generation.
- When asked which skills they believe are required to excel in the workplace, respondents mentioned computer skills (59%), followed by linguistic skills (36%), communication skills (36%) and academic/technical skills (35%).
- In terms of their own personal skills, respondents rate themselves highly across most skills. Respondents are less confident about their negotiation and leadership skills.



Section 2

# RESEARCH METHODOLOGY





# Sample Definition

**All respondents must have completed their most recent educational qualification within the past 3 years in order to qualify to take part in the survey.**

## **Age and Gender:**

Adult males and females

Aged 18-34 years old

## **Nationalities:**

Arabs, North Africans, Levantines, Westerns, Asians

## **Country of Residence**

GCC: UAE, KSA, Kuwait, Oman, Qatar, Bahrain

Levant: Lebanon, Jordan

North Africa: Egypt, Morocco, Algeria, Tunisia

## **Data Collection**

All data was collected online. Fieldwork was done between 21 June and 12 July 2017. The total number of successful online interviews achieved was 1,865.



Section 3 A

# THE ROLE OF HIGHER EDUCATION

# Country in which recent qualification was completed

- 20% of respondents completed their most recent qualification in Egypt, followed by 18% who completed their studies in Saudi Arabia.
- The great majority of fresh graduates in Levant and North Africa completed their most recent education qualification in their country of residence. On the other hand, half GCC residents completed their studies in the GCC.



**Base: All respondents (1,865)**

Q. Where did you complete your most recent education qualification?

**All figures are %'s**



# Country in which most recent qualification was completed

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
Egypt	2	3	15	8	-	-	-	-	97	-	-	-
Saudi Arabia	79	-	-	-	-	-	-	1	-	-	-	-
Jordan	2	2	4	4	-	2	-	97	-	-	-	-
India	4	34	41	29	35	13	-	-	-	-	-	-
Algeria	-	1	-	-	-	-	-	-	-	-	98	-
Morocco	-	-	-	2	-	-	-	-	1	92	-	-
Lebanon	-	-	-	-	-	-	95	-	-	-	-	-
United Arab Emirates	-	26	-	-	-	-	-	-	-	-	-	3
Pakistan	4	15	11	16	6	7	-	-	-	-	-	-
Tunisia	-	-	-	2	-	-	-	-	-	-	1	95
Oman	-	0	-	-	6	74	-	-	-	-	-	-
Kuwait	-	-	22	-	-	-	-	-	0	-	-	-
Philippines	1	6	2	8	-	2	-	-	-	-	-	-
Sudan	3	1	-	4	6	-	-	-	-	-	-	-
Syria	-	2	-	2	-	-	3	-	-	-	-	-
Other	4	8	4	8	6	-	1	0	1	7	2	3

*\*Small base, please read results carefully*

Q. Where did you complete your most recent education qualification?

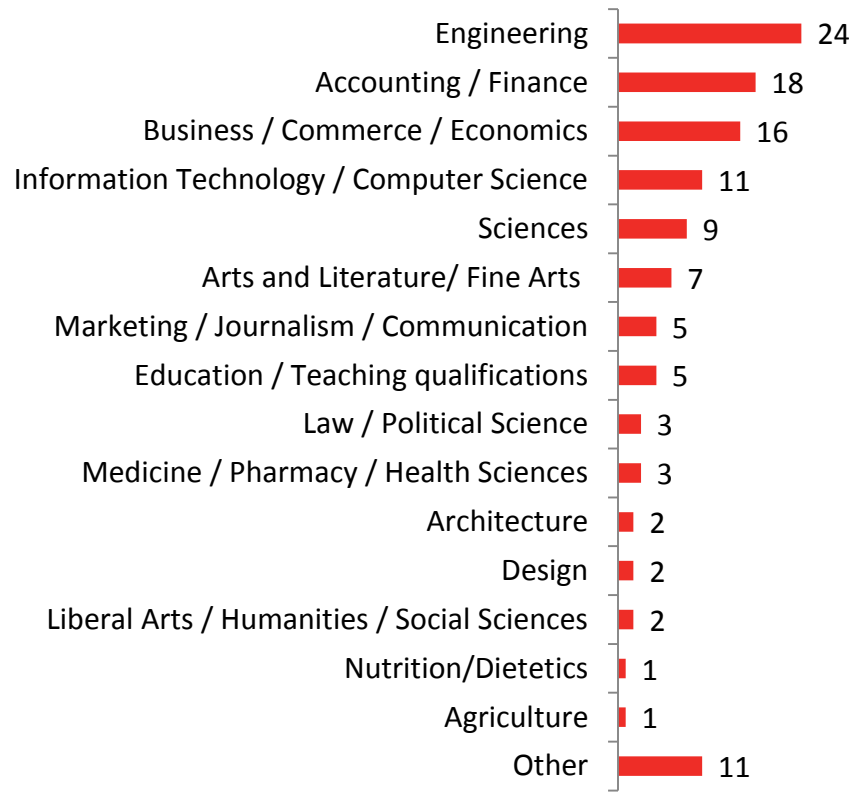
**All figures are %'s**

*\*\*results for countries with base below 100 are indicative*



# Subjects/areas studied

- The most commonly studied subjects include engineering (24%), accounting/ finance (18%), business/ commerce/ economics (16%), and information technology / computer science (11%).
- Engineering was consistently one of the top 2 most studied degrees in the GCC, Levant and North Africa.



**Base: All respondents (1,865)**

Q. And what subject area/s did you study in your bachelor/master/PhD?

**All figures are %'s**

# Subjects/areas studied

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
Engineering	21	25	30	35	18	50	35	26	18	5	32	28
Accounting / Finance	11	16	22	10	35	15	9	23	29	20	8	8
Business / Commerce / Economics	19	20	26	22	18	20	19	12	13	13	9	10
Information Technology / Computer Science	14	8	7	8	18	9	8	9	14	13	7	23
Sciences	15	9	2	8	18	4	5	7	5	21	8	8
Arts and Literature/ Fine Arts	8	6	11	6	12	4	2	5	5	10	7	15
Marketing / Journalism / Communication	6	6	11	4	24	4	5	3	5	2	3	3
Education/ Teaching qualifications	4	2	4	2	6	-	2	2	8	9	5	-
Law / Political Science	2	2	2	2	6	-	-	3	8	4	3	-
Medicine / Pharmacy / Health Sciences	2	4	2	2	-	-	7	5	2	2	2	3
Architecture	-	1	-	-	-	2	3	2	2	3	3	3
Design	1	2	2	2	6	4	6	2	3	6	1	-
Liberal Arts / Humanities / Social Sciences	2	1	2	2	6	-	1	1	3	3	2	-
Nutrition/Dietetics	-	1	2	-	-	-	1	1	1	2	2	3
Agriculture	-	-	-	2	-	-	-	1	3	-	1	-
Other	11	14	13	4	6	4	8	7	8	11	22	21

*\*Small base, please read results carefully*

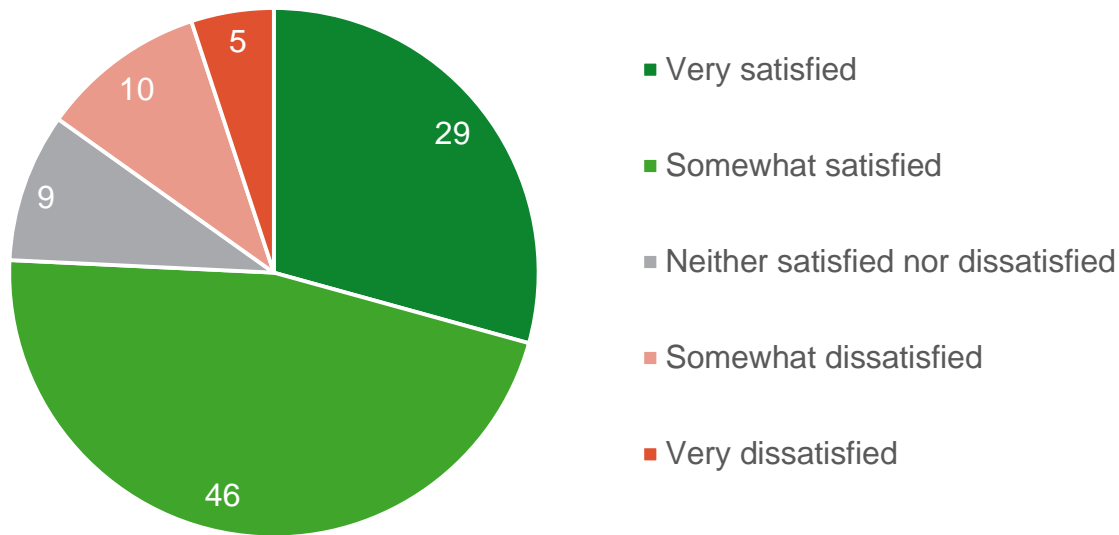
Q. And what subject area/s did you study in your bachelor/master/PhD?

**All figures are %'s**

*\*\*results for countries with base below 100 are indicative*

# Satisfaction with quality of higher education

- Respondents appear to be generally satisfied with the quality of higher education they received (75%), although only 29% state that they are 'very' satisfied.
- Respondents in the GCC (81%) and Levant (78%) appear to be somewhat more satisfied as compared to respondents in North Africa (67%).



**Base: All respondents (1,865)**

Q. Overall, how satisfied were you with the quality of college and higher education you have received?

**All figures are %'s**



# Satisfaction with quality of higher education

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
Very satisfied	34	49	43	37	47	43	35	24	13	16	25	21
Somewhat satisfied	47	31	41	39	29	41	40	55	51	45	52	62
Neutral	8	11	7	2	12	9	13	8	8	17	14	5
Somewhat dissatisfied	8	5	7	2	6	4	8	11	19	16	8	8
Very dissatisfied	4	5	2	20	6	2	5	2	9	6	2	5

*\*Small base, please read results carefully*

Q. Overall, how satisfied were you with the quality of college and higher education you have received?

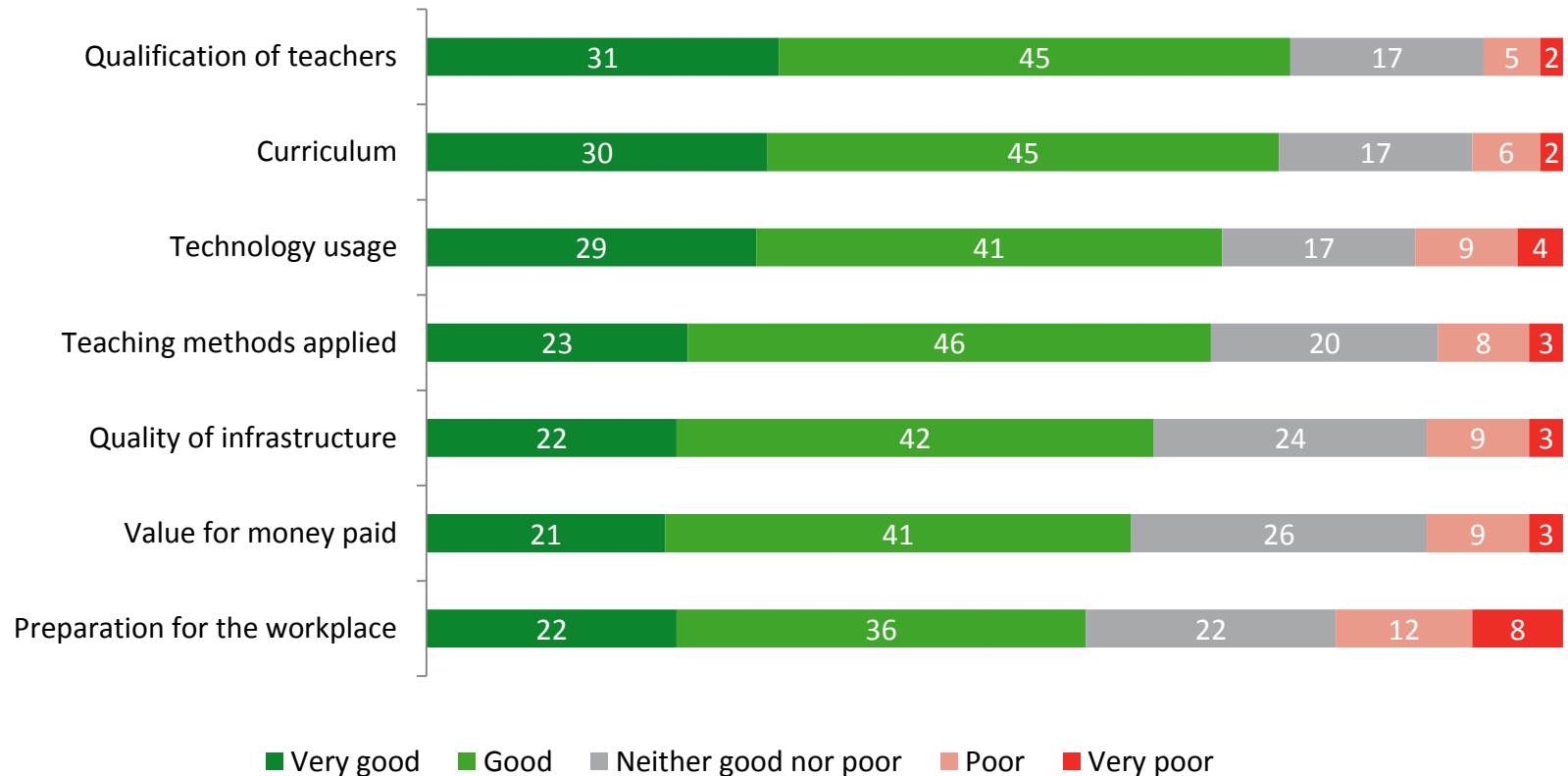
**All figures are %'s**

**\*\*results for countries with base below 100 are indicative**



# Evaluating the quality of higher education

- The majority of respondents rate the quality of their higher education satisfactorily across all other attributes.
- Respondents appear particularly impressed with the qualification of their teachers (76%).
- Across all attributes, respondents in North Africa are the least satisfied with the quality of higher education they received.



**Base: All respondents(1,865)**

Q. How would you rate the quality of college and higher education you received on each of the following aspects?

**All figures are %'s**

# Evaluating the quality of higher education

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
Base: All respondents	426	244	46	49	17*	46	86	287	351	126	130	39
Qualification of teachers												
Very good	38	42	33	33	47	35	34	40	16	10	18	26
Good	43	45	50	39	18	54	56	43	43	39	52	54
Neither good nor poor	14	12	13	18	29	9	9	12	23	40	18	15
Poor	4	1	4	6	6	2	-	3	11	8	11	5
Very poor	1	-	-	4	-	-	1	2	7	3	-	-

*\*Small base, please read results carefully*

Q. How would you rate the quality of college and higher education you received on each of the following aspects?

**All figures are %'s**

**\*\*results for countries with base below 100 are indicative**

# Evaluating the quality of higher education

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
<b>Curriculum</b>												
Very good	43	35	41	31	35	26	33	39	13	8	14	26
Good	40	50	35	57	47	59	50	44	46	40	52	38
Neither good nor poor	13	11	15	10	12	13	12	11	22	35	26	26
Poor	3	3	4	-	-	2	5	6	11	16	8	10
Very poor	2	-	4	2	6	-	1	1	7	2	-	-
<b>Teaching methods applied</b>												
Very good	33	32	35	33	24	26	26	25	12	11	8	15
Good	46	52	50	45	59	61	57	49	37	29	49	64
Neither good nor poor	14	12	7	14	6	13	14	18	26	40	34	15
Poor	5	3	9	4	6	-	1	5	17	17	7	5
Very poor	2	-	-	4	6	-	2	3	8	2	2	-

*\*Small base, please read results carefully*

Q. How would you rate the quality of college and higher education you received on each of the following aspects?

**All figures are %'s**

**\*\*results for countries with base below 100 are indicative**

# Evaluating the quality of higher education

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
Base: All respondents	426	244	46	49	17*	46	86	287	351	126	130	39
Value for money paid												
Very good	35	25	11	24	41	15	15	15	14	7	17	13
Good	34	55	61	47	29	63	52	46	35	29	32	46
Neither good nor poor	23	15	13	16	24	17	27	24	29	42	38	36
Poor	6	4	13	10	6	4	5	10	15	18	10	5
Very poor	1	2	2	2	-	-	1	5	7	4	2	-
Technology usage												
Very good	41	32	24	37	41	30	33	35	18	11	15	33
Good	38	44	57	47	41	59	45	41	34	40	44	41
Neither good nor poor	13	18	7	8	-	11	13	12	24	29	24	18
Poor	6	5	11	4	6	-	8	9	16	13	15	8
Very poor	3	1	2	4	12	-	1	4	8	8	2	-

*\*Small base, please read results carefully*

Q. How would you rate the quality of college and higher education you received on each of the following aspects?

**All figures are %'s**

**\*\*results for countries with base below 100 are indicative**



# Evaluating the quality of higher education

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
Base: All respondents	426	244	46	49	17*	46	86	287	351	126	130	39
Quality of infrastructure												
Very good	32	34	24	20	29	20	26	22	12	8	10	13
Good	39	46	57	53	47	59	51	43	40	33	38	36
Neutral	20	16	11	20	12	22	13	24	26	38	38	46
Poor	8	2	7	2	6	-	6	9	15	16	13	3
Very poor	2	1	2	4	6	-	5	2	7	6	1	3
Preparation for the workplace												
Very good	31	25	28	16	35	17	23	25	13	8	10	28
Good	30	49	50	59	35	52	49	31	28	34	38	44
Neutral	21	16	15	12	-	22	13	21	25	36	30	10
Poor	12	6	-	6	12	4	10	16	17	13	13	15
Very poor	7	3	7	6	18	4	5	7	16	9	8	3

*\*Small base, please read results carefully*

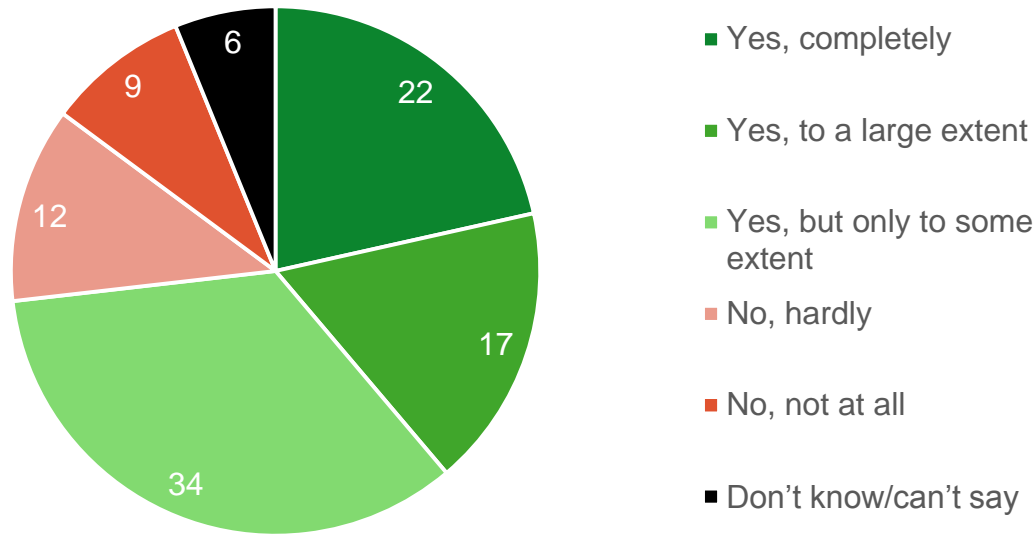
Q. How would you rate the quality of college and higher education you received on each of the following aspects?

**All figures are %'s**

**\*\*results for countries with base below 100 are indicative**

# Role of education in preparing for industry of choice

- Nearly three-quarters of respondents believe that their education has prepared them to target their industry of choice, at least to some extent, although only 22% state that their education has 'completely' prepared them.



**Base: All respondents (1,865)**

Q. Did your education prepare you to target your industry of choice?

**All figures are %'s**



# Role of education in preparing for industry of choice

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
Yes, completely	23	31	48	20	18	20	24	18	11	18	24	36
Yes, to a large extent	16	18	13	20	29	28	26	17	17	15	16	18
Yes, but only to some extent	33	31	22	37	18	35	30	40	38	29	36	33
No, hardly	11	10	4	12	18	11	10	12	17	13	10	5
No, not at all	8	6	9	6	6	4	7	8	13	10	8	5
Don't know/can't say	9	4	4	4	12	2	2	6	5	13	6	3

*\*Small base, please read results carefully*

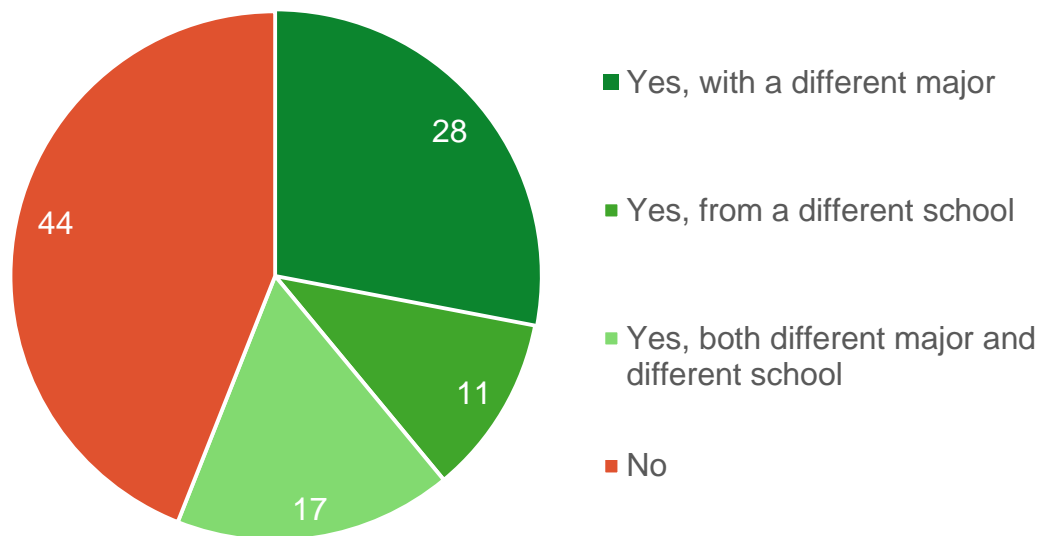
Q. Did your education prepare you to target your industry of choice?

**All figures are %'s**

**\*\*results for countries with base below 100 are indicative**

# Career prospects with a different major/school

- Over two-fifths do not believe that they would have fared better in the job market with a different major or school, although slightly over quarter believe that if they had graduated with a different major they would have been in a better position today.



**Base: All respondents (1,865)**

Q. Do you think you would have fared better in the job market with a different major or different school?

**All figures are %'s**





# Career prospects with a different major/school

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
Yes, with a different major	33	28	26	20	12	28	29	25	27	27	26	21
Yes, from a different school	10	11	7	20	29	7	7	9	13	10	11	8
Yes, both different major and different school	15	25	17	29	12	13	14	10	18	21	18	18
No	41	36	50	31	47	52	50	56	42	41	45	54

*\*Small base, please read results carefully*

Q. Do you think you would have fared better in the job market with a different major or different school?

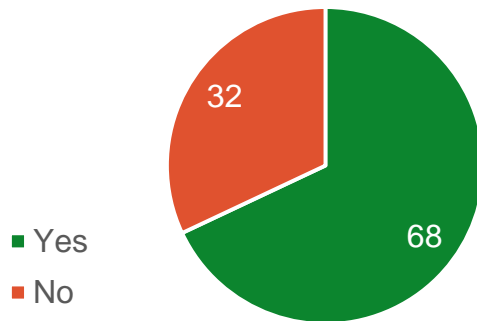
**All figures are %'s**

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# Field of study

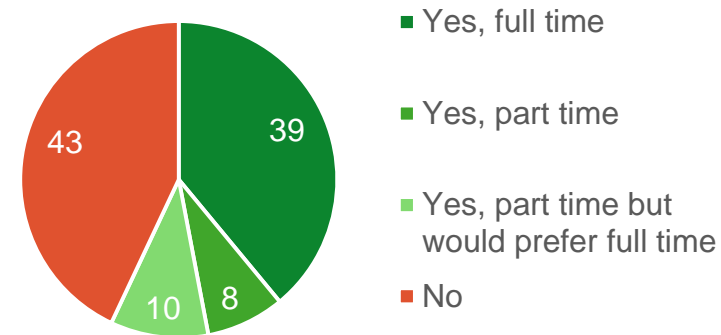
- About 7 out of 10 claim to have considered the availability of jobs in their field before deciding their major.
- Moreover, about three-fifths of current employees work in their field of study, with 39% being employed full time and 18% part time.
- A higher proportion of those employed in the GCC (46%) are employed in their field of study on a full-time basis, as compared to those in Levant and North Africa (40% and 31%, respectively).

**Did you consider the availability of jobs in your field before deciding your major?**



*Base: All respondents (1,865)*

**Are you currently employed in your field of study?**



*Base: All respondents who are working (503)*

Q. Did you consider the availability of jobs in your field before deciding your major?  
Q. Are you currently employed in your field of study?

**All figures are %'s**

# Field of study

GCC						Levant		North Africa			
KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia

## Did you consider the availability of jobs in your field before deciding your major?

Base: All Respondents	426	244	46	49	17*	46	86	287	351	126	130	39
Yes	71	69	67	59	65	67	53	70	64	62	75	69
No	29	31	33	41	35	33	47	30	36	38	25	31

## Are you employed in your field of study?

Base: All respondents who are working	86	66	24*	16*	7*	5*	35	57	137	29	24*	11*
Yes, full time	43	44	63	56	29	40	43	39	34	14	29	36
Yes, part time	3	3	4	6	14	20	3	12	12	14	8	9
Yes, part time but would prefer full time	9	3	17	6	-	-	6	5	11	31	21	9
No	44	50	17	31	57	40	49	44	43	41	42	45

*\*Small base, please read results carefully*

Q. Did you consider the availability of jobs in your field before deciding your major?

Q. Are you currently employed in your field of study?

**All figures are %'s**

*\*\*results for countries with base below 100 are indicative*



Section 3 B

# **JOBS FOR FRESH GRADUATES**

# Top challenges faced by fresh graduates

- When asked what challenges their generation face most, 'finding a job' emerged as the top challenge (77%), and it is higher for respondents in Levant (88%) and in North Africa (79%), as compared to GCC (71%)
- 'Saving money' is seen to be a challenge by 38% of respondents, and it is also higher for Levant respondents (45%), as compared to North Africa (38%) and GCC (35%).
- 'Discovering what to do in life' (35%) and 'being able to financially afford a basic lifestyle' (34%) are seen as other challenges.



**Base: All respondents (1,865)**

Q. What challenges does your generation face most? Select up to 3.

**All figures are %'s**

# Top challenges faced by fresh graduates

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All Respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
Finding a job	74	68	54	67	71	83	83	90	77	85	80	82
Saving money	39	33	24	24	47	30	51	44	38	35	37	46
Discovering what we want to do in life	35	44	35	33	41	33	41	32	32	25	38	38
Being able to financially afford a basic lifestyle	29	27	37	35	29	22	43	38	38	35	33	38
Succeeding at work with our skill set	22	25	26	35	18	13	22	15	25	25	28	18
Access to adequate local/regional further education	23	15	20	29	24	22	13	18	27	26	24	8
Meeting new people/making new friends	23	27	35	29	29	11	12	18	15	20	14	15
Staying mentally healthy	10	19	15	14	-	20	12	8	12	13	12	15
Staying physically healthy	12	11	13	10	6	11	3	7	8	8	2	3

*\*Small base, please read results carefully*

Q. What challenges does your generation face most? Select up to 3.

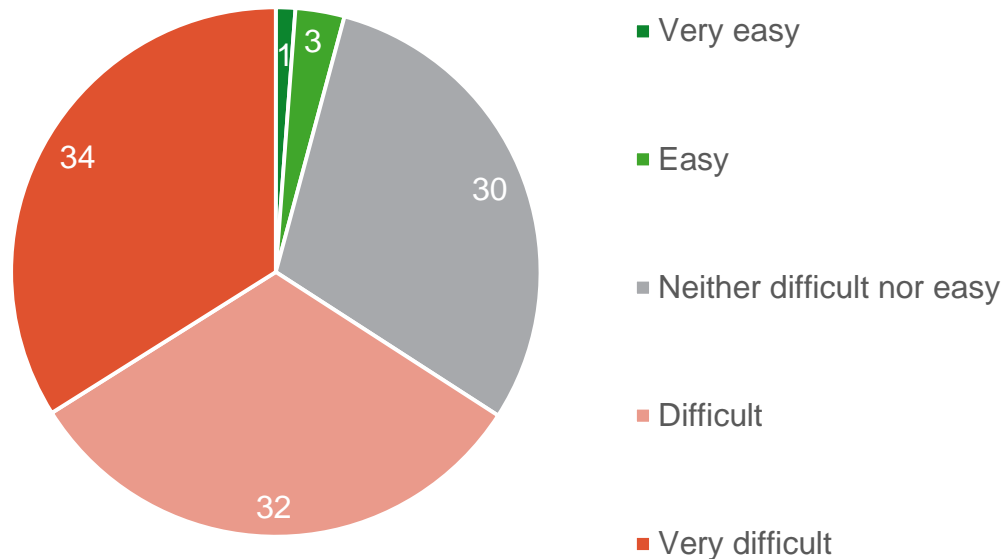
**All figures are %'s**

*\*\*results for countries with base below 100 are indicative*



# Finding the first job

- Two-thirds of fresh graduates claim that it was/ it will be difficult to find their first job, 34% of them saying that it was/ will be very difficult.
- A higher proportion of respondents in the Levant ( 72%) claim that it was/is difficult to find their first job, when compared to respondents in the GCC (64%) and North Africa (63%).



**Base: All respondents (1,865)**

Q. How difficult was it/do you think it will be to find your first job?

**All figures are %'s**



# Finding the first job

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All Respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
Very easy	1	1	4	-	-	-	1	-	1	-	-	3
Easy	3	5	13	6	6	4	1	1	4	2	2	-
Neither difficult nor easy	33	27	37	29	24	13	28	26	37	28	30	23
Difficult	28	35	26	37	47	41	29	34	32	26	30	46
Very difficult	35	32	20	29	24	41	41	39	25	44	38	28

*\*Small base, please read results carefully*

Q. How difficult was it/do you think it will be to find your first job?

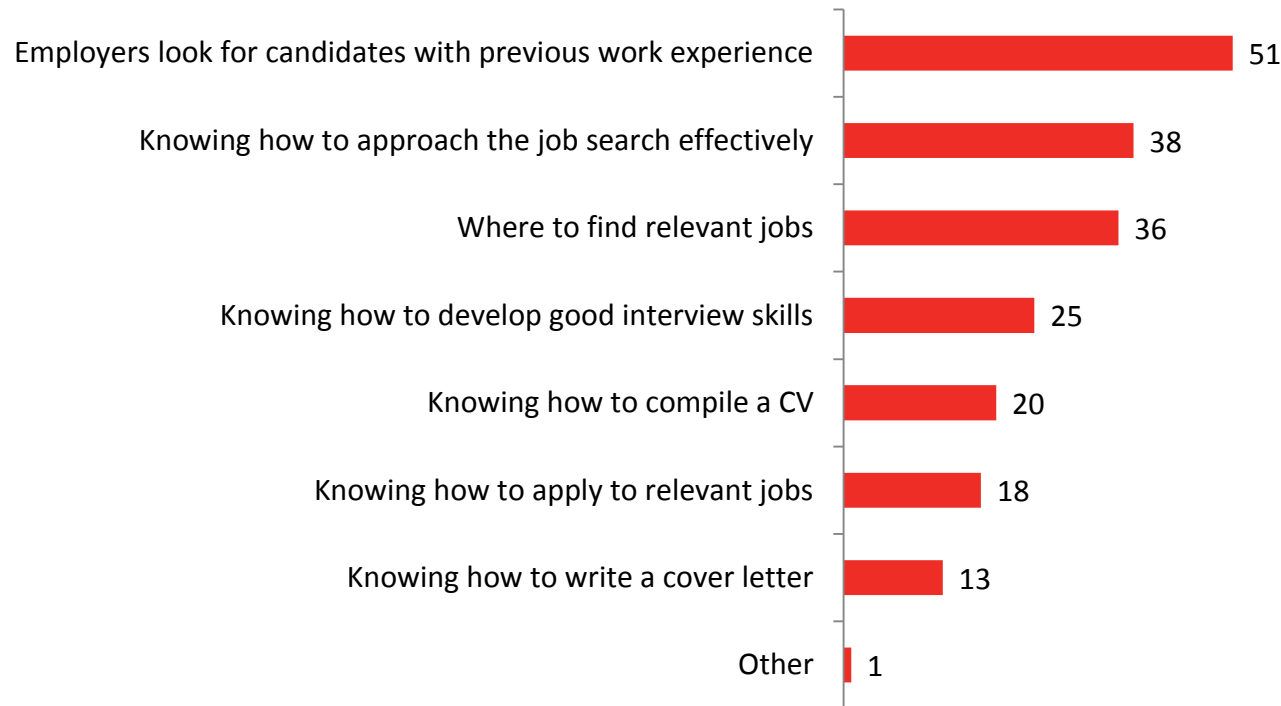
**All figures are %'s**

**\*\*results for countries with base below 100 are indicative**



# Challenges faced when searching for a job

- Lack of previous work experience appears to be the biggest challenge faced by respondents, with 51% saying that employers look for candidates with previous work experience.
- Knowing how to approach job search effectively comes next (38%).



**Base: All respondents (1,865)**

Q. When searching for a job, what is/are the greatest challenge/challenges you face?

**All figures are %'s**

# Challenges faced when searching for a job

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
Employers look for candidates with previous work experience	50	52	54	53	59	48	52	63	45	34	51	46
Knowing how to approach the job search effectively	36	39	30	35	35	37	27	36	38	44	51	54
Where to find relevant jobs	36	36	30	41	35	28	38	36	40	37	29	44
Knowing how to develop good interview skills	21	29	35	27	35	26	31	23	28	29	18	23
Knowing how to compile a CV	20	22	30	35	35	13	9	14	26	12	15	8
Knowing how to apply to relevant jobs	19	11	24	27	47	15	12	19	20	15	13	23
Knowing how to write a cover letter	16	13	15	18	12	13	10	14	14	5	6	3
Other	1	0	-	-	-	-	2	1	1	1	2	-

*\*Small base, please read results carefully*

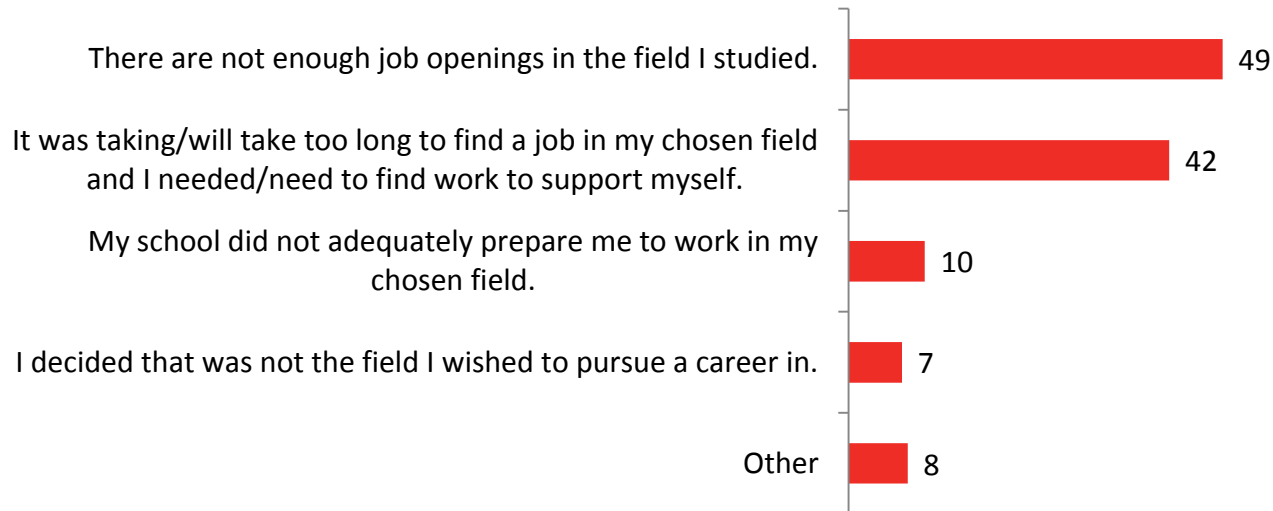
Q. When searching for a job, what is/are the greatest challenge/challenges you face?

**All figures are %'s**

*\*\*results for countries with base below 100 are indicative*

# Reasons for not being employed in field of study

- Insufficient job openings and long time to find a job in their chosen field are the most common reasons mentioned by those who are not employed in their field of study (49% and 42%, respectively).



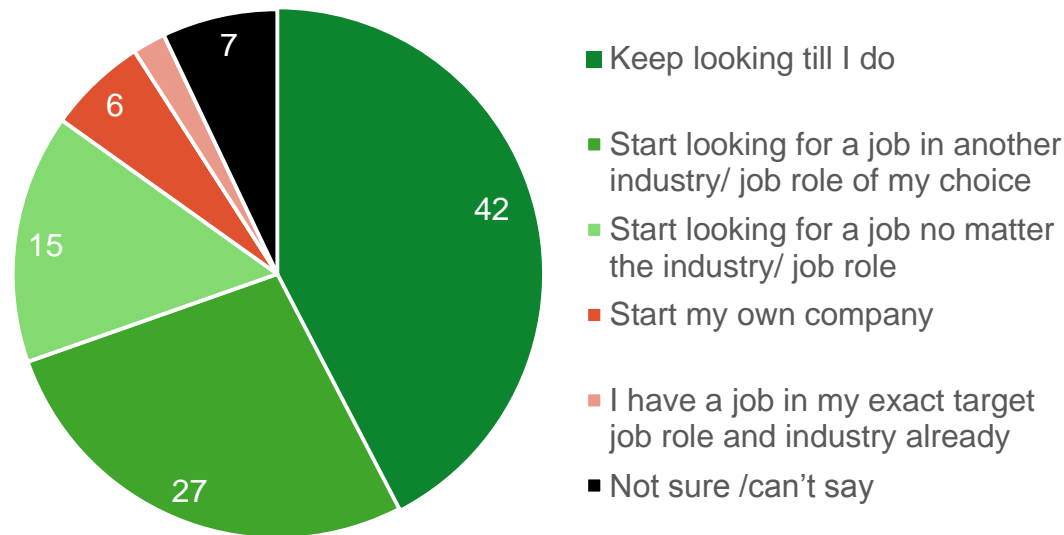
***Base: Employed respondents who are not employed in their field of study(217)***

Q. Why are you not employed in your field of study?

***All figures are %'s***

# Actions if they don't find a job in their target job role/ industry

- When asked what they will do if they do not find a job in their exact target job role/industry, 4 out of 10 of fresh graduates will keep looking until they do, while slightly over a quarter will start looking in another role/industry of their choice.



**Base: All respondents (1,865)**

Q. What will you do if you don't find a job in your exact target job role and industry?

**All figures are %'s**

# Actions if they don't find a job in their industry/role of choice

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All Respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
Keep looking till I do	41	38	41	39	18	33	35	50	46	39	47	41
Start looking for a job in another industry/ job role of my choice	27	31	26	22	35	26	36	26	28	22	16	23
Start looking for a job no matter the industry/ job role	16	16	20	22	18	22	12	11	12	22	16	18
Start my own company	6	5	-	6	6	13	6	4	6	10	15	8
I have a job in my exact target job role and industry already	1	3	11	2	12	4	2	1	3	2	1	3
Not sure /can't say	9	7	2	8	12	2	9	8	6	6	5	8

*\*Small base, please read results carefully*

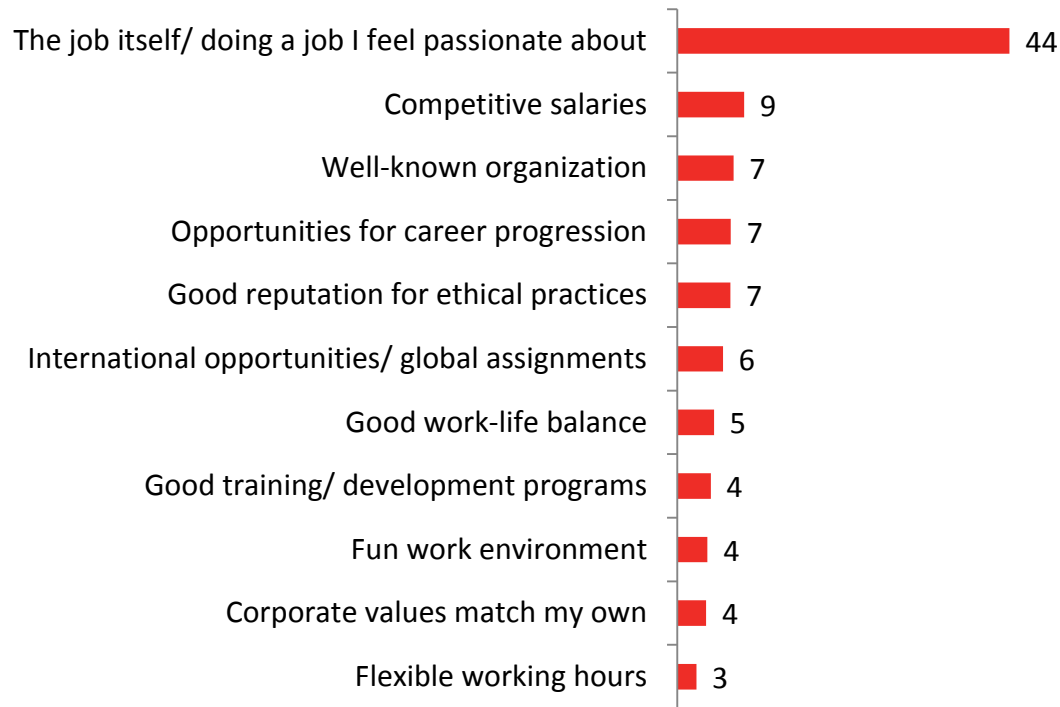
Q. What will you do if you don't find a job in your exact target job role and industry?

**All figures are %'s**

**\*\*results for countries with base below 100 are indicative**

# Attributes ranked first when selecting a job

- Being passionate about the job itself emerges as the most important factor for respondents when selecting a job.
- The same is true across all regions in the MENA.



**Base: All respondents (1,865)**

Q. Please rank the following in order of how important they are to you when selecting a job, starting with the most important attribute.

**All figures are %'s**

*\*results for countries with base below 100 are indicative*



# Attributes ranked first when selecting a job

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All Respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
The job itself/ doing a job I feel passionate about	38	44	41	37	35	33	58	44	49	47	47	38
Competitive salaries	12	8	13	16	12	15	2	8	8	4	4	8
Well-known organization	8	11	13	8	12	7	3	8	6	6	3	-
Opportunities for career progression	9	8	9	14	12	20	9	6	4	3	5	3
Good reputation for ethical practices	9	3	2	-	6	-	7	10	6	8	9	18
International opportunities/ global assignments	1	3	9	6	12	-	2	6	10	9	15	13
Good work-life balance	6	7	4	6	-	9	2	3	3	6	5	-
Good training/ development programs	6	7	-	2	-	4	5	4	3	2	6	8
Fun work environment	6	5	2	-	6	11	7	3	2	3	-	5
Corporate values match my own	3	0	-	4	-	2	-	5	6	7	5	5
Flexible working hours	1	4	2	6	6	-	3	3	3	3	1	3

*\*Small base, please read results carefully*

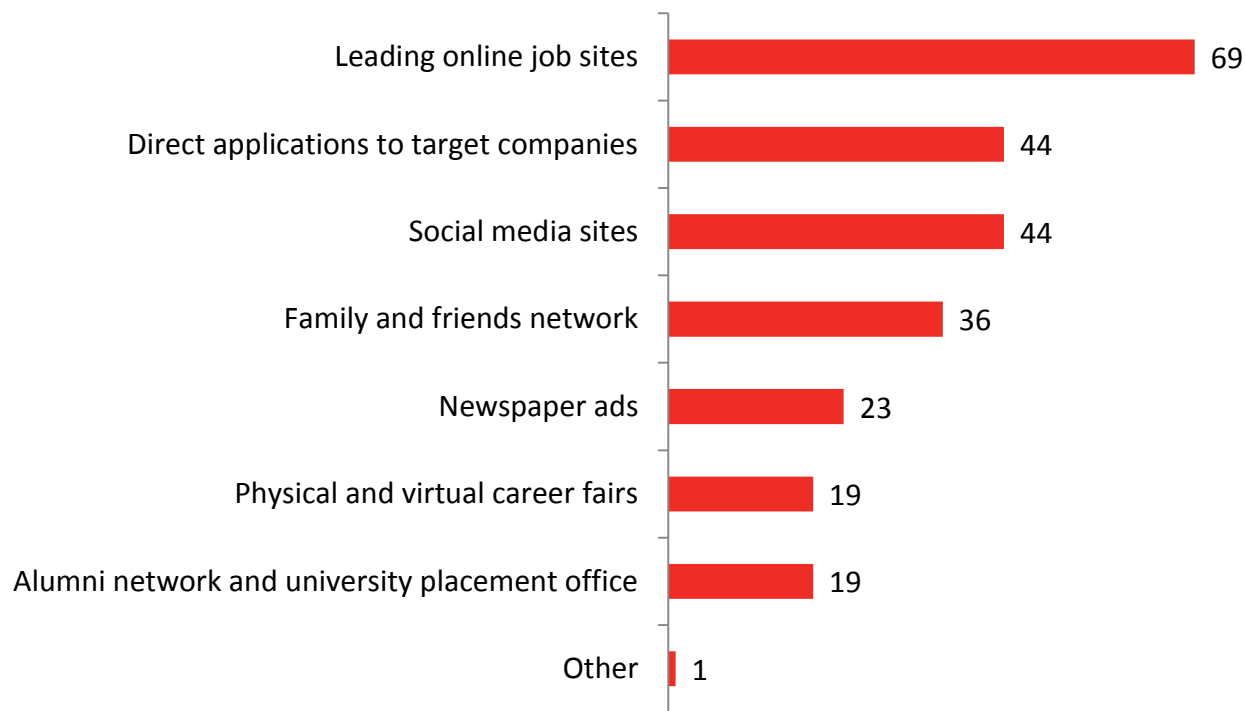
Q. Please rank the following in order of how important they are to you when selecting a job, starting with the most important attribute.

**All figures are %'s**

*\*\*results for countries with base below 100 are indicative*

# Avenues pursued to find first job

- 7 in 10 respondents did or plan to use leading online job sites to find their first job, followed by direct applications to target companies (44%), as well as social media sites (44%).



**Base: All respondents (1,865)**

Q. What avenues did/will you pursue to find your first job?

**All figures are %'s**



# Avenues pursued to find first job

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All Respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
Leading online job sites	72	61	54	59	53	76	70	74	65	72	70	82
Direct applications to target companies	47	37	50	24	29	35	52	53	37	42	52	54
Social media sites	42	35	35	29	47	54	48	56	48	40	39	38
Family and friends network	31	39	37	41	41	26	52	39	39	27	28	41
Newspaper ads	18	26	30	27	47	30	17	30	23	13	28	23
Physical and virtual career fairs	24	13	20	14	29	33	23	24	11	15	14	36
Alumni network and university placement office	22	16	13	6	29	24	17	21	19	12	21	33
Other	2	2	-	-	-	-	1	1	1	-	-	-

*\*Small base, please read results carefully*

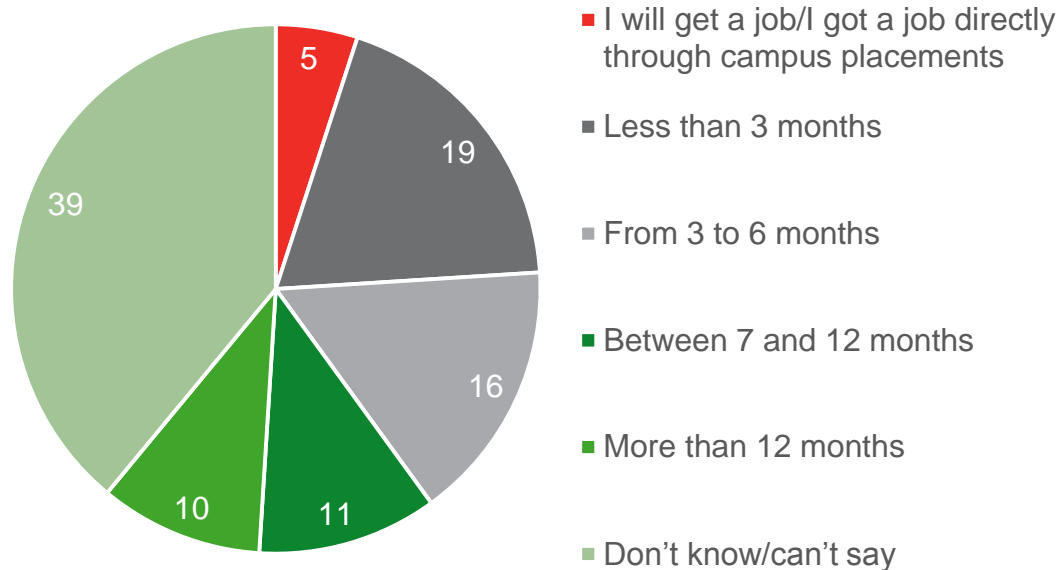
Q. What avenues did/will you pursue to find your first job?

**All figures are %'s**

**\*\*results for countries with base below 100 are indicative**

# Time to find their first job

- About two-fifths do not have a prediction about how long it will take them to find their first job.
- Only 5% mentioned that they will get a job/ got a job directly through campus placements.



**Base: All respondents (1,865)**

Q. How long do you think it will take/ has it taken you to find your first job?

**All figures are %'s**

# Time to find their first job

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All Respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
I will get a job/I got a job directly through campus placements	4	7	17	6	18	7	1	1	5	4	5	5
Less than 3 months	15	21	22	22	18	15	28	18	24	18	13	21
From 3 to 6 months	14	21	7	24	18	20	20	15	21	13	11	5
From 7 to 12 months	14	9	22	8	12	7	19	12	7	6	8	3
More than 12 months	10	11	11	10	18	20	7	11	8	9	16	18
Don't know/can't say	44	30	22	29	18	33	26	43	36	51	47	49

*\*Small base, please read results carefully*

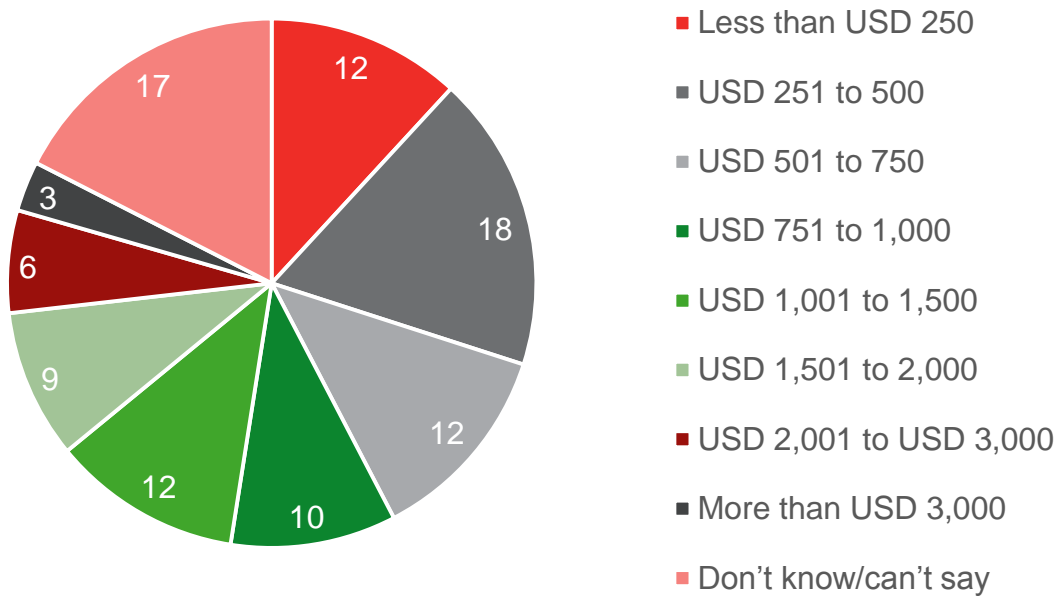
Q. How long do you think it will take/ has it taken you to find your first job?

**All figures are %'s**

*\*\*results for countries with base below 100 are indicative*

# First salary received/ expected

- Almost a third (30%) claim that they would expect to receive a salary up to USD 500 for their first job.
- Salary expectations are significantly more substantial in the GCC region, where half expect a salary of more than USD 1,000 (compared to 17% in the Levant and 12% in North Africa).



Base: All respondents (1,865)

Q. Please indicate the monthly salary you received/ would expect to receive for your first job?

All figures are %'s

# First salary received/ expected

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All Respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
Less than USD 250	3	6	2	6	-	7	-	8	37	10	12	8
USD 250 to 500	7	12	17	10	41	11	5	40	24	20	13	13
USD 501 to 750	7	10	13	10	12	9	12	24	10	21	12	10
USD 751 to 1,000	8	15	17	10	-	22	28	8	5	13	9	15
USD 1,001 to 1,500	20	15	15	16	18	17	29	4	2	5	9	8
USD 1,501 to 2,000	18	14	11	16	18	4	15	2	2	4	7	5
USD 2,001 to USD 3,000	14	10	11	10	-	7	3	1	2	2	2	5
More than USD 3,000	5	6	2	8	-	-	3	-	1	1	2	5
Don't know/can't say	19	12	11	12	12	24	5	13	17	25	33	31

*\*Small base, please read results carefully*

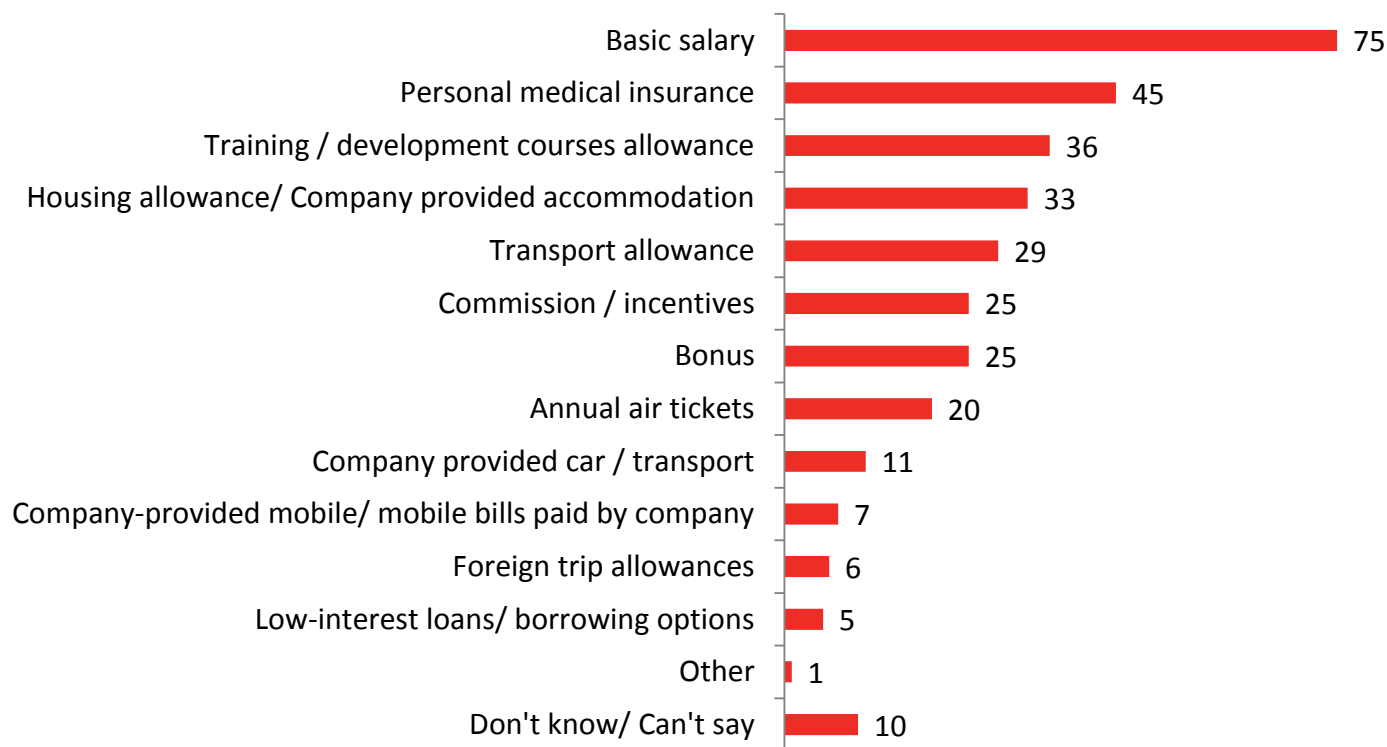
Q. Please indicate the monthly salary you received/ would expect to receive for your first job?

**All figures are %'s**

*\*\*results for countries with base below 100 are indicative*

# Benefits offered by employer for first job

- Three-quarters of fresh graduates expect to be offered a basic salary; 45% expect to get personal medical insurance.
- Generally speaking, fresh graduates in the GCC expect to get more benefits as compared to those in Levant and North Africa.



**Base: All respondents (1,865)**

Q. Which of the following benefits do you expect to be offered/ were you offered by your employer for your first job?

**All figures are %'s**

# Benefits offered by employer for first job

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All Respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
Basic salary	71	80	80	88	76	76	72	71	75	80	70	69
Personal medical insurance	50	42	26	39	53	37	41	44	43	53	44	36
Training / development courses allowance	37	32	37	35	35	35	34	37	42	22	35	28
Housing allowance/ Company provided accommodation	36	42	37	39	41	33	21	23	33	33	42	28
Transport allowance	29	36	22	43	35	20	38	32	29	17	11	15
Commission / incentives	29	20	20	14	35	15	17	25	38	13	15	15
Bonus	32	29	22	22	53	24	30	20	28	10	10	21
Annual air tickets	18	40	24	37	29	20	13	11	17	14	20	23
Company provided car / transport	12	9	9	14	18	9	8	10	14	15	7	8
Company provided mobile	6	9	11	12	24	7	5	5	11	6	5	-
Foreign trip allowance	6	6	4	8	12	2	6	3	7	6	7	15
Low interest loans/ borrowing options	6	3	7	6	24	7	3	8	5	4	2	8
Other	2	1	2	-	6	-	1	1	1	-	1	-
Don't know/ Can't say	12	5	7	10	-	9	9	14	9	10	10	18

*\*Small base, please read results carefully*

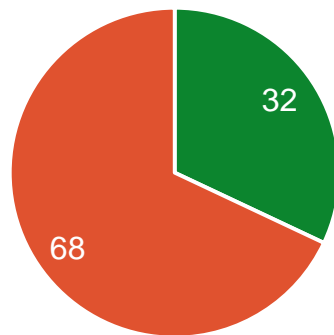
Q. Which of the following benefits do you expect to be offered/ were you offered by your employer for your first job?

**All figures are %'s**

*\*\*results for countries with base below 100 are indicative*

# Identifying job opportunities through college assistance

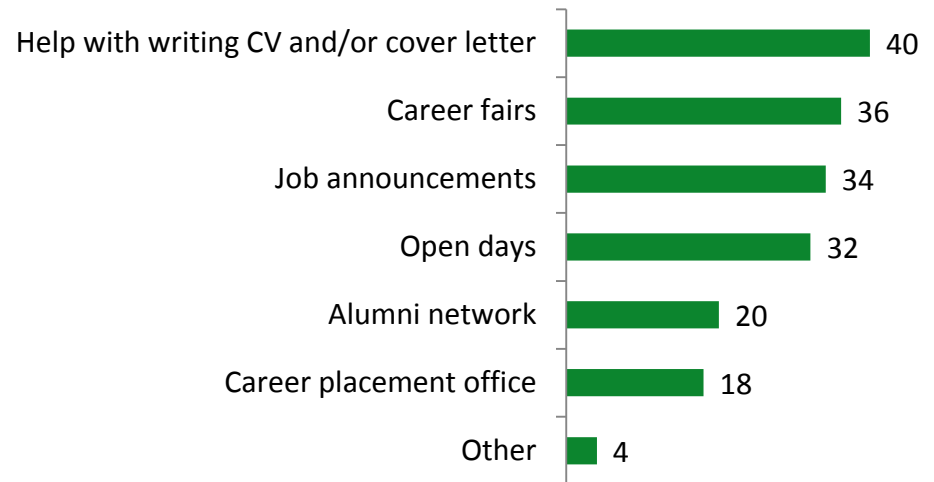
- 7 out of 10 respondents claim that their college did not help them to identify/apply for job opportunities.
- For those who had help, the most common ways were through writing a CV job or cover letter (40%) and career fairs (36%). Job announcements and open days followed at 34% and 32%, respectively.



■ Yes ■ No

**Base: All respondents (1,865)**

## Ways in which college helped to identify/apply job opportunities



**Base: All respondents who stated their college helped them identify or apply for suitable job opportunities (600)**

Q. Did your college help you identify or apply for suitable job opportunities?

Q. Please indicate in what ways your college has helped you identify or apply for suitable job opportunities:

**All figures are %'s**





# Identifying job opportunities through college assistance

GCC						Levant		North Africa			
KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia

## Did your college help to identify find job opportunities?

Base: All Respondents	426	244	46	49	17*	46	86	287	351	126	130	39
Yes	35	41	37	41	59	33	27	28	27	25	32	38
No	65	59	63	59	41	67	73	72	74	75	68	62

## Ways in which college helped to find job opportunities

Base: All respondents who stated their college helped them identify/apply for suitable job opportunities	150	99	17*	20*	10*	15*	23*	81	93	32	41	15*
Help with writing CV and/or cover letter	41	34	24	40	40	47	48	31	39	59	51	33
Career fairs	39	39	47	50	50	73	65	23	30	28	27	20
Job announcements	31	35	35	15	60	20	52	33	41	34	17	27
Open days where companies visit campus to discuss job opportunities with students	30	32	41	30	20	33	43	36	28	22	37	40
Alumni network	27	17	-	15	10	7	17	17	22	19	29	13
Career placement office	15	27	24	40	30	27	30	5	13	19	22	27
Other	3	3	-	-	20	-	4	5	4	6	10	-

*\*Small base, please read results carefully*

Q. Did your college help you identify or apply for suitable job opportunities?

Q. Please indicate in what ways your college has helped you identify or apply for suitable job opportunities:

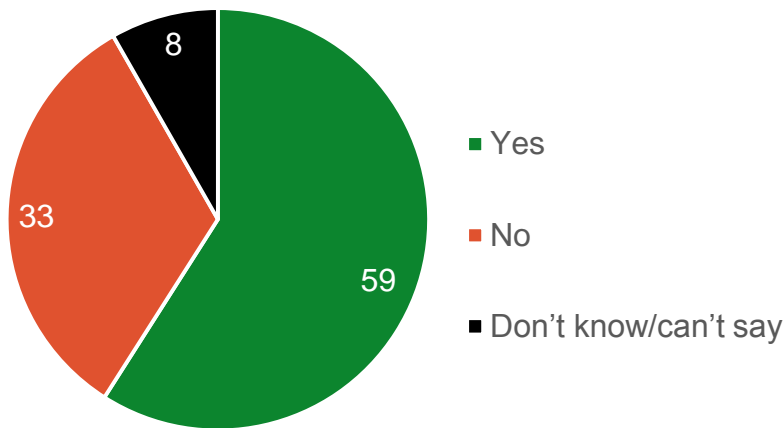
**All figures are %'s**

*\*\*results for countries with base below 100 are indicative*



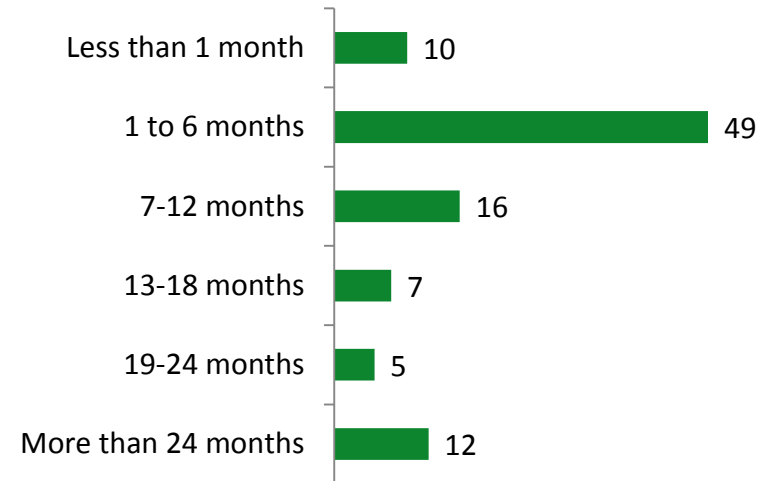
# Work experience acquired prior to or during college

- Three-fifths acquired work experience before or during college. Of these, 59% worked for a period of up to 6 months.
- Somewhat more respondents in North Africa (64%) acquired work experience prior to or during college as compared to those in the GCC (56%) or Levant (59%).



**Base: All respondents (1,865)**

## Duration of work experience acquired



**Base: All respondents who acquired work experience during/before their time in college/university (1,101)**

Q. Did you acquire any work experience during or before your time in college?  
Q. How much work experience did you acquire during or before your time in college?

**All figures are %'s**



# Work experience acquired prior to or during college

GCC						Levant		North Africa			
KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia

## Did you acquire any work experience during or before your time in college/university?

Base: All Respondents	426	244	46	49	17*	46	86	287	351	126	130	39
Yes	55	61	54	59	41	41	76	53	59	66	68	72
No	36	34	39	39	53	43	20	41	29	24	22	18
Don't know/can't say	9	5	7	2	6	15	5	6	12	10	10	10

## How much work experience did you acquire during or before your time in college/university?

Base: All respondents who had acquired work experience prior to college/university	234	150	25*	29*	7*	19*	65	153	208	83	89	28*
Less than 1 month	10	9	4	3	14	11	6	7	8	13	19	4
1 to 6 months	54	46	44	45	71	68	40	60	35	59	49	50
7-12 months	15	15	16	17	-	5	28	14	19	13	13	32
13-18 months	5	8	16	7	-	-	5	7	13	5	4	7
19-24 months	6	7	-	10	14	5	3	4	5	5	7	4
More than 24 months	9	15	20	17	-	11	18	8	21	5	7	4

*\*Small base, please read results carefully*

Q. Did you acquire any work experience during or before your time in college?

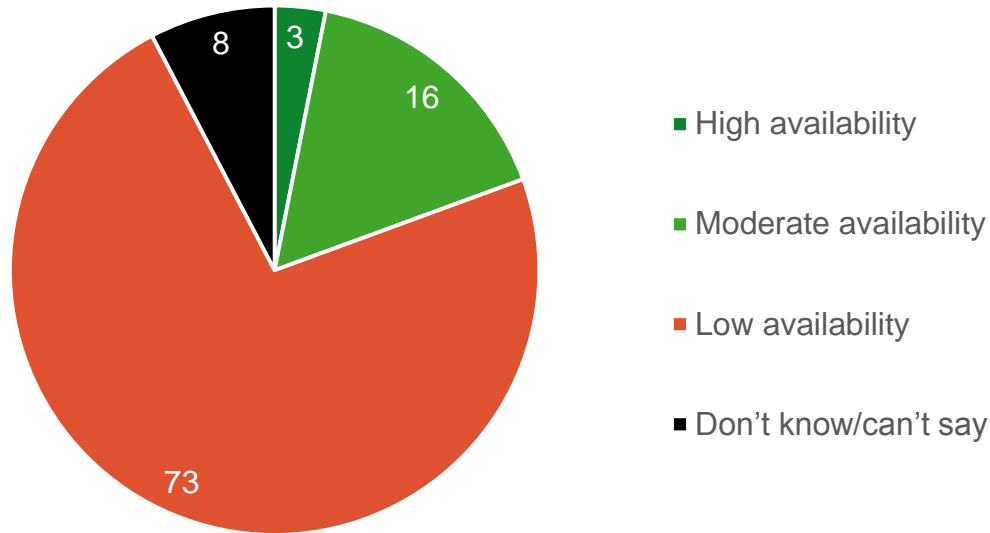
Q. How much work experience did you acquire during or before your time in college?

**All figures are %'s**

*\*\*results for countries with base below 100 are indicative*

# Availability of jobs in country of residence for fresh graduates

- The majority (73%) claim that there is low availability of jobs in their country of residence for fresh graduates, while only 3% believe the opposite.
- Generally speaking, respondents in the GCC are more optimistic regarding the job opportunities available in their countries.



**Base: All respondents (1,865)**

Q. How would you rate the availability of jobs in your country of residence for fresh graduates?

**All figures are %'s**



# Availability of jobs in country of residence for fresh graduates

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All Respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
High availability	4	6	11	12	-	7	1	1	1	2	1	-
Moderate availability	18	31	37	22	47	11	13	6	13	14	8	3
Low availability	69	57	50	55	47	76	85	89	77	71	78	90
Don't know/ Can't say	9	7	2	10	6	7	1	4	9	13	13	8

*\*Small base, please read results carefully*

Q. How would you rate the availability of jobs in your country of residence for fresh graduates?

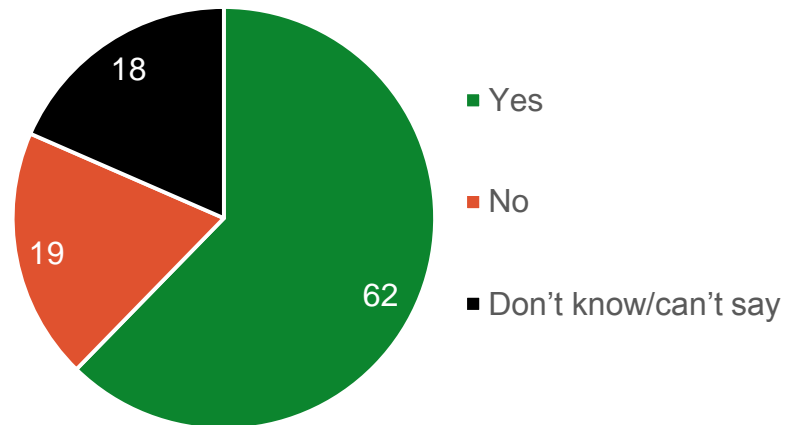
**All figures are %'s**

*\*\*results for countries with base below 100 are indicative*

# Relocation for employment purposes

- The majority of respondents (62%) would consider relocating for employment purposes.

Would you consider relocating for employment purposes?



*Base: All respondents (1,865)*

Q. Would you consider relocating for employment purposes?

*All figures are %'s*

# Relocation for employment purposes

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
Base: All	426	244	46	49	17*	46	86	287	351	126	130	39
Would you consider relocating for employment purposes?												
Yes	37	59	65	65	65	57	60	59	74	87	92	90
No	36	20	13	14	18	22	14	21	13	6	2	-
Don't Know/ Can't say	27	20	22	20	18	22	26	20	13	8	5	10

*\*Small base, please read results carefully*

Q. Would you consider relocating for employment purposes?

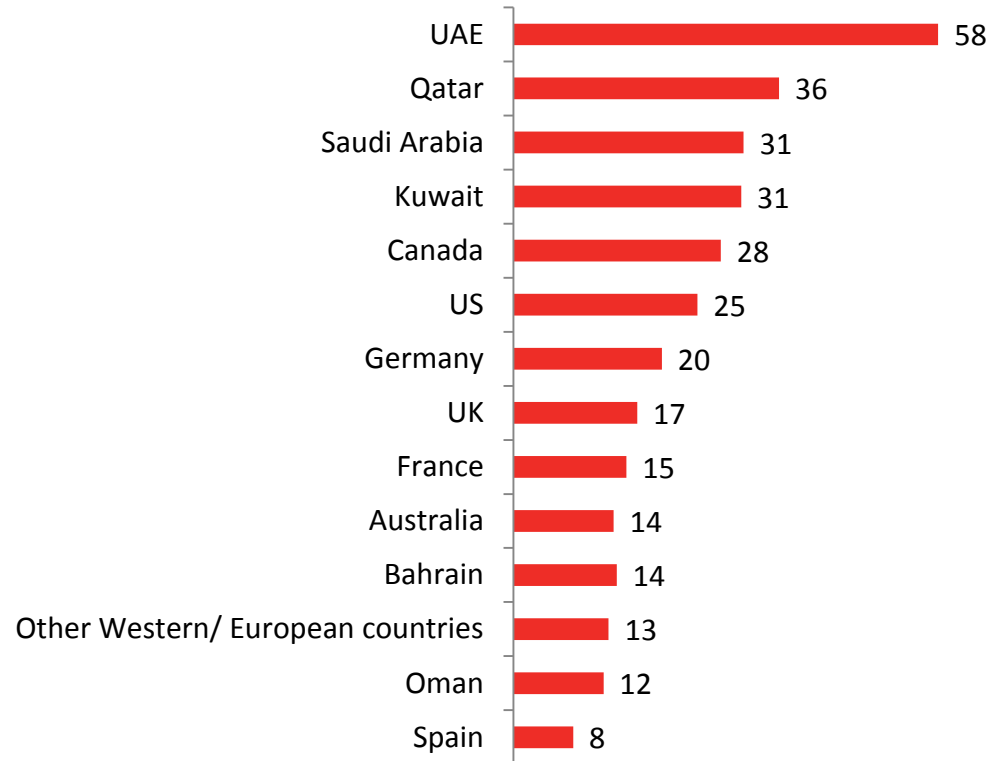
**All figures are %'s**

*\*\*results for countries with base below 100 are indicative*



# Countries to relocate to

- Respondents would consider getting employed in the UAE (58%) followed by other GCC countries such as Qatar (36%), Saudi Arabia (31%) and Kuwait (31%).
- Levant residents (68%) are mainly interested in relocating to the UAE for work as compared to North African (55%) and GCC residents (55%).



**Base: Respondents who consider relocating (1,162)**

Q. In which countries would you consider relocating to for employment purposes?

**All figures are %'s**

**\*Countries less than 8% are not mentioned**





# Countries to relocate to

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
Base: All Respondents	158	145	30	32	11*	26*	52	169	259	109	120	35
UAE	51	70	43	31	64	46	65	70	59	41	62	43
Qatar	16	13	20	56	27	50	44	48	31	40	67	69
Saudi Arabia	42	8	20	16	27	8	33	39	39	18	38	43
Kuwait	19	14	43	9	45	12	29	43	53	13	25	31
Canada	19	33	37	44	18	12	33	22	24	37	38	31
US	24	21	10	22	18	4	27	28	24	42	26	17
Germany	11	21	13	13	-	4	29	15	23	25	30	23
UK	13	27	13	22	18	8	19	12	15	19	18	17
France	9	12	-	16	-	4	21	8	12	30	28	43
Australia	11	19	17	25	36	4	23	11	12	10	13	11
Bahrain	13	6	13	13	45	4	23	18	14	11	21	14
Other Western countries	8	18	17	6	9	8	17	8	11	18	18	23
Oman	5	6	13	16	18	42	17	15	14	6	13	23
Spain	6	9	-	13	9	-	10	7	9	7	13	11

*\*Small base, please read results carefully*

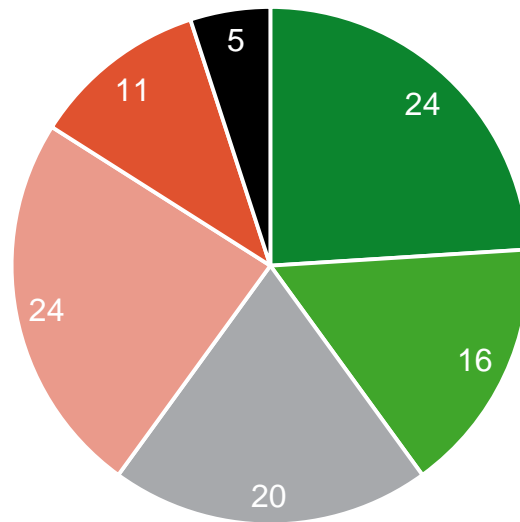
Q. In which countries would you consider relocating to for employment purposes?

**All figures are %'s**

*\*\*results for countries with base below 100 are indicative*

# Optimism about career and educational opportunities

- Two-fifths of respondents feel optimistic about the career and educational opportunities for their generation, as compared to their parents' generation.
- GCC residents (45%) are more optimistic than Levant and North African residents (34% and 38%, respectively).



- I am very optimistic that our generation has better opportunities
- I am somewhat optimistic that our generation has better opportunities
- I am neither optimistic nor pessimistic that our generation has better opportunities
- I am not so optimistic that our generation has better opportunities
- I am not at all optimistic that our generation has better opportunities
- Don't know/can't say

**Base: All respondents (1,865)**

Q. How optimistic are you about career and educational opportunities for your generation as compared to your parents' generation?

**All figures are %'s**



# Optimism about career and educational opportunities

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All Respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
I am very optimistic that our generation has better opportunities	17	45	50	49	41	46	21	16	25	13	16	15
I am somewhat optimistic that our generation has better opportunities	10	18	20	10	18	17	22	16	21	11	12	31
I am neither optimistic nor pessimistic that our generation has better opportunities	19	17	7	8	12	9	24	30	17	29	25	18
I am not so optimistic that our generation has better opportunities	32	9	9	16	18	20	20	27	25	25	29	13
I am not at all optimistic that our generation has better opportunities	18	4	9	8	6	7	7	7	8	17	9	21
Don't know/can't say	4	7	7	8	6	2	6	4	4	5	8	3

*\*Small base, please read results carefully*

Q. How optimistic are you about career and educational opportunities for your generation as compared to your parents' generation?

**All figures are %'s**

**\*\*results for countries with base below 100 are indicative**

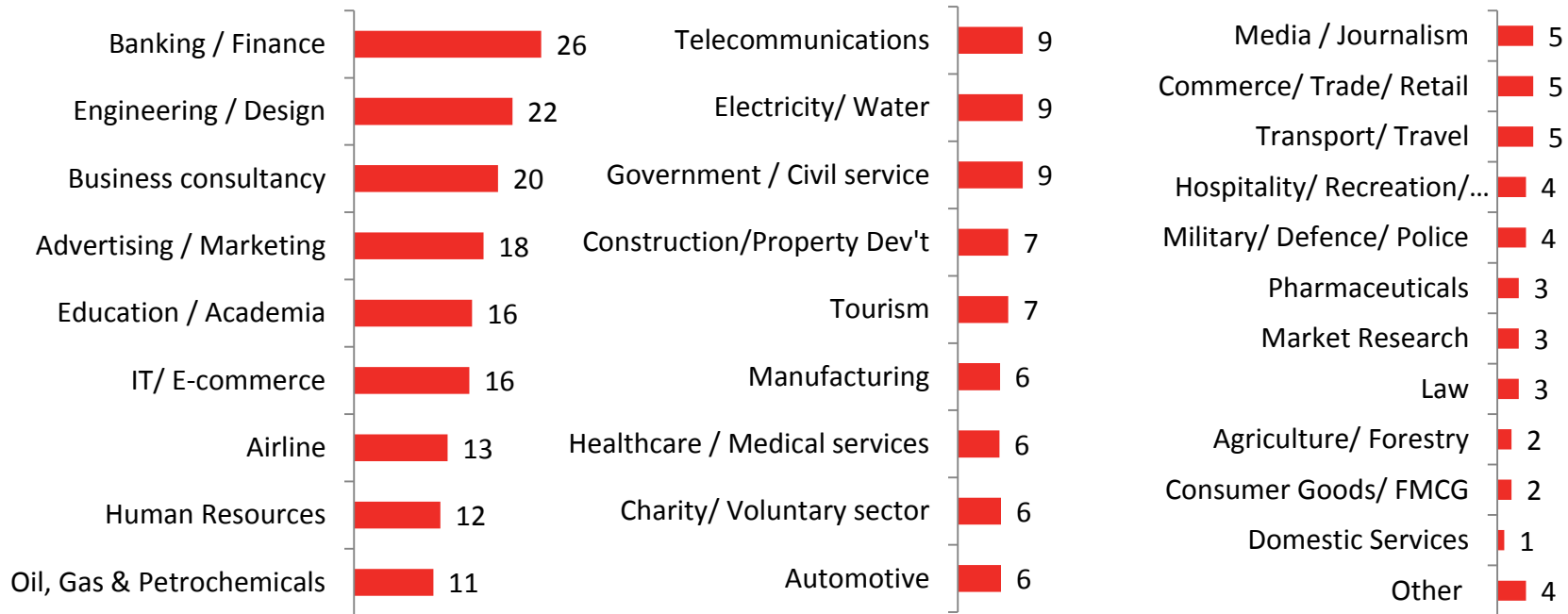


Section 3 C

# MOST ATTRACTIVE INDUSTRIES

# Most appealing industries from a career perspective

- Banking/finance (26%) and engineering/ design (22%) emerge as the most appealing industries from a career point of view, followed by business consultancy (20%).
- The above industries seem somewhat less appealing in Levant, as compared to GCC and North Africa



**Base: All respondents (1,865)**

Q. Which of the following industries are most appealing to you from a career point of view? (Please select up to

3 industries)

**All figures are %'s**

# Most appealing industries from a career perspective

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
Banking / Finance	29	20	33	27	47	17	16	35	33	17	10	15
Engineering / Design	18	24	28	24	-	30	34	25	21	16	26	21
Business consultancy/ Business Management/ Management Consulting	23	16	24	14	24	24	22	22	17	21	18	15
Advertising / Marketing	17	20	17	16	18	15	26	14	22	17	13	21
Education / Academia	18	12	4	4	6	11	12	21	16	17	12	26
IT	16	11	11	24	24	9	15	12	19	21	8	28
Airline	16	11	11	16	-	13	3	15	12	10	16	5
Human Resources	15	17	11	14	35	11	8	13	10	6	8	5
Oil, Gas & Petrochemicals	11	9	15	18	6	33	7	6	11	2	26	10
Telecommunications	12	6	9	12	6	11	10	6	12	2	8	15
Water / Electricity / Power Generation	10	8	11	8	6	17	7	7	6	11	18	21

*\*Small base, please read results carefully*

Q. Which of the following industries are most appealing to you from a career point of view? (Please select up to 3 industries)

**All figures are %'s**

*\*\*results for countries with base below 100 are indicative*

# Most appealing industries from a career perspective

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
Government / Civil service	19	6	2	10	12	13	3	8	4	5	2	3
Construction/Property Dev't	4	9	4	10	6	2	15	8	9	6	5	3
Tourism	5	9	-	4	-	-	3	5	10	14	15	8
Manufacturing	7	7	11	4	6	4	8	7	3	6	10	10
Healthcare / Medical services	8	6	9	10	6	2	13	6	4	6	5	5
Charity/ Voluntary sector	5	4	2	-	6	4	-	7	5	13	12	3
Automotive	4	5	9	4	18	2	3	5	5	13	7	15
Media / Journalism	5	6	4	4	6	2	6	5	5	10	6	3
Commerce/ Trade/ Retail	3	7	9	4	6	2	3	3	7	8	5	3
Transport/ Travel	2	7	-	2	12	2	9	3	4	7	8	8
Hospitality/ Recreation/ Entertainment	3	5	-	2	6	7	8	1	4	13	5	3

*\*Small base, please read results carefully*

Q. Which of the following industries are most appealing to you from a career point of view? (Please select up to 3 industries)

**All figures are %'s**

*\*\*results for countries with base below 100 are indicative*

# Most appealing industries from a career perspective

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All Respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
Military/ Defence/ Police	2	4	-	4	6	4	1	5	5	10	5	8
Pharmaceuticals	1	6	2	2	6	-	5	5	5	1	3	3
Market Research	2	6	7	2	-	7	1	2	3	2	3	-
Law	3	1	-	-	-	-	-	2	5	6	2	-
Agriculture/ Forestry	1	2	2	-	-	-	1	2	3	7	3	5
Consumer Goods/ FMCG	1	3	2	-	-	4	3	1	1	2	3	3
Domestic Services	1	-	2	-	6	-	-	1	1	2	1	-
Other	4	7	2	10	-	-	3	4	3	4	4	-

*\*Small base, please read results carefully*

Q. Which of the following industries are most appealing to you from a career point of view? (Please select up to 3 industries)

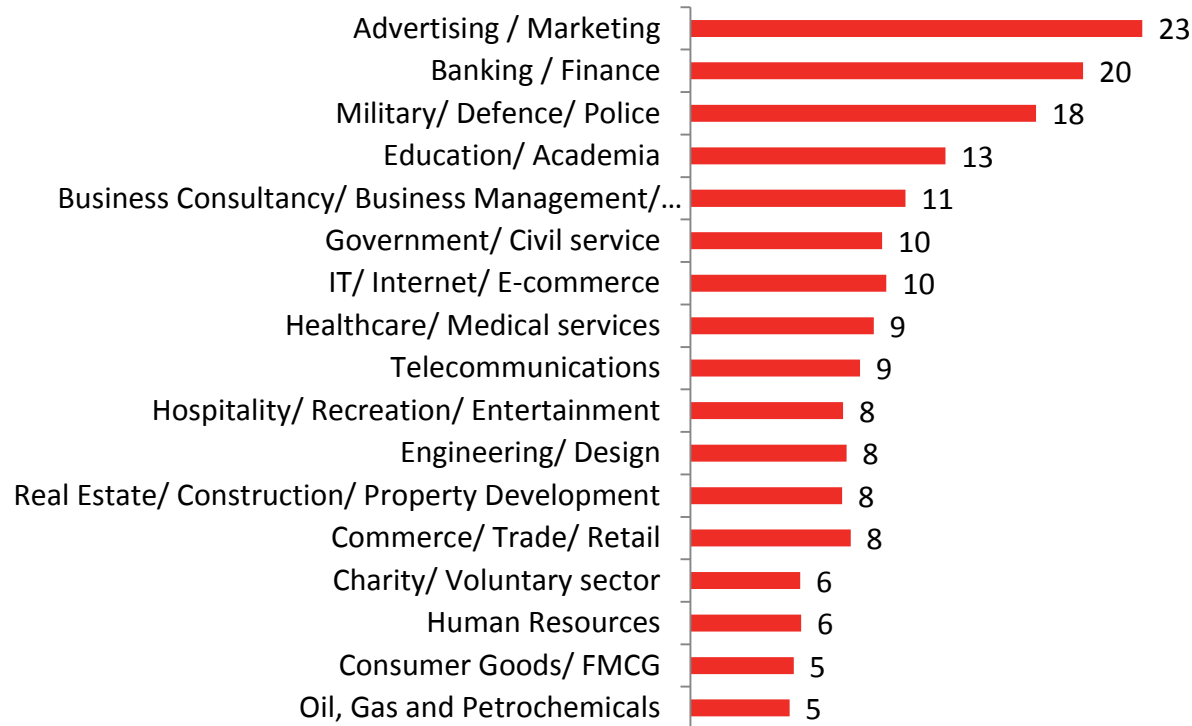
**All figures are %'s**

*\*\*results for countries with base below 100 are indicative*



# Industries that hire the highest number of fresh graduates

- Advertising/ marketing (23%) emerged as the industry that hires the highest number of fresh graduates, followed by banking/finance (20%) and military/defence /police (18%).
- Banking/finance seems to be an industry that hires less fresh graduates in North Africa (17%), while military/ defense/police is an industry that hires less fresh graduates in the GCC (14%).



**Base: All respondents (1,865)**

Q. Which industries in your country of residence seem to be hiring the highest number of fresh graduates? (Please select up to 3 industries).

**All figures are %'s**

(\*) Industries with % more than 5% are presented



# Industries that hire the highest number of fresh graduates

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All Respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
Advertising / Marketing	20	25	22	16	24	28	37	26	27	16	13	18
Banking / Finance	19	25	17	18	53	15	29	24	16	24	13	21
Military/ Defense/Police	19	5	7	8	18	15	8	22	12	20	45	33
Education / Academia	12	8	2	2	-	15	14	18	5	26	33	-
Business consultancy/ Business Management/ Management Consulting	11	15	13	20	29	20	19	8	5	10	12	5
Government / Civil service	15	9	7	10	6	15	7	6	4	10	17	13
IT	7	21	9	8	29	15	5	9	10	10	2	8
Healthcare / Medical services	12	5	2	4	6	11	8	11	8	6	15	21
Telecommunications	10	5	9	-	-	4	1	6	15	13	5	10
Hospitality / Recreation / Entertainment	5	6	7	10	6	11	13	10	9	11	1	15
Engineering/ Design	5	16	13	16	6	11	9	8	6	6	3	3
Real Estate/ Construction	5	12	7	18	-	-	12	7	10	7	5	5
Commerce/ Trade	6	7	11	2	6	2	6	5	13	12	14	8
Charity / voluntary sector	4	2	-	2	-	-	9	9	10	2	3	-
Human Resources	9	5	2	6	6	11	6	5	3	3	5	3
Consumer Goods/ FMCG	4	5	4	6	-	-	1	6	7	6	5	10
Oil, Gas & Petrochemicals	8	5	7	8	6	15	-	1	1	2	16	-

*\*Small base, please read results carefully*

Q. Which 3 industries in your country of residence seem to be hiring the highest number of fresh graduates? (Please select up to 3 industries).

**All figures are %'s** \*\*results for countries with base below 100 are indicative (\*) Industries with % more than 5% are presented

# Reasons to hire fresh graduates

- Lower expectations on salary (42%) and being more willing to follow instructions (34%) are the main reasons why respondents believe that some industries hire more fresh graduates than others.



**Base: All those who mentioned an industry (1,523)**

Q. And why do you think these industries employ more fresh graduates when compared to other industries?

**All figures are %'s**

# Reasons to hire fresh graduates

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All those who mentioned an industry</b>	330	202	35	37	14*	40	71	233	285	112	117	31
Fresh graduates have lower expectation on salary	32	45	43	54	43	33	46	54	44	31	40	48
Fresh graduates are compliant and willing to follow instructions	37	32	31	35	21	23	35	36	33	31	31	48
Fresh graduates are able to handle more challenge	30	37	26	27	21	33	24	20	28	30	27	23
Fresh graduates are more creative	21	36	20	24	36	23	25	15	24	20	15	13
Fresh graduates have better teamwork skills	17	22	23	16	21	23	14	18	17	13	15	13
Other	6	3	-	-	-	10	11	8	7	4	10	-

*\*Small base, please read results carefully*

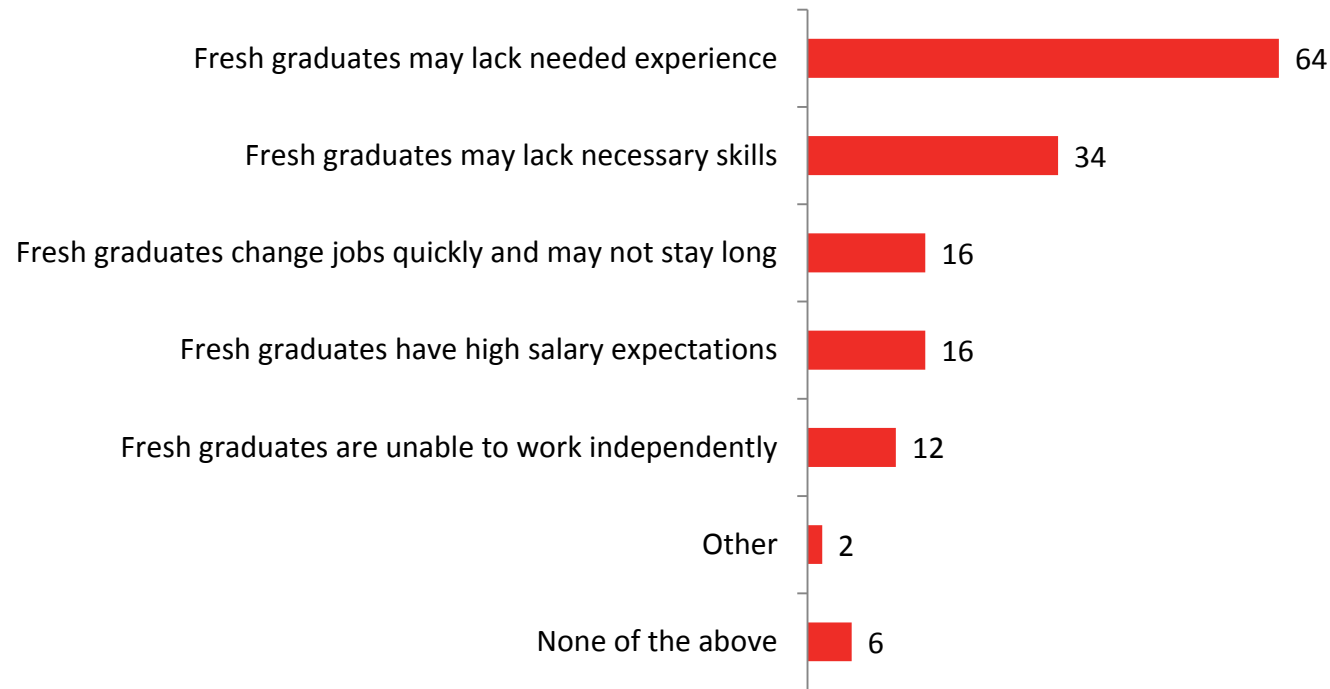
Q. And why do you think these industries employ more fresh graduates when compared to other industries?

**All figures are %'s**

**\*\*results for countries with base below 100 are indicative**

# Reasons fresh graduates are not hired

- Almost two-thirds of fresh graduates claim that the lack of needed experience is the main reason why some industries are more hesitant to hiring them.
- Not having the necessary skills follows, at 34%.



**Base: All respondents (1,865)**

Q. Why do you think are some industries hesitant when it comes to hiring fresh graduates?

**All figures are %'s**

# Reasons fresh graduates are not hired

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All Respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
Fresh graduates may lack needed experience	62	75	67	71	65	70	67	70	59	52	64	56
Fresh graduates may lack necessary skills	33	36	41	39	29	30	35	35	33	35	36	26
Fresh graduates change jobs quickly and may not stay long	14	18	15	24	24	13	19	9	22	11	15	18
Fresh graduates have high salary expectations	17	14	11	10	18	13	19	13	21	17	13	23
Fresh graduates are unable to work independently	13	15	17	24	12	11	15	9	8	10	15	3

*\*Small base, please read results carefully*

Q. Why do you think are some industries hesitant when it comes to hiring fresh graduates?

**All figures are %'s**

*\*\*results for countries with base below 100 are indicative*



Section 3 D

# SKILLS IN DEMAND

# Skills required to excel in the workplace

- When asked which skills they believe are required to excel in the workplace, respondents mentioned computer skills (59%), followed by linguistic skills (36%), communication skills (36%), and academic/technical skills (39%).
- Computer and linguistics skills seem more important in North Africa (62% and 48% respectively), as compared to GCC (56% and 27% respectively), and Levant (58% and 34% respectively).
- On the other hand, leadership and communication skills are more important for respondents in GCC and Levant.



**Base: All respondents (1,865)**

Q. Which of the following skills do you believe are required to excel in the workplace? (Please select up to 3 most important skills)

**All figures are %'s**



# Skills required to excel in the workplace

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All Respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
Computer skills	64	45	63	49	65	41	42	61	66	53	58	67
Linguistic skills	38	13	15	14	12	20	20	37	46	53	48	56
Communication skills	28	58	43	55	53	50	52	33	29	30	25	33
Academic and technical skills	35	39	37	41	35	43	36	41	27	31	37	31
Interpersonal/team skills	34	30	39	45	29	37	33	33	32	40	36	33
Flexibility / Adaptability to change	30	32	30	24	29	20	29	24	32	23	27	23
Analytical/problem-solving skills	21	23	13	16	18	26	34	21	20	23	26	26
Leadership skills	15	22	20	27	18	26	33	23	13	10	16	10
Negotiation skills	7	5	7	6	12	7	9	5	9	6	6	10
Other	1	0	-	-	-	2	2	1	1	1	-	-
Don't know/can't say	2	3	-	2	6	-	-	3	2	2	2	-

*\*Small base, please read results carefully*

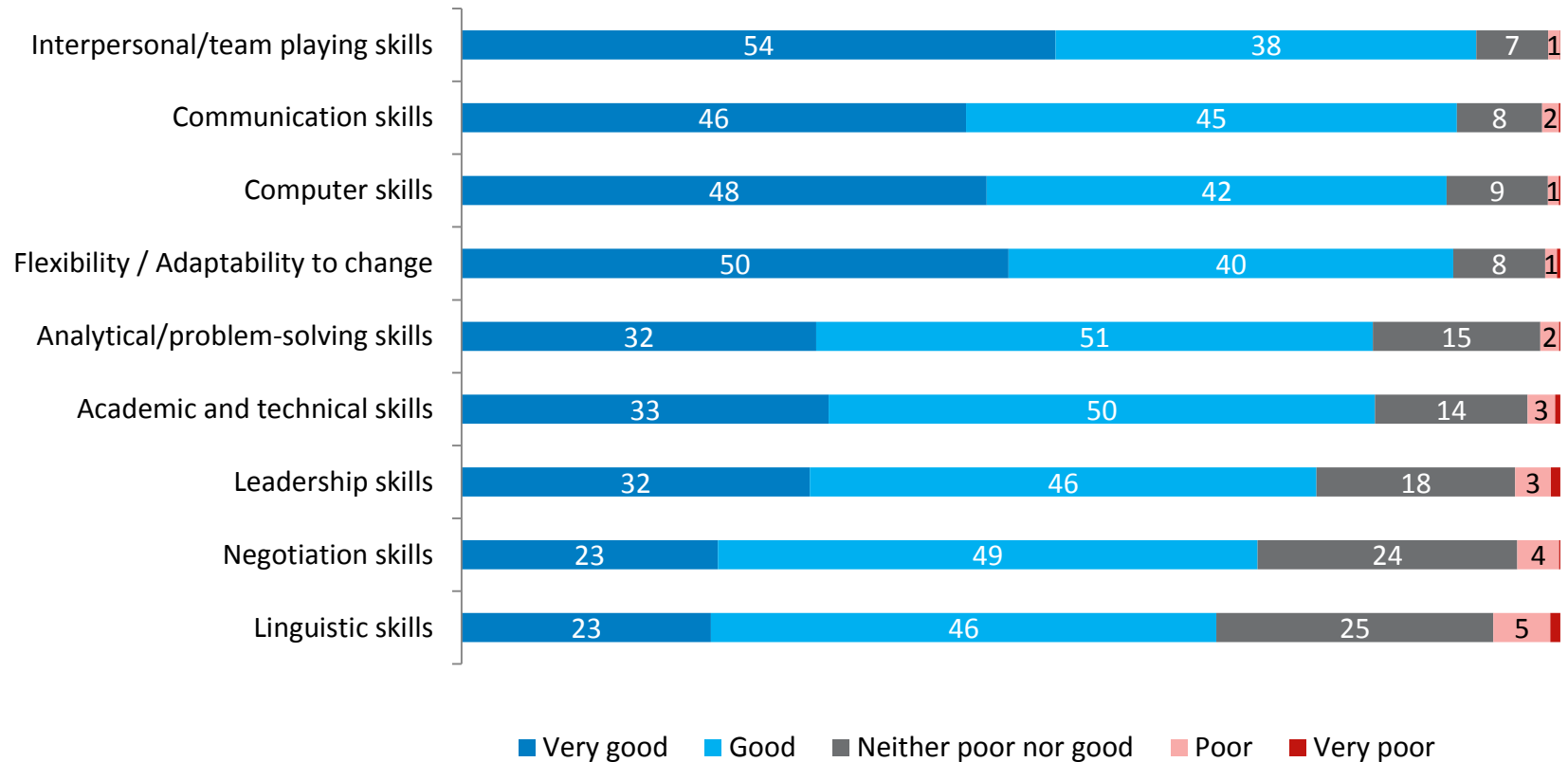
Q. Which of the following skills do you believe are required to excel in the workplace? (Please select up to 3 most important skills)

**All figures are %'s**

**\*\*results for countries with base below 100 are indicative**

# Personal skills assessment

- In terms of their own personal skills, respondents rate themselves highly across most skills.
- Respondents are less confident about their negotiation skills and leadership skills.



Base: All (1,865)

Q. And how would you rate yourself in terms of the following skills?

All figures are %'s

# Personal skills assessment

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
Base: All Respondents	426	244	46	49	17*	46	86	287	351	126	130	39
Interpersonal/team playing skills												
Very good	65	45	48	55	47	70	43	64	52	35	46	38
Good	30	48	46	41	47	24	48	32	38	49	42	49
Neither poor nor good	5	6	4	2	-	4	7	3	9	13	10	13
Poor	1	1	2	2	6	2	1	-	1	2	2	-
Very poor	-	-	-	-	-	-	1	-	-	-	-	-
Communication skills												
Very good	54	50	37	43	47	57	48	52	40	25	36	38
Good	39	46	50	53	47	35	45	44	48	50	50	41
Neither poor nor good	7	4	13	4	-	9	5	3	8	21	12	18
Poor	1	1	-	-	6	-	2	1	2	5	2	-
Very poor	-	-	-	-	-	-	-	-	1	-	-	3

*\*Small base, please read results carefully*

Q. And how would you rate yourself in terms of the following skills?

**All figures are %'s**

**\*\*results for countries with base below 100 are indicative**

# Personal skills assessment

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
Base: All Respondents	426	244	46	49	17*	46	86	287	351	126	130	39
Computer skills												
Very good	58	45	46	55	65	48	43	56	44	25	35	41
Good	34	44	43	39	29	43	50	38	46	48	51	46
Neither poor nor good	7	9	11	6	6	9	6	6	8	25	13	13
Poor	1	1	-	-	-	-	1	1	1	2	1	-
Very poor	0	-	-	-	-	-	-	-	0	1	-	-

*\*Small base, please read results carefully*

Q. And how would you rate yourself in terms of the following skills?

**All figures are %'s**

**\*\*results for countries with base below 100 are indicative**

# Personal skills assessment

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
Base: All Respondents	426	244	46	49	17*	46	86	287	351	126	130	39
Flexibility / Adaptability to change												
Very good	57	48	46	47	53	48	49	56	50	35	42	26
Good	36	43	46	47	35	39	43	39	40	39	45	56
Neither poor nor good	6	9	7	6	12	9	7	4	8	24	12	15
Poor	0	1	2	-	-	4	-	0	2	2	1	3
Very poor	0	-	-	-	-	-	1	-	0	-	2	-
Analytical/problem-solving skills												
Very good	38	32	24	22	41	28	36	38	34	20	25	15
Good	47	54	67	57	35	61	45	50	49	56	48	51
Neither poor nor good	13	13	7	18	18	11	19	12	15	19	25	33
Poor	2	2	2	2	-	-	-	1	2	5	2	-
Very poor	-	-	-	-	6	-	-	-	-	1	-	-

*\*Small base, please read results carefully*

Q. And how would you rate yourself in terms of the following skills?

**All figures are %'s**

**\*\*results for countries with base below 100 are indicative**

# Personal skills assessment

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
<b>Base: All Respondents</b>	426	244	46	49	17*	46	86	287	351	126	130	39
<b>Academic and technical skills</b>												
Very good	40	36	30	33	24	39	40	42	27	17	26	13
Good	50	50	48	51	65	52	53	47	50	48	49	54
Neither poor nor good	8	12	17	14	12	9	6	10	18	31	18	28
Poor	1	2	4	-	-	-	1	1	5	3	5	5
Very poor	0	-	-	2	-	-	-	0	1	1	1	-
<b>Leadership skills</b>												
Very good	39	37	33	45	47	37	29	35	26	15	19	15
Good	41	45	54	37	35	48	55	49	49	37	54	54
Neither poor nor good	15	15	11	16	12	13	12	15	20	39	22	28
Poor	5	3	-	-	6	2	3	1	4	5	3	3
Very poor	0	-	2	2	-	-	1	-	1	4	2	-

*\*Small base, please read results carefully*

Q. And how would you rate yourself in terms of the following skills?

**All figures are %'s**

*\*\*results for countries with base below 100 are indicative*

# Personal skills assessment

	GCC						Levant		North Africa			
	KSA	UAE	Kuwait	Qatar	Bahrain	Oman	Lebanon	Jordan	Egypt	Morocco	Algeria	Tunisia
Base: All Respondents	426	244	46	49	17*	46	86	287	351	126	130	39
Negotiation skills												
Very good	26	25	30	20	35	20	26	26	24	10	17	15
Good	45	50	41	61	47	54	57	52	50	39	50	56
Neither poor nor good	25	22	22	14	12	24	15	19	21	44	31	23
Poor	4	3	7	4	6	2	2	3	4	7	2	5
Very poor	-	-	-	-	-	-	-	-	1	-	-	-
Linguistic skills												
Very good	26	23	26	20	35	33	34	29	19	11	10	15
Good	44	51	48	59	41	52	47	47	46	33	45	49
Neither poor nor good	23	23	20	12	18	13	19	21	26	47	35	33
Poor	7	3	-	6	6	2	1	2	7	8	9	3
Very poor	0	-	7	2	-	-	-	-	2	2	1	-

*\*Small base, please read results carefully*

Q. And how would you rate yourself in terms of the following skills?

**All figures are %'s**

*\*\*results for countries with base below 100 are indicative*



Section 4

# DEMOGRAPHICS



# Demographics

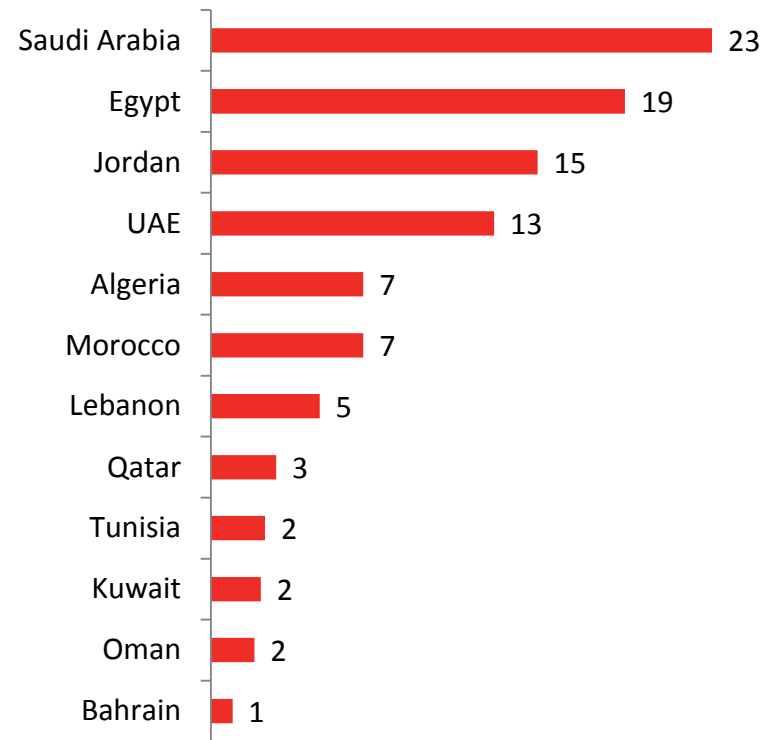
## Age

- 18-24 – 74%
- 25-34 – 26%

## Region

- GCC – 44%
- Levant – 21%
- North Africa – 35%

## Country of Residence

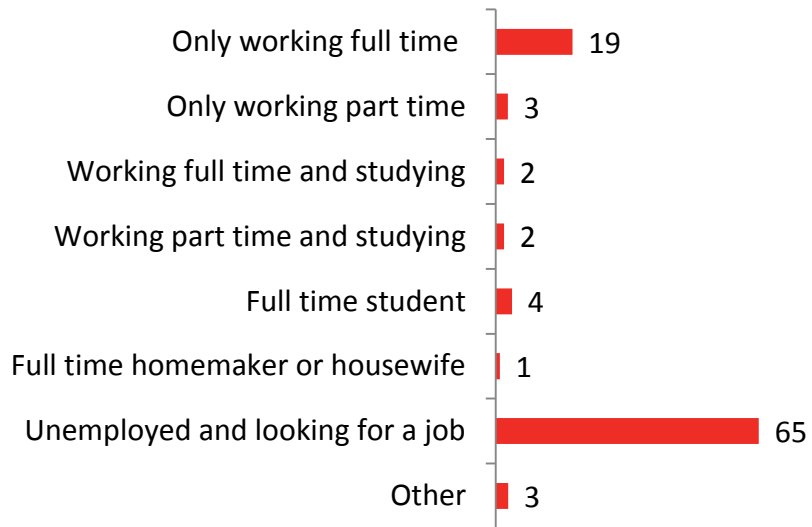


**Base: Total (1,865)**

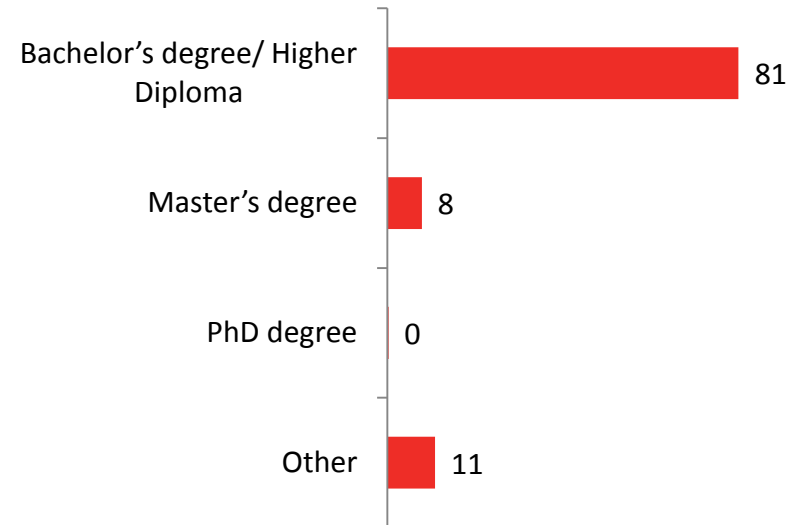
**All figures are %'s**

# Demographics

**Working Status**



**Highest level of education attained**



**Base: Total (1,865)**

**All figures are %'s**



# THANK YOU