

 **Fresh Graduates**  
in the Middle East and North Africa Workplace  
October 2012



## Table of Contents

1. Research Background
2. Summary of Findings
3. Respondent Profile
4. Current Job
5. Role of University
6. Future Plans and other elements

Section 1

# Research background

## Research Background

YouGov and Bayt.com conducted an online survey amongst recent graduates (and post-graduates) in the MENA region with the objective of understanding their opinion about the role higher education plays in shaping their future.

The exercise was conducted amongst recent graduates, defined as those who have graduated from university in the last two years, aged over 18. The study was across the region in the following countries:

- 1) GCC : UAE, KSA, Kuwait, Qatar, Oman and Bahrain
- 2) Levant : Lebanon, Syria and Jordan
- 3) North Africa : Algeria, Egypt, Morocco and Tunisia.

The survey was conducted with a sample of 3,706 respondents between the 23<sup>rd</sup> of August and the 17<sup>th</sup> of September, 2012.

**Note: All findings in this document are presented as percentages**

Section 2

# Summary of findings

## Summary 1/2

- 66% of those who are currently employed claim they are on their first job. Half say they found their first job in less than three months. A fifth claim to have found their job in 3 to 6 months time.
- Almost a third of those who are in their first job intend to stay for less than a year, More so in North Africa. Also supported by the fact that greater number across the region left their jobs in less than 2 years.
- 35% of those employed feel they are not in the job that they want to do. This sentiment is highest in the Levant region with 42%.
- Candidates use different methods to seek employment. Online job portals (70%) are ranked as the most effective sources followed by company websites (67%) and print media (65%).
- When asked about the one source that was most useful to find their most recent job, referrals emerged as most used to land in a job.
- Those currently unemployed are uncertain of their future employment.
- Bonus (40%), Personal training/ development course allowance (35%) and Medical insurance (35%) are the top 3 benefits that graduates expect from employers.

## Summary 2/2

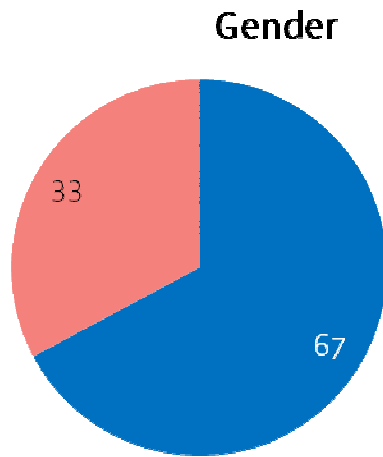
- Majority (82%) say that university education has prepared them well to target their industry of choice. 61% feel they have received relevant training to develop skills required in the job market. Greater proportion from GCC claim they have received relevant training.
- Two-thirds claim they did not receive help from their university to identify or apply for suitable job opportunities. Of those who received some help, it came in the form of job announcements (45%), open days (40%) and career fairs (28%).
- At an overall level most of the respondents are satisfied with the quality of education they received at university. Greater satisfaction is seen amongst the GCC respondents. Of those who are dissatisfied, 58% attribute it to inappropriate 'teaching technical skills'. Another 53% say there was lack of encouragement of creativity and innovation.
- Majority would like to be entrepreneurs in the future with 68% intending to set up their own business.

Section 3

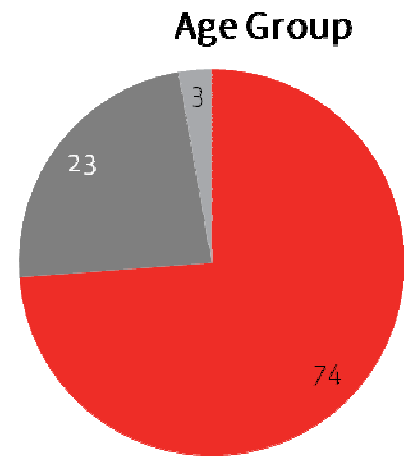
# Respondent profile



# Respondent Profile 1/3

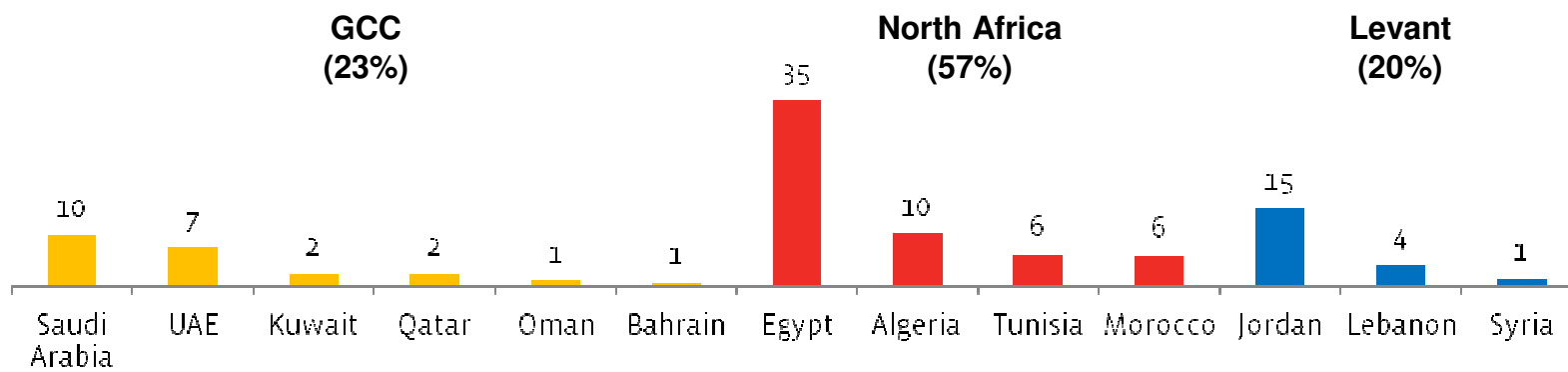


■ Male  
■ Female



■ 18-24  
■ 25-29  
■ 30+

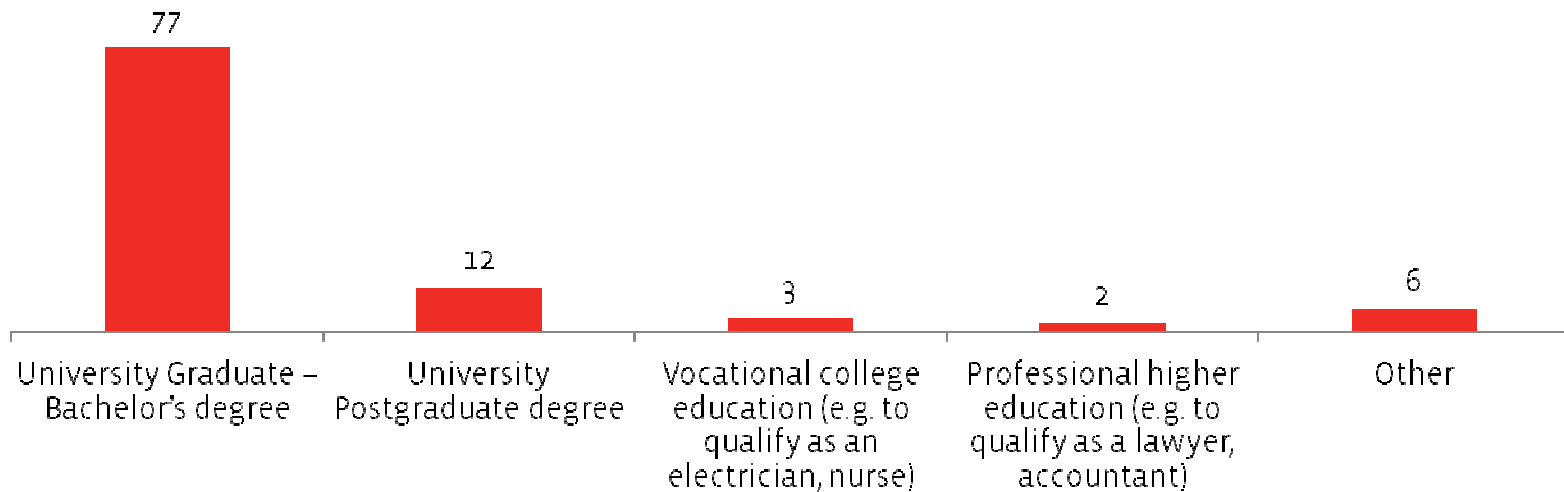
## Country of Residence



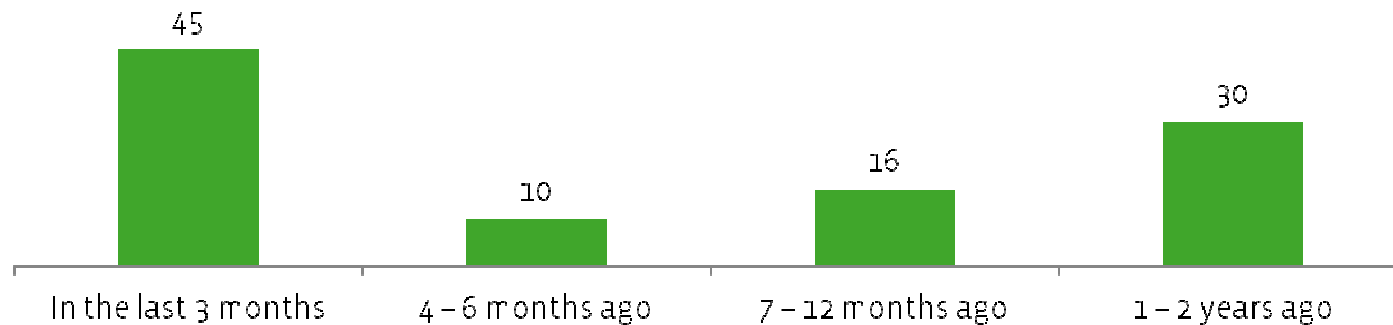
Base: All (3706)

## Respondent Profile 2/3

### Highest Level of Education Completed



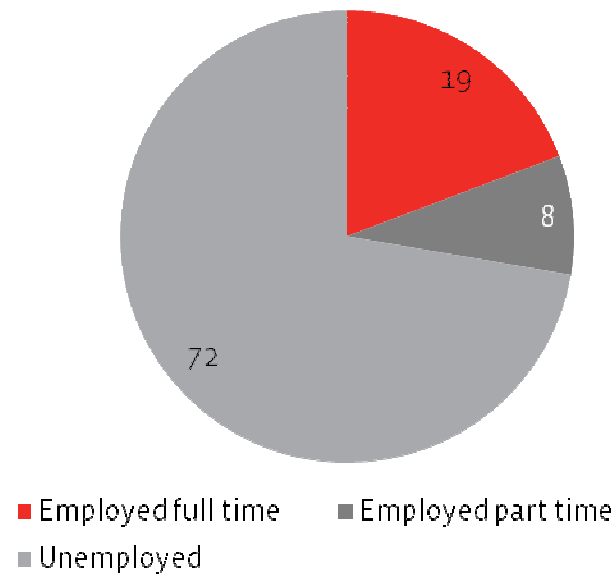
### Period of Completion



Base: All (3706)

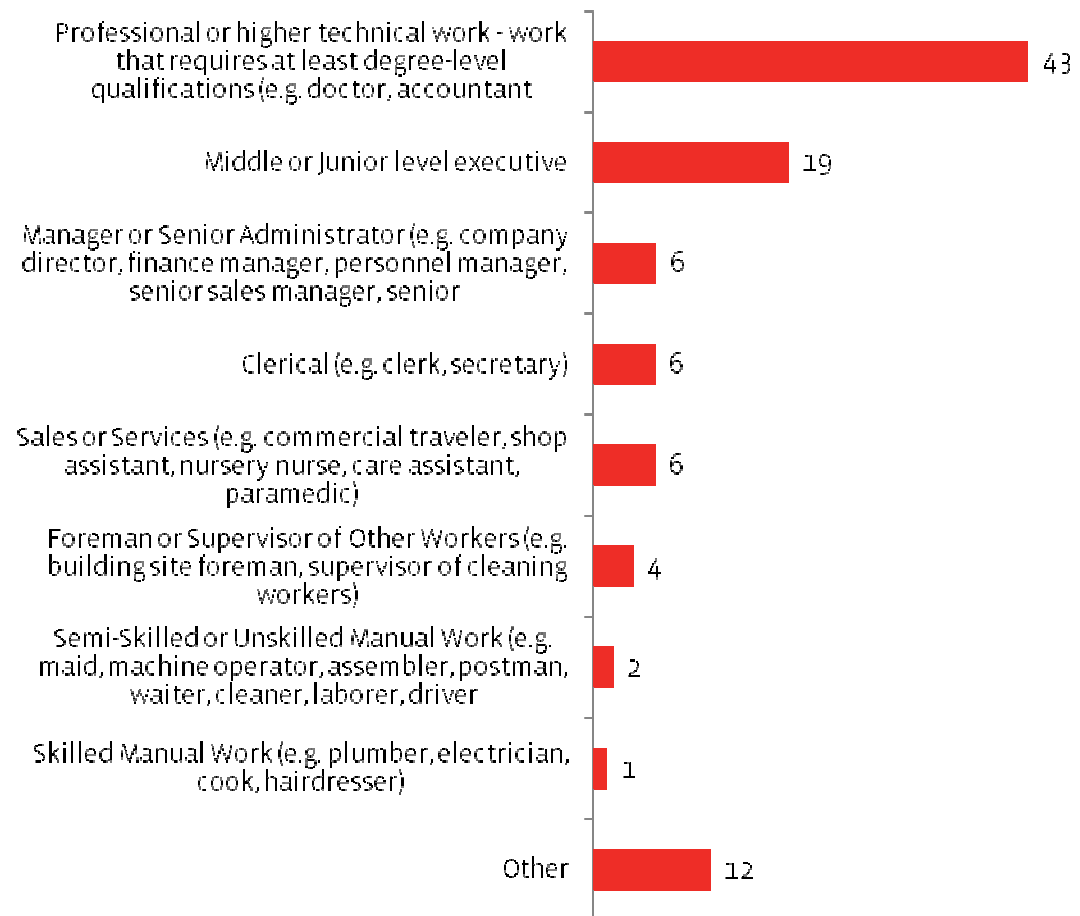
# Respondent Profile 3/3

### Current Employment Status



Base: All (3706)

### Current Job Description



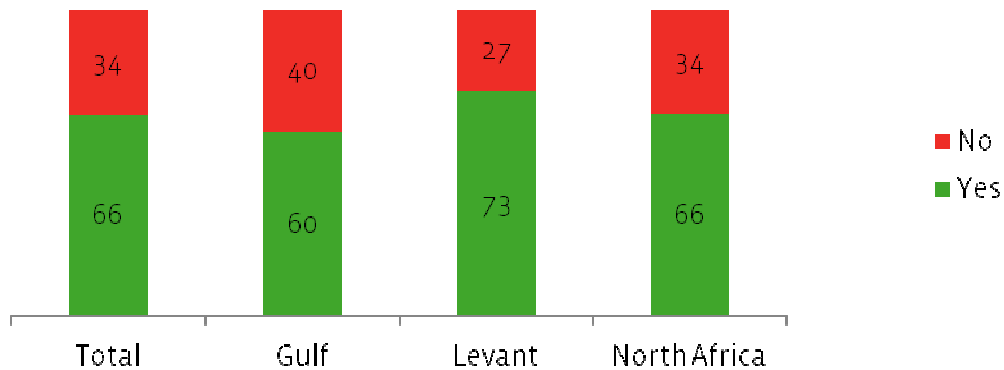
Base: Those Employed (1024)

Section 4

# Current job

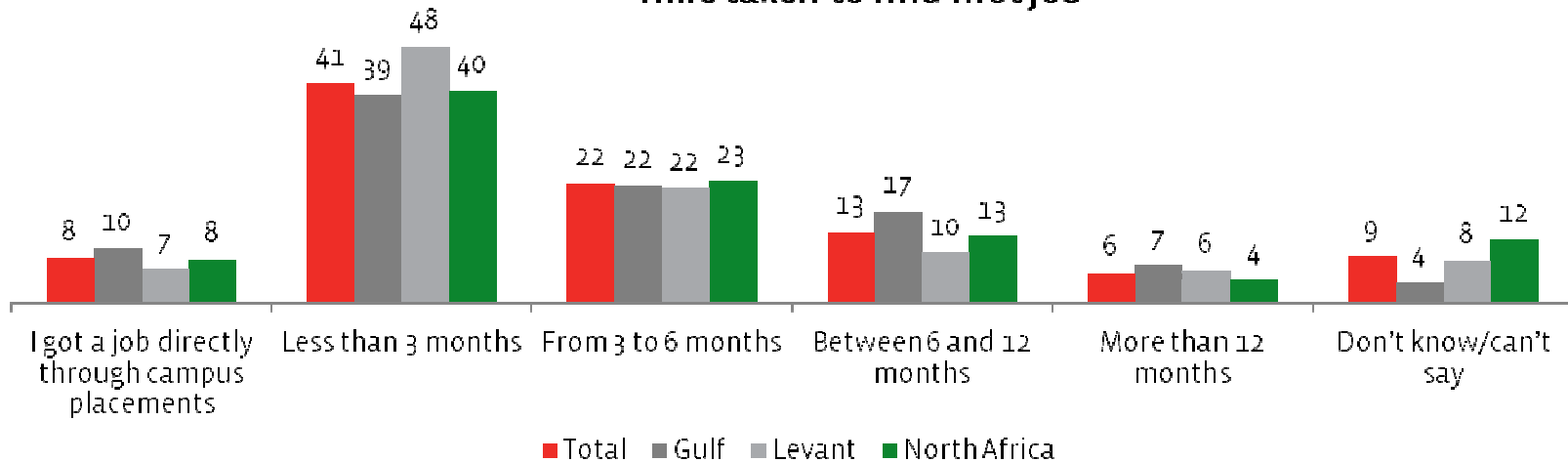
# First Job

## First job since graduation



- 66% claim they are currently on their first job since graduation.
- Half found their first job in less than three months. One in five claim it took 3 to 6 months to find their first job.

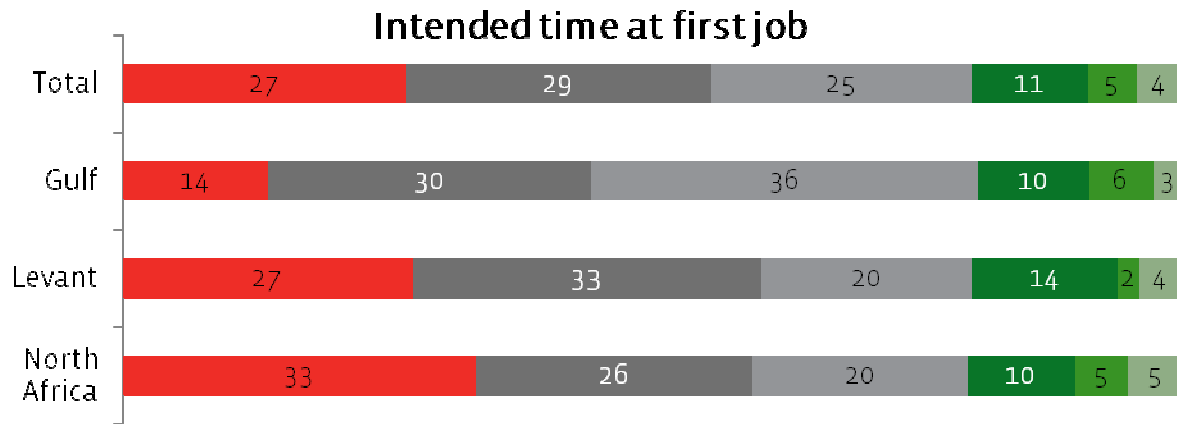
## Time taken to find first job



Base: Those Employed (102)

- Q. Is this your first job since your university graduation?  
 Q. How long did it take you to find your first job?

# First Job – Tenure



- Almost a third intend to stay for less than a year in their first job.
- Commitment appears to be lower in NA with a third unsure of their stay in the job.



- In line with the above, 63% (of those not in first job) from North Africa claim they stayed less than a year in their first job, this being the highest in the region.

**Base: Been on more than one job since university graduation (352)**

- Q. How long do you see yourself staying in your first job?
- Q. How long did you stay in your first job?

## Sentiments About Current Job

- Only one in five claim they are currently in the job they always wanted to do.
- 35% are not in the job that they want to do. This sentiment is highest in the Levant region (42%).



Base: Those Working Full time (710)

Q. Which of the following best describes your feelings about your current job?

## Sentiments About Current Job

- Disparity evident with training/ education received and the current job

	Total (n=246)	Gulf (n=96)	Levant (n=66)	North Africa (n=84)
This is not the job that I am trained for or wanted	59%	55%	62%	60%
This is not the industry or company I dreamed of joining	51%	51%	47%	55%
This is the only job that I was offered	46%	35%	55%	51%
I took up the job primarily because of the reputation of the organization	15%	22%	17%	7%
I took up this job primarily because of the salary/ benefits that were offered	14%	20%	12%	8%
This job is very different from what was communicated in the interview	11%	14%	15%	4%
Other	7%	11%	9%	1%

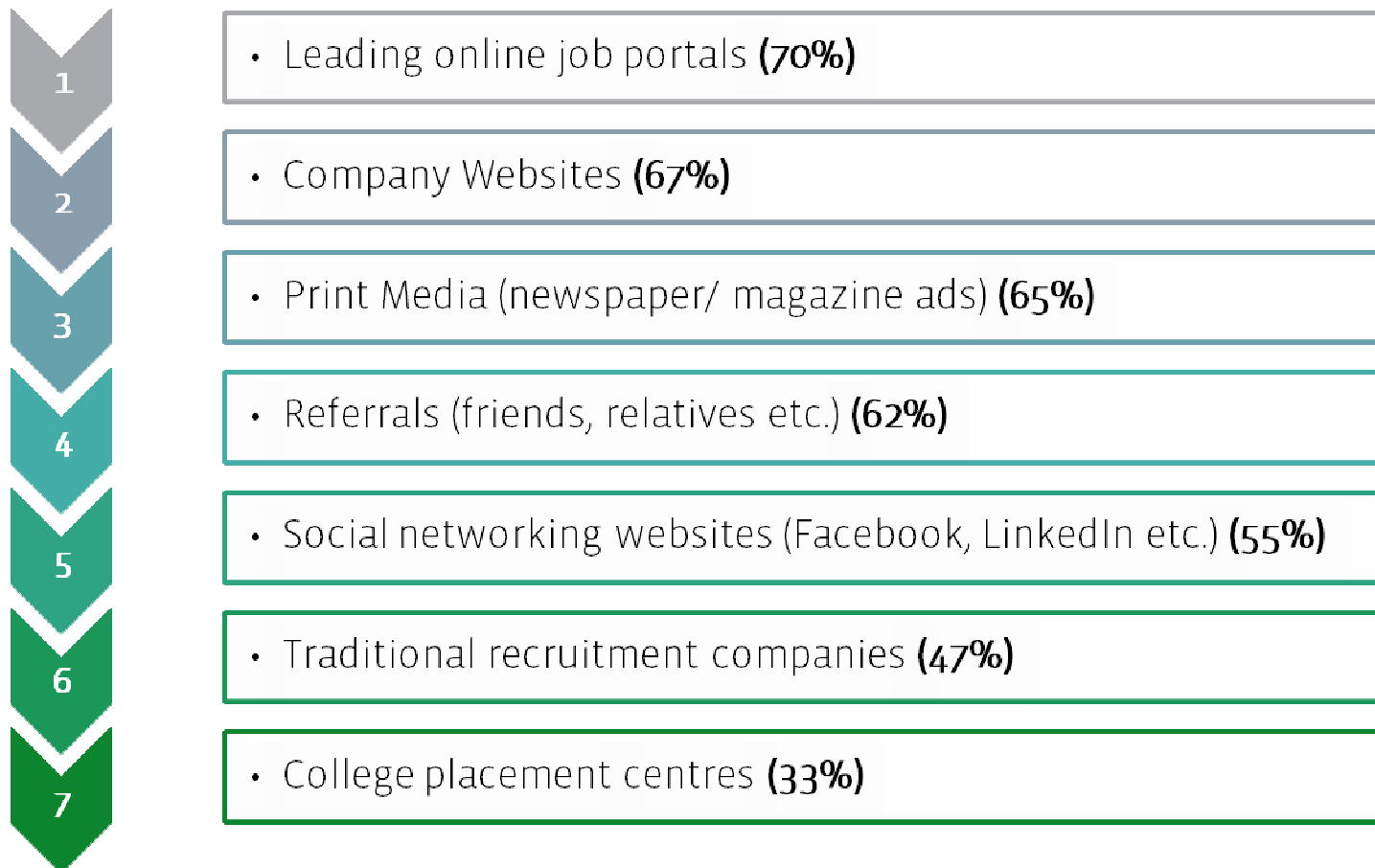
**Base: Those who say this not the job they wanted to do (246)**

Q. Why do you say 'This job is not what I wanted to do'? Please select all the reasons that best apply.



## Sources/ Techniques To Seek Employment

- Multiple techniques used to find jobs with 'Online job portals' leading the way followed by 'company websites' and 'print media'. An average of four channels used to seek employment.



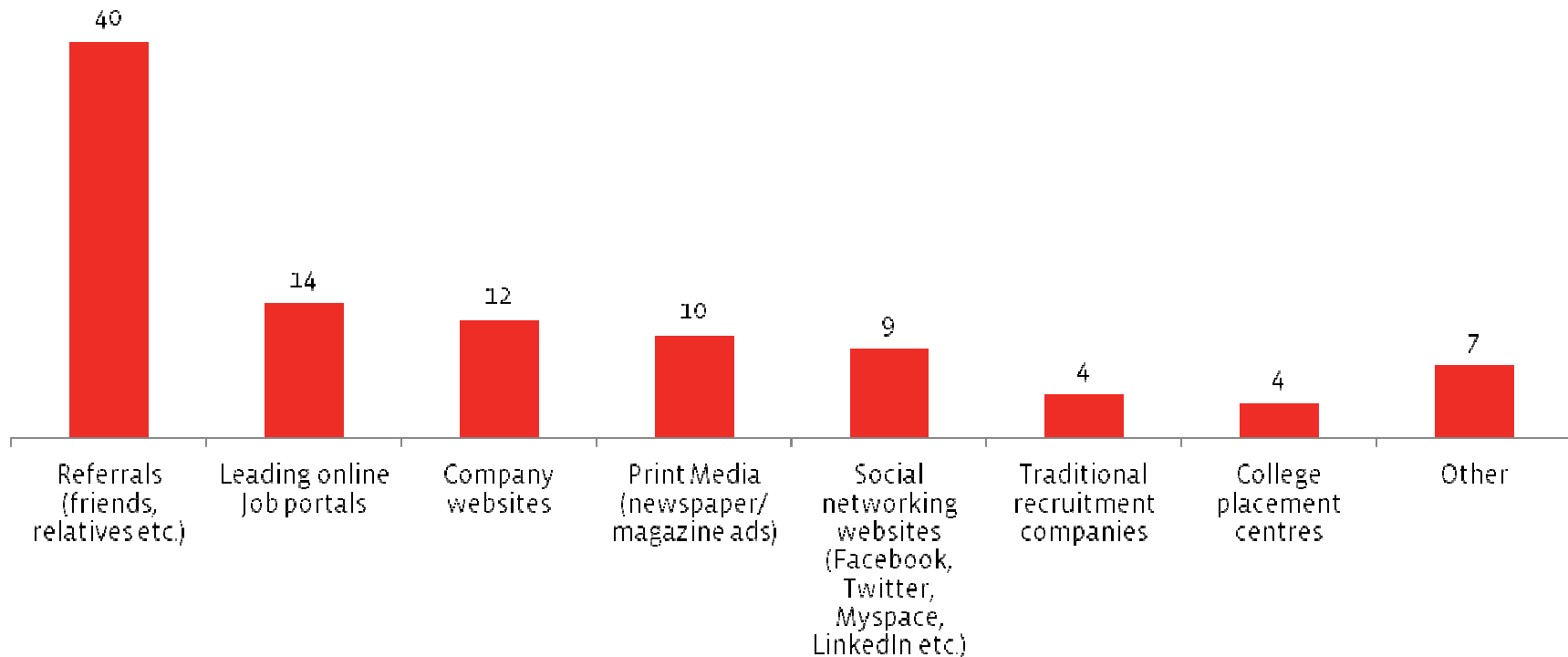
Base: All (3706)

Q. Given below are some sources/ techniques that job seekers use to find a job. Could you please rank them in order of their effectiveness where 1 is most effective, 2 is next most effective and so on.

## Most Useful Sources/ Techniques

- Interestingly, a majority found the current job through 'referrals'.

Most Useful Source/ Technique



Base: Those Employed (102)

Q. Which ONE of the following sources/ techniques was the most useful when you found your most recent job?

## Most Useful Sources/ Techniques by Region

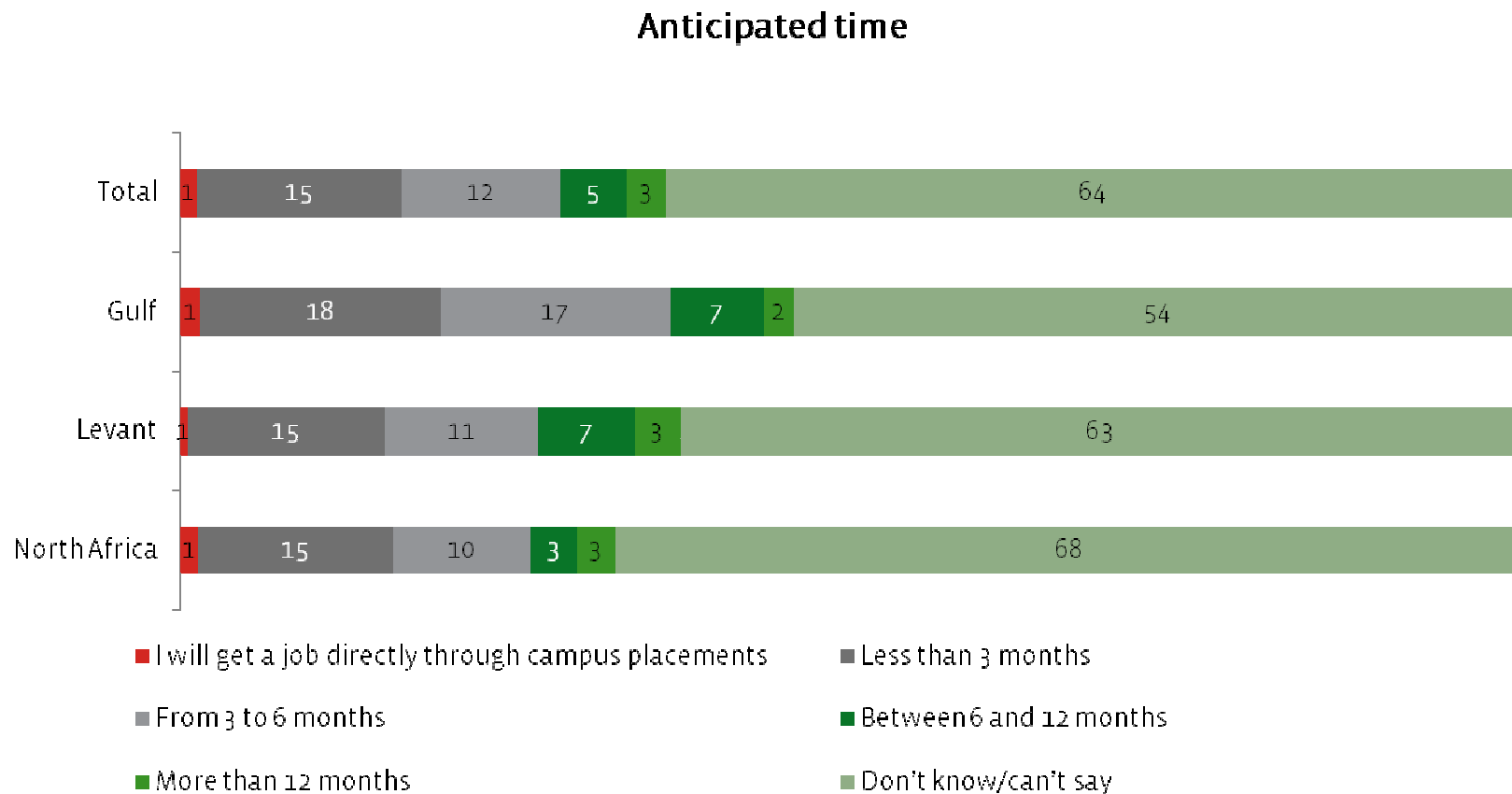
	Total	Gulf	Levant	North Africa
Referrals (friends, relatives etc.)	40%	40%	42%	40%
Leading online Job portals	14%	19%	14%	11%
Company websites	12%	14%	11%	11%
Print Media (newspaper/ magazine ads)	10%	11%	8%	11%
Social networking websites (Facebook, Twitter, MySpace, LinkedIn etc.)	9%	6%	10%	10%
Traditional recruitment companies	4%	4%	3%	5%
College placement centers	4%	3%	5%	3%
Other	7%	4%	9%	8%

Base: Those Employed (102)

Q. Which ONE of the following sources/ techniques was the most useful when you found your most recent job?

## Anticipated Time Taken To Find First Job - Those Unemployed

- Majority uncertain of when they would find a job.
- Greater uncertainty in Levant and North Africa.

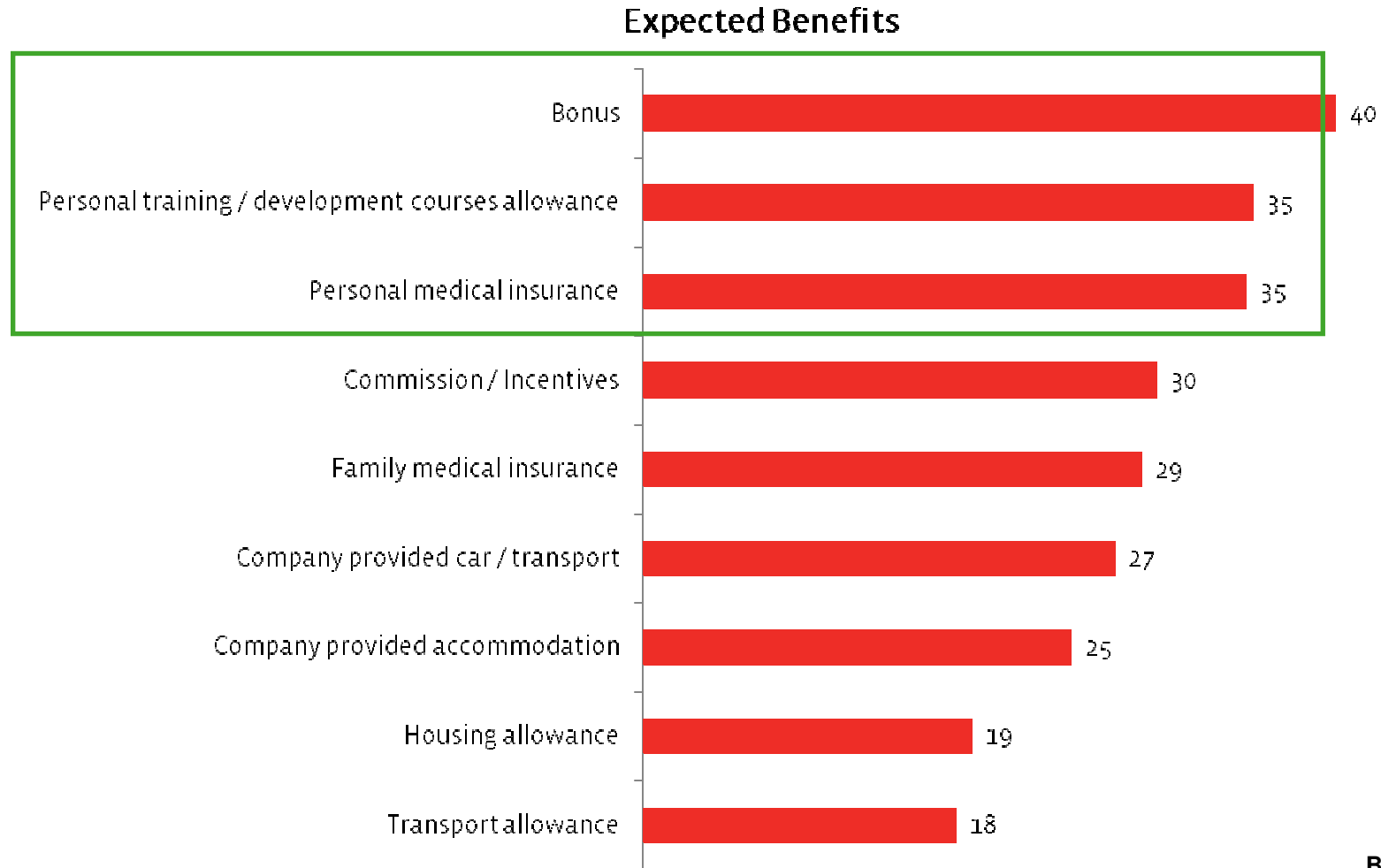


Base: Those Unemployed (264)

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

## Expected Benefits From Employer

- Bonus (40%), Personal training/ development course allowance (35%) and Medical insurance (35%) are the top 3 benefits that graduates expect from employers.



Base: All (3706)

Q. Which of the following benefits do you expect to be offered by an employer? Please select top 3.

## Expected Benefits From Employer

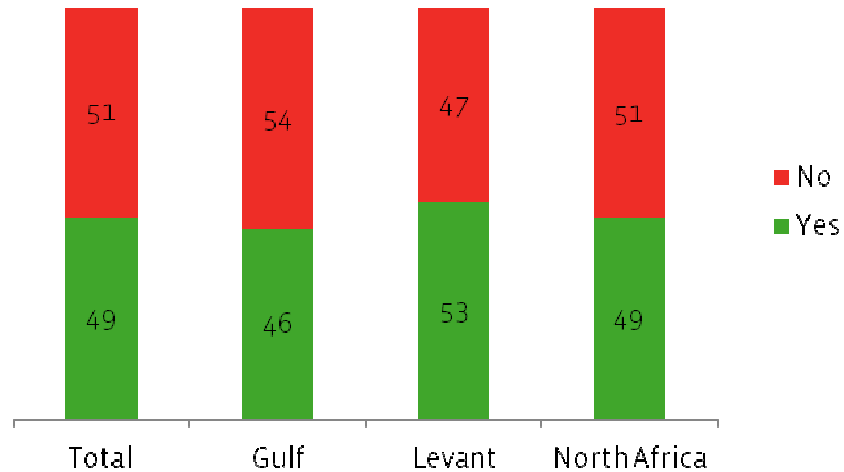
	Total	Gulf	Levant	North Africa
Bonus	40%	34%	44%	41%
Personal training / development courses allowance	35%	29%	35%	38%
Personal medical insurance	35%	24%	40%	37%
Commission / Incentives	30%	23%	30%	32%
Family medical insurance	29%	29%	28%	29%
Company provided car / transport	27%	23%	20%	32%
Company provided accommodation	25%	20%	15%	30%
Housing allowance	19%	42%	18%	10%
Transport allowance	18%	23%	28%	12%
Holiday allowances / foreign trips	9%	8%	9%	9%
Personal annual air ticket	8%	14%	7%	6%
Family annual air tickets	7%	12%	4%	5%
Telecom bills paid by company / allowance	4%	3%	4%	5%
Company provided mobile	4%	2%	5%	5%
Gratuity	4%	5%	4%	4%
Children's education allowance	4%	5%	4%	3%
Stock options	2%	1%	3%	1%
Other	1%	1%	2%	1%

**Base: All (3706)**

Q. Which of the following benefits do you expect to be offered by an employer? Please select top 3.

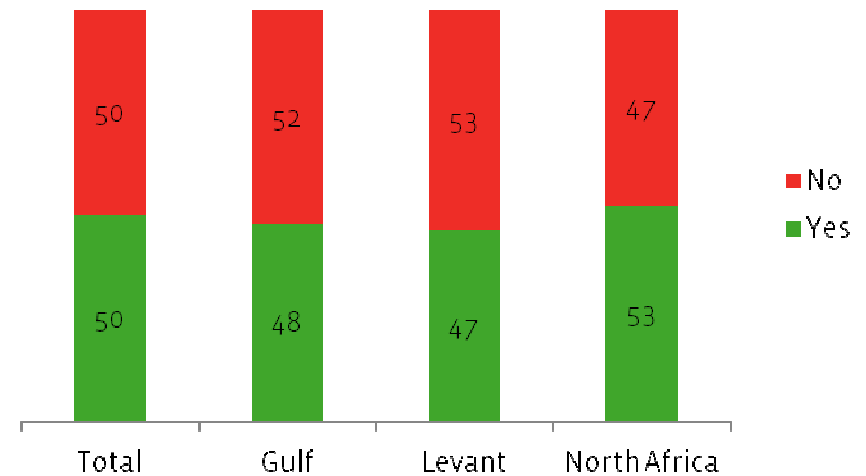
# Work Experience During University Years

## Paid Work



- Almost half indicate work experience during university years.

## Unpaid Work



Q. Did you do any paid work (part-time/ freelance etc.) while completing your graduate/post graduate university degree?

Q. Did you do any unpaid work experience (part-time/ freelance etc.) while completing your graduate/post graduate university degree?

Base: All (3706)

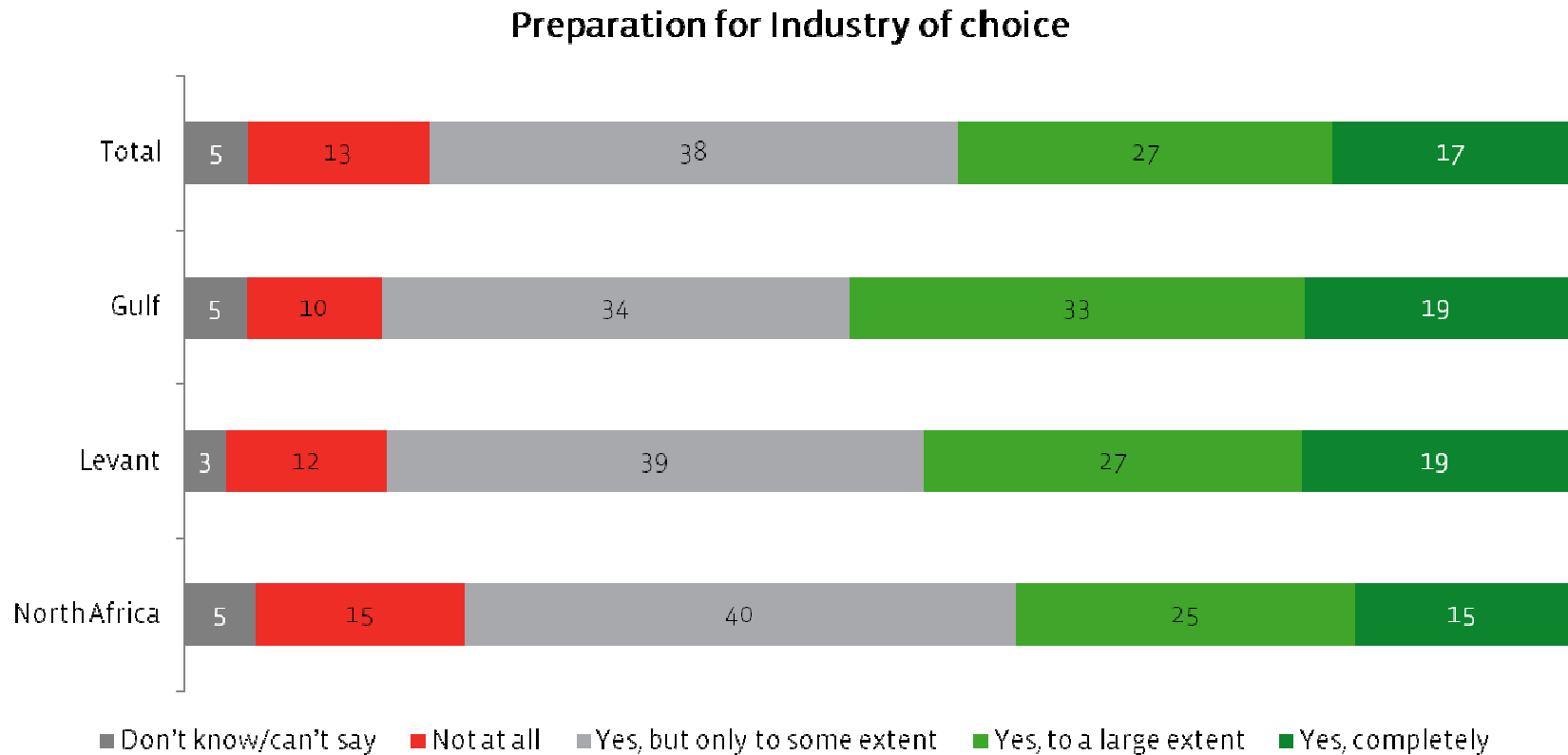
Section 5

# Role of university



## Preparing For Industry Of Choice

- University education is seen to play a major role in preparing students to target industry of choice. 82% of the respondents say university education has prepared them.

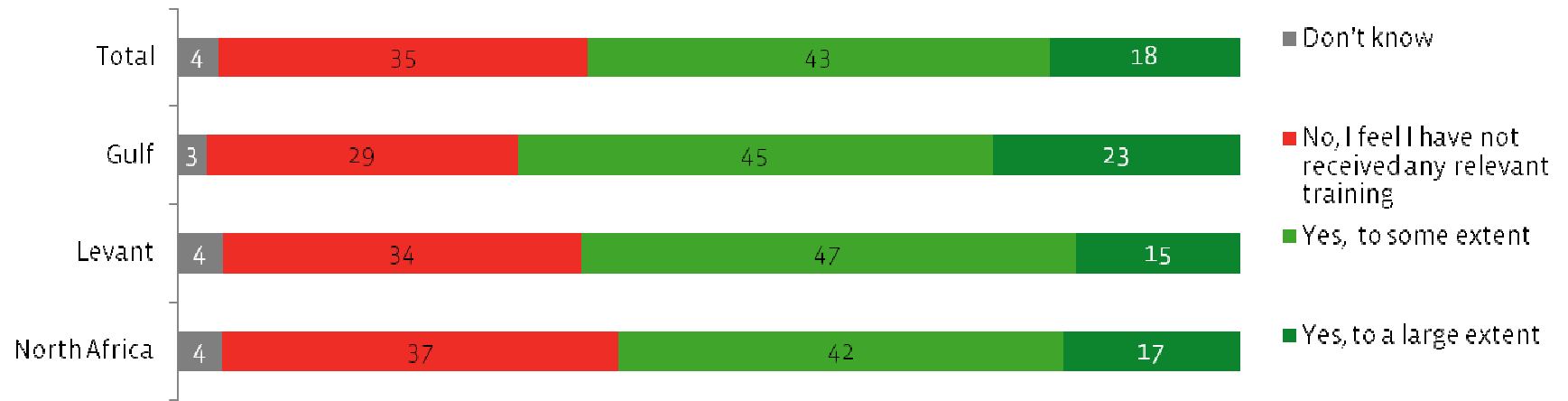


**Base: All (3706)**

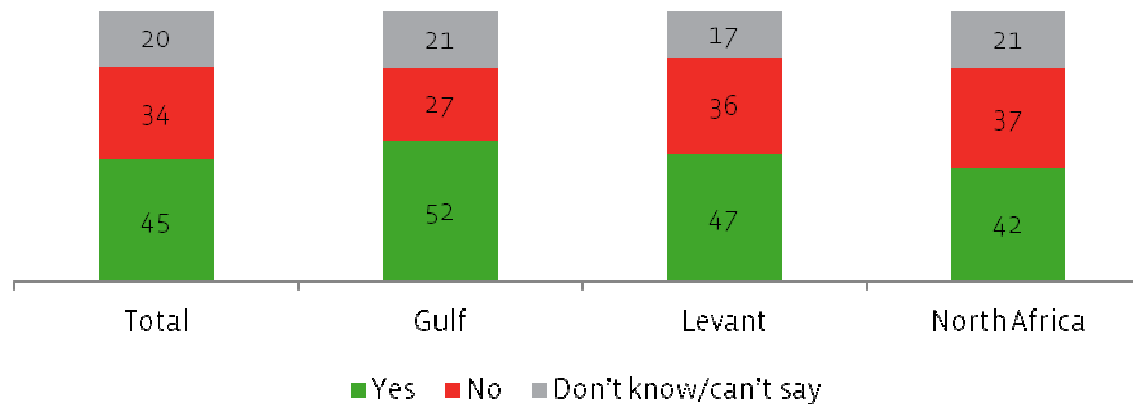
Q. Do you think your university education has prepared you well to target your industry of choice?

# Training To Meet Real World Challenges

## Training to develop required skills



## Training to meet work place realities



Base: All (3706)

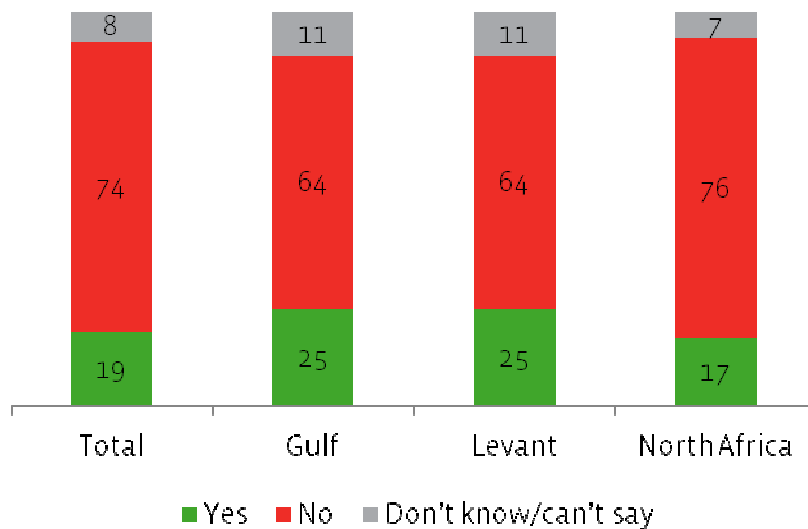
Q. Do you think you received relevant training at university to develop skills that are required in the current job market?

Q. Do you feel your education adequately prepared you for the realities of the workplace?

# Support In Finding A Job

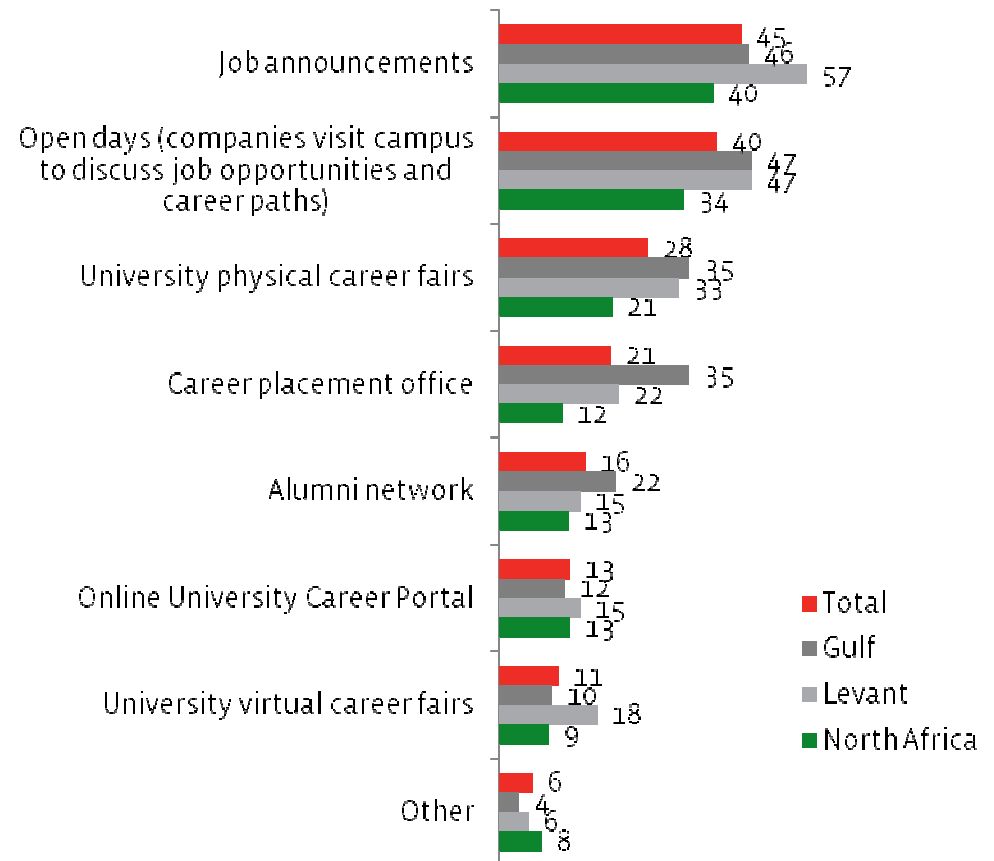
- 74% claim they did not receive help from their university to identify or apply for suitable job opportunities.
- Of those who received some help, it came in the form of job announcements (45%), open days (40%) and career fairs (28%).

**Help Finding a Job**



Base: All (3706)

**University Support**



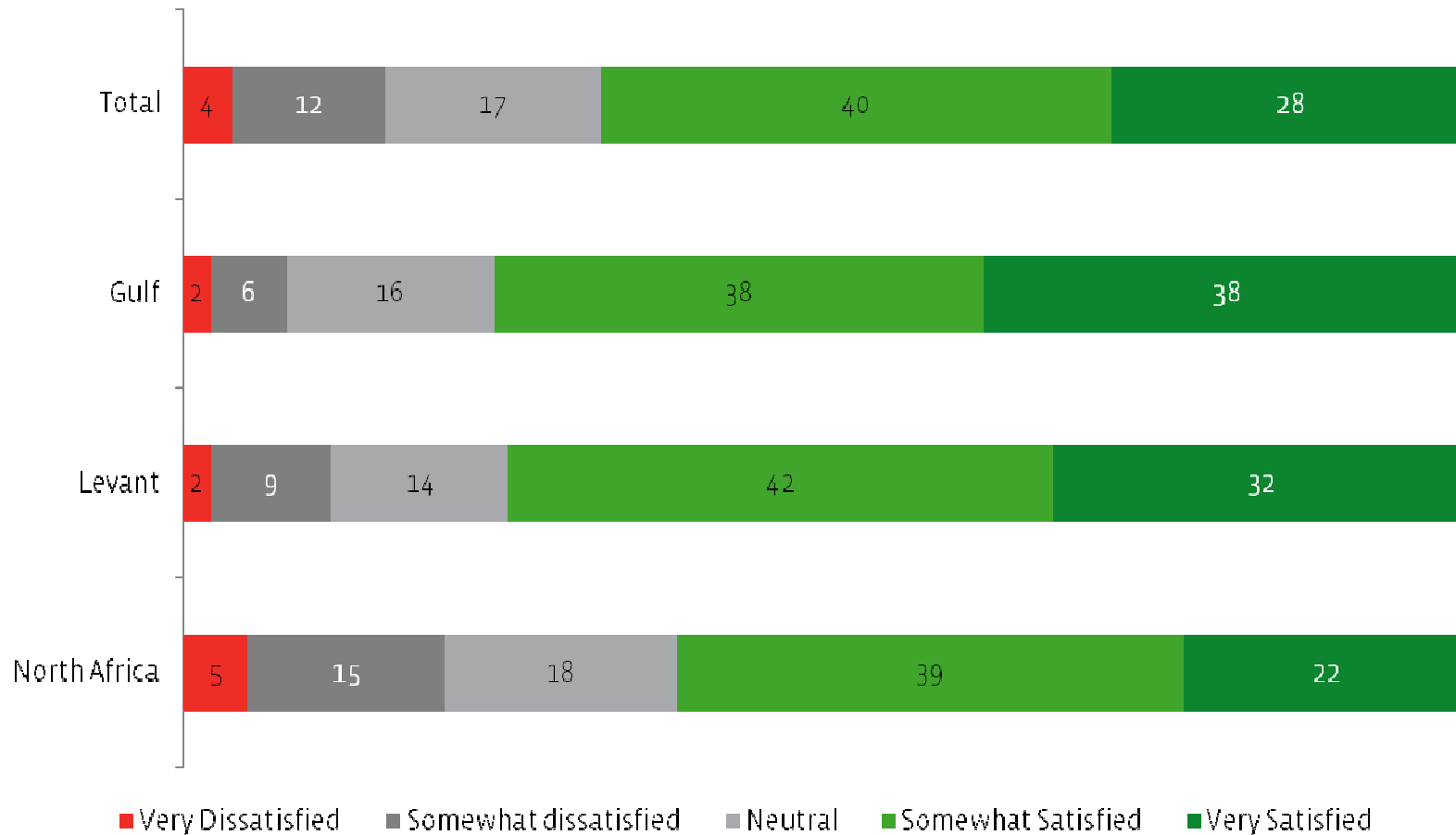
Base: Those who received help (697)

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

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

## Overall Satisfaction With Quality of Education

- Overall, most of the respondents are satisfied with the quality of education they received at university.
- Lowest satisfaction amongst North Africa respondents.

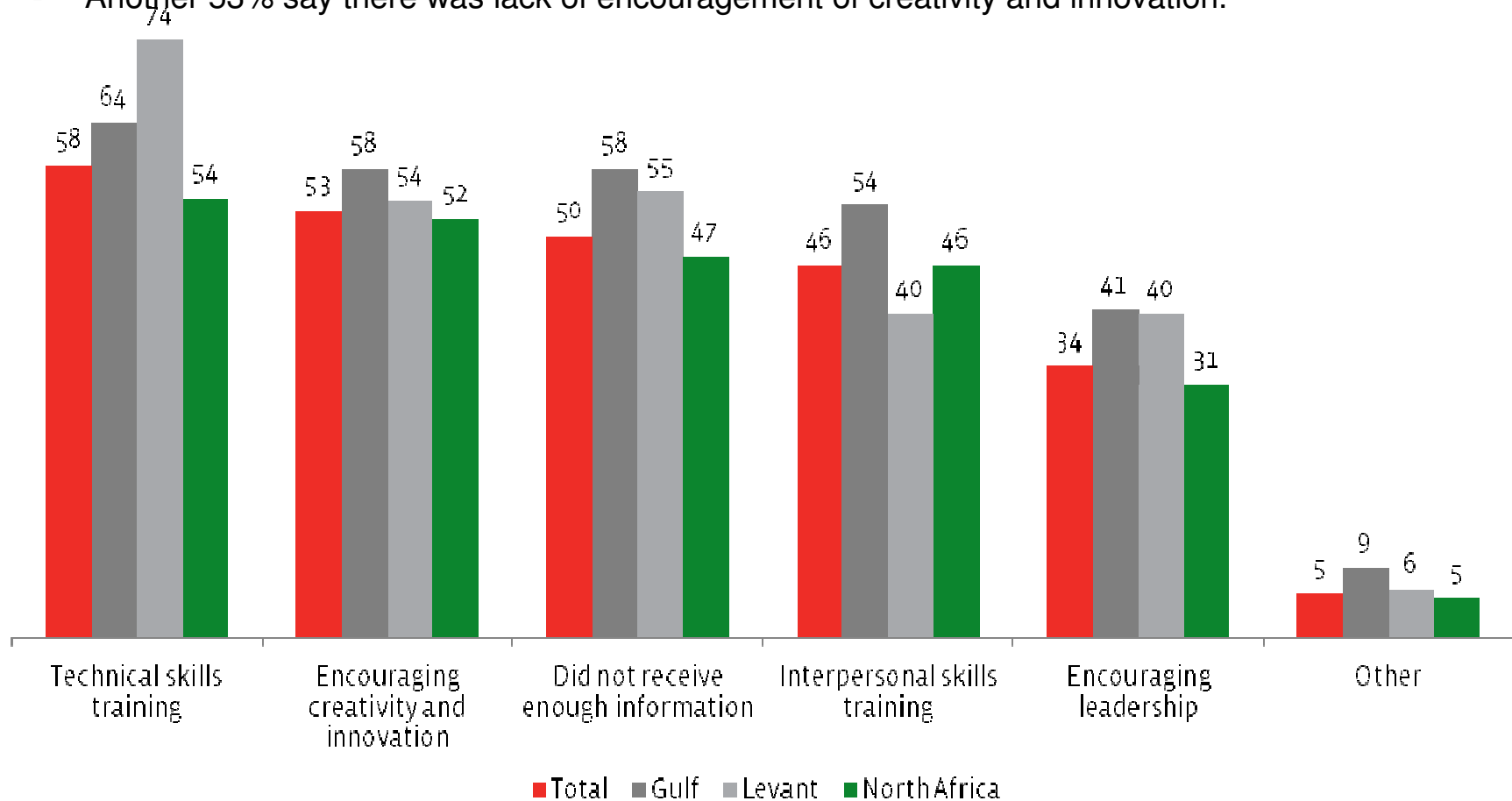


Base: All (3706)

Q. Please indicate your level of satisfaction with the quality of education you have received at your university?

## Reasons for Dissatisfaction

- Of those who are dissatisfied, 58% say their education has been poor when it comes to 'teaching technical skills' more so in the Levant.
- Another 53% say there was lack of encouragement of creativity and innovation.



Base: Those dissatisfied(58)

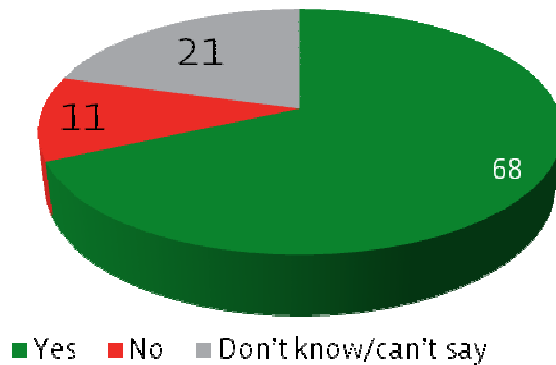
Q. In what areas do you think your education has been poor?

Section 6

# Future plans and other elements

# Future Plans - Setting Up Own Business

Plan to setup own business



- 68% claim they would consider setting up their own business in the future.
- Of these 43% are confident of their business idea.

Base: All (3706)

	Total	Gulf	Levant	North Africa
I can't find a job at all	9%	7%	10%	9%
I can't find a job I like	14%	10%	13%	16%
I have no desire to be an employee	14%	17%	17%	13%
I have a GREAT idea for a business	43%	49%	40%	41%
None of the above/other	20%	18%	20%	20%

Base: Those who would consider setting up their business (

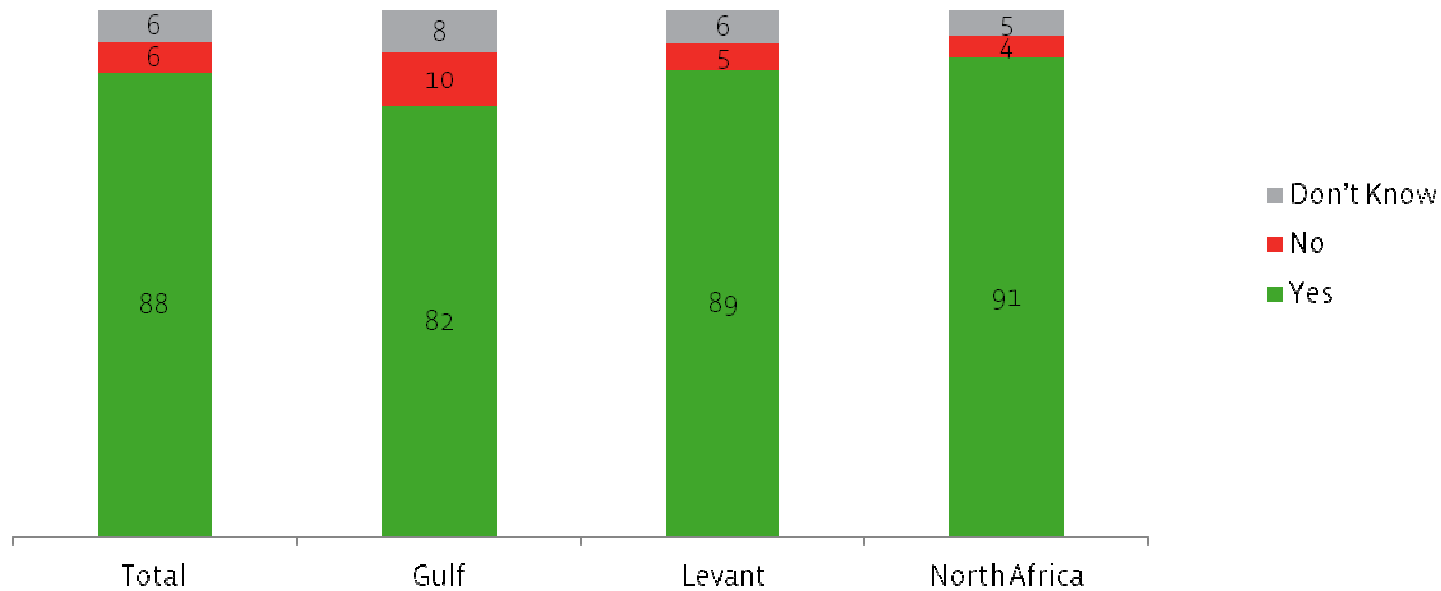
Q. Would you consider setting up your own business in the future?

Q. Why would you consider setting up your own business in the future? Select best reason that applies

## Higher Education

- A majority would like to pursue further education.

Plans for Higher Education



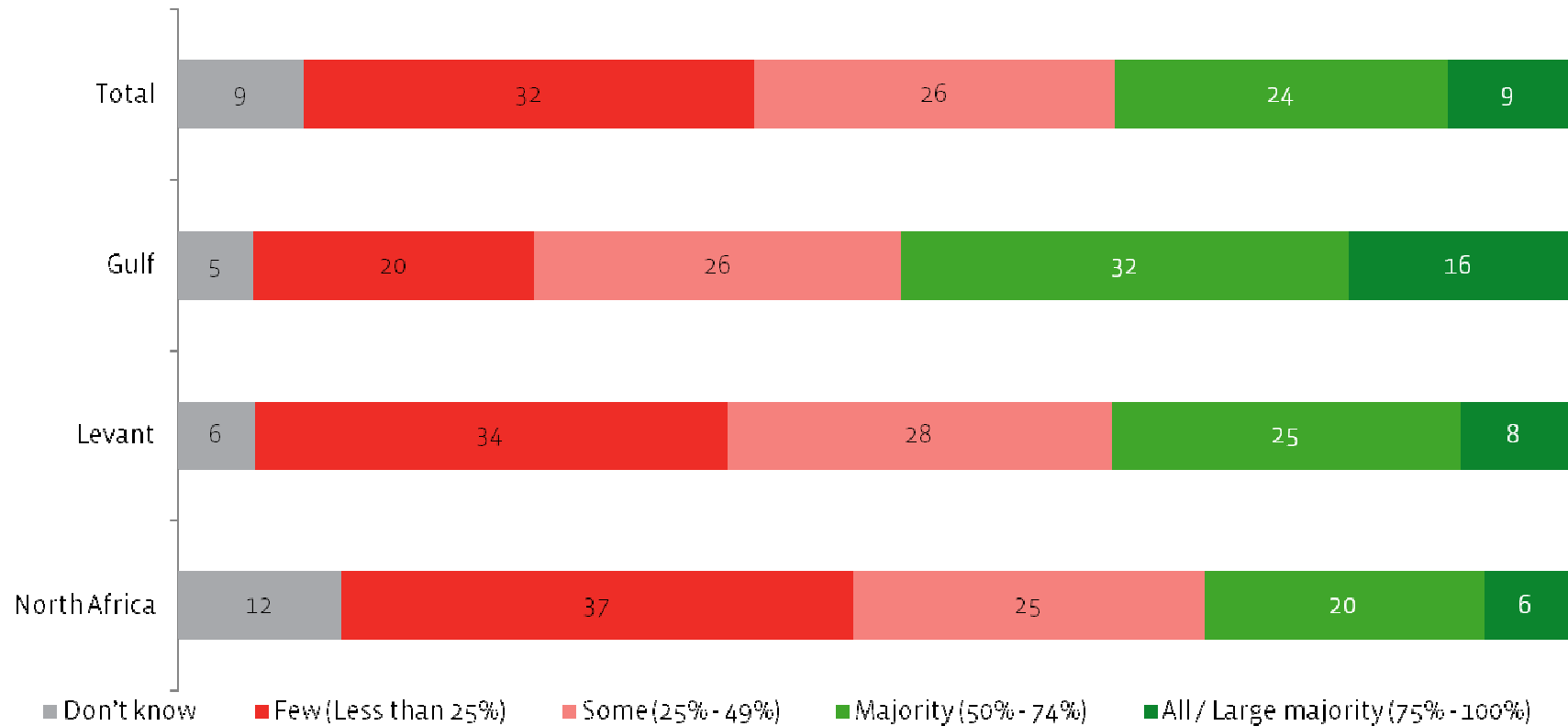
Base: All (3706)

Q. Are you looking into opportunities for further education?



## Current Employment Status Of University Peers

- Most of the respondents' university peers are currently employed more so in the Gulf region.



Base: All (3706)

Q. Thinking about the friends you made at your university/ college/ institution, could you please tell us how many of them are currently employed?

 Thank you

