

The Survey Method

The Graduate Outlook Survey (GOS) is undertaken as both a focused and meaningful review of current graduate recruitment practices in Australia and New Zealand, as well as to gain an indication of the future outlook for graduate recruitment. The 2011 GOS is the seventh in the current format of the series although, as in previous years, the survey instrument has evolved to examine new areas of interest as well as new ways of examining areas covered in previous iterations of the survey.

Employers who target university graduates as part of their recruitment strategies were contacted via email and were invited to participate in the survey. The 2011 GOS was administered primarily as an online survey. Overall, usable responses¹ were obtained from 518 graduate employers.

The industry breakdown of participating employers is presented in Figure A1:

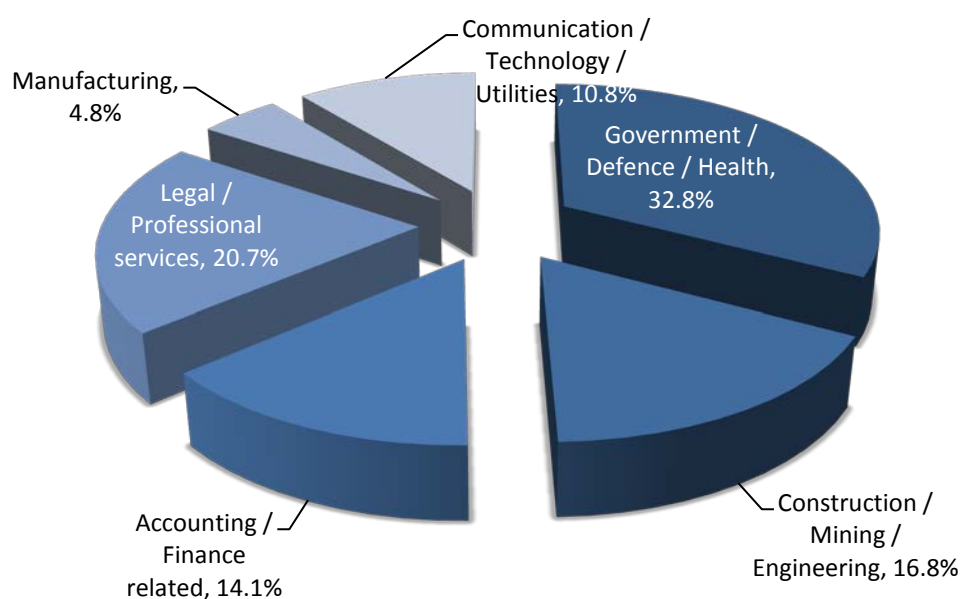


Figure A1: Industry of participating employer, 2011

Although there was some minor variation, particularly in regard to Government/Defence/Health (5.3 per cent more in 2011 when compared to 2010), the industry representation in the 2011 GOS was broadly representative of previous iterations of the survey.

As shown in Figure A2, organisational size differed considerably based on industry. These proportions are broadly reflective of previous iterations of GOS.

¹ For a response to be considered usable, the respondent must have completed all six compulsory items in the first section of the survey instrument: *About Your Organisation*.

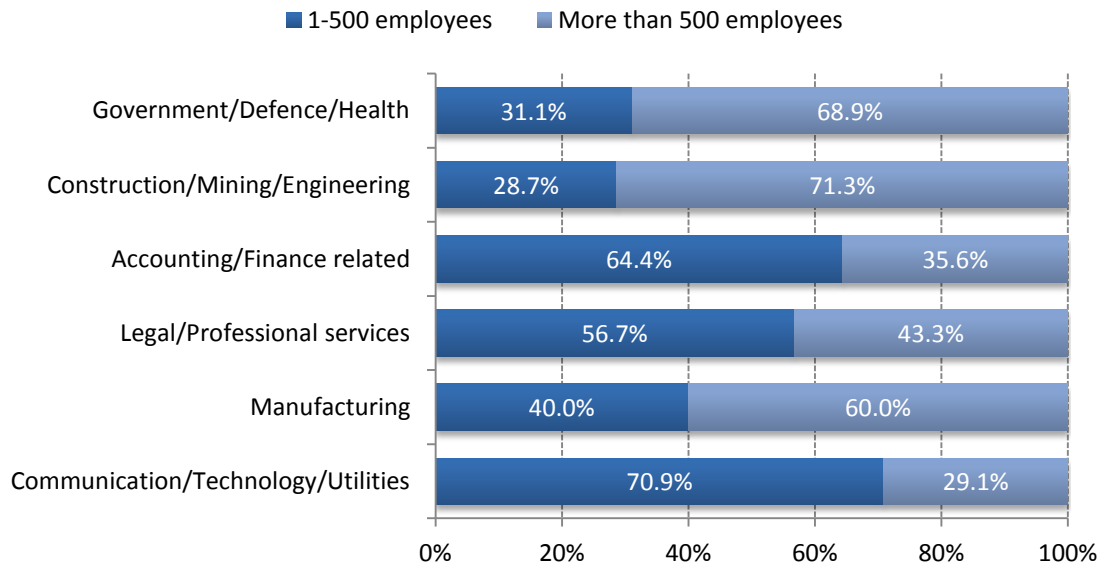


Figure 2: Employer industry, by organisation size, 2011

Figure A3 presents the sphere of operation of the participating organisations by industry. The largest industry working internationally is Manufacturing (68.0 per cent), whereas nationally Communication/Technology/Utilities recorded the highest proportion with 48.2 per cent. Regionally, Government/Defence/Health represented the highest proportion with 45.9 per cent.

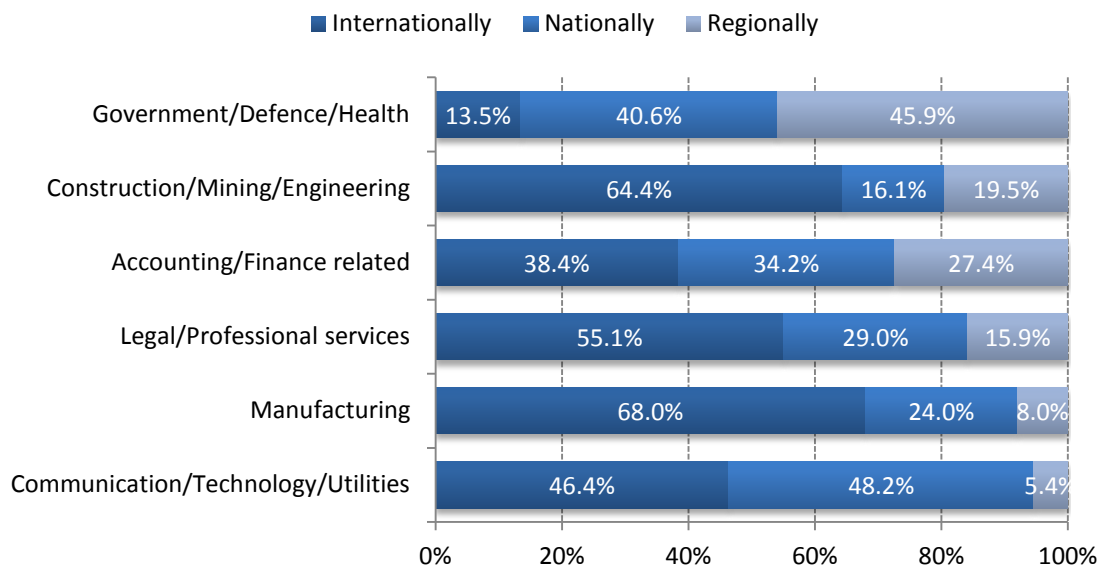


Figure 3: Sphere of operation of organisation, by industry, 2011