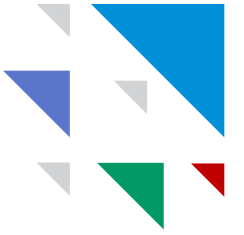


2024 Graduate Outlook Survey – Germany Report

Porter Novelli

May 2024

Objective



CFA Institute commissioned a global survey of current and recent university graduates in key global markets to understand trends in finance and related fields as a career choice, including:

- Thoughts about career prospects amid economic volatility
- Perception of financial industries' social impact

The 2024 study benchmarked questions from the 2023 Graduate Outlook Survey related to career trajectories.

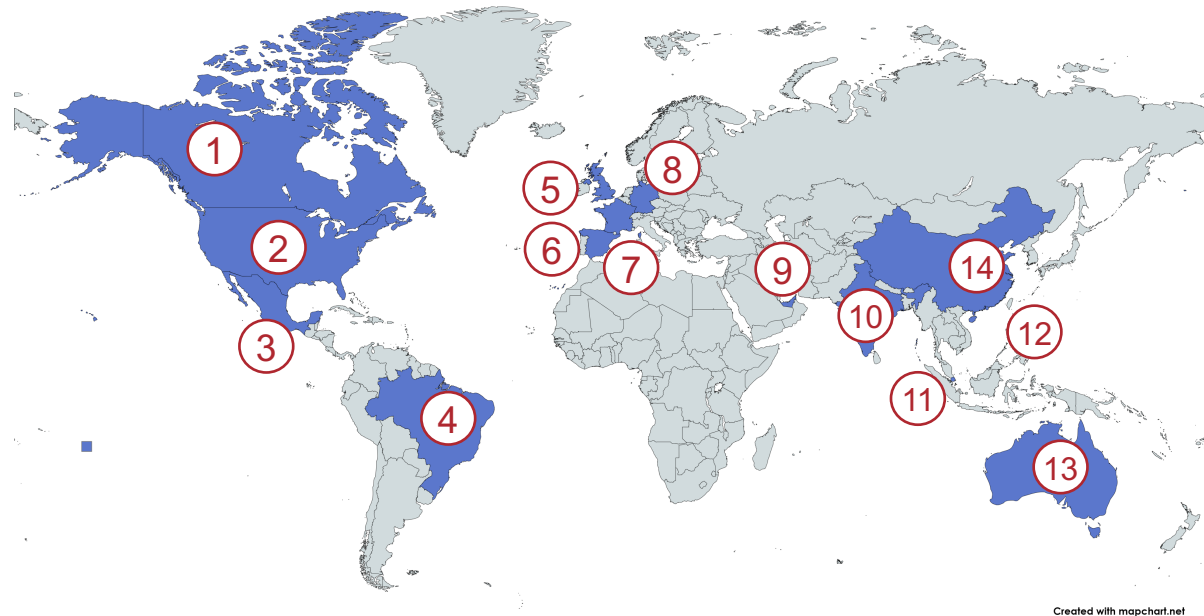
Methodology



The 2024 CFA Institute Graduate Outlook Survey was fielded via an online survey from March 19-April 8, 2024, by Dynata with a sample of 9,916 respondents studying for a bachelor's degree or higher, or who have graduated with a bachelor's or higher within the last 3 years aged 18-25. Where indicated throughout the report, data were benchmarked against the 2023 Graduate Outlook Survey.

Key global markets included:

- | | | | | |
|-----------------|-----------------|-------------------|------------------------|--------------------|
| ① Canada: n=700 | ④ Brazil: n=700 | ⑦ France: n=1,000 | ⑩ India: n=1,000 | ⑬ Australia: n=501 |
| ② USA: n=1,000 | ⑤ UK: n=1,000 | ⑧ Germany: n=700 | ⑪ Singapore: n=300 | ⑭ China: n=1,002 |
| ③ Mexico: n=501 | ⑥ Spain: n=700 | ⑨ UAE: n=500 | ⑫ Hong Kong SAR: n=312 | |



Created with mapchart.net

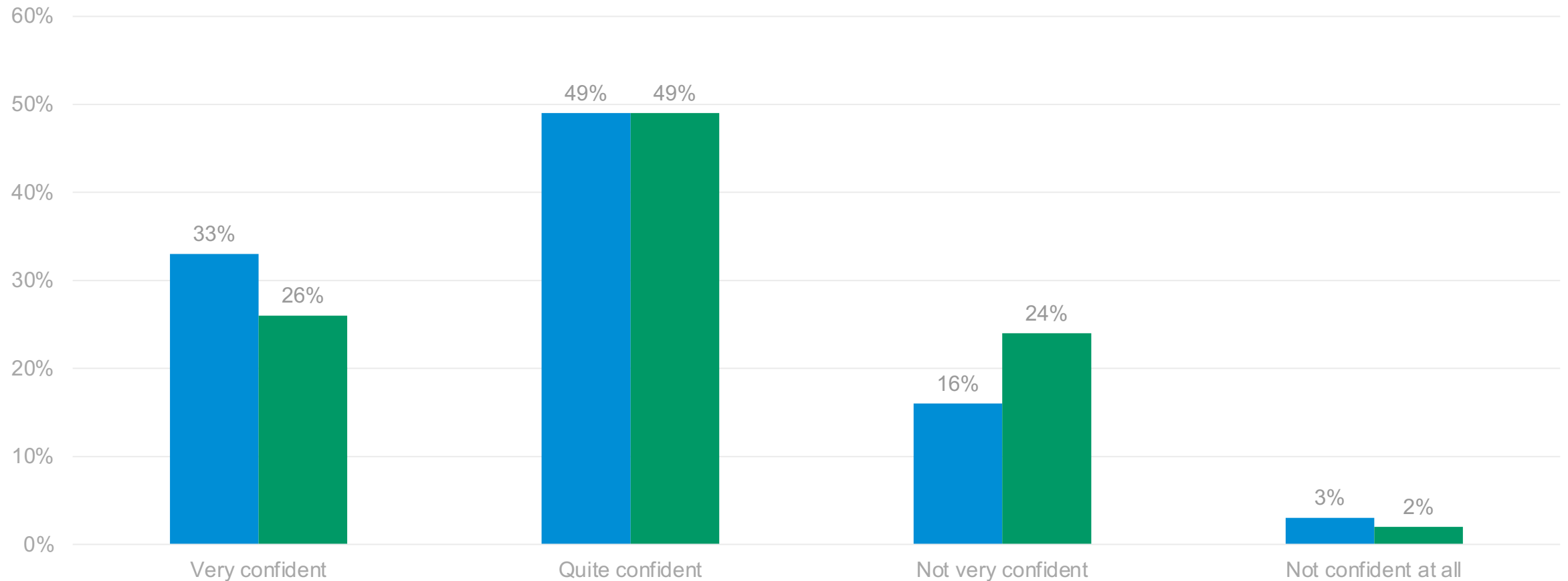
Full Results

Most German graduates are confident in their future career prospects and knowing what employers are looking for in employees



Q1. How confident, if at all, do you feel about the following?

- Your future career prospects in today's current economic climate
- You know what employers are looking for in graduate employees

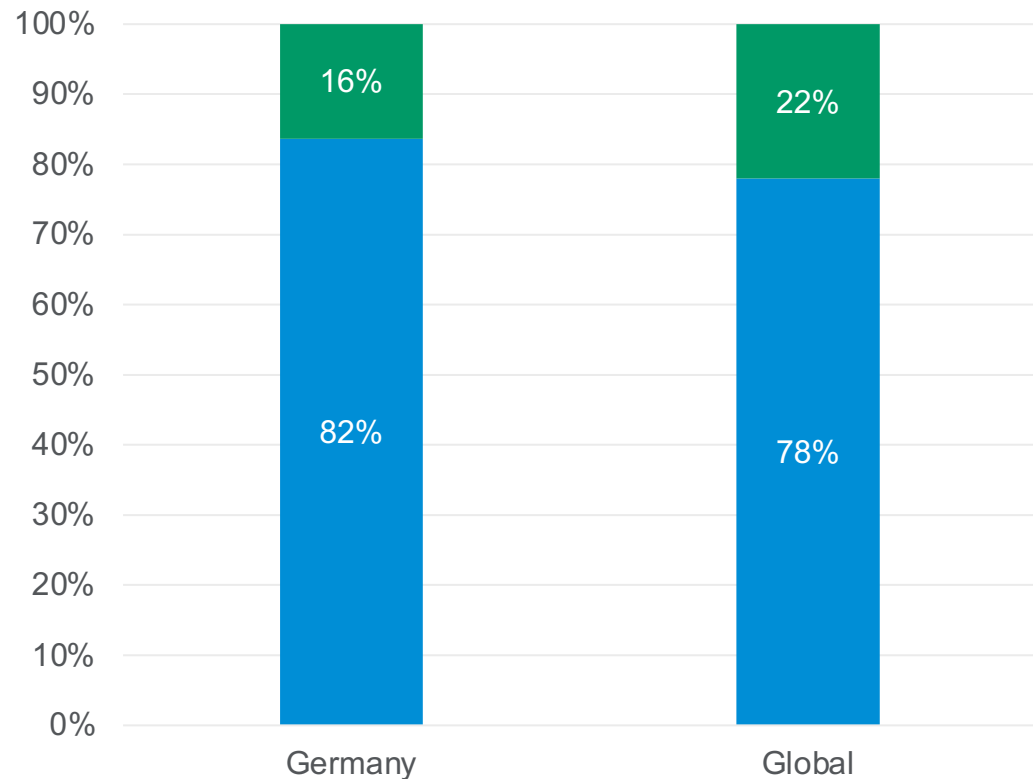


More German graduates are confident in their career prospects in today's current economic climate, but fewer are in knowing what employers are looking for compared to the global average
 Q1. How confident, if at all, do you feel about the following?



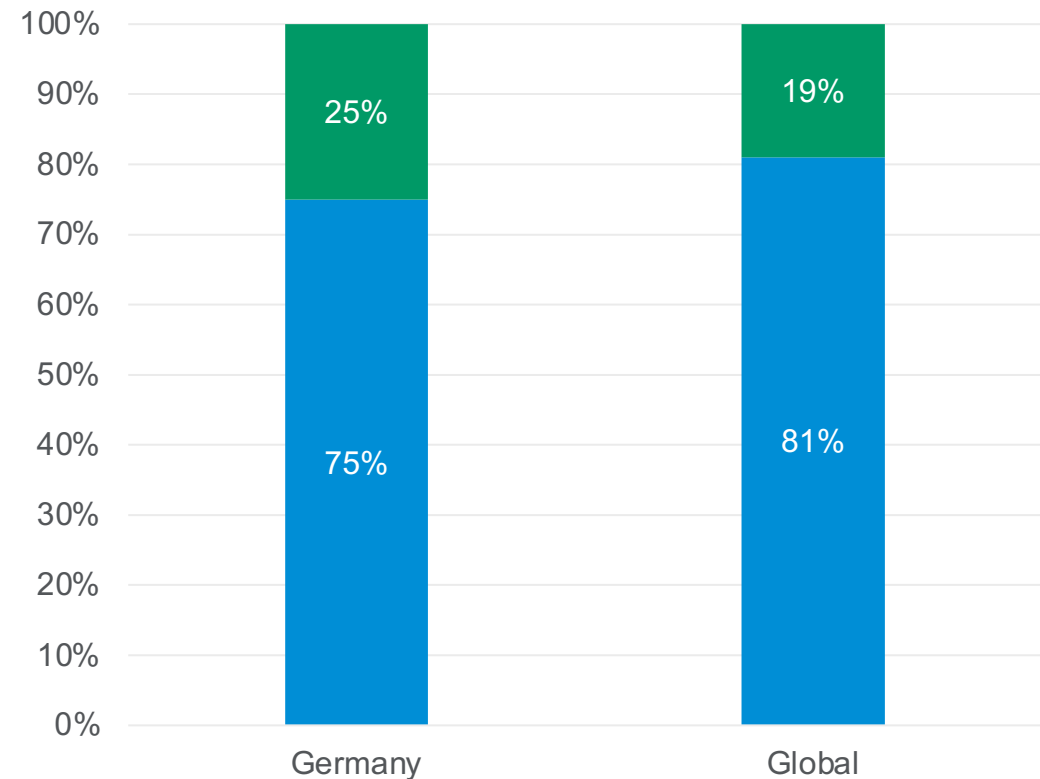
Your future career prospects in today's current economic climate

■ Confident* ■ Not Confident**



You know what employers are looking for in graduate employees

■ Confident* ■ Not confident**



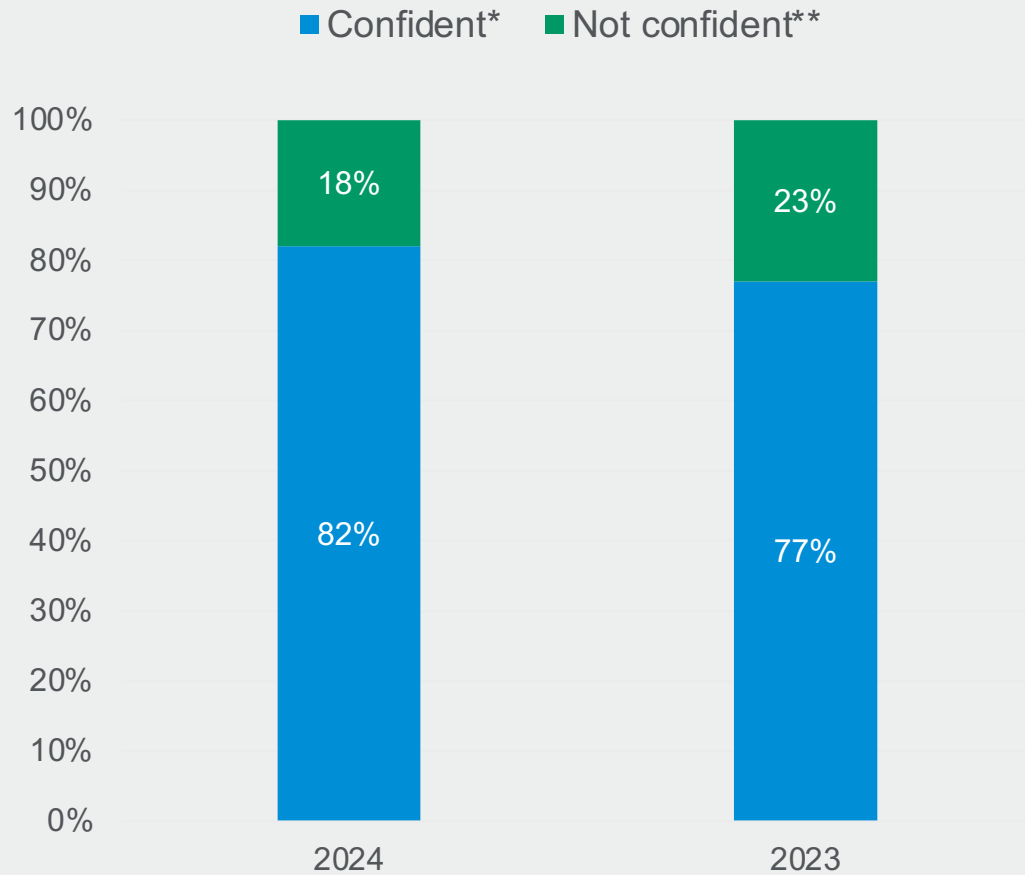
6 *Confident = Very/Quite confident NET
 **Not confident = Not very confident/Not confident at all NET

Graduates' confidence in career prospects in today's climate has increased since 2023 but confidence in knowing what employers are looking for has decreased

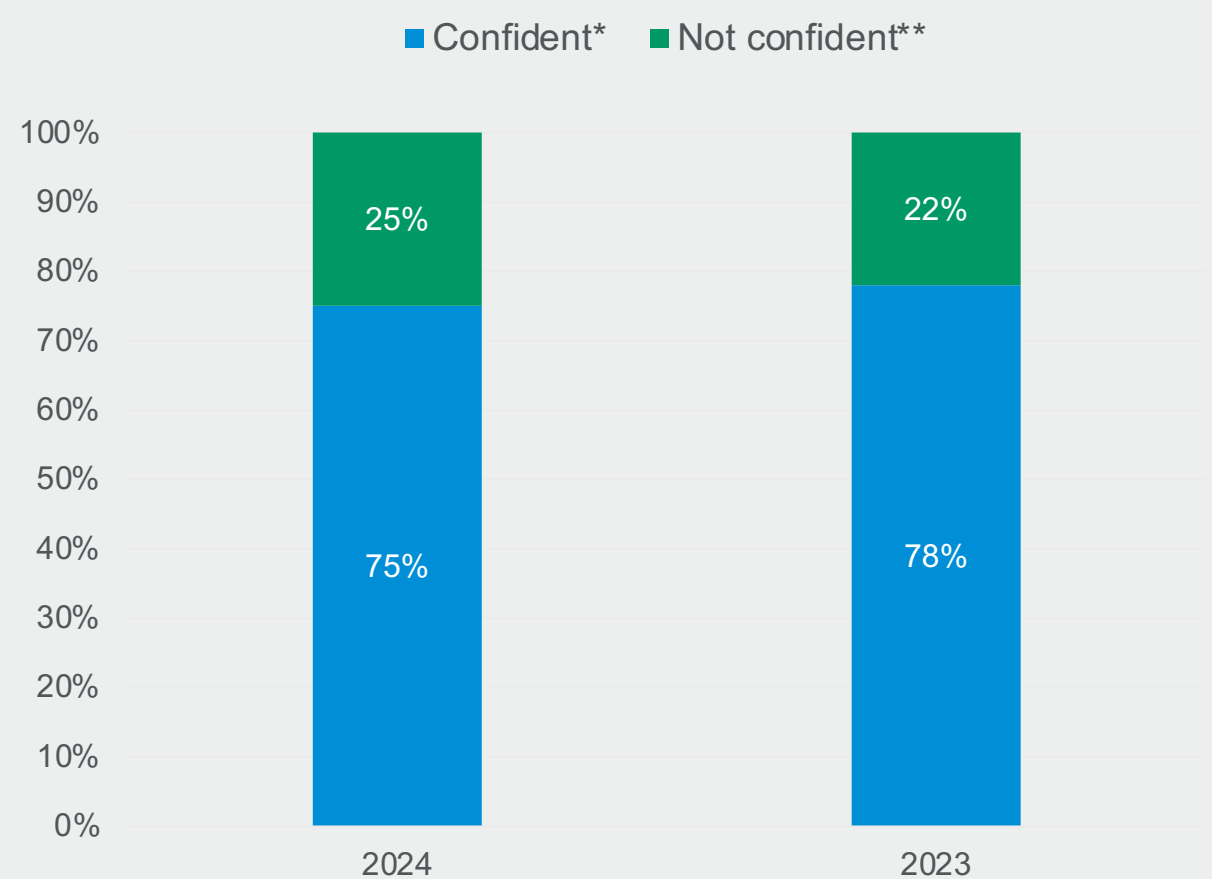
Q1. How confident, if at all, do you feel about the following?



Your future career prospects in today's current economic climate



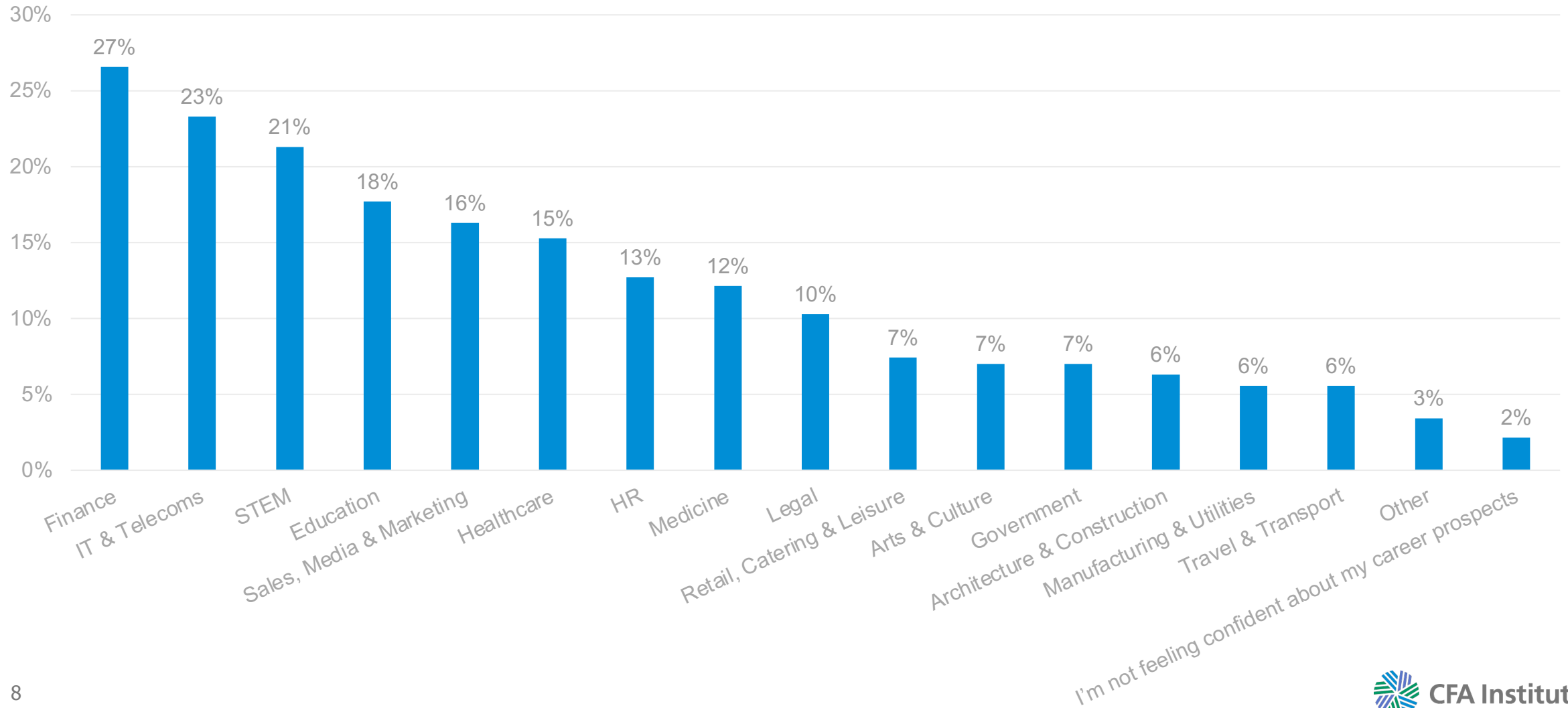
You know what employers are looking for in graduate employees



7 'Very confident' and 'Quite Confident' answers combined for 'Confident'.
'Not very confident' and 'Not confident at all' answers combined for 'Not confident'.

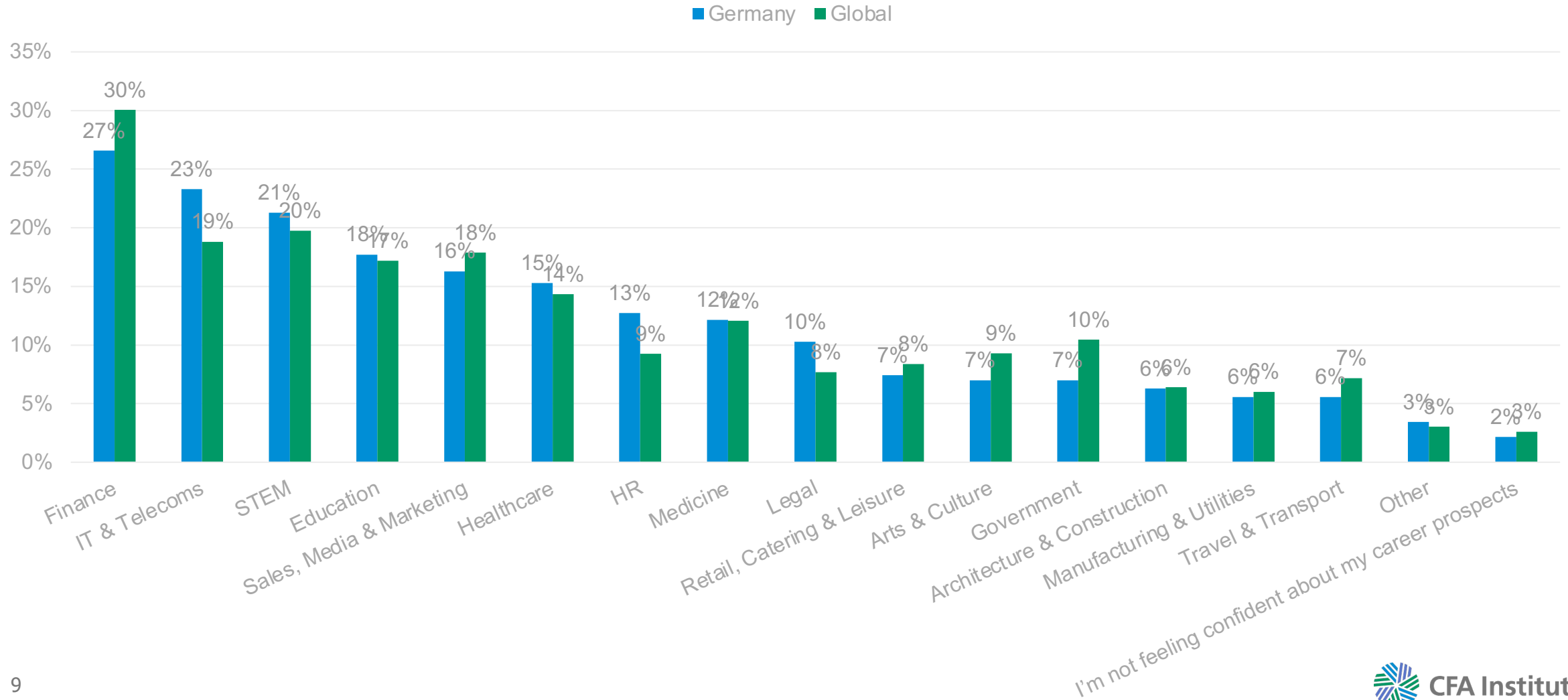
German graduates are most confident about their career prospects in Finance

Q2. Which industries, if any, are you feeling most confident about your career prospects in? Select up to three.



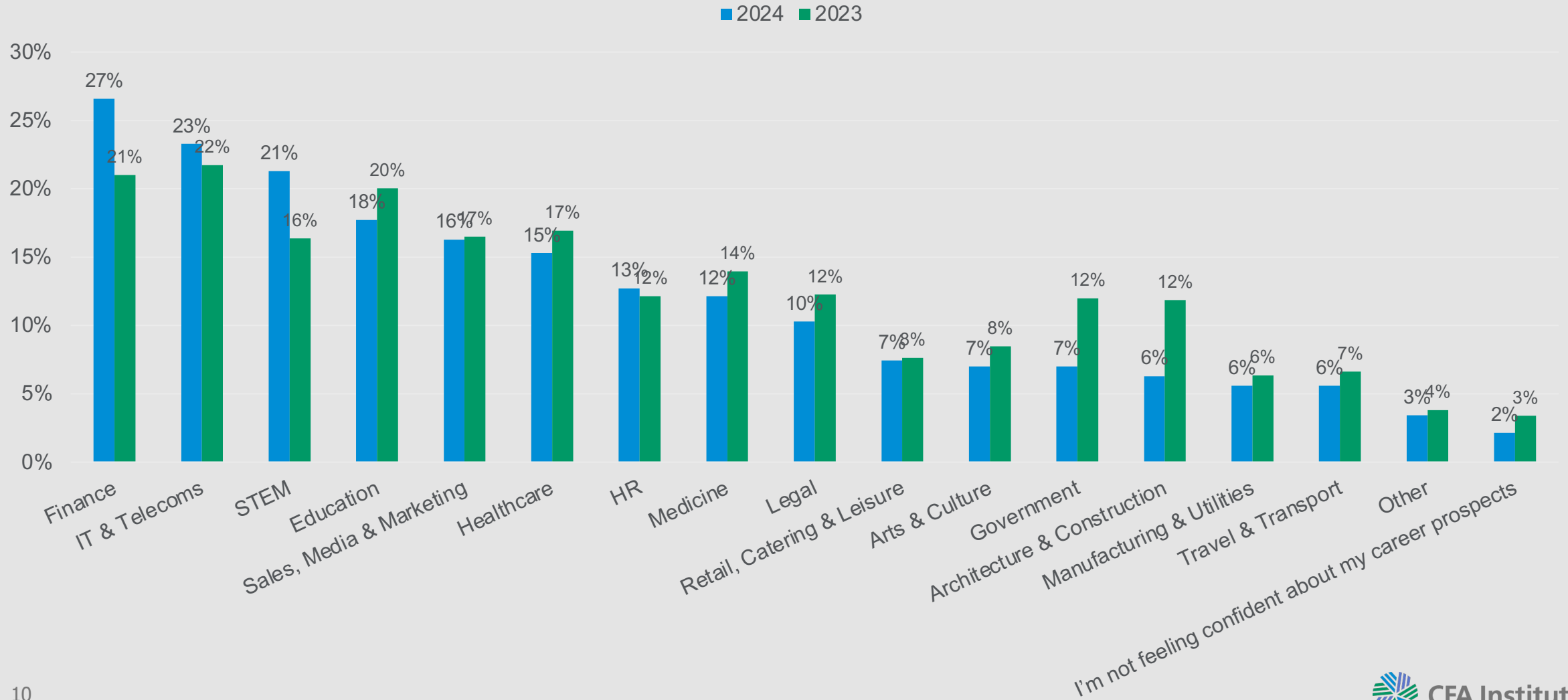
German graduates are more confident about their career prospects in IT but less so in Finance compared to the global average

Q2. Which industries, if any, are you feeling most confident about your career prospects in? Select up to three.



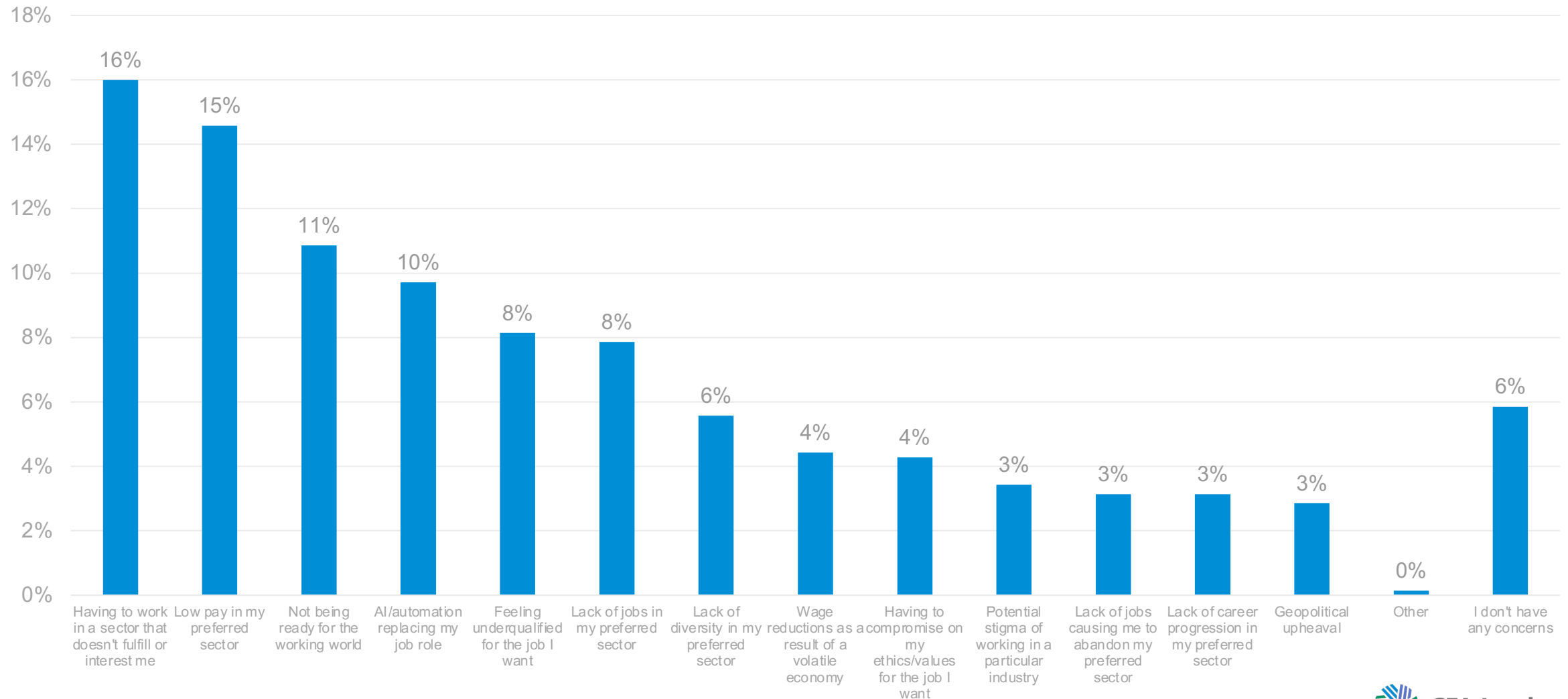
Industry confidence improved in Finance, IT, and STEM since 2023, while confidence in Education and Healthcare dropped

Q2. Which industries, if any, are you feeling most confident about your career prospects in? Select up to three.



Feeling unfulfilled and low pay are the biggest concerns among German graduates

Q3. What, if anything, is your biggest concern regarding your career prospects? Select only one.

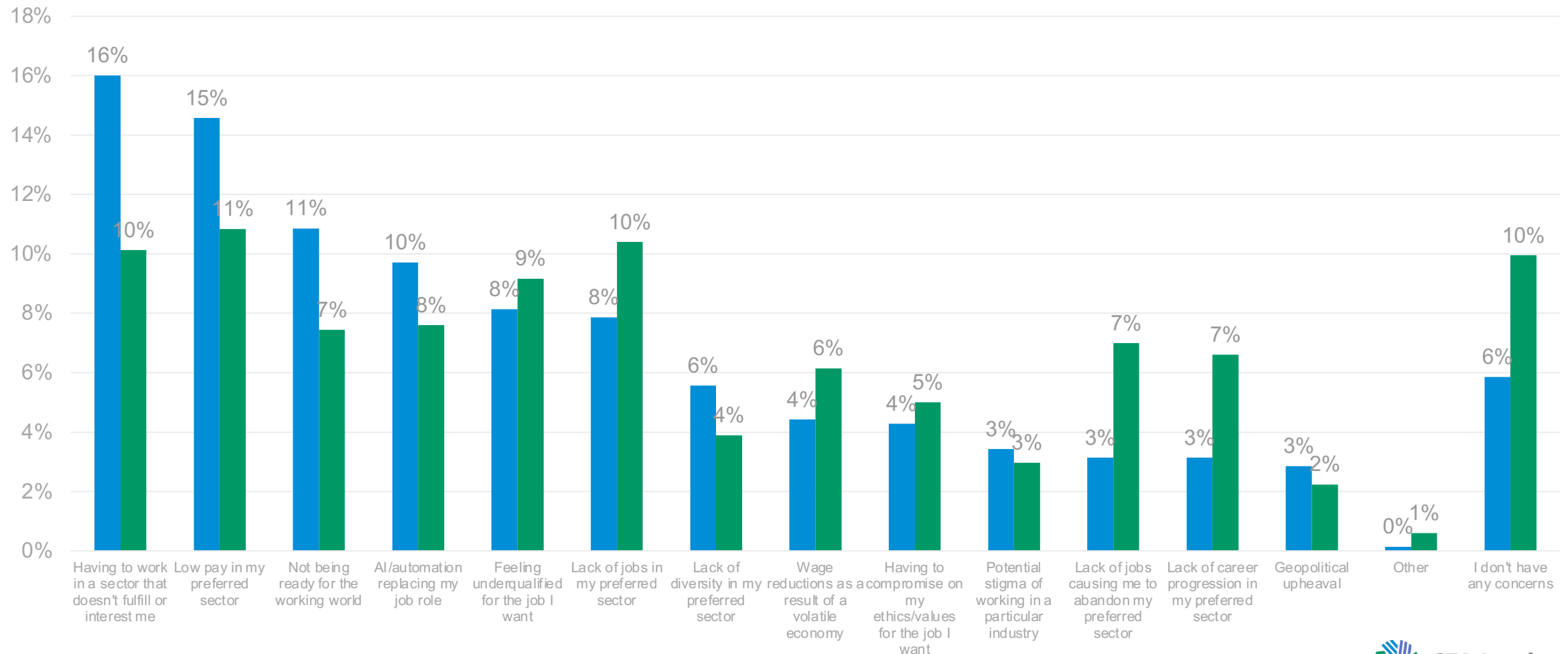


German graduates have a greater concern of feeling unfulfilled, low pay, and not being ready for the working world but less fear about feeling underqualified or lack of jobs in their preferred sector compared to the global average

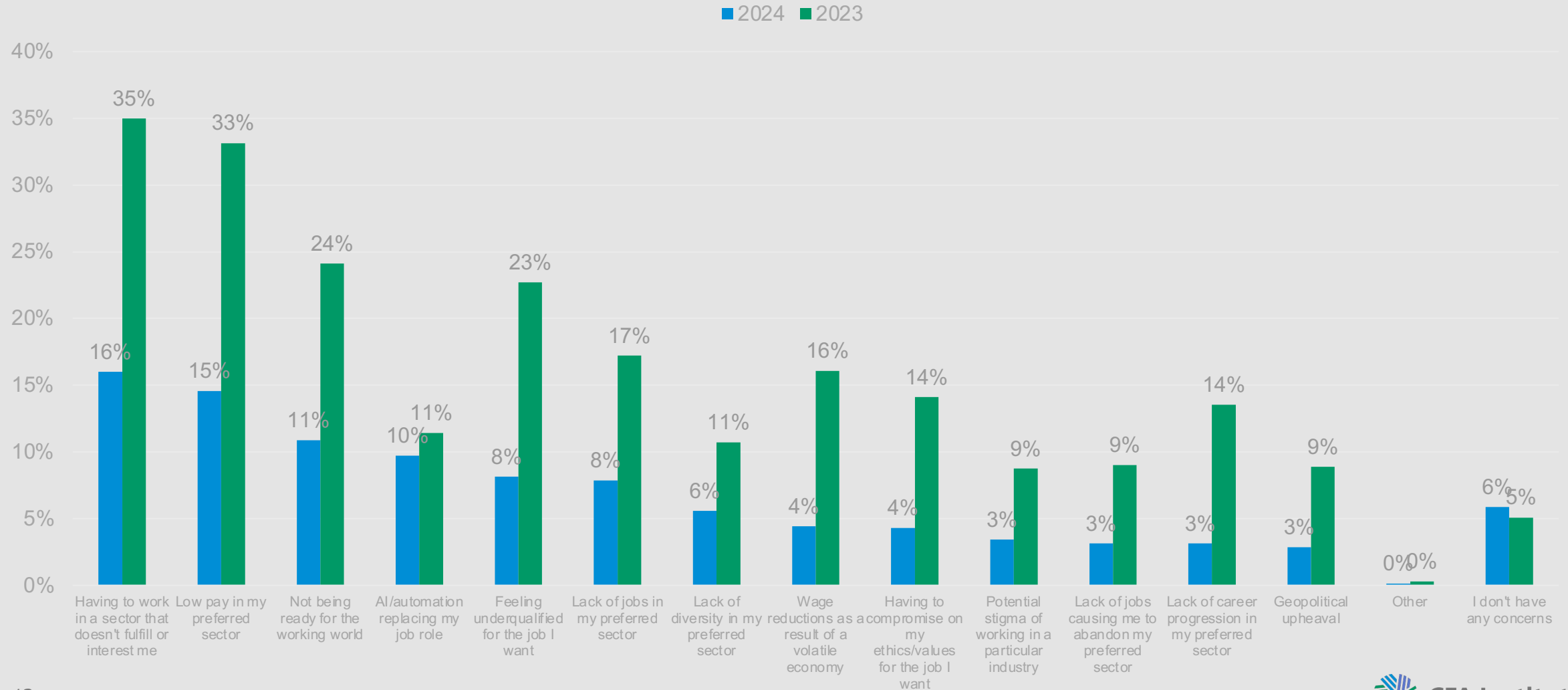


Q3. What, if anything, is your biggest concern regarding your career prospects? Select only one.

■ Germany ■ Global

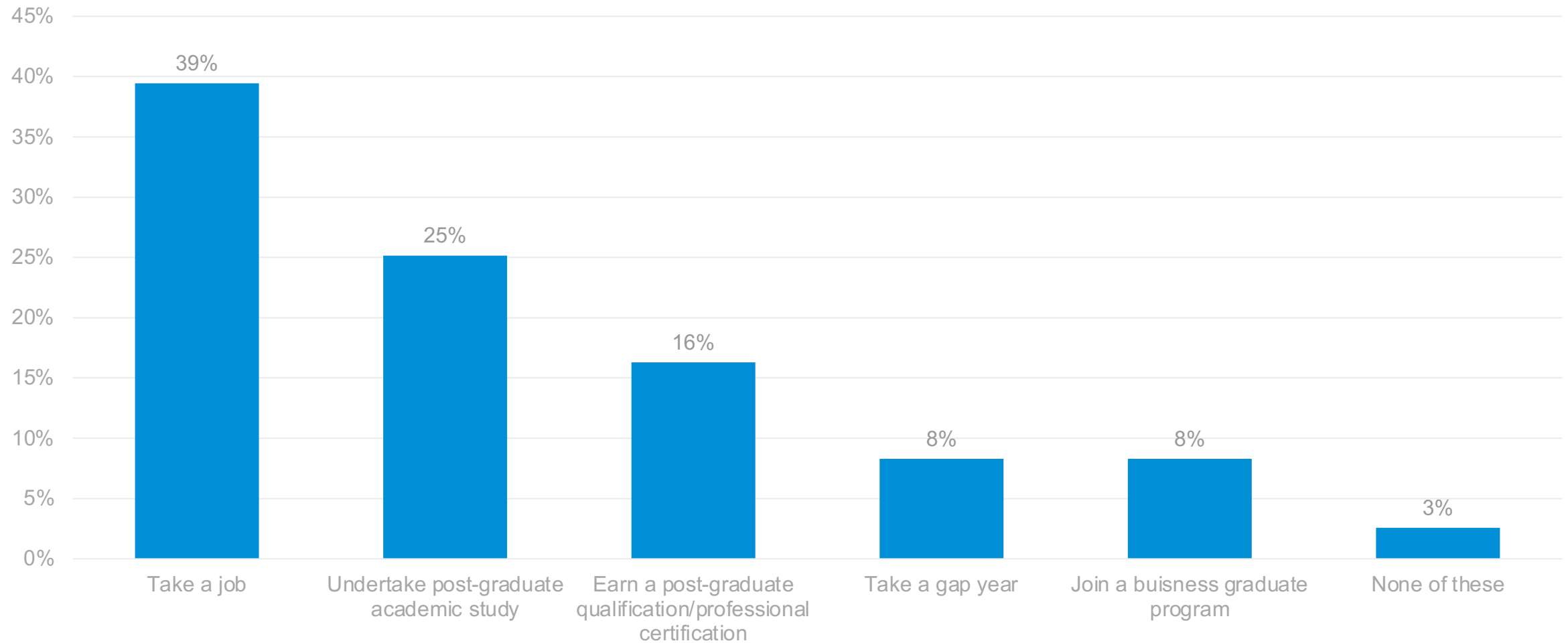


Fears around feeling unfulfilled, low pay, and feel underqualified decreased the most since 2023 Q3. What, if anything, is your biggest concern regarding your career prospects? Select only one.



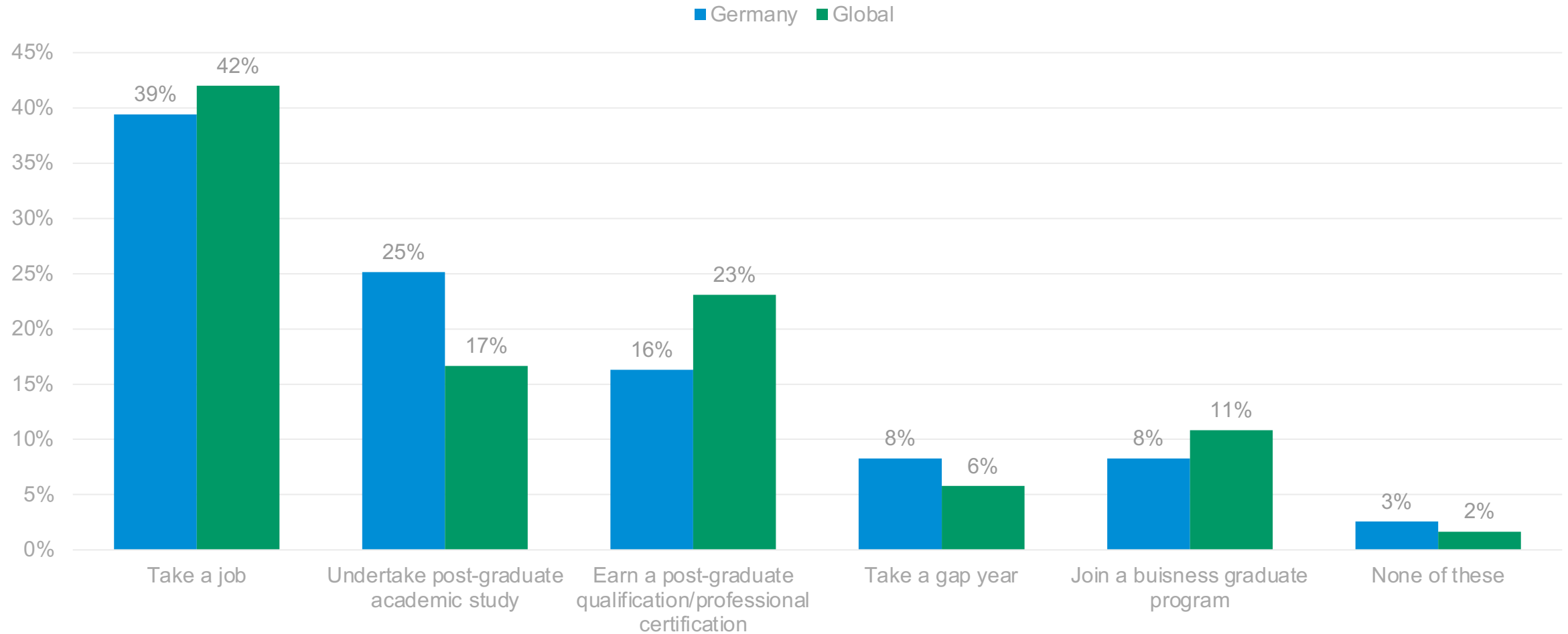
German graduates plan to take a job after completing their undergraduate degree

Q5. After you completed/complete your undergraduate degree did you/do you plan to... Select only one.



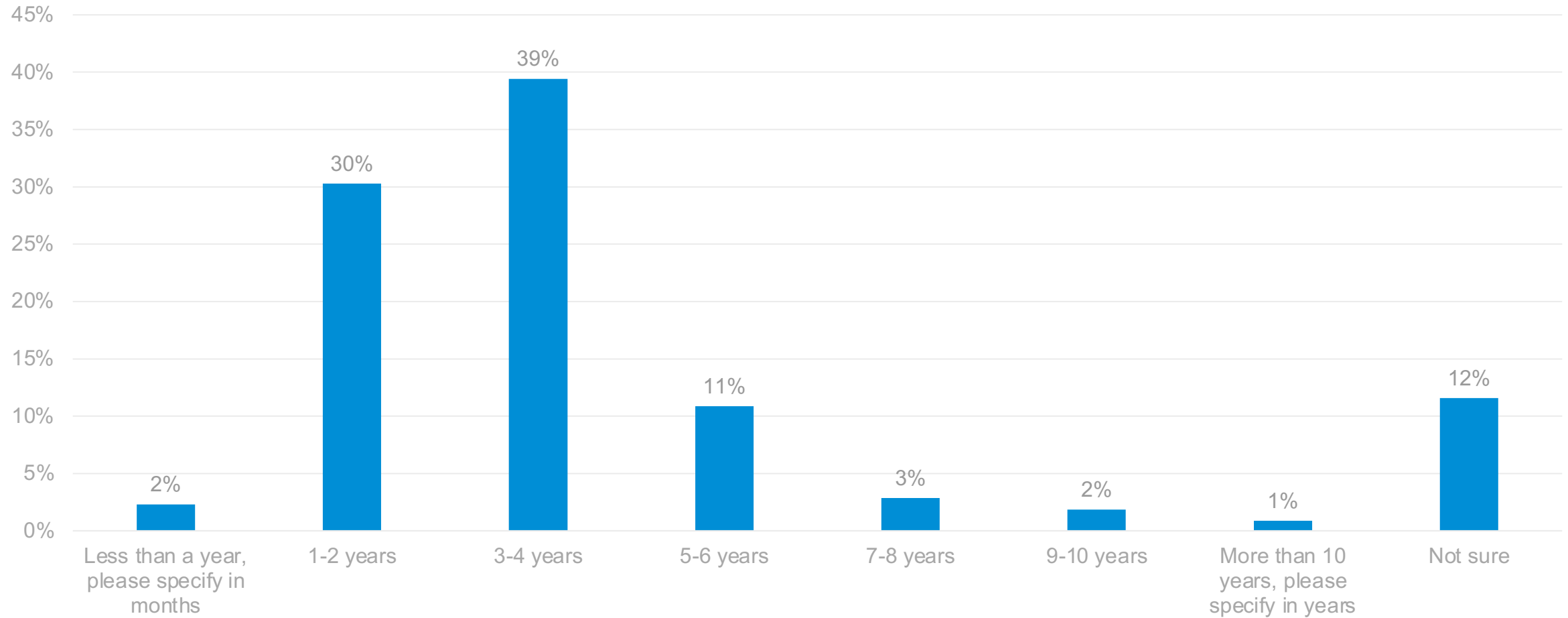
German graduates are more likely to undertake post-graduate academic study after completing their undergraduate degree compared to the global average but less likely to take a job after

Q5. After you completed/complete your undergraduate degree did you/do you plan to... Select only one.



German graduates do not intend to stay in their first jobs longer than 4 years

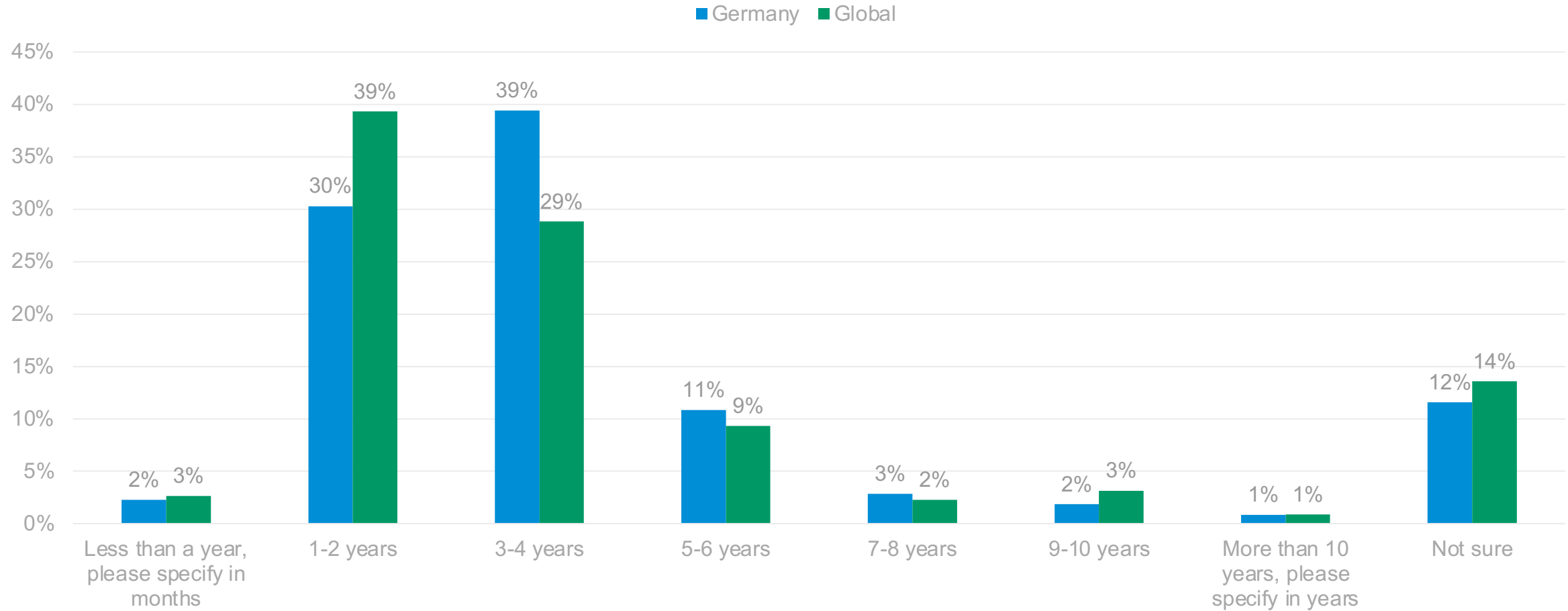
Q6. How long did you/do you plan to stay in your first graduate job?



German graduates are less likely to stay at their job for 1-2 years compared to the global average

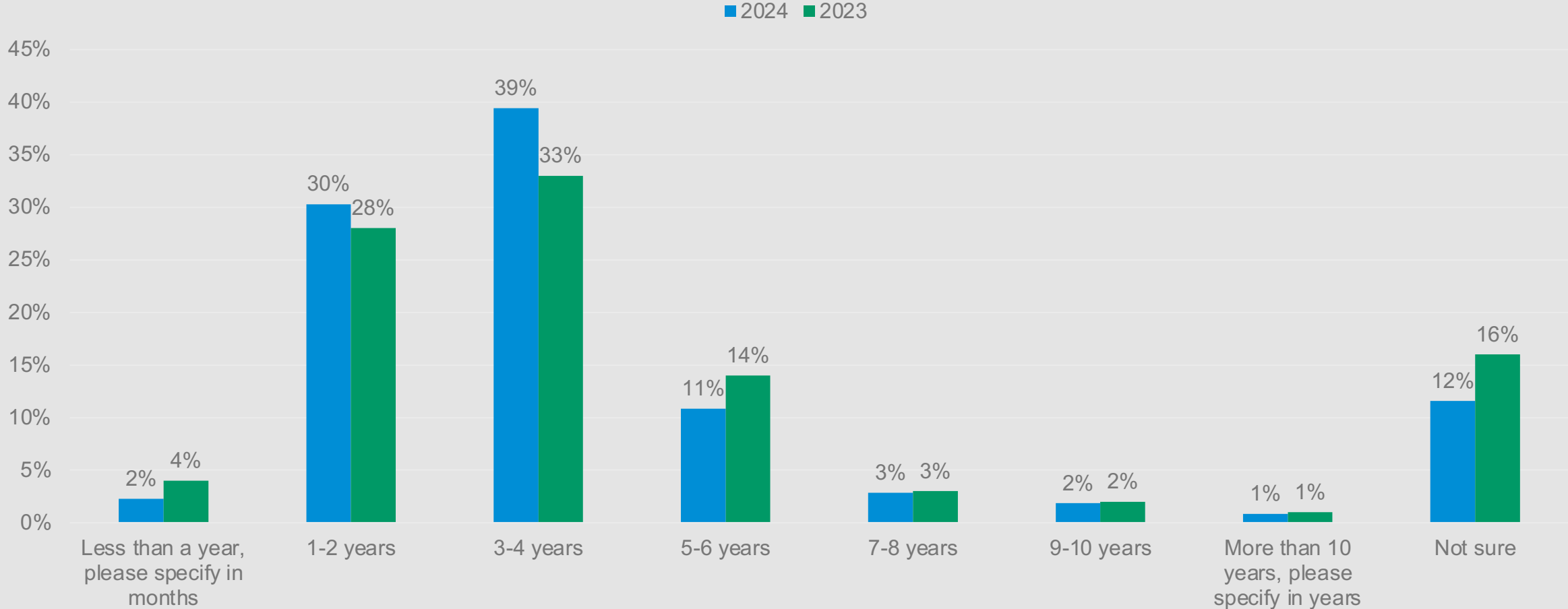


Q6. How long did you/do you plan to stay in your first graduate job?



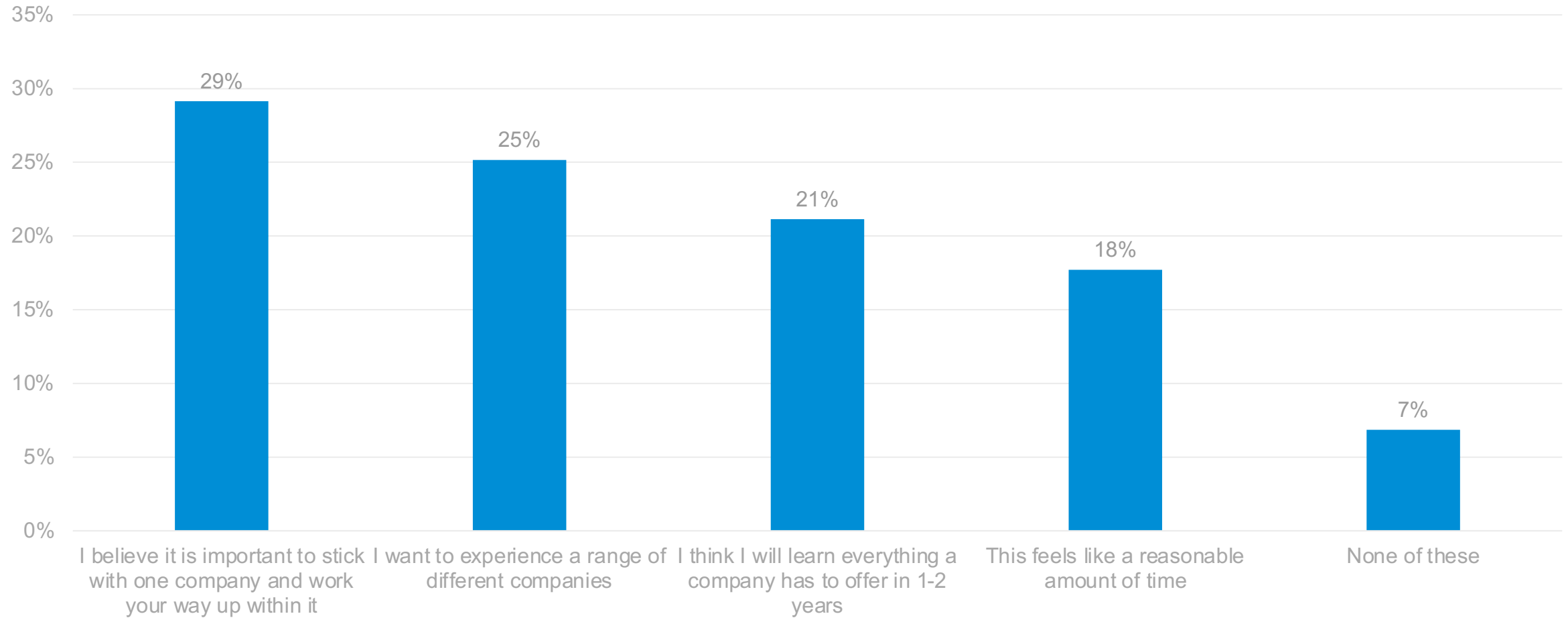
Graduates are more likely to stay in their first job for up to 4 years in 2024 vs. 2023

Q6. How long did you/do you plan to stay in your first graduate job?



German graduates believe it's important to stick with one company

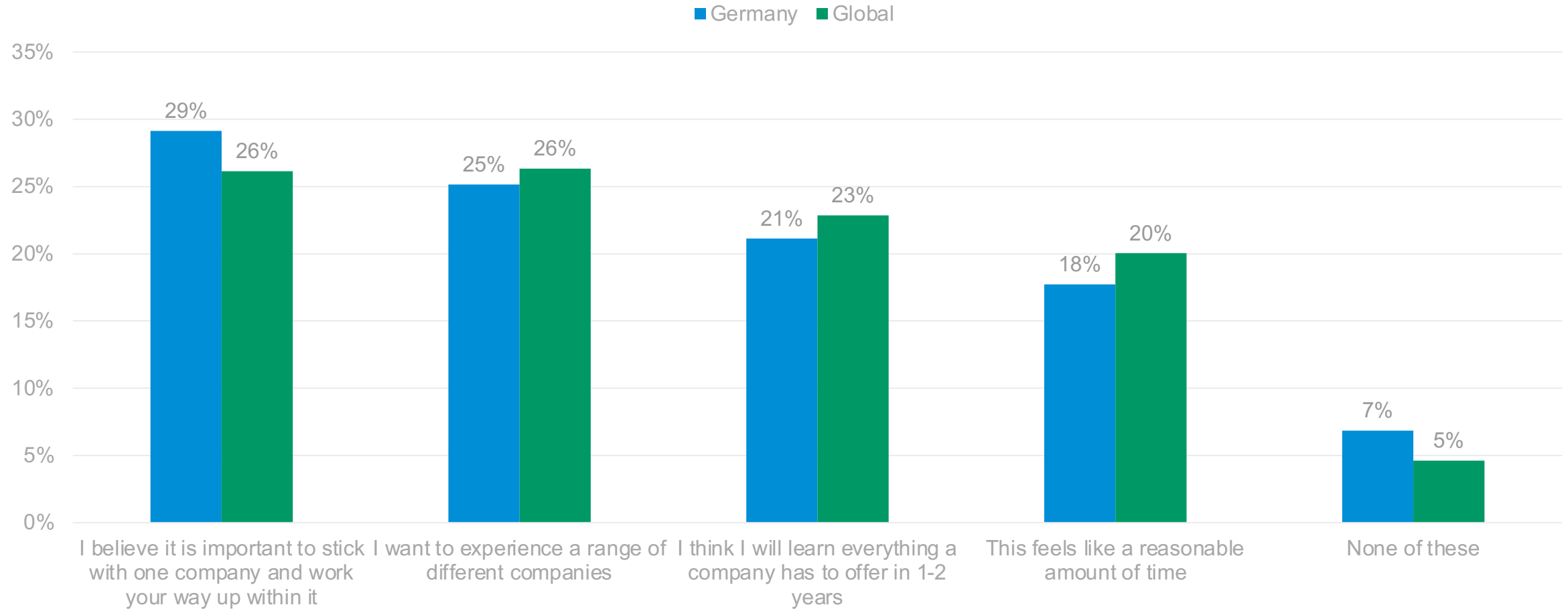
Q7. Which of the following most informs how long you stayed/will stay in your first graduate job? Select only one.



German graduates are more likely to believe it is important to stick with one company compared to the global average but less likely to think they'll learn everything a company has to offer in 1-2 years

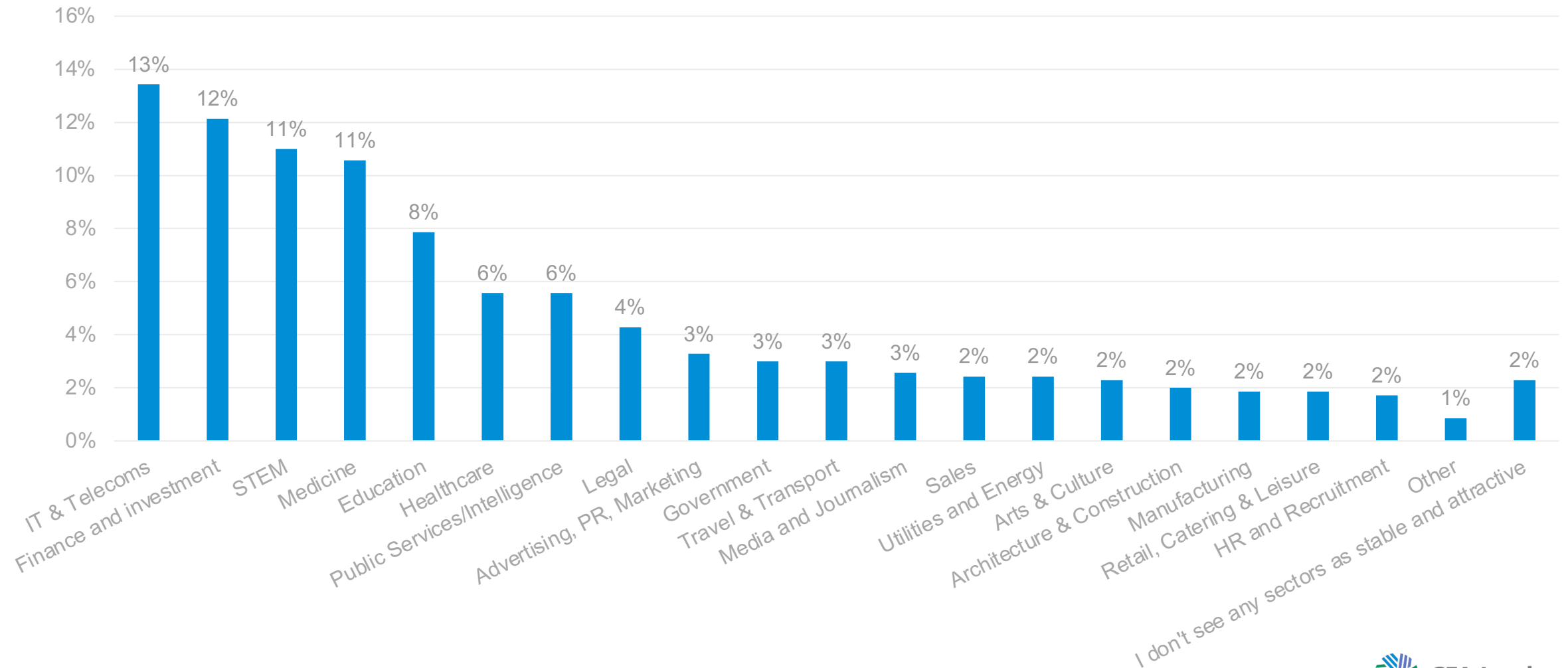


Q7. Which of the following most informs how long you stayed/will stay in your first graduate job? Select only one.



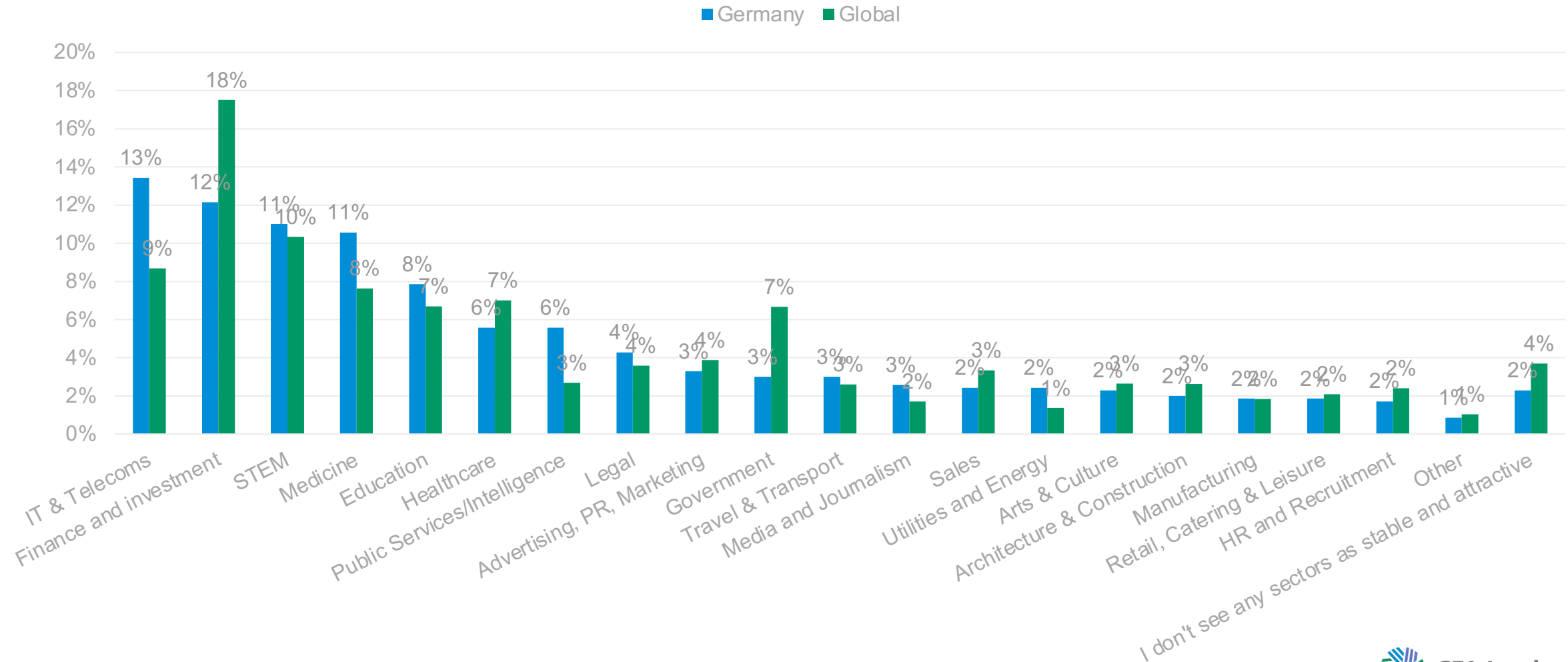
IT and Finance are the top sectors German graduates consider stable and attractive

Q8. Which sector, if any, do you feel is the most stable and attractive? Select only one.



German graduates are more likely to find IT a stable and attractive sector but less likely to find the Finance sector stable and attractive compared to the global average

Q8. Which sector, if any, do you feel is the most stable and attractive? Select only one.

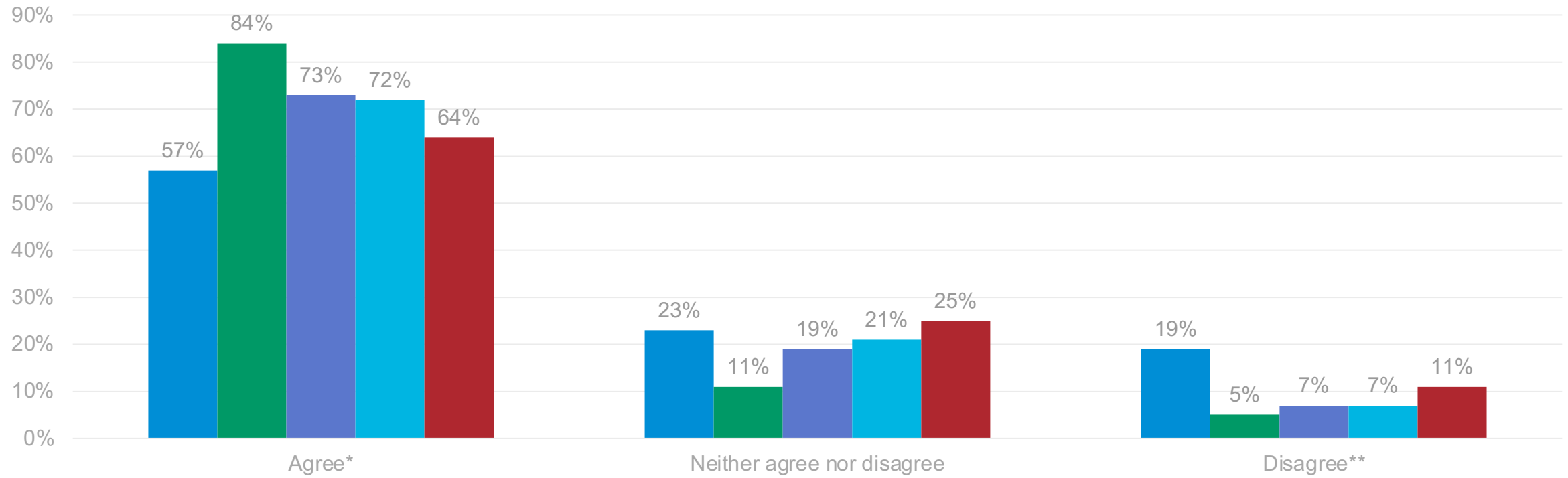


German graduates feel their career prospects have improved as a result of undertaking a degree

Q10. To what extent do you agree or disagree with the following statements?



- I am likely to have multiple careers over my lifetime
- I feel my career prospects have improved as a result of undertaking a degree
- Postgraduate qualifications/professional certification will help me to secure higher earnings
- Postgraduate qualifications/professional certification will give me an edge in the current job market
- I will need to continually upskill with certificates and courses throughout my career



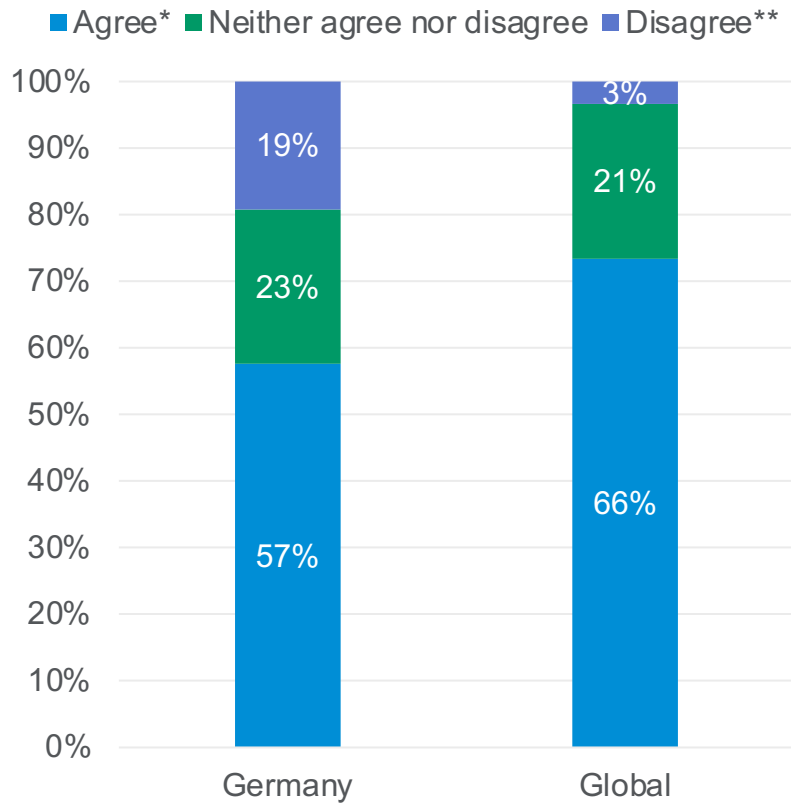
23 *Agree = Strongly/Somewhat agree NET
 **Disagree = Strongly/Somewhat disagree NET

German graduates are less likely to have to multiple careers or feel the need to continually upskill compared to the global average

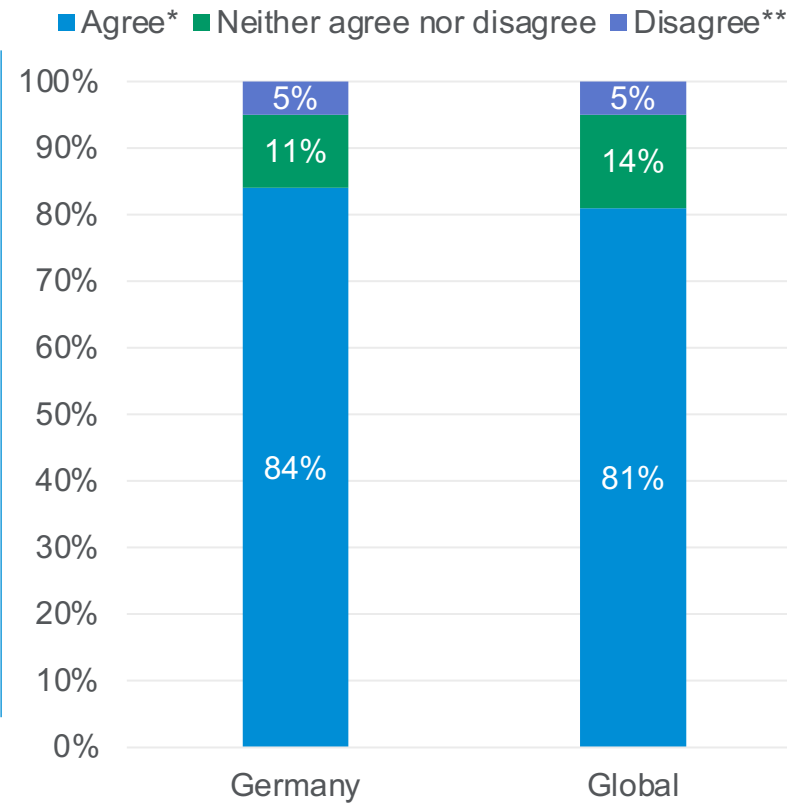


Q10. To what extent do you agree or disagree with the following statements?

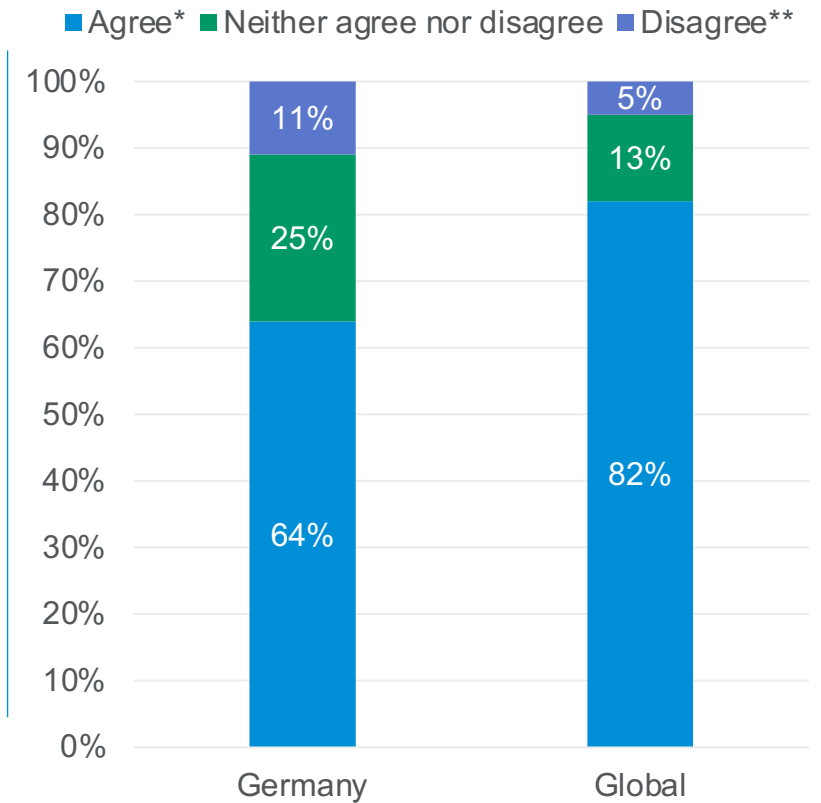
I am likely to have multiple careers over my lifetime



I feel my career prospects have improved as a result of undertaking a degree



I will need to continually upskill with certificates and courses throughout my career

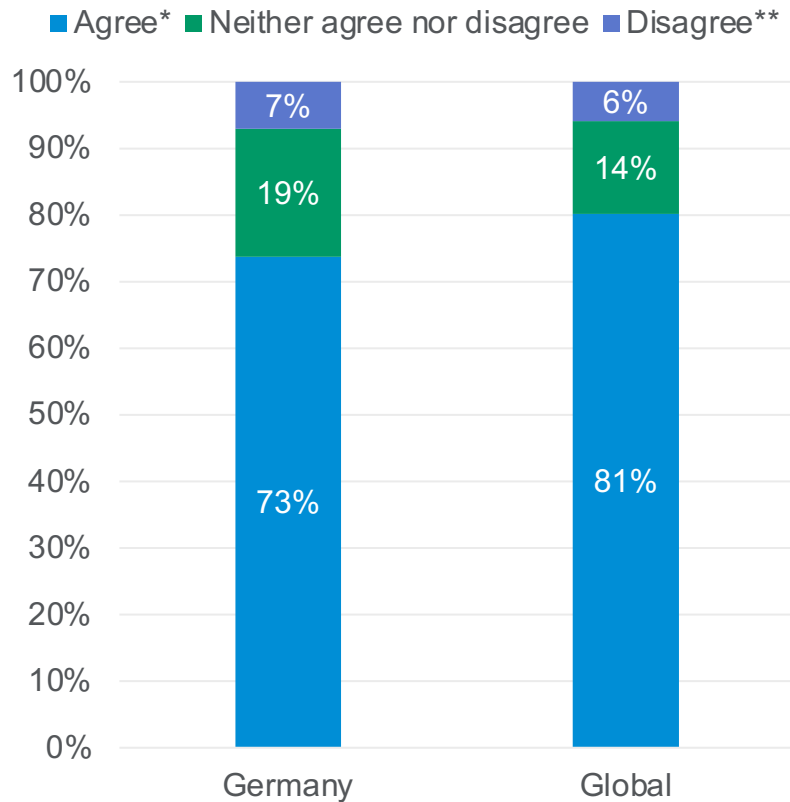


24 *Agree = Strongly/Somewhat agree NET
 **Disagree = Strongly/Somewhat disagree NET

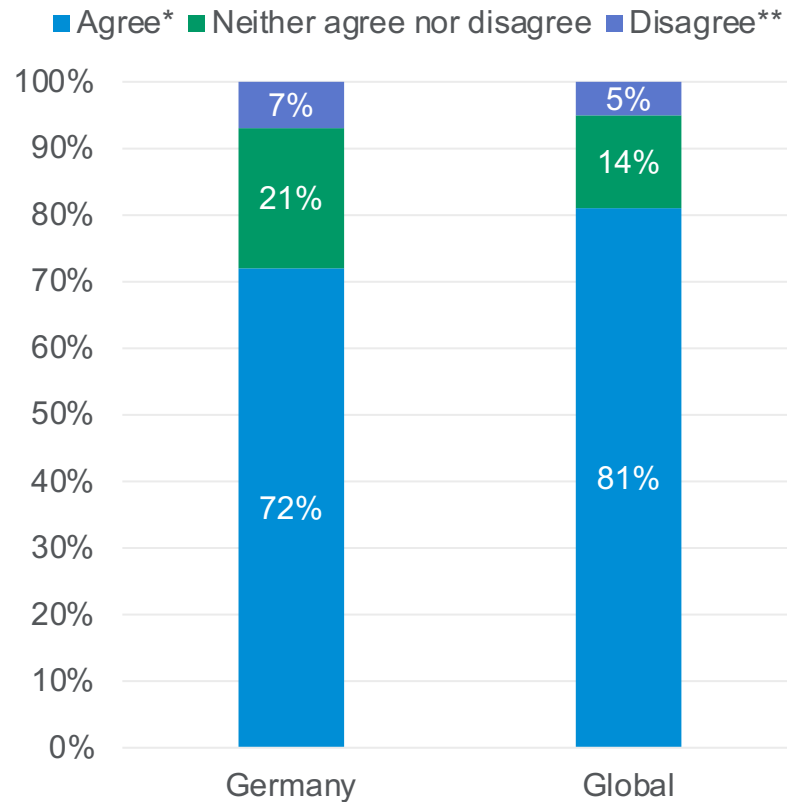
German graduates are less likely to agree that certifications will help them secure higher earnings and give them an edge in the current job market compared to the global average
 Q10. To what extent do you agree or disagree with the following statements?



Postgraduate qualifications/professional certification will help me to secure higher earnings



Postgraduate qualifications/professional certification will give me an edge in the current job market



25 *Agree = Strongly/Somewhat agree NET
 **Disagree = Strongly/Somewhat disagree NET

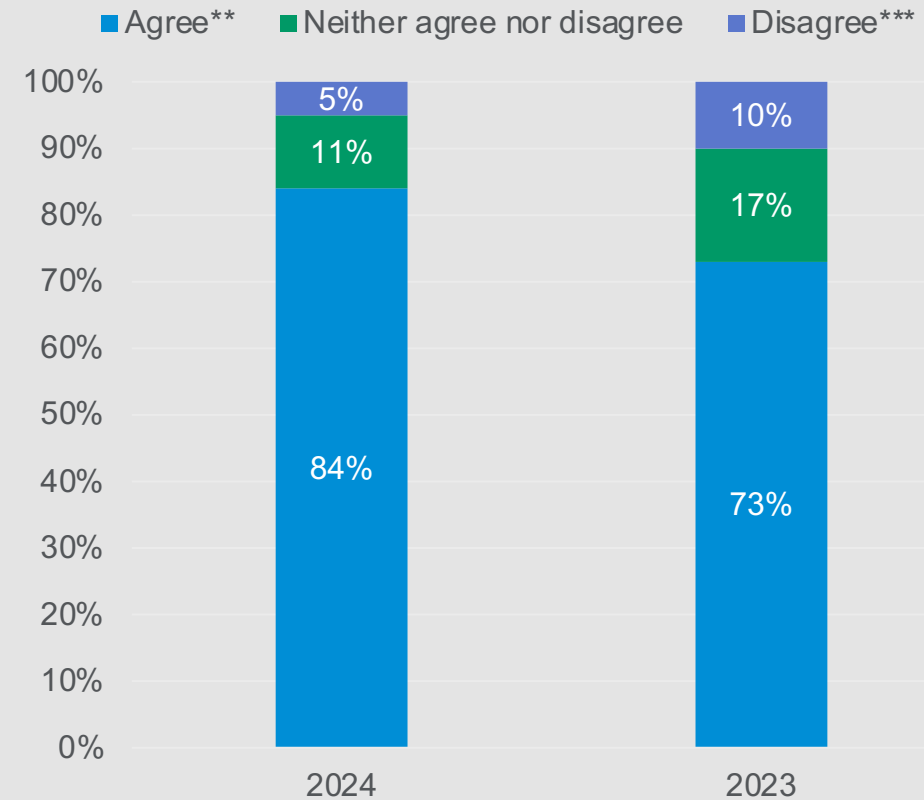
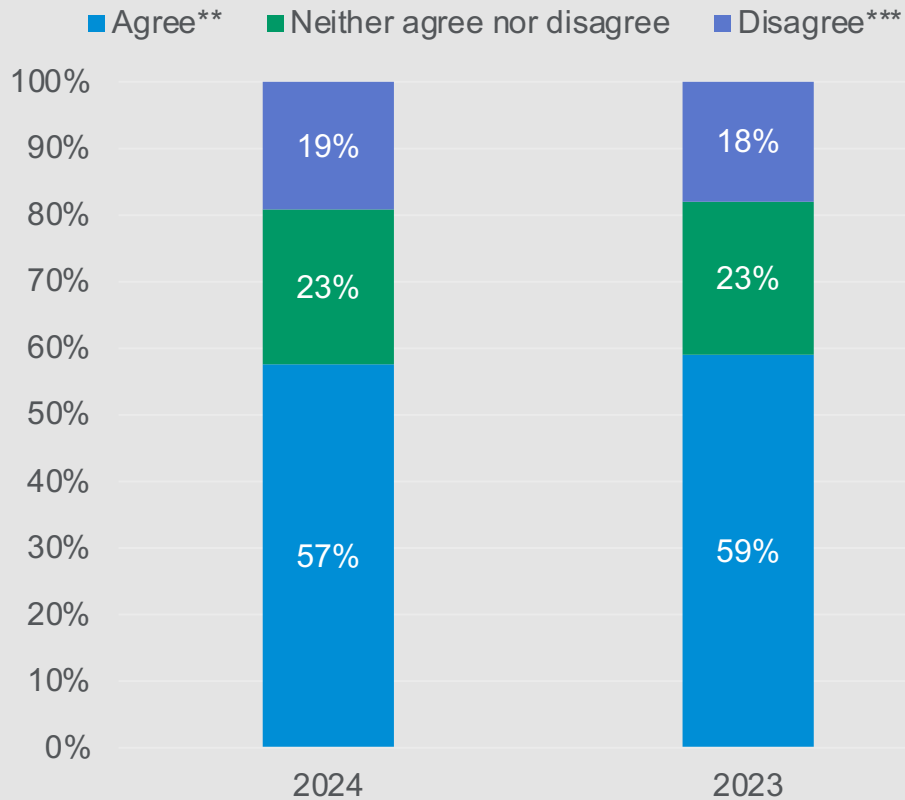
Graduates are more likely in 2024 vs. 2023 to feel that their career prospects have improved as a result of undertaking a degree

Q10. To what extent do you agree or disagree with the following statements?



I am likely to have multiple careers over my lifetime*

I feel my career prospects have improved as a result of undertaking a degree



26 *Presented as "I am likely to have multiple careers over my lifetime, due to the likelihood I will be working into later life." in 2023

**Agree = Strongly/Somewhat agree NET

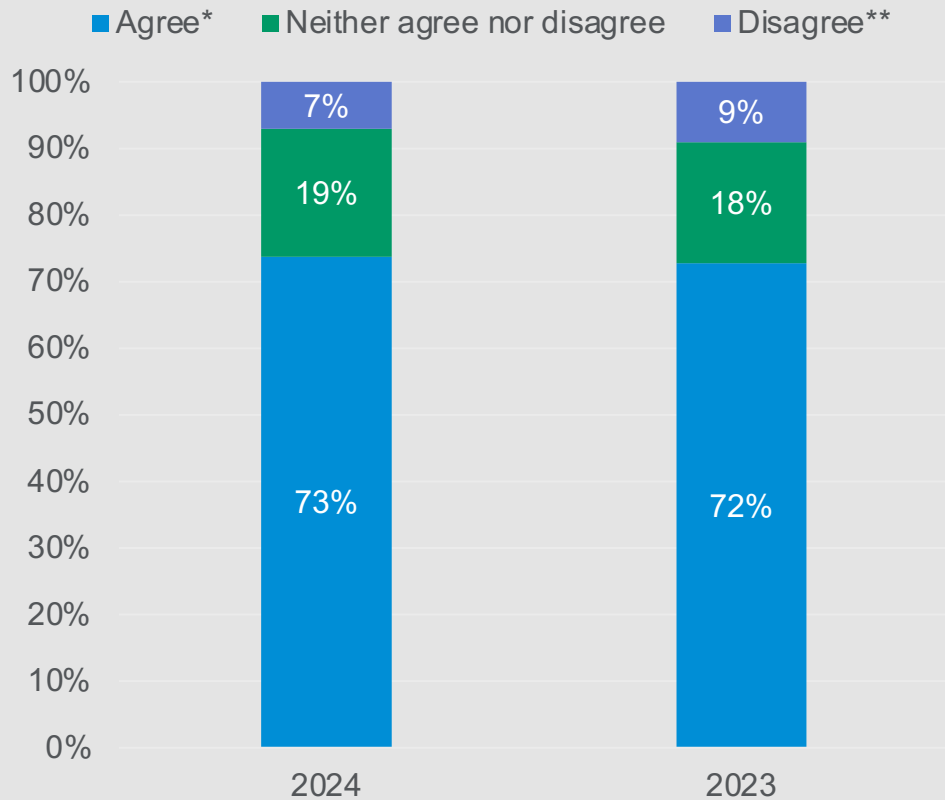
***Disagree = Strongly/Somewhat disagree NET

Graduates are more likely in 2024 vs. 2023 to say certifications will help secure higher earnings and give them an edge in the current job market

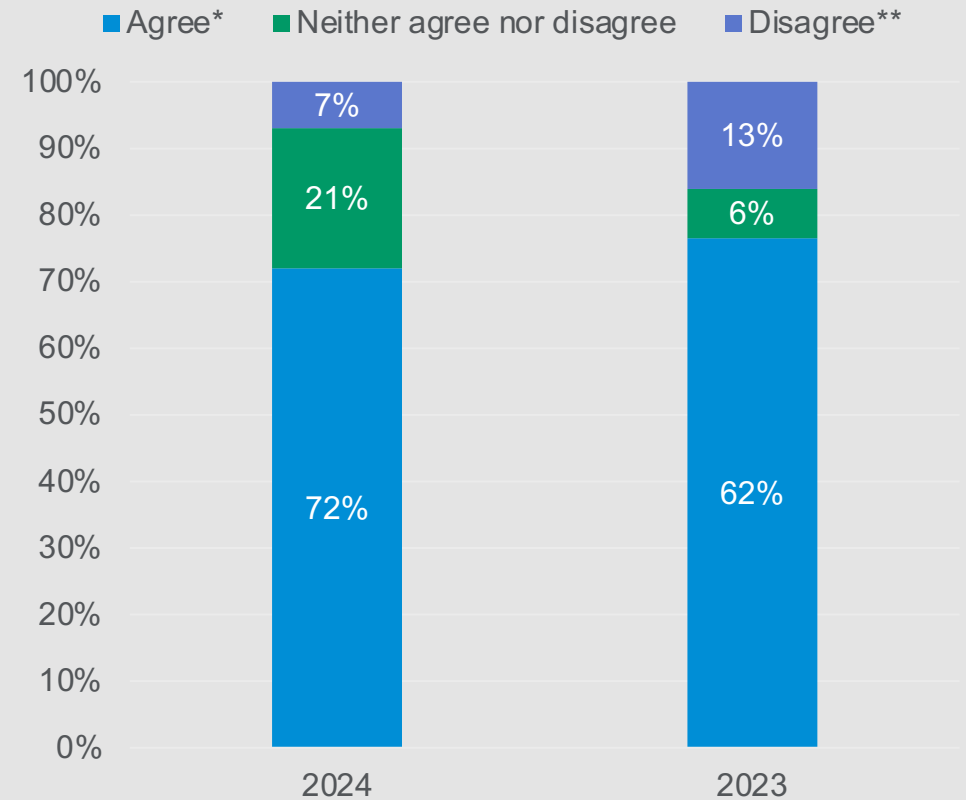


Q10. To what extent do you agree or disagree with the following statements?

Postgraduate qualifications/professional certification will help me to secure higher earnings



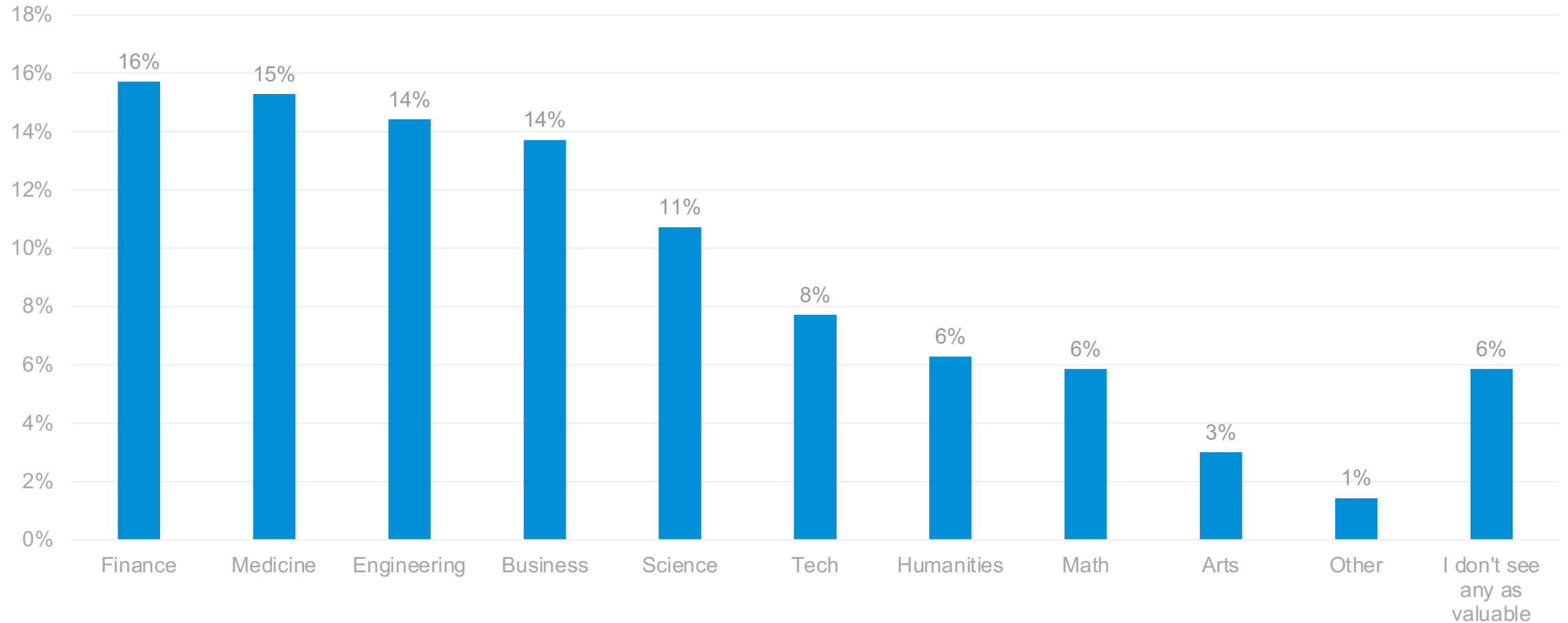
Postgraduate qualifications/professional certification will give me an edge in the current job market



27 *Agree = Strongly/Somewhat agree NET
 **Disagree = Strongly/Somewhat disagree NET

Finance and Medicine are the top college majors German graduates consider most valuable in finding a career

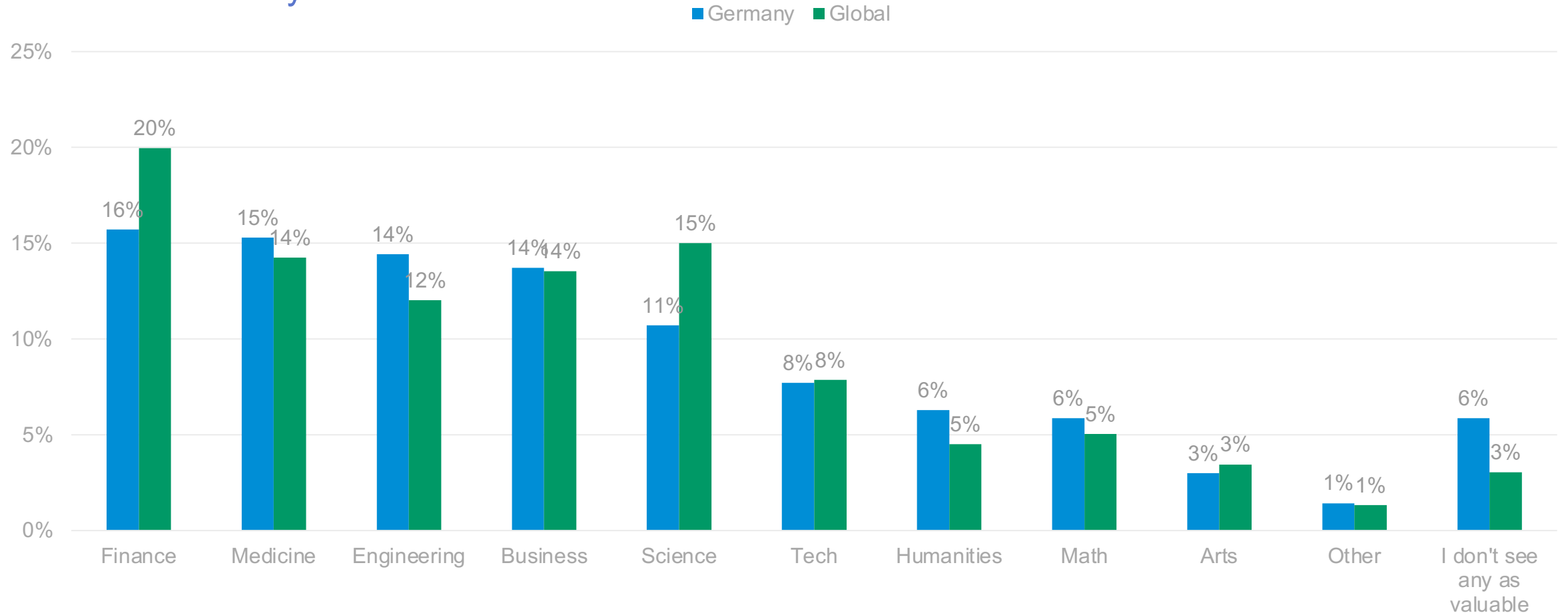
Q11. What university major/subject, if any, do you see as most valuable in finding a career? Select only one.



German graduates are more likely to see a major in Medicine or Engineering as valuable in finding a career but less likely to see a major in Finance or Science as valuable compared to the global average

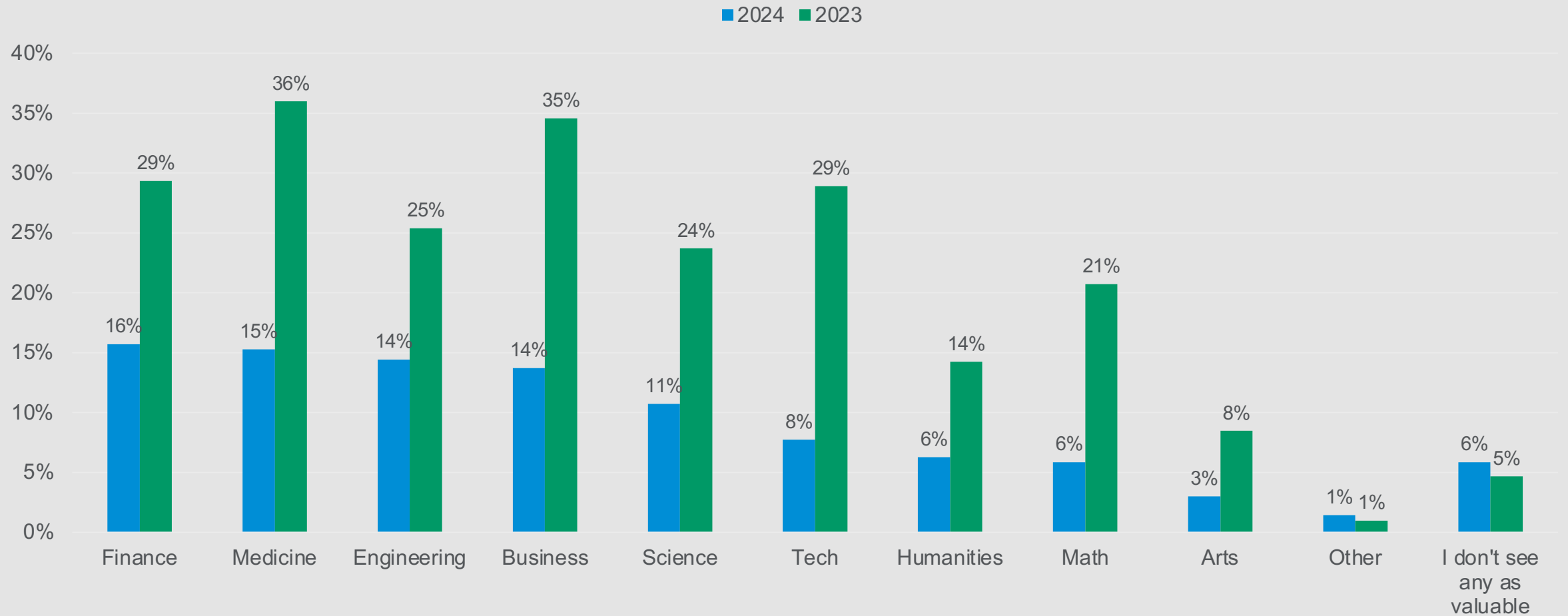


Q11. What university major/subject, if any, do you see as most valuable in finding a career? Select only one.



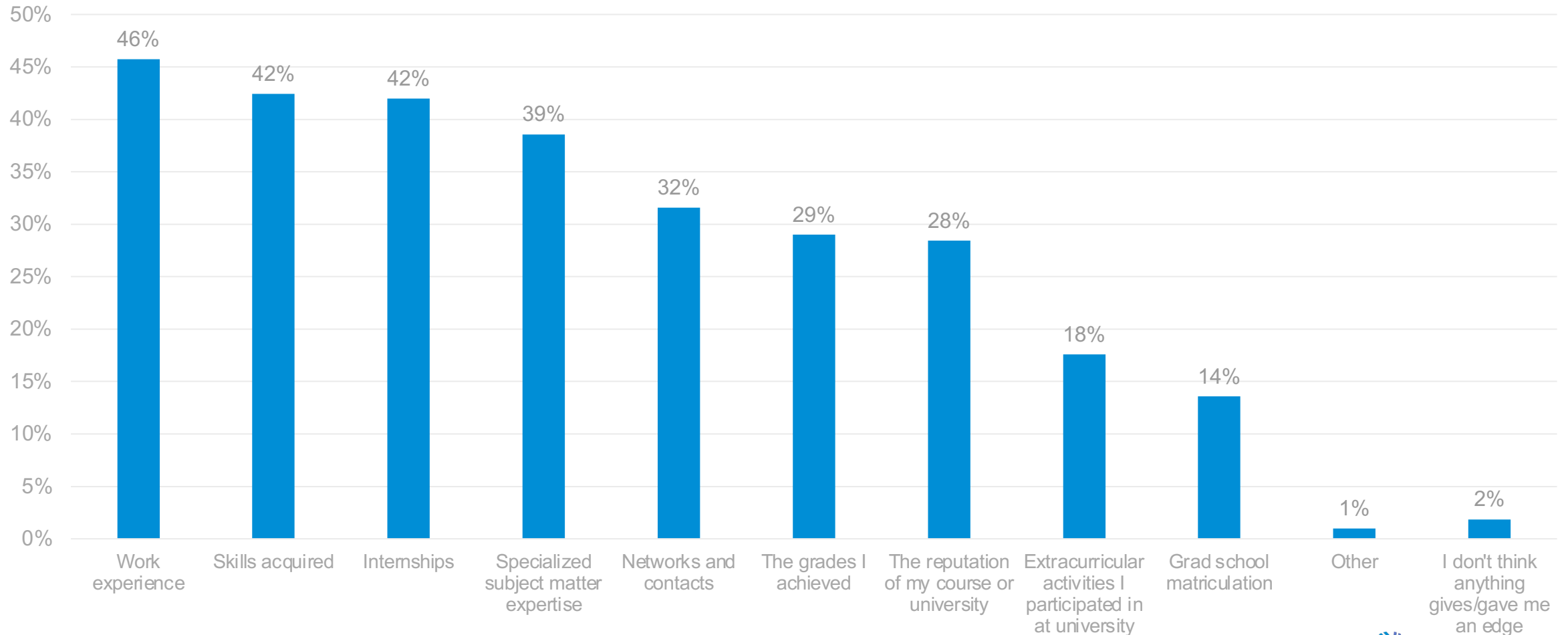
A major in Tech, Medicine or Business saw the biggest decreases in value in finding a career among graduates in 2024 vs. 2023

Q11. What university major/subject, if any, do you see as most valuable in finding a career? Select only one.



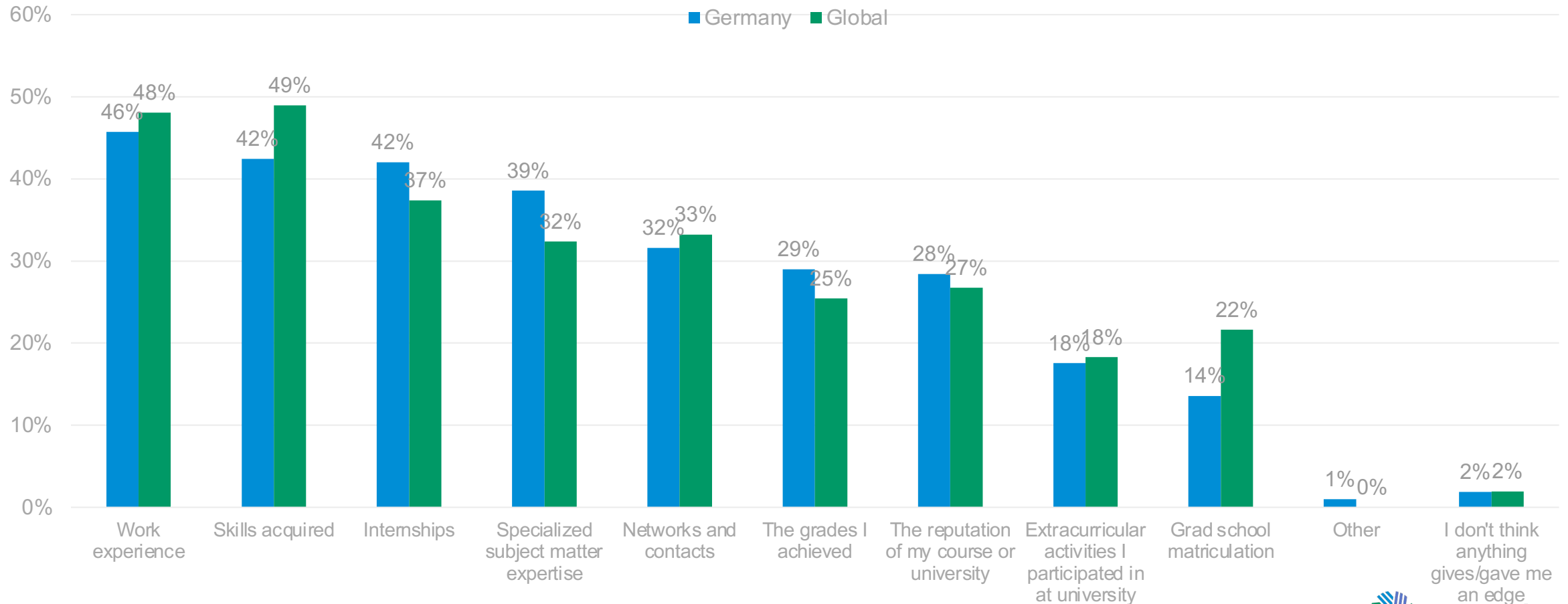
German graduates believe Work experience, Skills, and Internships will give them an edge in the job market upon graduation

Q12. What, if anything, do you think gives/gave you an "edge" in the job market upon graduation? Select all that apply.



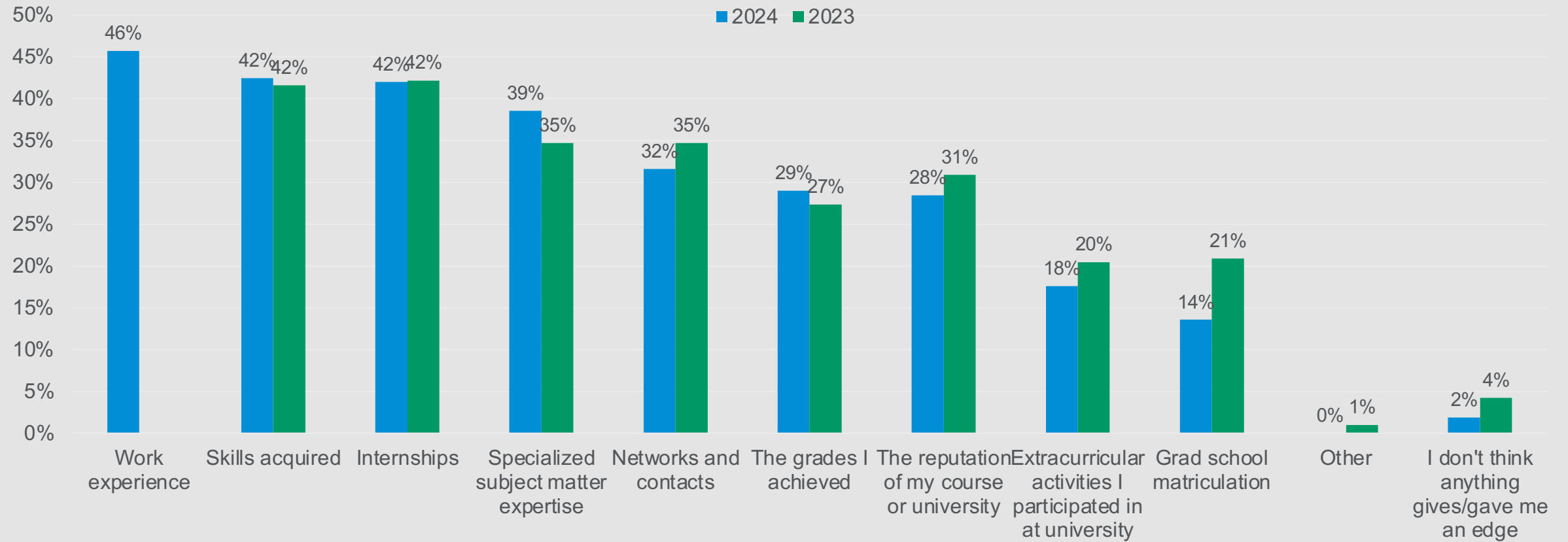
German graduates are less likely to believe Skills or Work experience will give them an edge in the job market upon graduation compared to the global average but more likely to believe Subject matter expertise will

Q12. What, if anything, do you think gives/gave you an "edge" in the job market upon graduation? Select all that apply.



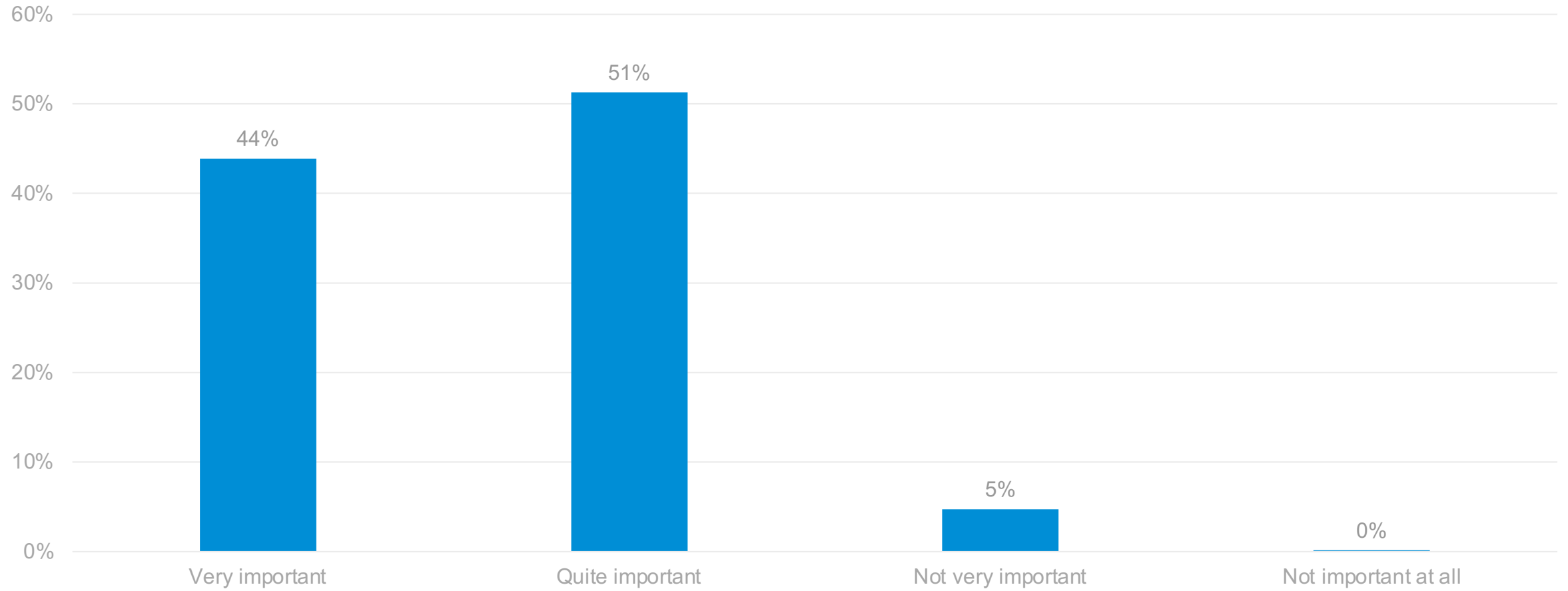
More graduates think Subject matter expertise will give them an edge in the job market in 2024 vs. 2023 but fewer think Networks and contacts will give them an edge

Q12. What, if anything, do you think gives/gave you an "edge" in the job market upon graduation? Select all that apply.



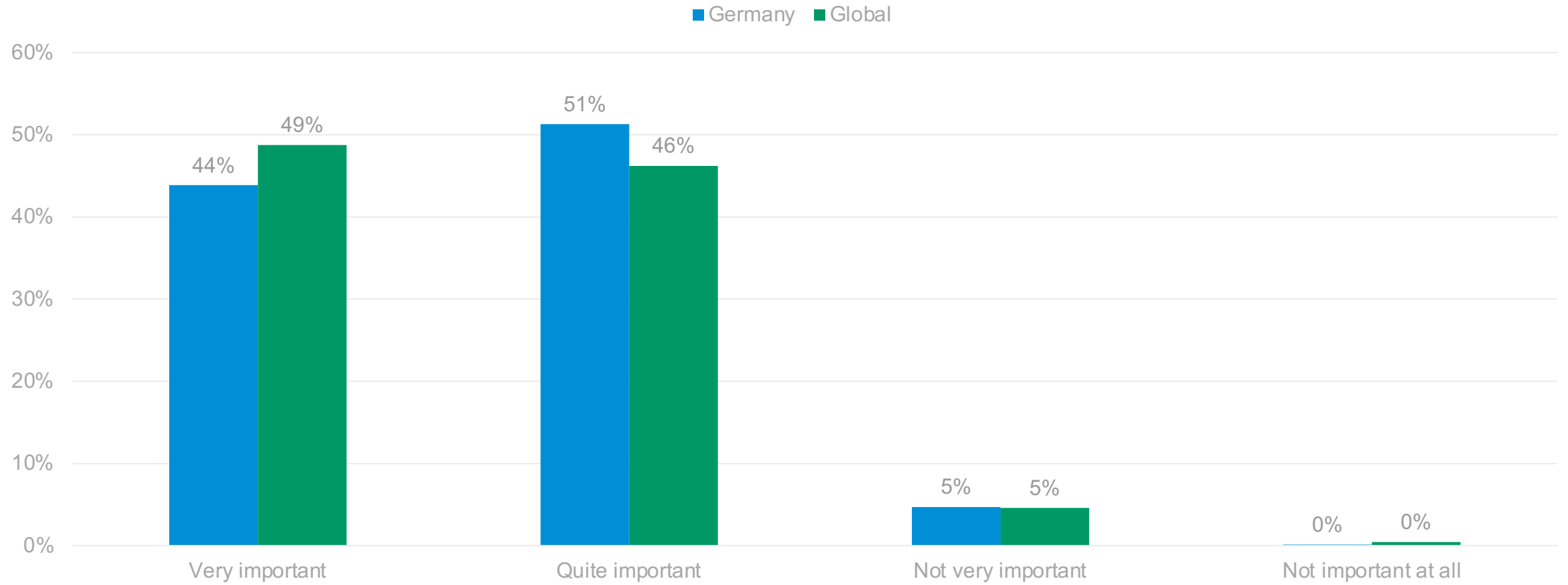
The majority of German graduates view upskilling and professional/post-graduate qualifications as important in the current job market

Q13. How important, if at all, do you think upskilling and professional / post-graduate qualifications are in the current job market?



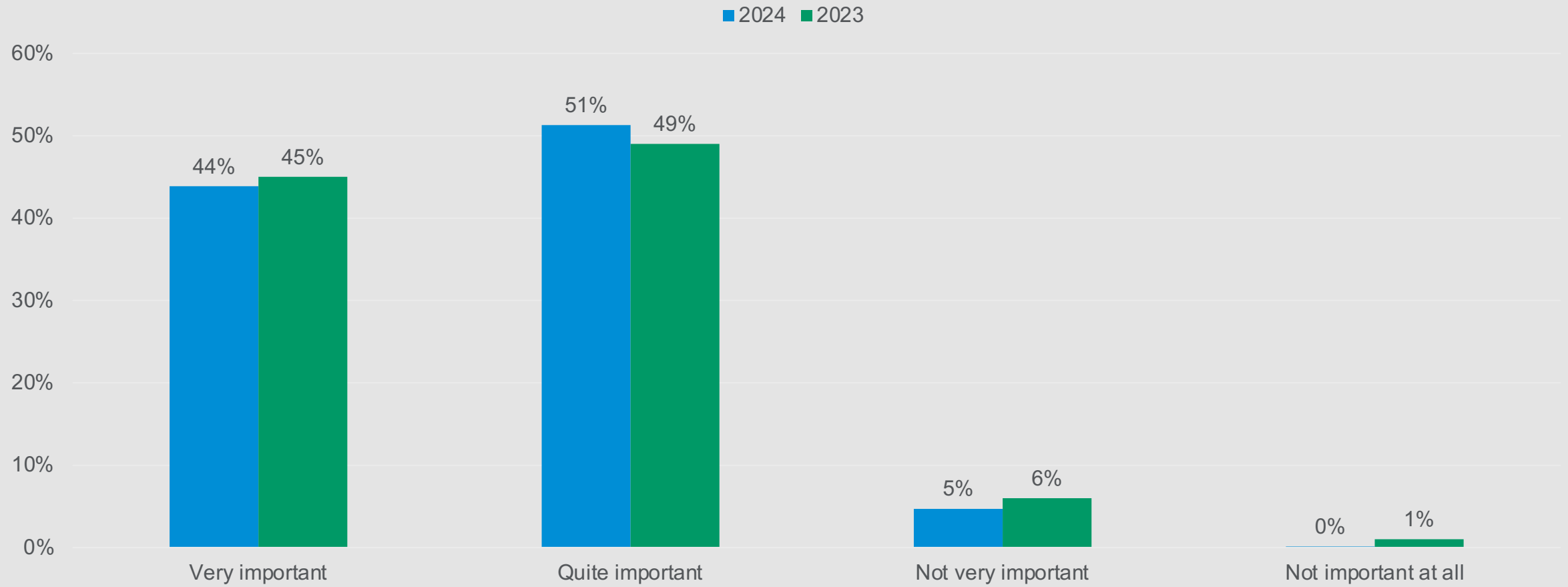
Fewer German graduates view upskilling and professional/post-graduate qualifications as very important in the current job market compared to the global average

Q13. How important, if at all, do you think upskilling and professional / post-graduate qualifications are in the current job market?



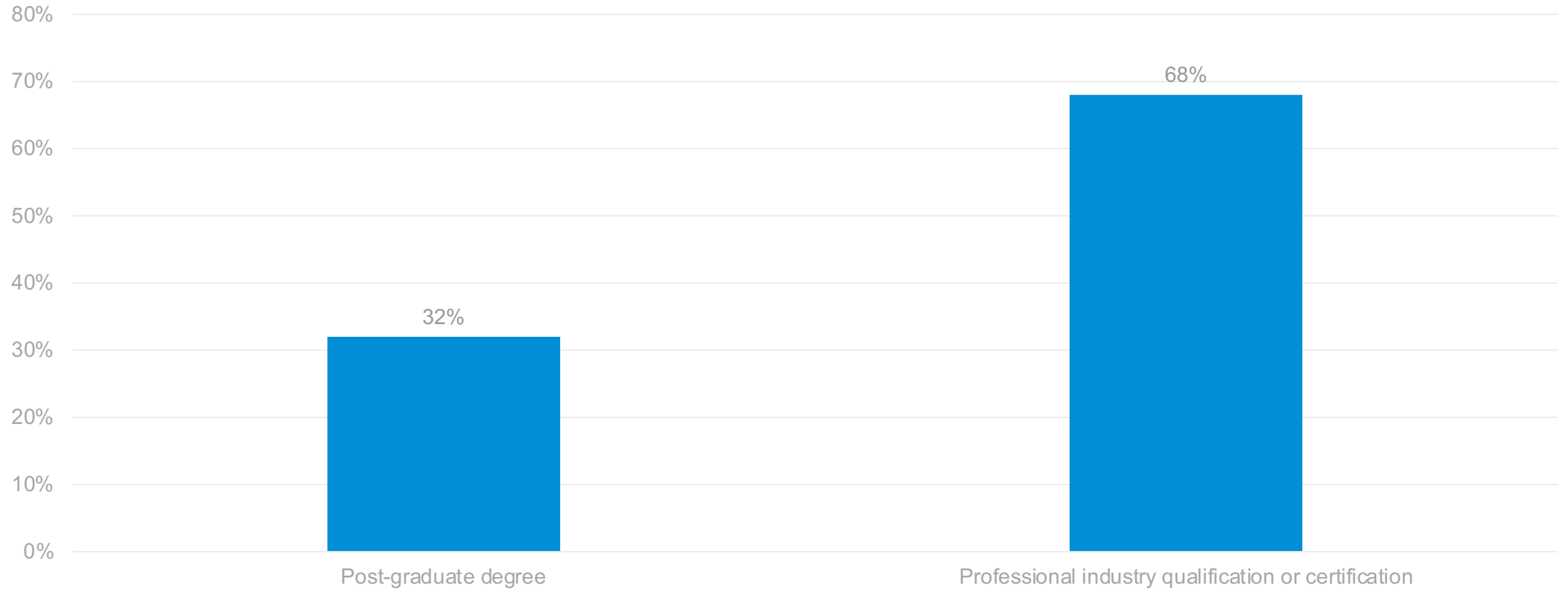
Upskilling and professional qualifications have increased in importance for graduates since 2023

Q13. How important, if at all, do you think upskilling and professional / post-graduate qualifications are in the current job market?



German graduates consider professional industry qualification or certification the most valuable in helping drive their career forward

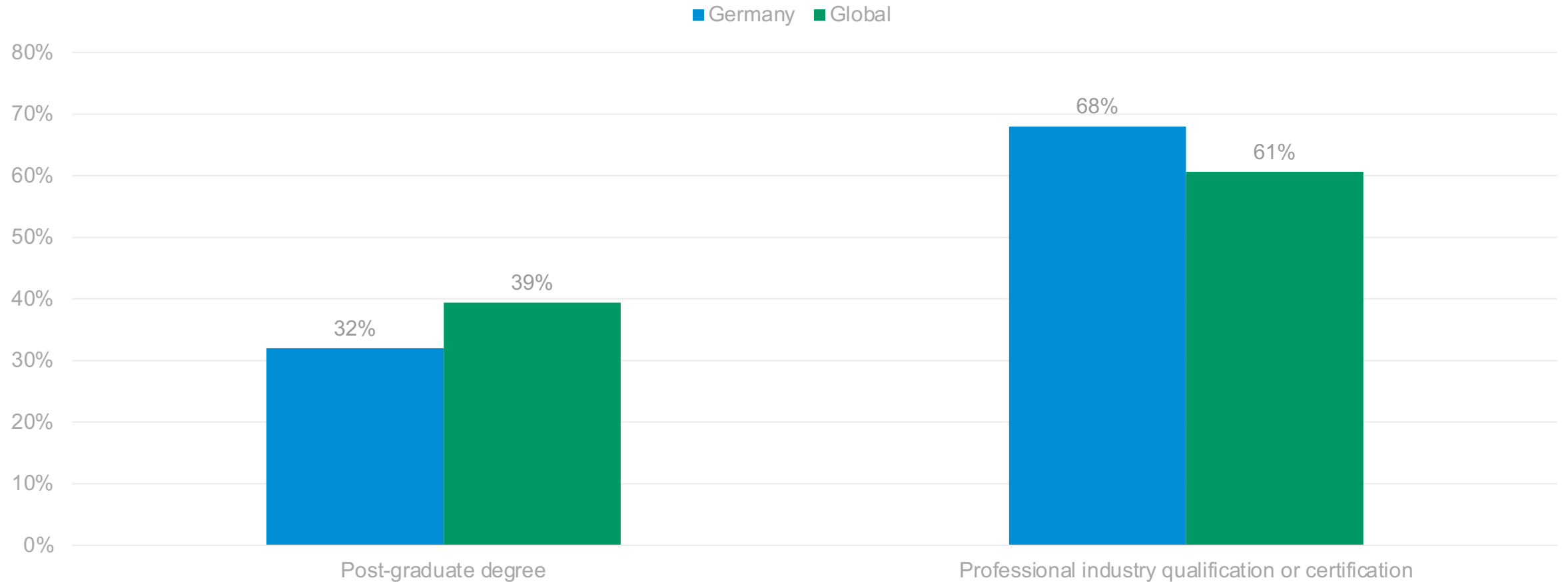
Q14. Which of the following do you consider most valuable in helping drive your career forward?



German graduates are more likely to view a professional industry qualification or certification the most valuable in helping drive their career forward compared to the global average

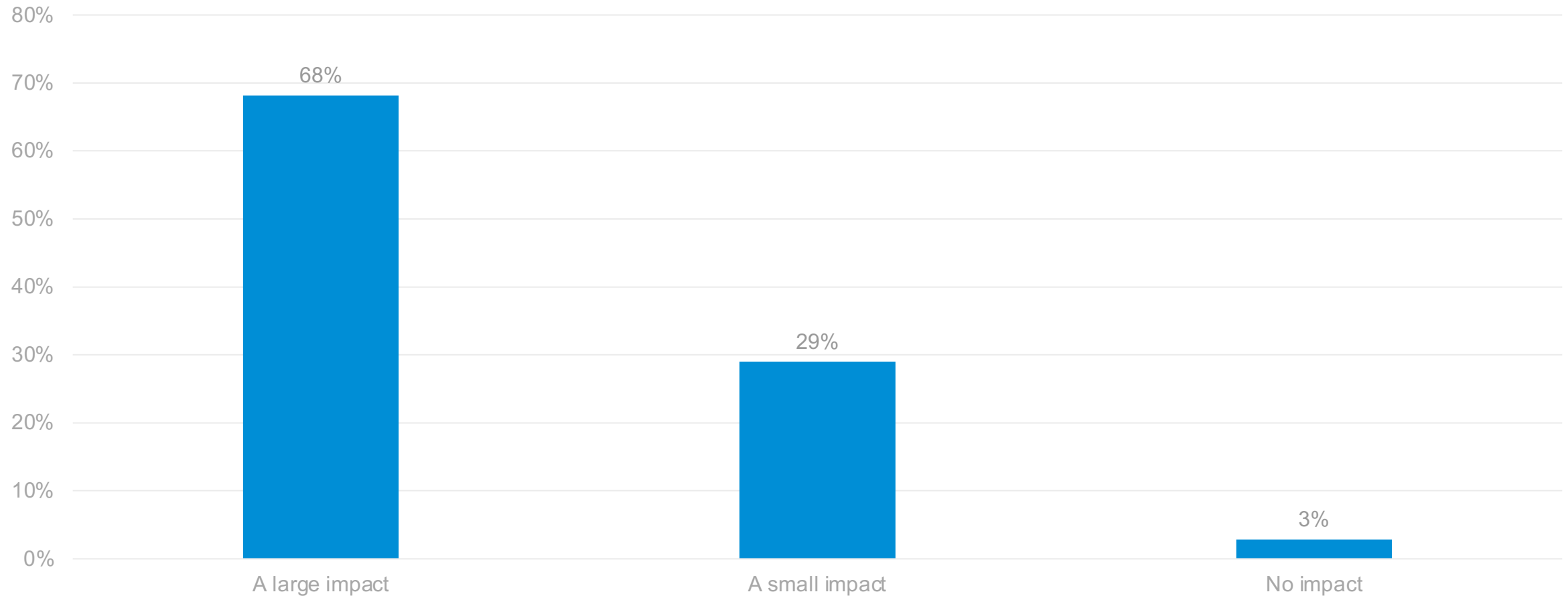


Q14. Which of the following do you consider most valuable in helping drive your career forward?



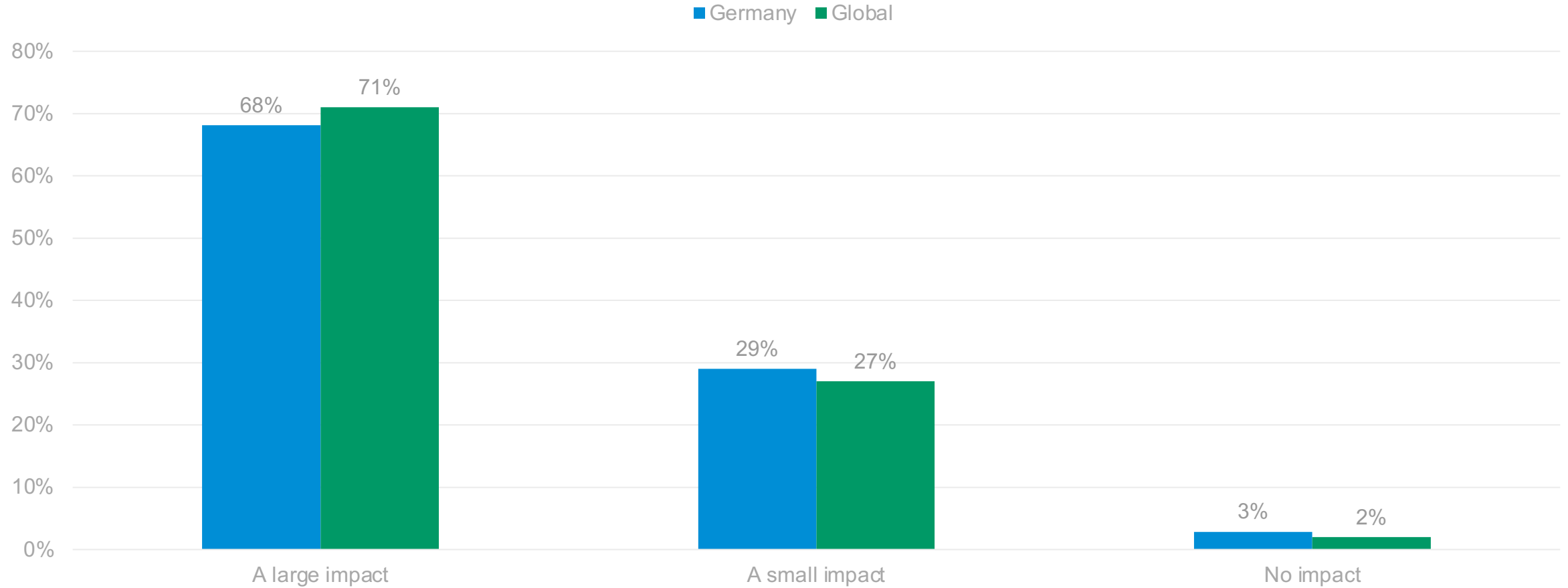
About two-thirds of German graduates think professional certification has a large impact on their earning prospects, job fulfillment, and opportunities

Q15. How much impact do you think professional certification would have on your earning prospects, job fulfillment, and opportunities?



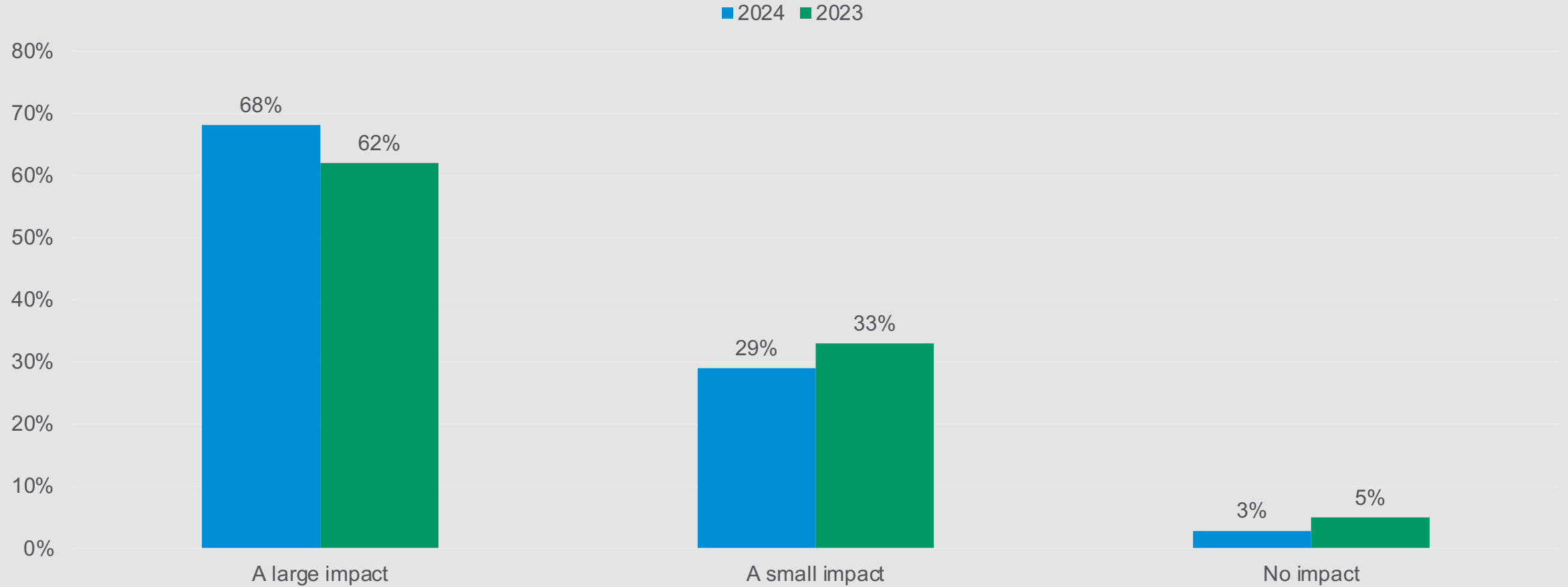
Fewer German graduates think professional certification has a large impact on their earning prospects, job fulfillment, and opportunities compared to the global average

Q15. How much impact do you think professional certification would have on your earning prospects, job fulfillment, and opportunities?



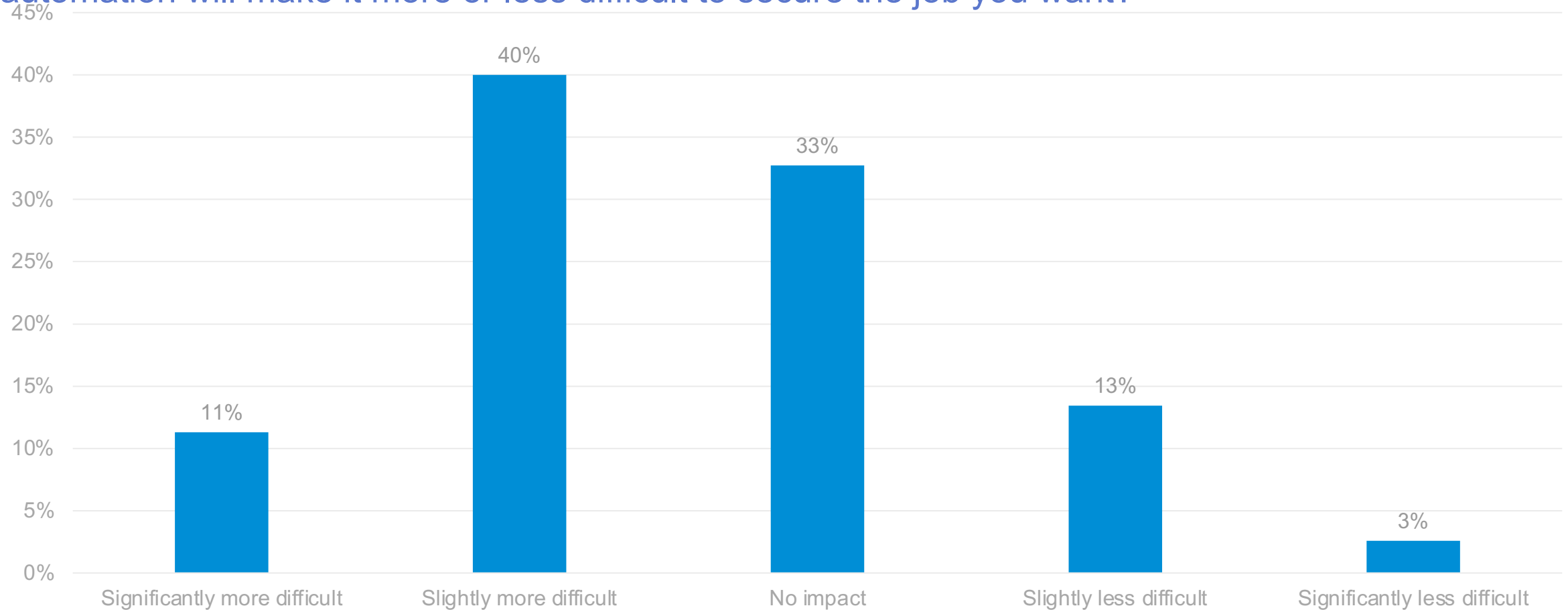
Graduates are more likely to believe certifications have a large impact on earnings and opportunities in 2024 vs. 2023

Q15. How much impact do you think professional certification would have on your earning prospects, job fulfillment, and opportunities?



More than half of German graduates think AI/automation will make it more difficult to secure the job they want

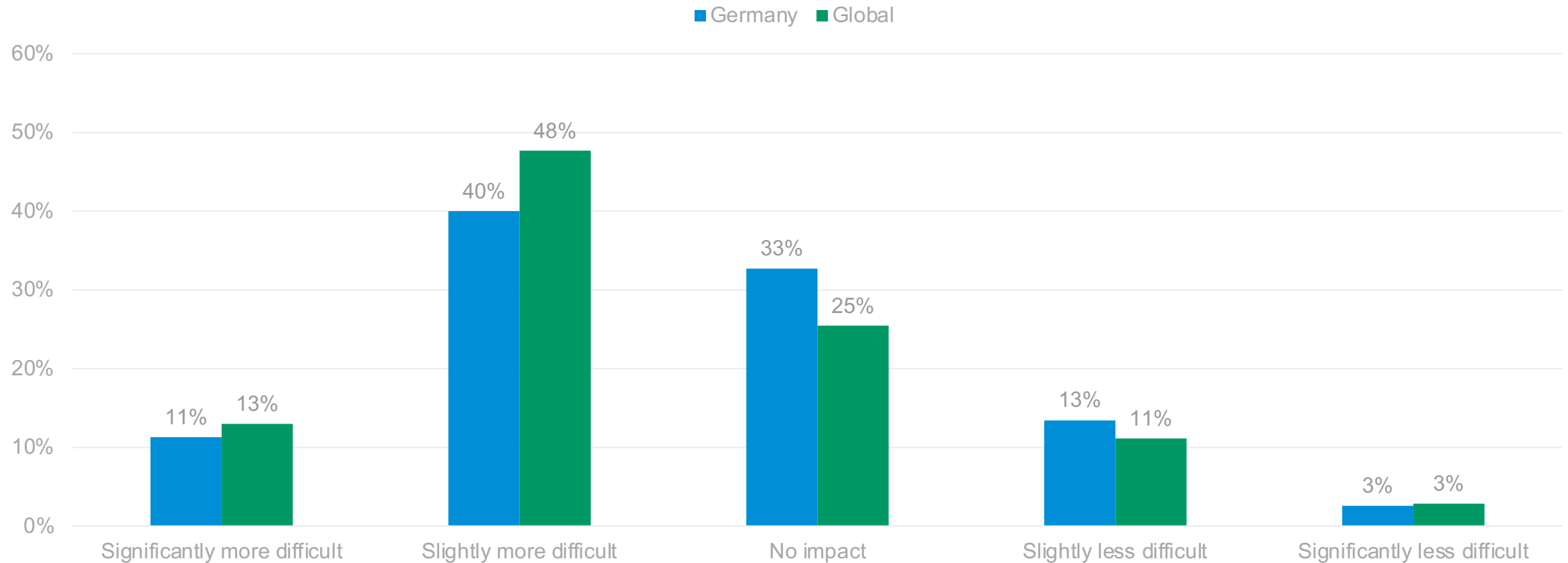
Q16. As it relates to artificial intelligence, machine learning, and other emerging technologies in your desired career field, do you think artificial intelligence (AI) / automation will make it more or less difficult to secure the job you want?



German graduates are less likely than the global average to think AI/automation will make it more difficult to secure the job they want

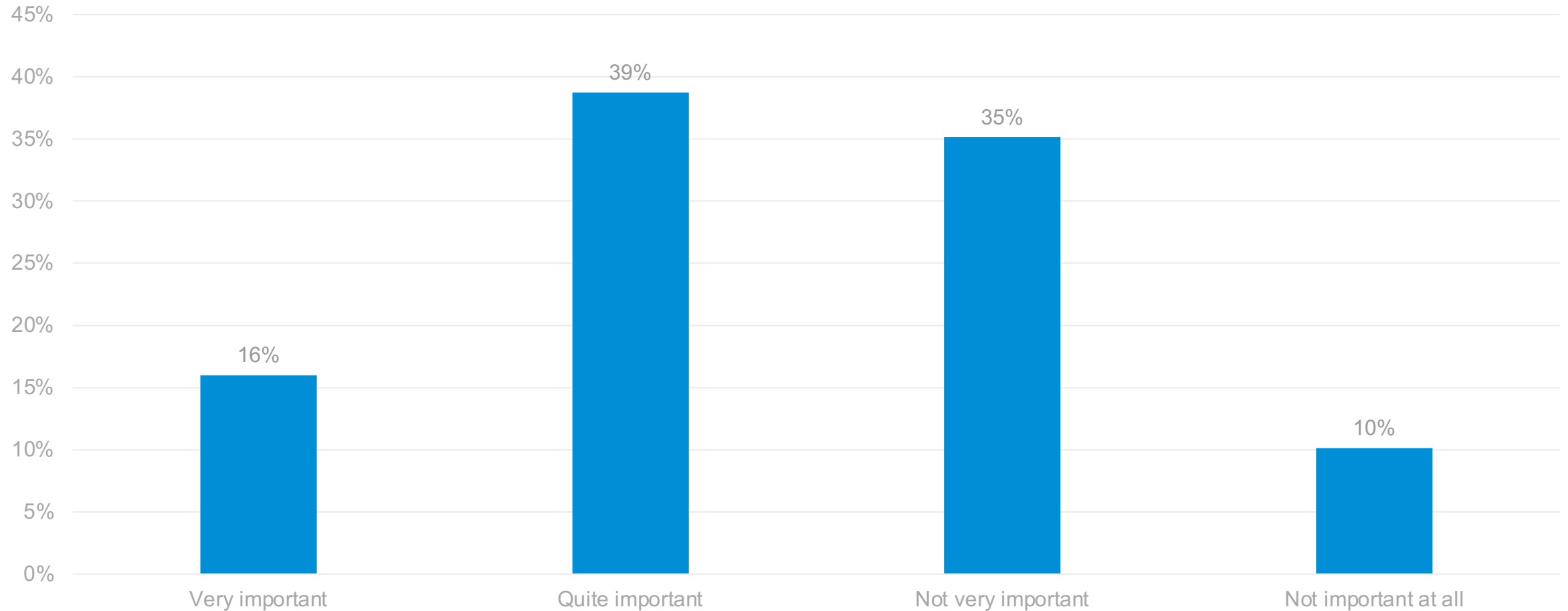


Q16. As it relates to artificial intelligence, machine learning, and other emerging technologies in your desired career field, do you think artificial intelligence (AI) / automation will make it more or less difficult to secure the job you want?



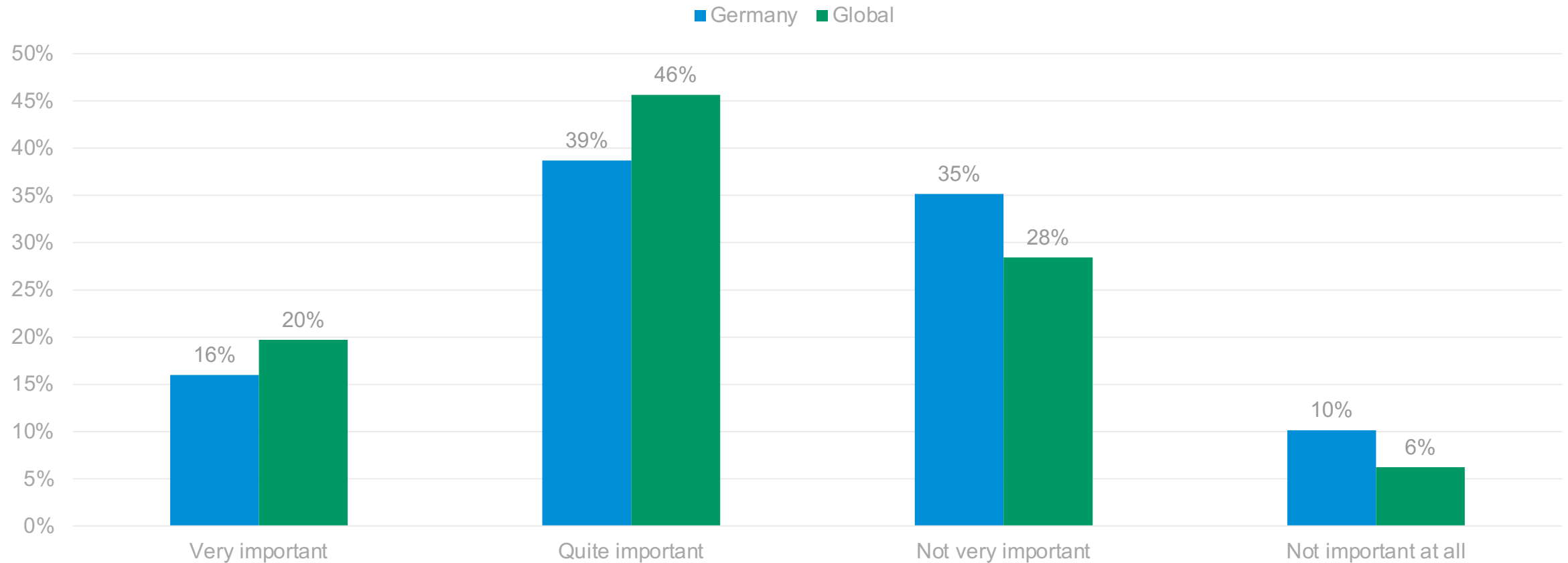
More than half of German graduates think AI/automation is important to the success of their desired career path

Q17. How important is artificial intelligence (AI) / automation to the success of your desired career path?



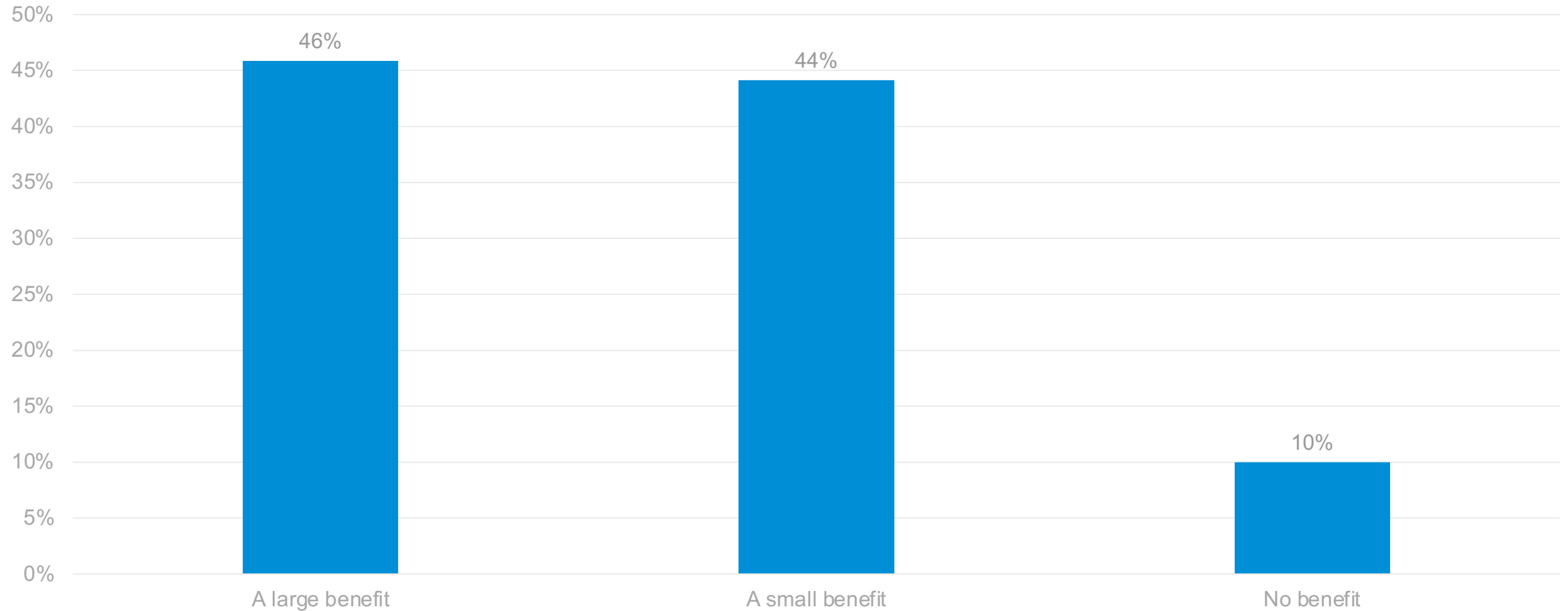
German graduates are less likely than the global average to think AI/automation is important to the success of their desired career path

Q17. How important is artificial intelligence (AI) / automation to the success of your desired career path?



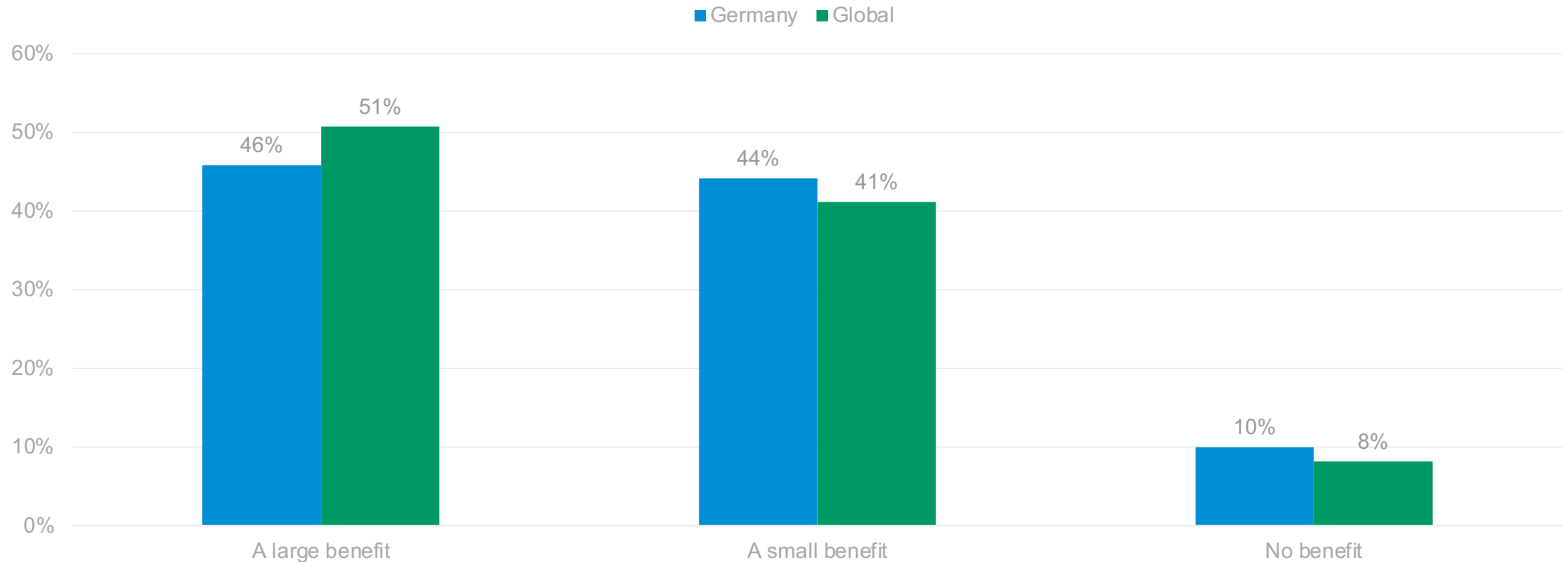
German graduates think knowing how to use AI/automation tools will have a benefit on their career prospects

Q18. How much impact would knowing how to use artificial intelligence (AI) / automation tools and technology have on your career prospects?



German graduates are slightly less likely than the global average to think knowing how to use AI/automation tools will benefit their career prospects

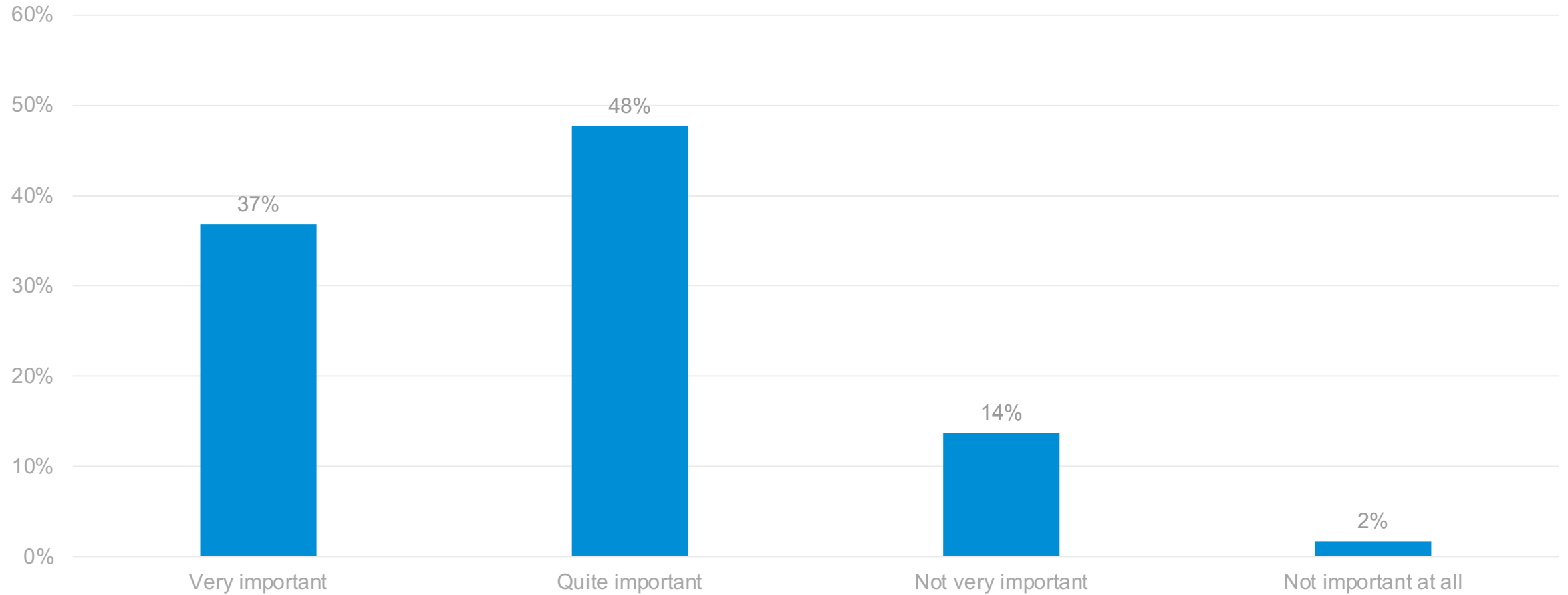
Q18. How much impact would knowing how to use artificial intelligence (AI) / automation tools and technology have on your career prospects?



German graduates want to make a positive societal and environmental contribution through their career

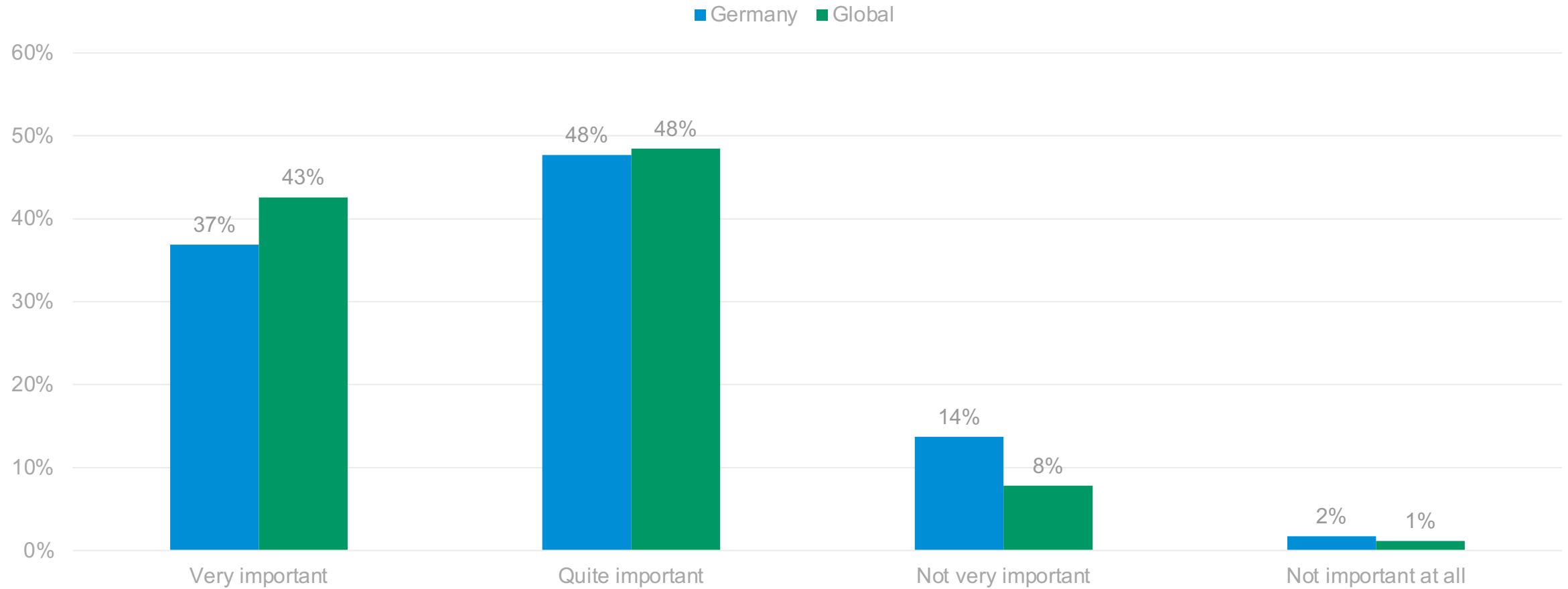


Q19. How important is it to you that you can make a positive societal and environmental contribution through your career?



Fewer German graduates find it very important they make a positive societal and environmental contribution through their career compared to the global average

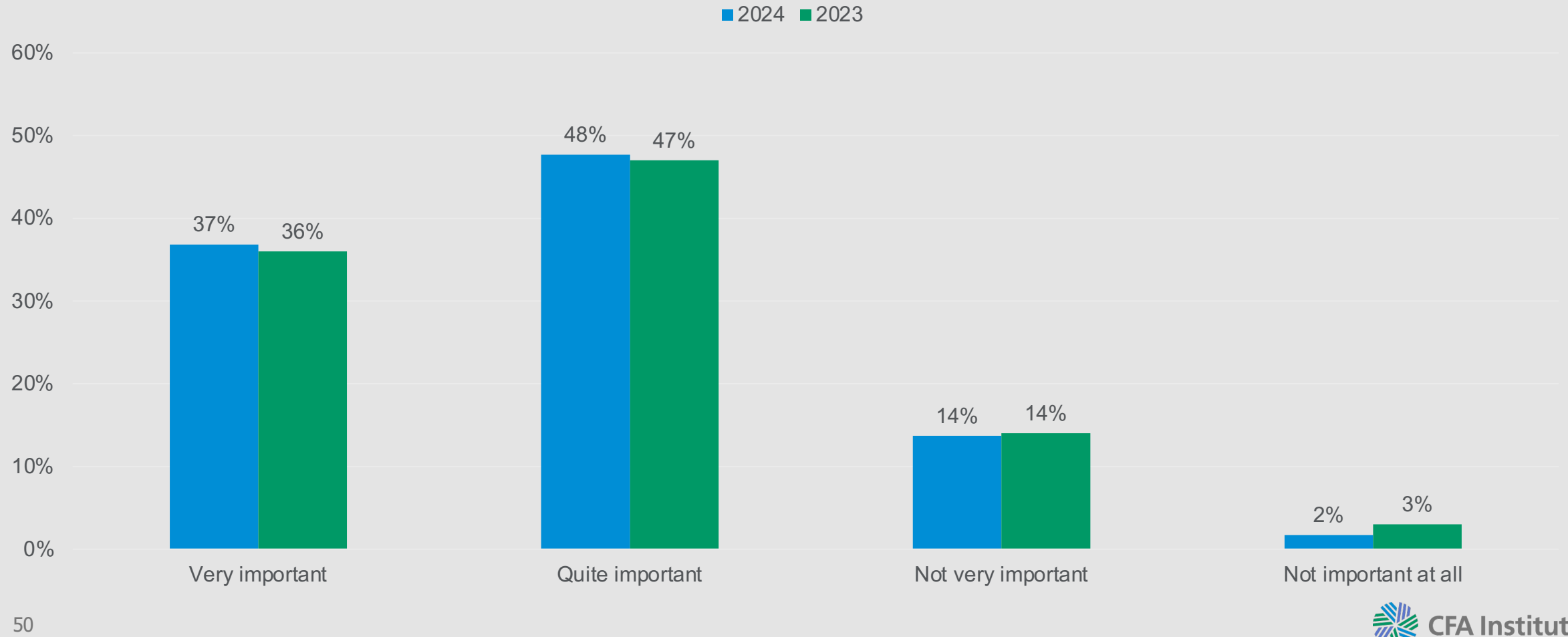
Q19. How important is it to you that you can make a positive societal and environmental contribution through your career?



Overall importance (“very important” & “quite important”) of making a positive societal and environmental contribution through their career increased in 2024 vs. 2023

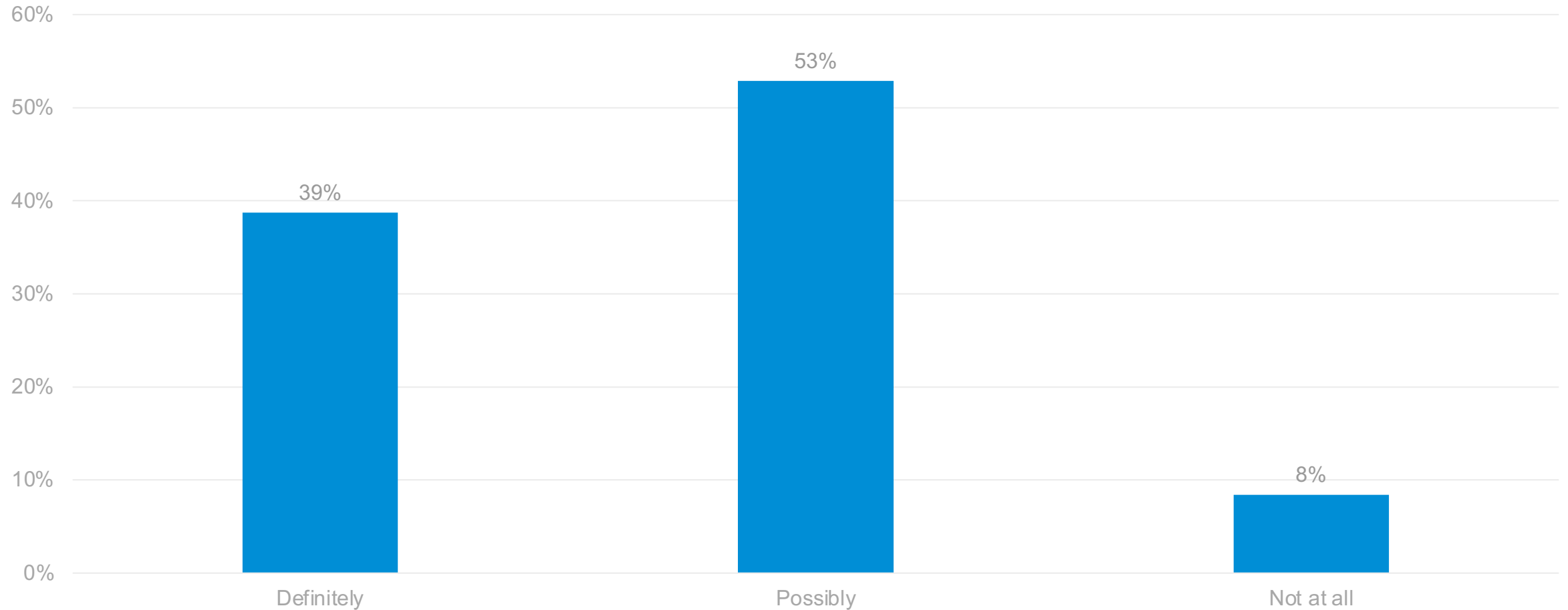


Q19. How important is it to you that you can make a positive societal and environmental contribution through your career?



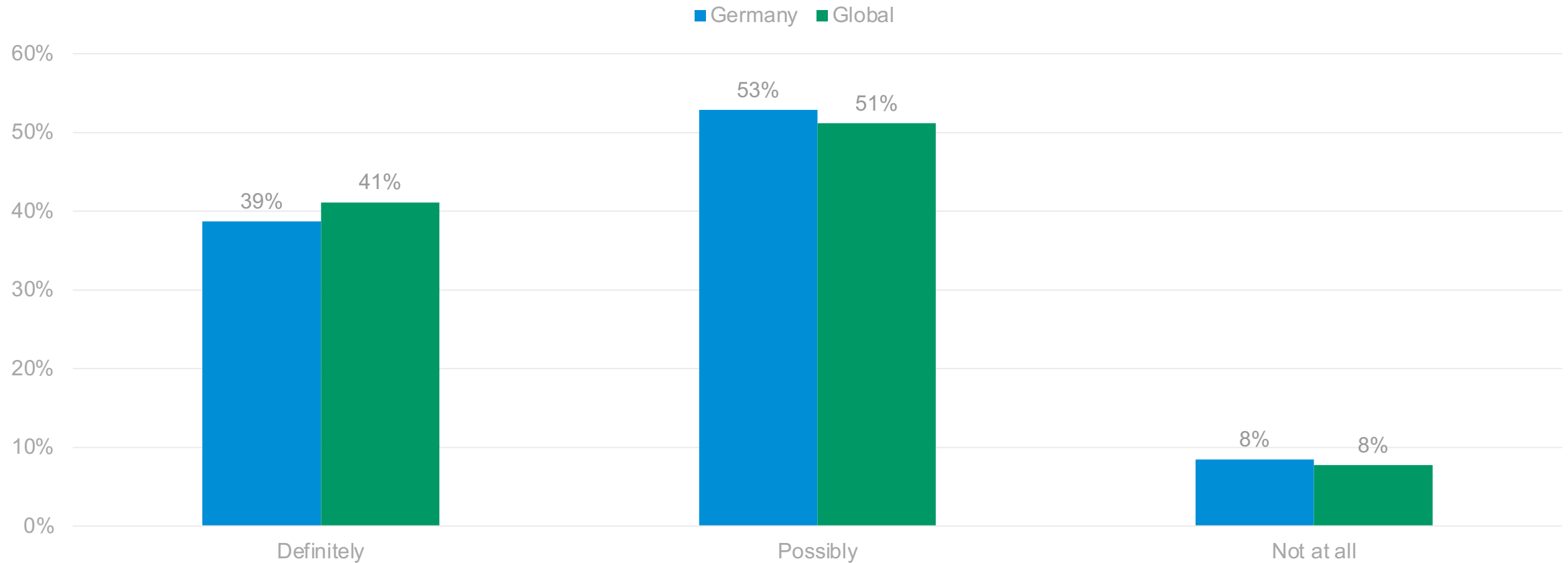
German graduates would be influenced by a company's commitment to ESG when deciding whether to pursue a career with them

Q20. Would a company's commitment to ESG (environmental, social, and governance) factors influence your decision to apply for a job or pursue a career with them?



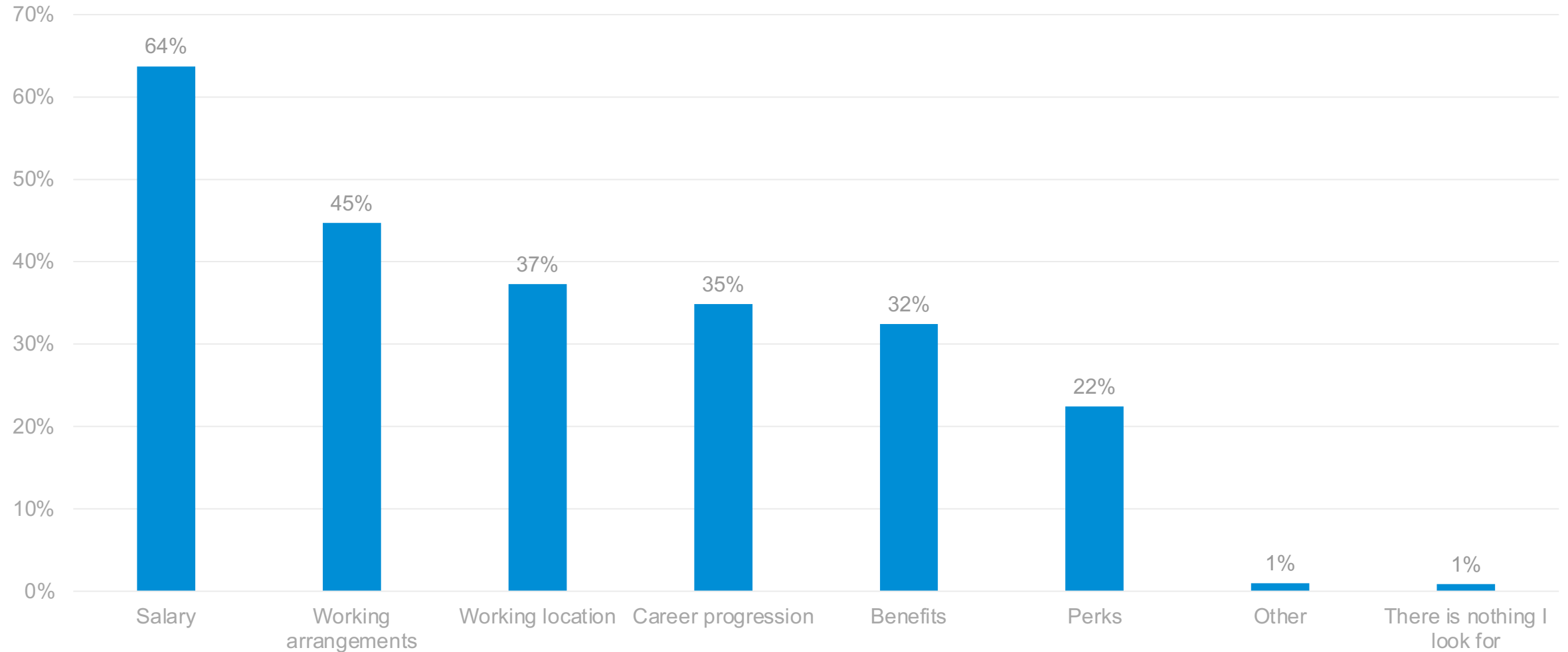
German graduates are on par with the global average in whether a company's commitment to ESG would influence their decision to pursue a career with them

Q20. Would a company's commitment to ESG (environmental, social, and governance) factors influence your decision to apply for a job or pursue a career with them?



Salary is most looked for in an employer by German graduates

Q21. What do you look for the most in an employer? Select up to three.

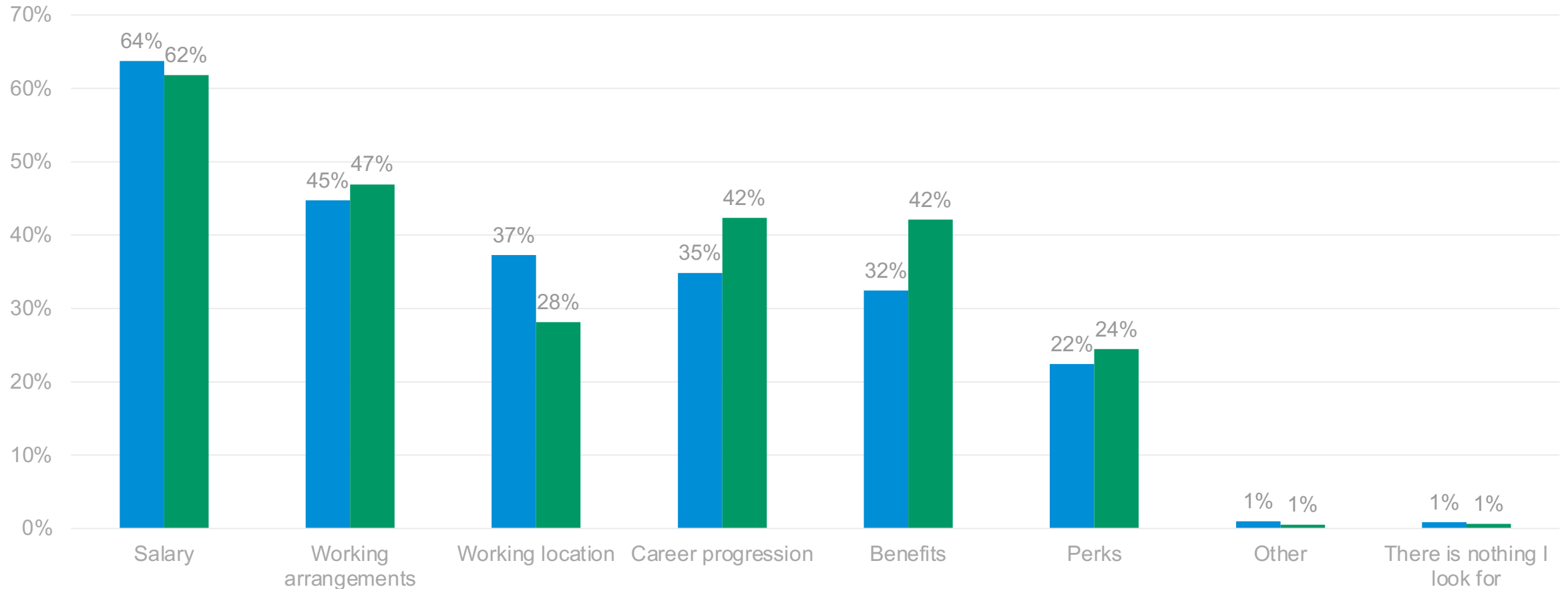


German graduates are less likely to look for salary and working location in an employer compared to the global average but less likely to look at working arrangements and benefits



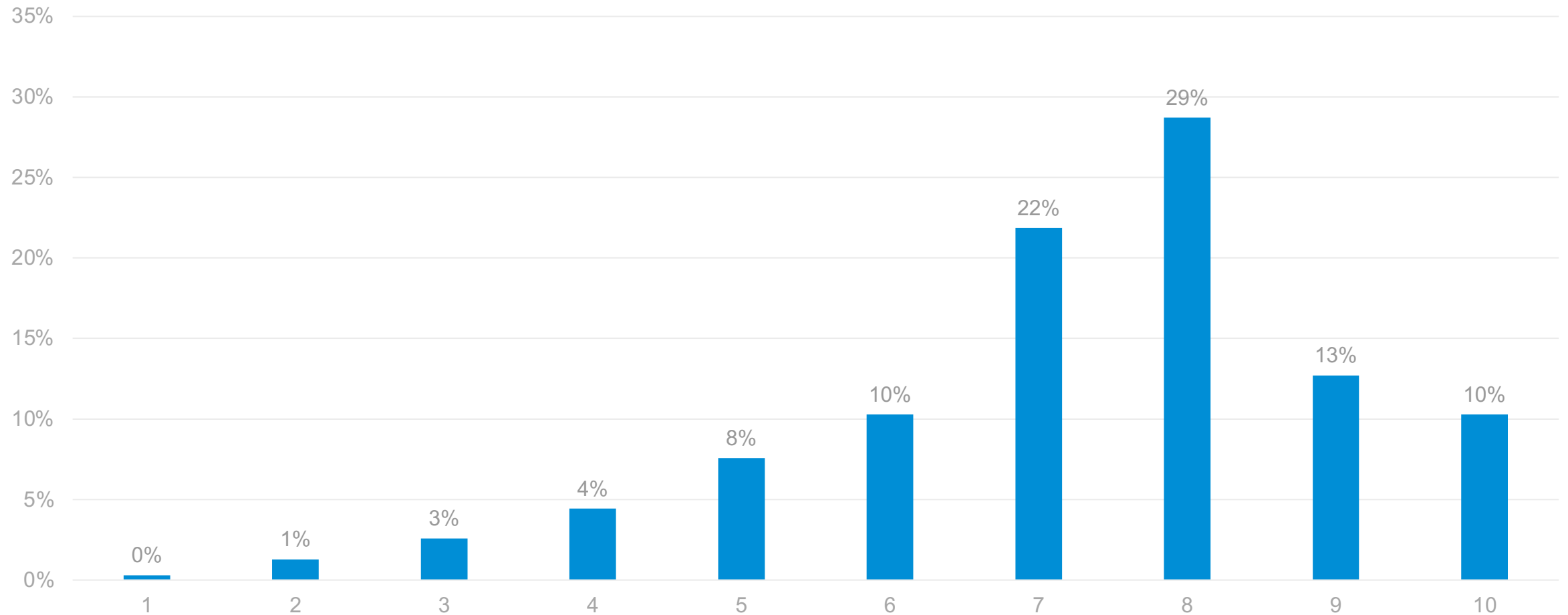
Q21. What do you look for the most in an employer? Select up to three.

■ Germany ■ Global

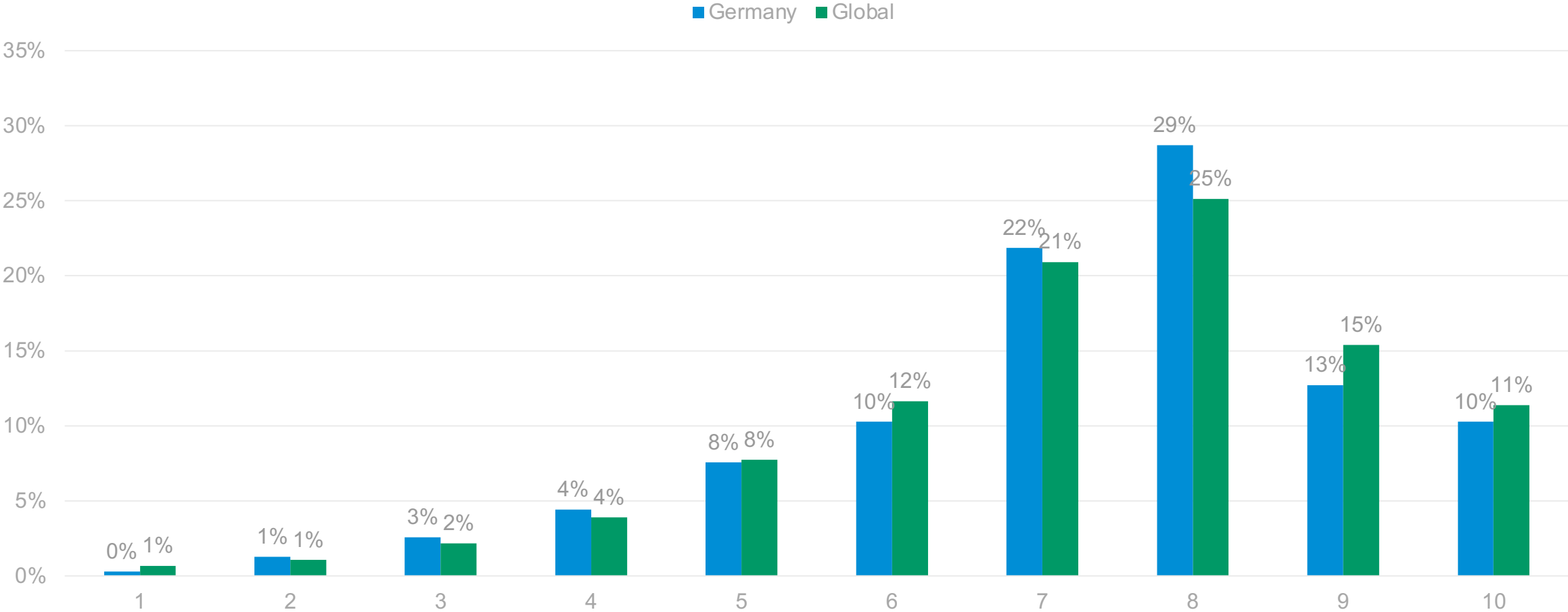


Most German graduates are confident about their career prospects

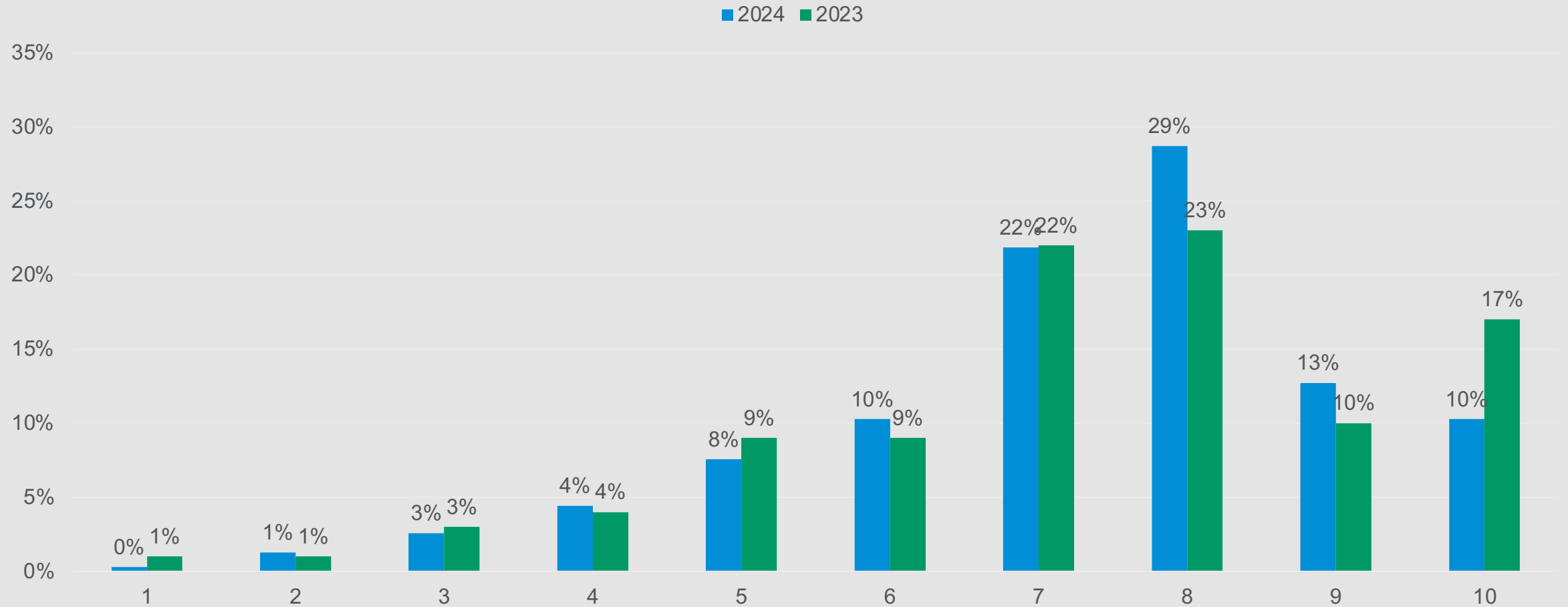
Q22. On a scale of 1-10, how confident do you currently feel about your career prospects? 1 being not confident at all, 10 being completely confident.



German graduates are more likely to rate their confidence level an 8 in 2024 vs. 2023 Q22. On a scale of 1-10, how confident do you currently feel about your career prospects? 1 being not confident at all, 10 being completely confident.

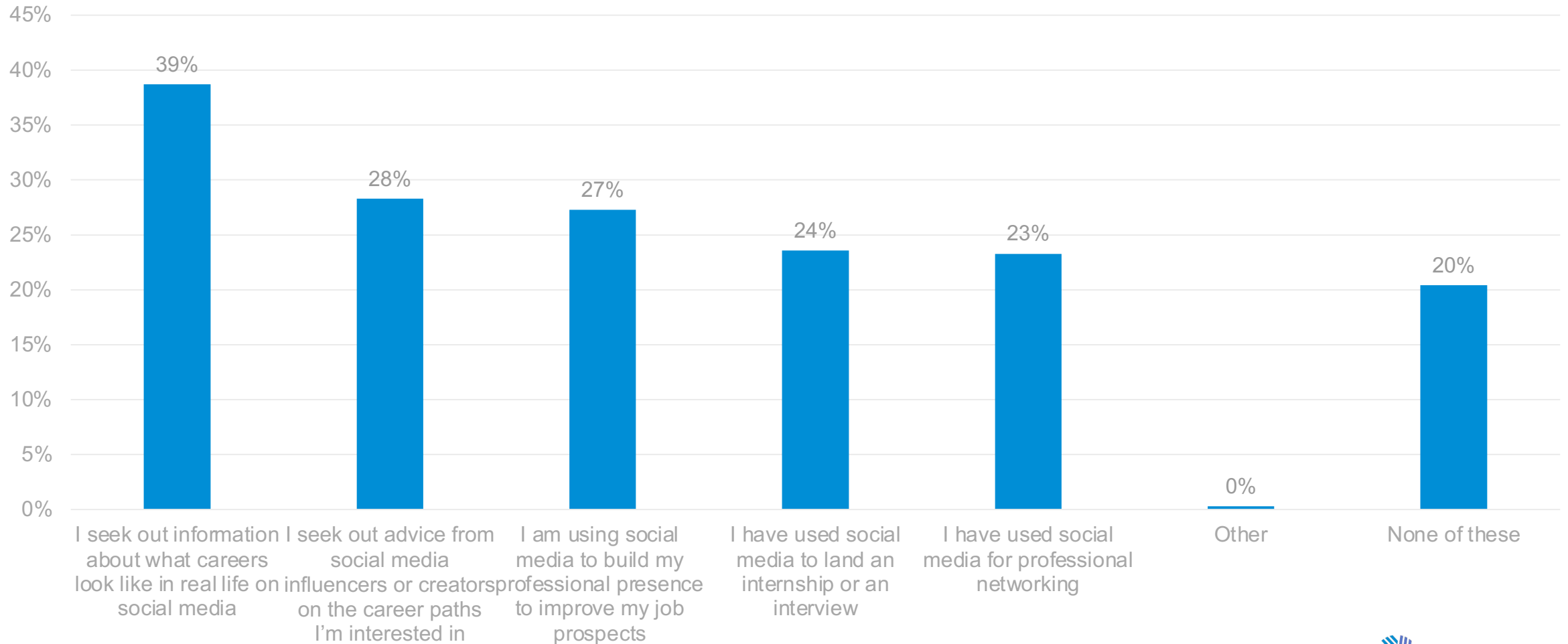


Overall confidence in career prospects (a rating of 6 or higher) has increased since 2023 Q23. On a scale of 1-10, how confident do you currently feel about your career prospects? 1 being not confident at all, 10 being completely confident.



German graduates most use social media to seek out information on what careers look like in real life

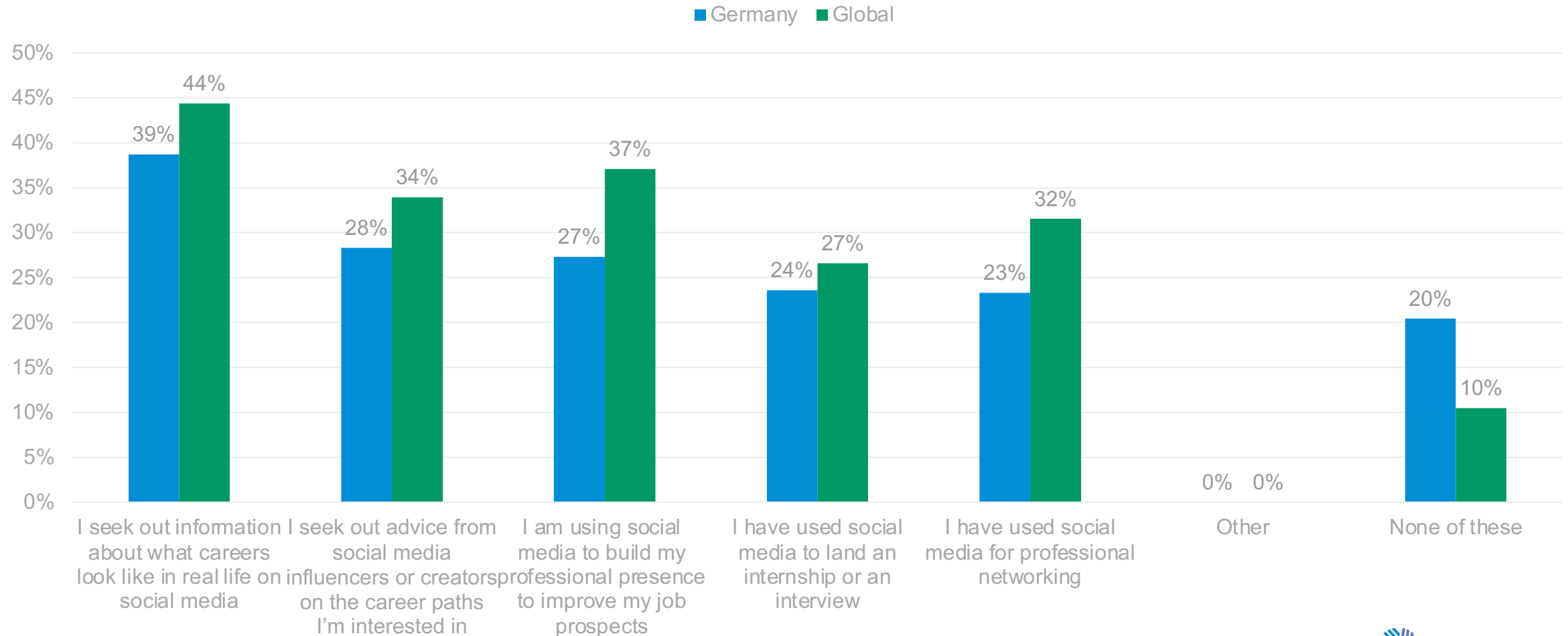
Q23. What role does social media play in evaluating your long-term career prospects? Select all that apply.



German graduates are less likely to use social media to build their professional presence or for professional networking compared to the global average



Q23. What role does social media play in evaluating your long-term career prospects?
Select all that apply.

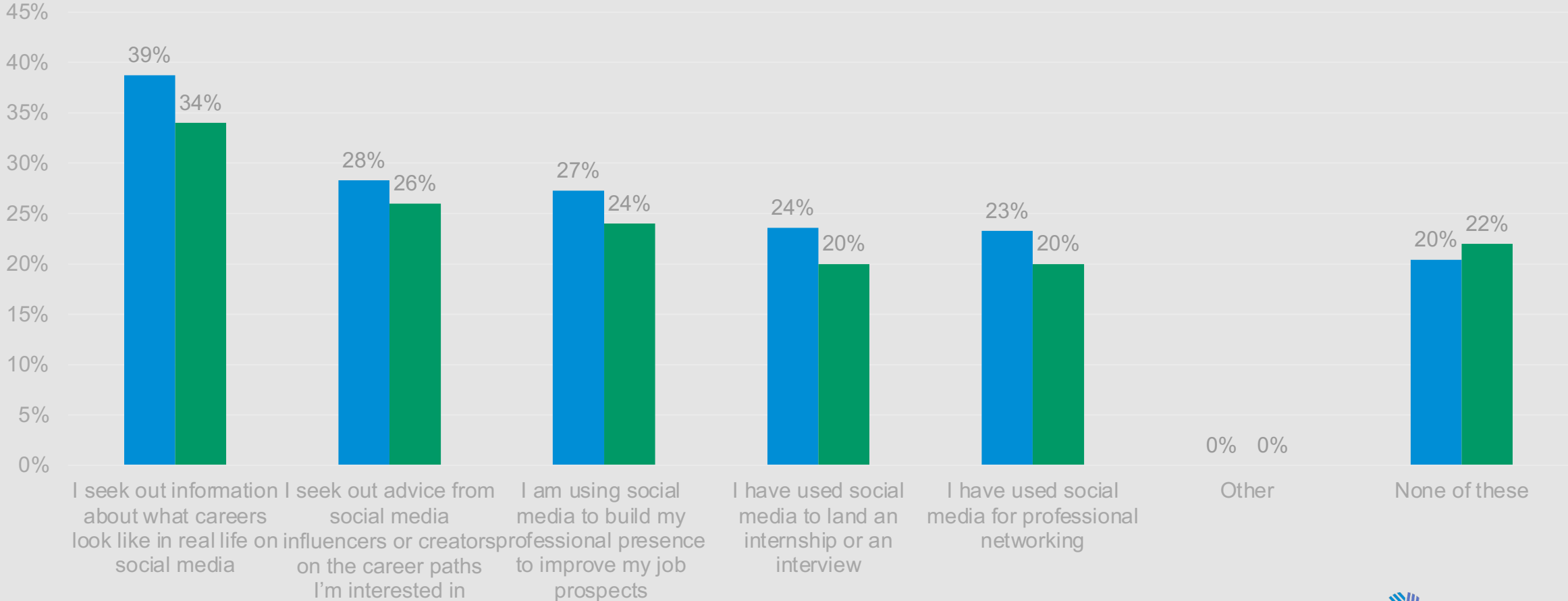


German graduates are more likely to use social media to see out information about what careers look like in real life in 2024 vs. 2023



Q23. What role does social media play in evaluating your long-term career prospects?
Select all that apply.

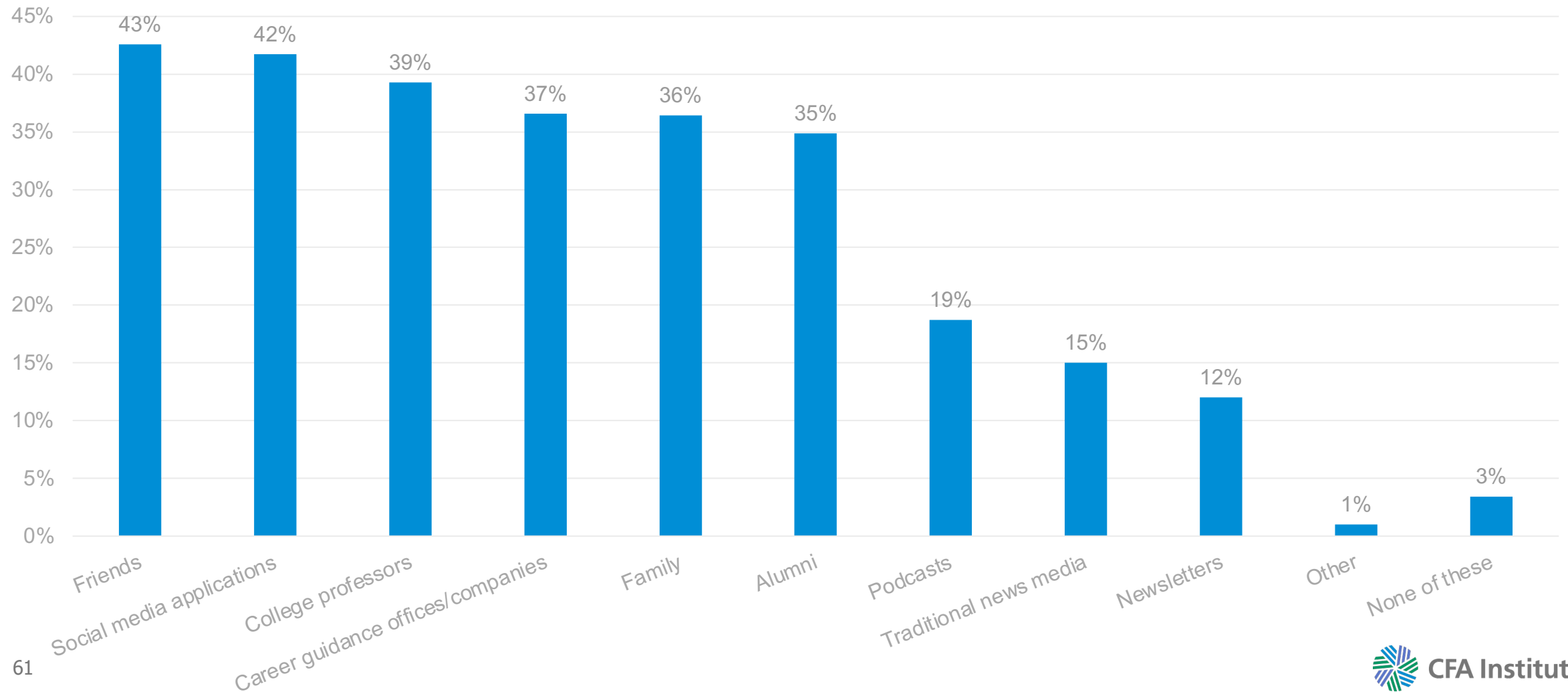
■ 2024 ■ 2023



German graduates find most information and advice on career prospects from friends and social media



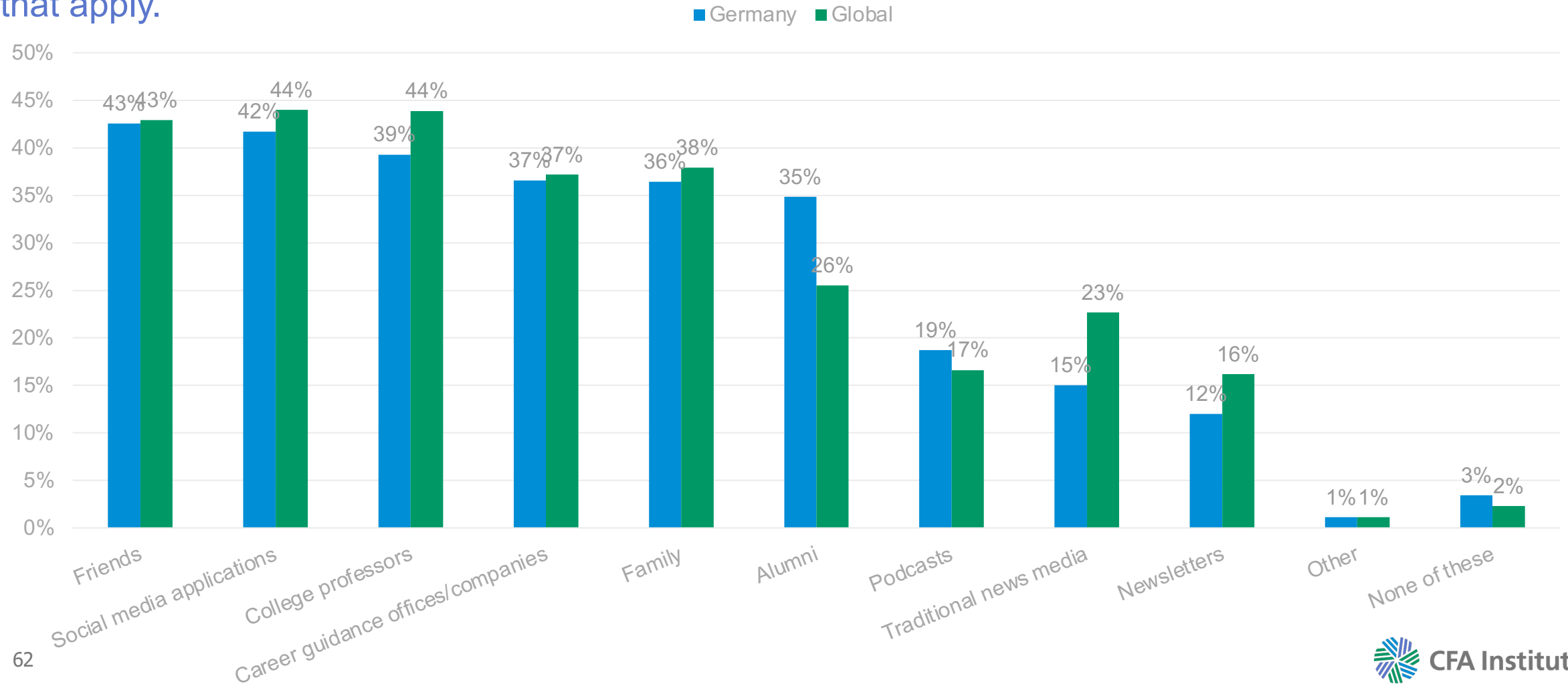
Q24. Where do you go to find information and advice on your career prospects? Select all that apply.



German graduates are more likely to find information and advice on career prospects from alumni but less likely from college professors or social media compared to the global average

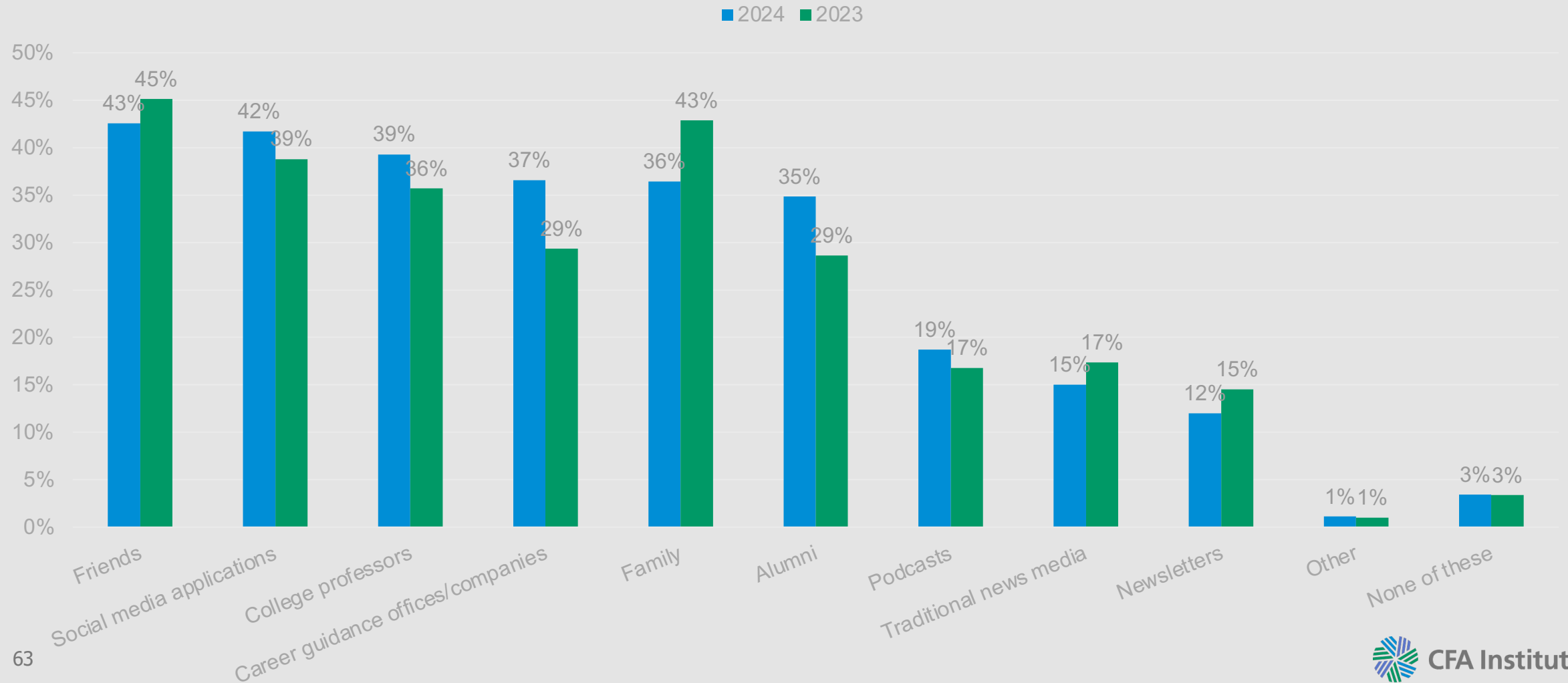


Q24. Where do you go to find information and advice on your career prospects? Select all that apply.



German graduates are more likely to find information and advice on career prospects from career guidance offices and alumni but less likely from friends in 2024 vs. 2023

Q24. Where do you go to find information and advice on your career prospects? Select all that apply.



Appendix

Respondent Demographics



	Gender	Age	Degree Status
Canada	<p>Male 46% Female 53%</p>	<p>18-19 16% 20-21 27% 22-23 29% 24-25 27%</p>	<p>Have graduated 32% Currently studying 68%</p>
United States of America	<p>Male 55% Female 43%</p>	<p>18-19 10% 20-21 15% 22-23 34% 24-25 41%</p>	<p>Have graduated 58% Currently studying 42%</p>
Mexico	<p>Male 31% Female 68%</p>	<p>18-19 29% 20-21 29% 22-23 26% 24-25 16%</p>	<p>Have graduated 17% Currently studying 83%</p>
Brazil	<p>Male 53% Female 46%</p>	<p>18-19 24% 20-21 20% 22-23 28% 24-25 29%</p>	<p>Have graduated 33% Currently studying 67%</p>

Respondent Demographics



	Gender	Age	Degree Status
United Kingdom	<p>61% Male 39% Female</p>	<p>6% 21% 48% 26%</p> <p>18-19 20-21 22-23 24-25</p>	<p>Have graduated 32% Currently studying 68%</p>
Spain	<p>30% Male 70% Female</p>	<p>23% 23% 27% 26%</p> <p>18-19 20-21 22-23 24-25</p>	<p>Have graduated 31% Currently studying 69%</p>
France	<p>55% Male 45% Female</p>	<p>34% 23% 22% 21%</p> <p>18-19 20-21 22-23 24-25</p>	<p>Have graduated 26% Currently studying 74%</p>
Germany	<p>50% Male 49% Female</p>	<p>21% 25% 27% 26%</p> <p>18-19 20-21 22-23 24-25</p>	<p>Have graduated 21% Currently studying 79%</p>

Respondent Demographics



	Gender	Age	Degree Status
United Arab Emirates	<p>61% Male 39% Female</p>	<p>6% 21% 48% 26%</p> <p>18-19 20-21 22-23 24-25</p>	<p>Have graduated 34% Currently studying 66%</p>
India	<p>51% Male 49% Female</p>	<p>16% 32% 31% 22%</p> <p>18-19 20-21 22-23 24-25</p>	<p>Have graduated 48% Currently studying 53%</p>
Singapore	<p>53% Male 47% Female</p>	<p>9% 26% 37% 28%</p> <p>18-19 20-21 22-23 24-25</p>	<p>Have graduated 33% Currently studying 67%</p>
Hong Kong SAR	<p>65% Male 35% Female</p>	<p>2% 17% 54% 27%</p> <p>18-19 20-21 22-23 24-25</p>	<p>Have graduated 18% Currently studying 82%</p>

Respondent Demographics



	Gender	Age	Degree Status
Australia	<p>44% Male 55% Female</p>	<p>19% 28% 29% 24%</p> <p>18-19 20-21 22-23 24-25</p>	<p>Have graduated 23% Currently studying 77%</p>
China	<p>53% Male 47% Female</p>	<p>8% 27% 33% 33%</p> <p>18-19 20-21 22-23 24-25</p>	<p>Have graduated 19% Currently studying 81%</p>