



Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists



US Employer Perceptions of University Degrees earned in the United Kingdom

The British Council

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1. Executive Summary

Most employers in the United States (US) consider degrees earned in the United Kingdom (UK) to be the same as or better than those earned in the US. Employers are seeking candidates who are well-rounded, with a relevant degree from a reputable university or program, and they perceive these things to be generally characteristic of Americans who have studied at universities in the United Kingdom.

While most employers are favorable towards degrees earned in the UK, they are not fully knowledgeable about them. Employers' favorability is best understood in the context the "halo effect" cast by the top UK universities, Oxford and Cambridge. Since many employers lack actual knowledge of the UK higher education system, it is unsurprising that they cite a number of barriers to assessing UK degrees.

To bolster the employment prospects of alumni from universities in the UK, it will be useful for institutions to build engagement with employers around the characteristics employers perceive to be most valuable. It is therefore a very positive finding that, when presented with the characteristics of the UK higher education system, employers are extremely positive towards these attributes.

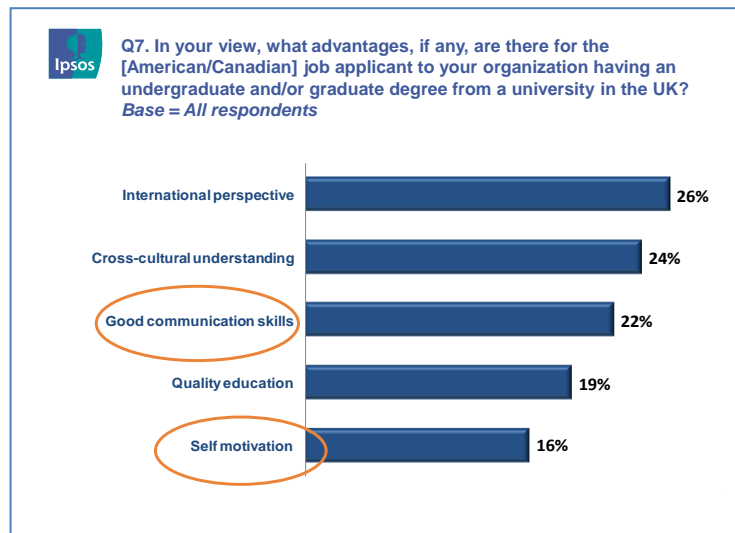
The research has highlighted a number of areas where action can be taken to communicate with employers to improve perceptions and ability to assess candidates with UK degrees:

- Communications with employers should emphasize the characteristics that make an education in the UK unique yet relevant (e.g. the tutorial system of learning, more independent study, and earlier specialization in a specific subject area).
- Employers would like universities to have a page specifically for them to utilize on their websites, which includes information about programs, accreditation and grading.
- It is critical to educate students about the importance of providing employers with additional information about their university and program.
- Students should be made aware of the advantages of tailoring the information to which they provide employers according to the industry and size of that individual business or organization to which they are applying.



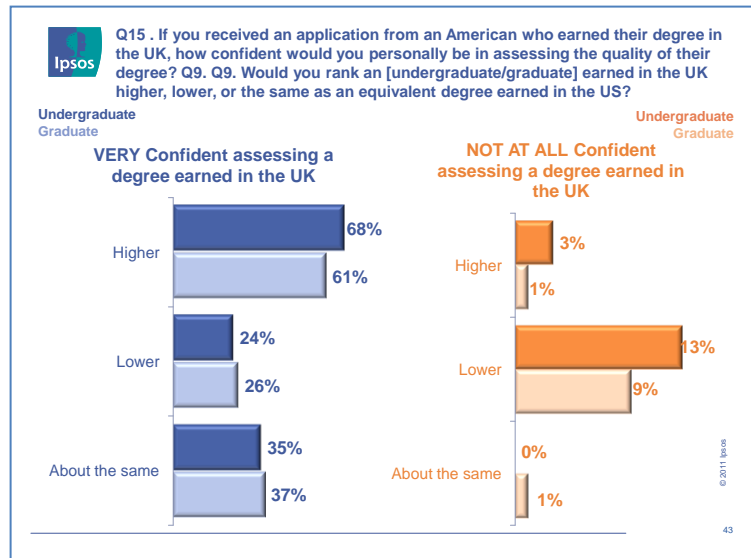
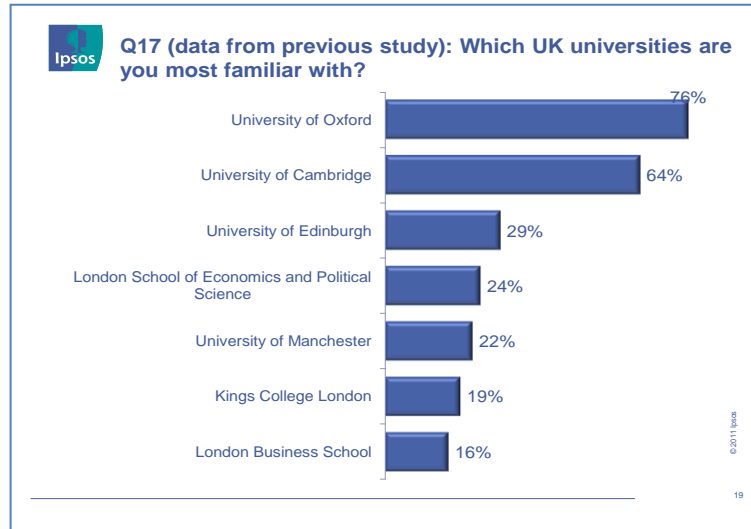
2. Introduction

Previous research undertaken by Ipsos for the British Council highlighted that the United Kingdom (UK) higher education system is viewed favorably by employers. Indeed, three quarters (73%) said that they perceive UK-earned degrees as the same or better than those earned in the United States (US). This is, on the surface, good news for UK higher education institutions.



There is evidence that employers link what they see as important attributes in candidates to those they perceive to be acquired by studying at a university in the UK, for example “good communication skills” (22%) and “self motivation” (16%). In addition, employers cited skills such as an “international perspective” (26%) and “cross-cultural understanding” (24%) as the greatest benefits of earning a degree in the UK.

However, there is also evidence that employers do not have a great deal of knowledge about the offerings of the UK higher education system and that positivity towards UK-earned degrees is the result of a “halo effect” created by the top UK institutions, Oxford and Cambridge, with which most employers are familiar. This familiarity does not extend, however, to other UK institutions, or to the specific characteristics of UK-earned degrees. While employers were positive about degrees earned in the UK, they admitted that they found it difficult to assess their quality.



In a highly competitive environment, UK universities should not rely solely on employers recognizing the “soft-skills” gained from study abroad or this “halo effect” of the top UK institutions to ensure that their alumni are assessed favorably (or on an equal footing with) their competitors in the US job market who have earned their degrees in the US.

The British Council commissioned Ipsos Public Affairs to do further research to ascertain employers’ perceptions of degrees earned by Americans in the UK, with a focus on specific attributes of the UK higher education system. The survey focused on elements of the UK education system that differ from the US system, as well as on the communication channels through which institutions can help employers to become better informed about the universities



and courses at which candidates have studied. This information should enable universities to communicate effectively about UK degrees and the potential employability of American students who return to the US to seek work.

The analysis in this report covers:

- The qualities employers look for in a job candidate.
- The qualities employers look for in job candidates' graduate and undergraduate degrees.
- US employers' knowledge about the UK higher education system and the key difficulties they face in assessing candidates who earned their degrees in the UK.
- Potential communications strategies for emphasizing the general qualities of higher education in the UK.
- Providing information to UK institutions for developing targeted communications through specific channels to inform potential employers and potential students about the qualifications of their graduates.



3. Methodology

The audience for this project was “HR decision-makers” in small, medium and large organizations in the US. These decision makers are those individuals at an organization who make direct decisions about the screening and hiring of entry-level professionals to their organization, especially those with undergraduate and graduate degrees.

A primarily quantitative approach was chosen to enable a broad understanding of employer perceptions and to establish a baseline for future studies. The survey was conducted online between October 18th and October 31st 2011. In total, the survey achieved completed interviews with 411 respondents.

A sample was drawn from a national online panel of business professionals. The sample was stratified by state, organization size and sector. A screener was included at the beginning of the survey to ensure that all respondents were part of our target audience. As there is not a uniform title or role which would easily identify “HR decision-makers,” the screener identified those who described themselves as senior HR managers and (for smaller organizations) organization directors/CEOs.

Participation in the survey was restricted to only those who worked for companies where 50% of employees have undergraduate or graduate degrees. This was to ensure that the survey population was relevant to the subject-matter and that it has experience of employing individuals with graduate and undergraduate degrees.

Following the survey, Ipsos undertook four qualitative in-depth interviews to expand upon the key themes found in the quantitative data. Four survey respondents, each of whom indicated their willingness to be re-contacted, were selected to be interviewed based on their answers survey aligning with the key themes. The respondent’s organization size and sector was also taken into account to ensure a good spread across the interviews



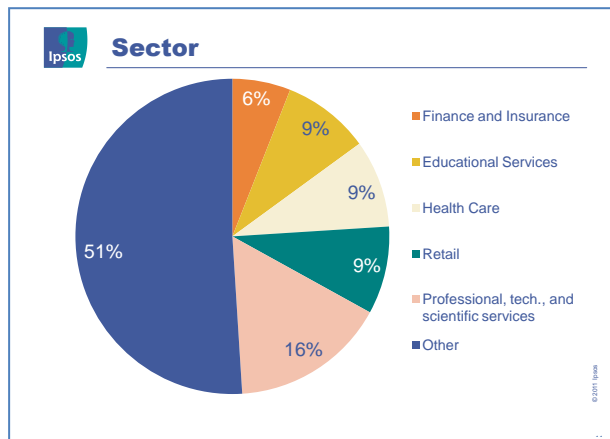
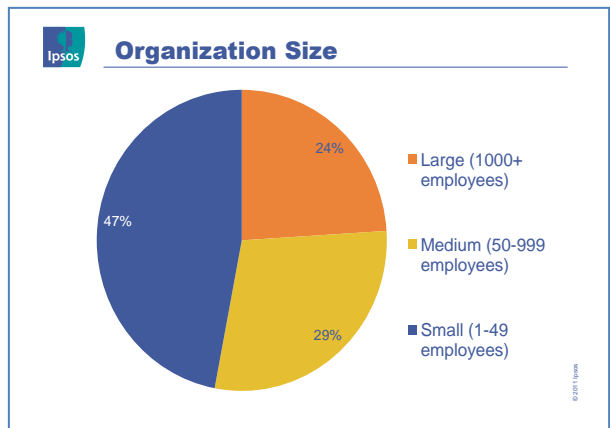
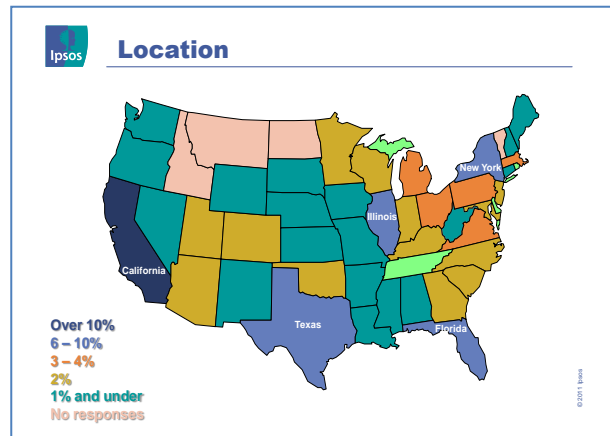
4. Respondent Profile

The **online survey** of 411 respondents achieved a broad representation of employers based on three variables:

Location: the panel was stratified by US state and the sample was drawn proportional to the number of organizations on the panel in each state. The response achieved reflects the relative size of the states on the panel, and also the largest states as per the general population.

Organization size: the survey included “HR decision-makers” from small, medium, and large organizations (based on the number of employees).

Sector type: the top sectors according to the 2006 US Business Census generally have the highest representation in the survey respondent profile¹.



¹ Statistics of US Businesses 2006, <http://www.census.gov/epcd/susb/2006/us/US--.HTM>

The **qualitative interviews** were conducted with:

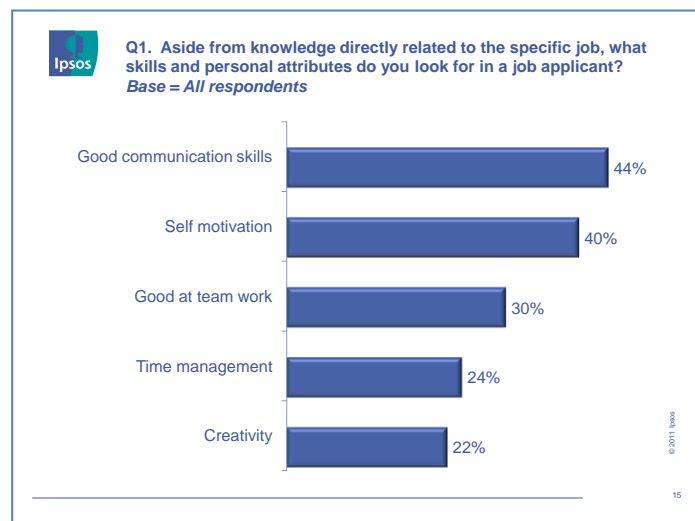
- Two large organizations, one medium organization and one small organization
- Four sectors:
 - Healthcare
 - Retail trade
 - Educational services
 - Professional, scientific, and technical services
- Four states:
 - Virginia
 - South Carolina
 - Utah
 - Michigan



5. Findings

5.1 Employers are seeking well-rounded employees

Generally speaking, employers are seeking candidates who are well-rounded, having developed a wide range of skills and had experiences that will help them to succeed in the modern workplace. Specifically, the skills most desired by employers are those that might be described as “soft-skills”, including “good communication skills” (44%), “self motivation” (40%), and “good at team work” (30%).



The research suggests that employers in small organizations are especially interested in individuals with good communication skills (52%). Alternatively, employers in large organizations place less of an emphasis on communication skills (34%).

This could be because employers in smaller companies see communication skills as essential for a candidate to be a team player and take up general tasks within an organization. In larger organizations, employees are more likely to occupy more specialized roles which perhaps do not require the same broad skill set.

“I am looking for applicants with communication skills and an ability to work well in a team environment. We are not a huge business, so it’s important for new employees to fit into the team here.”

– Medium business, Technical services, Utah

In addition, while self motivation is key for employers in general (40%), it is particularly important for employers in the Retail sector (58%) where client relationships are paramount and



significantly less important to employers in other sectors such as Finance and Insurance (27%) where many roles within the organization are not client-facing.

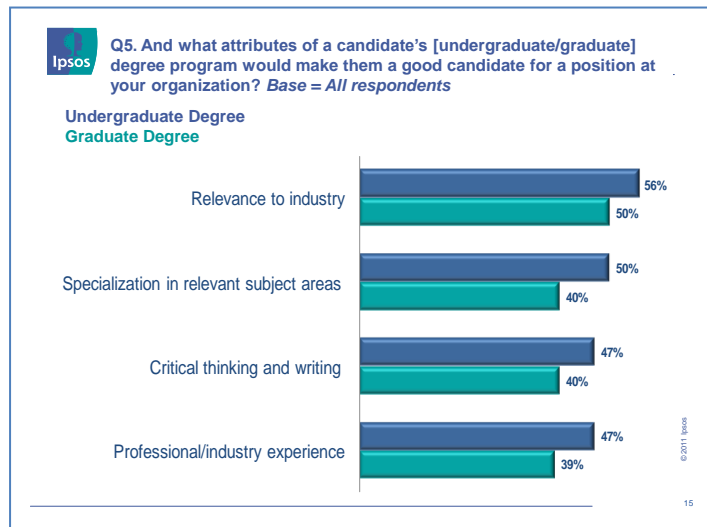
“Someone who takes it upon themselves to be professional, prompt, and represent the organization well to clients –that is important.”

-Small business, Retail, Michigan

5.2 Employers look for relevance and institution reputation in job candidates’ qualifications

While employers are seeking candidates who are well-rounded, it is also imperative that a candidate’s education provide them with the professional qualifications relevant to the specific sector, and that the education comes from an institution with a good reputation.

When asked what attributes of an applicant’s degree program would make them a good candidate for a position at their organization, employers indicate favorability toward programs that offer “relevance to the industry”, “specialization in relevant subject areas”, and “professional/industry experience.” Employers also like to see that students have honed their critical thinking and writing skills while at university.



“Specialization is a key aspect in the sense that it creates more focused candidates who comes out with a good education.”

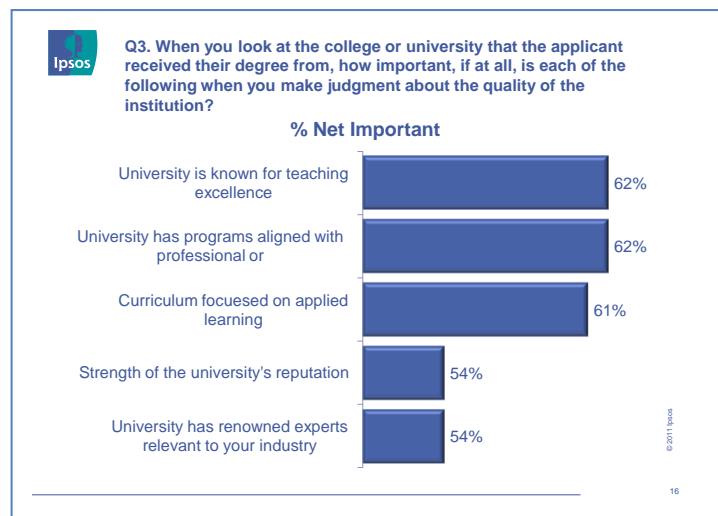
– Large business, Health care, Virginia

In addition to these desired program characteristics, employers in Health care and Educational services in particular place a strong emphasis on programs that help candidates prepare for and obtain their professional certifications. Professional certifications are crucial to the employability of candidates with a degree from the UK who desire to work in certain specialized sectors in the US.

“We have received applications from candidates who earned their degree abroad, but they were eliminated right away because they were not certified. If they do not have state certification, we cannot work with them.” – Large business, Educational services, South Carolina

As well as relevance to the sector, employers judge the quality of the degree achieved by an applicant based on the reputation on the university the candidate attended. More than half of employers emphasize the importance of the reputation of the university from which a candidate achieved their degree (54%).

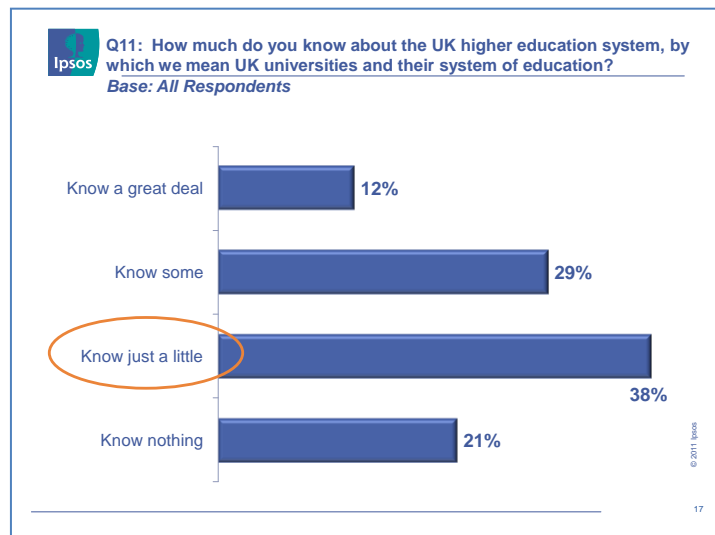
Thinking about the attributes that comprise a university’s reputation, employers agree on the value of universities that are “known for teaching excellence” (62%), have “programs aligned with professional or business associations to help students achieve/prepare for accreditations with these associations” (62%), and include “curriculum focused on applied learning through case studies that involve real challenges faced by actual companies and organizations” (61%).



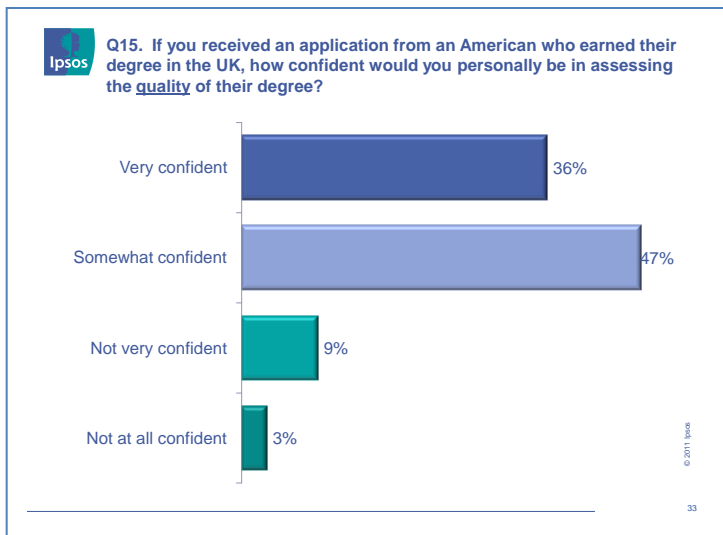
“Applied learning – whether their program has encouraged internships or work study programs – is a selling point.” – Medium business, Technical services, Utah

5.3 Employers’ limited knowledge about UK higher education creates barriers to assessing candidates with degrees earned in the UK

The notion that employers’ favorability of UK degrees stems from the fact that they think UK universities develop the skills they value may not explain the full story, however. The research shows that employers are not very knowledgeable about the UK education system and the educational experience offered by its universities.



While 72% of employers indicate that they are aware of the offerings of the UK higher education system, most employers admit knowing only “know just a little” (38%) and one in five employers say they “know nothing” about the UK higher education system (21%). This lack of knowledge can create barriers to employment for candidates with UK degrees, particularly in fields where credentials and professional qualifications are essential.



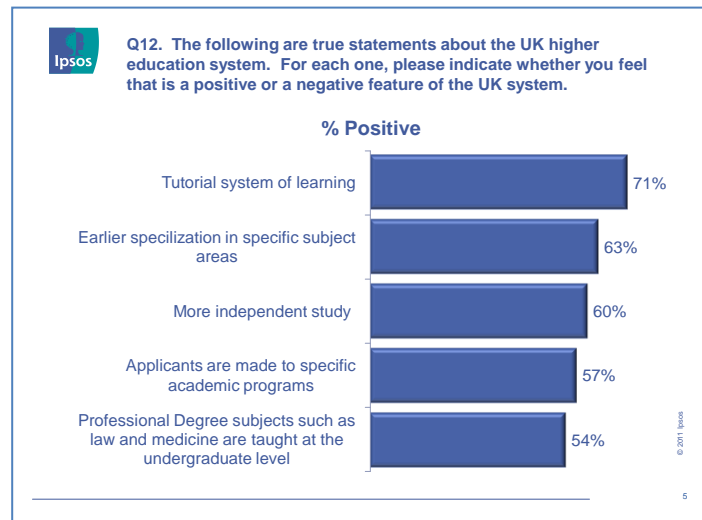
One quarter of employers indicate they have difficulty assessing the quality of education of applicants with degrees earned in the UK. Indeed, only 36% of employers are “very confident” in assessing the quality of a UK degree –a figure which is surprisingly low considering the experience of the target audience in assessing employment applications. About half of employers say that they are only “somewhat confident” in assessing the quality of degrees earned in the UK.

“I could see it being difficult for non-HR people to assess UK degrees and programs. I would like clear information from the applicant or the university on how their degree or program compares to the US.” – Large business, Health care, Virginia

This metric is of particular importance because it impacts strongly on employer perceptions of the value of these UK degrees. Of employers who say that they are “not at all confident” evaluating the quality of UK degrees, only 3% consider UK-earned undergraduate and graduate degrees to be of higher quality than degrees earned in the US. Alternatively, among employers who are “very confident” assessing UK degrees, 68% rate UK undergraduate degrees higher than US degrees (61% for graduate degrees). It is likely that as UK institutions work to disseminate information about themselves and their programs to US employers, these perceptions will become more positive.

5.4 A general communications strategy should be to emphasize the characteristics of UK higher education viewed positively by employers

Despite limited knowledge of the UK higher education system, when presented with information about key aspects of the system, employers are extremely positive about the characteristics of UK graduate and undergraduate degrees.



Employers are most impressed by the “tutorial system of learning” (71%), “earlier specialization in specific subject areas” (63%), and “more independent study” (60%). The data suggests that employers perceive that these offerings of the UK system help students develop the specialized knowledge and critical thinking skills that employers consider beneficial in a candidate for their organization.

“Students in the UK seem to study things to a higher degree. They have had more experience with things that you might not find until you enter a graduate program in the US.” – Medium business, Technical services, Utah

Employers in large businesses appear to be particularly favorable toward the fact that “professional degree subjects such as law and medicine (that are usually earned at the graduate level in the US) are taught at the undergraduate level”: this was seen as favorable by 75% of employers in large businesses compared to 49% of employers in small businesses. Candidates who have developed specialized knowledge skills without the added cost and time associated with graduate education are seen to be an asset by large businesses.

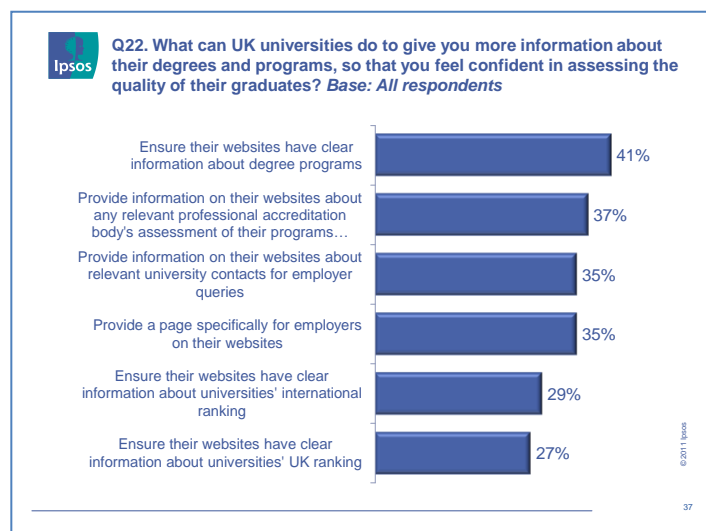
While the general reputation of the institution undoubtedly matters to employers, it is also important to distinguish this from the reputation of the specific program attended within a university, which seems to be more important.

“The university an applicant attended isn’t important in itself with regards to my assessment ...The reputation of the program is important. If a particular program is strong, that has to be taken into consideration.” – Large business, Healthcare, Virginia

Though the reputation of a university is taken into account, what employers really want to know is whether or not a candidate participated in a strong and reputable program that relates to and prepares them for work in their sector. Additional research for the British Council may perhaps explore this area of specific program reputation in comparison to institutional reputation more broadly.

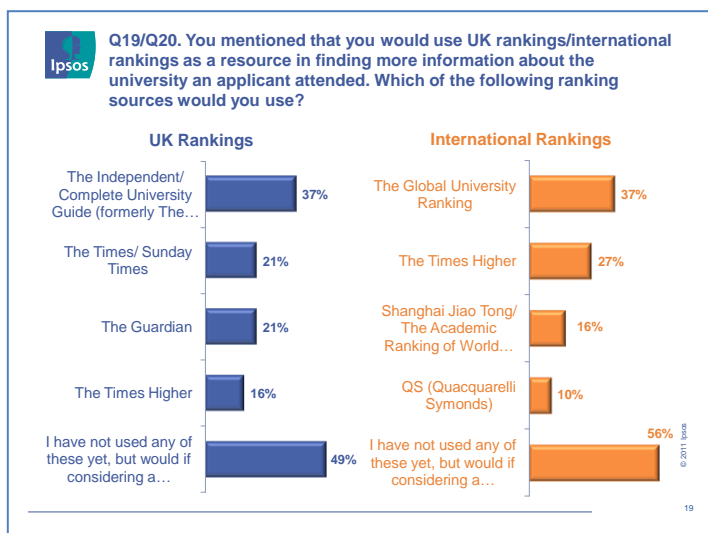
5.5 A targeted communications strategy to enable employers to access the information they need about a candidates’ qualifications

For experienced employers recruiting for highly-skilled positions, it is necessary to ensure that they have access to very specific information about universities, their programs, and their accreditation. Employers are very clear about what information they would find most helpful in assessing degrees earned in the UK.



Namely, employers are seeking an easily accessible frame of reference that will allow them to compare UK universities and degree programs (including their grading systems) with those in the US. Many employers would like for university websites to contain clear and relevant information about the university in general as well as its individual degree programs (41%).

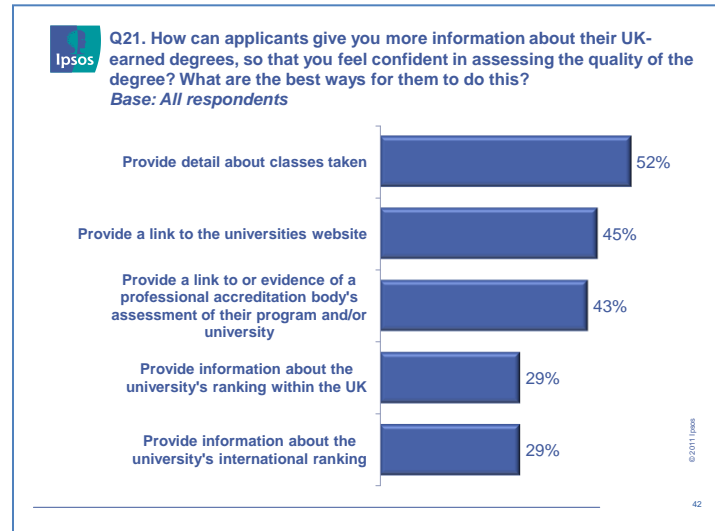
Employers would also like for university websites to contain information from “relevant professional accreditation body’s assessment of their programs” (37%) as well as information with “relevant university contacts for employer queries” (35%) should they be interested in speaking with a university representative directly to get more information.



When determining the reputation of a university, many employers turn to both UK rankings (31%) and international rankings (38%) in order to understand a university’s reputation in the context of its peer institutions. For UK rankings, employers most often refer to The Independent/Complete University Guide (37%) and The Times/Sunday Times (215). For international rankings, the top sources are The Global University Ranking (37%) and The Times Higher (27%).

Universities should also encourage students to provide more information to their potential employers. As part of applications, employers would like to be provided with “detail about classes taken” (52%), for example. This is especially important to small organizations, which may be because smaller employers are more pressed for time and have less HR-expertise to draw upon than employers in larger organizations.

There is broad consensus among employers that a “link to the university’s website” (45%) and “a link to or evidence of a professional accreditation body’s assessment of their program and/or university” (43%) would be helpful if it were to be included in a candidate’s application.



In addition to providing information about the classes taken and directing employers to their university’s website for information, candidates should be ready to supplement their resumes with additional information about their university and degree program as well as relevant information regarding necessary professional qualifications.

6. Conclusion and Recommendations

The findings of this study are good news for universities in the UK. Employers in the US are highly receptive to degrees earned in the UK with nearly eight in ten indicating that they view UK degrees to be the same or better than those earned in the US. Detailed knowledge of the UK higher education system, however, seems to be low among US employers, and so this favorability towards UK degrees can largely be attributed to the “halo effect” of the UK’s top institutions, and perhaps ‘Anglophilia’ more generally.

The ability of US employers to assess candidates’ UK qualifications is limited. While general communications to extend the “halo effect” of the UK’s top institutions might help to increase favorability generally, practically speaking, more information needs to be available for employers to enable them to assess the relevance and transferability of degrees earned in the UK.

In general, messaging should be tailored to highlight the fact that the skills employers seek in candidates align with the characteristics of the UK higher education offering including:

- Early specialization,
- Tutorial system of learning,
- Emphasis on independent study
- Gaining the sought-after skills necessary to make a well-rounded person.

Universities should focus on updating their websites to include the information that can assist US employers in their assessment of a candidate’s employability. A webpage created and designed specifically for US (or at least non-UK) employers would be the ideal location to include the following information:

- UK and international rankings;
- assessments from accreditation bodies and organizations;
- how UK degree programs compare to US degree programs;
- professional qualifications related to the degree program; and
- contact details for employers with additional queries.

In addition to the online information, universities in the UK should help prepare their students to communicate the benefits of their degree to American employers while they are still at university. Upon graduating and beginning the job search in the US, students should be ready



to provide details of the classes they have taken as well as to connect their potential employer to their university for additional information.

Students should also be made aware of the benefits of tailoring the information they present according to the particular type of business to which they are applying. For example, should a student apply to a large business, they would want to emphasize the fact that they had studied a professional degree subject at the undergraduate level. Similarly, if applying for a position in the Educational services sector, a student should detail their plans for obtaining the necessary certifications.

In general, American students who earn degrees in the UK and return to the US to seek work are in a very strong position when it comes to employment. However, the challenges that US employers faced when assessing applicants with UK degrees would be minimized significantly if both employers and students took a few small steps to provide these employers with additional information. Students in particular need to be proactive and provide potential employers with the necessary information about their degrees. These students can be supported by their universities via both clear communications about seeking work, as well as by simple measures such as information provision on their websites.



7. Data



Ipsos Survey of Employers for the British Council, December 2011

Screener

HIDDENCYRY. What country do you live in?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known	Not known	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
US	411 100. 0%	195 100. 0%	117 100. 0%	99 100. 0%	65 100. 0%	37 100. 0%	38 100. 0%	169 100. 0%	242 100. 0%	68 100. 0%	46 100. 0%	248 100. 0%	67 100. 0%	48 100. 0%	250 100. 0%



Ipsos Survey of Employers for the British Council, December 2011

Screeners

S1. Please indicate the state in which you work. If you work in multiple locations, please select the primary location of your work.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Northeast (Net)	75 18.2 %	25 12.8 %	27 23.1 %	23 23.2 %	10 15.4 %	6 16.2 %	7 18.4 %	34 20.1 %	41 16.9 %	13 19.1 %	10 21.7 %	44 17.7 %	11 16.4 %	8 16.7 %	48 19.2 %
Maine	2 0.5 %	2 1.0 %	0 -	0 -	0 -	0 -	1 2.6 %	1 0.6 %	1 0.4 %	0 -	0 -	1 0.4 %	0 -	0 -	1 0.4 %
New Hampshire	1 0.2 %	1 0.5 %	0 -	0 -	0 -	0 -	0 -	0 -	1 0.4 %	1 1.5 %	0 -	0 -	0 -	0 -	1 0.4 %
Massachusetts	12 2.9 %	5 2.6 %	6 5.1 %	1 1.0 %	1 1.5 %	1 2.7 %	0 -	3 1.8 %	9 3.7 %	2 2.9 %	1 2.2 %	8 3.2 %	1 1.5 %	2 4.2 %	7 2.8 %
Rhode Island	4 1.0 %	2 1.0 %	1 0.9 %	1 1.0 %	0 -	0 -	1 2.6 %	2 1.2 %	2 0.8 %	1 1.5 %	0 -	3 1.2 %	1 1.5 %	0 -	3 1.2 %
Connecticut	4 1.0 %	1 0.5 %	2 1.7 %	1 1.0 %	0 -	1 2.7 %	0 -	1 0.6 %	3 1.2 %	0 -	1 2.2 %	2 0.8 %	0 -	1 2.1 %	2 0.8 %
New York	32 7.8 %	3 1.5 %	14 12.0 %	15 15.2 %	3 4.6 %	3 8.1 %	0 -	18 10.7 %	14 5.8 %	7 10.3 %	5 10.9 %	18 7.3 %	8 11.9 %	3 6.3 %	20 8.0 %
Pennsylvania	13 3.2 %	10 5.1 %	1 0.9 %	2 2.0 %	3 4.6 %	0 -	4 10.5 %	5 3.0 %	8 3.3 %	1 1.5 %	1 2.2 %	8 3.2 %	0 -	1 2.1 %	9 3.6 %
New Jersey	7 1.7 %	1 0.5 %	3 2.6 %	3 3.0 %	3 4.6 %	1 2.7 %	1 2.6 %	4 2.4 %	3 1.2 %	1 1.5 %	2 4.3 %	4 1.6 %	1 1.5 %	1 2.1 %	5 2.0 %
Midwest (Net)	95 23.1 %	52 26.7 %	20 17.1 %	23 23.2 %	17 26.2 %	6 16.2 %	9 23.7 %	39 23.1 %	56 23.1 %	17 25.0 %	6 13.0 %	64 25.8 %	16 23.9 %	10 20.8 %	58 23.2 %
Wisconsin	7 1.7 %	4 2.1 %	2 1.7 %	1 1.0 %	2 3.1 %	0 -	1 2.6 %	2 1.2 %	5 2.1 %	1 1.5 %	3 6.5 %	3 1.2 %	1 1.5 %	3 6.3 %	2 0.8 %
Michigan	16 3.9 %	7 3.6 %	5 4.3 %	4 4.0 %	3 4.6 %	2 5.4 %	2 5.3 %	7 4.1 %	9 3.7 %	4 5.9 %	1 2.2 %	9 3.6 %	3 4.5 %	3 6.3 %	8 3.2 %



Ipsos Survey of Employers for the British Council, December 2011

Screeners

S1. Please indicate the state in which you work. If you work in multiple locations, please select the primary location of your work.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
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		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Illinois	31 7.5 %	16 8.2 %	5 4.3 %	10 10.1 %	7 10.8 %	1 2.7 %	2 5.3 %	14 8.3 %	17 7.0 %	9 13.2 %	1 2.2 %	20 8.1 %	8 11.9 %	1 2.1 %	20 8.0 %
Indiana	10 2.4 %	9 4.6 %	1 0.9 %	0 -	1 1.5 %	1 2.7 %	2 5.3 %	3 1.8 %	7 2.9 %	0 -	0 -	9 3.6 %	1 1.5 %	1 2.1 %	7 2.8 %
Iowa	3 0.7 %	1 0.5 %	0 -	2 2.0 %	0 -	0 -	0 -	1 0.6 %	2 0.8 %	0 -	1 2.2 %	2 0.8 %	0 -	1 2.1 %	2 0.8 %
Kansas	2 0.5 %	0 -	2 1.7 %	0 -	1 1.5 %	0 -	0 -	2 1.2 %	0 -	0 -	0 -	1 0.4 %	0 -	0 -	1 0.4 %
Ohio	13 3.2 %	8 4.1 %	2 1.7 %	3 3.0 %	2 3.1 %	0 -	1 2.6 %	5 3.0 %	8 3.3 %	2 2.9 %	0 -	10 4.0 %	2 3.0 %	0 -	9 3.6 %
Missouri	4 1.0 %	3 1.5 %	1 0.9 %	0 -	0 -	0 -	1 2.6 %	1 0.6 %	3 1.2 %	0 -	0 -	4 1.6 %	0 -	0 -	4 1.6 %
Nebraska	1 0.2 %	1 0.5 %	0 -	0 -	0 -	0 -	0 -	0 -	1 0.4 %	0 -	0 -	1 0.4 %	0 -	0 -	1 0.4 %
Minnesota	8 1.9 %	3 1.5 %	2 1.7 %	3 3.0 %	1 1.5 %	2 5.4 %	0 -	4 2.4 %	4 1.7 %	1 1.5 %	0 -	5 2.0 %	1 1.5 %	1 2.1 %	4 1.6 %
South (Net)	147 35.8 %	62 31.8 %	49 41.9 %	36 36.4 %	23 35.4 %	14 37.8 %	15 39.5 %	61 36.1 %	86 35.5 %	21 30.9 %	21 45.7 %	89 35.9 %	26 38.8 %	20 41.7 %	88 35.2 %
Delaware	4 1.0 %	3 1.5 %	0 -	1 1.0 %	0 -	0 -	0 -	2 1.2 %	2 0.8 %	1 1.5 %	0 -	3 1.2 %	1 1.5 %	0 -	3 1.2 %
Maryland	7 1.7 %	2 1.0 %	4 3.4 %	1 1.0 %	1 1.5 %	0 -	0 -	2 1.2 %	5 2.1 %	0 -	2 4.3 %	4 1.6 %	0 -	1 2.1 %	5 2.0 %
Virginia	12 2.9 %	2 1.0 %	5 4.3 %	5 5.1 %	1 1.5 %	1 2.7 %	1 2.6 %	7 4.1 %	5 2.1 %	4 5.9 %	0 -	6 2.4 %	2 3.0 %	0 -	8 3.2 %
West Virginia	1 0.2 %	0 -	1 0.9 %	0 -	0 -	0 -	0 -	1 0.6 %	0 -	0 -	0 -	1 0.4 %	0 -	0 -	1 0.4 %



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North Carolina	10 2.4 %	3 1.5 %	3 2.6 %	4 4.0 %	1 1.5 %	2 5.4 %	0 -	4 2.4 %	6 2.5 %	3 4.4 %	3 6.5 %	4 1.6 %	3 4.5 %	1 2.1 %	6 2.4 %
South Carolina	6 1.5 %	1 0.5 %	2 1.7 %	3 3.0 %	1 1.5 %	2 5.4 %	1 2.6 %	2 1.2 %	4 1.7 %	0 -	0 -	6 2.4 %	1 1.5 %	0 -	5 2.0 %



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Screener

S1. Please indicate the state in which you work. If you work in multiple locations, please select the primary location of your work.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Georgia	10 2.4 %	5 2.6 %	3 2.6 %	2 2.0 %	4 6.2 %	1 2.7 %	0 -	3 1.8 %	7 2.9 %	1 1.5 %	3 6.5 %	5 2.0 %	2 3.0 %	2 4.2 %	5 2.0 %
Florida	32 7.8 %	16 8.2 %	11 9.4 %	5 5.1 %	6 9.2 %	1 2.7 %	5 13.2 %	17 10.1 %	15 6.2 %	3 4.4 %	3 6.5 %	22 8.9 %	6 9.0 %	4 8.3 %	19 7.6 %
Kentucky	6 1.5 %	1 0.5 %	3 2.6 %	2 2.0 %	1 1.5 %	1 2.7 %	0 -	4 2.4 %	2 0.8 %	1 1.5 %	3 6.5 %	1 0.4 %	1 1.5 %	2 4.2 %	2 0.8 %
Tennessee	9 2.2 %	5 2.6 %	2 1.7 %	2 2.0 %	0 -	1 2.7 %	2 5.3 %	2 1.2 %	7 2.9 %	1 1.5 %	3 6.5 %	5 2.0 %	1 1.5 %	3 6.3 %	5 2.0 %
Mississippi	5 1.2 %	3 1.5 %	1 0.9 %	1 1.0 %	1 1.5 %	0 -	0 -	2 1.2 %	3 1.2 %	2 2.9 %	0 -	3 1.2 %	3 4.5 %	0 -	2 0.8 %
Alabama	5 1.2 %	3 1.5 %	2 1.7 %	0 -	2 3.1 %	1 2.7 %	0 -	1 0.6 %	4 1.7 %	0 -	1 2.2 %	3 1.2 %	0 -	1 2.1 %	3 1.2 %
Oklahoma	6 1.5 %	5 2.6 %	1 0.9 %	0 -	1 1.5 %	0 -	0 -	0 -	6 2.5 %	0 -	0 -	6 2.4 %	0 -	1 2.1 %	5 2.0 %
Texas	27 6.6 %	9 4.6 %	10 8.5 %	8 8.1 %	4 6.2 %	4 10.8 %	4 10.5 %	11 6.5 %	16 6.6 %	4 5.9 %	2 4.3 %	17 6.9 %	5 7.5 %	4 8.3 %	15 6.0 %
Arkansas	4 1.0 %	2 1.0 %	1 0.9 %	1 1.0 %	0 -	0 -	1 2.6 %	1 0.6 %	3 1.2 %	0 -	0 -	3 1.2 %	0 -	0 -	4 1.6 %
Louisiana	3 0.7 %	2 1.0 %	0 -	1 1.0 %	0 -	0 -	1 2.6 %	2 1.2 %	1 0.4 %	1 1.5 %	1 2.2 %	0 -	1 1.5 %	1 2.1 %	0 -
West (Net)	94 22.9 %	56 28.7 %	21 17.9 %	17 17.2 %	15 23.1 %	11 29.7 %	7 18.4 %	35 20.7 %	59 24.4 %	17 25.0 %	9 19.6 %	51 20.6 %	14 20.9 %	10 20.8 %	56 22.4 %
Wyoming	2 0.5 %	0 -	1 0.9 %	1 1.0 %	0 -	1 2.7 %	0 -	1 0.6 %	1 0.4 %	0 -	0 -	2 0.8 %	0 -	0 -	2 0.8 %
Nevada	2 0.5 %	2 1.0 %	0 -	0 -	0 -	0 -	0 -	0 -	2 0.8 %	0 -	0 -	2 0.8 %	0 -	0 -	2 0.8 %



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Utah	7 1.7 %	3 1.5 %	1 0.9 %	3 3.0 %	1 1.5 %	1 2.7 %	2 5.3 %	2 1.2 %	5 2.1 %	2 2.9 %	0 -	4 1.6 %	0 -	1 2.1 %	5 2.0 %
Colorado	8 1.9 %	7 3.6 %	1 0.9 %	0 -	0 -	1 2.7 %	1 2.6 %	1 0.6 %	7 2.9 %	0 -	0 -	7 2.8 %	0 -	0 -	7 2.8 %



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Screeners

S1. Please indicate the state in which you work. If you work in multiple locations, please select the primary location of your work.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Arizona	10 2.4 %	4 2.1 %	5 4.3 %	1 1.0 %	1 1.5 %	1 2.7 %	0 -	5 3.0 %	5 2.1 %	1 1.5 %	2 4.3 %	6 2.4 %	2 3.0 %	2 4.2 %	5 2.0 %
New Mexico	2 0.5 %	2 1.0 %	0 -	0 -	1 1.5 %	0 -	0 -	1 0.6 %	1 0.4 %	1 1.5 %	0 -	0 -	1 1.5 %	0 -	1 0.4 %
Washington	5 1.2 %	5 2.6 %	0 -	0 -	0 -	2 5.4 %	1 2.6 %	3 1.8 %	2 0.8 %	1 1.5 %	0 -	2 0.8 %	1 1.5 %	0 -	2 0.8 %
Oregon	3 0.7 %	3 1.5 %	0 -	0 -	0 -	0 -	0 -	1 0.6 %	2 0.8 %	2 2.9 %	0 -	1 0.4 %	0 -	0 -	3 1.2 %
California	54 13.1 %	30 15.4 %	12 10.3 %	12 12.1 %	11 16.9 %	5 13.5 %	3 7.9 %	21 12.4 %	33 13.6 %	10 14.7 %	7 15.2 %	26 10.5 %	10 14.9 %	7 14.6 %	28 11.2 %
Hawaii	1 0.2 %	0 -	1 0.9 %	0 -	1 1.5 %	0 -	0 -	0 -	1 0.4 %	0 -	0 -	1 0.4 %	0 -	0 -	1 0.4 %



Ipsos Survey of Employers for the British Council, December 2011

Screener

S2. Do your responsibilities include deciding or influencing decisions about who your organization hires?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Yes	411 100. 0%	195 100. 0%	117 100. 0%	99 100. 0%	65 100. 0%	37 100. 0%	38 100. 0%	169 100. 0%	242 100. 0%	68 100. 0%	46 100. 0%	248 100. 0%	67 100. 0%	48 100. 0%	250 100. 0%

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Screener

S3. Which of the following best describes your role?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowled geable	Not know ledgeable	High er	Low er	Abo ut the sam e	High er	Low er	Abo ut the sam e
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
I am involved in recruiting directly for MY employer	411	195	117	99	65	37	38	169	242	68	46	248	67	48	250
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Ipsos Survey of Employers for the British Council, December 2011

Screener

SA. Approximately how many employees work at your organization in all locations and divisions combined?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Knowled geable	Not kno wled geable	High er	Low er	Abou t the sam e	High er	Low er	Abou t the sam e
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
1 to 9	129 31.4 %	129 66.2 %	0 -	0 -	24 36.9 %	5 13.5 %	24 63.2 %	28 16.6 %	101 41.7 %	13 19.1 %	11 23.9 %	81 32.7 %	11 16.4 %	13 27.1 %	80 32.0 %
10 to 19	29 7.1 %	29 14.9 %	0 -	0 -	4 6.2 %	1 2.7 %	0 -	9 5.3 %	20 8.3 %	2 2.9 %	3 6.5 %	21 8.5 %	4 6.0 %	4 8.3 %	17 6.8 %
20 to 29	17 4.1 %	17 8.7 %	0 -	0 -	4 6.2 %	2 5.4 %	1 2.6 %	8 4.7 %	9 3.7 %	2 2.9 %	4 8.7 %	11 4.4 %	3 4.5 %	3 6.3 %	10 4.0 %
30 to 39	7 1.7 %	7 3.6 %	0 -	0 -	1 1.5 %	1 2.7 %	0 -	1 0.6 %	6 2.5 %	3 4.4 %	0 -	3 1.2 %	3 4.5 %	1 2.1 %	3 1.2 %
40 to 49	13 3.2 %	13 6.7 %	0 -	0 -	1 1.5 %	4 10.8 %	0 -	9 5.3 %	4 1.7 %	2 2.9 %	0 -	11 4.4 %	2 3.0 %	1 2.1 %	10 4.0 %
50 to 99	35 8.5 %	0 -	35 29.9 %	0 -	1 1.5 %	7 18.9 %	3 7.9 %	13 7.7 %	22 9.1 %	5 7.4 %	5 10.9 %	19 7.7 %	5 7.5 %	5 10.4 %	20 8.0 %
100 to 199	33 8.0 %	0 -	33 28.2 %	0 -	6 9.2 %	3 8.1 %	1 2.6 %	20 11.8 %	13 5.4 %	7 10.3 %	4 8.7 %	18 7.3 %	8 11.9 %	7 14.6 %	15 6.0 %
200 to 499	23 5.6 %	0 -	23 19.7 %	0 -	5 7.7 %	4 10.8 %	2 5.3 %	7 4.1 %	16 6.6 %	2 2.9 %	5 10.9 %	13 5.2 %	1 1.5 %	2 4.2 %	17 6.8 %
500 to 999	26 6.3 %	0 -	26 22.2 %	0 -	6 9.2 %	2 5.4 %	1 2.6 %	12 7.1 %	14 5.8 %	2 2.9 %	5 10.9 %	19 7.7 %	3 4.5 %	4 8.3 %	19 7.6 %
1,000 to 1,999	30 7.3 %	0 -	0 -	30 30.3 %	5 7.7 %	1 2.7 %	1 2.6 %	22 13.0 %	8 3.3 %	11 16.2 %	1 2.2 %	17 6.9 %	7 10.4 %	1 2.1 %	21 8.4 %
2,000 to 4,999	19 4.6 %	0 -	0 -	19 19.2 %	2 3.1 %	3 8.1 %	0 -	9 5.3 %	10 4.1 %	5 7.4 %	1 2.2 %	12 4.8 %	3 4.5 %	4 8.3 %	12 4.8 %
5,000 to 9,999	21 5.1 %	0 -	0 -	21 21.2 %	4 6.2 %	2 5.4 %	3 7.9 %	12 7.1 %	9 3.7 %	6 8.8 %	2 4.3 %	10 4.0 %	7 10.4 %	0 -	11 4.4 %
10,000 to 29,999	15 3.6 %	0 -	0 -	15 15.2 %	2 3.1 %	1 2.7 %	1 2.6 %	10 5.9 %	5 2.1 %	6 8.8 %	2 4.3 %	6 2.4 %	5 7.5 %	2 4.2 %	8 3.2 %



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	%			%	%	%	%	%	%	%	%	%	%	%	
			%				%		%		%		%	%	
			AB				H		K						
30,000 to 49,999	3	0	0	3	0	0	0	1	2	0	1	1	1	1	0
	0.7	-	-	3.0	-	-	-	0.6	0.8	-	2.2	0.4	1.5	2.1	-
	%			%				%	%		%	%	%	%	
			A											N	



Ipsos Survey of Employers for the British Council, December 2011

Screeners

S4. Approximately how many employees work at your organization in all locations and divisions combined?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
50,000 or more	11 2.7 %	0 -	0 -	11 11.1 %	0 -	1 2.7 %	1 2.6 %	8 4.7 %	3 1.2 %	2 2.9 %	2 4.3 %	6 2.4 %	4 6.0 %	0 -	7 2.8 %
Summary															
Small: 1 to 49	195 47.4 %	195 100.0 %	0 -	0 -	34 52.3 %	13 35.1 %	25 65.8 %	55 32.5 %	140 57.9 %	22 32.4 %	18 39.1 %	127 51.2 %	23 34.3 %	22 45.8 %	120 48.0 %
Medium: 50 to 999	117 28.5 %	0 -	117 100.0 %	0 -	18 27.7 %	16 43.2 %	7 18.4 %	52 30.8 %	65 26.9 %	16 23.5 %	19 41.3 %	69 27.8 %	17 25.4 %	18 37.5 %	71 28.4 %
Large: 1000+	99 24.1 %	0 -	0 -	99 100.0 %	13 20.0 %	8 21.6 %	6 15.8 %	62 36.7 %	37 15.3 %	30 44.1 %	9 19.6 %	52 21.0 %	27 40.3 %	8 16.7 %	59 23.6 %
Mean	310 5.4	11.8	299.7 A	125 14.7 AB	141 6.4	273 4.2	252 5.4	479 7.5 H	192 3.8	445 5.0	449 2.6	252 8.0	623 9.3 MN	210 1.8	276 5.3
Std. Dev.	934 9.0	11.7	259.9	157 38.8	382 1.0	878 2.2	874 4.8	115 86.3	719 0.7	983 0.9	121 12.4	857 8.1	131 65.5	690 6.3	887 5.3
Std. Err.	461.2	0.8	24.0	158 1.8	473.9	144 3.8	141 8.6	891.3	462.2	119.2	178 5.9	544.7	160.8	996.8	561.3



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Screener

S5. Which of the following best describes your organization's industry?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Professional, scientific, and technical services	65 15.8 %	34 17.4 %	18 15.4 %	13 13.1 %	65 100.0% EF	0 -	0 -	28 16.6 %	37 15.3 %	15 22.1 %	9 19.6 %	33 13.3 %	15 22.4 %	10 20.8 %	32 12.8 %
Retail trade	38 9.2 %	25 12.8 %	7 6.0 %	6 6.1 %	0 -	0 -	38 100.0% DE	13 7.7 %	25 10.3 %	2 2.9 %	2 4.3 %	30 12.1 %	1 1.5 %	2 4.2 %	31 12.4 %
Health care and social assistance	38 9.2 %	16 8.2 %	11 9.4 %	11 11.1 %	0 -	0 -	0 -	17 10.1 %	21 8.7 %	6 8.8 %	3 6.5 %	24 9.7 %	5 7.5 %	6 12.5 %	22 8.8 %
Educational services	37 9.0 %	13 6.7 %	16 13.7 %	8 8.1 %	0 -	37 100.0% DF	0 -	15 8.9 %	22 9.1 %	3 4.4 %	4 8.7 %	27 10.9 %	4 6.0 %	4 8.3 %	27 10.8 %
Finance and insurance	26 6.3 %	6 3.1 %	11 9.4 %	9 9.1 %	0 -	0 -	0 -	12 7.1 %	14 5.8 %	3 4.4 %	2 4.3 %	17 6.9 %	3 4.5 %	1 2.1 %	19 7.6 %
Construction	24 5.8 %	10 5.1 %	8 6.8 %	6 6.1 %	0 -	0 -	0 -	13 7.7 %	11 4.5 %	10 14.7 %	3 6.5 %	11 4.4 %	9 13.4 %	3 6.3 %	12 4.8 %
Manufacturing	22 5.4 %	6 3.1 %	7 6.0 %	9 9.1 %	0 -	0 -	0 -	13 7.7 %	9 3.7 %	4 5.9 %	4 8.7 %	13 5.2 %	6 9.0 %	2 4.2 %	13 5.2 %
Management of companies and enterprises	17 4.1 %	5 2.6 %	5 4.3 %	7 7.1 %	0 -	0 -	0 -	11 6.5 %	6 2.5 %	4 5.9 %	4 8.7 %	9 3.6 %	2 3.0 %	2 4.2 %	13 5.2 %
Real estate and rental and leasing	15 3.6 %	11 5.6 %	3 2.6 %	1 1.0 %	0 -	0 -	0 -	5 3.0 %	10 4.1 %	2 2.9 %	1 2.2 %	8 3.2 %	3 4.5 %	1 2.1 %	7 2.8 %
Arts, entertainment, and recreation	15 3.6 %	12 6.2 %	1 0.9 %	2 2.0 %	0 -	0 -	0 -	2 1.2 %	13 5.4 %	1 1.5 %	1 2.2 %	10 4.0 %	0 -	1 2.1 %	11 4.4 %
Information	14 3.4 %	3 1.5 %	5 4.3 %	6 6.1 %	0 -	0 -	0 -	4 2.4 %	10 4.1 %	2 2.9 %	3 6.5 %	6 2.4 %	3 4.5 %	5 10.4 %	3 1.2 %



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Transportation and warehousing	10	3	4	3	0	0	0	5	5	2	2	5	2	2	5
	2.4 %	1.5 %	3.4 %	3.0 %	-	-	-	3.0 %	2.1 %	2.9 %	4.3 %	2.0 %	3.0 %	4.2 %	2.0 %
Agriculture, forestry and fishing	9	4	2	3	0	0	0	4	5	2	0	7	2	0	7
	2.2 %	2.1 %	1.7 %	3.0 %	-	-	-	2.4 %	2.1 %	2.9 %	-	2.8 %	3.0 %	-	2.8 %
Wholesale trade	6	2	4	0	0	0	0	1	5	0	1	4	0	1	4
	1.5 %	1.0 %	3.4 %	-	-	-	-	0.6 %	2.1 %	-	2.2 %	1.6 %	-	2.1 %	1.6 %



Ipsos Survey of Employers for the British Council, December 2011

Screener

S5. Which of the following best describes your organization's industry?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Consulting	5 1.2 %	4 2.1 %	1 0.9 %	0 -	0 -	0 -	0 -	1 0.6 %	4 1.7 %	0 -	1 2.2 %	2 0.8 %	0 -	1 2.1 %	2 0.8 %
Courts/ judiciary/ law	5 1.2 %	4 2.1 %	1 0.9 %	0 -	0 -	0 -	0 -	2 1.2 %	3 1.2 %	1 1.5 %	0 -	3 1.2 %	0 -	2 4.2 %	2 0.8 %
Government	5 1.2 %	1 0.5 %	0 -	4 4.0 % AB	0 -	0 -	0 -	1 0.6 %	4 1.7 %	0 -	0 -	3 1.2 %	0 -	0 -	4 1.6 %
IT/ network/ computer services/ software	5 1.2 %	3 1.5 %	2 1.7 %	0 -	0 -	0 -	0 -	1 0.6 %	4 1.7 %	0 -	0 -	5 2.0 %	0 -	0 -	4 1.6 %
Religious	4 1.0 %	3 1.5 %	0 -	1 1.0 %	0 -	0 -	0 -	0 -	4 1.7 %	0 -	0 -	3 1.2 %	0 -	0 -	4 1.6 %
Accommodation and food services	4 1.0 %	3 1.5 %	0 -	1 1.0 %	0 -	0 -	0 -	1 0.6 %	3 1.2 %	0 -	1 2.2 %	3 1.2 %	1 1.5 %	0 -	3 1.2 %
Utilities	3 0.7 %	0 -	3 2.6 % A	0 -	0 -	0 -	0 -	1 0.6 %	2 0.8 %	1 1.5 %	0 -	2 0.8 %	1 1.5 %	0 -	2 0.8 %
Law enforcement/ security	3 0.7 %	2 1.0 %	1 0.9 %	0 -	0 -	0 -	0 -	1 0.6 %	2 0.8 %	0 -	0 -	3 1.2 %	0 -	1 2.1 %	1 0.4 %
Non-profit	3 0.7 %	1 0.5 %	2 1.7 %	0 -	0 -	0 -	0 -	1 0.6 %	2 0.8 %	1 1.5 %	0 -	2 0.8 %	1 1.5 %	1 2.1 %	1 0.4 %
Administrative and Support and Waste Management	2 0.5 %	0 -	1 0.9 %	1 1.0 %	0 -	0 -	0 -	2 1.2 %	0 -	1 1.5 %	0 -	1 0.4 %	1 1.5 %	0 -	1 0.4 %
Mining, quarrying, and oil and gas extraction	1 0.2 %	0 -	0 -	1 1.0 %	0 -	0 -	0 -	1 0.6 %	0 -	0 -	0 -	0 -	0 -	0 -	1 0.4 %
Other	35	24	4	7	0	0	0	14	21	8	5	17	8	3	19



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	8.5 %	12.3 % B	3.4 %	7.1 %	-	-	-	8.3 %	8.7 %	11.8 %	10.9 %	6.9 %	11.9 %	6.3 %	7.6 %
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Ipsos Survey of Employers for the British Council, December 2011

Screener

S6. Approximately what percentage of your organization's employees have an undergraduate or graduate degree from a higher education institution such as a university degree like a Bachelor's, Master's, MBA, PhD or another advanced degree?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
26-50% (Net)	95 23.1 %	56 28.7 %	24 20.5 %	15 15.2 %	6 9.2 %	5 13.5 %	20 52.6 %	32 18.9 %	63 26.0 %	18 26.5 %	9 19.6 %	57 23.0 %	11 16.4 %	13 27.1 %	62 24.8 %
46-50%	95 23.1 %	56 28.7 %	24 20.5 %	15 15.2 %	6 9.2 %	5 13.5 %	20 52.6 %	32 18.9 %	63 26.0 %	18 26.5 %	9 19.6 %	57 23.0 %	11 16.4 %	13 27.1 %	62 24.8 %
51-75% (Net)	111 27.0 %	27 13.8 %	37 31.6 %	47 47.5 %	17 26.2 %	9 24.3 %	6 15.8 %	52 30.8 %	59 24.4 %	18 26.5 %	12 26.1 %	69 27.8 %	19 28.4 %	16 33.3 %	64 25.6 %
51-55%	5 1.2 %	1 0.5 %	3 2.6 %	1 1.0 %	2 3.1 %	0 -	0 -	1 0.6 %	4 1.7 %	0 -	0 -	5 2.0 %	2 3.0 %	0 -	2 0.8 %
56-60%	29 7.1 %	3 1.5 %	10 8.5 %	16 16.2 %	3 4.6 %	3 8.1 %	1 2.6 %	17 10.1 %	12 5.0 %	8 11.8 %	2 4.3 %	15 6.0 %	6 9.0 %	4 8.3 %	16 6.4 %
61-65%	7 1.7 %	1 0.5 %	3 2.6 %	3 3.0 %	2 3.1 %	1 2.7 %	0 -	1 0.6 %	6 2.5 %	2 2.9 %	1 2.2 %	4 1.6 %	1 1.5 %	1 2.1 %	5 2.0 %
66-70%	30 7.3 %	10 5.1 %	3 2.6 %	17 17.2 %	3 4.6 %	0 -	3 7.9 %	16 9.5 %	14 5.8 %	7 10.3 %	5 10.9 %	15 6.0 %	5 7.5 %	5 10.4 %	17 6.8 %
71-75%	40 9.7 %	12 6.2 %	18 15.4 %	10 10.1 %	7 10.8 %	5 13.5 %	2 5.3 %	17 10.1 %	23 9.5 %	1 1.5 %	4 8.7 %	30 12.1 %	5 7.5 %	6 12.5 %	24 9.6 %
76-100% (Net)	205 49.9 %	112 57.4 %	56 47.9 %	37 37.4 %	42 64.6 %	23 62.2 %	12 31.6 %	85 50.3 %	120 49.6 %	32 47.1 %	25 54.3 %	122 49.2 %	37 55.2 %	19 39.6 %	124 49.6 %
76-80%	50 12.2 %	15 7.7 %	20 17.1 %	15 15.2 %	9 13.8 %	7 18.9 %	4 10.5 %	25 14.8 %	25 10.3 %	10 14.7 %	9 19.6 %	24 9.7 %	13 19.4 %	6 12.5 %	25 10.0 %
81-85%	17 4.1 %	7 3.6 %	5 4.3 %	5 5.1 %	3 4.6 %	4 10.8 %	1 2.6 %	10 5.9 %	7 2.9 %	2 2.9 %	0 -	13 5.2 %	5 7.5 %	0 -	11 4.4 %
86-90%	36 8.8 %	10 5.1 %	15 12.8 %	11 11.1 %	7 10.8 %	5 13.5 %	0 -	17 10.1 %	19 7.9 %	7 10.3 %	5 10.9 %	23 9.3 %	7 10.4 %	1 2.1 %	26 10.4 %
91-95%	7 1.7 %	3 1.5 %	3 2.6 %	1 1.0 %	1 1.5 %	0 -	0 -	3 1.8 %	4 1.7 %	1 1.5 %	1 2.2 %	4 1.6 %	0 -	3 6.3 %	3 1.2 %



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96-99%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	8	2	3	3	0	2	0	4	4	2	1	4	3	1	3
	1.9	1.0	2.6	3.0	-	5.4	-	2.4	1.7	2.9	2.2	1.6	4.5	2.1	1.2
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%



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Screener

S6. Approximately what percentage of your organization's employees have an undergraduate or graduate degree from a higher education institution such as a university degree like a Bachelor's, Master's, MBA, PhD or another advanced degree?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
100%		A	B	C	D	E	F	G	H	I	J	K	L	M	N
	87 21.2 %	75 38.5 % BC	10 8.5 % C	2 2.0 %	22 33.8 % E	5 13.5 % E	7 18.4 % E	26 15.4 % G	61 25.2 % G	10 14.7 % I	9 19.6 % J	54 21.8 % K	9 13.4 % L	8 16.7 % M	56 22.4 % N
Summary															
Mean (Incl. 0)	75.7	78.8 BC	74.1	71.5	82.2 F	78.8 F	66.4	75.6	75.8	72.8	77.0	76.0	75.7	73.0	75.8
Std. Dev.	18.6	21.1	16.6	14.1	16.9	16.0	19.9	17.2	19.5	18.5	17.7	18.7	16.9	18.6	19.0
Std. Err.	0.9	1.5	1.5	1.4	2.1	2.6	3.2	1.3	1.3	2.2	2.6	1.2	2.1	2.7	1.2
Mean (Excl. 0)	75.7	78.8 BC	74.1	71.5	82.2 F	78.8 F	66.4	75.6	75.8	72.8	77.0	76.0	75.7	73.0	75.8
Std. Dev.	18.6	21.1	16.6	14.1	16.9	16.0	19.9	17.2	19.5	18.5	17.7	18.7	16.9	18.6	19.0
Std. Err.	0.9	1.5	1.5	1.4	2.1	2.6	3.2	1.3	1.3	2.2	2.6	1.2	2.1	2.7	1.2
Median	75.0	80.0	75.0	70.0	85.0	80.0	50.0	78.0	75.0	70.0	79.5	75.0	79.0	75.0	75.0

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Screeners

S7. And what percentages of your organization's employees have a graduate degree like a Masters, MBA or PhD?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
1-25% (Net)	174 42.3 %	78 40.0 %	57 48.7 %	39 39.4 %	26 40.0 %	13 35.1 %	15 39.5 %	70 41.4 %	104 43.0 %	29 42.6 %	20 43.5 %	107 43.1 %	25 37.3 %	23 47.9 %	109 43.6 %
1-5%	43 10.5 %	30 15.4 %	11 9.4 %	2 2.0 %	2 3.1 %	3 8.1 %	4 10.5 %	13 7.7 %	30 12.4 %	3 4.4 %	3 6.5 %	33 13.3 %	4 6.0 %	4 8.3 %	29 11.6 %
6-10%	43 10.5 %	22 11.3 %	11 9.4 %	10 10.1 %	8 12.3 %	2 5.4 %	6 15.8 %	16 9.5 %	27 11.2 %	6 8.8 %	4 8.7 %	30 12.1 %	4 6.0 %	6 12.5 %	31 12.4 %
11-15%	24 5.8 %	3 1.5 %	13 11.1 %	8 8.1 %	4 6.2 %	3 8.1 %	1 2.6 %	11 6.5 %	13 5.4 %	3 4.4 %	4 8.7 %	14 5.6 %	4 6.0 %	4 8.3 %	14 5.6 %
16-20%	33 8.0 %	11 5.6 %	12 10.3 %	10 10.1 %	6 9.2 %	4 10.8 %	2 5.3 %	16 9.5 %	17 7.0 %	12 17.6 %	5 10.9 %	11 4.4 %	9 13.4 %	3 6.3 %	16 6.4 %
21-25%	31 7.5 %	12 6.2 %	10 8.5 %	9 9.1 %	6 9.2 %	1 2.7 %	2 5.3 %	14 8.3 %	17 7.0 %	5 7.4 %	4 8.7 %	19 7.7 %	4 6.0 %	6 12.5 %	19 7.6 %
26-50% (Net)	102 24.8 %	32 16.4 %	33 28.2 %	37 37.4 %	17 26.2 %	16 43.2 %	4 10.5 %	48 28.4 %	54 22.3 %	14 20.6 %	14 30.4 %	63 25.4 %	16 23.9 %	16 33.3 %	62 24.8 %
26-30%	24 5.8 %	5 2.6 %	8 6.8 %	11 11.1 %	2 3.1 %	3 8.1 %	3 7.9 %	9 5.3 %	15 6.2 %	2 2.9 %	3 6.5 %	17 6.9 %	2 3.0 %	2 4.2 %	18 7.2 %
31-35%	9 2.2 %	6 3.1 %	2 1.7 %	1 1.0 %	2 3.1 %	1 2.7 %	0 -	5 3.0 %	4 1.7 %	0 -	2 4.3 %	4 1.6 %	0 -	2 4.2 %	6 2.4 %
36-40%	18 4.4 %	3 1.5 %	10 8.5 %	5 5.1 %	4 6.2 %	4 10.8 %	0 -	6 3.6 %	12 5.0 %	2 2.9 %	4 8.7 %	7 2.8 %	2 3.0 %	2 4.2 %	10 4.0 %
41-45%	4 1.0 %	0 -	3 2.6 %	1 1.0 %	1 1.5 %	0 -	0 -	2 1.2 %	2 0.8 %	0 -	1 2.2 %	3 1.2 %	1 1.5 %	1 2.1 %	2 0.8 %
46-50%	47 11.4 %	18 9.2 %	10 8.5 %	19 19.2 %	8 12.3 %	8 21.6 %	1 2.6 %	26 15.4 %	21 8.7 %	10 14.7 %	4 8.7 %	32 12.9 %	11 16.4 %	9 18.8 %	26 10.4 %
51-75% (Net)	32 7.8 %	10 5.1 %	8 6.8 %	14 14.1 %	5 7.7 %	4 10.8 %	2 5.3 %	21 12.4 %	11 4.5 %	13 19.1 %	2 4.3 %	14 5.6 %	10 14.9 %	2 4.2 %	18 7.2 %



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51-55%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	A						H		JK			N			
	3	1	0	2	1	0	0	2	1	0	0	3	0	0	2
	0.7	0.5	-	2.0	1.5	-	-	1.2	0.4	-	-	1.2	-	-	0.8
	%	%		%	%			%	%			%			%



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Screeners

57. And what percentages of your organization's employees have a graduate degree like a Masters, MBA or PhD?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
 Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
56-60%	10 2.4 %	6 3.1 %	2 1.7 %	2 2.0 %	1 1.5 %	1 2.7 %	0 -	6 3.6 %	4 1.7 %	5 7.4 %	0 -	3 1.2 %	5 7.5 %	1 2.1 %	3 1.2 %
61-65%	3 0.7 %	0 -	1 0.9 %	2 2.0 %	0 -	0 -	1 2.6 %	2 1.2 %	1 0.4 %	0 -	1 2.2 %	2 0.8 %	0 -	1 2.1 %	2 0.8 %
66-70%	9 2.2 %	2 1.0 %	1 0.9 %	6 6.1 %	1 1.5 %	0 -	1 2.6 %	9 5.3 %	0 -	5 7.4 %	1 2.2 %	3 1.2 %	3 4.5 %	0 -	6 2.4 %
71-75%	7 1.7 %	1 0.5 %	4 3.4 %	2 2.0 %	2 3.1 %	3 8.1 %	0 -	2 1.2 %	5 2.1 %	3 4.4 %	0 -	3 1.2 %	2 3.0 %	0 -	5 2.0 %
76-100% (Net)	53 12.9 %	34 17.4 %	12 10.3 %	7 7.1 %	13 20.0 %	3 8.1 %	2 5.3 %	24 14.2 %	29 12.0 %	12 17.6 %	6 13.0 %	28 11.3 %	15 22.4 %	4 8.3 %	26 10.4 %
76-80%	13 3.2 %	6 3.1 %	4 3.4 %	3 3.0 %	3 4.6 %	1 2.7 %	0 -	7 4.1 %	6 2.5 %	4 5.9 %	1 2.2 %	7 2.8 %	5 7.5 %	1 2.1 %	6 2.4 %
81-85%	3 0.7 %	1 0.5 %	0 -	2 2.0 %	0 -	1 2.7 %	0 -	2 1.2 %	1 0.4 %	1 1.5 %	1 2.2 %	1 0.4 %	1 1.5 %	0 -	2 0.8 %
86-90%	10 2.4 %	3 1.5 %	5 4.3 %	2 2.0 %	3 4.6 %	1 2.7 %	0 -	4 2.4 %	6 2.5 %	2 2.9 %	2 4.3 %	6 2.4 %	4 6.0 %	1 2.1 %	5 2.0 %
96-99%	2 0.5 %	1 0.5 %	1 0.9 %	0 -	0 -	0 -	0 -	2 1.2 %	0 -	1 1.5 %	0 -	1 0.4 %	1 1.5 %	0 -	1 0.4 %
100%	25 6.1 %	23 11.8 %	2 1.7 %	0 -	7 10.8 %	0 -	2 5.3 %	9 5.3 %	16 6.6 %	4 5.9 %	2 4.3 %	13 5.2 %	4 6.0 %	2 4.2 %	12 4.8 %
Don't Know	50 12.2 %	41 21.0 %	7 6.0 %	2 2.0 %	4 6.2 %	1 2.7 %	15 39.5 %	6 3.6 %	44 18.2 %	0 -	4 8.7 %	36 14.5 %	1 1.5 %	3 6.3 %	35 14.0 %
Summary															
Mean (Incl. 0)	37.7	39.6	34.4	38.2	43.9	39.1	28.2	40.8	35.1	45.0	36.6	35.1	47.0	34.2	35.1
Std. Dev.	29.3	34.7	26.1	22.7	31.2	24.2	29.3	28.4	29.9	29.4	27.4	29.0	30.0	25.0	28.5
Std. Err.	1.5	2.8	2.5	2.3	4.0	4.0	6.1	2.2	2.1	3.6	4.2	2.0	3.7	3.7	1.9
Mean (Excl. 0)	37.7	39.6	34.4	38.2	43.9	39.1	28.2	40.8	35.1	45.0	36.6	35.1	47.0	34.2	35.1
Std. Dev.	29.3	34.7	26.1	22.7	31.2	24.2	29.3	28.4	29.9	29.4	27.4	29.0	30.0	25.0	28.5



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Std. Err.	1.5	2.8	2.5	2.3	4.0	4.0	6.1	2.2	2.1	3.6	4.2	2.0	3.7	3.7	1.9
Median	30.0	25.0	25.0	30.0	40.0	40.0	20.0	33.0	25.0	48.0	29.0	25.0	50.0	25.0	25.0



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Screener

S8. To the best of your knowledge, do you ever receive applications from ... job candidates who earned their degree(s) from a university outside of ... This does not include 'study abroad and exchange' where the ... was enrolled in a ... institution and spent a portion of their degree in another country.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Yes	198 48.2 %	44 22.6 %	69 59.0 %	85 85.9 %	39 60.0 %	23 62.2 %	8 21.1 %	119 70.4 %	79 32.6 %	52 76.5 %	22 47.8 %	112 45.2 %	49 73.1 %	23 47.9 %	117 46.8 %
No	182 44.3 %	136 69.7 %	37 31.6 %	9 9.1 %	22 33.8 %	12 32.4 %	27 71.1 %	44 26.0 %	138 57.0 %	15 22.1 %	21 45.7 %	117 47.2 %	17 25.4 %	21 43.8 %	115 46.0 %
Don't Know/Not Applicable	31 7.5 %	15 7.7 %	11 9.4 %	5 5.1 %	4 6.2 %	2 5.4 %	3 7.9 %	6 3.6 %	25 10.3 %	1 1.5 %	3 6.5 %	19 7.7 %	1 1.5 %	4 8.3 %	18 7.2 %

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Screeners

S9. Approximately what percentage of applicants is this?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Receive Applications From ... Job Candidates Who Earned Their Degree(S) From A University Outside Of ...	198	44*	69*	85*	39*	23**	8**	119	79*	52*	22**	112	49*	23**	117
0%	1 0.5 %	1 2.3 %	0 -	0 -	0 -	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %
1-25% (Net)	136 68.7 %	30 68.2 %	50 72.5 %	56 65.9 %	31 79.5 %	20 87.0 %	6 75.0 %	72 60.5 %	64 81.0 %	22 42.3 %	17 77.3 %	85 75.9 %	19 38.8 %	19 82.6 %	89 76.1 %
1-5%	59 29.8 %	11 25.0 %	21 30.4 %	27 31.8 %	13 33.3 %	9 39.1 %	1 12.5 %	28 23.5 %	31 39.2 %	10 19.2 %	5 22.7 %	36 32.1 %	10 20.4 %	5 21.7 %	39 33.3 %
6-10%	34 17.2 %	12 27.3 %	12 17.4 %	10 11.8 %	9 23.1 %	5 21.7 %	3 37.5 %	19 16.0 %	15 19.0 %	6 11.5 %	2 9.1 %	23 20.5 %	4 8.2 %	5 21.7 %	22 18.8 %
11-15%	16 8.1 %	3 6.8 %	3 4.3 %	10 11.8 %	3 7.7 %	4 17.4 %	1 12.5 %	13 10.9 %	3 3.8 %	1 1.9 %	4 18.2 %	11 9.8 %	1 2.0 %	5 21.7 %	10 8.5 %
16-20%	14 7.1 %	2 4.5 %	7 10.1 %	5 5.9 %	5 12.8 %	1 4.3 %	1 12.5 %	3 2.5 %	11 13.9 %	3 5.8 %	2 9.1 %	9 8.0 %	2 4.1 %	1 4.3 %	11 9.4 %
21-25%	13 6.6 %	2 4.5 %	7 10.1 %	4 4.7 %	1 2.6 %	1 4.3 %	0 -	9 7.6 %	4 5.1 %	2 3.8 %	4 18.2 %	6 5.4 %	2 4.1 %	3 13.0 %	7 6.0 %
26-50% (Net)	34 17.2 %	7 15.9 %	13 18.8 %	14 16.5 %	7 17.9 %	3 13.0 %	0 -	22 18.5 %	12 15.2 %	15 28.8 %	4 18.2 %	15 13.4 %	15 30.6 %	4 17.4 %	15 12.8 %
26-30%	7 3.5 %	2 4.5 %	3 4.3 %	2 2.4 %	2 5.1 %	1 4.3 %	0 -	5 4.2 %	2 2.5 %	0 -	3 13.6 %	4 3.6 %	2 4.1 %	1 4.3 %	4 3.4 %
31-35%	4 2.0 %	0 -	4 5.8 %	0 -	1 2.6 %	0 -	0 -	3 2.5 %	1 1.3 %	1 1.9 %	0 -	3 2.7 %	1 2.0 %	1 4.3 %	2 1.7 %
36-40%	8 4.0 %	2 4.5 %	1 1.4 %	5 5.9 %	2 5.1 %	0 -	0 -	3 2.5 %	5 6.3 %	5 9.6 %	1 4.5 %	2 1.8 %	6 12.2 %	0 -	2 1.7 %



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41-45%	2	0	1	1	0	0	0	2	0	2	0	0	2	0	0
	1.0 %	-	1.4 %	1.2 %	-	-	-	1.7 %	-	3.8 %	-	-	4.1 %	-	-
46-50%	13	3	4	6	2	2	0	9	4	7	0	6	4	2	7
	6.6 %	6.8 %	5.8 %	7.1 %	5.1 %	8.7 %	-	7.6 %	5.1 %	13.5 %	-	5.4 %	8.2 %	8.7 %	6.0 %



Ipsos Survey of Employers for the British Council, December 2011

Screener

S9. Approximately what percentage of applicants is this?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
51-75% (Net)	14 7.1 %	3 6.8 %	0 -	11 12.9 %	0 -	0 -	1 12.5 %	12 10.1 %	2 2.5 %	10 19.2 %	0 -	4 3.6 %	9 18.4 %	0 -	5 4.3 %
51-55%	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %
56-60%	6 3.0 %	0 -	0 -	6 7.1 %	0 -	0 -	1 12.5 %	5 4.2 %	1 1.3 %	4 7.7 %	0 -	2 1.8 %	4 8.2 %	0 -	2 1.7 %
61-65%	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	1 2.0 %	0 -	0 -
66-70%	5 2.5 %	3 6.8 %	0 -	2 2.4 %	0 -	0 -	0 -	5 4.2 %	0 -	5 9.6 %	0 -	0 -	3 6.1 %	0 -	2 1.7 %
71-75%	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	0 -	1 1.3 %	1 1.9 %	0 -	0 -	1 2.0 %	0 -	0 -
76-100% (Net)	13 6.6 %	3 6.8 %	6 8.7 %	4 4.7 %	1 2.6 %	0 -	1 12.5 %	12 10.1 %	1 1.3 %	5 9.6 %	1 4.5 %	7 6.3 %	6 12.2 %	0 -	7 6.0 %
76-80%	6 3.0 %	0 -	3 4.3 %	3 3.5 %	1 2.6 %	0 -	0 -	5 4.2 %	1 1.3 %	1 1.9 %	1 4.5 %	4 3.6 %	2 4.1 %	0 -	4 3.4 %
86-90%	2 1.0 %	1 2.3 %	0 -	1 1.2 %	0 -	0 -	0 -	2 1.7 %	0 -	1 1.9 %	0 -	1 0.9 %	1 2.0 %	0 -	1 0.9 %
96-99%	2 1.0 %	1 2.3 %	1 1.4 %	0 -	0 -	0 -	0 -	2 1.7 %	0 -	1 1.9 %	0 -	1 0.9 %	1 2.0 %	0 -	1 0.9 %
100%	3 1.5 %	1 2.3 %	2 2.9 %	0 -	0 -	0 -	1 12.5 %	3 2.5 %	0 -	2 3.8 %	0 -	1 0.9 %	2 4.1 %	0 -	1 0.9 %
Summary															
Mean (Incl. 0)	24.4	24.3	23.3	25.3	16.7	13.5	28.8	29.5 H	16.7	38.9 K	19.7	20.4	39.2 N	17.5	20.8
Std. Dev.	25.2	27.7	24.8	24.4	16.8	13.8	33.7	28.1	17.4	29.1	16.5	23.0	29.5	13.6	23.3
Std. Err.	1.8	4.2	3.0	2.6	2.7	2.9	11.9	2.6	2.0	4.0	3.5	2.2	4.2	2.8	2.2
Mean (Excl. 0)	24.5	24.9	23.3	25.3	16.7	13.5	28.8	29.8 H	16.7	38.9 K	19.7	20.6	39.2 N	17.5	21.0
Std. Dev.	25.2	27.8	24.8	24.4	16.8	13.8	33.7	28.1	17.4	29.1	16.5	23.0	29.5	13.6	23.3



Ipsos Survey of Employers for the British Council, December 2011

Std. Err.	1.8	4.2	3.0	2.6	2.7	2.9	11.9	2.6	2.0	4.0	3.5	2.2	4.2	2.8	2.2
Median	15.0	10.0	15.0	15.0	10.0	10.0	12.5	15.0	10.0	40.0	16.5	10.0	40.0	15.0	10.0



Ipsos Survey of Employers for the British Council, December 2011

Screener

S10. And from which countries have they received their degrees?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Receive Applications From ... Job Candidates Who Earned Their Degree(S) From A University Outside Of ...	198	44*	69*	85*	39*	23**	8**	119	79*	52*	22**	112	49*	23**	117
United Kingdom	59 29.8 %	7 15.9 %	21 30.4 %	31 36.5 % A	10 25.6 %	3 13.0 %	1 12.5 %	37 31.1 %	22 27.8 %	13 25.0 %	8 36.4 %	33 29.5 %	13 26.5 %	7 30.4 %	37 31.6 %
France	38 19.2 %	5 11.4 %	10 14.5 %	23 27.1 % A	8 20.5 %	3 13.0 %	3 37.5 %	27 22.7 %	11 13.9 %	10 19.2 %	4 18.2 %	22 19.6 %	12 24.5 %	3 13.0 %	22 18.8 %
India	36 18.2 %	4 9.1 %	15 21.7 %	17 20.0 %	8 20.5 %	2 8.7 %	2 25.0 %	21 17.6 %	15 19.0 %	5 9.6 %	6 27.3 %	23 20.5 %	5 10.2 %	6 26.1 %	23 19.7 %
China	30 15.2 %	6 13.6 %	9 13.0 %	15 17.6 %	9 23.1 %	4 17.4 %	1 12.5 %	19 16.0 %	11 13.9 %	5 9.6 %	5 22.7 %	18 16.1 %	4 8.2 %	6 26.1 %	18 15.4 %
Mexico	29 14.6 %	4 9.1 %	13 18.8 %	12 14.1 %	4 10.3 %	3 13.0 %	3 37.5 %	18 15.1 %	11 13.9 %	5 9.6 %	3 13.6 %	19 17.0 %	7 14.3 %	1 4.3 %	20 17.1 %
Germany	27 13.6 %	2 4.5 %	6 8.7 %	19 22.4 % AB	5 12.8 %	2 8.7 %	0 -	18 15.1 %	9 11.4 %	5 9.6 %	2 9.1 %	18 16.1 %	6 12.2 %	4 17.4 %	16 13.7 %
Japan	27 13.6 %	6 13.6 %	11 15.9 %	10 11.8 %	5 12.8 %	3 13.0 %	1 12.5 %	18 15.1 %	9 11.4 %	4 7.7 %	3 13.6 %	17 15.2 %	4 8.2 %	6 26.1 %	14 12.0 %
Canada	24 12.1 %	2 4.5 %	10 14.5 %	12 14.1 %	7 17.9 %	2 8.7 %	0 -	18 15.1 %	6 7.6 %	7 13.5 %	2 9.1 %	13 11.6 %	6 12.2 %	4 17.4 %	13 11.1 %
Australia	22 11.1 %	3 6.8 %	9 13.0 %	10 11.8 %	6 15.4 %	1 4.3 %	1 12.5 %	10 8.4 %	12 15.2 %	5 9.6 %	3 13.6 %	12 10.7 %	5 10.2 %	1 4.3 %	14 12.0 %
Puerto Rico	15 7.6 %	0 -	6 8.7 % A	9 10.6 % A	1 2.6 %	1 4.3 %	2 25.0 %	9 7.6 %	6 7.6 %	5 9.6 %	4 18.2 %	5 4.5 %	4 8.2 %	4 17.4 %	6 5.1 %
Italy	15 7.6 %	5 11.4 %	6 8.7 %	4 4.7 %	3 7.7 %	4 17.4 %	0 -	8 6.7 %	7 8.9 %	3 5.8 %	2 9.1 %	9 8.0 %	2 4.1 %	1 4.3 %	11 9.4 %
Hong Kong	13	3	4	6	2	2	1	7	6	1	2	10	3	1	9



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	6.6 %	6.8 %	5.8 %	7.1 %	5.1 %	8.7 %	12.5 %	5.9 %	7.6 %	1.9 %	9.1 %	8.9 %	6.1 %	4.3 %	7.7 %
Philippines	13 6.6 %	3 6.8 %	4 5.8 %	6 7.1 %	1 2.6 %	1 4.3 %	2 25.0 %	7 5.9 %	6 7.6 %	2 3.8 %	1 4.5 %	7 6.3 %	1 2.0 %	2 8.7 %	8 6.8 %
South Africa	12 6.1 %	1 2.3 %	6 8.7 %	5 5.9 %	3 7.7 %	0 -	0 -	5 4.2 %	7 8.9 %	2 3.8 %	4 18.2 %	5 4.5 %	2 4.1 %	5 21.7 %	5 4.3 %



Ipsos Survey of Employers for the British Council, December 2011

Screener

S10. And from which countries have they received their degrees?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	Firm Size			Top 3 Industries/Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known	Not known	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Russia	11 5.6 %	2 4.5 %	5 7.2 %	4 4.7 %	3 7.7 %	2 8.7 %	1 12.5 %	10 8.4 %	1 1.3 %	2 3.8 %	0 -	9 8.0 %	2 4.1 %	1 4.3 %	8 6.8 %
Brazil	11 5.6 %	3 6.8 %	3 4.3 %	5 5.9 %	2 5.1 %	2 8.7 %	0 -	9 7.6 %	2 2.5 %	0 -	1 4.5 %	10 8.9 %	1 2.0 %	3 13.0 %	7 6.0 %
Argentina	11 5.6 %	3 6.8 %	4 5.8 %	4 4.7 %	6 15.4 %	0 -	2 25.0 %	8 6.7 %	3 3.8 %	3 5.8 %	0 -	8 7.1 %	4 8.2 %	1 4.3 %	6 5.1 %
Netherlands	10 5.1 %	0 -	3 4.3 %	7 8.2 %	2 5.1 %	0 -	1 12.5 %	8 6.7 %	2 2.5 %	4 7.7 %	1 4.5 %	5 4.5 %	2 4.1 %	2 8.7 %	6 5.1 %
Norway	10 5.1 %	1 2.3 %	3 4.3 %	6 7.1 %	2 5.1 %	0 -	0 -	6 5.0 %	4 5.1 %	2 3.8 %	1 4.5 %	7 6.3 %	3 6.1 %	2 8.7 %	5 4.3 %
Pakistan	10 5.1 %	2 4.5 %	4 5.8 %	4 4.7 %	4 10.3 %	1 4.3 %	0 -	8 6.7 %	2 2.5 %	2 3.8 %	0 -	8 7.1 %	4 8.2 %	1 4.3 %	5 4.3 %
Israel	10 5.1 %	4 9.1 %	4 5.8 %	2 2.4 %	3 7.7 %	3 13.0 %	0 -	6 5.0 %	4 5.1 %	2 3.8 %	0 -	8 7.1 %	2 4.1 %	1 4.3 %	7 6.0 %
Sweden	8 4.0 %	2 4.5 %	4 5.8 %	2 2.4 %	0 -	2 8.7 %	0 -	4 3.4 %	4 5.1 %	0 -	1 4.5 %	7 6.3 %	0 -	1 4.3 %	7 6.0 %
Switzerland	8 4.0 %	0 -	3 4.3 %	5 5.9 %	3 7.7 %	0 -	0 -	6 5.0 %	2 2.5 %	2 3.8 %	2 9.1 %	4 3.6 %	3 6.1 %	2 8.7 %	3 2.6 %
Turkey	8 4.0 %	2 4.5 %	2 2.9 %	4 4.7 %	1 2.6 %	1 4.3 %	1 12.5 %	7 5.9 %	1 1.3 %	0 -	2 9.1 %	6 5.4 %	2 4.1 %	1 4.3 %	5 4.3 %
Korea, South	8 4.0 %	1 2.3 %	3 4.3 %	4 4.7 %	2 5.1 %	0 -	1 12.5 %	4 3.4 %	4 5.1 %	0 -	0 -	6 5.4 %	1 2.0 %	1 4.3 %	5 4.3 %
Iran	7 3.5 %	2 4.5 %	3 4.3 %	2 2.4 %	1 2.6 %	1 4.3 %	1 12.5 %	5 4.2 %	2 2.5 %	2 3.8 %	1 4.5 %	4 3.6 %	2 4.1 %	1 4.3 %	4 3.4 %
Venezuela	7 3.5 %	0 -	3 4.3 %	4 4.7 %	1 2.6 %	1 4.3 %	1 12.5 %	3 2.5 %	4 5.1 %	1 1.9 %	1 4.5 %	5 4.5 %	2 4.1 %	2 8.7 %	3 2.6 %



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Singapore	6 3.0 %	2 4.5 %	2 2.9 %	2 2.4 %	3 7.7 %	1 4.3 %	0 -	3 2.5 %	3 3.8 %	1 1.9 %	0 -	5 4.5 %	1 2.0 %	0 -	5 4.3 %
Nigeria	6 3.0 %	0 -	3 4.3 %	3 3.5 %	0 -	1 4.3 %	0 -	5 4.2 %	1 1.3 %	2 3.8 %	0 -	4 3.6 %	1 2.0 %	1 4.3 %	4 3.4 %



Ipsos Survey of Employers for the British Council, December 2011

Screener

S10. And from which countries have they received their degrees?

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	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Greece	6 3.0 %	1 2.3 %	4 5.8 %	1 1.2 %	0 -	0 -	0 -	4 3.4 %	2 2.5 %	3 5.8 %	0 -	3 2.7 %	2 4.1 %	0 -	4 3.4 %
Ireland	6 3.0 %	2 4.5 %	3 4.3 %	1 1.2 %	3 7.7 %	0 -	1 12.5 %	4 3.4 %	2 2.5 %	2 3.8 %	0 -	3 2.7 %	2 4.1 %	1 4.3 %	2 1.7 %
Dominican Republic	6 3.0 %	1 2.3 %	2 2.9 %	3 3.5 %	1 2.6 %	1 4.3 %	0 -	5 4.2 %	1 1.3 %	3 5.8 %	0 -	3 2.7 %	2 4.1 %	1 4.3 %	3 2.6 %
Finland	6 3.0 %	1 2.3 %	3 4.3 %	2 2.4 %	2 5.1 %	0 -	0 -	5 4.2 %	1 1.3 %	2 3.8 %	1 4.5 %	3 2.7 %	3 6.1 %	1 4.3 %	2 1.7 %
New Zealand	6 3.0 %	0 -	2 2.9 %	4 4.7 %	0 -	1 4.3 %	0 -	5 4.2 %	1 1.3 %	0 -	1 4.5 %	4 3.6 %	1 2.0 %	1 4.3 %	3 2.6 %
Panama	5 2.5 %	0 -	3 4.3 %	2 2.4 %	3 7.7 %	0 -	0 -	4 3.4 %	1 1.3 %	1 1.9 %	2 9.1 %	2 1.8 %	2 4.1 %	0 -	3 2.6 %
Spain	5 2.5 %	0 -	3 4.3 %	2 2.4 %	1 2.6 %	0 -	0 -	3 2.5 %	2 2.5 %	1 1.9 %	1 4.5 %	3 2.7 %	1 2.0 %	1 4.3 %	3 2.6 %
Denmark	5 2.5 %	0 -	3 4.3 %	2 2.4 %	2 5.1 %	0 -	1 12.5 %	3 2.5 %	2 2.5 %	1 1.9 %	2 9.1 %	1 0.9 %	0 -	1 4.3 %	3 2.6 %
Poland	5 2.5 %	3 6.8 %	1 1.4 %	1 1.2 %	2 5.1 %	0 -	0 -	4 3.4 %	1 1.3 %	2 3.8 %	1 4.5 %	1 0.9 %	1 2.0 %	1 4.3 %	2 1.7 %
Taiwan	5 2.5 %	0 -	2 2.9 %	3 3.5 %	1 2.6 %	2 8.7 %	0 -	4 3.4 %	1 1.3 %	1 1.9 %	1 4.5 %	3 2.7 %	0 -	1 4.3 %	4 3.4 %
Afghanistan	5 2.5 %	1 2.3 %	1 1.4 %	3 3.5 %	0 -	0 -	0 -	4 3.4 %	1 1.3 %	2 3.8 %	0 -	3 2.7 %	1 2.0 %	1 4.3 %	3 2.6 %
Albania	5 2.5 %	0 -	1 1.4 %	4 4.7 %	0 -	0 -	1 12.5 %	5 4.2 %	0 -	2 3.8 %	0 -	3 2.7 %	2 4.1 %	1 4.3 %	2 1.7 %
Barbados	5 2.5 %	1 2.3 %	3 4.3 %	1 1.2 %	1 2.6 %	0 -	0 -	3 2.5 %	2 2.5 %	2 3.8 %	1 4.5 %	2 1.8 %	0 -	0 -	5 4.3 %



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Egypt	4 2.0 %	0 -	1 1.4 %	3 3.5 %	1 2.6 %	1 4.3 %	0 -	2 1.7 %	2 2.5 %	1 1.9 %	0 -	3 2.7 %	1 2.0 %	0 -	3 2.6 %
Portugal	4 2.0 %	0 -	3 4.3 %	1 1.2 %	1 2.6 %	0 -	0 -	3 2.5 %	1 1.3 %	2 3.8 %	1 4.5 %	1 0.9 %	2 4.1 %	1 4.3 %	1 0.9 %



Ipsos Survey of Employers for the British Council, December 2011

Screener

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		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Guatemala	4 2.0 %	0 -	0 -	4 4.7 %	0 -	0 -	2 25.0 %	4 3.4 %	0 -	1 1.9 %	0 -	3 2.7 %	0 -	1 4.3 %	3 2.6 %
Qatar	4 2.0 %	0 -	2 2.9 %	2 2.4 %	1 2.6 %	0 -	0 -	2 1.7 %	2 2.5 %	1 1.9 %	0 -	3 2.7 %	1 2.0 %	2 8.7 %	1 0.9 %
Romania	4 2.0 %	2 4.5 %	1 1.4 %	1 1.2 %	1 2.6 %	1 4.3 %	0 -	3 2.5 %	1 1.3 %	2 3.8 %	0 -	2 1.8 %	3 6.1 %	0 -	1 0.9 %
Korea, North	4 2.0 %	1 2.3 %	0 -	3 3.5 %	0 -	1 4.3 %	0 -	4 3.4 %	0 -	0 -	1 4.5 %	3 2.7 %	0 -	1 4.3 %	3 2.6 %
Haiti	4 2.0 %	0 -	3 4.3 %	1 1.2 %	1 2.6 %	0 -	0 -	2 1.7 %	2 2.5 %	0 -	0 -	3 2.7 %	1 2.0 %	1 4.3 %	1 0.9 %
Honduras	4 2.0 %	0 -	3 4.3 %	1 1.2 %	1 2.6 %	0 -	1 12.5 %	4 3.4 %	0 -	1 1.9 %	0 -	3 2.7 %	2 4.1 %	0 -	2 1.7 %
El Salvador	4 2.0 %	0 -	2 2.9 %	2 2.4 %	0 -	1 4.3 %	0 -	3 2.5 %	1 1.3 %	1 1.9 %	1 4.5 %	2 1.8 %	1 2.0 %	0 -	3 2.6 %
Czech Republic	4 2.0 %	1 2.3 %	2 2.9 %	1 1.2 %	1 2.6 %	0 -	1 12.5 %	4 3.4 %	0 -	4 7.7 %	0 -	0 -	2 4.1 %	0 -	2 1.7 %
Indonesia	4 2.0 %	0 -	3 4.3 %	1 1.2 %	1 2.6 %	0 -	0 -	2 1.7 %	2 2.5 %	1 1.9 %	1 4.5 %	2 1.8 %	1 2.0 %	1 4.3 %	2 1.7 %
Chile	4 2.0 %	0 -	3 4.3 %	1 1.2 %	1 2.6 %	0 -	1 12.5 %	2 1.7 %	2 2.5 %	0 -	1 4.5 %	3 2.7 %	0 -	1 4.3 %	3 2.6 %
Thailand	4 2.0 %	0 -	4 5.8 %	0 -	0 -	0 -	0 -	1 0.8 %	3 3.8 %	0 -	2 9.1 %	2 1.8 %	0 -	1 4.3 %	3 2.6 %
Iraq	4 2.0 %	1 2.3 %	1 1.4 %	2 2.4 %	1 2.6 %	0 -	0 -	1 0.8 %	3 3.8 %	1 1.9 %	1 4.5 %	2 1.8 %	0 -	1 4.3 %	3 2.6 %
Ukraine	4 2.0 %	2 4.5 %	0 -	2 2.4 %	1 2.6 %	1 4.3 %	0 -	3 2.5 %	1 1.3 %	2 3.8 %	0 -	2 1.8 %	1 2.0 %	0 -	3 2.6 %



Ipsos Survey of Employers for the British Council, December 2011

Georgia	4 2.0 %	0 -	2 2.9 %	2 2.4 %	0 -	0 -	0 -	3 2.5 %	1 1.3 %	2 3.8 %	0 -	2 1.8 %	2 4.1 %	0 -	2 1.7 %
Bahrain	4 2.0 %	0 -	0 -	4 4.7 %	0 -	0 -	0 -	4 3.4 %	0 -	1 1.9 %	0 -	3 2.7 %	1 2.0 %	1 4.3 %	2 1.7 %



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Screener

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		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Vietnam	4 2.0 %	0 -	2 2.9 %	2 2.4 %	1 2.6 %	1 4.3 %	0 -	2 1.7 %	2 2.5 %	1 1.9 %	1 4.5 %	2 1.8 %	1 2.0 %	2 8.7 %	1 0.9 %
Gaza Strip	3 1.5 %	0 -	1 1.4 %	2 2.4 %	0 -	0 -	0 -	3 2.5 %	0 -	3 5.8 % K	0 -	0 -	3 6.1 % N	0 -	0 -
Lebanon	3 1.5 %	0 -	2 2.9 %	1 1.2 %	1 2.6 %	0 -	0 -	3 2.5 %	0 -	1 1.9 %	1 4.5 %	1 0.9 %	1 2.0 %	1 4.3 %	1 0.9 %
Bahamas, The	3 1.5 %	1 2.3 %	1 1.4 %	1 1.2 %	1 2.6 %	0 -	0 -	0 -	3 3.8 % G	1 1.9 %	0 -	2 1.8 %	1 2.0 %	0 -	2 1.7 %
Monaco	3 1.5 %	0 -	2 2.9 %	1 1.2 %	0 -	0 -	1 12.5 %	3 2.5 %	0 -	3 5.8 % K	0 -	0 -	2 4.1 %	0 -	1 0.9 %
American Samoa	3 1.5 %	1 2.3 %	1 1.4 %	1 1.2 %	0 -	0 -	0 -	2 1.7 %	1 1.3 %	2 3.8 %	0 -	1 0.9 %	3 6.1 % N	0 -	0 -
Ghana	3 1.5 %	0 -	2 2.9 %	1 1.2 %	1 2.6 %	0 -	0 -	2 1.7 %	1 1.3 %	1 1.9 %	0 -	2 1.8 %	1 2.0 %	0 -	2 1.7 %
Gibraltar	3 1.5 %	0 -	1 1.4 %	2 2.4 %	0 -	0 -	0 -	3 2.5 %	0 -	2 3.8 %	0 -	1 0.9 %	2 4.1 %	0 -	1 0.9 %
Norfolk Island	3 1.5 %	0 -	1 1.4 %	2 2.4 %	1 2.6 %	0 -	0 -	2 1.7 %	1 1.3 %	2 3.8 %	0 -	1 0.9 %	2 4.1 %	0 -	1 0.9 %
Glorioso Islands	3 1.5 %	0 -	2 2.9 %	1 1.2 %	1 2.6 %	0 -	0 -	3 2.5 %	0 -	3 5.8 % K	0 -	0 -	3 6.1 % N	0 -	0 -
Antigua and Barbuda	3 1.5 %	0 -	1 1.4 %	2 2.4 %	0 -	0 -	0 -	3 2.5 %	0 -	2 3.8 %	0 -	1 0.9 %	2 4.1 % N	1 4.3 %	0 -
Trinidad and Tobago	3 1.5 %	0 -	1 1.4 %	2 2.4 %	0 -	1 4.3 %	0 -	1 0.8 %	2 2.5 %	0 -	1 4.5 %	2 1.8 %	1 2.0 %	1 4.3 %	1 0.9 %
Grenada	3 1.5 %	0 -	1 1.4 %	2 2.4 %	0 -	0 -	0 -	3 2.5 %	0 -	3 5.8 % K	0 -	0 -	2 4.1 %	0 -	1 0.9 %



Ipsos Survey of Employers for the British Council, December 2011

Austria	3 1.5 %	1 2.3 %	1 1.4 %	1 1.2 %	1 2.6 %	0 -	0 -	3 2.5 %	0 -	1 1.9 %	1 4.5 %	1 0.9 %	1 2.0 %	1 4.3 %	1 0.9 %
United Arab Emirates	3 1.5 %	0 -	1 1.4 %	2 2.4 %	1 2.6 %	0 -	0 -	2 1.7 %	1 1.3 %	0 -	0 -	3 2.7 %	0 -	1 4.3 %	2 1.7 %



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		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Jamaica	3 1.5 %	0 -	2 2.9 %	1 1.2 %	1 2.6 %	1 4.3 %	0 -	1 0.8 %	2 2.5 %	0 -	1 4.5 %	2 1.8 %	2 4.1 %	1 4.3 %	0 -
Guyana	3 1.5 %	0 -	1 1.4 %	2 2.4 %	0 -	0 -	0 -	2 1.7 %	1 1.3 %	0 -	0 -	3 2.7 %	0 -	1 4.3 %	2 1.7 %
Cambodia	3 1.5 %	1 2.3 %	1 1.4 %	1 1.2 %	0 -	0 -	0 -	2 1.7 %	1 1.3 %	1 1.9 %	0 -	2 1.8 %	1 2.0 %	0 -	2 1.7 %
Virgin Islands	3 1.5 %	0 -	1 1.4 %	2 2.4 %	0 -	0 -	0 -	2 1.7 %	1 1.3 %	1 1.9 %	1 4.5 %	1 0.9 %	1 2.0 %	2 8.7 %	0 -
Andorra	2 1.0 %	0 -	2 2.9 %	0 -	0 -	0 -	0 -	1 0.8 %	1 1.3 %	2 3.8 %	0 -	0 -	1 2.0 %	0 -	1 0.9 %
Palau	2 1.0 %	0 -	1 1.4 %	1 1.2 %	0 -	0 -	0 -	2 1.7 %	0 -	2 3.8 %	0 -	0 -	2 4.1 %	0 -	0 -
Bassas da India	2 1.0 %	0 -	0 -	2 2.4 %	0 -	0 -	0 -	2 1.7 %	0 -	1 1.9 %	0 -	1 0.9 %	1 2.0 %	1 4.3 %	0 -
Papua New Guinea	2 1.0 %	0 -	2 2.9 %	0 -	0 -	0 -	0 -	2 1.7 %	0 -	2 3.8 %	0 -	0 -	2 4.1 %	0 -	0 -
Paraguay	2 1.0 %	0 -	1 1.4 %	1 1.2 %	0 -	0 -	0 -	2 1.7 %	0 -	1 1.9 %	0 -	1 0.9 %	1 2.0 %	0 -	1 0.9 %
Peru	2 1.0 %	0 -	0 -	2 2.4 %	0 -	0 -	0 -	1 0.8 %	1 1.3 %	2 3.8 %	0 -	0 -	1 2.0 %	0 -	1 0.9 %
Armenia	2 1.0 %	0 -	1 1.4 %	1 1.2 %	1 2.6 %	0 -	0 -	1 0.8 %	1 1.3 %	2 3.8 %	0 -	0 -	1 2.0 %	1 4.3 %	0 -
Ecuador	2 1.0 %	0 -	1 1.4 %	1 1.2 %	1 2.6 %	0 -	0 -	2 1.7 %	0 -	0 -	0 -	2 1.8 %	1 2.0 %	1 4.3 %	0 -
British Virgin Islands	2 1.0 %	1 2.3 %	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	1 1.3 %	1 1.9 %	0 -	1 0.9 %	0 -	0 -	2 1.7 %



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Guadeloupe	2 1.0 %	0 -	1 1.4 %	1 1.2 %	0 -	0 -	0 -	2 1.7 %	0 -	2 3.8 %	0 -	0 -	2 4.1 %	0 -	0 -
Jersey	2 1.0 %	0 -	0 -	2 2.4 %	1 2.6 %	0 -	0 -	1 0.8 %	1 1.3 %	0 -	0 -	2 1.8 %	0 -	0 -	2 1.7 %



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		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Guam	2 1.0 %	0 -	1 1.4 %	1 1.2 %	0 -	0 -	1 12.5 %	2 1.7 %	0 -	2 3.8 % K	0 -	0 -	0 -	0 -	2 1.7 %
Angola	2 1.0 %	0 -	2 2.9 %	0 -	0 -	0 -	0 -	1 0.8 %	1 1.3 %	2 3.8 % K	0 -	0 -	1 2.0 %	0 -	1 0.9 %
Samoa	2 1.0 %	0 -	0 -	2 2.4 %	0 -	0 -	0 -	2 1.7 %	0 -	1 1.9 %	0 -	1 0.9 %	1 2.0 %	0 -	1 0.9 %
Saudi Arabia	2 1.0 %	0 -	1 1.4 %	1 1.2 %	1 2.6 %	0 -	0 -	1 0.8 %	1 1.3 %	0 -	0 -	2 1.8 %	0 -	1 4.3 %	1 0.9 %
Guinea-Bissau	2 1.0 %	0 -	1 1.4 %	1 1.2 %	0 -	0 -	0 -	1 0.8 %	1 1.3 %	1 1.9 %	0 -	1 0.9 %	0 -	0 -	2 1.7 %
Slovakia	2 1.0 %	1 2.3 %	1 1.4 %	0 -	1 2.6 %	0 -	0 -	1 0.8 %	1 1.3 %	2 3.8 % K	0 -	0 -	0 -	0 -	2 1.7 %
Somalia	2 1.0 %	0 -	1 1.4 %	1 1.2 %	0 -	0 -	0 -	0 -	2 2.5 %	1 1.9 %	0 -	1 0.9 %	0 -	0 -	2 1.7 %
Lesotho	2 1.0 %	0 -	1 1.4 %	1 1.2 %	0 -	0 -	0 -	2 1.7 %	0 -	1 1.9 %	0 -	1 0.9 %	1 2.0 %	1 4.3 %	0 -
Libya	2 1.0 %	0 -	0 -	2 2.4 %	0 -	0 -	0 -	1 0.8 %	1 1.3 %	1 1.9 %	0 -	1 0.9 %	1 2.0 %	0 -	1 0.9 %
Malaysia	2 1.0 %	0 -	1 1.4 %	1 1.2 %	0 -	0 -	0 -	1 0.8 %	1 1.3 %	1 1.9 %	0 -	1 0.9 %	1 2.0 %	0 -	1 0.9 %
Mauritania	2 1.0 %	0 -	2 2.9 %	0 -	0 -	0 -	0 -	1 0.8 %	1 1.3 %	2 3.8 % K	0 -	0 -	1 2.0 %	0 -	1 0.9 %
Anguilla	2 1.0 %	0 -	1 1.4 %	1 1.2 %	0 -	0 -	0 -	2 1.7 %	0 -	2 3.8 % K	0 -	0 -	2 4.1 % N	0 -	0 -
Antarctica	2 1.0 %	0 -	2 2.9 %	0 -	0 -	0 -	0 -	1 0.8 %	1 1.3 %	1 1.9 %	0 -	1 0.9 %	1 2.0 %	0 -	1 0.9 %

Ipsos Survey of Employers for the British Council, December 2011

Nepal	2 1.0 %	1 2.3 %	0 -	1 1.2 %	0 -	0 -	0 -	2 1.7 %	0 -	1 1.9 %	0 -	1 0.9 %	1 2.0 %	0 -	1 0.9 %
French Guiana	2 1.0 %	0 -	1 1.4 %	1 1.2 %	0 -	0 -	0 -	2 1.7 %	0 -	1 1.9 %	0 -	1 0.9 %	1 2.0 %	0 -	1 0.9 %



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		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Gambia, The	2 1.0 %	0 -	2 2.9 %	0 -	0 -	0 -	0 -	2 1.7 %	0 -	2 3.8 % K	0 -	0 -	2 4.1 % N	0 -	0 -
Nicaragua	2 1.0 %	0 -	0 -	2 2.4 %	0 -	0 -	1 12.5 %	2 1.7 %	0 -	0 -	0 -	2 1.8 %	0 -	0 -	2 1.7 %
Algeria	2 1.0 %	0 -	1 1.4 %	1 1.2 %	0 -	0 -	0 -	2 1.7 %	0 -	1 1.9 %	0 -	1 0.9 %	1 2.0 %	0 -	1 0.9 %
Costa Rica	2 1.0 %	0 -	1 1.4 %	1 1.2 %	2 5.1 %	0 -	0 -	2 1.7 %	0 -	0 -	1 4.5 %	1 0.9 %	1 2.0 %	0 -	1 0.9 %
Croatia	2 1.0 %	1 2.3 %	0 -	1 1.2 %	1 2.6 %	0 -	0 -	2 1.7 %	0 -	2 3.8 % K	0 -	0 -	1 2.0 %	0 -	1 0.9 %
Oman	2 1.0 %	0 -	1 1.4 %	1 1.2 %	0 -	0 -	0 -	2 1.7 %	0 -	1 1.9 %	0 -	1 0.9 %	1 2.0 %	0 -	1 0.9 %
Zimbabwe	2 1.0 %	1 2.3 %	0 -	1 1.2 %	0 -	0 -	1 12.5 %	2 1.7 %	0 -	0 -	0 -	2 1.8 %	0 -	0 -	2 1.7 %
Ethiopia	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	0 -	1 1.3 %	0 -	1 4.5 %	0 -	1 2.0 %	0 -	0 -
Europa Island	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	1 2.0 %	0 -	0 -
Fiji	1 0.5 %	1 2.3 %	0 -	0 -	0 -	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %
Niue	1 0.5 %	0 -	1 1.4 %	0 -	0 -	0 -	0 -	1 0.8 %	0 -	1 1.9 %	0 -	0 -	1 2.0 %	0 -	0 -
Cameroon	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	1 1.9 %	0 -	0 -	1 2.0 %	0 -	0 -
Northern Mariana Islands	1 0.5 %	0 -	1 1.4 %	0 -	0 -	0 -	0 -	1 0.8 %	0 -	1 1.9 %	0 -	0 -	1 2.0 %	0 -	0 -



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	%	%						%	% %			% %			
Akrotiri	1 0.5 %	0	1	0	0	0	0	1	0	1	0	0	1	0	0
		-	1.4 %	-	-	-	-	0.8 %	-	1.9 %	-	-	2.0 %	-	-
Belarus	1 0.5 %	1	0	0	0	0	0	1	0	0	0	1	0	0	1
		2.3 %	-	-	-	-	-	0.8 %	-	-	-	0.9 %	-	-	0.9 %



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		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Belgium	1 0.5 %	1 2.3 %	0 -	0 -	1 2.6 %	0 -	0 -	1 0.8 %	0 -	1 1.9 %	0 -	0 -	1 2.0 %	0 -	0 -
Isle of Man	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %
Colombia	1 0.5 %	1 2.3 %	0 -	0 -	0 -	1 4.3 %	0 -	1 0.8 %	0 -	1 1.9 %	0 -	0 -	1 2.0 %	0 -	0 -
Congo, Democratic Republic of the	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	0 -	1 1.3 %	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %
Paracel Islands	1 0.5 %	0 -	1 1.4 %	0 -	0 -	0 -	0 -	1 0.8 %	0 -	1 1.9 %	0 -	0 -	1 2.0 %	0 -	0 -
Coral Sea Islands	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	1 1.9 %	0 -	0 -	1 2.0 %	0 -	0 -
Benin	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %
Bermuda	1 0.5 %	1 2.3 %	0 -	0 -	0 -	0 -	0 -	0 -	1 1.3 %	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %
Jordan	1 0.5 %	0 -	1 1.4 %	0 -	0 -	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %
Kazakhstan	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	1 1.9 %	0 -	0 -	0 -	0 -	1 0.9 %
Cuba	1 0.5 %	0 -	1 1.4 %	0 -	0 -	0 -	0 -	0 -	1 1.3 %	0 -	1 4.5 %	0 -	0 -	1 4.3 %	0 -
Cyprus	1 0.5 %	0 -	1 1.4 %	0 -	0 -	0 -	0 -	1 0.8 %	0 -	1 1.9 %	0 -	0 -	1 2.0 %	0 -	0 -
Kuwait	1 0.5 %	1 2.3 %	0 -	0 -	0 -	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %



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Laos	1	0	0	1	0	0	0	1	0	1	0	0	1	0	0
	0.5 %	-	-	1.2 %	-	-	-	0.8 %	-	1.9 %	-	-	2.0 %	-	-
Saint Kitts and Nevis	1	1	0	0	0	0	0	0	1	0	0	1	0	0	1
	0.5 %	2.3 %	-	-	-	-	-	-	1.3 %	-	-	0.9 %	-	-	0.9 %



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		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Saint Lucia	1 0.5 %	1 2.3 %	0 -	0 -	0 -	0 -	0 -	0 -	1 1.3 %	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %
Latvia	1 0.5 %	0 -	0 -	1 1.2 %	0 -	1 4.3 %	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	1 2.0 %	0 -	0 -
San Marino	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	1 1.9 %	0 -	0 -	1 2.0 %	0 -	0 -
Greenland	1 0.5 %	0 -	1 1.4 %	0 -	0 -	0 -	0 -	1 0.8 %	0 -	1 1.9 %	0 -	0 -	1 2.0 %	0 -	0 -
Sierra Leone	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %
Bosnia and Herzegovina	1 0.5 %	1 2.3 %	0 -	0 -	0 -	1 4.3 %	0 -	0 -	1 1.3 %	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %
Ashmore and Cartier Islands	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	1 1.9 %	0 -	0 -	1 2.0 %	0 -	0 -
Slovenia	1 0.5 %	1 2.3 %	0 -	0 -	0 -	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %
Solomon Islands	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	1 1.9 %	0 -	0 -	1 2.0 %	0 -	0 -
Liechtenstein	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %
Malawi	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %
Dominica	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %
Swaziland	1 0.5 %	0 -	1 1.4 %	0 -	0 -	0 -	0 -	0 -	1 1.3 %	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %



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Maldives	1	0	0	1	0	0	0	1	0	1	0	0	1	0	0
	0.5 %	-	-	1.2 %	-	-	-	0.8 %	-	1.9 %	-	-	2.0 %	-	-
Malta	1	0	1	0	0	0	0	0	1	1	0	0	0	0	1
	0.5 %	-	1.4 %	-	-	-	-	-	1.3 %	1.9 %	-	-	-	-	0.9 %



Ipsos Survey of Employers for the British Council, December 2011

Screeners

S10. And from which countries have they received their degrees?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Bangladesh	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	1 1.9 %	0 -	0 -	0 -	1 4.3 %	0 -
Mayotte	1 0.5 %	0 -	1 1.4 %	0 -	0 -	0 -	0 -	0 -	1 1.3 %	1 1.9 %	0 -	0 -	0 -	0 -	1 0.9 %
Timor-Leste	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	1 1.9 %	0 -	0 -	1 2.0 %	0 -	0 -
Togo	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	1 1.9 %	0 -	0 -	1 2.0 %	0 -	0 -
Guernsey	1 0.5 %	0 -	1 1.4 %	0 -	0 -	0 -	1 12.5 %	1 0.8 %	0 -	1 1.9 %	0 -	0 -	0 -	0 -	1 0.9 %
Moldova	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	1 1.9 %	0 -	0 -	1 2.0 %	0 -	0 -
Tuvalu	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %
Bulgaria	1 0.5 %	0 -	1 1.4 %	0 -	1 2.6 %	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	1 2.0 %	0 -	0 -
Nauru	1 0.5 %	0 -	1 1.4 %	0 -	0 -	0 -	1 12.5 %	1 0.8 %	0 -	1 1.9 %	0 -	0 -	0 -	0 -	1 0.9 %
Navassa Island	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	1 1.9 %	0 -	0 -	1 2.0 %	0 -	0 -
Vanuatu	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %
Burundi	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	1 1.9 %	0 -	0 -	1 2.0 %	0 -	0 -
Azerbaijan	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	1 1.9 %	0 -	0 -	0 -	0 -	1 0.9 %



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Netherlands Antilles	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %
Wallis and Futuna	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %



Ipsos Survey of Employers for the British Council, December 2011

Screener

S10. And from which countries have they received their degrees?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
West Bank	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %
Western Sahara	1 0.5 %	0 -	1 1.4 %	0 -	0 -	0 -	0 -	0 -	1 1.3 %	1 1.9 %	0 -	0 -	0 -	0 -	1 0.9 %
Yemen	1 0.5 %	0 -	0 -	1 1.2 %	1 2.6 %	0 -	0 -	0 -	1 1.3 %	1 1.9 %	0 -	0 -	1 2.0 %	0 -	0 -
Zambia	1 0.5 %	0 -	1 1.4 %	0 -	0 -	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %
New Caledonia	1 0.5 %	0 -	0 -	1 1.2 %	0 -	0 -	0 -	1 0.8 %	0 -	0 -	0 -	1 0.9 %	0 -	0 -	1 0.9 %
Don't Know	21 10.6 %	7 15.9 %	8 11.6 %	6 7.1 %	3 7.7 %	4 17.4 %	1 12.5 %	10 8.4 %	11 13.9 %	9 17.3 %	4 18.2 %	6 5.4 %	8 16.3 %	3 13.0 %	8 6.8 %



Ipsos Survey of Employers for the British Council, December 2011

Section 1: Skills looked for in a candidate

Q1. Aside from knowledge directly related to the specific job, what skills and personal attributes do you look for in a job applicant?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowled geable	Not knowled geable	High er	Low er	Abo ut the sam e	High er	Low er	Abo ut the sam e
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Good communication skills	180 43.8 %	102 52.3 %	44 37.6 %	34 34.3 %	24 36.9 %	22 59.5 %	18 47.4 %	55 32.5 %	125 51.7 %	26 38.2 %	14 30.4 %	113 45.6 %	24 35.8 %	18 37.5 %	114 45.6 %
Self motivation	163 39.7 %	106 54.4 %	34 29.1 %	23 23.2 %	23 35.4 %	14 37.8 %	22 57.9 %	51 30.2 %	112 46.3 %	21 30.9 %	19 41.3 %	96 38.7 %	23 34.3 %	23 47.9 %	89 35.6 %
Good at team work	125 30.4 %	59 30.3 %	39 33.3 %	27 27.3 %	12 18.5 %	12 32.4 %	11 28.9 %	49 29.0 %	76 31.4 %	22 32.4 %	9 19.6 %	80 32.3 %	20 29.9 %	14 29.2 %	77 30.8 %
Time management	100 24.3 %	57 29.2 %	24 20.5 %	19 19.2 %	19 29.2 %	7 18.9 %	12 31.6 %	27 16.0 %	73 30.2 %	12 17.6 %	19 41.3 %	54 21.8 %	11 16.4 %	15 31.3 %	60 24.0 %
Creativity	91 22.1 %	50 25.6 %	26 22.2 %	15 15.2 %	20 30.8 %	3 8.1 %	10 26.3 %	46 27.2 %	45 18.6 %	20 29.4 %	10 21.7 %	54 21.8 %	20 29.9 %	8 16.7 %	56 22.4 %
Professional/ industry experience (like internships)	90 21.9 %	35 17.9 %	30 25.6 %	25 25.3 %	20 30.8 %	9 24.3 %	5 13.2 %	41 24.3 %	49 20.2 %	15 22.1 %	13 28.3 %	47 19.0 %	13 19.4 %	13 27.1 %	51 20.4 %
Analytical thinking	84 20.4 %	38 19.5 %	25 21.4 %	21 21.2 %	18 27.7 %	3 8.1 %	6 15.8 %	40 23.7 %	44 18.2 %	15 22.1 %	11 23.9 %	47 19.0 %	18 26.9 %	11 22.9 %	44 17.6 %
Good leadership skills	75 18.2 %	26 13.3 %	23 19.7 %	26 26.3 %	8 12.3 %	10 27.0 %	6 15.8 %	30 17.8 %	45 18.6 %	16 23.5 %	10 21.7 %	44 17.7 %	14 20.9 %	7 14.6 %	50 20.0 %
Independent thinking	70 17.0 %	32 16.4 %	20 17.1 %	18 18.2 %	13 20.0 %	5 13.5 %	8 21.1 %	35 20.7 %	35 14.5 %	11 16.2 %	4 8.7 %	48 19.4 %	11 16.4 %	4 8.3 %	48 19.2 %
Comfortable with complex situations	70 17.0 %	30 15.4 %	20 17.1 %	20 20.2 %	13 20.0 %	3 8.1 %	7 18.4 %	34 20.1 %	36 14.9 %	8 11.8 %	10 21.7 %	47 19.0 %	7 10.4 %	12 25.0 %	44 17.6 %
Quality of education	57 13.9 %	15 7.7 %	26 22.2 %	16 16.2 %	9 13.8 %	12 32.4 %	1 2.6 %	30 17.8 %	27 11.2 %	6 8.8 %	7 15.2 %	41 16.5 %	10 14.9 %	7 14.6 %	38 15.2 %
Cross-cultural understanding	32	6	11	15	4	2	3	18	14	11	4	14	9	3	19



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	7.8 %	3.1 %	9.4 % A	15.2 % A	6.2 %	5.4 %	7.9 %	10.7 %	5.8 %	16.2 % K	8.7 %	5.6 %	13.4 %	6.3 %	7.6 %
Good foreign language skills	27	6	10	11	2	2	2	19	8	6	4	16	7	3	17
	6.6 %	3.1 %	8.5 % A	11.1 % A	3.1 %	5.4 %	5.3 %	11.2 % H	3.3 %	8.8 %	8.7 %	6.5 %	10.4 %	6.3 %	6.8 %
An international perspective	26	3	11	12	3	1	0	17	9	10	2	14	10	3	13
	6.3 %	1.5 %	9.4 % A	12.1 % A	4.6 %	2.7 %	-	10.1 % H	3.7 %	14.7 % K	4.3 %	5.6 %	14.9 % N	6.3 %	5.2 %



Ipsos Survey of Employers for the British Council, December 2011

Section 1: Skills looked for in a candidate

Q1. Aside from knowledge directly related to the specific job, what skills and personal attributes do you look for in a job applicant?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowled geable	Not know geable	High er	Low er	Abo ut the sam e	High er	Low er	Abo ut the sam e
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Work experience in unrelated fields	18	3	4	11	2	2	1	12	6	4	2	11	3	3	11
	4.4 %	1.5 %	3.4 %	11.1 % AB	3.1 %	5.4 %	2.6 %	7.1 % H	2.5 %	5.9 %	4.3 %	4.4 %	4.5 %	6.3 %	4.4 %
Other	13	8	4	1	2	1	2	3	10	1	0	9	1	0	10
	3.2 %	4.1 %	3.4 %	1.0 %	3.1 %	2.7 %	5.3 %	1.8 %	4.1 %	1.5 %	-	3.6 %	1.5 %	-	4.0 %
Don't Know/ Not Applicable	4	3	0	1	1	1	0	0	4	0	0	3	0	0	3
	1.0 %	1.5 %	-	1.0 %	1.5 %	2.7 %	-	-	1.7 %	-	-	1.2 %	-	-	1.2 %

Ipsos Survey of Employers for the British Council, December 2011

Section 1: Skills looked for in a candidate

Q3_01. [National ranking of university] When you look at the college or university that the applicant received their degree from, how important, if at all, is each of the following when you make a judgment about the quality of the institution?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Know- ledge- able	Not know- ledge- able	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
National ranking of university															
Very important	82 20.0 %	21 10.8 %	23 19.7 %	38 38.4 %	11 16.9 %	1 2.7 %	4 10.5 %	57 33.7 %	25 10.3 %	34 50.0 %	8 17.4 %	39 15.7 %	32 47.8 %	7 14.6 %	43 17.2 %
Fairly important	113 27.5 %	41 21.0 %	41 35.0 %	31 31.3 %	21 32.3 %	16 43.2 %	10 26.3 %	50 29.6 %	63 26.0 %	17 25.0 %	13 28.3 %	74 29.8 %	18 26.9 %	15 31.3 %	72 28.8 %
Neither important nor unimportant	99 24.1 %	57 29.2 %	28 23.9 %	14 14.1 %	14 21.5 %	10 27.0 %	14 36.8 %	30 17.8 %	69 28.5 %	5 7.4 %	8 17.4 %	70 28.2 %	6 9.0 %	12 25.0 %	65 26.0 %
Fairly unimportant	51 12.4 %	24 12.3 %	17 14.5 %	10 10.1 %	11 16.9 %	3 8.1 %	4 10.5 %	19 11.2 %	32 13.2 %	5 7.4 %	11 23.9 %	27 10.9 %	3 4.5 %	11 22.9 %	30 12.0 %
Not at all important	59 14.4 %	47 24.1 %	7 6.0 %	5 5.1 %	8 12.3 %	4 10.8 %	6 15.8 %	13 7.7 %	46 19.0 %	6 8.8 %	6 13.0 %	37 14.9 %	7 10.4 %	3 6.3 %	39 15.6 %
Don't Know/Not Applicable	7 1.7 %	5 2.6 %	1 0.9 %	1 1.0 %	0 -	3 8.1 %	0 -	0 -	7 2.9 %	1 1.5 %	0 -	1 0.4 %	1 1.5 %	0 -	1 0.4 %
Summary															
Top2Box (Important)	195 47.4 %	62 31.8 %	64 54.7 %	69 69.7 %	32 49.2 %	17 45.9 %	14 36.8 %	107 63.3 %	88 36.4 %	51 75.0 %	21 45.7 %	113 45.6 %	50 74.6 %	22 45.8 %	115 46.0 %
Low2Box (Not important)	110 26.8 %	71 36.4 %	24 20.5 %	15 15.2 %	19 29.2 %	7 18.9 %	10 26.3 %	32 18.9 %	78 32.2 %	11 16.2 %	17 37.0 %	64 25.8 %	10 14.9 %	14 29.2 %	69 27.6 %

Ipsos Survey of Employers for the British Council, December 2011

Section 1: Skills looked for in a candidate

Q3_02. [The strength of the university's reputation] When you look at the college or university that the applicant received their degree from, how important, if at all, is each of the following when you make a judgment about the quality of the institution?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
The strength of the university's reputation															
Very important	93 22.6 %	38 19.5 %	24 20.5 %	31 31.3 %	16 24.6 %	6 16.2 %	6 15.8 %	53 31.4 %	40 16.5 %	27 39.7 %	11 23.9 %	53 21.4 %	28 41.8 %	13 27.1 %	51 20.4 %
Fairly important	128 31.1 %	48 24.6 %	49 41.9 %	31 31.3 %	22 33.8 %	11 29.7 %	11 28.9 %	56 33.1 %	72 29.8 %	21 30.9 %	13 28.3 %	82 33.1 %	22 32.8 %	11 22.9 %	82 32.8 %
Neither important nor unimportant	98 23.8 %	51 26.2 %	27 23.1 %	20 20.2 %	13 20.0 %	7 18.9 %	13 34.2 %	36 21.3 %	62 25.6 %	10 14.7 %	11 23.9 %	60 24.2 %	6 9.0 %	13 27.1 %	64 25.6 %
Fairly unimportant	44 10.7 %	21 10.8 %	13 11.1 %	10 10.1 %	8 12.3 %	7 18.9 %	1 2.6 %	14 8.3 %	30 12.4 %	3 4.4 %	8 17.4 %	27 10.9 %	3 4.5 %	10 20.8 %	26 10.4 %
Not at all important	43 10.5 %	34 17.4 %	3 2.6 %	6 6.1 %	6 9.2 %	4 10.8 %	7 18.4 %	10 5.9 %	33 13.6 %	6 8.8 %	3 6.5 %	26 10.5 %	7 10.4 %	1 2.1 %	27 10.8 %
Don't Know/Not Applicable	5 1.2 %	3 1.5 %	1 0.9 %	1 1.0 %	0 -	2 5.4 %	0 -	0 -	5 2.1 %	1 1.5 %	0 -	0 -	1 1.5 %	0 -	0 -
Summary															
Top2Box (Important)	221 53.8 %	86 44.1 %	73 62.4 %	62 62.6 %	38 58.5 %	17 45.9 %	17 44.7 %	109 64.5 %	112 46.3 %	48 70.6 %	24 52.2 %	135 54.4 %	50 74.6 %	24 50.0 %	133 53.2 %
Low2Box (Not important)	87 21.2 %	55 28.2 %	16 13.7 %	16 16.2 %	14 21.5 %	11 29.7 %	8 21.1 %	24 14.2 %	63 26.0 %	9 13.2 %	11 23.9 %	53 21.4 %	10 14.9 %	11 22.9 %	53 21.2 %

Ipsos Survey of Employers for the British Council, December 2011

Section 1: Skills looked for in a candidate

Q3_03. [The university being research-led] When you look at the college or university that the applicant received their degree from, how important, if at all, is each of the following when you make a judgment about the quality of the institution?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
The university being research-led															
Very important	74 18.0 %	16 8.2 %	27 23.1 %	31 31.3 %	10 15.4 %	2 5.4 %	4 10.5 %	49 29.0 %	25 10.3 %	22 32.4 %	9 19.6 %	42 16.9 %	21 31.3 %	9 18.8 %	44 17.6 %
Fairly important	80 19.5 %	21 10.8 %	30 25.6 %	29 29.3 %	15 23.1 %	9 24.3 %	5 13.2 %	43 25.4 %	37 15.3 %	20 29.4 %	10 21.7 %	47 19.0 %	23 34.3 %	11 22.9 %	42 16.8 %
Neither important nor unimportant	132 32.1 %	69 35.4 %	39 33.3 %	24 24.2 %	19 29.2 %	12 32.4 %	17 44.7 %	44 26.0 %	88 36.4 %	15 22.1 %	12 26.1 %	81 32.7 %	12 17.9 %	14 29.2 %	87 34.8 %
Fairly unimportant	43 10.5 %	25 12.8 %	12 10.3 %	6 6.1 %	6 9.2 %	7 18.9 %	2 5.3 %	12 7.1 %	31 12.8 %	0 -	7 15.2 %	33 13.3 %	2 3.0 %	6 12.5 %	32 12.8 %
Not at all important	70 17.0 %	56 28.7 %	8 6.8 %	6 6.1 %	14 21.5 %	3 8.1 %	10 26.3 %	18 10.7 %	52 21.5 %	7 10.3 %	7 15.2 %	42 16.9 %	7 10.4 %	7 14.6 %	40 16.0 %
Don't Know/Not Applicable	12 2.9 %	8 4.1 %	1 0.9 %	3 3.0 %	1 1.5 %	4 10.8 %	0 -	3 1.8 %	9 3.7 %	4 5.9 %	1 2.2 %	3 1.2 %	2 3.0 %	1 2.1 %	5 2.0 %
Summary															
Top2Box (Important)	154 37.5 %	37 19.0 %	57 48.7 %	60 60.6 %	25 38.5 %	11 29.7 %	9 23.7 %	92 54.4 %	62 25.6 %	42 61.8 %	19 41.3 %	89 35.9 %	44 65.7 %	20 41.7 %	86 34.4 %
Low2Box (Not important)	113 27.5 %	81 41.5 %	20 17.1 %	12 12.1 %	20 30.8 %	10 27.0 %	12 31.6 %	30 17.8 %	83 34.3 %	7 10.3 %	14 30.4 %	75 30.2 %	9 13.4 %	13 27.1 %	72 28.8 %

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Section 1: Skills looked for in a candidate

Q3_04. [The university being in the same ... as your organization] When you look at the college or university that the applicant received their degree from, how important, if at all, is each of the following when you make a judgment about the quality of the institution?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
The university being in the same ... as your organization															
Very important	56 13.6 %	12 6.2 %	18 15.4 %	26 26.3 %	8 12.3 %	4 10.8 %	2 5.3 %	37 21.9 %	19 7.9 %	24 35.3 %	4 8.7 %	28 11.3 %	23 34.3 %	3 6.3 %	30 12.0 %
Fairly important	73 17.8 %	17 8.7 %	26 22.2 %	30 30.3 %	9 13.8 %	4 10.8 %	6 15.8 %	47 27.8 %	26 10.7 %	19 27.9 %	13 28.3 %	36 14.5 %	22 32.8 %	9 18.8 %	36 14.4 %
Neither important nor unimportant	104 25.3 %	57 29.2 %	32 27.4 %	15 15.2 %	18 27.7 %	10 27.0 %	14 36.8 %	31 18.3 %	73 30.2 %	12 17.6 %	8 17.4 %	68 27.4 %	10 14.9 %	11 22.9 %	70 28.0 %
Fairly unimportant	49 11.9 %	23 11.8 %	13 11.1 %	13 13.1 %	5 7.7 %	9 24.3 %	5 13.2 %	18 10.7 %	31 12.8 %	1 1.5 %	5 10.9 %	39 15.7 %	3 4.5 %	7 14.6 %	36 14.4 %
Not at all important	120 29.2 %	81 41.5 %	26 22.2 %	13 13.1 %	25 38.5 %	6 16.2 %	11 28.9 %	34 20.1 %	86 35.5 %	9 13.2 %	16 34.8 %	75 30.2 %	7 10.4 %	17 35.4 %	76 30.4 %
Don't Know/Not Applicable	9 2.2 %	5 2.6 %	2 1.7 %	2 2.0 %	0 -	4 10.8 %	0 -	2 1.2 %	7 2.9 %	3 4.4 %	0 -	2 0.8 %	2 3.0 %	1 2.1 %	2 0.8 %
Summary															
Top2Box (Important)	129 31.4 %	29 14.9 %	44 37.6 %	56 56.6 %	17 26.2 %	8 21.6 %	8 21.1 %	84 49.7 %	45 18.6 %	43 63.2 %	17 37.0 %	64 25.8 %	45 67.2 %	12 25.0 %	66 26.4 %
Low2Box (Not important)	169 41.1 %	104 53.3 %	39 33.3 %	26 26.3 %	30 46.2 %	15 40.5 %	16 42.1 %	52 30.8 %	117 48.3 %	10 14.7 %	21 45.7 %	114 46.0 %	10 14.9 %	24 50.0 %	112 44.8 %

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Section 1: Skills looked for in a candidate

Q3_05. [The university being in ...] When you look at the college or university that the applicant received their degree from, how important, if at all, is each of the following when you make a judgment about the quality of the institution?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
The university being in ...															
Very important	91 22.1 %	39 20.0 %	26 22.2 %	26 26.3 %	16 24.6 %	5 13.5 %	4 10.5 %	44 26.0 %	47 19.4 %	23 33.8 %	15 32.6 %	48 19.4 %	22 32.8 %	15 31.3 %	47 18.8 %
Fairly important	110 26.8 %	40 20.5 %	39 33.3 %	31 31.3 %	17 26.2 %	13 35.1 %	5 13.2 %	54 32.0 %	56 23.1 %	19 27.9 %	13 28.3 %	67 27.0 %	25 37.3 %	13 27.1 %	63 25.2 %
Neither important nor unimportant	107 26.0 %	51 26.2 %	34 29.1 %	22 22.2 %	13 20.0 %	13 35.1 %	14 36.8 %	36 21.3 %	71 29.3 %	15 22.1 %	5 10.9 %	71 28.6 %	11 16.4 %	8 16.7 %	74 29.6 %
Fairly unimportant	39 9.5 %	21 10.8 %	8 6.8 %	10 10.1 %	7 10.8 %	2 5.4 %	6 15.8 %	16 9.5 %	23 9.5 %	4 5.9 %	7 15.2 %	22 8.9 %	3 4.5 %	6 12.5 %	25 10.0 %
Not at all important	54 13.1 %	38 19.5 %	8 6.8 %	8 8.1 %	11 16.9 %	2 5.4 %	7 18.4 %	15 8.9 %	39 16.1 %	5 7.4 %	5 10.9 %	37 14.9 %	4 6.0 %	5 10.4 %	38 15.2 %
Don't Know/Not Applicable	10 2.4 %	6 3.1 %	2 1.7 %	2 2.0 %	1 1.5 %	2 5.4 %	2 5.3 %	4 2.4 %	6 2.5 %	2 2.9 %	1 2.2 %	3 1.2 %	2 3.0 %	1 2.1 %	3 1.2 %
Summary															
Top2Box (Important)	201 48.9 %	79 40.5 %	65 55.6 %	57 57.6 %	33 50.8 %	18 48.6 %	9 23.7 %	98 58.0 %	103 42.6 %	42 61.8 %	28 60.9 %	115 46.4 %	47 70.1 %	28 58.3 %	110 44.0 %
Low2Box (Not important)	93 22.6 %	59 30.3 %	16 13.7 %	18 18.2 %	18 27.7 %	4 10.8 %	13 34.2 %	31 18.3 %	62 25.6 %	9 13.2 %	12 26.1 %	59 23.8 %	7 10.4 %	11 22.9 %	63 25.2 %

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Section 1: Skills looked for in a candidate

Q3_06. [The university has renowned experts in fields relevant to your industry] When you look at the college or university that the applicant received their degree from, how important, if at all, is each of the following when you make a judgment about the quality of the institution?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledge able	Not knowledge able	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
The university has renowned experts in fields relevant to your industry															
Very important	92 22.4 %	27 13.8 %	30 25.6 %	35 35.4 %	13 20.0 %	7 18.9 %	5 13.2 %	56 33.1 %	36 14.9 %	27 39.7 %	12 26.1 %	50 20.2 %	29 43.3 %	13 27.1 %	46 18.4 %
Fairly important	128 31.1 %	55 28.2 %	41 35.0 %	32 32.3 %	20 30.8 %	14 37.8 %	9 23.7 %	54 32.0 %	74 30.6 %	20 29.4 %	14 30.4 %	79 31.9 %	19 28.4 %	12 25.0 %	87 34.8 %
Neither important nor unimportant	103 25.1 %	56 28.7 %	30 25.6 %	17 17.2 %	16 24.6 %	7 18.9 %	10 26.3 %	36 21.3 %	67 27.7 %	13 19.1 %	13 28.3 %	62 25.0 %	13 19.4 %	16 33.3 %	61 24.4 %
Fairly unimportant	35 8.5 %	22 11.3 %	5 4.3 %	8 8.1 %	8 12.3 %	5 13.5 %	7 18.4 %	11 6.5 %	24 9.9 %	3 4.4 %	4 8.7 %	23 9.3 %	2 3.0 %	5 10.4 %	22 8.8 %
Not at all important	46 11.2 %	32 16.4 %	9 7.7 %	5 5.1 %	7 10.8 %	2 5.4 %	6 15.8 %	10 5.9 %	36 14.9 %	5 7.4 %	3 6.5 %	31 12.5 %	3 4.5 %	2 4.2 %	32 12.8 %
Don't Know/Not Applicable	7 1.7 %	3 1.5 %	2 1.7 %	2 2.0 %	1 1.5 %	2 5.4 %	1 2.6 %	2 1.2 %	5 2.1 %	0 -	0 -	3 1.2 %	1 1.5 %	0 -	2 0.8 %
Summary															
Top2Box (Important)	220 53.5 %	82 42.1 %	71 60.7 %	67 67.7 %	33 50.8 %	21 56.8 %	14 36.8 %	110 65.1 %	110 45.5 %	47 69.1 %	26 56.5 %	129 52.0 %	48 71.6 %	25 52.1 %	133 53.2 %
Low2Box (Not important)	81	54	14	13	15	7	13	21	60	8	7	54	5	7	54



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	19.7 %	27.7 % BC	12.0 %	13.1 %	23.1 %	18.9 %	34.2 %	12.4 %	24.8 % G	11.8 %	15.2 %	21.8 %	7.5 %	14.6 %	21.6 % L
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Section 1: Skills looked for in a candidate

Q3_07. [The university is actively involved with the business community ...] When you look at the college or university that the applicant received their degree from, how important, if at all, is each of the following when you make a judgment about the quality of the institution?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
The university is actively involved with the business community ...															
Very important	75 18.2 %	23 11.8 %	23 19.7 %	29 29.3 A	12 18.5 %	4 10.8 %	3 7.9 %	49 29.0 H	26 10.7 %	21 30.9 K	11 23.9 %	43 17.3 %	25 37.3 N	10 20.8 %	39 15.6 %
Fairly important	118 28.7 %	37 19.0 %	47 40.2 A	34 34.3 A	14 21.5 %	10 27.0 %	9 23.7 %	53 31.4 %	65 26.9 %	24 35.3 %	14 30.4 %	69 27.8 %	19 28.4 %	12 25.0 %	79 31.6 %
Neither important nor unimportant	117 28.5 %	73 37.4 BC	26 22.2 %	18 18.2 %	19 29.2 %	12 32.4 %	14 36.8 %	37 21.9 %	80 33.1 G	12 17.6 %	11 23.9 %	74 29.8 I	11 16.4 %	15 31.3 %	72 28.8 L
Fairly unimportant	37 9.0 %	19 9.7 %	8 6.8 %	10 10.1 %	8 12.3 %	4 10.8 %	6 15.8 %	11 6.5 %	26 10.7 %	4 5.9 %	4 8.7 %	25 10.1 %	4 6.0 %	7 14.6 %	24 9.6 %
Not at all important	57 13.9 %	40 20.5 BC	11 9.4 %	6 6.1 %	12 18.5 %	4 10.8 %	5 13.2 %	16 9.5 %	41 16.9 G	5 7.4 %	6 13.0 %	36 14.5 %	7 10.4 %	4 8.3 %	34 13.6 %
Don't Know/Not Applicable	7 1.7 %	3 1.5 %	2 1.7 %	2 2.0 %	0 -	3 8.1 D	1 2.6 %	3 1.8 %	4 1.7 %	2 2.9 %	0 -	1 0.4 %	1 1.5 %	0 -	2 0.8 %
Summary															
Top2Box (Important)	193 47.0 %	60 30.8 %	70 59.8 A	63 63.6 A	26 40.0 %	14 37.8 %	12 31.6 %	102 60.4 H	91 37.6 %	45 66.2 K	25 54.3 %	112 45.2 %	44 65.7 MN	22 45.8 %	118 47.2 %
Low2Box (Not important)	94 22.9 %	59 30.3 BC	19 16.2 %	16 16.2 %	20 30.8 %	8 21.6 %	11 28.9 %	27 16.0 %	67 27.7 G	9 13.2 %	10 21.7 %	61 24.6 I	11 16.4 %	11 22.9 %	58 23.2 %

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Section 1: Skills looked for in a candidate

Q3_08. [The university has faculty who are, or have been, working professionals themselves] When you look at the college or university that the applicant received their degree from, how important, if at all, is each of the following when you make a judgment about the quality of the institution?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Knowled geable	Not know ledgeable	High er	Low er	Abou t the sam e	High er	Low er	Abou t the sam e
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
The university has faculty who are, or have been, working professionals themselves															
Very important	88 21.4 %	33 16.9 %	28 23.9 %	27 27.3 %	10 15.4 %	5 13.5 %	5 13.2 %	47 27.8 %	41 16.9 %	21 30.9 %	12 26.1 %	49 19.8 %	19 28.4 %	14 29.2 %	50 20.0 %
Fairly important	131 31.9 %	52 26.7 %	42 35.9 %	37 37.4 %	19 29.2 %	10 27.0 %	8 21.1 %	64 37.9 %	67 27.7 %	24 35.3 %	15 32.6 %	78 31.5 %	26 38.8 %	12 25.0 %	80 32.0 %
Neither important nor unimportant	111 27.0 %	58 29.7 %	33 28.2 %	20 20.2 %	20 30.8 %	9 24.3 %	16 42.1 %	33 19.5 %	78 32.2 %	13 19.1 %	13 28.3 %	69 27.8 %	12 17.9 %	14 29.2 %	70 28.0 %
Fairly unimportant	27 6.6 %	14 7.2 %	4 3.4 %	9 9.1 %	7 10.8 %	5 13.5 %	4 10.5 %	8 4.7 %	19 7.9 %	2 2.9 %	4 8.7 %	18 7.3 %	1 1.5 %	6 12.5 %	17 6.8 %
Not at all important	47 11.4 %	35 17.9 %	8 6.8 %	4 4.0 %	9 13.8 %	4 10.8 %	5 13.2 %	15 8.9 %	32 13.2 %	6 8.8 %	2 4.3 %	33 13.3 %	8 11.9 %	2 4.2 %	31 12.4 %
Don't Know/Not Applicable	7 1.7 %	3 1.5 %	2 1.7 %	2 2.0 %	0 -	4 10.8 %	0 -	2 1.2 %	5 2.1 %	2 2.9 %	0 -	1 0.4 %	1 1.5 %	0 -	2 0.8 %
Summary															
Top2Box (Important)	219 53.3 %	85 43.6 %	70 59.8 %	64 64.6 %	29 44.6 %	15 40.5 %	13 34.2 %	111 65.7 %	108 44.6 %	45 66.2 %	27 58.7 %	127 51.2 %	45 67.2 %	26 54.2 %	130 52.0 %
Low2Box (Not important)	74 18.0 %	49 25.1 %	12 10.3 %	13 13.1 %	16 24.6 %	9 24.3 %	9 23.7 %	23 13.6 %	51 21.1 %	8 11.8 %	6 13.0 %	51 20.6 %	9 13.4 %	8 16.7 %	48 19.2 %

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Section 1: Skills looked for in a candidate

Q3_09. [The university has curriculum focused on applied learning through case ...] When you look at the college or university that the applicant received their degree from, how important, if at all, is each of the following when you make a judgment about the quality of the institution?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Knowledge able	Not knowledge able	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
The university has curriculum focused on applied learning through case ...															
Very important	108 26.3 %	39 20.0 %	33 28.2 %	36 36.4 % A	18 27.7 %	7 18.9 %	6 15.8 %	57 33.7 % H	51 21.1 %	31 45.6 % K	13 28.3 %	56 22.6 %	27 40.3 % N	13 27.1 %	61 24.4 %
Fairly important	142 34.5 %	60 30.8 %	47 40.2 %	35 35.4 %	21 32.3 %	14 37.8 %	10 26.3 %	58 34.3 %	84 34.7 %	19 27.9 %	17 37.0 %	88 35.5 %	22 32.8 %	16 33.3 %	89 35.6 %
Neither important nor unimportant	89 21.7 %	49 25.1 %	25 21.4 %	15 15.2 %	12 18.5 %	8 21.6 %	13 34.2 %	29 17.2 %	60 24.8 %	9 13.2 %	11 23.9 %	57 23.0 %	8 11.9 %	14 29.2 % L	56 22.4 %
Fairly unimportant	26 6.3 %	15 7.7 %	4 3.4 %	7 7.1 %	5 7.7 %	3 8.1 %	4 10.5 %	11 6.5 %	15 6.2 %	1 1.5 %	5 10.9 % I	19 7.7 %	3 4.5 %	5 10.4 %	15 6.0 %
Not at all important	38 9.2 %	28 14.4 %	5 4.3 %	5 5.1 %	9 13.8 %	1 2.7 %	5 13.2 %	12 7.1 %	26 10.7 %	6 8.8 % J	0 -	26 10.5 % J	5 7.5 %	0 -	27 10.8 % M
Don't Know/Not Applicable	8 1.9 %	4 2.1 %	3 2.6 %	1 1.0 %	0 -	4 10.8 % DF	0 -	2 1.2 %	6 2.5 %	2 2.9 %	0 -	2 0.8 %	2 3.0 %	0 -	2 0.8 %
Summary															
Top2Box (Important)	250 60.8 %	99 50.8 %	80 68.4 % A	71 71.7 % A	39 60.0 %	21 56.8 %	16 42.1 %	115 68.0 % H	135 55.8 %	50 73.5 % K	30 65.2 %	144 58.1 %	49 73.1 % N	29 60.4 %	150 60.0 %
Low2Box (Not important)	64 15.6 %	43 22.1 % BC	9 7.7 %	12 12.1 %	14 21.5 %	4 10.8 %	9 23.7 %	23 13.6 %	41 16.9 %	7 10.3 %	5 10.9 %	45 18.1 %	8 11.9 %	5 10.4 %	42 16.8 %

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Section 1: Skills looked for in a candidate

Q3_10. [The university has programs aligned with professional or business associations ...] When you look at the college or university that the applicant received their degree from, how important, if at all, is each of the following when you make a judgment about the quality of the institution?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
The university has programs aligned with professional or business associations ...															
Very important	94 22.9 %	35 17.9 %	34 29.1 %	25 25.3 %	14 21.5 %	8 21.6 %	6 15.8 %	50 29.6 %	44 18.2 %	25 36.8 %	12 26.1 %	49 19.8 %	24 35.8 %	13 27.1 %	50 20.0 %
Fairly important	160 38.9 %	63 32.3 %	51 43.6 %	46 46.5 %	26 40.0 %	16 43.2 %	16 42.1 %	68 40.2 %	92 38.0 %	23 33.8 %	17 37.0 %	101 40.7 %	26 38.8 %	16 33.3 %	103 41.2 %
Neither important nor unimportant	97 23.6 %	59 30.3 %	23 19.7 %	15 15.2 %	15 23.1 %	6 16.2 %	7 18.4 %	32 18.9 %	65 26.9 %	14 20.6 %	11 23.9 %	59 23.8 %	10 14.9 %	13 27.1 %	61 24.4 %
Fairly unimportant	19 4.6 %	11 5.6 %	2 1.7 %	6 6.1 %	4 6.2 %	3 8.1 %	3 7.9 %	7 4.1 %	12 5.0 %	2 2.9 %	3 6.5 %	14 5.6 %	3 4.5 %	4 8.3 %	11 4.4 %
Not at all important	33 8.0 %	24 12.3 %	5 4.3 %	4 4.0 %	5 7.7 %	1 2.7 %	6 15.8 %	10 5.9 %	23 9.5 %	3 4.4 %	2 4.3 %	23 9.3 %	3 4.5 %	1 2.1 %	23 9.2 %
Don't Know/Not Applicable	8 1.9 %	3 1.5 %	2 1.7 %	3 3.0 %	1 1.5 %	3 8.1 %	0 -	2 1.2 %	6 2.5 %	1 1.5 %	1 2.2 %	2 0.8 %	1 1.5 %	1 2.1 %	2 0.8 %
Summary															
Top2Box (Important)	254 61.8 %	98 50.3 %	85 72.6 %	71 71.7 %	40 61.5 %	24 64.9 %	22 57.9 %	118 69.8 %	136 56.2 %	48 70.6 %	29 63.0 %	150 60.5 %	50 74.6 %	29 60.4 %	153 61.2 %
Low2Box (Not important)	52 12.7 %	35 17.9 %	7 6.0 %	10 10.1 %	9 13.8 %	4 10.8 %	9 23.7 %	17 10.1 %	35 14.5 %	5 7.4 %	5 10.9 %	37 14.9 %	6 9.0 %	5 10.4 %	34 13.6 %

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Section 1: Skills looked for in a candidate

Q3_11. [The university is known for its teaching excellence] When you look at the college or university that the applicant received their degree from, how important, if at all, is each of the following when you make a judgment about the quality of the institution?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
The university is known for its teaching excellence															
Very important	123 29.9 %	53 27.2 %	38 32.5 %	32 32.3 %	18 27.7 %	10 27.0 %	11 28.9 %	64 37.9 %	59 24.4 %	26 38.2 %	15 32.6 %	72 29.0 %	27 40.3 %	16 33.3 %	70 28.0 %
Fairly important	133 32.4 %	55 28.2 %	41 35.0 %	37 37.4 %	21 32.3 %	14 37.8 %	12 31.6 %	56 33.1 %	77 31.8 %	23 33.8 %	14 30.4 %	84 33.9 %	21 31.3 %	16 33.3 %	83 33.2 %
Neither important nor unimportant	86 20.9 %	48 24.6 %	23 19.7 %	15 15.2 %	14 21.5 %	5 13.5 %	9 23.7 %	28 16.6 %	58 24.0 %	10 14.7 %	9 19.6 %	51 20.6 %	10 14.9 %	9 18.8 %	54 21.6 %
Fairly unimportant	28 6.8 %	12 6.2 %	8 6.8 %	8 8.1 %	7 10.8 %	4 10.8 %	2 5.3 %	8 4.7 %	20 8.3 %	3 4.4 %	6 13.0 %	16 6.5 %	4 6.0 %	5 10.4 %	18 7.2 %
Not at all important	31 7.5 %	23 11.8 %	4 3.4 %	4 4.0 %	5 7.7 %	1 2.7 %	4 10.5 %	10 5.9 %	21 8.7 %	4 5.9 %	1 2.2 %	22 8.9 %	4 6.0 %	1 2.1 %	22 8.8 %
Don't Know/Not Applicable	10 2.4 %	4 2.1 %	3 2.6 %	3 3.0 %	0 -	3 8.1 %	0 -	3 1.8 %	7 2.9 %	2 2.9 %	1 2.2 %	3 1.2 %	1 1.5 %	1 2.1 %	3 1.2 %
Summary															
Top2Box (Important)	256 62.3 %	108 55.4 %	79 67.5 %	69 69.7 %	39 60.0 %	24 64.9 %	23 60.5 %	120 71.0 %	136 56.2 %	49 72.1 %	29 63.0 %	156 62.9 %	48 71.6 %	32 66.7 %	153 61.2 %
Low2Box (Not important)	59 14.4 %	35 17.9 %	12 10.3 %	12 12.1 %	12 18.5 %	5 13.5 %	6 15.8 %	18 10.7 %	41 16.9 %	7 10.3 %	7 15.2 %	38 15.3 %	8 11.9 %	6 12.5 %	40 16.0 %

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Section 1: Skills looked for in a candidate

Q3_12. [The university offers a variety of program delivery options that allow students ...] When you look at the college or university that the applicant received their degree from, how important, if at all, is each of the following when you make a judgment about the quality of the institution?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
The university offers a variety of program delivery options that allow students ...															
Very important	90 21.9 %	35 17.9 %	28 23.9 %	27 27.3 %	12 18.5 %	4 10.8 %	5 13.2 %	47 27.8 %	43 17.8 %	26 38.2 %	11 23.9 %	47 19.0 %	22 32.8 %	13 27.1 %	49 19.6 %
Fairly important	118 28.7 %	40 20.5 %	39 33.3 %	39 39.4 %	15 23.1 %	12 32.4 %	13 34.2 %	64 37.9 %	54 22.3 %	24 35.3 %	12 26.1 %	73 29.4 %	26 38.8 %	12 25.0 %	71 28.4 %
Neither important nor unimportant	119 29.0 %	64 32.8 %	35 29.9 %	20 20.2 %	20 30.8 %	12 32.4 %	13 34.2 %	35 20.7 %	84 34.7 %	11 16.2 %	12 26.1 %	75 30.2 %	10 14.9 %	12 25.0 %	80 32.0 %
Fairly unimportant	33 8.0 %	22 11.3 %	6 5.1 %	5 5.1 %	7 10.8 %	5 13.5 %	2 5.3 %	8 4.7 %	25 10.3 %	1 1.5 %	8 17.4 %	19 7.7 %	3 4.5 %	7 14.6 %	18 7.2 %
Not at all important	41 10.0 %	30 15.4 %	5 4.3 %	6 6.1 %	9 13.8 %	1 2.7 %	4 10.5 %	13 7.7 %	28 11.6 %	5 7.4 %	2 4.3 %	30 12.1 %	5 7.5 %	3 6.3 %	28 11.2 %
Don't Know/Not Applicable	10 2.4 %	4 2.1 %	4 3.4 %	2 2.0 %	2 3.1 %	3 8.1 %	1 2.6 %	2 1.2 %	8 3.3 %	1 1.5 %	1 2.2 %	4 1.6 %	1 1.5 %	1 2.1 %	4 1.6 %
Summary															
Top2Box (Important)	208 50.6 %	75 38.5 %	67 57.3 %	66 66.7 %	27 41.5 %	16 43.2 %	18 47.4 %	111 65.7 %	97 40.1 %	50 73.5 %	23 50.0 %	120 48.4 %	48 71.6 %	25 52.1 %	120 48.0 %
Low2Box (Not important)	74 18.0 %	52 26.7 %	11 9.4 %	11 11.1 %	16 24.6 %	6 16.2 %	6 15.8 %	21 12.4 %	53 21.9 %	6 8.8 %	10 21.7 %	49 19.8 %	8 11.9 %	10 20.8 %	46 18.4 %

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Section 1: Skills looked for in a candidate

Q3. [SUMMARY - TOP2BOX (IMPORTANT)] When you look at the college or university that the applicant received their degree from, how important, if at all, is each of the following when you make a judgment about the quality of the institution?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
The university is known for its teaching excellence	256	108	79	69	39	24	23	120	136	49	29	156	48	32	153
	62.3%	55.4%	67.5%	69.7%	60.0%	64.9%	60.5%	71.0%	56.2%	72.1%	63.0%	62.9%	71.6%	66.7%	61.2%
			A	A				H							
The university has programs aligned with professional or business associations ...	254	98	85	71	40	24	22	118	136	48	29	150	50	29	153
	61.8%	50.3%	72.6%	71.7%	61.5%	64.9%	57.9%	69.8%	56.2%	70.6%	63.0%	60.5%	74.6%	60.4%	61.2%
			A	A				H					N		
The university has curriculum focused on applied learning through case ...	250	99	80	71	39	21	16	115	135	50	30	144	49	29	150
	60.8%	50.8%	68.4%	71.7%	60.0%	56.8%	42.1%	68.0%	55.8%	73.5%	65.2%	58.1%	73.1%	60.4%	60.0%
			A	A				H		K			N		
The strength of the university's reputation	221	86	73	62	38	17	17	109	112	48	24	135	50	24	133
	53.8%	44.1%	62.4%	62.6%	58.5%	45.9%	44.7%	64.5%	46.3%	70.6%	52.2%	54.4%	74.6%	50.0%	53.2%
			A	A				H		JK			MN		
The university has renowned experts in fields relevant to your industry	220	82	71	67	33	21	14	110	110	47	26	129	48	25	133
	53.5%	42.1%	60.7%	67.7%	50.8%	56.8%	36.8%	65.1%	45.5%	69.1%	56.5%	52.0%	71.6%	52.1%	53.2%
			A	A				H		K			MN		
The university has faculty who are, or have been, working professionals themselves	219	85	70	64	29	15	13	111	108	45	27	127	45	26	130
	53.3%	43.6%	59.8%	64.6%	44.6%	40.5%	34.2%	65.7%	44.6%	66.2%	58.7%	51.2%	67.2%	54.2%	52.0%
			A	A				H		K			N		
The university offers a variety of program delivery options that allow students ...	208	75	67	66	27	16	18	111	97	50	23	120	48	25	120
	50.6%	38.5%	57.3%	66.7%	41.5%	43.2%	47.4%	65.7%	40.1%	73.5%	50.0%	48.4%	71.6%	52.1%	48.0%
			A	A				H		JK			MN		
The university being in	201	79	65	57	33	18	9	98	103	42	28	115	47	28	110



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...	48.9 %	40.5 %	55.6 %	57.6 %	50.8 %	48.6 %	23.7 %	58.0 %	42.6 %	61.8 %	60.9 %	46.4 %	70.1 %	58.3 %	44.0 %
National ranking of university	195	62	64	69	32	17	14	107	88	51	21	113	50	22	115
	47.4 %	31.8 %	54.7 %	69.7 %	49.2 %	45.9 %	36.8 %	63.3 %	36.4 %	75.0 %	45.7 %	45.6 %	74.6 %	45.8 %	46.0 %
The university is actively involved with the business community ...	193	60	70	63	26	14	12	102	91	45	25	112	44	22	118
	47.0 %	30.8 %	59.8 %	63.6 %	40.0 %	37.8 %	31.6 %	60.4 %	37.6 %	66.2 %	54.3 %	45.2 %	65.7 %	45.8 %	47.2 %
The university being research-led	154	37	57	60	25	11	9	92	62	42	19	89	44	20	86
	37.5 %	19.0 %	48.7 %	60.6 %	38.5 %	29.7 %	23.7 %	54.4 %	25.6 %	61.8 %	41.3 %	35.9 %	65.7 %	41.7 %	34.4 %
The university being in the same ... as your organization	129	29	44	56	17	8	8	84	45	43	17	64	45	12	66
	31.4 %	14.9 %	37.6 %	56.6 %	26.2 %	21.6 %	21.1 %	49.7 %	18.6 %	63.2 %	37.0 %	25.8 %	67.2 %	25.0 %	26.4 %

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Section 1: Skills looked for in a candidate

Q3. [SUMMARY - LOW2BOX (NOT IMPORTANT)] When you look at the college or university that the applicant received their degree from, how important, if at all, is each of the following when you make a judgment about the quality of the institution?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowled geable	Not knowled geable	High er	Low er	Abou t the sam e	High er	Low er	Abou t the sam e
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
The university being in the same ... as your organization	169	104	39	26	30	15	16	52	117	10	21	114	10	24	112
	41.1 %	53.3 % BC	33.3 %	26.3 %	46.2 %	40.5 %	42.1 %	30.8 %	48.3 % G	14.7 %	45.7 % I	46.0 % I	14.9 %	50.0 % L	44.8 % L
The university being research-led	113	81	20	12	20	10	12	30	83	7	14	75	9	13	72
	27.5 %	41.5 % BC	17.1 %	12.1 %	30.8 %	27.0 %	31.6 %	17.8 %	34.3 % G	10.3 %	30.4 % I	30.2 % I	13.4 %	27.1 %	28.8 % L
National ranking of university	110	71	24	15	19	7	10	32	78	11	17	64	10	14	69
	26.8 %	36.4 % BC	20.5 %	15.2 %	29.2 %	18.9 %	26.3 %	18.9 %	32.2 % G	16.2 %	37.0 % I	25.8 %	14.9 %	29.2 %	27.6 % L
The university is actively involved with the business community ...	94	59	19	16	20	8	11	27	67	9	10	61	11	11	58
	22.9 %	30.3 % BC	16.2 %	16.2 %	30.8 %	21.6 %	28.9 %	16.0 %	27.7 % G	13.2 %	21.7 %	24.6 % I	16.4 %	22.9 %	23.2 %
The university being in ...	93	59	16	18	18	4	13	31	62	9	12	59	7	11	63
	22.6 %	30.3 % BC	13.7 %	18.2 %	27.7 %	10.8 %	34.2 % E	18.3 %	25.6 %	13.2 %	26.1 %	23.8 %	10.4 %	22.9 %	25.2 % L
The strength of the university's reputation	87	55	16	16	14	11	8	24	63	9	11	53	10	11	53
	21.2 %	28.2 % BC	13.7 %	16.2 %	21.5 %	29.7 %	21.1 %	14.2 %	26.0 % G	13.2 %	23.9 %	21.4 %	14.9 %	22.9 %	21.2 %
The university has renowned experts in fields relevant to your industry	81	54	14	13	15	7	13	21	60	8	7	54	5	7	54
	19.7 %	27.7 % BC	12.0 %	13.1 %	23.1 %	18.9 %	34.2 %	12.4 %	24.8 % G	11.8 %	15.2 %	21.8 %	7.5 %	14.6 %	21.6 % L
The university has faculty who are, or have been, working professionals themselves	74	49	12	13	16	9	9	23	51	8	6	51	9	8	48
	18.0 %	25.1 % BC	10.3 %	13.1 %	24.6 %	24.3 %	23.7 %	13.6 %	21.1 %	11.8 %	13.0 %	20.6 %	13.4 %	16.7 %	19.2 %

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The university offers a variety of program delivery options that allow students ...	74	52	11	11	16	6	6	21	53	6	10	49	8	10	46
	18.0 %	26.7 % BC	9.4 %	11.1 %	24.6 %	16.2 %	15.8 %	12.4 %	21.9 % G	8.8 %	21.7 %	19.8 % I	11.9 %	20.8 %	18.4 %
The university has curriculum focused on applied learning through case ...	64	43	9	12	14	4	9	23	41	7	5	45	8	5	42
	15.6 %	22.1 % BC	7.7 %	12.1 %	21.5 %	10.8 %	23.7 %	13.6 %	16.9 %	10.3 %	10.9 %	18.1 %	11.9 %	10.4 %	16.8 %
The university is known for its teaching excellence	59	35	12	12	12	5	6	18	41	7	7	38	8	6	40
	14.4 %	17.9 %	10.3 %	12.1 %	18.5 %	13.5 %	15.8 %	10.7 %	16.9 %	10.3 %	15.2 %	15.3 %	11.9 %	12.5 %	16.0 %
The university has programs aligned with professional or business associations ...	52	35	7	10	9	4	9	17	35	5	5	37	6	5	34
	12.7 %	17.9 % B	6.0 %	10.1 %	13.8 %	10.8 %	23.7 %	10.1 %	14.5 %	7.4 %	10.9 %	14.9 %	9.0 %	10.4 %	13.6 %

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Section 1: Skills looked for in a candidate

Q5. And what attributes of a candidate's undergraduate degree program (i.e. Bachelors) would make them a good candidate for a position at your organization?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Relevance to the industry	229	111	67	51	37	23	21	79	150	26	30	142	25	32	143
	55.7 %	56.9 %	57.3 %	51.5 %	56.9 %	62.2 %	55.3 %	46.7 %	62.0 % G	38.2 %	65.2 % I	57.3 % I	37.3 %	66.7 % L	57.2 % L
Specialization in relevant subject areas	206	104	65	37	34	21	18	80	126	30	20	126	31	21	128
	50.1 %	53.3 % C	55.6 % C	37.4 %	52.3 %	56.8 %	47.4 %	47.3 %	52.1 %	44.1 %	43.5 %	50.8 %	46.3 %	43.8 %	51.2 %
Critical thinking and writing	194	94	51	49	38	18	17	91	103	28	23	122	28	26	119
	47.2 %	48.2 %	43.6 %	49.5 %	58.5 %	48.6 %	44.7 %	53.8 % H	42.6 %	41.2 %	50.0 %	49.2 %	41.8 %	54.2 %	47.6 %
Professional/ industry experience (like internships or industry projects)	192	90	58	44	34	19	18	64	128	26	23	118	27	20	123
	46.7 %	46.2 %	49.6 %	44.4 %	52.3 %	51.4 %	47.4 %	37.9 %	52.9 % G	38.2 %	50.0 %	47.6 %	40.3 %	41.7 %	49.2 %
Independent learning	128	67	32	29	21	7	9	54	74	26	13	78	26	14	75
	31.1 %	34.4 %	27.4 %	29.3 %	32.3 %	18.9 %	23.7 %	32.0 %	30.6 %	38.2 %	28.3 %	31.5 %	38.8 %	29.2 %	30.0 %
Experience working with people from different cultures	92	37	21	34	5	6	10	42	50	23	7	55	22	9	56
	22.4 %	19.0 %	17.9 %	34.3 % AB	7.7 %	16.2 %	26.3 % D	24.9 %	20.7 %	33.8 % JK	15.2 %	22.2 %	32.8 %	18.8 %	22.4 %
Broad range of subject-areas studied	87	42	28	17	15	7	9	39	48	16	14	49	18	12	48
	21.2 %	21.5 %	23.9 %	17.2 %	23.1 %	18.9 %	23.7 %	23.1 %	19.8 %	23.5 %	30.4 %	19.8 %	26.9 %	25.0 %	19.2 %
Experience studying in non-English speaking environments	45	10	17	18	4	2	5	32	13	18	3	22	13	5	25
	10.9 %	5.1 %	14.5 % A	18.2 % A	6.2 %	5.4 %	13.2 %	18.9 % H	5.4 %	26.5 % JK	6.5 %	8.9 %	19.4 % N	10.4 %	10.0 %
Experience studying outside of ...	32	7	11	14	5	2	4	20	12	10	5	16	7	5	19
	7.8	3.6	9.4	14.1	7.7	5.4	10.5	11.8	5.0	14.7	10.9	6.5	10.4	10.4	7.6



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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
			A	A				H		K					
Other	10 2.4 %	8 4.1 %	1 0.9 %	1 1.0 %	2 3.1 %	3 8.1 %	0 -	3 1.8 %	7 2.9 %	1 1.5 %	0 -	7 2.8 %	1 1.5 %	0 -	8 3.2 %
Don't know	6 1.5 %	5 2.6 %	0 -	1 1.0 %	0 -	1 2.7 %	1 2.6 %	1 0.6 %	5 2.1 %	0 -	0 -	3 1.2 %	1 1.5 %	0 -	2 0.8 %



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Section 1: Skills looked for in a candidate

Q6. And what attributes of a candidate's graduate degree program (Masters, PhD, MBA, etc) would make them a good candidate for a position at your organization?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Relevance to the industry	204 49.6 %	111 56.9 %	50 42.7 %	43 43.4 %	35 53.8 %	15 40.5 %	24 63.2 %	69 40.8 %	135 55.8 %	25 36.8 %	17 37.0 %	135 54.4 %	21 31.3 %	23 47.9 %	137 54.8 %
Specialization in relevant subject areas	166 40.4 %	80 41.0 %	52 44.4 %	34 34.3 %	29 44.6 %	18 48.6 %	14 36.8 %	57 33.7 %	109 45.0 %	23 33.8 %	22 47.8 %	96 38.7 %	25 37.3 %	23 47.9 %	96 38.4 %
Critical thinking and writing	166 40.4 %	77 39.5 %	53 45.3 %	36 36.4 %	31 47.7 %	13 35.1 %	8 21.1 %	65 38.5 %	101 41.7 %	25 36.8 %	18 39.1 %	104 41.9 %	28 41.8 %	18 37.5 %	101 40.4 %
Professional/ industry experience (like internships or industry projects)	160 38.9 %	85 43.6 %	45 38.5 %	30 30.3 %	27 41.5 %	9 24.3 %	20 52.6 %	67 39.6 %	93 38.4 %	21 30.9 %	21 45.7 %	99 39.9 %	22 32.8 %	26 54.2 %	96 38.4 %
Research training/skills	152 37.0 %	66 33.8 %	40 34.2 %	46 46.5 %	29 44.6 %	14 37.8 %	16 42.1 %	62 36.7 %	90 37.2 %	27 39.7 %	22 47.8 %	91 36.7 %	31 46.3 %	18 37.5 %	90 36.0 %
Independent learning	114 27.7 %	56 28.7 %	28 23.9 %	30 30.3 %	15 23.1 %	9 24.3 %	10 26.3 %	51 30.2 %	63 26.0 %	24 35.3 %	13 28.3 %	64 25.8 %	21 31.3 %	8 16.7 %	71 28.4 %
Experience working with people from different cultures	66 16.1 %	29 14.9 %	17 14.5 %	20 20.2 %	8 12.3 %	3 8.1 %	6 15.8 %	37 21.9 %	29 12.0 %	14 20.6 %	7 15.2 %	40 16.1 %	12 17.9 %	9 18.8 %	41 16.4 %
Teaching experience	63 15.3 %	21 10.8 %	26 22.2 %	16 16.2 %	8 12.3 %	19 51.4 %	3 7.9 %	33 19.5 %	30 12.4 %	13 19.1 %	4 8.7 %	42 16.9 %	13 19.4 %	6 12.5 %	41 16.4 %
Experience studying in non-English speaking environments	45 10.9 %	14 7.2 %	14 12.0 %	17 17.2 %	5 7.7 %	3 8.1 %	5 13.2 %	31 18.3 %	14 5.8 %	13 19.1 %	8 17.4 %	22 8.9 %	11 16.4 %	10 20.8 %	23 9.2 %
Experience studying outside of ...	42 10.2 %	5 2.6 %	16 13.7 %	21 21.2 %	5 7.7 %	1 2.7 %	2 5.3 %	32 18.9 %	10 4.1 %	16 23.5 %	3 6.5 %	22 8.9 %	14 20.9 %	3 6.3 %	24 9.6 %



Ipsos Survey of Employers for the British Council, December 2011

Other	4	2	1	1	0	1	0	0	4	0	0	2	0	0	3
	1.0 %	1.0 %	0.9 %	1.0 %	-	2.7 %	-	-	1.7 %	-	-	0.8 %	-	-	1.2 %
Don't know	17	13	3	1	1	2	2	1	16	1	1	9	1	0	9
	4.1 %	6.7 %	2.6 %	1.0 %	1.5 %	5.4 %	5.3 %	0.6 %	6.6 %	1.5 %	2.2 %	3.6 %	1.5 %	-	3.6 %
									G						



Ipsos Survey of Employers for the British Council, December 2011

Section 2: Assessing employment candidates who earned their degrees in the UK

Q7. In your view, what advantages, if any, are there for job applicant to your organization having an undergraduate and/or graduate degree from a university in the UK?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
An international perspective	105 25.5 %	50 25.6 %	29 24.8 %	26 26.3 %	19 29.2 %	9 24.3 %	10 26.3 %	41 24.3 %	64 26.4 %	17 25.0 %	10 21.7 %	68 27.4 %	17 25.4 %	10 20.8 %	70 28.0 %
Cross-cultural understanding	99 24.1 %	45 23.1 %	31 26.5 %	23 23.2 %	15 23.1 %	8 21.6 %	13 34.2 %	39 23.1 %	60 24.8 %	10 14.7 %	10 21.7 %	68 27.4 %	9 13.4 %	11 22.9 %	70 28.0 %
Good communication skills	91 22.1 %	46 23.6 %	24 20.5 %	21 21.2 %	17 26.2 %	7 18.9 %	9 23.7 %	35 20.7 %	56 23.1 %	14 20.6 %	14 30.4 %	56 22.6 %	17 25.4 %	13 27.1 %	54 21.6 %
Quality education	77 18.7 %	29 14.9 %	21 17.9 %	27 27.3 %	10 15.4 %	9 24.3 %	3 7.9 %	44 26.0 %	33 13.6 %	18 26.5 %	5 10.9 %	51 20.6 %	24 35.8 %	6 12.5 %	46 18.4 %
Self motivation	67 16.3 %	34 17.4 %	23 19.7 %	10 10.1 %	8 12.3 %	6 16.2 %	5 13.2 %	30 17.8 %	37 15.3 %	16 23.5 %	6 13.0 %	39 15.7 %	17 25.4 %	8 16.7 %	35 14.0 %
Professional/ industry experience (like internships)	60 14.6 %	26 13.3 %	20 17.1 %	14 14.1 %	12 18.5 %	4 10.8 %	8 21.1 %	29 17.2 %	31 12.8 %	11 16.2 %	6 13.0 %	35 14.1 %	8 11.9 %	8 16.7 %	37 14.8 %
Analytical thinking	58 14.1 %	25 12.8 %	19 16.2 %	14 14.1 %	7 10.8 %	4 10.8 %	4 10.5 %	28 16.6 %	30 12.4 %	14 20.6 %	6 13.0 %	36 14.5 %	13 19.4 %	8 16.7 %	35 14.0 %
Creativity	57 13.9 %	25 12.8 %	16 13.7 %	16 16.2 %	9 13.8 %	4 10.8 %	7 18.4 %	34 20.1 %	23 9.5 %	13 19.1 %	6 13.0 %	34 13.7 %	12 17.9 %	4 8.3 %	37 14.8 %
Comfortable with complex situations	54 13.1 %	22 11.3 %	15 12.8 %	17 17.2 %	10 15.4 %	3 8.1 %	7 18.4 %	27 16.0 %	27 11.2 %	13 19.1 %	8 17.4 %	29 11.7 %	11 16.4 %	7 14.6 %	32 12.8 %
Good at team work	52 12.7 %	19 9.7 %	22 18.8 %	11 11.1 %	5 7.7 %	13 35.1 %	4 10.5 %	25 14.8 %	27 11.2 %	7 10.3 %	8 17.4 %	35 14.1 %	7 10.4 %	8 16.7 %	35 14.0 %
Independent thinking	50 12.2 %	21 10.8 %	14 12.0 %	15 15.2 %	10 15.4 %	2 5.4 %	1 2.6 %	27 16.0 %	23 9.5 %	11 16.2 %	7 15.2 %	28 11.3 %	9 13.4 %	8 16.7 %	27 10.8 %

Ipsos Survey of Employers for the British Council, December 2011

Time management	46	16	12	18	9	3	5	25	21	9	11	25	10	7	26
	11.2 %	8.2 %	10.3 %	18.2 %	13.8 %	8.1 %	13.2 %	14.8 %	8.7 %	13.2 %	23.9 %	10.1 %	14.9 %	14.6 %	10.4 %
Good leadership skills	45	13	16	16	2	2	8	25	20	14	2	28	14	3	28
	10.9 %	6.7 %	13.7 %	16.2 %	3.1 %	5.4 %	21.1 %	14.8 %	8.3 %	20.6 %	4.3 %	11.3 %	20.9 %	6.3 %	11.2 %
Good foreign language skills	31	10	10	11	3	2	3	21	10	11	4	13	10	4	16
	7.5 %	5.1 %	8.5 %	11.1 %	4.6 %	5.4 %	7.9 %	12.4 %	4.1 %	16.2 %	8.7 %	5.2 %	14.9 %	8.3 %	6.4 %



Ipsos Survey of Employers for the British Council, December 2011

Section 2: Assessing employment candidates who earned their degrees in the UK

Q7. In your view, what advantages, if any, are there for ... job applicant to your organization having an undergraduate and/or graduate degree from a university in the UK?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Work experience in unrelated fields	26 6.3 %	9 4.6 %	7 6.0 %	10 10.1 %	2 3.1 %	2 5.4 %	1 2.6 %	15 8.9 %	11 4.5 %	6 8.8 %	2 4.3 %	16 6.5 %	3 4.5 %	5 10.4 %	17 6.8 %
Other	4 1.0 %	2 1.0 %	0 -	2 2.0 %	1 1.5 %	2 5.4 %	0 -	0 -	4 1.7 %	0 -	0 -	2 0.8 %	0 -	0 -	2 0.8 %
None	3 0.7 %	1 0.5 %	2 1.7 %	0 -	0 -	0 -	0 -	1 0.6 %	2 0.8 %	0 -	1 2.2 %	0 -	0 -	1 2.1 %	0 -
Don't Know/Not Applicable	81 19.7 %	55 28.2 %	15 12.8 %	11 11.1 %	13 20.0 %	8 21.6 %	8 21.1 %	14 8.3 %	67 27.7 %	4 5.9 %	8 17.4 %	48 19.4 %	5 7.5 %	8 16.7 %	47 18.8 %

Ipsos Survey of Employers for the British Council, December 2011

Section 2: Assessing employment candidates who earned their degrees in the UK

Q8. And what disadvantages, if any, are there?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Knowled geable	Not knowled geable	High er	Low er	Abou t the sam e	High er	Low er	Abou t the sam e
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Lack of education in specifically ... matters relating to this job	124	57	35	32	27	13	9	60	64	22	24	69	22	25	68
	30.2 %	29.2 %	29.9 %	32.3 %	41.5 %	35.1 %	23.7 %	35.5 % H	26.4 %	32.4 %	52.2 % IK	27.8 %	32.8 %	52.1 % LN	27.2 %
Qualification not recognized by professional organizations in ...	120	51	38	31	23	16	10	63	57	29	18	62	26	20	64
	29.2 %	26.2 %	32.5 %	31.3 %	35.4 %	43.2 %	26.3 %	37.3 % H	23.6 %	42.6 % K	39.1 % K	25.0 %	38.8 % N	41.7 % N	25.6 %
Employer difficulty assessing the quality of their education	102	43	30	29	18	9	8	41	61	20	12	65	16	14	68
	24.8 %	22.1 %	25.6 %	29.3 %	27.7 %	24.3 %	21.1 %	24.3 %	25.2 %	29.4 %	26.1 %	26.2 %	23.9 %	29.2 %	27.2 %
Studies not applicable to the workplace	97	43	25	29	14	10	11	46	51	22	19	49	25	19	47
	23.6 %	22.1 %	21.4 %	29.3 %	21.5 %	27.0 %	28.9 %	27.2 %	21.1 %	32.4 % K	41.3 % K	19.8 %	37.3 % N	39.6 % N	18.8 %
Employer difficulty understanding the UK degree grading system	82	30	31	21	11	6	5	36	46	18	10	49	15	11	51
	20.0 %	15.4 %	26.5 % A	21.2 %	16.9 %	16.2 %	13.2 %	21.3 %	19.0 %	26.5 %	21.7 %	19.8 %	22.4 %	22.9 %	20.4 %
Studies not applicable to the economy	77	29	20	28	5	8	11	43	34	23	13	36	21	13	39
	18.7 %	14.9 %	17.1 %	28.3 % A	7.7 %	21.6 % D	28.9 % D	25.4 % H	14.0 %	33.8 % K	28.3 % K	14.5 %	31.3 % N	27.1 %	15.6 %
Employer difficulty assessing/understanding the subject(s) studied within their degree	74	32	21	21	11	7	4	33	41	15	12	44	16	9	47
	18.0 %	16.4 %	17.9 %	21.2 %	16.9 %	18.9 %	10.5 %	19.5 %	16.9 %	22.1 %	26.1 %	17.7 %	23.9 %	18.8 %	18.8 %
Other	8	5	2	1	2	0	0	2	6	1	0	3	1	1	2
	1.9 %	2.6 %	1.7 %	1.0 %	3.1 %	-	-	1.2 %	2.5 %	1.5 %	-	1.2 %	1.5 %	2.1 %	0.8 %
None	1	1	0	0	0	0	0	1	0	0	0	1	1	0	0



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	0.2 %	0.5 %	-	-	-	-	-	-	0.6 %	-	-	-	0.4 %	1.5 %	-	-
Don't Know/Not Applicable	116	71	26	19	16	8	11	28	88	8	2	78	8	2	79	
	28.2 %	36.4 % BC	22.2 %	19.2 %	24.6 %	21.6 %	28.9 %	16.6 %	36.4 % G	11.8 %	4.3 %	31.5 % IJ	11.9 %	4.2 %	31.6 % LM	



Section 2: Assessing employment candidates who earned their degrees in the UK

Q9. Would you rank an undergraduate degree (i.e. Bachelor's) earned in the UK higher, lower, or the same as an equivalent degree earned in ...

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific & technical services	Educational services	Retail	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Higher	68 16.5 %	22 11.3 %	16 13.7 %	30 30.3 % AB	15 23.1 % F	3 8.1 %	2 5.3 %	47 27.8 % H	21 8.7 %	68 100.0 % JK	0 -	0 -	48 71.6 % MN	4 8.3 %	16 6.4 %
Lower	46 11.2 %	18 9.2 %	19 16.2 %	9 9.1 %	9 13.8 %	4 10.8 %	2 5.3 %	23 13.6 %	23 9.5 %	0 -	46 100.0 % IK	0 -	5 7.5 %	30 62.5 % LN	10 4.0 %
About the same	248 60.3 %	127 65.1 % C	69 59.0 %	52 52.5 %	33 50.8 %	27 73.0 % D	30 78.9 % D	94 55.6 %	154 63.6 %	0 -	0 -	248 100.0 % IJ	14 20.9 %	14 29.2 %	216 86.4 % LM
Depends on the university	8 1.9 %	5 2.6 %	0 -	3 3.0 %	2 3.1 %	0 -	0 -	0 -	8 3.3 % G	0 -	0 -	0 -	0 -	0 -	3 1.2 %
Other	6 1.5 %	2 1.0 %	3 2.6 %	1 1.0 %	1 1.5 %	1 2.7 %	0 -	2 1.2 %	4 1.7 %	0 -	0 -	0 -	0 -	0 -	2 0.8 %
Don't Know/Not Applicable	35 8.5 %	21 10.8 %	10 8.5 %	4 4.0 %	5 7.7 %	2 5.4 %	4 10.5 %	3 1.8 %	32 13.2 % G	0 -	0 -	0 -	0 -	0 -	3 1.2 %
Summary															
Top2Box (Higher/ Lower)	114 27.7 %	40 20.5 %	35 29.9 %	39 39.4 % A	24 36.9 % F	7 18.9 %	4 10.5 %	70 41.4 % H	44 18.2 %	68 100.0 % K	46 100.0 % K	0 -	53 79.1 % N	34 70.8 % N	26 10.4 %
Low2Box (Depends/ About the same)	256 62.3 %	132 67.7 % C	69 59.0 %	55 55.6 %	35 53.8 %	27 73.0 % D	30 78.9 % D	94 55.6 %	162 66.9 % G	0 -	0 -	248 100.0 % IJ	14 20.9 %	14 29.2 %	219 87.6 % LM

Ipsos Survey of Employers for the British Council, December 2011

Section 2: Assessing employment candidates who earned their degrees in the UK

Q10. Would you rank a graduate degree (Master's, PhD, MBA, etc) earned in the UK higher, lower, or the same as an equivalent degree earned in ...

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Higher	67 16.3 %	23 11.8 %	17 14.5 %	27 27.3 % AB	15 23.1 % F	4 10.8 %	1 2.6 %	46 27.2 % H	21 8.7 %	48 70.6 % JK	5 10.9 %	14 5.6 %	67 100.0 % MN	0 -	0 -
Lower	48 11.7 %	22 11.3 %	18 15.4 %	8 8.1 %	10 15.4 %	4 10.8 %	2 5.3 %	28 16.6 % H	20 8.3 %	4 5.9 %	30 65.2 % IK	14 5.6 %	0 -	48 100.0 % LN	0 -
About the same	250 60.8 %	120 61.5 %	71 60.7 %	59 59.6 %	32 49.2 %	27 73.0 % D	31 81.6 % D	91 53.8 %	159 65.7 % G	16 23.5 %	10 21.7 %	216 87.1 % IJ	0 -	0 -	250 100.0 % LM
Depends on which school	6 1.5 %	4 2.1 %	0 -	2 2.0 %	1 1.5 %	0 -	0 -	0 -	6 2.5 % G	0 -	0 -	1 0.4 %	0 -	0 -	0 -
Depends on degree	3 0.7 %	1 0.5 %	2 1.7 %	0 -	0 -	0 -	0 -	1 0.6 %	2 0.8 %	0 -	0 -	0 -	0 -	0 -	0 -
Other	3 0.7 %	3 1.5 %	0 -	0 -	2 3.1 %	0 -	0 -	0 -	3 1.2 %	0 -	0 -	2 0.8 %	0 -	0 -	0 -
Don't Know/Not Applicable	34 8.3 %	22 11.3 % C	9 7.7 %	3 3.0 %	5 7.7 %	2 5.4 %	4 10.5 %	3 1.8 %	31 12.8 % G	0 -	1 2.2 %	1 0.4 %	0 -	0 -	0 -
Summary															
Top2Box (Higher/Lower)	115 28.0 %	45 23.1 %	35 29.9 %	35 35.4 % A	25 38.5 % F	8 21.6 %	3 7.9 %	74 43.8 % H	41 16.9 %	52 76.5 % K	35 76.1 % K	28 11.3 %	67 100.0 % N	48 100.0 % N	0 -
Low2Box (Depends/About the same)	259 63.0 %	125 64.1 %	73 62.4 %	61 61.6 %	33 50.8 %	27 73.0 % D	31 81.6 % D	92 54.4 %	167 69.0 % G	16 23.5 %	10 21.7 %	217 87.5 % IJ	0 -	0 -	250 100.0 % LM





Ipsos Survey of Employers for the British Council, December 2011

Section 2: Assessing employment candidates who earned their degrees in the UK

Q11. How much do you know about the UK higher education system, by which we mean UK universities and their system of education?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Aware/Familiar (Net)	324 78.8 %	140 71.8 %	98 83.8 %	86 86.9 %	56 86.2 %	33 89.2 %	28 73.7 %	169 100.0 %	155 64.0 %	60 88.2 %	40 87.0 %	204 82.3 %	59 88.1 %	43 89.6 %	201 80.4 %
Know a great deal	51 12.4 %	11 5.6 %	18 15.4 %	22 22.2 %	10 15.4 %	2 5.4 %	4 10.5 %	51 30.2 %	0 -	24 35.3 %	6 13.0 %	20 8.1 %	24 35.8 %	5 10.4 %	22 8.8 %
Know some	118 28.7 %	44 22.6 %	34 29.1 %	40 40.4 %	18 27.7 %	13 35.1 %	9 23.7 %	118 69.8 %	0 -	23 33.8 %	17 37.0 %	74 29.8 %	22 32.8 %	23 47.9 %	69 27.6 %
Know just a little	155 37.7 %	85 43.6 %	46 39.3 %	24 24.2 %	28 43.1 %	18 48.6 %	15 39.5 %	0 -	155 64.0 %	13 19.1 %	17 37.0 %	110 44.4 %	13 19.4 %	15 31.3 %	110 44.0 %
Know nothing	87 21.2 %	55 28.2 %	19 16.2 %	13 13.1 %	9 13.8 %	4 10.8 %	10 26.3 %	0 -	87 36.0 %	8 11.8 %	6 13.0 %	44 17.7 %	8 11.9 %	5 10.4 %	49 19.6 %
Summary															
Top2Box (Know a great deal/ Some)	169 41.1 %	55 28.2 %	52 44.4 %	62 62.6 %	28 43.1 %	15 40.5 %	13 34.2 %	169 100.0 %	0 -	47 69.1 %	23 50.0 %	94 37.9 %	46 68.7 %	28 58.3 %	91 36.4 %
Low2Box (Know just a little/ Nothing)	242 58.9 %	140 71.8 %	65 55.6 %	37 37.4 %	37 56.9 %	22 59.5 %	25 65.8 %	0 -	242 100.0 %	21 30.9 %	23 50.0 %	154 62.1 %	21 31.3 %	20 41.7 %	159 63.6 %

Ipsos Survey of Employers for the British Council, December 2011

Section 2: Assessing employment candidates who earned their degrees in the UK

Q12_1. [Applications are made to specific academic programs rather than to just an institution ...] The following are true statements about the UK higher education system. For each one, please indicate whether you feel that it is a positive or negative feature of the UK system.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Tota l	Sma ll	Medi um	Larg e	Prof essi onal, scie ntific , and tech nical servi ces	Edu cati onal servi ces	Reta il Trad e	Know led gea ble	Not know led gea ble	High er	Low er	Abou t the sam e	High er	Low er	Abou t the sam e
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Applications are made to specific academic programs rather than to just an institution ...															
Positive	236 57.4 %	105 53.8 %	62 53.0 %	69 69.7 %	36 55.4 %	23 62.2 %	20 52.6 %	109 64.5 %	127 52.5 %	49 72.1 %	21 45.7 %	145 58.5 %	53 79.1 %	23 47.9 %	140 56.0 %
Negative	32 7.8 %	16 8.2 %	9 7.7 %	7 7.1 %	6 9.2 %	4 10.8 %	2 5.3 %	15 8.9 %	17 7.0 %	7 10.3 %	4 8.7 %	17 6.9 %	6 9.0 %	5 10.4 %	18 7.2 %
Neither positive nor negative	112 27.3 %	56 28.7 %	37 31.6 %	19 19.2 %	19 29.2 %	8 21.6 %	12 31.6 %	42 24.9 %	70 28.9 %	11 16.2 %	20 43.5 %	70 28.2 %	7 10.4 %	19 39.6 %	76 30.4 %
Don't know/Unsure	31 7.5 %	18 9.2 %	9 7.7 %	4 4.0 %	4 6.2 %	2 5.4 %	4 10.5 %	3 1.8 %	28 11.6 %	1 1.5 %	1 2.2 %	16 6.5 %	1 1.5 %	1 2.1 %	16 6.4 %

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Section 2: Assessing employment candidates who earned their degrees in the UK

Q12_2. [More independent study] The following are true statements about the UK higher education system. For each one, please indicate whether you feel that it this is a positive or negative feature of the UK system.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
More independent study															
Positive	245 59.6 %	117 60.0 %	64 54.7 %	64 64.6 %	40 61.5 %	22 59.5 %	23 60.5 %	112 66.3 %	133 55.0 %	52 76.5 %	25 54.3 %	149 60.1 %	49 73.1 %	20 41.7 %	160 64.0 %
Negative	29 7.1 %	10 5.1 %	10 8.5 %	9 9.1 %	5 7.7 %	2 5.4 %	2 5.3 %	13 7.7 %	16 6.6 %	3 4.4 %	7 15.2 %	17 6.9 %	5 7.5 %	10 20.8 %	12 4.8 %
Neither positive nor negative	112 27.3 %	55 28.2 %	35 29.9 %	22 22.2 %	16 24.6 %	10 27.0 %	10 26.3 %	42 24.9 %	70 28.9 %	12 17.6 %	14 30.4 %	70 28.2 %	13 19.4 %	17 35.4 %	65 26.0 %
Don't know/Unsure	25 6.1 %	13 6.7 %	8 6.8 %	4 4.0 %	4 6.2 %	3 8.1 %	3 7.9 %	2 1.2 %	23 9.5 %	1 1.5 %	0 -	12 4.8 %	0 -	1 2.1 %	13 5.2 %

Ipsos Survey of Employers for the British Council, December 2011

Section 2: Assessing employment candidates who earned their degrees in the UK

Q12_3. [Earlier specialization in specific subject areas] The following are true statements about the UK higher education system. For each one, please indicate whether you feel that it this is a positive or negative feature of the UK system.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Tota l	Sma ll	Medi um	Larg e	Prof essi onal, scie ntific , and tech nical servi ces	Edu catio nal servi ces	Reta il Trad e	Know led gea ble	Not know led gea ble	High er	Low er	Abo ut the sam e	High er	Low er	Abo ut the sam e
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Earlier specialization in specific subject areas															
Positive	258 62.8 %	113 57.9 %	74 63.2 %	71 71.7 % A	39 60.0 %	24 64.9 %	24 63.2 %	117 69.2 % H	141 58.3 %	50 73.5 % J	22 47.8 %	166 66.9 % J	45 67.2 %	28 58.3 %	165 66.0 %
Negative	24 5.8 %	11 5.6 %	6 5.1 %	7 7.1 %	3 4.6 %	1 2.7 %	2 5.3 %	14 8.3 %	10 4.1 %	1 1.5 %	6 13.0 % I	15 6.0 %	6 9.0 %	6 12.5 % N	11 4.4 %
Neither positive nor negative	103 25.1 %	58 29.7 % C	29 24.8 %	16 16.2 %	17 26.2 %	11 29.7 %	9 23.7 %	35 20.7 %	68 28.1 %	16 23.5 %	18 39.1 % K	55 22.2 %	15 22.4 %	14 29.2 %	60 24.0 %
Don't know/Unsure	26 6.3 %	13 6.7 %	8 6.8 %	5 5.1 %	6 9.2 %	1 2.7 %	3 7.9 %	3 1.8 %	23 9.5 % G	1 1.5 %	0 -	12 4.8 %	1 1.5 %	0 -	14 5.6 %

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Section 2: Assessing employment candidates who earned their degrees in the UK

Q12_4. [Presence of large proportion of international students] The following are true statements about the UK higher education system. For each one, please indicate whether you feel that it this is a positive or negative feature of the UK system.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Presence of large proportion of international students															
Positive	211 51.3 %	86 44.1 %	63 53.8 %	62 62.6 %	34 52.3 %	17 45.9 %	19 50.0 %	105 62.1 %	106 43.8 %	47 69.1 %	19 41.3 %	127 51.2 %	48 71.6 %	20 41.7 %	128 51.2 %
Negative	22 5.4 %	6 3.1 %	5 4.3 %	11 11.1 %	6 9.2 %	1 2.7 %	2 5.3 %	11 6.5 %	11 4.5 %	4 5.9 %	5 10.9 %	11 4.4 %	5 7.5 %	5 10.4 %	10 4.0 %
Neither positive nor negative	148 36.0 %	86 44.1 %	40 34.2 %	22 22.2 %	19 29.2 %	17 45.9 %	14 36.8 %	50 29.6 %	98 40.5 %	16 23.5 %	22 47.8 %	95 38.3 %	13 19.4 %	23 47.9 %	96 38.4 %
Don't know/Unsure	30 7.3 %	17 8.7 %	9 7.7 %	4 4.0 %	6 9.2 %	2 5.4 %	3 7.9 %	3 1.8 %	27 11.2 %	1 1.5 %	0 -	15 6.0 %	1 1.5 %	0 -	16 6.4 %

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Section 2: Assessing employment candidates who earned their degrees in the UK

Q12_5. [Professional Degree subjects such as law and medicine that are ...] The following are true statements about the UK higher education system. For each one, please indicate whether you feel that it this is a positive or negative feature of the UK system.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Knowled geable	Not know ledgeable	Higher	Lower	Abou t the same	Higher	Lower	Abou t the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Professional Degree subjects such as law and medicine that are ...															
Positive	229 55.7 %	95 48.7 %	60 51.3 %	74 74.7 %	30 46.2 %	22 59.5 %	17 44.7 %	109 64.5 %	120 49.6 %	52 76.5 %	19 41.3 %	138 55.6 %	52 77.6 %	22 45.8 %	135 54.0 %
Negative	36 8.8 %	14 7.2 %	19 16.2 %	3 3.0 %	9 13.8 %	2 5.4 %	5 13.2 %	16 9.5 %	20 8.3 %	4 5.9 %	9 19.6 %	21 8.5 %	4 6.0 %	11 22.9 %	20 8.0 %
Neither positive nor negative	109 26.5 %	62 31.8 %	29 24.8 %	18 18.2 %	19 29.2 %	11 29.7 %	11 28.9 %	42 24.9 %	67 27.7 %	12 17.6 %	18 39.1 %	68 27.4 %	11 16.4 %	15 31.3 %	74 29.6 %
Don't know/Unsure	37 9.0 %	24 12.3 %	9 7.7 %	4 4.0 %	7 10.8 %	2 5.4 %	5 13.2 %	2 1.2 %	35 14.5 %	0 -	0 -	21 8.5 %	0 -	0 -	21 8.4 %

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Section 2: Assessing employment candidates who earned their degrees in the UK

Q12_6. [The tutorial system of learning (small classes of a few students ...)] The following are true statements about the UK higher education system. For each one, please indicate whether you feel that it this is a positive or negative feature of the UK system.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
The tutorial system of learning (small classes of a few students ...)															
Positive	292 71.0 %	139 71.3 %	79 67.5 %	74 74.7 %	51 78.5 %	27 73.0 %	29 76.3 %	129 76.3 %	163 67.4 %	51 75.0 %	27 58.7 %	184 74.2 %	54 80.6 %	29 60.4 %	182 72.8 %
Negative	13 3.2 %	1 0.5 %	6 5.1 %	6 6.1 %	3 4.6 %	1 2.7 %	1 2.6 %	4 2.4 %	9 3.7 %	4 5.9 %	4 8.7 %	5 2.0 %	2 3.0 %	3 6.3 %	8 3.2 %
Neither positive nor negative	81 19.7 %	42 21.5 %	23 19.7 %	16 16.2 %	7 10.8 %	7 18.9 %	4 10.5 %	33 19.5 %	48 19.8 %	13 19.1 %	14 30.4 %	47 19.0 %	11 16.4 %	15 31.3 %	47 18.8 %
Don't know/Unsure	25 6.1 %	13 6.7 %	9 7.7 %	3 3.0 %	4 6.2 %	2 5.4 %	4 10.5 %	3 1.8 %	22 9.1 %	0 -	1 2.2 %	12 4.8 %	0 -	1 2.1 %	13 5.2 %

Ipsos Survey of Employers for the British Council, December 2011

Section 2: Assessing employment candidates who earned their degrees in the UK

Q12. [SUMMARY - POSITIVE] The following are true statements about the UK higher education system. For each one, please indicate whether you feel that it this is a positive or negative feature of the UK system.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Applications are made to specific academic programs rather than to just an institution ...	236	105	62	69	36	23	20	109	127	49	21	145	53	23	140
	57.4 %	53.8 %	53.0 %	69.7 % AB	55.4 %	62.2 %	52.6 %	64.5 % H	52.5 %	72.1 % JK	45.7 %	58.5 %	79.1 % MN	47.9 %	56.0 %
More independent study	245	117	64	64	40	22	23	112	133	52	25	149	49	20	160
	59.6 %	60.0 %	54.7 %	64.6 %	61.5 %	59.5 %	60.5 %	66.3 % H	55.0 %	76.5 % JK	54.3 %	60.1 %	73.1 % M	41.7 %	64.0 % M
Earlier specialization in specific subject areas	258	113	74	71	39	24	24	117	141	50	22	166	45	28	165
	62.8 %	57.9 %	63.2 %	71.7 % A	60.0 %	64.9 %	63.2 %	69.2 % H	58.3 %	73.5 % J	47.8 %	66.9 % J	67.2 %	58.3 %	66.0 %
Presence of large proportion of international students	211	86	63	62	34	17	19	105	106	47	19	127	48	20	128
	51.3 %	44.1 %	53.8 %	62.6 % A	52.3 %	45.9 %	50.0 %	62.1 % H	43.8 %	69.1 % JK	41.3 %	51.2 %	71.6 % MN	41.7 %	51.2 %
Professional Degree subjects such as law and medicine that are ...	229	95	60	74	30	22	17	109	120	52	19	138	52	22	135
	55.7 %	48.7 %	51.3 %	74.7 % AB	46.2 %	59.5 %	44.7 %	64.5 % H	49.6 %	76.5 % JK	41.3 %	55.6 %	77.6 % MN	45.8 %	54.0 %
The tutorial system of learning (small classes of a few students ...)	292	139	79	74	51	27	29	129	163	51	27	184	54	29	182
	71.0 %	71.3 %	67.5 %	74.7 %	78.5 %	73.0 %	76.3 %	76.3 % H	67.4 %	75.0 %	58.7 %	74.2 % J	80.6 % M	60.4 %	72.8 %

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Section 2: Assessing employment candidates who earned their degrees in the UK

Q12. [SUMMARY - NEGATIVE] The following are true statements about the UK higher education system. For each one, please indicate whether you feel that it this is a positive or negative feature of the UK system.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional , scientific , and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Applications are made to specific academic programs rather than to just an institution ...	32	16	9	7	6	4	2	15	17	7	4	17	6	5	18
	7.8 %	8.2 %	7.7 %	7.1 %	9.2 %	10.8 %	5.3 %	8.9 %	7.0 %	10.3 %	8.7 %	6.9 %	9.0 %	10.4 %	7.2 %
More independent study	29	10	10	9	5	2	2	13	16	3	7	17	5	10	12
	7.1 %	5.1 %	8.5 %	9.1 %	7.7 %	5.4 %	5.3 %	7.7 %	6.6 %	4.4 %	15.2 %	6.9 %	7.5 %	20.8 %	4.8 %
											I			LN	
Earlier specialization in specific subject areas	24	11	6	7	3	1	2	14	10	1	6	15	6	6	11
	5.8 %	5.6 %	5.1 %	7.1 %	4.6 %	2.7 %	5.3 %	8.3 %	4.1 %	1.5 %	13.0 %	6.0 %	9.0 %	12.5 %	4.4 %
											I			N	
Presence of large proportion of international students	22	6	5	11	6	1	2	11	11	4	5	11	5	5	10
	5.4 %	3.1 %	4.3 %	11.1 %	9.2 %	2.7 %	5.3 %	6.5 %	4.5 %	5.9 %	10.9 %	4.4 %	7.5 %	10.4 %	4.0 %
				A											
Professional Degree subjects such as law and medicine that are ...	36	14	19	3	9	2	5	16	20	4	9	21	4	11	20
	8.8 %	7.2 %	16.2 %	3.0 %	13.8 %	5.4 %	13.2 %	9.5 %	8.3 %	5.9 %	19.6 %	8.5 %	6.0 %	22.9 %	8.0 %
			AC								IK			LN	
The tutorial system of learning (small classes of a few students ...)	13	1	6	6	3	1	1	4	9	4	4	5	2	3	8
	3.2 %	0.5 %	5.1 %	6.1 %	4.6 %	2.7 %	2.6 %	2.4 %	3.7 %	5.9 %	8.7 %	2.0 %	3.0 %	6.3 %	3.2 %
			A	A							K				

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Section 2: Assessing employment candidates who earned their degrees in the UK

Q12. [SUMMARY - NEITHER POSITIVE NOR NEGATIVE] The following are true statements about the UK higher education system. For each one, please indicate whether you feel that it this is a positive or negative feature of the UK system.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Applications are made to specific academic programs rather than to just an institution ...	112	56	37	19	19	8	12	42	70	11	20	70	7	19	76
	27.3 %	28.7 %	31.6 % C	19.2 %	29.2 %	21.6 %	31.6 %	24.9 %	28.9 %	16.2 %	43.5 % IK	28.2 % I	10.4 %	39.6 % L	30.4 % L
More independent study	112	55	35	22	16	10	10	42	70	12	14	70	13	17	65
	27.3 %	28.2 %	29.9 %	22.2 %	24.6 %	27.0 %	26.3 %	24.9 %	28.9 %	17.6 %	30.4 %	28.2 %	19.4 %	35.4 %	26.0 %
Earlier specialization in specific subject areas	103	58	29	16	17	11	9	35	68	16	18	55	15	14	60
	25.1 %	29.7 %	24.8 %	16.2 %	26.2 %	29.7 %	23.7 %	20.7 %	28.1 %	23.5 %	39.1 % K	22.2 %	22.4 %	29.2 %	24.0 %
Presence of large proportion of international students	148	86	40	22	19	17	14	50	98	16	22	95	13	23	96
	36.0 %	44.1 % C	34.2 %	22.2 %	29.2 %	45.9 %	36.8 %	29.6 %	40.5 % G	23.5 %	47.8 % I	38.3 % I	19.4 %	47.9 % L	38.4 % L
Professional Degree subjects such as law and medicine that are ...	109	62	29	18	19	11	11	42	67	12	18	68	11	15	74
	26.5 %	31.8 % C	24.8 %	18.2 %	29.2 %	29.7 %	28.9 %	24.9 %	27.7 %	17.6 %	39.1 % I	27.4 %	16.4 %	31.3 %	29.6 % L
The tutorial system of learning (small classes of a few students ...)	81	42	23	16	7	7	4	33	48	13	14	47	11	15	47
	19.7 %	21.5 %	19.7 %	16.2 %	10.8 %	18.9 %	10.5 %	19.5 %	19.8 %	19.1 %	30.4 %	19.0 %	16.4 %	31.3 %	18.8 %

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Section 2: Assessing employment candidates who earned their degrees in the UK

Q13_1. [More independent study] Below is a list of key features of undergraduate degrees (i.e. Bachelors) earned in the UK that differ from the US system. On a scale of 1-5, please indicate the value of these features in a job candidate for your organization.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
More independent study															
5 - Extremely valuable	134 32.6 %	60 30.8 %	34 29.1 %	40 40.4 %	20 30.8 %	9 24.3 %	8 21.1 %	69 40.8 %	65 26.9 %	38 55.9 %	12 26.1 %	75 30.2 %	34 50.7 %	12 25.0 %	81 32.4 %
4	140 34.1 %	61 31.3 %	43 36.8 %	36 36.4 %	24 36.9 %	11 29.7 %	16 42.1 %	57 33.7 %	83 34.3 %	18 26.5 %	18 39.1 %	98 39.5 %	20 29.9 %	14 29.2 %	99 39.6 %
3	83 20.2 %	39 20.0 %	31 26.5 %	13 13.1 %	15 23.1 %	13 35.1 %	8 21.1 %	31 18.3 %	52 21.5 %	8 11.8 %	11 23.9 %	54 21.8 %	10 14.9 %	14 29.2 %	50 20.0 %
2	16 3.9 %	11 5.6 %	3 2.6 %	2 2.0 %	3 4.6 %	0 -	1 2.6 %	7 4.1 %	9 3.7 %	1 1.5 %	3 6.5 %	9 3.6 %	1 1.5 %	4 8.3 %	7 2.8 %
1 - Not at all valuable	8 1.9 %	5 2.6 %	0 -	3 3.0 %	1 1.5 %	1 2.7 %	0 -	4 2.4 %	4 1.7 %	2 2.9 %	2 4.3 %	2 0.8 %	2 3.0 %	3 6.3 %	1 0.4 %
Don't know/ Not applicable	30 7.3 %	19 9.7 %	6 5.1 %	5 5.1 %	2 3.1 %	3 8.1 %	5 13.2 %	1 0.6 %	29 12.0 %	1 1.5 %	0 -	10 4.0 %	0 -	1 2.1 %	12 4.8 %
Summary															
Top2Box (4-5)	274 66.7 %	121 62.1 %	77 65.8 %	76 76.8 %	44 67.7 %	20 54.1 %	24 63.2 %	126 74.6 %	148 61.2 %	56 82.4 %	30 65.2 %	173 69.8 %	54 80.6 %	26 54.2 %	180 72.0 %
Low2Box (1-2)	24 5.8 %	16 8.2 %	3 2.6 %	5 5.1 %	4 6.2 %	1 2.7 %	1 2.6 %	11 6.5 %	13 5.4 %	3 4.4 %	5 10.9 %	11 4.4 %	3 4.5 %	7 14.6 %	8 3.2 %
Mean	4.0	3.9	4.0	4.1	3.9	3.8	3.9	4.1	3.9	4.3	3.8	4.0	4.2	3.6	4.1



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Section 2: Assessing employment candidates who earned their degrees in the UK

Q13.2. [Earlier specialization in specific subject areas] Below is a list of key features of undergraduate degrees (i.e. Bachelors) earned in the UK that differ from the US system. On a scale of 1-5, please indicate the value of these features in a job candidate for your organization.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Earlier specialization in specific subject areas															
5 - Extremely valuable	153 37.2 %	59 30.3 %	48 41.0 %	46 46.5 %	19 29.2 %	11 29.7 %	13 34.2 %	73 43.2 %	80 33.1 %	37 54.4 %	11 23.9 %	91 36.7 %	36 53.7 %	15 31.3 %	89 35.6 %
4	135 32.8 %	60 30.8 %	39 33.3 %	36 36.4 %	23 35.4 %	16 43.2 %	15 39.5 %	56 33.1 %	79 32.6 %	21 30.9 %	18 39.1 %	89 35.9 %	17 25.4 %	19 39.6 %	91 36.4 %
3	74 18.0 %	44 22.6 %	20 17.1 %	10 10.1 %	13 20.0 %	8 21.6 %	6 15.8 %	27 16.0 %	47 19.4 %	5 7.4 %	13 28.3 %	47 19.0 %	6 9.0 %	11 22.9 %	51 20.4 %
2	14 3.4 %	11 5.6 %	2 1.7 %	1 1.0 %	3 4.6 %	0 -	1 2.6 %	7 4.1 %	7 2.9 %	2 2.9 %	1 2.2 %	10 4.0 %	5 7.5 %	0 -	6 2.4 %
1 - Not at all valuable	5 1.2 %	5 2.6 %	0 -	0 -	2 3.1 %	0 -	0 -	4 2.4 %	1 0.4 %	1 1.5 %	2 4.3 %	2 0.8 %	1 1.5 %	3 6.3 %	1 0.4 %
Don't know/ Not applicable	30 7.3 %	16 8.2 %	8 6.8 %	6 6.1 %	5 7.7 %	2 5.4 %	3 7.9 %	2 1.2 %	28 11.6 %	2 2.9 %	1 2.2 %	9 3.6 %	2 3.0 %	0 -	12 4.8 %
Summary															
Top2Box (4-5)	288 70.1 %	119 61.0 %	87 74.4 %	82 82.8 %	42 64.6 %	27 73.0 %	28 73.7 %	129 76.3 %	159 65.7 %	58 85.3 %	29 63.0 %	180 72.6 %	53 79.1 %	34 70.8 %	180 72.0 %
Low2Box (1-2)	19 4.6 %	16 8.2 %	2 1.7 %	1 1.0 %	5 7.7 %	0 -	1 2.6 %	11 6.5 %	8 3.3 %	3 4.4 %	3 6.5 %	12 4.8 %	6 9.0 %	3 6.3 %	7 2.8 %
Mean	4.1	3.9	4.2	4.4	3.9	4.1	4.1	4.1	4.1	4.4	3.8	4.1	4.3	3.9	4.1





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Section 2: Assessing employment candidates who earned their degrees in the UK

Q13_3. [Presence of large proportion of international students] Below is a list of key features of undergraduate degrees (i.e. Bachelors) earned in the UK that differ from the US system. On a scale of 1-5, please indicate the value of these features in a job candidate for your organization.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Presence of large proportion of international students															
5 - Extremely valuable	99 24.1 %	39 20.0 %	31 26.5 %	29 29.3 %	13 20.0 %	10 27.0 %	8 21.1 %	51 30.2 %	48 19.8 %	29 42.6 %	5 10.9 %	59 23.8 %	29 43.3 %	7 14.6 %	57 22.8 %
4	129 31.4 %	43 22.1 %	38 32.5 %	48 48.5 %	23 35.4 %	9 24.3 %	13 34.2 %	63 37.3 %	66 27.3 %	20 29.4 %	18 39.1 %	84 33.9 %	20 29.9 %	16 33.3 %	89 35.6 %
3	97 23.6 %	59 30.3 %	25 21.4 %	13 13.1 %	19 29.2 %	10 27.0 %	10 26.3 %	29 17.2 %	68 28.1 %	8 11.8 %	11 23.9 %	68 27.4 %	8 11.9 %	12 25.0 %	67 26.8 %
2	29 7.1 %	16 8.2 %	9 7.7 %	4 4.0 %	6 9.2 %	1 2.7 %	3 7.9 %	10 5.9 %	19 7.9 %	5 7.4 %	4 8.7 %	16 6.5 %	4 6.0 %	5 10.4 %	14 5.6 %
1 - Not at all valuable	21 5.1 %	16 8.2 %	4 3.4 %	1 1.0 %	3 4.6 %	3 8.1 %	0 -	11 6.5 %	10 4.1 %	3 4.4 %	7 15.2 %	9 3.6 %	3 4.5 %	7 14.6 %	9 3.6 %
Don't know/ Not applicable	36 8.8 %	22 11.3 %	10 8.5 %	4 4.0 %	1 1.5 %	4 10.8 %	4 10.5 %	5 3.0 %	31 12.8 %	3 4.4 %	1 2.2 %	12 4.8 %	3 4.5 %	1 2.1 %	14 5.6 %
Summary															
Top2Box (4-5)	228 55.5 %	82 42.1 %	69 59.0 %	77 77.8 %	36 55.4 %	19 51.4 %	21 55.3 %	114 67.5 %	114 47.1 %	49 72.1 %	23 50.0 %	143 57.7 %	49 73.1 %	23 47.9 %	146 58.4 %
Low2Box (1-2)	50 12.2 %	32 16.4 %	13 11.1 %	5 5.1 %	9 13.8 %	4 10.8 %	3 7.9 %	21 12.4 %	29 12.0 %	8 11.8 %	11 23.9 %	25 10.1 %	7 10.4 %	12 25.0 %	23 9.2 %
Mean	3.7	3.4	3.8	4.1	3.6	3.7	3.8	3.8	3.6	4.0	3.2	3.7	4.1	3.2	3.7



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Section 2: Assessing employment candidates who earned their degrees in the UK

Q13_4. [Undergraduate degrees take three (3) years to complete ...] Below is a list of key features of undergraduate degrees (i.e. Bachelors) earned in the UK that differ from the US system. On a scale of 1-5, please indicate the value of these features in a job candidate for your organization.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Undergraduate degrees take three (3) years to complete ...															
5 - Extremely valuable	86 20.9 %	32 16.4 %	27 23.1 %	27 27.3 %	13 20.0 %	8 21.6 %	5 13.2 %	49 29.0 %	37 15.3 %	29 42.6 %	12 26.1 %	44 17.7 %	32 47.8 %	8 16.7 %	45 18.0 %
4	113 27.5 %	40 20.5 %	38 32.5 %	35 35.4 %	14 21.5 %	8 21.6 %	17 44.7 %	58 34.3 %	55 22.7 %	18 26.5 %	11 23.9 %	79 31.9 %	15 22.4 %	14 29.2 %	80 32.0 %
3	115 28.0 %	66 33.8 %	29 24.8 %	20 20.2 %	25 38.5 %	12 32.4 %	8 21.1 %	40 23.7 %	75 31.0 %	12 17.6 %	10 21.7 %	79 31.9 %	12 17.9 %	12 25.0 %	78 31.2 %
2	41 10.0 %	21 10.8 %	11 9.4 %	9 9.1 %	7 10.8 %	4 10.8 %	4 10.5 %	11 6.5 %	30 12.4 %	4 5.9 %	8 17.4 %	26 10.5 %	3 4.5 %	8 16.7 %	26 10.4 %
1 - Not at all valuable	16 3.9 %	10 5.1 %	5 4.3 %	1 1.0 %	2 3.1 %	0 -	1 2.6 %	9 5.3 %	7 2.9 %	2 2.9 %	5 10.9 %	6 2.4 %	3 4.5 %	6 12.5 %	5 2.0 %
Don't know/ Not applicable	40 9.7 %	26 13.3 %	7 6.0 %	7 7.1 %	4 6.2 %	5 13.5 %	3 7.9 %	2 1.2 %	38 15.7 %	3 4.4 %	0 -	14 5.6 %	2 3.0 %	0 -	16 6.4 %
Summary															
Top2Box (4-5)	199 48.4 %	72 36.9 %	65 55.6 %	62 62.6 %	27 41.5 %	16 43.2 %	22 57.9 %	107 63.3 %	92 38.0 %	47 69.1 %	23 50.0 %	123 49.6 %	47 70.1 %	22 45.8 %	125 50.0 %
Low2Box (1-2)	57 13.9 %	31 15.9 %	16 13.7 %	10 10.1 %	9 13.8 %	4 10.8 %	5 13.2 %	20 11.8 %	37 15.3 %	6 8.8 %	13 28.3 %	32 12.9 %	6 9.0 %	14 29.2 %	31 12.4 %
Mean	3.6	3.4	3.6	3.8	3.5	3.6	3.6	3.8	3.4	4.0	3.4	3.6	4.1	3.2	3.6



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Section 2: Assessing employment candidates who earned their degrees in the UK

Q13_5. [Professional Degree subjects such as law and medicine that ...] Below is a list of key features of undergraduate degrees (i.e. Bachelors) earned in the UK that differ from the US system. On a scale of 1-5, please indicate the value of these features in a job candidate for your organization.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Professional Degree subjects such as law and medicine that ...															
5 - Extremely valuable	126 30.7 %	49 25.1 %	34 29.1 %	43 43.4 % AB	17 26.2 %	9 24.3 %	9 23.7 %	63 37.3 % H	63 26.0 %	40 58.8 % JK	12 26.1 %	66 26.6 %	36 53.7 % MN	13 27.1 %	68 27.2 %
4	115 28.0 %	46 23.6 %	39 33.3 %	30 30.3 %	18 27.7 %	11 29.7 %	13 34.2 %	50 29.6 %	65 26.9 %	14 20.6 %	11 23.9 %	82 33.1 % I	18 26.9 %	13 27.1 %	77 30.8 %
3	86 20.9 %	51 26.2 % C	21 17.9 %	14 14.1 %	15 23.1 %	8 21.6 %	10 26.3 %	32 18.9 %	54 22.3 %	6 8.8 %	14 30.4 % I	58 23.4 % I	6 9.0 %	14 29.2 % L	60 24.0 % L
2	27 6.6 %	11 5.6 %	9 7.7 %	7 7.1 %	5 7.7 %	4 10.8 %	2 5.3 %	12 7.1 %	15 6.2 %	3 4.4 %	8 17.4 % IK	13 5.2 %	3 4.5 %	6 12.5 %	13 5.2 %
1 - Not at all valuable	12 2.9 %	9 4.6 %	2 1.7 %	1 1.0 %	6 9.2 %	0 -	1 2.6 %	7 4.1 %	5 2.1 %	1 1.5 %	1 2.2 %	9 3.6 %	1 1.5 %	2 4.2 %	9 3.6 %
Don't know/ Not applicable	45 10.9 %	29 14.9 % C	12 10.3 %	4 4.0 %	4 6.2 %	5 13.5 %	3 7.9 %	5 3.0 %	40 16.5 % G	4 5.9 %	0 -	20 8.1 % J	3 4.5 %	0 -	23 9.2 % M
Summary															
Top2Box (4-5)	241 58.6 %	95 48.7 %	73 62.4 % A	73 73.7 % A	35 53.8 %	20 54.1 %	22 57.9 %	113 66.9 % H	128 52.9 %	54 79.4 % JK	23 50.0 %	148 59.7 %	54 80.6 % MN	26 54.2 %	145 58.0 %
Low2Box (1-2)	39 9.5 %	20 10.3 %	11 9.4 %	8 8.1 %	11 16.9 %	4 10.8 %	3 7.9 %	19 11.2 %	20 8.3 %	4 5.9 %	9 19.6 % IK	22 8.9 %	4 6.0 %	8 16.7 %	22 8.8 %
Mean	3.9	3.7	3.9	4.1 A	3.6	3.8	3.8	3.9	3.8	4.4 JK	3.5	3.8	4.3 MN	3.6	3.8





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Section 2: Assessing employment candidates who earned their degrees in the UK

Q13_6. [The tutorial system of learning (small classes of a few students ...)] Below is a list of key features of undergraduate degrees (i.e. Bachelors) earned in the UK that differ from the US system. On a scale of 1-5, please indicate the value of these features in a job candidate for your organization.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
The tutorial system of learning (small classes of a few students ...)															
5 - Extremely valuable	154 37.5 %	74 37.9 %	41 35.0 %	39 39.4 %	21 32.3 %	13 35.1 %	17 44.7 %	70 41.4 %	84 34.7 %	29 42.6 %	11 23.9 %	97 39.1 %	33 49.3 %	13 27.1 %	92 36.8 %
4	147 35.8 %	62 31.8 %	42 35.9 %	43 43.4 %	25 38.5 %	15 40.5 %	10 26.3 %	63 37.3 %	84 34.7 %	25 36.8 %	17 37.0 %	94 37.9 %	22 32.8 %	18 37.5 %	96 38.4 %
3	64 15.6 %	31 15.9 %	25 21.4 %	8 8.1 %	11 16.9 %	6 16.2 %	4 10.5 %	22 13.0 %	42 17.4 %	9 13.2 %	10 21.7 %	41 16.5 %	7 10.4 %	11 22.9 %	43 17.2 %
2	8 1.9 %	6 3.1 %	2 1.7 %	0 -	4 6.2 %	0 -	1 2.6 %	4 2.4 %	4 1.7 %	0 -	2 4.3 %	5 2.0 %	0 -	2 4.2 %	4 1.6 %
1 - Not at all valuable	8 1.9 %	5 2.6 %	0 -	3 3.0 %	0 -	1 2.7 %	1 2.6 %	6 3.6 %	2 0.8 %	3 4.4 %	5 10.9 %	0 -	4 6.0 %	3 6.3 %	1 0.4 %
Don't know/ Not applicable	30 7.3 %	17 8.7 %	7 6.0 %	6 6.1 %	4 6.2 %	2 5.4 %	5 13.2 %	4 2.4 %	26 10.7 %	2 2.9 %	1 2.2 %	11 4.4 %	1 1.5 %	1 2.1 %	14 5.6 %
Summary															
Top2Box (4-5)	301 73.2 %	136 69.7 %	83 70.9 %	82 82.8 %	46 70.8 %	28 75.7 %	27 71.1 %	133 78.7 %	168 69.4 %	54 79.4 %	28 60.9 %	191 77.0 %	55 82.1 %	31 64.6 %	188 75.2 %
Low2Box (1-2)	16 3.9 %	11 5.6 %	2 1.7 %	3 3.0 %	4 6.2 %	1 2.7 %	2 5.3 %	10 5.9 %	6 2.5 %	3 4.4 %	7 15.2 %	5 2.0 %	4 6.0 %	5 10.4 %	5 2.0 %
Mean	4.1	4.1	4.1	4.2	4.0	4.1	4.2	4.1	4.1	4.2	3.6	4.2	4.2	3.8	4.2





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Section 2: Assessing employment candidates who earned their degrees in the UK

Q13. [SUMMARY - TOP2BOX (4-5)] Below is a list of key features of undergraduate degrees (i.e. Bachelors) earned in the UK that differ from the US system. On a scale of 1-5, please indicate the value of these features in a job candidate for your organization.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
More independent study	274	121	77	76	44	20	24	126	148	56	30	173	54	26	180
	66.7 %	62.1 %	65.8 %	76.8 %	67.7 %	54.1 %	63.2 %	74.6 %	61.2 %	82.4 %	65.2 %	69.8 %	80.6 %	54.2 %	72.0 %
				A				H		JK			M		M
Earlier specialization in specific subject areas	288	119	87	82	42	27	28	129	159	58	29	180	53	34	180
	70.1 %	61.0 %	74.4 %	82.8 %	64.6 %	73.0 %	73.7 %	76.3 %	65.7 %	85.3 %	63.0 %	72.6 %	79.1 %	70.8 %	72.0 %
			A	A				H		JK					
Presence of large proportion of international students	228	82	69	77	36	19	21	114	114	49	23	143	49	23	146
	55.5 %	42.1 %	59.0 %	77.8 %	55.4 %	51.4 %	55.3 %	67.5 %	47.1 %	72.1 %	50.0 %	57.7 %	73.1 %	47.9 %	58.4 %
			A	AB				H		JK			MN		
Undergraduate degrees take three (3) years to complete ...	199	72	65	62	27	16	22	107	92	47	23	123	47	22	125
	48.4 %	36.9 %	55.6 %	62.6 %	41.5 %	43.2 %	57.9 %	63.3 %	38.0 %	69.1 %	50.0 %	49.6 %	70.1 %	45.8 %	50.0 %
			A	A				H		JK			MN		
Professional Degree subjects such as law and medicine that ...	241	95	73	73	35	20	22	113	128	54	23	148	54	26	145
	58.6 %	48.7 %	62.4 %	73.7 %	53.8 %	54.1 %	57.9 %	66.9 %	52.9 %	79.4 %	50.0 %	59.7 %	80.6 %	54.2 %	58.0 %
			A	A				H		JK			MN		
The tutorial system of learning (small classes of a few students ...)	301	136	83	82	46	28	27	133	168	54	28	191	55	31	188
	73.2 %	69.7 %	70.9 %	82.8 %	70.8 %	75.7 %	71.1 %	78.7 %	69.4 %	79.4 %	60.9 %	77.0 %	82.1 %	64.6 %	75.2 %
				AB				H		J		J	M		

Section 2: Assessing employment candidates who earned their degrees in the UK

Q13. [SUMMARY - LOW2BOX (1-2)] Below is a list of key features of undergraduate degrees (i.e. Bachelors) earned in the UK that differ from the US system. On a scale of 1-5, please indicate the value of these features in a job candidate for your organization.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
More independent study	24	16	3	5	4	1	1	11	13	3	5	11	3	7	8
	5.8 %	8.2 % B	2.6 %	5.1 %	6.2 %	2.7 %	2.6 %	6.5 %	5.4 %	4.4 %	10.9 %	4.4 %	4.5 %	14.6 % N	3.2 %
Earlier specialization in specific subject areas	19	16	2	1	5	0	1	11	8	3	3	12	6	3	7
	4.6 %	8.2 % BC	1.7 %	1.0 %	7.7 %	-	2.6 %	6.5 %	3.3 %	4.4 %	6.5 %	4.8 %	9.0 % N	6.3 %	2.8 %
Presence of large proportion of international students	50	32	13	5	9	4	3	21	29	8	11	25	7	12	23
	12.2 %	16.4 % C	11.1 %	5.1 %	13.8 %	10.8 %	7.9 %	12.4 %	12.0 %	11.8 %	23.9 % K	10.1 %	10.4 %	25.0 % LN	9.2 %
Undergraduate degrees take three (3) years to complete ...	57	31	16	10	9	4	5	20	37	6	13	32	6	14	31
	13.9 %	15.9 %	13.7 %	10.1 %	13.8 %	10.8 %	13.2 %	11.8 %	15.3 %	8.8 %	28.3 % IK	12.9 %	9.0 %	29.2 % LN	12.4 %
Professional Degree subjects such as law and medicine that ...	39	20	11	8	11	4	3	19	20	4	9	22	4	8	22
	9.5 %	10.3 %	9.4 %	8.1 %	16.9 %	10.8 %	7.9 %	11.2 %	8.3 %	5.9 %	19.6 % IK	8.9 %	6.0 %	16.7 %	8.8 %
The tutorial system of learning (small classes of a few students ...)	16	11	2	3	4	1	2	10	6	3	7	5	4	5	5
	3.9 %	5.6 %	1.7 %	3.0 %	6.2 %	2.7 %	5.3 %	5.9 %	2.5 %	4.4 %	15.2 % IK	2.0 %	6.0 %	10.4 % N	2.0 %

Ipsos Survey of Employers for the British Council, December 2011

Section 2: Assessing employment candidates who earned their degrees in the UK

Q13. [SUMMARY - MEAN] Below is a list of key features of undergraduate degrees (i.e. Bachelors) earned in the UK that differ from the US system. On a scale of 1-5, please indicate the value of these features in a job candidate for your organization.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Tota l	Sma ll	Med ium	Larg e	Prof essi onal , scie ntific , and tech nical servi ces	Edu cati onal servi ces	Reta il Trad e	Know led gea ble	Not know led gea ble	High er	Low er	Ab o ut the sam e	High er	Low er	Ab o ut the sam e
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
More independent study	4.0	3.9	4.0	4.1	3.9	3.8	3.9	4.1	3.9	4.3	3.8	4.0	4.2	3.6	4.1
Earlier specialization in specific subject areas	4.1	3.9	4.2	4.4	3.9	4.1	4.1	4.1	4.1	JK			M		M
Presence of large proportion of international students	3.7	3.4	3.8	4.1	3.6	3.7	3.8	3.8	3.6	JK		J	4.1	3.2	3.7
Undergraduate degrees take three (3) years to complete ...	3.6	3.4	3.6	3.8	3.5	3.6	3.6	3.8	3.4	JK			MN		M
Professional Degree subjects such as law and medicine that ...	3.9	3.7	3.9	4.1	3.6	3.8	3.8	3.9	3.8	JK			4.1	3.2	3.6
The tutorial system of learning (small classes of a few students ...	4.1	4.1	4.1	4.2	4.0	4.1	4.2	4.1	4.1	4.4	3.5	3.8	4.3	3.6	3.8
										JK			MN		
										4.2	3.6	4.2	4.2	3.8	4.2
										J		J	M		M

Ipsos Survey of Employers for the British Council, December 2011

Section 2: Assessing employment candidates who earned their degrees in the UK

Q14_1. [More independent study] Below is a list of key features of graduate degrees (Masters, PhD, MBA, etc) earned in the UK that differ from the US system. On a scale of 1-5, please indicate the value of these features in a job candidate for your organization.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known	Not known	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
More independent study															
5 - Extremely valuable	129 31.4 %	62 31.8 %	35 29.9 %	32 32.3 %	23 35.4 %	8 21.6 %	9 23.7 %	57 33.7 %	72 29.8 %	31 45.6 %	14 30.4 %	71 28.6 %	31 46.3 %	13 27.1 %	75 30.0 %
4	151 36.7 %	59 30.3 %	49 41.9 %	43 43.4 %	19 29.2 %	14 37.8 %	14 36.8 %	70 41.4 %	81 33.5 %	29 42.6 %	14 30.4 %	101 40.7 %	23 34.3 %	14 29.2 %	108 43.2 %
3	74 18.0 %	34 17.4 %	23 19.7 %	17 17.2 %	18 27.7 %	7 18.9 %	9 23.7 %	29 17.2 %	45 18.6 %	5 7.4 %	11 23.9 %	53 21.4 %	9 13.4 %	14 29.2 %	45 18.0 %
2	13 3.2 %	9 4.6 %	4 3.4 %	0 -	3 4.6 %	2 5.4 %	2 5.3 %	6 3.6 %	7 2.9 %	0 -	4 8.7 %	6 2.4 %	1 1.5 %	5 10.4 %	4 1.6 %
1 - Not at all valuable	7 1.7 %	5 2.6 %	0 -	2 2.0 %	0 -	1 2.7 %	0 -	5 3.0 %	2 0.8 %	2 2.9 %	2 4.3 %	2 0.8 %	2 3.0 %	2 4.2 %	2 0.8 %
Don't know/ Not applicable	37 9.0 %	26 13.3 %	6 5.1 %	5 5.1 %	2 3.1 %	5 13.5 %	4 10.5 %	2 1.2 %	35 14.5 %	1 1.5 %	1 2.2 %	15 6.0 %	1 1.5 %	0 -	16 6.4 %
Summary															
Top2Box (4-5)	280 68.1 %	121 62.1 %	84 71.8 %	75 75.8 %	42 64.6 %	22 59.5 %	23 60.5 %	127 75.1 %	153 63.2 %	60 88.2 %	28 60.9 %	172 69.4 %	54 80.6 %	27 56.3 %	183 73.2 %
Low2Box (1-2)	20 4.9 %	14 7.2 %	4 3.4 %	2 2.0 %	3 4.6 %	3 8.1 %	2 5.3 %	11 6.5 %	9 3.7 %	2 2.9 %	6 13.0 %	8 3.2 %	3 4.5 %	7 14.6 %	6 2.4 %
Mean	4.0	4.0	4.0	4.1	4.0	3.8	3.9	4.0	4.0	4.3	3.8	4.0	4.2	3.6	4.1



Ipsos Survey of Employers for the British Council, December 2011

Section 2: Assessing employment candidates who earned their degrees in the UK

Q14_2. [Specialization in specific subject areas] Below is a list of key features of graduate degrees (Masters, PhD, MBA, etc) earned in the UK that differ from the US system. On a scale of 1-5, please indicate the value of these features in a job candidate for your organization.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
Base: US Respondents	411	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Specialization in specific subject areas															
5 - Extremely valuable	161 39.2 %	69 35.4 %	47 40.2 %	45 45.5 %	26 40.0 %	14 37.8 %	10 26.3 %	71 42.0 %	90 37.2 %	36 52.9 % JK	14 30.4 %	93 37.5 %	37 55.2 % MN	13 27.1 %	95 38.0 %
4	150 36.5 %	70 35.9 %	41 35.0 %	39 39.4 %	24 36.9 %	14 37.8 %	16 42.1 %	60 35.5 %	90 37.2 %	22 32.4 %	15 32.6 %	105 42.3 %	19 28.4 %	19 39.6 %	106 42.4 % L
3	58 14.1 %	30 15.4 % C	21 17.9 % C	7 7.1 %	11 16.9 %	7 18.9 %	7 18.4 %	28 16.6 %	30 12.4 %	5 7.4 %	13 28.3 % IK	34 13.7 %	6 9.0 %	12 25.0 % LN	33 13.2 %
2	10 2.4 %	6 3.1 %	2 1.7 %	2 2.0 %	3 4.6 %	0 -	1 2.6 %	6 3.6 %	4 1.7 %	2 2.9 %	3 6.5 % K	4 1.6 %	2 3.0 %	4 8.3 % N	3 1.2 %
1 - Not at all valuable	1 0.2 %	0 -	0 -	1 1.0 %	0 -	0 -	0 -	1 0.6 %	0 -	1 1.5 %	0 -	0 -	1 1.5 %	0 -	0 -
Don't know/ Not applicable	31 7.5 %	20 10.3 %	6 5.1 %	5 5.1 %	1 1.5 %	2 5.4 %	4 10.5 % D	3 1.8 %	28 11.6 % G	2 2.9 %	1 2.2 %	12 4.8 %	2 3.0 %	0 -	13 5.2 %
Summary															
Top2Box (4-5)	311 75.7 %	139 71.3 %	88 75.2 %	84 84.8 % A	50 76.9 %	28 75.7 %	26 68.4 %	131 77.5 %	180 74.4 %	58 85.3 % J	29 63.0 %	198 79.8 % J	56 83.6 % M	32 66.7 %	201 80.4 % M
Low2Box (1-2)	11 2.7 %	6 3.1 %	2 1.7 %	3 3.0 %	3 4.6 %	0 -	1 2.6 %	7 4.1 %	4 1.7 %	3 4.4 %	3 6.5 % K	4 1.6 %	3 4.5 %	4 8.3 % N	3 1.2 %
Mean	4.2	4.2	4.2	4.3	4.1	4.2	4.0	4.2	4.2	4.4 J	3.9	4.2 J	4.4 M	3.9	4.2 M



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Section 2: Assessing employment candidates who earned their degrees in the UK

Q14_3. [Presence of large proportion of international students] Below is a list of key features of graduate degrees (Masters, PhD, MBA, etc) earned in the UK that differ from the US system. On a scale of 1-5, please indicate the value of these features in a job candidate for your organization.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Knowled geable	Not know ledgea ble	High er	Low er	Abou t the sam e	High er	Low er	Abou t the sam e
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Presence of large proportion of international students															
5 - Extremely valuable	98 23.8 %	40 20.5 %	27 23.1 %	31 31.3 % A	14 21.5 %	5 13.5 %	8 21.1 %	56 33.1 % H	42 17.4 %	28 41.2 % JK	5 10.9 %	59 23.8 %	27 40.3 % MN	8 16.7 %	56 22.4 %
4	133 32.4 %	46 23.6 %	44 37.6 % A	43 43.4 % A	24 36.9 %	13 35.1 %	12 31.6 %	64 37.9 % H	69 28.5 %	25 36.8 %	15 32.6 %	84 33.9 %	22 32.8 %	12 25.0 %	93 37.2 %
3	101 24.6 %	54 27.7 %	28 23.9 %	19 19.2 %	20 30.8 %	10 27.0 %	10 26.3 %	33 19.5 % G	68 28.1 %	9 13.2 %	18 39.1 % I	65 26.2 % I	11 16.4 %	22 45.8 % LN	59 23.6 %
2	22 5.4 %	17 8.7 % C	4 3.4 %	1 1.0 %	2 3.1 %	2 5.4 %	4 10.5 %	6 3.6 % G	16 6.6 %	2 2.9 %	3 6.5 %	15 6.0 %	2 3.0 %	3 6.3 %	15 6.0 %
1 - Not at all valuable	14 3.4 %	10 5.1 %	3 2.6 %	1 1.0 %	3 4.6 %	2 5.4 %	0 -	6 3.6 % G	8 3.3 %	2 2.9 %	3 6.5 %	8 3.2 %	2 3.0 %	3 6.3 %	8 3.2 %
Don't know/ Not applicable	43 10.5 %	28 14.4 % C	11 9.4 %	4 4.0 %	2 3.1 %	5 13.5 % D	4 10.5 %	4 2.4 % G	39 16.1 %	2 2.9 %	2 4.3 %	17 6.9 %	3 4.5 %	0 -	19 7.6 % M
Summary															
Top2Box (4-5)	231 56.2 %	86 44.1 %	71 60.7 % A	74 74.7 % AB	38 58.5 %	18 48.6 %	20 52.6 %	120 71.0 % H	111 45.9 %	53 77.9 % JK	20 43.5 %	143 57.7 %	49 73.1 % MN	20 41.7 %	149 59.6 % M
Low2Box (1-2)	36 8.8 %	27 13.8 % BC	7 6.0 %	2 2.0 %	5 7.7 %	4 10.8 %	4 10.5 %	12 7.1 % G	24 9.9 %	4 5.9 %	6 13.0 %	23 9.3 %	4 6.0 %	6 12.5 %	23 9.2 %
Mean	3.8	3.5	3.8 A	4.1 A	3.7	3.5	3.7	4.0 H	3.6	4.1 JK	3.4	3.7 J	4.1 MN	3.4	3.8 M

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Section 2: Assessing employment candidates who earned their degrees in the UK

Q14_4. [Masters and PhD programs do not require the GRE in admissions ...] Below is a list of key features of graduate degrees (Masters, PhD, MBA, etc) earned in the UK that differ from the US system. On a scale of 1-5, please indicate the value of these features in a job candidate for your organization.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known	Not known	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Masters and PhD programs do not require the GRE in admissions ...															
5 - Extremely valuable	113 27.5 %	51 26.2 %	26 22.2 %	36 36.4 % B	19 29.2 %	9 24.3 %	9 23.7 %	55 32.5 %	58 24.0 %	32 47.1 % JK	11 23.9 %	63 25.4 %	28 41.8 % MN	10 20.8 %	67 26.8 %
4	140 34.1 %	48 24.6 %	50 42.7 %	42 42.4 % A	20 30.8 %	15 40.5 %	15 39.5 %	64 37.9 %	76 31.4 %	24 35.3 %	13 28.3 %	94 37.9 %	25 37.3 %	11 22.9 %	97 38.8 % M
3	79 19.2 %	43 22.1 %	26 22.2 %	10 10.1 %	17 26.2 %	7 18.9 %	8 21.1 %	32 18.9 %	47 19.4 %	5 7.4 %	15 32.6 % I	53 21.4 % I	6 9.0 %	16 33.3 % L	51 20.4 % L
2	32 7.8 %	19 9.7 %	7 6.0 %	6 6.1 %	4 6.2 %	2 5.4 %	1 2.6 %	13 7.7 %	19 7.9 %	6 8.8 %	6 13.0 %	18 7.3 %	7 10.4 %	10 20.8 % N	13 5.2 %
1 - Not at all valuable	8 1.9 %	7 3.6 %	1 0.9 %	0 -	3 4.6 %	0 -	0 -	3 1.8 %	5 2.1 %	0 -	0 -	4 1.6 %	0 -	1 2.1 %	4 1.6 %
Don't know/ Not applicable	39 9.5 %	27 13.8 % BC	7 6.0 %	5 5.1 %	2 3.1 %	4 10.8 %	5 13.2 %	2 1.2 %	37 15.3 % G	1 1.5 %	1 2.2 %	16 6.5 %	1 1.5 %	0 -	18 7.2 %
Summary															
Top2Box (4-5)	253 61.6 %	99 50.8 %	76 65.0 %	78 78.8 % A AB	39 60.0 %	24 64.9 %	24 63.2 %	119 70.4 % H	134 55.4 %	56 82.4 % JK	24 52.2 %	157 63.3 %	53 79.1 % MN	21 43.8 %	164 65.6 % M
Low2Box (1-2)	40 9.7 %	26 13.3 %	8 6.8 %	6 6.1 %	7 10.8 %	2 5.4 %	1 2.6 %	16 9.5 %	24 9.9 %	6 8.8 %	6 13.0 %	22 8.9 %	7 10.4 %	11 22.9 % N	17 6.8 %
Mean	3.9	3.7	3.8	4.1 AB	3.8	3.9	4.0	3.9	3.8	4.2 JK	3.6	3.8	4.1 M	3.4	3.9 M





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Section 2: Assessing employment candidates who earned their degrees in the UK

Q14_5. [Masters and MBA program take less than 18 months to complete] Below is a list of key features of graduate degrees (Masters, PhD, MBA, etc) earned in the UK that differ from the US system. On a scale of 1-5, please indicate the value of these features in a job candidate for your organization.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Masters and MBA program take less than 18 months to complete															
5 - Extremely valuable	101 24.6 %	40 20.5 %	28 23.9 %	33 33.3 % A	14 21.5 %	8 21.6 %	10 26.3 %	49 29.0 %	52 21.5 %	30 44.1 % JK	10 21.7 %	56 22.6 %	32 47.8 % MN	9 18.8 %	55 22.0 %
4	122 29.7 %	39 20.0 %	43 36.8 % A	40 40.4 % A	21 32.3 %	8 21.6 %	10 26.3 %	64 37.9 % H	58 24.0 %	24 35.3 %	12 26.1 %	79 31.9 %	21 31.3 %	13 27.1 %	82 32.8 %
3	106 25.8 %	57 29.2 % C	31 26.5 %	18 18.2 %	19 29.2 %	13 35.1 %	11 28.9 %	33 19.5 %	73 30.2 % G	8 11.8 %	13 28.3 % I	76 30.6 % I	8 11.9 %	13 27.1 % L	75 30.0 % L
2	27 6.6 %	18 9.2 %	6 5.1 %	3 3.0 %	6 9.2 %	3 8.1 %	2 5.3 %	13 7.7 %	14 5.8 %	2 2.9 %	7 15.2 % IK	15 6.0 %	3 4.5 %	9 18.8 % LN	13 5.2 %
1 - Not at all valuable	12 2.9 %	10 5.1 % B	1 0.9 %	1 1.0 %	3 4.6 %	1 2.7 %	0 -	7 4.1 %	5 2.1 %	2 2.9 %	2 4.3 %	6 2.4 %	2 3.0 %	3 6.3 %	6 2.4 %
Don't know/ Not applicable	43 10.5 %	31 15.9 % BC	8 6.8 %	4 4.0 %	2 3.1 %	4 10.8 %	5 13.2 %	3 1.8 %	40 16.5 % G	2 2.9 %	2 4.3 %	16 6.5 %	1 1.5 %	1 2.1 %	19 7.6 %
Summary															
Top2Box (4-5)	223 54.3 %	79 40.5 %	71 60.7 % A	73 73.7 % AB	35 53.8 %	16 43.2 %	20 52.6 %	113 66.9 % H	110 45.5 %	54 79.4 % JK	22 47.8 %	135 54.4 %	53 79.1 % MN	22 45.8 %	137 54.8 %
Low2Box (1-2)	39 9.5 %	28 14.4 % BC	7 6.0 %	4 4.0 %	9 13.8 %	4 10.8 %	2 5.3 %	20 11.8 %	19 7.9 %	4 5.9 %	9 19.6 % IK	21 8.5 %	5 7.5 %	12 25.0 % LN	19 7.6 %
Mean	3.7	3.5	3.8 A	4.1 A	3.6	3.6	3.8	3.8	3.7	4.2 JK	3.5	3.7	4.2 MN	3.3	3.7 M





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Section 2: Assessing employment candidates who earned their degrees in the UK

Q14_6. [PhD programs typically take less than 5 years to complete] Below is a list of key features of graduate degrees (Masters, PhD, MBA, etc) earned in the UK that differ from the US system. On a scale of 1-5, please indicate the value of these features in a job candidate for your organization.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
PhD programs typically take less than 5 years to complete															
5 - Extremely valuable	119 29.0 %	45 23.1 %	36 30.8 %	38 38.4 %	18 27.7 %	11 29.7 %	14 36.8 %	58 34.3 %	61 25.2 %	34 50.0 %	14 30.4 %	65 26.2 %	32 47.8 %	14 29.2 %	67 26.8 %
4	113 27.5 %	46 23.6 %	30 25.6 %	37 37.4 %	15 23.1 %	7 18.9 %	10 26.3 %	62 36.7 %	51 21.1 %	21 30.9 %	8 17.4 %	79 31.9 %	24 35.8 %	8 16.7 %	77 30.8 %
3	101 24.6 %	53 27.2 %	35 29.9 %	13 13.1 %	22 33.8 %	10 27.0 %	9 23.7 %	28 16.6 %	73 30.2 %	7 10.3 %	17 37.0 %	66 26.6 %	4 6.0 %	17 35.4 %	69 27.6 %
2	22 5.4 %	12 6.2 %	5 4.3 %	5 5.1 %	4 6.2 %	3 8.1 %	0 -	13 7.7 %	9 3.7 %	2 2.9 %	3 6.5 %	14 5.6 %	2 3.0 %	5 10.4 %	12 4.8 %
1 - Not at all valuable	9 2.2 %	6 3.1 %	2 1.7 %	1 1.0 %	2 3.1 %	1 2.7 %	0 -	5 3.0 %	4 1.7 %	2 2.9 %	1 2.2 %	5 2.0 %	2 3.0 %	2 4.2 %	5 2.0 %
Don't know/ Not applicable	47 11.4 %	33 16.9 %	9 7.7 %	5 5.1 %	4 6.2 %	5 13.5 %	5 13.2 %	3 1.8 %	44 18.2 %	2 2.9 %	3 6.5 %	19 7.7 %	3 4.5 %	2 4.2 %	20 8.0 %
Summary															
Top2Box (4-5)	232 56.4 %	91 46.7 %	66 56.4 %	75 75.8 %	33 50.8 %	18 48.6 %	24 63.2 %	120 71.0 %	112 46.3 %	55 80.9 %	22 47.8 %	144 58.1 %	56 83.6 %	22 45.8 %	144 57.6 %
Low2Box (1-2)	31 7.5 %	18 9.2 %	7 6.0 %	6 6.1 %	6 9.2 %	4 10.8 %	0 -	18 10.7 %	13 5.4 %	4 5.9 %	4 8.7 %	19 7.7 %	4 6.0 %	7 14.6 %	17 6.8 %
Mean	3.9	3.7	3.9	4.1 A	3.7	3.8	4.2 D	3.9	3.8	4.3 JK	3.7	3.8	4.3 MN	3.6	3.8



Ipsos Survey of Employers for the British Council, December 2011

Section 2: Assessing employment candidates who earned their degrees in the UK

Q14_7. [The tutorial system of learning (small classes of a few students ...)] Below is a list of key features of graduate degrees (Masters, PhD, MBA, etc) earned in the UK that differ from the US system. On a scale of 1-5, please indicate the value of these features in a job candidate for your organization.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known/gradable	Not known/gradable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
The tutorial system of learning (small classes of a few students ...)															
5 - Extremely valuable	152 37.0 %	74 37.9 %	35 29.9 %	43 43.4 %	26 40.0 %	11 29.7 %	16 42.1 %	70 41.4 %	82 33.9 %	38 55.9 %	9 19.6 %	89 35.9 %	39 58.2 %	14 29.2 %	86 34.4 %
4	154 37.5 %	62 31.8 %	55 47.0 %	37 37.4 %	23 35.4 %	17 45.9 %	12 31.6 %	63 37.3 %	91 37.6 %	25 36.8 %	19 41.3 %	98 39.5 %	22 32.8 %	19 39.6 %	101 40.4 %
3	62 15.1 %	29 14.9 %	19 16.2 %	14 14.1 %	11 16.9 %	7 18.9 %	6 15.8 %	28 16.6 %	34 14.0 %	3 4.4 %	12 26.1 %	43 17.3 %	3 4.5 %	10 20.8 %	45 18.0 %
2	6 1.5 %	4 2.1 %	1 0.9 %	1 1.0 %	2 3.1 %	0 -	0 -	3 1.8 %	3 1.2 %	1 1.5 %	1 2.2 %	4 1.6 %	2 3.0 %	2 4.2 %	2 0.8 %
1 - Not at all valuable	5 1.2 %	3 1.5 %	2 1.7 %	0 -	2 3.1 %	0 -	0 -	3 1.8 %	2 0.8 %	1 1.5 %	3 6.5 %	1 0.4 %	1 1.5 %	2 4.2 %	2 0.8 %
Don't know/ Not applicable	32 7.8 %	23 11.8 %	5 4.3 %	4 4.0 %	1 1.5 %	2 5.4 %	4 10.5 %	2 1.2 %	30 12.4 %	0 -	2 4.3 %	13 5.2 %	0 -	1 2.1 %	14 5.6 %
Summary															
Top2Box (4-5)	306 74.5 %	136 69.7 %	90 76.9 %	80 80.8 %	49 75.4 %	28 75.7 %	28 73.7 %	133 78.7 %	173 71.5 %	63 92.6 %	28 60.9 %	187 75.4 %	61 91.0 %	33 68.8 %	187 74.8 %
Low2Box (1-2)	11 2.7 %	7 3.6 %	3 2.6 %	1 1.0 %	4 6.2 %	0 -	0 -	6 3.6 %	5 2.1 %	2 2.9 %	4 8.7 %	5 2.0 %	3 4.5 %	4 8.3 %	4 1.6 %
Mean	4.2	4.2	4.1	4.3	4.1	4.1	4.3	4.2	4.2	4.4	3.7	4.1	4.4	3.9	4.1





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Section 2: Assessing employment candidates who earned their degrees in the UK

Q14. [SUMMARY - TOP2BOX (4-5)] Below is a list of key features of graduate degrees (Masters, PhD, MBA, etc) earned in the UK that differ from the US system. On a scale of 1-5, please indicate the value of these features in a job candidate for your organization.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known	Not known	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Specialization in specific subject areas	311	139	88	84	50	28	26	131	180	58	29	198	56	32	201
	75.7 %	71.3 %	75.2 %	84.8 %	76.9 %	75.7 %	68.4 %	77.5 %	74.4 %	85.3 %	63.0 %	79.8 %	83.6 %	66.7 %	80.4 %
				A						J		J	M		M
The tutorial system of learning (small classes of a few students ...)	306	136	90	80	49	28	28	133	173	63	28	187	61	33	187
	74.5 %	69.7 %	76.9 %	80.8 %	75.4 %	75.7 %	73.7 %	78.7 %	71.5 %	92.6 %	60.9 %	75.4 %	91.0 %	68.8 %	74.8 %
				A						JK		J	MN		
More independent study	280	121	84	75	42	22	23	127	153	60	28	172	54	27	183
	68.1 %	62.1 %	71.8 %	75.8 %	64.6 %	59.5 %	60.5 %	75.1 %	63.2 %	88.2 %	60.9 %	69.4 %	80.6 %	56.3 %	73.2 %
				A				H		JK			M		M
Masters and PhD programs do not require the GRE in admissions ...	253	99	76	78	39	24	24	119	134	56	24	157	53	21	164
	61.6 %	50.8 %	65.0 %	78.8 %	60.0 %	64.9 %	63.2 %	70.4 %	55.4 %	82.4 %	52.2 %	63.3 %	79.1 %	43.8 %	65.6 %
			A	AB				H		JK			MN		M
PhD programs typically take less than 5 years to complete	232	91	66	75	33	18	24	120	112	55	22	144	56	22	144
	56.4 %	46.7 %	56.4 %	75.8 %	50.8 %	48.6 %	63.2 %	71.0 %	46.3 %	80.9 %	47.8 %	58.1 %	83.6 %	45.8 %	57.6 %
				AB				H		JK			MN		
Presence of large proportion of international students	231	86	71	74	38	18	20	120	111	53	20	143	49	20	149
	56.2 %	44.1 %	60.7 %	74.7 %	58.5 %	48.6 %	52.6 %	71.0 %	45.9 %	77.9 %	43.5 %	57.7 %	73.1 %	41.7 %	59.6 %
			A	AB				H		JK			MN		M
Masters and MBA program take less than 18 months to complete	223	79	71	73	35	16	20	113	110	54	22	135	53	22	137
	54.3 %	40.5 %	60.7 %	73.7 %	53.8 %	43.2 %	52.6 %	66.9 %	45.5 %	79.4 %	47.8 %	54.4 %	79.1 %	45.8 %	54.8 %
			A	AB				H		JK			MN		

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Section 2: Assessing employment candidates who earned their degrees in the UK

Q14. [SUMMARY - LOW2BOX (1-2)] Below is a list of key features of graduate degrees (Masters, PhD, MBA, etc) earned in the UK that differ from the US system. On a scale of 1-5, please indicate the value of these features in a job candidate for your organization.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Masters and PhD programs do not require the GRE in admissions ...	40	26	8	6	7	2	1	16	24	6	6	22	7	11	17
	9.7 %	13.3 %	6.8 %	6.1 %	10.8 %	5.4 %	2.6 %	9.5 %	9.9 %	8.8 %	13.0 %	8.9 %	10.4 %	22.9 %	6.8 %
Masters and MBA program take less than 18 months to complete	39	28	7	4	9	4	2	20	19	4	9	21	5	12	19
	9.5 %	14.4 %	6.0 %	4.0 %	13.8 %	10.8 %	5.3 %	11.8 %	7.9 %	5.9 %	19.6 %	8.5 %	7.5 %	25.0 %	7.6 %
		BC									IK			LN	
Presence of large proportion of international students	36	27	7	2	5	4	4	12	24	4	6	23	4	6	23
	8.8 %	13.8 %	6.0 %	2.0 %	7.7 %	10.8 %	10.5 %	7.1 %	9.9 %	5.9 %	13.0 %	9.3 %	6.0 %	12.5 %	9.2 %
		BC													
PhD programs typically take less than 5 years to complete	31	18	7	6	6	4	0	18	13	4	4	19	4	7	17
	7.5 %	9.2 %	6.0 %	6.1 %	9.2 %	10.8 %	-	10.7 %	5.4 %	5.9 %	8.7 %	7.7 %	6.0 %	14.6 %	6.8 %
						F		H							
More independent study	20	14	4	2	3	3	2	11	9	2	6	8	3	7	6
	4.9 %	7.2 %	3.4 %	2.0 %	4.6 %	8.1 %	5.3 %	6.5 %	3.7 %	2.9 %	13.0 %	3.2 %	4.5 %	14.6 %	2.4 %
											IK			N	
Specialization in specific subject areas	11	6	2	3	3	0	1	7	4	3	3	4	3	4	3
	2.7 %	3.1 %	1.7 %	3.0 %	4.6 %	-	2.6 %	4.1 %	1.7 %	4.4 %	6.5 %	1.6 %	4.5 %	8.3 %	1.2 %
											K			N	
The tutorial system of learning (small classes of a few students ...)	11	7	3	1	4	0	0	6	5	2	4	5	3	4	4
	2.7 %	3.6 %	2.6 %	1.0 %	6.2 %	-	-	3.6 %	2.1 %	2.9 %	8.7 %	2.0 %	4.5 %	8.3 %	1.6 %
											K			N	

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Section 2: Assessing employment candidates who earned their degrees in the UK

Q14. [SUMMARY - MEAN] Below is a list of key features of graduate degrees (Masters, PhD, MBA, etc) earned in the UK that differ from the US system. On a scale of 1-5, please indicate the value of these features in a job candidate for your organization.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Knowled geable	Not knowled geable	Higher	Lower	Abou t the sam e	Higher	Lower	Abou t the sam e
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Specialization in specific subject areas	4.2	4.2	4.2	4.3	4.1	4.2	4.0	4.2	4.2	4.4	3.9	4.2	4.4	3.9	4.2
The tutorial system of learning (small classes of a few students ...	4.2	4.2	4.1	4.3	4.1	4.1	4.3	4.2	4.2	4.4	3.7	4.1	4.4	3.9	4.1
More independent study	4.0	4.0	4.0	4.1	4.0	3.8	3.9	4.0	4.0	4.3	3.8	4.0	4.2	3.6	4.1
Masters and PhD programs do not require the GRE in admissions ...	3.9	3.7	3.8	4.1	3.8	3.9	4.0	3.9	3.8	4.2	3.6	3.8	4.1	3.4	3.9
PhD programs typically take less than 5 years to complete	3.9	3.7	3.9	4.1	3.7	3.8	4.2	3.9	3.8	4.3	3.7	3.8	4.3	3.6	3.8
Presence of large proportion of international students	3.8	3.5	3.8	4.1	3.7	3.5	3.7	4.0	3.6	4.1	3.4	3.7	4.1	3.4	3.8
Masters and MBA program take less than 18 months to complete	3.7	3.5	3.8	4.1	3.6	3.6	3.8	3.8	3.7	4.2	3.5	3.7	4.2	3.3	3.7

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Section 3: Assessing degrees earned in the UK

Q15. If you received an application from ... who earned their degree in the UK, how confident would you personally be in assessing the quality of their degree?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Very confident	148 36.0 %	56 28.7 %	42 35.9 %	50 50.5 % AB	25 38.5 % E	6 16.2 %	12 31.6 %	86 50.9 % H	62 25.6 %	46 67.6 % JK	11 23.9 %	87 35.1 %	40 59.7 % MN	12 25.0 %	93 37.2 %
Somewhat confident	193 47.0 %	96 49.2 %	57 48.7 %	40 40.4 %	29 44.6 %	25 67.6 % D	20 52.6 %	69 40.8 %	124 51.2 % G	16 23.5 %	22 47.8 % I	130 52.4 % I	21 31.3 %	23 47.9 %	125 50.0 % L
Not very confident	38 9.2 %	24 12.3 %	9 7.7 %	5 5.1 %	6 9.2 %	3 8.1 %	2 5.3 %	8 4.7 %	30 12.4 % G	4 5.9 %	7 15.2 %	20 8.1 %	4 6.0 %	9 18.8 % LN	19 7.6 %
Not at all confident	11 2.7 %	4 2.1 %	5 4.3 %	2 2.0 %	2 3.1 %	1 2.7 %	1 2.6 %	4 2.4 %	7 2.9 %	2 2.9 %	6 13.0 % IK	1 0.4 %	2 3.0 %	4 8.3 % N	3 1.2 %
Don't know/ Not applicable	21 5.1 %	15 7.7 %	4 3.4 %	2 2.0 %	3 4.6 %	2 5.4 %	3 7.9 %	2 1.2 %	19 7.9 % G	0 -	0 -	10 4.0 %	0 -	0 -	10 4.0 %
Summary															
Top2Box (Confident)	341 83.0 %	152 77.9 %	99 84.6 %	90 90.9 % A	54 83.1 %	31 83.8 %	32 84.2 %	155 91.7 % H	186 76.9 %	62 91.2 % J	33 71.7 %	217 87.5 % J	61 91.0 % M	35 72.9 %	218 87.2 % M
Low2Box (Not Confident)	49 11.9 %	28 14.4 %	14 12.0 %	7 7.1 %	8 12.3 %	4 10.8 %	3 7.9 %	12 7.1 %	37 15.3 % G	6 8.8 %	13 28.3 % IK	21 8.5 %	6 9.0 %	13 27.1 % LN	22 8.8 %

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Section 3: Assessing degrees earned in the UK

Q16. And if you wanted more information about the university they attended, how would you find out more?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Knowled geable	Not know ledgeable	High er	Low er	Abou t the sam e	High er	Low er	Abou t the sam e
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Go to the university's website	205	110	57	38	37	14	17	72	133	29	16	137	31	19	134
	49.9 %	56.4 % C	48.7 %	38.4 %	56.9 %	37.8 %	44.7 %	42.6 %	55.0 % G	42.6 %	34.8 %	55.2 % J	46.3 %	39.6 %	53.6 %
Ask the job applicant for more information	192	97	49	46	32	20	19	77	115	31	18	120	28	21	121
	46.7 %	49.7 %	41.9 %	46.5 %	49.2 %	54.1 %	50.0 %	45.6 %	47.5 %	45.6 %	39.1 %	48.4 %	41.8 %	43.8 %	48.4 %
Conduct a web search (Google, Bing, Yahoo, etc)	168	98	45	25	31	13	17	55	113	24	17	110	27	21	102
	40.9 %	50.3 % BC	38.5 % C	25.3 %	47.7 %	35.1 %	44.7 %	32.5 %	46.7 % G	35.3 %	37.0 %	44.4 %	40.3 %	43.8 %	40.8 %
Contact the university directly	156	72	47	37	28	20	10	73	83	28	10	101	27	13	102
	38.0 %	36.9 %	40.2 %	37.4 %	43.1 %	54.1 % F	26.3 %	43.2 %	34.3 %	41.2 % J	21.7 % J	40.7 % J	40.3 %	27.1 %	40.8 %
Ask contacts within your industry	125	59	38	28	25	10	15	60	65	25	12	74	23	19	69
	30.4 %	30.3 %	32.5 %	28.3 %	38.5 %	27.0 %	39.5 %	35.5 %	26.9 %	36.8 %	26.1 %	29.8 %	34.3 %	39.6 %	27.6 %
Look at national (UK) rankings for the university	116	60	32	24	21	8	10	46	70	20	11	77	17	13	78
	28.2 %	30.8 %	27.4 %	24.2 %	32.3 %	21.6 %	26.3 %	27.2 %	28.9 %	29.4 %	23.9 %	31.0 %	25.4 %	27.1 %	31.2 %
Ask colleagues in your organization	97	38	29	30	20	8	8	42	55	20	13	52	22	14	53
	23.6 %	19.5 %	24.8 %	30.3 % A	30.8 %	21.6 %	21.1 %	24.9 %	22.7 %	29.4 %	28.3 %	21.0 %	32.8 % N	29.2 %	21.2 %
Look at international rankings for the university	93	55	22	16	16	7	8	36	57	13	7	64	12	7	65
	22.6 %	28.2 % C	18.8 %	16.2 %	24.6 %	18.9 %	21.1 %	21.3 %	23.6 %	19.1 %	15.2 %	25.8 %	17.9 %	14.6 %	26.0 %
Use a credentialing organization	92	32	34	26	19	10	6	47	45	17	14	55	22	15	50
	22.4 %	16.4 %	29.1 % A	26.3 % A	29.2 %	27.0 %	15.8 %	27.8 % H	18.6 %	25.0 %	30.4 %	22.2 %	32.8 % N	31.3 %	20.0 %
Ask contacts in other networks	90	36	28	26	20	7	8	51	39	17	11	49	20	11	46
	21.9 %	18.5 %	23.9 %	26.3 %	30.8 %	18.9 %	21.1 %	30.2 %	16.1 %	25.0 %	23.9 %	19.8 %	29.9 %	22.9 %	18.4 %



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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Look for information about the university in higher education press	86	44	29	13	14	8	11	34	52	12	7	56	14	8	54
	20.9 %	22.6 %	24.8 % C	13.1 %	21.5 %	21.6 %	28.9 %	20.1 %	21.5 %	17.6 %	15.2 %	22.6 %	20.9 %	16.7 %	21.6 %
Look for information about the university in HR press	61	19	21	21	8	3	7	36	25	18	6	33	19	5	33
	14.8 %	9.7 %	17.9 % A	21.2 % A	12.3 %	8.1 %	18.4 %	21.3 % H	10.3 %	26.5 % K	13.0 %	13.3 %	28.4 % MN	10.4 %	13.2 %
I wouldn't research the university	9	6	2	1	4	0	0	3	6	1	2	6	1	1	6
	2.2 %	3.1 %	1.7 %	1.0 %	6.2 %	-	-	1.8 %	2.5 %	1.5 %	4.3 %	2.4 %	1.5 %	2.1 %	2.4 %
Other	3	2	1	0	1	0	0	1	2	0	0	1	1	0	1
	0.7 %	1.0 %	0.9 %	-	1.5 %	-	-	0.6 %	0.8 %	-	-	0.4 %	1.5 %	-	0.4 %

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Section 3: Assessing degrees earned in the UK

Q16. And if you wanted more information about the university they attended, how would you find out more?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Don't Know	10 2.4 %	4 2.1 %	4 3.4 %	2 2.0 %	0 -	1 2.7 %	2 5.3 %	0 -	10 4.1 % G	0 -	0 -	4 1.6 %	0 -	0 -	4 1.6 %



Ipsos Survey of Employers for the British Council, December 2011

Section 3: Assessing degrees earned in the UK

Q17. How important do you find university rankings in assessing an institution an applicant earned a degree from?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Very important	77 18.7 %	19 9.7 %	24 20.5 %	34 34.3 %	13 20.0 %	4 10.8 %	8 21.1 %	59 34.9 %	18 7.4 %	33 48.5 %	8 17.4 %	33 13.3 %	32 47.8 %	8 16.7 %	36 14.4 %
Fairly important	146 35.5 %	66 33.8 %	49 41.9 %	31 31.3 %	25 38.5 %	17 45.9 %	15 39.5 %	57 33.7 %	89 36.8 %	20 29.4 %	15 32.6 %	97 39.1 %	19 28.4 %	17 35.4 %	98 39.2 %
Neither important nor unimportant	116 28.2 %	70 35.9 %	29 24.8 %	17 17.2 %	18 27.7 %	7 18.9 %	11 28.9 %	29 17.2 %	87 36.0 %	7 10.3 %	14 30.4 %	77 31.0 %	5 7.5 %	13 27.1 %	76 30.4 %
Fairly unimportant	46 11.2 %	26 13.3 %	10 8.5 %	10 10.1 %	4 6.2 %	6 16.2 %	4 10.5 %	14 8.3 %	32 13.2 %	2 2.9 %	8 17.4 %	28 11.3 %	6 9.0 %	8 16.7 %	26 10.4 %
Very unimportant	18 4.4 %	10 5.1 %	3 2.6 %	5 5.1 %	3 4.6 %	1 2.7 %	0 -	9 5.3 %	9 3.7 %	6 8.8 %	1 2.2 %	9 3.6 %	5 7.5 %	2 4.2 %	10 4.0 %
Not applicable	8 1.9 %	4 2.1 %	2 1.7 %	2 2.0 %	2 3.1 %	2 5.4 %	0 -	1 0.6 %	7 2.9 %	0 -	0 -	4 1.6 %	0 -	0 -	4 1.6 %
Summary															
Top2Box (Important)	223 54.3 %	85 43.6 %	73 62.4 %	65 65.7 %	38 58.5 %	21 56.8 %	23 60.5 %	116 68.6 %	107 44.2 %	53 77.9 %	23 50.0 %	130 52.4 %	51 76.1 %	25 52.1 %	134 53.6 %
Low2Box (Not Important)	64 15.6 %	36 18.5 %	13 11.1 %	15 15.2 %	7 10.8 %	7 18.9 %	4 10.5 %	23 13.6 %	41 16.9 %	8 11.8 %	9 19.6 %	37 14.9 %	11 16.4 %	10 20.8 %	36 14.4 %

Ipsos Survey of Employers for the British Council, December 2011

Section 3: Assessing degrees earned in the UK

Q18. Which US rankings, if any, do you use as a resource in assessing the standing of institutions attended by applicants?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Knowled geable	Not kno wled geable	High er	Low er	Abou t the sam e	High er	Low er	Abou t the sam e
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Princeton Review	137 33.3 %	46 23.6 %	46 39.3 %	45 45.5 %	18 27.7 %	13 35.1 %	12 31.6 %	82 48.5 %	55 22.7 %	35 51.5 %	17 37.0 %	79 31.9 %	30 44.8 %	18 37.5 %	83 33.2 %
US News & World Report	126 30.7 %	38 19.5 %	44 37.6 %	44 44.4 %	22 33.8 %	12 32.4 %	9 23.7 %	73 43.2 %	53 21.9 %	31 45.6 %	16 34.8 %	73 29.4 %	34 50.7 %	11 22.9 %	76 30.4 %
Forbes College Rankings	123 29.9 %	47 24.1 %	40 34.2 %	36 36.4 %	20 30.8 %	14 37.8 %	13 34.2 %	66 39.1 %	57 23.6 %	20 29.4 %	18 39.1 %	80 32.3 %	21 31.3 %	19 39.6 %	77 30.8 %
US National Research Council Rankings	92 22.4 %	30 15.4 %	33 28.2 %	29 29.3 %	10 15.4 %	6 16.2 %	5 13.2 %	53 31.4 %	39 16.1 %	28 41.2 %	12 26.1 %	48 19.4 %	25 37.3 %	11 22.9 %	52 20.8 %
Fiske Guide to Colleges	52 12.7 %	16 8.2 %	16 13.7 %	20 20.2 %	6 9.2 %	6 16.2 %	7 18.4 %	35 20.7 %	17 7.0 %	12 17.6 %	5 10.9 %	33 13.3 %	14 20.9 %	6 12.5 %	29 11.6 %
College Prowler	33 8.0 %	10 5.1 %	10 8.5 %	13 13.1 %	1 1.5 %	2 5.4 %	2 5.3 %	23 13.6 %	10 4.1 %	8 11.8 %	1 2.2 %	21 8.5 %	6 9.0 %	2 4.2 %	22 8.8 %
I do not use rankings in considering applicants with degrees from American universities and colleges	151 36.7 %	103 52.8 %	32 27.4 %	16 16.2 %	23 35.4 %	13 35.1 %	16 42.1 %	26 15.4 %	125 51.7 %	13 19.1 %	9 19.6 %	95 38.3 %	12 17.9 %	11 22.9 %	97 38.8 %
Other	7 1.7 %	3 1.5 %	3 2.6 %	1 1.0 %	1 1.5 %	1 2.7 %	0 -	2 1.2 %	5 2.1 %	0 -	0 -	4 1.6 %	1 1.5 %	0 -	3 1.2 %

Ipsos Survey of Employers for the British Council, December 2011

Section 3: Assessing degrees earned in the UK

Q19. You mentioned that you would use UK rankings as a resource in finding more information about the university an applicant attended. Which of the following ranking sources would you use?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Knowled geable	Not knowled geable	High er	Low er	Abou t the sam e	High er	Low er	Abou t the sam e
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Would Use UK Rankings As A Resource In Finding More Information	116	60*	32*	24**	21**	8**	10**	46*	70*	20**	11**	77*	17**	13**	78*
The Independent/ Complete University Guide (formerly The Good University Guide)	43	22	14	7	4	5	5	23	20	10	5	28	9	5	28
	37.1 %	36.7 %	43.8 %	29.2 %	19.0 %	62.5 %	50.0 %	50.0 %	28.6 %	50.0 %	45.5 %	36.4 %	52.9 %	38.5 %	35.9 %
The Times/ Sunday Times	24	5	6	13	3	0	2	15	9	6	3	15	7	2	15
	20.7 %	8.3 %	18.8 %	54.2 %	14.3 %	-	20.0 %	32.6 %	12.9 %	30.0 %	27.3 %	19.5 %	41.2 %	15.4 %	19.2 %
The Guardian	24	8	6	10	2	0	3	15	9	7	1	16	5	0	19
	20.7 %	13.3 %	18.8 %	41.7 %	9.5 %	-	30.0 %	32.6 %	12.9 %	35.0 %	9.1 %	20.8 %	29.4 %	-	24.4 %
The Times Higher	19	6	6	7	3	0	1	14	5	9	0	10	6	1	12
	16.4 %	10.0 %	18.8 %	29.2 %	14.3 %	-	10.0 %	30.4 %	7.1 %	45.0 %	-	13.0 %	35.3 %	7.7 %	15.4 %
I have not used any of these yet, but would if I was considering an ... job applicant with a degree from the UK	57	36	16	5	15	3	3	13	44	6	5	38	4	7	39
	49.1 %	60.0 %	50.0 %	20.8 %	71.4 %	37.5 %	30.0 %	28.3 %	62.9 %	30.0 %	45.5 %	49.4 %	23.5 %	53.8 %	50.0 %

Section 3: Assessing degrees earned in the UK

Q20. You mentioned that you would use international rankings as a resource in finding more information about the university an applicant attended. Which of the following ranking sources would you use?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	Firm Size			Top 3 Industries/Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Would Use International Rankings As A Resource In Finding More Information	93*	55*	22**	16**	16**	7**	8**	36*	57*	13**	7**	64*	12**	7**	65*
The Global University Ranking	34 36.6 %	17 30.9 %	11 50.0 %	6 37.5 %	4 25.0 %	3 42.9 %	6 75.0 %	21 58.3 %	13 22.8 %	6 46.2 %	4 57.1 %	23 35.9 %	5 41.7 %	2 28.6 %	26 40.0 %
The Times Higher	25 26.9 %	10 18.2 %	6 27.3 %	9 56.3 %	3 18.8 %	0 -	3 37.5 %	18 50.0 %	7 12.3 %	8 61.5 %	2 28.6 %	15 23.4 %	8 66.7 %	2 28.6 %	15 23.1 %
Shanghai Jiao Tong/ The Academic Ranking of World Universities	15 16.1 %	6 10.9 %	7 31.8 %	2 12.5 %	1 6.3 %	0 -	3 37.5 %	12 33.3 %	3 5.3 %	5 38.5 %	1 14.3 %	8 12.5 %	4 33.3 %	0 -	11 16.9 %
QS (Quacquarelli Symonds)	9 9.7 %	3 5.5 %	3 13.6 %	3 18.8 %	0 -	0 -	1 12.5 %	6 16.7 %	3 5.3 %	3 23.1 %	0 -	6 9.4 %	3 25.0 %	0 -	6 9.2 %
I have not used any of these yet, but would if I was considering an ... job applicant with a degree from outside the ...	52 55.9 %	37 67.3 %	10 45.5 %	5 31.3 %	11 68.8 %	4 57.1 %	2 25.0 %	10 27.8 %	42 73.7 %	4 30.8 %	2 28.6 %	38 59.4 %	3 25.0 %	4 57.1 %	37 56.9 %

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Section 3: Assessing degrees earned in the UK

Q21. How can applicants give you more information about their UK-earned degrees, so that you feel confident in assessing the quality of the degree? What are the best ways for them to do this?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Provide detail about the classes taken	212	110	61	41	36	20	17	84	128	30	22	134	28	24	138
	51.6 %	56.4 % C	52.1 %	41.4 %	55.4 %	54.1 %	44.7 %	49.7 %	52.9 %	44.1 %	47.8 %	54.0 %	41.8 %	50.0 %	55.2 %
Provide a link to the university's website	183	85	51	47	31	12	19	78	105	42	22	102	38	20	109
	44.5 %	43.6 %	43.6 %	47.5 %	47.7 %	32.4 %	50.0 %	46.2 %	43.4 %	61.8 % K	47.8 %	41.1 %	56.7 %	41.7 %	43.6 %
Provide a link to or evidence of a professional accreditation body's assessment of their program and/or university	178	77	56	45	31	20	13	85	93	29	16	111	29	21	110
	43.3 %	39.5 %	47.9 %	45.5 %	47.7 %	54.1 %	34.2 %	50.3 % H	38.4 %	42.6 %	34.8 %	44.8 %	43.3 %	43.8 %	44.0 %
Provide information about the university's ranking within the UK	120	50	38	32	25	8	9	59	61	30	16	67	29	14	70
	29.2 %	25.6 %	32.5 %	32.3 %	38.5 %	21.6 %	23.7 %	34.9 % H	25.2 %	44.1 % K	34.8 %	27.0 %	43.3 % N	29.2 %	28.0 %
Provide information about the university's international ranking	119	47	45	27	19	10	11	55	64	22	15	76	21	13	81
	29.0 %	24.1 %	38.5 % A	27.3 %	29.2 %	27.0 %	28.9 %	32.5 %	26.4 %	32.4 %	32.6 %	30.6 %	31.3 %	27.1 %	32.4 %
Other	14	8	5	1	6	2	1	4	10	1	1	7	1	1	7
	3.4 %	4.1 %	4.3 %	1.0 %	9.2 %	5.4 %	2.6 %	2.4 %	4.1 %	1.5 %	2.2 %	2.8 %	1.5 %	2.1 %	2.8 %
Don't Know	35	24	6	5	3	2	6	2	33	0	3	21	0	3	19
	8.5 %	12.3 % BC	5.1 %	5.1 %	4.6 %	5.4 %	15.8 %	1.2 %	13.6 % G	-	6.5 % I	8.5 % I	-	6.3 % L	7.6 % L

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Section 3: Assessing degrees earned in the UK

Q22. What can UK universities do to give you more information about their degrees and programs, so that you feel confident in assessing the quality of their graduates?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Ensure their websites have clear information about degree programs	169	95	45	29	32	17	14	57	112	26	13	113	24	15	112
	41.1 %	48.7 %	38.5 %	29.3 %	49.2 %	45.9 %	36.8 %	33.7 %	46.3 %	38.2 %	28.3 %	45.6 %	35.8 %	31.3 %	44.8 %
Provide information on their websites about any relevant professional accreditation body's assessment of their programs and/or university	153	83	39	31	28	13	13	59	94	23	10	104	23	17	99
	37.2 %	42.6 %	33.3 %	31.3 %	43.1 %	35.1 %	34.2 %	34.9 %	38.8 %	33.8 %	21.7 %	41.9 %	34.3 %	35.4 %	39.6 %
Provide information on their websites about relevant university contacts for employer queries	145	72	39	34	30	13	11	54	91	23	15	94	26	15	91
	35.3 %	36.9 %	33.3 %	34.3 %	46.2 %	35.1 %	28.9 %	32.0 %	37.6 %	33.8 %	32.6 %	37.9 %	38.8 %	31.3 %	36.4 %
Provide a page specifically for employers on their websites	145	70	46	29	26	15	20	52	93	30	8	94	26	14	92
	35.3 %	35.9 %	39.3 %	29.3 %	40.0 %	40.5 %	52.6 %	30.8 %	38.4 %	44.1 %	17.4 %	37.9 %	38.8 %	29.2 %	36.8 %
Ensure their websites have clear information about universities' international ranking	117	59	33	25	25	6	11	54	63	20	14	72	19	14	72
	28.5 %	30.3 %	28.2 %	25.3 %	38.5 %	16.2 %	28.9 %	32.0 %	26.0 %	29.4 %	30.4 %	29.0 %	28.4 %	29.2 %	28.8 %
Ensure their websites have clear information about universities' UK ranking	111	56	37	18	22	10	8	37	74	15	10	74	11	11	79
	27.0 %	28.7 %	31.6 %	18.2 %	33.8 %	27.0 %	21.1 %	21.9 %	30.6 %	22.1 %	21.7 %	29.8 %	16.4 %	22.9 %	31.6 %

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Provide information on where typical graduates find employment following graduation	104	52	33	19	17	7	9	42	62	19	8	67	12	10	71
	25.3 %	26.7 %	28.2 %	19.2 %	26.2 %	18.9 %	23.7 %	24.9 %	25.6 %	27.9 %	17.4 %	27.0 %	17.9 %	20.8 %	28.4 %
Provide information on high profile academics and alumni	99	41	32	26	17	10	9	44	55	18	13	60	15	12	66
	24.1 %	21.0 %	27.4 %	26.3 %	26.2 %	27.0 %	23.7 %	26.0 %	22.7 %	26.5 %	28.3 %	24.2 %	22.4 %	25.0 %	26.4 %
Provide information on applicant to acceptance rate in admissions	89	47	27	15	15	10	4	44	45	18	18	47	21	13	50
	21.7 %	24.1 %	23.1 %	15.2 %	23.1 %	27.0 %	10.5 %	26.0 %	18.6 %	26.5 %	39.1 % K	19.0 %	31.3 % N	27.1 %	20.0 %
Provide information on their websites about graduate employability rates	83	35	33	15	13	5	6	33	50	14	12	53	18	10	50
	20.2 %	17.9 %	28.2 % AC	15.2 %	20.0 %	13.5 %	15.8 %	19.5 %	20.7 %	20.6 %	26.1 %	21.4 %	26.9 %	20.8 %	20.0 %
Provide information on the university's notable achievements like the number of Nobel winners, scientific discoveries, etc	77	38	23	16	11	6	8	33	44	14	8	48	13	6	53
	18.7 %	19.5 %	19.7 %	16.2 %	16.9 %	16.2 %	21.1 %	19.5 %	18.2 %	20.6 %	17.4 %	19.4 %	19.4 %	12.5 %	21.2 %
Attend trade shows and conferences taking place in your sector	60	20	16	24	7	4	6	35	25	13	5	37	15	4	37
	14.6 %	10.3 %	13.7 %	24.2 % AB	10.8 %	10.8 %	15.8 %	20.7 % H	10.3 %	19.1 %	10.9 %	14.9 %	22.4 % M	8.3 %	14.8 %
Other	6	5	1	0	2	0	0	5	1	2	0	3	2	1	2
	1.5 %	2.6 %	0.9 %	-	3.1 %	-	-	3.0 % H	0.4 %	2.9 %	-	1.2 %	3.0 %	2.1 %	0.8 %
None	1	1	0	0	1	0	0	1	0	1	0	0	1	0	0
	0.2 %	0.5 %	-	-	1.5 %	-	-	0.6 %	-	1.5 %	-	-	1.5 %	-	-

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Section 3: Assessing degrees earned in the UK

Q22. What can UK universities do to give you more information about their degrees and programs, so that you feel confident in assessing the quality of their graduates?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Tota l	Sma ll	Med ium	Larg e	Prof essi onal , scie ntific , and tech nical servi ces	Edu catio nal servi ces	Reta il Trad e	Know led gea ble	Not know led gea ble	High er	Low er	Abou t the sam e	High er	Low er	Abou t the sam e
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Don't Know	40 9.7 %	24 12.3 %	10 8.5 %	6 6.1 %	5 7.7 %	5 13.5 %	6 15.8 %	5 3.0 %	35 14.5 %	1 1.5 %	4 8.7 %	22 8.9 %	2 3.0 %	3 6.3 %	21 8.4 %

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Section 4: Employment Demographics

D1_1. [The percentage of applicants who have earned undergraduate degrees in the UK] Earlier you indicated that you have received applications from ... candidates who have earned degrees in the UK.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Tota l	Sma ll	Med ium	Larg e	Prof essi onal , scie ntific , and tech nical servi ces	Edu cati onal servi ces	Reta il Trad e	Kn ow led gea ble	Not kn ow led gea ble	High er	Low er	Ab o ut the sam e	High er	Low er	Ab o ut the sam e
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Received Degree From UK	59*	7**	21**	31*	10**	3**	1**	37*	22**	13**	8**	33*	13**	7**	37*
The percentage of applicants who have earned undergraduate degrees in the UK															
1-5%	22 37.3 %	1 14.3 %	9 42.9 %	12 38.7 %	5 50.0 %	1 33.3 %	0 -	13 35.1 %	9 40.9 %	4 30.8 %	2 25.0 %	11 33.3 %	3 23.1 %	3 42.9 %	14 37.8 %
10% or more	25 42.4 %	3 42.9 %	9 42.9 %	13 41.9 %	1 10.0 %	2 66.7 %	0 -	18 48.6 %	7 31.8 %	7 53.8 %	5 62.5 %	13 39.4 %	9 69.2 %	3 42.9 %	13 35.1 %
Don't Know	12 20.3 %	3 42.9 %	3 14.3 %	6 19.4 %	4 40.0 %	0 -	1 100. 0%	6 16.2 %	6 27.3 %	2 15.4 %	1 12.5 %	9 27.3 %	1 7.7 %	1 14.3 %	10 27.0 %
Summary															
Mean (Incl. 0)	17.6	11.5	15.2	20.2	9.3	13.7	0	21.9	9.2	26.5	20.0	16.0	25.4	11.7	16.4
Std. Dev.	19.0	9.9	15.3	22.3	15.1	14.8	0	21.4	9.1	27.4	14.7	15.6	23.2	9.7	18.4
Std. Err.	2.8	5.0	3.6	4.5	6.2	8.6	0	3.8	2.3	8.2	5.5	3.2	6.7	3.9	3.5
Mean (Excl. 0)	17.6	11.5	15.2	20.2	9.3	13.7	0	21.9	9.2	26.5	20.0	16.0	25.4	11.7	16.4
Std. Dev.	19.0	9.9	15.3	22.3	15.1	14.8	0	21.4	9.1	27.4	14.7	15.6	23.2	9.7	18.4
Std. Err.	2.8	5.0	3.6	4.5	6.2	8.6	0	3.8	2.3	8.2	5.5	3.2	6.7	3.9	3.5
Median	10.0	10.0	10.0	14.0	4.5	10.0	0	20.0	4.0	20.0	20.0	10.0	20.0	9.5	5.0

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Section 4: Employment Demographics

D1_2. [The percentage of applicants who have earned graduate degrees in the UK] Earlier you indicated that you have received applications from ... candidates who have earned degrees in the UK.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: Received Degree From UK	59*	7**	21**	31*	10**	3**	1**	37*	22**	13**	8**	33*	13**	7**	37*
The percentage of applicants who have earned graduate degrees in the UK															
0%	2 3.4 %	2 28.6 %	0 -	0 -	1 10.0 %	0 -	0 -	2 5.4 %	0 -	0 -	1 12.5 %	1 3.0 %	0 -	1 14.3 %	1 2.7 %
1-5%	20 33.9 %	1 14.3 %	8 38.1 %	11 35.5 %	4 40.0 %	0 -	0 -	11 29.7 %	9 40.9 %	4 30.8 %	2 25.0 %	10 30.3 %	3 23.1 %	4 57.1 %	11 29.7 %
10% or more	22 37.3 %	1 14.3 %	8 38.1 %	13 41.9 %	1 10.0 %	2 66.7 %	0 -	17 45.9 %	5 22.7 %	7 53.8 %	3 37.5 %	12 36.4 %	9 69.2 %	0 -	13 35.1 %
Don't Know	15 25.4 %	3 42.9 %	5 23.8 %	7 22.6 %	4 40.0 %	1 33.3 %	1 100.0 %	7 18.9 %	8 36.4 %	2 15.4 %	2 25.0 %	10 30.3 %	1 7.7 %	2 28.6 %	12 32.4 %
Summary															
Mean (Incl. 0)	18.3	6.3	20.4	18.8	7.0	40.0	0	20.6	13.3	27.7	14.7	17.7	33.6	3.4	15.2
Std. Dev.	20.4	9.5	20.9	21.2	11.4	28.3	0	21.3	17.8	25.9	14.8	18.8	24.8	2.1	16.3
Std. Err.	3.1	4.7	5.2	4.3	4.7	20.0	0	3.9	4.8	7.8	6.0	3.9	7.2	0.9	3.3
Mean (Excl. 0)	19.1	12.5	20.4	18.8	8.4	40.0	0	22.1	13.3	27.7	17.6	18.5	33.6	4.3	15.9
Std. Dev.	20.4	10.6	20.9	21.2	12.2	28.3	0	21.3	17.8	25.9	14.4	18.9	24.8	1.0	16.3
Std. Err.	3.2	7.5	5.2	4.3	5.4	20.0	0	4.0	4.8	7.8	6.5	4.0	7.2	0.5	3.3
Median	7.5	2.5	12.5	11.0	3.0	40.0	0	12.0	4.0	30.0	10.0	10.0	37.5	4.0	10.0

Ipsos Survey of Employers for the British Council, December 2011

Section 4: Employment Demographics

D1_3. [The percentage of applicants who have earned both undergraduate and graduate degrees in the UK] Earlier you indicated that you have received applications from ... candidates who have earned degrees in the UK.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Received Degree From UK	59*	7**	21**	31*	10**	3**	1**	37*	22**	13**	8**	33*	13**	7**	37*
The percentage of applicants who have earned both undergraduate and graduate degrees in the UK															
0%	4 6.8 %	3 42.9 %	1 4.8 %	0 -	1 10.0 %	1 33.3 %	0 -	4 10.8 %	0 -	0 -	1 12.5 %	3 9.1 %	0 -	1 14.3 %	3 8.1 %
1-5%	20 33.9 %	1 14.3 %	6 28.6 %	13 41.9 %	3 30.0 %	0 -	0 -	10 27.0 %	10 45.5 %	4 30.8 %	3 37.5 %	9 27.3 %	4 30.8 %	3 42.9 %	11 29.7 %
6-9%	2 3.4 %	0 -	0 -	2 6.5 %	0 -	0 -	0 -	2 5.4 %	0 -	0 -	0 -	2 6.1 %	0 -	0 -	2 5.4 %
10% or more	18 30.5 %	0 -	8 38.1 %	10 32.3 %	2 20.0 %	1 33.3 %	0 -	13 35.1 %	5 22.7 %	7 53.8 %	2 25.0 %	9 27.3 %	8 61.5 %	1 14.3 %	9 24.3 %
Don't Know	15 25.4 %	3 42.9 %	6 28.6 %	6 19.4 %	4 40.0 %	1 33.3 %	1 100.0 %	8 21.6 %	7 31.8 %	2 15.4 %	2 25.0 %	10 30.3 %	1 7.7 %	2 28.6 %	12 32.4 %
Summary															
Mean (Incl. 0)	12.7	1.3	13.5	14.0	6.3	5.0	0	13.2	11.7	22.9	10.0	10.5	23.5	4.0	10.1
Std. Dev.	16.0	2.5	14.6	17.6	7.6	7.1	0	16.6	15.3	24.0	11.7	11.2	21.2	3.8	12.6
Std. Err.	2.4	1.3	3.8	3.5	3.1	5.0	0	3.1	3.9	7.2	4.8	2.3	6.1	1.7	2.5
Mean (Excl. 0)	13.9	5.0	14.5	14.0	7.6	10.0	0	15.3	11.7	22.9	12.0	12.1	23.5	5.0	11.5
Std. Dev.	16.3	0	14.6	17.6	7.8	0	0	17.0	15.3	24.0	11.9	11.2	21.2	3.6	12.8
Std. Err.	2.6	0	3.9	3.5	3.5	0	0	3.4	3.9	7.2	5.3	2.5	6.1	1.8	2.7
Median	5.0	0	10.0	5.0	3.5	5.0	0	7.0	3.0	12.0	4.0	5.0	27.0	3.0	5.0

Ipsos Survey of Employers for the British Council, December 2011

Section 4: Employment Demographics

D1. [SUMMARY - MEAN (INCL. 0)] Earlier you indicated that you have received applications from ... candidates who have earned degrees in the UK.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Received Degree From UK	59*	7**	21**	31*	10**	3**	1**	37*	22**	13**	8**	33*	13**	7**	37*
The percentage of applicants who have earned graduate degrees in the UK	18.3	6.3	20.4	18.8	7.0	40.0	0	20.6	13.3	27.7	14.7	17.7	33.6	3.4	15.2
The percentage of applicants who have earned undergraduate degrees in the UK	17.6	11.5	15.2	20.2	9.3	13.7	0	21.9	9.2	26.5	20.0	16.0	25.4	11.7	16.4
The percentage of applicants who have earned both undergraduate and graduate degrees in the UK	12.7	1.3	13.5	14.0	6.3	5.0	0	13.2	11.7	22.9	10.0	10.5	23.5	4.0	10.1

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Section 4: Employment Demographics

D1. [SUMMARY - MEAN (EXCL. 0)] Earlier you indicated that you have received applications from ... candidates who have earned degrees in the UK.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Knowledgeable	Not knowledgeable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Received Degree From UK	59*	7**	21**	31*	10**	3**	1**	37*	22**	13**	8**	33*	13**	7**	37*
The percentage of applicants who have earned graduate degrees in the UK	19.1	12.5	20.4	18.8	8.4	40.0	0	22.1	13.3	27.7	17.6	18.5	33.6	4.3	15.9
The percentage of applicants who have earned undergraduate degrees in the UK	17.6	11.5	15.2	20.2	9.3	13.7	0	21.9	9.2	26.5	20.0	16.0	25.4	11.7	16.4
The percentage of applicants who have earned both undergraduate and graduate degrees in the UK	13.9	5.0	14.5	14.0	7.6	10.0	0	15.3	11.7	22.9	12.0	12.1	23.5	5.0	11.5

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Section 4: Employment Demographics

D2. Does your organization currently employ any ... who earned an undergraduate or graduate degree in the UK?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Yes	129 31.4 %	24 12.3 %	41 35.0 %	64 64.6 %	22 33.8 %	9 24.3 %	6 15.8 %	95 56.2 %	34 14.0 %	46 67.6 %	13 28.3 %	64 25.8 %	40 59.7 %	14 29.2 %	70 28.0 %
No	245 59.6 %	164 84.1 %	59 50.4 %	22 22.2 %	39 60.0 %	18 48.6 %	28 73.7 %	66 39.1 %	179 74.0 %	20 29.4 %	32 69.6 %	157 63.3 %	23 34.3 %	33 68.8 %	153 61.2 %
Don't know	37 9.0 %	7 3.6 %	17 14.5 %	13 13.1 %	4 6.2 %	10 27.0 %	4 10.5 %	8 4.7 %	29 12.0 %	2 2.9 %	1 2.2 %	27 10.9 %	4 6.0 %	1 2.1 %	27 10.8 %

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Section 4: Employment Demographics

D3. Approximately what percentage of your organization's ... employees earned an undergraduate and/or graduate degree in the UK?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Organization Currently Employs ... Employee Who Earned An Undergraduate Or Graduate Degree In The UK	129	24**	41*	64*	22**	9**	6**	95*	34*	46*	13**	64*	40*	14**	70*
1-5%	46 35.7 %	6 25.0 %	19 46.3 %	21 32.8 %	12 54.5 %	7 77.8 %	1 16.7 %	30 31.6 %	16 47.1 %	10 21.7 %	5 38.5 %	28 43.8 %	8 20.0 %	6 42.9 %	30 42.9 %
6-9%	4 3.1 %	1 4.2 %	1 2.4 %	2 3.1 %	1 4.5 %	1 11.1 %	0 -	4 4.2 %	0 -	0 -	0 -	4 6.3 %	0 -	0 -	4 5.7 %
10% or more	73 56.6 %	14 58.3 %	21 51.2 %	38 59.4 %	9 40.9 %	1 11.1 %	4 66.7 %	57 60.0 %	16 47.1 %	35 76.1 %	8 61.5 %	28 43.8 %	31 77.5 %	7 50.0 %	33 47.1 %
Don't Know	6 4.7 %	3 12.5 %	0 -	3 4.7 %	0 -	0 -	1 16.7 %	4 4.2 %	2 5.9 %	1 2.2 %	0 -	4 6.3 %	1 2.5 %	1 7.1 %	3 4.3 %
Summary															
Mean (Incl. 0)	25.6	31.5	19.8	27.4	12.0	8.6	32.2	27.9	18.8	41.3 K	17.4	16.2	44.8 N	12.0	17.3
Std. Dev.	28.2	30.1	26.9	28.3	15.9	13.8	39.4	29.8	22.2	32.9	21.4	20.0	33.2	13.3	21.0
Std. Err.	2.5	6.6	4.2	3.6	3.4	4.6	17.6	3.1	3.9	4.9	5.9	2.6	5.3	3.7	2.6
Mean (Excl. 0)	25.6	31.5	19.8	27.4	12.0	8.6	32.2	27.9	18.8	41.3 K	17.4	16.2	44.8 N	12.0	17.3
Std. Dev.	28.2	30.1	26.9	28.3	15.9	13.8	39.4	29.8	22.2	32.9	21.4	20.0	33.2	13.3	21.0
Std. Err.	2.5	6.6	4.2	3.6	3.4	4.6	17.6	3.1	3.9	4.9	5.9	2.6	5.3	3.7	2.6
Median	12.0	20.0	10.0	15.0	5.0	5.0	20.0	15.0	7.5	37.0	12.0	7.0	45.0	10.0	8.0

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Section 4: Employment Demographics

D4. What is the zip code of your organization (the location in which you work)?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
(DK/NS)	411 100. 0%	195 100. 0%	117 100. 0%	99 100. 0%	65 100. 0%	37 100. 0%	38 100. 0%	169 100. 0%	242 100. 0%	68 100. 0%	46 100. 0%	248 100. 0%	67 100. 0%	48 100. 0%	250 100. 0%



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Section 4: Employment Demographics

D5. Does your organization have employees based in other US states?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: US Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Yes	195 47.4 %	48 24.6 %	71 60.7 %	76 76.8 %	28 43.1 %	15 40.5 %	13 34.2 %	103 60.9 %	92 38.0 %	46 67.6 %	25 54.3 %	108 43.5 %	46 68.7 %	21 43.8 %	116 46.4 %
No	211 51.3 %	146 74.9 %	44 37.6 %	21 21.2 %	37 56.9 %	20 54.1 %	25 65.8 %	64 37.9 %	147 60.7 %	22 32.4 %	20 43.5 %	137 55.2 %	21 31.3 %	26 54.2 %	131 52.4 %
Don't know	5 1.2 %	1 0.5 %	2 1.7 %	2 2.0 %	0 -	2 5.4 %	0 -	2 1.2 %	3 1.2 %	0 -	1 2.2 %	3 1.2 %	0 -	1 2.1 %	3 1.2 %



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Section 4: Employment Demographics

D6. Does your organization have employees based outside of ... ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Yes	111 27.0 %	20 10.3 %	34 29.1 %	57 57.6 %	19 29.2 %	3 8.1 %	6 15.8 %	72 42.6 %	39 16.1 %	36 52.9 %	8 17.4 %	57 23.0 %	34 50.7 %	8 16.7 %	62 24.8 %
No	292 71.0 %	173 88.7 %	79 67.5 %	40 40.4 %	46 70.8 %	30 81.1 %	32 84.2 %	95 56.2 %	197 81.4 %	31 45.6 %	37 80.4 %	185 74.6 %	32 47.8 %	39 81.3 %	182 72.8 %
Don't know	8 1.9 %	2 1.0 %	4 3.4 %	2 2.0 %	0 -	4 10.8 %	0 -	2 1.2 %	6 2.5 %	1 1.5 %	1 2.2 %	6 2.4 %	1 1.5 %	1 2.1 %	6 2.4 %

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Section 4: Employment Demographics

D7. How many employees did your organization recruit over the last 12 months? Your best estimate is fine.

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Less than 10	206 50.1 %	166 85.1 %	34 29.1 %	6 6.1 %	36 55.4 %	16 43.2 %	25 65.8 %	60 35.5 %	146 60.3 %	21 30.9 %	19 41.3 %	133 53.6 %	22 32.8 %	23 47.9 %	127 50.8 %
10 to 20	52 12.7 %	17 8.7 %	29 24.8 %	6 6.1 %	9 13.8 %	7 18.9 %	1 2.6 %	25 14.8 %	27 11.2 %	9 13.2 %	10 21.7 %	26 10.5 %	7 10.4 %	10 20.8 %	30 12.0 %
21 to 50	45 10.9 %	6 3.1 %	29 24.8 %	10 10.1 %	7 10.8 %	4 10.8 %	3 7.9 %	17 10.1 %	28 11.6 %	8 11.8 %	6 13.0 %	29 11.7 %	10 14.9 %	5 10.4 %	28 11.2 %
51 to 100	36 8.8 %	4 2.1 %	15 12.8 %	17 17.2 %	3 4.6 %	6 16.2 %	1 2.6 %	19 11.2 %	17 7.0 %	7 10.3 %	1 2.2 %	26 10.5 %	11 16.4 %	2 4.2 %	21 8.4 %
101 to 500	41 10.0 %	2 1.0 %	8 6.8 %	31 31.3 %	6 9.2 %	3 8.1 %	6 15.8 %	26 15.4 %	15 6.2 %	9 13.2 %	6 13.0 %	24 9.7 %	6 9.0 %	4 8.3 %	29 11.6 %
501 to 1000	10 2.4 %	0 -	1 0.9 %	9 9.1 %	1 1.5 %	1 2.7 %	0 -	7 4.1 %	3 1.2 %	5 7.4 %	1 2.2 %	4 1.6 %	3 4.5 %	2 4.2 %	5 2.0 %
1001 to 5000	14 3.4 %	0 -	1 0.9 %	13 13.1 %	3 4.6 %	0 -	1 2.6 %	10 5.9 %	4 1.7 %	8 11.8 %	3 6.5 %	3 1.2 %	7 10.4 %	2 4.2 %	5 2.0 %
5001 to 10000	5 1.2 %	0 -	0 -	5 5.1 %	0 -	0 -	1 2.6 %	4 2.4 %	1 0.4 %	0 -	0 -	3 1.2 %	0 -	0 -	5 2.0 %
More than 10000	2 0.5 %	0 -	0 -	2 2.0 %	0 -	0 -	0 -	1 0.6 %	1 0.4 %	1 1.5 %	0 -	0 -	1 1.5 %	0 -	0 -
Summary															
Mean (Incl. 0)	450. 1	7.0	61.4	178 2.2 AB	160. 9	65.0	365. 9	816. 7	194. 1	126 9.7	158. 9	218. 6	120 6.5	182. 5	297. 2
Std. Dev.	329 0.8	18.1	198. 3	654 9.5	512. 3	132. 9	164 0.1	483 3.0	140 7.6	727 2.9	398. 0	114 0.4	732 9.6	608. 4	132 7.3
Std. Err.	162. 3	1.3	18.3	658. 3	63.5	21.9	266. 1	371. 8	90.5	882. 0	58.7	72.4	895. 5	87.8	83.9
Mean (Excl. 0)	508. 2	9.2	62.5	178 2.2 AB	197. 3	68.7	434. 5	868. 1	229. 1	141 5.4	166. 1	244. 2	132 5.2	190. 4	333. 1
Std. Dev.	349 3.1	20.2	199. 8	654 9.5	561. 9	135. 8	178 3.2	497 9.0	152 7.2	767 1.8	405. 7	120 3.0	767 7.0	620. 5	140 1.4
Std. Err.	183. 1	1.7	18.6	658. 3	77.2	23.0	315. 2	394. 9	106. 7	982. 3	61.2	80.7	982. 9	91.5	93.8



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Median	9.0	2.0	20.0	300. 0	5.0	10.0	2.5	20.0	5.0	35.0	10.0	7.0	30.0	10.0	9.0
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Ipsos Survey of Employers for the British Council, December 2011

Section 4: Employment Demographics

D8. How many employees does your organization expect to recruit in the next 12 months?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Less than 10	190 46.2 %	157 80.5 %	30 25.6 %	3 3.0 %	35 53.8 %	17 45.9 %	25 65.8 %	48 28.4 %	142 58.7 %	16 23.5 %	18 39.1 %	123 49.6 %	17 25.4 %	22 45.8 %	118 47.2 %
10 to 20	51 12.4 %	19 9.7 %	25 21.4 %	7 7.1 %	8 12.3 %	8 21.6 %	2 5.3 %	23 13.6 %	28 11.6 %	7 10.3 %	9 19.6 %	30 12.1 %	7 10.4 %	9 18.8 %	32 12.8 %
21 to 50	44 10.7 %	12 6.2 %	26 22.2 %	6 6.1 %	6 9.2 %	4 10.8 %	2 5.3 %	23 13.6 %	21 8.7 %	9 13.2 %	4 8.7 %	28 11.3 %	11 16.4 %	4 8.3 %	25 10.0 %
51 to 100	43 10.5 %	3 1.5 %	23 19.7 %	17 17.2 %	7 10.8 %	3 8.1 %	2 5.3 %	21 12.4 %	22 9.1 %	7 10.3 %	5 10.9 %	27 10.9 %	9 13.4 %	4 8.3 %	26 10.4 %
101 to 500	30 7.3 %	4 2.1 %	8 6.8 %	18 18.2 %	3 4.6 %	2 5.4 %	4 10.5 %	17 10.1 %	13 5.4 %	9 13.2 %	3 6.5 %	17 6.9 %	6 9.0 %	4 8.3 %	20 8.0 %
501 to 1000	17 4.1 %	0 -	3 2.6 %	14 14.1 %	5 7.7 %	3 8.1 %	0 -	7 4.1 %	10 4.1 %	5 7.4 %	1 2.2 %	9 3.6 %	4 6.0 %	0 -	11 4.4 %
1001 to 5000	23 5.6 %	0 -	2 1.7 %	21 21.2 %	1 1.5 %	0 -	2 5.3 %	19 11.2 %	4 1.7 %	8 11.8 %	6 13.0 %	9 3.6 %	7 10.4 %	5 10.4 %	11 4.4 %
5001 to 10000	9 2.2 %	0 -	0 -	9 9.1 %	0 -	0 -	0 -	7 4.1 %	2 0.8 %	4 5.9 %	0 -	4 1.6 %	4 6.0 %	0 -	5 2.0 %
More than 10000	4 1.0 %	0 -	0 -	4 4.0 %	0 -	0 -	1 2.6 %	4 2.4 %	0 -	3 4.4 %	0 -	1 0.4 %	2 3.0 %	0 -	2 0.8 %
Summary															
Mean	500.6	19.0	119.6	189.9.6	136.4	94.9	465.9	965.1	176.3	134.6.7	445.4	337.0	115.1.6	354.2	437.1
Std. Dev.	157.9.6	42.0	403.8	276.2.3	413.3	208.4	172.5.3	220.0.0	783.6	266.9.4	100.8.4	124.8.0	246.8.2	915.4	147.3.7



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Std. Err.	77.9	3.0	37.3	277. 6	51.3	34.3	279. 9	169. 2	50.4	323. 7	148. 7	79.2	301. 5	132. 1	93.2
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Section 4: Employment Demographics

D8x. How many employees does your organization expect to recruit in the next 12 months?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Excluding More than 10000	407	195	117	95*	65*	37*	37*	165	242	65*	46*	247	65*	48*	248
Less than 10	190 46.7 %	157 80.5 %	30 25.6 %	3 3.2 %	35 53.8 %	17 45.9 %	25 67.6 %	48 29.1 %	142 58.7 %	16 24.6 %	18 39.1 %	123 49.8 %	17 26.2 %	22 45.8 %	118 47.6 %
10 to 20	51 12.5 %	19 9.7 %	25 21.4 %	7 7.4 %	8 12.3 %	8 21.6 %	2 5.4 %	23 13.9 %	28 11.6 %	7 10.8 %	9 19.6 %	30 12.1 %	7 10.8 %	9 18.8 %	32 12.9 %
21 to 50	44 10.8 %	12 6.2 %	26 22.2 %	6 6.3 %	6 9.2 %	4 10.8 %	2 5.4 %	23 13.9 %	21 8.7 %	9 13.8 %	4 8.7 %	28 11.3 %	11 16.9 %	4 8.3 %	25 10.1 %
51 to 100	43 10.6 %	3 1.5 %	23 19.7 %	17 17.9 %	7 10.8 %	3 8.1 %	2 5.4 %	21 12.7 %	22 9.1 %	7 10.8 %	5 10.9 %	27 10.9 %	9 13.8 %	4 8.3 %	26 10.5 %
101 to 500	30 7.4 %	4 2.1 %	8 6.8 %	18 18.9 %	3 4.6 %	2 5.4 %	4 10.8 %	17 10.3 %	13 5.4 %	9 13.8 %	3 6.5 %	17 6.9 %	6 9.2 %	4 8.3 %	20 8.1 %
501 to 1000	17 4.2 %	0 -	3 2.6 %	14 14.7 %	5 7.7 %	3 8.1 %	0 -	7 4.2 %	10 4.1 %	5 7.7 %	1 2.2 %	9 3.6 %	4 6.2 %	0 -	11 4.4 %
1001 to 5000	23 5.7 %	0 -	2 1.7 %	21 22.1 %	1 1.5 %	0 -	2 5.4 %	19 11.5 %	4 1.7 %	8 12.3 %	6 13.0 %	9 3.6 %	7 10.8 %	5 10.4 %	11 4.4 %
5001 to 10000	9 2.2 %	0 -	0 -	9 9.5 %	0 -	0 -	0 -	7 4.2 %	2 0.8 %	4 6.2 %	0 -	4 1.6 %	4 6.2 %	0 -	5 2.0 %
Summary															
Mean	407.3	19.0	119.6	155.8	136.4	94.9	208.2	746.1	176.3	947.3	445.4	297.9	879.3	354.2	360.0
Std. Dev.	127.35	42.0	403.8	224.61	413.3	208.4	682.7	170.84	783.6	194.62	100.84	108.75	193.91	915.4	120.12
Std. Err.	63.1	3.0	37.3	230.4	51.3	34.3	112.2	133.0	50.4	241.4	148.7	69.2	240.5	132.1	76.3





Section 4: Employment Demographics

D9. Approximately what was your organization's total overall revenue for 2010?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Between \$0 and \$1 million (Net)	165	138	25	2	25	14	24	45	120	18	17	108	17	17	107
	40.1%	70.8% BC	21.4% C	2.0%	38.5%	37.8%	63.2% DE	26.6%	49.6% G	26.5%	37.0%	43.5% I	25.4%	35.4% L	42.8% L
Less than \$500,000	121	110	11	0	20	9	20	30	91	13	10	81	14	9	81
	29.4%	56.4% BC	9.4% C	-	30.8%	24.3%	52.6% DE	17.8%	37.6% G	19.1%	21.7%	32.7% I	20.9%	18.8%	32.4%
\$500,000 to less than \$1 million	44	28	14	2	5	5	4	15	29	5	7	27	3	8	26
	10.7%	14.4% C	12.0% C	2.0%	7.7%	13.5%	10.5%	8.9%	12.0% %	7.4%	15.2% %	10.9% %	4.5% %	16.7% L	10.4% %
Between \$1 million and \$500 million (Net)	172	44	69	59	32	11	11	96	76	36	22	101	33	25	103
	41.8%	22.6% A	59.0% A	59.6% A	49.2% F	29.7%	28.9%	56.8% H	31.4% %	52.9% %	47.8% %	40.7% %	49.3% %	52.1% %	41.2% %
\$1 million less than \$2 million	27	14	10	3	3	3	2	13	14	4	2	18	6	4	14
	6.6%	7.2% %	8.5% %	3.0% %	4.6% %	8.1% %	5.3% %	7.7% %	5.8% %	5.9% %	4.3% %	7.3% %	9.0% %	8.3% %	5.6% %
\$2 million to less than \$5 million	31	18	7	6	6	3	1	15	16	4	7	20	5	7	19
	7.5%	9.2% %	6.0% %	6.1% %	9.2% %	8.1% %	2.6% %	8.9% %	6.6% %	5.9% %	15.2% %	8.1% %	7.5% %	14.6% %	7.6% %
\$5 million to less than \$10 million	32	5	19	8	7	0	3	18	14	9	4	14	8	4	15
	7.8%	2.6% A	16.2% A	8.1% A	10.8% E	-	7.9% %	10.7% %	5.8% %	13.2% K	8.7% %	5.6% %	11.9% %	8.3% %	6.0% %
\$10 million to less than \$20 million	28	3	13	12	4	3	2	14	14	8	3	14	3	3	21
	6.8%	1.5% A	11.1% A	12.1% A	6.2% %	8.1% %	5.3% %	8.3% %	5.8% %	11.8% %	6.5% %	5.6% %	4.5% %	6.3% %	8.4% %
\$20 million to less than \$50 million	26	2	14	10	6	1	1	15	11	4	4	18	6	5	15
	6.3%	1.0% A	12.0% A	10.1% A	9.2% %	2.7% %	2.6% %	8.9% %	4.5% %	5.9% %	8.7% %	7.3% %	9.0% %	10.4% %	6.0% %
\$50 million to less than \$100 million	18	0	6	12	6	0	1	13	5	3	1	12	3	2	11
	4.4%	-	5.1% A	12.1% A	9.2% %	-	2.6% %	7.7% H	2.1% %	4.4% %	2.2% %	4.8% %	4.5% %	4.2% %	4.4% %



Ipsos Survey of Employers for the British Council, December 2011

\$100 million to less than \$500 million	10	2	0	8	0	1	1	8	2	4	1	5	2	0	8
	2.4 %	1.0 %	-	8.1 % AB	-	2.7 %	2.6 %	4.7 % H	0.8 %	5.9 %	2.2 %	2.0 %	3.0 %	-	3.2 %
Between \$500 million and over (Net)	27	0	5	22	3	1	2	19	8	11	3	11	13	2	11
	6.6 %	-	4.3 % A	22.2 % AB	4.6 %	2.7 %	5.3 %	11.2 % H	3.3 %	16.2 % K	6.5 %	4.4 %	19.4 % MN	4.2 %	4.4 %
\$500 million to less than \$1 billion	16	0	4	12	2	1	1	10	6	8	1	7	9	1	6
	3.9 %	-	3.4 % A	12.1 % AB	3.1 %	2.7 %	2.6 %	5.9 %	2.5 %	11.8 % K	2.2 %	2.8 %	13.4 % MN	2.1 %	2.4 %
\$1 billion or more	11	0	1	10	1	0	1	9	2	3	2	4	4	1	5
	2.7 %	-	0.9 %	10.1 % AB	1.5 %	-	2.6 %	5.3 % H	0.8 %	4.4 %	4.3 %	1.6 %	6.0 %	2.1 %	2.0 %

Ipsos Survey of Employers for the British Council, December 2011

Section 4: Employment Demographics

D9. Approximately what was your organization's total overall revenue for 2010?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Firm Size				Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
	Total	Small	Medium	Large	Professional, scientific, and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
Don't know		A	B	C	D	E	F	G	H	I	J	K	L	M	N
	47 11.4 %	13 6.7 %	18 15.4 %	16 16.2 %	5 7.7 %	11 29.7 %	1 2.6 %	9 5.3 %	38 15.7 %	3 4.4 %	4 8.7 %	28 11.3 %	4 6.0 %	4 8.3 %	29 11.6 %
Summary															
Mean (Millions)	80.1	5.0	53.9	276.1	55.2	44.4	60.3	130.3	40.8	165.9	80.4	58.0	189.3	49.8	62.6
Std. Dev.	227.0	31.5	175.5	370.0	183.4	155.3	205.8	282.9	161.0	308.6	241.6	188.0	336.3	185.0	194.4
Std. Err.	11.9	2.3	17.6	40.6	23.7	30.5	33.8	22.4	11.3	38.3	37.3	12.7	42.4	27.9	13.1

Ipsos Survey of Employers for the British Council, December 2011

R1. Ipsos will be conducting follow-up interviews with a small number of survey participants in early November. Would you be willing to take part in the research at this stage?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F - G/H - I/J/K - L/M/N

Overlap formulae used. * small base

	Total	Firm Size			Top 3 Industries/ Sectors			Knowledge of UK Higher Education System		Undergraduate Degree Earned in the UK			Graduate Degree Earned in the UK		
		Small	Medium	Large	Professional, scientific , and technical services	Educational services	Retail Trade	Known geable	Not known geable	Higher	Lower	About the same	Higher	Lower	About the same
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents	411	195	117	99*	65*	37*	38*	169	242	68*	46*	248	67*	48*	250
Yes	199 48.4 %	81 41.5 %	69 59.0 %	49 49.5 %	31 47.7 %	20 54.1 %	21 55.3 %	90 53.3 %	109 45.0 %	40 58.8 %	25 54.3 %	121 48.8 %	39 58.2 %	21 43.8 %	127 50.8 %
No	212 51.6 %	114 58.5 %	48 41.0 %	50 50.5 %	34 52.3 %	17 45.9 %	17 44.7 %	79 46.7 %	133 55.0 %	28 41.2 %	21 45.7 %	127 51.2 %	28 41.8 %	27 56.3 %	123 49.2 %

