

## Magnet South African Graduate Survey (SAGS) Results – 2004 vs. 2005 vs. 2006 vs. 2007

### ➤ Career Goals:

2007	Percent	2006	Percent	2005	Percent	2004	Percent
1. Work internationally	35.35%	1. Work internationally	36.55%	1. Work internationally	36.9%	1. Balance personal life and career	48.91%
2. Balance personal life and career	29.76%	2. Balance personal life and career	33.52%	2. Balance personal life and career	32.1%	2. Build a sound financial base	33.72%
3. Work with increasingly challenging tasks	29.57%	3. Contribute to society	29.47%	3. Reach a managerial level	28.95%	3. Work internationally	27.51%
4. Contribute to society	25.90%	4. Work with increasingly challenging tasks	29.28%	4. Contribute to society	28.35%	4. Pursue further education	24.71%
5. Become a specialist	25.80%	5. Reach a managerial level	26.67%	5. Become a specialist	27.49%	5. Become a specialist	23.31%

- 'Contribute to society' overall has climbed significantly from 6<sup>th</sup> place in 2004 to 3<sup>rd</sup> place in 2006 and 4<sup>th</sup> position in 2007. From an ethnicity perspective, we find that African / Black respondents appear to be more interested in contributing to society, than their white counterparts. Amongst White respondents, 'Contribute to society' is only ranked in 7<sup>th</sup> position in 2007.
- In Europe, and the US, 'Balance personal life and career' stands out as the No. 1 career goal (as is the case for White South Africans). 'Contribute to society' in South Africa (26%) is similar to the US (28%), but significantly higher than in Europe (20%). White respondents in South Africa (18%) match their European counterparts.
- South African graduates within the 'Science & Engineering' area of study, have 'Become a specialist' as one of their top 3 career goals – unsurprising.
- 19% of South African graduates are interested in 'Start(ing) a business', compared to only 7% in the US, & 6% in Europe.
- **Career Goals by Gender & Ethnicity:**
- Females are more interested in balancing their personal lives and careers – naming it their top career goal (36%). Males, on the other hand, chose 'Work internationally' as their No. 1 career goal (34%), and made the balancing of their personal life and career, only their 4<sup>th</sup> priority (27%).

- White females are significantly more interested in balancing their personal lives and careers (53%) than are African / Black females (28%).
- Males showed a greater inclination towards entrepreneurship, with 21% of male respondents citing 'Start(ing) a business' as one of their career goals (vs. 17% of females). Also, Black / African Males (24%) appear to be more interested in starting a business than are White Males (14%). This is also the case with African / Black females (21%) vs. White females (10%).
- Black / African Males were significantly more interested in 'Work(ing) with increasingly challenging tasks' (30%), than White Males (19%).
- White Males, on the other hand, were far more interested in 'Balanc(ing) personal life and career' (38%) than Black / African Males (23%).
- Black / African Males were more interested in contributing to society (24%) than their White counterparts (12%).
- 33% of White Males vs. only 15% of African / Black Males say that 'Build(ing) a sound financial base' is a priority when it comes to their career goals. This is the case amongst African Females (17%) vs. White Females (33%) also.
- **Ideal Industries by Gender & Ethnicity:**

<b>Ideal Industries – 2007 Males</b>	<b>Ideal Industries – 2007 Females</b>	<b>Ideal Industries – 2006 Males</b>	<b>Ideal Industries – 2006 Females</b>
1. Government / public service	1. Government / public service	1. Auditing / accounting / taxation	1. Auditing / accounting / taxation
2. Auditing / accounting / taxation	2. Auditing / accounting / taxation	2. Investment banking	2. Government / public service
3. Commercial Banking	3. Management consulting	3. Government / public service	3. Management consulting
4. Management consulting	4. Commercial banking	4. Management consulting	4. Private/commercial banking
5. Investment Banking	5. Marketing / advertising	5. Engineering / manufacturing	5. Marketing / advertising

- Both Males (21%) & Females (23%) cited Government / Public service as their No. 1 ideal industry to work in.
- This industry is most popular amongst African / Black respondents (26.65%), whereas White respondents (7,02%) show very little interest in working for Government / public service.
- Whilst Academic Research (15.27%), followed closely by Management Consulting (15.16%), is popular amongst both White Males & Females in SA, European graduates view Management Consulting as the most ideal industry to work in.
- In 2006, males cited Engineering / manufacturing as one of their top five ideal industries, whilst in 2007, this industry only featured 7<sup>th</sup> on the list. Meanwhile, males who said that Investment Banking was their 2<sup>nd</sup> ideal industry in 2006, now place it in 5<sup>th</sup> position in 2007.
- Females cited Marketing / advertising as one of their top five industries in 2006 and 2007.
- The choice of ideal industry often has a direct impact on the ideal employers as voted by the students.

➤ **Salary Expectations by Area of Study, Gender & Ethnicity:**

Area of Study	Average Salary Expected 2007	Average Salary Expected 2006	Average Salary Expected 2005	Average Salary Expected 2004
Commerce	R 150 662.81	R 146 161.60	R 137 082.30	R 150 771.30
Science & Engineering	R 175 123.10	R 163 002.50	R 159 691.30	R 162 708.30
Law & Humanities	R 158 470.40	R 159 496.10	R 140 073.50	R 135 304.50
Overall	R 160 924.30	R 155 172.90	R 144 327.90	R 151 884.30

\* **Note:** Salary Expectations by Area of Study are indicated in annual terms, before taxes and immediately after graduation.

Gender / Ethnicity	Overall Salary Expected 2007
Male	R 179 775.4
Female	R 153 974.2
African / Black	R 160 165.8
White	R 181 262.4

**Overall Stats:**

- 2007 Magnet South African Graduate Survey = 15 066 respondents (vs. 12 283 in 2006)
- Approx. 47.67% Male vs. 52.33% Female
- African / Black = 74.53%
  - Coloured = 5.61%
  - I don't wish to say = 1.92%
  - Indian / Asian = 4.44%
  - White = 13.04%
  - Other = 0.87%
- Commerce Respondents = 47.21%
  - Science & Engineering Respondents = 30.43%
  - Law & Humanities Respondents = 21.62%
  - Other = 0.74%
- Field Period = August - October 2007