

What's new? Student Employment Outlook

native.

The UK student market in numbers

There are

2.66
million

UK students.

47%

of whom chose their university based
on potential career prospects. 📌

And

56%

are very optimistic about
their professional futures. 📌

Gen Z students are your future workforce. So without further ado...

Meet Maya.

She's a Gen Z student with some thoughts on **life after university**. Over to her to get some insights...

OUR THOUGHTS:

- 65% of us want to improve our understanding of real-world industries & companies. 📌
- We lean on family members (52%), social media (45%) and YouTube (44%) to research career paths. 📌
- We judge our success by respect from colleagues (34%) and recognition from managers (32%)...
...as well as traditional benchmarks - such as salary (44%) and progression (35%) - which reign supreme. 📌

OUR FEELINGS:

- We care about diversity in leadership (93%) and team (92%) - they will directly affect where 43% of us apply to work. 📌
- Entrepreneurship content inspires 36% of us to work hard - but makes 26% of us feel pressured or stressed. 📌
- But we want to work - just 18% of us would quit if money was no object
- We're most confident about teamwork (57%); deadlines (57%); and customer-facing skills (56%). 📌
- In return, we prioritise trust (47%), support (40%), and genuine care (35%) in our managers. 📌

OUR BEHAVIOURS:

- Between you and me, a third of us believe we're the hardest-working generation. 📌
- One in four of us will work harder and stay longer in flexible companies. 📌
- We're already prepping for work:
 - 25% of us are an officer in an SU, club and/or society. 📌
 - 52% of us have a job while at uni - a further 26% are looking for one. 📌
 - 35% of us have started a business or side hustle. 📌
- 75% of us use non-work related social media as part of our job search. 📌
- And we prefer it to LinkedIn. 57% of us have an account, and 2/3 of those are inactive. 📌

One other thing - our career development journey spans online and on-campus. See you there?

OVER AND OUT,

MAYA X

Introducing native.

native unifies media channels across UK campuses, granting graduate employers frictionless access to hard-to-reach students. We make it easy for you to find engaged and talented candidates - and we connect you to them earlier than ever so you can nurture them into employable graduates.

Make our campus your job board.

Get in touch today

