What's putting grads off jobs?

We surveyed nearly 3,000 students and graduates to understand their career perceptions and concerns. Our findings showed just under half have been put off applying for a role because of the recruitment process. But what exactly is putting them off?

During the recruitment process

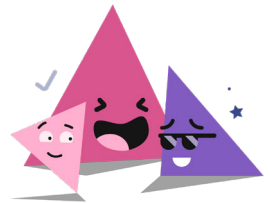**49%** have been put off applying for a role due to the recruitment process

67% said it was due to how complicated the process was

63% said it was because there were too many stages to complete

25% said it was due to the Jargon used in the job ads

Jargon Decoder

We created the 'Jargon Decoder', a handy tool to help candidates better understand job ads, as well as a means for employers to proof job ads, flagging any confusing jargon and suggesting alternatives. Find out more and give it a try **here**.

Turning down a job offer

We also asked students and graduates to explain their reasons why they had they declined a job offer:
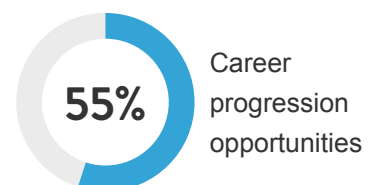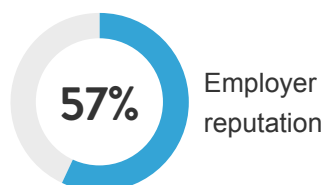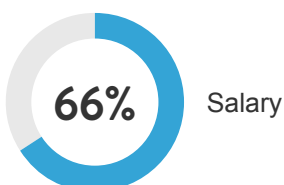
52%
said they received a better offer

23%
said the salary was too low

18%
said they didn't feel they would fit in with the company culture

So, what are they looking for?

As well as understanding what's putting graduates off, it's important to look at what attracts them to apply for a role:

66% Salary

57% Employer reputation

55% Career progression opportunities

Location and learning and development opportunities were also top factors that attract graduates. You can view the full report **here**.

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