



**2011 Top Entry-Level Employers survey
Executive Summary**

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Introduction

The CollegeGrad.com Top Entry-Level Employers survey is an annual survey conducted by CollegeGrad.com, the number one website for entry-level graduates. The survey's goal is to identify the top employers of entry-level graduates. In addition to naming these top employers, the survey's findings also illustrate hiring trends year-over-year by industry; shed light on the applicant characteristics that are preferred by hiring managers; provide insight about the types of jobs available for recent graduates; and aim, overall, to serve as a guide for both students and recent college graduates as they plan their career paths and search for post-graduate employment.

Methodology

The 2011 Top Entry-Level Employers survey conducted its annual survey in the spring of 2011. The data collected in this survey is based on responses from the 93¹ companies that participated. The survey was open to all companies, large and small, and asked a series of questions about hiring practices and projected hiring numbers for 2011.

Key Findings

Hiring Trends of Top Employers

This year's survey findings show that 2011 is seeing an increase in entry-level hiring for the first time in two years, indicating that new grads are facing a more positive job outlook. In 2009, the total number of entry-level grads hired was 32,367. In 2010, there was an 11% decrease in hiring when the number of hires dropped to 28,904. This year, the number increased 22% from 2010 (and 9% from 2009) totaling 35,372 entry-level hires. (See Figure 1.1.)

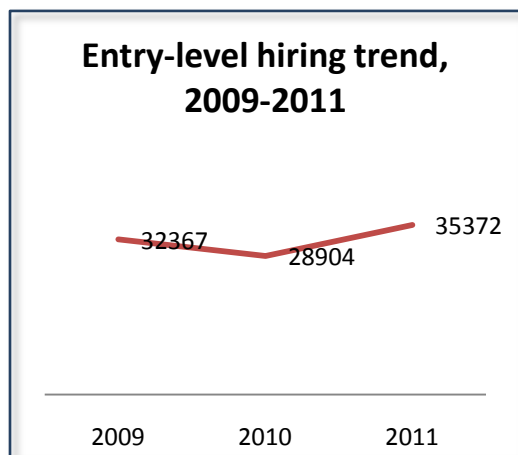


Figure 1.1

The top employers of entry-level grads in 2011 are (see Figure 1.2):

1. Enterprise Rent-A-Car
2. Teach for America
3. Verizon Wireless
4. Hertz
5. Pricewaterhouse Coopers
6. KPMG, LLP
7. Target
8. Ernst & Young
9. City Year

¹ The year-over-year data is based only on the 50 companies that participated in the survey all three years. In 2011, one company's data was removed from the results because of extenuating circumstances.

According to the results of the survey, the industries doing the most entry-level hiring in 2011 are Automotive Rental, Education, General Merchandisers, Transportation & Logistics, and Financial Services. (See Figure 1.3.)

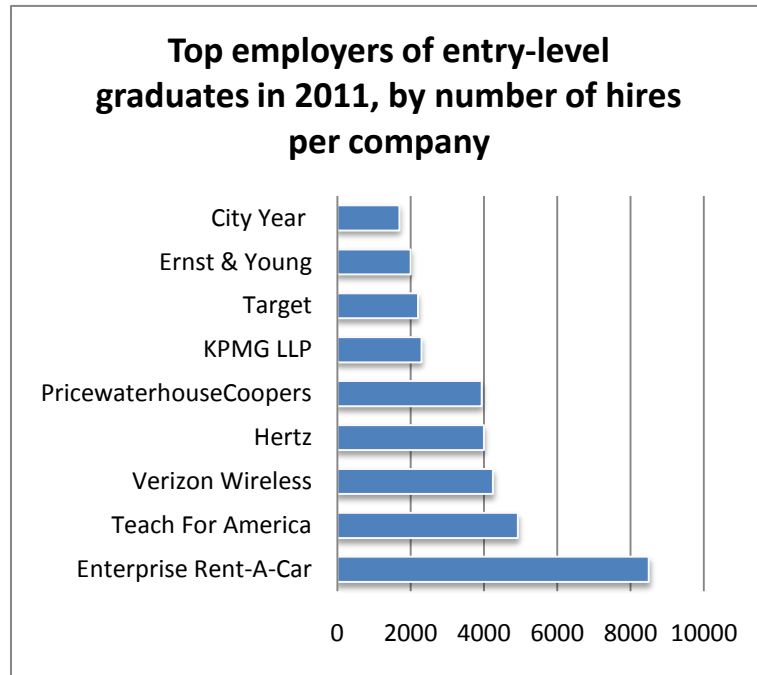


Figure 1.2

Hiring Characteristics

The companies surveyed also provided information about what they look for in entry-level candidates. When asked to list top characteristics that influence hiring decisions, the employers indicated that the following are the most important (see Figure 2.1):

1. Major/Degree – 34%
2. Internship/Experience – 24%
3. Interview/Communication Skills – 22%

While many students believe that GPA is an important hiring criterion, our results show that it is not important. Rather, the major or degree received is the most important factor involved in entry-level hiring.

Additionally, employers were asked to report the most popular majors of the entry-level candidates they hire. Although the answer to this skews according to company industry, the results show that the most popular undergraduate majors across all industries are as follows:

1. Business Administration – 14.7%
2. Engineering – 13.0%
3. Marketing – 11.0%
4. Management – 8.7%
5. Information Systems/MIS – 7.8%
6. Banking/Finance – 7.5%
7. Communication – 6.9%
8. Computer Science – 6.6%
9. Accounting – 5.8%
10. Mathematics – 3.5%
11. Other – 14.5%

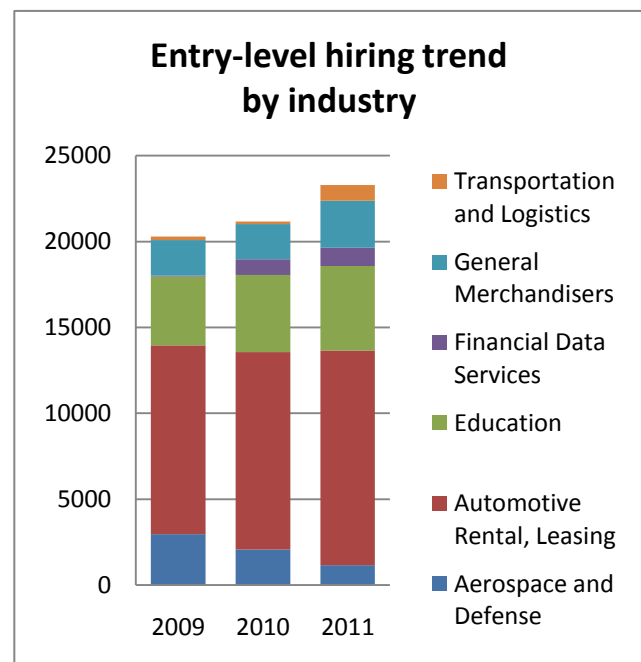


Figure 1.3

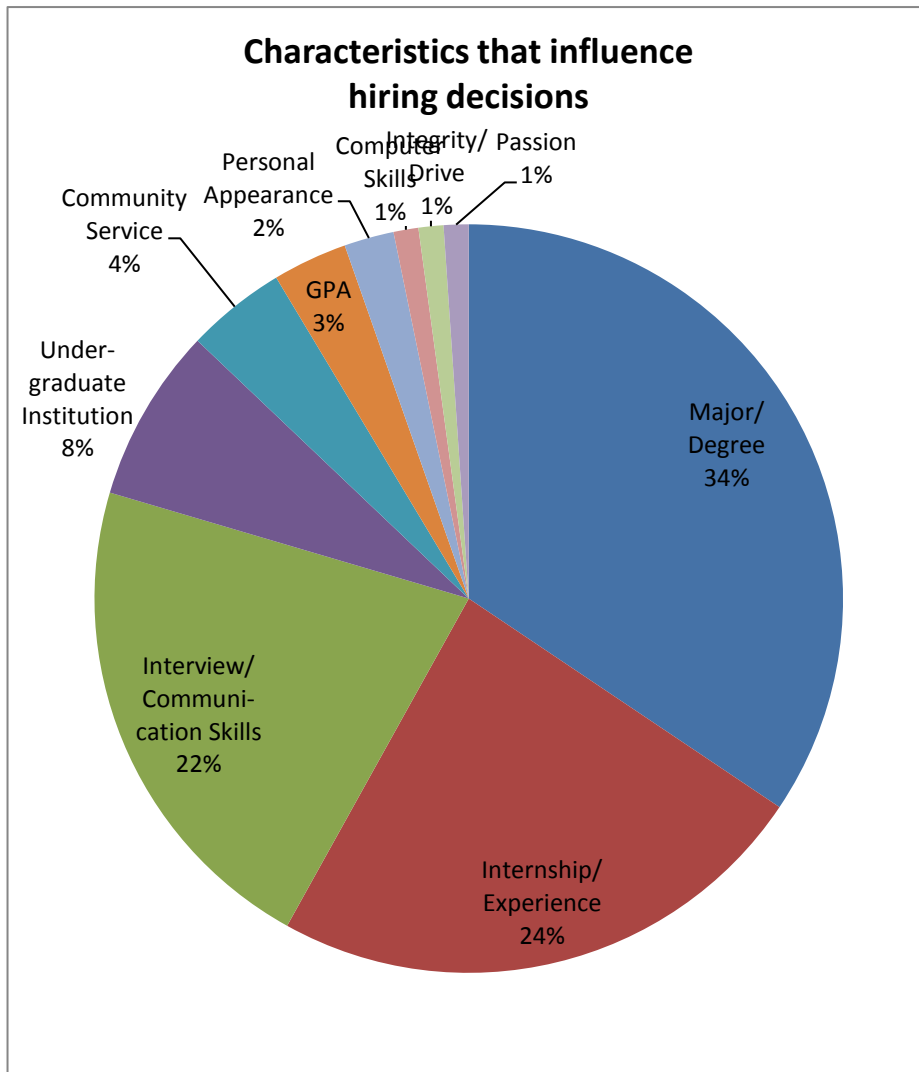


Figure 2.1

career fairs are the number one recruiting method. The three most popular recruiting methods employed by companies are:

1. College campus career fairs
2. College career websites/postings
3. Job websites (Indeed.com, Monster.com, etc.)

Summary

The results of our survey signify a positive trend for entry-level graduates seeking employment as the job market of 2011 has improved significantly over past years. The companies hiring consider an individual's undergraduate major to be the most important factor in hiring decisions, followed by internship experience and the interview; an individual's GPA is not considered an important hiring characteristic. The most popular majors, according to hiring managers, are business administration, engineering and marketing, and companies are still using traditional career fairs as a key recruitment channel, as opposed to newer methods such as social media. The jobs available to entry-level graduates are primarily administrative and analyst positions.

Types of Jobs

While findings show that there are plenty of entry-level positions in 2011, our survey was designed to also shed light on the types of jobs available to young people. Nearly one third of respondents report that the available entry-level positions fall into the category of administrative.

Recruiting Methods

The survey also included questions about recruiting methods. Participants were asked to list their primary methods for recruiting. Findings show that companies are still using traditional recruiting methods as opposed to social media. In fact, the majority of respondents report that college campus