

Quarterly Data Barometer

Q1 25/26



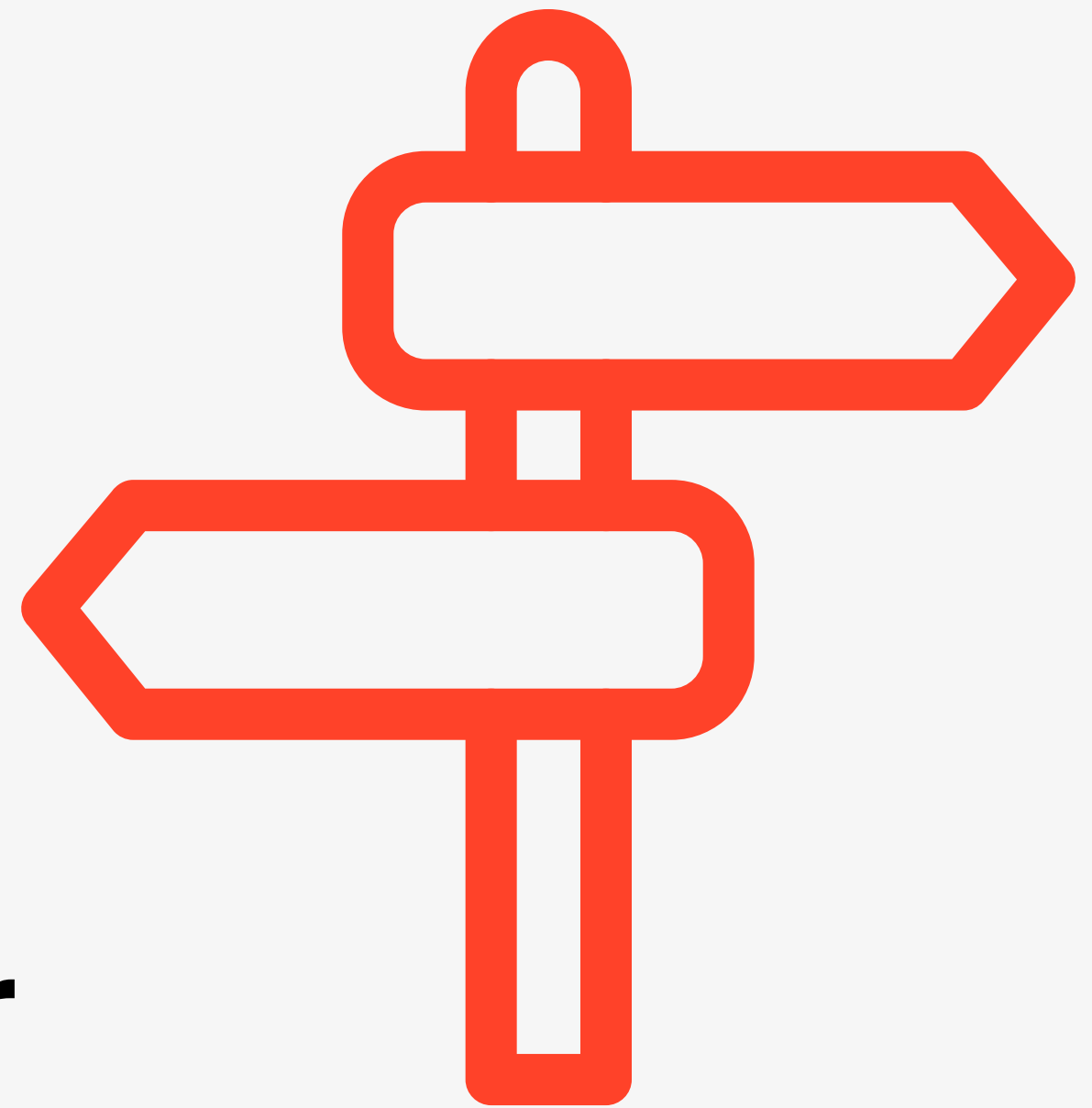
Careers education,
information, advice
and guidance



**Graduate
Futures
Institute**

Careers guidance

Over **215,000**
students attended a
one-to-one guidance
appointment during the
2024/25 academic year



Careers readiness survey



Over one million individual/unique student users completed a careers registration or readiness survey or evaluation during 2024/25

Careers events

20,640 careers events took place during the 2024/25 academic year

These events attracted over **637,000** attendees in total, with over **386,000** unique attendees

In-person careers events were more common than online events for the majority of Graduate Futures members

Online careers advice and information

Over 950,000 individual/unique student users accessed careers information by visiting an online careers resource from their institution in 2024/25



Over 160,000 individual/unique student users used an online CV checker provided by their careers service in 2024/25

Graduate support

211,000

graduates were supported by careers teams during the 2024/25 academic year



45% of Graduate Futures Institute members now provide lifetime support to their graduates*

* figure sourced from the Graduate Futures 2025/26 Sector benchmarks and insights report

What is the Quarterly Data Barometer?

Across the academic year, Graduate Futures Institute members are surveyed on key activities such as:

- Careers education, information, advice and guidance
- Work-based learning and placements
- Integrated employability
- Employer engagement
- Enterprise and entrepreneurship

The focus is on gathering and sharing CLEAR and QUANTIFIABLE data about the scale and scope of careers work across higher education.



Producing the Quarterly Data Barometer

For each survey question, careers leaders at Graduate Futures Institute member universities provided an actual figure for their whole institution where available, or otherwise shared an estimated figure. When questions related to students, respondents were also given the option to provide an estimated proportion, which was then applied to the student number reported by HESA for that institution. Notes on numbers of overall respondents to each question, and proportions of respondents providing each type of answer, are shared on this page.

Question	Answer	Total respondents	% respondents providing actual figure	% respondents providing estimated figure	% respondents providing estimated proportion
How many individual/unique student users accessed careers information by visiting an online careers resource, e.g. on a service website, Moodle or Blackboard etc.?	952,169	68	41%	24%	35%
How many individual/unique student users attended a one-to-one appointment provided by your service?	215,788	82	60%	21%	20%
How many individual/unique student users attended at least one event provided by your service, e.g. careers workshop or fair etc.?	386,352	80	45%	28%	28%
How many individual/unique student users completed a careers registration or readiness survey/evaluation?	1,016,660	69	45%	19%	36%
How many individual/unique student users used an online CV checker provided by your service?	168,917	58	60%	17%	22%
How many careers events did you run during 2024/25? Please include all events organised and/or delivered by your service, e.g. careers workshops, employer visits or popups, peer support events, mock assessment centres etc	20,640	82	48%	52%	n/a
What was the total attendance across all these events? Your answer should be a number and this can include multiple attendance from the same individual, e.g. a student who attended a workshop, and a careers fair, and a one-to-one appointment would count as three attendances.	637,696	75	45%	55%	n/a
How many individual/unique graduates did your service support in any way in 2024/25?	211,324	71	31%	69%	n/a

For each of the of the following careers activities, what was the online/in person balance at your institution during 2024/25?	One-to-one appointments	Careers fairs	Workshops or events led/hosted by careers service	Workshops or events led/ hosted by employers
0-25% took place online - the remainder in person	11	71	35	35
26-50% took place online - the remainder in person	41	1	30	33
51-75% took place online - the remainder in person	26	3	12	9
76-100% took place online - the remainder in person	11	9	12	10
Total respondents	89	84	89	87

The logo for Graduate Futures Institute features a central white square with the text 'Graduate Futures Institute' inside. This square is surrounded by four organic, rounded shapes in shades of purple and pink. The top shape is a gradient from light pink to red. The left shape is a gradient from purple to magenta. The bottom shape is a gradient from magenta to pink. The right shape is a gradient from pink to red.

Graduate Futures Institute

Graduate Futures Institute is the community for all who contribute to careers and employability in higher education. Through our 150+ member universities we are shaping graduate futures, together.

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