

A man in a brown blazer and a woman in a blue patterned shirt are shaking hands in a modern office. A third person's arm is visible in the foreground, also shaking hands with the woman. A laptop and some papers are on a desk in the foreground. The background shows office windows and a bright, airy environment.

jobs.ac.uk

Jobseeker Insights 2026



Executive Summary

jobs.ac.uk attracts a global audience of diverse and highly skilled individuals seeking opportunities in academia, professional services, as well as PhD positions and studentships.

Our 2026 report offers valuable insights into this audience, including their employment preferences, experience, education, and international mobility.

100% of respondents would recommend jobs.ac.uk to a colleague.

SEE HOW WE CAN HELP?

For support and guidance on getting the most out of your job advert, please get in touch at enquiries@jobs.ac.uk

WHAT IS THE MAIN REASON FOR YOUR VISIT TO JOBS.AC.UK TODAY?



54% I am actively searching and applying for academic / research job opportunities in higher education



28% I am actively searching and applying for professional / managerial / support services job opportunities in higher education



6% I am actively searching and applying for a job in further education



8% I am just browsing, I am not looking to apply for anything



2% To browse / find a career



2% Other (Please specify)

Contents

Jobseeker Demographic

Academic Jobseeker Insights

Further Education Jobseeker Insights

Professional Jobseeker Insights

PhD Insights

Jobseeker Demographics



Our audience is highly educated: **87%** of our jobseekers hold a degree, master's, or doctorate, and more than half have **over 10 years** of experience



99% of respondents are between the ages of **25 and 64**



15% consider themselves disabled



1 in 9 identify as LGBTQ+



47% are Caucasian, **19%** are Black, and **18%** are Asian or British Asian



Gender representation is **balanced** across male and female and **1%** identifying as non-binary



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Jobseeker Insights 2025 Academic



Academic Audience Overview

Our academic audience is highly qualified, typically holding a master's or doctorate degree, with many possessing several years of experience in academic or research environments. These candidates are strongly motivated by opportunities for career progression, engaging in meaningful research, and securing roles that align with their specialist expertise.

For our jobseekers, the top motivations when choosing new roles include:

- Opportunities for career progression
- Research alignment or research-supportive environments
- Employment within reputable institutions

When reviewing job adverts, candidates value:

- Clearly defined job expectations
- Transparent promotion and progression pathways
- Stability and preference for long-term contracts over temporary roles

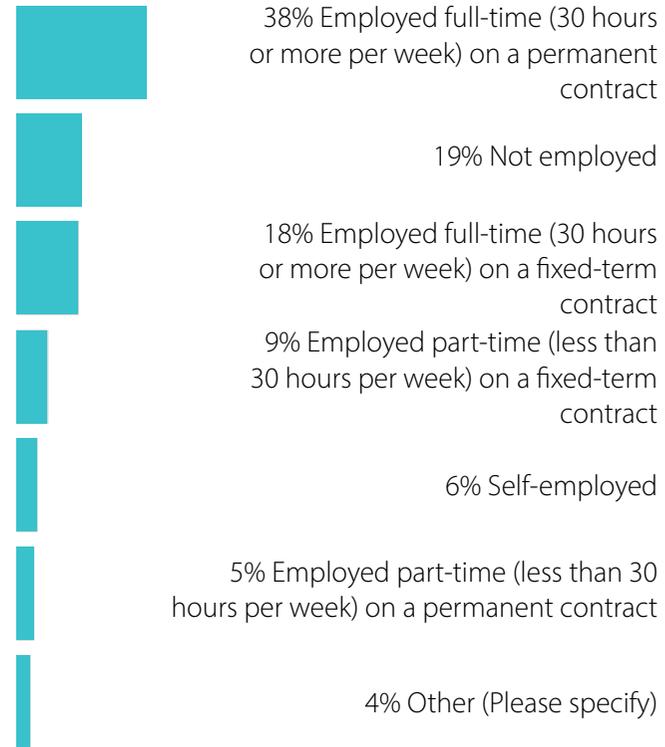
Our academic jobseekers continue to prefer flexible or hybrid working arrangements. Contract stability and duration are key factors influencing their decision-making when exploring new opportunities.

For institutions seeking to attract global academic talent, 73% of our academic audience is open to relocation. Their top motivators include career progression (58%), research opportunities (37%), and the chance to gain new cultural experiences (33%).

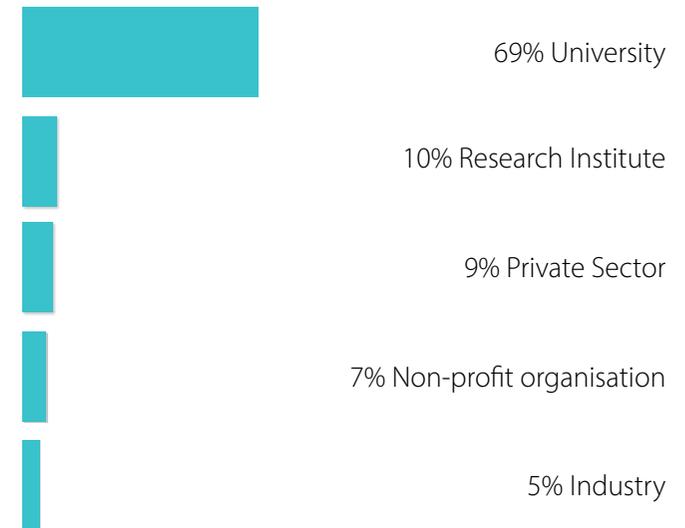


Jobseeker Profile & Background

WHAT IS YOUR CURRENT WORKING STATUS? PLEASE SELECT THE OPTION THAT BEST DESCRIBES YOUR CURRENT SITUATION

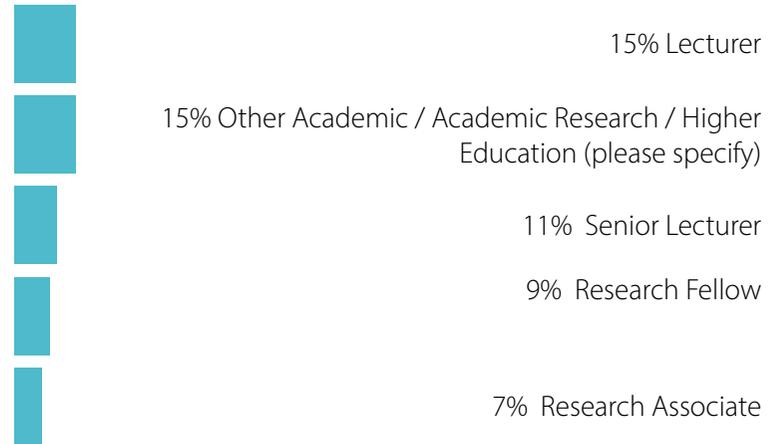


WHICH BEST DESCRIBES YOUR CURRENT OR MOST RECENT EMPLOYER? PLEASE SELECT ONE



Jobseeker Profile & Background

**WHICH OF THE FOLLOWING POSITIONS BEST FITS YOUR CURRENT OR MOST RECENT ROLE?
PLEASE SELECT ONE**



FULL REPORT HERE

Jobseeker Search Behaviour & Preferences

DO YOU USE JOB EMAIL ALERTS WHEN SEARCHING ONLINE FOR A JOB?



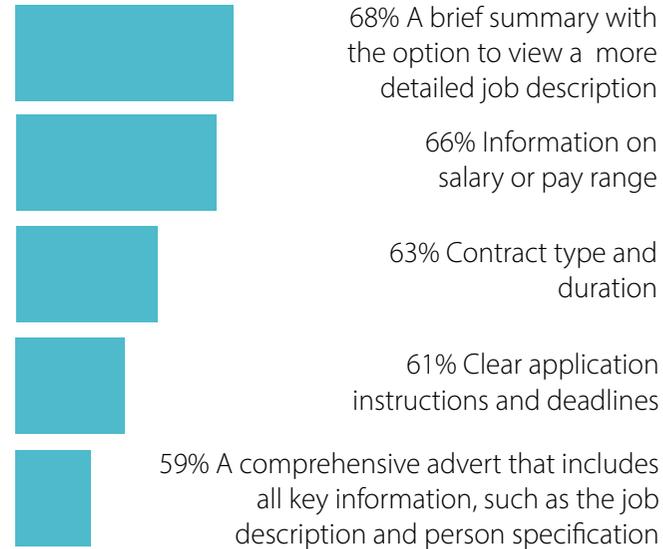
The most common reason for jobseekers visiting [jobs.ac.uk](https://www.jobs.ac.uk) is: "I am actively searching and applying for academic / research job opportunities in higher education".

Jobseekers are using our Jobs By Email service, as well as searching on our job board.

Jobseeker Search Behaviour & Preferences

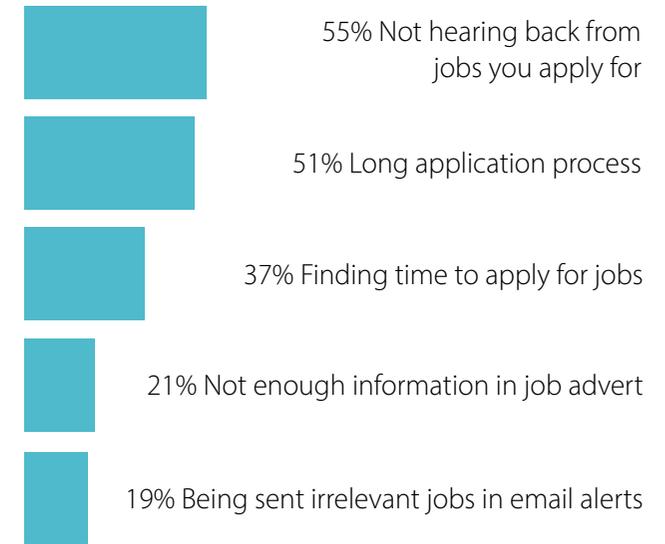
WHAT DETAILS DO YOU WANT IN A JOB ADVERT?

PLEASE SELECT ALL THAT APPLY



WHAT FRUSTRATES YOU MOST ABOUT THE JOB SEEKING PROCESS?

PLEASE SELECT UP TO THREE ANSWERS



[FULL REPORT HERE](#)

[FULL REPORT HERE](#)

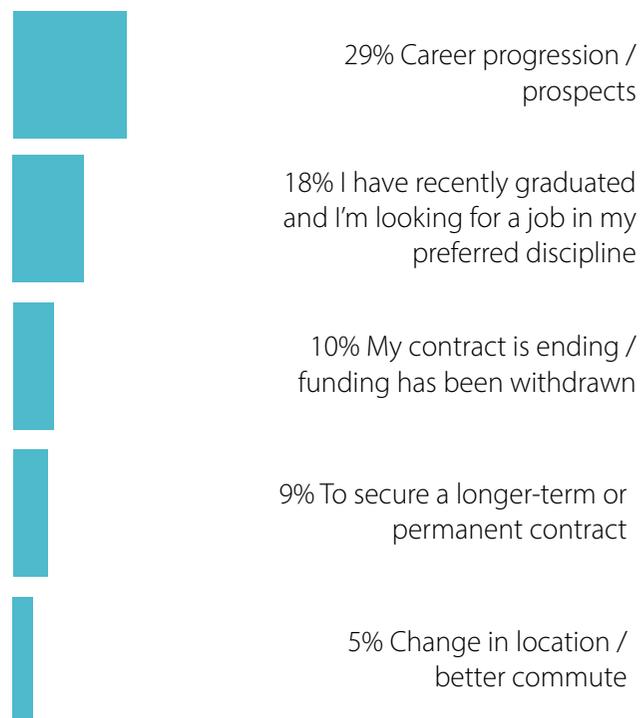
KEY FINDINGS

- The majority of jobseekers prefer adverts that contain a clear job description with the relevant details, including the job description and person specification. Jobseekers also want to see information on salary or pay range.

Job Motivation & Career Drivers

WHY ARE YOU LOOKING FOR A NEW JOB / WHAT MIGHT MAKE YOU WANT TO CHANGE JOBS?

PLEASE SELECT ONE



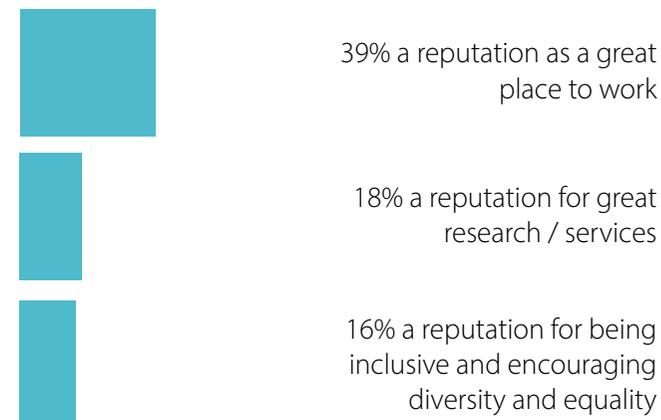
[FULL REPORT HERE](#)

KEY FINDINGS

- The main reasons for seeking a new job among those browsing higher education opportunities are career progression or prospects. Institutions with a reputation as a great place to work is an important factor for jobseekers when considering a new job.

WHICH OF THE FOLLOWING IS THE MOST IMPORTANT IF YOU WERE TO CONSIDER A NEW JOB?

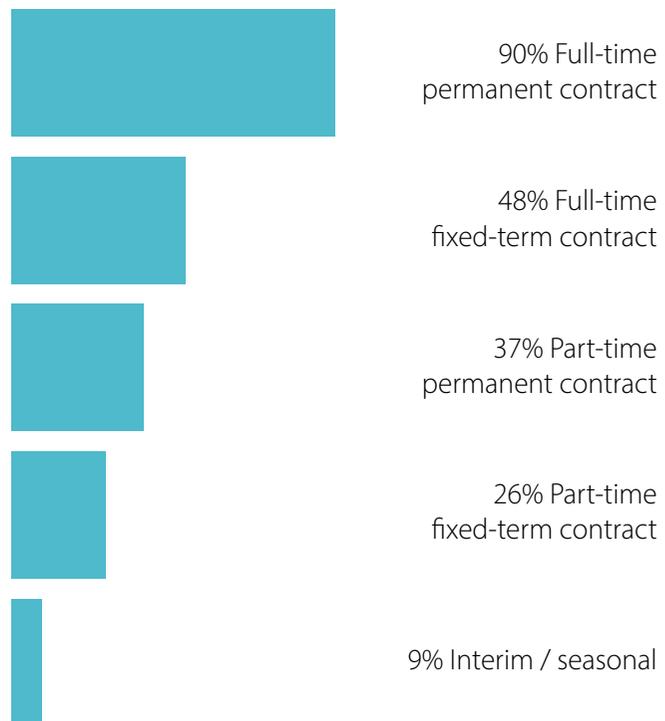
PLEASE SELECT ONE 'THE EMPLOYER HAS...'



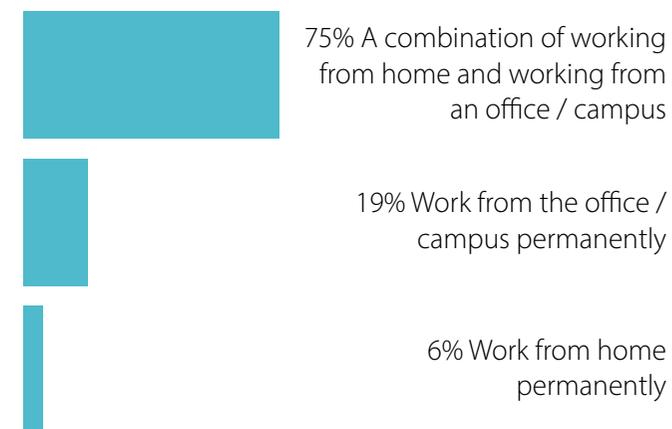
[FULL REPORT HERE](#)

Job Types & Work Preferences

**WHAT TYPE(S) OF JOB / CONTRACTS ARE YOU LOOKING FOR / WOULD YOU BE LOOKING FOR?
PLEASE SELECT ALL THAT APPLY**



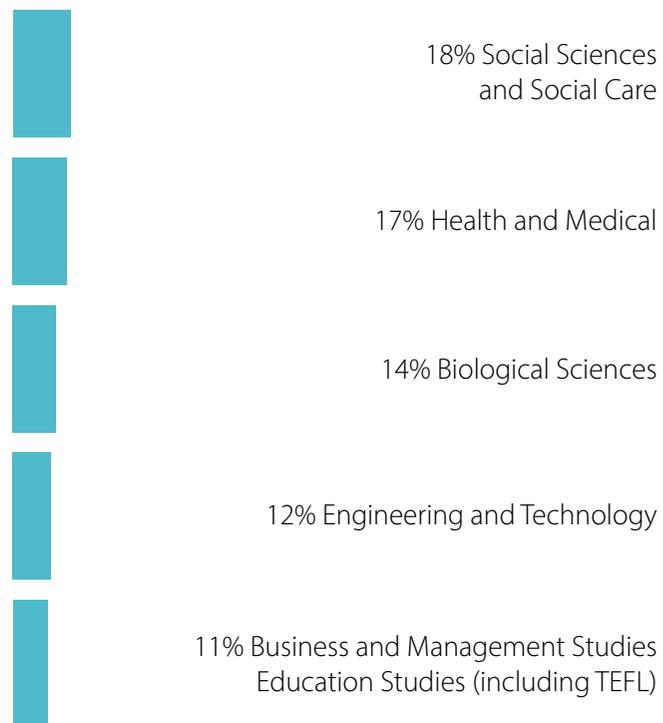
**WHAT TYPE(S) OF JOB / CONTRACTS ARE YOU LOOKING FOR / WOULD YOU BE LOOKING FOR?
PLEASE SELECT ALL THAT APPLY**



[FULL REPORT HERE](#)

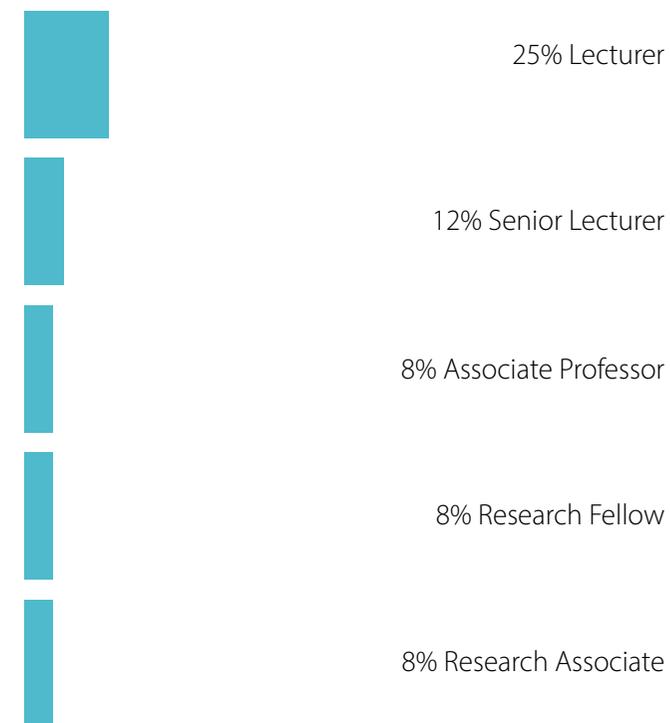
Job Types & Work Preferences

**IN WHAT DISCIPLINE ARE YOU LOOKING FOR A NEW JOB / POSITION?
PLEASE SELECT ALL THAT APPLY**



[FULL REPORT HERE](#)

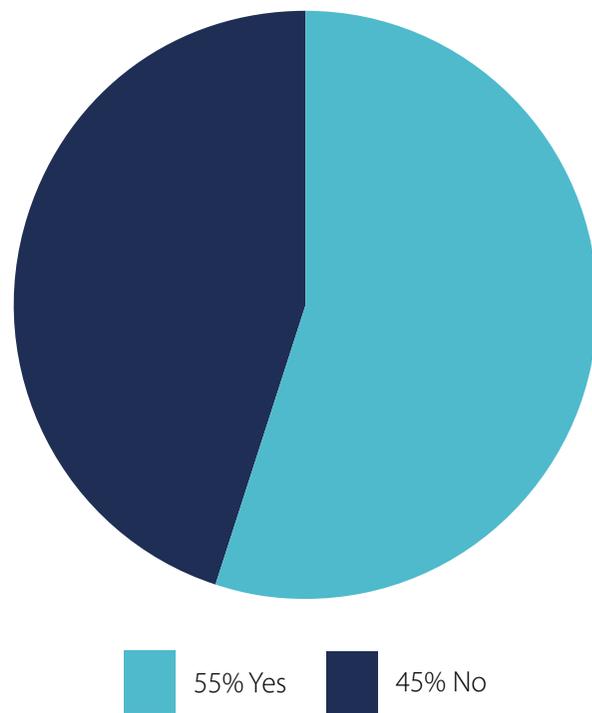
**WHICH OF THE FOLLOWING POSITIONS BEST FITS THE ROLE YOU ARE LOOKING FOR?
PLEASE SELECT ONE**



[FULL REPORT HERE](#)

International Mobility

**HAVE YOU WORKED IN A COUNTRY OUTSIDE
OF YOUR HOME COUNTRY?
PLEASE SELECT ONE**



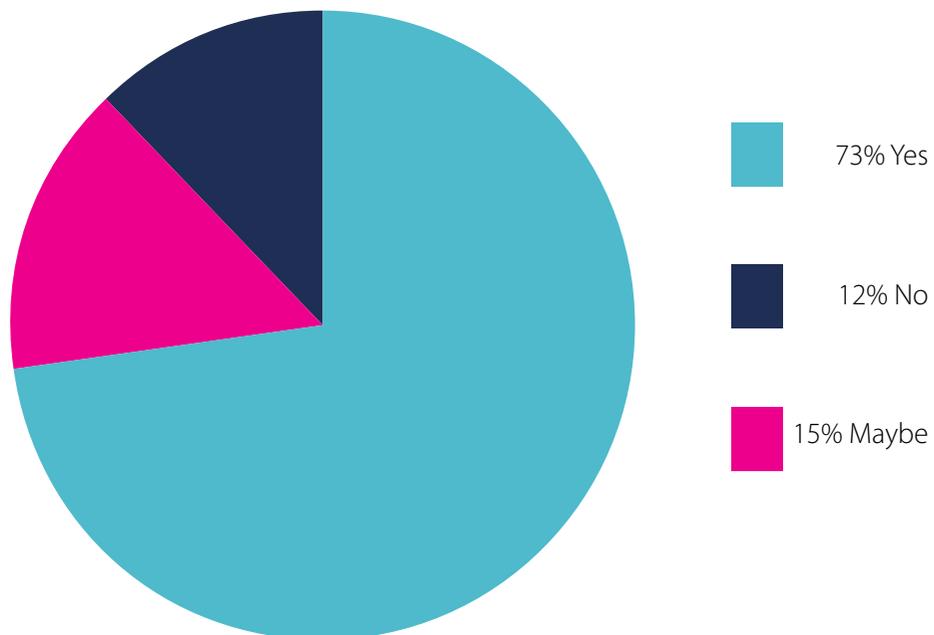
**WHAT MADE YOU DECIDE
TO WORK ABROAD?
PLEASE SELECT ALL THAT APPLY**



[FULL REPORT HERE](#)

International Mobility

WOULD YOU CONSIDER AN ACADEMIC POSITION OUTSIDE
OF YOUR HOME COUNTRY IN THE FUTURE?
PLEASE SELECT ONE



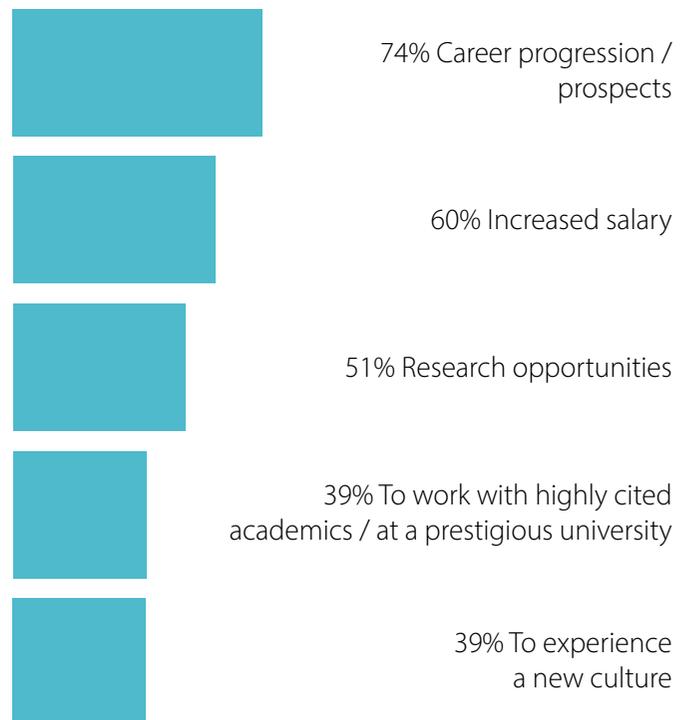
KEY FINDINGS

- Institutions looking to attract global academic talent, 73% of our academic audience are open to relocation.

International Mobility

WHAT FACTORS WOULD ATTRACT YOU TO ACCEPT AN ACADEMIC POSITION OVERSEAS?

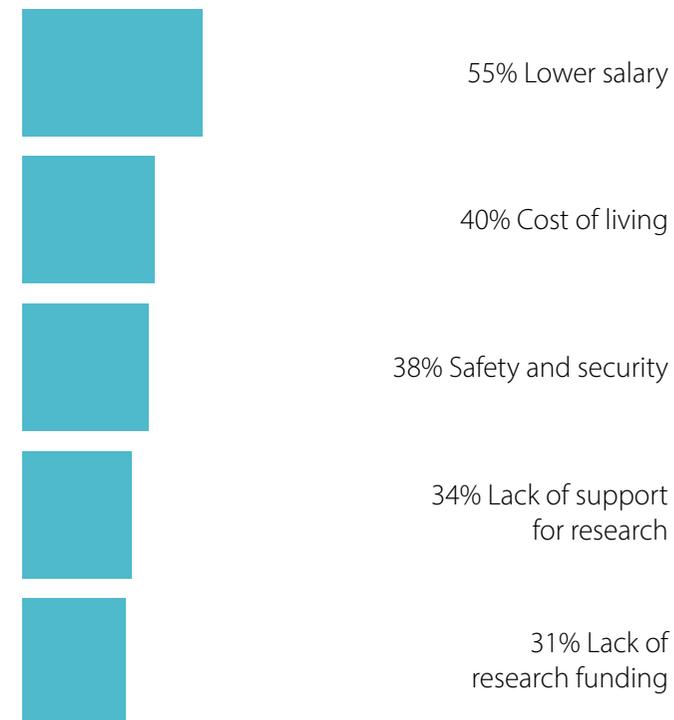
PLEASE SELECT ALL THAT APPLY



[FULL REPORT HERE](#)

WHAT FACTORS WOULD PREVENT YOU FROM ACCEPTING AN ACADEMIC POSITION OVERSEAS?

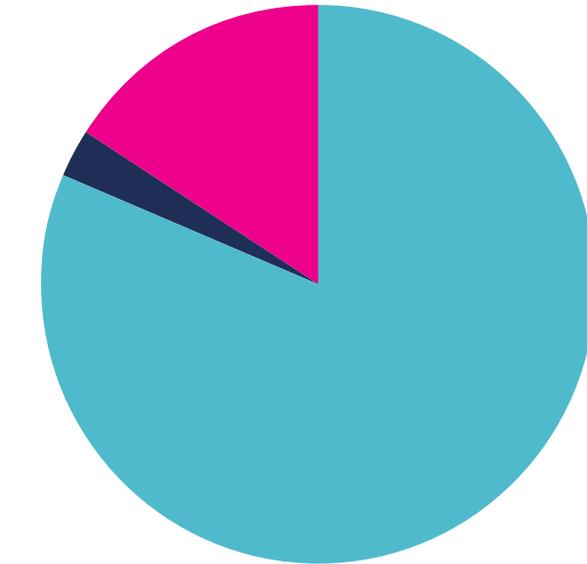
PLEASE SELECT ALL THAT APPLY



[FULL REPORT HERE](#)

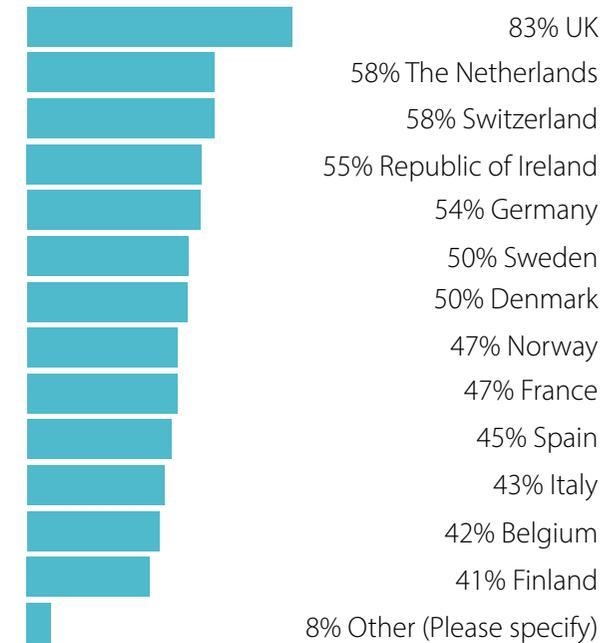
International Mobility

WOULD YOU CONSIDER WORKING IN EUROPE?



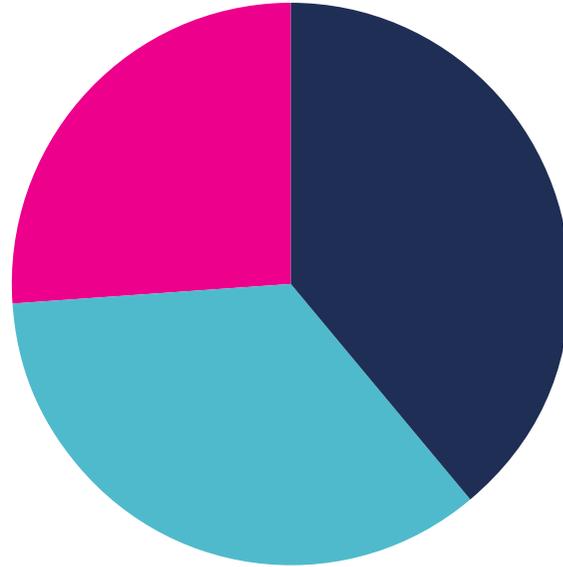
86% Yes 2% No 12% Maybe

WHICH COUNTRY WOULD YOU BE INTERESTED TO WORK IN EUROPE? PLEASE SELECT ALL THAT APPLY



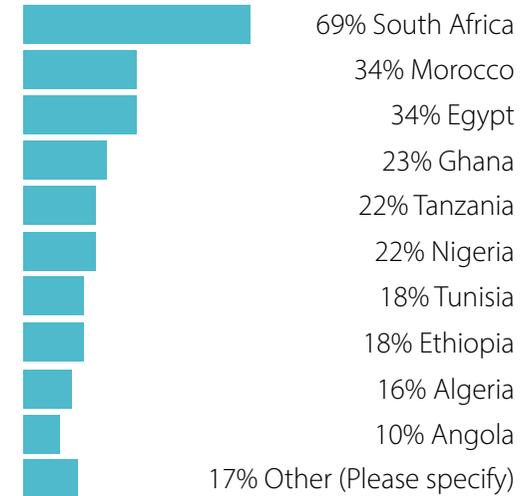
International Mobility

WOULD YOU CONSIDER WORKING IN AFRICA?



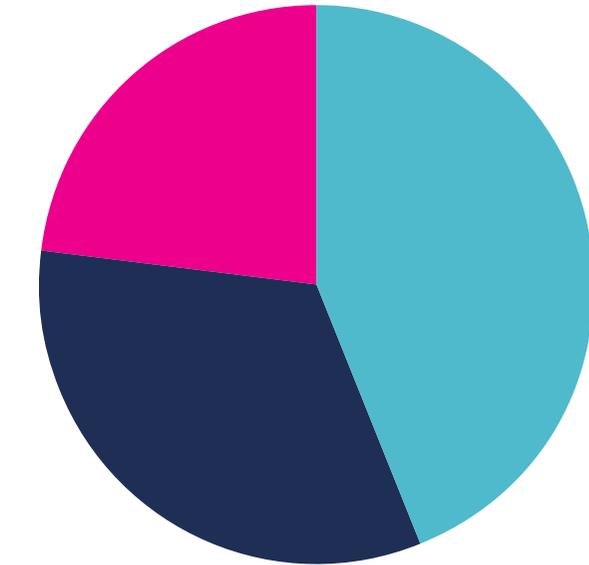
35% Yes 39% No 26% Maybe

WHICH COUNTRY WOULD YOU BE INTERESTED TO WORK IN AFRICA? PLEASE SELECT ALL THAT APPLY



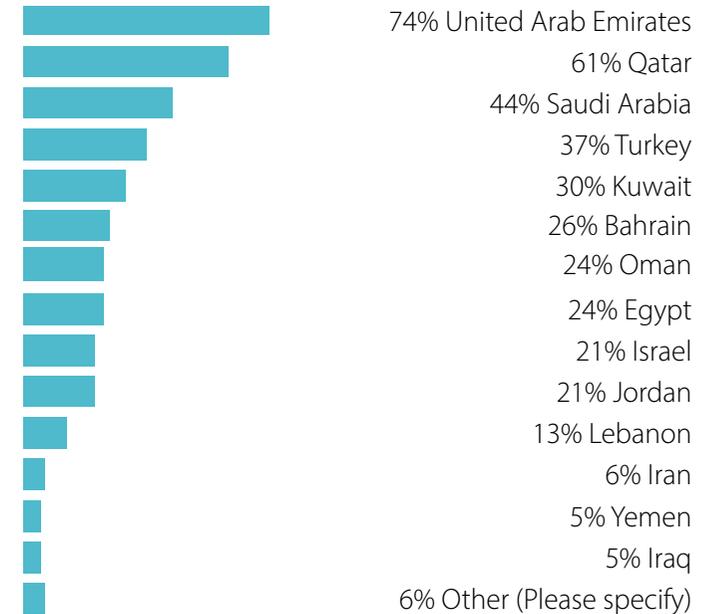
International Mobility

WOULD YOU CONSIDER WORKING IN THE MIDDLE EAST?



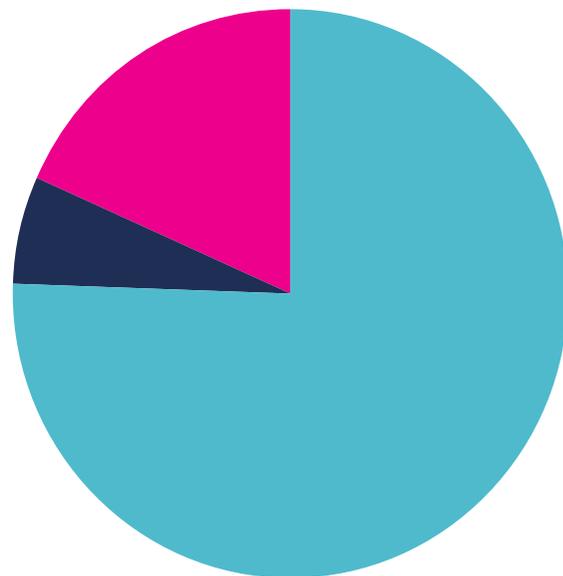
44% Yes 33% No 26% Maybe

WHICH COUNTRY WOULD YOU BE INTERESTED TO WORK IN THE MIDDLE EAST? PLEASE SELECT ALL THAT APPLY



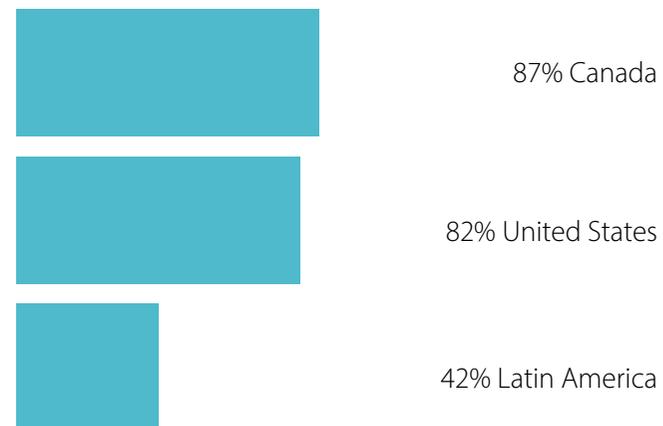
International Mobility

WOULD YOU
CONSIDER WORKING
IN THE AMERICAS?



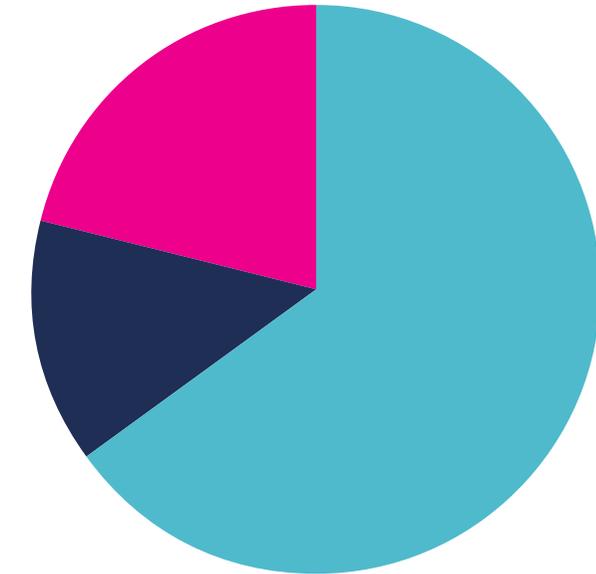
75% Yes 6% No 18% Maybe

WHICH REGION WOULD YOU BE INTERESTED
IN WORKING IN?
PLEASE SELECT ALL THAT APPLY



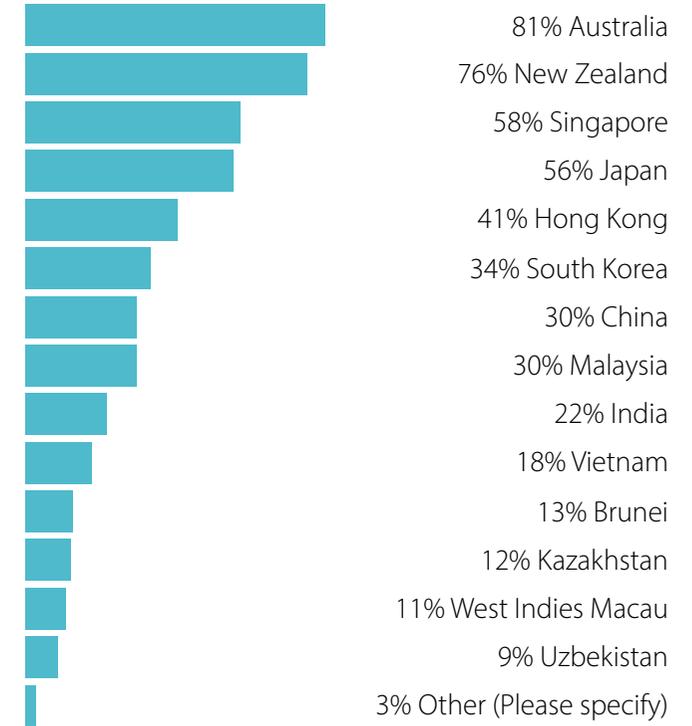
International Mobility

WOULD YOU CONSIDER WORKING IN ASIA PACIFIC?



65% Yes 14% No 21% Maybe

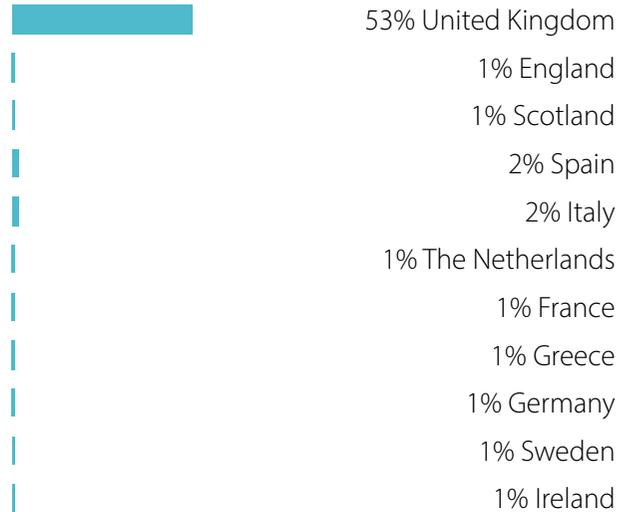
WHICH COUNTRY WOULD YOU BE INTERESTED TO WORK IN ASIA PACIFIC? PLEASE SELECT ALL THAT APPLY



International Mobility

**IN WHICH COUNTRY ARE YOU CURRENTLY BASED?
PLEASE SELECT ONE**

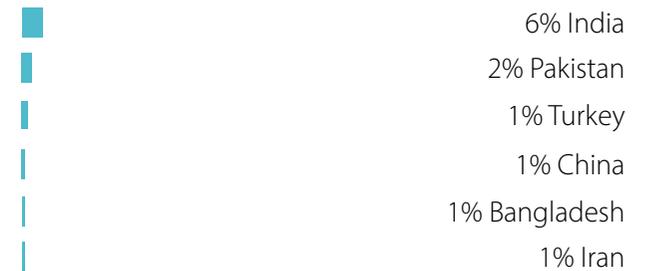
UK and Europe:



Africa:



Africa:



North America:



Jobseeker language skills

WHICH OF THE FOLLOWING LANGUAGES IS YOUR NATIVE/FIRST LANGUAGE? PLEASE SELECT ALL THAT APPLY



Jobseeker language skills

**WHICH OF THE FOLLOWING LANGUAGES
ARE YOU ABLE TO CONVERSE IN TO A NEAR
NATIVE STANDARD?
PLEASE SELECT ALL THAT APPLY**



A photograph of a male teacher with a beard, wearing a dark blue button-down shirt and khaki pants, pointing towards a student. The student is seen from the back, wearing a blue shirt. They are in a classroom with a whiteboard in the background containing mathematical diagrams and equations. A logo for 'jobs.ac.uk' is in the top right corner.

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Appendix Academic

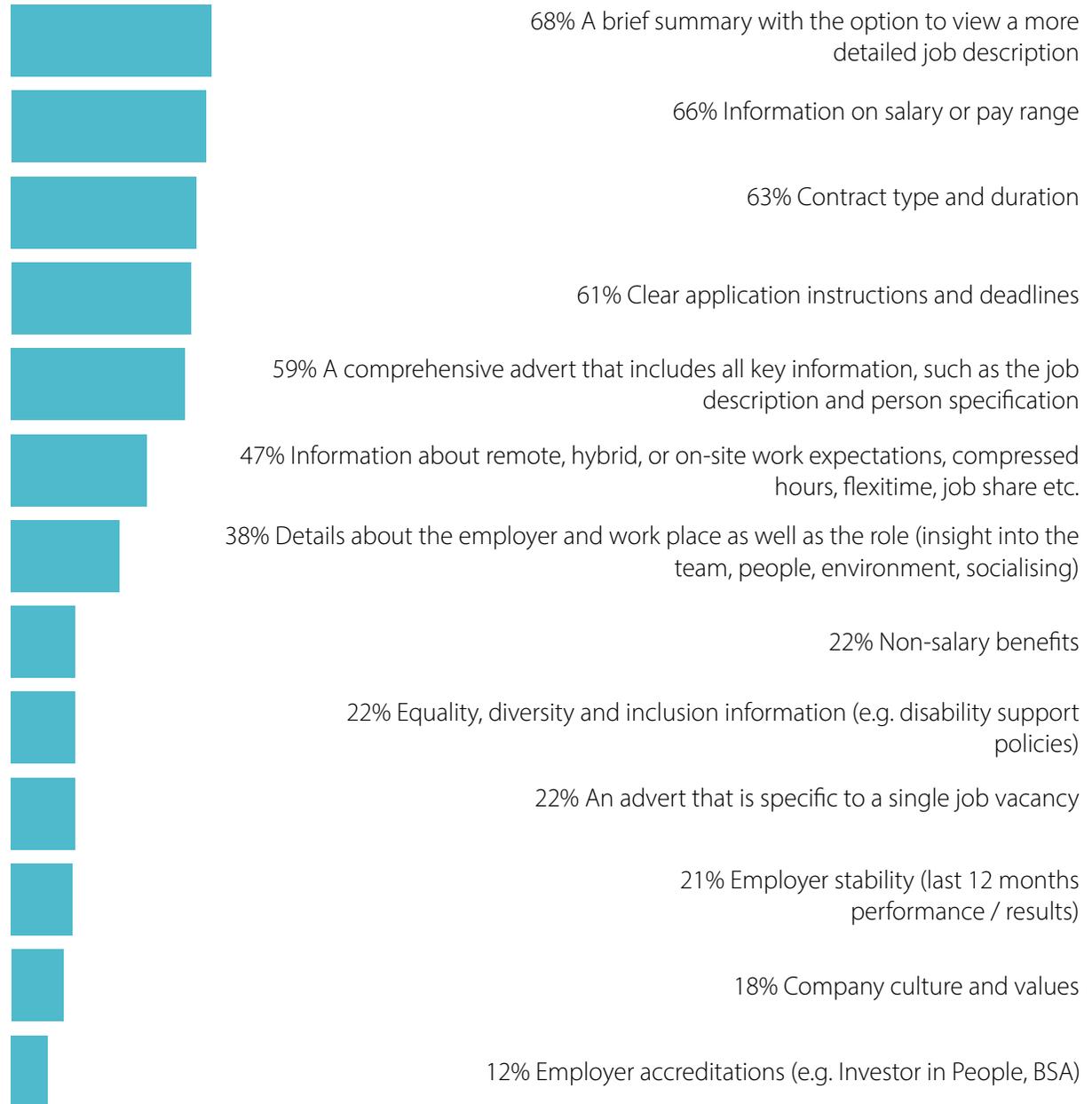
**WHICH OF THE
FOLLOWING POSITIONS
BEST FITS YOUR CURRENT
OR MOST RECENT ROLE?
PLEASE SELECT ONE**

[**BACK TO REPORT**](#)



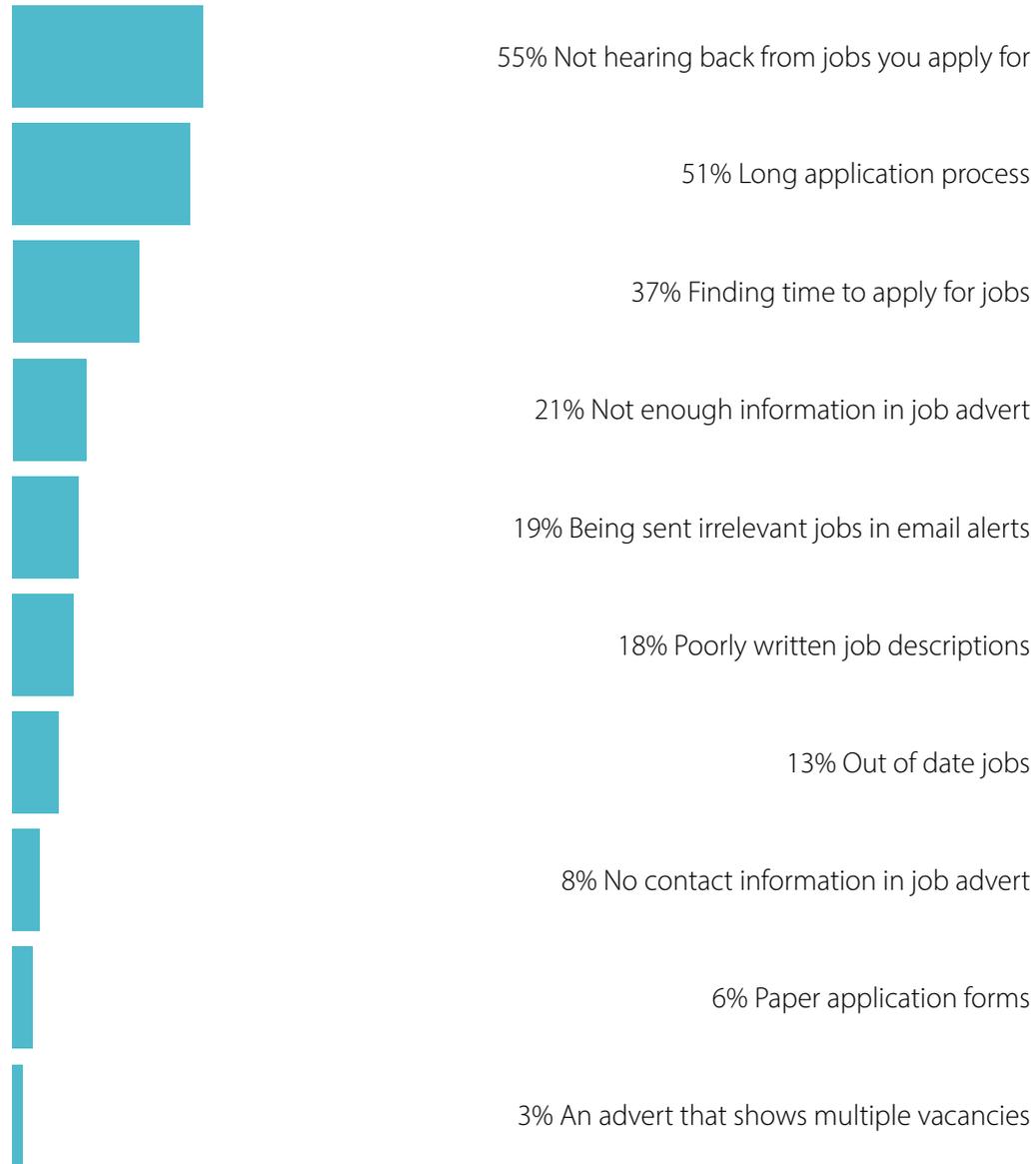
- 15% Lecturer
- 11% Senior Lecturer
- 9% Research Fellow
- 7% Research Associate
- 7% Research Assistant
- 6% Associate Professor
- 6% Professor
- 5% Tutor
- 4% Research Scientist
- 4% Teaching Fellow
- 3% Head of Department
- 3% Senior Research Fellow
- 2% Senior Research Scientist
- 1% EFL / ESOL / ESP/ ESAP / EAP Teacher
- 1% Reader
- 1% Dean
- 0% Chair
- 0% Vice Chancellor
- 0% Pro Vice Chancellor
- 0% PhD
- 15% Other Academic /
Academic Research / Higher
Education (please specify)

WHAT DETAILS DO YOU WANT IN A JOB ADVERT? PLEASE SELECT ALL THAT APPLY



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**WHAT FRUSTRATES
YOU MOST ABOUT THE
JOB SEEKING PROCESS?
PLEASE SELECT UP TO
THREE ANSWERS**



[**BACK TO REPORT**](#)

WHY ARE YOU LOOKING FOR A NEW JOB / WHAT MIGHT MAKE YOU WANT TO CHANGE JOBS? PLEASE SELECT ONE



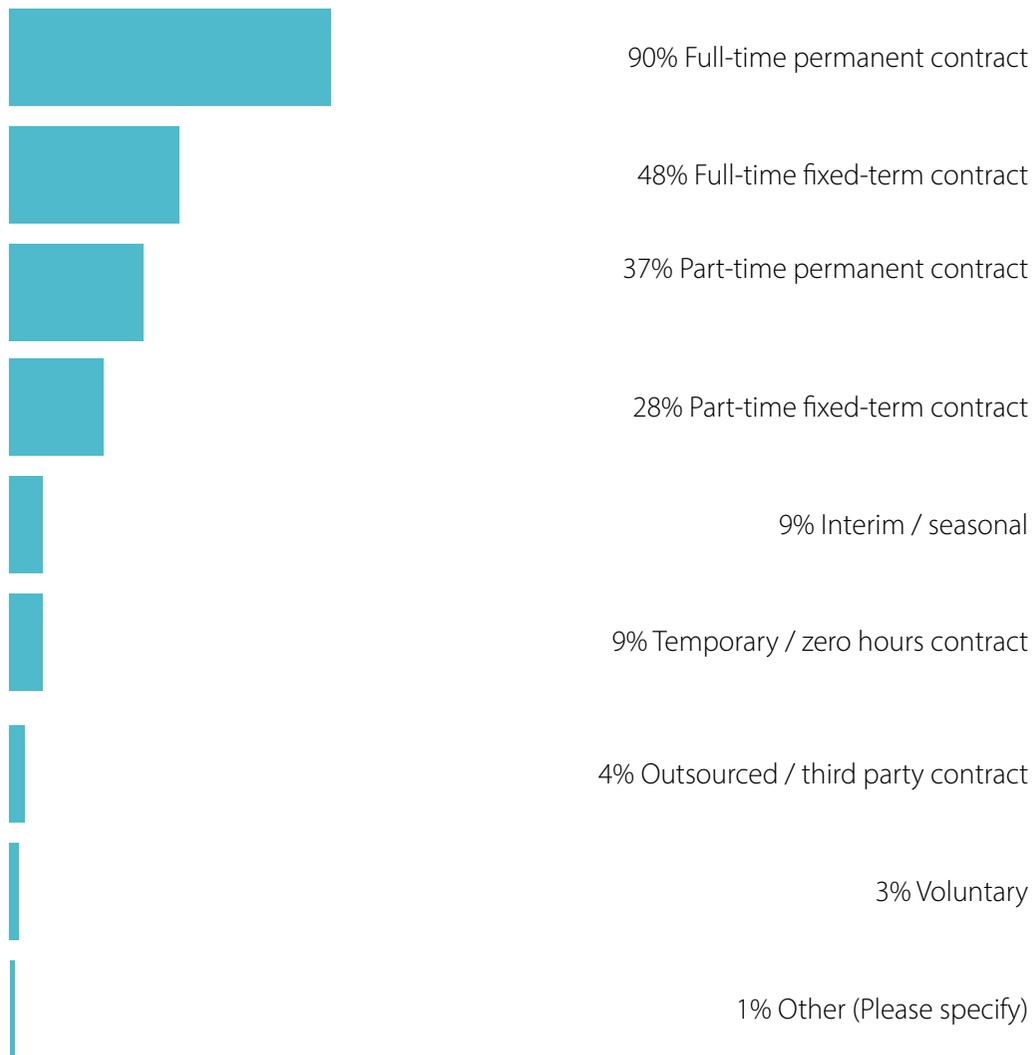
- 29% Career progression / prospects
- 18% I have recently graduated and I'm looking for a job in my preferred discipline
- 10% My contract is ending / funding has been withdrawn
- 9% To secure a longer-term or permanent contract
- 5% Change in location / better commute
- 4% Improved work / life balance
- 4% Better compensation and benefits
- 4% Change in role
- 3% Better quality / more innovative employer
- 3% Increased job security
- 2% I have recently been made redundant
- 2% I am looking for work experience
- 2% More challenging work
- 1% I want to work from home permanently
- 3% Other (Please specify)

WHICH OF THE FOLLOWING IS THE MOST IMPORTANT IF YOU WERE TO CONSIDER A NEW JOB? PLEASE SELECT ONE 'THE EMPLOYER HAS...'



[**BACK TO REPORT**](#)

**WHAT TYPE(S) OF JOB/
CONTRACTS ARE YOU
LOOKING FOR / WOULD
YOU BE LOOKING FOR?
PLEASE SELECT ALL THAT
APPLY**



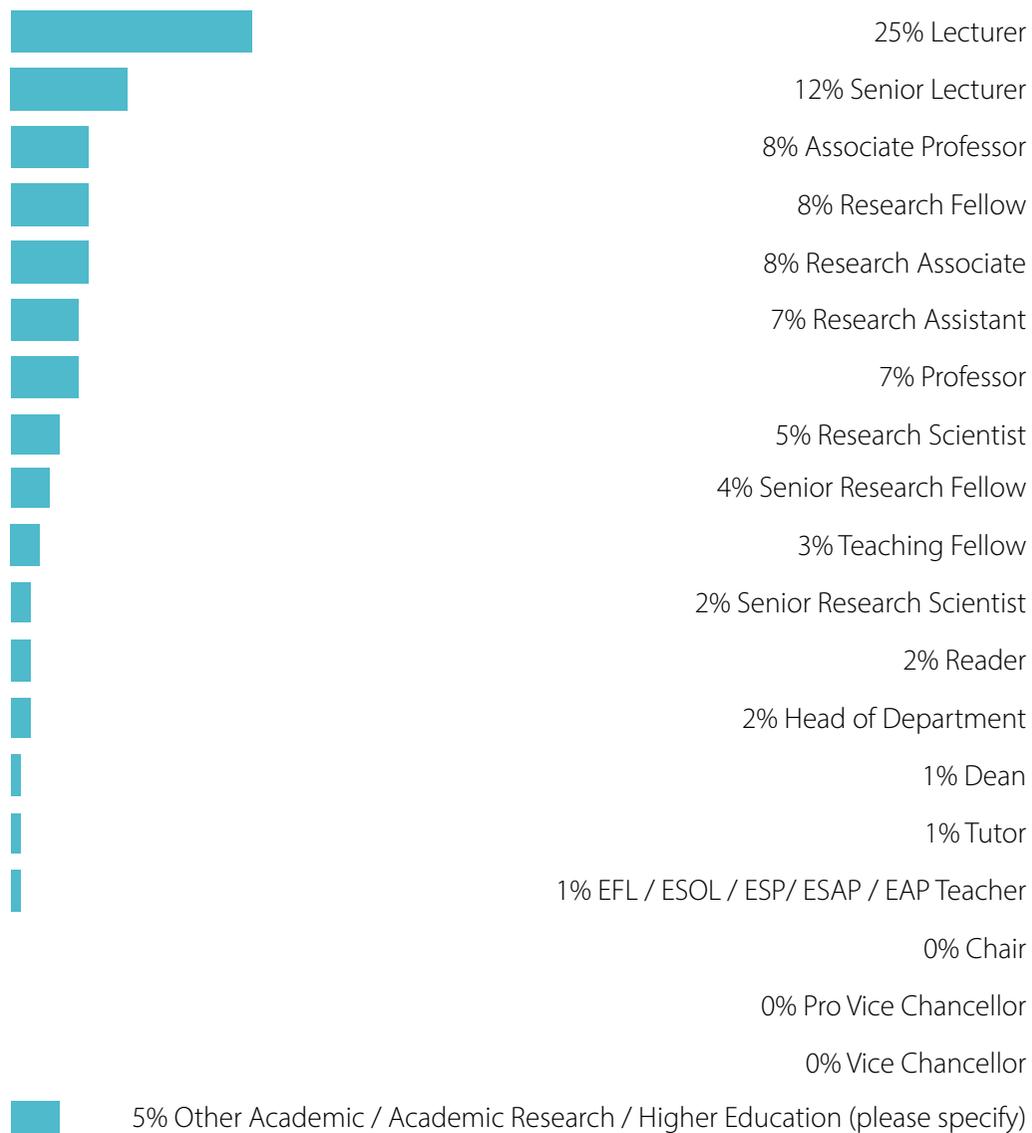
[**BACK TO REPORT**](#)

**IN WHAT DISCIPLINE ARE
YOU LOOKING FOR A NEW
JOB / POSITION?
PLEASE SELECT ALL THAT
APPLY**



[BACK TO REPORT](#)

**WHICH OF THE
FOLLOWING POSITIONS
BEST FITS THE ROLE
YOU ARE LOOKING FOR?
PLEASE SELECT ONE**

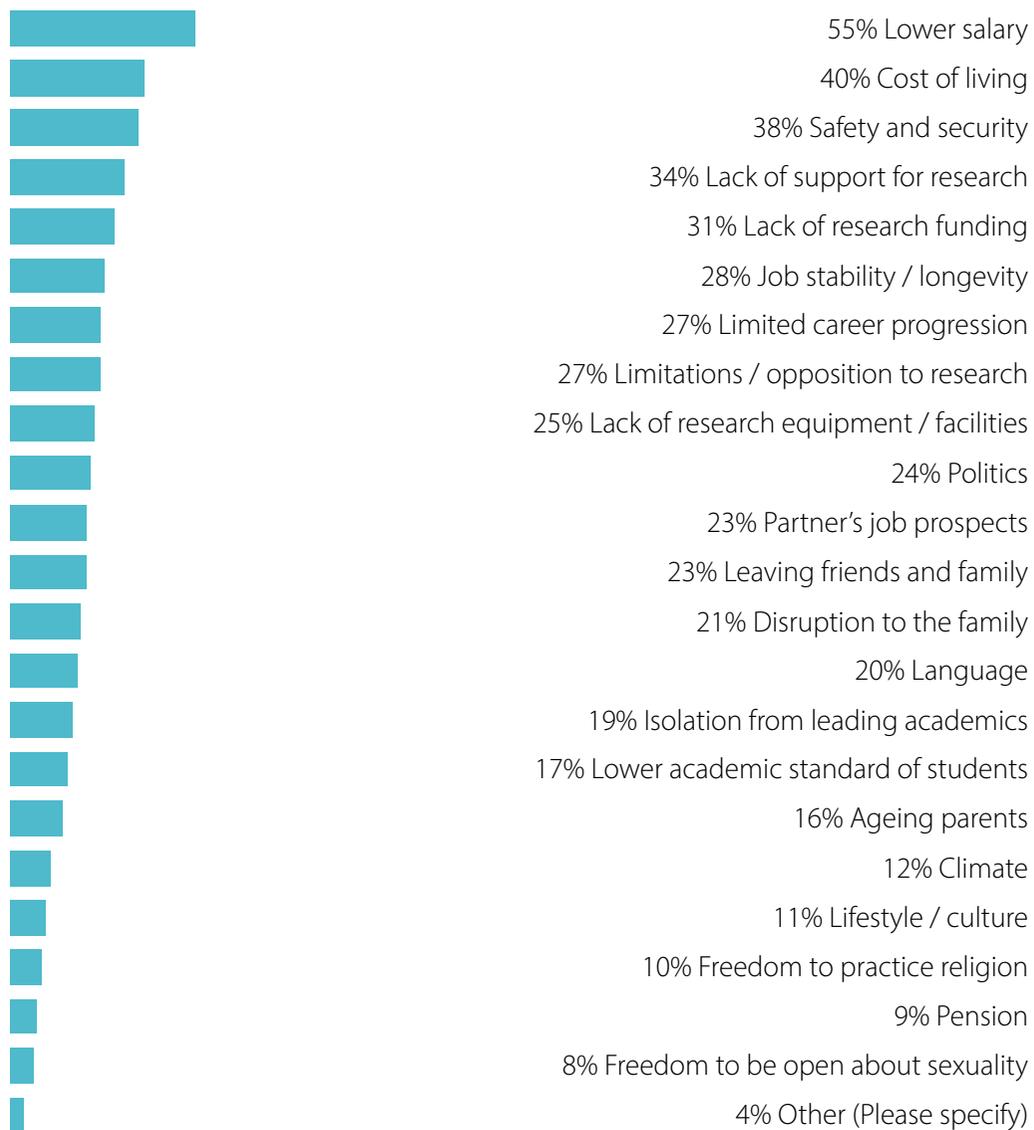


[BACK TO REPORT](#)

WHAT FACTORS WOULD ATTRACT YOU TO ACCEPT AN ACADEMIC POSITION OVERSEAS? PLEASE SELECT ALL THAT APPLY



WHAT FACTORS WOULD PREVENT YOU FROM ACCEPTING AN ACADEMIC POSITION OVERSEAS? PLEASE SELECT ALL THAT APPLY



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**WHAT MADE YOU DECIDE
TO WORK ABROAD?
PLEASE SELECT ALL THAT
APPLY**





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Jobseeker Insights 2025 Further Education

Further Education Audience Overview

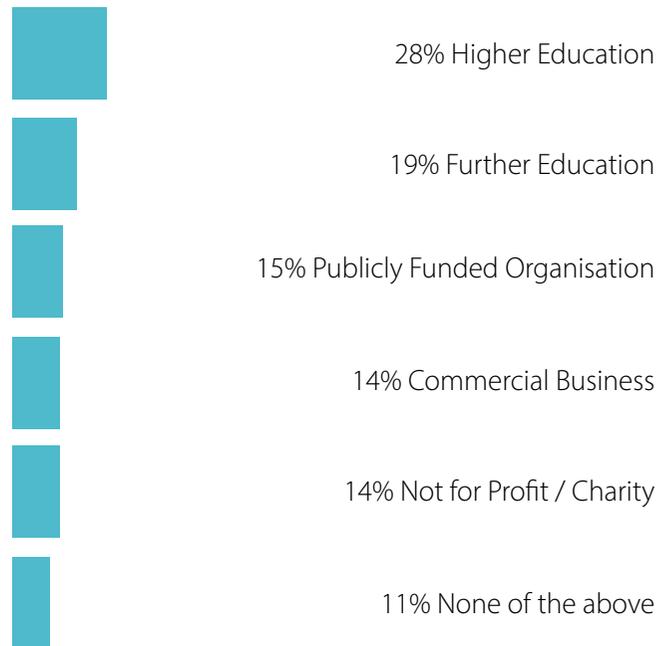
Our Further Education audience primarily seeks teaching positions, with strong interest also shown in academic and learner support roles. Following these, curriculum management and EdTech or digital learning roles are key areas of interest.

The most popular subject areas include Business, ESOL/EFL, General Vocational Studies, and Computing / IT.

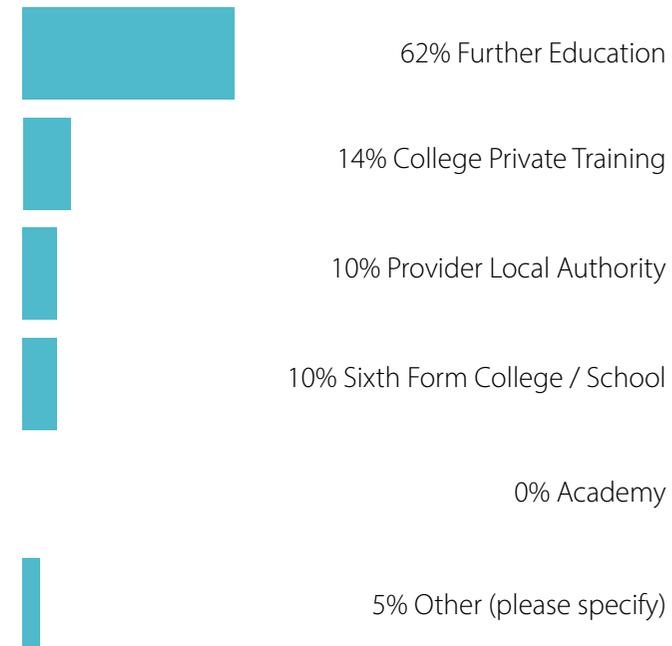
FE jobseekers tend to prioritise job stability, a positive teaching environment, and a healthy work-life balance.

Jobseeker Profile & Background

**WHICH BEST DESCRIBES
YOUR CURRENT OR MOST RECENT
EMPLOYER?
PLEASE SELECT ONE**

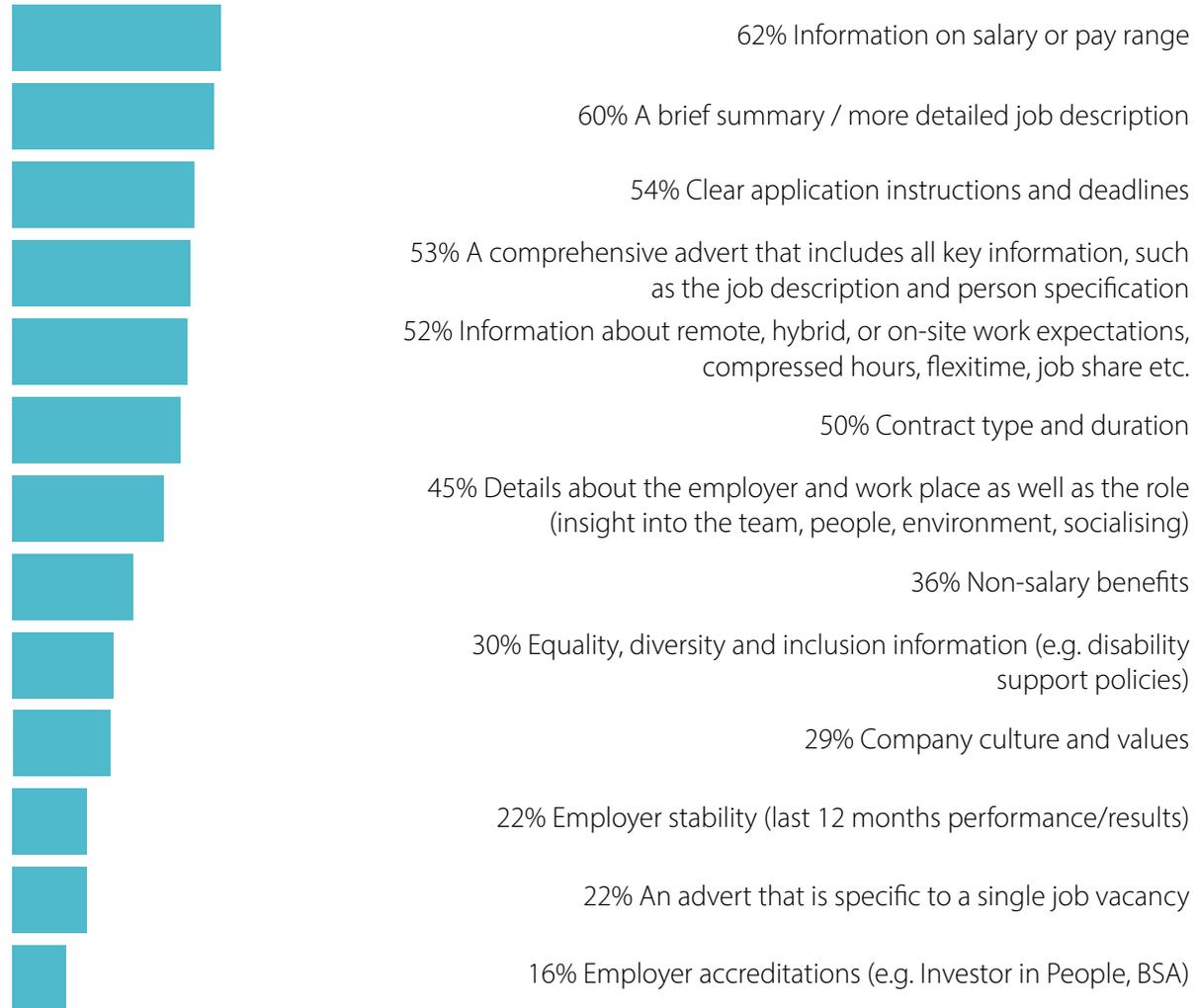


**YOU SAID YOU WORK(ED) FOR AN EMPLOYER IN
FURTHER EDUCATION; WHICH CATEGORY DOES
THIS EMPLOYER BEST FIT INTO?
PLEASE SELECT ONE**



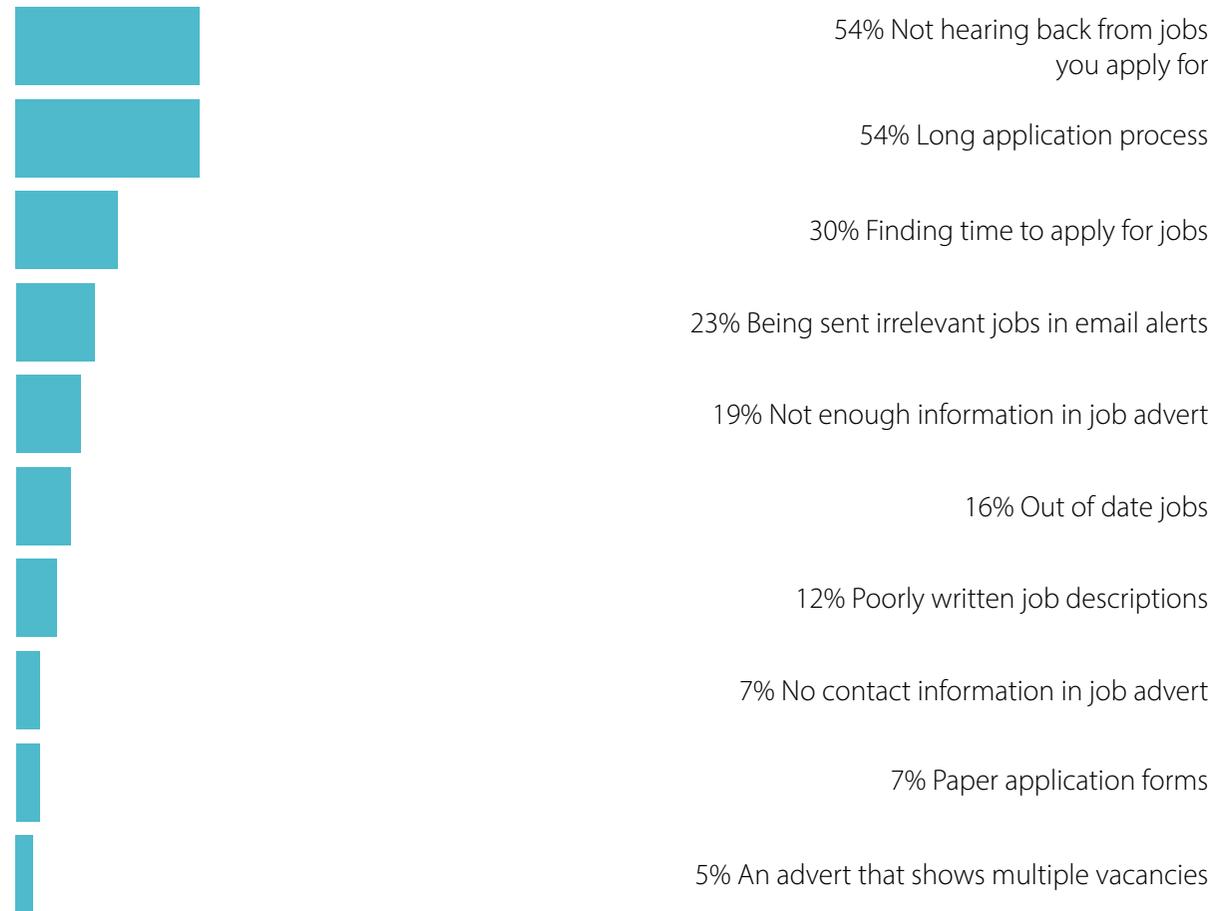
Job Search Behaviour & Preferences

WHAT DETAILS DO YOU WANT IN A JOB ADVERT? PLEASE SELECT ALL THAT APPLY



Job Search Behaviour & Preferences

WHAT FRUSTRATES YOU MOST ABOUT THE JOB SEEKING PROCESS? PLEASE SELECT UP TO THREE ANSWERS



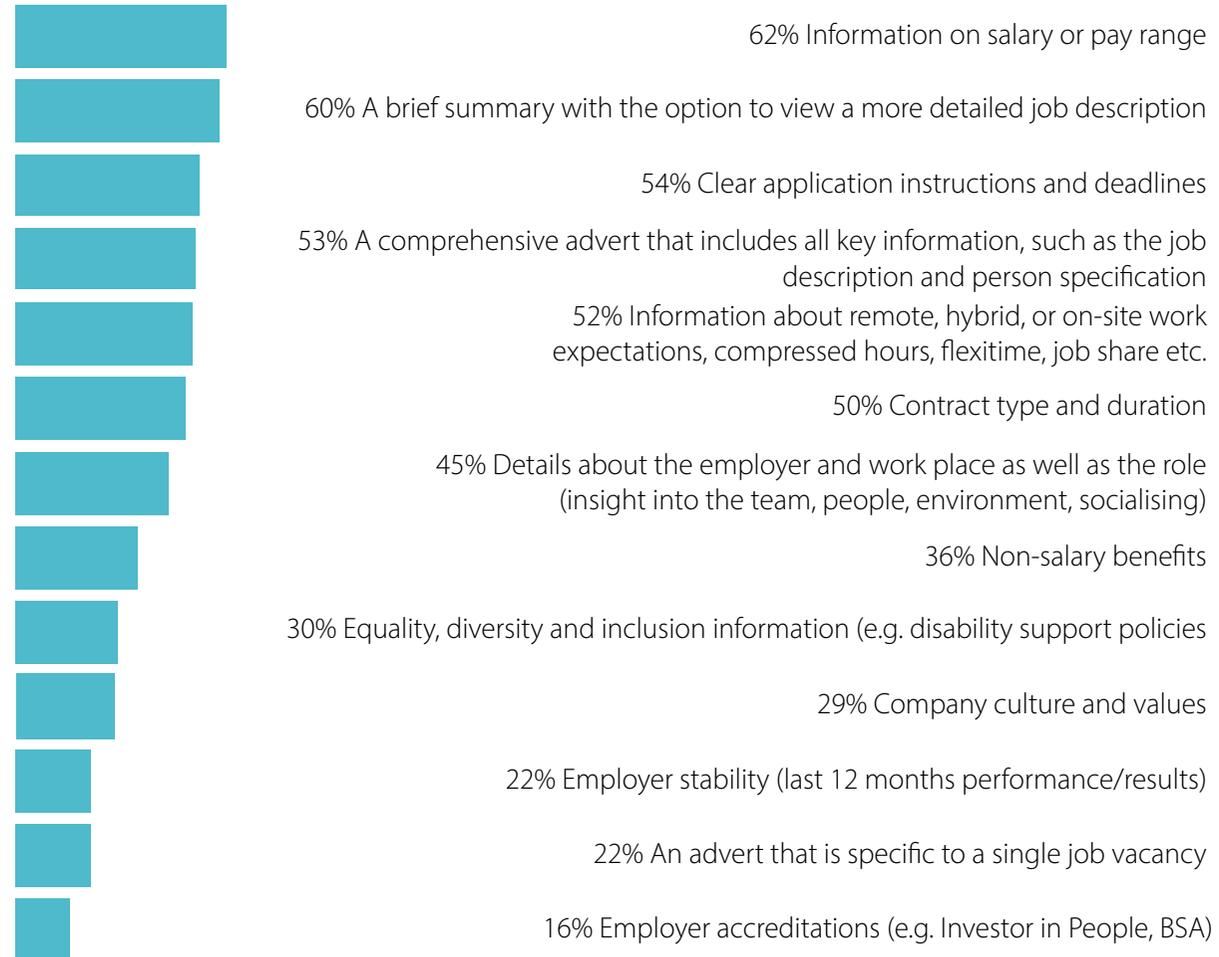
Job Motivations & Career Drivers

**WHICH OF THE FOLLOWING IS THE MOST IMPORTANT IF YOU WERE TO
CONSIDER A NEW JOB?
PLEASE SELECT ONE 'THE EMPLOYER HAS...'**



Job Type & Work Preferences

WHAT DETAILS DO YOU WANT IN A JOB ADVERT? PLEASE SELECT ALL THAT APPLY



Job Type & Work Preferences

DO YOU USE JOB EMAIL ALERTS WHEN SEARCHING ONLINE FOR A JOB?



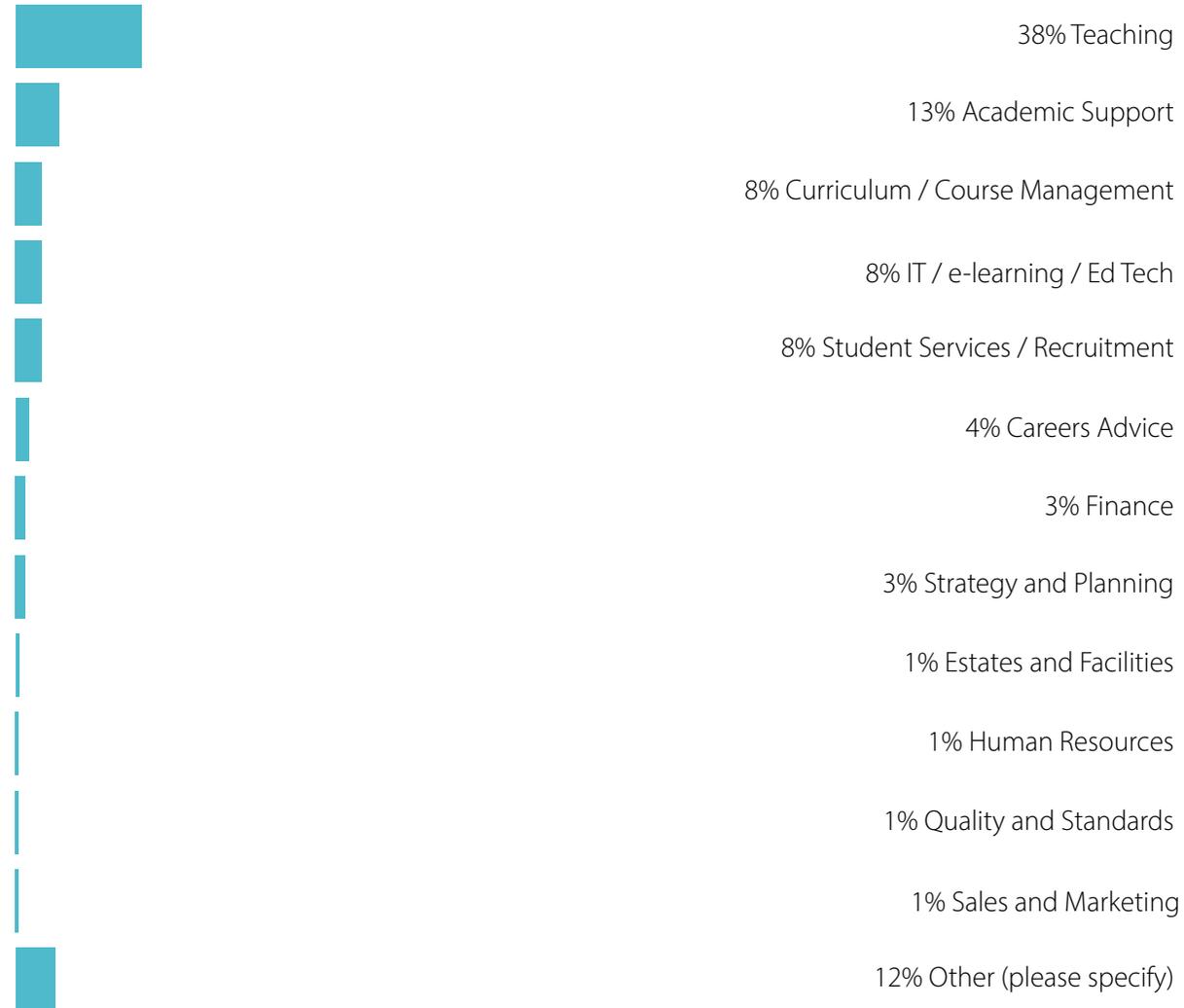
42% I sign up for job email alerts and only view jobs that appear in my job alert emails

38% I sign up for job email alerts but still search on a job board

15% I do not sign up for job email alerts

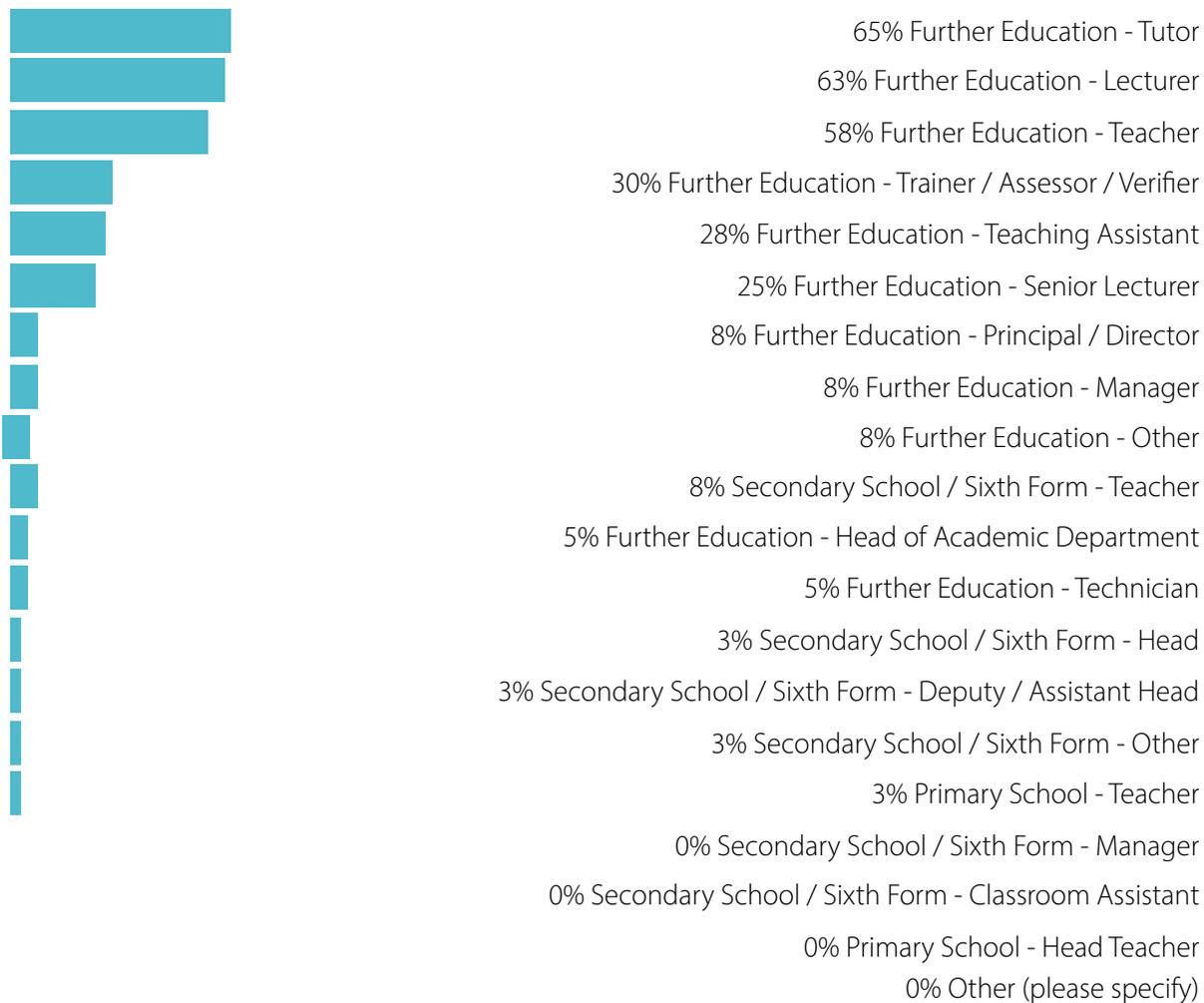
Job Type & Work Preferences

WHICH OF THESE DESCRIPTIONS BEST FITS THE ROLE YOU ARE LOOKING FOR?
PLEASE SELECT ONE



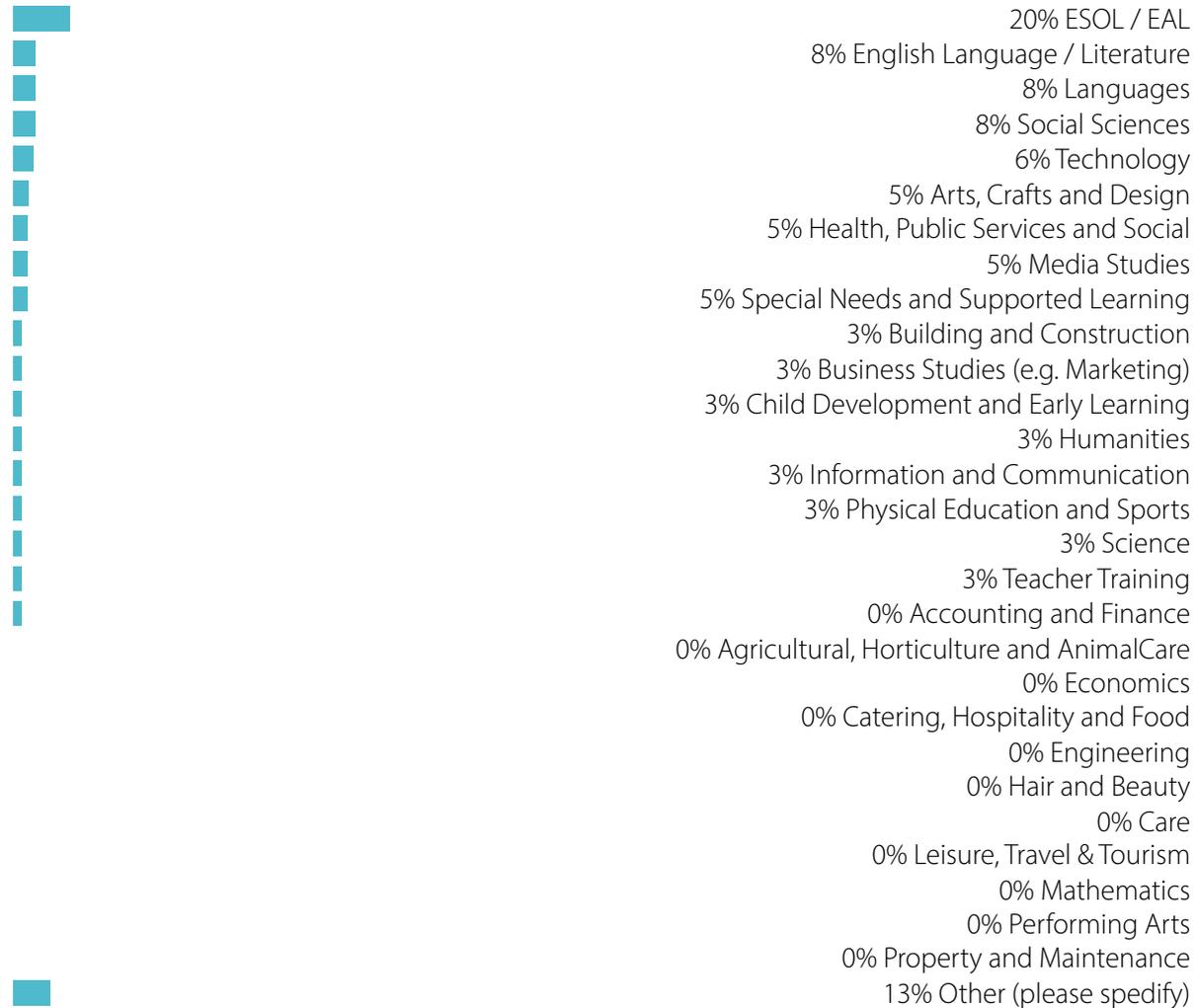
Job Type & Work Preferences

YOU SAID YOU ARE LOOKING FOR A TEACHING ROLE; WHICH OF THE FOLLOWING CATEGORIES DOES THE ROLE YOU ARE LOOKING FOR FIT INTO? PLEASE SELECT ALL THAT APPLY



Job Type & Work Preferences

YOU SAID YOU ARE LOOKING FOR A TEACHING ROLE; WHICH OF THE FOLLOWING CATEGORIES DOES THE ROLE YOU ARE LOOKING FOR FIT INTO? PLEASE SELECT ALL THAT APPLY



The logo for jobs.ac.uk, featuring the text "jobs.ac.uk" in white lowercase letters inside a dark blue oval with a white border.

jobs.ac.uk

A woman with curly hair, wearing a yellow top, is smiling and gesturing with her hands while sitting at a desk with a laptop and papers. The background is a modern office with large windows. The text "Jobseeker Insights 2025 Professional Services" is overlaid on the left side of the image.

Jobseeker Insights 2025 Professional Services

Professional Audience Overview

Our professional audience is highly qualified, typically holding a degree or master's qualification, and brings several years of experience to their roles. Many are motivated by career progression and achieving a better work-life balance, while others are exploring new opportunities following redundancy.

For our jobseekers, the top motivations when choosing a new role include:

- Opportunities for career progression
- Better compensation and benefits
- Improved work-life balance

When reviewing job adverts, jobseekers value:

- Transparent information on salary and pay
- A concise summary with the option to view a detailed job description
- A clear overview of contract type and duration

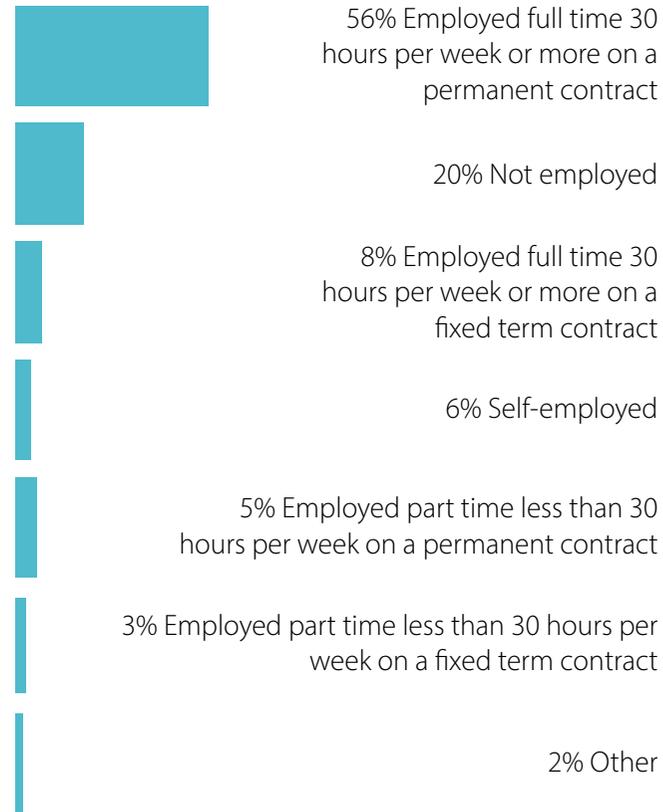
Our professional jobseekers continue to prefer flexible or hybrid working arrangements. An employer's reputation as a great place to work also strongly influences their decision when considering new opportunities.

For institutions seeking to attract professional talent, 49% of our professional audience is open to relocation. Their top motivators include experiencing a new culture (52%), career progression (49%), research opportunities (37%), and gaining international work experience (34%).

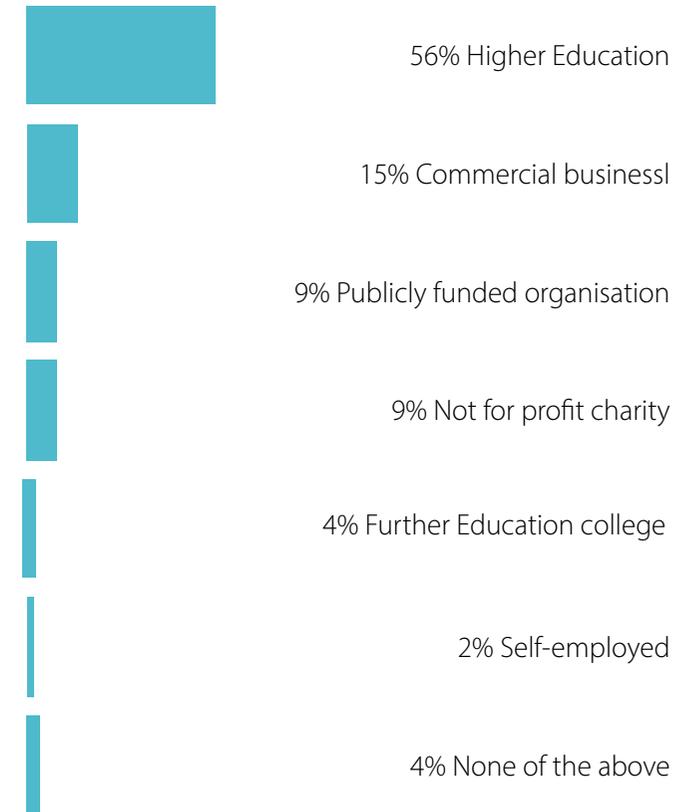


Jobseeker Profile & Background

WHAT IS YOUR CURRENT WORKING STATUS? PLEASE SELECT THE OPTION THAT BEST DESCRIBES YOUR CURRENT SITUATION



WHICH BEST DESCRIBES YOUR CURRENT OR MOST RECENT EMPLOYER? PLEASE SELECT ONE



Jobseeker Profile & Background

**WHICH OF THE FOLLOWING BEST DESCRIBES
YOUR CURRENT OR MOST RECENT ROLE?
PLEASE SELECT ALL THAT APPLY**



33% Manager / Consultant /
Analyst / Engineer / Scientist



25% Officer / Team Leader /
Researcher



19% Individual Contributor /
Supervisor / Coordinator



15% Associate Director /
Head of / Senior



10% Entry-level / Trainee / Assistant



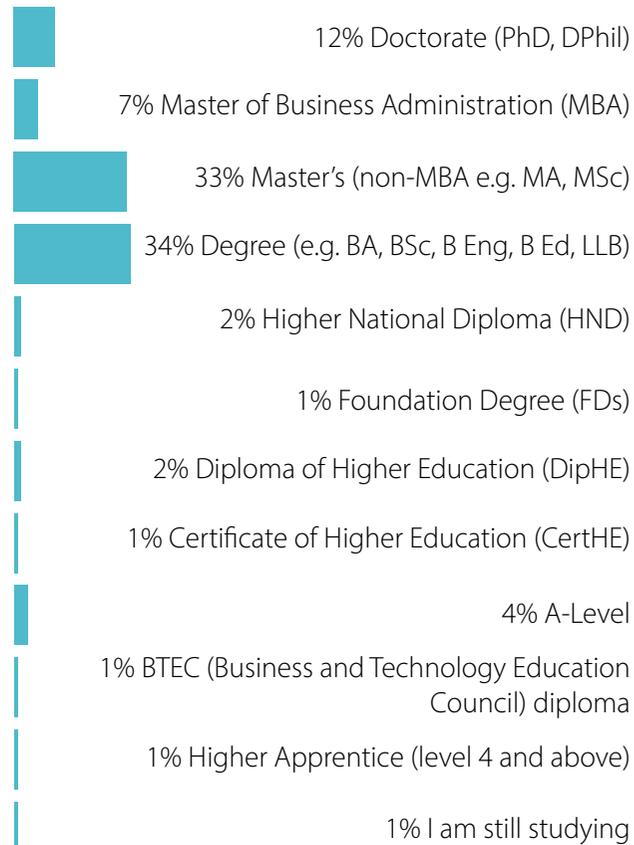
9% Senior Management / Executive
Director / Deputy Director



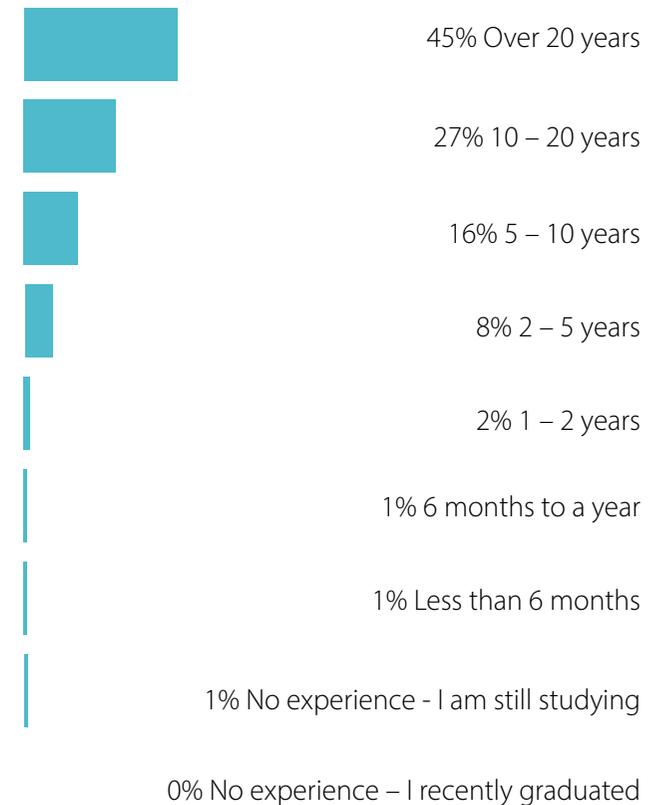
3% Director / CEO / Chair

Jobseeker Profile & Background

WHAT IS YOUR HIGHEST LEVEL OF QUALIFICATION? PLEASE SELECT ONE

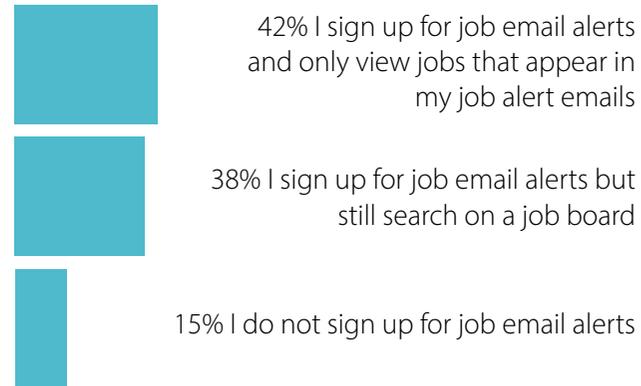


HOW MANY YEARS OF WORK EXPERIENCE DO YOU HAVE? PLEASE SELECT ONE



Jobseeker Search Behaviour & Preferences

DO YOU USE JOB EMAIL ALERTS WHEN SEARCHING ONLINE FOR A JOB?

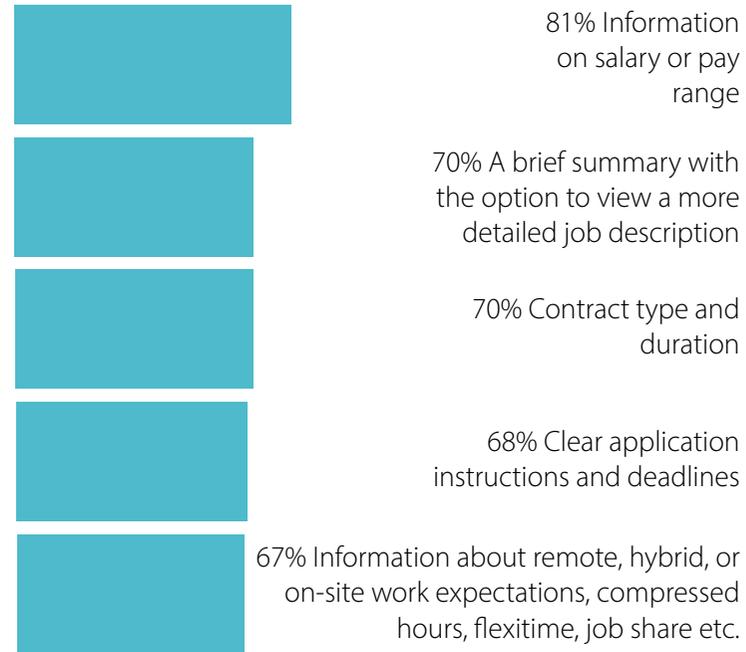


"The most common reason for jobseekers visiting jobs.ac.uk is: "I am actively searching and applying for professional / managerial / support services roles".

Jobseekers are using our Jobs By Email service, as well as searching on our job board.

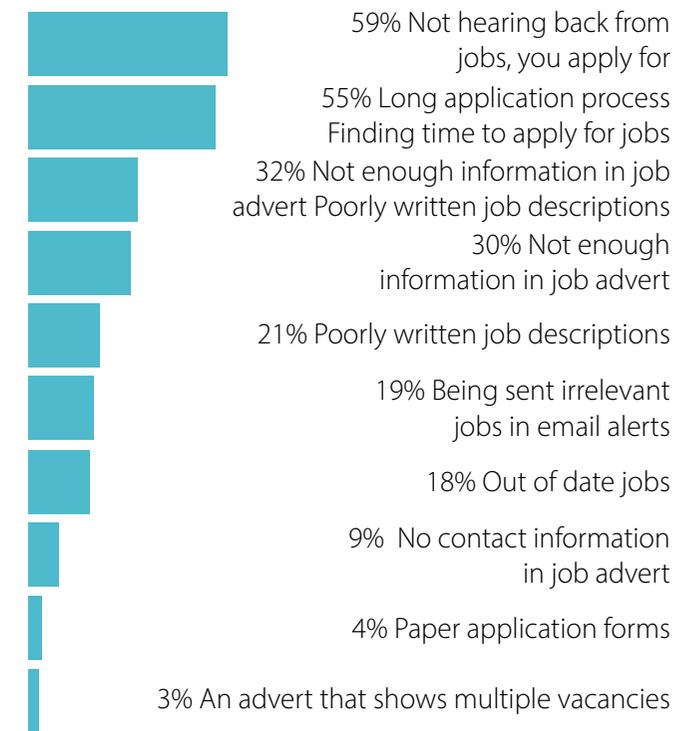
Jobseeker Search Behaviour & Preferences

WHAT DETAILS DO YOU WANT IN A JOB ADVERT? PLEASE SELECT ALL THAT APPLY



[FULL REPORT HERE](#)

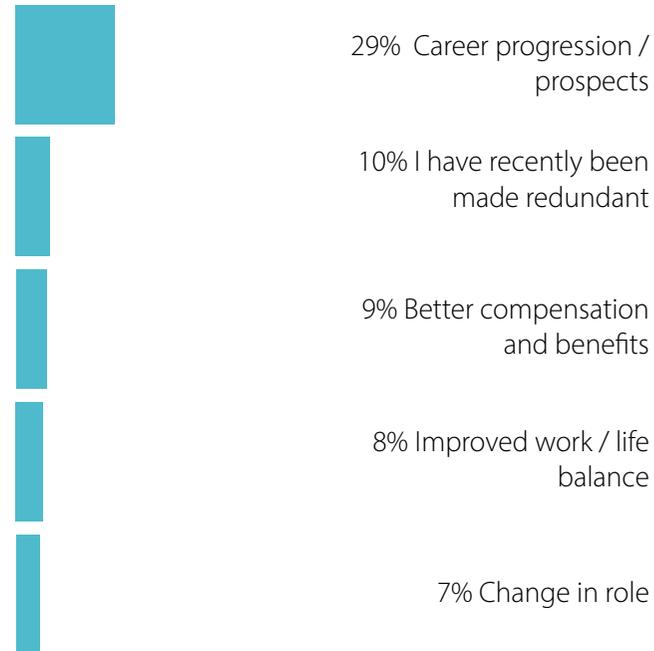
WHAT FRUSTRATES YOU MOST ABOUT THE JOB SEEKING PROCESS? PLEASE SELECT UP TO THREE ANSWERS



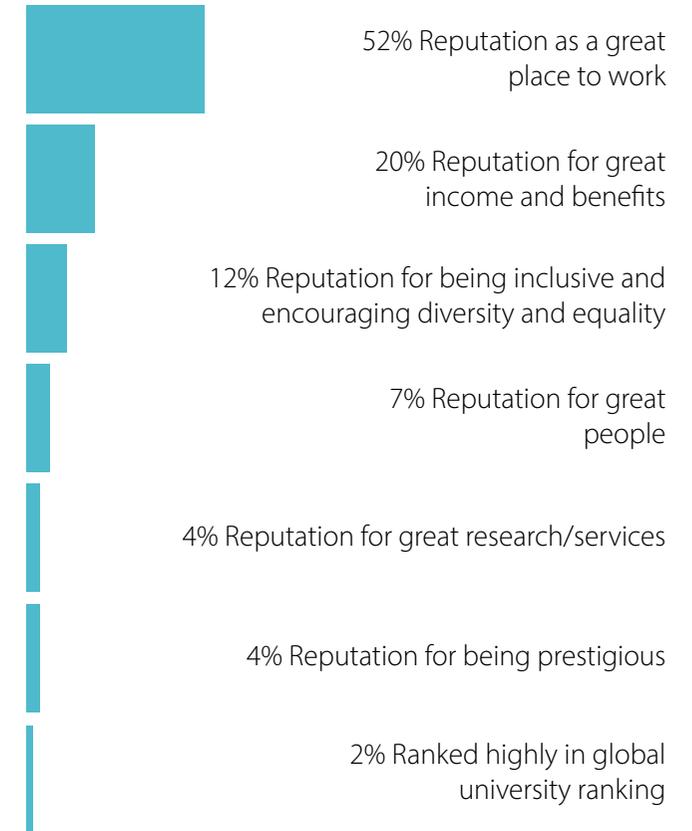
[FULL REPORT HERE](#)

Job Motivation & Career Drivers

WHY YOU ARE LOOKING FOR A NEW JOB / WHAT MIGHT MAKE YOU WANT TO CHANGE JOBS?



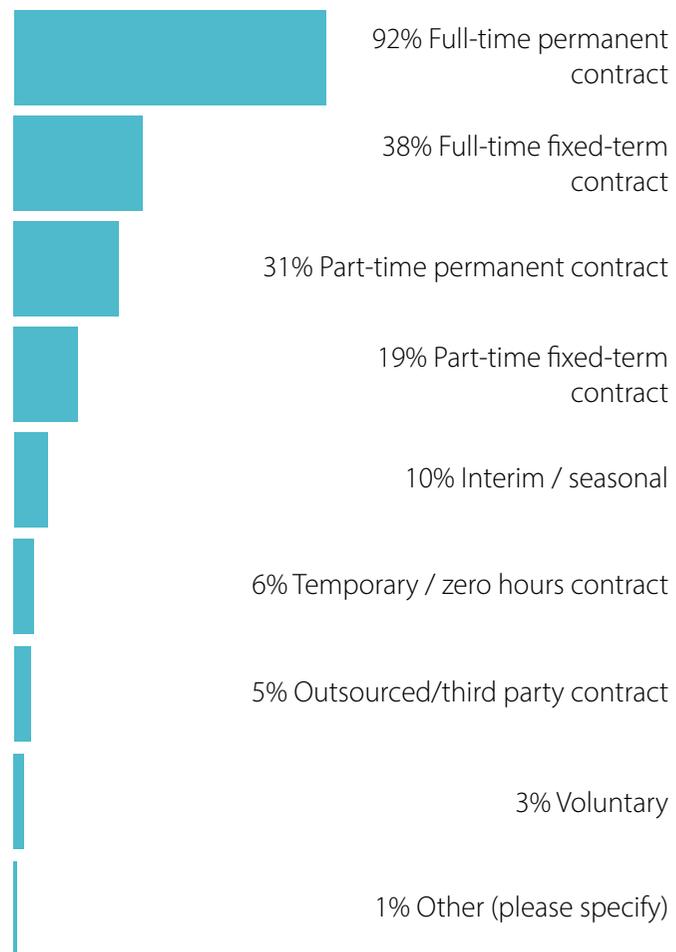
WHICH OF THE FOLLOWING IS THE MOST IMPORTANT IF YOU WERE TO CONSIDER A NEW JOB? PLEASE SELECT ONE



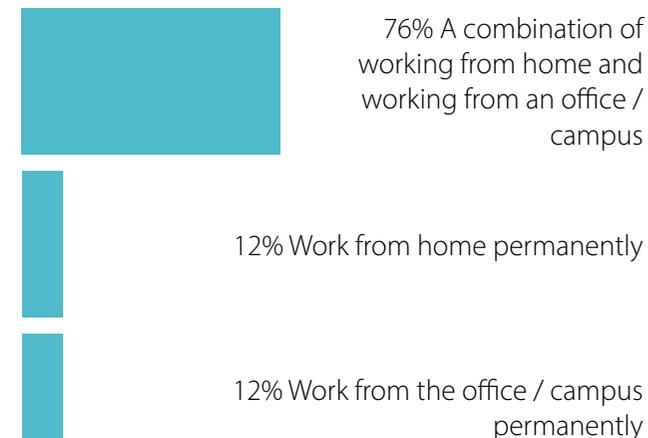
[FULL REPORT HERE](#)

Job Types & Work Preferences

WHAT TYPE(S) OF JOB / CONTRACTS ARE YOU LOOKING FOR / WOULD YOU BE LOOKING FOR? PLEASE SELECT ALL THAT APPLY

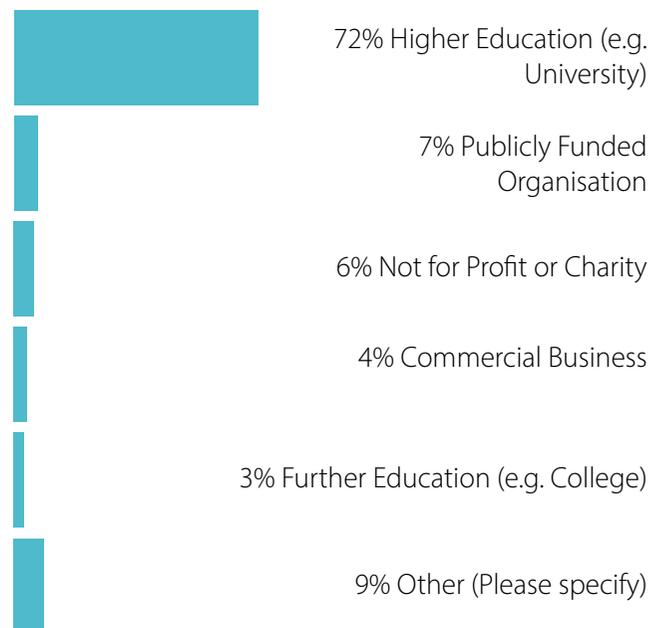


HOW WOULD YOU PREFER TO WORK IN THE FUTURE?

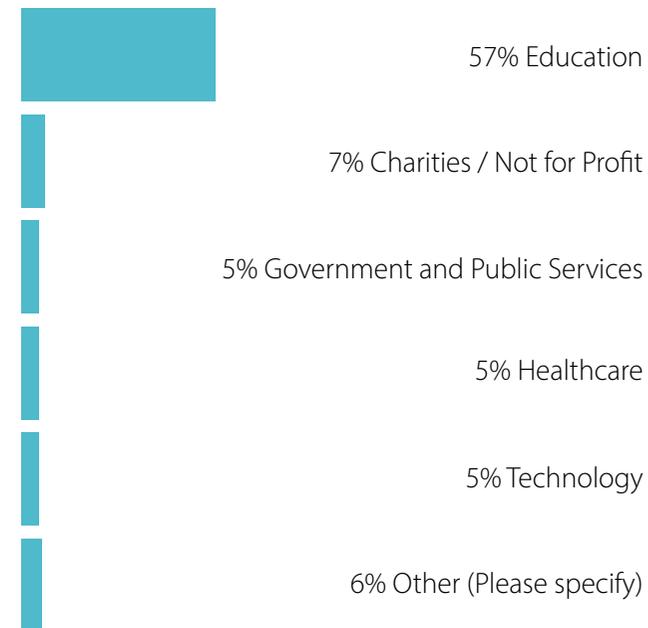


Job Types & Work Preferences

WHAT TYPE OF EMPLOYER ARE YOU LOOKING FOR?



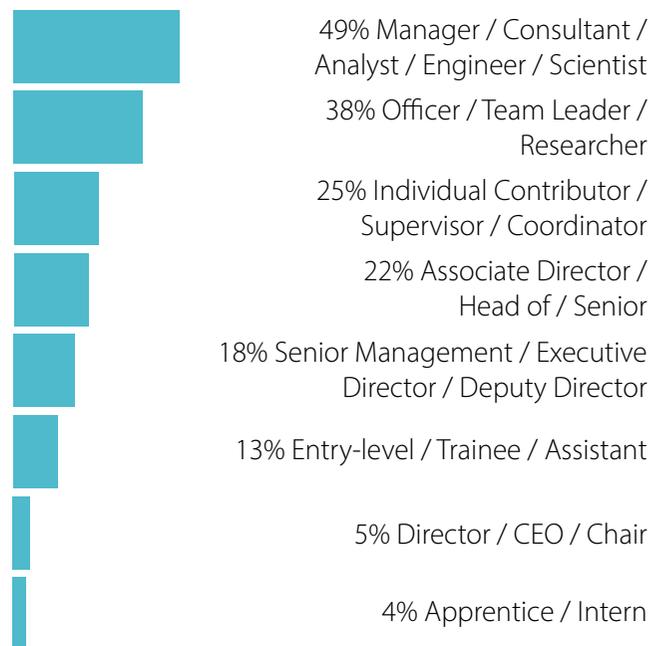
IN WHICH INDUSTRY OR SECTOR ARE YOU MOST INTERESTED IN LOOKING FOR A JOB? PLEASE SELECT ONE



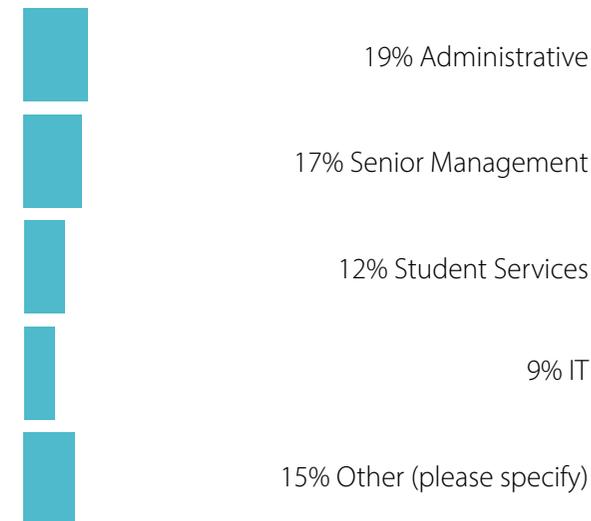
[FULL REPORT HERE](#)

Job Types & Work Preferences

WHICH OF THE FOLLOWING BEST DESCRIBES THE LEVEL OF ROLE THAT YOU ARE LOOKING FOR IN PROFESSIONAL SERVICES OR SKILLED TRADES? PLEASE SELECT ALL THAT APPLY



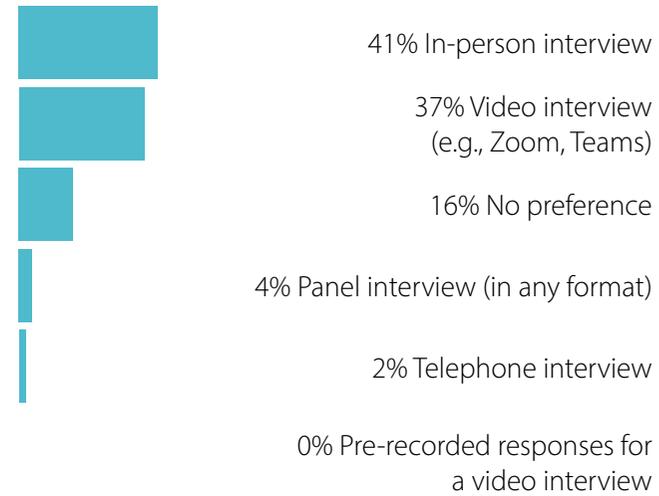
WHICH OF THESE BEST DESCRIBES THE AREA YOU WANT TO WORK? TOP 5 RESPONSES



[FULL REPORT HERE](#)

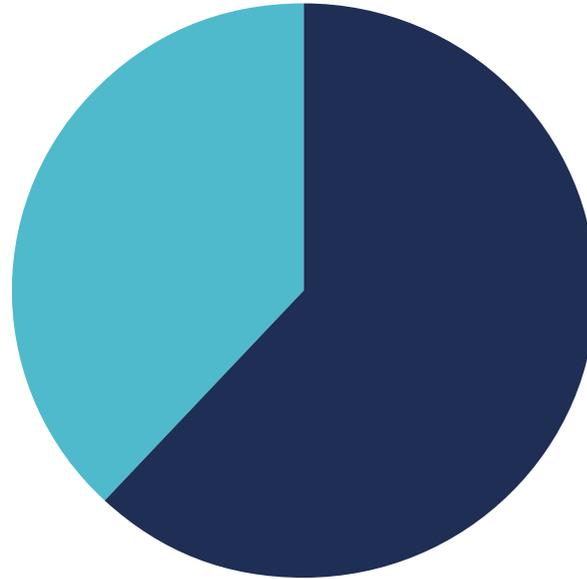
Interview Preferences

WHAT IS YOUR PREFERRED FORMAT FOR A JOB INTERVIEW?



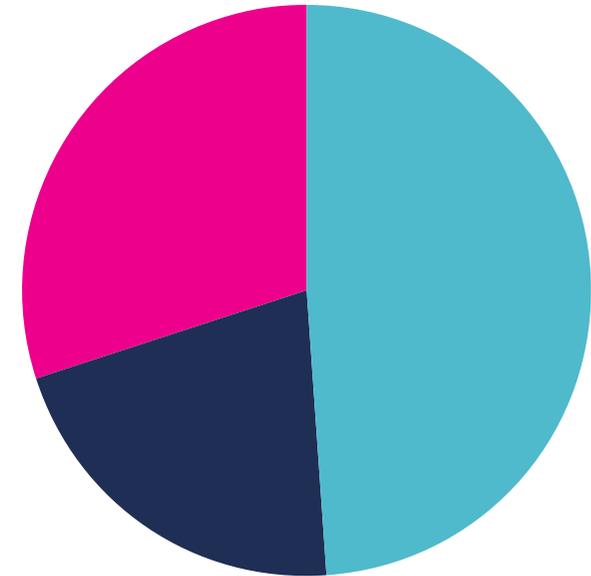
International Mobility

**HAVE YOU WORKED IN A COUNTRY OUTSIDE
OF YOUR HOME COUNTRY?
PLEASE SELECT ONE**



38% Yes 62% No

**WOULD YOU CONSIDER A JOB
OPPORTUNITY OUTSIDE OF YOUR HOME
COUNTRY IN THE FUTURE?**



49% Yes 21% No 30% Maybe

International Mobility

WHAT MADE YOU DECIDE TO WORK ABROAD? PLEASE SELECT ALL THAT APPLY



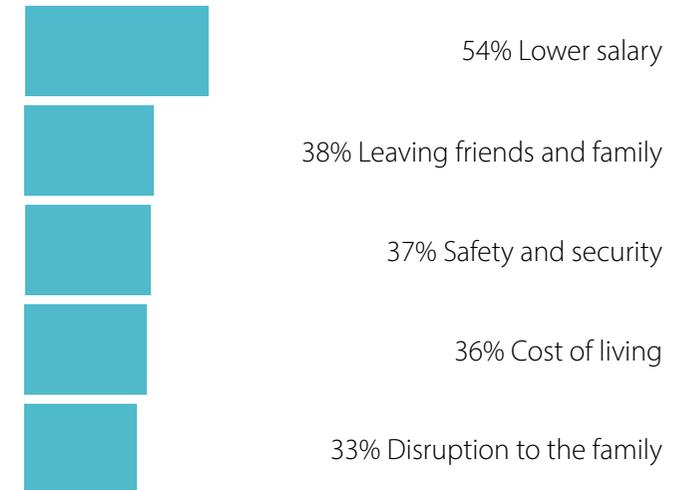
International Mobility

WHAT FACTORS WOULD ATTRACT YOU TO ACCEPT A JOB OVERSEAS? PLEASE SELECT ALL THAT APPLY



[FULL REPORT HERE](#)

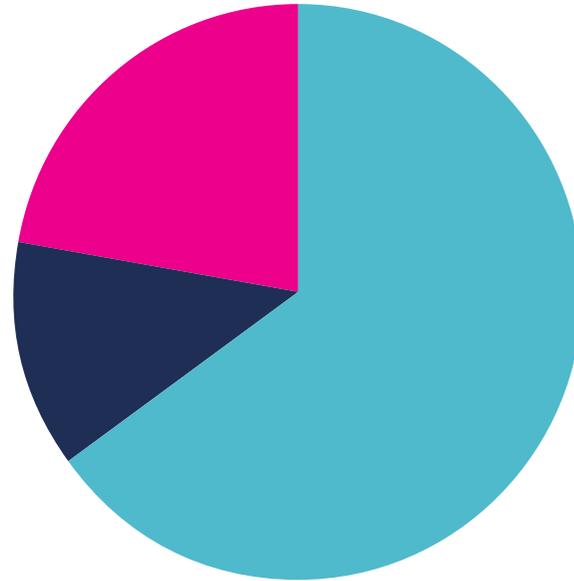
WHAT FACTORS WOULD PREVENT YOU FROM ACCEPTING A JOB OVERSEAS? PLEASE SELECT ALL THAT APPLY



[FULL REPORT HERE](#)

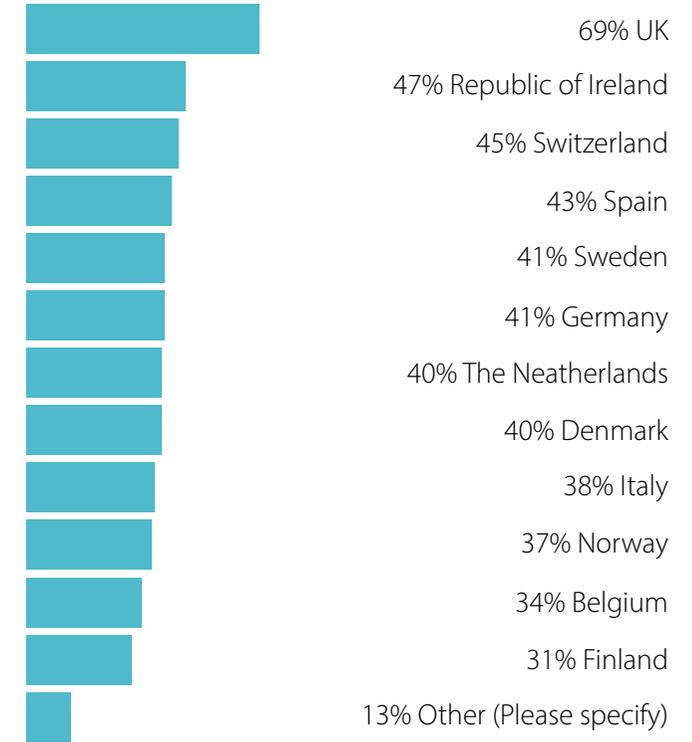
International Mobility

WOULD YOU CONSIDER WORKING IN EUROPE?



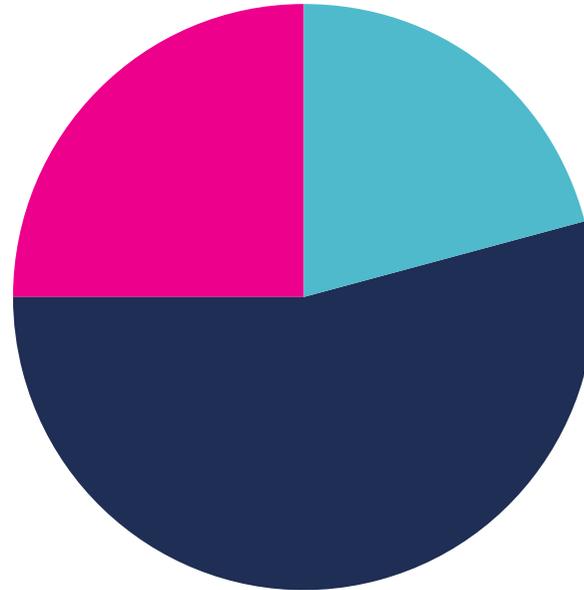
65% Yes 13% No 22% Maybe

WHICH COUNTRY WOULD YOU BE INTERESTED TO WORK IN EUROPE?



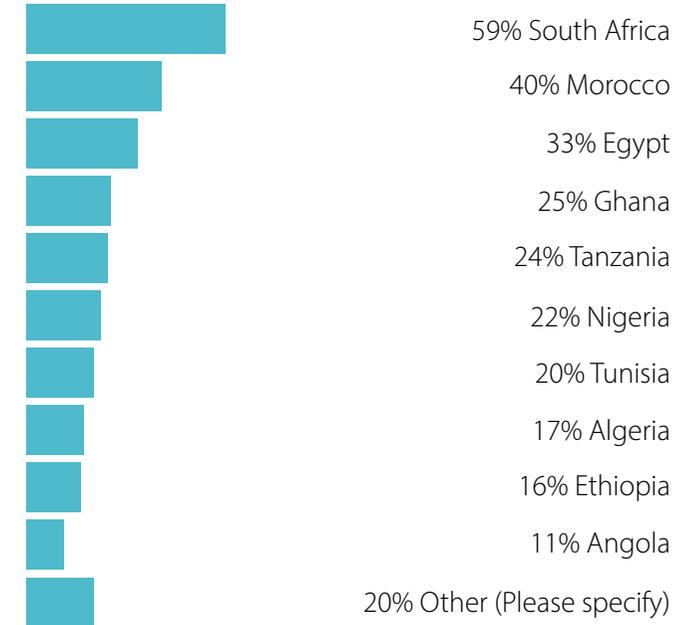
International Mobility

WOULD YOU CONSIDER WORKING IN AFRICA?



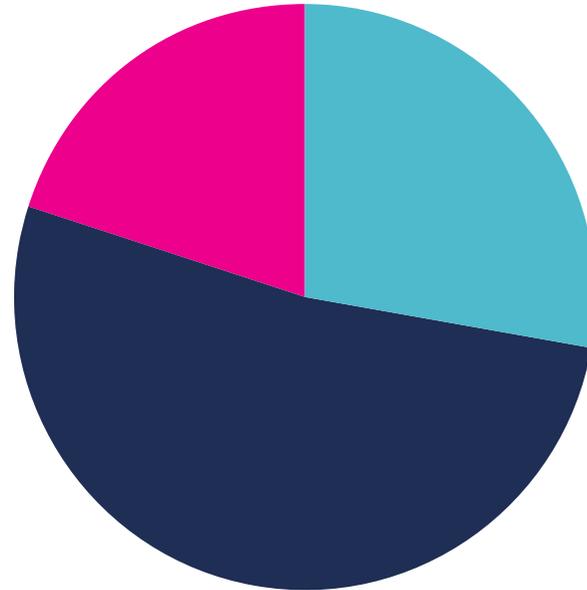
21% Yes 54% No 25% Maybe

WHICH COUNTRY WOULD YOU BE INTERESTED TO WORK IN AFRICA?



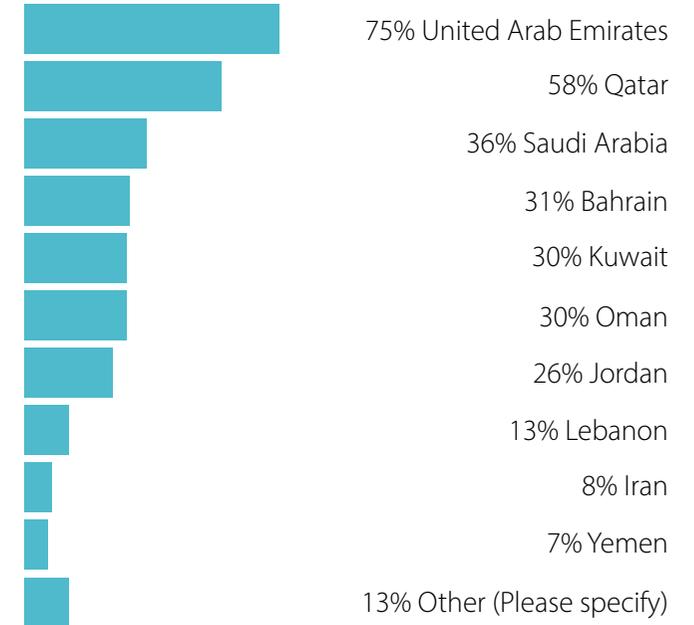
International Mobility

WOULD YOU CONSIDER WORKING IN THE MIDDLE EAST?



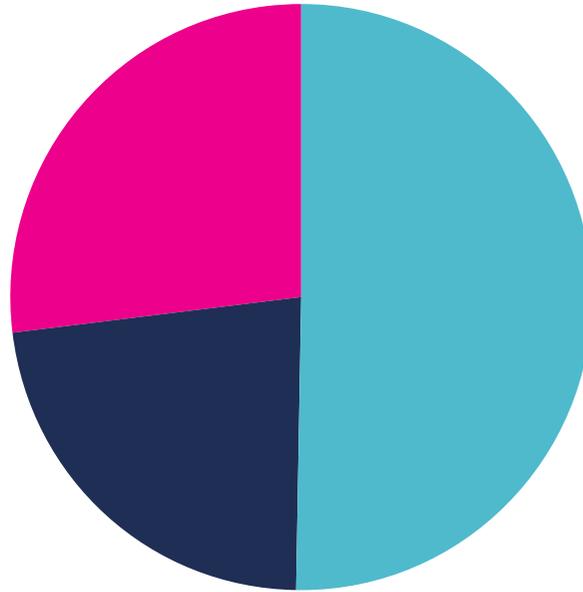
28% Yes 52% No 20% Maybe

WHICH COUNTRY WOULD YOU BE INTERESTED TO WORK IN THE MIDDLE EAST?

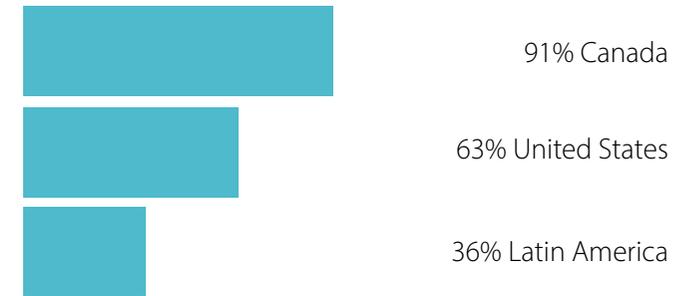


International Mobility

WOULD YOU CONSIDER WORKING IN THE AMERICAS?

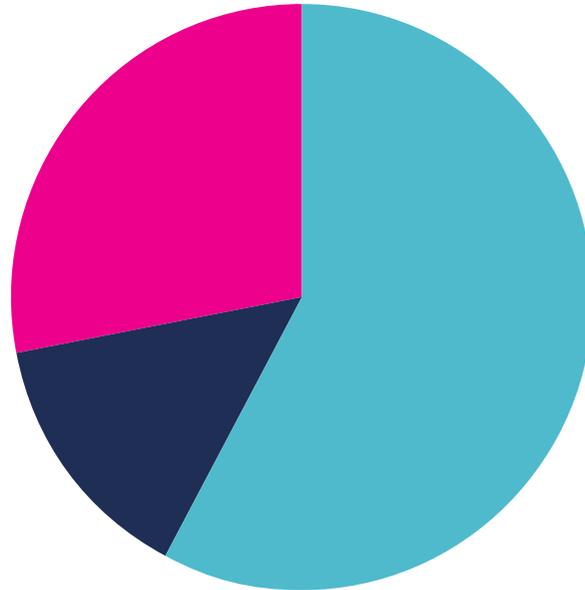


WHICH REGION WOULD YOU BE INTERESTED TO WORK IN?



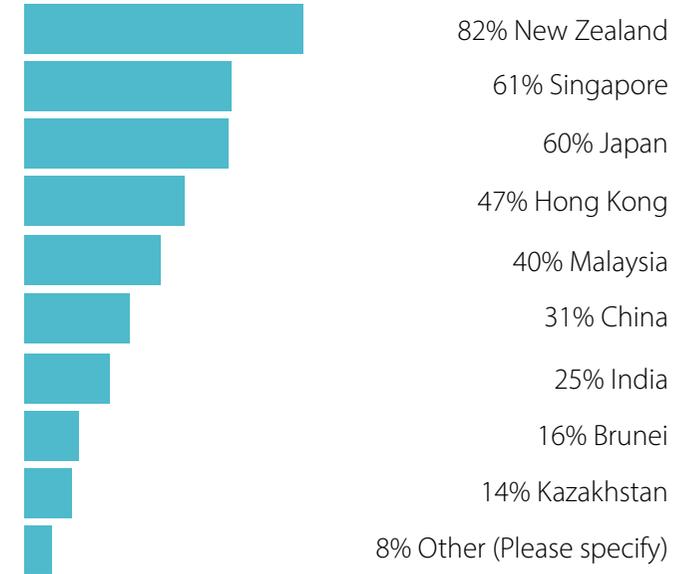
International Mobility

WOULD YOU CONSIDER WORKING IN ASIA PACIFIC?



58% Yes 14% No 28% Maybe

WHICH COUNTRY WOULD YOU BE INTERESTED TO WORK IN ASIA PACIFIC?

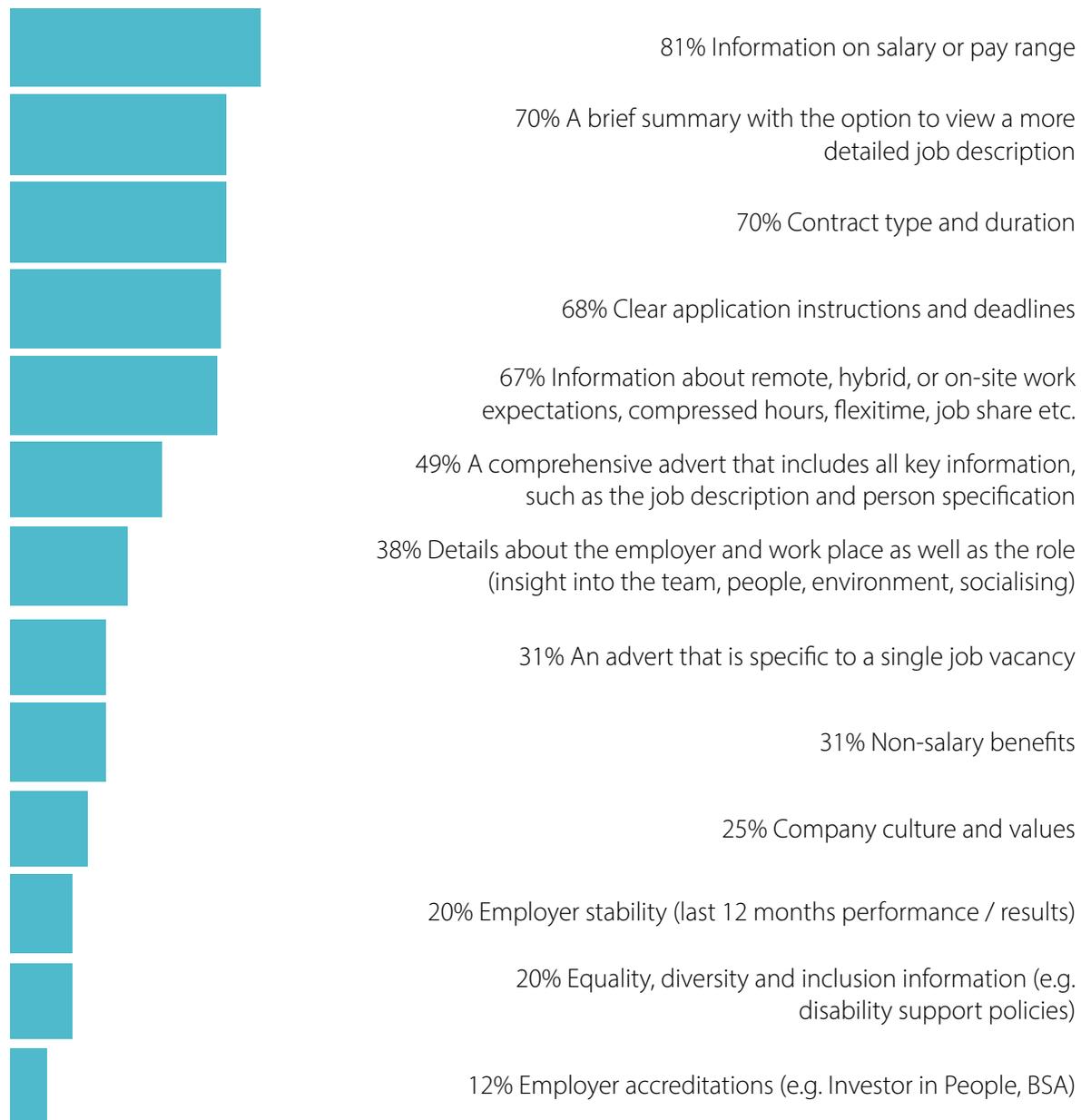


A series of white, wavy, horizontal lines that curve upwards from left to right, set against a dark blue background.

Appendix Professional Services

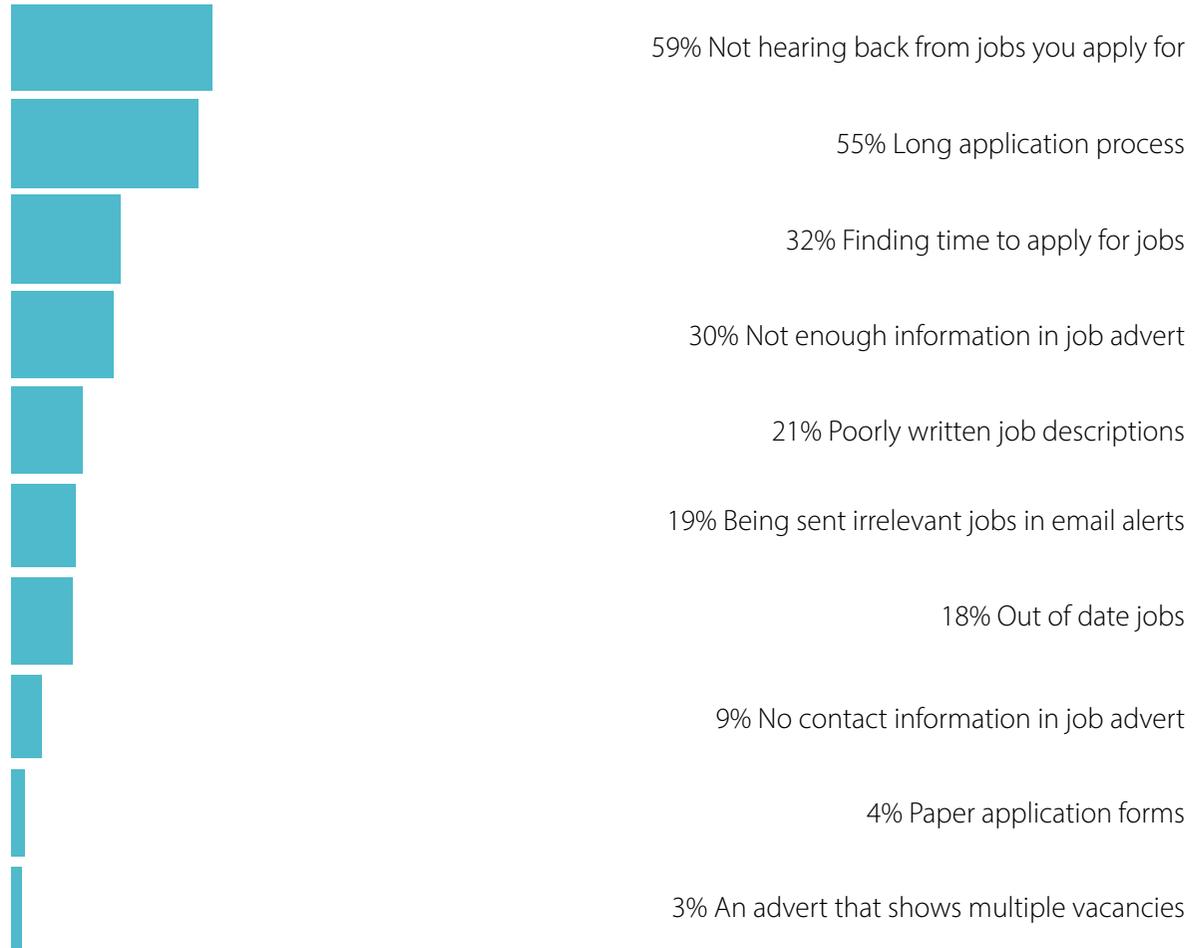


**WHAT DETAILS DO YOU WANT IN A JOB ADVERT?
PLEASE SELECT ALL THAT APPLY**



[**BACK TO REPORT**](#)

**WHAT FRUSTRATES
YOU MOST ABOUT THE
JOB SEEKING PROCESS?
PLEASE SELECT UP TO
THREE ANSWERS**



[BACK TO REPORT](#)

WHY YOU ARE LOOKING FOR A NEW JOB / WHAT MIGHT MAKE YOU WANT TO CHANGE JOBS?



29% Career progression / prospects

10% I have recently been made redundant

9% Better compensation and benefits

8% Improved work / life balance

7% Change in role

6% I have recently graduated and I'm looking for a job in my preferred sector / discipline

5% Change in location / better commute

5% Better quality / more innovative employer

4% My contract is ending / funding has been withdrawn

3% To secure a longer-term or permanent contract

3% More challenging work

3% Increased job security

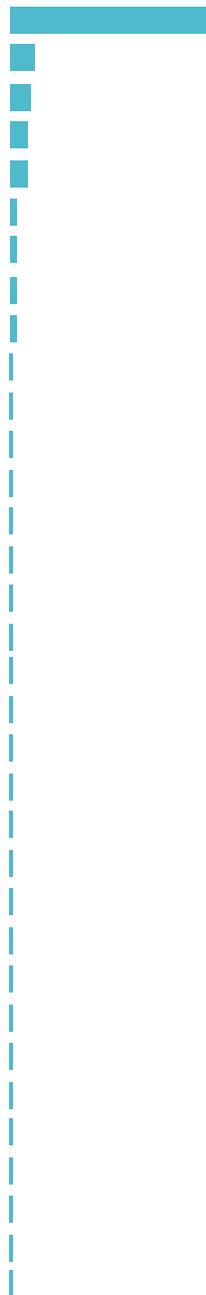
1% I want to work from home permanently

1% Change in discipline

1% I am looking for work experience

5% Other (please specify)

IN WHICH INDUSTRY OR SECTOR ARE YOU MOST INTERESTED IN LOOKING FOR A JOB?



- 57% Education
- 7% Charities / Not for Profit
- 6% Government and Public Services
- 5% Healthcare
- 5% Technology
- 2% Media and Entertainment
- 2% Business Services
- 2% Engineering and Construction
- 2% Pharmaceutical and Life Sciences
- 1% Financial Services
- 1% Aerospace and Defence
- 1% Chemicals
- 1% Hospitality and Leisure
- 1% Banking and Capital Markets
- 1% Mining and Metals
- 1% Power and Utilities
- 1% Retail and Consumer
- 1% Telecommunications
- 1% Asset and Wealth Management
- 1% Insurance
- 1% Private Equity
- 1% Real Estate
- 1% Transport and Logistics
- 1% Automotive
- 1% Capital Projects and Infrastructure
- 1% Forest, Paper and Packaging
- 1% Manufacturing
- 1% Oil and Gas
- 1% Sovereign Investment Funds
- 1% Telecommunications, Technology, Internet & Electronics
- 1% Transport and Logistics
- 1% Travel
- 1% Utilities, Energy, and Extraction
- 1% Other (Please specify)

[BACK TO REPORT](#)

**WHICH OF THESE BEST
DESCRIBES THE AREA YOU
WANT TO WORK?
PLEASE SELECT ONE**



19% Administrative

17% Senior Management

12% Student Services

9% IT

9% PR, Marketing, Sales and Communications

4% International Activities

4% Library Services and Information Management

3% Finance

2% Human Resources

2% Fundraising and Alumni

2% Hospitality, Retail, Conferences and Events

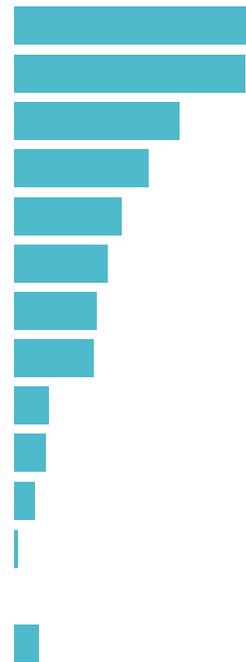
2% Property and Maintenance

0% Sports and Leisure

15% Other (Please specify)

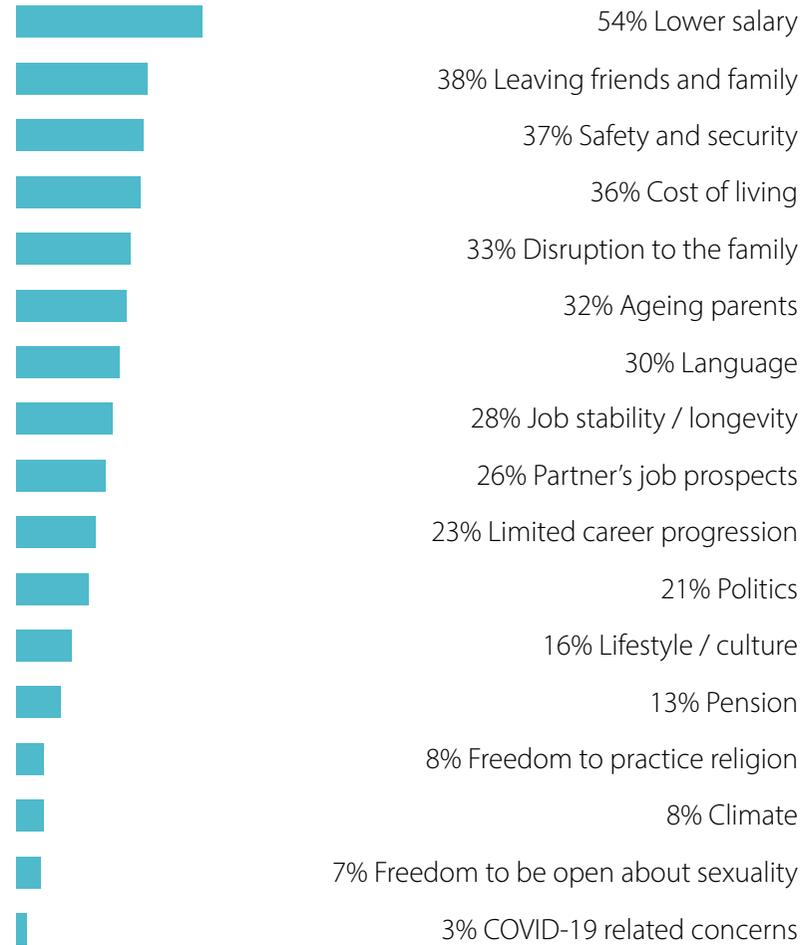
[BACK TO REPORT](#)

**WHAT FACTORS WOULD ATTRACT YOU TO ACCEPT A JOB OVERSEAS?
PLEASE SELECT ALL THAT APPLY**



69%	Increased salary
67%	Career progression / prospects
48%	To experience a new culture
39%	To enhance my career with an international position
31%	For work experience
27%	Improved climate
24%	To enhance my global profile
23%	Increased job security
10%	To move closer to family / friends
9%	Better standard of research facilities
6%	Improved research funding
1%	Covid-19 related factors, such as low infection rates or preventative regulations
0%	To enhance my global academic profile
7%	Other (Please specify)

WHAT FACTORS WOULD PREVENT YOU FROM ACCEPTING A JOB OVERSEAS? PLEASE SELECT ALL THAT APPLY



[BACK TO REPORT](#)



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Jobseeker Insights 2025 PhD

PhD audience overview

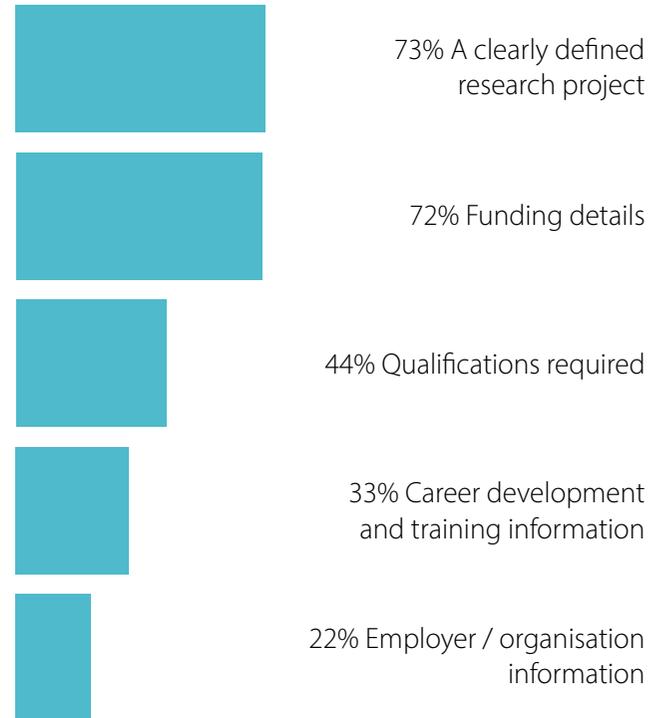
Our PhD audience is actively searching and applying for doctoral opportunities. Funding availability remains the top motivator for prospective PhD candidates.

When considering institutions, candidates place strong importance on an organisation's research reputation, as well as its commitment to inclusivity, equality, and diversity.

For institutions aiming to attract global talent, 90% of our PhD audience is open to relocation. The key motivators driving this group include opportunities for career progression (69%), access to high-quality research opportunities (65%), and improved research funding (55%).

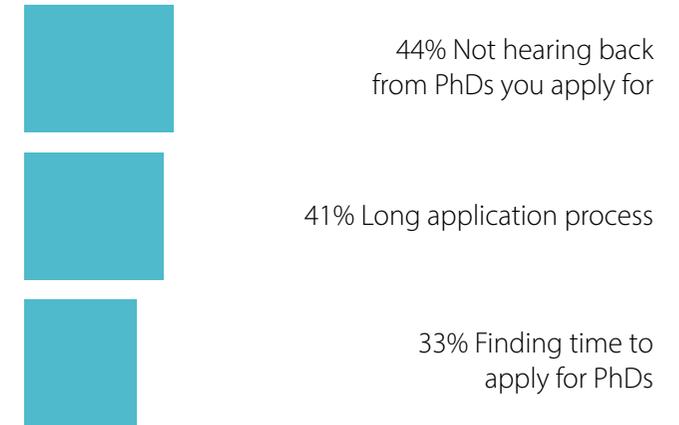
Candidate Search Behaviour & Preferences

APART FROM THE TITLE, SALARY AND LOCATION, WHAT ARE THE THREE MOST IMPORTANT THINGS IN A PHD ADVERT? PLEASE SELECT THREE ANSWERS



[FULL REPORT HERE](#)

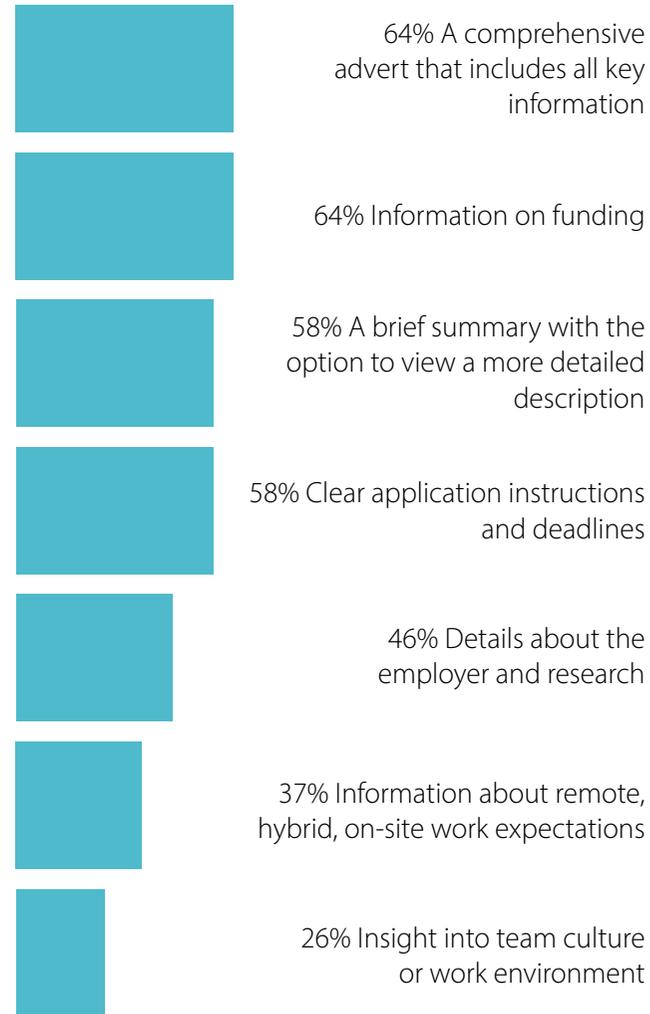
WHAT FRUSTRATES YOU MOST ABOUT THE PHD SEEKING PROCESS? PLEASE SELECT UP TO THREE ANSWERS



[FULL REPORT HERE](#)

Candidate Search Behaviour & Preferences

WHAT DO DETAILS DO YOU WANT IN A PHD ADVERT? PLEASE SELECT ALL THAT APPLY PLEASE SELECT ALL THAT APPLY

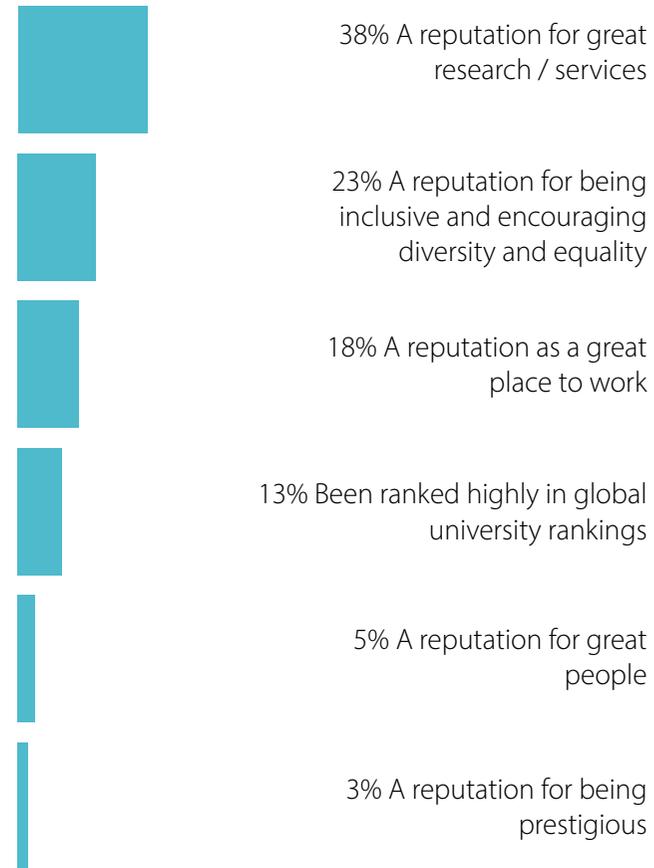


DO YOU USE PHD EMAIL ALERTS WHEN SEARCHING ONLINE FOR A PHD?

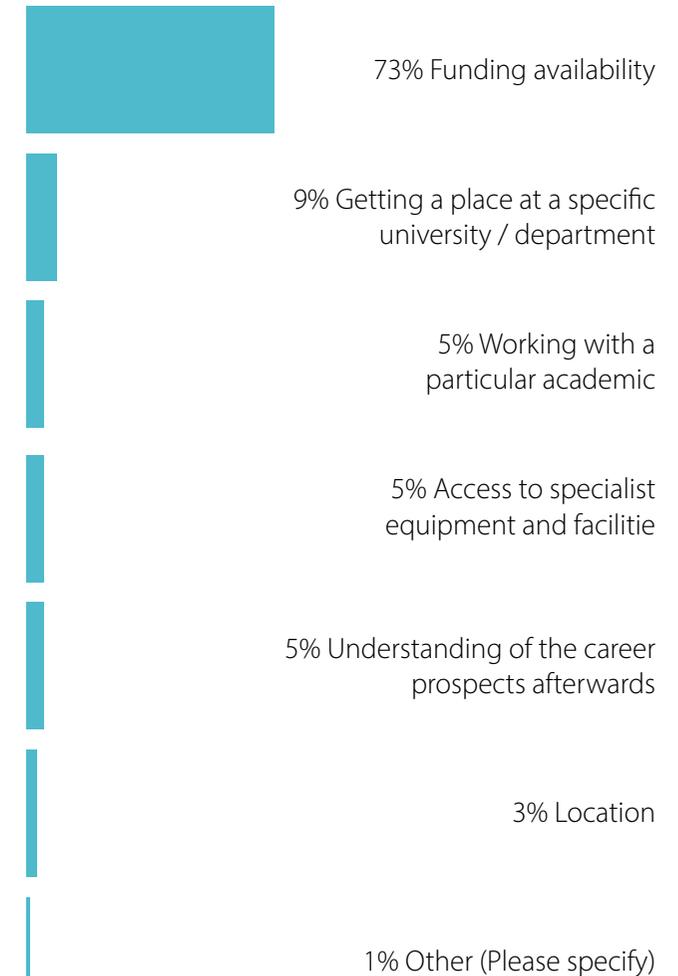


Candidate motivation & career drivers

WHICH OF THE FOLLOWING IS THE MOST IMPORTANT WHEN CONSIDERING A PHD? THE EMPLOYER HAS....



WHAT WOULD BE THE DECIDING FACTOR IN DOING A PHD? PLEASE SELECT ONE



Candidate motivation & career drivers

WHY YOU ARE CONSIDERING DOING / LOOKING FOR A PHD?



34% To pursue an academic career



26% To make a significant contribution to the field and / or society



19% Career progression / prospects

[FULL REPORT HERE](#)

WHAT ACADEMIC DISCIPLINE DOES YOUR RESEARCH INTEREST FALL INTO? PLEASE SELECT ONE OPTION.



13% Health and Medical



12% Engineering and Technology



10% Biological Sciences



10% Business and Management Studies

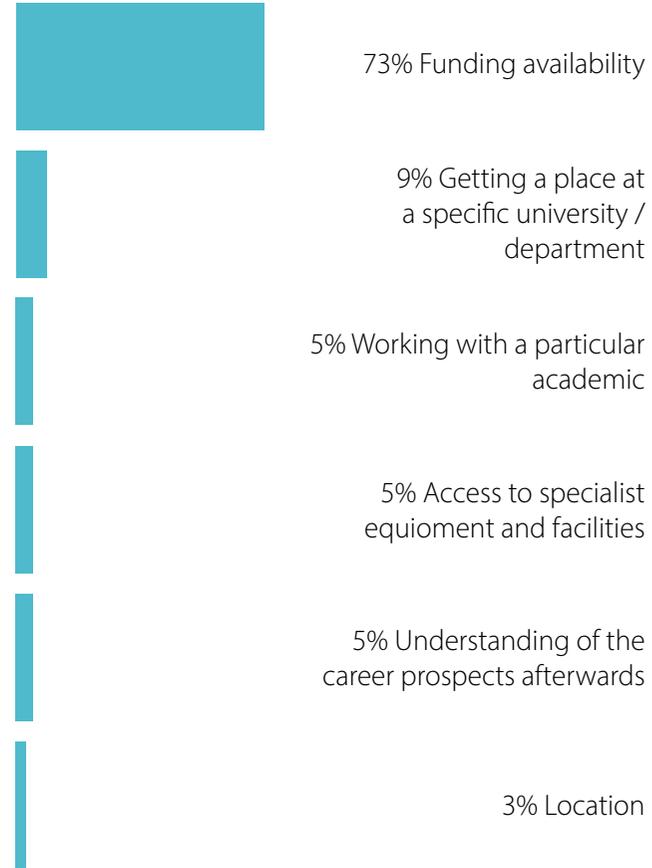


5% Physical and Environment Sciences

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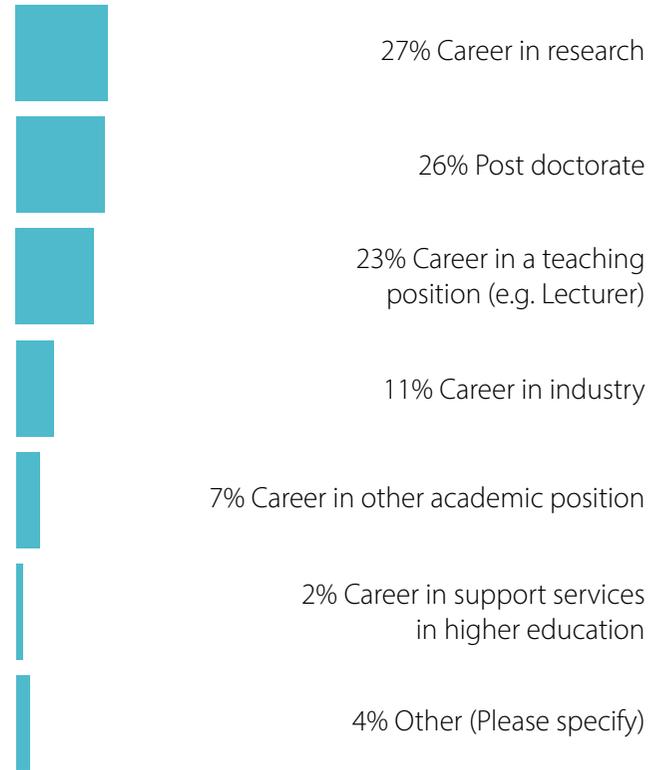
Candidate motivation & career drivers

WHAT WOULD BE THE DECIDING FACTOR IN DOING A PHD? PLEASE SELECT ONE



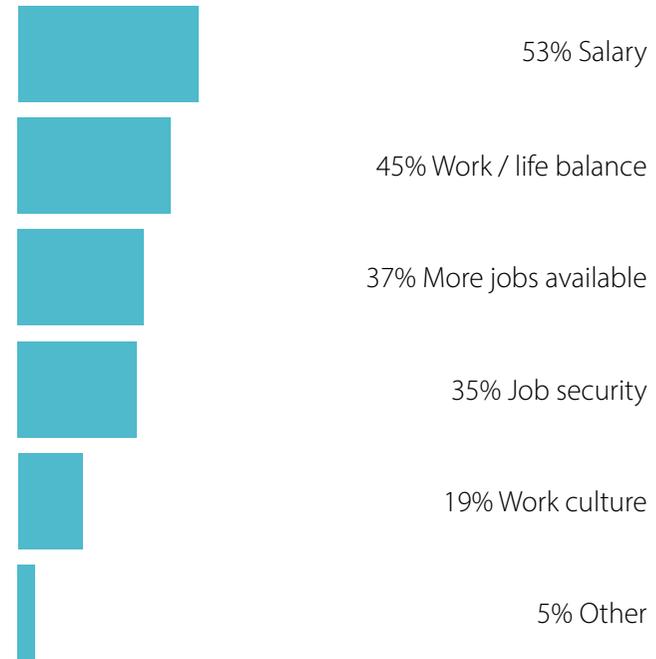
Candidate motivation & career drivers

WHAT ARE YOUR PLANS AFTER YOUR COMPLETE YOUR PHD?



Candidate motivation & career drivers

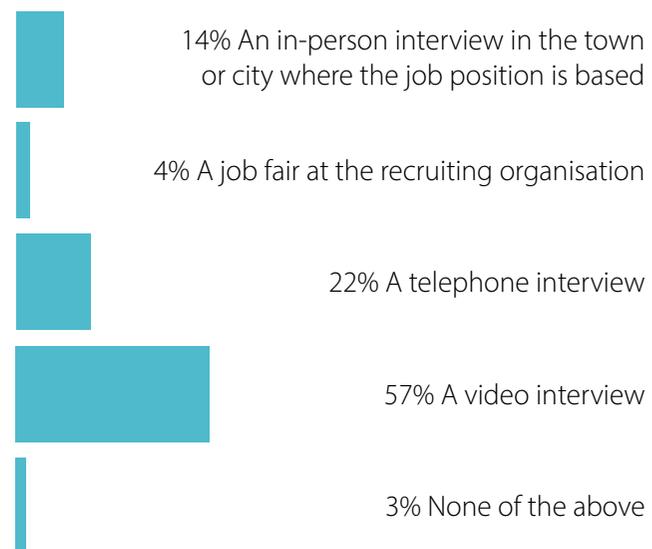
WHAT ARE THE MAIN REASONS YOU WOULD LOOK FOR WORK OUTSIDE ACADEMIA?



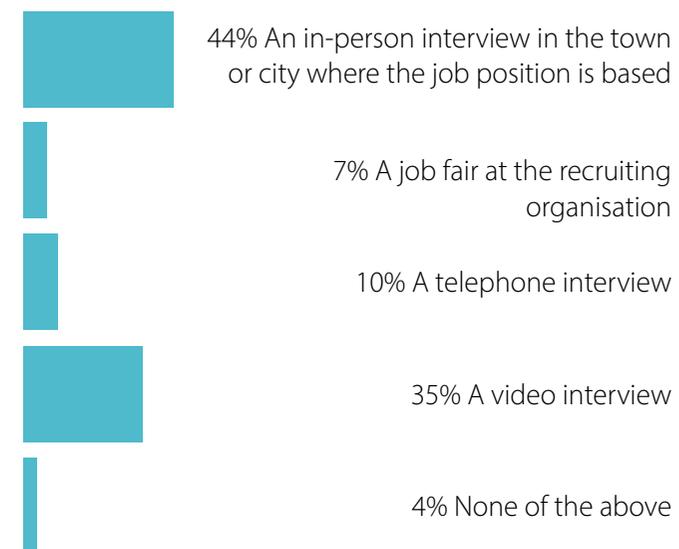
Interview Preferences

WHAT IS YOUR PREFERRED TWO-STAGE INTERVIEW METHOD FOR LOCAL PHDS? PLEASE SELECT ONE PER ROW

First interview

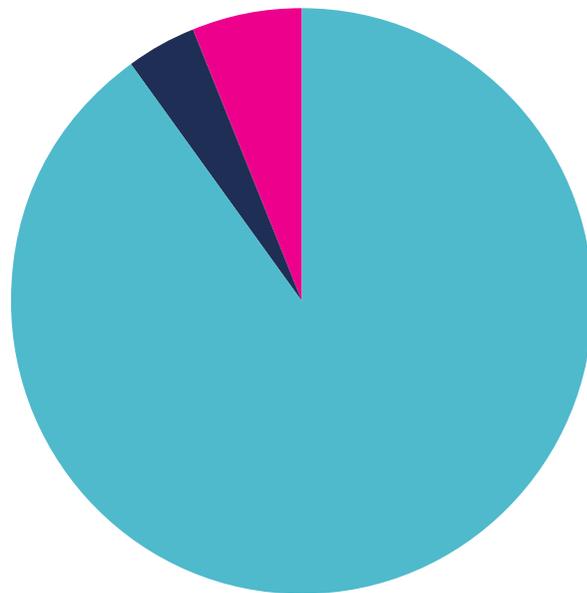


Second interview



International Mobility

WOULD YOU CONSIDER A PHD POSITION
OUTSIDE OF YOUR HOME COUNTRY?

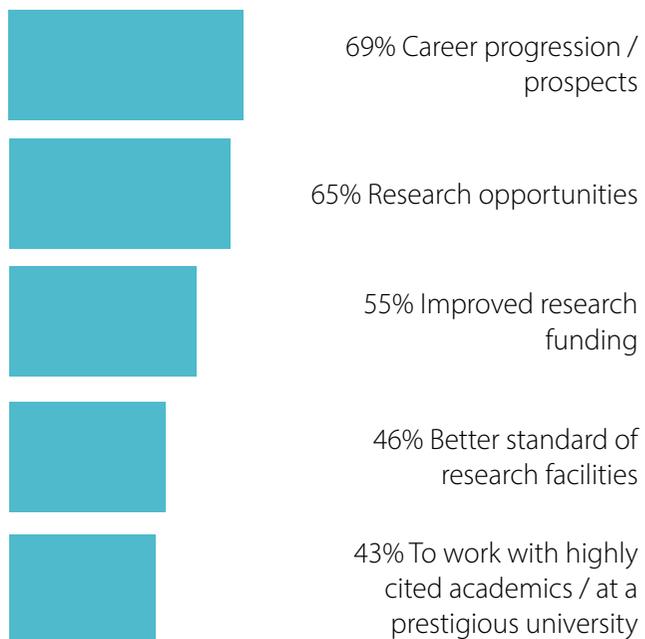


90% Yes 4% No 6% Maybe

Institutions looking to attract global academic talent, 90% of our academic audience are open to relocation.

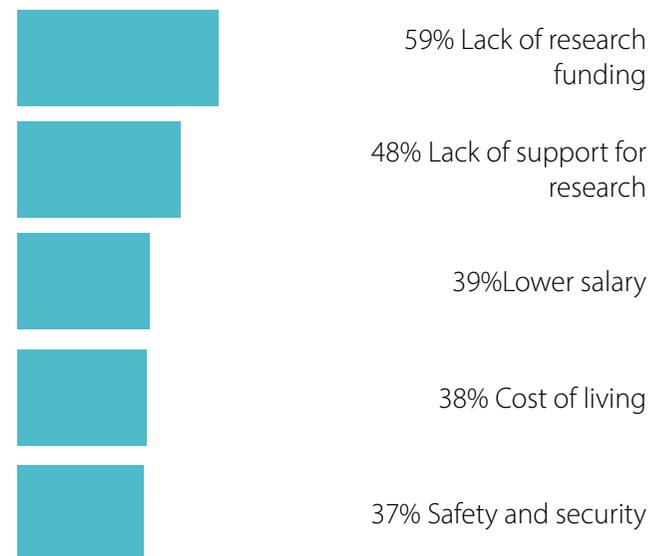
International Mobility

WHAT FACTORS WOULD ATTRACT YOU TO ACCEPT A PHD POSITION OVERSEAS? PLEASE SELECT ALL THAT APPLY



[FULL REPORT HERE](#)

WHAT FACTORS WOULD PREVENT YOU FROM ACCEPTING A PHD POSITION OVERSEAS? PLEASE SELECT ALL THAT APPLY

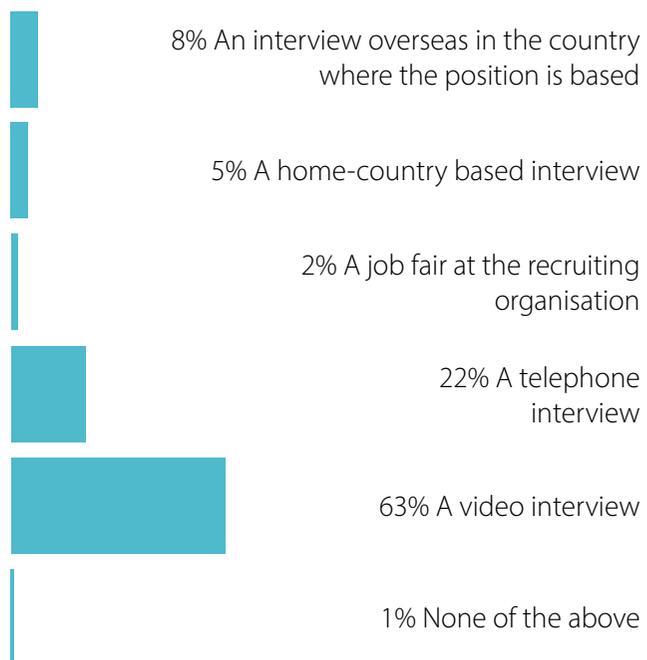


[FULL REPORT HERE](#)

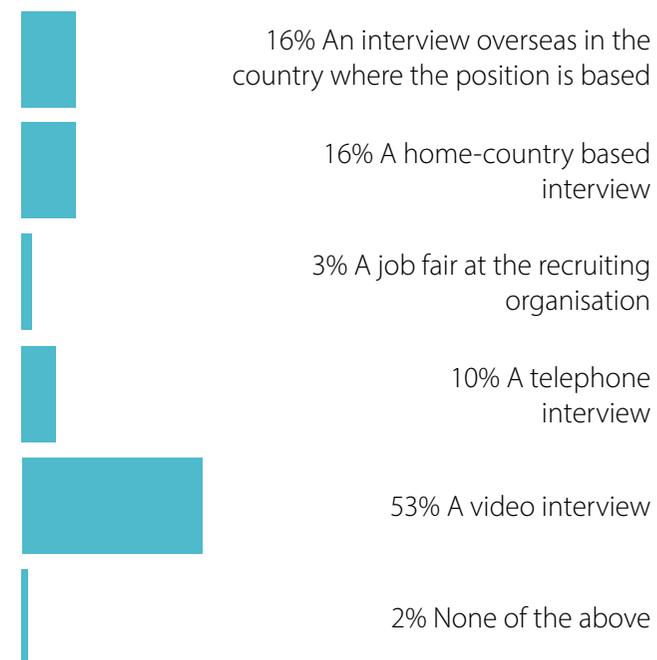
International Mobility

WHAT IS YOUR PREFERRED TWO-STAGE INTERVIEW METHOD FOR OVERSEAS PHDS? PLEASE SELECT ONE PER ROW

First interview

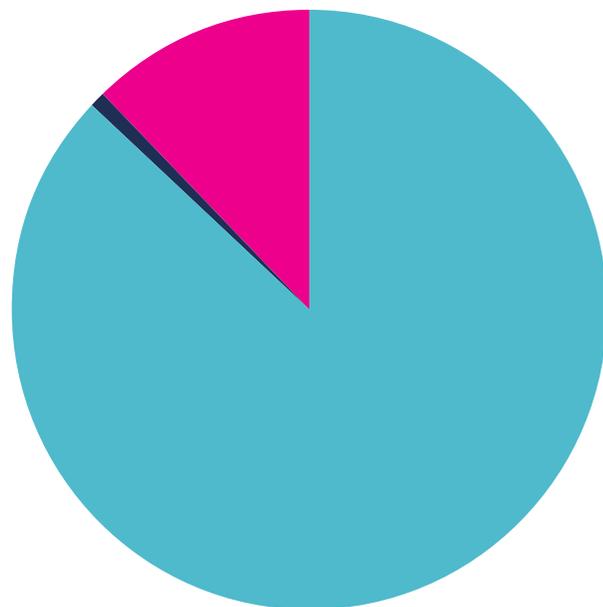


Second interview



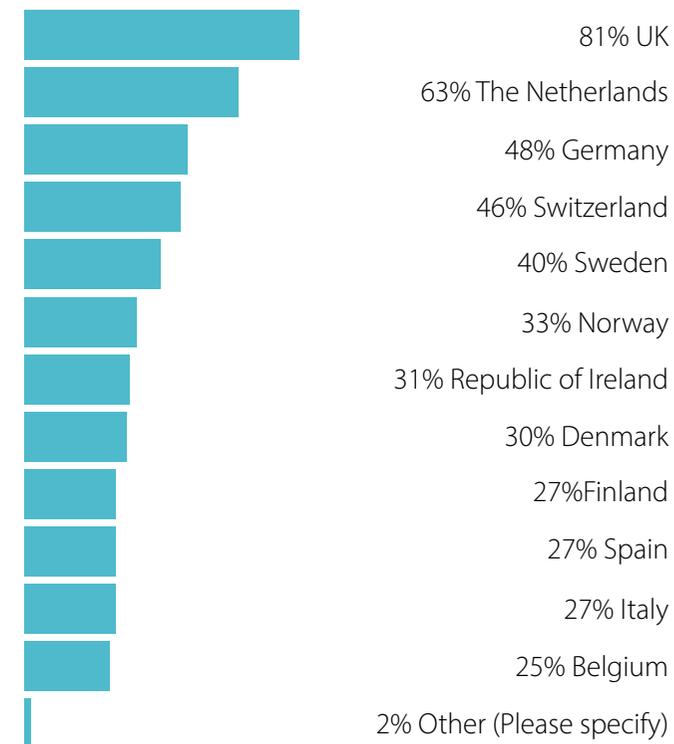
International Mobility

WOULD YOU CONSIDER WORKING IN EUROPE?



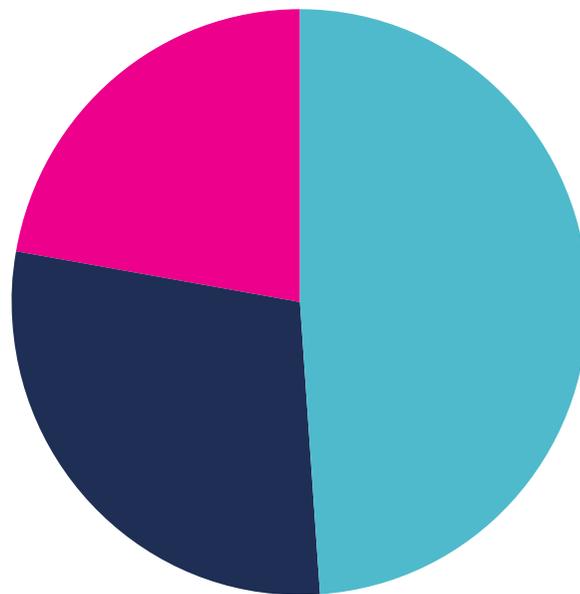
87% Yes 1% No 12% Maybe

WHICH COUNTRY WOULD YOU BE INTERESTED TO WORK IN EUROPE?



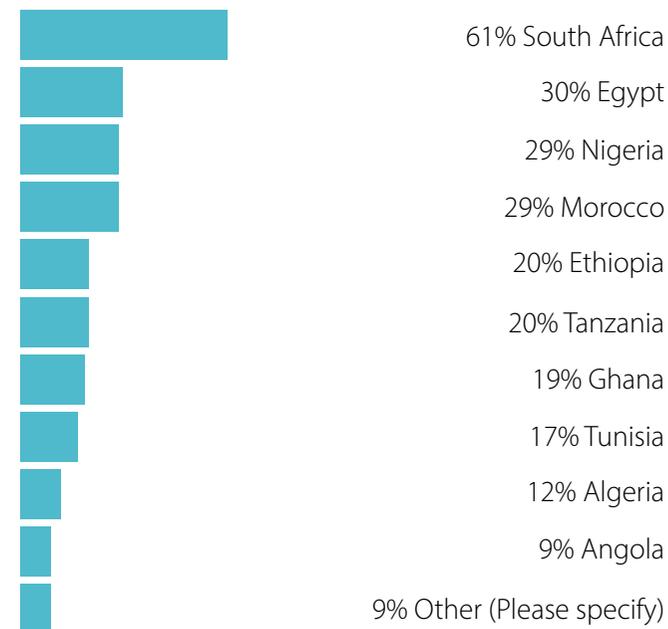
International Mobility

WOULD YOU CONSIDER WORKING IN AFRICA?



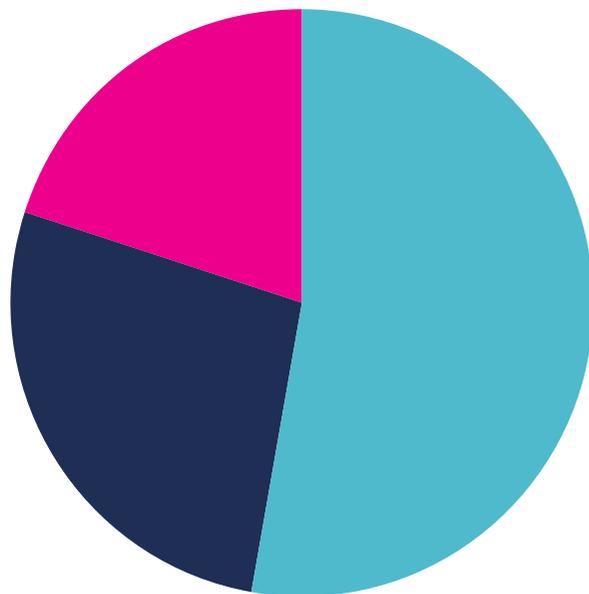
49% Yes 29% No 22% Maybe

WHICH COUNTRY WOULD YOU BE INTERESTED TO WORK IN AFRICA?



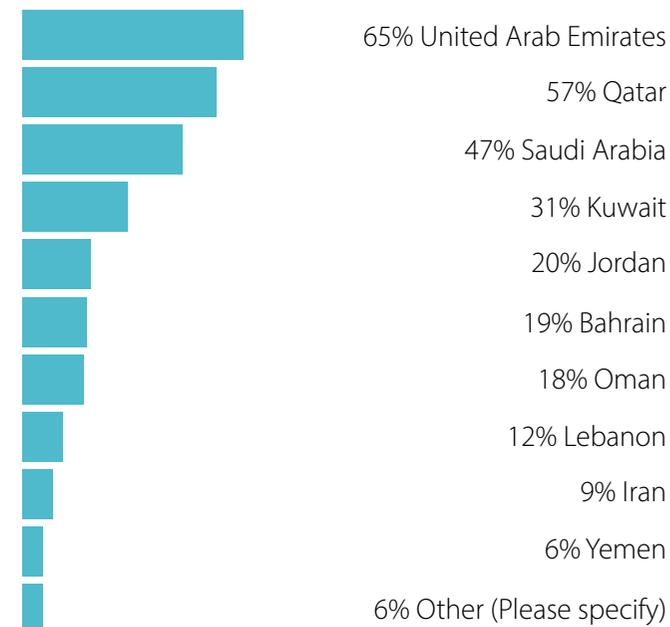
International Mobility

WOULD YOU CONSIDER WORKING IN THE MIDDLE EAST?



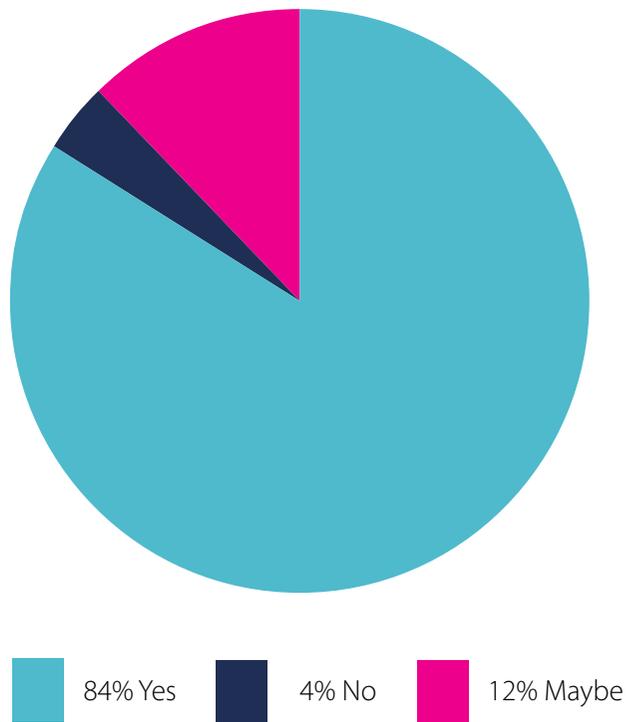
53% Yes 27% No 20% Maybe

WHICH COUNTRY WOULD YOU BE INTERESTED TO WORK IN THE MIDDLE EAST?

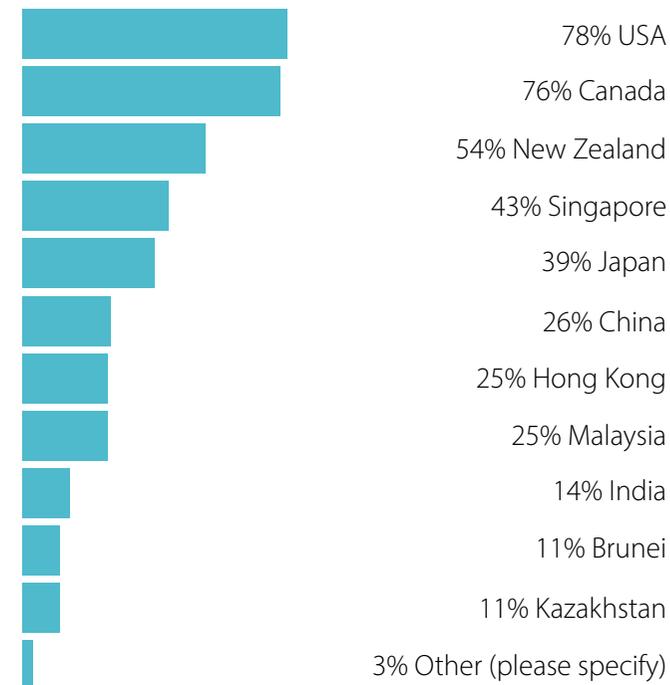


International Mobility

WOULD YOU CONSIDER WORKING IN AMERICA OR ASIA PACIFIC?



WHICH COUNTRY WOULD YOU BE INTERESTED TO WORK IN AMERICA OR ASIA PACIFIC?

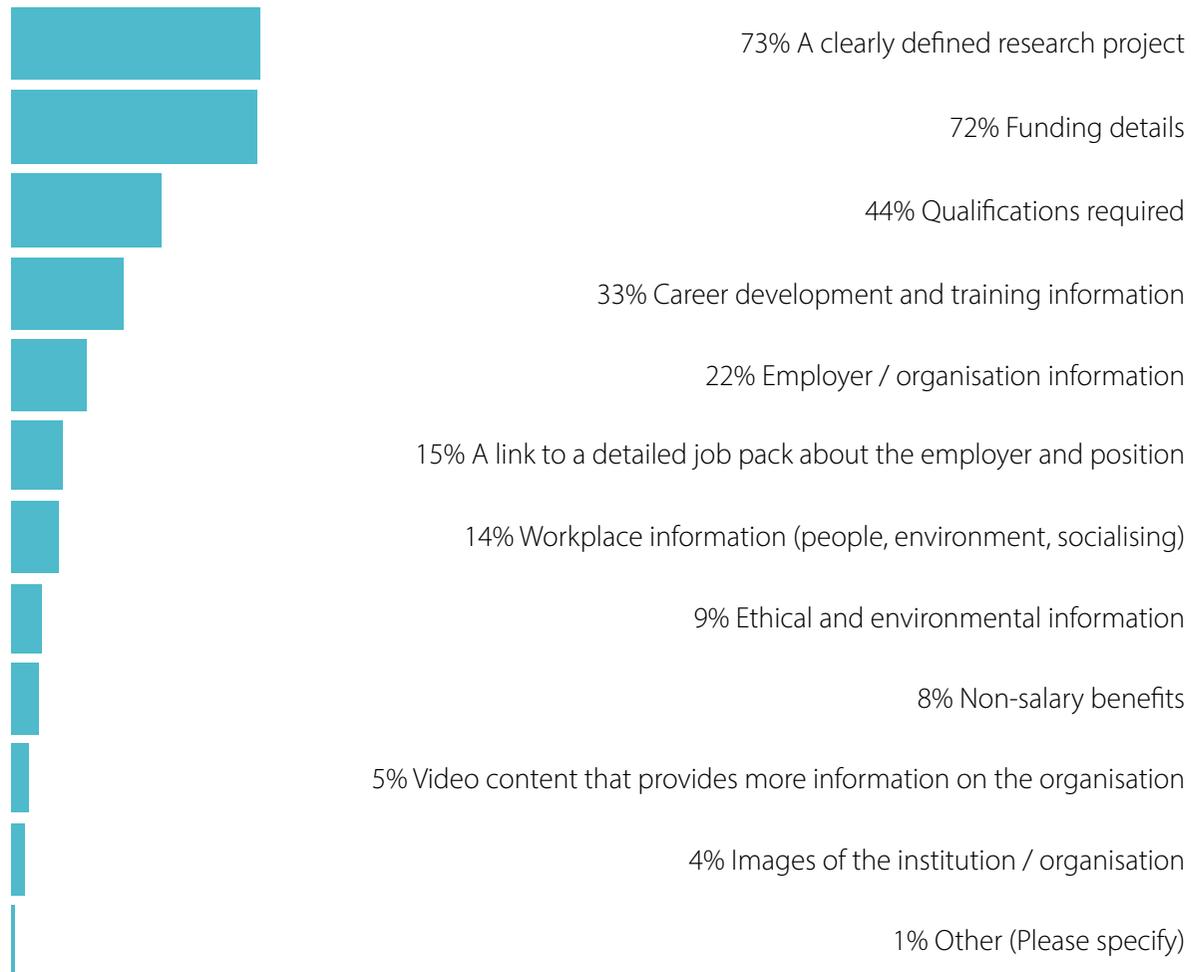




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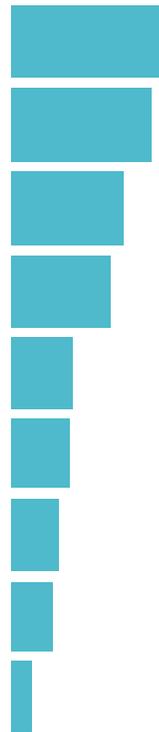
Appendix PhD

**APART FROM THE TITLE,
SALARY AND LOCATION,
WHAT ARE THE THREE
MOST IMPORTANT
THINGS IN A PHD
ADVERT?
PLEASE SELECT THREE
ANSWERS**



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WHAT FRUSTRATES YOU MOST ABOUT THE PHD SEEKING PROCESS? PLEASE SELECT UP TO THREE ANSWERS



44% Not hearing back from PhDs you apply for

41% Long application process

33% Finding times to apply for PhDs

29% Not enough information in PhD adverts

18% Poorly written PhD descriptions

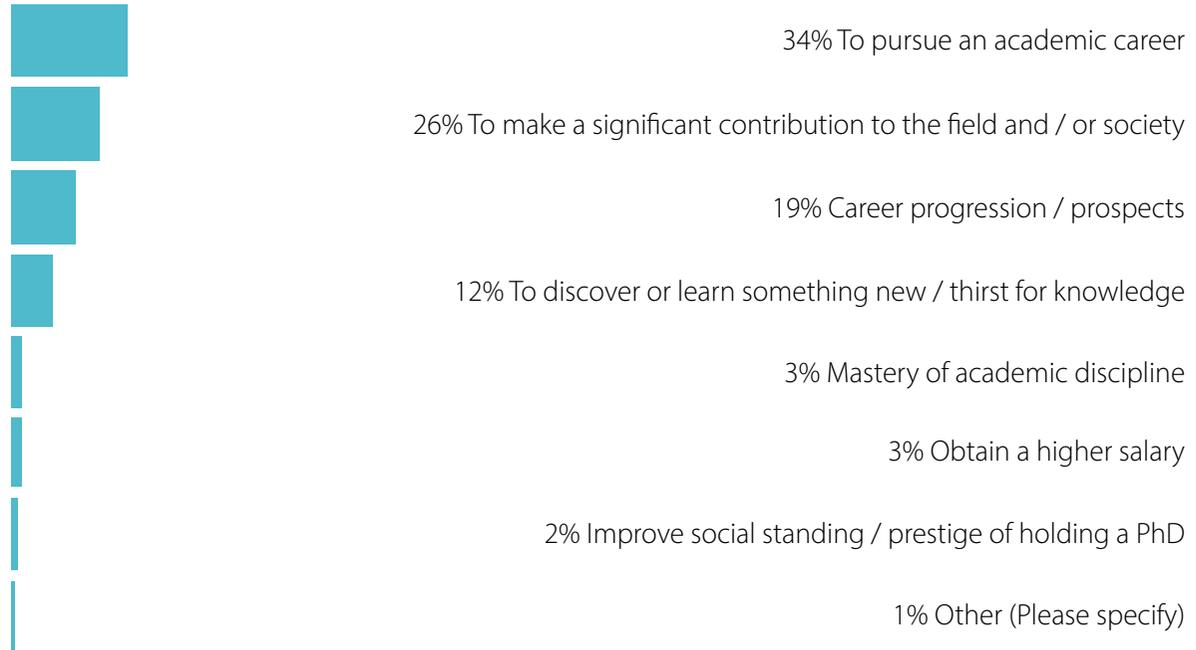
17% Out of date PhDs

14% Being sent irrelevant PhDs in email alerts

12% No contract information in PhD advert

6% Paper application forms

**WHY YOU ARE
CONSIDERING DOING /
LOOKING FOR A PHD?**



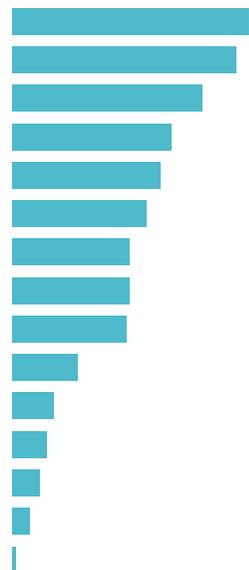
**WHAT ACADEMIC
DISCIPLINE DOES YOUR
RESEARCH INTEREST FALL
INTO?
PLEASE SELECT ONE
OPTION.**



- 13% Health and Medical
- 12% Engineering and Technology
- 10% Biological Sciences
- 10% Business and Management Studies
- 5% Physical and Environmental Sciences
- 5% Computer Science
- 5% Economics
- 5% Social Sciences and Social Care
- 4% Historical and Philosophical Studies
- 4% Agriculture, Food and Veterinary
- 4% Education studies (including TEFL)
- 4% Politics and Government
- 4% Psychology
- 3% Law
- 2% Mathematics and Statistics
- 2% Languages, Literature and Culture
- 2% Architecture, Building and Planning
- 1% Media and Communications
- 1% Creative Arts and Design
- 1% Information Management and Librarianship
- 0% Sport and Leisure
- 5% Other (Please specify)

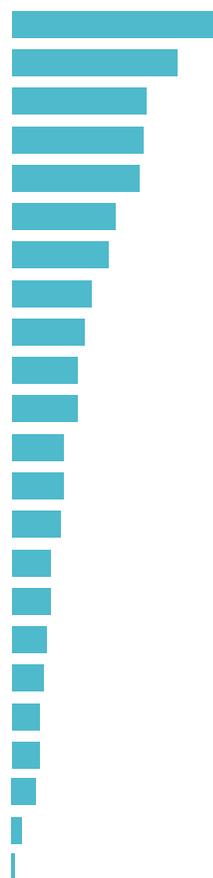
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WHAT FACTORS WOULD ATTRACT YOU TO ACCEPT A PHD POSITION OVERSEAS? PLEASE SELECT ALL THAT APPLY



- 69% Career progression / prospects
- 65% Research opportunities
- 55% Improved research funding
- 46% Better standard of research facilities
- 43% To work with highly cited academics at a prestigious university
- 39% Increased salary
- 34% To experience a new culture
- 34% Greater flexibility to publish research
- 33% To enhance my global profile
- 19% Increased job security
- 12% To live closer to site of research
- 10% Improved climate
- 8% To pursue a teaching only position
- 5% To move closer to family / friends
- 1% Other (Please specify)

WHAT FACTORS WOULD PREVENT YOU FROM ACCEPTING A PHD POSITION OVERSEAS? PLEASE SELECT ALL THAT APPLY



- 59% Lack of research funding
- 48% Lack of support for research
- 39% Lower salary
- 38% Cost of living
- 37% Safety and security
- 30% Lack of research equipment / facilities
- 28% Limitations / opposition to research
- 23% Limited career progression
- 21% Lower academic standard of students
- 19% Language
- 19% Isolation from leading academics
- 15% Political
- 15% Freedom to practice religion
- 14% Job stability / longevity
- 11% Leaving friends and family
- 11% Partner's job prospects
- 10% Disruption to the family
- 9% Climate
- 8% Freedom to be open about sexuality
- 8% Ageing parents
- 7% Lifestyle / culture
- 3% Pension
- 1% Other (Please specify)

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