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Great jobs for bright people

Jobseeker Insights 2024

PhD and Master's

17% of visitors to jobs.ac.uk are looking for PhD

Executive summary

jobs.ac.uk attracts a diverse audience seeking to advance their academic and professional careers. 17% of respondents were looking for PhD or Master's opportunities, with 59% actively searching and applying and 24% browsing but would apply if they found the right opportunity.

Business and Management Studies, followed by Engineering and Technology, and Health and Medical, were the most popular subject disciplines.

A clearly defined research project was the greatest deciding factor for 75% of respondents when considering a PhD. Other factors deemed important were funding details, and an institution having a reputation for great research and encouraging diversity and inclusion.

The top reasons for respondents seeking a PhD is to pursue an academic career or to make a significant contribution to the field of study or society.

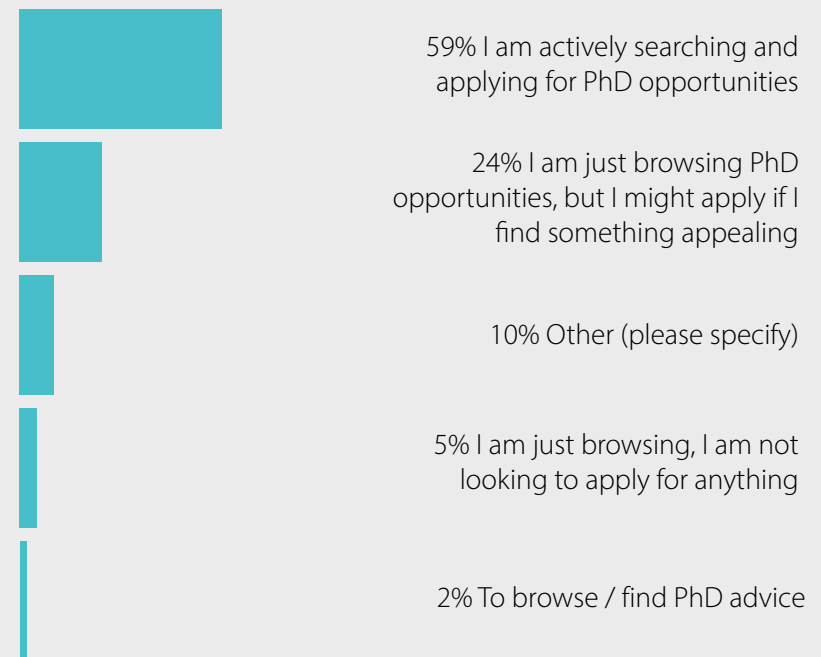
100% OF RESPONDENTS WOULD RECOMMEND JOBS.AC.UK TO A COLLEAGUE.

SEE HOW WE CAN HELP?

75% of candidates indicate that a clearly defined research project and funding details are the most important part of an advert.

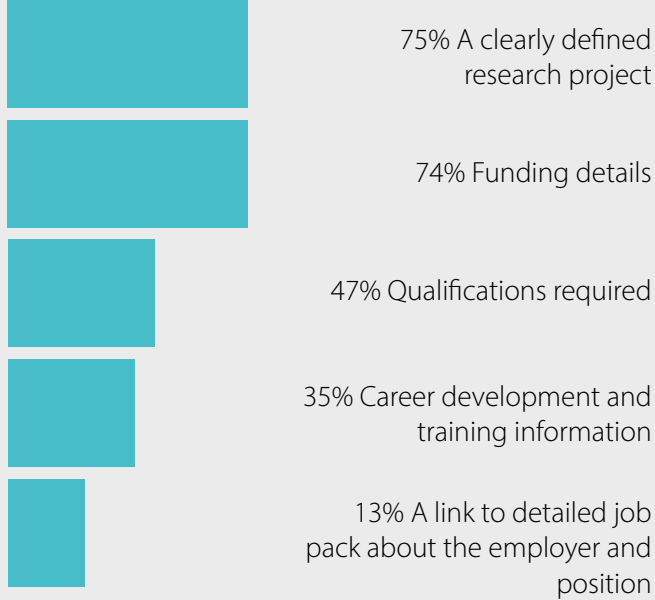
For support and guidance on getting the most out of your job advert, please get in touch on enquiries@jobs.ac.uk

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



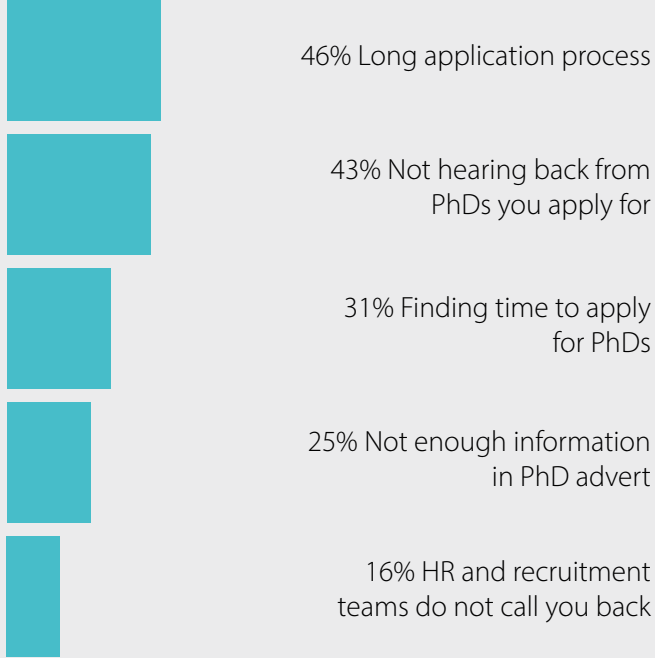
PhD adverts and the recruitment process

APART FROM THE TITLE, SALARY AND LOCATION, WHAT ARE THE THREE MOST IMPORTANT THINGS IN A PHD ADVERT? TOP 5 RESPONSES



[FULL REPORT](#)

WHAT FRUSTRATES YOU MOST ABOUT THE PHD SEEKING PROCESS? TOP 5 RESPONSES



[FULL REPORT](#)

KEY FINDINGS

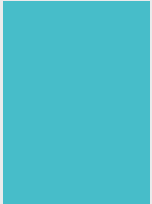
- When considering a PhD, funding details remains the greatest deciding factor for 74% of respondents
- 75% prefer a job advert that contains a clearly defined research project
- 47% of respondents would also like to see information about the qualifications required for the role
- 46% of respondents are frustrated by the long application process

PhD adverts and the recruitment process

I PREFER A PHD ADVERT THAT... PLEASE SELECT ALL THAT APPLY



75% Contains all the job details, including job description and person specification



43% Has a short description with a detailed description attached

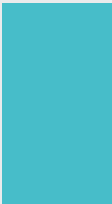


36% Contains information about the employer as well as the role

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



41% I sign up for PhD alerts but still search on a job board / online platform



32% I sign up for PhD alerts and only view PhDs that appear in my PhD alert emails



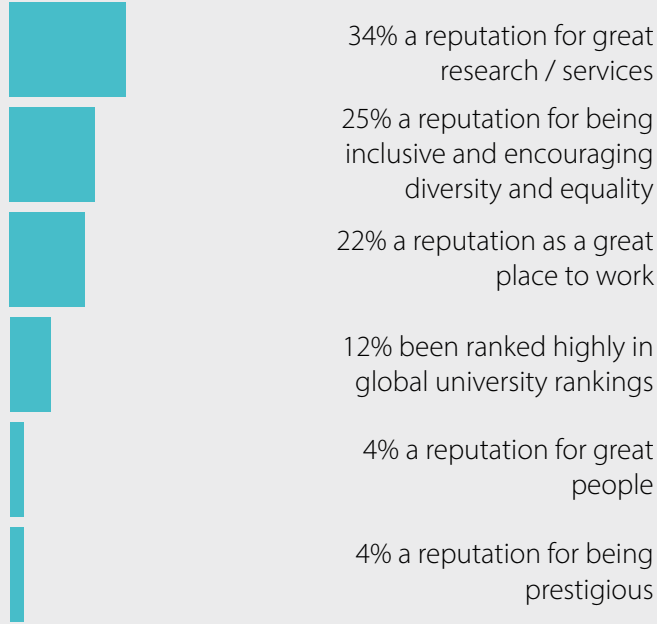
28% I do not sign up for PhD alerts

KEY FINDINGS

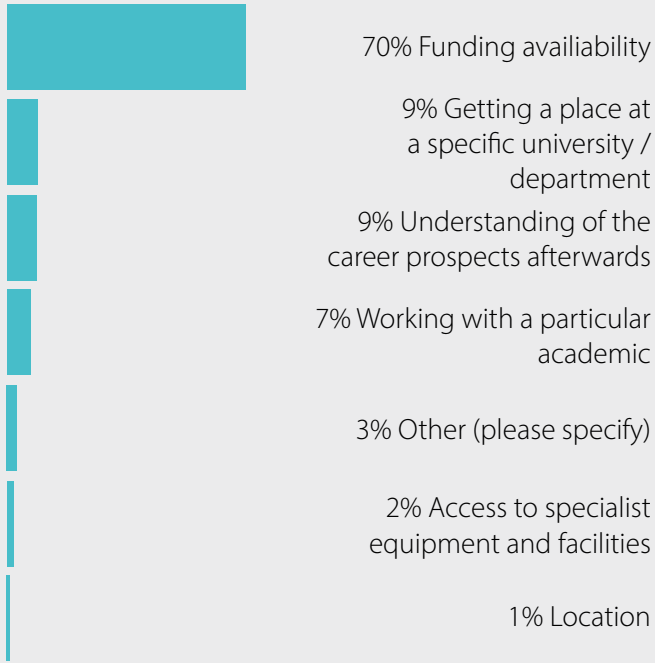
- 41% of respondents use our PhD email alert system but also search the site regularly
- 75% of respondents prefer the PhD advert to contain all the details including job description and person specification

PhD adverts and the recruitment process

WHICH OF THE FOLLOWING IS THE MOST IMPORTANT IF YOU WERE TO CONSIDER A PHD? THE EMPLOYER HAS...



WHAT WOULD BE THE DECIDING FACTOR IN DOING A PHD?



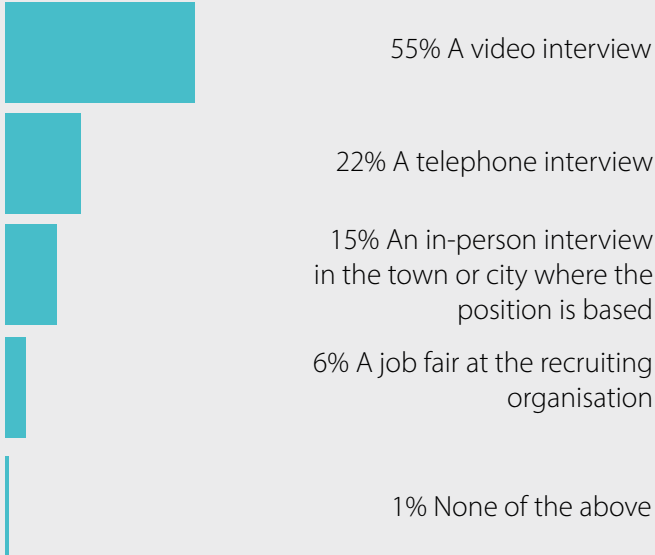
KEY FINDINGS

- The most important factor for the majority of respondents is that the employer has a reputation for great research funding availability is the most important deciding factor in doing a PhD

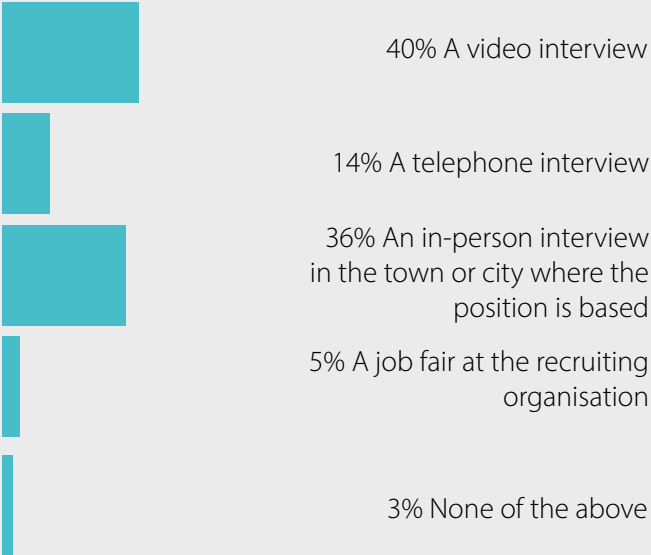
PhD interview preferences

WHAT IS YOUR PREFERRED TWO-STAGE INTERVIEW METHOD FOR LOCAL PHDS?

FIRST INTERVIEW

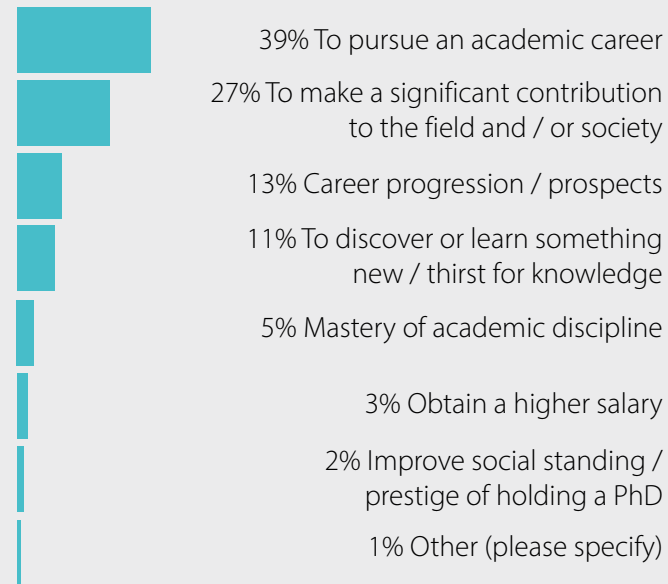


SECOND INTERVIEW

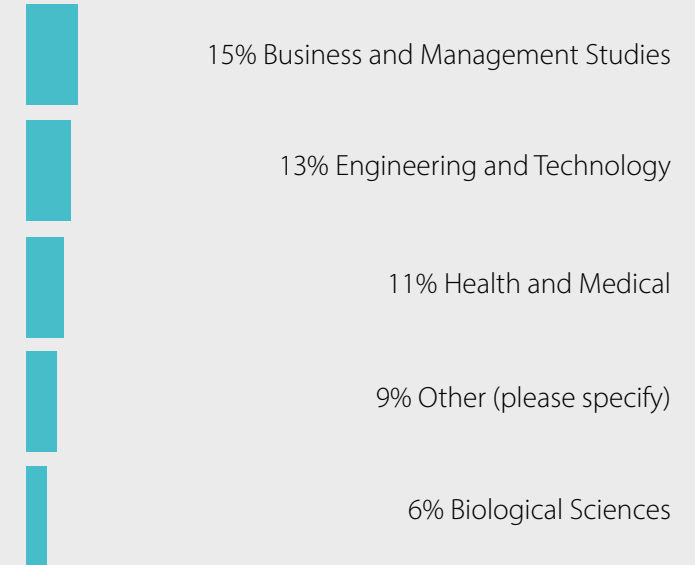


Jobseeker information

WHY YOU ARE CONSIDERING DOING / LOOKING FOR A PHD?



WHAT ACADEMIC DISCIPLINE DOES YOUR RESEARCH INTEREST FALL INTO? TOP 5 RESPONSES



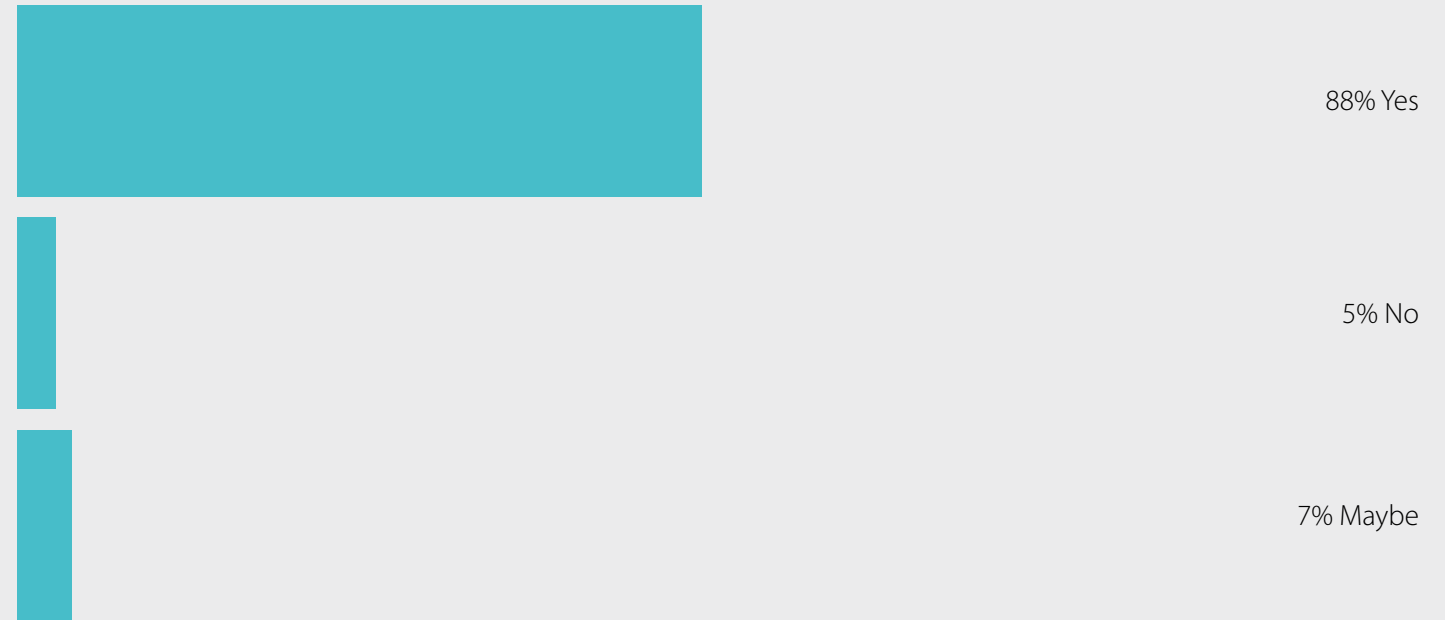
[FULL REPORT](#)

KEY FINDINGS

- 39% of respondents wish to pursue an academic career
- The top academic discipline for PhD seekers is Business Management Studies

International mobility

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



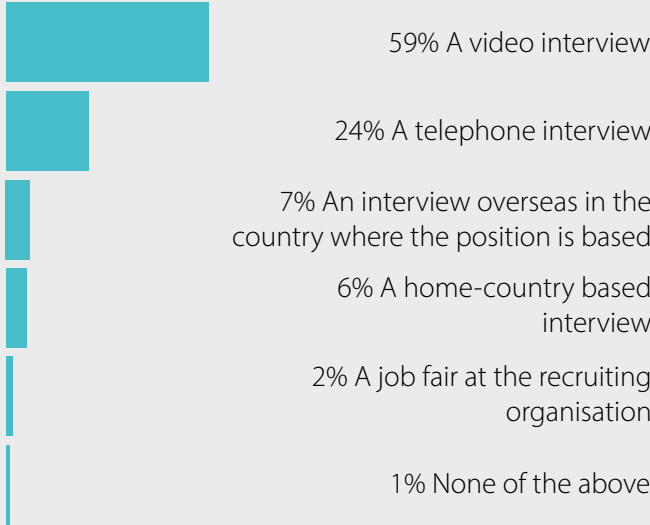
KEY FINDINGS

- The jobs.ac.uk PhD audience are highly mobile, with 88% of respondents stating they would consider a PhD outside of their home country
- 84% of our PhD audience would prefer a phone or video interview for a first interview and 71% for a second interview for a PhD outside of their home country
- English is the native language for the majority of our jobseekers, followed by Hindi. French, Hindi, and Spanish are the top 3 languages our jobseekers can converse into a near-native standard

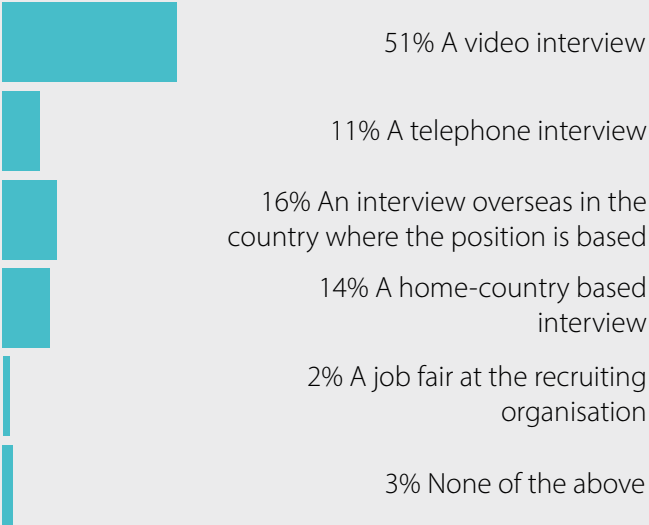
International mobility

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

FIRST INTERVIEW



SECOND INTERVIEW

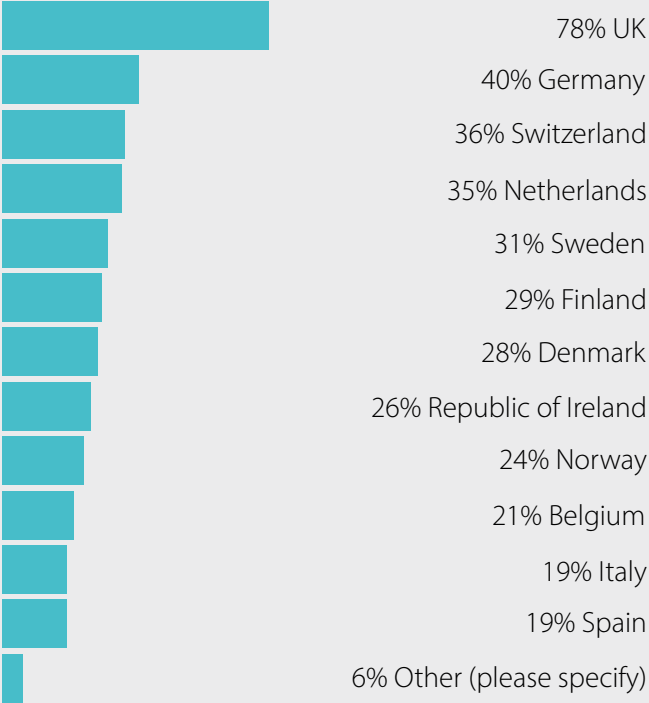


International mobility

WOULD YOU CONSIDER WORKING IN EUROPE?

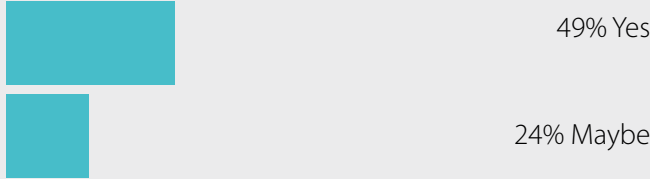


WHICH COUNTRY WOULD YOU BE INTERESTED TO WORK IN EUROPE?

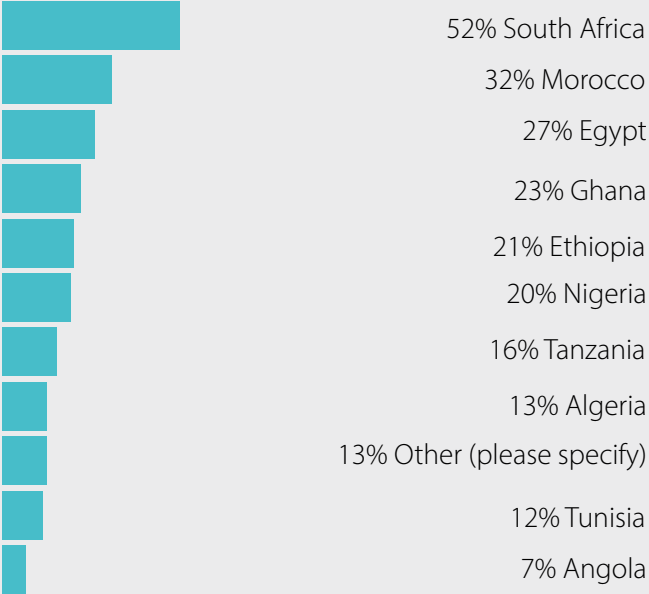


International mobility

WOULD YOU CONSIDER WORKING IN AFRICA?

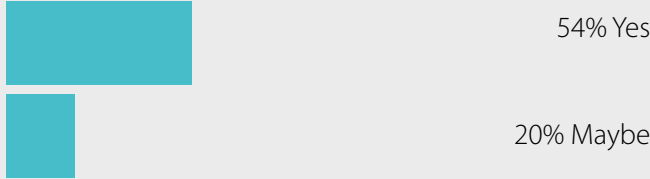


WHICH COUNTRY WOULD YOU BE INTERESTED TO WORK IN AFRICA?

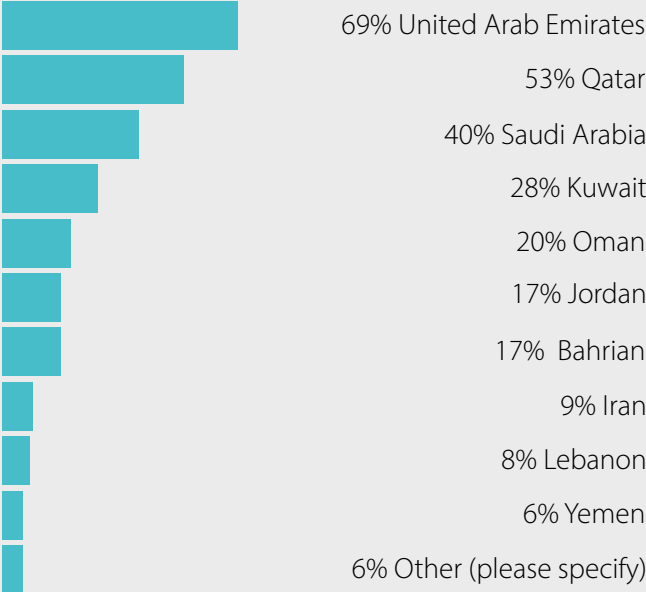


International mobility

WOULD YOU CONSIDER WORKING IN THE MIDDLE EAST?



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



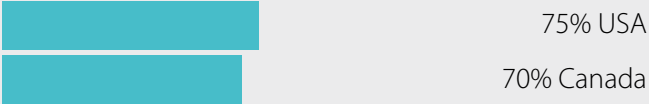
International mobility

WOULD YOU CONSIDER WORKING IN AMERICA OR ASIA PACIFIC?

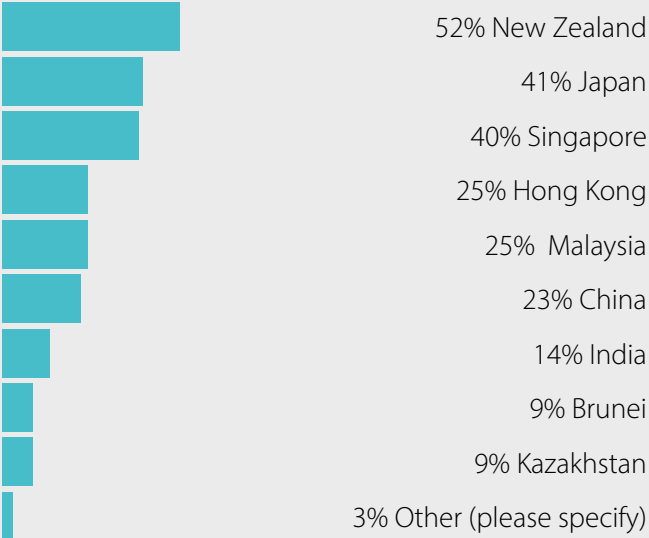


WHICH COUNTRY WOULD YOU BE INTERESTED TO WORK IN AMERICA OR ASIA PACIFIC?

AMERICA

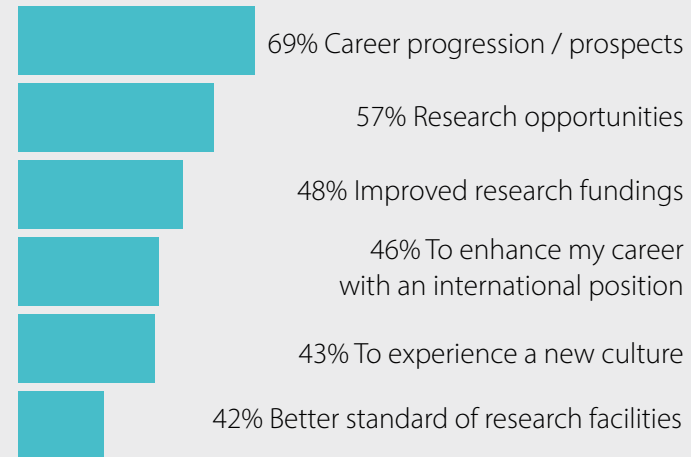


ASIA PACIFIC

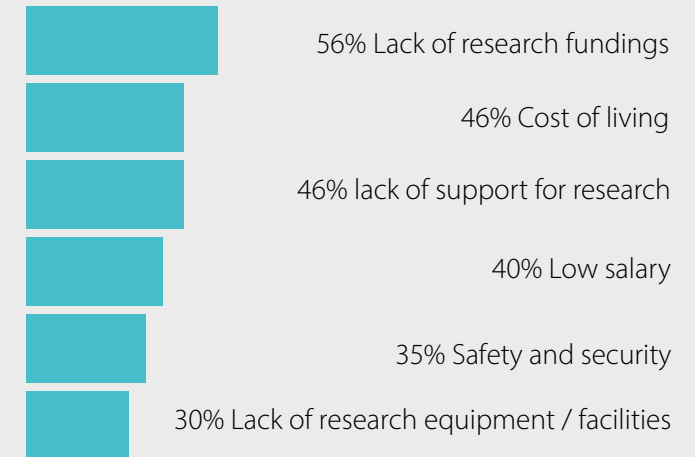


Top reasons that would attract or prevent accepting a PhD abroad

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

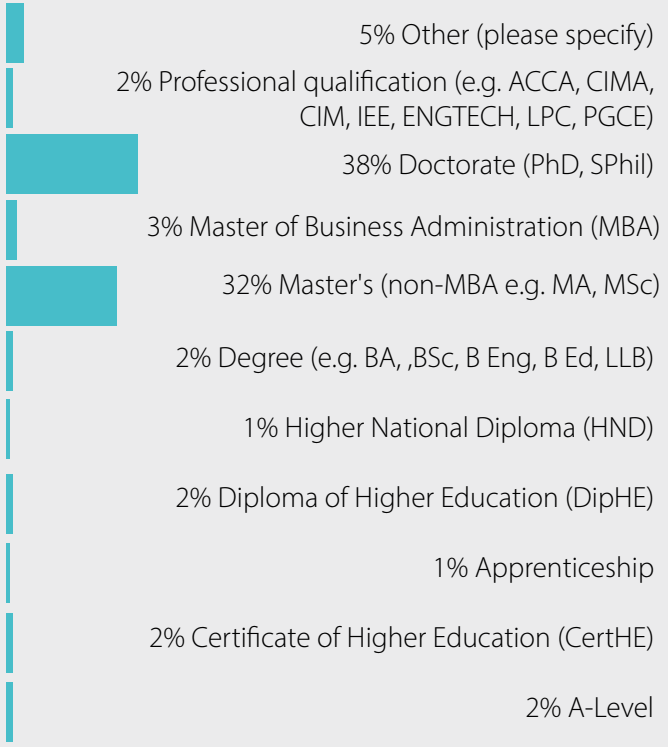


WHAT FACTORS WOULD PREVENT YOU FROM ACCEPTING A PHD POSITION ABROAD? PLEASE SELECT ALL THAT APPLY

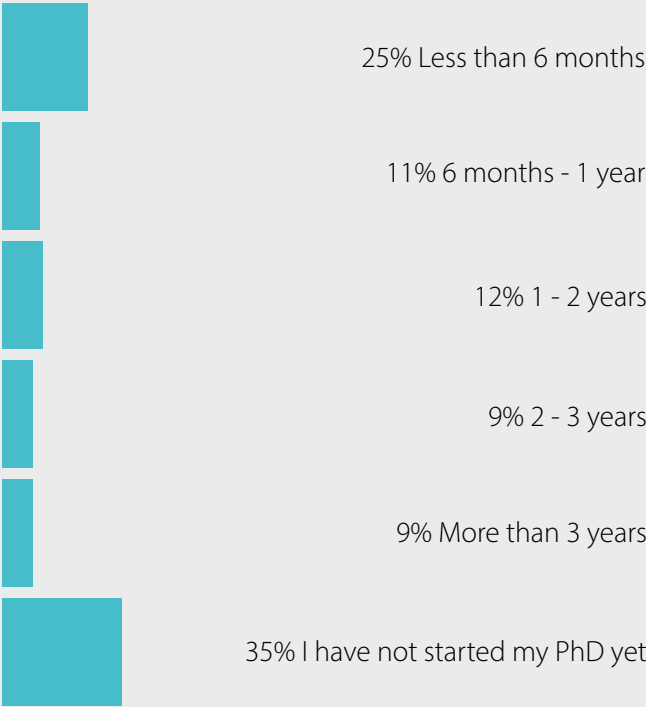


Level of education and qualifications of respondent

WHAT UK OR EQUIVALENT QUALIFICATION ARE YOU CURRENTLY STUDYING TOWARDS?



HOW LONG DO YOU HAVE UNTIL YOU COMPLETE YOUR PHD?

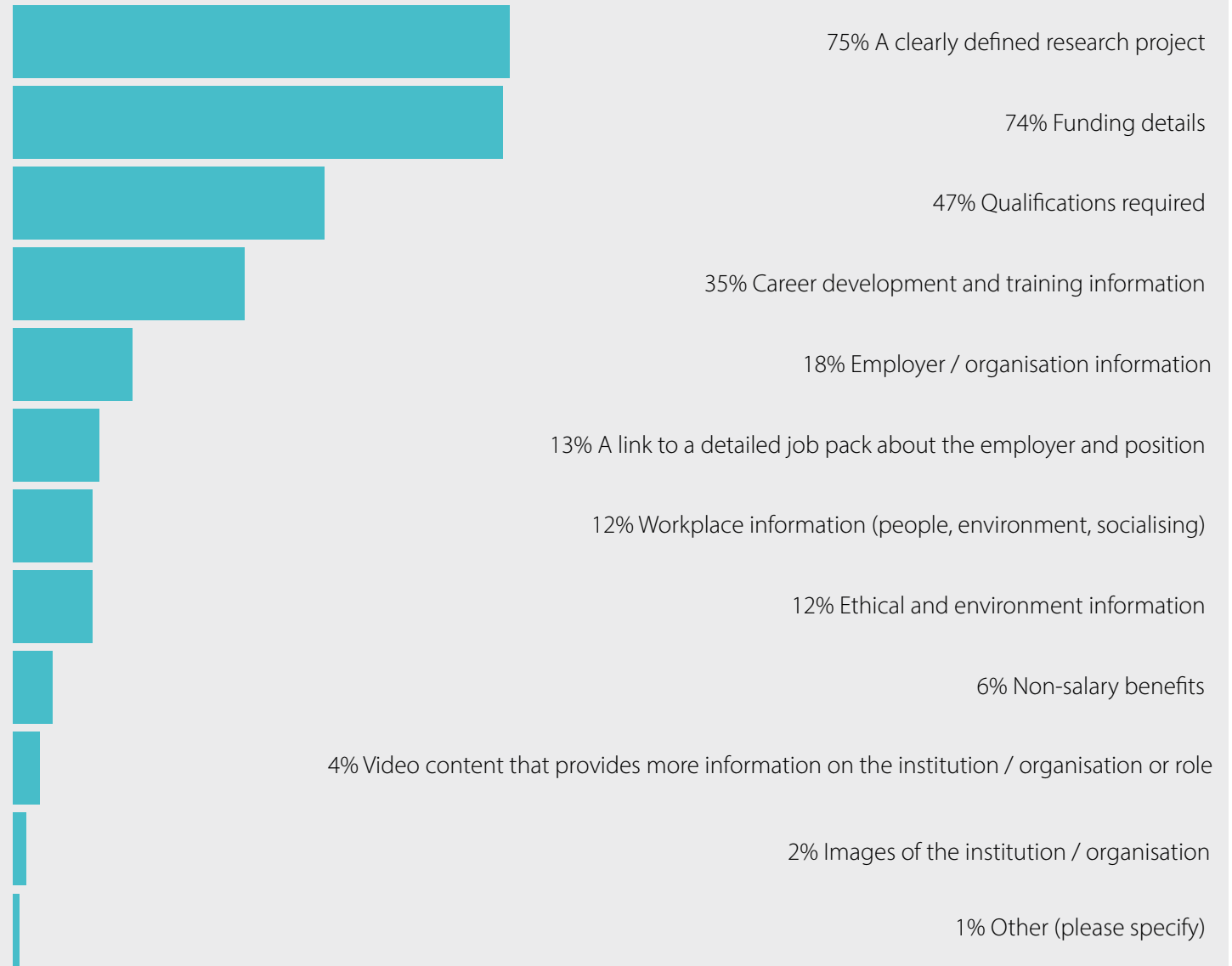


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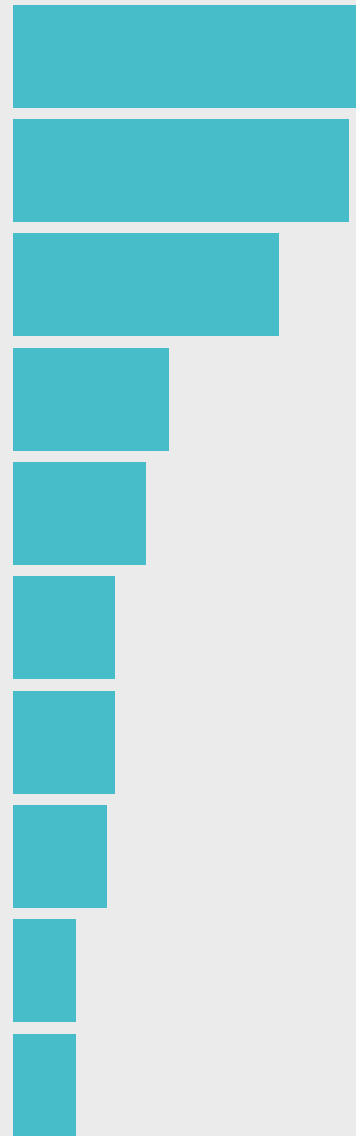
Appendix

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



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



45% Not hearing back from PhDs you apply for

43% Long application process

34% Finding time to apply for PhDs

20% Not enough information in PhD advert

17% HR and recruitment teams do not call you back

13% Being sent irrelevant PhDs in email alerts

13% Poorly written PhD descriptions

12% Out of date PhDs

8% Paper application forms

8% No contact information in PhD advert

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



- 15% Business and Management Studies
- 13% Engineering and Technology
- 11% Health and Medical
- 9% Other (please specify)
- 6% Social Sciences and Social Care
- 6% Biological Sciences
- 5% Education Studies (including TEFL)
- 4% Physical and Environmental Sciences
- 4% Agriculture, Food and Veterinary
- 4% Computer Sciences
- 3% Psychology
- 3% Languages, Literature and Culture
- 3% Architecture, Building and Planning
- 3% Law
- 2% Politics and Government
- 2% Historical and Philosophical Studies
- 2% Creative Arts and Design
- 2% Economics
- 1% Media and Communications
- 1% Sports and Leisure
- 1% Mathematics and Statistics

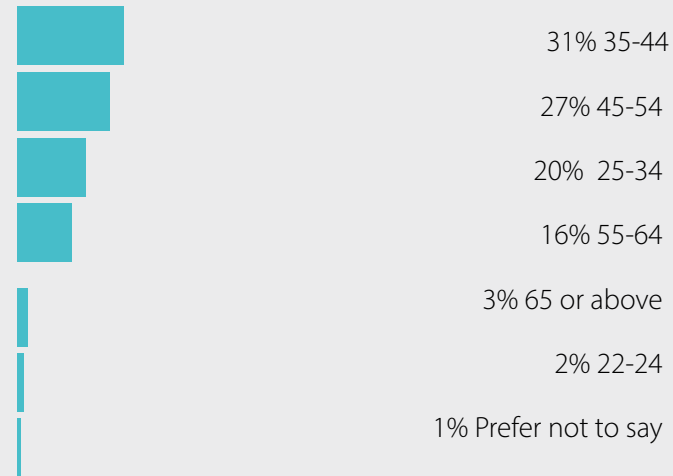
[**BACK TO REPORT**](#)

Jobseeker demographics

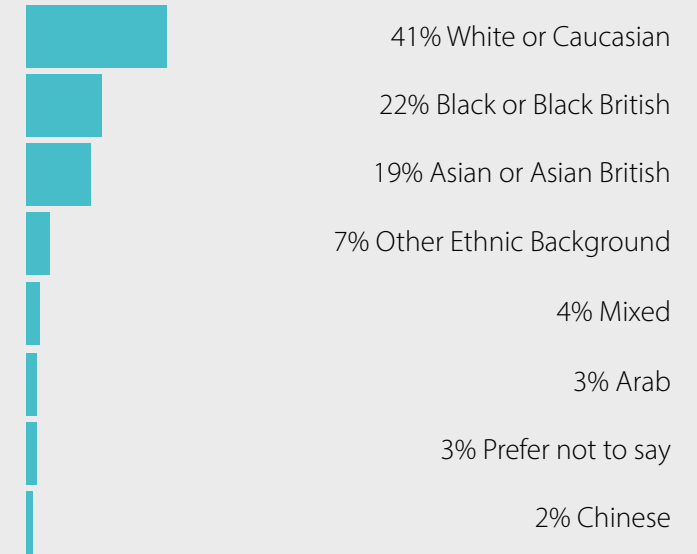
- The majority of respondents are between the ages of 25 and 54
- 11% consider themselves disabled
- 10% identify as LGBTQ+

Age groups and ethnic backgrounds

WHICH OF THESE AGE GROUPS DO YOU FIT INTO? PLEASE SELECT ONE



WHAT IS YOUR ETHNIC BACKGROUND?

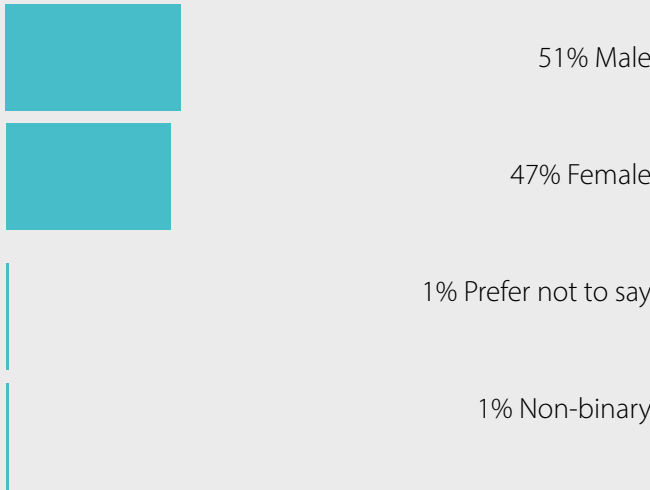


KEY FINDINGS

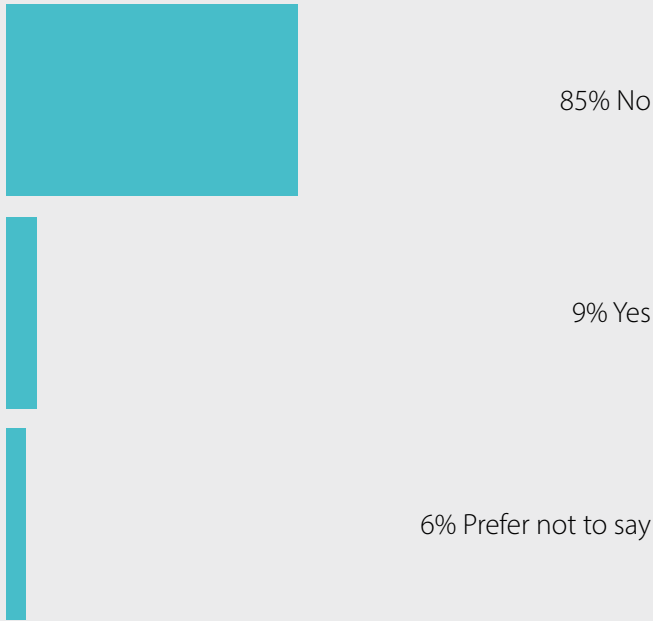
- jobs.ac.uk visitors are diverse in age, ethnic background and gender
- 95% of respondents are between the ages of 25 and 64
- 41% are Caucasian, 22% are Black, and 19% are Asian or British Asian

Gender and sexual orientation

WHAT IS YOUR GENDER? PLEASE SELECT ONE



DO YOU IDENTIFY AS LGBTQ+?



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