Graduate Outcomes Survey

# Introduction

There are two questions on Occupation and Sector of employment of for respondents in employment (i.e. respondents who returned 1-3 or 8-10 as their principal economic status (Principal\_Economic\_Status\_MOST):

* What is your occupation?
* What does the company / organisation / school that you are working for mainly do?

In addition, there is an optional question to which we are inviting institutions to provide responses to on a pilot basis:

* What is your narrow occupation?

The following sections provide guidance for institutions on what is required in response to these questions.

# Occupation coding: Broad

Occupation\_Broad is a mandatory field for respondents who returned 1-3 or 8-10 as their principal economic status (Principal\_Economic\_Status\_MOST). Occupations in the Graduate Outcomes Survey are coded based on the SOC2010 coding at the broadest level. The Valid responses are:

|  |  |
| --- | --- |
| 1 | Managers, directors and senior officials |
| 2 | Professional occupations |
| 3 | Associate professional and technical occupations |
| 4 | Administrative and secretarial occupations |
| 5 | Skilled trades occupations |
| 6 | Caring, leisure and other service occupations |
| 7 | Sales and customer service occupations |
| 8 | Process, plant and machine operatives |
| 9 | Elementary occupations |
| 0 | Postdoctoral researchers |
| X | I don't know/unknown |

These occupations may be ordered according to most commonly provided responses. Examples of specific occupations should also be provided below each occupation: Please see appendix 2 for examples

## Tailoring Existing high-level Classifications

It is possible for Institutions, particularly those with specific forms of provision (e.g. Creative Arts or Medicine), to:

* Order the list of occupations so that their graduates are able to quickly find their occupation, with more commonly chosen occupations higher on the list. (A similar approach can apply for economic sectors.)
* Provide examples within each broad category appropriate to their Institution’s provision – see Appendix 2 for a suggested list of general occupations that align with SOC2010 categories.
* For Creative Arts, a list of occupations identified as appropriate is given in Appendix 4 to this document. For example, a Creative Arts institution could place “Associate Professional and Technical” and “Skilled Trades” occupations at the top of the list.

It is important to remember that when uploading the data to the HEA however the coding remains the same regardless of the order the Institution provides answers in the questionnaire.

# Occupation coding: Narrow

SOC2010 also allows for more detailed occupation types to be captured in its classification system. Institutions are therefore invited, on a pilot basis, to capture more detailed information on graduate occupations and return this to the HEA using the more detailed SOC2010 coding (4-digit narrow occupation codes).  A field has been set up in the Graduate Outcomes Survey database for return of this information.  This information will not be published by the HEA while being returned as pilot data.  The value of trialling such an approach is that an institution will gather much more detailed information on the occupations that graduates have entered after completion of their programme of study.

Institutions could explore if a coding tool, such as [Cascot](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwarwick.ac.uk%2Ffac%2Fsoc%2Fier%2Fdata_group%2Fcascot%2F&data=05%7C02%7Cdsheils%40hea.ie%7C33c8e6d1d106425afece08dda4d23978%7C0aea2147cbd34025a822a3fe4746e7af%7C0%7C0%7C638847944989194433%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=CxE2OcMLwwQlXj5NIT3WE5P56okC32niWuEdgnmBJ3A%3D&reserved=0), could be integrated with their systems.  Alternatively, institutions could work to provide a searchable list of occupations directly within their systems.  More information on SOC2010 is given here: [https://www.ons.gov.uk/methodology/classificationsandstandards/standardoccupationalclassificationsoc/soc2010/soc2010volume1structureanddescriptionsofunitgroups](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.ons.gov.uk%2Fmethodology%2Fclassificationsandstandards%2Fstandardoccupationalclassificationsoc%2Fsoc2010%2Fsoc2010volume1structureanddescriptionsofunitgroups&data=05%7C02%7Cdsheils%40hea.ie%7C33c8e6d1d106425afece08dda4d23978%7C0aea2147cbd34025a822a3fe4746e7af%7C0%7C0%7C638847944989226329%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=QunOSYj83lcAjvn94ah0NLBICIZ5chA8hjqYAm9z0Tk%3D&reserved=0) See document entitled "SOC2010 volume 1: structure and description of unit groups".

Any institution interested in trialling such an approach should contact [graduatesurvey@hea.ie](mailto:graduatesurvey@hea.ie) for more information.

Institutions might find that the following tools could be of use when undertaking phone calls with graduates. [Occupation Coding tool](https://cascotweb.warwick.ac.uk/#/classification/soc2020). A graduate’s occupation can be entered into the “Job Title” search box. This will then provide a list of potential matches. The first digit associated with the correct match will give the correct occupation code. This should assist caller staff in identifying the correct occupation heading.

# Sector coding

Sector\_Broad is a mandatory field for respondents who returned 1-3 or 8-10 as their principal economic status (Principal\_Economic\_Status\_MOST) The valid responses are:

|  |  |
| --- | --- |
| 1 | Agriculture, forestry and fishing |
| 2 | Industry |
| 3 | Construction |
| 4 | Wholesale and retail trade |
| 5 | Transportation and storage |
| 6 | Accommodation and food service activities |
| 7 | Information and communication |
| 8 | Financial, insurance and real estate activities |
| 9 | Professional, scientific and technical activities |
| 10 | Administrative and support service activities |
| 11 | Public administration and defence |
| 12 | Education |
| 13 | Human health and social work activities |
| 14 | Other |
| 15 | I don't know |

These responses align with the EU wide [NACE classifications](https://showvoc.op.europa.eu/#/datasets/ESTAT_Statistical_Classification_of_Economic_Activities_in_the_European_Community_Rev._2.1._%28NACE_2.1%29/data) which are outlined in the above link and in Appendix 1 to this document.

Examples of sectors for creative arts graduates are given in Appendix 4 while more general examples are given in Appendix 3.

### Appendix 1 – NACE Coding Sheet for Sectors

|  |  |
| --- | --- |
| Two Digit Code | Sector Broad Code |
| 01 Crop and animal production, hunting and related service activities | **Agriculture, forestry and fishing** |
| 02 Forestry and logging | **Agriculture, forestry and fishing** |
| 03 Fishing and aquaculture | **Agriculture, forestry and fishing** |
| 05 - 09 Mining and Quarrying |  |
| 10 Manufacture of food products | **Industry** |
| 11 Manufacture of beverages | **Industry** |
| 13 Manufacture of textiles | **Industry** |
| 14 Manufacture of wearing apparel | **Industry** |
| 16 Manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials | **Industry** |
| 17 Manufacture of paper and paper products | **Industry** |
| 18 Printing and reproduction of recorded media | **Industry** |
| 20 Manufacture of chemicals and chemical products | **Industry** |
| 21 Manufacture of basic pharmaceutical products and pharmaceutical preparations | **Industry** |
| 22 Manufacture of rubber and plastic products | **Industry** |
| 23 Manufacture of other non-metallic mineral products | **Industry** |
| 24 Manufacture of basic metals | **Industry** |
| 25 Manufacture of fabricated metal products, except machinery and equipment | **Industry** |
| 26 Manufacture of computer, electronic and optical products | **Industry** |
| 27 Manufacture of electrical equipment | **Industry** |
| 28 Manufacture of machinery and equipment n.e.c. | **Industry** |
| 29 Manufacture of motor vehicles, trailers and semi-trailers | **Industry** |
| 31 Manufacture of furniture | **Industry** |
| 32 Other manufacturing | **Industry** |
| 33 Repair and installation of machinery and equipment | **Industry** |
| 35 Electricity, gas, steam and air conditioning supply | **Industry** |
| 36 Water collection, treatment and supply |  |
| 38 Waste collection, treatment and disposal activities; materials recovery | **Industry** |
| 41 Construction of buildings | **Construction** |
| 42 Civil engineering | **Construction** |
| 43 Specialised construction activities | **Construction** |
| 45 Wholesale and retail trade and repair of motor vehicles and motorcycles | **Wholesale and retail trade** |
| 46 Wholesale trade, except of motor vehicles and motorcycles | **Wholesale and retail trade** |
| 47 Retail trade, except of motor vehicles and motorcycles | **Wholesale and retail trade** |
| 49 Land transport and transport via pipelines | **Transportation and storage** |
| 50 Water transport | **Transportation and storage** |
| 51 Air transport | **Transportation and storage** |
| 52 Warehousing and support activities for transportation | **Transportation and storage** |
| 53 Postal and courier activities | **Transportation and storage** |
| 55 Accommodation | **Accommodation and food services** |
| 56 Food and beverage service activities | **Accommodation and food services** |
| 58 Publishing activities | **Information and communication** |
| 59 Motion picture, video and television programme production, sound recording and music publishing activities | **Information and communication** |
| 60 Programming and broadcasting activities | **Information and communication** |
| 61 Telecommunications | **Information and communication** |
| 62 Computer programming, consultancy and related activities | **Information and communication** |
| 63 Information service activities | **Information and communication** |
| 64 Financial service activities, except insurance and pension funding | **Financial, insurance and real estate** |
| 65 Insurance, reinsurance and pension funding, except compulsory social security | **Financial, insurance and real estate** |
| 66 Activities auxiliary to financial services and insurance activities | **Financial, insurance and real estate** |
| 68 Real estate activities | **Financial, insurance and real estate** |
| 69 Legal and accounting activities | **Financial, insurance and real estate** |
| 70 Activities of head offices; management consultancy activities | **Financial, insurance and real estate** |
| 71 Architectural and engineering activities; technical testing and analysis | **Professional, scientific and technical** |
| 72 Scientific research and development | **Professional, scientific and technical** |
| 73 Advertising and market research | **Professional, scientific and technical** |
| 74 Other professional, scientific and technical activities | **Professional, scientific and technical** |
| 75 Veterinary activities | **Professional, scientific and technical** |
| 77 Renting and leasing activities | **Professional, scientific and technical** |
| 78 Employment activities | **Professional, scientific and technical** |
| 79 Travel agency, tour operator and other reservation service and related activities | **Professional, scientific and technical** |
| 80 Security and investigation activities | **Professional, scientific and technical** |
| 81 Services to buildings and landscape activities | **Professional, scientific and technical** |
| 82 Office administrative, office support and other business support activities | **Administrative and support service** |
| 84 Public administration and defence; compulsory social security | **Public administration and defence** |
| 85 Education | **Education** |
| 86 Human health activities | **Human health and social work** |
| 87 Residential care activities | **Other** |
| 88 Social work activities without accommodation | **Other** |
| 90 Creative, arts and entertainment activities | **Other** |
| 91 Libraries, archives, museums and other cultural activities | **Other** |
| 92 Gambling and betting activities | **Other** |
| 93 Sports activities and amusement and recreation activities | **Other** |
| 94 Activities of membership organisations | **Other** |
| 95 Repair of computers and personal and household goods | **Other** |
| 96 Other personal service activities | **Other** |
| 97 Activities of households as employers of domestic personnel | **Other** |

### Appendix 2: Examples of Occupations to Assist Respondents to the question “What is your occupation?” (Occupation\_Broad)

**Manager, director or senior official □**

e.g. chief executive, senior production manager, senior functional manager, manager/proprietor

**Professional**

e.g. natural or social science, engineering, ICT, conservation/environment, R&D, health, therapy, nursing/midwifery, teaching/educational, legal, business, architect, social worker, librarian, quality/regulatory, media

**Associate professional and technical**

e.g. technician (science, architectural, IT), health, welfare/housing, protective services, art/media/design, sports/fitness, associate professional (legal, business, sales)

**Administrative and secretarial**

e.g. government (national or local), financial administration, records, office manager, secretarial

**Skilled trades**

e.g. agriculture, metals, vehicles, electrical/electronic, construction/building, textiles/garments, printing, food preparation and hospitality

**Caring, leisure and other service**

e.g. child care, animal care, caring personal services, leisure/travel, hairdressing, housekeeping, cleaning manager

**Sales and customer service**

e.g. sales assistant/retail cashier, sales supervisor, customer service

**Process, plant and machine operatives**

e.g. assembler, plant/machine/construction operative, road transport driver, mobile machine driver

**Elementary**

e.g. farm worker, packer, courier, cleaning, security, shelf-filler, porter, waiter/waitress, bar staff, leisure attendant

**Postdoctoral researchers**

**I don’t know / unknown**

This can be captured in free text by the HEIs. The responses can be cleaned and reallocated to Occupation\_Broad categories where appropriate, with no need to return the freetext response to the HEA.

### Appendix 3 - Examples of Sectors to Assist Respondents to the question “What does the company / organisation / school that you are working for mainly do?” (Sector\_Broad)

**Agriculture, forestry and fishing**

e.g. farming, crop production, animal raising, hunting

**Industry**

e.g. manufacture and production of food products (including food and dairy), beverages, textiles, clothing, wood, paper, chemicals, pharmaceuticals, medical devices, rubber and plastic, metals, computer products, electrical equipment, machinery, vehicles, furniture, repair and installation of machinery, electricity/gas supply, water, waste

**Construction**

e.g. construction and development of buildings, civil engineering, specialised construction, electrical, plumbing, plastering, joinery, roofing

**Wholesale and retail trade**

e.g. food and goods wholesale, motor repair, food retail, clothes and textiles retail, book and music retail, computer retail dispensing chemist, market stall

**Transportation and storage**

e.g. land, water, air transport, transport via pipelines, warehousing, postal and courier

**Accommodation and food services**

e.g. hotels, bars, cafes, restaurants, camping grounds

**Information and communication**

e.g. IT software development, IT security, IT services publishing, motion picture, video and TV programme production, sound recording and music publishing, programming and broadcasting, telecommunications, computer programming, information services

**Financial, insurance and real estate**

e.g. financial services, insurance and pensions, real estate, legal and accounting, head offices, management consultancy

**Professional, scientific and technical**

e.g. architectural/engineering, scientific R&D, advertising and market research, veterinary, renting/leasing, employment, travel agency/tour operator, security and investigation, buildings services

**Administrative and support service**

e.g. call centres, office administration, business support, rental and leasing, travel agency, private security, building services

**Public administration and defence**

e.g. civil and public administration, foreign affairs, defence, justice, social security

**Education**

e.g. primary education, secondary education, further education, third level (e.g. university) education, driving school

**Human health and social work**

e.g. hospital, medical, dental, residential care and nursing, social work, child day-care

**Other**

e.g. creative arts and entertainment, libraries, archives and museums, gambling and betting, sports and recreation, repair of goods, domestic personnel

**I don’t know [free text response]**

### Appendix 4 – Art and Design Occupations and Sectors

**Occupations**

**MANAGERS, DIRECTORS AND SENIOR OFFICIALS**

1115 Chief executives

12 Managers and Proprietors in Other Services

1259 Managers and proprietors in other services n.e.c.

**PROFESSIONAL OCCUPATIONS**

2139 Information technology and telecommunications professionals n.e.c.

2212 Psychologists

2424 Business and financial project management professionals

**ASSOCIATE PROFESSIONAL AND TECHNICAL OCCUPATIONS**

34 CULTURE, MEDIA AND SPORTS OCCUPATIONS

341 Artistic, Literary and Media Occupations

3411 Artists

3412 Authors, writers and translators

3413 Actors, entertainers and presenters

3414 Dancers and choreographers

3415 Musicians

3416 Arts officers, producers and directors

3417 Photographers, audio-visual and broadcasting equipment operators

342 Design Occupations

3421 Graphic designers

3422 Product, clothing and related designers

**SKILLED TRADES OCCUPATIONS**

5242 Telecommunications engineers

5244 TV, video and audio engineers

541 Textiles and Garments Trades

5411 Weavers and knitters

5412 Upholsterers

5413 Footwear and leather working trades

5414 Tailors and dressmakers

5419 Textiles, garments and related trades n.e.c.

**Sectors**

**Industry**

Textiles

Wearing apparel

Wood and of products of wood and cork, except furniture

Paper and paper products

Printing and reproduction of recorded media

Fabricated metal products, except machinery and equipment

**Information and communication**

Publishing activities

Motion picture, video and television programme production, sound recording and music publishing activities

Programming and broadcasting activities

**Professional, scientific and technical activities**

Architectural and engineering activities; technical testing and analysis

**Education**

Education

**Other**

Residential care activities

Social work activities without accommodation

Creative, arts and entertainment activities