



SURVEY METHODOLOGY

2016 CORPORATE RECRUITERS SURVEY

The findings in the *2016 Corporate Recruiters Survey Report* are based primarily upon results of the 2016 Corporate Recruiters Survey, among a sample of 27,023 employers that recruit through graduate business schools. The survey was conducted by GMAC in consultation with associates from EFMD and MBA Career Services and Employer Alliance (MBA CSEA) between February 10 and March 13, 2016. These organizations recruited 109 business schools worldwide which then created a sample framework of employers that recruit and/or employ their MBA and non-MBA master's-level business students. Employers also were able to sign up to participate directly by visiting www.gmac.com/employersignup.

GMAC offered schools the choice of having GMAC administer the survey to employers, by providing GMAC with contact information for employers who work with their career services office to recruit their students, or inviting employers directly to participate in the survey. All members of the sample were invited to participate in the survey, which was administered online.

Throughout this research study, GMAC took special care with employer contact information to ensure confidentiality. After completion of the study, all contact information from nonresponding employers was deleted from GMAC data storage systems. GMAC does not share individual respondent information with any other institutions, companies, or individuals.

Survey findings are based on analyses of responses received from employers who work with participating business schools, thus, all conclusions should be generalized only to this population of employers.

Table 1 provides a demographic profile of 2016 Corporate Recruiters Survey respondents by world region, industry group represented, company size, and respondent job responsibility (self-reported). A total of 842 employers located in 40 countries worldwide responded to the 2016 Corporate Recruiters Survey, including adequate sample sizes to report details for the Asia-Pacific region, Europe, Latin America, and the United States.

This study does not represent a census of all employers of graduate business students worldwide, nor is it necessarily a representative sample of such employers. The reader should note that the terms 'respondent,' 'employer,' and 'company' are used interchangeably in this report and refer to survey respondents.

RESPONDENT CHARACTERISTICS

Table 1. Demographic Profile of GMAC Corporate Recruiters Survey Respondents

	2015	2016
	N = 748	N = 842
World Region	Percentage of Respondents	
United States	61%	74%
Europe	15%	10%
Asia-Pacific (includes Australia & Central Asia)	16%	7%
Latin America	5%	7%
Africa/Middle East	2%	1%
Canada	2%	1%
Industry	Percentage of Respondents	
Consulting	17%	24%
Products/Services	22%	21%
Finance/Accounting	17%	17%
Technology	13%	12%
Health Care/Pharmaceuticals	7%	10%
Manufacturing	13%	8%
Energy/Utilities	5%	5%
Nonprofit/Government	5%	4%
Not reported	0%	0%
Company Size	Percentage of Respondents	
10,000 or more employees	44%	49%
1,000 to 9,999 employees	23%	20%
100 to 999 employees	19%	15%
Fewer than 100 employees	14%	16%
Not reported	0%	0%

Source: GMAC (2016) Corporate Recruiters Survey. Data collected February and March 2016.

REGIONAL LOCATION OF CORPORATE RECRUITERS SURVEY RESPONDENTS

The following list represents country/regional locations for employers who responded to the Corporate Recruiters Survey:

- **Asia & Pacific Islands (APAC):** Australia, Burma (Myanmar), Cambodia, China, Hong Kong, India, Japan, Kazakhstan, Malaysia, Pakistan, Philippines, Singapore, South Korea, and Taiwan.
- **Canada:** Canada.
- **Europe:** Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Italy, Luxembourg, Poland, Portugal, Spain, Sweden, Switzerland, and the United Kingdom.
- **Latin America:** Ecuador, Mexico, and Venezuela.
- **Middle East & Africa:** Israel, Kuwait, South Africa, Turkey, and United Arab Emirates.
- **United States:** United States.

For purposes of this survey, US regions are based on employer locations using regional classifications of the US Census Bureau. The **US Northeast** includes Connecticut, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, and Rhode Island. The **US Midwest** includes Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Ohio, and Wisconsin. The **US South** includes Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Texas, Virginia, and West Virginia. The **US West** includes Arizona, California, Colorado, Oregon, Utah, Washington, and Wyoming.

ADDITIONAL DATA SOURCE

In addition to the online survey outlined above, GMAC supplemented the *2016 Corporate Recruiters Survey Report* with data collected from a separate survey of human resource professionals and recruiters, called the General Population Employer Survey, which was conducted in February and March 2016 at the same time as the Corporate Recruiters Survey. The employer samples for this supplemental survey were purchased through an outside vendor, Lightspeed GMI, a division of Lightspeed LLC., and represent employers located in six countries: China, France, Germany, India, the United Kingdom, and the United States. GMAC researchers selected these countries because they represent the largest markets for graduate management education in their respective regions and presented an opportunity to broaden and deepen GMAC's insights into general business hiring practices among employers in a wider marketplace.

A total of 1,282 individuals responded to the General Population Employer Survey. **Table 2** provides a demographic profile of these survey respondents.

Findings from the General Population Employer Survey are highlighted in a separate section of the *2016 Corporate Recruiters Survey Report* (pages 17–18). All other findings in the report represent results from the main Corporate Recruiters Survey of employers who recruit directly from graduate schools of business.

Table 2. Demographic Profile of General Population Employer Survey Respondents, 2016

	China	France	Germany	India	United Kingdom	United States
Total N = 1,282	N = 253	N = 178	N = 188	N = 191	N = 197	N = 275
Industry	Percentage of Respondents					
Recruiting firm	55%	28%	22%	31%	12%	31%
Consulting	12%	22%	32%	18%	29%	18%
Energy/Utilities	2%	6%	3%	3%	2%	2%
Finance	5%	6%	6%	11%	8%	7%
Health Care/Pharmaceuticals	1%	4%	2%	4%	3%	4%
Technology	7%	6%	5%	6%	4%	5%
Manufacturing	9%	2%	4%	8%	6%	4%
Nonprofit/Government	1%	6%	4%	6%	14%	4%
Products/Services	8%	19%	18%	13%	21%	20%
Company Size	Percentage of Respondents					
Fewer than 100 employees	4%	22%	33%	14%	31%	30%
100 to 1,000 employees	17%	18%	19%	30%	22%	21%
1,000 to 9,999 employees	58%	41%	34%	35%	34%	31%
10,000 or more employees	22%	19%	14%	22%	13%	18%

Source: GMAC (2016) General Population Employer Survey. Data collected February and March 2016.

Global GMAC Locations

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