



CAREERS UAE 2017 VISITORS SURVEY SNAPSHOT  
09 APR-2017 TO 11 APR-2017

## CAREERS UAE 2017 VISITORS SURVEY

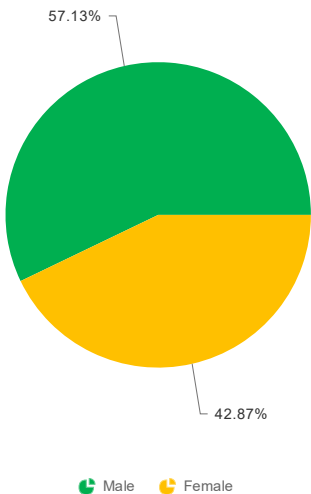
ANALYTICS BY  
DATA ANALYSIS GROUP  
TECHMART SOLUTIONS MIDDLE EAST DMCC

TECHMART  
SOLUTIONS

CAREERS UAE 2017 VISITORS SURVEY SNAPSHOT

SNAPSHOT

RESPONDENT'S - GENDER



**RESPONDENT'S - AGE GROUP**

Responses	Count	Percentage
17 or younger	100	6.37%
<b>18 to 24</b>	<b>835</b>	<b>53.18%</b>
25 to 34	518	32.99%
35 to 44	106	6.75%
45 to 54	11	0.7%
55 to 64	0	0%
65 to 74	0	0%

**RESPONDENT'S - LEVEL OF EDUCATION**

Responses	Count	Percentage
School Student	66	4.2%
High School	558	35.54%
Diploma	94	5.99%
University Students	311	19.81%
Bachelor's Degree	464	29.55%
Master's Degree	67	4.27%
PHD	7	0.45%
Other	3	0.19%

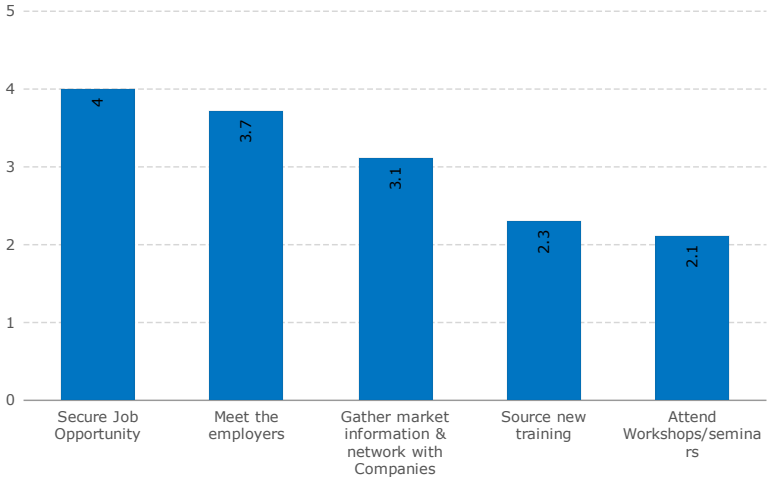
**RESPONDENT'S - CURRENT PROFESSIONAL SITUATION**

Responses	Count	Percentage
<b>University Student</b>	<b>411</b>	<b>26.23%</b>
Fresh graduate looking for a job	342	21.83%
School Student	272	17.36%
Employed in government sector	212	13.53%
Employed in the private sector	79	5.04%
Employed & looking for career advancement	76	4.85%
Unemployed for less than 1 Year	64	4.08%
Self-Employed	64	4.08%
Unemployed for more than 1 Year	34	2.17%
<b>Responses</b>	<b>Count</b>	<b>Percentage</b>
Other	13	0.83%

**RESPONDENT'S - MAJOR FIELDS**

Objective	Count	Percentage
<b>Administrative</b>	<b>403</b>	<b>25.78%</b>
HR	327	20.92%
Finance	324	20.73%
Engineering	238	15.23%
Media	205	13.12%
Marketing & Advertising	190	12.16%
Professionals	157	10.04%
Other	153	9.79%
Hospitality	149	9.53%
IT and Telecoms	146	9.34%
Healthcare	124	7.93%
Operations	86	5.5%
Tourism	65	4.16%
Sales	49	3.13%

MAIN OBJECTIVES IN ORDER OF IMPORTANCE WHEN VISITING CAREERS UAE



**ROLE(S) PURSUING IN JOB SEARCH**

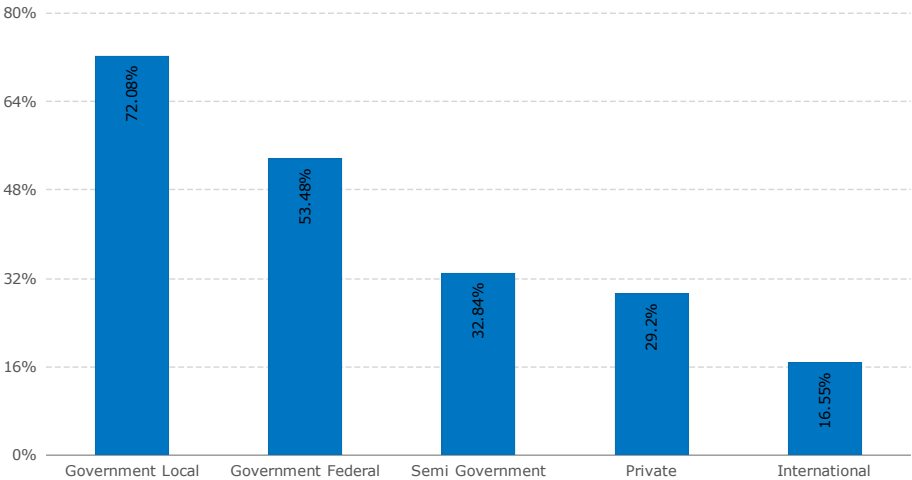
Objective		Count	Percentage
First job		891	56.82%
Second job		364	23.21%
Summer job/internship/project work	Objective	Count 266	Percentage 16.96%
Managerial		105	6.7%
Senior management/director		63	4.02%
Other		60	3.83%



## INDUSTRY INTERESTED

Objective	Count	Percentage
<b>Banking</b>	<b>398</b>	<b>25.5%</b>
Semi Government	350	22.42%
Engineering & Construction	319	20.44%
Education	276	17.68%
Finance	244	15.63%
IT & Telecoms	237	15.18%
Media & Advertising	230	14.73%
Ministries	221	14.16%
Training & HR	194	12.43%
Healthcare	188	12.04%
Oil & Gas	177	11.34%
<b>Objective</b>	<b>Count</b>	<b>Percentage</b>
Insurance	166	10.63%
Other	149	9.55%
Trade & Commerce	139	8.9%
Hospitality	128	8.2%
Transport & Aviation	125	8.01%
Training	111	7.11%
Recruitment	75	4.8%

PREFERRED TYPE OF ORGANISATION LOOKING TO JOIN



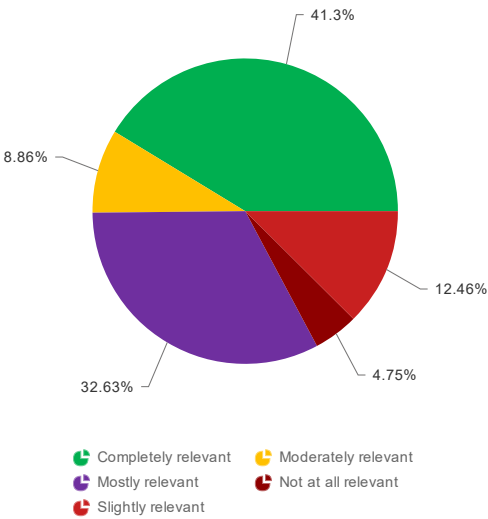
**CHANNELS USED FOR JOB SEARCH**

Objective	Count	Percentage
<b>Social Media</b>	<b>727</b>	<b>46.99%</b>
Careers fair and exhibitions	392	25.34%
Careers UAE online platform (Wadheefity)	366	23.66%
Events	359	23.21%
Personal reference/friends	200	12.93%
Job portals (Bayt)	169	10.92%
LinkedIn	166	10.73%
School career centers	156	10.08%
Recruitment agencies	150	9.7%
Newspaper / Magazine advertising	140	9.05%
Online Recruitment agencies	122	7.89%
None - I am not looking for a job	56	3.62%
Other	10	0.65%

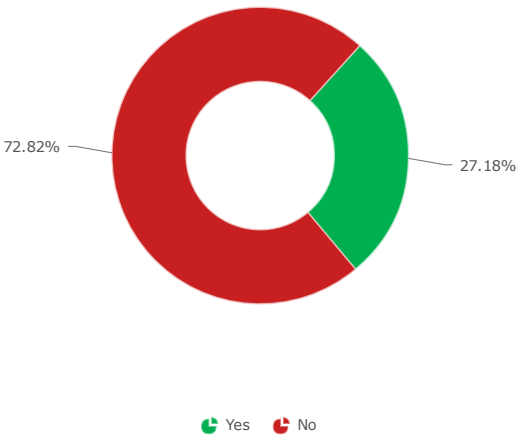
**FIRST HEAR ABOUT CAREERS UAE**

Objective	Count	Percentage
<b>Social Media</b>	<b>811</b>	<b>51.92%</b>
Website	418	26.76%
Word of Mouth	287	18.37%
Radio Ad	209	13.38%
Other	163	10.44%
College or university	163	10.44%
Newspaper Ad	150	9.6%
Direct Mailers	126	8.07%
Visited Previously	65	4.16%

RELEVANCY OF POTENTIAL POSITIONS AVAILABLE THROUGH EMPLOYERS AT CAREERS UAE



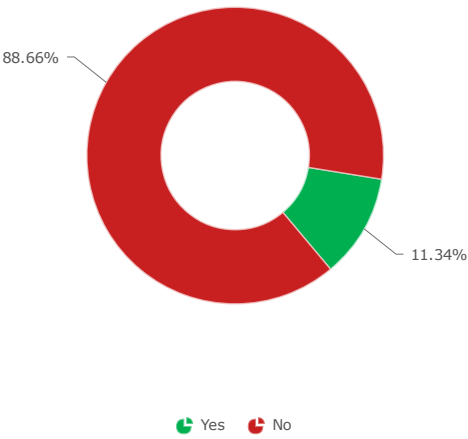
FOUND A JOB AT THE SHOW



**OTHER CAREER EVENTS ATTENDED**

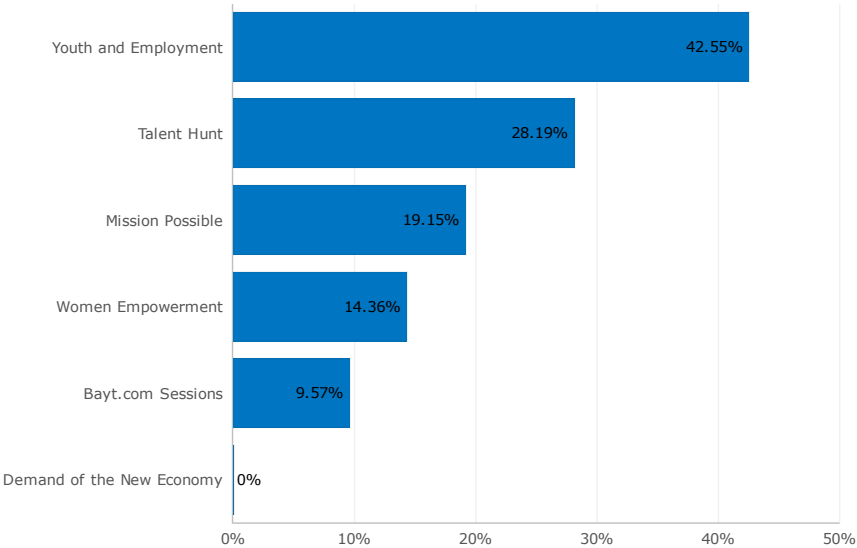
Objective	Count	Percentage
Not attended any	616	39.44%
GETEX	520	33.29%
National Career Exhibition	442	28.3%
Tawdeef	285	18.25%
Najah	114	7.3%
Other	1	0.06%

ATTENDED CAREERS UAE FEATURES





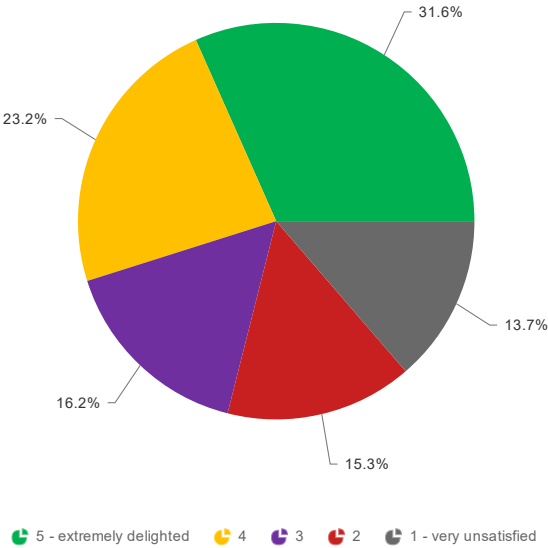
EVENT FEATURES ATTENDED



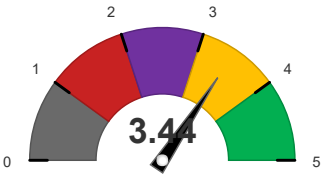
### RATING SHOW FEATURES

Objective	1	2	3	4	5	6	7	8	9	10	Rating Index/10
Youth and Employment	13.92%	8.86%	12.66%	24.05%	17.72%	15.19%	2.53%	2.53%	1.27%	1.27%	3.06
Talent Hunt	6.38%	6.38%	29.79%	6.38%	19.15%	14.89%	2.13%	4.26%	2.13%	8.51%	1.65
Mission Possible	2.86%	8.57%	14.29%	22.86%	34.29%	11.43%	0%	5.71%	0%	0%	1.29
Women Empowerment	15.38%	15.38%	19.23%	23.08%	15.38%	11.54%	0%	0%	0%	0%	1.1
Bayt.com sessions	31.25%	12.5%	0%	18.75%	18.75%	0%	6.25%	0%	6.25%	6.25%	0.64

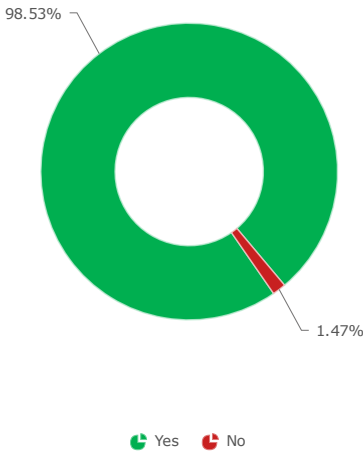
SHOW SATISFACTION



Rating Index - 3.44



RECOMMEND CAREERS UAE TO FRIENDS



LIKELINESS TO RETURN NEXT YEAR

Responses	Count	Percentage
5 - definitely returning	681	43.71%
4	348	22.34%
3	248	15.92%
2	199	12.77%
1 - definitely not	82	5.26%

