



Job Outlook 2025

Revised January 2025



About the Report

The **Job Outlook survey** is a forecast of hiring intentions of employers as they relate to new college graduates. Each year, the National Association of Colleges and Employers (NACE) surveys its employer members about their hiring plans and other employment-related issues to project the market for new college graduates from the current class and to assess a variety of conditions that may influence that market.



Data for the Job Outlook 2025 survey were collected from August 5, 2024, through September 16, 2024. Of the 237 total respondents, 162 were NACE employer members, representing 19.2% of eligible member respondents. The Job Outlook 2025 survey was also distributed to nonmember companies, from which an additional 75 responses were received.

Of the total that responded, 3.8% are from New England, 15.7% are from the Mideast, 27.1% are from the Great Lakes, 11% are from the Plains, 14% are from the Southeast, 15.7% are from the Southwest, and 12.7% are from the Rocky Mountain/Far West region.



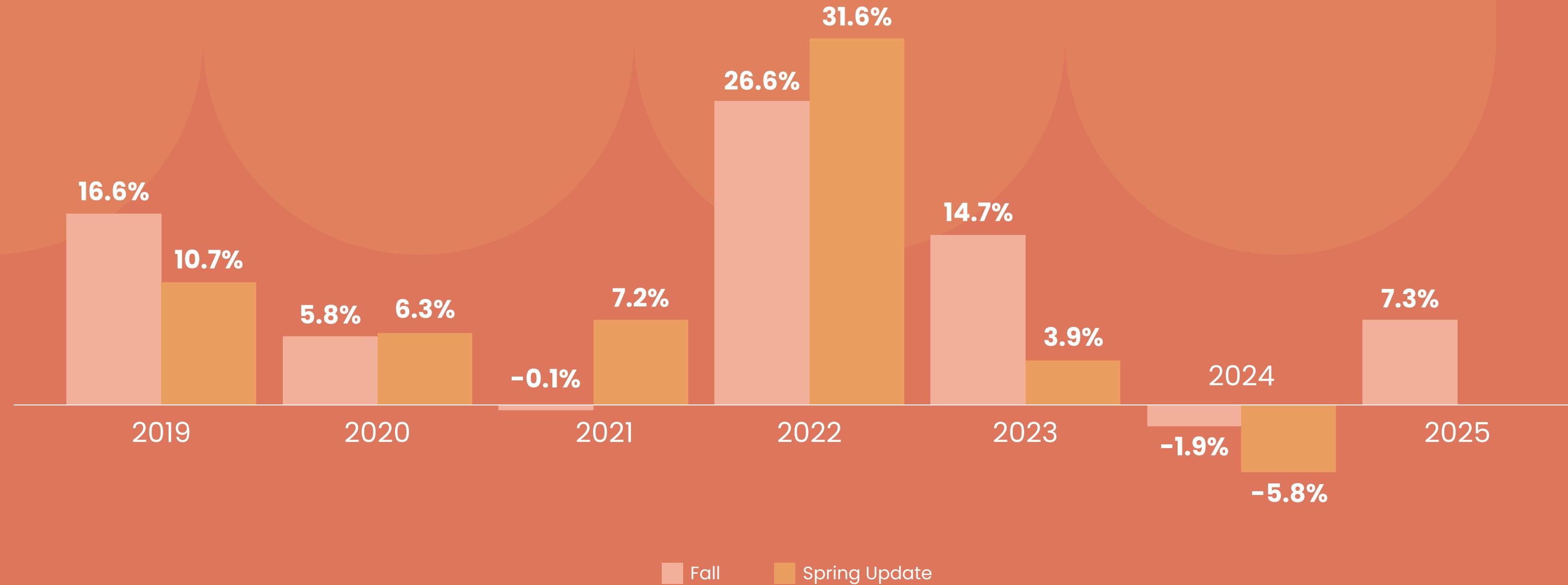
Data are calculated based on the number of respondents to each specific question. Totals may not equal 100% due to rounding.

NACE expects to provide a formal job market update during the 2024–25 academic year. Based on data collected in February and March, the *Job Outlook 2025 Spring Update* report will provide a final update on hiring for 2024–25 graduates. The results will be available in early April.



Hiring on the Upswing for Class of 2025

Job Outlook Hiring Projections, 2019–2025



Total Change in Hiring, by Industry

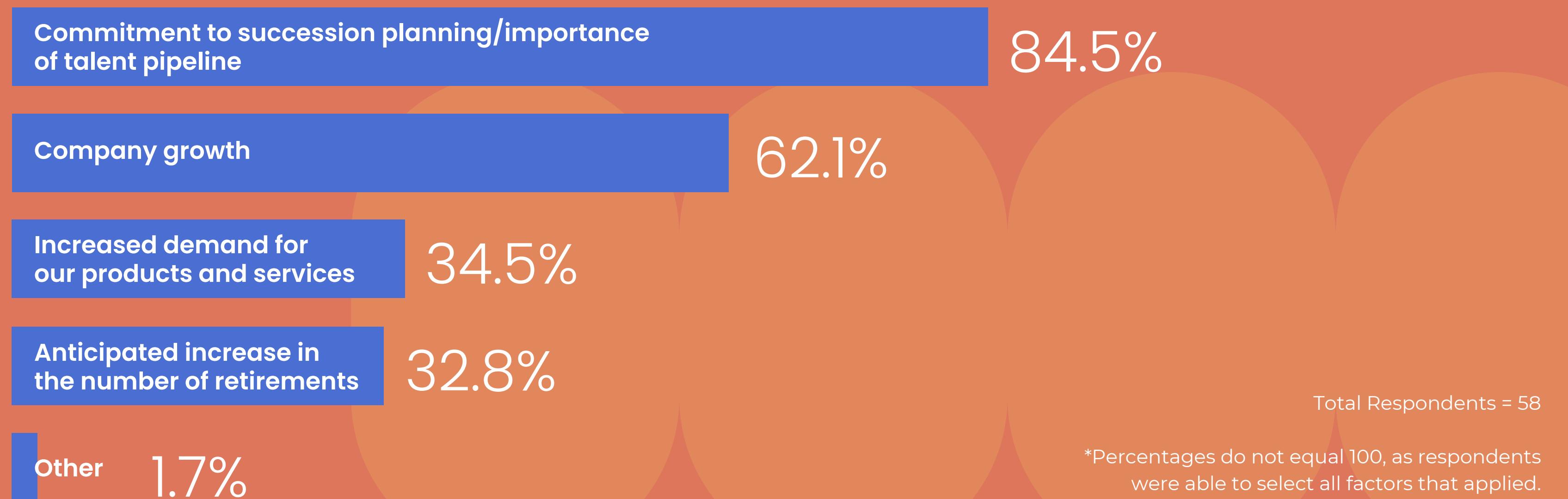
Industry	# of 2025 Projected Hires	# of 2024 Actual Hires	Percent Change	Number of Respondents
Misc. Mfg.	1,042	821	26.9%	20
Wholesale Trade	701	583	20.2%	6
Retail Trade	549	463	18.6%	6
Finance, Insurance, & Real Estate	8,364	7,101	17.8%	26
Information	1,473	1,339	10.0%	7
Social Services	634	617	2.8%	6
Misc. Support Services	1,269	1,245	1.9%	8
Engineering Services	847	835	1.4%	13
Construction	2,521	2,517	0.2%	10
Accounting Services	4,352	4,374	-0.5%	8
Misc. Prof. Services	430	433	-0.7%	5
Chemical (Pharmaceutical) Mfg.	1,843	1,896	-2.8%	13
Management Consulting	716	768	-6.8%	7
Food & Beverage Mfg.	338	366	-7.7%	6
Computer & Electronics Mfg.	2,029	2,664	-23.8%	10

Overall Hiring Plans

Job Outlook	Percent Increasing Hires	Percent Maintaining Hires	Percent Decreasing Hires	Number of Respondents
Job Outlook 2025 (Fall 2024)	27.0%	57.1%	15.9%	233
Spring Update 2024	24.9%	57.7%	17.4%	213
Job Outlook 2024 (Fall 2023)	27.8%	51.0%	21.2%	241
Spring Update 2023	35.5%	52.2%	12.3%	211
Job Outlook 2023 (Fall 2022)	50.5%	43.6%	5.9%	204
Spring Update 2022	55.8%	40.5%	3.7%	190
Job Outlook 2022 (Fall 2021)	59.9%	36.6%	3.5%	142
Spring Update 2021	29.0%	63.0%	8.0%	200
Job Outlook 2021 (Fall 2020)	16.5%	52.5%	31.0%	227
Spring Update 2020	35.0%	54.8%	10.2%	196
Job Outlook 2020 (Fall 2019)	45.5%	48.2%	6.3%	150
Spring Update 2019	40.1%	52.6%	7.2%	152
Job Outlook 2019 (Fall 2018)	38.6%	57.4%	4.0%	172

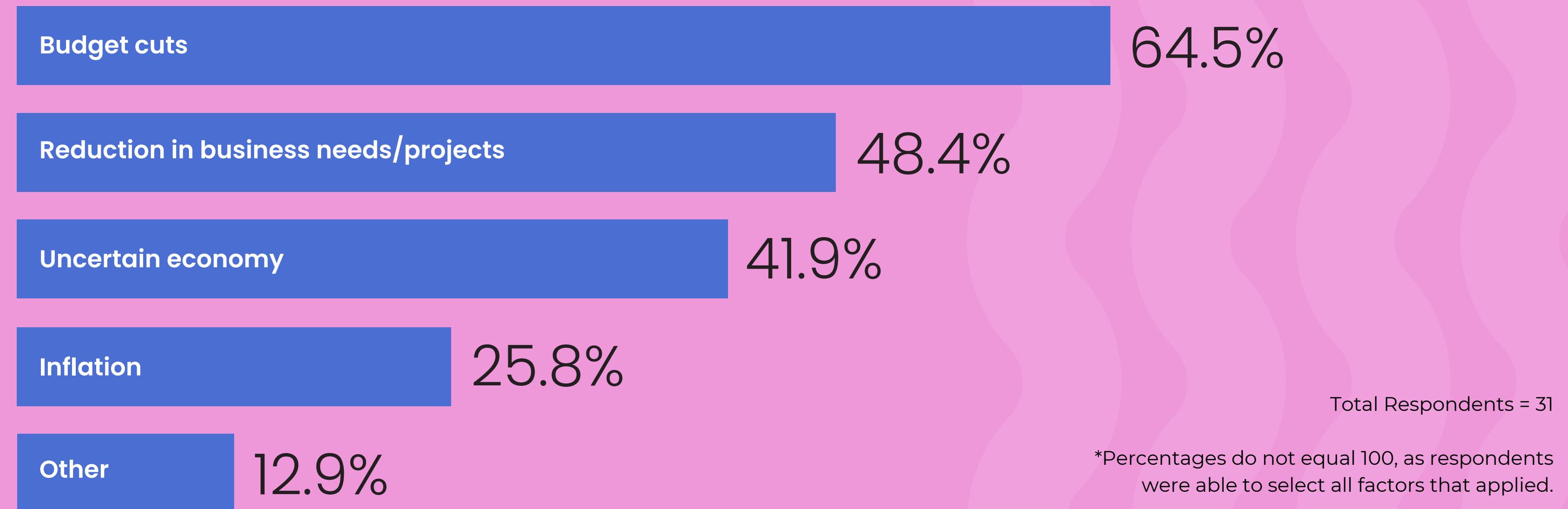
Top Drivers of Hiring: Need for Talent and Organizational Growth

Key Factors for Increasing Hires, by Percent of Respondents*



Budget Cuts, Reduction in Business Needs Lead to Hiring Drops

Key Factors for Decreasing Hires, by Percent of Respondents*

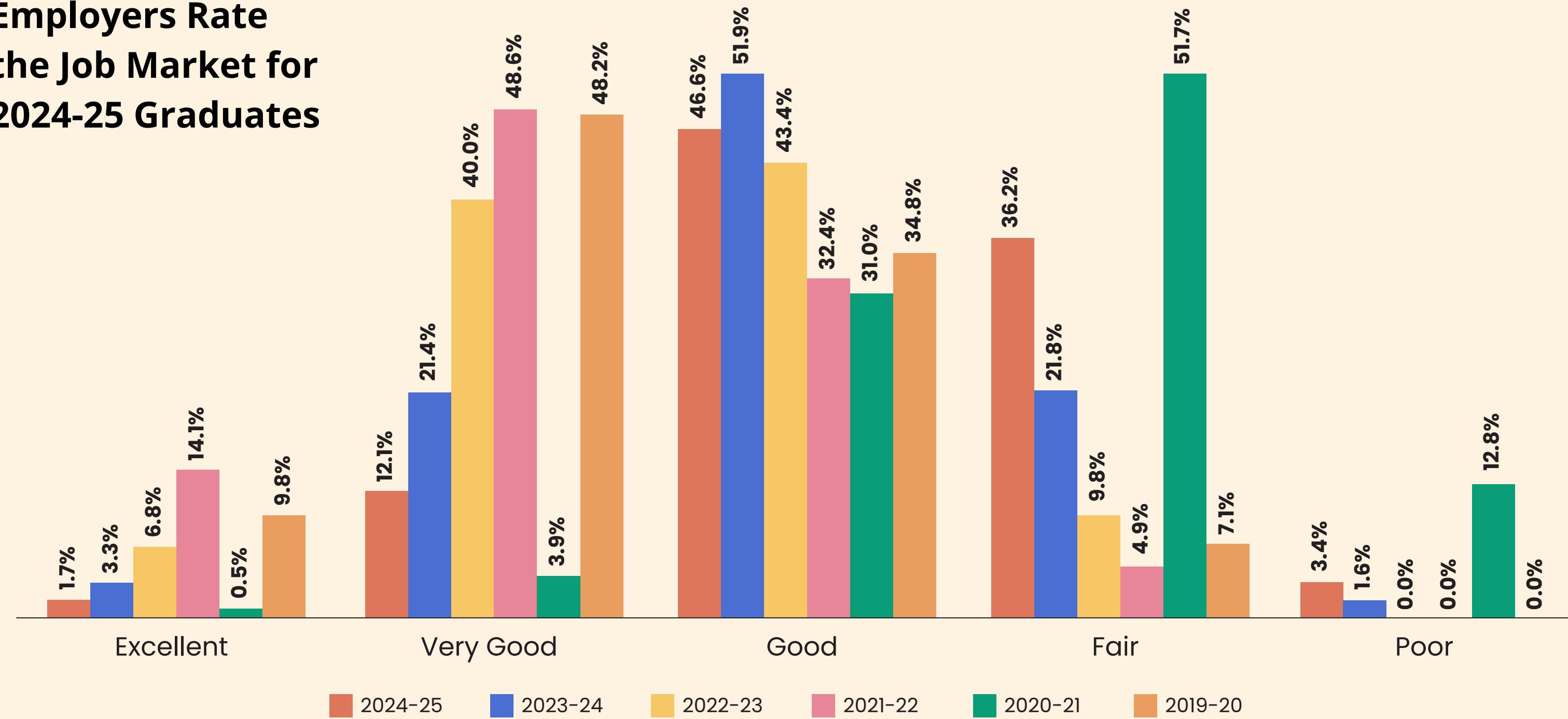


Total Respondents = 31

*Percentages do not equal 100, as respondents were able to select all factors that applied.

Despite Hiring Gains, Employers Have Less Positive View of Job Market

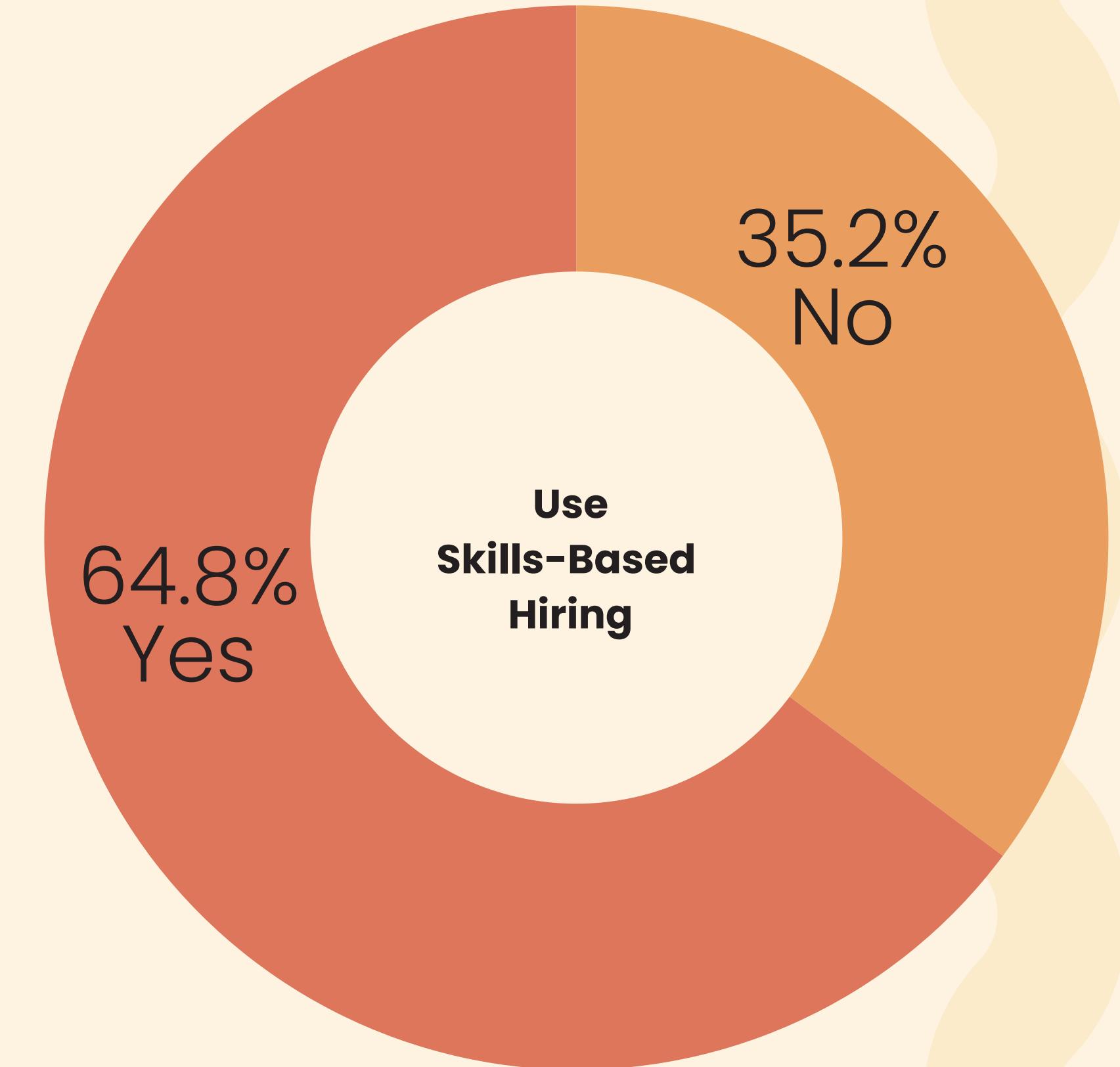
Employers Rate the Job Market for 2024-25 Graduates



Hybrid Work Modality Leads for Entry-Level, Overall Employees

Modality of Job Positions (Job Outlook 2025)	Overall	Entry-Level
Average % Fully Remote	8%	4%
Average % Fully Hybrid	50%	54%
Average % Fully In-Person	42%	42%
Modality of Job Positions (Job Outlook 2024 Spring Update)	Overall	Entry-Level
Average % Fully Remote	12%	8%
Average % Fully Hybrid	48%	51%
Average % Fully In-Person	40%	41%
Modality of Job Positions (Job Outlook 2024)	Overall	Entry-Level
Average % Fully Remote	14%	9%
Average % Fully Hybrid	45%	48%
Average % Fully In-Person	41%	43%
Modality of Job Positions (Job Outlook 2023 Spring Update)	Overall	Entry-Level
Average % Fully Remote	13%	10%
Average % Fully Hybrid	48%	48%
Average % Fully In-Person	39%	42%
Modality of Job Positions (Job Outlook 2023)	Overall	Entry-Level
Average % Fully Remote	15%	12%
Average % Fully Hybrid	49%	50%
Average % Fully In-Person	36%	38%
Modality of Job Positions (Job Outlook 2022 Spring Update)	Overall	Entry-Level
Average % Fully Remote	20%	18%
Average % Fully Hybrid	41%	40%
Average % Fully In-Person	39%	42%

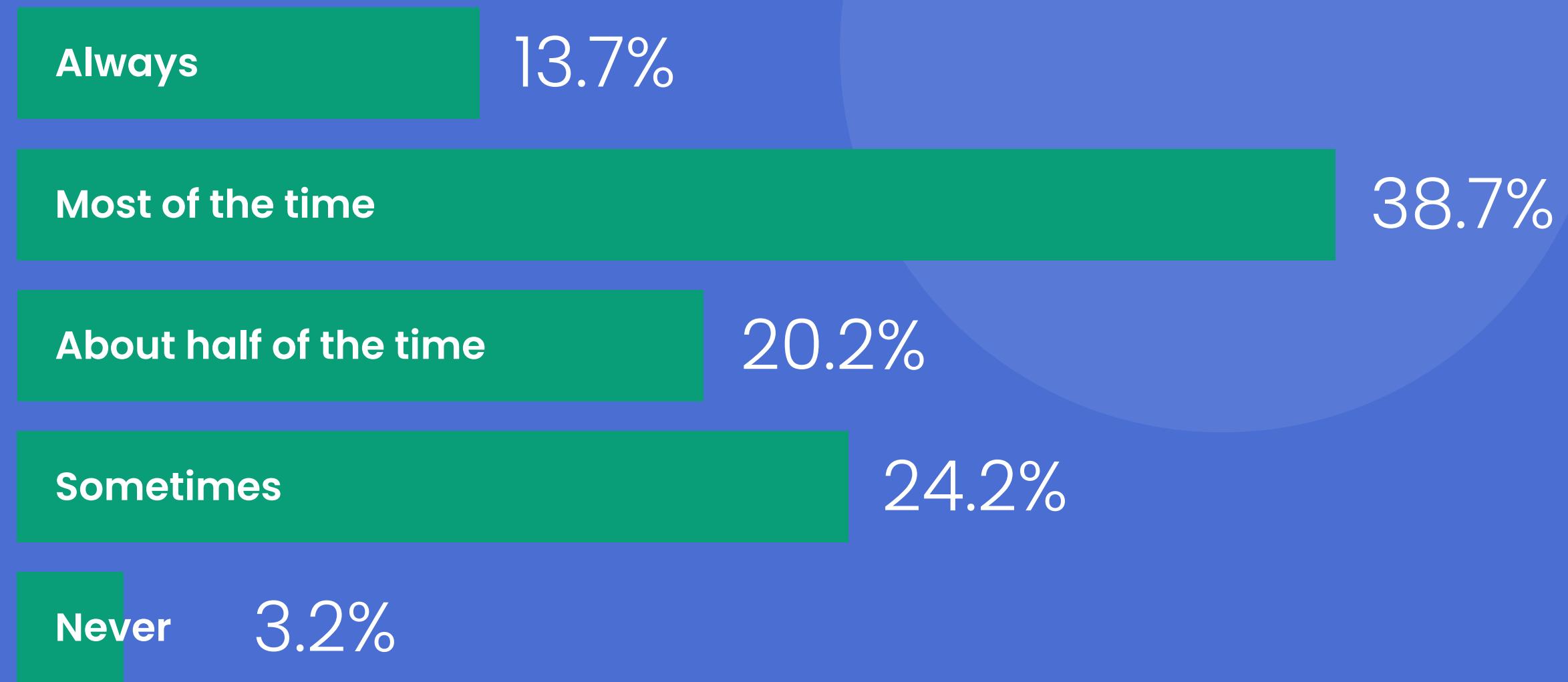
Most Employers Use Skills-Based Hiring Practices



Total Respondents = 193

Employers Use Skills-Based Hiring Practices Most of the Time

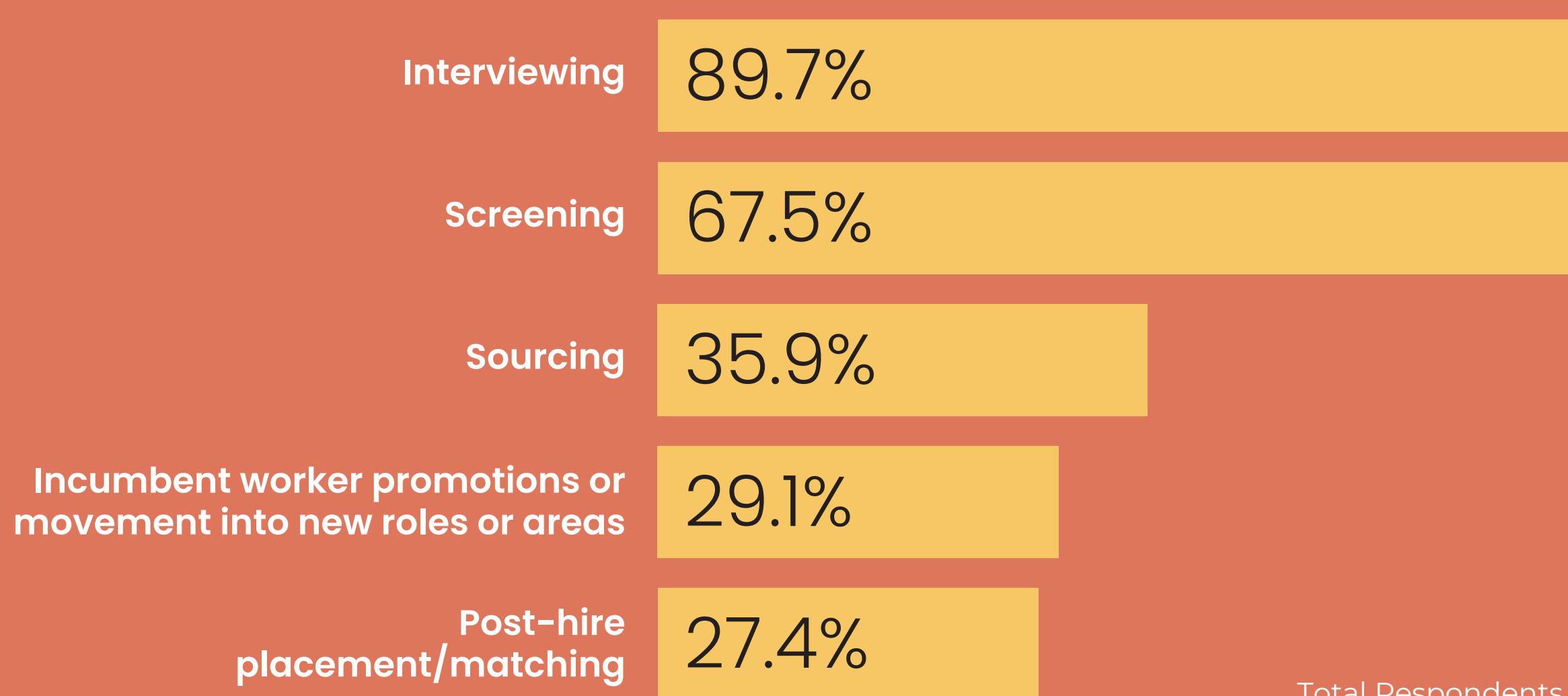
Skills-Based Hiring Frequency



Total Respondents = 124

Skills-Based Hiring Practices Used Most During Interviewing, Screening

Stages at Which Skills-Based Hiring Is Used

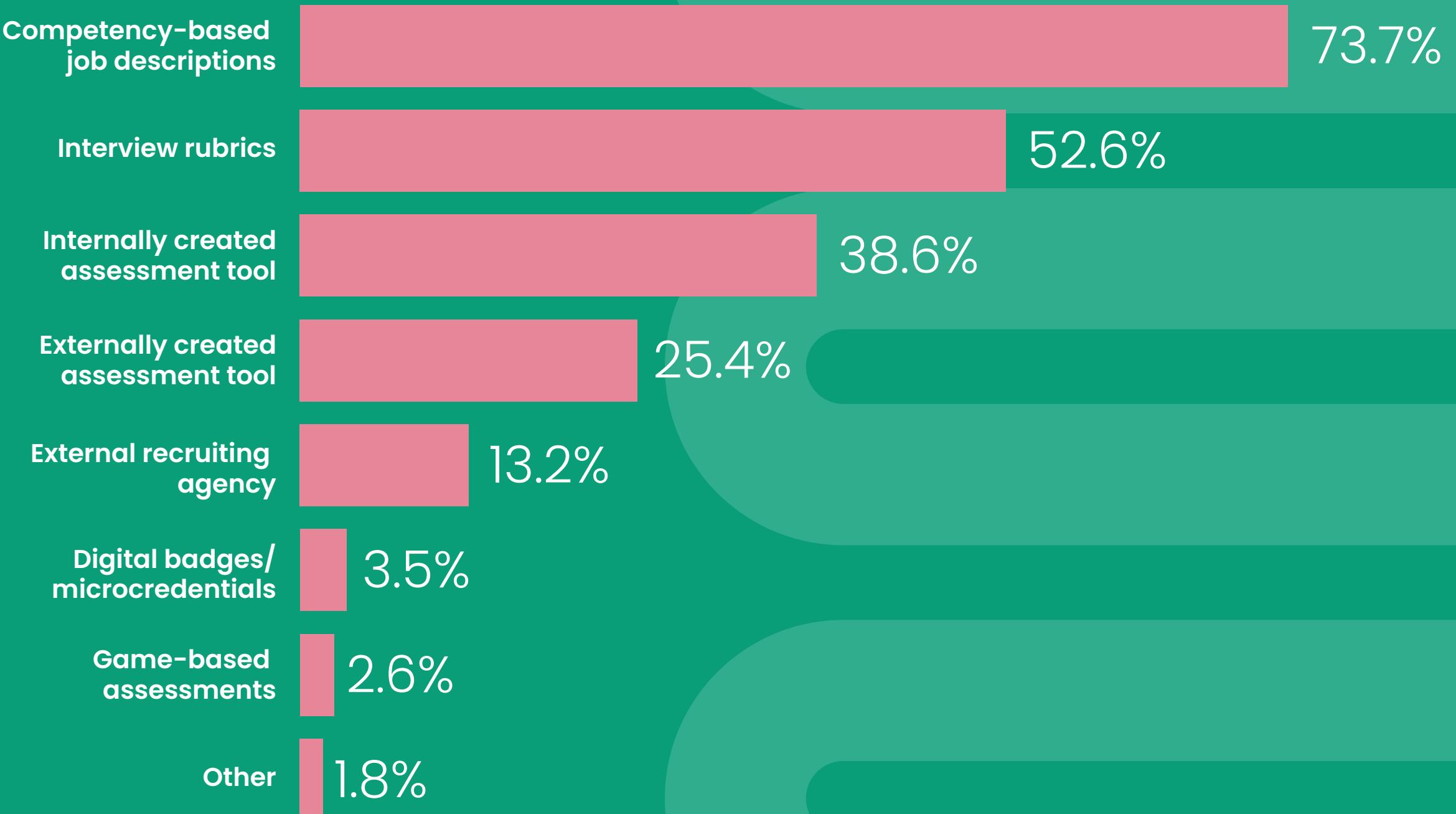


Total Respondents = 117



Employers Use a Variety of Skills-Based Hiring Practices

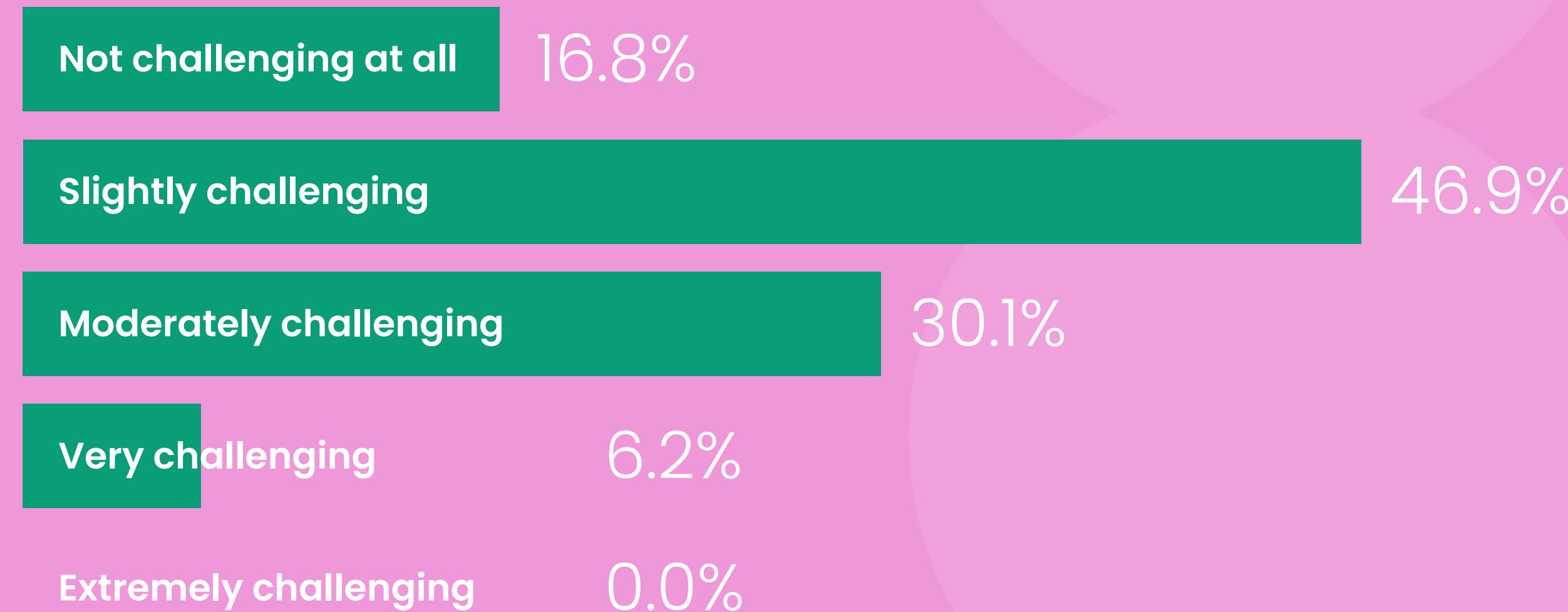
Skills-Based Hiring Practices Being Used



Total Respondents = 114

Employers Indicate Relative Ease in Implementing Skills-Based Hiring

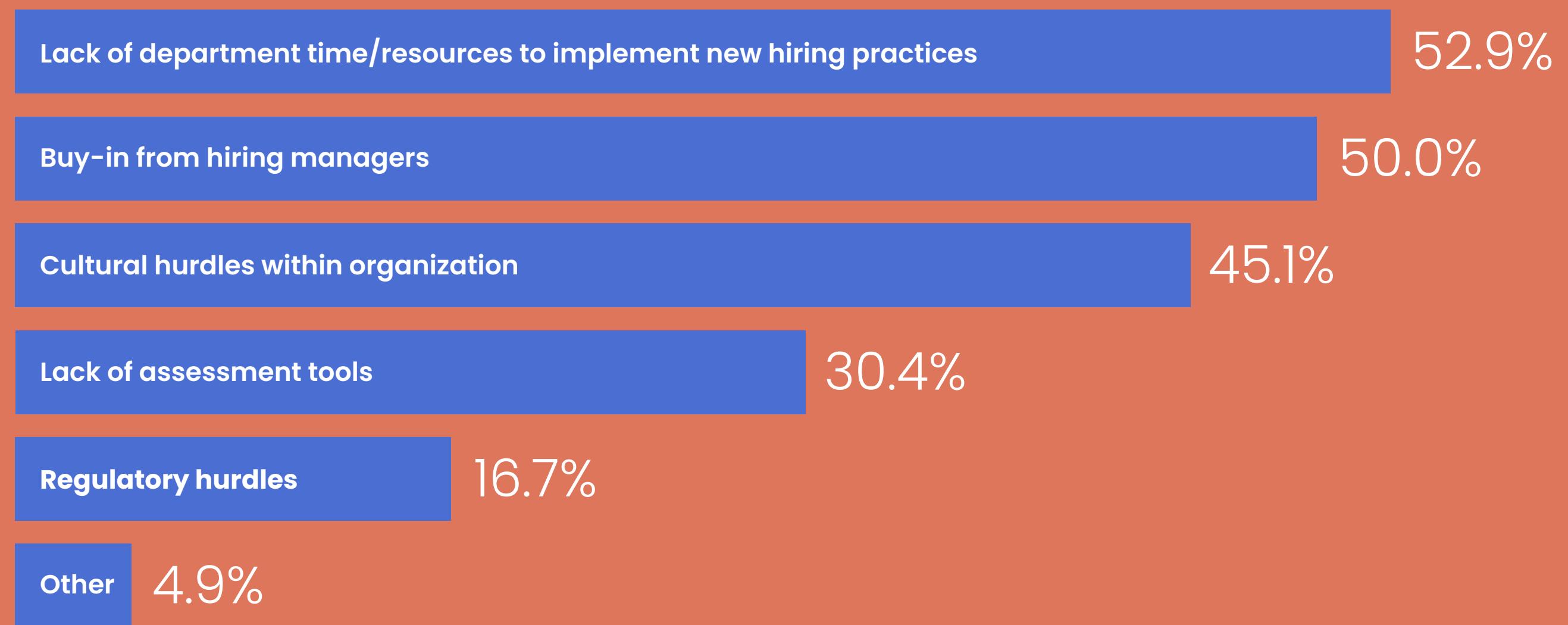
Level of Challenge in Implementing Skills-Based Hiring Practices



Total Respondents = 113

Resources, Managerial Support Top Challenges for Implementing Skills-Based Hiring

Roadblocks in Implementing Skills-Based Hiring

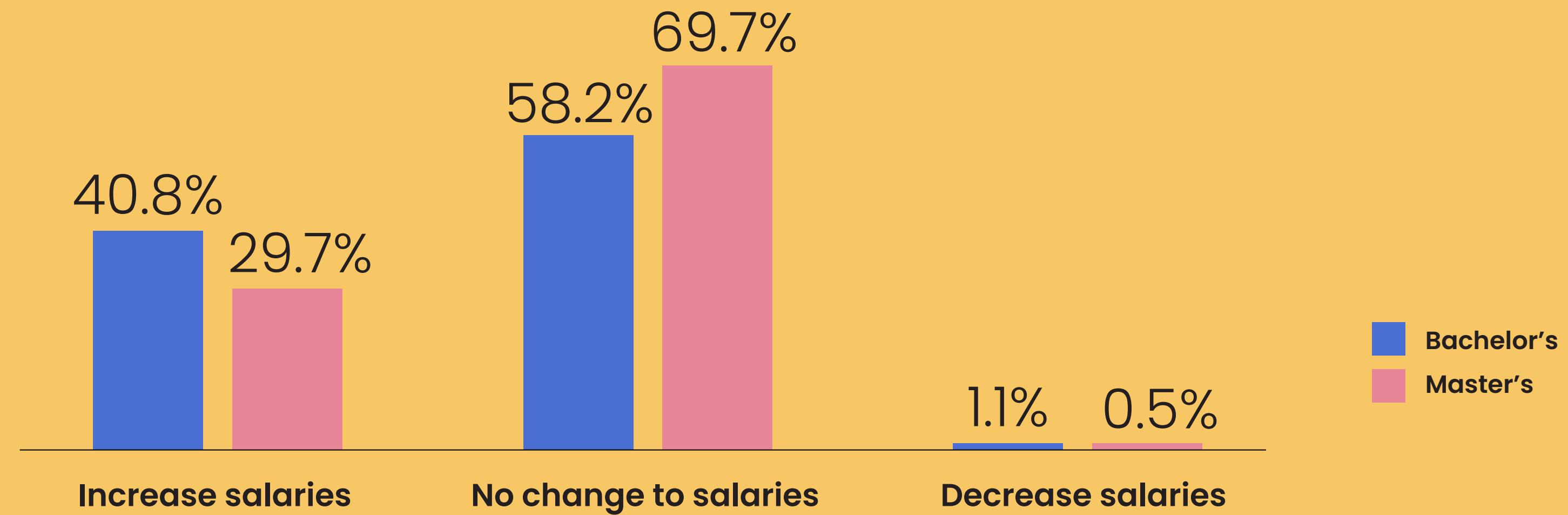


Total Respondents = 102



Salaries Expected to Rise for Class of 2025 Overall

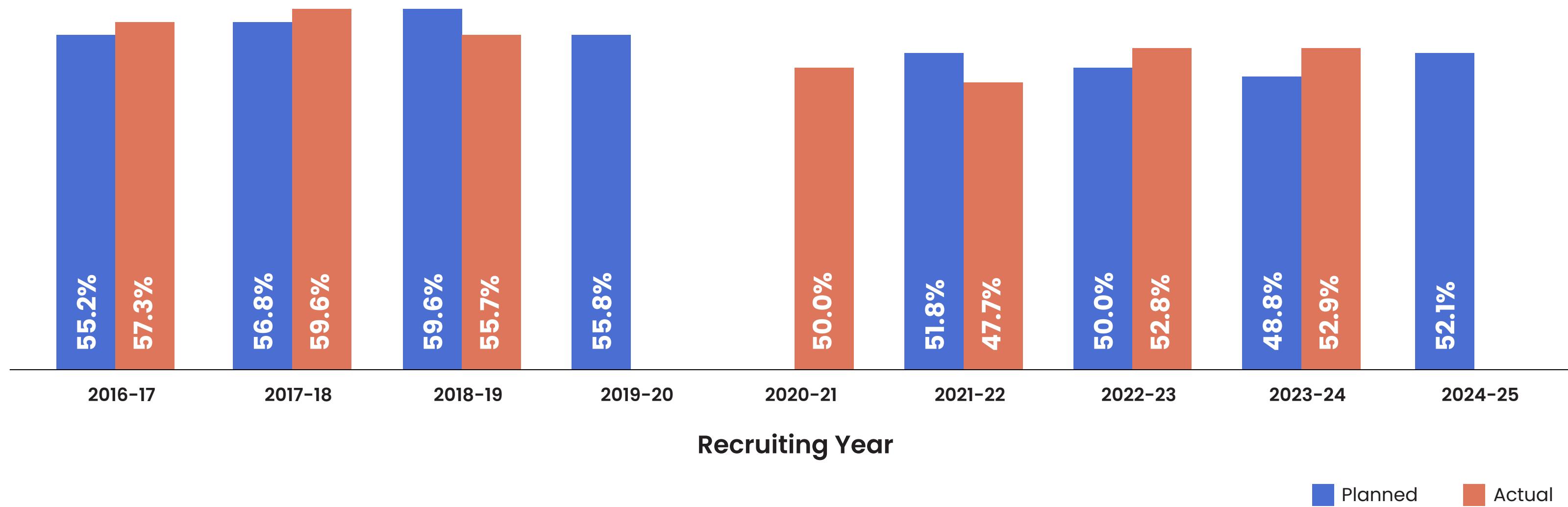
Change in Salaries for Bachelor's and Master's Degree Graduates



More Than Half of Employers Expect to Offer Sign-On Bonuses

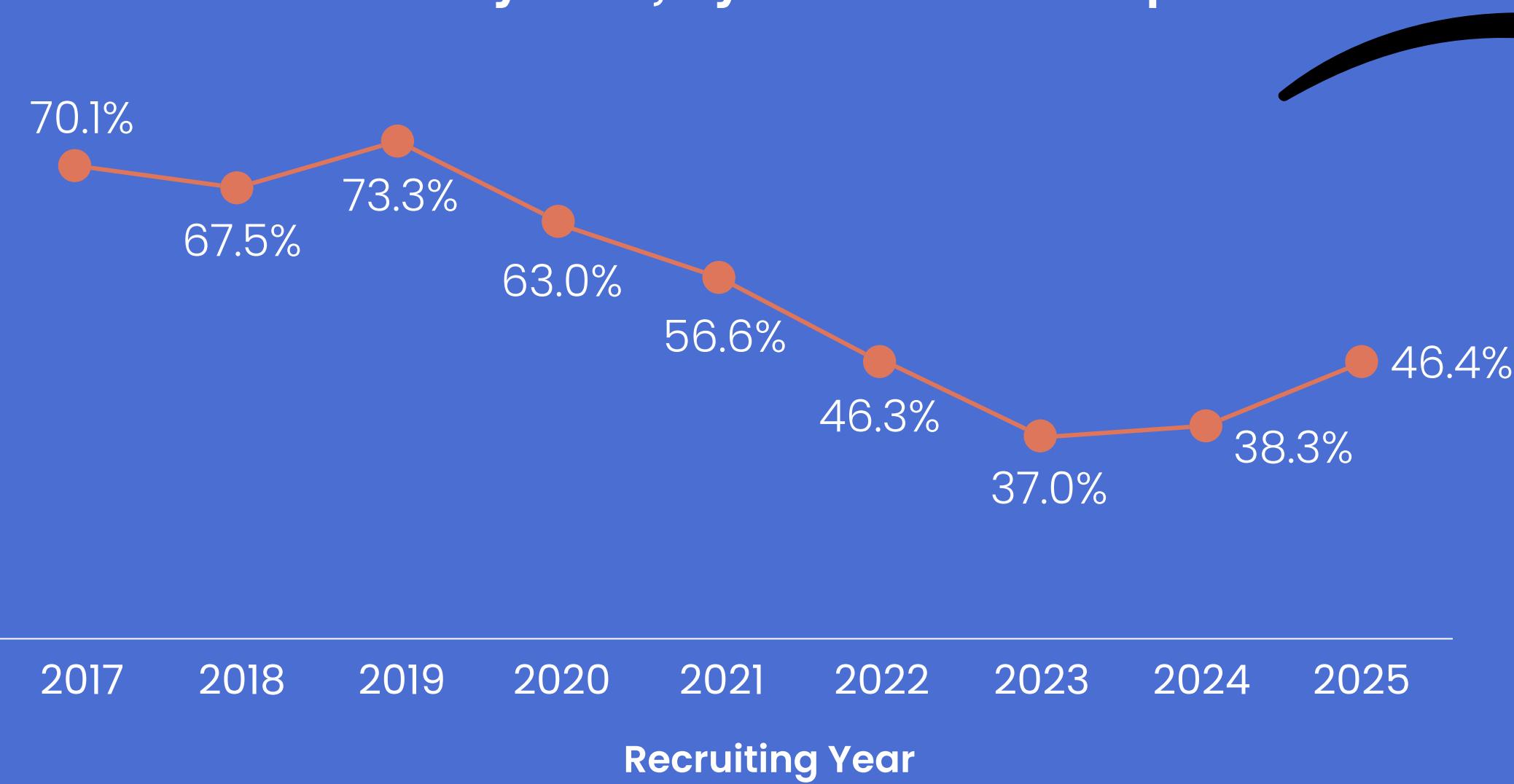
Employers Offering Signing Bonuses

Percent of Respondents



Percent of Employers Screening by GPA Ticks Upward

Screen Candidates by GPA, by Percent of Respondents



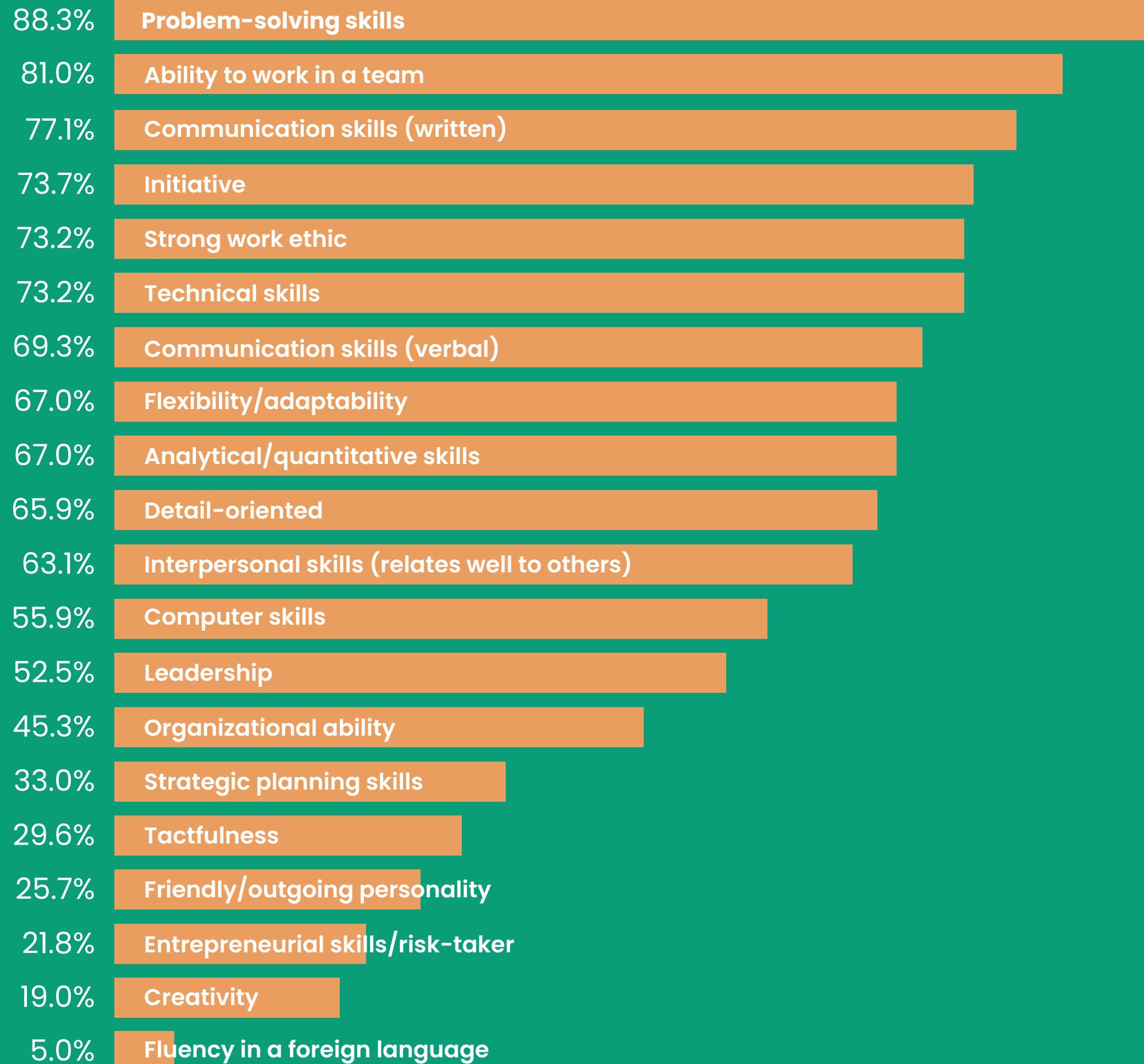
Employer use of GPA as a screening tool was in freefall between 2019 and 2023. However, over the past two years, its use has increased more than 9%.

Nearly One-Quarter of Employers Hire College Graduates in Any Major

We hire majors that are only exclusive to our industry	23.2%
We hire majors that are exclusive to our industry AND other majors that fall outside the realm of our industry	50.8%
We hire ANY majors regardless of whether they relate to our specific industry	24.3%
Other	1.7%

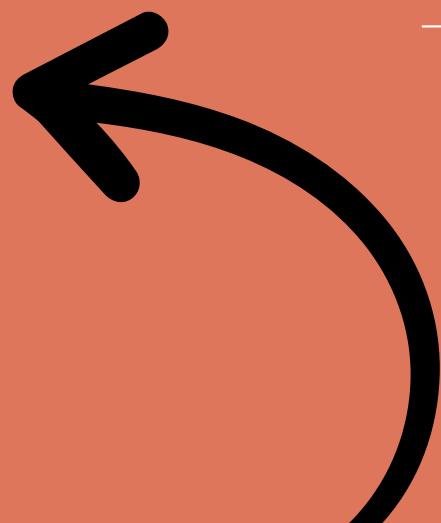


Attributes Employers Seek on a Candidate's Resume



Employers Rate the Importance of the Career Readiness Competencies

*5-point scale, where 1=Not at all important,
2=Not very important, 3=Slightly important,
4=Very important, and 5=Extremely important



Competencies	Weighted Average Rating
Communication	4.57
Critical Thinking	4.49
Teamwork	4.43
Professionalism	4.31
Equity & Inclusion	3.98
Technology	3.93
Career & Self-Development	3.81
Leadership	3.53

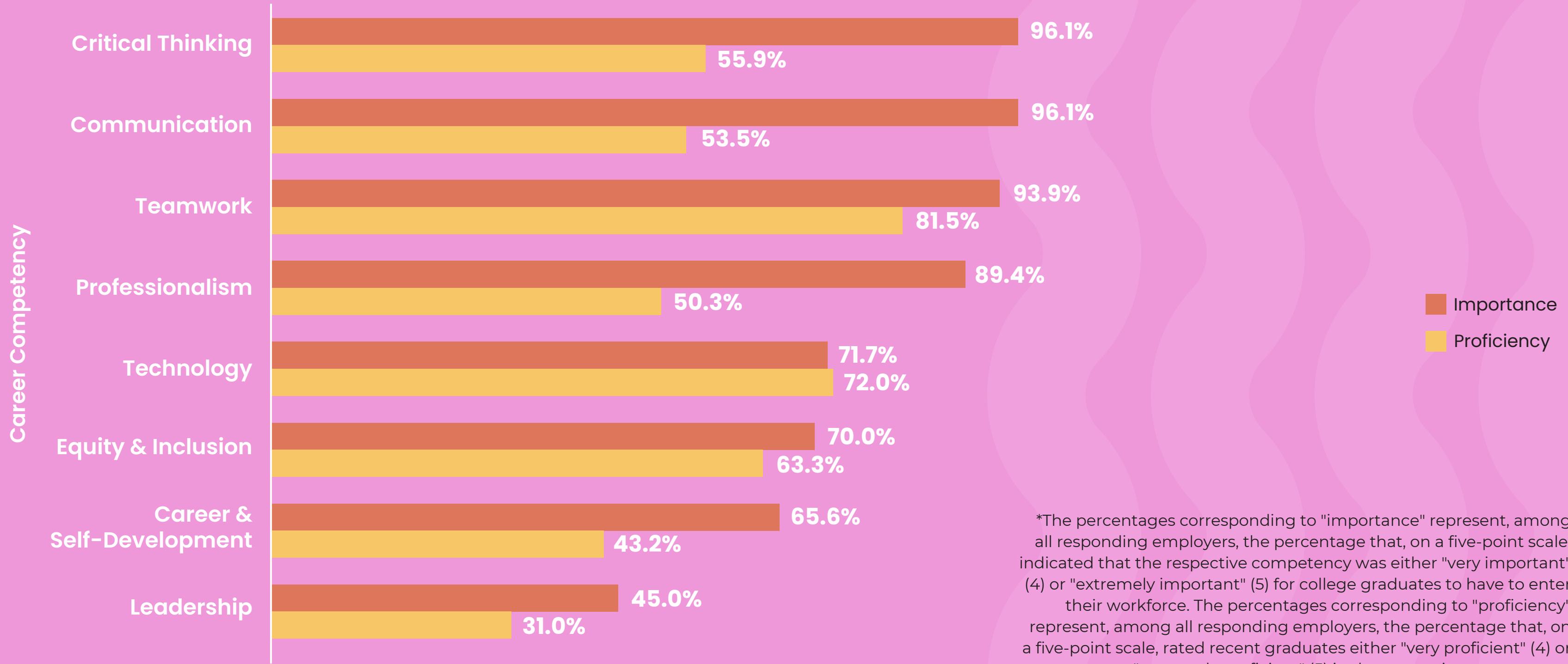


Employers Rate Recent Graduates on the Eight Career Readiness Competencies

Competencies	Weighted Average Rating
Teamwork	4.00
Technology	3.91
Equity & Inclusion	3.78
Critical Thinking	3.67
Communication	3.62
Professionalism	3.50
Career & Self-Development	3.43
Leadership	3.21

*5-point scale, where 1=Not at all proficient, 2=Not very proficient, 3=Slightly proficient, 4=Very proficient, and 5=Extremely proficient

Importance of vs. Proficiency in Career Readiness Competencies, by Percent of Respondents



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