



NSHSS Scholar 2015 Millennial Career Survey Results

The Emerging Workforce: Generational Trends

By Susan Thurman, Ph.D., Scholarship Director/Editor
The National Society of High School Scholars

The National Society of High School Scholars (NSHSS) is an international honor society recognizing outstanding academic excellence of high school and college scholars globally. NSHSS presents its eighth annual survey results exploring the opinions of over 18,000 high school students, college students and young professionals surveyed in April 2015. Hanover Research conducted the survey, which charts the preferences and attitudes of high-achieving millennials in the areas of employment preferences, career planning and educational goals. The findings can help yield better insights into developing strategies for employers regarding generational differences in the workplace and for engaging the emerging talent pipeline.

About the Society

Founded in 2002 by James W. Lewis and Claes Nobel – senior member of the family that established the Nobel Prizes – NSHSS acknowledges and nurtures the continuing success of high school and college students who have distinguished themselves through academic accomplishment, exemplary leadership and community involvement. The Society is helping to advance the goals and aspirations of high-achieving students through unique learning experiences, scholarships, internships, international study and peer networks. At each step along the way – from high school to college to career – NSHSS connects outstanding young scholars with the resources they need to develop their strengths and pursue their passions. NSHSS members become lifetime members. These extraordinary individuals – who number more than one million young people, ages 15 to 29, in 160 countries – are notable for the diversity of culture, ethnicity, religion and intellect they represent.

Methodology

The NSHSS student survey has been conducted online since 2008, emailed annually to lifetime NSHSS members.

- More than 18,000 students, ages 15-29, participated in the 2015 survey, answering 34 questions.
- The survey field period lasted for 3 weeks (March 18 – April 3).
- The survey was conducted and results analyzed by Hanover Research.
- The data is statistically robust (with a 99% confidence level and 0.9% margin of error).
- Results should not be taken to be representative of all millennials. The millennial survey results represent the views of the NSHSS members responding to the survey.



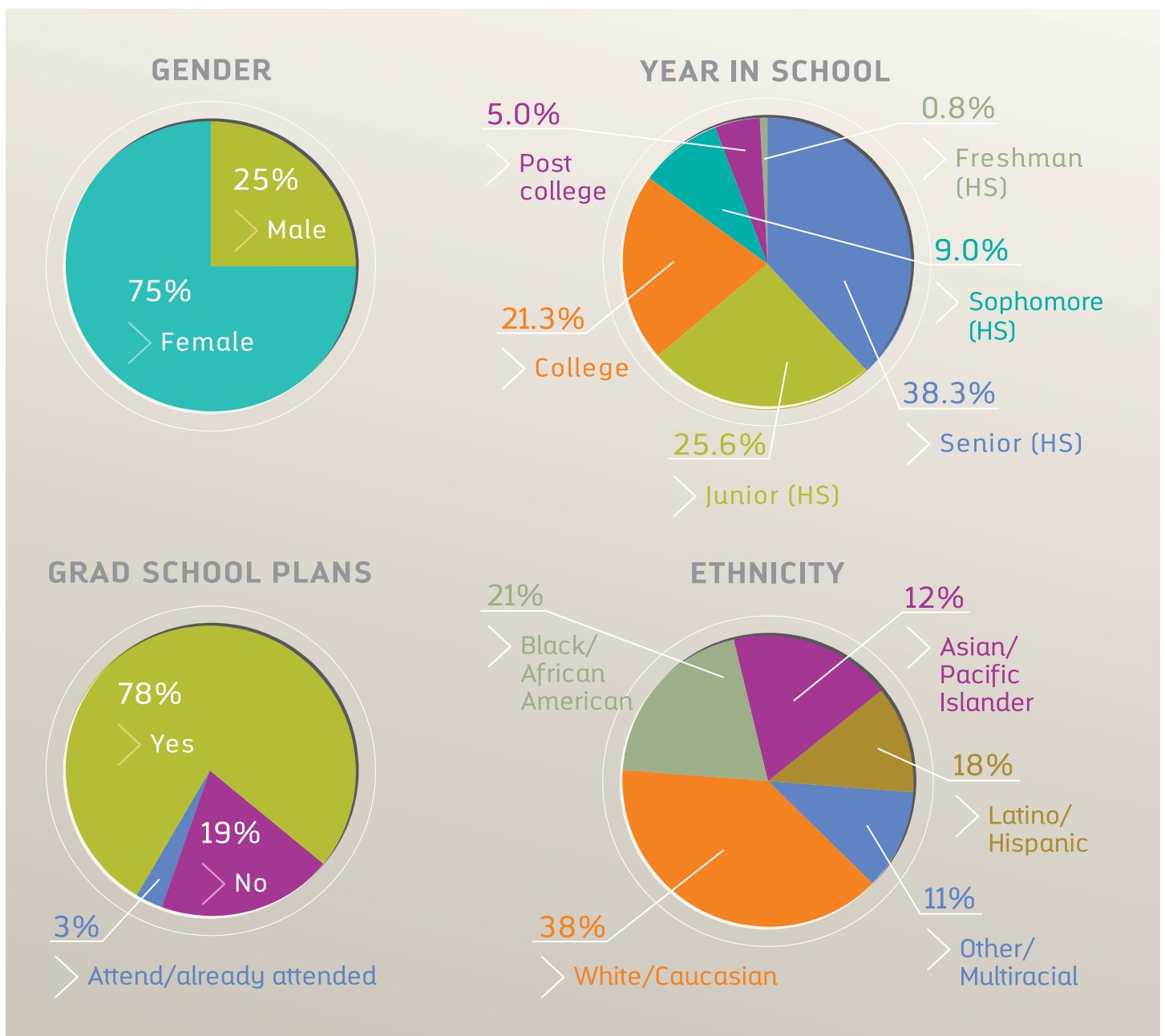
*Survey findings can help employers
better engage the emerging talent pipeline.*

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Participant Profile

The respondents reflect the diversity of NSHSS and are college-bound high school students, currently-enrolled college students and recent college graduates. Most respondents in the survey are high school students (74%) and females (75%). Forty-one percent of respondents indicate that they are multi-lingual, with nearly 23% being fluent in Spanish. The largest number of responses geographically are in order from Texas, California, Florida, New York, Georgia, Pennsylvania, North Carolina and Maryland.

Seventy-eight percent of respondents indicate an interest in pursuing a graduate degree, while 3% are currently enrolled in a graduate degree program. Twenty three percent indicated they are or will be the first generation in their family to enroll in college. Eighty-four percent expressed interest in studying abroad in college.





Key Findings: Employment Preferences

Compared to 2013 and 2014, 2015 respondents expressed consistent interest in Medicine/Health-related and STEM focused fields. Forty percent of respondents expect to work in Medicine or Health-related fields, whereas 21% and 28% expect to work in Technology/Engineering and Science, respectively. About 20% of respondents are interested in fields related to Arts/Entertainment/Media and Business/Administration/Corporate. Female respondents report more interest in the Medicine/Health-related field than males (45% versus 26%); Asian/Pacific Islander respondents (31%) are more interested in Technology and Engineering as compared to other ethnic groups (19% to 23%).

Google ranks as the most preferred employer, followed by Walt Disney Company, St. Jude Children's Research Hospital, Apple, and the FBI. Overall, hospitals or health companies are most popular among respondents, with eight employers in the top 25 list. Technology-related companies are increasing in popularity, with Intel (rank 51 in 2014 to rank 24 in 2015) and Amazon (rank 22 in 2014 to rank 11 in 2015) substantially advancing their ranks.

Key Findings: Career Planning

A majority of respondents expect to work while in college. Forty-three percent indicate that they do or will work while attending college, with 24% indicating they will need to work in college not only to meet their own expenses, but to help meet their family's expenses.

Parents and guardians are at least somewhat involved in millennials' career decisions (79%). In particular, 35% of respondents feel that their parents are very involved. In addition, parents also have the most influence over respondents' general opinions (only after respondents themselves).

Key Findings: Educational Goals & Community Engagement

Seventy-eight percent of respondents expect to seek advanced education beyond college, such as attending medical school or business school. Overall, medical schools are the most popular among respondents (selected by 32%), followed by engineering or science (23%) and business degrees (14%).

Millennials are highly engaged in community activities and are willing to devote more time to community service than their current time commitment. Seventy-seven percent of respondents report that they are either somewhat or very engaged in the community.

Key Findings: Additional Career Interests

Starting a business: More than half of respondents are at least moderately interested in starting their own business or non-profit venture.

Government agency interest: In a further question about career opportunities at government agencies in the United States, 63% of respondents indicate an interest in learning more about the listed government agencies, while 32 and 31% of respondents would like to learn more about the Central Intelligence Agency and the FBI. Also, 14% are interested in the U.S. State Department, and 6 to 10% in various military branches.

Respondents ranked the following military branches in selecting their top employer:

U.S. Air Force: 21
Navy: 32
Army: 42
Marines: 60
Coast Guard: 93



Forty percent of respondents expect to work in medicine or health-related fields, whereas 21% and 28% expect to work in technology/engineering and science, respectively.

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Top 200 Preferred Companies

Respondents were asked to rank their preferred companies to work for from a list of 200 companies.

The list of companies was created by combining the 2013 – 2015 *Fortune* “100 Best Companies to Work For,” *DiversityInc* “Top 50 Companies for Diversity,” selected companies from *Fortune’s* “Global 500” and popular write-in choices from prior surveys.

Respondents were given the opportunity to select up to three companies and were also allowed to write in choices.

Results available for further review include rankings by gender, age group and ethnicity.

Among the top 25 employers, respondents express strongest interest in working for hospitals (eight employers), technology companies (five employers) and government agencies (five employers). Google is the most preferred employer, followed by Walt Disney Company, St. Jude Children’s Research Hospital, Apple and the FBI. Hershey’s, Intel, Blue Cross and Blue Shield and Atlantic Health Service are the new rising companies among the top 25.

Compared to previous years, all the technology companies in the top 25 list have either retained their previous position in the rankings or advanced. For example, Amazon moved from rank 22 in 2014, to rank 11 in 2015.

Employer Rank	2015	2014
Google	1	2
Walt Disney Company	2	3
St. Jude Children’s Research Hospital	3	1
Apple, Incorporated	4	4
FBI	5	6
Local hospital	6	5
Microsoft	7	11
Central Intelligence Agency (CIA)	8	10
Health Care Service Corp.	9	8
Children’s Healthcare of Atlanta	10	9
Amazon	11	22
SONY	12	15
DreamWorks Animation SKG	13	7
Mayo Clinic	14	12
Abercrombie & Fitch	15	23
The New York Times	16	16
Starbucks	17	21
U.S. State Department	18	13
National Security Agency (NSA)	19	14
Hershey’s	20	57
U.S. Air Force	21	17
Blue Cross and Blue Shield	22	41
UnitedHealth Group	23	19
Intel	24	51
Atlantic Health Service	25	38
Aéropostale	26	47
Dell	27	65
L’Oréal	28	45

Employer Rank	2015	2014
Facebook	29	31
CHG Healthcare Services	30	27
Nordstrom	31	18
U.S. Navy	32	25
Coca Cola North America	33	39
Teach For America	34	26
Mercedes Benz USA	35	34
Johnson & Johnson	36	41
Boston Scientific	37	48
Whole Foods Market	38	49
Adobe Systems	39	65
JC Penney	40	54
Delta Airlines	41	37
U.S. Army	42	24
JPMorgan Chase	43	30
American Express	44	74
Lockheed Martin	45	29
Kaiser Permanente	46	20
IBM Corp.	47	42
AT&T	48	79
CVS Caremark	49	41
BuildABear Workshop	50	67
Target Corp.	51	62
Meridian Health	52	33
Local police department	53	44
General Electric	54	32
Baptist Health South Florida	55	68
Wal-Mart	55	56

Employer Rank	2015	2014
Major League Baseball	56	40
WellStar Health System	57	48
Ford Motor Co.	58	52
Wells Fargo & Co.	59	64
U.S. Marine Corps	60	62
Toyota	61	78
Southern Ohio Medical Center	62	28
World Wide Technology, Inc.	63	66
Hewlett-Packard	64	82
Discovery Communications	65	61
Hasbro	66	87
Exxon Mobil	67	43
Marriott International	67	60
Scripps Health	68	36
Four Seasons Hotels	69	75
Ohio Health	70	46
Cisco	71	83
Bayer	72	80
Goldman Sachs	73	53
Costco Wholesale	74	83
Chevron Corporation	75	69
Genentech	76	76
Research in Motion (RIM)	76	71
Southwest Airlines	76	77
PepsiCo	77	73
Ernst & Young	78	63
Dow Chemical	79	55
Time Warner	79	72



Employer Rank	2015	2014
A.J. O'Connor Associates	80	96
Novartis Pharmaceuticals Corp.	81	35
Procter & Gamble	82	58
Zappos.com	83	91
Capital One	84	113
Autodesk, Inc.	85	93
Abbott	86	84
Intercontinental Hotels Group	86	90
Duke Energy	87	56
Northrop Grumman Corp.	87	59
New York Life	87	60
Kellogg Company	88	102
LinkedIn	89	112
Chrysler Group	89	109
Kraft Foods	89	107
HTC	90	118
Local fire department	90	112
Thermo Fisher Scientific	91	89
Colgate	92	119
Deloitte	92	81
Allstate Insurance Company	93	98
U.S. Coast Guard	93	85
Verizon Communication Viacom	93	88
Starwood Hotels & Resorts Worldwide	94	95
Aetna	95	115
State Farm	96	99
FedEx Corporation	96	103
Recreational Equipment (REI)	97	90
Hyundai Corporation	97	107
MasterCard Worldwide	97	98
Home Depot	98	117
Devon Energy	99	100
General Mills	99	92
The Everett Clinic	99	106
Chesapeake Energy	100	108
Cigna	100	116
McDonald's	101	104
Bright Horizons Family Solutions	102	99
Accenture	103	119
The Boston Consulting Group, Inc.	103	103

Employer Rank	2015	2014
MetLife	104	93
Publix Super Markets	104	91
Eli Lilly and Company	105	77
Mattel	105	106
Merck & Co.	106	89
Men's Wearhouse	107	123
U.S. Census Bureau	107	105
UPS	108	117
Citigroup	109	113
Kroger	109	111
NuStar Energy	109	94
Xerox Corp.	109	128
Aflac	110	123
United Water	111	111
Deutsche Bank	112	108
MGM Mirage	112	86
Roche Diagnostics Corporation	113	98
S.C. Johnson & Son	114	116
Kimpton Hotels & Restaurants	114	106
KPMG	114	97
USAA	115	113
Edward Jones	116	99
National Instruments	116	110
Marathon Oil	116	120
PricewaterhouseCoopers	116	83
ConocoPhillips	117	113
Cox Communications	117	118
Hilcorp Energy Company	117	121
Wegmans Food Markets	117	111
Millennium: The Takeda Oncology	117	100
Pratt & Whitney	118	103
Booz Allen Hamilton	119	110
Cummins	119	119
Hitachi Data Systems	119	—
Mars, Inc.	119	111
Siemens Sodexo	119	70
Ultimate Software	119	125
Hyatt Regency	120	92
Arnold & Porter LLP	120	110
ADP	121	125

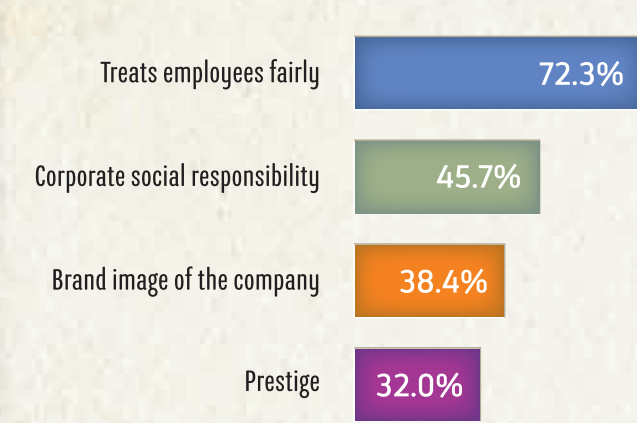
Employer Rank	2015	2014
Palmolive Company	121	119
HSBC - North America	121	121
Prudential Financial	122	109
DPR Construction	122	100
Campbell Soup Company	123	128
Morningstar	123	—
Air Products	123	125
Aramark	124	—
Qualcomm	124	117
ARI, Automotive Resources Intl.	124	121
Monsanto Co.	124	102
Navy Federal Credit Union	125	109
TEKsystems	126	124
Adecco Group	126	—
PCL Construction Enterprises, Inc.	127	103
Allianz Life Insurance Co. of N.A.	127	125
Darden Restaurants	127	123
CarMax	128	—
Georgia Pacific	129	122
Rockwell Collins	130	122
Stryker	130	119
W. L. Gore & Associates	130	110
Brocade Communications Systems	130	—
CH2M Hill	130	114
Novo Nordisk	130	120
Burns & McDonnell	131	119
Cricket Communications CSX	131	—
J. M. Smucker	131	—
SAS	132	119
American Fidelity Assurance	132	127
Express Scripts	133	115
Scottrade	133	125
Whirlpool Group	133	—
EMC	134	124
Grainger	134	—
Net/App	134	111

NOTE:
Companies with identical rankings are tied in responses.
“—” Indicates not previously ranked

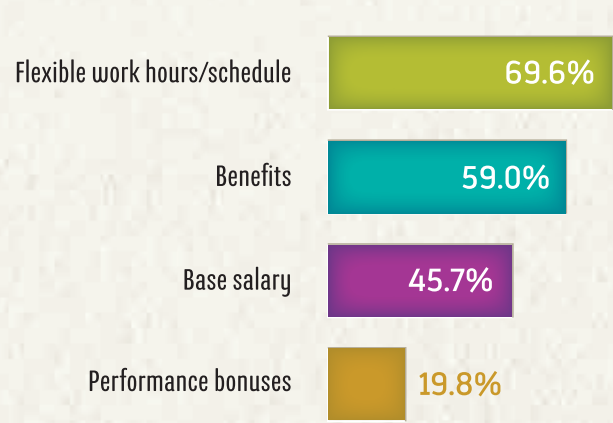
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Factors in Choosing an Employer*

Employer: Perception & Image



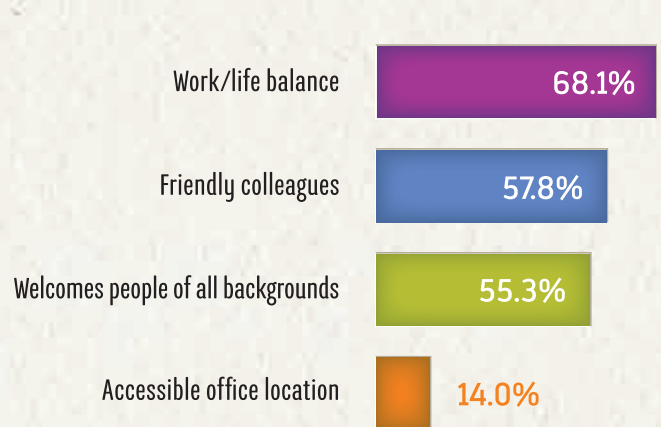
Salary & Perks



Job-Specific Opportunities



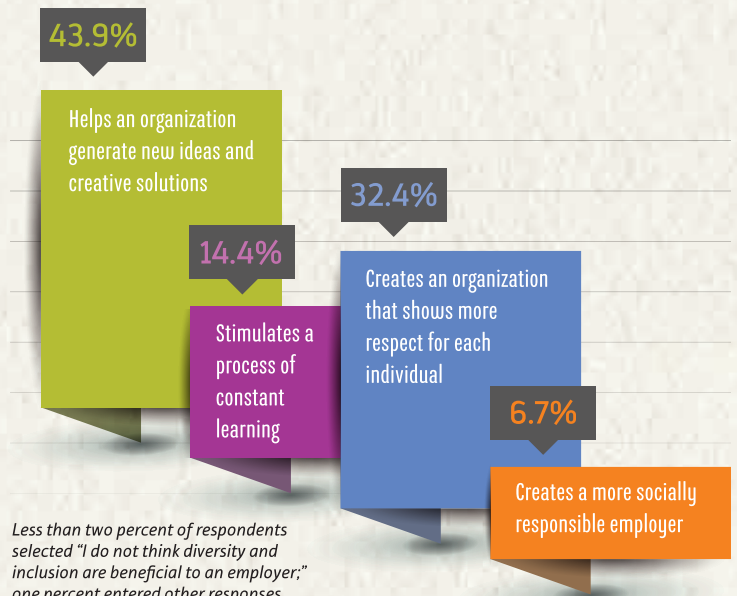
Work Atmosphere & Environment



Benefits of Diversity and Inclusion

“Employers that focus on transparency and treating employees fairly will separate themselves from the rest of the field in attracting millennials.”

Todd Corley
 Founder, the TAPO Institute
 Board Chair, NSHSS Foundation



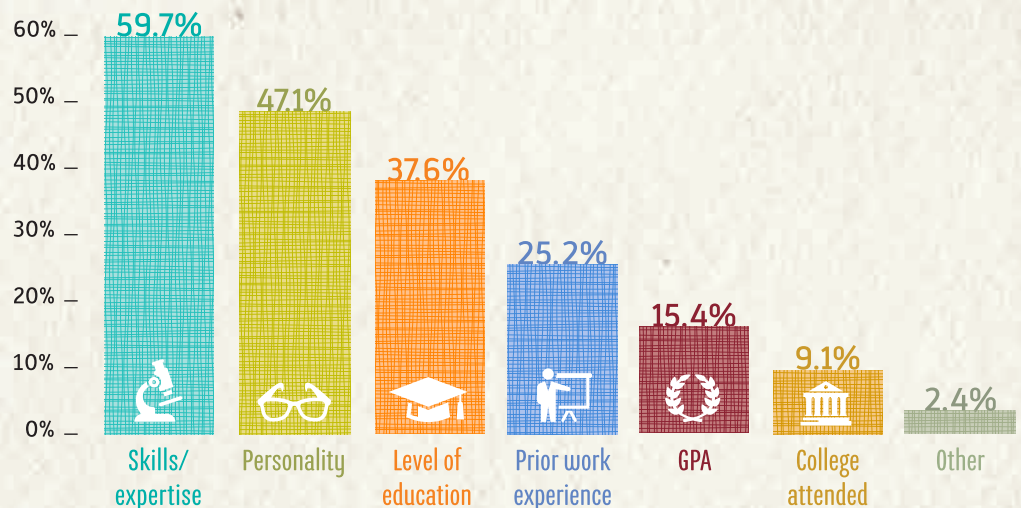


Qualifications for Employment*

Which characteristics most qualify you for a job?

The majority of respondents ranked skills and experience as most important (60%) followed by personality (47%) and level of education (38%).

College graduates ranked level of education higher than the overall group (50%).

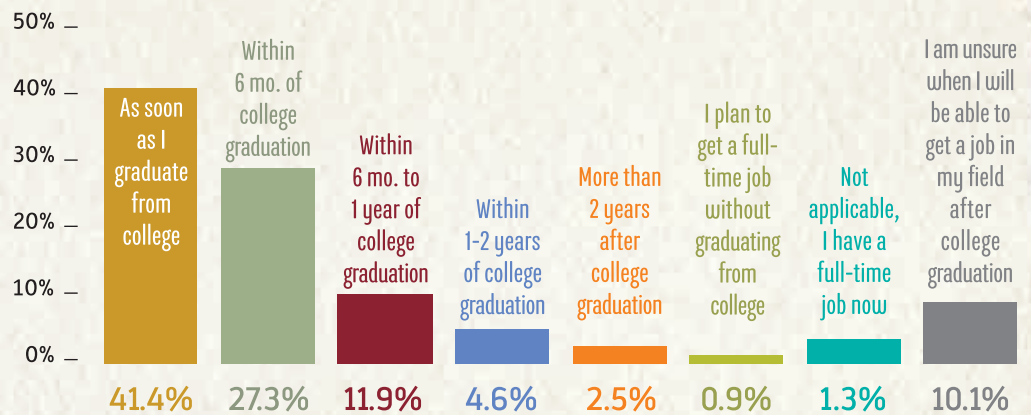


Economic Expectations*

Expectations of length of time to find a job in your field

Respondents continue to express optimism about finding employment in their fields, expecting to become financially independent soon after college graduation.

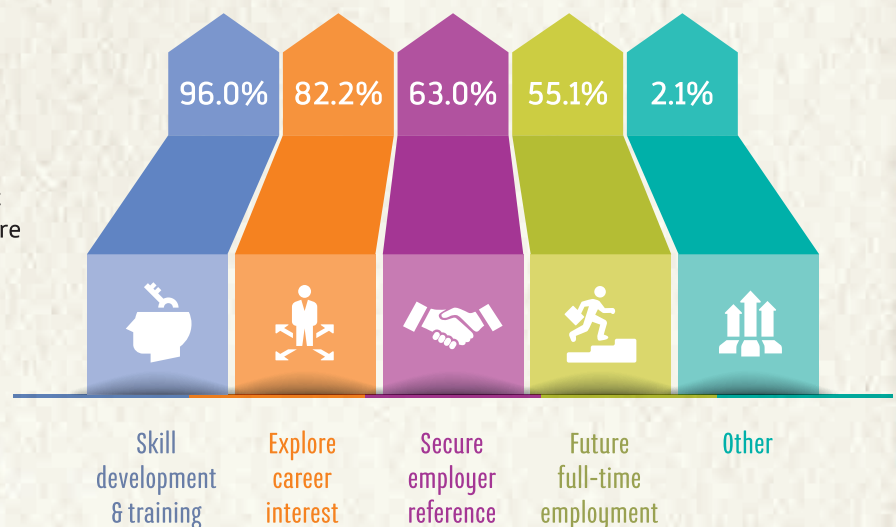
Forty-one percent expect to find employment right after graduation and 27% within six months of graduating.



What Do You Expect to Gain from an Internship?*

Seventy-nine percent of respondents expect to participate in an internship during their college career and nearly all respondents hope to develop skills and receive training from an internship (96%).

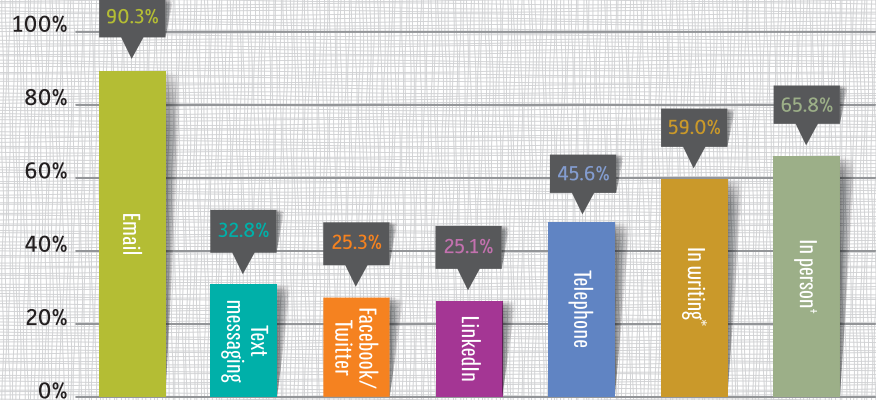
As a result of an internship, 82% of respondents would like to explore their career interest, 63% want an employer reference and 55% hope to secure future full-time employment.



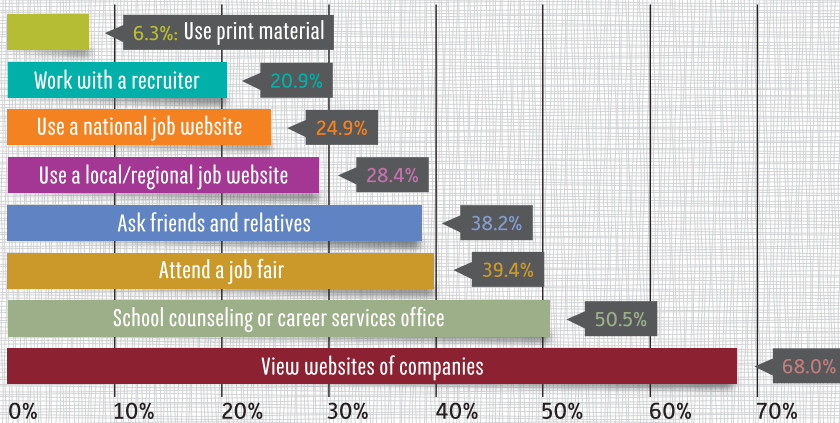
*Respondents ranked factors on a scale of least-to-most important.

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Best way for companies to pass along information about their job opportunities



*In writing (mail, publications, etc.) *In person (career fairs, networking events, personal contacts)



Preferred resources to use in seeking employment

Conclusion

The survey respondents represent an important segment of the millennial generation that is focused on college and career success. Currently, the top career interests of this group are medical related, STEM fields, arts/media and business. They hope to find in the workplace fair treatment, corporate social responsibility and strong company benefits. The confidence they place in their plans to enter the workforce quickly in their fields may be more realistic than in previous years. National economic reports show that employers plan to hire 8.3% more new college graduates in 2015 than in 2014, with graduates in business, engineering, computer science and math most in demand (*The Atlanta Journal Constitution*, May 5, 2015). The overall hiring projection for the U.S is expected to increase by 7.5% for the Class of 2015 ("Job Outlook 2015," NACE - National Association of Colleges and Employers, Nov. 2014). **NSHSS will continue to survey its members annually to chart trends in the emerging talent pipeline. To receive additional information about NSHSS or the survey, please call Beth Pann, Vice President, (404) 235-5500, ext. 535.**

Susan Thurman holds a Ph.D. in English from Florida State University. She directs the scholarship program for The National Society of High School Scholars in Atlanta, and manages the scholarship program for the NSHSS Foundation, which promotes scholarships for under-represented minorities in STEM fields, business, economics and public policy.



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