



NSHSS Scholar 2013 Millennial Career Survey Results

The Emerging Workforce: Generational Trends

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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 sixth annual survey results exploring the opinions of 9,000 high school students, college students, and young professionals surveyed in March 2013. The findings chart the preferences and attitudes of high-achieving millennials in the areas of career choices, employers, workplace environment, technology, and communications. 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

NSHSS members are diverse students who have demonstrated academic achievement and a desire to make a positive impact on the global community. The membership currently numbers 830,000 scholars representing over 160 countries. Members range from high school and college to young professionals who have an academic GPA minimum of 3.5. Forty percent joined with a GPA of 3.7 or higher. Of the total membership, 49% identify themselves as non-white.

Methodology and Background

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

- Over 9,000 students, ages 15-27, participated in the 2013 survey, answering 29 questions.
- The survey field period lasted for approximately 2 weeks (March 8-19).
- Approximately 71% of respondents are currently in high school (approx. 22% are college age, approx. 7% are post-college age).
- Largest geographical responses were from California, Texas, New York, Florida, Georgia, Maryland, New Jersey, North Carolina, Pennsylvania, and Virginia.
- The survey results were analyzed by an independent external research consultant.
- The data is statistically robust (with a 95% confidence level and +/- 1% 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.

The National Society of High School Scholars

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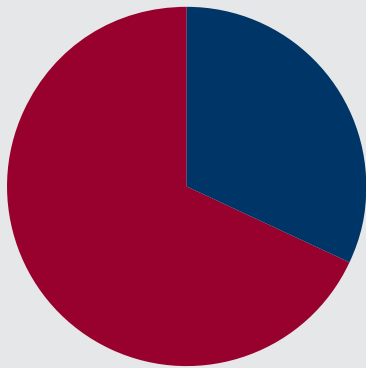


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Participant Profile

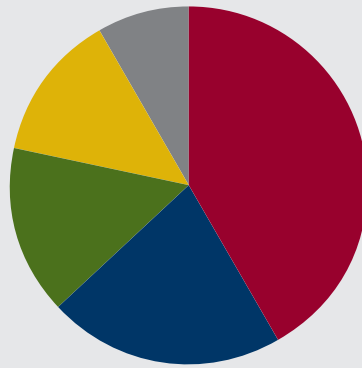
The respondents reflect the diversity of NSHSS and are college-bound high school students, current college students, and recent college graduates. 57% identify themselves as non-white.

The majority of the respondents are high schools students in the 11th and 12th grades, predominantly female, and residing in the United States. Nearly 22% are or will be first generation college students.



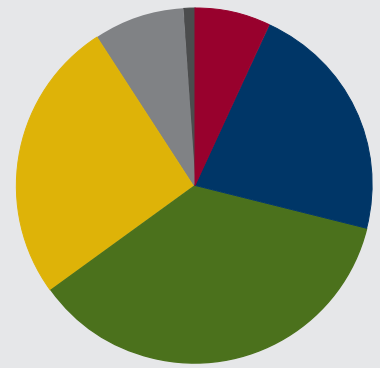
Gender

32%	Male
68%	Female



Ethnicity

41%	White /Caucasian
21%	Black /African American
15%	Latino /Hispanic
13%	Asian /Pacific Islander
8%	Other /Multiracial



Year in school

7%	Post college
22%	College
36%	Senior (HS)
26%	Junior (HS)
8%	Sophomore (HS)
1%	Freshman (HS)

The majority of respondents were 11th-12th grade female students residing in the U.S.A.





Some Key Findings

- Respondents continue to indicate they are STEM-focused. Their strongest interest in college majors include medical and health-related fields, sciences, engineering/technology, business, psychology, the arts, and communication. The career fields they expect to work in reflect these majors closely: medicine and health-related fields, business, sciences, engineering/technology, arts/entertainment/media, government, and education (which was not highly-ranked as a college major).
- Health-related employers and technology employers continue to rank highly as preferred companies. Of the top 25 ranked companies, eight are hospitals or health service companies. St Jude's Children's Hospital ranked #1 in 2013, replacing Google as the overall 2012 top choice. Technology companies rank highly, although Facebook fell in the rankings in 2013 from #17 to #38. The Walt Disney Company had ranked first from 2008-2011, then dropped to #5 in 2012 moving up to 2nd place in 2013 (ranking #2 among post-high school students and #3 among high school students overall).
- Among the top 10 ranked companies, gender, age-group, and ethnicity are fairly consistent in selections. Among the top 25 companies selected as preferred, marked differences in selections by gender included higher rankings by females for Children's Health Care of Atlanta, The New York Times, Abercrombie & Fitch, Teach for America, Starbucks, Kaiser Permanente, Blue Cross and Blue Shield, and Nordstrom. In the top 25 preferred by males, SONY, Microsoft, Lockheed Martin, IBM, Intel, Major League Baseball, General Electric, Goldman Sachs, Ford Motor Co., and Mercedes-Benz, outranked choices by females.

These respondents tend to be optimistic about their future career prospects.

- Responses among high school and post high school are fairly consistent in the top rankings; however, among the top 25, high schoolers ranked Abercrombie & Fitch much higher, while college students ranked Amazon higher.
- Students expressed a strong interest in U.S. military branches and in working for U.S. government agencies (47%). Two branches of the military ranked in the top 25: U.S. Air Force at #18 and the U.S. Navy at #25. Government agencies ranked in the top 25 include the FBI at #6 and the CIA at #7, the State Department at #12, and the National Security Agency at #17.

Of the top 25 ranked companies, eight are hospitals or health service companies.

- These millennials anticipate that internships are key in helping prepare for their future careers. Over 81% have participated or expect to participate in an internship during college.
- Parental involvement remains an important factor. Millennials are often characterized as being raised by "helicopter" parents, who are heavily involved in most aspects of their children's lives. In this survey, 66% indicated that their parents or guardians were involved in their career decisions, with 30% of these indicating their parents/guardians were very involved in their career decisions. However, only 20.9% indicated that their parents are their strongest influence in their opinions about social, cultural, and political issues.
- Students overall express an optimistic view of their employment future, 48% expecting to find jobs in their fields soon after graduation from college. This applies to both high school and college respondents and is also the same percentage indicated in 2012.

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Top 200 Preferred Companies

Respondents were asked to rank their preferred companies to work for and selected from a list of over 200 companies. The list of companies was created by combining the 2012 and 2013 *Fortune* 100 Best Companies To Work For, the 2012 and 2013 *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 gender, age group, and diverse/non-diverse rankings.

Note: Companies with identical rankings are tied in responses and the next ranking order skipped.

The most popular choices continue to reflect interests in technology and health fields. In 2013, Google dropped from first place in 2012 to 4th as the most preferred employer. St. Jude Children's Research Hospital ranked number one, with 8 of the top 25 companies being hospitals or health service companies and organizations. Teach for America was a popular choice, ranking #21. Many government agencies placed high as well. The FBI ranked #6 and the CIA closely followed placing at #7; the U.S. State Department ranked #12, and National Security Agency #17. Of the U.S. Armed Forces, the Air Force ranked #18, the Navy ranked #25, the Army ranked #29, and the Marines ranked #67. Technical companies Google, Apple, Microsoft, SONY, and Amazon ranked in the top 25, with Facebook dropping from #17 to #38. Abercrombie & Fitch remains the only retail company in the overall top 25.

Employer	2013 Rank
St. Jude Children's Research Hospital	1
Walt Disney Company	2
Local hospital	3
Google	4
Apple, Incorporated	5
FBI	6
Central Intelligence Agency (CIA)	7
Health Care Service Corp.	8
Children's Healthcare of Atlanta	9
Microsoft	10
Mayo Clinic	11
U.S. State Department	12
The New York Times	13
DreamWorks Animation SKG	14
SONY	15
Abercrombie & Fitch	16
National Security Agency (NSA)	17
U.S. Air Force	18
UnitedHealth Group	19
Amazon	20
Teach For America	21
Kaiser Permanente	22
Starbucks	23
Atlantic Health Service	24
U.S. Navy	25

Employer	2013 Rank
Blue Cross and Blue Shield	26
CHG Healthcare Services	27
IBM Corp.	28
Lockheed Martin	29
U.S. Army	29
Johnson & Johnson	31
Coca-Cola North America	32
Major League Baseball	33
Nordstrom	33
Boston Scientific	35
Bank of America	36
JPMorgan Chase	37
Facebook	38
Local police department	38
Aéropostale	40
Intel	40
Meridian Health	42
Whole Foods Market	43
Delta Airlines	44
L'Oreal	44
Adobe Systems	46
General Electric	47
Goldman Sachs	47
JCPenney	47
Hershey's	50

Employer	2013 Rank
Mercedes-Benz USA	51
CVS Caremark	52
Bayer	53
AT&T	54
Baptist Health South Florida	55
Dell	56
Ernst & Young	56
Scripps Health	58
Southern Ohio Medical Center	59
Ford Motor Co.	60
Exxon Mobil	61
Target Corp.	62
Dow Chemical	63
Build-A-Bear Workshop	64
Wells Fargo & Co.	65
American Express	66
U.S. Marine Corps	67
Novartis Pharmaceuticals Corp.	68
Genentech	69
Siemens	69
Cisco	71
Northrop Grumman Corp.	71
World Wide Technology, Inc.	73
Chevron Corporation	74
Marriott International	75



Employer	2013 Rank
Time Warner	75
Merck & Co.	77
Procter & Gamble	78
Wal-Mart	79
Deloitte	80
Toyota	81
Abbott	82
Hewlett-Packard	82
Ohio Health	82
Research in Motion (RIM)	82
Southwest Airlines	86
Bright Horizons Family Solutions	87
Four Seasons Hotels	88
The Boston Consulting Group, Inc.	88
Chesapeake Energy	90
Eli Lilly and Company	91
PepsiCo	92
Intercontinental Hotels Group	93
Verizon Communication	93
Costco Wholesale	95
Citigroup	96
PricewaterhouseCoopers	96
Duke Energy	98
Zappos.com	99
Local fire department	100
MGM Mirage	100
A.J. O'Connor Associates	102
Allstate Insurance Company	102
Arnold & Porter LLP	102
NuStar Energy	102
Roche Diagnostics Corporation	102
Thermo Fisher Scientific	107
Accenture	108
Autodesk, Inc.	109
Kraft Foods	109
Capital One	111
Viacom	111
The Everett Clinic	113
Hasbro	114
Recreational Equipment (REI)	114
ConocoPhillips	116
Aetna	117
Devon Energy	117
DPR Construction	117
U.S. Coast Guard	117
United Water	117

Employer	2013 Rank
Pratt & Whitney	122
Publix Super Markets	123
State Farm	123
CH2M Hill	125
Chrysler Group	125
Millennium: The Takeda Oncology Company	127
S.C. Johnson & Son	127
FedEx Corporation	129
Hyatt Regency	129
Starwood Hotels and Resorts Worldwide	129
Cox Communications	132
KPMG	132
National Instruments	134
Kimpton Hotels & Restaurants	135
Mattel	135
McDonald's	135
Men's Wearhouse	135
Air Products	139
Colgate-Palmolive Company	139
Deutsche Bank	139
Edward Jones	139
HTC	139
Hyundai Corporation	139
UPS	139
W. L. Gore & Associates	139
Balfour Beatty Construction	147
Burns & McDonnell	147
Cigna	147
Marathon Oil	147
PCL Construction Enterprises, Inc.	147
U.S. Census Bureau	147
Stryker	153
Xerox Corp.	153
Booz Allen Hamilton	155
MasterCard Worldwide	155
Cummins	157
LinkedIn	157
Metlife	157
USAA	157
Booz & Co.	161
Kellogg Company	161
ARI, Automotive Resources International	163
General Mills	163
Hilcorp Energy Company	163
Morningstar	163

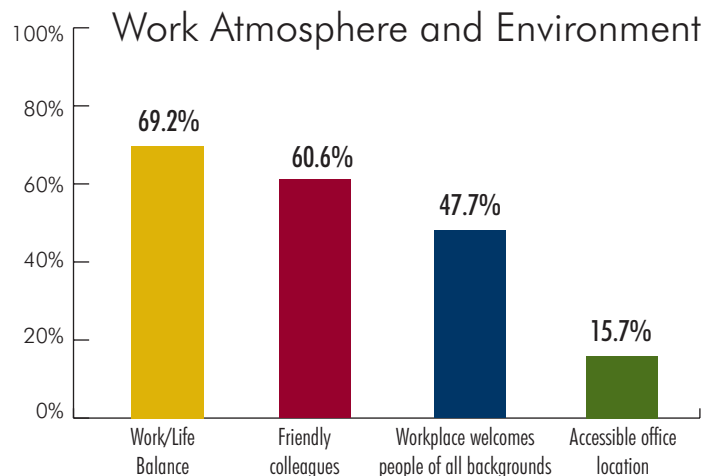
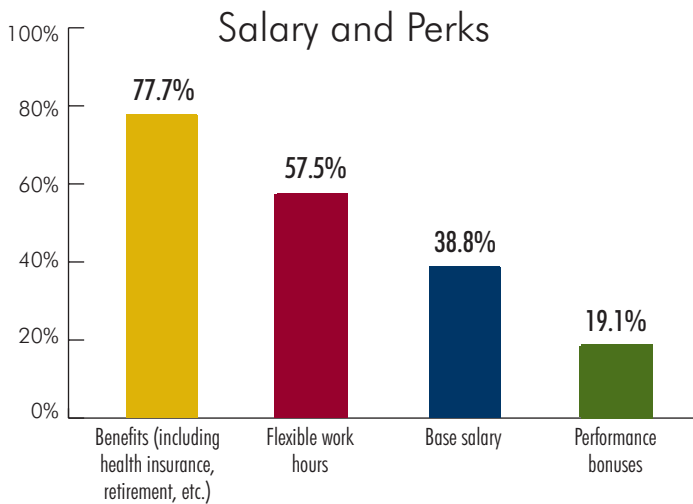
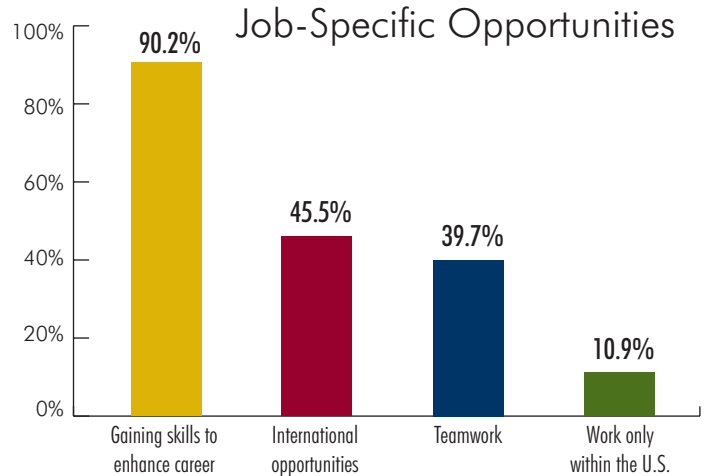
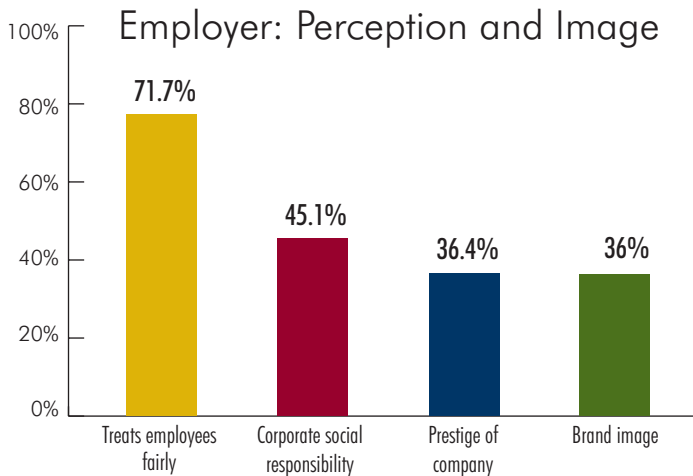
Employer	2013 Rank
Wegmans Food Markets	163
Alston & Bird	168
Home Depot	168
Nielsen	168
Prudential Financial	168
Aflac	172
Kroger	172
Mars, Inc.	172
Monsanto Co.	172
SAS	172
Scottrade	172
Ultimate Software	172
CSX	179
ADP	180
American Fidelity Assurance	180
Brocade Communications Systems	180
Darden Restaurants	180
HSBC – North America	180
Qualcomm	180
TEKsystems	186
Allianz Life Insurance Company of North America	187
EMC	187
Georgia Pacific	187
UBS AG	187
Automatic Data Processing	191
Express Scripts	191
J. M. Smucker	191
TDIndustries	191
Adecco Group	195
Cricket Communications	195
Navy Federal Credit Union	195
Rockwell Collins	195
AXA	199
Baker Donelson	200
Bingham McCutchen	201
Intuit	201
Whirlpool Group	201
Grainger	204
Sodexo	204
Container Store	206
MassMutual	206
Northern Trust	206
Rothstein Kass	206
Camden Property Trust	210
Newell Rubbermaid	211

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Factors in Choosing an Employer

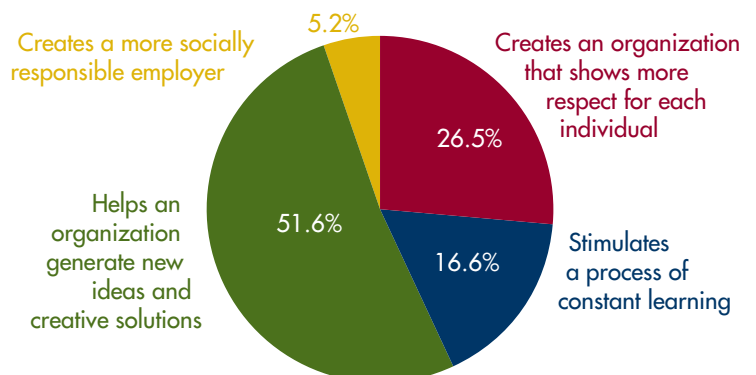
Respondents were asked about the relative importance of certain workplace factors when choosing an employer, with options separated into four categories. Students ranked responses on a scale of least-to-most important based on what they most want in an employer.

The factors ranking as most important in each area included fair treatment, strong benefits, opportunities to enhance career skills, and the ability to create a harmonious work/life balance.



Benefits of Diversity and Inclusion for an Employer

Respondents were asked what they feel are the benefits of diversity and inclusion for an employer, with the following responses:



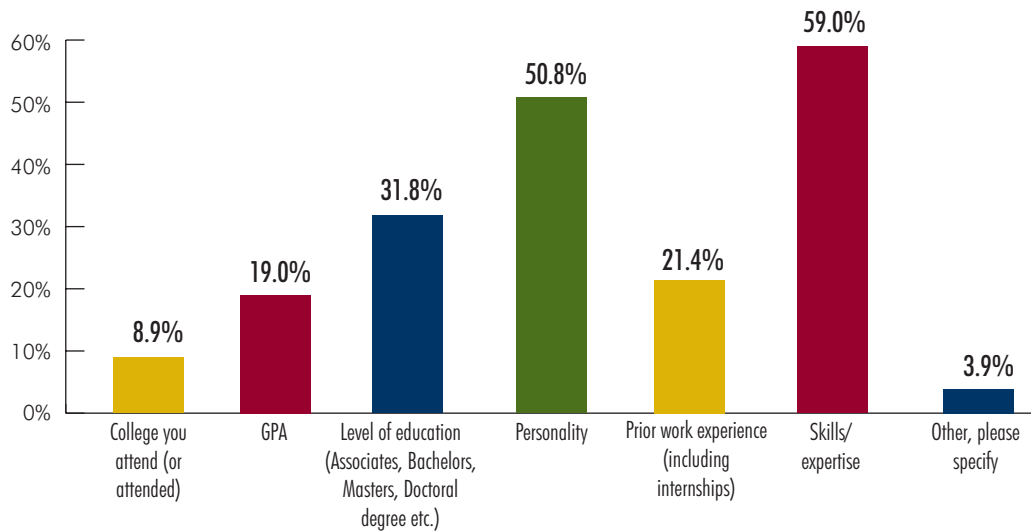


Qualifications for Employment

Respondents were also asked which characteristics they think most qualify them to work for the employer of their choice. They ranked their opinions of the importance of the college they attended, their GPA, level of education, personality, prior work experience, skills and expertise.

The majority (59%) ranked their skills and expertise as the most important qualification, with personality following at 51% and level of education at 32%. GPA was ranked as most important by 19% with only 9% responding that the prestige of their college was the most important qualification.

Which characteristics most qualify you for a job?



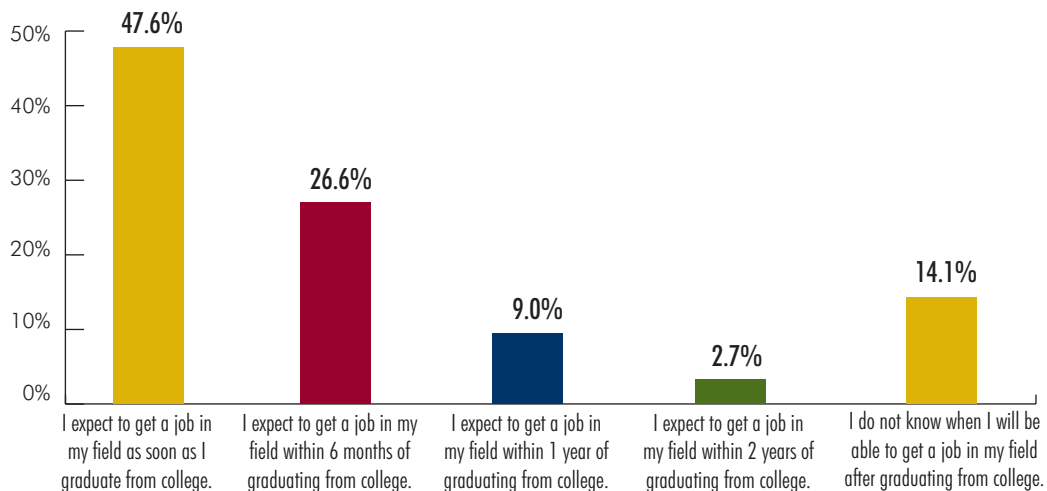
Economic Expectations

A number of respondents expect to work while in college, 43% indicating that they do or will work while attending college and 24% of those indicating they will need to work in college not only to meet their own expenses, but to help meet their family's expenses. Despite the current economic realities, millennials are optimistic. Respondents expect to become financially independent soon after college, with 48% expecting to find a job in their field right after college

graduation and 27% expecting to find a job in their field within six months of graduating college. Both of these percentages are consistent with 2012 responses to this question among both high school and post-high school respondents.

Respondents continue to expect to participate in an internship during their college career. They also continue to indicate a desire to participate in internships during college, with 81% expecting to participate in a college internship.

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

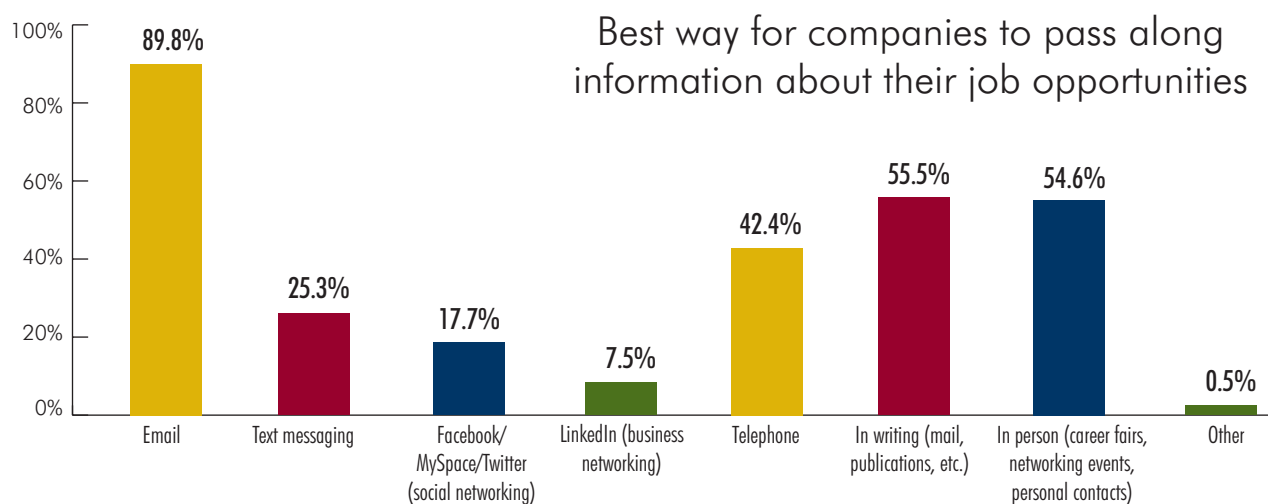


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Technology/Social Media/Communication

Technology continues to play an increasingly vital role in respondents' daily lives, trending upward annually. While 97% own a cell phone, 72.8% have a smart phone, which is up from 57% last year. Texting continues to play a critical role in communications, with 20% sending more than 50 text messages daily. The percentage of those having a Facebook account is down slightly the past two years: 95% in 2011; 94% in 2012; and 90% in 2013. Twitter accounts have risen from 19% in 2011 to 33% in 2012 to 41% in 2013. Thirty-nine percent indicate they have an Instagram account. Only 12% have a LinkedIn account.

Respondents were asked how they preferred to be contacted by employers about career opportunities and were allowed to select multiple answers: 90% indicated by email; 56% in writing, 55% in person through career networking fairs, 42% by telephone, 25% through text messaging, 18% via Facebook; and 8% via LinkedIn. The percentage doubled since 2012 of respondents preferring to be contacted by employers via a social networking account, rising from 9% to 18%.



Conclusion

The survey respondents represent a segment of the millennial generation that is focused on college and career success, providing a snapshot of this part of the emerging workforce. Currently, the top career interests of this group are STEM fields, particularly medical, business and government. As for what they hope to find in the workplace, they ranked fair treatment, corporate social responsibility, and benefits the highest. They demonstrate a strong confidence about being able to enter the workforce quickly in their fields, demonstrating a strong optimism about their career expectations.

NSHSS will continue to survey its members annually to chart trends in the emerging workforce. To receive additional information about NSHSS or the Scholar Survey, please call Beth Pann, Director of Development & Outreach, (404) 235-5500, ext. 535. NSHSS Headquarters 1936 North Druid Hills Road, Atlanta, GA 30319 ■

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.