

# 2012 Millennial Career Survey Results

## *The Emerging Workforce: Generational Trends*

The National Society of High School Scholars (NSHSS) is an international honor society recognizing outstanding academic excellence among high school and college scholars globally. NSHSS presents its fifth annual survey results exploring the opinions of over 10,000 high school students, college students, and young professionals surveyed in February 2012. The survey charts 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.

### About the Society

NSHSS members are diverse students that have demonstrated academic achievement and a desire to make a positive impact on the global community. The NSHSS membership currently numbers 750,000 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

The NSHSS student survey has been conducted online for five years, emailed to its members annually.

- Over 10,200 students, ages 15-26, participated in the 2012 survey, answering 26 questions.
- The survey field period lasted for approximately 2½ weeks (February 2-20).
- Approximately 66% of respondents are currently in high school (approx. 34% are post high school).
- The survey was analyzed by external and independent research consultant Stephen Hyslop.
- 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.

### Participant Profile

The respondents reflect the diversity of NSHSS and are college-bound high school students, currently-enrolled college students, and recent college graduates. The majority of respondents were high school students in the 11th and 12th grades, predominantly female, and residing in the United States.

Gender	Percentage
Male	34%
Female	66%

Year in School	Percentage
Post College Age	7%
College Age	27%
Senior (HS)	31%
Junior (HS)	27%
Sophomore (HS)	7%
Freshman (HS)	1%

Ethnicity	Percentage
Native American/Alaskan Native	1%
White/Caucasian	45%
Asian/Asian American/Pacific Islander	14%
Black/African American	19%
Latino/Hispanic	14%
Other	7%

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### Some Key Findings

- Respondents indicated their strongest college and career interests are in health-related fields, sciences, technology, and business.
- Health-related employers and technology employers continued to rank highly as preferred companies, while financial services companies have fallen. JPMorgan Chase was the only financial service company to increase in overall ranking compared to 2011 (#35 in 2011; #29 in 2012).
- Gender differences in ranking are pronounced in a few cases, often tending to follow traditional fields (males preferring Mercedes-Benz and computer/software companies such as Microsoft, Dell, and Intel; females ranking retail businesses higher, such as Abercrombie & Fitch, Nordstrom, and L’Oreal).
- Diverse candidates (compared to the overall rankings) ranked AT&T, Aéropostale, and Wal-Mart much higher than non-diverse counterparts.
- Younger students (high school compared to post-high school) preferred retail names with which they would be familiar (Aéropostale, A&F, L’Oreal).
- Older students (post high school) preferred accounting firms such as Deloitte and Ernst & Young, and other well-branded employers, such as Exxon.
- Students expressed a marked interest in U.S. military branches. They also indicated a strong interest in working for U.S. government agencies (47%). In overall preferred company rankings the FBI ranked #6 and the CIA #8.
- Respondents indicated strong preferences for internships while attending college. Over 83% expect to participate in an internship during their college careers.
- 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, 67% indicated that their parents or guardians were involved in their career decisions, with 33% of these indicating their parents/guardians were very involved in their career decisions.

- Students overall expressed a somewhat optimistic view of their employment future, with 48% expecting to find jobs in their fields soon after graduation from college.

### Educational Trends

As in past surveys, respondents continued to indicate a preference for studying and expecting careers in the fields of medicine/health services, sciences, engineering, technology, and business. Psychology also continues to be a popular major.

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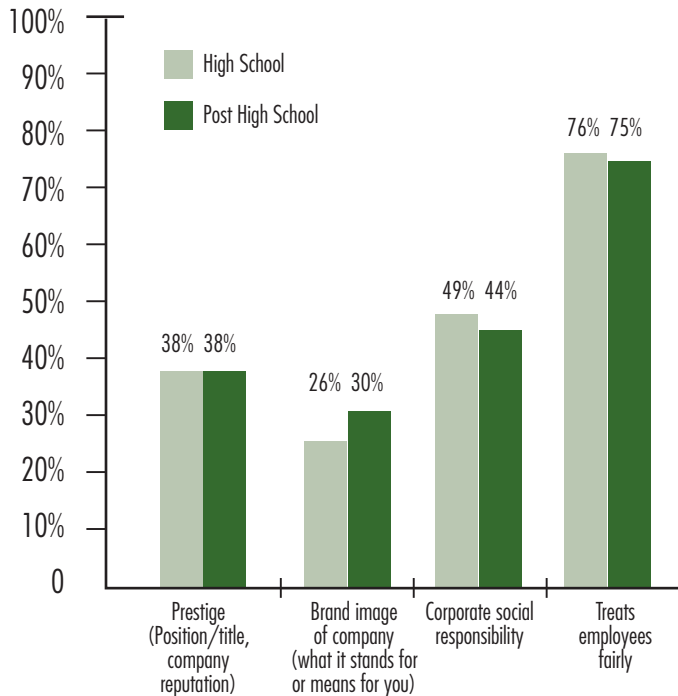


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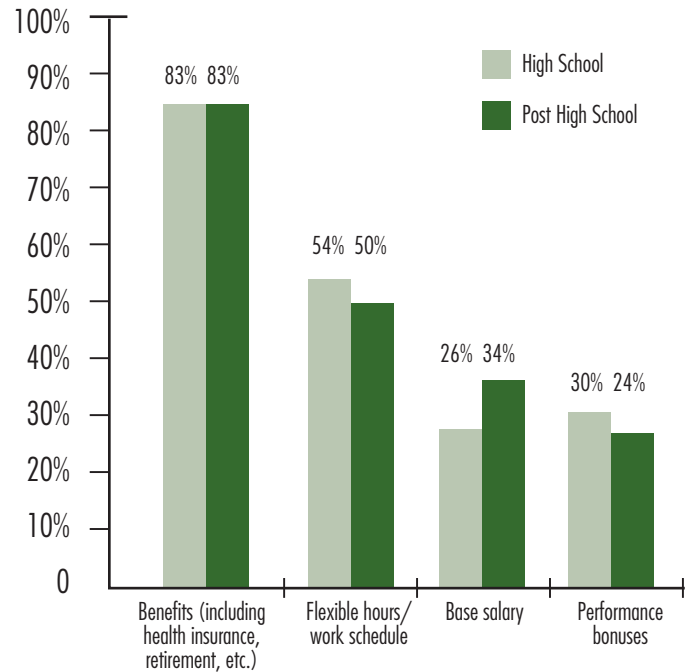
### Factors in Choosing an Employer

Respondents were asked about the importance of certain workplace factors when choosing an employer, with options separated into four categories. Respondents selected up to two responses in each category based on what they most wanted in an employer (see below). 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.

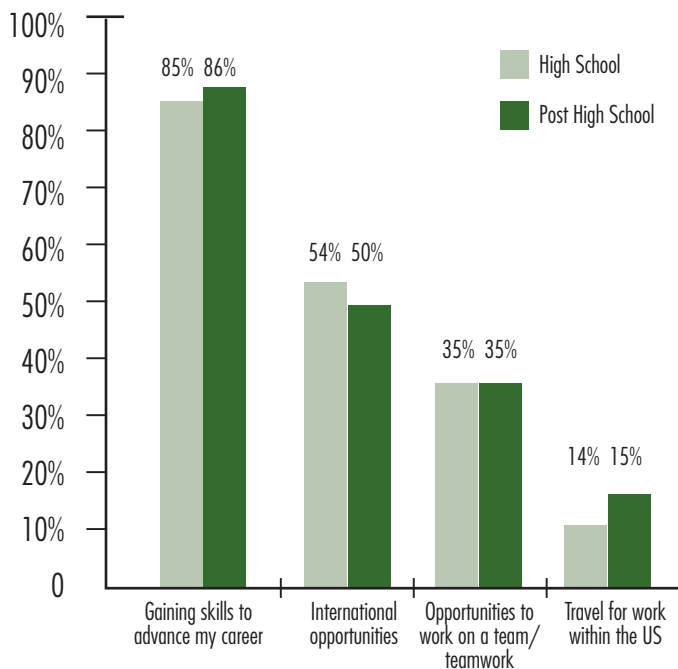
#### PERCEPTION AND IMAGE



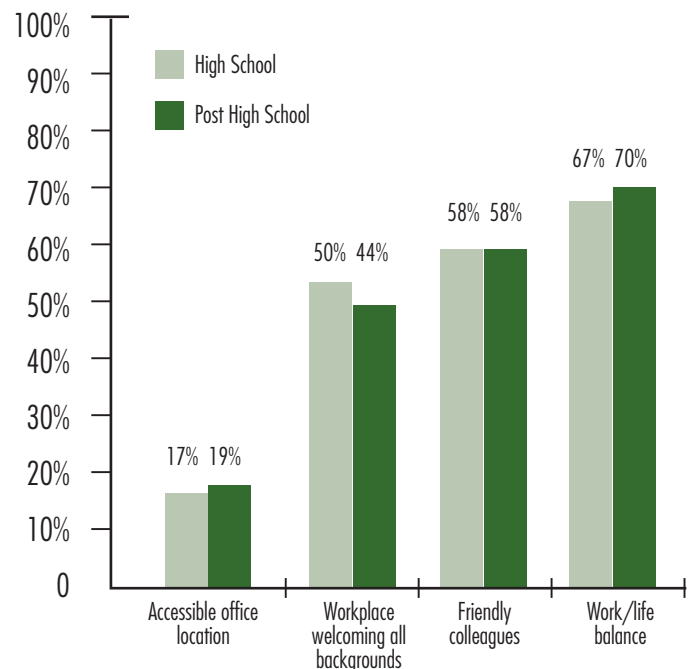
#### PAY, BENEFITS AND PERKS



#### JOB SPECIFIC AND OPPORTUNITIES



#### WORK ENVIRONMENT



## 2012 Millennial Career Survey Results

## Top 100 Preferred Companies to Work For

Members were asked to rank their preferred companies to work for and selected from a list of more than 200 companies. The list of companies was created by combining the 2012 *Fortune* 100 Best Companies to Work For, the 2012 *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 have been charted by overall ranking, gender rankings, high school/post-high school rankings, and diverse/non-diverse rankings.

For the first year since 2008, Disney was not listed as the overall first choice employer preference, although it ranked overall in 5th place. The most popular choices continued to reflect interests in technology and health fields, with Google moving to first place in 2012 as the most preferred

\*Duplicate rankings are a result of tied responses. With over 10,000 responses, some companies received identical percentages.

Employer	2012	2011	Difference
Google	1	2	1
Apple Incorporated	2	-	-
Local Hospital	3	5	2
St. Jude Children's Research Hospital	4	3	-1
Walt Disney Company	5	1	-4
FBI	6	4	-2
Health Care Service Corp.	7	6	-1
Central Intelligence Agency (CIA)	8	7	-1
Microsoft	9	8	-1
Mayo Clinic	10	10	0
Dreamworks Animation SKG	11	9	-2
SONY	12	-	-
The New York Times	13	11	-2
UnitedHealth Group	13	-	-
Abercrombie & Fitch	14	12	-2
U.S. Air Force	15	16	-1
Teach for America	16	13	-3
Facebook	17	-	-
National Security Agency (NSA)	18	-	-
Amazon	19	-	-
Blue Cross and Blue Shield	20	16	-4
CHG Healthcare Services	21	17	-4
Lockheed Martin	22	-	-
IBM Corp.	23	19	-4
Meridian Health	23	33	10
Starbucks	23	18	-5
Kaiser Permanente	24	27	3
Coca-Cola North America	25	15	-10
U.S. Navy	26	31	5
Intel	27	21	-6
U.S. Army	28	28	0
JPMorgan Chase	29	35	6

Employer	2012	2011	Difference
Nordstrom	30	30	0
Johnson & Johnson	31	14	-17
Bank of America	32	22	-10
Mercedes-Benz USA	32	23	-9
Boston Scientific	33	20	-13
General Electric	34	-	-
Aéropostale	35	24	-11
JCPenney	36	39	3
Major League Baseball	37	43	6
Dell	38	-	-
Hershey's	39	-	-
AT&T	40	25	-15
Scripps Health	41	37	-4
Whole Foods Market	42	30	-12
Adobe Systems	43	31	-12
CVS Caremark	44	-	-
Delta Airlines	45	-	-
L'Oreal	46	32	-14
Goldman Sachs	47	42	-5
Local Police Department	48	38	-10
Ford Motor Company	49	34	-15
Build-A-Bear	50	29	-21
Northrop Grumman Corp.	51	50	-1
Novartis Pharmaceuticals Corp.	52	46	-6
Dow Chemical	53	-	-
Exxon Mobil	54	-	-
Proctor & Gamble	55	47	-8
American Express	56	39	-17
Wells Fargo & Co.	57	49	-8
Bayer	58	-	-
Ernst & Young	58	54	-4
Cisco	59	40	-19

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employer. St. Jude Children's Research Hospital, local hospitals and health providers, and the Mayo Clinic all placed in the top 10 most preferred. Teach for America was a popular choice, ranking #16. Many government agencies placed highly

as well. The FBI ranked #6 and the CIA closely followed at #8. Of the U.S. Armed Forces, the Air Force ranked #15, the Navy ranked #26 (up from #31 in 2011), the Army ranked #28, and the Marines ranked #64.

**The most popular choices continued to reflect interests in technology and health fields, with Google moving to first place in 2012 as the most preferred employer.**

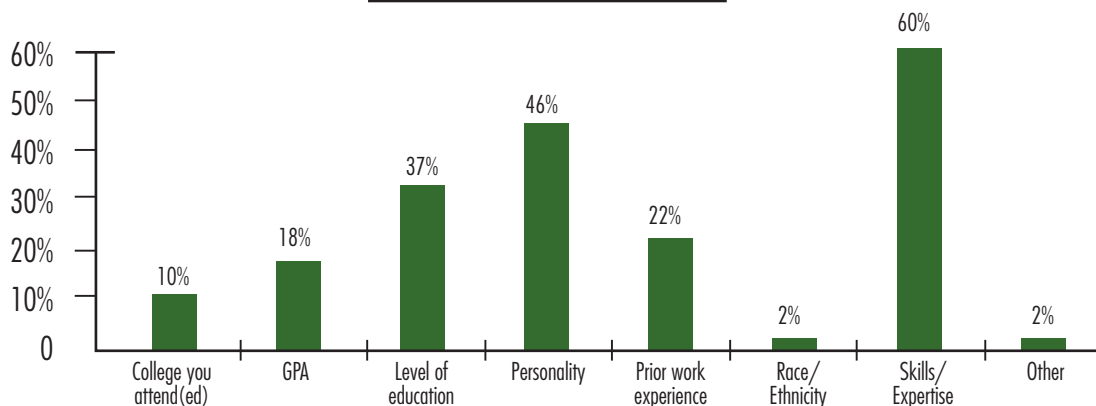
Employer	2012	2011	Difference	Employer	2012	2011	Difference
Genetech	59	53	-6	ConocoPhillips	84	-	-
Abbott	60	51	-9	MGM Mirage	84	58	-26
Wal-Mart	60	-	-	Viacom	84	-	-
Siemens	61	50	-11	Bright Horizons Family Solutions	85	59	-26
Deloitte	62	59	-3	Costco Wholesale	85	-	-
Target Corp.	63	41	-22	Devon Energy	85	61	-24
U.S. Marine Corps.	64	48	-16	U.S. Coastguard	85	70	-15
Marriott International	65	36	-29	Accenture	86	73	-13
Toyota	65	45	-20	Booz Allen Hamilton	87	76	-11
Chevron	66	-	-	KPMG	88	80	-8
Merck & Company	66	56	-10	United Water	89	-	-
Hewlett-Packard	67	-	-	Aetna	90	75	-15
Eli Lilly and Co.	68	-	-	Kraft Foods	90	60	-30
HTC	69	-	-	Kimpton Hotels and Restaurants	91	82	-9
Southwest Airlines	70	-	-	Cigna	92	-	-
Four Seasons Hotel	71	55	-16	Cox Communications	92	78	-14
Verizon Communication	71	44	-27	Millenium: The Takeda Oncology Co.	92	80	-12
NuStar Energy	72	62	-10	Recreational Equipment (REI)	92	63	-29
Time Warner	73	52	-21	Capital One	93	66	-27
PricewaterhouseCoopers	74	64	-10	USAA	93	82	-11
Intercontinental Hotels Group	75	-	-	National Instruments	94	68	-26
Allstate	76	-	-	DPR Construction	95	73	-22
Citigroup	77	-	-	Edward Jones	95	77	-18
Hasbro	78	57	-21	Kroger	95	-	-
Research in Motion (RIM)	79	92	13	State Farm	95	-	-
Starwood Hotels & Resorts Worldwide	80	67	-13	PCL Construction	96	81	-15
Pratt & Whitney	81	72	-9	Colgate-Palmolive Company	97	71	-26
A.J. O'Connor Associates	82	77	-5	General Mills	98	61	-37
Deutsche Bank	83	59	-24	Cummins	99	77	-22
Hyatt Regency	83	-	-	Morningstar	99	88	-11
Local Fire Department	83	65	-18	U.S. Census Bureau	100	74	-26
Zappos.com	83	69	-14				

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**Qualifications for Employment**

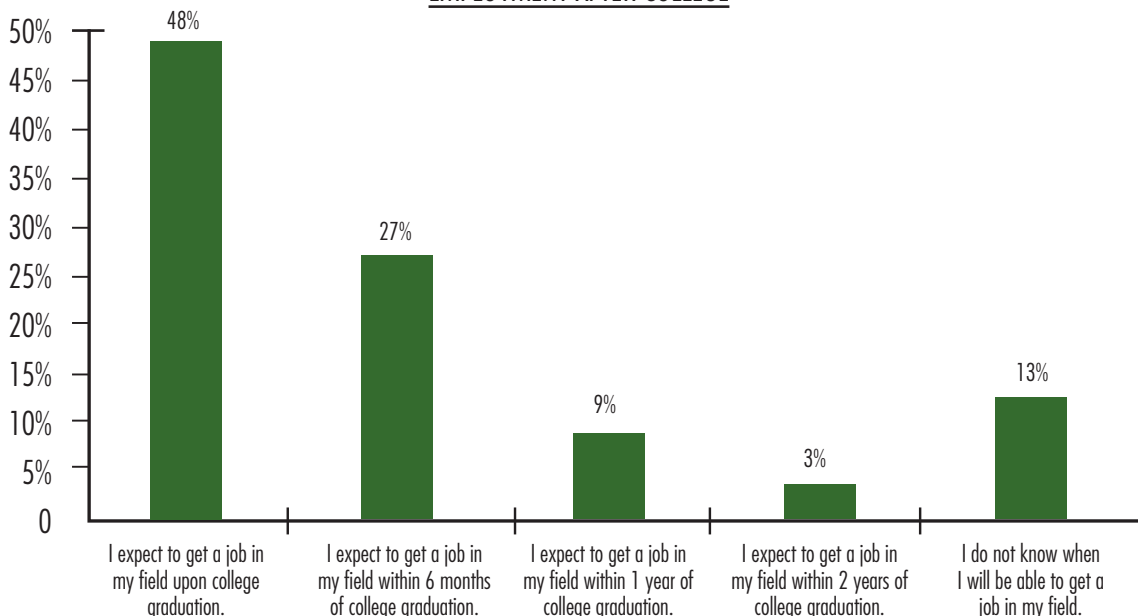
Respondents were asked to select up to two characteristics they think most qualify them to work for the employer of their choice. They ranked their opinions of the importance of the college they attended, their GPA, level of education, personality, prior

work experience, ethnicity, skills and experience. The majority (60%) ranked their skills and experience as the most important qualification, with personality following (46%) and level of education (37%). Ten percent ranked the particular college they attended as the most important qualification

**QUALIFICATIONS FOR EMPLOYMENT****Economic Expectations**

A number of respondents expect to work while in college, with 41% indicating that they do or will work while attending college and 23% indicating that they will need to work in college to help meet their family's expenses.

Despite the current economic realities, 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.

**EMPLOYMENT AFTER COLLEGE**

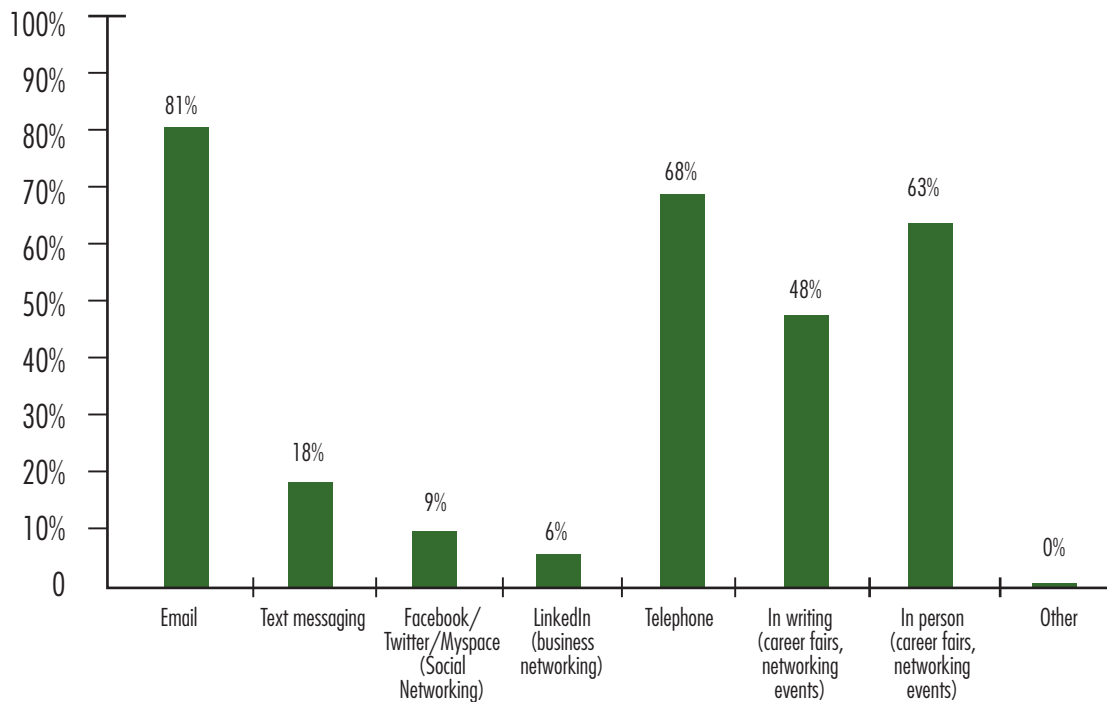
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**Technology and Social Media**

As expected, technology continues to play a vital role in respondents' daily lives, trending upward annually. Of the respondents, 96% own a cell phone; 57% have a smartphone. Texting continues to play a critical role in communications, with 24% sending more than 50 text messages daily. The percentage of those having a Facebook account is down slightly from 2011 (95%) at 94%. The number of students with Twitter accounts has risen from 19% in 2011 to 33% in 2012, while only 11% have a LinkedIn account.

**Employer Contact**

Respondents were asked how they preferred to be contacted by employers about career opportunities and were allowed multiple selections. Students indicated a preference for email (81%), followed by telephone (68%), and networking/career fairs (63%). Only 9% indicated that they would like to be contacted by employers through Facebook, and given the current controversy surrounding the use of Facebook by potential employers, this is not likely to change.

**EMPLOYER CONTACT**

## 2012 Millennial Career Survey Results

### Conclusion

The survey respondents represent a segment of the millennial generation that is focused on college and career success. Currently, their top career interests are in medicine and health-related fields, technology and engineering, and business. As for what they hope to find in the workplace, millennials rank fair treatment, corporate social responsibility, and benefits the highest. They are fairly confident about being able to enter the workforce in their fields, demonstrating a general optimism about their futures.

NSHSS will continue to survey its members annually to chart trends in the emerging workforce. To receive additional information about NSHSS or this survey, please call (404) 235-5500.

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*Independent research analyst Stephen Hyslop has worked in data collection and analysis for over seven years. Globally, he has provided analysis and recommendations for companies in nearly every industry, including government, CPG, investment banking, non-profit and oil & gas. He is a graduate of Temple University in Economics and Political Science.*