



Career Outlook Survey- Data Summary Tables With Data Cuts (N = 2860)

Q1.	Please indicate your gender: (Select one)	All
	Male	52%
	Female	48%
	N	2,859

Q2.	Please indicate your year: (Select one)	All	Men	Women
	Freshman	2%	2%	2%
	Sophomore	5%	5%	5%
	Junior	29%	26%	31%
	Senior	43%	45%	40%
	Master's student	22%	22%	22%
N	2,848	1,475	1,372	

May not equal 100% due to rounding.

Q3.	Please indicate your major: (Select one)	All	Men	Women
	Accounting	71%	66%	76%
	Finance	11%	13%	9%
	Information Systems	9%	12%	5%
	Other	9%	9%	10%
N	2,853	1,476	1,376	

Q4.	What is your primary concern about entering the corporate world? (Select one)	All	Men	Women
	Work-life balance: will I have the time to do things important to me outside of work	43%	40%	47%
	Job security: will potential cutbacks in a declining economy impact my job	23%	22%	24%
	Money matters: whether I'll make enough to pay bills and support my lifestyle	22%	25%	19%
	Social concerns: whether I'll fit in	5%	5%	6%
	I don't have a primary concern	4%	5%	2%
	Other	2%	3%	2%
	N	2,855	1,478	1,376

May not equal 100% due to rounding.

Q4a.	What is your primary concern about entering the corporate world? (Select one)	All	Academic Major	
			Accounting	Non-Accounting
	Work-life balance: will I have the time to do things important to me outside of work	43%	48%	32%
	Job security: will potential cutbacks in a declining economy impact my job	23%	20%	30%
	Money matters: whether I'll make enough to pay bills and support my lifestyle	22%	20%	27%
	Social concerns: whether I'll fit in	5%	6%	4%
	I don't have a primary concern	4%	4%	4%
	Other	2%	2%	3%
N	2,855	2,022	826	

May not equal 100% due to rounding.

Q4b.	What is your primary concern about entering the corporate world? (Select one)	All	Survey Completion Date	
			Pre-Financial Crisis (8/7-9/14)	Post-Financial Crisis (9/15-10/3)
	Work-life balance: will I have the time to do things important to me outside of work	43%	50%	39%
	Job security: will potential cutbacks in a declining economy impact my job	23%	17%	28%
	Money matters: whether I'll make enough to pay bills and support my lifestyle	22%	22%	22%
	Social concerns: whether I'll fit in	5%	6%	5%
	I don't have a primary concern	4%	4%	4%
	Other	2%	1%	3%
N	2,855	1,223	1,632	

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Q5. Which of the following is your primary consideration when choosing an employer? (Select one)	All	Men	Women
Career opportunities	44%	48%	40%
Employer's reputation and culture	20%	17%	23%
Work-Life Balance	17%	15%	19%
Salary and benefits	14%	16%	13%
Geographic location	4%	3%	5%
Other	0%	0%	0%
N	2,849	1,476	1,372

May not equal 100% due to rounding.

Q6. In making your decision about the employer you are interested in, which of the following information sources will influence your decision the most? (Select one)	All	Men	Women
Conversations with people who work at the employer	64%	61%	68%
Conversations with friends, family	23%	25%	21%
News coverage about the employer (from newspapers, magazines, online news sources, etc.)	5%	6%	5%
The firm's official website	2%	2%	2%
Other online information sources	0%	1%	0%
Other	1%	1%	1%
None of the above	1%	2%	0%
Don't know	3%	3%	2%
N	2,856	1,478	1,377

May not equal 100% due to rounding.

Q7. How often do professors and others at your university stress the importance of maintaining strong ethics and integrity? (Select one)	All	Men	Women
Very often	81%	81%	82%
Sometimes	18%	18%	17%
Rarely	1%	2%	1%
Never	0%	0%	0%
N	2,850	1,477	1,372

May not equal 100% due to rounding.

Q8. In your opinion, should messages about ethics and integrity be stressed more on campus? (Select one)	All	Men	Women
Yes	74%	72%	76%
No	26%	28%	24%
N	2,850	1,477	1,372

Q9. Have you taken or do you plan to take an ethics course? (Select one)	All	Men	Women
Yes - Have taken an ethics course	49%	50%	49%
Yes - Plan to take an ethics course	25%	25%	24%
No	14%	15%	13%
Not sure	13%	10%	15%
N	2,855	1,479	1,375

May not equal 100% due to rounding.

Q10. When you think about ethics and integrity in the corporate environment, which of the following statements best represents your point of view? (Select one)	All	Men	Women
All corporations and executives adhere to a very strict code of ethics and integrity	8%	9%	8%
Most corporations and executives try to follow a code of ethics and integrity	78%	77%	79%
Corporations and executives are quite loose in their standards for ethics and integrity	13%	14%	13%
There are no ethics and integrity in business these days	1%	1%	1%
N	2,849	1,475	1,373

May not equal 100% due to rounding.



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Q11. Which of the following best describes your philosophy regarding ethics and integrity? (Select one)	All	Men	Women
I will follow a very strict code of ethics and integrity, even if it will result in a lost opportunity for success	77%	74%	81%
I will follow an ethics and integrity code provided it doesn't interfere with the desired outcome	11%	13%	8%
I will try to follow an ethics and integrity code, but sometimes it's difficult to implement in all situations	11%	12%	11%
I will do whatever it takes to ensure a positive outcome, regardless of ethics and integrity	0%	0%	0%
N	2,844	1,472	1,371

May not equal 100% due to rounding.

Q12. Have you studied abroad during college? (Select one)	All	Men	Women
Yes	27%	22%	33%
No	73%	78%	67%
N	2,853	1,475	1,377

Among those who have studied abroad during college

Q12a. If you had the opportunity to do it again would you? (Select one)	All	Men	Women
Yes	95%	93%	96%
No	1%	1%	0%
Not sure	5%	6%	4%
N	767	318	449

May not equal 100% due to rounding.

Among those who have not studied abroad during college

Q12b. Do you wish you had studied abroad? (Select one)	All	Men	Women
Yes	62%	58%	66%
No	17%	20%	13%
Not sure	21%	21%	20%
N	2,054	1,139	914

May not equal 100% due to rounding.

Q13. If, during your first few years on the job, your employer offered you an opportunity to go on a global rotation, is this something that you would consider? (Select one)	All	Men	Women
Yes	83%	84%	82%
No	5%	6%	5%
Not sure	12%	11%	13%
N	2,856	1,479	1,376

May not equal 100% due to rounding.

Q14. To what extent would the opportunity of a global assignment during your first few years on the job impact your decision to accept an offer from an employer, all other decision factors being equal? (Select one)	All	Men	Women
Significant impact	43%	42%	45%
Some impact	44%	46%	42%
No impact	13%	12%	13%
N	2,847	1,475	1,371

Q15. How important is it to you that your career progression includes international experience? (Select one)	All	Men	Women
Very important	37%	36%	37%
Somewhat important	43%	42%	44%
Not important at all	20%	22%	19%
N	2,844	1,473	1,370

Q16. How much impact do you believe international experience will have on your career advancement? (Select one)	All	Men	Women
Significant impact	57%	54%	59%
Some impact	38%	39%	37%
No impact	5%	7%	4%
N	2,849	1,475	1,373



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Q17.	How concerned are you that your potential employer will limit your access to on-line social network sites? (Select one)	All	Men	Women
	Very concerned	5%	6%	4%
	Somewhat concerned	29%	26%	33%
	Not at all concerned	66%	69%	64%
	N	2,847	1,475	1,371

May not equal 100% due to rounding.

Q18.	What are your primary reasons for using social networking sites? (Select all that apply)	All	Men	Women
	To keep in contact with family/ friends you rarely see	83%	80%	87%
	To keep in contact with family/ friends you usually see	66%	66%	67%
	To find out about the lives of other individuals	22%	20%	24%
	To meet new people	20%	23%	17%
	To find employment	8%	8%	8%
	I don't use any social networking sites	5%	6%	3%
	N	2,852	1,478	1,373

Multiple Responses Allowed

Q19.	To what extent do you agree/disagree with the following statement: "An internally developed social networking site exclusively for employees at the firm where I work would help foster better communication between employees and improve overall performance of the firm." Use a 1-5 scale where 1 means "strongly disagree" and 5 means "strongly agree." (Select one)	All	Men	Women
	1-2	18%	19%	17%
	3	31%	31%	30%
	4-5	52%	50%	53%
	N	2,851	1,477	1,373
	Mean	3.4	3.4	3.5

May not equal 100% due to rounding.

Q20.	To what extent do you rely on sites like Facebook, Myspace, and YouTube for your personal updates and information? Use a 1-5 scale where 1 means "I don't rely on these sites at all" and 5 means "I rely heavily on these sites." (Select one)	All	Men	Women
	1-2	33%	41%	25%
	3	33%	33%	32%
	4-5	34%	26%	43%
	N	2,852	1,476	1,375
	Mean	3.0	2.8	3.2

Q21.	How confident do you feel about managing your own finances? (e.g. calculating monthly payments, housing costs, food budget, etc.) (Select one)	All	Men	Women
	Very confident	65%	70%	59%
	Somewhat confident	33%	29%	38%
	Not confident at all	2%	1%	3%
	N	2,842	1,472	1,369

Q22.	How thoroughly do you keep track of your spending? (Select one)	All	Men	Women
	I keep track of everything I am spending	28%	31%	25%
	I keep track of a majority of my spending	52%	51%	53%
	I keep track of some of my spending	16%	14%	17%
	I keep track of my spending rarely or only on large purchases	3%	3%	4%
	I don't track my spending at all	1%	1%	1%
	N	2,848	1,477	1,370

Q23.	During the current economic downturn, have you altered your spending habits? (Select one)	All	Men	Women
	Yes, reduced my spending significantly	8%	7%	8%
	Yes, reduced my spending somewhat	59%	57%	62%
	Yes, my spending has increased somewhat	4%	4%	3%
	Yes, my spending has increased significantly	0%	1%	0%
	No, I have not altered my spending at all	29%	32%	26%
	N	2,845	1,476	1,368

May not equal 100% due to rounding.