

1 Select the TOP THREE careers that offer better job prospects for IT graduates in the next five years.

	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Cyber security	63	59%	41	58%	22	61%	23	48%	40	68%	27	52%	36	65%
2 Information security/forensics	46	43%	32	45%	14	39%	15	31%	31	53%	26	50%	20	36%
3 Mobile computing	24	22%	13	18%	11	31%	14	29%	10	17%	11	21%	13	24%
4 Big data management	22	21%	14	20%	8	22%	11	23%	11	19%	10	19%	12	22%
5 Health informatics	22	21%	19	27%	3	8%	13	27%	9	15%	14	27%	8	15%
6 Application development	18	17%	13	18%	5	14%	8	17%	10	17%	5	10%	13	24%
7 Database management/administration	16	15%	7	10%	9	25%	8	17%	8	14%	9	17%	7	13%
8 Web development/design	16	15%	10	14%	6	17%	10	21%	6	10%	9	17%	7	13%
9 Project management	14	13%	10	14%	4	11%	4	8%	10	17%	6	12%	8	15%
10 Computer software engineering	13	12%	10	14%	3	8%	6	13%	7	12%	10	19%	3	5%
11 Network/systems administration	12	11%	6	8%	6	17%	5	10%	7	12%	7	13%	5	9%
12 New media/Internet marketing	12	11%	11	15%	1	3%	5	10%	7	12%	2	4%	10	18%
13 Computer programming	10	9%	6	8%	4	11%	8	17%	2	3%	2	4%	8	15%
14 Software development	10	9%	4	6%	6	17%	5	10%	5	8%	5	10%	5	9%
15 Systems analyst	8	7%	5	7%	3	8%	3	6%	5	8%	5	10%	3	5%
16 Information systems management	6	6%	5	7%	1	3%	2	4%	4	7%	4	8%	2	4%
17 Support specialist	6	6%	4	6%	2	6%	3	6%	3	5%	3	6%	3	5%
18 Computer hardware engineering	3	3%	3	4%	0	0%	1	2%	2	3%	1	2%	2	4%

2 Identify the BOTTOM THREE career focus areas that offer the least employment opportunities for IT graduates.

	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Web development/design	42	39%	30	42%	12	33%	17	35%	25	42%	21	40%	21	38%
2 Support specialist	35	33%	20	28%	15	42%	19	40%	16	27%	17	33%	18	33%
3 Computer hardware engineering	33	31%	21	30%	12	33%	16	33%	17	29%	11	21%	22	40%
4 New media/Internet marketing	30	28%	15	21%	15	42%	16	33%	14	24%	15	29%	15	27%
5 Computer programming	27	25%	22	31%	5	14%	13	27%	14	24%	15	29%	12	22%
6 Project management	22	21%	12	17%	10	28%	7	15%	15	25%	10	19%	12	22%
7 Health informatics	16	15%	10	14%	6	17%	8	17%	8	14%	8	15%	8	15%
8 Big data management	15	14%	11	15%	4	11%	8	17%	7	12%	9	17%	6	11%
9 Application development	14	13%	8	11%	6	17%	5	10%	9	15%	7	13%	7	13%
10 Database management/administration	14	13%	9	13%	5	14%	4	8%	10	17%	7	13%	7	13%
11 Information systems management	14	13%	10	14%	4	11%	6	13%	8	14%	6	12%	8	15%
12 Mobile computing	12	11%	9	13%	3	8%	4	8%	8	14%	7	13%	5	9%
13 Software development	12	11%	10	14%	2	6%	6	13%	6	10%	7	13%	5	9%
14 Network/systems administration	11	10%	8	11%	3	8%	6	13%	5	8%	6	12%	5	9%
15 Computer software engineering	10	9%	7	10%	3	8%	3	6%	7	12%	4	8%	6	11%
16 Systems analyst	10	9%	9	13%	1	3%	3	6%	7	12%	6	12%	4	7%
17 Information security/forensics	3	3%	1	1%	2	6%	2	4%	1	2%	0	0%	3	5%
18 Cyber security	1	1%	1	1%	0	0%	1	2%	0	0%	0	0%	1	2%

3 Select the TOP THREE non-tech-based industries you expect will provide more future employment opportunities for IT graduates.

	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Health care	85	79%	56	79%	29	81%	38	79%	47	80%	39	75%	46	84%
2 Government	52	49%	32	45%	20	56%	23	48%	29	49%	25	48%	27	49%
3 Science/biotechnology	49	46%	30	42%	19	53%	25	52%	24	41%	27	52%	22	40%
4 Professional services	42	39%	32	45%	10	28%	20	42%	22	37%	21	40%	21	38%
5 Travel/hospitality/food service	25	23%	19	27%	6	17%	7	15%	18	31%	11	21%	14	25%
6 Entertainment & leisure	20	19%	10	14%	10	28%	11	23%	9	15%	9	17%	11	20%
7 Manufacturing	20	19%	15	21%	5	14%	9	19%	11	19%	11	21%	9	16%
8 Retail	15	14%	8	11%	7	19%	5	10%	10	17%	9	17%	6	11%
9 Academic institutions	13	12%	11	15%	2	6%	6	13%	7	12%	4	8%	9	16%

4 Identify the BOTTOM THREE non-tech industries that hold little job potential for IT graduates.

	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Retail	65	61%	44	62%	21	58%	33	69%	32	54%	24	46%	41	75%
2 Travel/hospitality/food service	51	48%	31	44%	20	56%	28	58%	23	39%	25	48%	26	47%
3 Manufacturing	47	44%	34	48%	13	36%	18	38%	29	49%	25	48%	22	40%
4 Entertainment & leisure	46	43%	33	46%	13	36%	21	44%	25	42%	24	46%	22	40%
5 Academic institutions	42	39%	26	37%	16	44%	12	25%	30	51%	24	46%	18	33%
6 Government	27	25%	20	28%	7	19%	11	23%	16	27%	14	27%	13	24%
7 Professional services	21	20%	10	14%	11	31%	10	21%	11	19%	6	12%	15	27%
8 Science/biotechnology	17	16%	11	15%	6	17%	9	19%	8	14%	10	19%	7	13%
9 Health care	5	5%	4	6%	1	3%	2	4%	3	5%	4	8%	1	2%

Net Strength (Top 3 - Bottom 3)

	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Health care		75%		73%		78%		75%		75%		67%		82%
2 Science/biotechnology		30%		27%		36%		33%		27%		33%		27%
3 Government		23%		17%		36%		25%		22%		21%		25%
4 Professional services		20%		31%		-3%		21%		19%		29%		11%
5 Entertainment & leisure		-24%		-32%		-8%		-21%		-27%		-29%		-20%
6 Travel/hospitality/food service		-24%		-17%		-39%		-44%		-8%		-27%		-22%
7 Manufacturing		-25%		-27%		-22%		-19%		-31%		-27%		-24%
8 Academic institutions		-27%		-21%		-39%		-13%		-39%		-38%		-16%
9 Retail		-47%		-51%		-39%		-58%		-37%		-29%		-64%

5 Select the TOP THREE careers that offer better job opportunities for BUSINESS graduates in the next five years.

	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Marketing/Internet marketing	50	47%	37	52%	13	36%	22	46%	28	47%	20	38%	30	55%
2 Accounting	49	46%	37	52%	12	33%	25	52%	24	41%	22	42%	27	49%
3 Finance	49	46%	36	51%	13	36%	26	54%	23	39%	24	46%	25	45%
4 Management	39	36%	27	38%	12	33%	16	33%	23	39%	19	37%	20	36%
5 Human resources	33	31%	20	28%	13	36%	11	23%	22	37%	13	25%	20	36%
6 Big data management	26	24%	11	15%	15	42%	14	29%	12	20%	13	25%	13	24%
7 Risk management/insurance	22	21%	13	18%	9	25%	8	17%	14	24%	13	25%	9	16%
8 Sales	22	21%	12	17%	10	28%	7	15%	15	25%	14	27%	8	15%
9 Wealth management	20	19%	14	20%	6	17%	8	17%	12	20%	12	23%	8	15%
10 Procurement	9	8%	5	7%	4	11%	5	10%	4	7%	5	10%	4	7%
11 Real estate	2	2%	1	1%	1	3%	2	4%	0	0%	1	2%	1	2%

6 Identify the BOTTOM THREE careers that offer the least employment opportunities for BUSINESS graduates

	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Real estate	61	57%	46	65%	15	42%	22	46%	39	66%	27	52%	34	62%
2 Procurement	40	37%	28	39%	12	33%	24	50%	16	27%	19	37%	21	38%
3 Risk management/insurance	33	31%	21	30%	12	33%	13	27%	20	34%	13	25%	20	36%
4 Sales	33	31%	21	30%	12	33%	18	38%	15	25%	13	25%	20	36%
5 Human resources	31	29%	19	27%	12	33%	16	33%	15	25%	18	35%	13	24%
6 Big data management	31	29%	24	34%	7	19%	7	15%	24	41%	15	29%	16	29%
7 Wealth management	28	26%	17	24%	11	31%	10	21%	18	31%	12	23%	16	29%
8 Management	19	18%	13	18%	6	17%	8	17%	11	19%	11	21%	8	15%
9 Marketing/Internet marketing	19	18%	11	15%	8	22%	9	19%	10	17%	11	21%	8	15%
10 Accounting	17	16%	9	13%	8	22%	12	25%	5	8%	11	21%	6	11%
11 Finance	9	8%	4	6%	5	14%	5	10%	4	7%	6	12%	3	5%

Net Strength (Top 3 - Bottom 3)

	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Finance		37%		45%		22%		44%		32%		35%		40%
2 Accounting		30%		39%		11%		27%		32%		21%		38%
3 Marketing/Internet marketing		29%		37%		14%		27%		31%		17%		40%
4 Management		19%		20%		17%		17%		20%		15%		22%
5 Human resources		2%		1%		3%		-10%		12%		-10%		13%
6 Big data management		-5%		-18%		22%		15%		-20%		-4%		-5%
7 Wealth management		-7%		-4%		-14%		-4%		-10%		0%		-15%
8 Risk management/insurance		-10%		-11%		-8%		-10%		-10%		0%		-20%
9 Sales		-10%		-13%		-6%		-23%		0%		2%		-22%
10 Procurement		-29%		-32%		-22%		-40%		-20%		-27%		-31%
11 Real estate		-55%		-63%		-39%		-42%		-66%		-50%		-60%

8 Which of the following 3 core competencies do you think are most important for students to focus on for their specific career choices?

Accounting															
		Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1	Functional Competencies	86	80%	59	83%	27	75%	37	77%	49	83%	41	79%	45	82%
2	Broad Business Perspectives Competencies	18	17%	12	17%	6	17%	9	19%	9	15%	9	17%	9	16%
3	Personal Competencies	3	3%	0	0%	3	8%	2	4%	1	2%	2	4%	1	2%
Financial Planning															
		Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1	Broad Business Perspectives Competencies	47	44%	29	41%	18	50%	23	48%	24	41%	18	35%	29	53%
2	Functional Competencies	35	33%	26	37%	9	25%	15	31%	20	34%	23	44%	12	22%
3	Personal Competencies	25	23%	16	23%	9	25%	10	21%	15	25%	11	21%	14	25%
Investment & Wealth Management															
		Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1	Broad Business Perspectives Competencies	54	50%	33	46%	21	58%	28	58%	26	44%	20	38%	34	62%
2	Functional Competencies	28	26%	21	30%	7	19%	11	23%	17	29%	17	33%	11	20%
3	Personal Competencies	25	23%	17	24%	8	22%	9	19%	16	27%	15	29%	10	18%
Real Estate															
		Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1	Personal Competencies	59	55%	40	56%	19	53%	24	50%	35	59%	32	62%	27	49%
2	Broad Business Perspectives Competencies	28	26%	19	27%	9	25%	16	33%	12	20%	10	19%	18	33%
3	Functional Competencies	20	19%	12	17%	8	22%	8	17%	12	20%	10	19%	10	18%
Risk Management & Insurance															
		Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1	Broad Business Perspectives Competencies	45	42%	29	41%	16	44%	18	38%	27	46%	24	46%	21	38%
2	Functional Competencies	42	39%	28	39%	14	39%	19	40%	23	39%	20	38%	22	40%
3	Personal Competencies	20	19%	14	20%	6	17%	11	23%	9	15%	8	15%	12	22%
IT															
		Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1	Functional Competencies	68	64%	47	66%	21	58%	27	56%	41	69%	32	62%	36	65%
2	Broad Business Perspectives Competencies	30	28%	20	28%	10	28%	16	33%	14	24%	15	29%	15	27%
3	Personal Competencies	9	8%	4	6%	5	14%	5	10%	4	7%	5	10%	4	7%

9 Imagine that you are counseling a sports professional on which profession would be a good choice for re-careering. Below is a list of sports professionals and some top-line attributes leading to their success. Taking these sample qualities into consideration – but not being limited by them – identify which real-world business or IT career(s) they would best be suited for once they retire (select any and all that you think apply):

Golfer - Intensely focused; methodical; steady temperament for rational decision-making.

	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Accountant	49	46%	33	46%	16	44%	20	42%	29	49%	21	40%	28	51%
2 Computer/systems analyst	30	28%	16	23%	14	39%	16	33%	14	24%	10	19%	20	36%
3 Financial planner	27	25%	18	25%	9	25%	17	35%	10	17%	10	19%	17	31%
4 Investment & Wealth Manager	25	23%	20	28%	5	14%	10	21%	15	25%	12	23%	13	24%
5 Computer programmer	24	22%	10	14%	14	39%	14	29%	10	17%	8	15%	16	29%
6 Risk/insurance manager	23	21%	16	23%	7	19%	15	31%	8	14%	12	23%	11	20%
7 Cyber security specialist	20	19%	10	14%	10	28%	10	21%	10	17%	9	17%	11	20%
8 Real estate agent	12	11%	11	15%	1	3%	6	13%	6	10%	5	10%	7	13%
Mean # of Jobs Qualified for:	2.0		1.9		2.1		2.3		1.7		1.7		2.2	

Football head coach - Holistic analyzer of opponents, team strengths; strategic tactician to keep to, or adjust for, a winning game plan.

	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Risk/insurance manager	42	39%	28	39%	14	39%	25	52%	17	29%	16	31%	26	47%
2 Investment & Wealth Manager	39	36%	26	37%	13	36%	21	44%	18	31%	20	38%	19	35%
3 Financial planner	37	35%	21	30%	16	44%	19	40%	18	31%	19	37%	18	33%
4 Computer/systems analyst	29	27%	18	25%	11	31%	12	25%	17	29%	8	15%	21	38%
5 Cyber security specialist	20	19%	14	20%	6	17%	9	19%	11	19%	5	10%	15	27%
6 Real estate agent	12	11%	10	14%	2	6%	6	13%	6	10%	6	12%	6	11%
7 Accountant	9	8%	7	10%	2	6%	5	10%	4	7%	5	10%	4	7%
8 Computer programmer	7	7%	6	8%	1	3%	4	8%	3	5%	1	2%	6	11%
Mean # of Jobs Qualified for:	1.8		1.8		1.8		2.1		1.6		1.5		2.1	

Basketball point guard - Possesses vision and quick decision-making skills to create the best scoring opportunities for teammates.

	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Investment & Wealth Manager	36	34%	27	38%	9	25%	16	33%	20	34%	15	29%	21	38%
2 Financial planner	30	28%	20	28%	10	28%	12	25%	18	31%	11	21%	19	35%
3 Risk/insurance manager	27	25%	14	20%	13	36%	13	27%	14	24%	12	23%	15	27%
4 Real estate agent	22	21%	13	18%	9	25%	11	23%	11	19%	10	19%	12	22%
5 Cyber security specialist	21	20%	14	20%	7	19%	8	17%	13	22%	12	23%	9	16%
6 Computer/systems analyst	20	19%	9	13%	11	31%	10	21%	10	17%	7	13%	13	24%
7 Computer programmer	12	11%	7	10%	5	14%	5	10%	7	12%	7	13%	5	9%
8 Accountant	8	7%	4	6%	4	11%	5	10%	3	5%	6	12%	2	4%
Mean # of Jobs Qualified for:	1.6		1.5		1.9		1.7		1.6		1.5		1.7	

Marathon runner - Resiliency; endurance to keep moving ahead with long-term objective.

	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Investment & Wealth Manager	41	38%	28	39%	13	36%	21	44%	20	34%	16	31%	25	45%
2 Financial planner	38	36%	24	34%	14	39%	21	44%	17	29%	14	27%	24	44%
3 Risk/insurance manager	23	21%	12	17%	11	31%	11	23%	12	20%	11	21%	12	22%
4 Computer programmer	22	21%	10	14%	12	33%	11	23%	11	19%	10	19%	12	22%
5 Real estate agent	20	19%	14	20%	6	17%	11	23%	9	15%	11	21%	9	16%
6 Accountant	19	18%	15	21%	4	11%	10	21%	9	15%	9	17%	10	18%
7 Cyber security specialist	17	16%	10	14%	7	19%	7	15%	10	17%	9	17%	8	15%
8 Computer/systems analyst	15	14%	10	14%	5	14%	6	13%	9	15%	8	15%	7	13%
Mean # of Jobs Qualified for:	1.8		1.7		2.0		2.0		1.6		1.7		1.9	

Chess player - Plans many moves ahead to anticipate potential variations and mitigate unforeseen challenges.

	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Financial planner	41	38%	29	41%	12	33%	21	44%	20	34%	17	33%	24	44%
2 Cyber security specialist	35	33%	26	37%	9	25%	20	42%	15	25%	17	33%	18	33%
3 Risk/insurance manager	34	32%	22	31%	12	33%	14	29%	20	34%	16	31%	18	33%
4 Investment & Wealth Manager	30	28%	20	28%	10	28%	17	35%	13	22%	11	21%	19	35%
5 Computer/systems analyst	28	26%	16	23%	12	33%	13	27%	15	25%	16	31%	12	22%
6 Accountant	23	21%	14	20%	9	25%	9	19%	14	24%	9	17%	14	25%
7 Computer programmer	16	15%	11	15%	5	14%	5	10%	11	19%	11	21%	5	9%
8 Real estate agent	8	7%	7	10%	1	3%	7	15%	1	2%	1	2%	7	13%
Mean # of Jobs Qualified for:	2.0		2.0		1.9		2.2		1.8		1.9		2.1	

Tennis player - Simultaneously thinks and executes tactically to control court position; motivated by emotion, adrenaline to win the point.

	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Real estate agent	38	36%	24	34%	14	39%	16	33%	22	37%	18	35%	20	36%
2 Investment & Wealth Manager	30	28%	21	30%	9	25%	14	29%	16	27%	13	25%	17	31%
3 Cyber security specialist	25	23%	15	21%	10	28%	9	19%	16	27%	12	23%	13	24%
4 Risk/insurance manager	24	22%	16	23%	8	22%	11	23%	13	22%	9	17%	15	27%
5 Financial planner	22	21%	16	23%	6	17%	11	23%	11	19%	9	17%	13	24%
6 Computer/systems analyst	14	13%	8	11%	6	17%	7	15%	7	12%	6	12%	8	15%
7 Computer programmer	9	8%	5	7%	4	11%	5	10%	4	7%	7	13%	2	4%
8 Accountant	7	7%	5	7%	2	6%	2	4%	5	8%	6	12%	1	2%
Mean # of Jobs Qualified for:	1.6		1.5		1.6		1.6		1.6		1.5		1.6	

Extreme sports enthusiast - Prepared risk-taker who wants to break free from the real world and have fun while working.														
	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Real estate agent	39	36%	25	35%	14	39%	19	40%	20	34%	13	25%	26	47%
2 Risk/insurance manager	34	32%	24	34%	10	28%	17	35%	17	29%	16	31%	18	33%
3 Investment & Wealth Manager	31	29%	18	25%	13	36%	16	33%	15	25%	13	25%	18	33%
4 Cyber security specialist	17	16%	12	17%	5	14%	7	15%	10	17%	12	23%	5	9%
5 Computer programmer	15	14%	8	11%	7	19%	5	10%	10	17%	9	17%	6	11%
6 Financial planner	14	13%	10	14%	4	11%	9	19%	5	8%	6	12%	8	15%
7 Accountant	6	6%	2	3%	4	11%	4	8%	2	3%	6	12%	0	0%
8 Computer/systems analyst	5	5%	1	1%	4	11%	2	4%	3	5%	4	8%	1	2%
Mean # of Jobs Qualified for:	1.5		1.4		1.7		1.6		1.4		1.5		1.5	

NASCAR pit crew chief - Good communicator/controller re schedule and plan; monitor entire track, guide driver on dangers and seizing openings ahead.														
	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Risk/insurance manager	39	36%	27	38%	12	33%	19	40%	20	34%	17	33%	22	40%
2 Financial planner	26	24%	17	24%	9	25%	11	23%	15	25%	12	23%	14	25%
3 Investment & Wealth Manager	26	24%	22	31%	4	11%	14	29%	12	20%	11	21%	15	27%
4 Computer/systems analyst	26	24%	11	15%	15	42%	13	27%	13	22%	16	31%	10	18%
5 Cyber security specialist	22	21%	12	17%	10	28%	9	19%	13	22%	9	17%	13	24%
6 Real estate agent	18	17%	12	17%	6	17%	11	23%	7	12%	6	12%	12	22%
7 Accountant	17	16%	11	15%	6	17%	7	15%	10	17%	10	19%	7	13%
8 Computer programmer	16	15%	12	17%	4	11%	7	15%	9	15%	6	12%	10	18%
Mean # of Jobs Qualified for:	1.8		1.7		1.8		1.9		1.7		1.7		1.9	

10 What are the TWO best ways to benchmark personal career progress?

	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Leadership achievements	42	39%	32	45%	10	28%	18	38%	24	41%	19	37%	23	42%
2 "Rainmaker" success (specific stories and examples of direct i	40	37%	29	41%	11	31%	19	40%	21	36%	21	40%	19	35%
3 Professional certifications	39	36%	24	34%	15	42%	11	23%	28	47%	24	46%	15	27%
4 Work samples portfolio	38	36%	24	34%	14	39%	21	44%	17	29%	14	27%	24	44%
5 Advanced degrees	28	26%	16	23%	12	33%	12	25%	16	27%	13	25%	15	27%
6 Professional letters of commendation/recommendation	21	20%	12	17%	9	25%	12	25%	9	15%	10	19%	11	20%
7 Online peer reviews (e.g., LinkedIn)	6	6%	5	7%	1	3%	3	6%	3	5%	3	6%	3	5%

11 What is the OPTIMAL degree level one should hold to maximize potential in each career listed below?

Accounting															
		Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1	Masters Degree	45	42%	32	45%	13	36%	25	52%	20	34%	17	33%	28	51%
2	Bachelors Degree	32	30%	18	25%	14	39%	13	27%	19	32%	14	27%	18	33%
3	Certification	27	25%	21	30%	6	17%	8	17%	19	32%	19	37%	8	15%
4	Associates Degree	3	3%	0	0%	3	8%	2	4%	1	2%	2	4%	1	2%
Financial Planning															
		Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1	Master's Degree	46	43%	34	48%	12	33%	26	54%	20	34%	19	37%	27	49%
2	Certification	30	28%	23	32%	7	19%	9	19%	21	36%	17	33%	13	24%
3	Bachelor's Degree	28	26%	14	20%	14	39%	12	25%	16	27%	14	27%	14	25%
4	Associate's Degree	3	3%	0	0%	3	8%	1	2%	2	3%	2	4%	1	2%
Investment & Wealth Management															
		Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1	Master's Degree	49	46%	33	46%	16	44%	24	50%	25	42%	25	48%	24	44%
2	Bachelor's Degree	34	32%	19	27%	15	42%	14	29%	20	34%	15	29%	19	35%
3	Certification	23	22%	19	27%	4	11%	10	21%	13	22%	12	23%	11	20%
4	Associate's Degree	1	1%	0	0%	1	3%	0	0%	1	2%	0	0%	1	2%
Real Estate															
		Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1	Bachelor's Degree	40	37%	30	42%	10	28%	20	42%	20	34%	17	33%	23	42%
2	Certification	39	36%	24	34%	15	42%	14	29%	25	42%	21	40%	18	33%
3	Associate's Degree	25	23%	14	20%	11	31%	12	25%	13	22%	13	25%	12	22%
4	Master's Degree	3	3%	3	4%	0	0%	2	4%	1	2%	1	2%	2	4%
Risk Management & Insurance															
		Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1	Bachelor's Degree	46	43%	30	42%	16	44%	15	31%	31	53%	21	40%	25	45%
2	Master's Degree	39	36%	24	34%	15	42%	24	50%	15	25%	19	37%	20	36%
3	Certification	17	16%	15	21%	2	6%	5	10%	12	20%	10	19%	7	13%
4	Associate's Degree	5	5%	2	3%	3	8%	4	8%	1	2%	2	4%	3	5%
IT															
		Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1	Master's Degree	42	39%	23	32%	19	53%	23	48%	19	32%	16	31%	26	47%
2	Bachelor's Degree	33	31%	24	34%	9	25%	13	27%	20	34%	17	33%	16	29%
3	Certification	30	28%	22	31%	8	22%	10	21%	20	34%	18	35%	12	22%
4	Associate's Degree	2	2%	2	3%	0	0%	2	4%	0	0%	1	2%	1	2%

12 What ONE buzzword/phrase should you absolutely stay away from using on a resume for when applying ...

... for a position in business?							
<p style="text-align: center;">Top 3 Responses</p>	"Outside the Box"						
<p>(Note: These are not ranked due to limited respondent base)</p>	"People Person"						
	"Team Player"						
.. For a position in IT?							
<p style="text-align: center;">Top 3 Responses</p>	"Detail Oriented"						
<p>(Note: These are not ranked due to limited respondent base)</p>	"Results-Driven"						
	"Outside the Box"						

13 In which department are you currently employed?

	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Business Faculty	71	66%	71	100%	0	0%	31	65%	40	68%	34	65%	37	67%
2 IT Faculty	36	34%	0	0%	36	100%	17	35%	19	32%	18	35%	18	33%

14 Which one describes your gender?

	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Male	52	49%	34	48%	18	50%	18	38%	34	58%	52	100%	0	0%
2 Female	55	51%	37	52%	18	50%	30	63%	25	42%	0	0%	55	100%

15 Which range includes your current age?

	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Under 25	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
2 25-34	2	2%	1	1%	1	3%	2	4%	0	0%	0	0%	2	4%
3 35-44	17	16%	11	15%	6	17%	17	35%	0	0%	7	13%	10	18%
4 45-54	29	27%	19	27%	10	28%	29	60%	0	0%	11	21%	18	33%
5 55-64	35	33%	23	32%	12	33%	0	0%	35	59%	17	33%	18	33%
6 65 and older	24	22%	17	24%	7	19%	0	0%	24	41%	17	33%	7	13%

16 For how many years have you been employed at Kaplan?

	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Less than 5 years	12	11%	10	14%	2	6%	5	10%	7	12%	5	10%	7	13%
2 5-10 years	69	64%	49	69%	20	56%	32	67%	37	63%	33	63%	36	65%
3 11 or more years	26	24%	12	17%	14	39%	11	23%	15	25%	14	27%	12	22%

17 In total, for how many years have you been employed in the education sector?

	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 Less than 5 years	4	4%	3	4%	1	3%	2	4%	2	3%	2	4%	2	4%
2 5-10 years	26	24%	21	30%	5	14%	19	40%	7	12%	11	21%	15	27%
3 11 or more years	77	72%	47	66%	30	83%	27	56%	50	85%	39	75%	38	69%

18 Do you have industry experience outside of academia in any of the following fields and, if so, what is the length of your experience?

Finance															
		Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1	No Experience	54	50%	34	48%	20	56%	19	40%	35	59%	23	44%	31	56%
2	< 1 year	9	8%	6	8%	3	8%	5	10%	4	7%	4	8%	5	9%
3	1-2 years	10	9%	6	8%	4	11%	7	15%	3	5%	8	15%	2	4%
4	3-5 years	8	7%	4	6%	4	11%	5	10%	3	5%	4	8%	4	7%
5	6-10 years	7	7%	5	7%	2	6%	5	10%	2	3%	3	6%	4	7%
6	11+ years	19	18%	16	23%	3	8%	7	15%	12	20%	10	19%	9	16%
Wealth management															
		Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1	No Experience	87	81%	55	77%	32	89%	36	75%	51	86%	43	83%	44	80%
2	< 1 year	3	3%	1	1%	2	6%	2	4%	1	2%	0	0%	3	5%
3	1-2 years	4	4%	4	6%	0	0%	0	0%	4	7%	3	6%	1	2%
4	3-5 years	3	3%	3	4%	0	0%	3	6%	0	0%	1	2%	2	4%
5	6-10 years	3	3%	2	3%	1	3%	3	6%	0	0%	0	0%	3	5%
6	11+ years	7	7%	6	8%	1	3%	4	8%	3	5%	5	10%	2	4%
Accounting															
		Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1	No Experience	53	50%	33	46%	20	56%	22	46%	31	53%	26	50%	27	49%
2	< 1 year	8	7%	4	6%	4	11%	4	8%	4	7%	4	8%	4	7%
3	1-2 years	6	6%	3	4%	3	8%	2	4%	4	7%	3	6%	3	5%
4	3-5 years	12	11%	7	10%	5	14%	7	15%	5	8%	5	10%	7	13%
5	6-10 years	5	5%	4	6%	1	3%	3	6%	2	3%	1	2%	4	7%
6	11+ years	23	22%	20	28%	3	8%	10	21%	13	22%	13	25%	10	18%
Management															
		Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1	No Experience	7	7%	2	3%	5	14%	6	13%	1	2%	4	8%	3	5%
2	< 1 year	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
3	1-2 years	12	11%	9	13%	3	8%	8	17%	4	7%	6	12%	6	11%
4	3-5 years	14	13%	4	6%	10	28%	7	15%	7	12%	8	15%	6	11%
5	6-10 years	17	16%	13	18%	4	11%	9	19%	8	14%	6	12%	11	20%
6	11+ years	57	53%	43	61%	14	39%	18	38%	39	66%	28	54%	29	53%

Real estate															
		Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1	No Experience	79	74%	51	72%	28	78%	29	60%	50	85%	39	75%	40	73%
2	< 1 year	6	6%	3	4%	3	8%	4	8%	2	3%	1	2%	5	9%
3	1-2 years	9	8%	7	10%	2	6%	8	17%	1	2%	5	10%	4	7%
4	3-5 years	8	7%	6	8%	2	6%	4	8%	4	7%	4	8%	4	7%
5	6-10 years	1	1%	1	1%	0	0%	1	2%	0	0%	0	0%	1	2%
6	11+ years	4	4%	3	4%	1	3%	2	4%	2	3%	3	6%	1	2%
Risk management/insurance															
		Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1	No Experience	80	75%	55	77%	25	69%	32	67%	48	81%	35	67%	45	82%
2	< 1 year	4	4%	1	1%	3	8%	3	6%	1	2%	1	2%	3	5%
3	1-2 years	11	10%	6	8%	5	14%	7	15%	4	7%	7	13%	4	7%
4	3-5 years	2	2%	2	3%	0	0%	2	4%	0	0%	1	2%	1	2%
5	6-10 years	3	3%	2	3%	1	3%	1	2%	2	3%	3	6%	0	0%
6	11+ years	7	7%	5	7%	2	6%	3	6%	4	7%	5	10%	2	4%
Human resources															
		Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1	No Experience	57	53%	34	48%	23	64%	26	54%	31	53%	33	63%	24	44%
2	< 1 year	9	8%	5	7%	4	11%	5	10%	4	7%	3	6%	6	11%
3	1-2 years	12	11%	8	11%	4	11%	7	15%	5	8%	7	13%	5	9%
4	3-5 years	10	9%	8	11%	2	6%	4	8%	6	10%	5	10%	5	9%
5	6-10 years	6	6%	4	6%	2	6%	2	4%	4	7%	0	0%	6	11%
6	11+ years	13	12%	12	17%	1	3%	4	8%	9	15%	4	8%	9	16%
Application development															
		Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1	No Experience	68	64%	54	76%	14	39%	31	65%	37	63%	26	50%	42	76%
2	< 1 year	6	6%	3	4%	3	8%	3	6%	3	5%	3	6%	3	5%
3	1-2 years	8	7%	5	7%	3	8%	3	6%	5	8%	7	13%	1	2%
4	3-5 years	4	4%	3	4%	1	3%	1	2%	3	5%	3	6%	1	2%
5	6-10 years	10	9%	2	3%	8	22%	6	13%	4	7%	7	13%	3	5%
6	11+ years	11	10%	4	6%	7	19%	4	8%	7	12%	6	12%	5	9%

Cybersecurity														
	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 No Experience	78	73%	60	85%	18	50%	32	67%	46	78%	35	67%	43	78%
2 < 1 year	8	7%	5	7%	3	8%	3	6%	5	8%	4	8%	4	7%
3 1-2 years	9	8%	2	3%	7	19%	7	15%	2	3%	4	8%	5	9%
4 3-5 years	3	3%	1	1%	2	6%	2	4%	1	2%	3	6%	0	0%
5 6-10 years	3	3%	1	1%	2	6%	1	2%	2	3%	2	4%	1	2%
6 11+ years	6	6%	2	3%	4	11%	3	6%	3	5%	4	8%	2	4%
Information security and assurance														
	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 No Experience	75	70%	60	85%	15	42%	33	69%	42	71%	30	58%	45	82%
2 < 1 year	9	8%	5	7%	4	11%	3	6%	6	10%	5	10%	4	7%
3 1-2 years	4	4%	1	1%	3	8%	3	6%	1	2%	2	4%	2	4%
4 3-5 years	7	7%	2	3%	5	14%	4	8%	3	5%	5	10%	2	4%
5 6-10 years	3	3%	0	0%	3	8%	1	2%	2	3%	3	6%	0	0%
6 11+ years	9	8%	3	4%	6	17%	4	8%	5	8%	7	13%	2	4%
Network administration														
	Total		Business		IT		< 55 Years		55+ Years		Male		Female	
1 No Experience	67	63%	55	77%	12	33%	29	60%	38	64%	28	54%	39	71%
2 < 1 year	9	8%	3	4%	6	17%	3	6%	6	10%	5	10%	4	7%
3 1-2 years	7	7%	2	3%	5	14%	3	6%	4	7%	6	12%	1	2%
4 3-5 years	11	10%	6	8%	5	14%	5	10%	6	10%	5	10%	6	11%
5 6-10 years	4	4%	3	4%	1	3%	2	4%	2	3%	1	2%	3	5%
6 11+ years	9	8%	2	3%	7	19%	6	13%	3	5%	7	13%	2	4%
Total	107	100%	71	100%	36	100%	48	100%	59	100%	52	100%	55	100%

