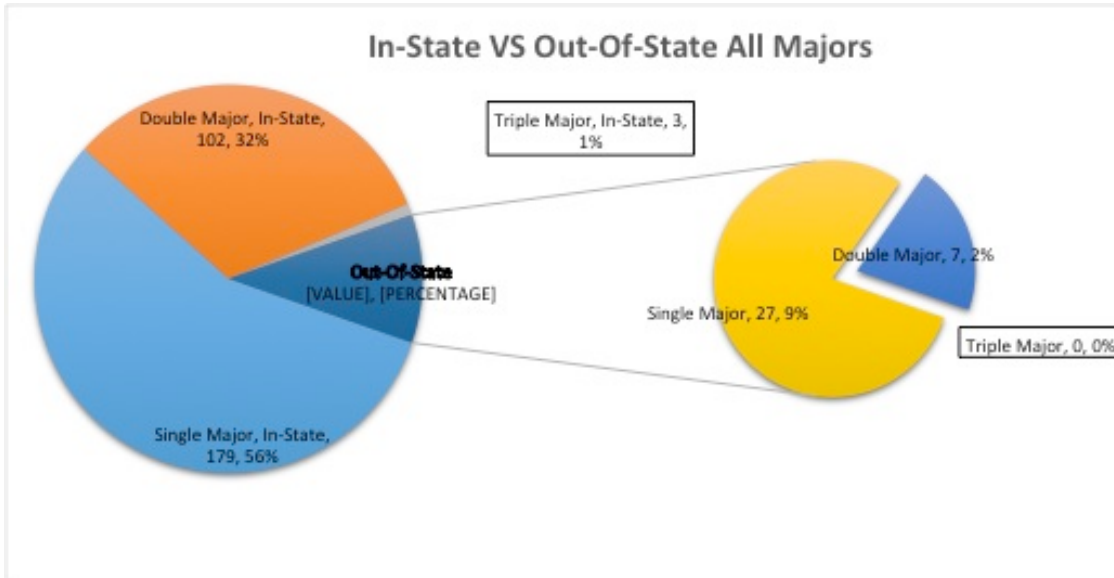
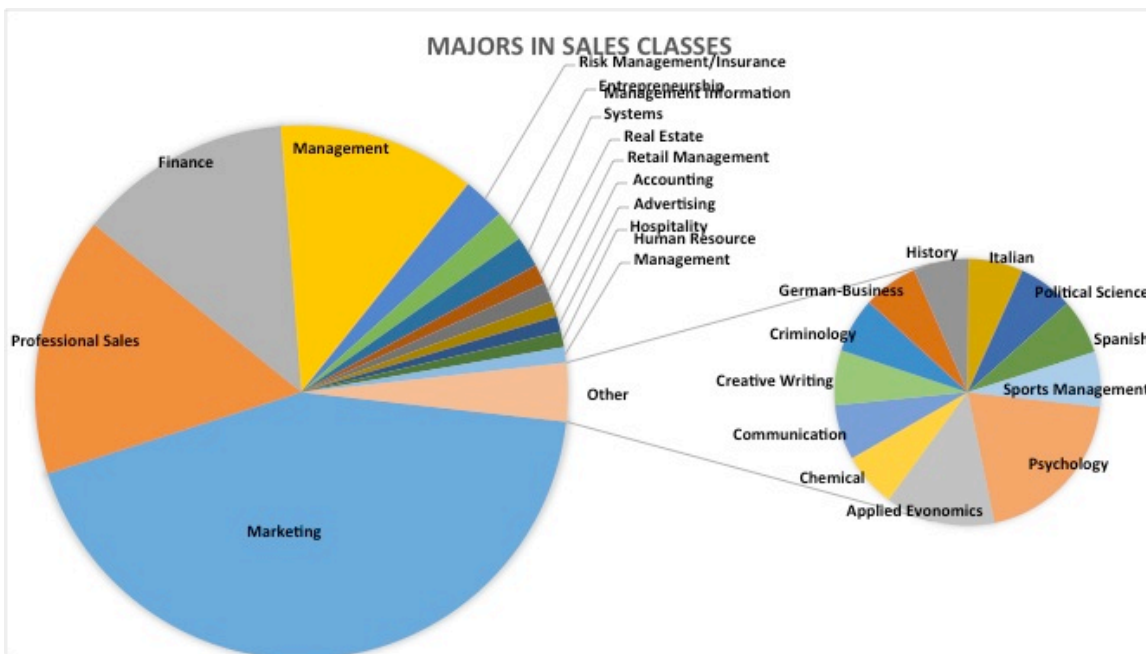


The Spring 2016 survey of career/job attitudes and perceptions of sales students resulted in 317 valid responses. There were several imbedded questions that checked consistency of responses and surveys that failed the validity check were deleted from the results.



Of those surveyed, 10 percent were out of state students. Amongst all students 65% were single major, 34% were double majors and 1% were a triple major.

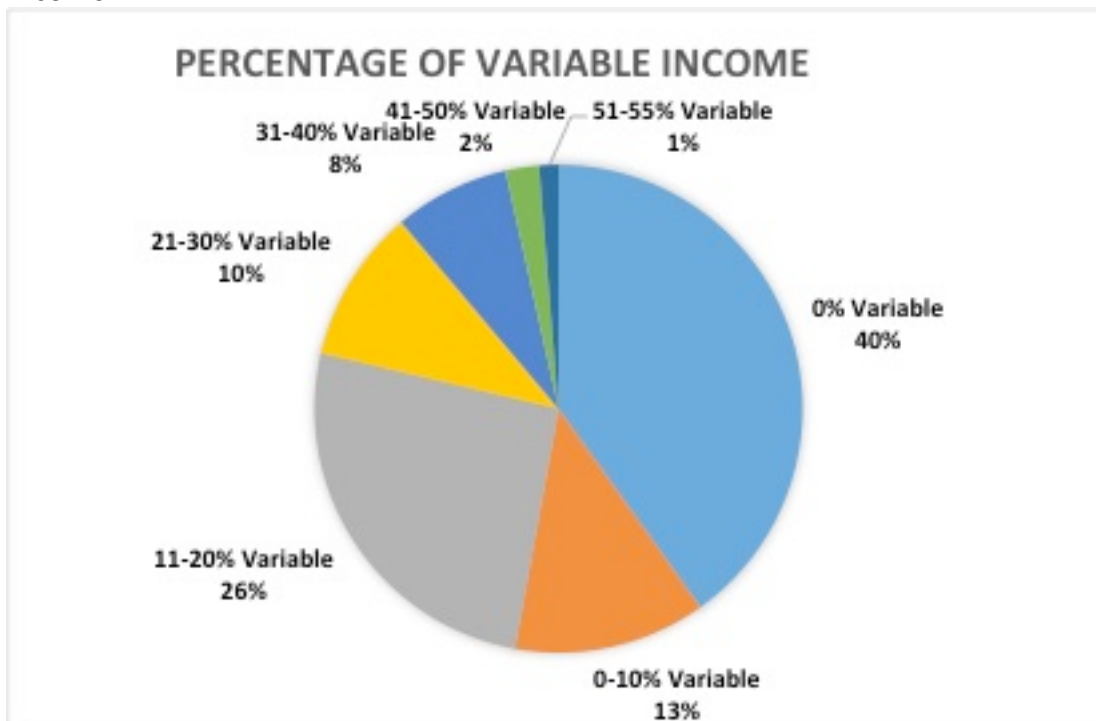
The chart below gives you an overview of the variety of majors that take sales courses. The largest percentage are Marketing, and Sales because the basic sales class is required in those majors.



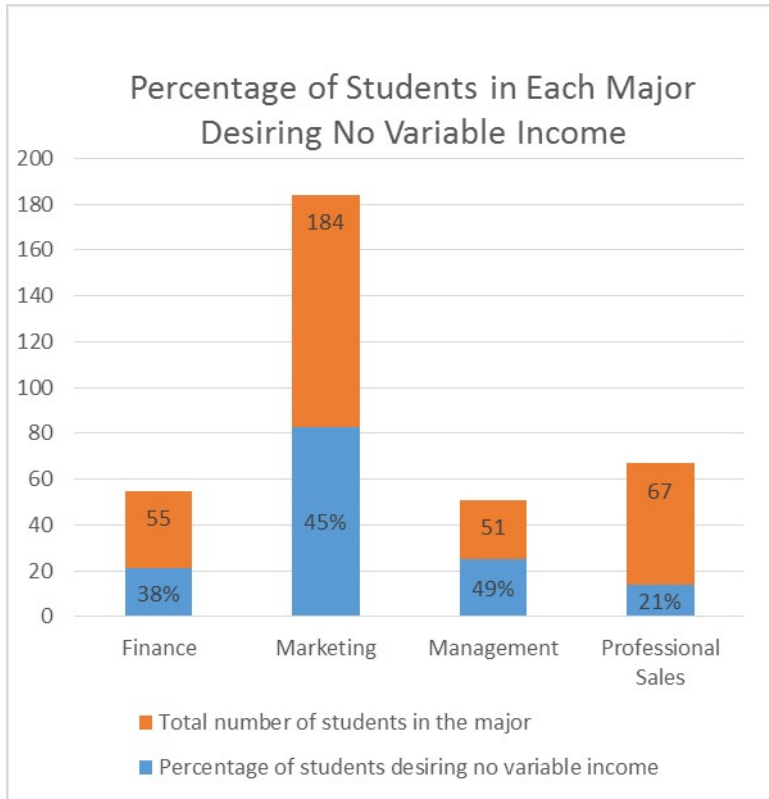
Asked the question, "How much do you expect to earn in your first full year after graduation and looking at the four largest majors (in sales classes) showed that sales majors expected to earn at least 28% more than management majors in their first year and at least 8% more than finance majors in their first year.



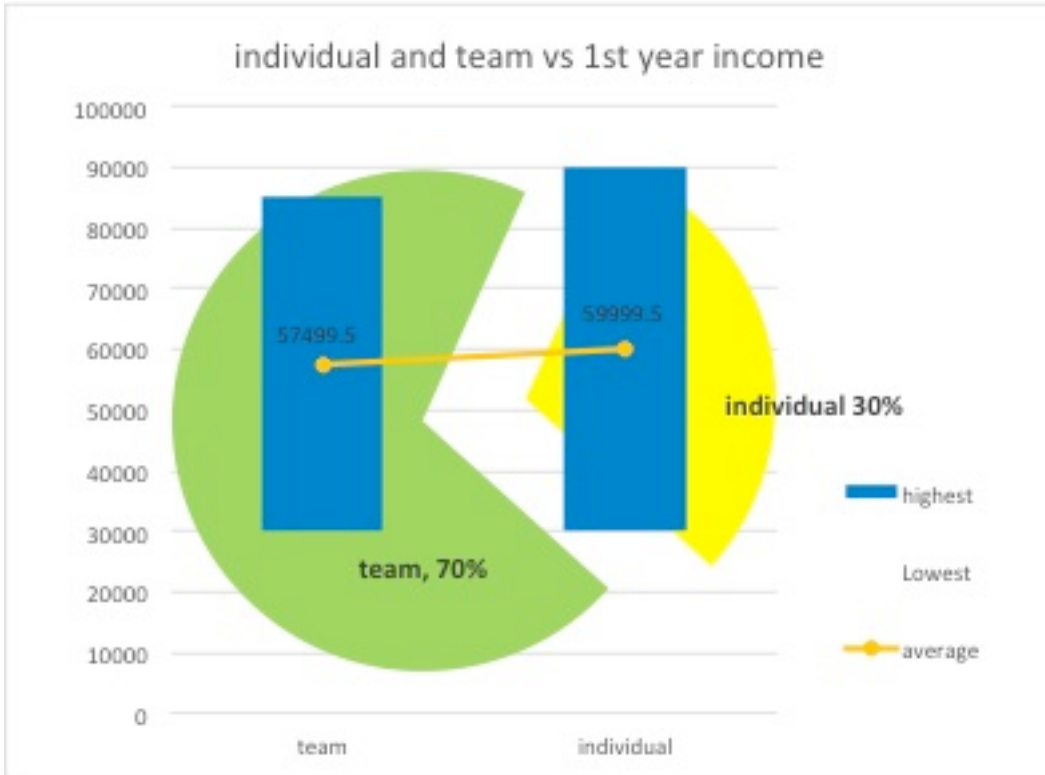
Results of student attitudes related to variable versus fixed total income indicates that approximately 40% of those surveyed would seek a job that was 100% fixed income.



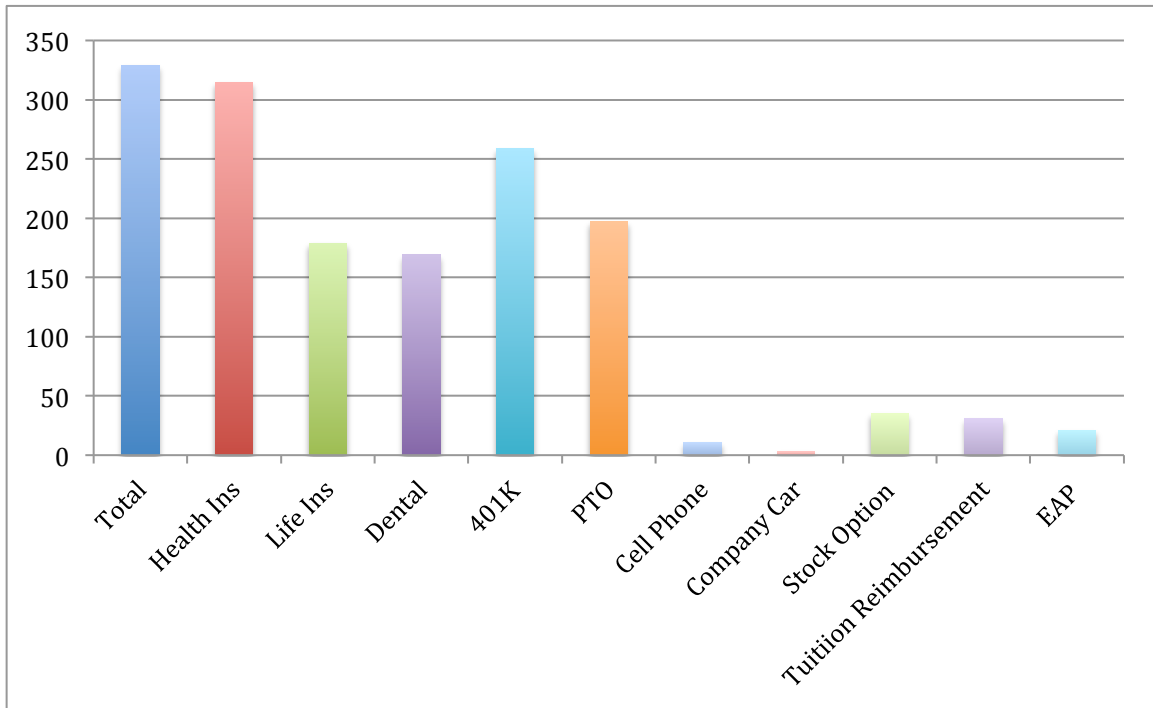
When breaking down the desire for variable versus fixed income by major you can see that sales majors have the highest level of acceptance of a portion of their total income being variable.



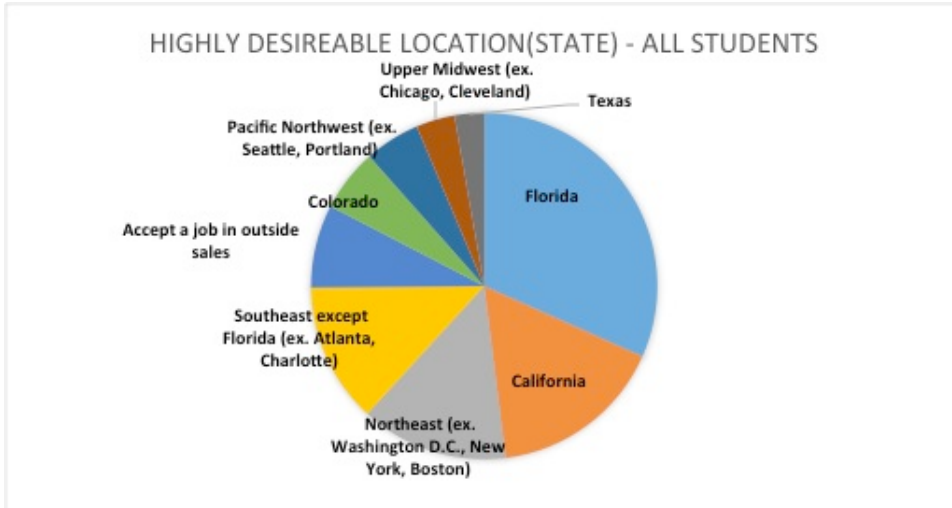
Data related to the desire to work in a team environment and how that related to expected income is shown in the chart below. A significantly larger portion of those surveyed preferred to work in a team environment rather than to work independently.



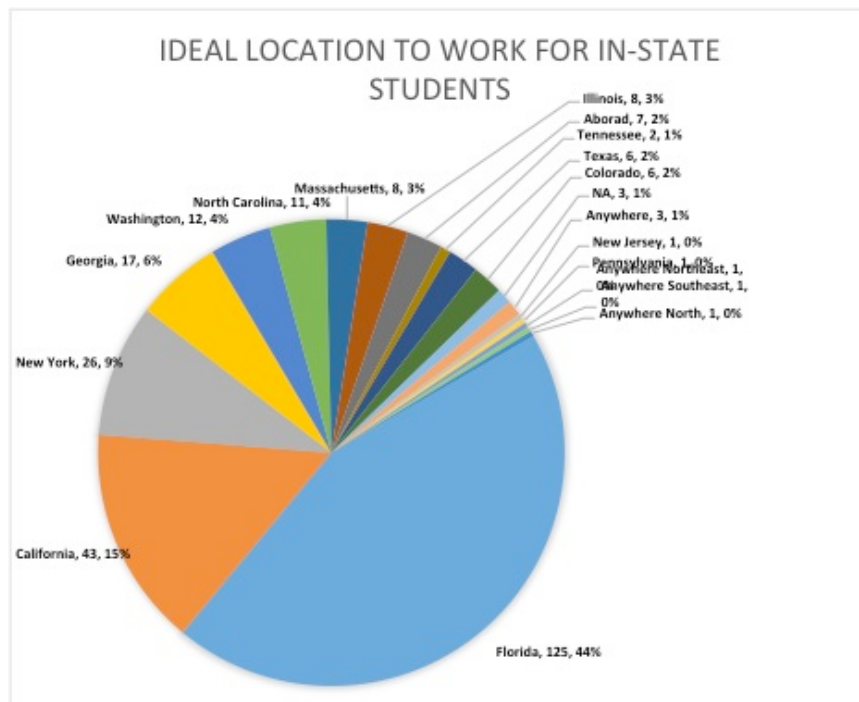
Related to income is a desire for specific benefits. Below is a chart indicating the importance of typical benefits and the number of those surveyed that responded "Must Have". The chart indicates that health insurance, 401K and personal time off are the high priority items and at the other end of the scale is a variety of benefits that are not significant in a job choice decision.



Where do students in sales classes want to work? As seen in the chart below, less than 40% of those surveyed selected Florida as the most desirable location for their first job after college.



When looking at just in-state student responses the percentage that want to stay in Florida is higher but still less than 50%



Finally for in-state students, a question was asked about preferred city in which to start a career. Approximately 65% responded that it made no difference.

