

2016 University of Massachusetts Dartmouth Student Outlook Study

Presented By:

The University of Massachusetts Dartmouth
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Center for Marketing Research
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**UNIVERSITY OF MASSACHUSETTS DARTMOUTH
CHARLTON COLLEGE OF BUSINESS
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Introduction

Almost 400 students (both graduate and undergraduate) were surveyed during the Spring 2016 semester. They were asked about how prepared they were to secure a job in their field upon graduation, if they planned to stay in the SouthCoast region and what would be important to them when choosing a potential employer. Students were also asked about their concerns about student debt and social issues as well as their intention to vote in the 2016 Presidential Election. Students provided information on their anticipated salary, standard of living and even their daily use of social media.

The outcome is a portrait of young people who are socially connected, confident, optimistic and putting a priority on a satisfying job over a high salary or the length of a contract. They support Bernie Sanders although a quarter of them have not yet registered to vote.

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KEY HIGHLIGHTS

- 93% of students surveyed feel they will be able to find a job in their field after graduation.
- 57% of students surveyed would like to stay in the SouthCoast area after graduating.
- 80% of students surveyed said when choosing a place of employment, job satisfaction was very important, 42% said high salary, and 41% said length of contract were very important.
- 58% of students surveyed said they are very concerned about student debt, 51% said inequality, 45% said health care and 42% are concerned about terrorism.
- 74% of students surveyed plan to enjoy the same or a higher standard of living than their parents.
- The top 3 most coveted potential employers are Google, Massachusetts General Hospital or Apple.
- 47% of respondents are not registered or do not plan to vote in the next Presidential Election.

RESEARCH OBJECTIVES

To assess the outlook of college students on issues including employment, education, politics and social mobility.

The research goals aim to provide the following critical insights:

- **To examine students' assessment of their educational preparedness**
- **To assess important characteristics of employment opportunities**
- **To assess attitudes and opinions on current issues**
- **To determine students' desire to relocate**

METHODOLOGY

RESEARCH DESIGN	Survey
RESEARCH METHOD	Campus Intercept
SAMPLING DESIGN	Non-Probability
SAMPLING METHOD	Convenience Sample on University of Massachusetts Dartmouth Campus
SAMPLE POPULATION	Students Enrolled at University of Massachusetts Dartmouth (N=8,916)
DATA COLLECTION PERIOD	February – March 2016
SAMPLE SIZE (ERROR AT THE 95% CONFIDENCE LEVEL)	396 ($\pm 5\%$)

Profile of Sample

	%	#
Type of Degree:		
Undergraduate	80%	(317)
Graduate	20%	(79)
Gender:		
Male	50%	(197)
Female	50%	(199)
Age:		
18-20	37%	(148)
21-23	46%	(180)
24-26	10%	(40)
27-29	5%	(19)
30 or Older	2%	(9)
Employment:		
Full-Time	8%	(31)
Part-Time	57%	(227)
Unemployed	35%	(138)
Living Situation:		
Own	2%	(9)
Rent	25%	(97)
Live on Campus	50%	(197)
Live with Parents	24%	(93)

SURVEY INSTRUMENT

1. What type of degree are you currently working on?

Bachelor's _____ Master's _____ Doctoral _____ Law _____ Certificate _____

2. What is your major/program of study?

Charlton College of Business _____

College of Arts and Sciences _____

College of Engineering _____

College of Nursing _____

College of Visual and Performing Arts _____

School of Law _____

School for Marine Science and Technology _____

Graduate students please skip to question 5

3. Do you plan to attend graduate school?

Yes _____ No _____ Undecided _____

(If no or undecided, skip to question 5)

4. Do you plan to attend graduate school at UMass Dartmouth?

Yes _____

No _____ **If no, why not?** _____

Undecided _____

5. How well do you think your academic program will prepare you for a job in your field?

Well Prepared _____ Somewhat Prepared _____ Not Prepared at All _____

SURVEY INSTRUMENT

6. How likely do you feel you will be able to find a job in your field after graduation?

Very Likely _____ Somewhat Likely _____ Somewhat Unlikely _____ Very Unlikely _____

If somewhat unlikely or very unlikely, why?

The SouthCoast of Massachusetts is the region of southeastern Massachusetts consisting of southern Bristol and Plymouth counties bordering Buzzards Bay, and includes the cities of Fall River, New Bedford, the southeastern tip of East Taunton and nearby towns.

7. Do you want to stay in the SouthCoast area after graduating?

Yes, if a job is available I do _____

No, I do not want to stay in the SouthCoast _____

If no, why not?

8. What do you anticipate your starting salary will be when you get a job in your field after completing your degree?

Less than \$30,000 _____ \$30,000-\$50,000 _____ More than \$50,000 _____

SURVEY INSTRUMENT

8. What do you anticipate your starting salary will be when you get a job in your field after completing your degree?

Less than \$30,000 ____ \$30,000-\$50,000 ____ More than \$50,000 ____

9. When choosing a place of employment, how important are the following?

	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant
Attractive Benefits Package				
Emphasis on Ethical and Social Responsibility				
High Salary				
Job Satisfaction				
Length of Hiring Contract				
Flexible Work Options				
Healthy Work/Life Balance				
Opportunity for Upward Mobility				
Other , please specify:				

10. If you could choose any company to work for, who would it be and why?

Company: _____

Reason: _____

SURVEY INSTRUMENT

11. How concerned are you with the following current issues?

	Very Concerned	Somewhat Concerned	Not Concerned at All
The Economy			
The Job Market			
Healthcare			
The Environment			
Inequality			
Terrorism			
Student Debt			

12. Do you think your generation will have more, less, or the same opportunities as the generations before you?

More ____

Same Amount ____

Less ____

13. Do you think you will enjoy a lower, the same or a higher standard of living than your parents did when they were starting out?

Lower ____

Same ____

Higher ____

14. Do you plan to vote in the next Presidential Election?

Yes ____

No ____

Not Registered to Vote ____

As of today which candidate would you most likely consider voting for President?

SURVEY INSTRUMENT

15. Are you active on social networking sites on a daily basis?

Yes _____ No _____

If yes, which ones?

(Check as many as apply)

Facebook _____ Twitter _____ Instagram _____ Pinterest _____ Snapchat _____

16. Are you currently employed?

Yes _____ **If yes, are you employed?** Full-Time _____ or Part-Time _____

No _____ *(If no, please skip to question 18)*

17. How would you characterize your current employment?

(Please select only one)

A Career _____ A Stepping Stone to a Career _____ Just a Job to Get By _____

18. How much money do you have saved? \$ _____

19. Which of the following describes you?

Single _____ In a Relationship _____ Married _____

20. Do you have children?

Yes _____ No _____

SURVEY INSTRUMENT

21. What is your annual individual income?

Less than \$25,000 _____ \$25,000-\$49,999 _____ \$50,000-\$74,999 _____
\$75,000 or More _____ I Do not Have My Own Income _____

22. What best describes your living situation?

Own _____ Rent _____ Live On Campus _____ Live with Parents _____

23. What is your gender?

Male _____ Female _____

24. What is your age?

18-20 _____ 21-23 _____ 24-26 _____ 27-29 _____ 30 or Older _____

SIGNIFICANCE TEST

Test Statistics

	Q1: What type of degree are you currently working on?	Q2: What is your major/program of study?	Q3: Do you plan to attend graduate school?
Chi-Square	674.485 ^a	385.348 ^b	63.035 ^c
df	3	6	2
Asymp. Sig.	.000	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 99.0.

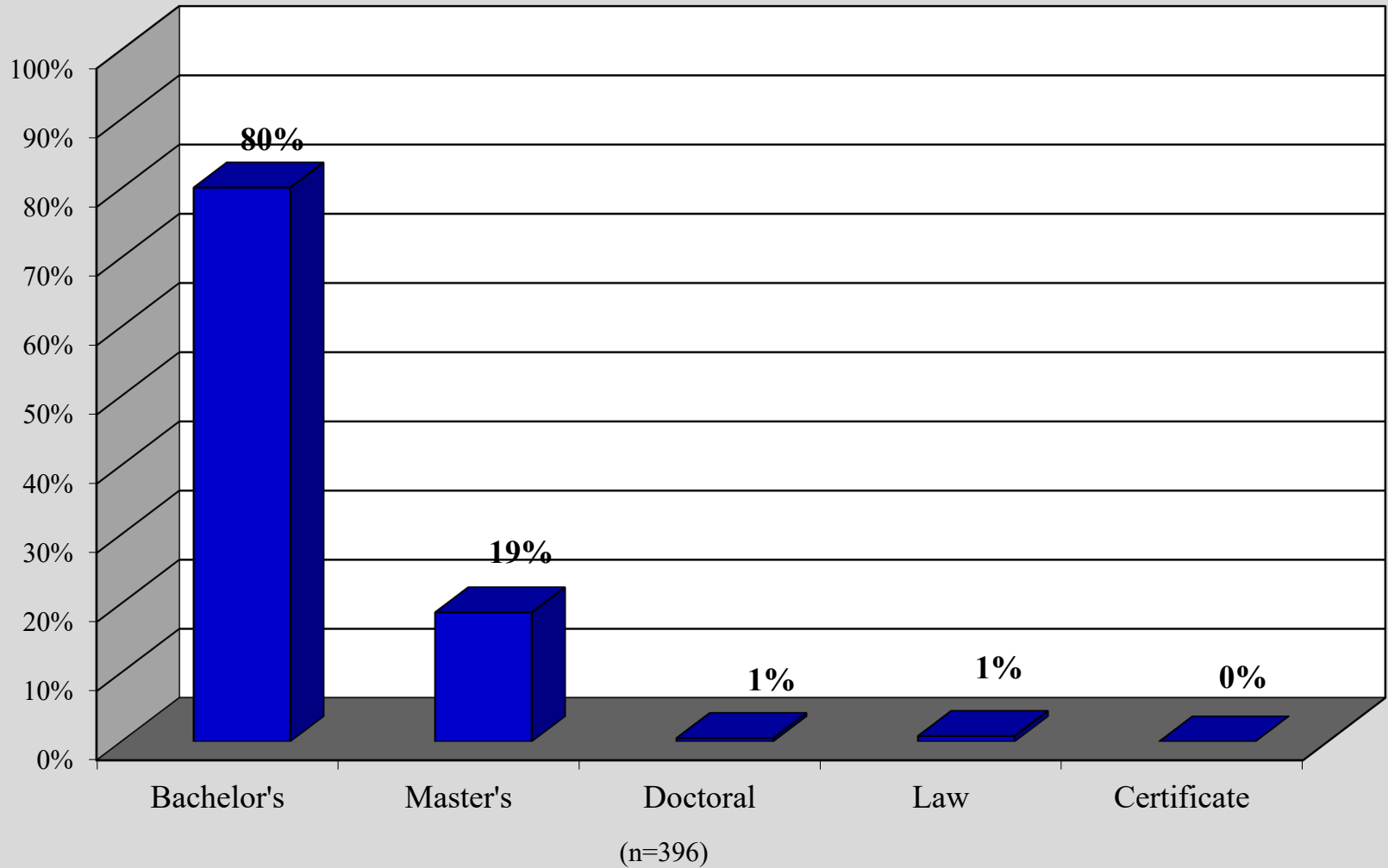
b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 56.6.

c. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 105.7.

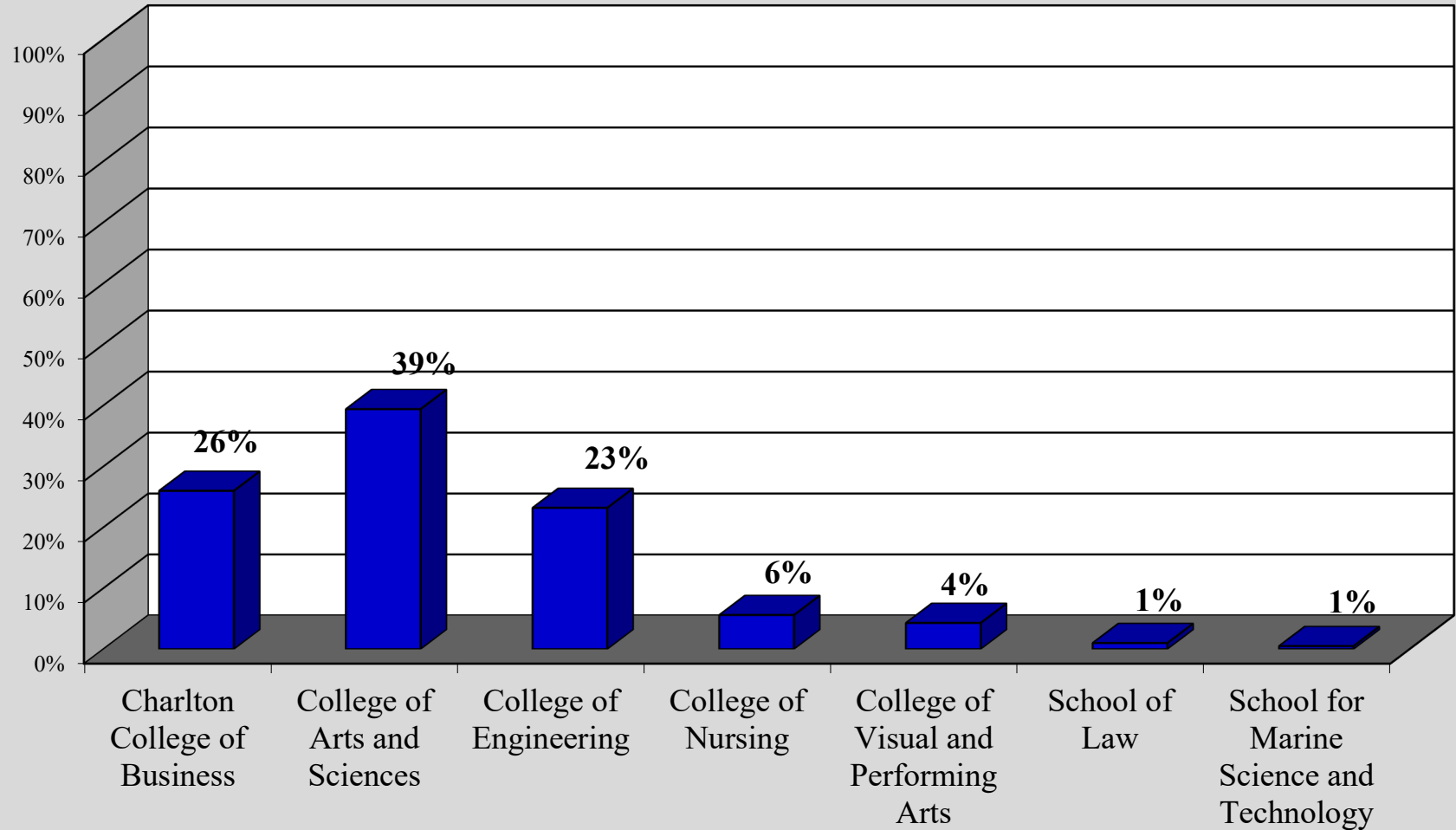
A Chi-Square test was performed on this data. The data in this study test significant at .000, which indicates the findings are statistically valid.

FINDINGS

Q1: What type of degree are you currently working on?

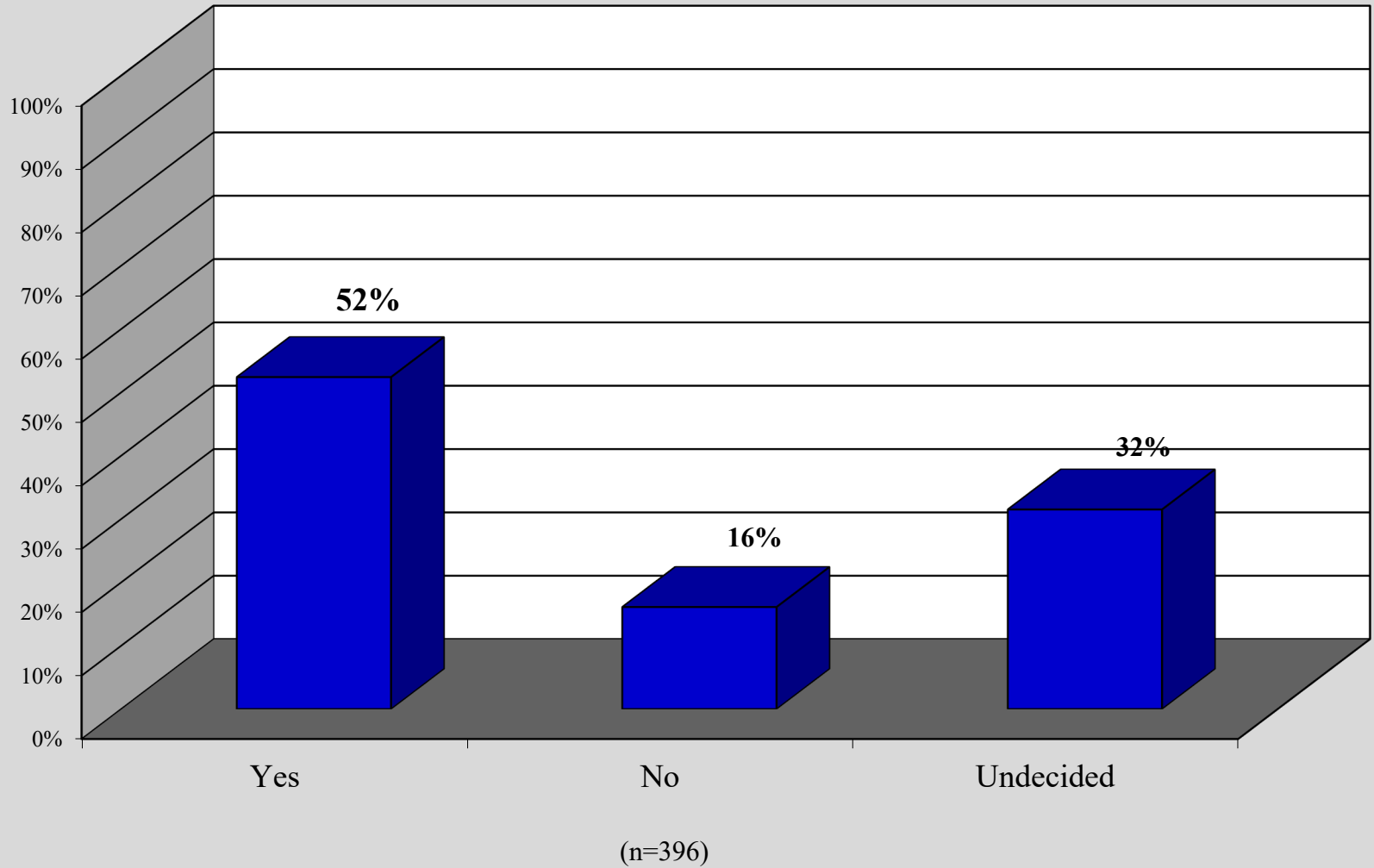


Q2: What is your major/program of study?

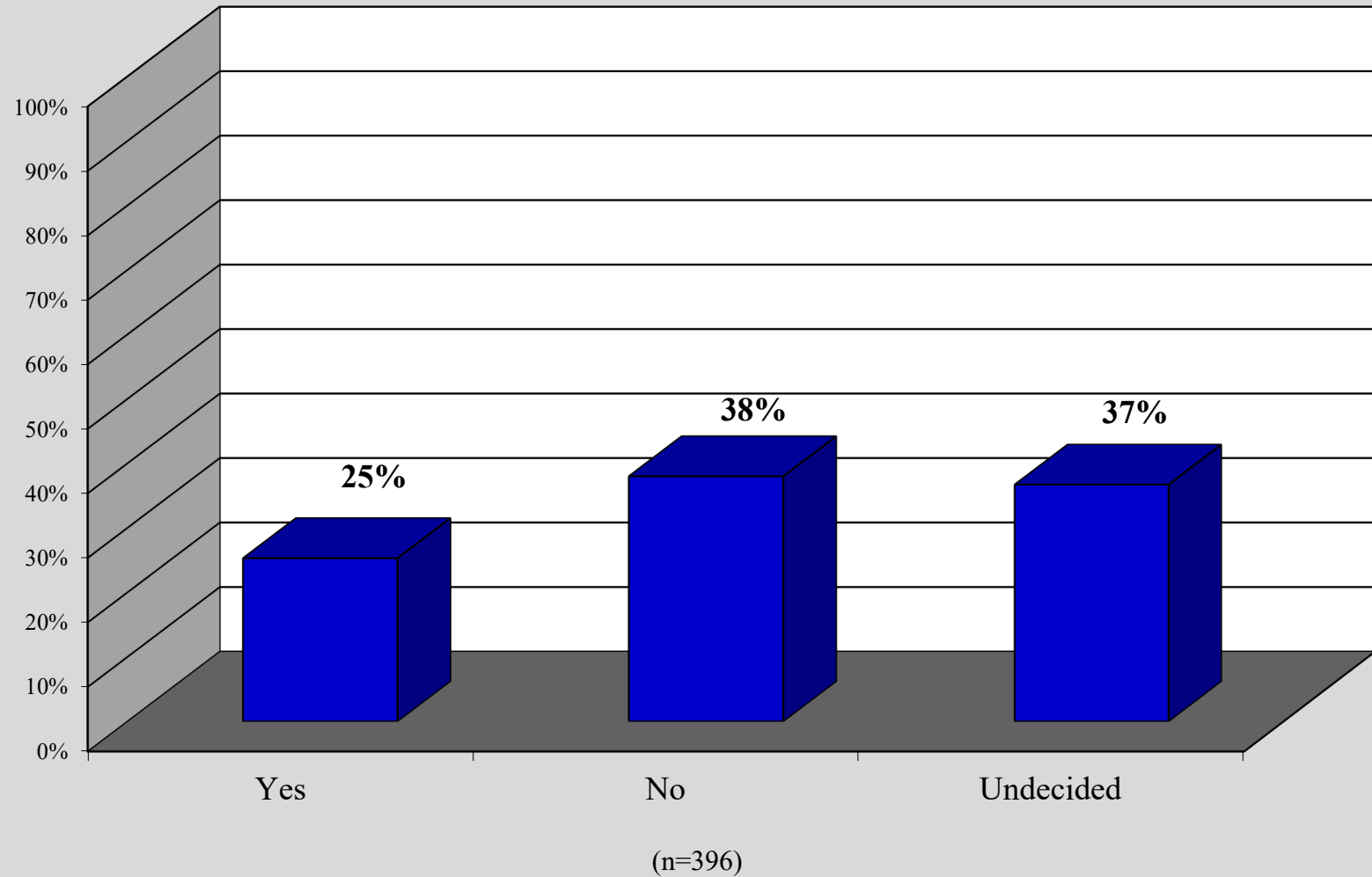


(n=396)

Q3: Do you plan to attend graduate school?



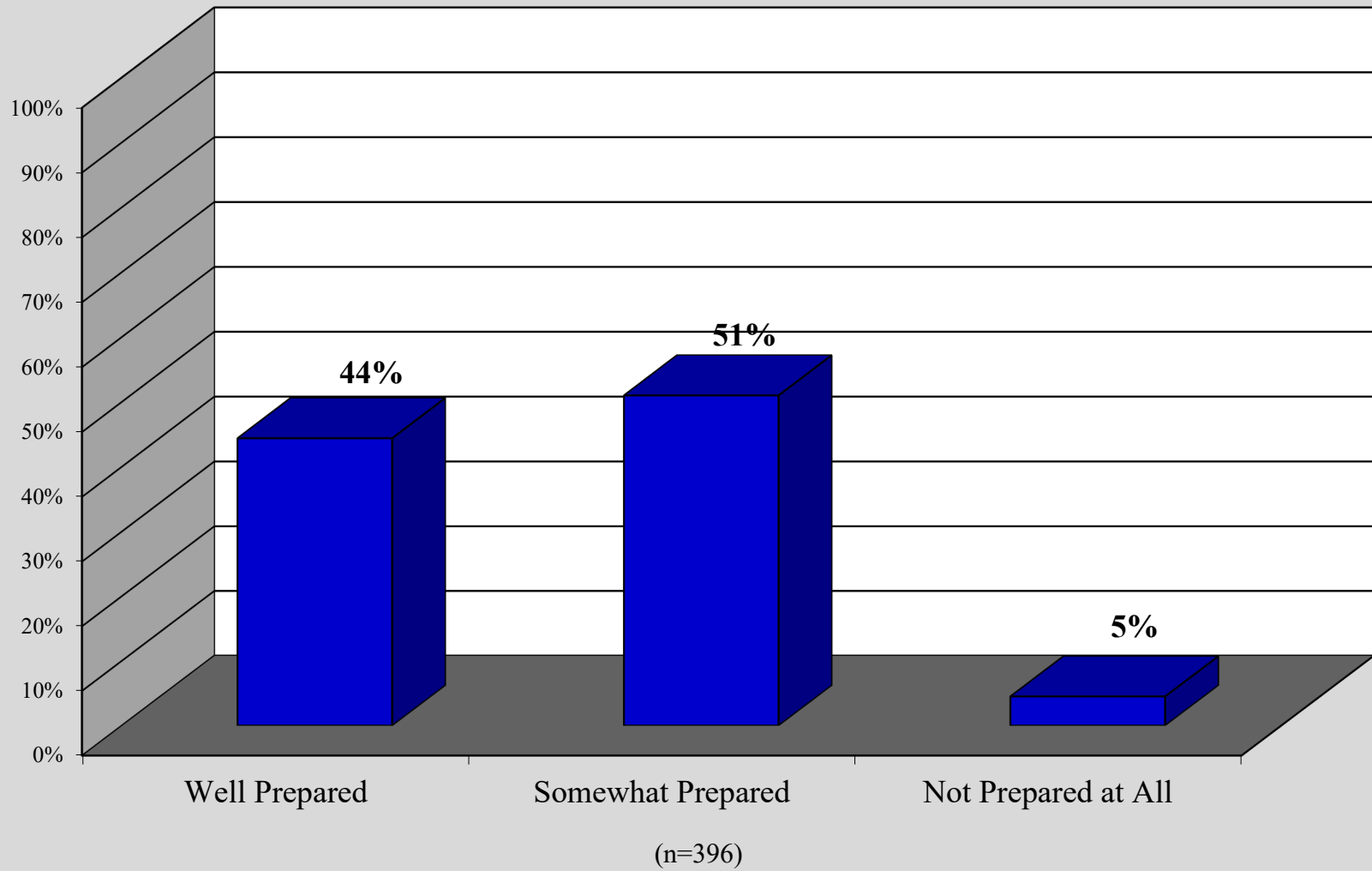
Q4: Do you plan to attend graduate school at UMass Dartmouth?



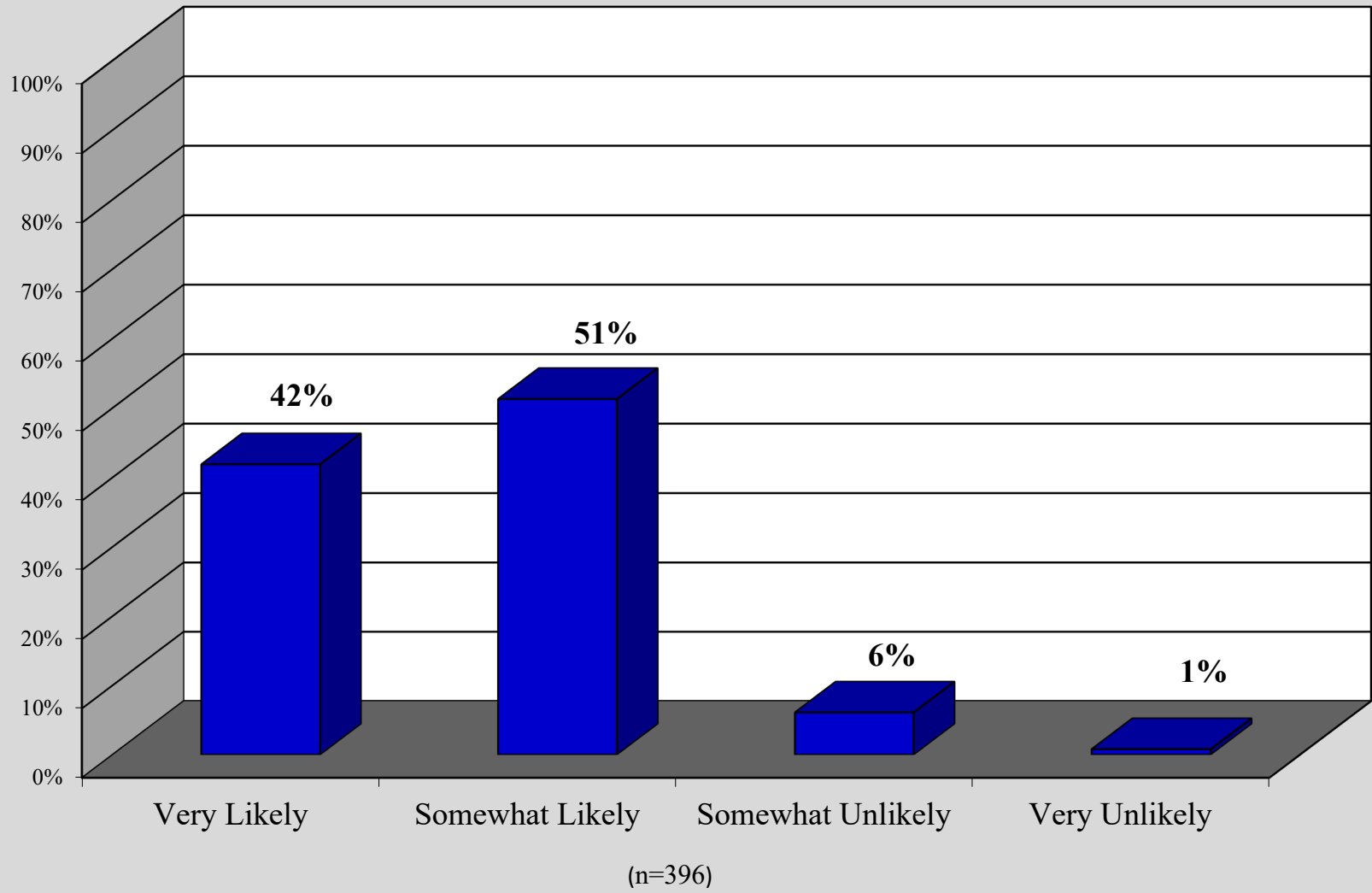
Q4: Do you plan to attend graduate school at UMass Dartmouth?
(If no, why not?)

Response	Frequency
Doesn't offer the program I want	14
I want to go to another country	6
I have chosen another University	5
I do not like the location	4
I am not interested in furthering my education	4
I want to go to Med School	4
I would like to attend a private university	2
I want to attend a better University	2
This school does not have a good reputation	2
I am looking for a more renowned business school	2
I need a change	1
There are better programs elsewhere	1
I want to experience a more technical school	1
Other schools look better on resume	1
The graduate programs are subpar	1
They don't have a strong civil engineering graduate program	1
I would like to go to a bigger school for more exposure to research challenges and extra-curricular activities	1

Q5: How well do you think your academic program will prepare you for a job in your field?



Q6: How likely do you feel you will be able to find a job in your field after graduation?

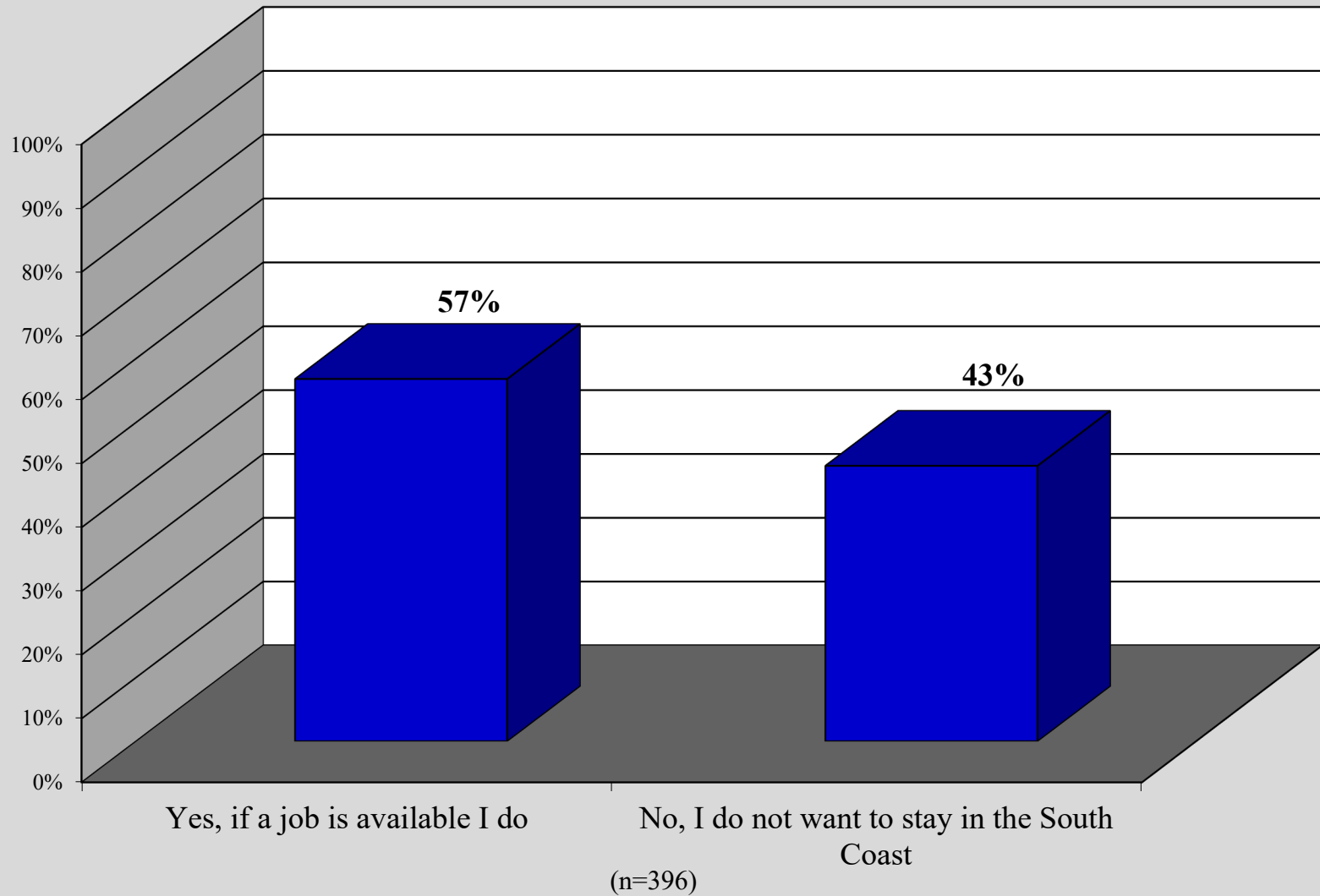


Q6: How likely do you feel you will be able to find a job in your field after graduation?

(If somewhat unlikely or very unlikely, why?)

Response	Frequency
The job market in my field is saturated/no jobs	5
Because I am an International student	4
I dislike my major/field	3
I don't have enough experience	3
I haven't learned enough	3
The school doesn't have a good ranking	2
Social work field varies from degree obtained	1
Depending if I am prepared for MTELS	1
The field of crime and justice is difficult	1
I do not plan to use my degree in the future	1
Music is not the most appreciated major/field	1
I am not famous enough	1
There is barely any help for getting internships. There is lack of motivation from staff. There is more discouragement than motivation to succeed after college.	1

Q7: Do you want to stay in the SouthCoast area after graduating?



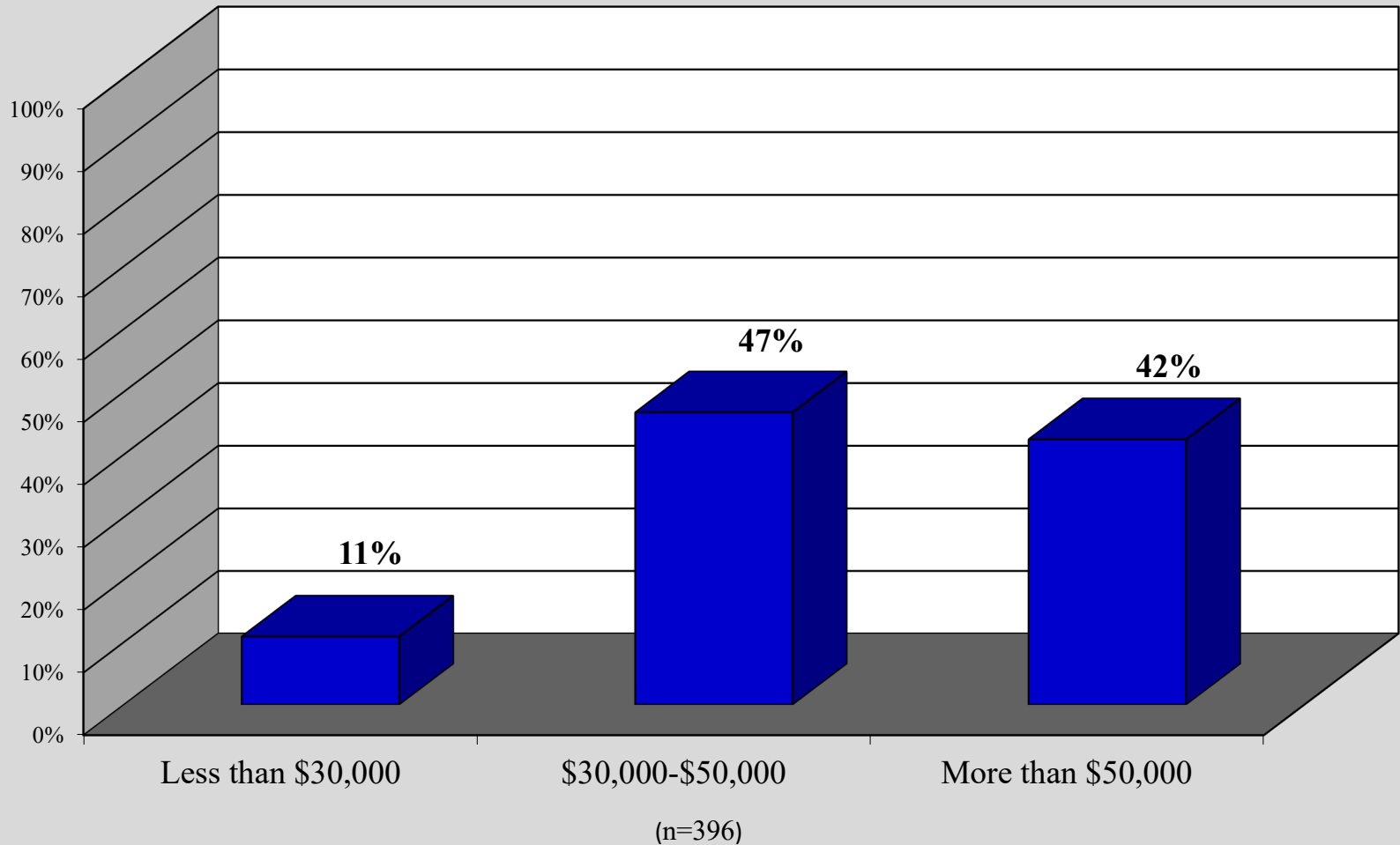
Q7: Do you want to stay in the SouthCoast area after graduating?
(If no, why not?)

Response	Frequency
I want to move to Boston	24
There are no job opportunities here	23
I am not from here/I want to move home	22
I don't like the cold weather	14
I am going back to my country	11
I want to move to a bigger city	9
I don't like it here	7
I want to move	7
I want to explore other areas	5
I want to move to another country	4
I want to travel	4
I don't like cities	3
It is not a good city	3
I want to move to the West Coast	3
The cost of living is too high	2
I want to be close to family	2
I am unsure/undecided	2

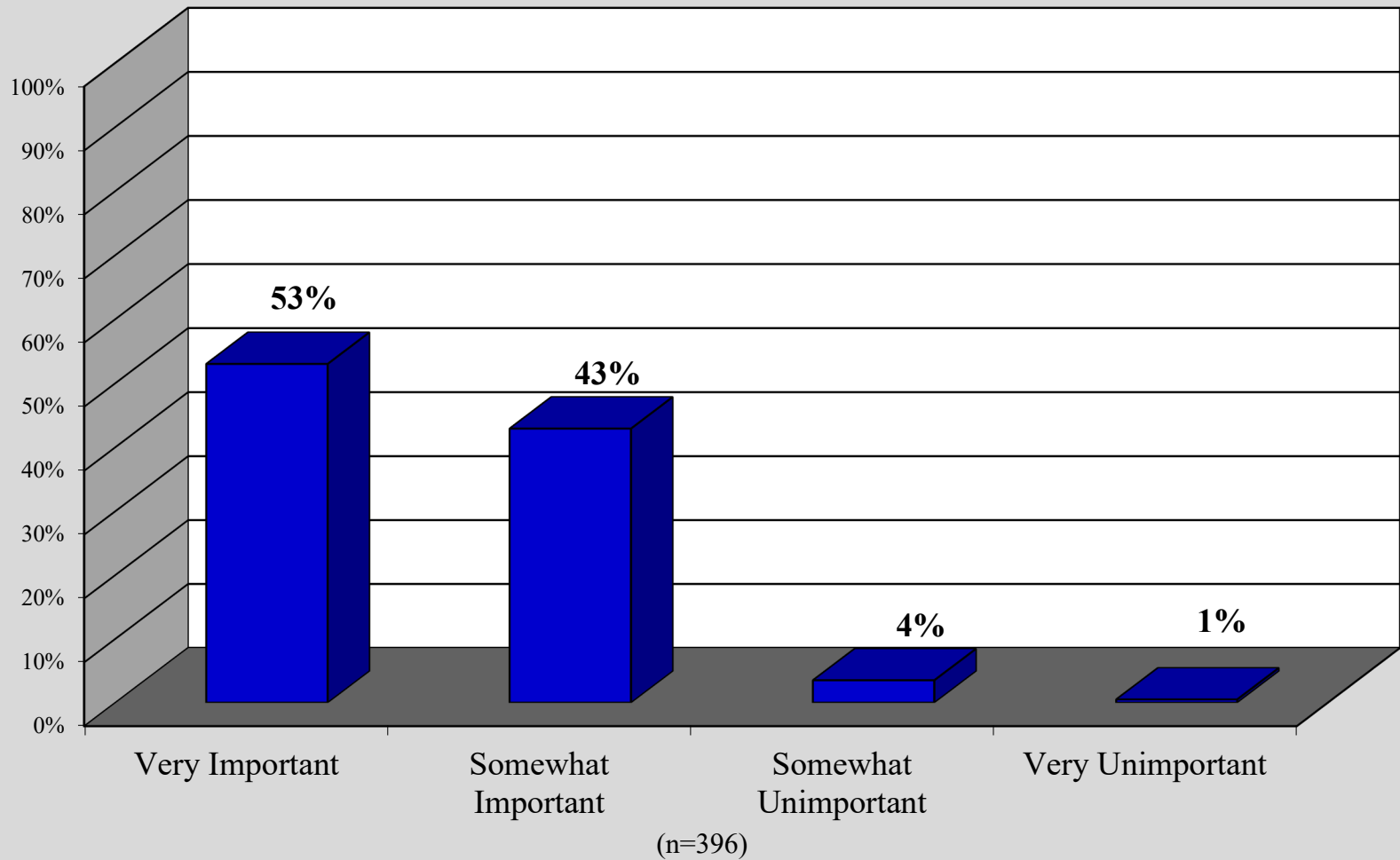
Q7: Do you want to stay in the SouthCoast area after graduating?
(If no, why not?)

Response	Frequency
It is boring	1
I like the East Coast	1
I like New England as a whole	1
I like the Northern states better	1
I want to be the CEO of a company in California	1
I would like to live outside New England as an Engineer	1
I would rather expand	1
I am in the Military and will be stationed elsewhere	1
I am moving for grad school	1
There are no art galleries	1
It is not a friendly environment	1
I am not interested	1
It is not where I want to be	1
Personal Reasons	1
There is no transportation	1
I want different scenery	1

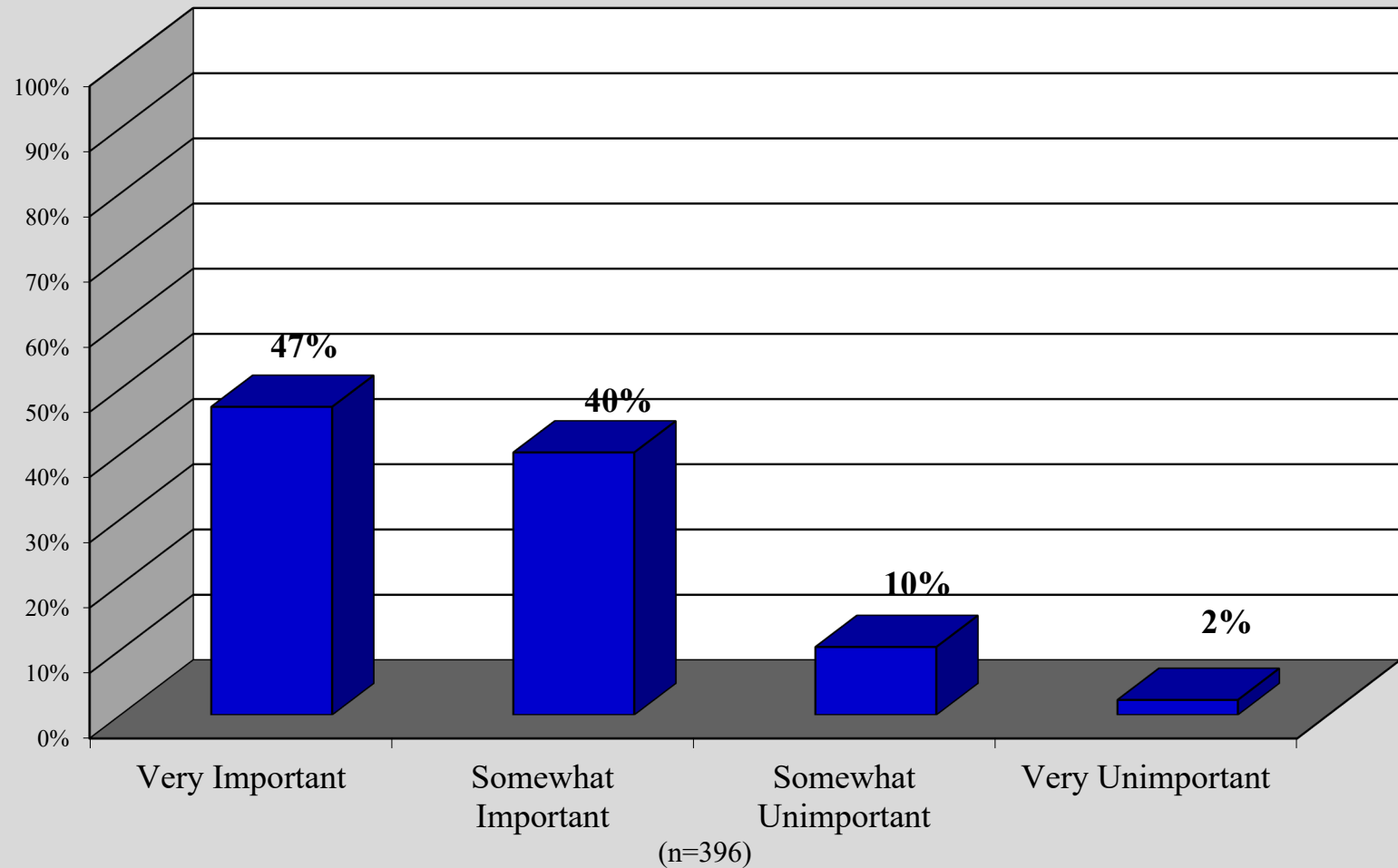
Q8: What do you anticipate your starting salary will be when you get a job in your field after completing your degree?



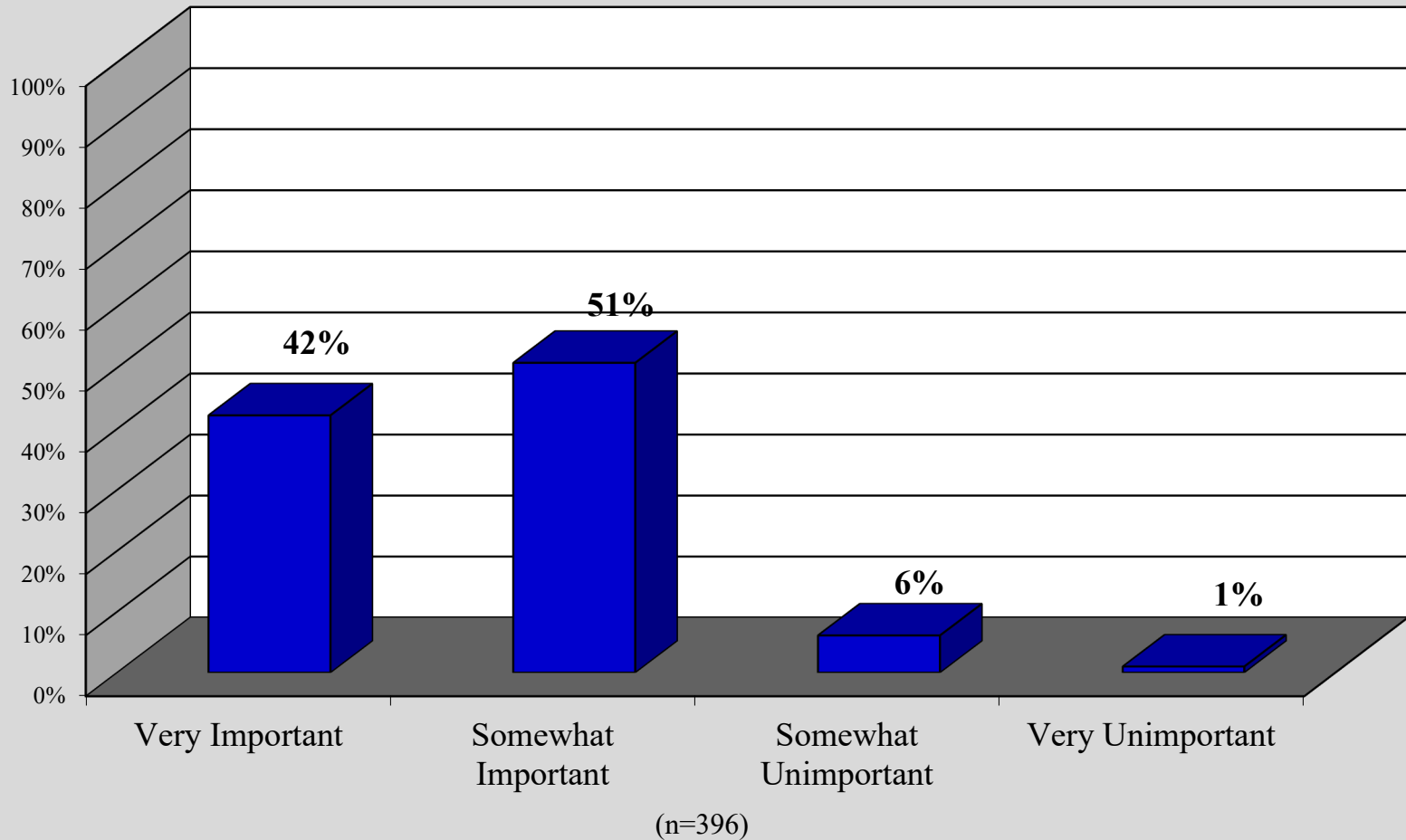
Q9: When choosing a place of employment, how important are the following?
(Attractive Benefits Package)



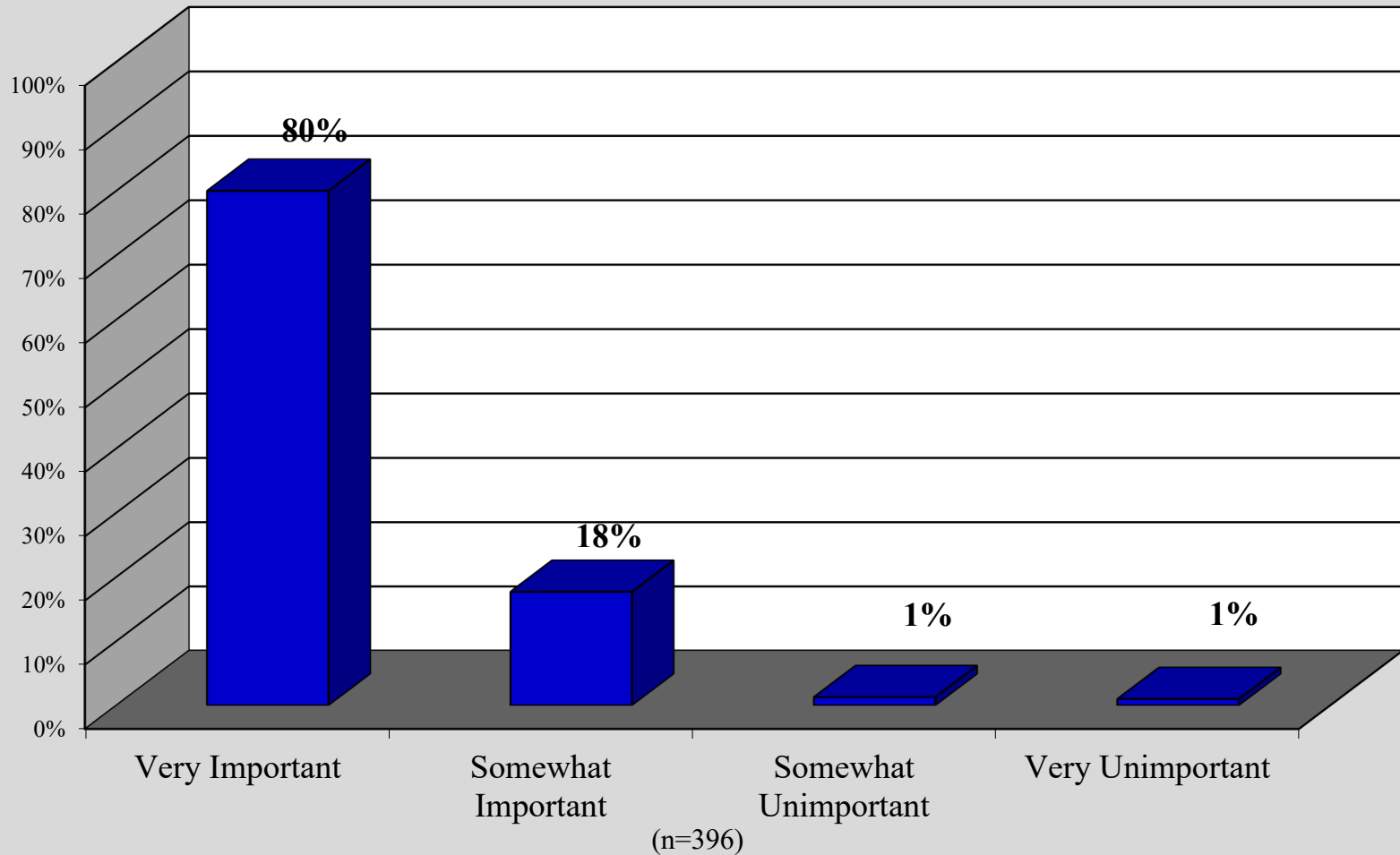
Q9: When choosing a place of employment, how important are the following?
(Emphasis on Ethical and Social Responsibility)



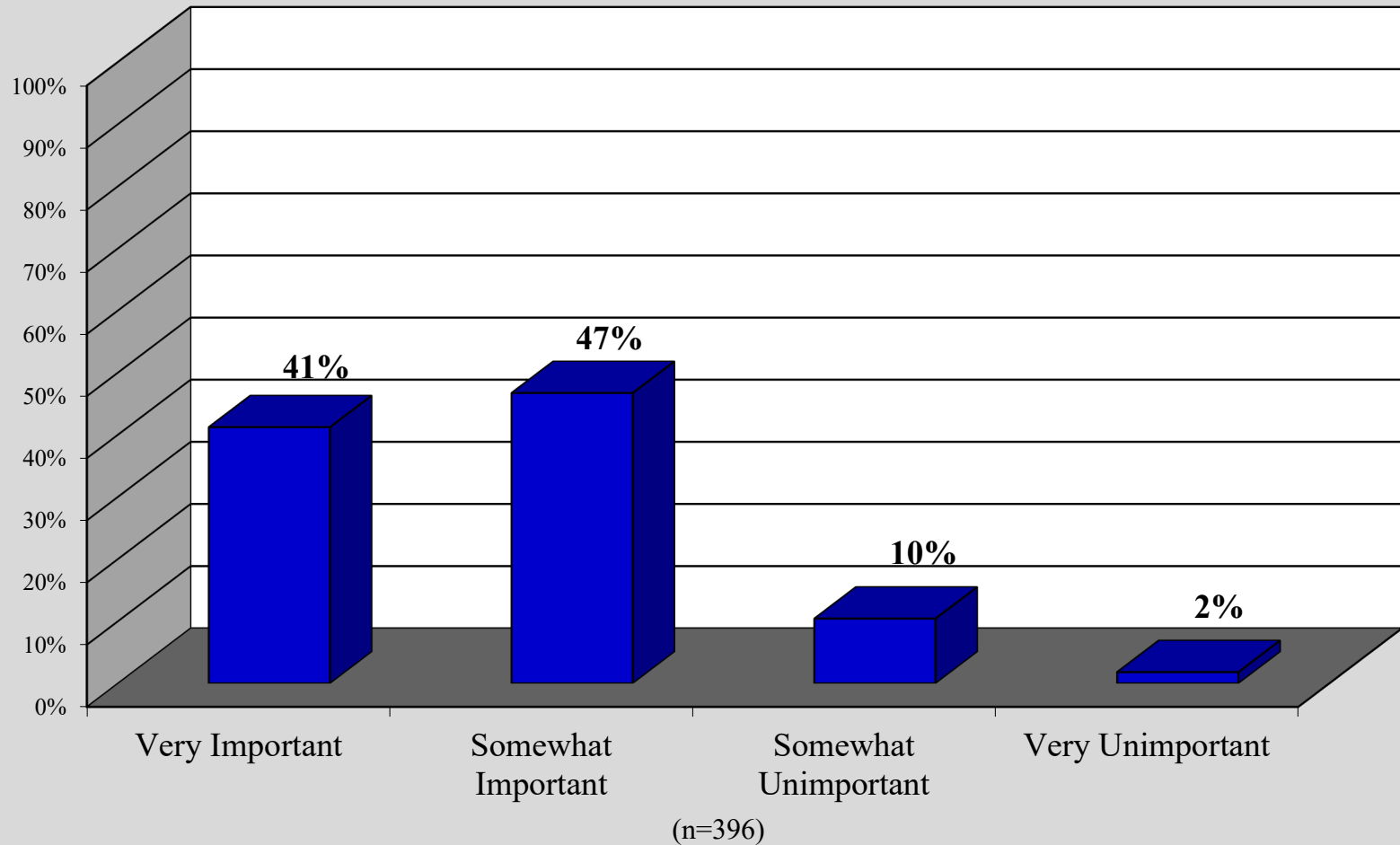
**Q9: When choosing a place of employment, how important are the following?
(High Salary)**



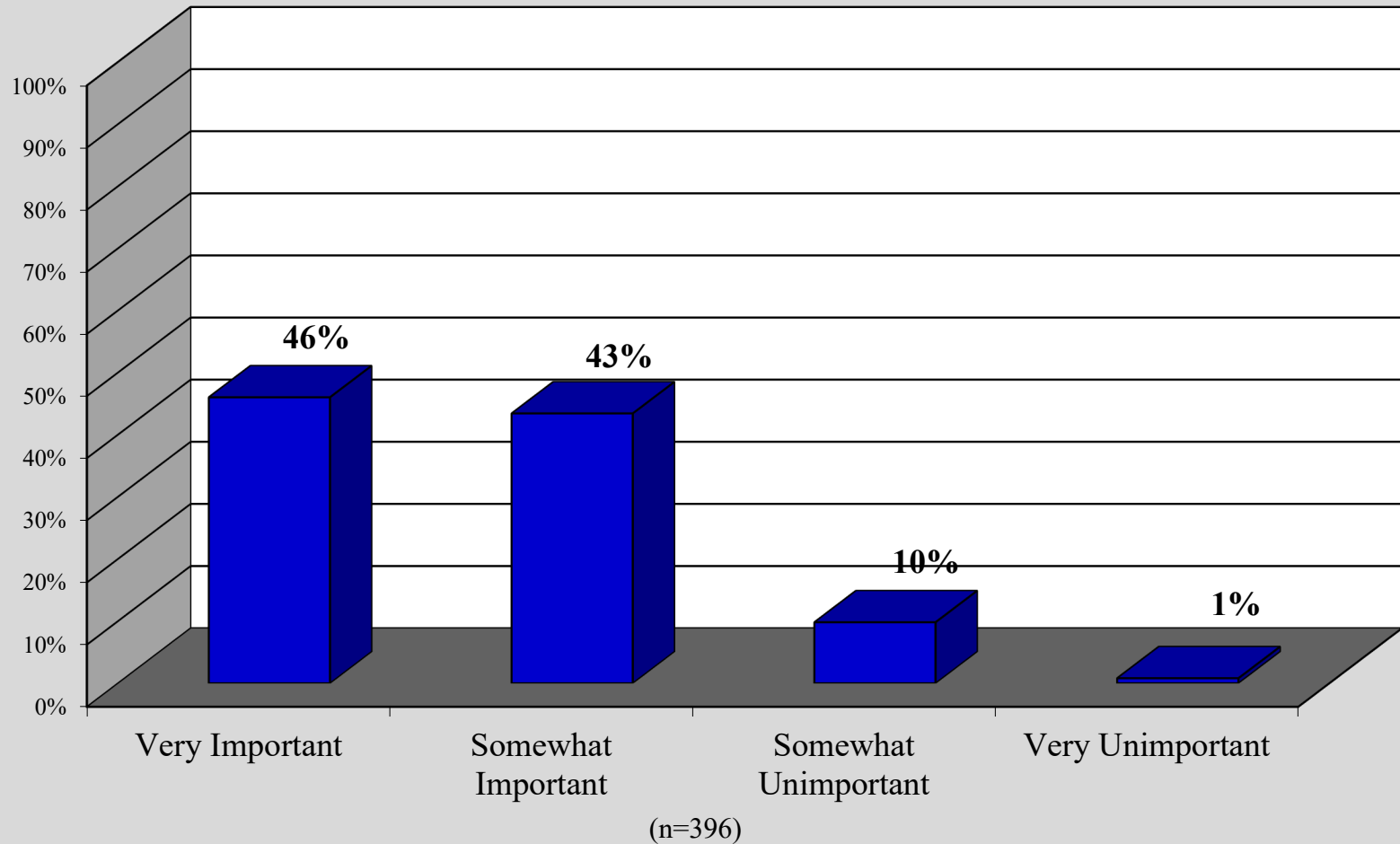
**Q9: When choosing a place of employment, how important are the following?
(Job Satisfaction)**



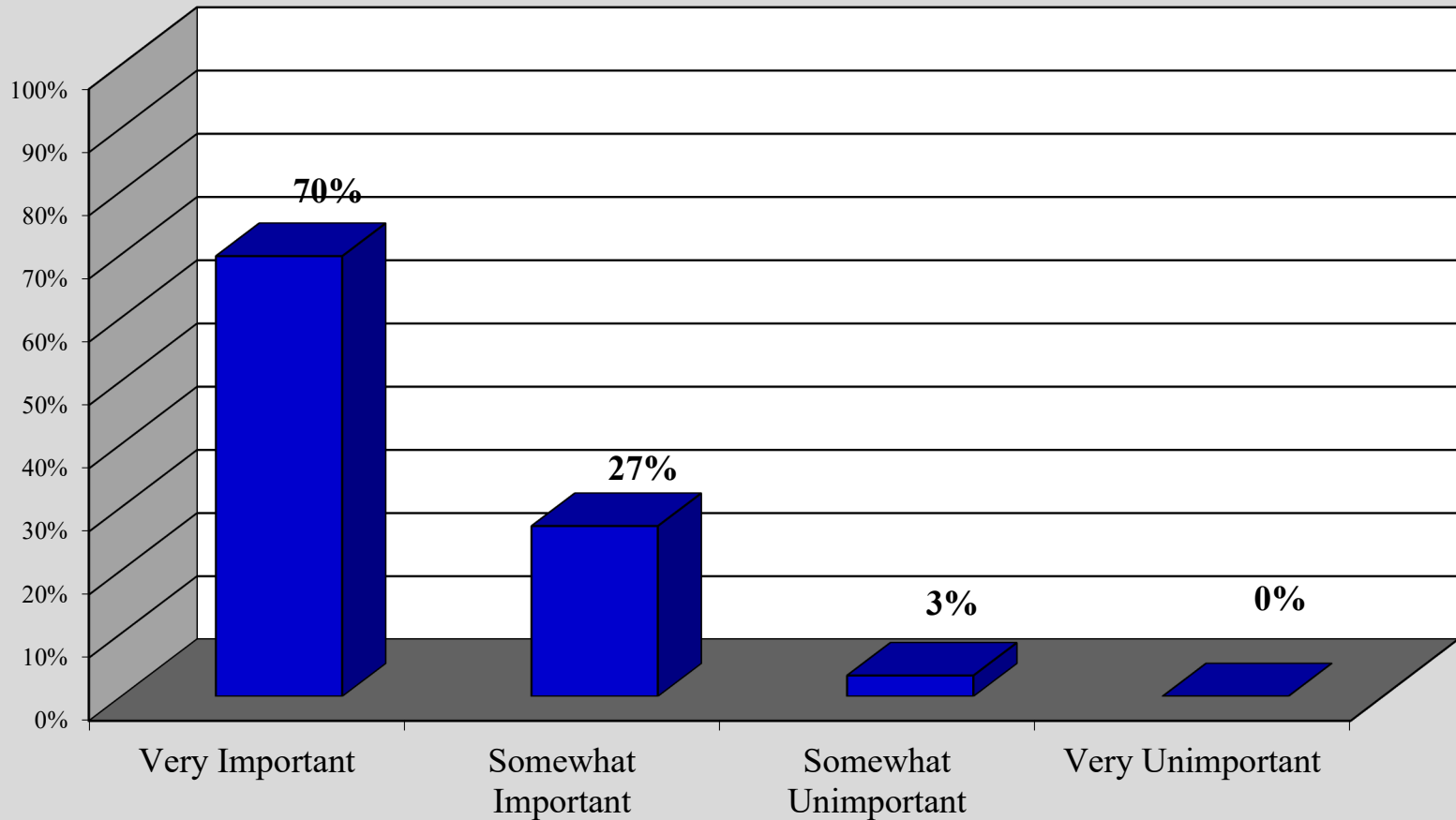
Q9: When choosing a place of employment, how important are the following?
(Length of Hiring Contract)



Q9: When choosing a place of employment, how important are the following?
(Flexible Work Options)

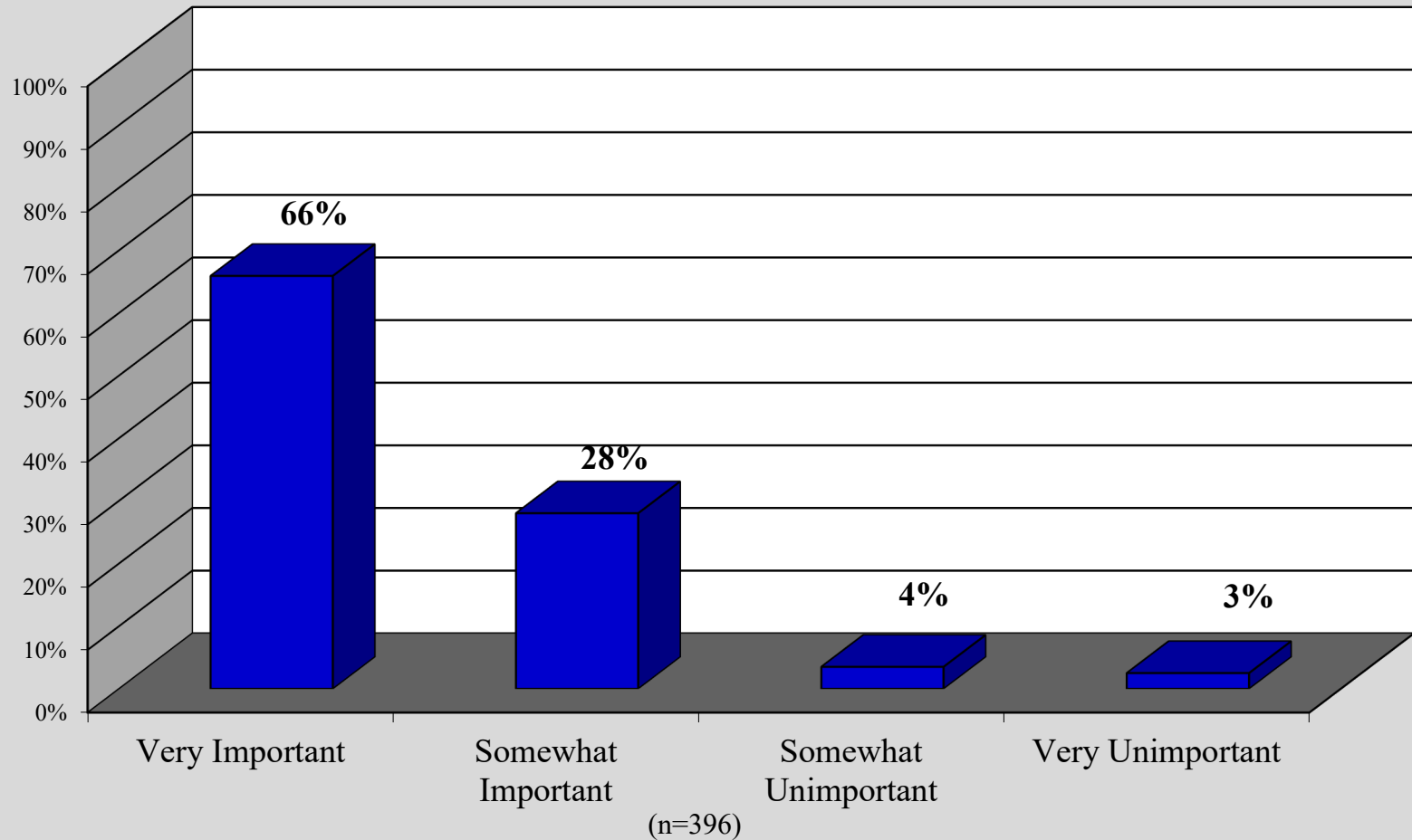


Q9: When choosing a place of employment, how important are the following?
(Healthy Work/Life Balance)

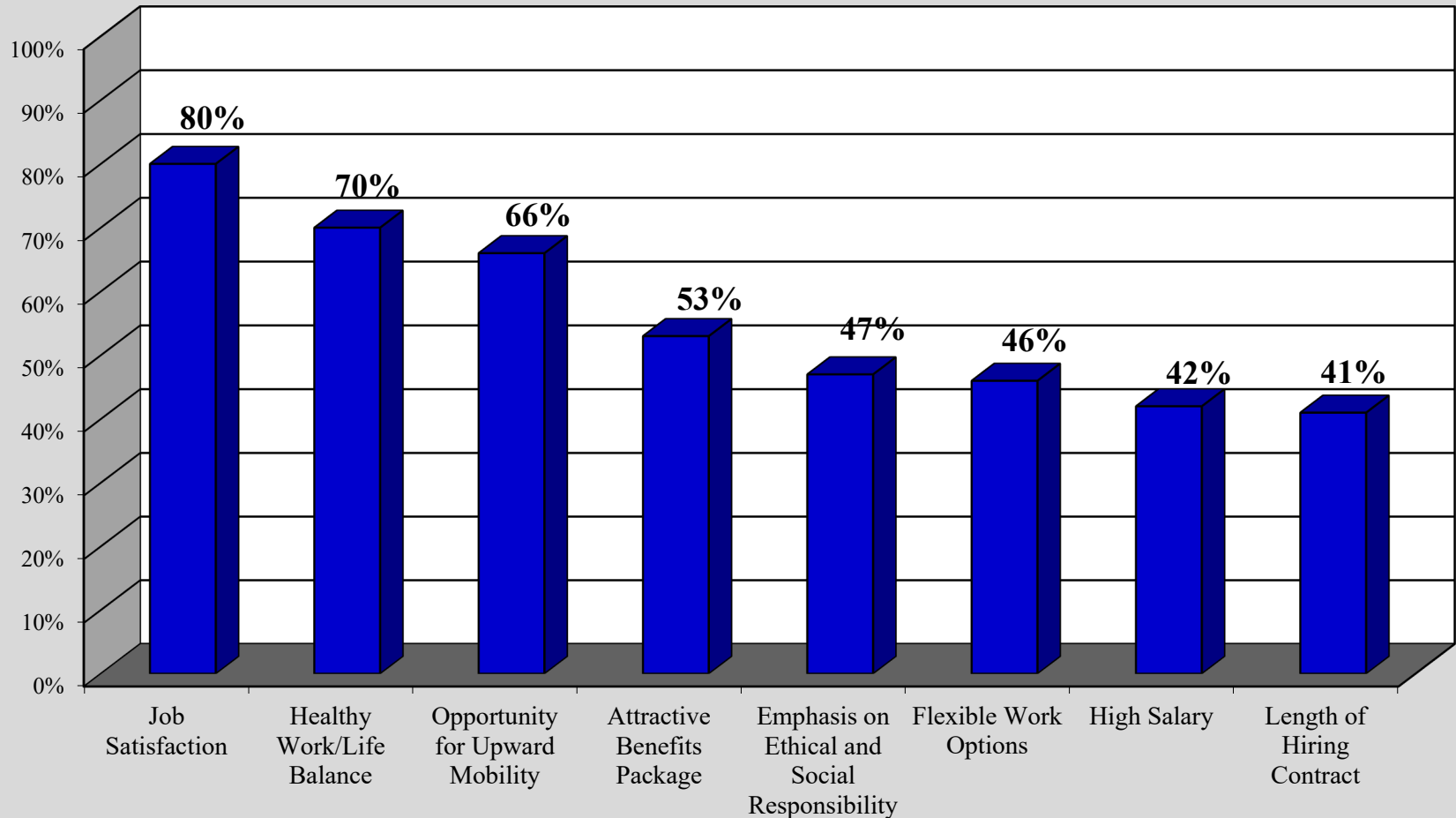


(n=396)

Q9: When choosing a place of employment, how important are the following?
(Opportunity for Upward Mobility)



Q9: When choosing a place of employment, how important are the following?
(% Very Important)



(n=396)

Q9: When choosing a place of employment, how important are the following?

(Other, please specify)

As Stated by Respondent:

- H1B (Visa) filing for international students
- Helping others
- Whether or not it is located in Canada
- Prestige
- Size of the company

Q10: If you could choose any company to work for, who would it be and why?

(Company)

Response	Frequency
Google	37
Mass General Hospital	11
Apple	9
Facebook	8
I want to work for myself	6
State/Federal Government	6
A police department	6
A big 4 company	5
Disney	4
FBI	4
General Electric	4
J.P. Morgan	4
Microsoft	4
Amazon	4
SouthCoast Health System	4
Boston Children's Hospital	3
General Dynamics	3

Q10: If you could choose any company to work for, who would it be and why?

(Company)

Response	Frequency
PWC	3
Raytheon	3
Department of Social Services	3
A Law Firm	3
Tesla	3
UMASS Memorial	3
A University	3
Blizzard Entertainment	3
Boston Medical Center	2
Chevrolet	2
Ernst & Young	2
Nike	2
A Pharmaceutical Company	2
Public Schools	2
The District Attorney	2
An accounting firm	2
The healthcare industry	2

Q10: If you could choose any company to work for, who would it be and why?
(Company)

Response	Frequency
Research	2
Tufts Medical Center	2
Vogue Magazine	2
Publishing	2
Johnson & Johnson	2
Alibaba	2
Adidas	1
Adult Swim	1
American Association of Blood Banking	1
Armaco Company	1
ASPCA	1
Aureus Medical Group	1
BAE Systems	1
Barnraisers Group LLC	1
Beth Israel Deaconess Medical Center	1
Biogen	1
Biotech	1
Bishop Stang	1

Q10: If you could choose any company to work for, who would it be and why?
(Company)

Response	Frequency
Blum Shapiro	1
Boston Celtics	1
Boston Red Sox	1
Boston Dynamics	1
Bowtech	1
Bradley Hospital	1
Brigham & Women's Hospital	1
Center for Disease Control	1
Chanel	1
Christeins	1
Citibank	1
Coca-Cola	1
Colour Pop	1
Consulting Companies	1
Converse	1
CPU	1
Cummings	1
Dartmouth Public Schools	1

Q10: If you could choose any company to work for, who would it be and why?

(Company)

Response	Frequency
Dellwire	1
Dow Chemicals	1
Ducati	1
Dunkin' Donuts	1
Dyson	1
E-Clinical Works	1
EF Tours	1
Enterprise	1
Fiskars	1
Florida Hospital for Children	1
Ford	1
General Motors	1
GI Group	1
Goldman Sachs	1
Habib Rafique	1
Hewlitt Packard	1
Hubspot	1

Q10: If you could choose any company to work for, who would it be and why?

(Company)

Response	Frequency
IBM	1
Infosys	1
Instagram	1
IRS	1
Interpol	1
Jacob's Engineering	1
JC Penney	1
Justice Resource Institute	1
Kraft Sports Group	1
Kuka Robotics	1
Lab Zero	1
Lifecare	1
Lynch	1
McKinsey & Co	1
Mercedes Benz	1
Milford Regional	1
MITRE Corporation	1

Q10: If you could choose any company to work for, who would it be and why?
(Company)

Response	Frequency
Major League Baseball	1
NAING Group	1
NASA	1
NSA	1
Netflix	1
Newick	1
Northwestern Mutual	1
Penguin Records	1
Pentagram	1
Pixar	1
Prestige Worldwide	1
PWL	1
Reebok	1
Rhode Island School of Design	1
St. Anne's Hospital	1
Sanofi Genzyme	1
Shawsheen Technical High School	1

Q10: If you could choose any company to work for, who would it be and why?
(Company)

Response	Frequency
Sigma Aldrich	1
Sony	1
State Street	1
Stewart Healthcare	1
Sungevity	1
T-Mobile	1
Tetra Tech	1
The Birthing Place	1
Twitter	1
UNICEF	1
United Nations Security Council	1
U-Squirrel	1
VA Medical	1
V-Moda Headphones	1
Walter & Shuffain, P.C.	1
Warby Parker	1
Waters	1

Q10: If you could choose any company to work for, who would it be and why?
(Company)

Response	Frequency
Whole Foods	1
World Bank	1
World Wildlife Fund	1

Q10: If you could choose any company to work for, who would it be and why?
(Reason)

Response	Frequency
Relates to my major/field of study	46
I enjoy their product/service	24
Good salary/benefits package	16
Good work environment	15
Good company	15
Reputable Hospital	14
Prestigious/Good Reputation/Best in field	12
To help others/serve the community	9
Dream job/company	8
Good opportunities	8
Close to my home/school	7
I already work/intern there	7
It is the best for my field of study	6
Interesting	6
It's my passion/goal	6
There are many research opportunities	4
Good location	4

Q10: If you could choose any company to work for, who would it be and why?
(Reason)

Response	Frequency
Job security	4
Travel Opportunities	4
International	5
Good for my career/learning more	3
I believe in them/admire them	3
I know someone that works there	3
They are innovative	3
I would like working there	3
There is a strong focus on technology	3
It would be a good experience	2
It seems fun	2
Alumni	2
I can be my own boss	2
Suitable	2
Upward Mobility	2
There are great people there	2
I want to work with their leaders	2

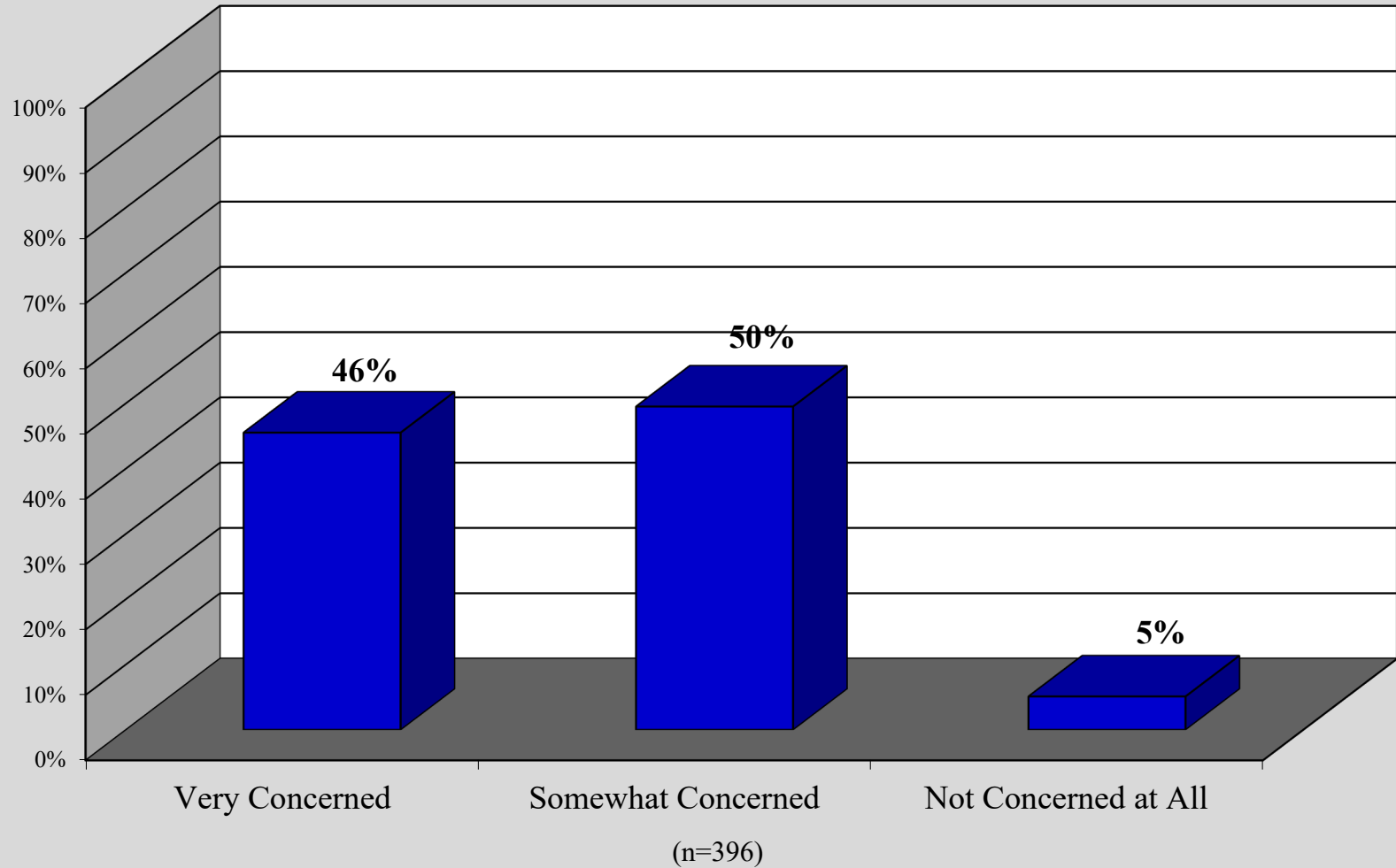
Q10: If you could choose any company to work for, who would it be and why?
(Reason)

Response	Frequency
They are a small business	2
Availability of careers	1
Biggest construction company in Pakistan	1
Citibank has good service and feels safer than other banks	1
Concept Art for video games	1
Creative and High Reward	1
Employees have good things to say	1
Enjoy life and work	1
Exciting experiences	1
Fast paced, in the city	1
Flexible work time and place	1
Huge growing company/family ties within games division	1
I am inspired by their designs and quality	1
I feel like I can run my own office efficiently	1
I have not put much thought into it	1

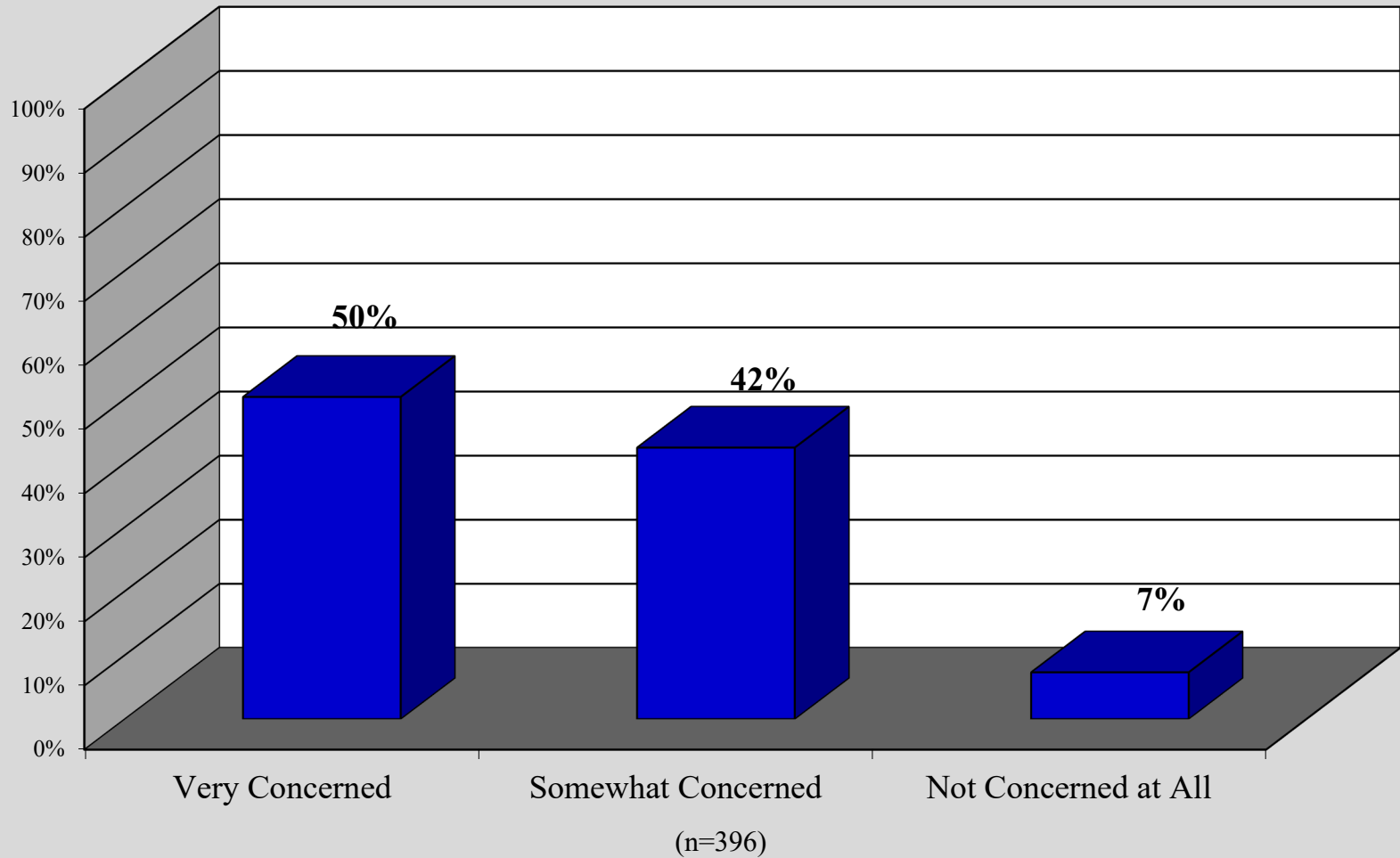
Q10: If you could choose any company to work for, who would it be and why?
(Reason)

Response	Frequency
Job I want, Can transfer easily to different jobs	1
My own company	1
Projects (wide scale)	1
Solar/going green is my thing	1
Sponsorship	1
That is the best option for me	1
That's the only company I would work for	1
They are a well rounded company	1
They fit the definition of the intended career I would like	1
They focus on things I am very interested in pursuing	1
They make magic	1
Very successful indie company	1
Wide span of labs (options)	1
Work for future	1
No Response	1

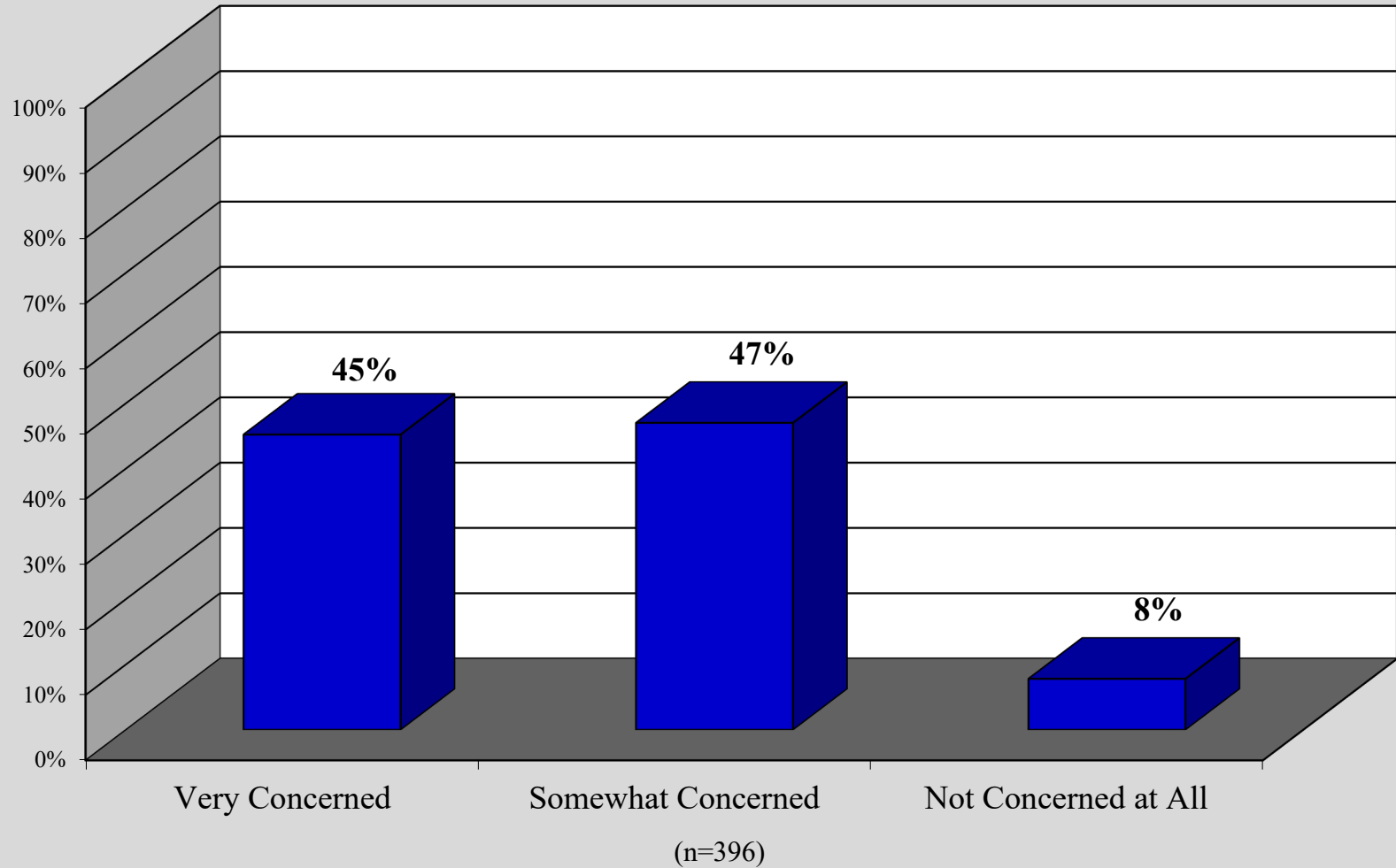
Q11: How concerned are you with the following current issues?
(The Economy)



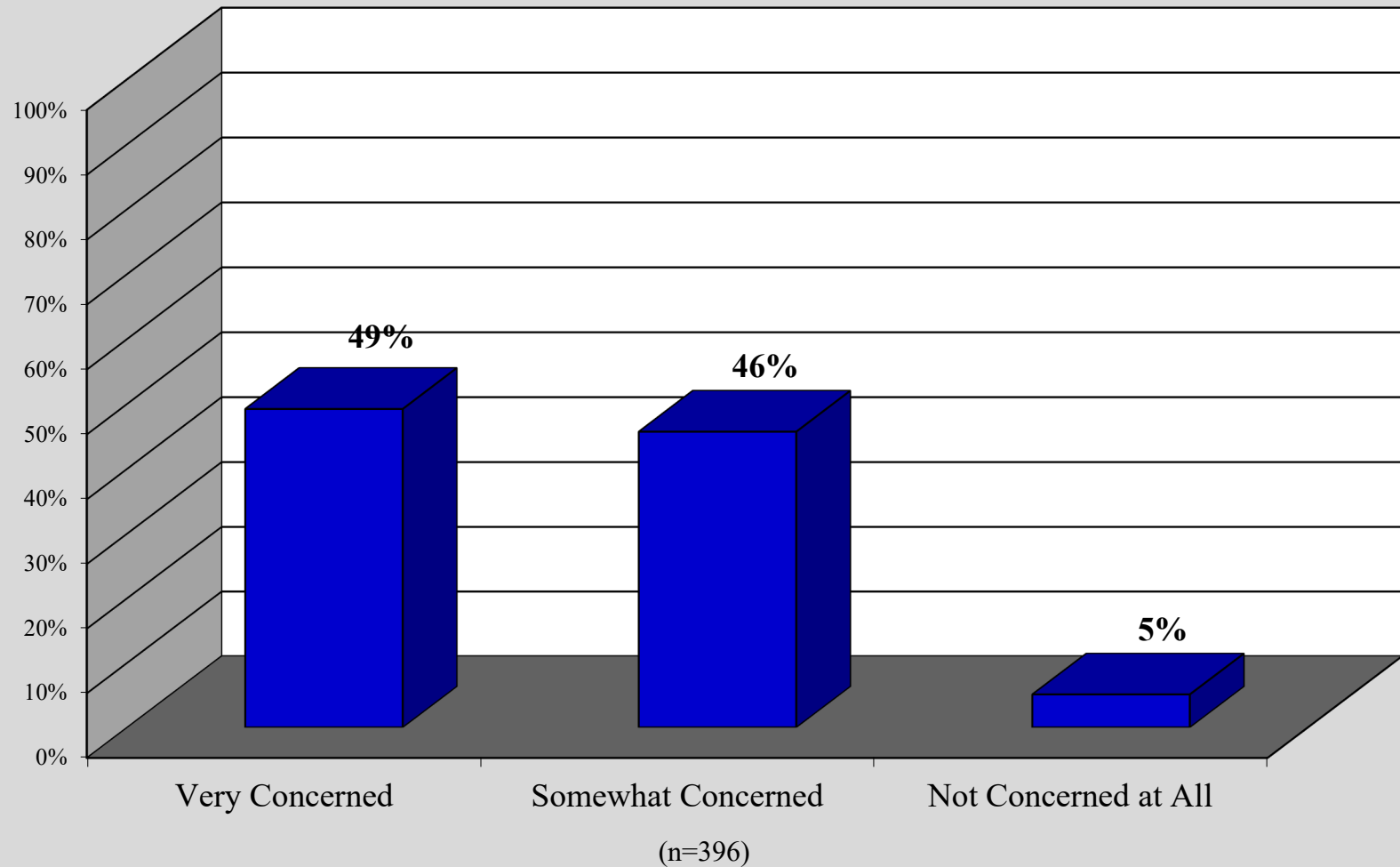
Q11: How concerned are you with the following current issues?
(The Job Market)



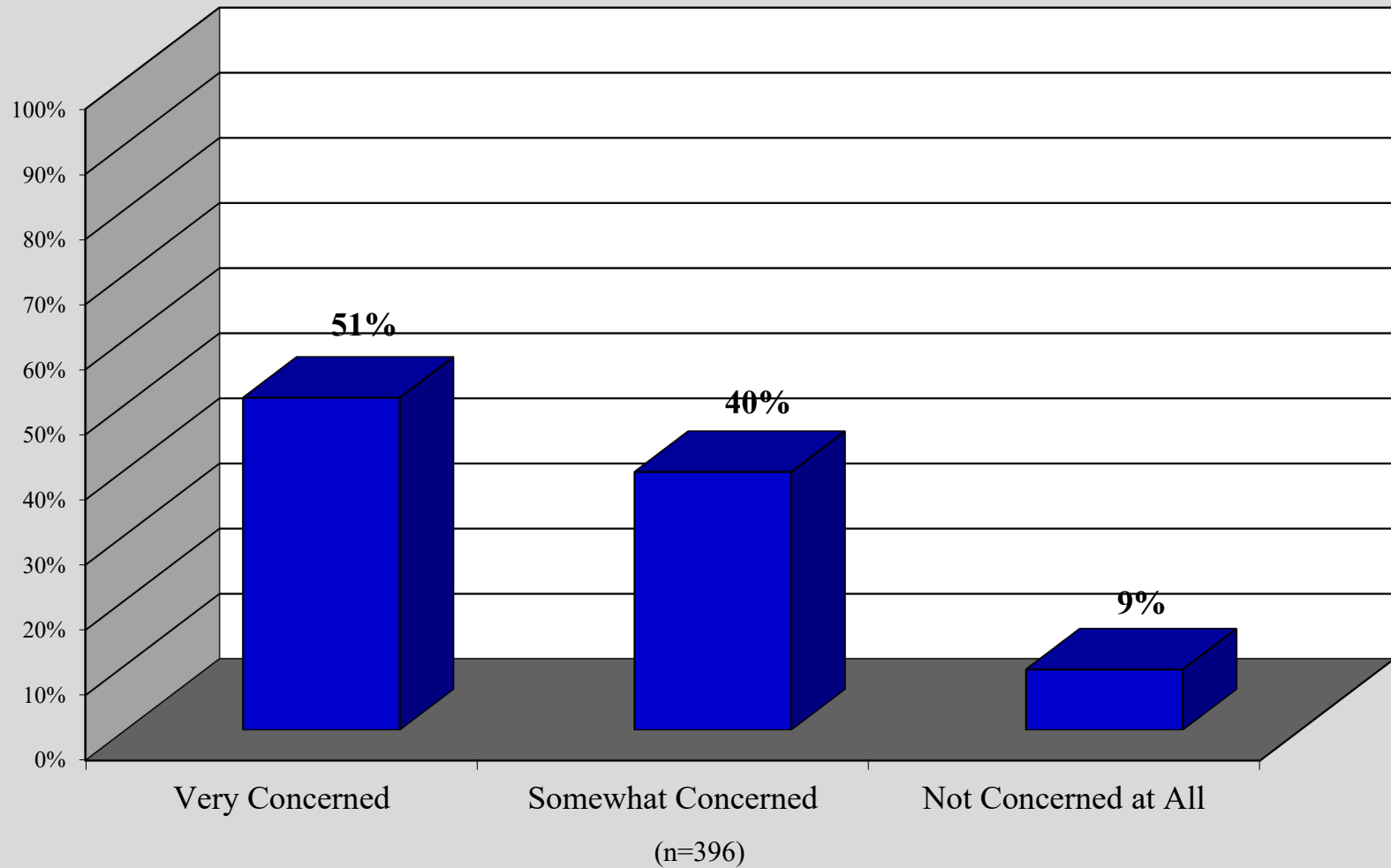
Q11: How concerned are you with the following current issues?
(Healthcare)



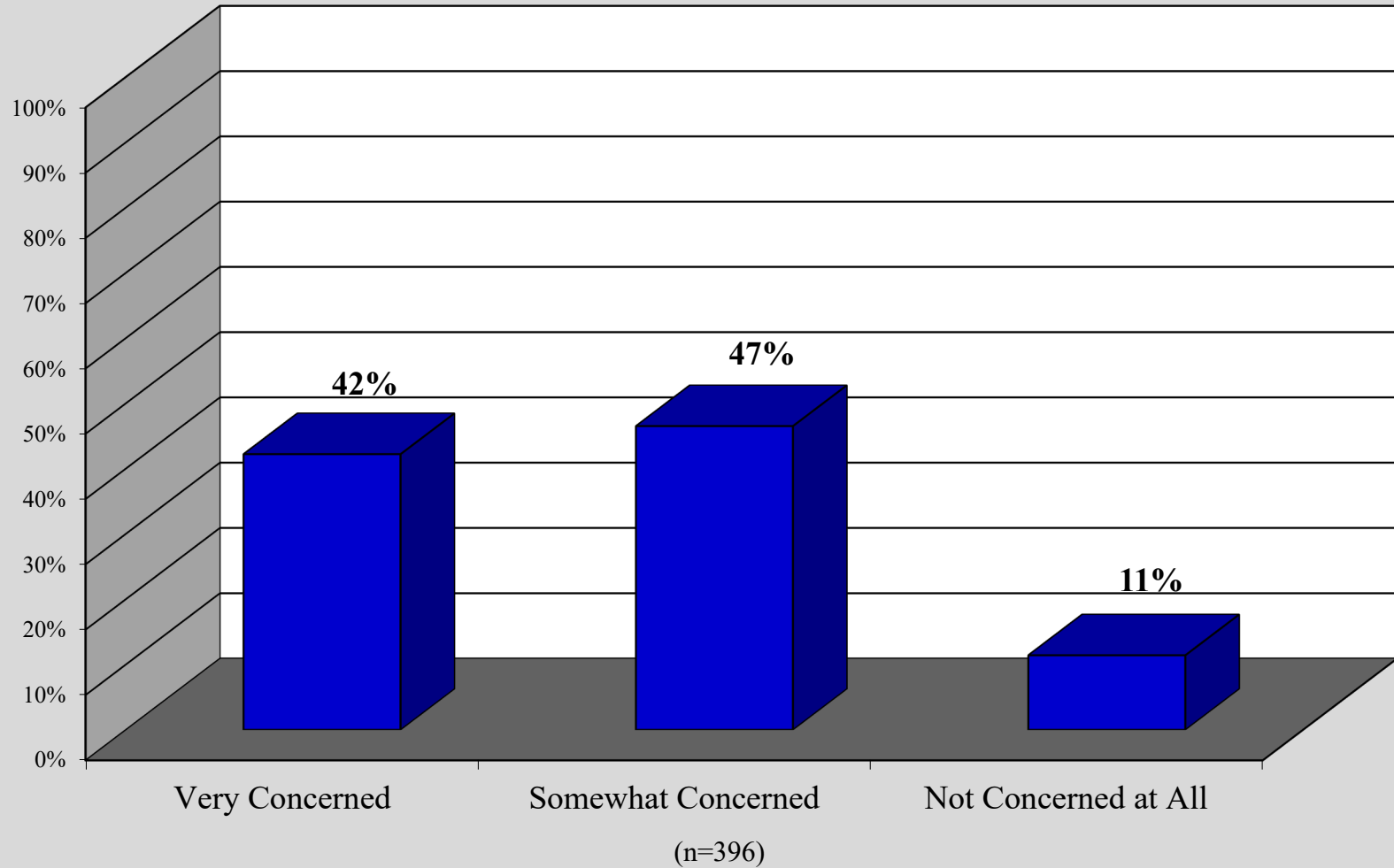
Q11: How concerned are you with the following current issues?
(The Environment)



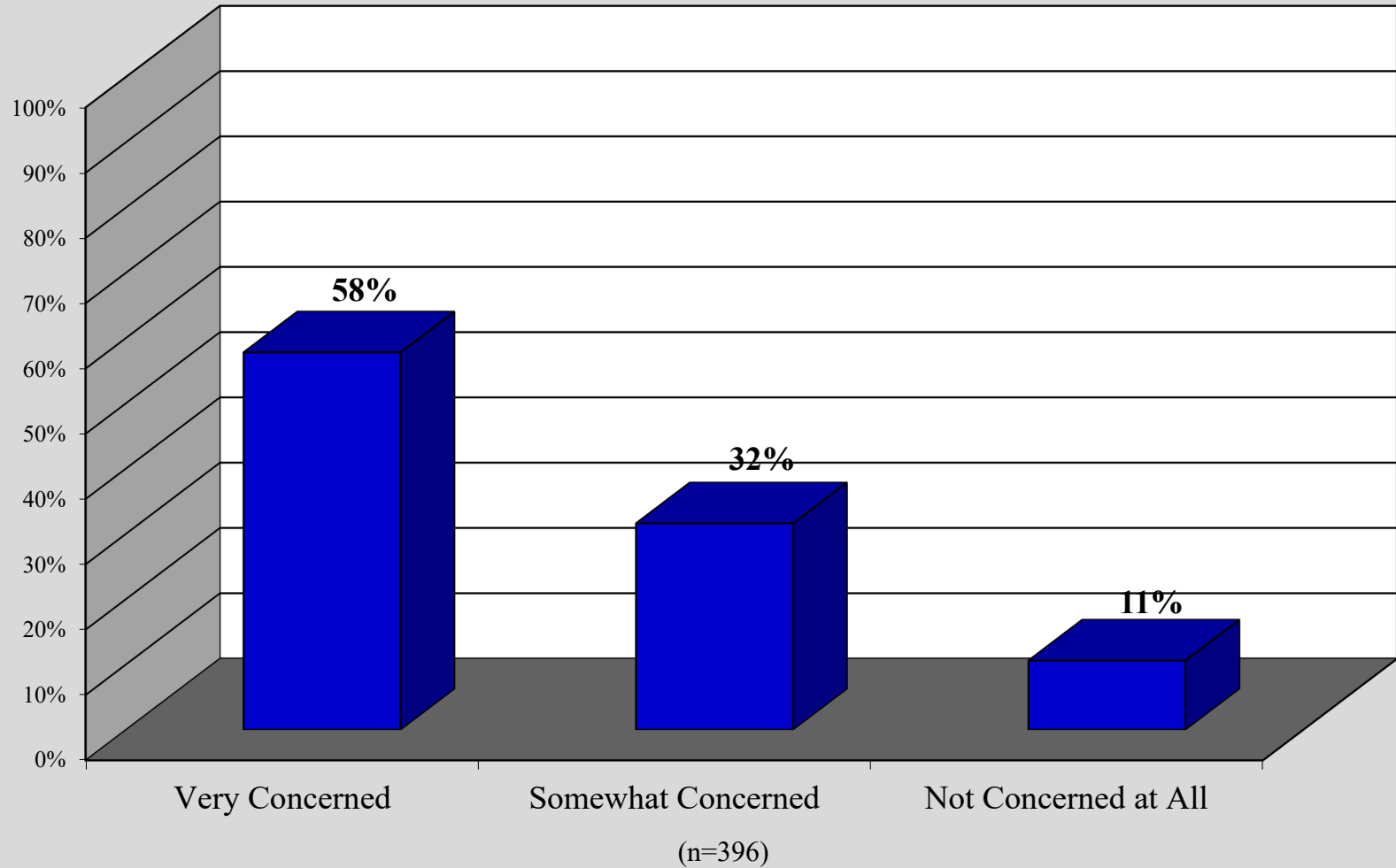
Q11: How concerned are you with the following current issues?
(Inequality)



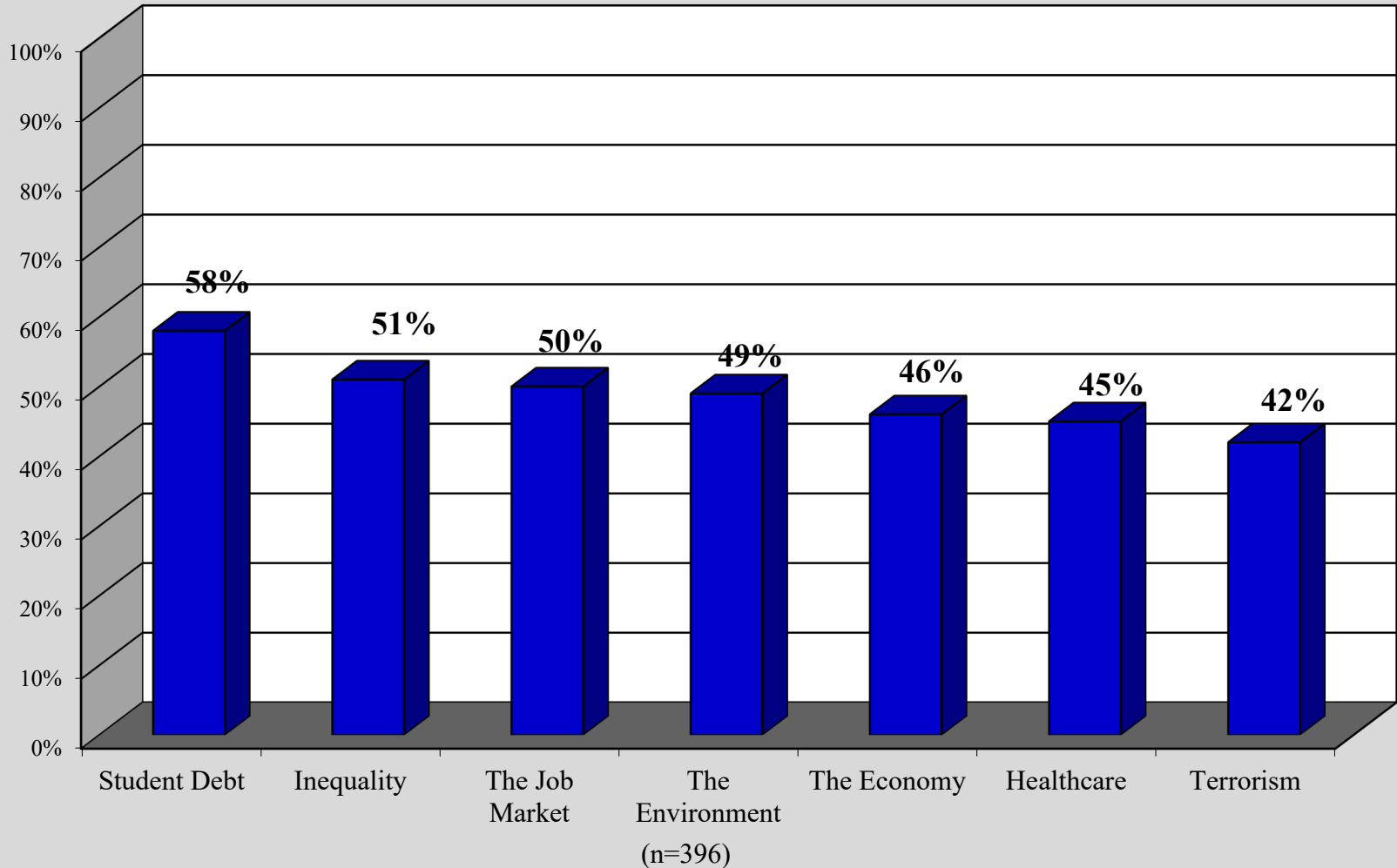
Q11: How concerned are you with the following current issues?
(Terrorism)



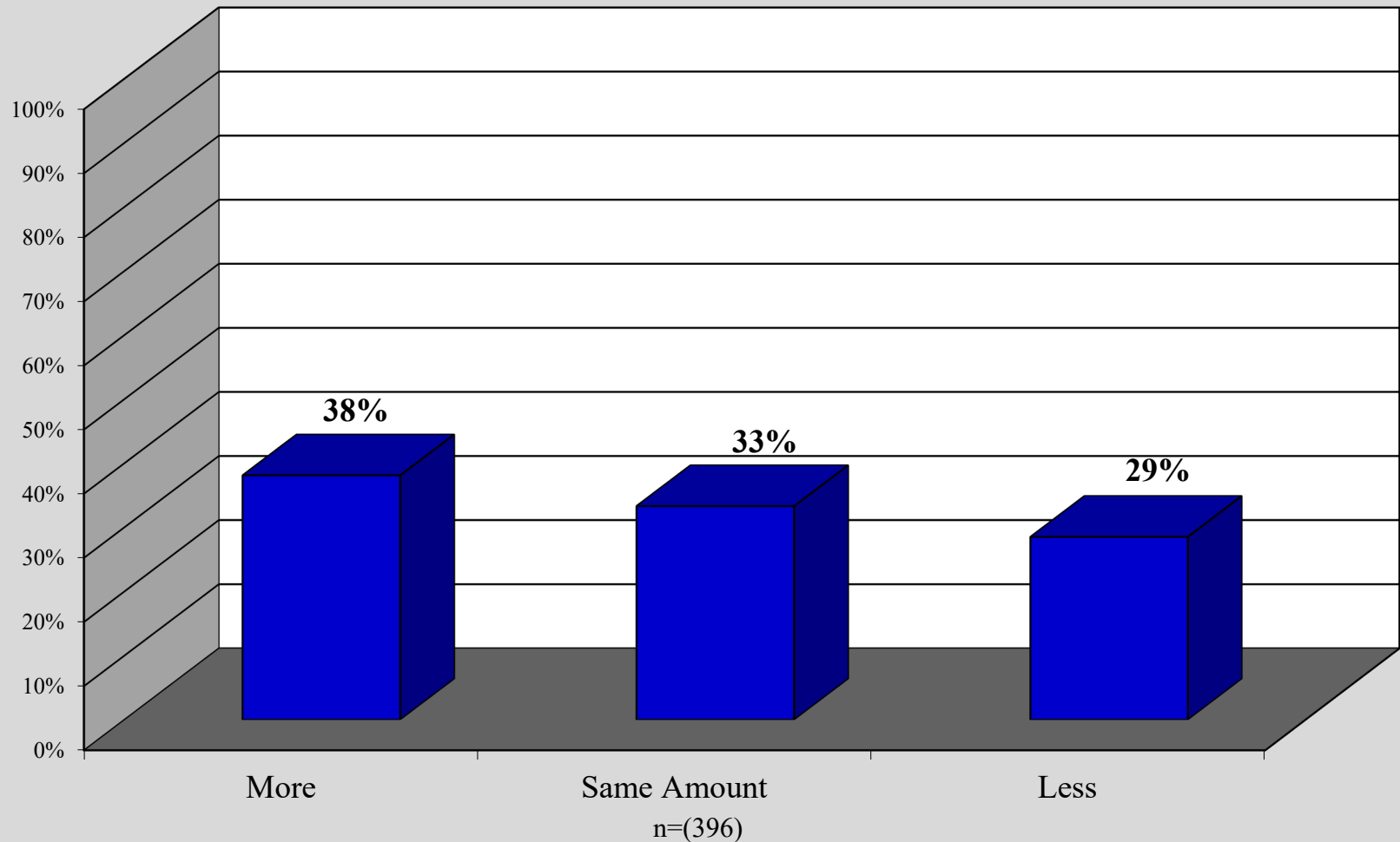
Q11: How concerned are you with the following current issues?
(Student Debt)



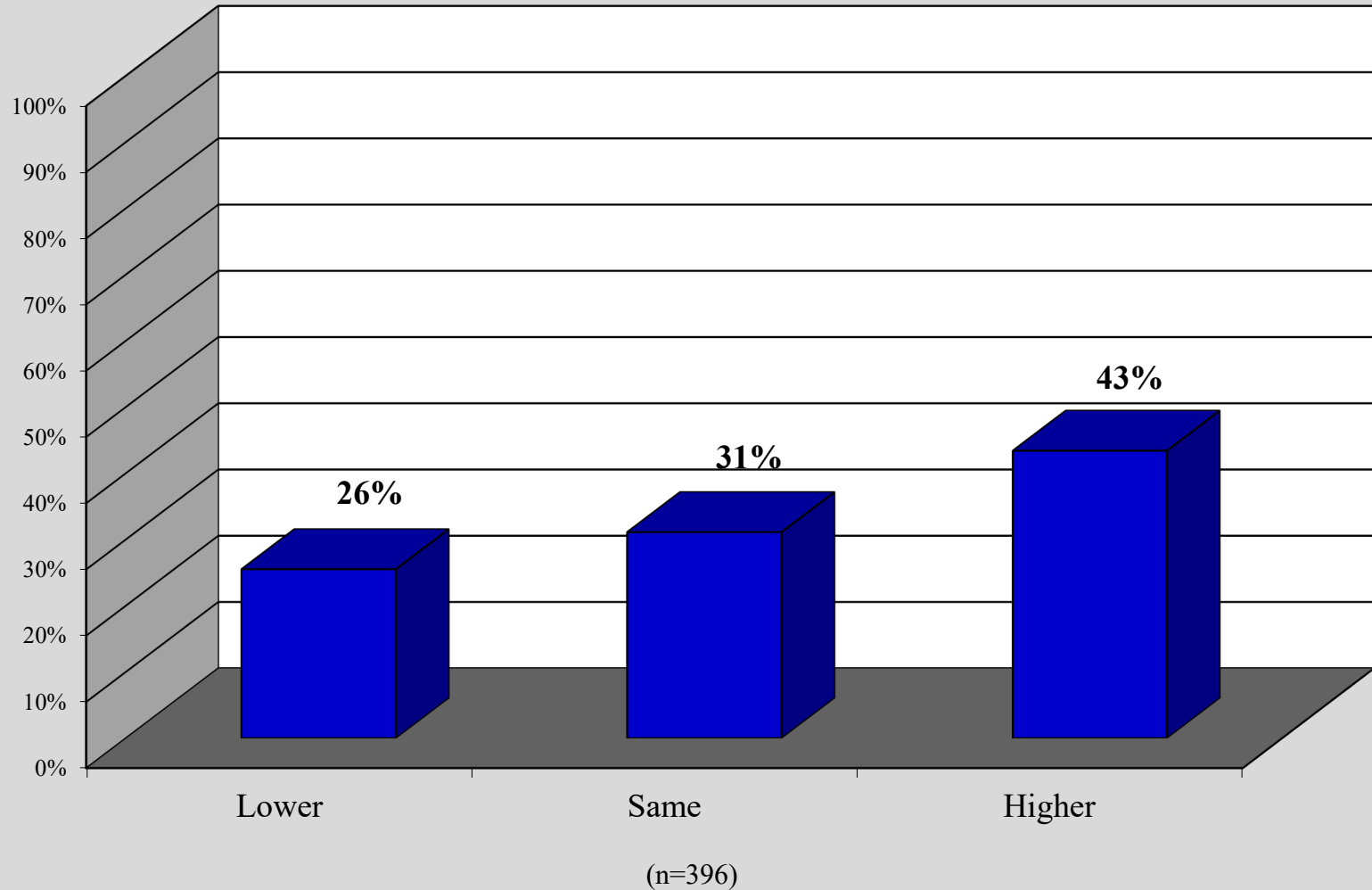
Q11: How concerned are you with the following current issues?
(% Very Concerned)



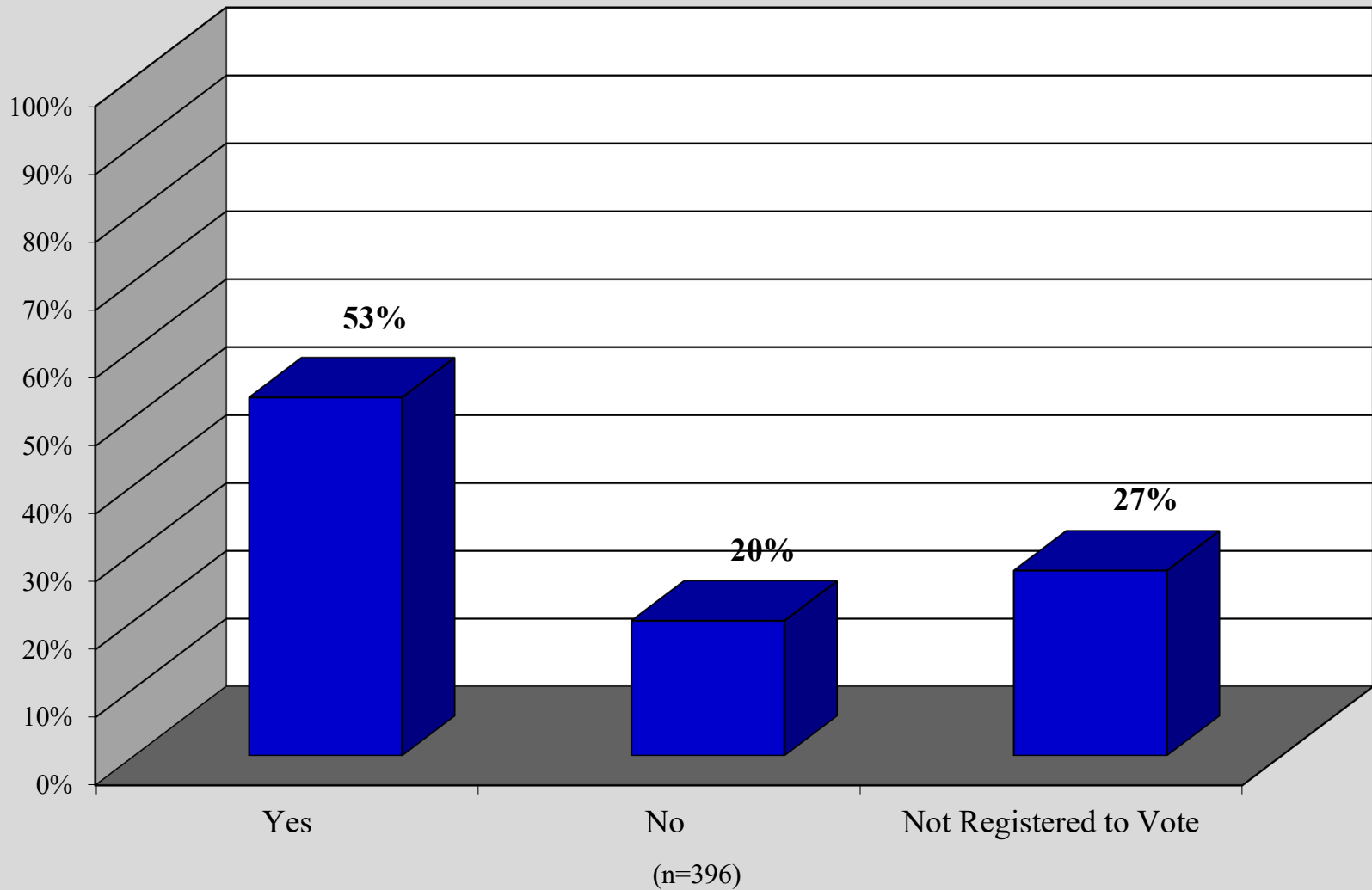
Q12: Do you think your generation will have more, less, or the same opportunities as the generations before you?



Q13: Do you think you will enjoy a lower, the same or a higher standard of living than your parents did when they were starting out?



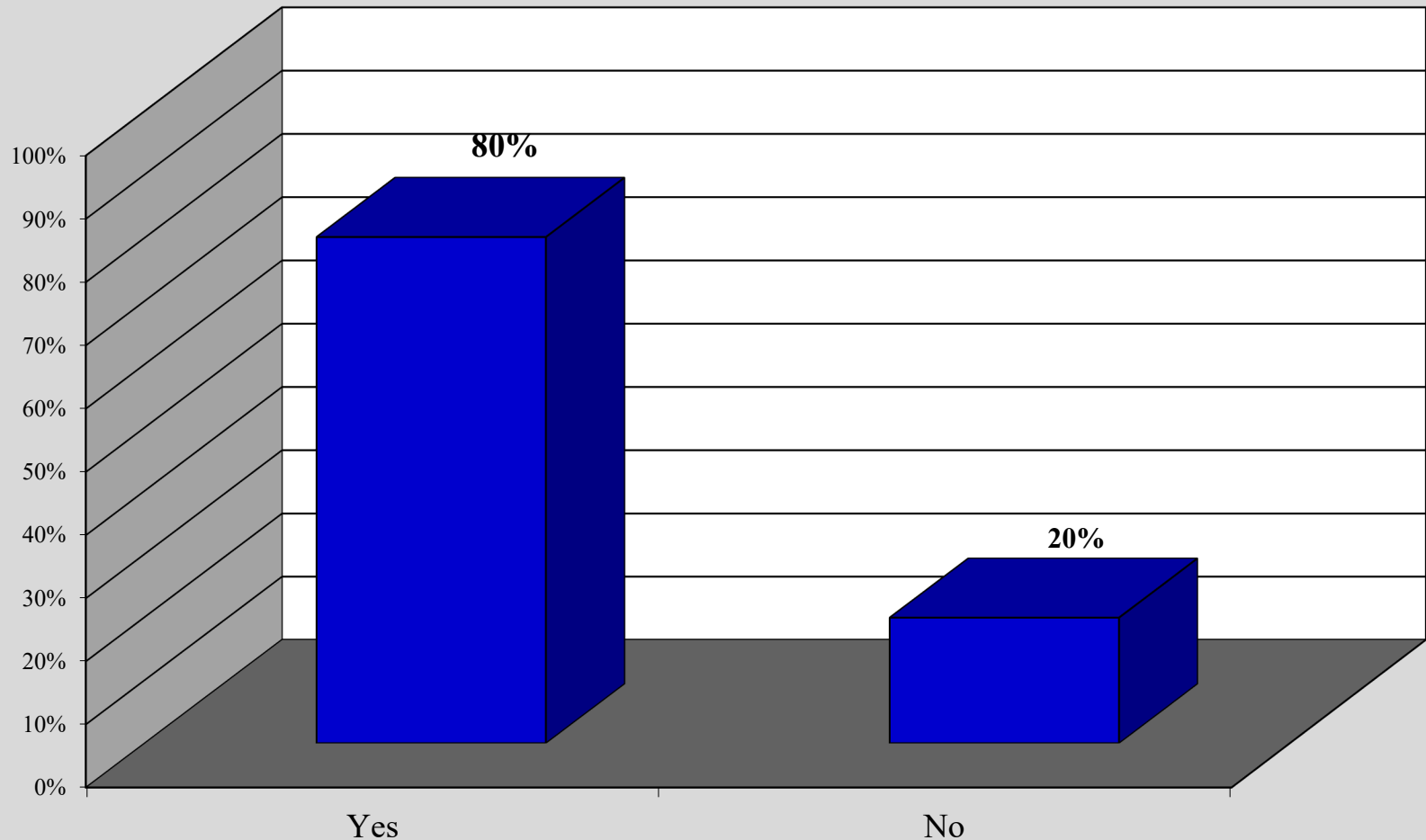
Q14: Do you plan to vote in the next Presidential Election?



Q14: As of today which candidate would you most likely consider voting for President?

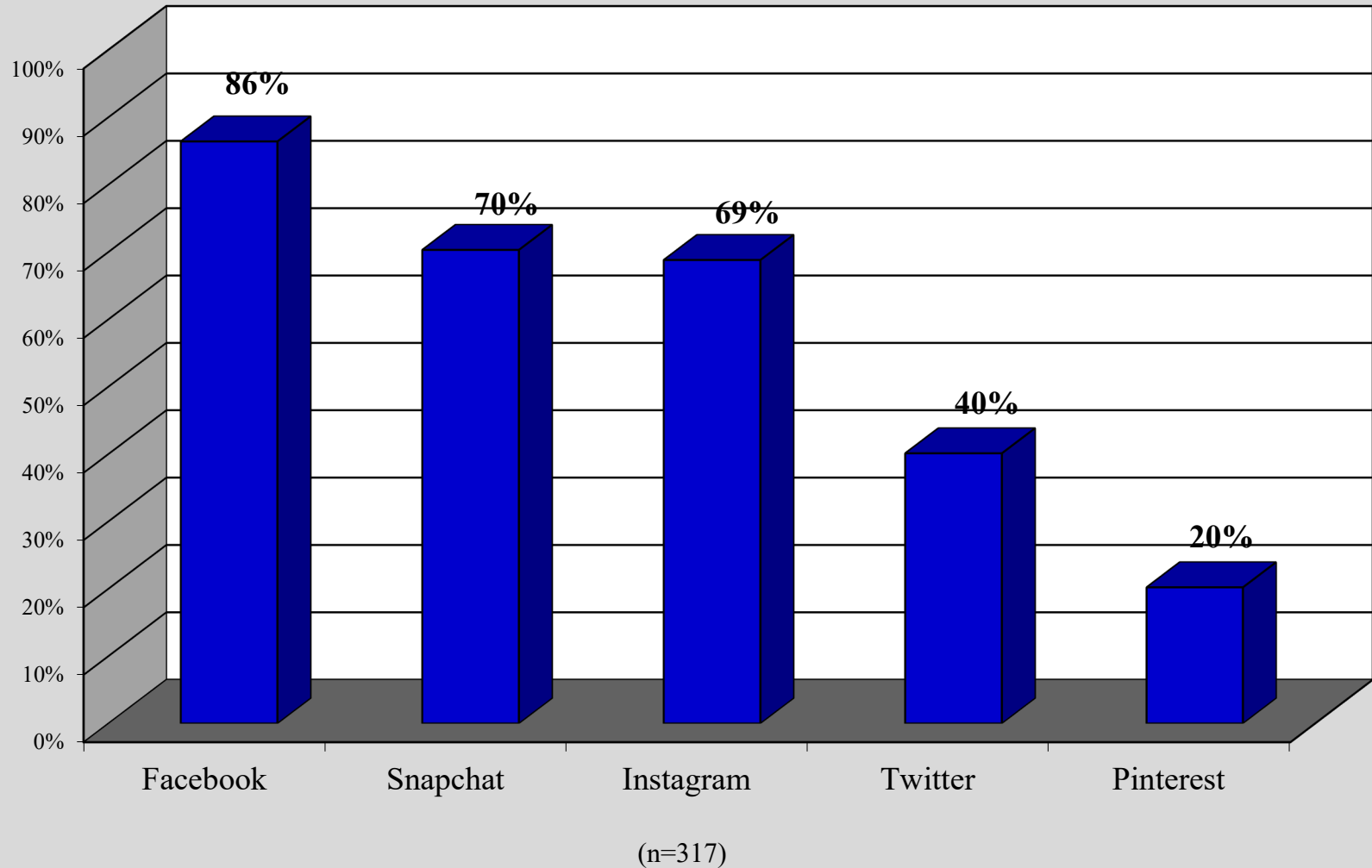
Response	Frequency
Bernie Sanders	134
Donald Trump	40
Hillary Clinton	38
Jeb Bush	10
Anyone but Trump	7
Ted Cruz	6
Marco Rubio	6
None of them	4
John Kasich	3
Ben Carson	2
Kanye West	1
Mitt Romney	1
Ben Carson	2
Rick Perry	1
No Response	143

Q15: Are you active on social networking sites on a daily basis?

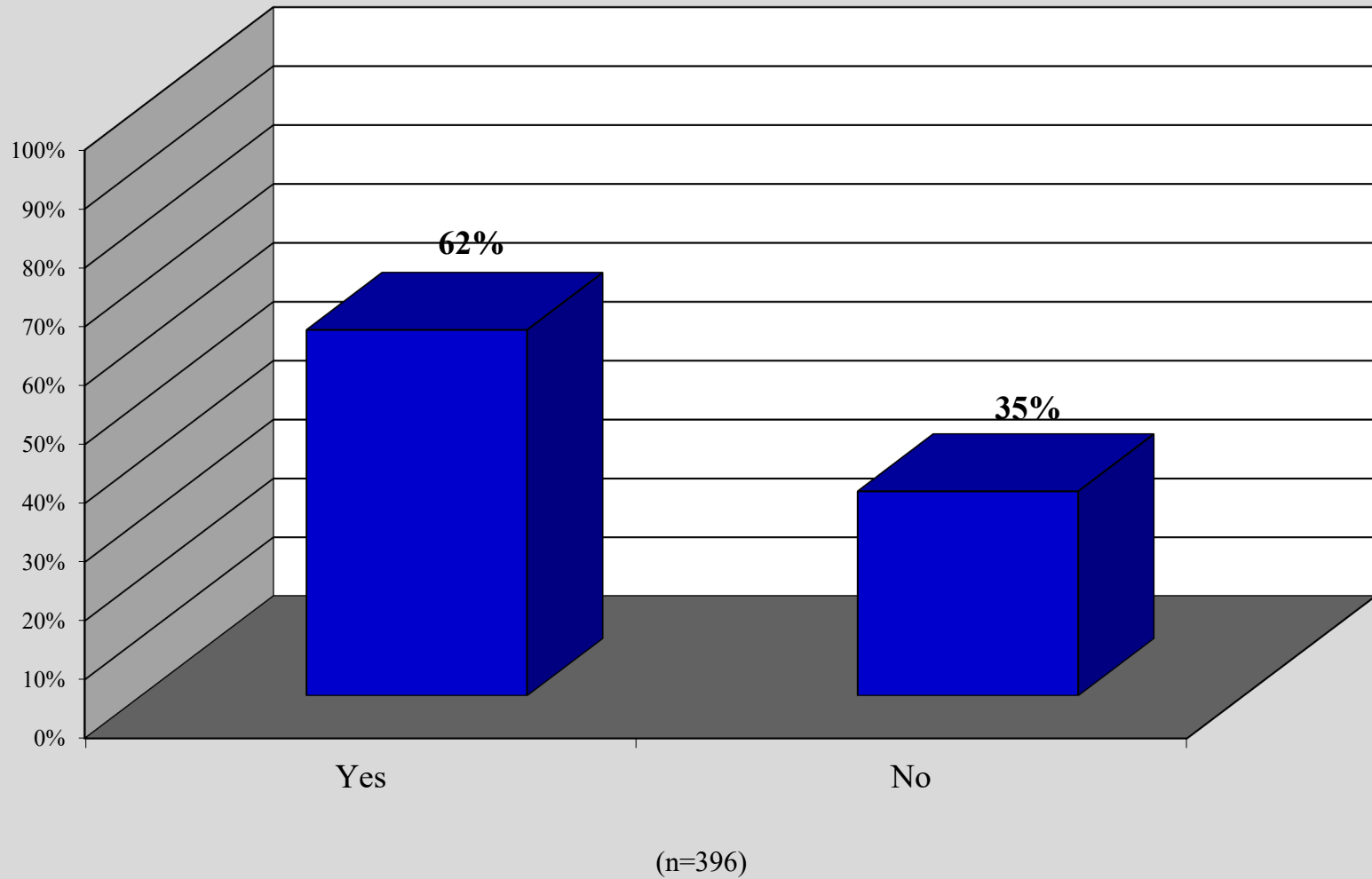


(n=396)

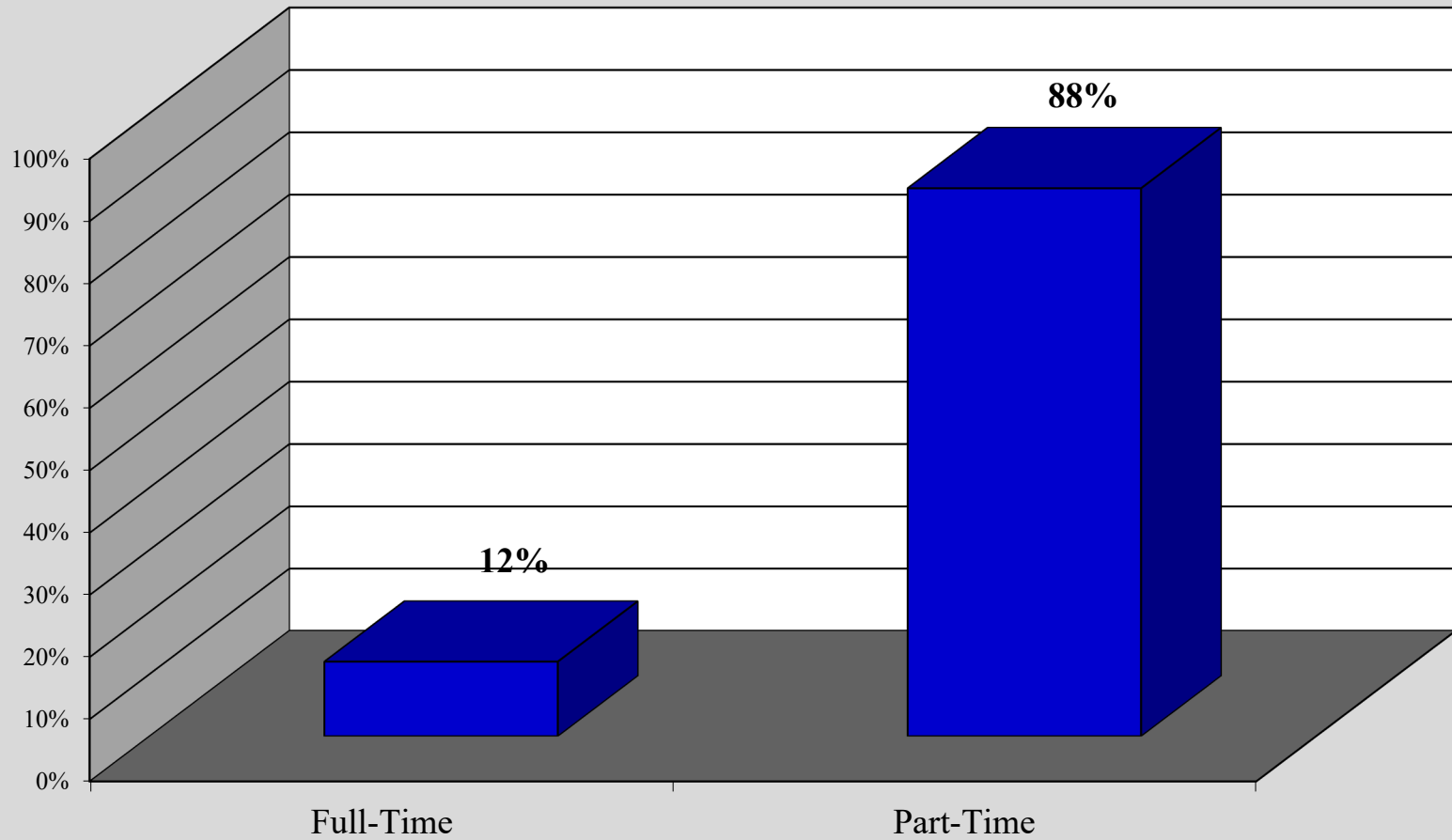
Q15a: Are you active on social networking sites on a daily basis?
(If yes, which ones? Check as many as apply)



Q16: Are you currently employed?

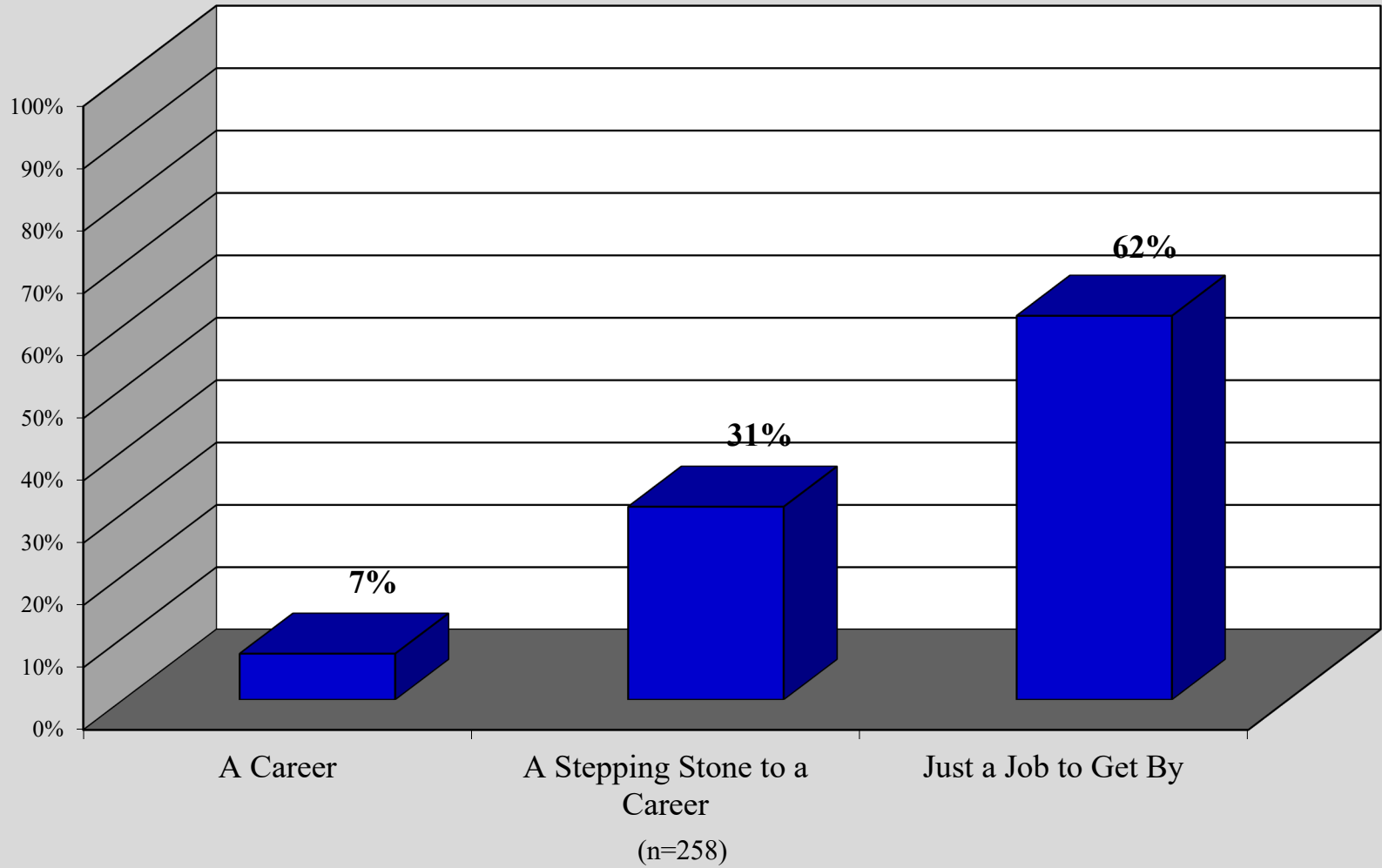


Q16a: Are you currently employed?
(If yes, Full-Time or Part-Time)



(n=258)

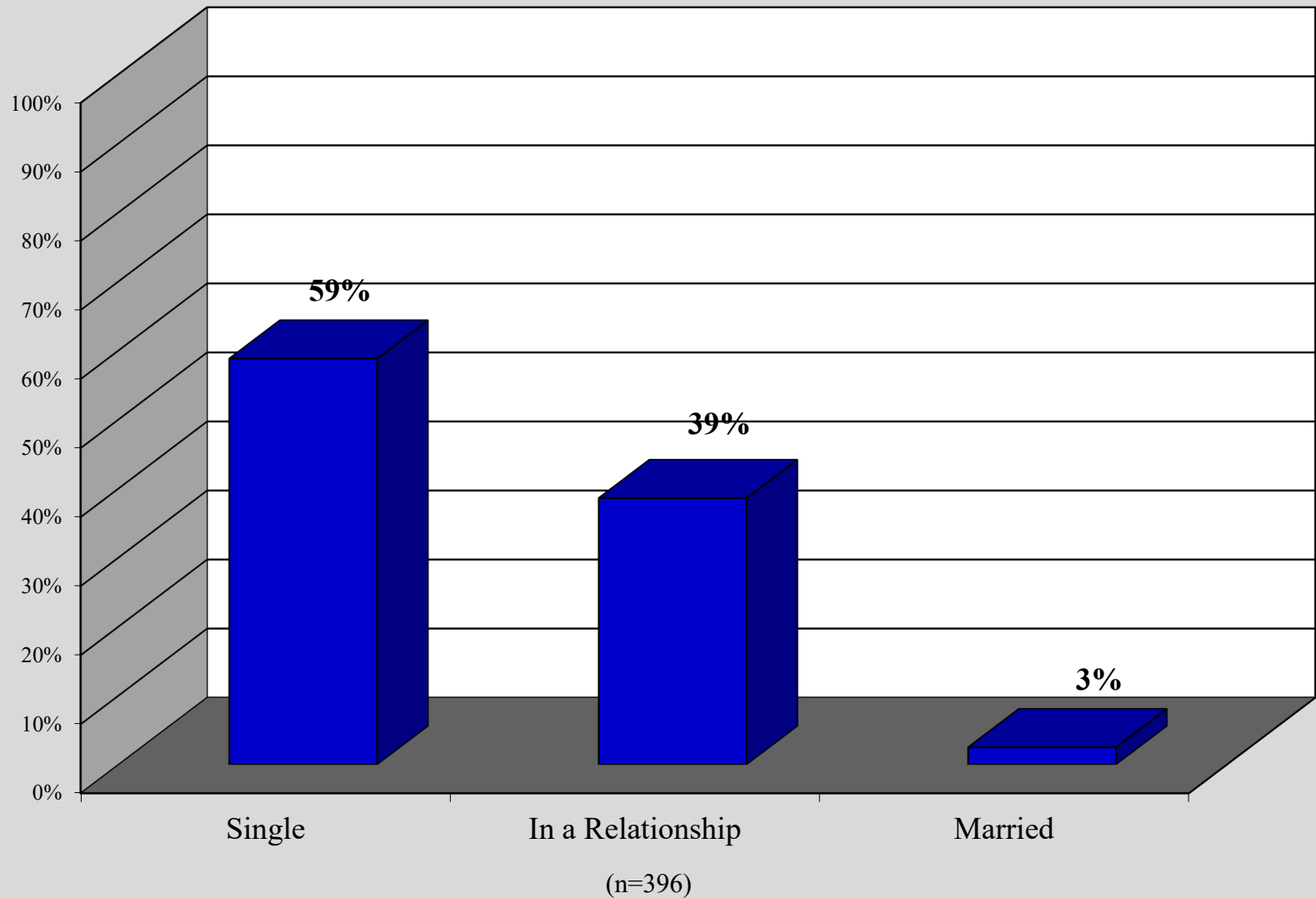
Q17: How would you characterize your current employment?



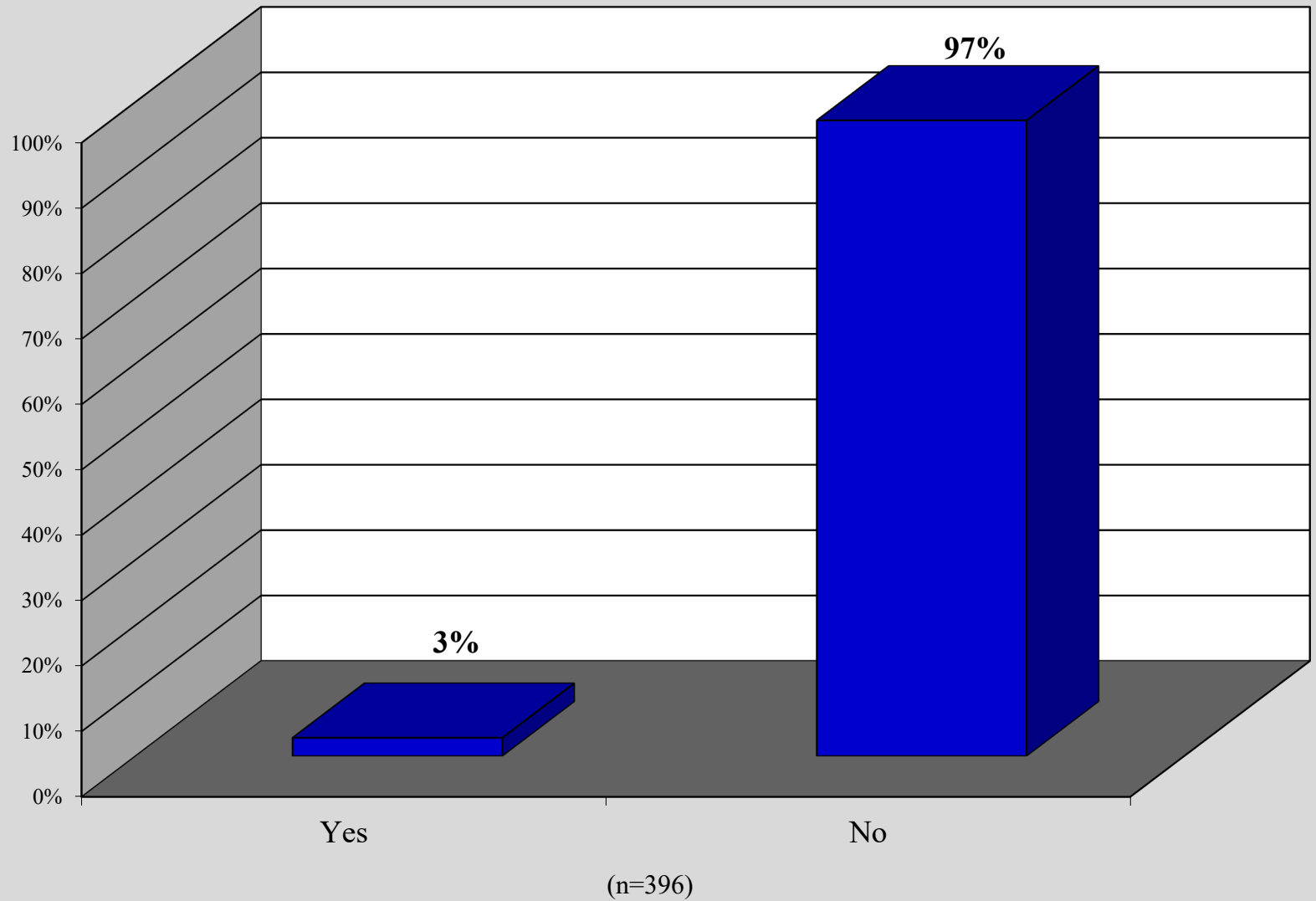
Q18: How much money do you have saved?

Response	Frequency
Less than \$1,000	164
\$1,000-\$2,999	80
\$3,000-\$4,999	28
\$5,000-\$6,999	18
\$10,000 or More	17
\$7,000-\$9,999	8
No Response	81

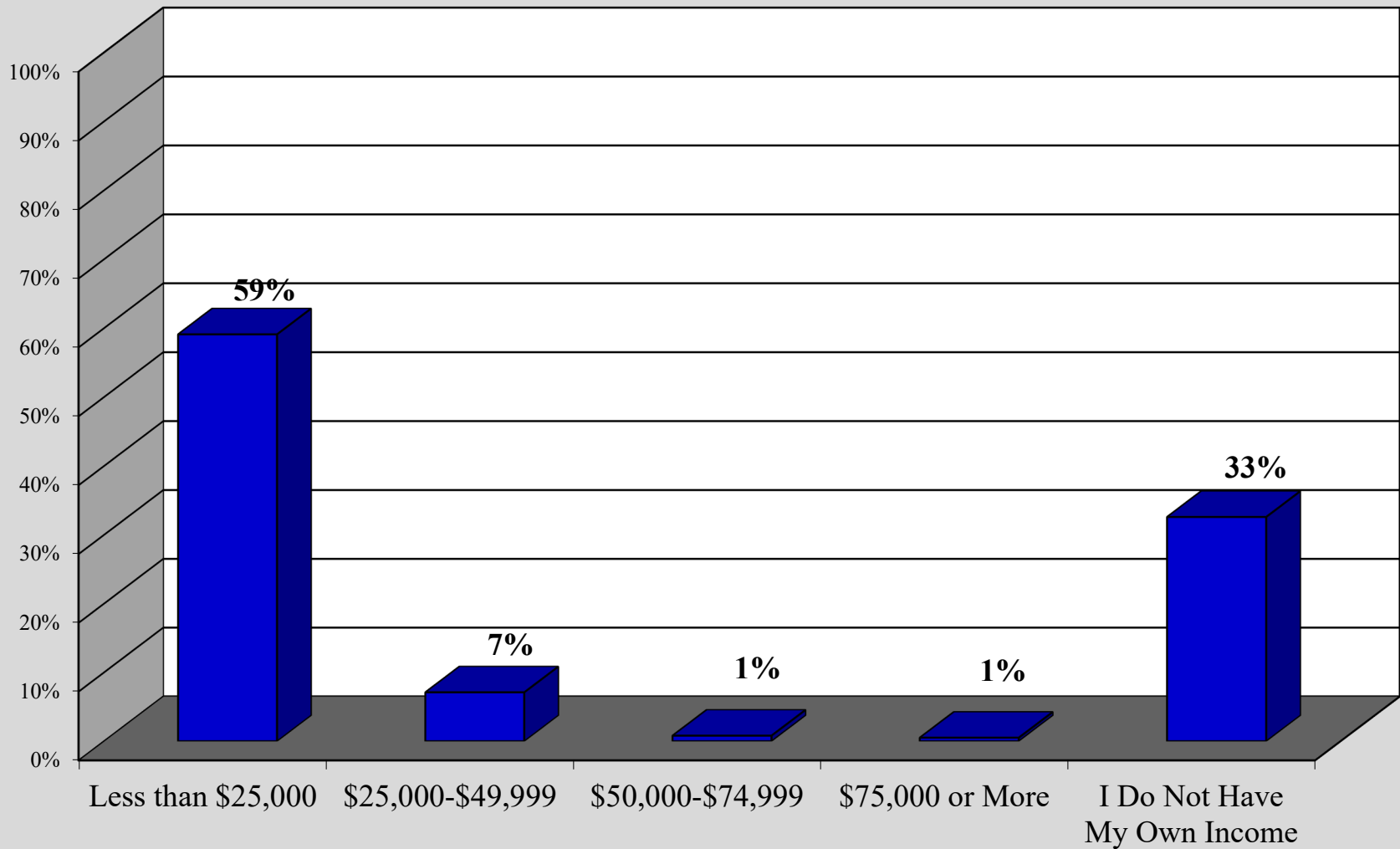
Q19: Which of the following describes you?



Q20: Do you have children?

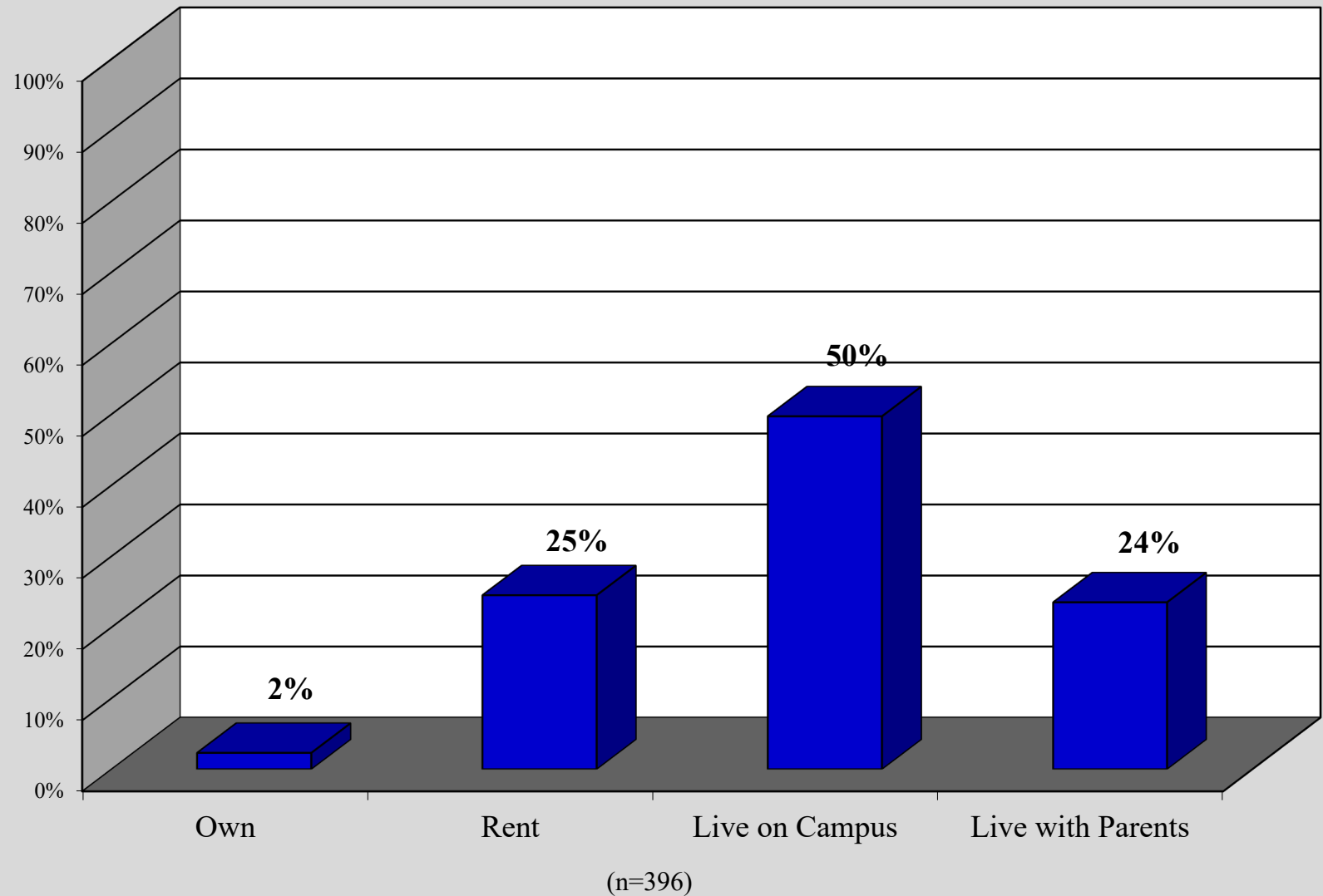


Q21: What is your annual individual income?

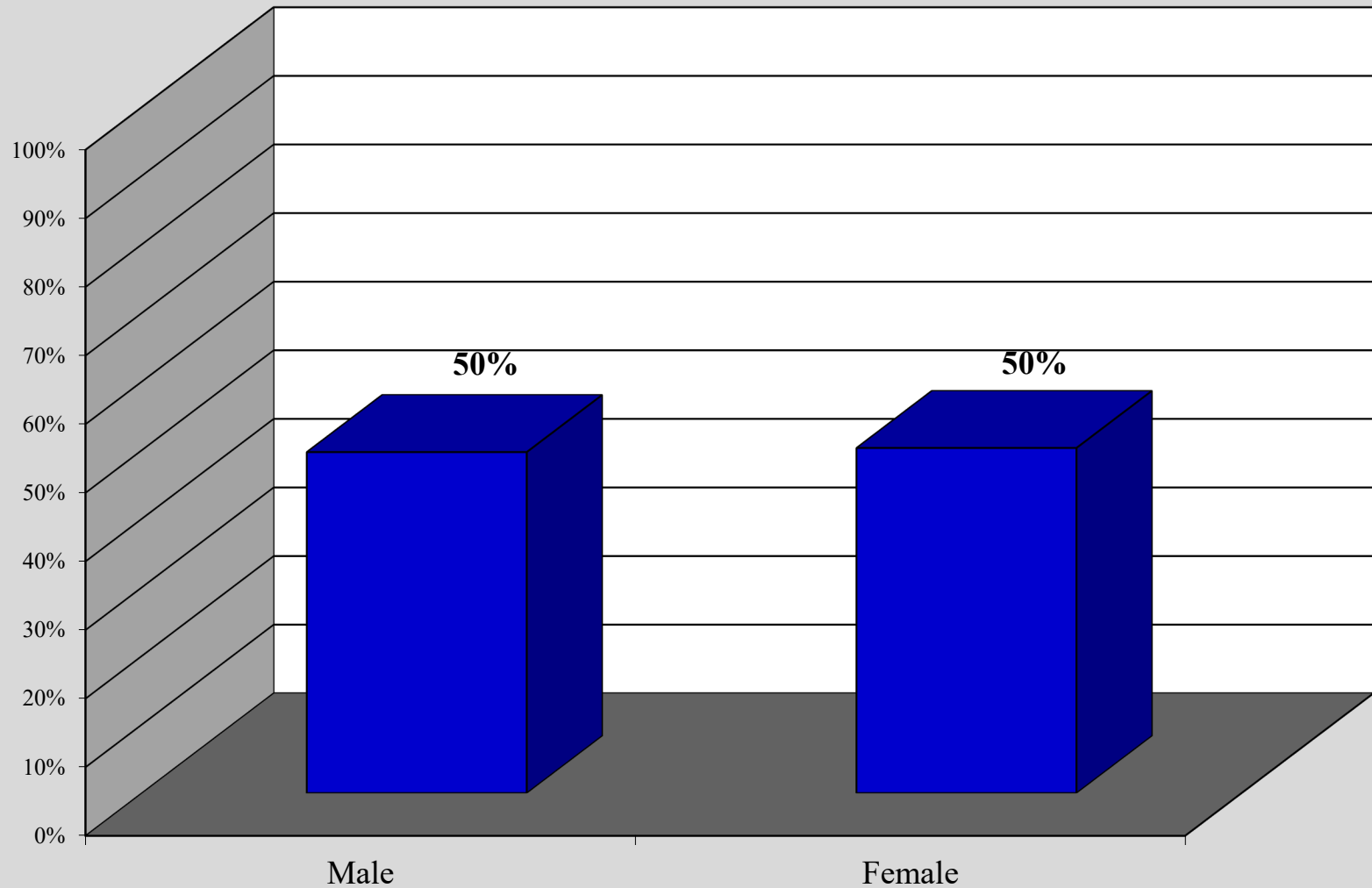


(n=396)

Q22: What best describes your living situation?



Q23: What is your gender?



(n=396)

Q24: What is your age?

