QS1A. Are you currently in enrolled in college for your undergraduate degree?

	n=400
Yes	100%
No	.

QS2. We are interested in talking to people who major in different fields. Do you major in any of the following subjects?

	n=400
Business	19%
Education	.
Communication Studies	7%
Nursing	10%
Government and Politics	6%
Biology	9%
Engineering	10%
Psychology	16%
English/Literature	5%
Economics	6%
Not declared	6%
Other	29%

QS3. What is your GPA? If you are not sure what your exact GPA is, please provide your best estimate.

	n=400
Greater than 3.5	50%
3.3 to 3.5	50%
3.0 to less than 3.3	.
2.5 to less than 3.0	.
Less than 2.5	.
Don't know	.

Q1. What best describes the type of undergraduate institution you attend?

	n=400
Public small liberal arts	8%
Large public state school	60%
Private small liberal arts	9%
Ivy league	3%
Large private school	10%
Other	10%
I do not attend college	.
PUBLIC	68%
PRIVATE	22%

Q2. How many years are you into your college career?

	n=400
1st year	23%
2nd year	33%
3rd year	24%
4th year	16%
5th year	4%
Other (SPECIFY)	1%

Q3. Do you plan to attend graduate school?

	n=400
Yes	64%
No	12%
Don't Know	24%

Q4R1. Starting salary - As you think about the job you would want to take upon graduation, please tell me how important each of the following factors are in your decision. Is it very important, somewhat important, not that important, or not at all important?

	n=400
Very important	48%
Somewhat important	42%
Not that important	7%
Not at all important	3%
Don't Know/Not applicable	1%
IMPORTANT	89%
NOT IMPORTANT	10%

Q4R2. Salary for those established in the career - As you think about the job you would want to take upon graduation, please tell me how important each of the following factors are in your decision. Is it very important, somewhat important, not that important, or not at all important?

	n=400
Very important	52%
Somewhat important	37%
Not that important	8%
Not at all important	1%
Don't Know/Not applicable	1%
IMPORTANT	89%
NOT IMPORTANT	9%

Q4R3. Healthcare benefits - As you think about the job you would want to take upon graduation, please tell me how important each of the following factors are in your decision. Is it very important, somewhat important, not that important, or not at all important?

	n=400
Very important	44%
Somewhat important	39%
Not that important	13%
Not at all important	3%
Don't Know/Not applicable	2%
IMPORTANT	83%
NOT IMPORTANT	16%

Q4R4. Retirement benefits - As you think about the job you would want to take upon graduation, please tell me how important each of the following factors are in your decision. Is it very important, somewhat important, not that important, or not at all important?

	n=400
Very important	43%
Somewhat important	37%
Not that important	16%
Not at all important	2%
Don't Know/Not applicable	2%
IMPORTANT	80%
NOT IMPORTANT	18%

Q4R5. Friends who go into a similar field - As you think about the job you would want to take upon graduation, please tell me how important each of the following factors are in your decision. Is it very important, somewhat important, not that important, or not at all important?

	n=400
Very important	17%
Somewhat important	16%
Not that important	30%
Not at all important	34%
Don't Know/Not applicable	4%
IMPORTANT	33%
NOT IMPORTANT	63%

Q4R6. Opportunities for promotion - As you think about the job you would want to take upon graduation, please tell me how important each of the following factors are in your decision. Is it very important, somewhat important, not that important, or not at all important?

	n=400
Very important	50%
Somewhat important	39%
Not that important	8%
Not at all important	2%
Don't Know/Not applicable	2%
IMPORTANT	89%
NOT IMPORTANT	10%

Q4R7. Your parent's opinion - As you think about the job you would want to take upon graduation, please tell me how important each of the following factors are in your decision. Is it very important, somewhat important, not that important, or not at all important?

	n=400
Very important	16%
Somewhat important	23%
Not that important	32%
Not at all important	21%
Don't Know/Not applicable	8%
IMPORTANT	39%
NOT IMPORTANT	53%

Q4R8. Reputation of the profession - As you think about the job you would want to take upon graduation, please tell me how important each of the following factors are in your decision. Is it very important, somewhat important, not that important, or not at all important?

	n=400
Very important	38%
Somewhat important	36%
Not that important	20%
Not at all important	4%
Don't Know/Not applicable	1%
IMPORTANT	75%
NOT IMPORTANT	24%

Q4R9. Current availability of jobs in the field - As you think about the job you would want to take upon graduation, please tell me how important each of the following factors are in your decision. Is it very important, somewhat important, not that important, or not at all important?

	n=400
Very important	59%
Somewhat important	34%
Not that important	5%
Not at all important	0%
Don't Know/Not applicable	2%
IMPORTANT	93%
NOT IMPORTANT	5%

Q4R10. Job stability - As you think about the job you would want to take upon graduation, please tell me how important each of the following factors are in your decision. Is it very important, somewhat important, not that important, or not at all important?

	n=400
Very important	65%
Somewhat important	28%
Not that important	3%
Not at all important	3%
Don't Know/Not applicable	2%
IMPORTANT	93%
NOT IMPORTANT	6%

Q4R11. Ability to relocate - As you think about the job you would want to take upon graduation, please tell me how important each of the following factors are in your decision. Is it very important, somewhat important, not that important, or not at all important?

	n=400
Very important	26%
Somewhat important	37%
Not that important	22%
Not at all important	12%
Don't Know/Not applicable	2%
IMPORTANT	63%
NOT IMPORTANT	35%

Q4R12. How much time it leaves to spend with family - As you think about the job you would want to take upon graduation, please tell me how important each of the following factors are in your decision. Is it very important, somewhat important, not that important, or not at all important?

	n=400
Very important	44%
Somewhat important	35%
Not that important	15%
Not at all important	4%
Don't Know/Not applicable	3%
IMPORTANT	79%
NOT IMPORTANT	18%

Q4R13. Opportunities to challenge yourself - As you think about the job you would want to take upon graduation, please tell me how important each of the following factors are in your decision. Is it very important, somewhat important, not that important, or not at all important?

	n=400
Very important	47%
Somewhat important	37%
Not that important	13%
Not at all important	1%
Don't Know/Not applicable	1%
IMPORTANT	85%
NOT IMPORTANT	14%

Q4R14. Larger goal of the profession - As you think about the job you would want to take upon graduation, please tell me how important each of the following factors are in your decision. Is it very important, somewhat important, not that important, or not at all important?

	n=400
Very important	47%
Somewhat important	35%
Not that important	13%
Not at all important	2%
Don't Know/Not applicable	2%
IMPORTANT	83%
NOT IMPORTANT	15%

Q4R15. Intellectual fulfillment - As you think about the job you would want to take upon graduation, please tell me how important each of the following factors are in your decision. Is it very important, somewhat important, not that important, or not at all important?

	n=400
Very important	50%
Somewhat important	39%
Not that important	8%
Not at all important	2%
Don't Know/Not applicable	1%
IMPORTANT	89%
NOT IMPORTANT	10%

Q4R16. Hours it demands - As you think about the job you would want to take upon graduation, please tell me how important each of the following factors are in your decision. Is it very important, somewhat important, not that important, or not at all important?

	n=400
Very important	44%
Somewhat important	41%
Not that important	11%
Not at all important	3%
Don't Know/Not applicable	1%
IMPORTANT	85%
NOT IMPORTANT	13%

Q4R17. Opportunities to help other people - As you think about the job you would want to take upon graduation, please tell me how important each of the following factors are in your decision. Is it very important, somewhat important, not that important, or not at all important?

	n=400
Very important	50%
Somewhat important	35%
Not that important	10%
Not at all important	3%
Don't Know/Not applicable	1%
IMPORTANT	85%
NOT IMPORTANT	13%

Q4R18. Opportunities to advance within the profession - As you think about the job you would want to take upon graduation, please tell me how important each of the following factors are in your decision. Is it very important, somewhat important, not that important, or not at all important?

	n=400
Very important	57%
Somewhat important	34%
Not that important	6%
Not at all important	2%
Don't Know/Not applicable	1%
IMPORTANT	91%
NOT IMPORTANT	8%

Q5. Are there any factors you take into consideration that you feel are important that are not shown in the list above? If so, what? **(OPEN END)**

	n=400
If I enjoy my work	4%
Ability to relocate	2%
Location/close to home	2%
Co-workers/work environment	2%
Flexibility of hours	2%
If it helps people	1%
If I can work from home	1%
Low stress	1%
Growing profession	1%
Other	11%
Don't know/refused	11%

Q6. When you think of your first job out of college, how long would you like to see yourself in that line of work?

	n=400
1 year or less	18%
2-4 years	25%
5-9 years	12%
10 years or more	33%
Don't know	11%

Q7. What makes a profession prestigious to you? In other words, what makes a job high-status?
(OPEN END)

	n=400
Good pay/salary	39%
Helping people	13%
Something I enjoy doing	12%
Other people's perception of the job	12%
Amount of education required	11%
Respected company	8%
Highly sought after/difficult to break into	5%
Good benefits	5%
Amount of responsibility I have	4%
Job security	4%
Good work environment	4%
How important the job is	3%
Title/how high up in the company I am	3%
Ability to grow	3%
Prestige is not important to me	1%
How challenging it is	1%
Time it takes to do the job	1%
Creativity/autonomy	1%
Innovative/cutting edge field	1%
Other	18%
Don't know/refused	8%

Q8R1. Working at a non-profit - Below is a list of professions. Please indicate on a scale of 0-10 how interested you would be in going into one of those fields with "0" meaning absolutely no interest and "10" meaning very much interested.

	n=400
0 Absolutely No Interest	16%
1	5%
2	4%
3	5%
4	10%
5	14%
6	9%
7	8%
8	9%
9	6%
10 Very Much Interested	12%

Q8R2. K-12 Teacher - Below is a list of professions. Please indicate on a scale of 0-10 how interested you would be in going into one of those fields with "0" meaning absolutely no interest and "10" meaning very much interested.

	n=400
0 Absolutely No Interest	32%
1	8%
2	7%
3	6%
4	6%
5	8%
6	7%
7	9%
8	6%
9	7%
10 Very Much Interested	4%

Q8R3. Running a start-up - Below is a list of professions. Please indicate on a scale of 0-10 how interested you would be in going into one of those fields with "0" meaning absolutely no interest and "10" meaning very much interested.

	n=400
0 Absolutely No Interest	23%
1	6%
2	5%
3	9%
4	6%
5	12%
6	9%
7	9%
8	9%
9	6%
10 Very Much Interested	7%

Q8R4. Nurse - Below is a list of professions. Please indicate on a scale of 0-10 how interested you would be in going into one of those fields with "0" meaning absolutely no interest and "10" meaning very much interested.

	n=400
0 Absolutely No Interest	34%
1	7%
2	7%
3	4%
4	4%
5	8%
6	10%
7	6%
8	5%
9	5%
10 Very Much Interested	11%

Q8R5. Doctor - Below is a list of professions. Please indicate on a scale of 0-10 how interested you would be in going into one of those fields with "0" meaning absolutely no interest and "10" meaning very much interested.

	n=400
0 Absolutely No Interest	29%
1	8%
2	5%
3	5%
4	4%
5	7%
6	8%
7	8%
8	8%
9	7%
10 Very Much Interested	10%

Q8R6. Web developer - Below is a list of professions. Please indicate on a scale of 0-10 how interested you would be in going into one of those fields with "0" meaning absolutely no interest and "10" meaning very much interested.

	n=400
0 Absolutely No Interest	31%
1	5%
2	4%
3	6%
4	6%
5	10%
6	10%
7	9%
8	7%
9	7%
10 Very Much Interested	4%

Q8R7. Small business owner - Below is a list of professions. Please indicate on a scale of 0-10 how interested you would be in going into one of those fields with "0" meaning absolutely no interest and "10" meaning very much interested.

	n=400
0 Absolutely No Interest	15%
1	3%
2	4%
3	5%
4	7%
5	10%
6	13%
7	10%
8	9%
9	9%
10 Very Much Interested	15%

Q8R8. Police officer - Below is a list of professions. Please indicate on a scale of 0-10 how interested you would be in going into one of those fields with "0" meaning absolutely no interest and "10" meaning very much interested.

	n=400
0 Absolutely No Interest	39%
1	7%
2	7%
3	7%
4	9%
5	9%
6	4%
7	5%
8	4%
9	4%
10 Very Much Interested	5%

Q8R9. Stockbroker - Below is a list of professions. Please indicate on a scale of 0-10 how interested you would be in going into one of those fields with "0" meaning absolutely no interest and "10" meaning very much interested.

	n=400
0 Absolutely No Interest	41%
1	8%
2	6%
3	5%
4	4%
5	10%
6	7%
7	5%
8	5%
9	5%
10 Very Much Interested	4%

Q8R10. Lawyer - Below is a list of professions. Please indicate on a scale of 0-10 how interested you would be in going into one of those fields with "0" meaning absolutely no interest and "10" meaning very much interested.

	n=400
0 Absolutely No Interest	31%
1	7%
2	6%
3	5%
4	8%
5	11%
6	7%
7	6%
8	8%
9	5%
10 Very Much Interested	5%

Q8R11. Scientist - Below is a list of professions. Please indicate on a scale of 0-10 how interested you would be in going into one of those fields with "0" meaning absolutely no interest and "10" meaning very much interested.

	n=400
0 Absolutely No Interest	29%
1	6%
2	4%
3	3%
4	5%
5	8%
6	7%
7	11%
8	9%
9	9%
10 Very Much Interested	10%

Q8R12. Engineer - Below is a list of professions. Please indicate on a scale of 0-10 how interested you would be in going into one of those fields with "0" meaning absolutely no interest and "10" meaning very much interested.

	n=400
0 Absolutely No Interest	31%
1	5%
2	7%
3	5%
4	4%
5	11%
6	8%
7	8%
8	6%
9	6%
10 Very Much Interested	9%

Q8R13. Salesperson - Below is a list of professions. Please indicate on a scale of 0-10 how interested you would be in going into one of those fields with "0" meaning absolutely no interest and "10" meaning very much interested.

	n=400
0 Absolutely No Interest	34%
1	7%
2	7%
3	10%
4	8%
5	10%
6	6%
7	5%
8	5%
9	4%
10 Very Much Interested	3%

Q8R14. Real estate agent - Below is a list of professions. Please indicate on a scale of 0-10 how interested you would be in going into one of those fields with "0" meaning absolutely no interest and "10" meaning very much interested.

	n=400
0 Absolutely No Interest	37%
1	7%
2	7%
3	6%
4	9%
5	11%
6	5%
7	6%
8	5%
9	3%
10 Very Much Interested	4%

Q9R1. **Nice** - Below is a list of characteristics. For each one, please mark what college majors people with those characteristics generally choose. You may select more than one.

	n=200
Nursing	50%
Education	44%
Psychology	37%
Art	34%
Communication Studies	31%
English	31%
Philosophy	20%
Math	18%
Physics	17%
Business	16%
Engineering	16%
Political Science	12%

Q9R2. **Smart** - Below is a list of characteristics. For each one, please mark what college majors people with those characteristics generally choose. You may select more than one.

	n=200
Engineering	66%
Physics	63%
Math	62%
Business	47%
Political Science	44%
Psychology	43%
Nursing	43%
Philosophy	40%
Education	37%
English	36%
Communication Studies	29%
Art	28%

Q9R3. **Motivated** - Below is a list of characteristics. For each one, please mark what college majors people with those characteristics generally choose. You may select more than one.

	n=200
Business	49%
Physics	48%
Engineering	47%
Nursing	43%
Math	38%
Education	36%
Psychology	34%
Political Science	34%
Communication Studies	27%
Art	27%
Philosophy	27%
English	25%

Q9R4. **Ambitious** - Below is a list of characteristics. For each one, please mark what college majors people with those characteristics generally choose. You may select more than one.

	n=200
Business	52%
Engineering	47%
Political Science	34%
Physics	32%
Psychology	30%
Nursing	30%
Math	29%
Education	28%
Communication Studies	27%
Art	23%
Philosophy	21%
English	16%

Q9R5. **Lazy** - Below is a list of characteristics. For each one, please mark what college majors people with those characteristics generally choose. You may select more than one.

	n=200
Art	42%
Communication Studies	24%
Philosophy	18%
English	18%
Political Science	14%
Education	12%
Psychology	11%
Nursing	11%
Business	8%
Physics	8%
Engineering	7%
Math	4%

Q9R6. **Mediocre (or average)** - Below is a list of characteristics. For each one, please mark what college majors people with those characteristics generally choose. You may select more than one.

	n=200
Art	35%
English	30%
Communication Studies	28%
Education	27%
Philosophy	22%
Political Science	16%
Business	15%
Psychology	15%
Nursing	14%
Math	11%
Engineering	9%
Physics	7%

Q9R7. **Entrepreneurial** - Below is a list of characteristics. For each one, please mark what college majors people with those characteristics generally choose. You may select more than one.

	n=200
Business	70%
Political Science	24%
Engineering	21%
Communication Studies	19%
Math	17%
Art	15%
Physics	14%
Psychology	12%
English	12%
Philosophy	11%
Nursing	10%
Education	7%

Q9R8. **Rich** - Below is a list of characteristics. For each one, please mark what college majors people with those characteristics generally choose. You may select more than one.

	n=200
Business	50%
Engineering	45%
Political Science	33%
Physics	29%
Math	18%
Psychology	17%
Communication Studies	14%
English	11%
Nursing	11%
Education	10%
Philosophy	10%
Art	7%

Q9R9. **Poor** - Below is a list of characteristics. For each one, please mark what college majors people with those characteristics generally choose. You may select more than one.

	n=200
Art	48%
Education	29%
English	26%
Communication Studies	20%
Philosophy	19%
Business	16%
Nursing	16%
Physics	13%
Engineering	13%
Psychology	13%
Math	12%
Political Science	8%

Q9R10. **Socially conscious** - Below is a list of characteristics. For each one, please mark what college majors people with those characteristics generally choose. You may select more than one.

	n=200
Psychology	46%
Education	43%
Political Science	42%
Communication Studies	37%
Philosophy	36%
Nursing	32%
Art	27%
Business	26%
English	21%
Physics	13%
Math	12%
Engineering	11%

Q9R11. **Driven** - Below is a list of characteristics. For each one, please mark what college majors people with those characteristics generally choose. You may select more than one.

	n=200
Engineering	54%
Physics	45%
Business	43%
Math	38%
Political Science	37%
Education	36%
Nursing	33%
Philosophy	31%
Communication Studies	28%
Psychology	28%
Art	26%
English	22%

Q9R12. **Laid back** - Below is a list of characteristics. For each one, please mark what college majors people with those characteristics generally choose. You may select more than one.

	n=200
Art	50%
Philosophy	33%
Communication Studies	26%
English	24%
Education	18%
Psychology	18%
Math	15%
Nursing	12%
Political Science	11%
Business	10%
Engineering	10%
Physics	9%

Q9R13. **Patient** - Below is a list of characteristics. For each one, please mark what college majors people with those characteristics generally choose. You may select more than one.

	n=200
Nursing	48%
Education	46%
Psychology	39%
Art	30%
Communication Studies	29%
Philosophy	25%
Engineering	24%
Physics	23%
Math	22%
English	22%
Business	15%
Political Science	14%

Q9R14. **Selfless** - Below is a list of characteristics. For each one, please mark what college majors people with those characteristics generally choose. You may select more than one.

	n=200
Nursing	59%
Education	43%
Psychology	24%
Philosophy	18%
Communication Studies	17%
Art	14%
Business	13%
Engineering	13%
English	13%
Physics	12%
Political Science	11%
Math	10%

Q9R15. **Curious** - Below is a list of characteristics. For each one, please mark what college majors people with those characteristics generally choose. You may select more than one.

	n=200
Philosophy	44%
Psychology	43%
Physics	41%
Art	35%
Engineering	33%
Math	29%
Communication Studies	24%
Education	20%
Political Science	19%
English	18%
Business	15%
Nursing	13%

Q10R1. **Nice** - Below is a list of characteristics. For each one, please mark what career people with those characteristics generally choose. You may select more than one.

	n=200
Nursing	56%
Education	50%
Art	35%
English	35%
Psychology	33%
Communication Studies	26%
Philosophy	22%
Business	21%
Engineering	18%
Political Science	18%
Math	13%
Physics	13%

Q10R2. **Smart** - Below is a list of characteristics. For each one, please mark what career people with those characteristics generally choose. You may select more than one.

	n=200
Engineering	66%
Physics	63%
Math	58%
Business	47%
Psychology	42%
Political Science	40%
Nursing	38%
Education	35%
Philosophy	35%
English	30%
Communication Studies	23%
Art	19%

Q10R3. **Motivated** - Below is a list of characteristics. For each one, please mark what career people with those characteristics generally choose. You may select more than one.

	n=200
Business	54%
Engineering	54%
Physics	43%
Political Science	43%
Nursing	42%
Math	37%
Education	36%
Art	33%
Psychology	32%
Communication Studies	31%
Philosophy	24%
English	24%

Q10R4. **Ambitious** - Below is a list of characteristics. For each one, please mark what career people with those characteristics generally choose. You may select more than one.

	n=200
Business	52%
Engineering	44%
Political Science	38%
Physics	33%
Nursing	33%
Art	29%
Philosophy	29%
Psychology	28%
Math	26%
Education	24%
Communication Studies	20%
English	16%

Q10R5. **Lazy** - Below is a list of characteristics. For each one, please mark what career people with those characteristics generally choose. You may select more than one.

	n=200
Art	36%
Communication Studies	27%
Philosophy	21%
English	17%
Psychology	15%
Political Science	15%
Education	13%
Business	11%
Nursing	10%
Math	9%
Physics	5%
Engineering	5%

Q10R6. **Mediocre (or average)** - Below is a list of characteristics. For each one, please mark what career people with those characteristics generally choose. You may select more than one.

	n=200
Education	32%
Communication Studies	32%
Art	32%
English	27%
Philosophy	20%
Psychology	20%
Nursing	20%
Political Science	20%
Business	16%
Math	13%
Physics	11%
Engineering	10%

Q10R7. **Entrepreneurial** - Below is a list of characteristics. For each one, please mark what career people with those characteristics generally choose. You may select more than one.

	n=200
Business	71%
Communication Studies	23%
Engineering	22%
Political Science	18%
Art	14%
Math	11%
Psychology	11%
Physics	10%
English	9%
Education	8%
Philosophy	6%
Nursing	5%

Q10R8. **Rich** - Below is a list of characteristics. For each one, please mark what career people with those characteristics generally choose. You may select more than one.

	n=200
Business	55%
Engineering	49%
Political Science	34%
Physics	24%
Psychology	22%
Nursing	14%
Math	12%
Philosophy	11%
Communication Studies	10%
Art	8%
English	7%
Education	6%

Q10R9. **Poor** - Below is a list of characteristics. For each one, please mark what career people with those characteristics generally choose. You may select more than one.

	n=200
Art	47%
Education	40%
Philosophy	23%
English	23%
Nursing	13%
Communication Studies	11%
Math	10%
Political Science	10%
Business	9%
Psychology	8%
Engineering	7%
Physics	4%

Q10R10. **Socially conscious** - Below is a list of characteristics. For each one, please mark what career people with those characteristics generally choose. You may select more than one.

	n=200
Education	39%
Communication Studies	38%
Psychology	37%
Political Science	37%
Philosophy	34%
Nursing	33%
Art	26%
English	23%
Business	22%
Engineering	14%
Physics	13%
Math	12%

Q10R11. **Driven** - Below is a list of characteristics. For each one, please mark what career people with those characteristics generally choose. You may select more than one.

	n=200
Engineering	56%
Business	50%
Nursing	36%
Political Science	36%
Physics	34%
Math	33%
Education	30%
Psychology	26%
Art	23%
Communication Studies	21%
English	19%
Philosophy	17%

Q10R12. **Laid back** - Below is a list of characteristics. For each one, please mark what career people with those characteristics generally choose. You may select more than one.

	n=200
Art	54%
Philosophy	35%
English	27%
Communication Studies	26%
Education	22%
Psychology	22%
Business	15%
Engineering	13%
Nursing	12%
Political Science	10%
Math	9%
Physics	8%

Q10R13. **Patient** - Below is a list of characteristics. For each one, please mark what career people with those characteristics generally choose. You may select more than one.

	n=200
Nursing	49%
Education	47%
Psychology	35%
Art	27%
English	27%
Communication Studies	23%
Physics	22%
Engineering	22%
Math	21%
Philosophy	21%
Political Science	11%
Business	10%

Q10R14. Selfless - Below is a list of characteristics. For each one, please mark what career people with those characteristics generally choose. You may select more than one.

	n=200
Nursing	54%
Education	42%
Psychology	23%
Communication Studies	16%
Art	15%
Philosophy	14%
Engineering	12%
English	12%
Physics	10%
Political Science	8%
Business	7%
Math	6%

Q10R15. **Curious** - Below is a list of characteristics. For each one, please mark what career people with those characteristics generally choose. You may select more than one.

	n=200
Philosophy	47%
Psychology	46%
Art	43%
Physics	39%
Engineering	35%
Education	27%
Math	26%
Political Science	25%
English	21%
Business	20%
Communication Studies	20%
Nursing	20%

Q11R1. Business - Of the following list please indicate whether you think this major is very difficult, somewhat difficult, somewhat easy, or very easy.

	n=400
Very difficult	19%
Somewhat difficult	47%
Somewhat easy	26%
Very easy	8%
DIFFICULT	66%
EASY	34%

Q11R2. Education - Of the following list please indicate whether you think this major is very difficult, somewhat difficult, somewhat easy, or very easy.

	n=400
Very difficult	9%
Somewhat difficult	37%
Somewhat easy	37%
Very easy	17%
DIFFICULT	46%
EASY	54%

Q11R3. Math - Of the following list please indicate whether you think this major is very difficult, somewhat difficult, somewhat easy, or very easy.

	n=400
Very difficult	46%
Somewhat difficult	33%
Somewhat easy	13%
Very easy	8%
DIFFICULT	79%
EASY	21%

Q11R4. Physics - Of the following list please indicate whether you think this major is very difficult, somewhat difficult, somewhat easy, or very easy.

	n=400
Very difficult	69%
Somewhat difficult	19%
Somewhat easy	8%
Very easy	4%
DIFFICULT	88%
EASY	12%

Q11R5. Engineering - Of the following list please indicate whether you think this major is very difficult, somewhat difficult, somewhat easy, or very easy.

	n=400
Very difficult	67%
Somewhat difficult	22%
Somewhat easy	6%
Very easy	4%
DIFFICULT	90%
EASY	10%

Q11R6. Communication Studies - Of the following list please indicate whether you think this major is very difficult, somewhat difficult, somewhat easy, or very easy.

	n=400
Very difficult	6%
Somewhat difficult	31%
Somewhat easy	46%
Very easy	18%
DIFFICULT	37%
EASY	63%

Q11R7. Art - Of the following list please indicate whether you think this major is very difficult, somewhat difficult, somewhat easy, or very easy.

	n=400
Very difficult	10%
Somewhat difficult	22%
Somewhat easy	38%
Very easy	30%
DIFFICULT	33%
EASY	67%

Q11R8. Philosophy - Of the following list please indicate whether you think this major is very difficult, somewhat difficult, somewhat easy, or very easy.

	n=400
Very difficult	16%
Somewhat difficult	40%
Somewhat easy	29%
Very easy	15%
DIFFICULT	56%
EASY	44%

Q11R9. Psychology - Of the following list please indicate whether you think this major is very difficult, somewhat difficult, somewhat easy, or very easy.

	n=400
Very difficult	18%
Somewhat difficult	42%
Somewhat easy	30%
Very easy	10%
DIFFICULT	60%
EASY	40%

Q11R10. English - Of the following list please indicate whether you think this major is very difficult, somewhat difficult, somewhat easy, or very easy.

	n=400
Very difficult	7%
Somewhat difficult	34%
Somewhat easy	45%
Very easy	14%
DIFFICULT	41%
EASY	59%

Q11R11. Nursing - Of the following list please indicate whether you think this major is very difficult, somewhat difficult, somewhat easy, or very easy.

	n=400
Very difficult	37%
Somewhat difficult	43%
Somewhat easy	13%
Very easy	8%
DIFFICULT	79%
EASY	21%

Q11R12. Political Science - Of the following list please indicate whether you think this major is very difficult, somewhat difficult, somewhat easy, or very easy.

	n=400
Very difficult	17%
Somewhat difficult	49%
Somewhat easy	25%
Very easy	9%
DIFFICULT	66%
EASY	34%

Q12. How would you describe someone who goes into teaching?
(OPEN END)

	n=400
Passionate about education/teaching	21%
Caring	20%
Patient	19%
Loves children	17%
Likes to help others	13%
Dedicated	9%
Selfless	8%
Smart/intelligent	7%
Nice/good person	4%
Social/people person	4%
Doesn't care about pay/salary	4%
General positive	3%
Cares about the future	3%
Lazy/wants an easy job	3%
Ambitious	2%
Hard working	2%
Good at explaining things	2%
Good mentor	2%
Foolish	1%
Can't get a better job	1%
Other	17%
Don't know/refused	7%

Q13. How would you describe someone who goes into **medicine**?
(OPEN END)

	n=400
Smart/intelligent	35%
Likes to help people	30%
Driven/hard working	21%
Caring	16%
Wants to make a good living	6%
Ambitious	5%
Patient	5%
General positive	3%
Selfless	3%
Good at math/science	2%
Doctor/physician	1%
Crazy/insane	1%
Professional	1%
Detailed/organized	1%
Other	24%
Don't know/refused	7%

Q14. How would you describe someone who goes into **business**?
(OPEN END)

	n=400
Driven/ambitious	30%
Smart/intelligent	16%
Only cares about money	11%
Wants to make money	7%
General negative	5%
Likes numbers/figures	5%
Good with people	5%
Wants to work for themselves	5%
General positive	4%
Entrepreneurial	4%
Innovative	4%
Strong willed	3%
Business man	3%
Independent	2%
Average/common	2%
Likes to sell	2%
Controlling/bossy	2%
Expressive/good communicator	1%
Resourceful	1%
Trying to satisfy parents	1%
Wants a stable job	1%
Brave	1%
Other	20%
Don't know/refused	8%

Q15. How would you describe someone who goes into a **nonprofit**?
(OPEN END)

	n=400
Selfless	28%
Likes to help others	27%
Caring	24%
Not focused on money	9%
General positive	6%
Motivated/driven	5%
Passionate about a cause	5%
Generous	4%
Volunteer	2%
Foolish	1%
Liberal	1%
Smart/intelligent	1%
Untrustworthy	1%
Lazy/can't do any better	1%
General negative	1%
Other	15%
Don't know/refused	9%

Q16. How would you describe someone who goes into **engineering**? **(OPEN END)**

	n=400
Smart/intelligent	52%
Ambitious/hard working	17%
Innovative/creative	13%
Good at math	10%
Likes to build things	8%
Scientific/loves science	5%
Likes technology	4%
General positive	3%
Hands on	3%
Detail oriented	3%
Curious	3%
Engineer	2%
Quiet type	2%
General negative	2%
Likes what they do	1%
Analytical	1%
Wants a good job	1%
Boring	1%
Wants to help/make a difference	1%
Other	13%
Don't know/refused	8%

Q17. Are you familiar with Teach for America?

	n=400
Yes	28%
No	65%
Don't know	6%

If answered "yes" to Q17

Q18. Do you think people who choose to do Teach for America differ from traditional public school teachers?

	n=113
Yes	63%
No	20%
Don't know	17%

If answered "yes" to Q18

Q19. How do you think people who choose to do Teach for America differ from traditional public school teachers? **(OPEN END)**

	n=71
They love to teach/teach children	12%
More driven/passionate	9%
They teach in poor communities	8%
Different from other teachers	6%
They are selfless	5%
General positive	5%
They don't make as much money	4%
Not a traditionally trained educator	4%
They have few options/can't get a teaching job	2%
Good people	2%
Other	28%
Don't know/refused	25%

Q20. Do people who decide to become elementary, middle school, and high school teachers differ from one another? If so, please describe how. **(OPEN END)**

	n=400
No difference	33%
Some people relate better to certain age groups	29%
Elementary teachers are more patient	13%
Level of education required is different for older children	10%
Middle school teachers have to be stronger/tougher	3%
They are caring/giving people	2%
Those who teach younger kids are more friendly/gentle	1%
Other	13%
Don't know/refused	11%

Q21. If you told your parents you were going to become a teacher, how would they feel?

	n=400
Proud	50%
Impressed	28%
Grateful	21%
Apathetic	11%
Disappointed	11%
Don't know	20%

Q22. How do you think the teaching profession has changed in the last few years?

	n=400
It has gotten more prestigious	25%
It has gotten less prestigious	49%
No change	26%

Q23. How familiar are you with the issue of education reform?

	n=400
Very familiar	15%
Somewhat familiar	42%
Somewhat unfamiliar	19%
Not at all familiar	18%
Don't know	7%
FAMILIAR	56%
NOT FAMILIAR	37%

Q24. Have you heard or read anything in the media recently about education reform?

	n=400
Yes	35%
No	56%
Don't know	10%

If answered "yes" to Q24

Q25. Did what you hear or read make you much more favorable, somewhat more favorable, somewhat less favorable, or much less favorable toward the teaching profession?

	n=138
Much more favorable	22%
Somewhat more favorable	40%
Somewhat less favorable	26%
Much less favorable	12%
MORE FAVORABLE	62%
LESS FAVORABLE	38%

If answered "yes" to Q24
Q26. Briefly, what did you hear or read?

	n=138
Teachers are being paid poorly	11%
Education reforms are being considered	7%
General positive	7%
Quality of education has suffered in recent years	6%
Common Core standards	5%
Budget cuts/lack of funding for public schools	5%
Contract negotiations/strike threats	4%
Standardized testing issues	4%
Teachers unions are the problem	4%
Harder to find teaching jobs	3%
Teachers are being held to higher standards	2%
Foreign countries have better schools	2%
Performance based salaries for teachers	2%
How difficult it is to teach	2%
Creationist vs. evolutionist teaching	1%
Differences between standards in states	1%
Privatization efforts by politicians	1%
Other	16%
Don't know/refused	18%

Q27R1. Paying high performing teachers more - Please read the list of education reforms below. Please indicate on a 0-10 scale how much more likely it is to make you consider teaching, with "0" meaning not at all and "10" meaning it makes you much more li

	n=400
0 Not At All	10%
1	1%
2	2%
3	2%
4	4%
5	11%
6	11%
7	14%
8	12%
9	13%
10 Much More Likely	19%

Q27R2. Paying all teachers more - Please read the list of education reforms below. Please indicate on a 0-10 scale how much more likely it is to make you consider teaching, with "0" meaning not at all and "10" meaning it makes you much more likely to cons

	n=400
0 Not At All	9%
1	2%
2	2%
3	4%
4	3%
5	12%
6	10%
7	12%
8	16%
9	8%
10 Much More Likely	23%

Q27R3. Evaluating all teachers on the basis of how much their students improve - Please read the list of education reforms below. Please indicate on a 0-10 scale how much more likely it is to make you consider teaching, with "0" meaning not at all and "10

	n=400
0 Not At All	14%
1	3%
2	2%
3	4%
4	6%
5	16%
6	11%
7	14%
8	8%
9	13%
10 Much More Likely	10%

Q27R4. Encouraging more effective school leadership by better training principles - Please read the list of education reforms below. Please indicate on a 0-10 scale how much more likely it is to make you consider teaching, with "0" meaning not at all and

	n=400
0 Not At All	10%
1	2%
2	2%
3	3%
4	4%
5	14%
6	10%
7	14%
8	14%
9	8%
10 Much More Likely	19%

Q27R5. Offering student loan repayment to teachers - Please read the list of education reforms below. Please indicate on a 0-10 scale how much more likely it is to make you consider teaching, with "0" meaning not at all and "10" meaning it makes you much

	n=400
0 Not At All	10%
1	2%
2	2%
3	4%
4	4%
5	11%
6	12%
7	11%
8	14%
9	11%
10 Much More Likely	19%

Q27R6. Raising standards for teacher preparation programs to make them more competitive - Please read the list of education reforms below. Please indicate on a 0-10 scale how much more likely it is to make you consider teaching, with "0" meaning not at al

	n=400
0 Not At All	12%
1	2%
2	3%
3	3%
4	5%
5	17%
6	11%
7	14%
8	13%
9	8%
10 Much More Likely	12%

Q27R7. Conducting less frequent teacher evaluations - Please read the list of education reforms below. Please indicate on a 0-10 scale how much more likely it is to make you consider teaching, with "0" meaning not at all and "10" meaning it makes you much

	n=400
0 Not At All	18%
1	4%
2	6%
3	8%
4	6%
5	18%
6	10%
7	7%
8	8%
9	7%
10 Much More Likely	7%

Q27R8. Providing opportunities for promotion, for example, becoming a "master teacher" - Please read the list of education reforms below. Please indicate on a 0-10 scale how much more likely it is to make you consider teaching, with "0" meaning not at all

	n=400
0 Not At All	11%
1	1%
2	2%
3	4%
4	5%
5	14%
6	12%
7	12%
8	14%
9	9%
10 Much More Likely	15%

Q27R9. Encouraging more diversity in the profession - Please read the list of education reforms below. Please indicate on a 0-10 scale how much more likely it is to make you consider teaching, with "0" meaning not at all and "10" meaning it makes you much

	n=400
0 Not At All	12%
1	2%
2	4%
3	2%
4	5%
5	16%
6	11%
7	12%
8	13%
9	6%
10 Much More Likely	17%

Q27R10. Promoting teachers on the basis of how much their students improve - Please read the list of education reforms below. Please indicate on a 0-10 scale how much more likely it is to make you consider teaching, with "0" meaning not at all and "10" me

	n=400
0 Not At All	13%
1	4%
2	2%
3	5%
4	6%
5	13%
6	13%
7	10%
8	11%
9	10%
10 Much More Likely	12%

Q27R11. Allowing teachers to negotiate their own salary - Please read the list of education reforms below. Please indicate on a 0-10 scale how much more likely it is to make you consider teaching, with "0" meaning not at all and "10" meaning it makes you

	n=400
0 Not At All	12%
1	3%
2	2%
3	2%
4	7%
5	14%
6	14%
7	13%
8	15%
9	7%
10 Much More Likely	11%

Q27R12. Ending teacher tenure - Please read the list of education reforms below. Please indicate on a 0-10 scale how much more likely it is to make you consider teaching, with "0" meaning not at all and "10" meaning it makes you much more likely to consid

	n=400
0 Not At All	18%
1	3%
2	6%
3	6%
4	8%
5	17%
6	12%
7	7%
8	8%
9	5%
10 Much More Likely	10%

Q27R13. Providing fewer long-term retirement benefits but raising pay - Please read the list of education reforms below. Please indicate on a 0-10 scale how much more likely it is to make you consider teaching, with "0" meaning not at all and "10" meaning

	n=400
0 Not At All	16%
1	4%
2	4%
3	7%
4	7%
5	18%
6	12%
7	10%
8	9%
9	5%
10 Much More Likely	7%

Q27R14. Publishing data on teacher preparation programs to show how many graduates get jobs - Please read the list of education reforms below. Please indicate on a 0-10 scale how much more likely it is to make you consider teaching, with "0" meaning not a

	n=400
0 Not At All	14%
1	1%
2	2%
3	5%
4	4%
5	19%
6	13%
7	11%
8	13%
9	7%
10 Much More Likely	10%

Q27R15. Extending the school year - Please read the list of education reforms below. Please indicate on a 0-10 scale how much more likely it is to make you consider teaching, with "0" meaning not at all and "10" meaning it makes you much more likely to co

	n=400
0 Not At All	23%
1	3%
2	7%
3	9%
4	8%
5	13%
6	9%
7	9%
8	9%
9	3%
10 Much More Likely	6%

Q27R16. Reducing the influence of teachers unions - Please read the list of education reforms below. Please indicate on a 0-10 scale how much more likely it is to make you consider teaching, with "0" meaning not at all and "10" meaning it makes you much m

	n=400
0 Not At All	18%
1	2%
2	3%
3	5%
4	9%
5	18%
6	10%
7	9%
8	10%
9	5%
10 Much More Likely	10%

Q27R17. Increasing consequences for students who do not perform - Please read the list of education reforms below. Please indicate on a 0-10 scale how much more likely it is to make you consider teaching, with "0" meaning not at all and "10" meaning it ma

	n=400
0 Not At All	15%
1	5%
2	3%
3	3%
4	6%
5	13%
6	11%
7	12%
8	12%
9	8%
10 Much More Likely	11%

Q27R18. Providing support to teachers like mentor teachers and teacher teams - Please read the list of education reforms below. Please indicate on a 0-10 scale how much more likely it is to make you consider teaching, with "0" meaning not at all and "10"

	n=400
0 Not At All	11%
1	2%
2	2%
3	4%
4	6%
5	15%
6	11%
7	12%
8	14%
9	9%
10 Much More Likely	14%

Q28. Have you ever considered becoming a teacher?

	n=400
Yes	50%
No	48%
Don't Know	2%

If answered "yes" to Q28
Q29. When did you consider becoming a teacher?
(OPEN END)

	n=201
When I was very young	28%
When I was in high school/college	26%
I have considered it in the past few years	10%
I have considered it recently	6%
I've always wanted to teach	5%
I like kids	4%
It's a good job	2%
Family members are teachers	1%
Other	10%
Don't know/refused	8%

If answered "yes" to Q28
Q30. Is teaching still something you are considering?

	n=201
Yes	44%
No	35%
Don't Know	22%

If answered "no" to Q30
Q31. Why did you decide against becoming a teacher?
(OPEN END)

	n=69
Pay is too low	25%
I wanted to do something else	21%
I don't think I'd be good at it	17%
I don't like children	9%
Don't like teachers	5%
I don't have the patience	4%
What I've heard about teaching from friends/family	4%
Other	28%
Don't know/refused	7%

Q32. Name one change about the teaching profession that would make it more attractive to you.
(OPEN END)

	n=400
Pay would have to be better	39%
Nothing/I wouldn't consider teaching	16%
I don't like working with kids	5%
Teachers are not a respected profession	5%
More flexibility in curriculum	4%
More job security	3%
Better benefits	2%
Teachers should be paid according to performance	2%
Don't like standardized testing	2%
Too expensive to train for teaching	2%
More fun in the classroom	2%
Too many budget cuts to education	1%
Blaming teachers for poor student performance	1%
Don't like unions	1%
Smaller class sizes	1%
More flexibility in disciplinary matters	1%
Ability to choose where I teach	1%
Helping people	1%
Better quality teachers/education	1%
Other	11%
Don't know/refused	8%

Q33. Are you very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable toward teachers unions?

	n=400
Very favorable	18%
Somewhat favorable	28%
Somewhat unfavorable	17%
Very unfavorable	10%
Don't know	27%
FAVORABLE	46%
UNFAVORABLE	27%

Demographics

QD1. Did your parents attend college?

	n=400
Yes, both	40%
Just one	30%
Neither	27%
Don't know	2%

QD2. Are your parents, step-parents or siblings teachers?

	n=400
Yes	16%
No	83%
Don't know	0%

QD3. What is your gender?

	n=400
Male	44%
Female	56%

QD4. What year were you born?

	n=400
18-19	21%
20-22	30%
23-25	19%
25+	29%
15-23	60%
24-29	17%
30+	23%
Mean:	1987

AAGE. Age grouping

	n=400
15-19	21%
20-24	47%
25-34	20%
35 and over	12%

QD7. What is your ethnic background?

	n=400
White	62%
Hispanic/Latino	14%
African American	14%
Asian	8%
Other	2%

QD5. What is your primary source of news and information?

	n=400
Social networking sites on the internet like Facebook, Twitt	15%
Online news sources	39%
Local television stations	22%
National television stations	15%
Radio	2%
Print newspapers or magazines	2%
Other (SPECIFY)	0%
Don't know	4%

QD6. Do you use social networking sites like Facebook, Twitter, or LinkedIn?

	n=400
Yes	90%
No	10%

REFORM. Reform States

	n=400
Yes	49%
No	51%