

# Florida Retail Masters Class

*Future Florida Retail Leaders Impact Project*

June 21, 2006

*Prepared By*



# Objectives and Methodology

# Study Objectives

- Assess the current level of awareness, familiarity, and interest in retail industry management careers across all key audiences.
- Assess current perceptions and misperceptions of careers in the retail industry across all key audiences.
- Understand the relative appeal of careers in the retail industry versus alternative career choices and understand the reasons behind the relative rankings.
- Identify the driving factors that make some career options more appealing than others. Assess how these factors change by audience perspective.
- Assess how the “retail industry” performs on these key career decision factors. Identify the gaps in expectation vs. performance.
- Assess how satisfied young professionals in the retail industry are with their decision to join the retail industry.
- Establish benchmarks from which to measure the impact of the Future Florida Retail Leaders Impact Project across all key audiences.

An additional 10 young professionals completed the survey, but were removed from the analysis because they were over the age of 35.

An additional 22 retail professionals completed the survey, but were removed because they hold cashier or sales clerk positions.

# Audiences

- High School Students.....202 completes
- College Students.....348 completes
- Young retail professionals.....106 completes
- Young professionals in other industries...86 completes

An additional 10 young professionals completed the survey, but were removed from the analysis because they were over the age of 35.

An additional 22 retail professionals completed the survey, but were removed because they hold cashier or sales clerk positions.

*Florida Retail  
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# Methodology

## *Young Professionals*

- Members of the Florida Retail Master's Class were asked to forward an email with the survey link to their colleagues and Catch Your Limit Consulting forwarded the email to a number of young professional groups
- All respondents were entered in a drawing for an iPod
- 106 young retail professionals and 86 young non-retail professionals completed the survey
- Study results contain a margin of error of +/- 9.5% for retail professionals and +/- 10.6% for non-retail professionals at the 95% confidence level

# Methodology

## *College Students*

- Deans of the business schools at Florida State University, University of Florida, and Eckerd College forwarded an email with the survey link to students enrolled in classes at their school
- All respondents were entered in a drawing for an iPod
- 348 college students completed the survey
  - 136 were from Florida State
  - 110 were from University of Florida
  - 98 were from Eckerd College
  - 4 were from other schools
- Study results contain a margin of error of +/- 5.3% at the 95% confidence level

# Methodology

## *High School Students*

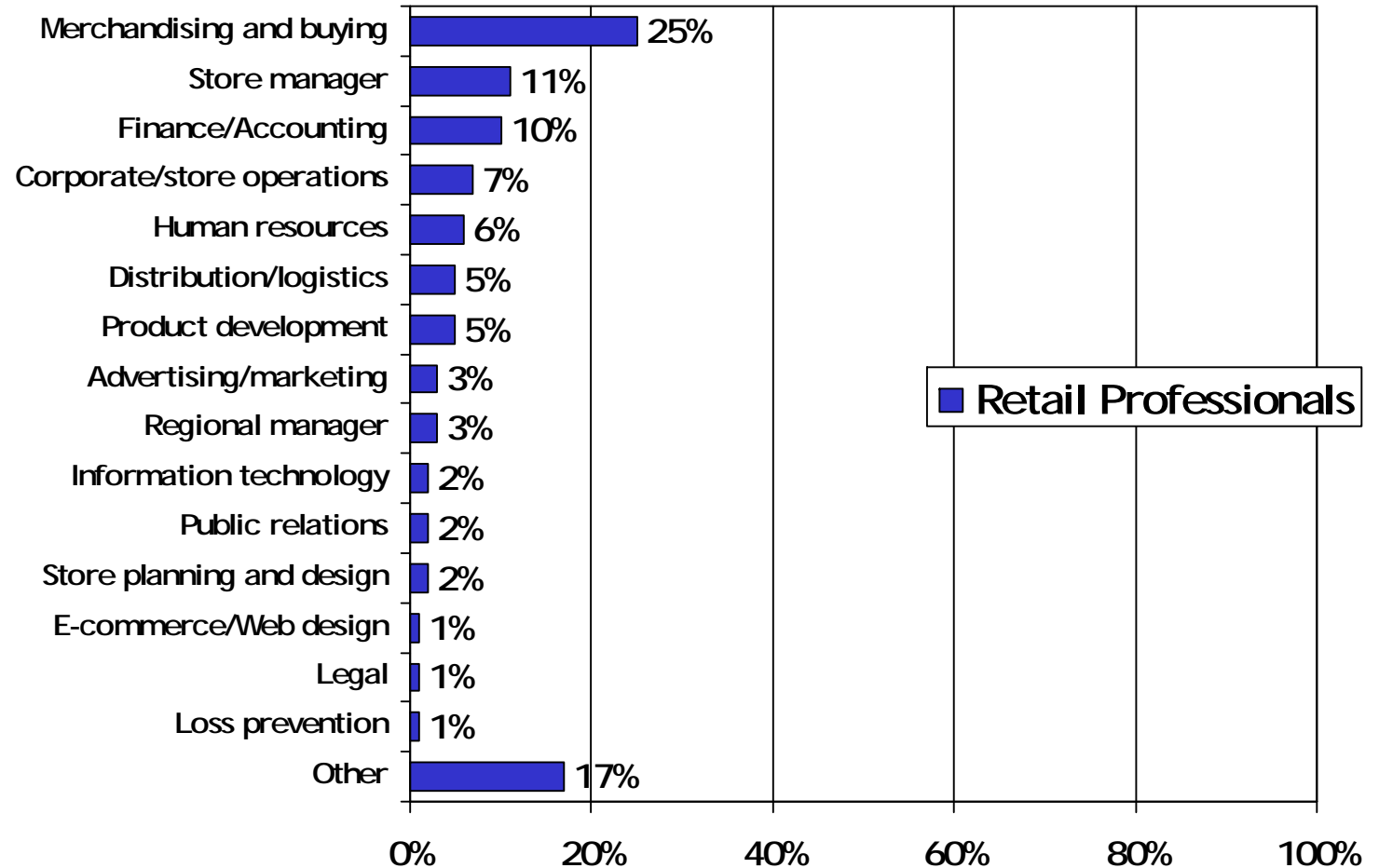
- High school students were recruited using Greenfield Online's participant pool of high school students in Florida
- 202 high school students completed the survey
- Study results contain a margin of error of +/- 6.9% at the 95% confidence level

# Respondent Profile

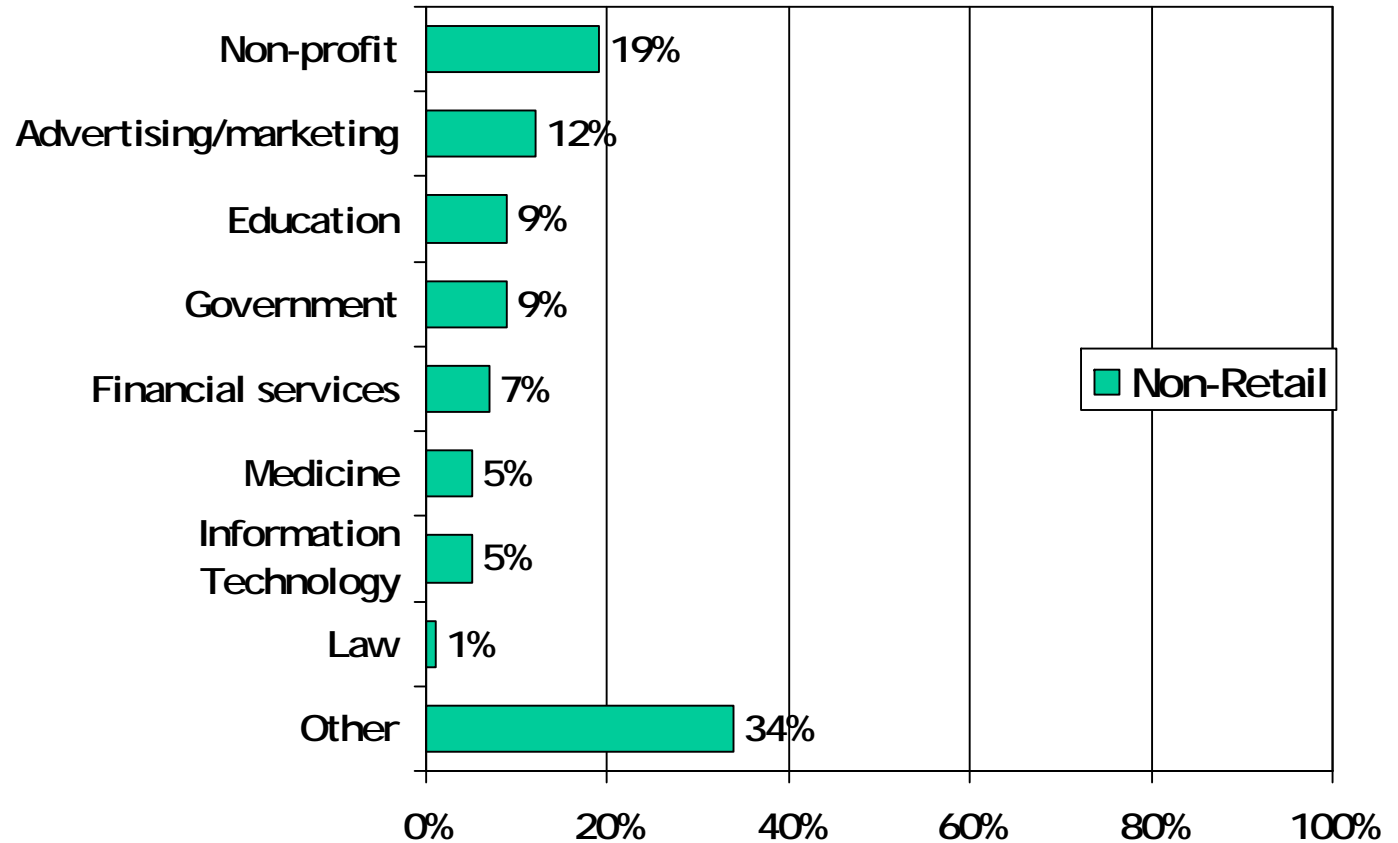
# *Young Professionals*

# A Quarter of Retail Professionals Surveyed Have Merchandising and Buying Positions

## A Number of Other Positions Are Represented as Well



# Non-Retail Young Professionals Work in a Number of Different Industries

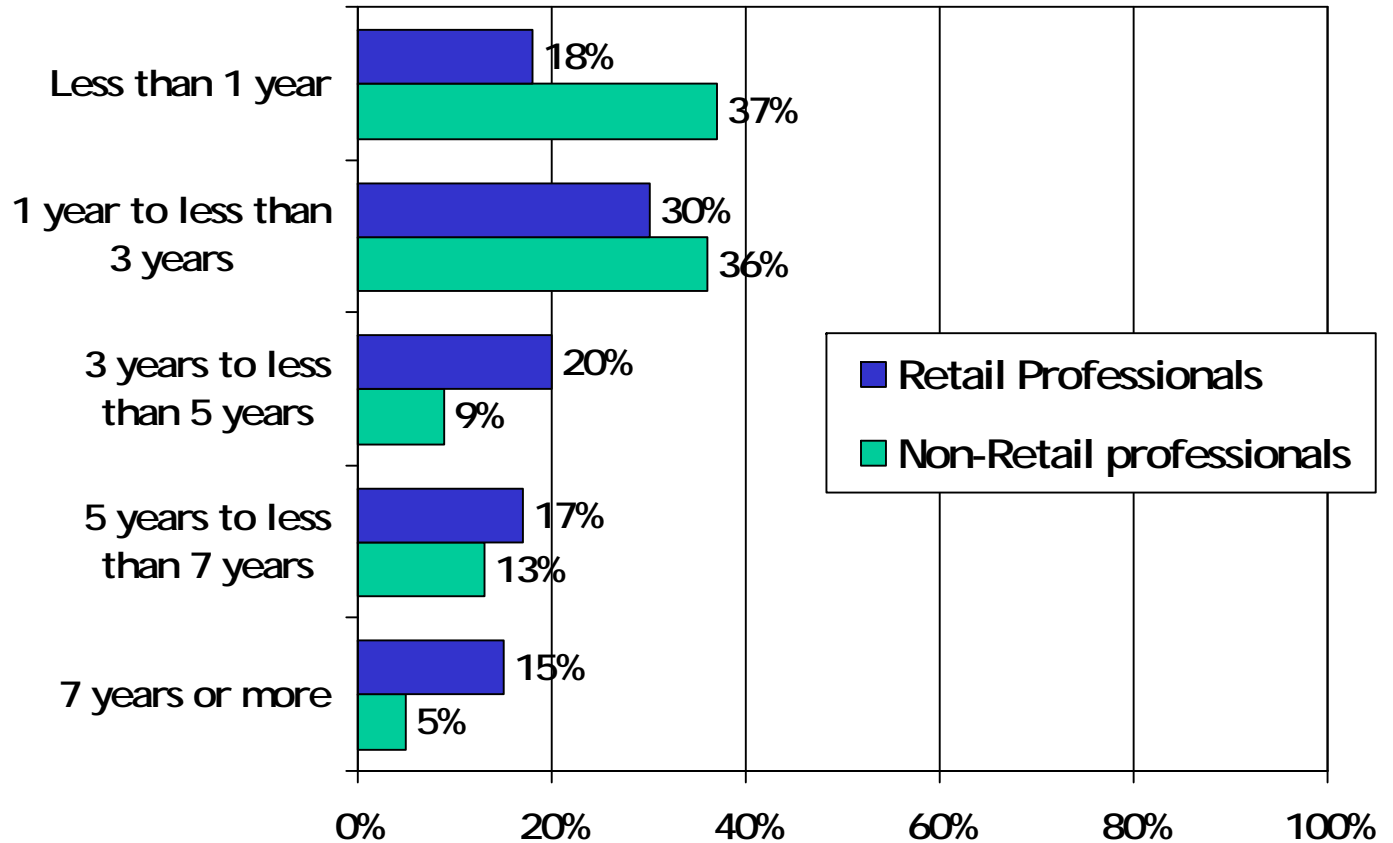


YP1: Which of the following best describes the industry in which you currently work?  
Note, this question does not refer to your specific job function, but rather the industry in which your work (e.g., if you work in Information Technology for the government, please select "Government" and not "Information Technology").



# Young Professionals Have a Variety of Experience with Their Current Employer

One-third of non-retail professionals and half of retail professionals are currently working in their first full-time job since graduating.



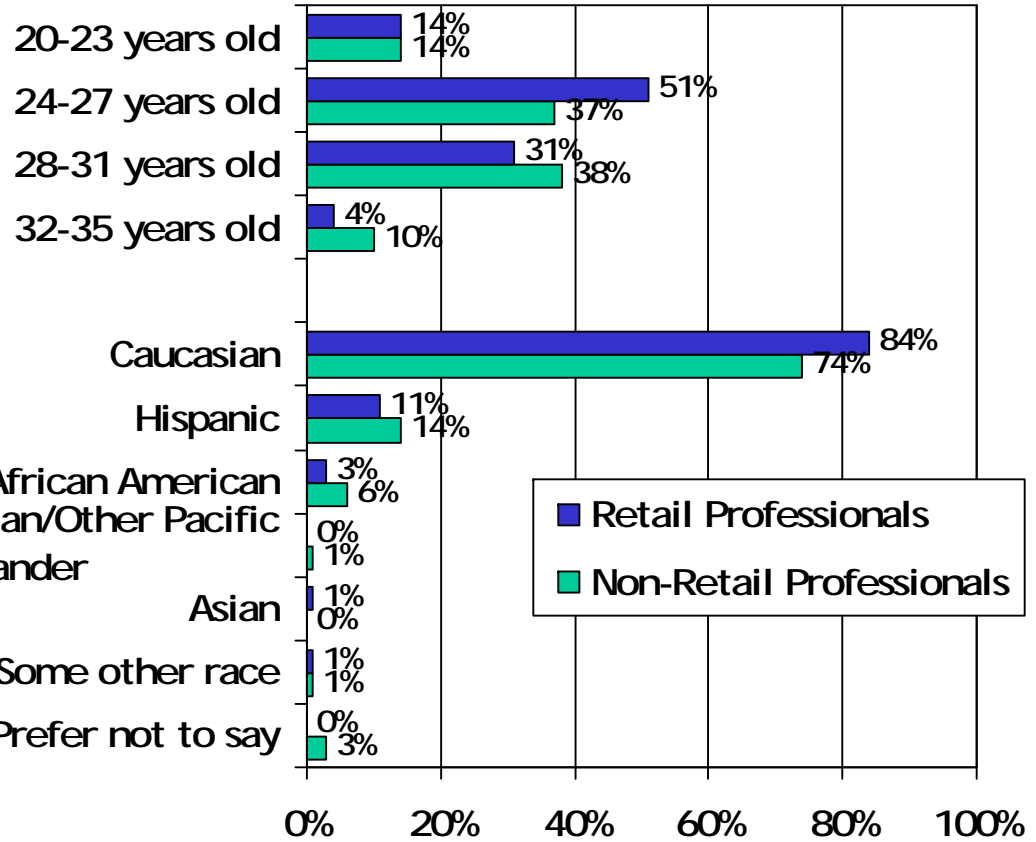
YP4: How long have you worked for your current employer?

YP5: Not including your current job, how many other full-time jobs have you had since you graduated from college?

# All Young Professionals Were 35 or Younger; Most Were Caucasian

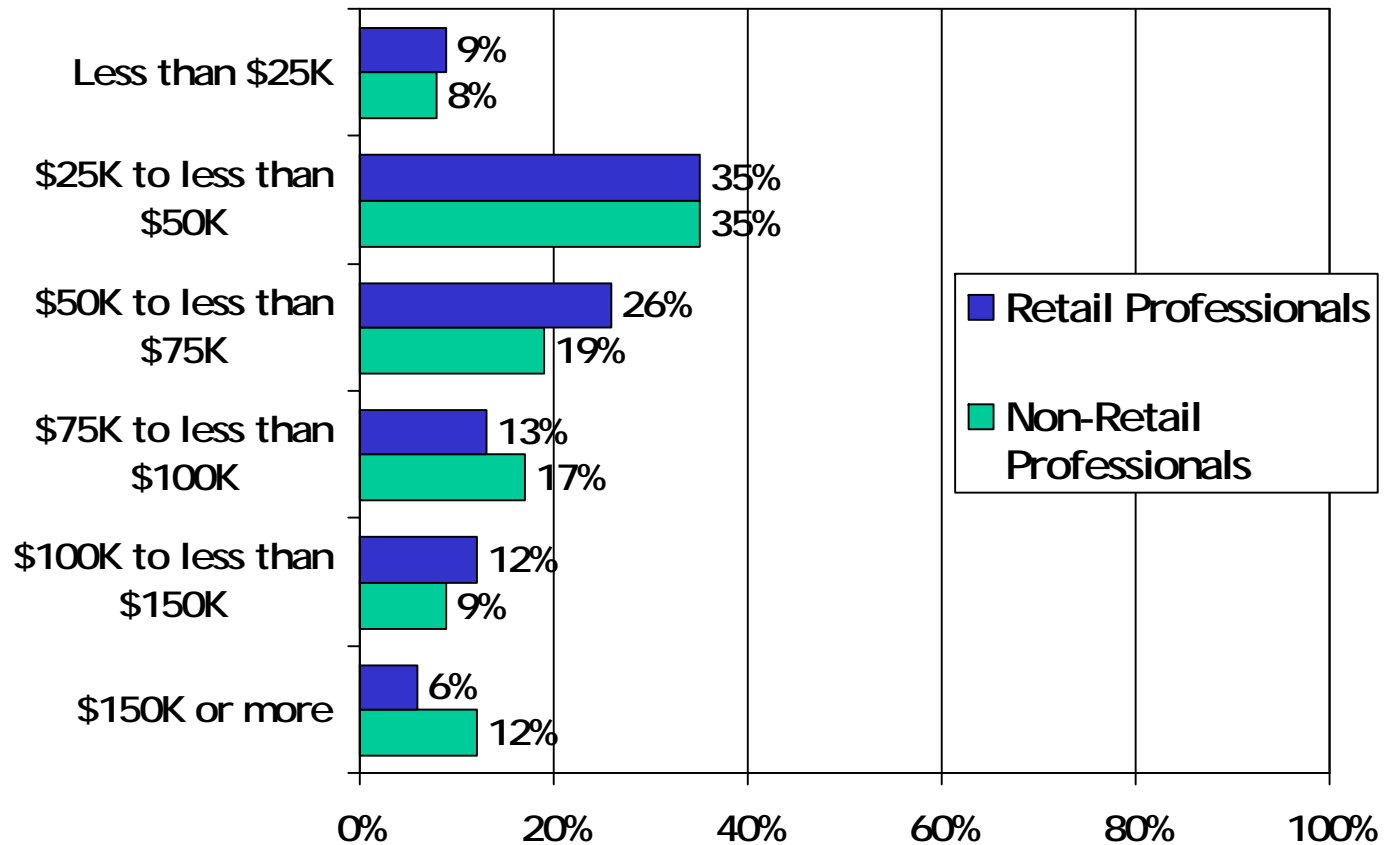
Age

Race



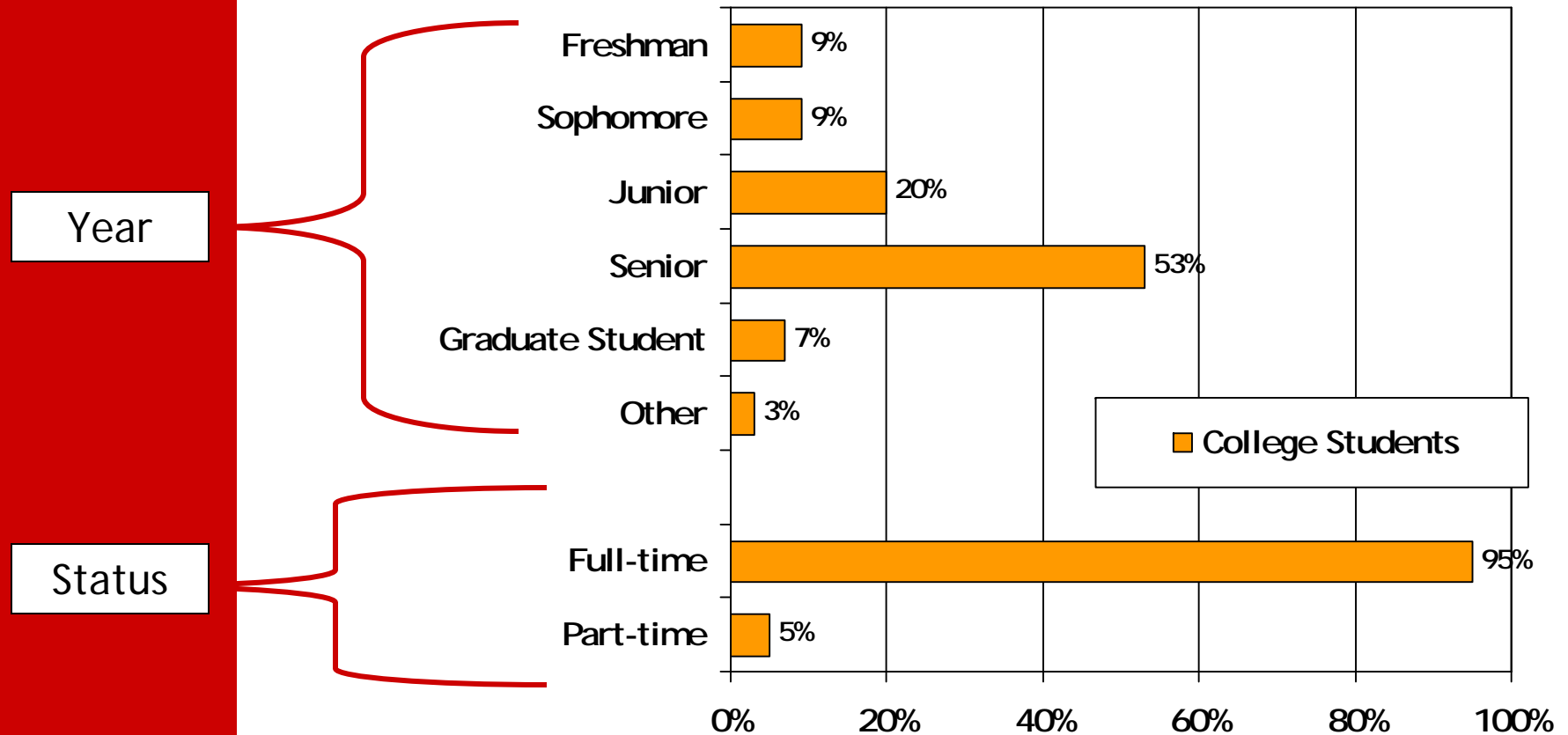
Note:  
 Respondents were asked to report their household income—not their personal income. It is therefore possible that some household incomes include the earnings of multiple people.

## The Mean Household Income for Young Professionals is Approximately \$70,000

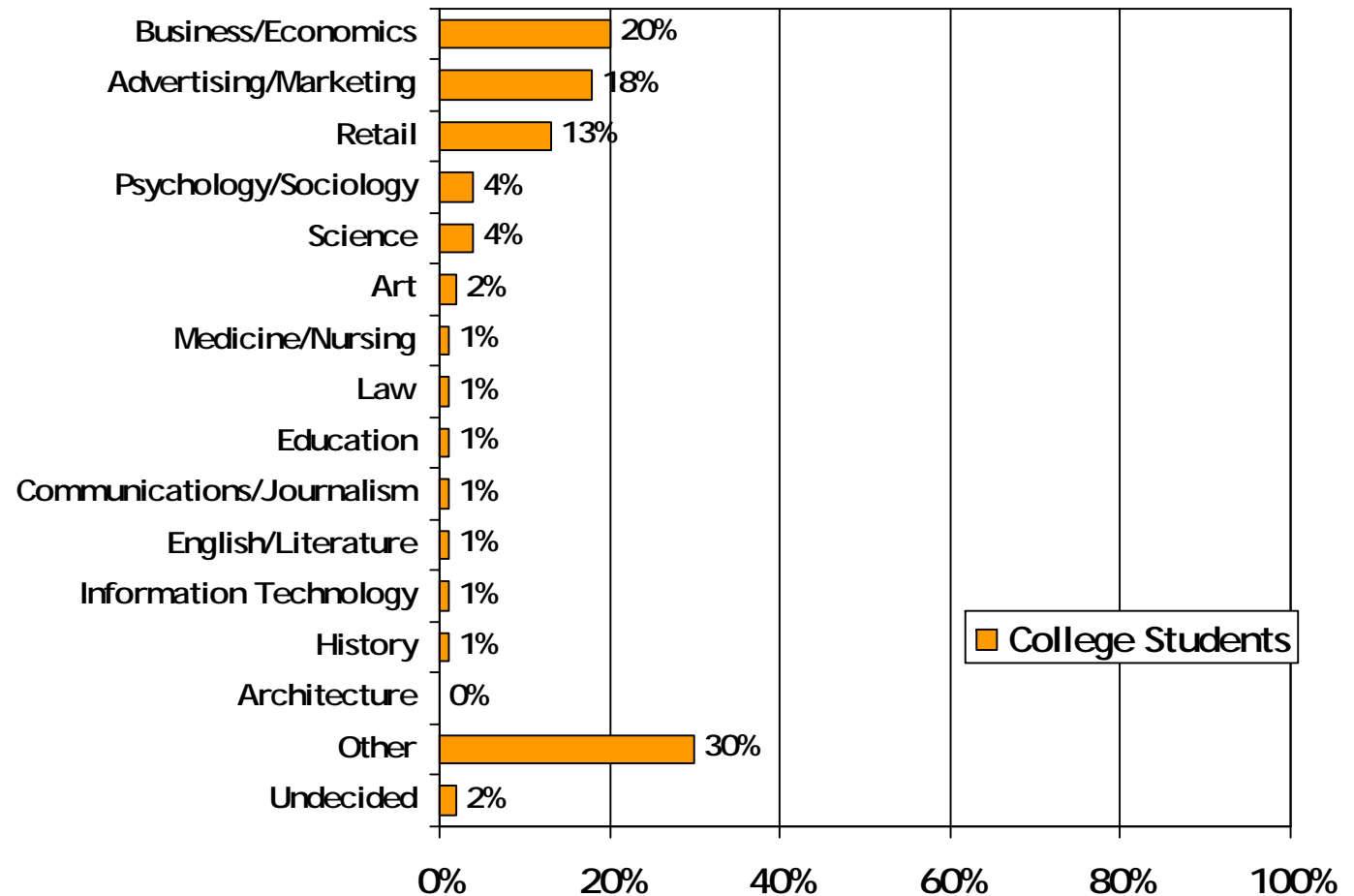


# *College Students*

# Half of the College Students Are Seniors; The Vast Majority Are Full-Time Students



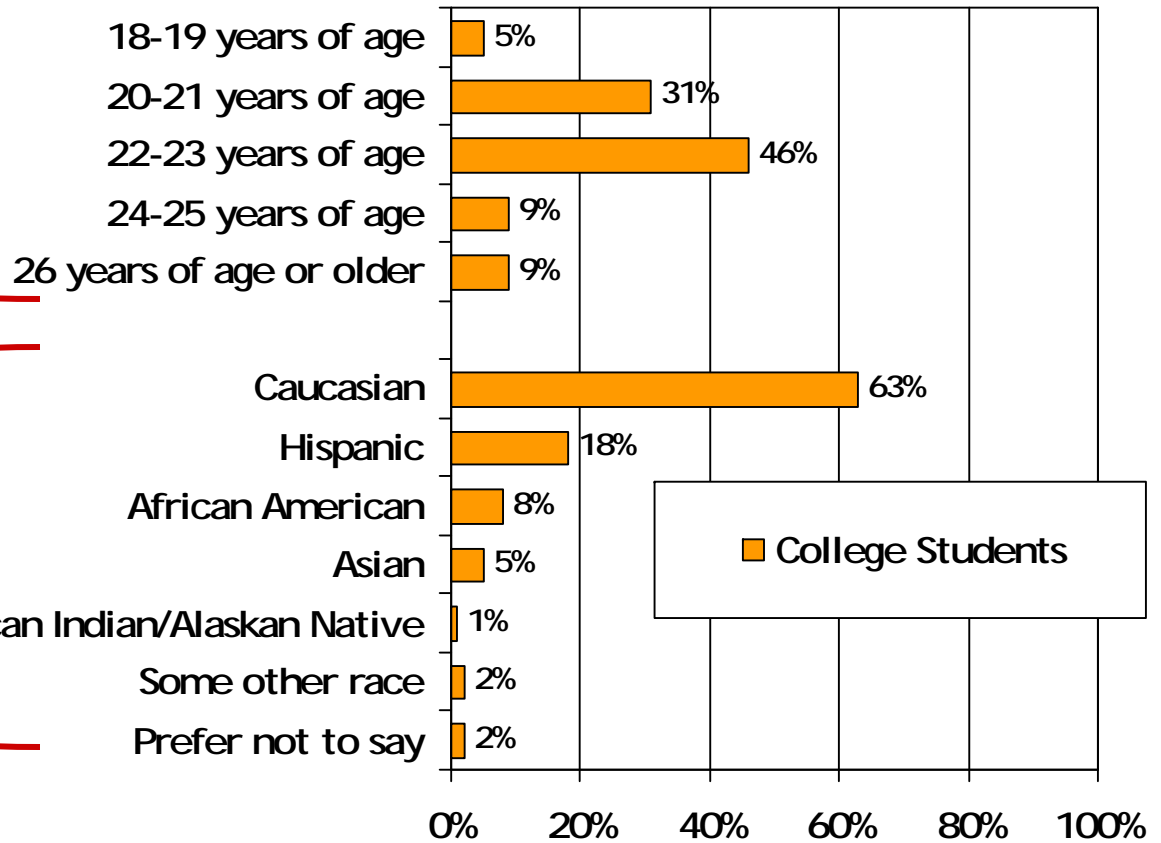
# Most of the College Students Surveyed Are in a Business-Oriented Major



# Most College Students Were Between 18 and 23; Two-Thirds Were Caucasian and a Fifth Were Hispanic

Age

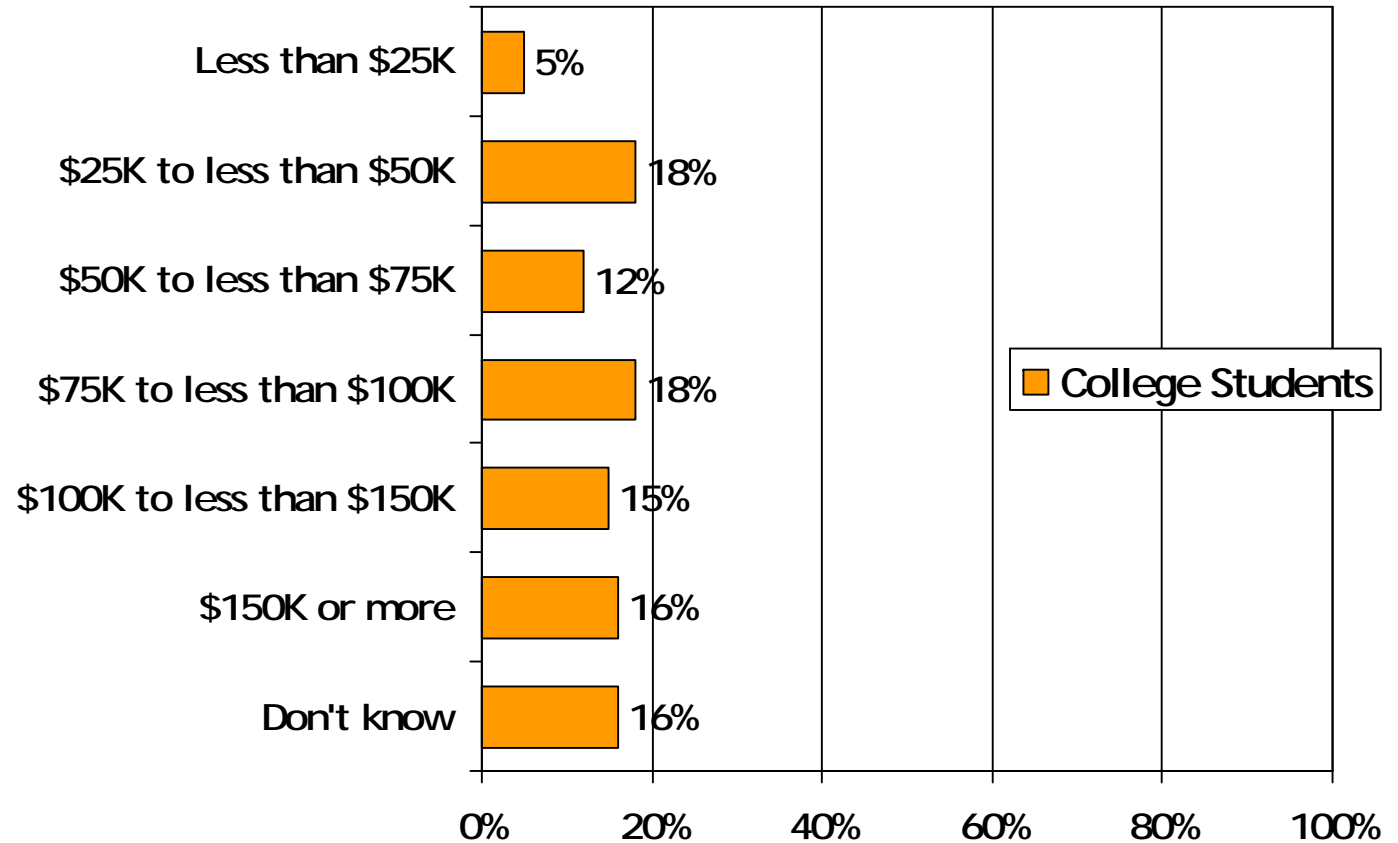
Race



C39: In what year were you born?

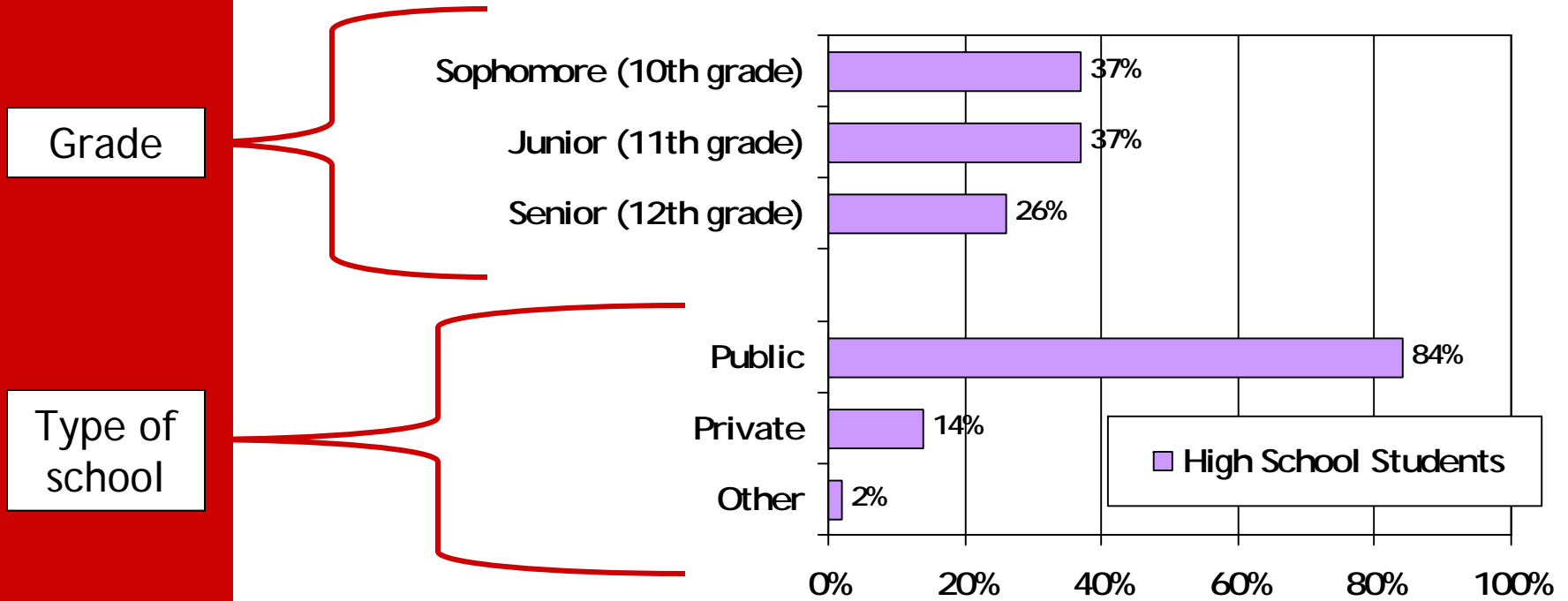
C40: Which of the following best describes you?

# The Mean Household Income for College Students is \$92,000



# *High School Students*

# High School Students Surveyed Represent Sophomores, Juniors, and Seniors; Most Attend Public School



Almost all (98%) say that they plan on attending college after they graduate high school—a fifth of those have already been accepted.

HS1: do you attend a public or a private high school?

HS2: What is your year in school?

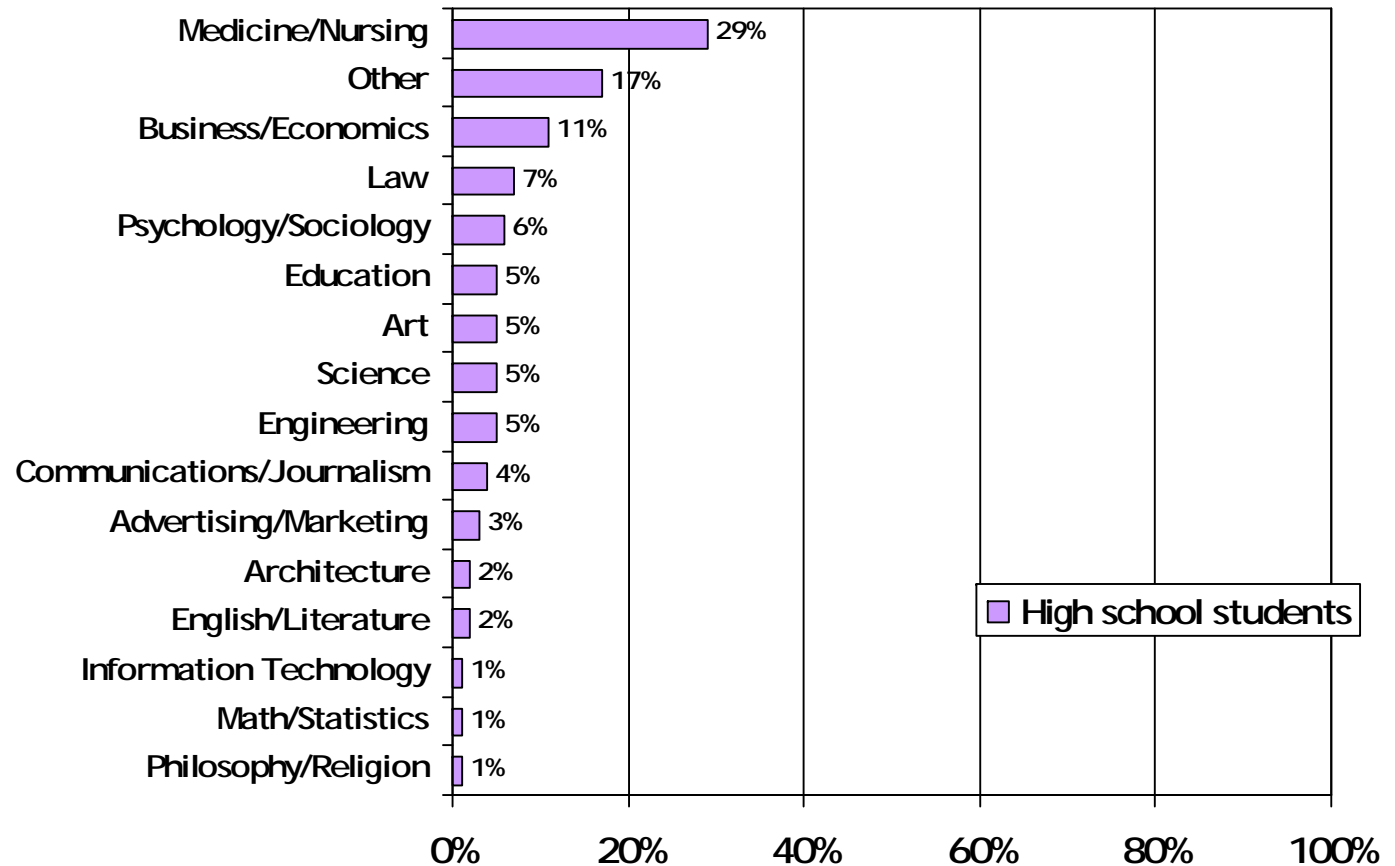
HS3: Do you plan on attending university/college after you graduate high school?

HS4: Have you already been accepted to a university/college and decided which one you are going to attend?

Only 16% said that they thought that they would be likely to change their major at some point during university/college.

## Two-Thirds of High School Students Say that They Have Already Decided What Their Major Will Be; Medicine is the Most Common Choice

No One Said Retail



HS5: Have you already decided what your major will be?

HS6: Which best describes your anticipated major?

HS7: How likely do you think you are to change your major at some point during

22 your university/college career?

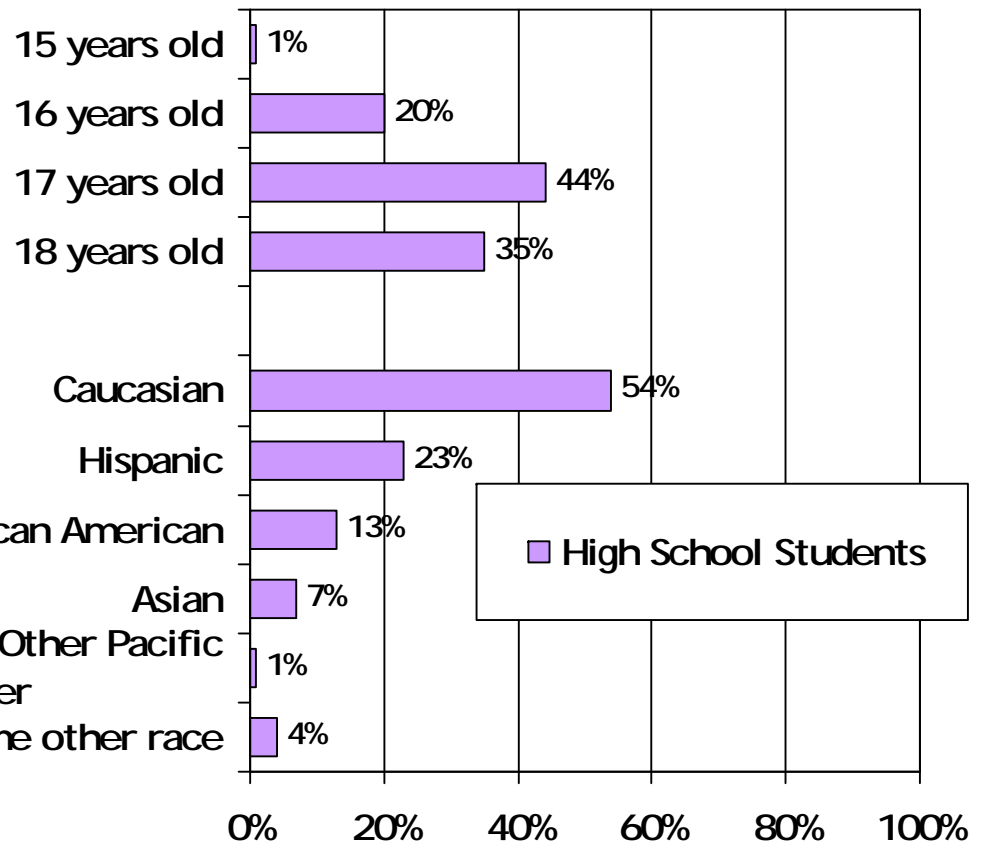


Southeastern Institute of Research

# Most High School Students Were Between 15 and 18 Years of Age; Half Were Caucasian and Almost a Quarter Were Hispanic

Age

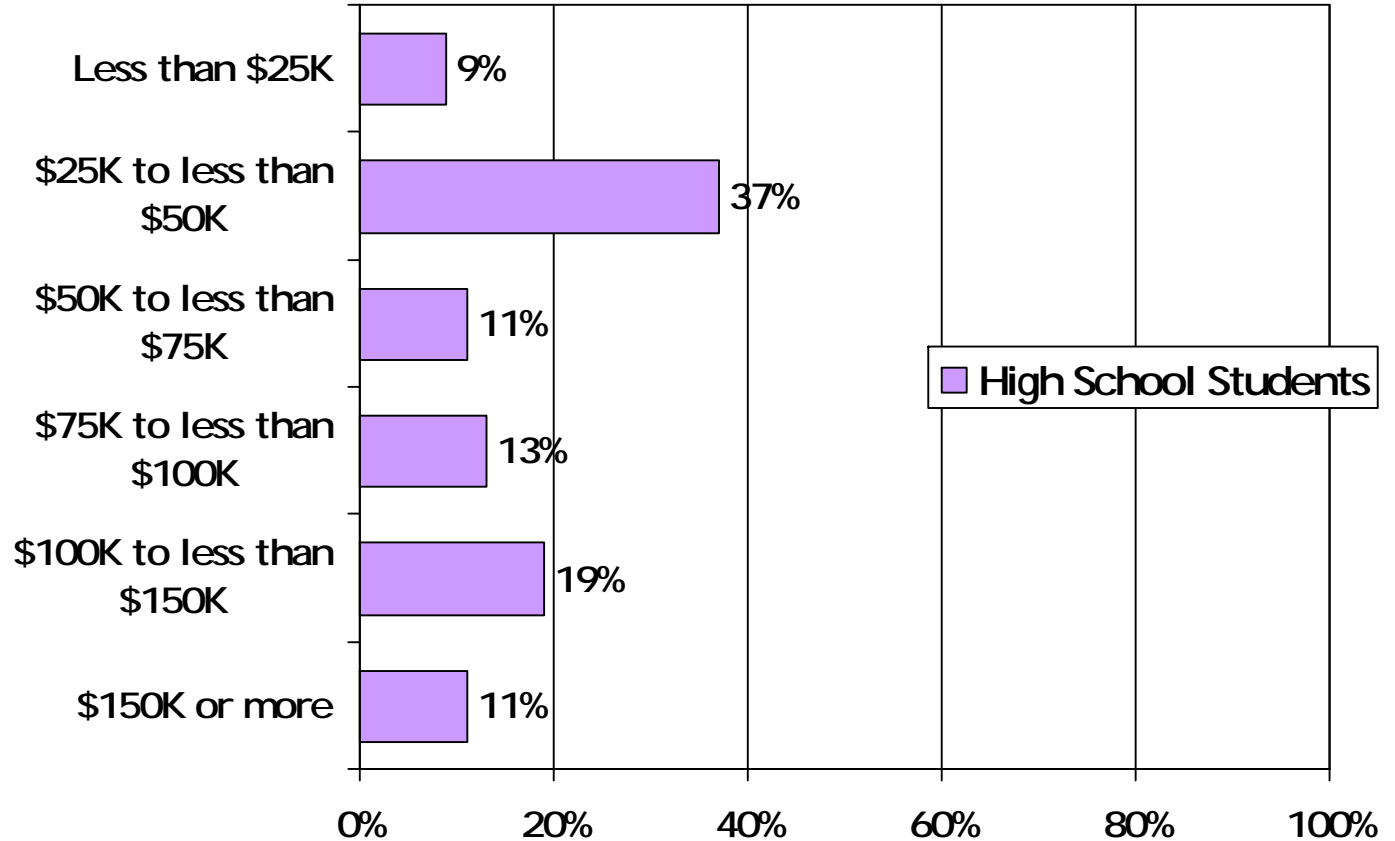
Race



HS39: In what year were you born?

HS40: Which of the following best describes you?

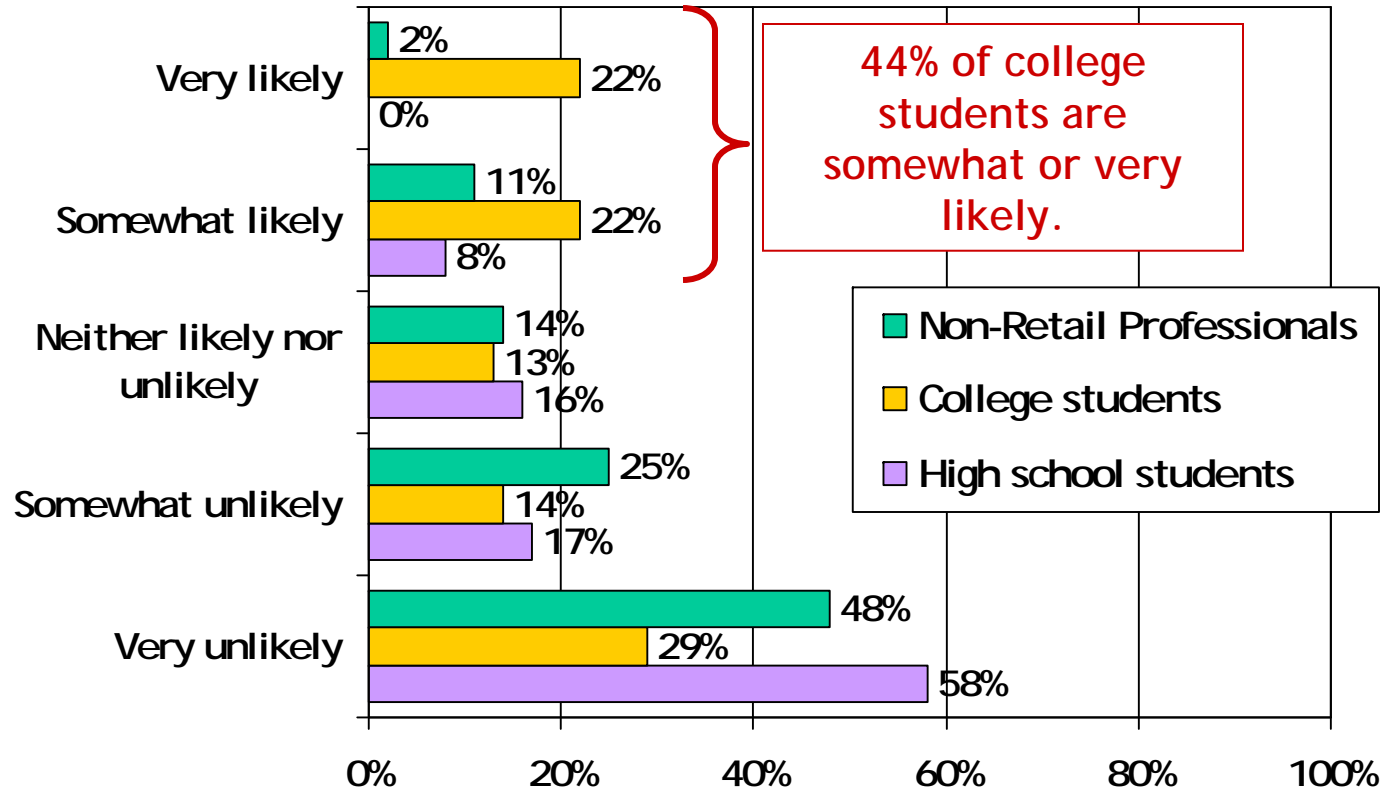
# The Mean Household Income for High School Students is \$77,000



# Likelihood of Having a Career in Retail

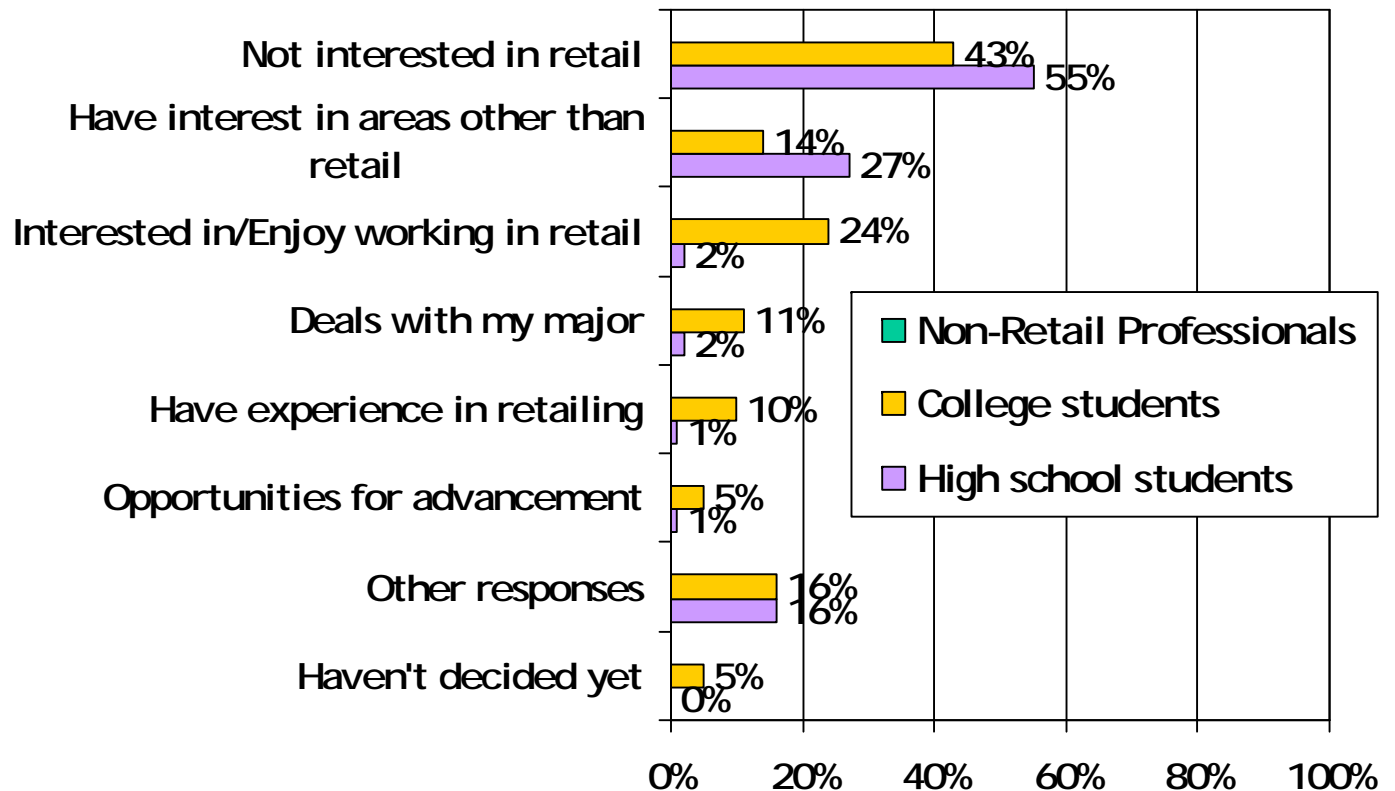
# High School Students And Other Professionals Are Much Less Likely Than College Students to Consider a Career in Retail

Those with retail majors were much more likely (85%) to consider a career in retail. Those with business majors were also quite likely (50%), whereas those with other majors are less likely (28%).



NOTE: Those professionals who said that they were unlikely to change to a career in another industry in the next 5 years were not asked this question.

## Many Say They Are Just Not Interested in Retail, or That They Are Interested in Other Things



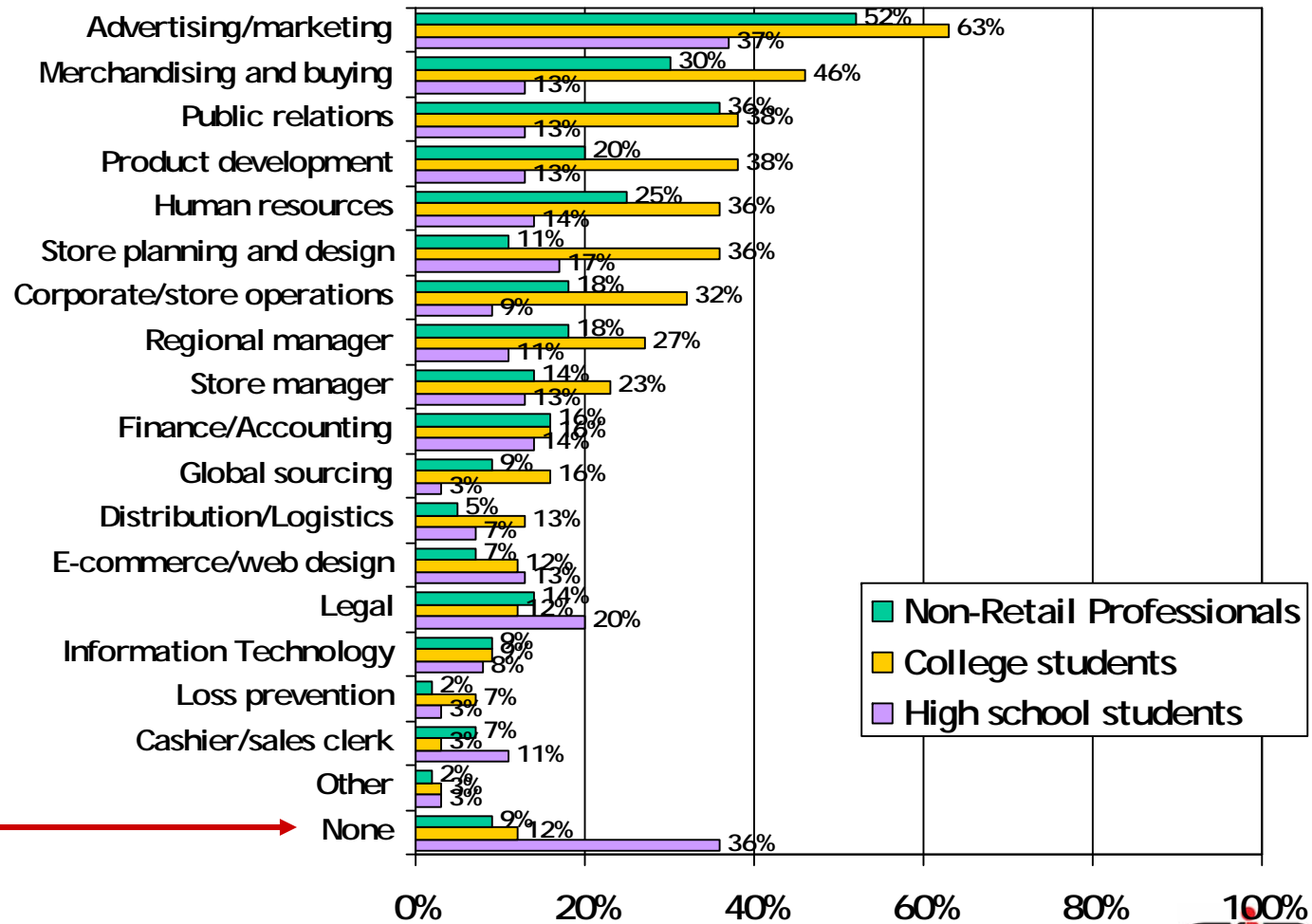
When asked what it would take for them to consider a career in retail, pay is the primary factor.

NOTE: Those professionals who said that they were unlikely to change to a career in another industry in the next 5 years were not asked this question.

Again, high school students were unlikely to consider a career in retail.

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## When Asked About Specific Retail-Type Jobs, College Students and Non-Retail Professionals Would Consider a Number of Them for a Career

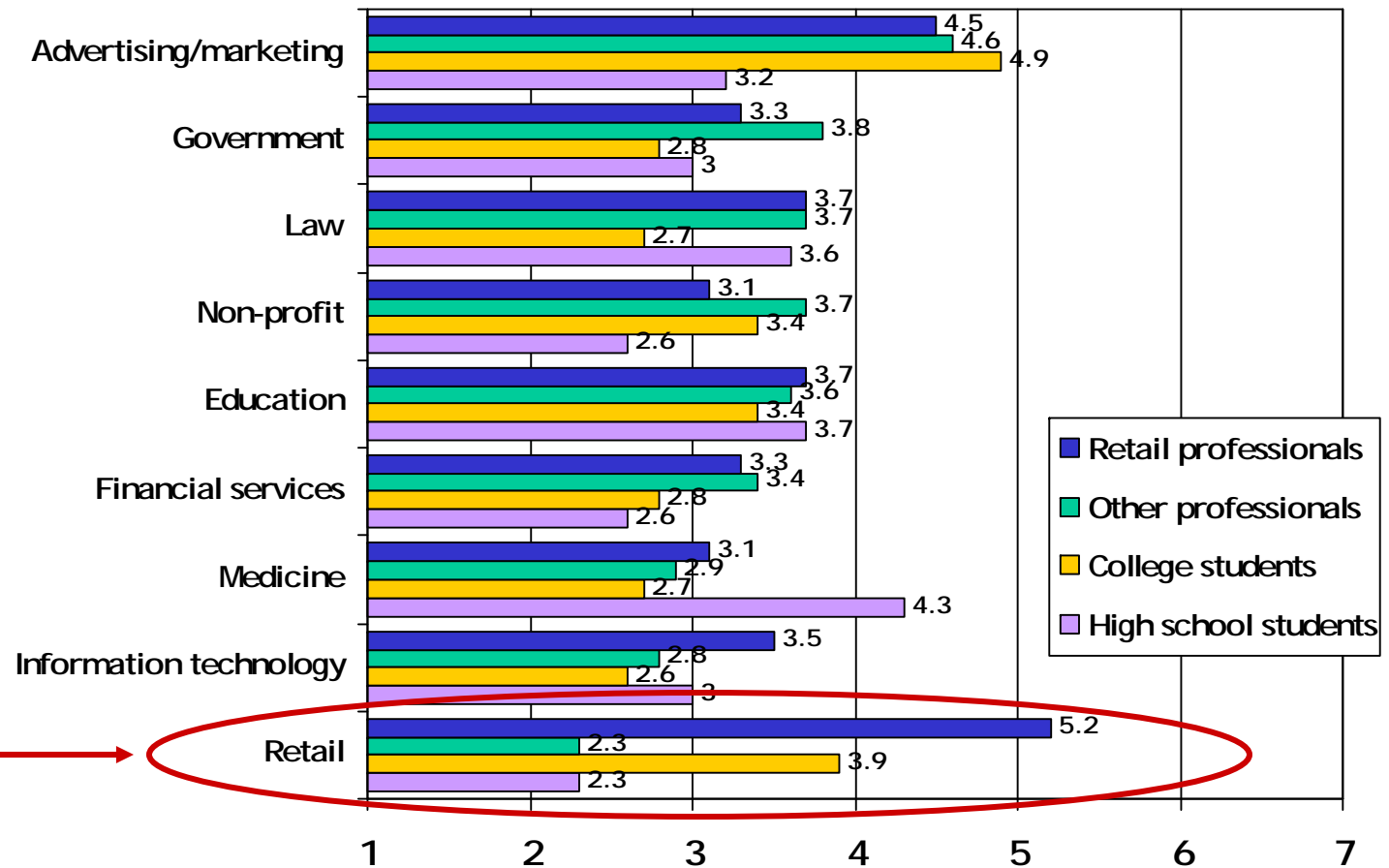


YP31, C33, HS35: What retail-type jobs would you consider for a career?



Table shows means on a 1-7 scale where 1=not at all important and 7=extremely important.

## Compared to a Number of Other Industries, Retail is the Least Appealing Industry Among Non-Retail Professionals and High School Students



Obviously, young professionals currently working in retail careers think that it is more appealing than those in other careers.

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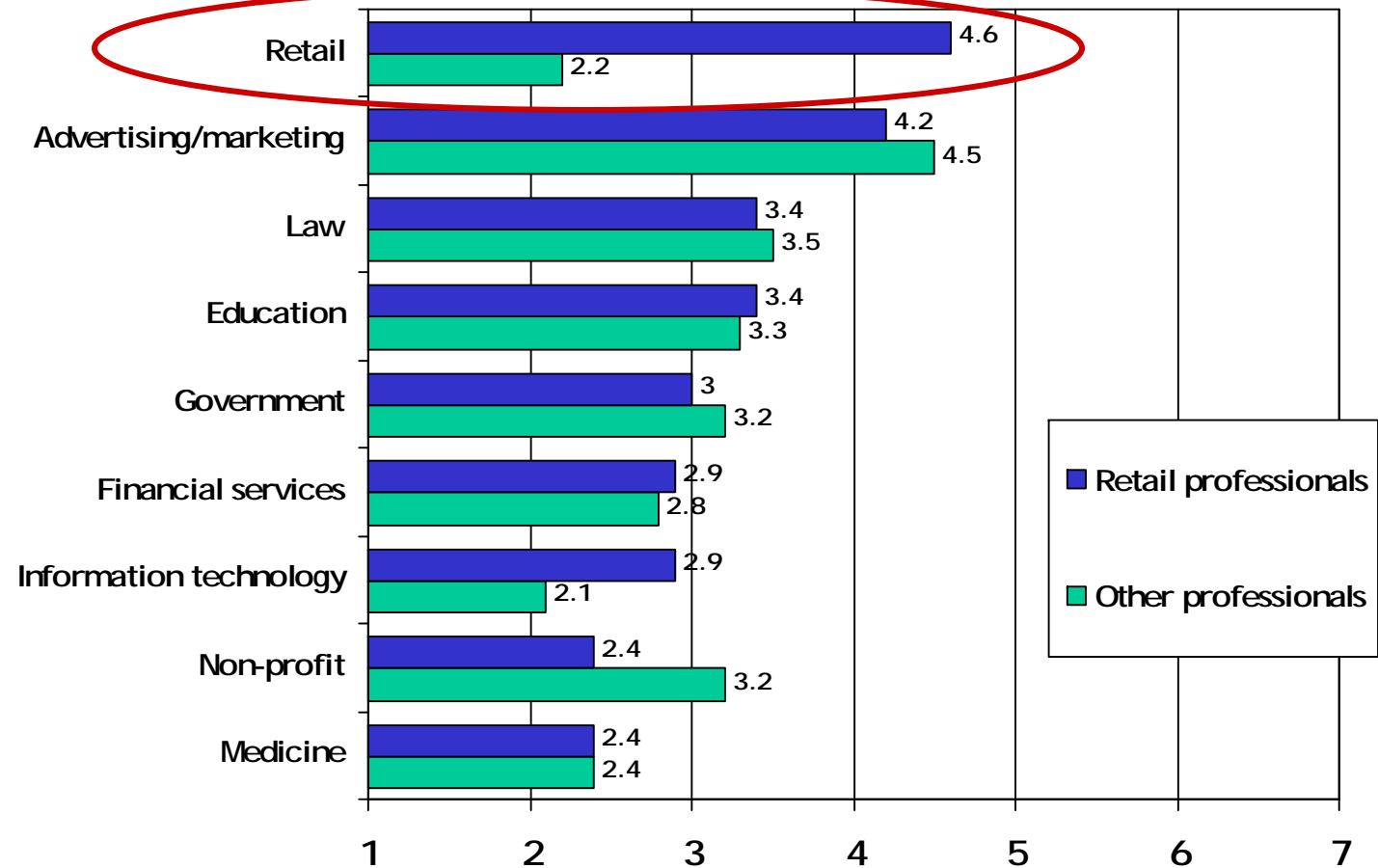
YP15: Knowing everything you know now, how appealing do you think careers in the following industries are?

C28, HS30: How appealing are careers in the following industries?



Table shows means on a 1-7 scale where 1=not at all important and 7=extremely important.

## The Difference in Industry Ratings Was Also Present When the Young Professionals Were in College



### *Key Finding:*

Likelihood of considering a career in retail is low for high school students and professionals who are working in non-retail careers. Likewise, relative appeal of retail careers is low for high school and non-retail professionals. College students, however—especially those who are majoring in retail and other business fields—say that they are quite likely to consider a career in retail and rate it much higher in appeal. The most popular area of retailing appears to be advertising/marketing.

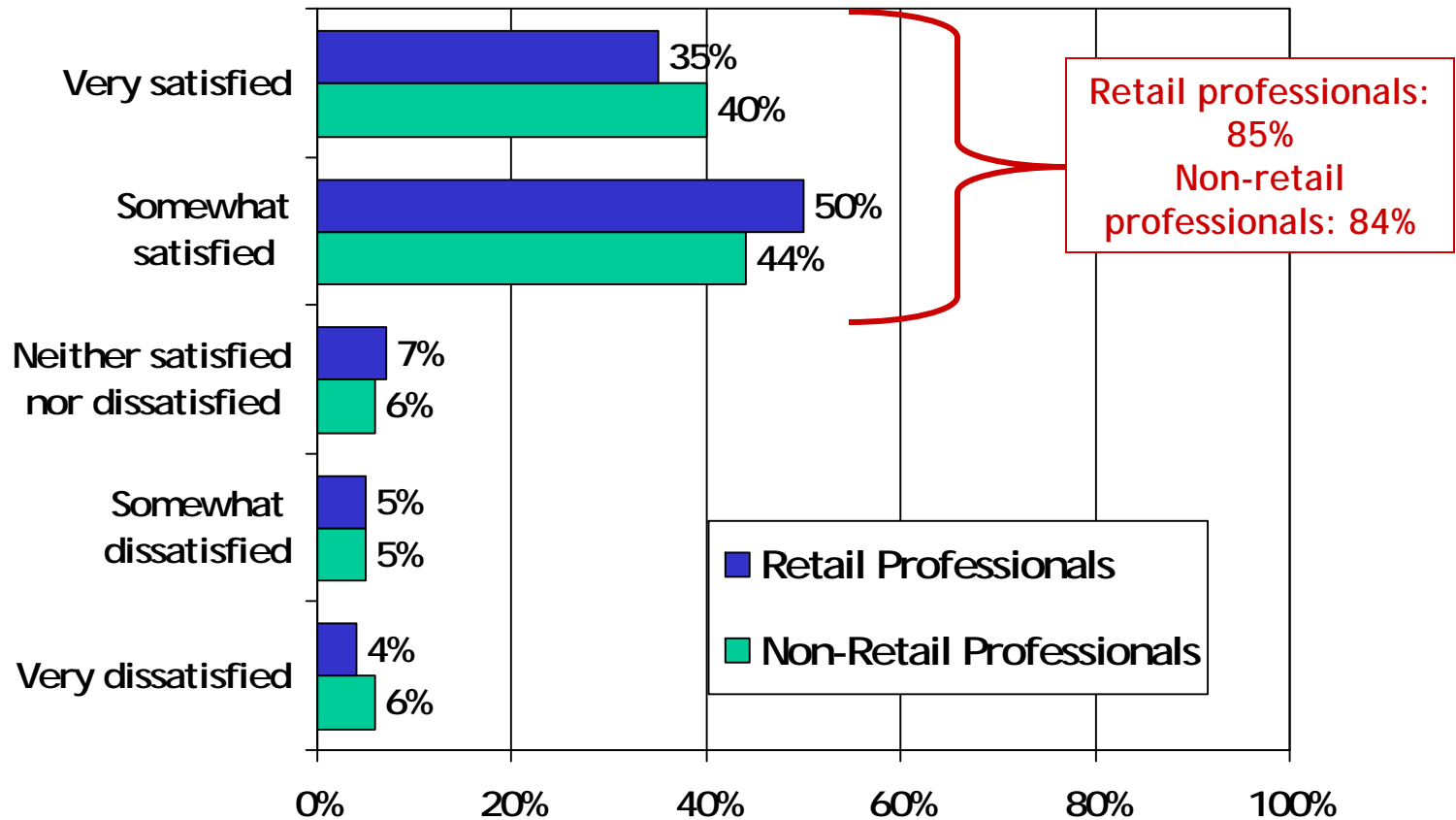
### *Strategic Implication:*

Tap in to the college population—they're already likely to consider a career in retail. Promote retail careers not just among those who are majoring in retail, but also among those who are majoring in other business fields. Furthermore, remind those in other majors that there are also opportunities for them in retail and try and sell opportunities in retail to high school students and those currently working in non-retail professions. Remember, it appears as though students make their decisions young—when young professionals think back to their opinions when they were in college, those who are currently working in the retail industry say that retail careers were more appealing than did those who currently work in non-retail professions.

# Overall Satisfaction with Career

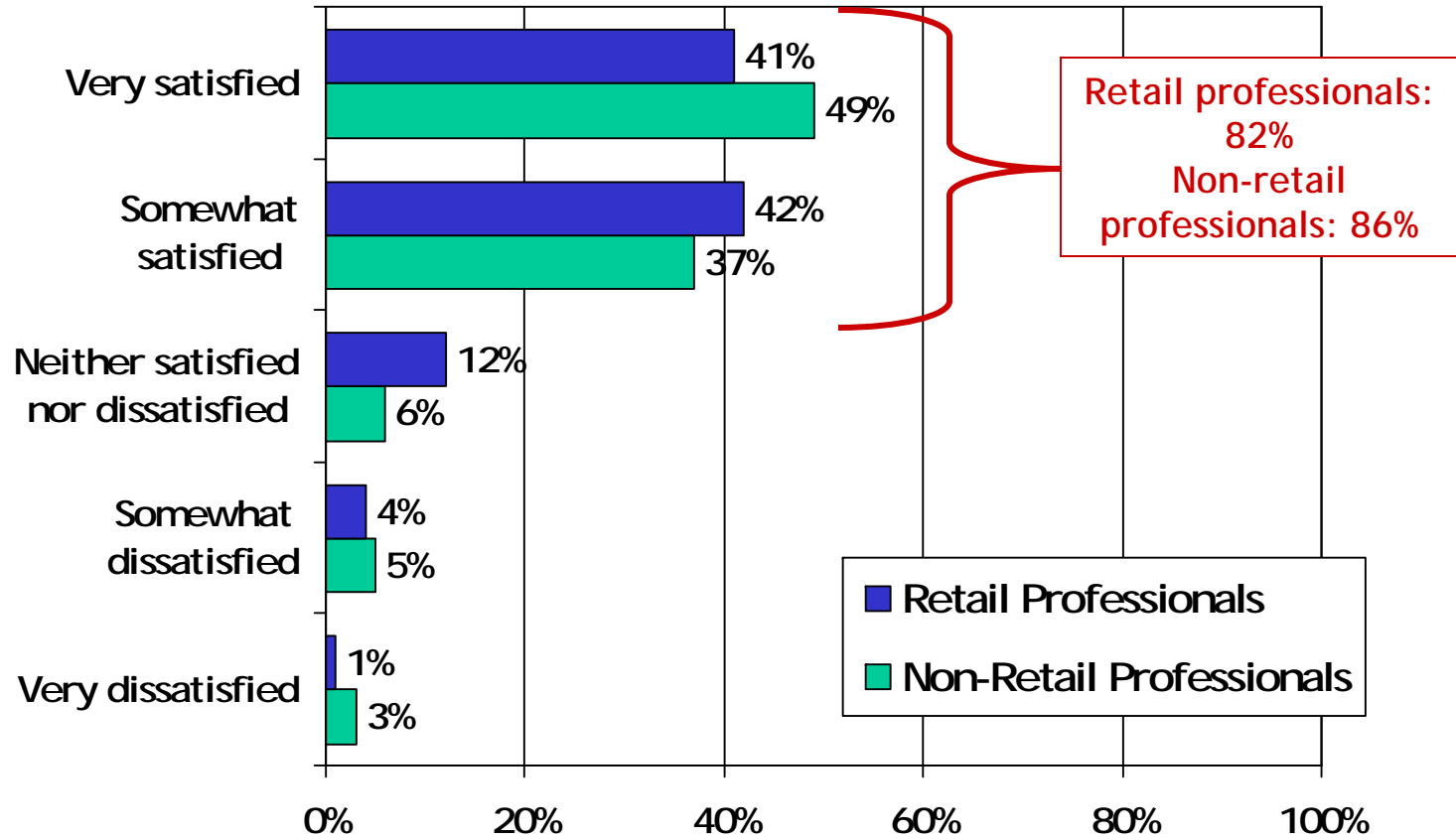
# Retail Professionals and Those in Other Industries Are Equally as Satisfied with Their Jobs

*Satisfaction is Very High Among Both Groups*



## They Are Also Approximately Equally Satisfied with Their Careers

*Again, Satisfaction is Very High Among Both Groups*



\*Those who said that they are unlikely to change careers in the next 5 years were not asked this question.

*Key Finding:*

Even though non-retail professionals say that they are unlikely to consider a career in retail,\* retail professionals are equally as satisfied with their current job—and their career—as non-retail professionals.

*Strategic Implication:*

Use current retail professionals for testimonials on the satisfaction of a retail career. Satisfaction with jobs and careers in retail are extremely high—equally as so as careers in other industries. Put this message in your marketing materials and remember to showcase this with young adults.

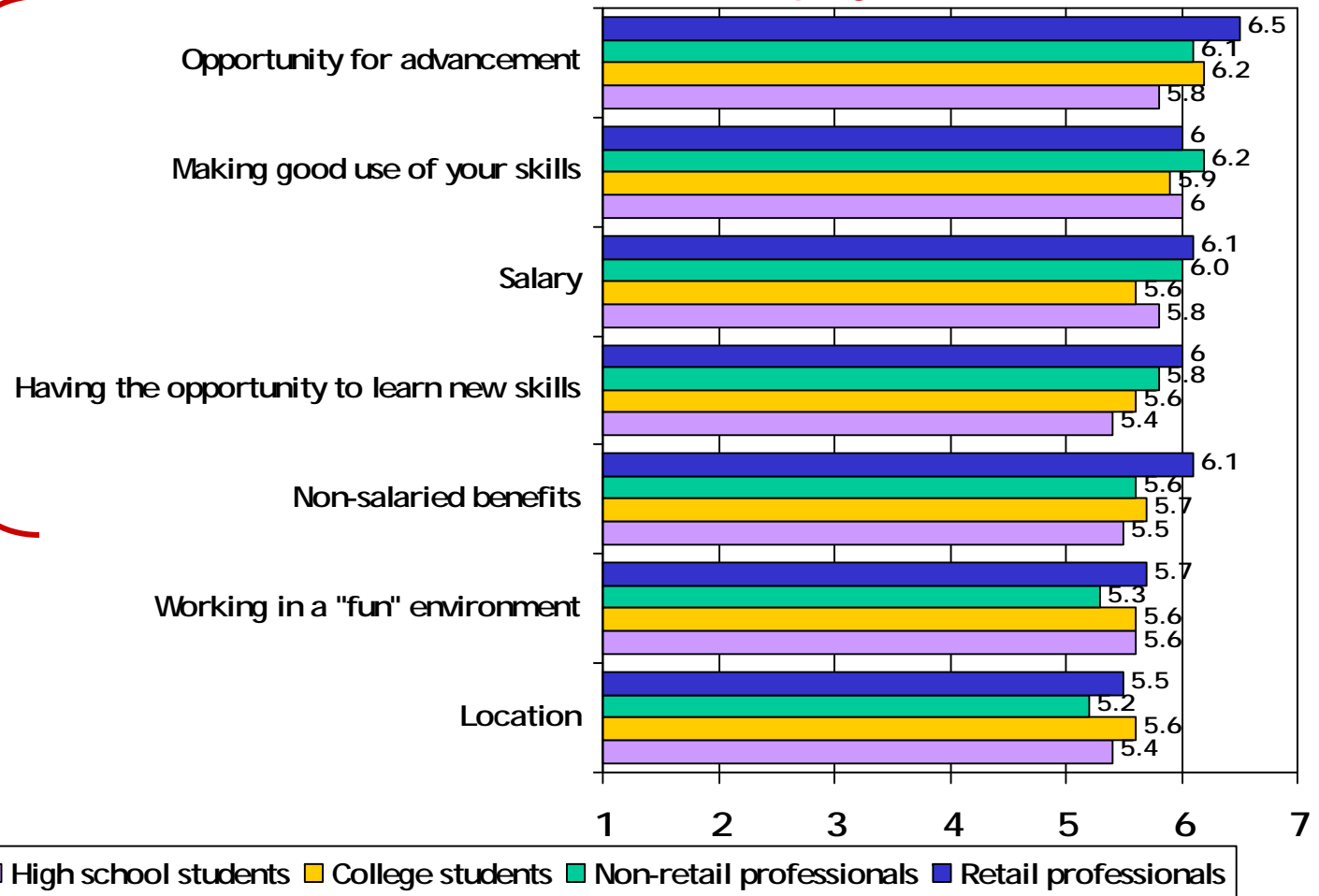
# Satisfaction with Specific Job Features

Table shows means on a 1-7 scale where 1=not at all important and 7=extremely important.

The top 5 factors are the same for both retail professionals and non-retail professionals.

## A Number of Different Factors Are Important in Choosing a Job

*Continued on next page...*



YP9: When it comes to choosing a job, how important are each of the following for you?  
 C23, HS26: When it comes to choosing a full-time job, after you graduate from school, how important are each of the following for you?



...Continued

## Knowing Others at the Company is the Least Important

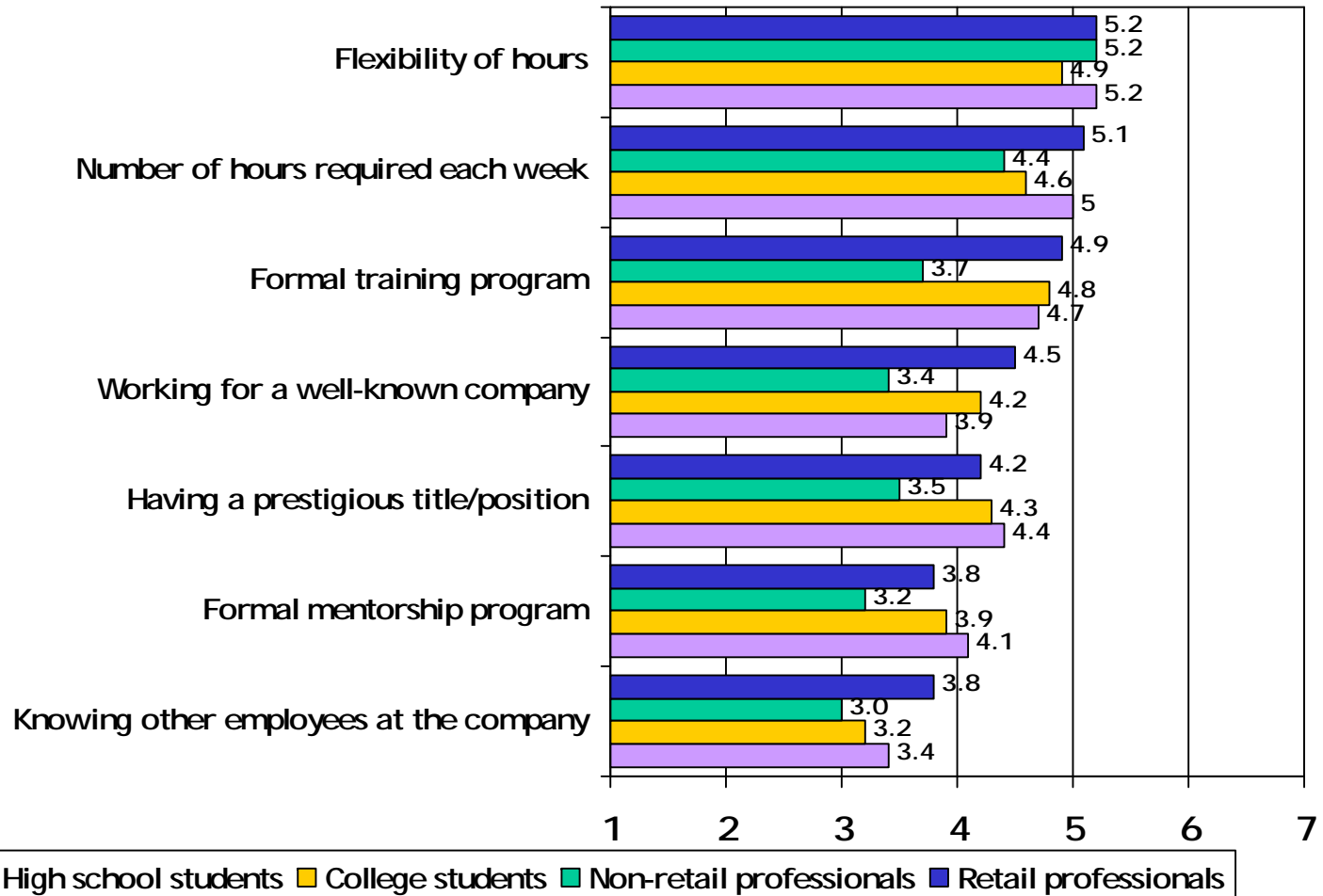


Table shows means on a 1-7 scale where 1=not at all important and 7=extremely important.

Table shows means on a 1-7 scale where 1=extremely low rating and 7=extremely high rating.

## Retail Professionals Rate Their Jobs Higher than Non-Retail Professionals in Several Areas



Recall, this was the most important aspect overall.

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YP10: How would you rate your current job on each of the following?



Table shows means on a 1-7 scale where 1=extremely low rating or not at all important and 7=extremely high rating or extremely important.

## There Are Some Gaps Between Importance and Performance Ratings for Retail Professionals

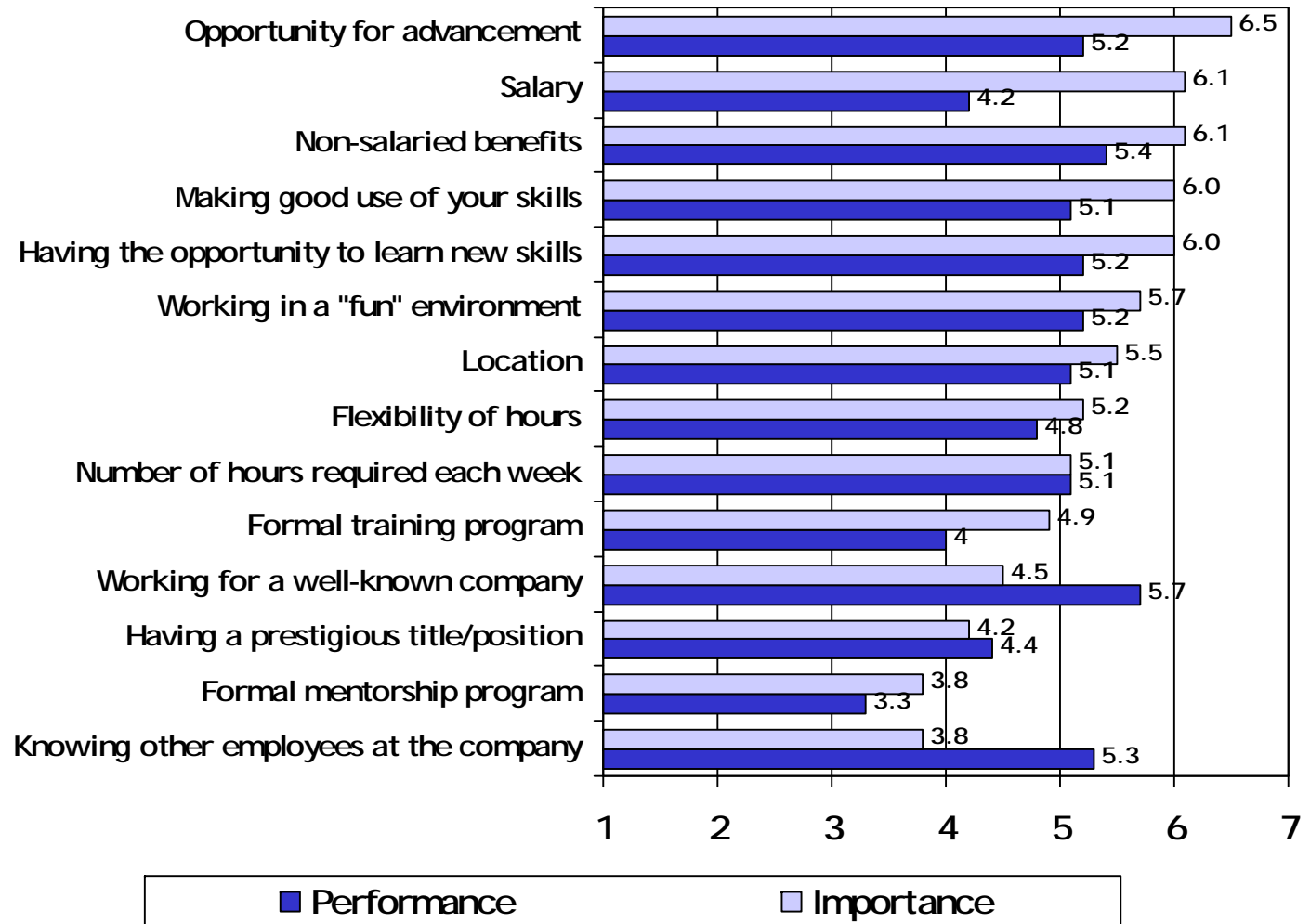
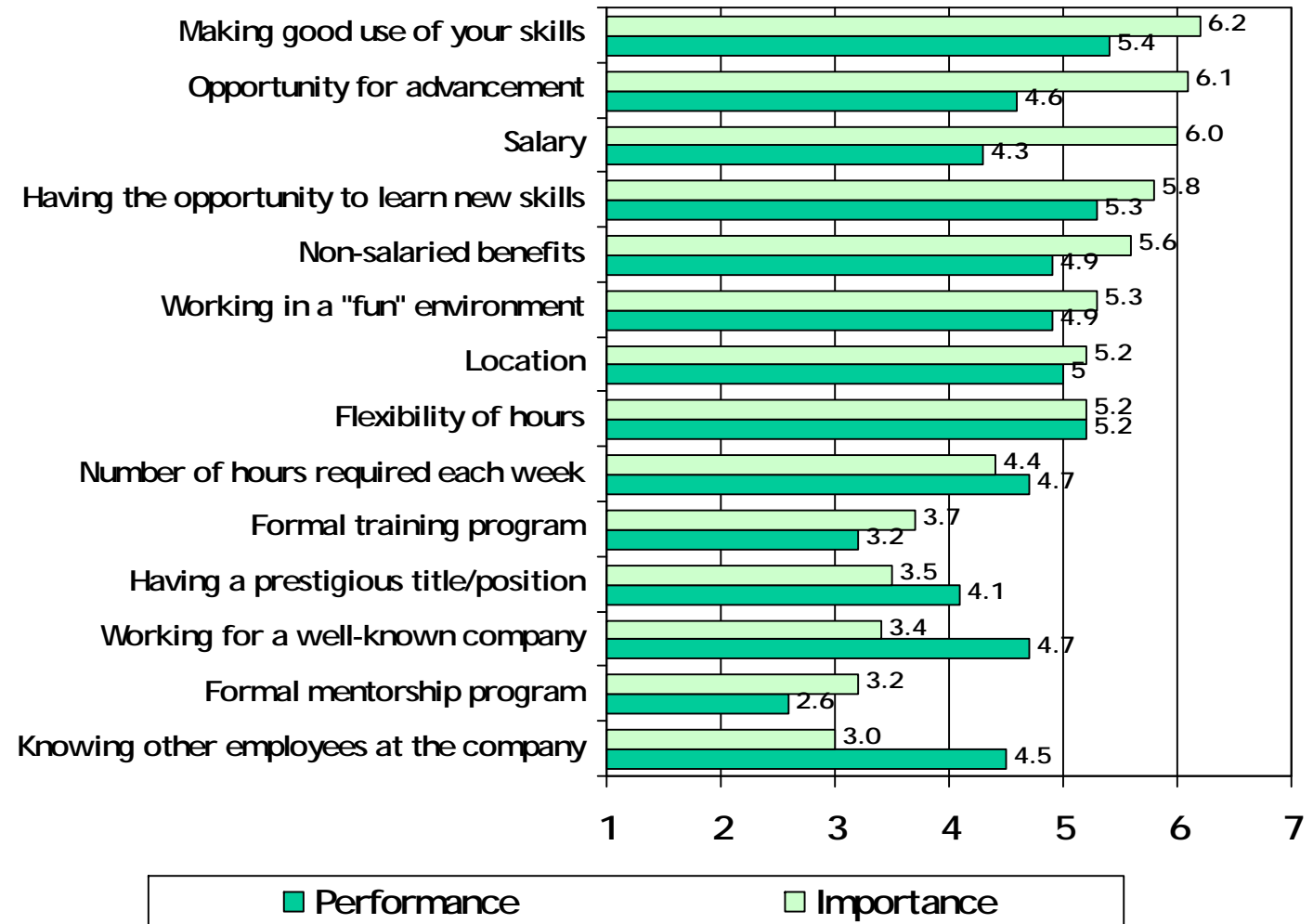


Table shows means on a 1-7 scale where 1=extremely low rating or not at all important and 7=extremely high rating or extremely important.

## Likewise, There Are Some Substantial Gaps Between Importance and Performance Ratings for Non-Retail Professionals



# “SIR Opportunity Index”

- This survey is based on attitudes and opinions.
- Ratings and priorities are driven by perceptions, and perceptions are not always based on reality.
- Strategic Issue:
  - How do you drive a 4.1 rating any higher?
  - Is it possible?
- One way to address this challenge:
  - Put opportunities into the perspective of what can realistically be achieved.

# SIR Opportunity Index

- Calculated based on the *factor's importance* to the respondents, the *gap* between this importance, and *your performance* on that factor:

Performance Gap = Max. Mean Rating - Performance Level

$$1.7 = 7.0 \text{ mean} - 5.3 \text{ mean}$$

Opportunity Index = Performance Gap X Importance level X Indexing factor of 5

$$31 = 1.7 \times 3.7 \text{ mean} \times 5$$

*The higher the number, the greater the opportunity you have to make a difference.*

## The Greatest Opportunity for Improvement Among Retail Professionals is Salary

	<u>Importance</u>	<u>Performance</u>	<u>Opportunity</u>
Opportunity for advancement	6.5	5.2	59
Non-salaried benefits	6.1	5.4	49
<b>Salary</b>	<b>6.1</b>	<b>4.2</b>	<b>85</b>
Having the opportunity to learn new skills	6.0	5.2	54
Making good use of your skills	6.0	5.1	57
Working in a "fun" environment	5.7	5.2	51
Location	5.5	5.1	52
Flexibility of hours	5.2	4.8	57
Number of hours required each week	5.1	5.1	48
<b>Formal training program</b>	<b>4.9</b>	<b>4.0</b>	<b>74</b>
Working for a well-known company	4.5	5.7	29
Having a prestigious title/position	4.2	4.4	55
Knowing other employees at the company	3.8	5.3	32
<b>Formal mentorship program</b>	<b>3.8</b>	<b>3.3</b>	<b>70</b>

# There is Also Need for Improvement in Salary Among Non-Retail Professionals

*Opportunity for Advancement Also Could Use Improvement*

	<u>Importance</u>	<u>Performance</u>	<u>Opportunity</u>
Making good use of your skills	6.2	5.4	50
<b>Opportunity for advancement</b>	<b>6.1</b>	<b>4.6</b>	<b>73</b>
<b>Salary</b>	<b>6.0</b>	<b>4.3</b>	<b>81</b>
Having the opportunity to learn new skills	5.8	5.3	49
Non-salaried benefits	5.6	4.9	59
Working in a "fun" environment	5.3	4.9	56
Location	5.2	5.0	52
Flexibility of hours	5.2	5.2	47
Number of hours required each week	4.4	4.7	51
<b>Formal training program</b>	<b>3.7</b>	<b>3.2</b>	<b>70</b>
Having a prestigious title/position	3.5	4.1	51
Working for a well-known company	3.4	4.7	39
<b>Formal mentorship program</b>	<b>3.2</b>	<b>2.6</b>	<b>70</b>
Knowing other employees at the company	3.0	4.5	38

### *Key Finding:*

Retail and non-retail professions seem to want the same things out of a job: opportunities for advancement, benefits (both salaried and non-salaried), making good use of their skills, and having the opportunity to learn new skills. The greatest opportunity for improvement among retail professionals is in the area of salary. This, however, is also the greatest opportunity for improvement among non-retail professionals. There is also opportunity for improvement in the area of formal training and mentorship programs. Furthermore, among non-retail professionals, there is need for improvement in the area of opportunities for advancement.

### *Strategic Implication:*

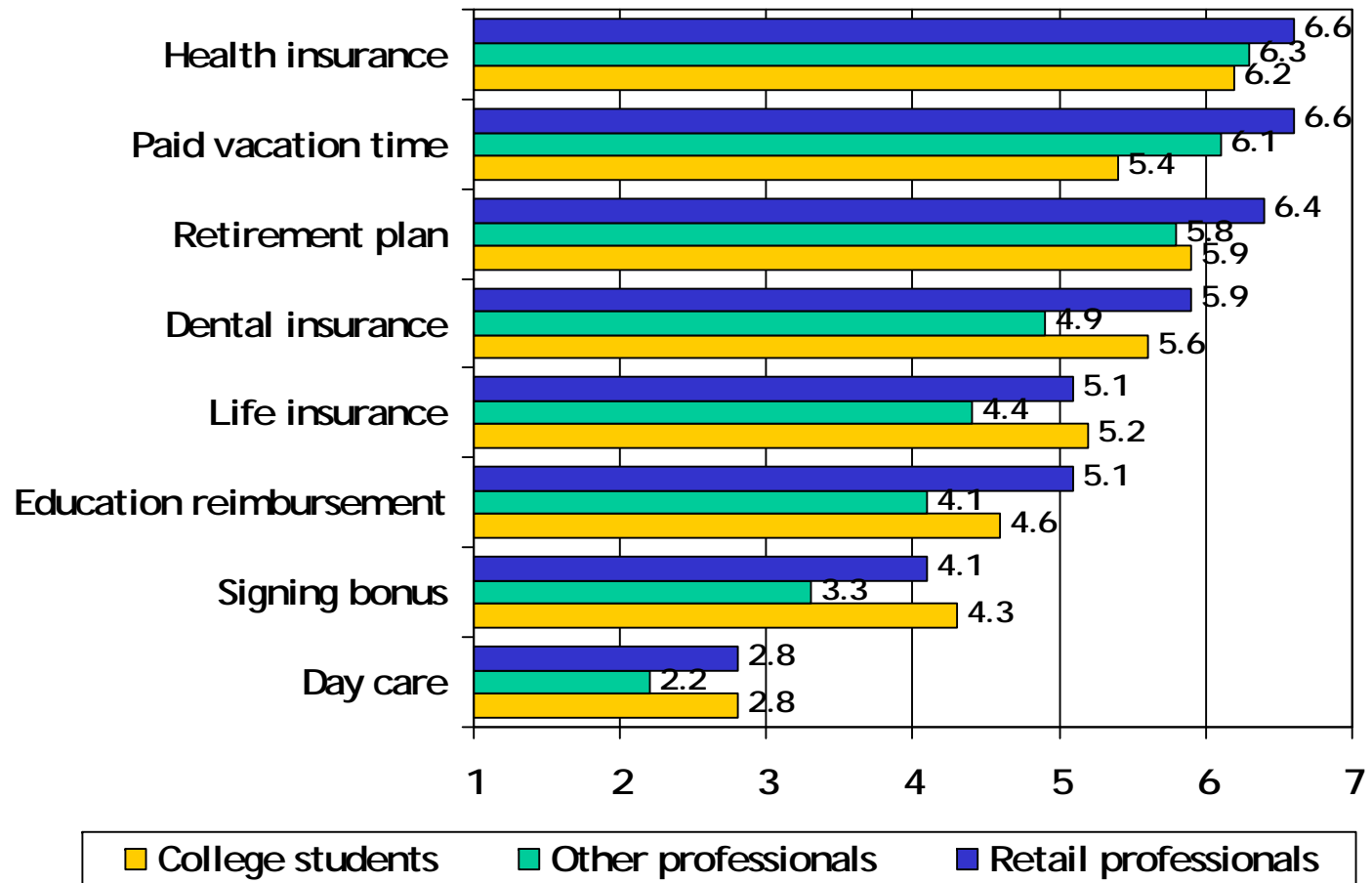
Remind retail professionals—and those seeking jobs—that even though retail professionals see a need for improvement in the area of salary, this is also seen in non-retail professions. Remember, ratings are about perceptions. You do not have to increase salaries to increase one's rating of it—instead, give them evidence that salaries in the retail profession are comparable to salaries in non-retail industries. Demonstrate this with specific examples and evidence. Furthermore, there is a need for improvement in the area of opportunities for advancement among non-retail professionals—take advantage of this and advertise the fact that retail professionals rate their jobs highly on this. In your marketing messages, advertise the fact that retail careers offer great opportunity for advancement.

# Non-Salary Benefits

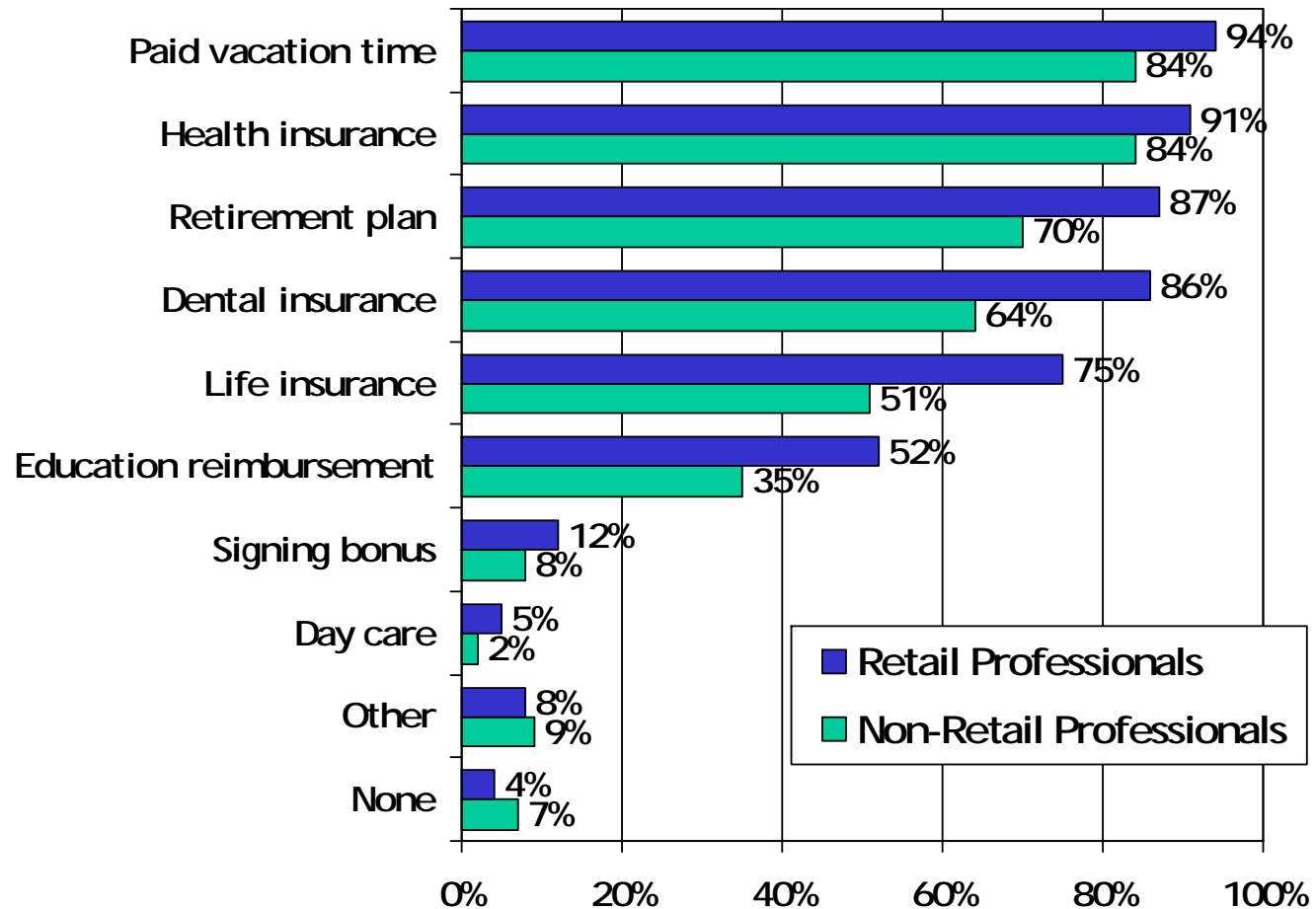
Table shows means on a 1-7 scale where 1=not at all important and 7=extremely important.

Recall, non-salaried benefits was the #2 most important thing for retail professionals and the #5 most important thing for non-retail professionals.

## Health Insurance is the Most Important Benefit, Day Care is The Least



## Retail Professionals Receive More Benefits than Those Working in Other Industries



### *Key Finding:*

Non-salaried benefits are important—they rank #2 on the list for retail professionals and #5 on the list for non-retail professions. Retail professionals, however, are much more likely to receive a number of non-salaried benefits in their current job. Almost all young professionals report that they receive health insurance and paid vacation time, but retail professionals are much more likely to report that they receive retirement plans, dental and life insurance, and education reimbursement.

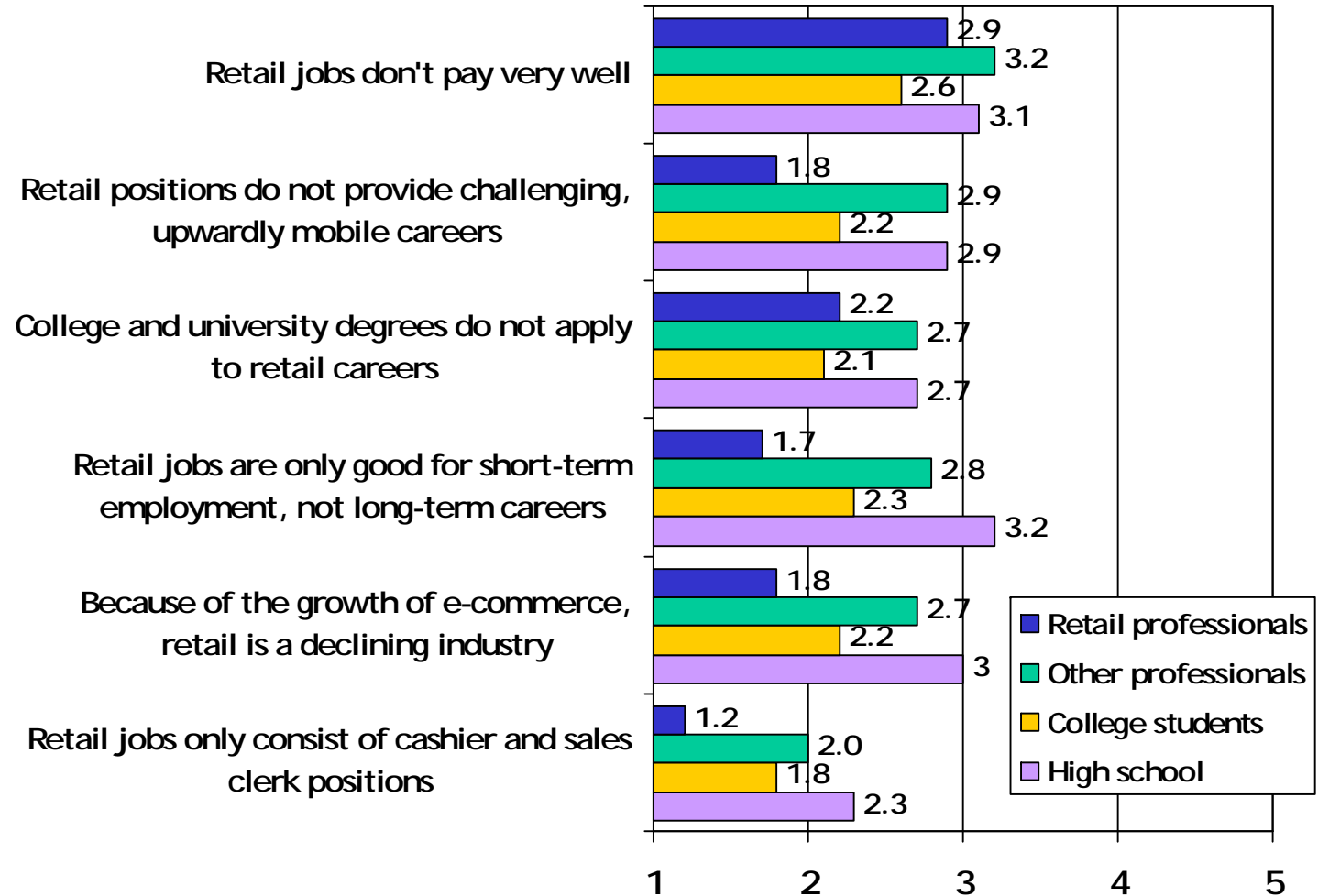
### *Strategic Implication:*

Advertise the non-salaried benefits that come along with a retail profession. This is especially important given that young professionals are not overly satisfied with their monetary salaries. And, recall the importance of training and mentoring programs—these can also be packaged as benefits for your young professionals.

# Perceptions About Retail Careers

Table shows means on a 1-5 scale where 1=strongly disagree and 5=strongly agree.

## High School Students And Non-Retail Professionals Agree with Many of the Misperceptions About Retail Careers

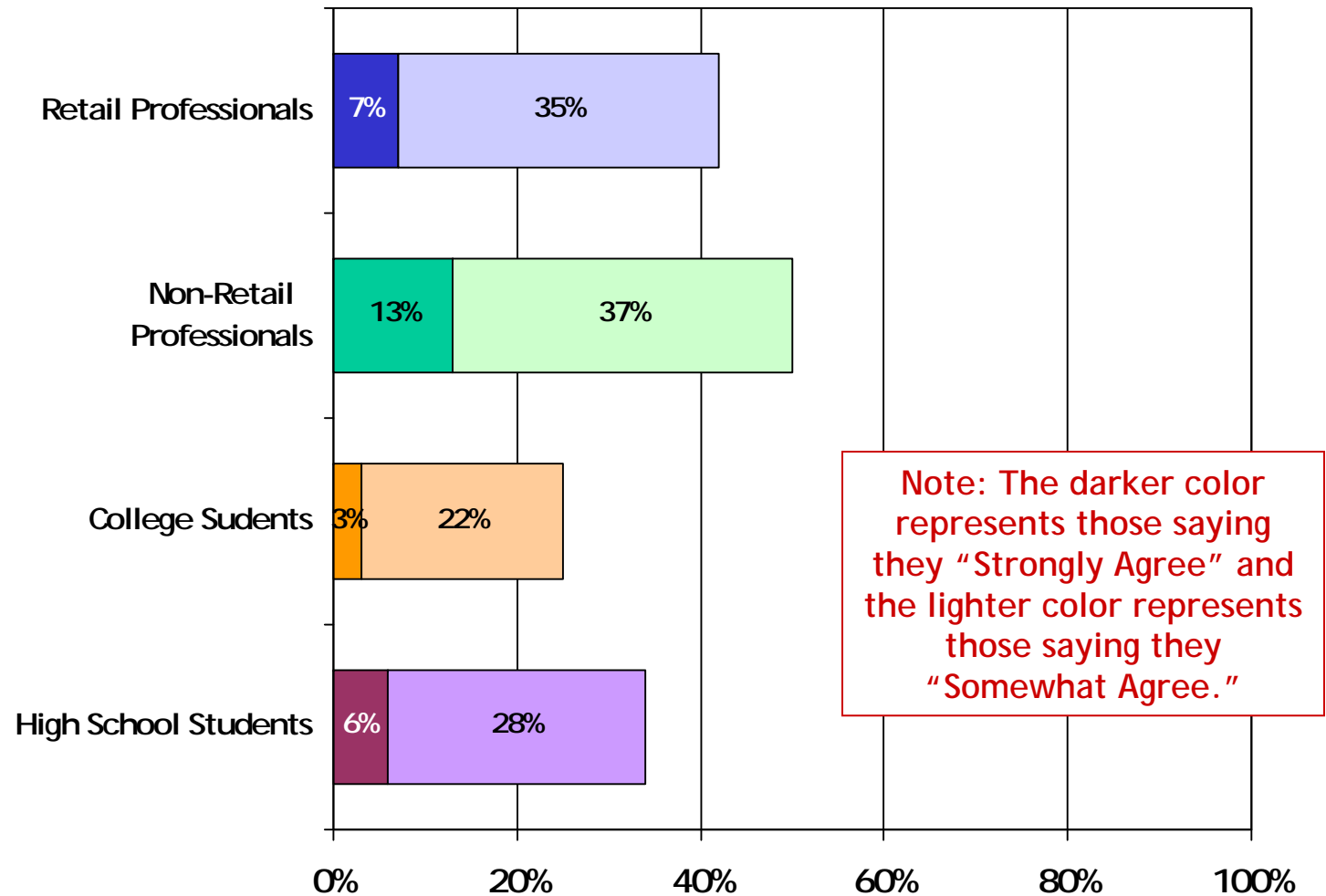


YP33, C35, HS37: Please indicate how much you agree or disagree with the following statements.



*Misperception*  
1. Retail Jobs Don't Pay  
Very Well

# A Number of Retail Professionals Actually Agree That Jobs in Retail Don't Pay Very Well



YP33: Please indicate how much you agree or disagree with the following statements...Retail jobs don't pay very well.



# Very Few People Think That Retail Pays Well

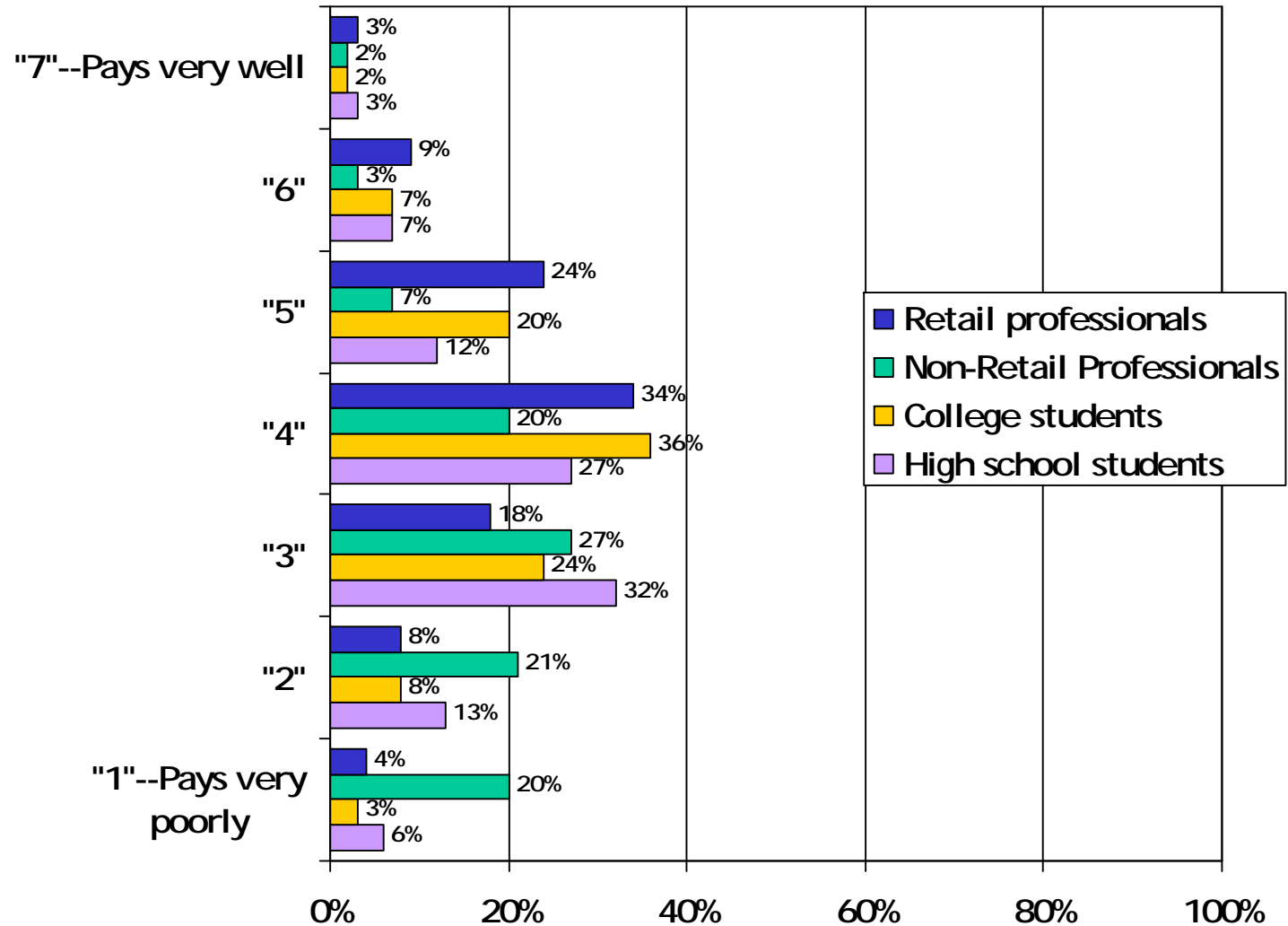
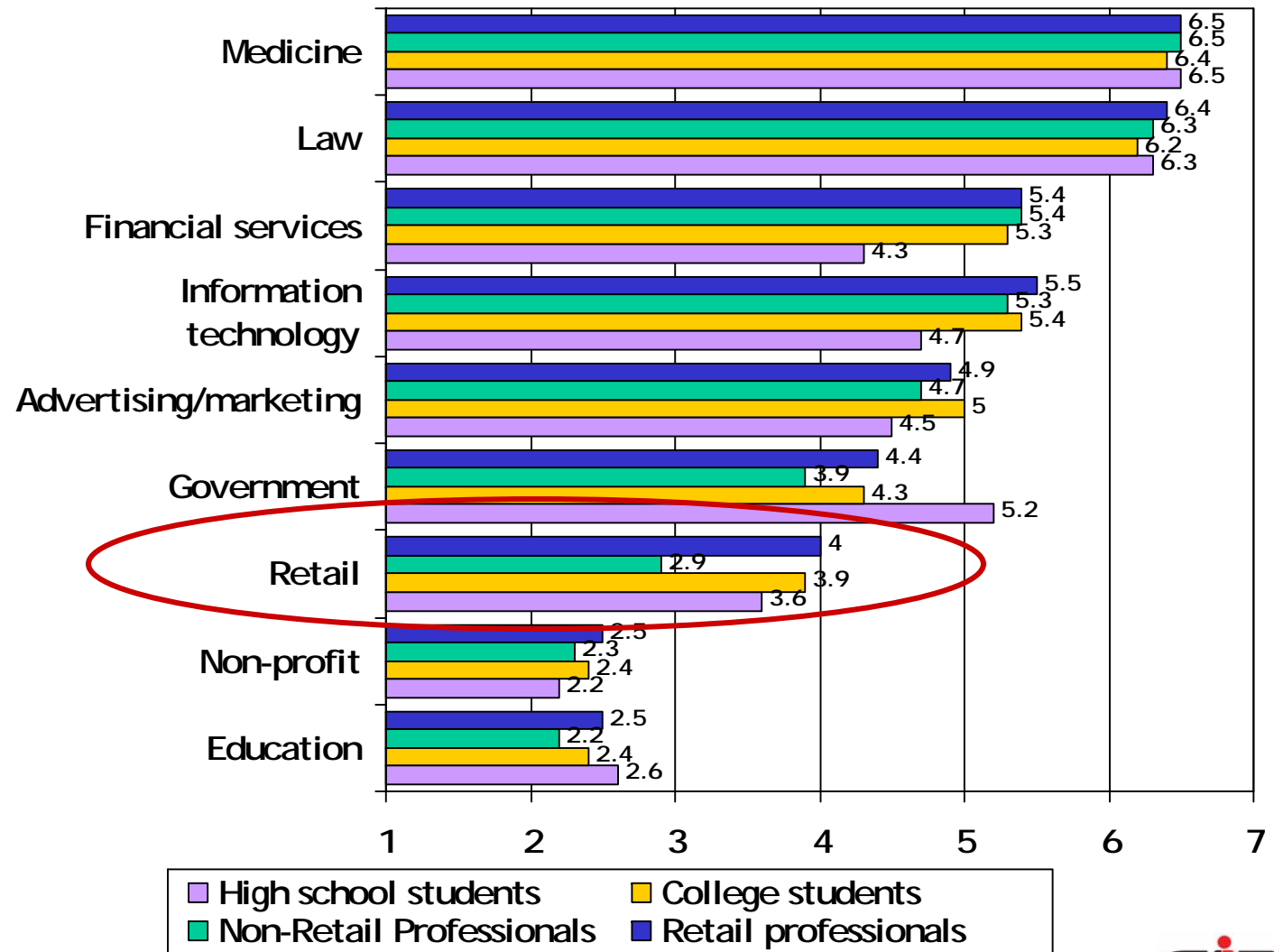


Table shows means on a 1-7 scale where 1=pays very poorly and 7=pays very well.

## Everyone—including Retail Professionals—Believes that Retail Pays Less Than Many Other Industries



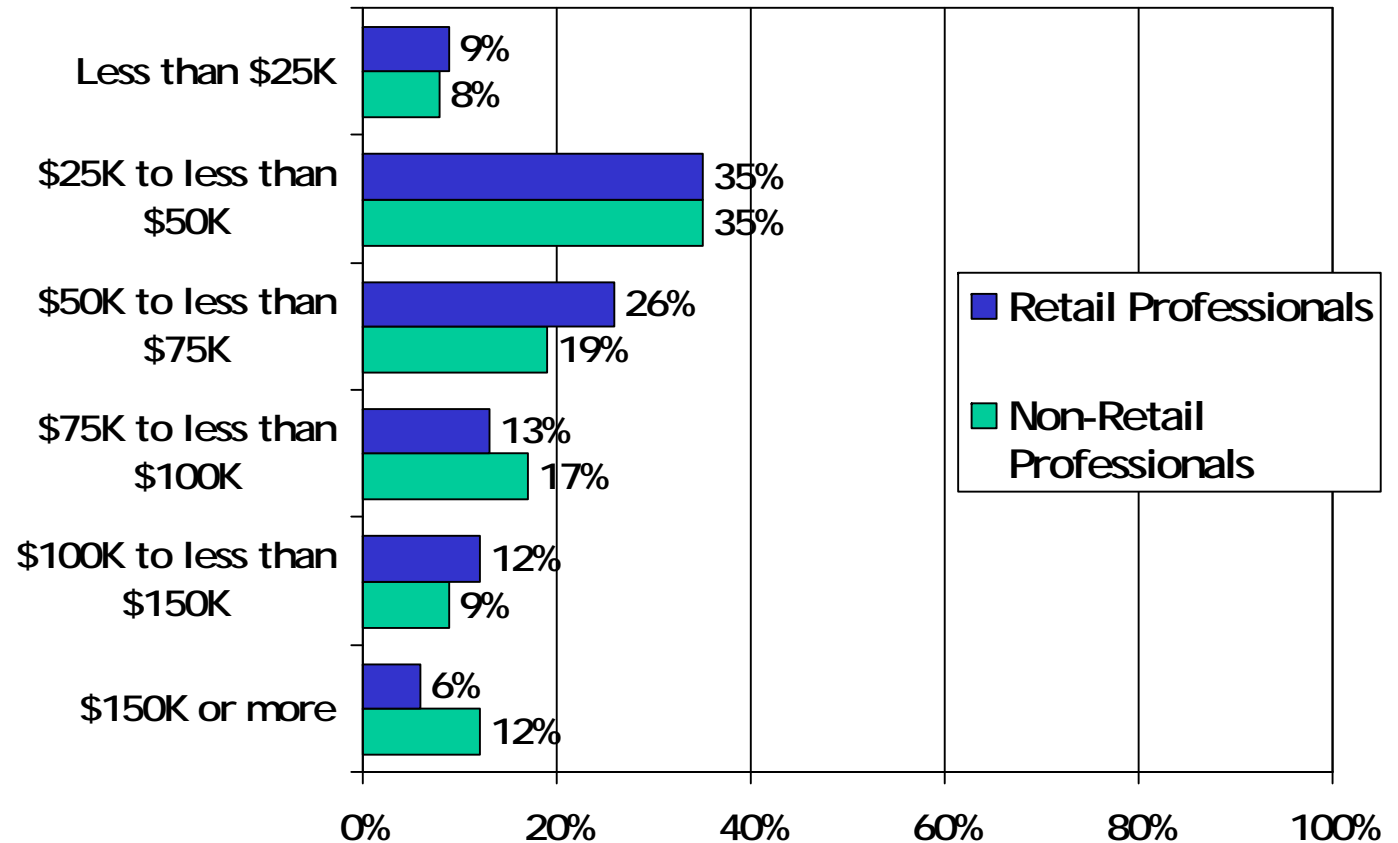
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YP16, C29, HS29: How well do you think the following typically pays?



Note:  
 Respondents were asked to report their household income—not their personal income. It is therefore possible that some household incomes include the earnings of multiple people.

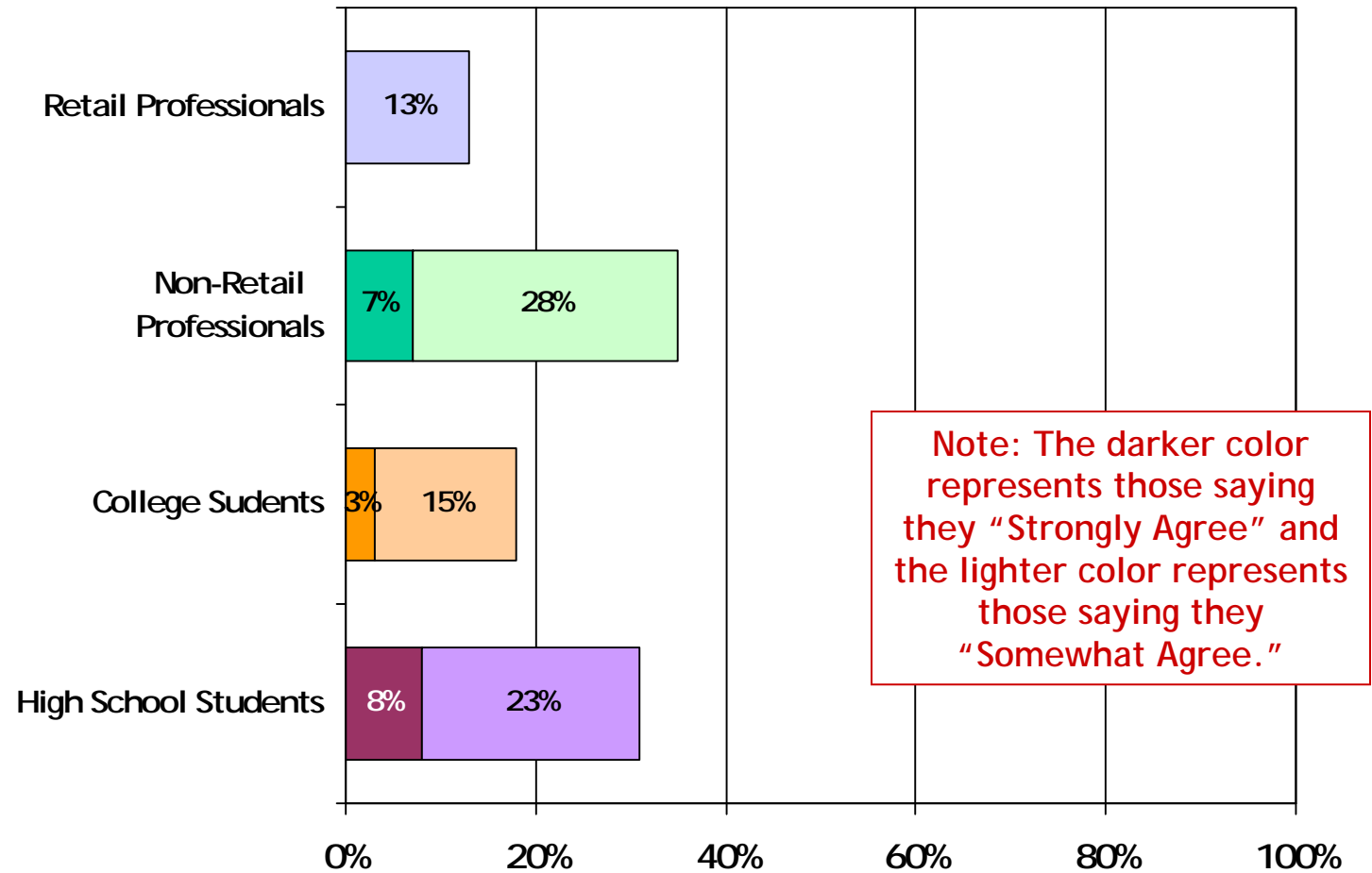
## As a Reminder, However, There is No Difference Between the Household Incomes of Retail and Non-Retail Professionals



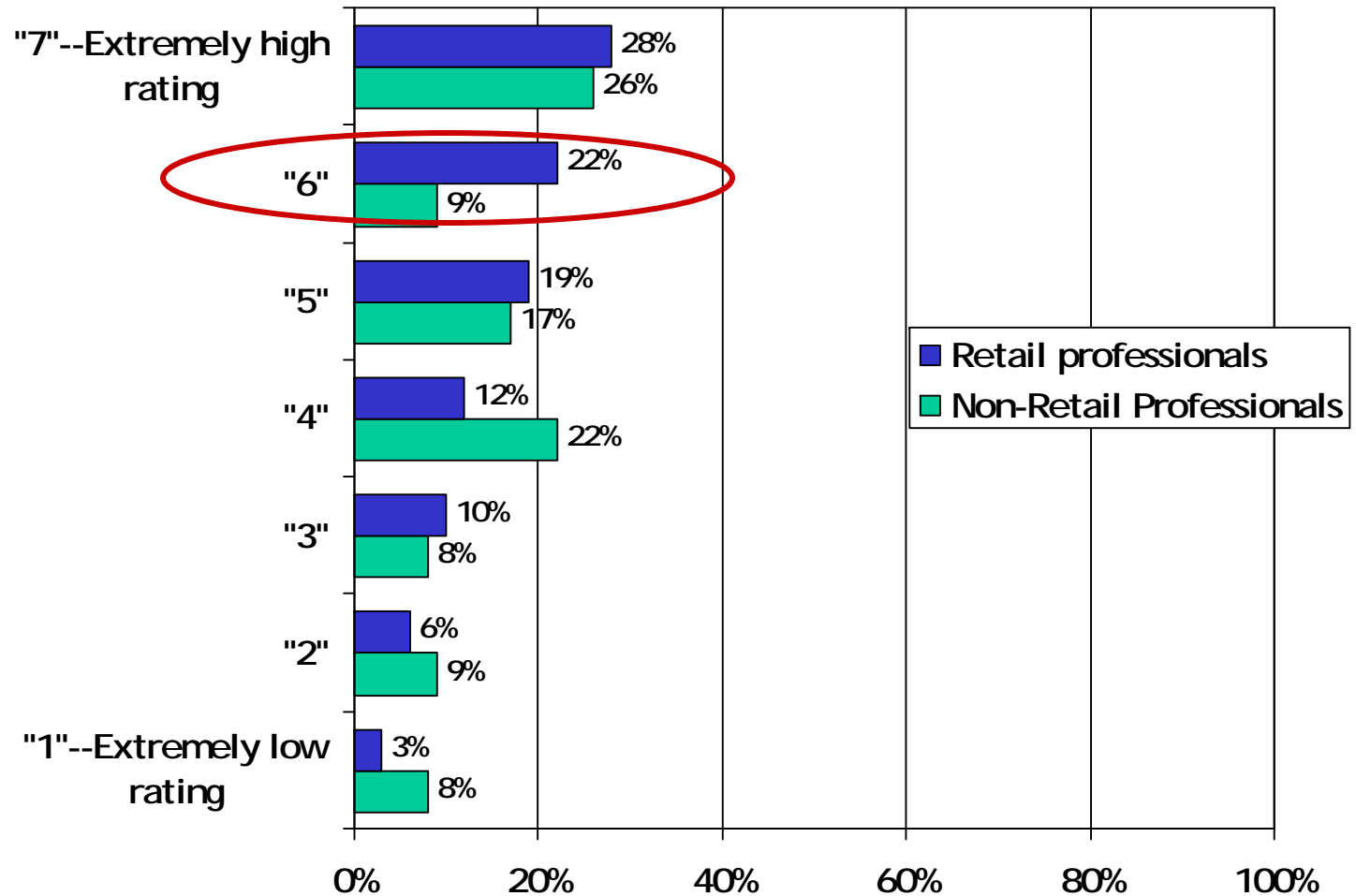
*Misperceptions*

## 2. Retail Positions Don't Provide Challenging, Upwardly Mobile Careers

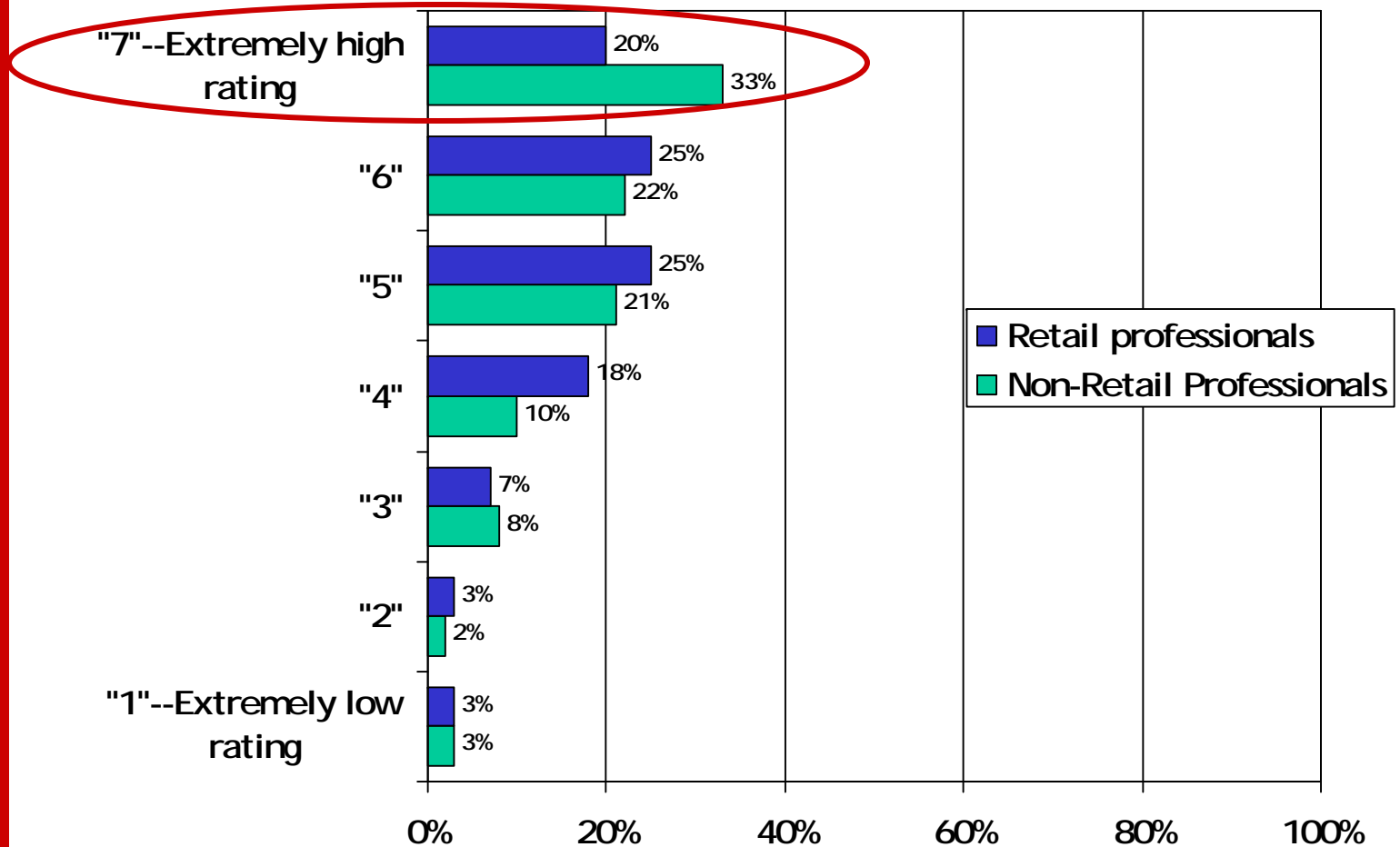
# Retail Professionals Are the Least Likely to Agree that Retail Positions Don't Provide Challenging, Upwardly Mobile Careers



# There is Even More Opportunity for Advancement in Retail Jobs than in Non-Retail Jobs



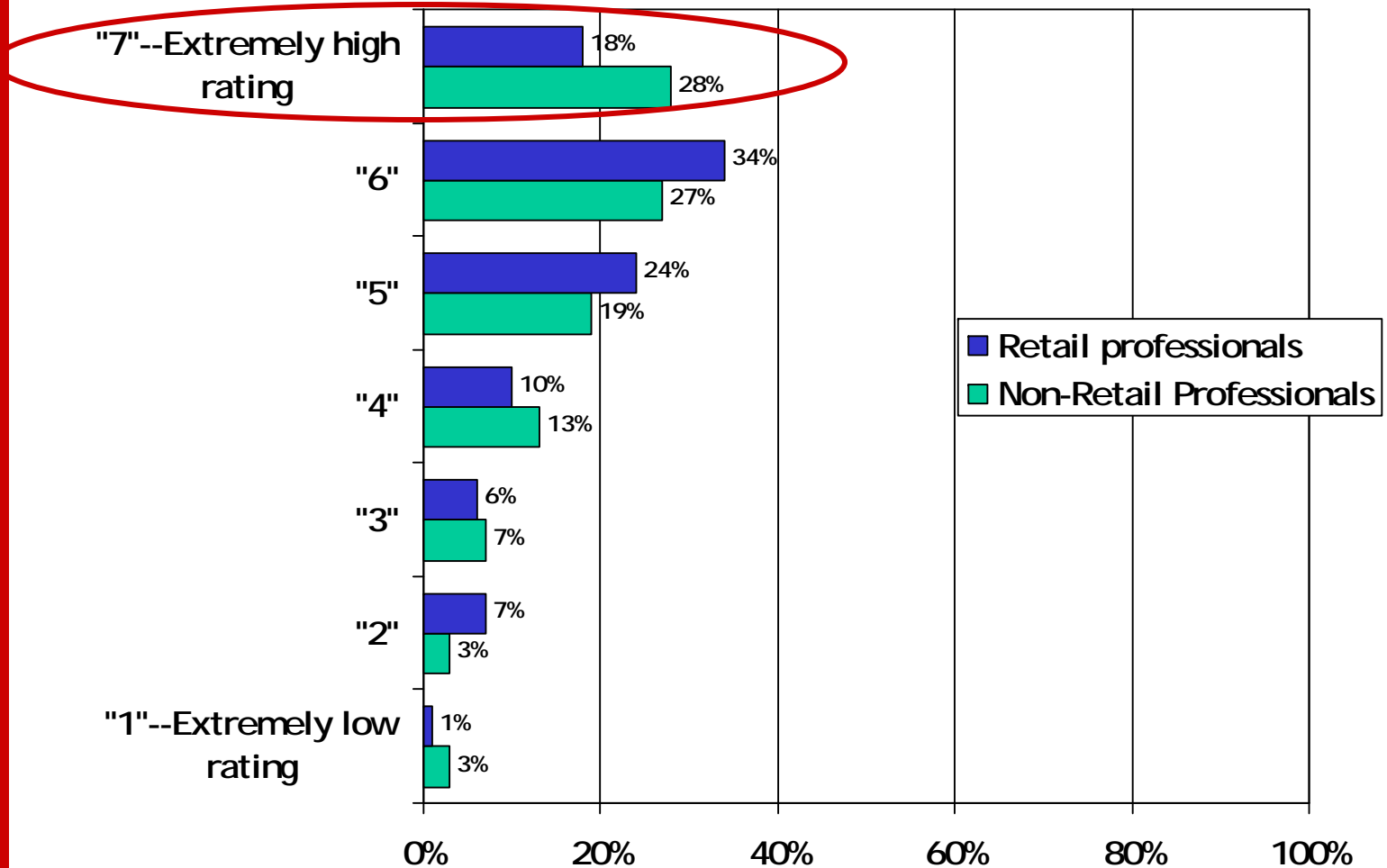
# It Appears as Though Retail Jobs May Be Lagging Slightly Behind Non-Retail Jobs in Making Good Use of Skills



YP10: How would you rate your current job on each of the following...Making good use of your skills?



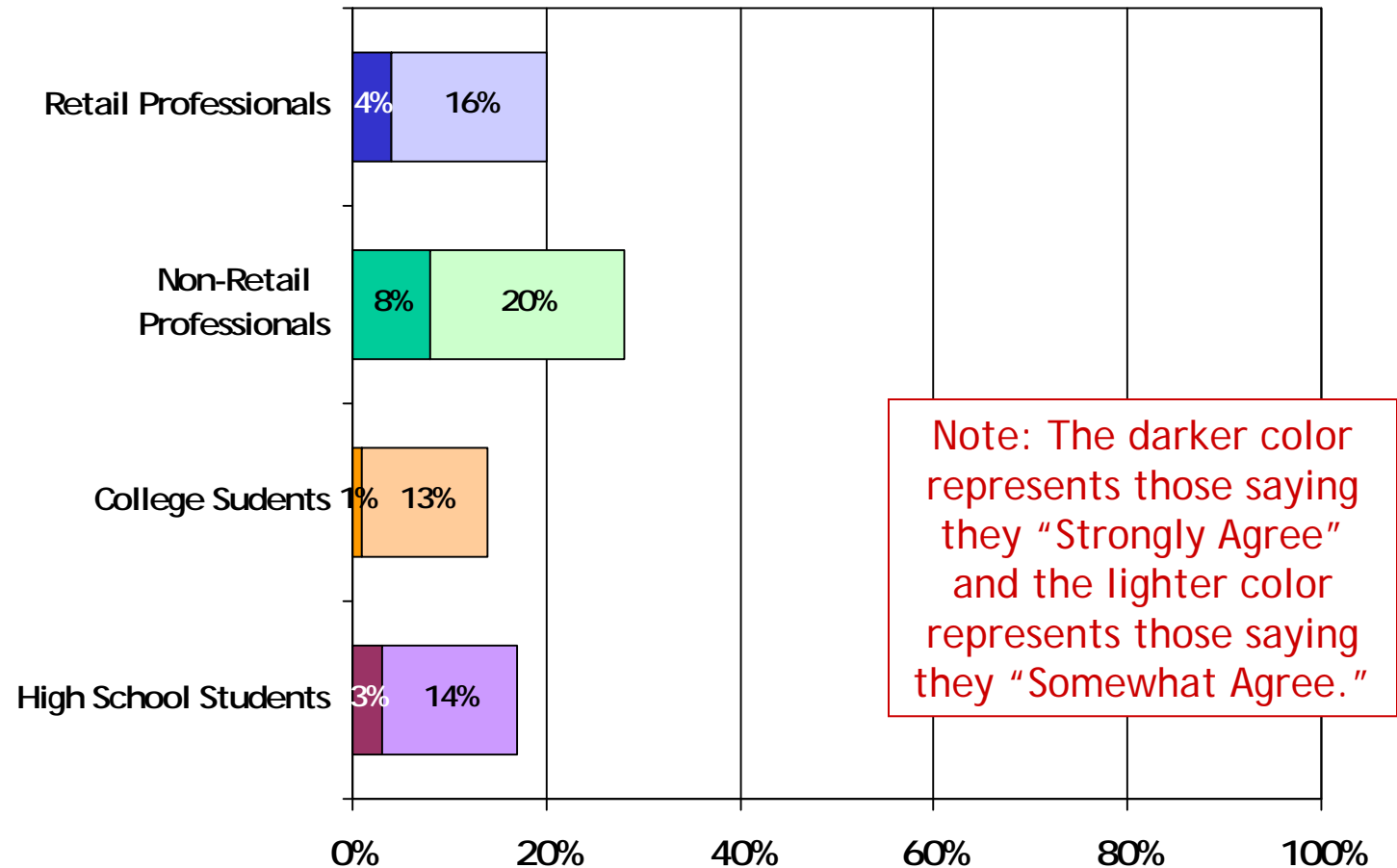
## Retail Jobs Are Also Lagging Slightly Behind Non-Retail Jobs in Having the Opportunity to Learn New Skills on the Job



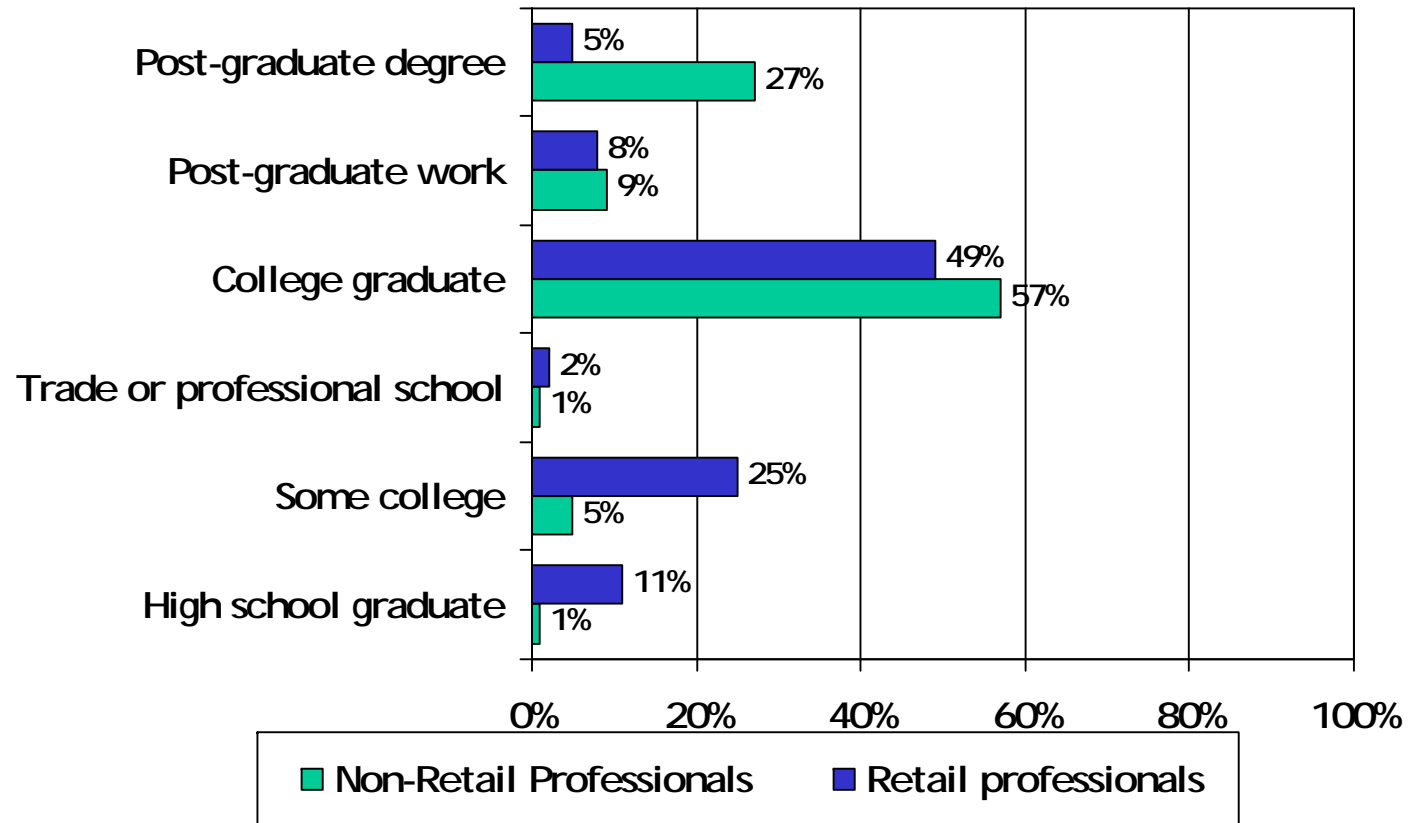
*Misperception*

### 3. College Degrees Don't Apply to Retail Careers

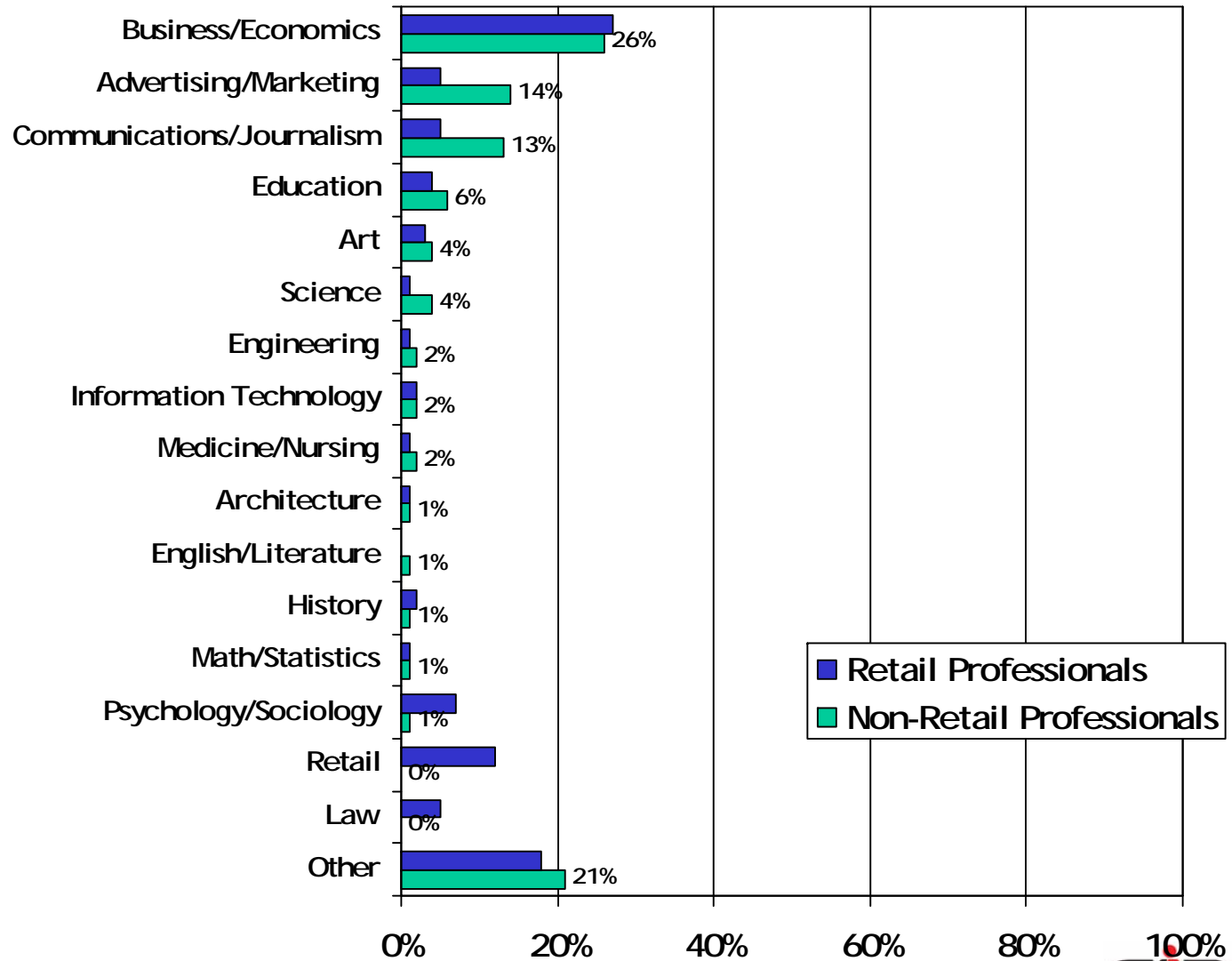
## Non-Retail Professionals Are the Most Likely to Agree that College Degrees Don't Apply to Retail Careers



## Almost Everyone Had at Least Some College



# The Most Popular Major for Both Types of Professionals is Business/Economics

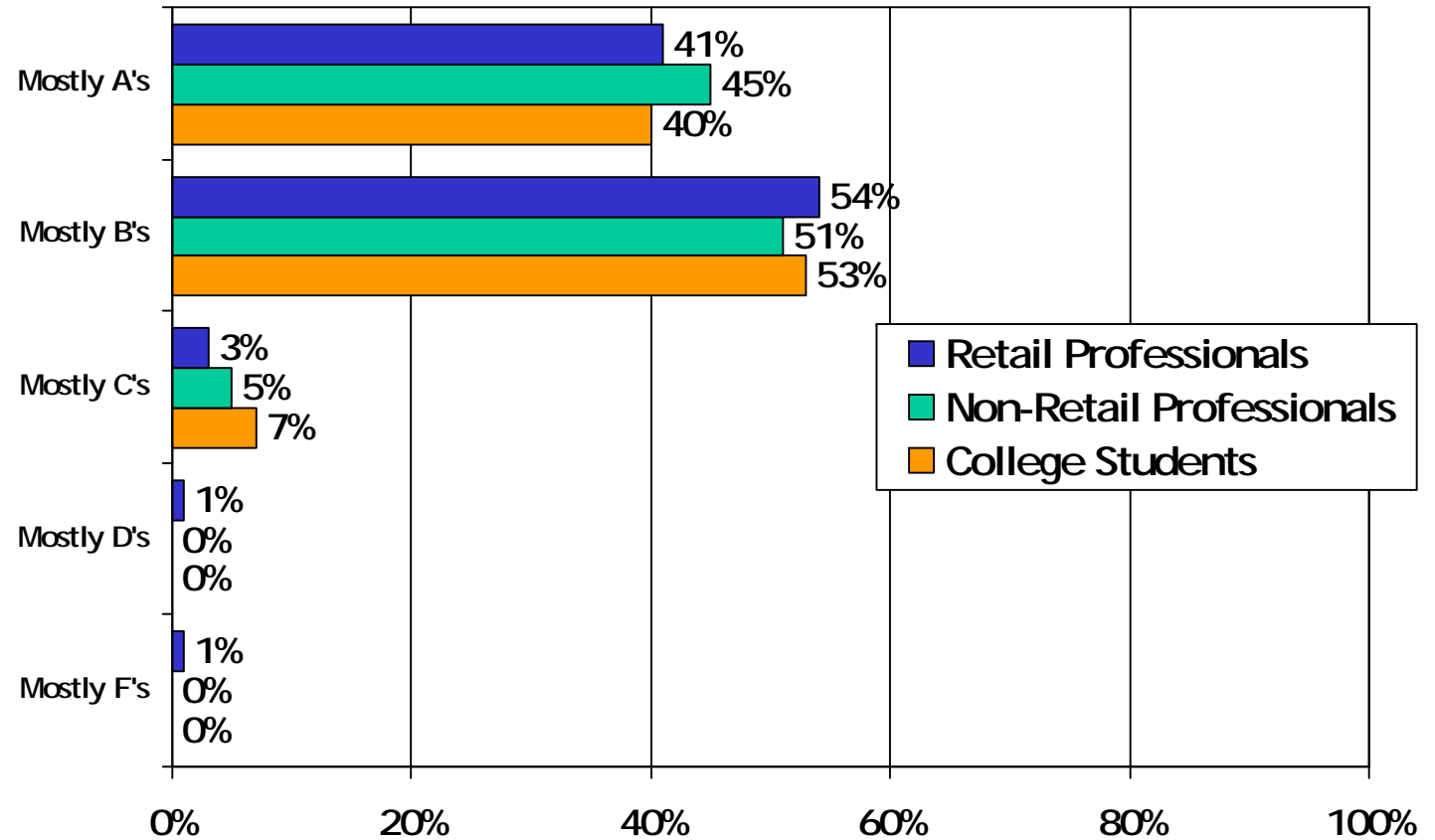


YP35: Which best describes the area of your university/college major?

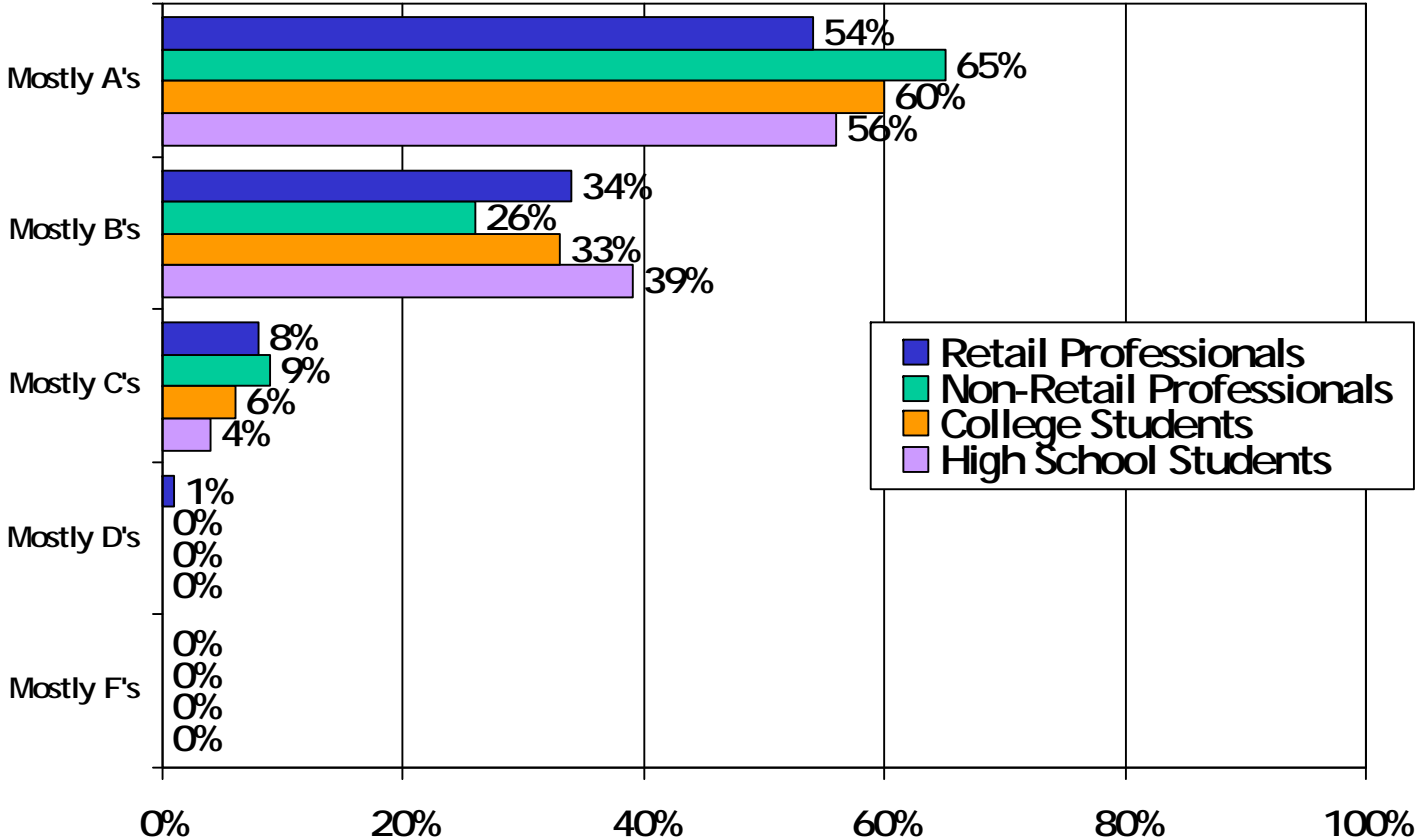


College students with high grades are even more likely to consider careers in retail.

## Retail and Non-Retail Professionals Received Approximately the Same Grades in College



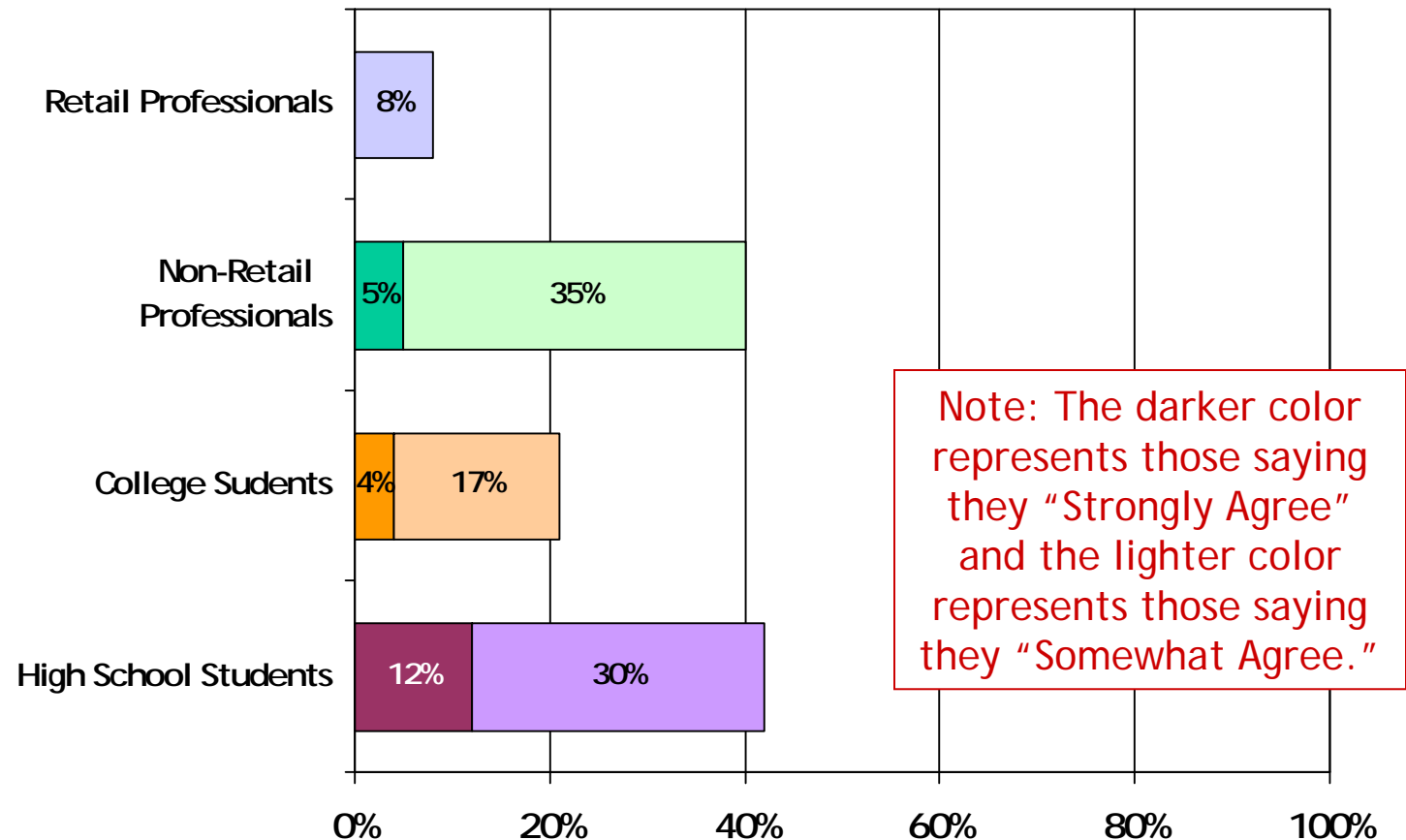
# Retail and Non-Retail Professionals Also Received Approximately the Same Grades in High School



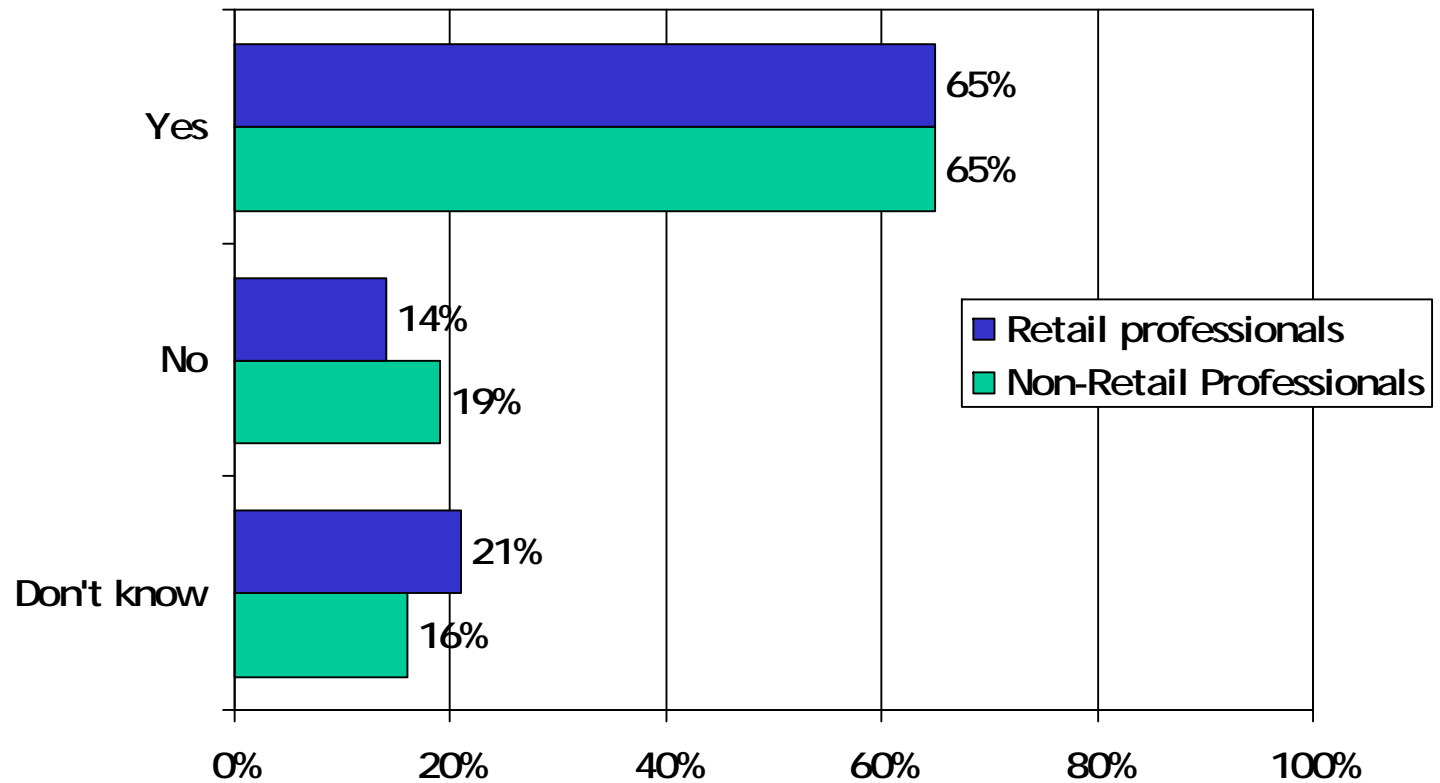
*Misperception*

## 4. Retail Jobs Are Only Good for Short-Term Employment

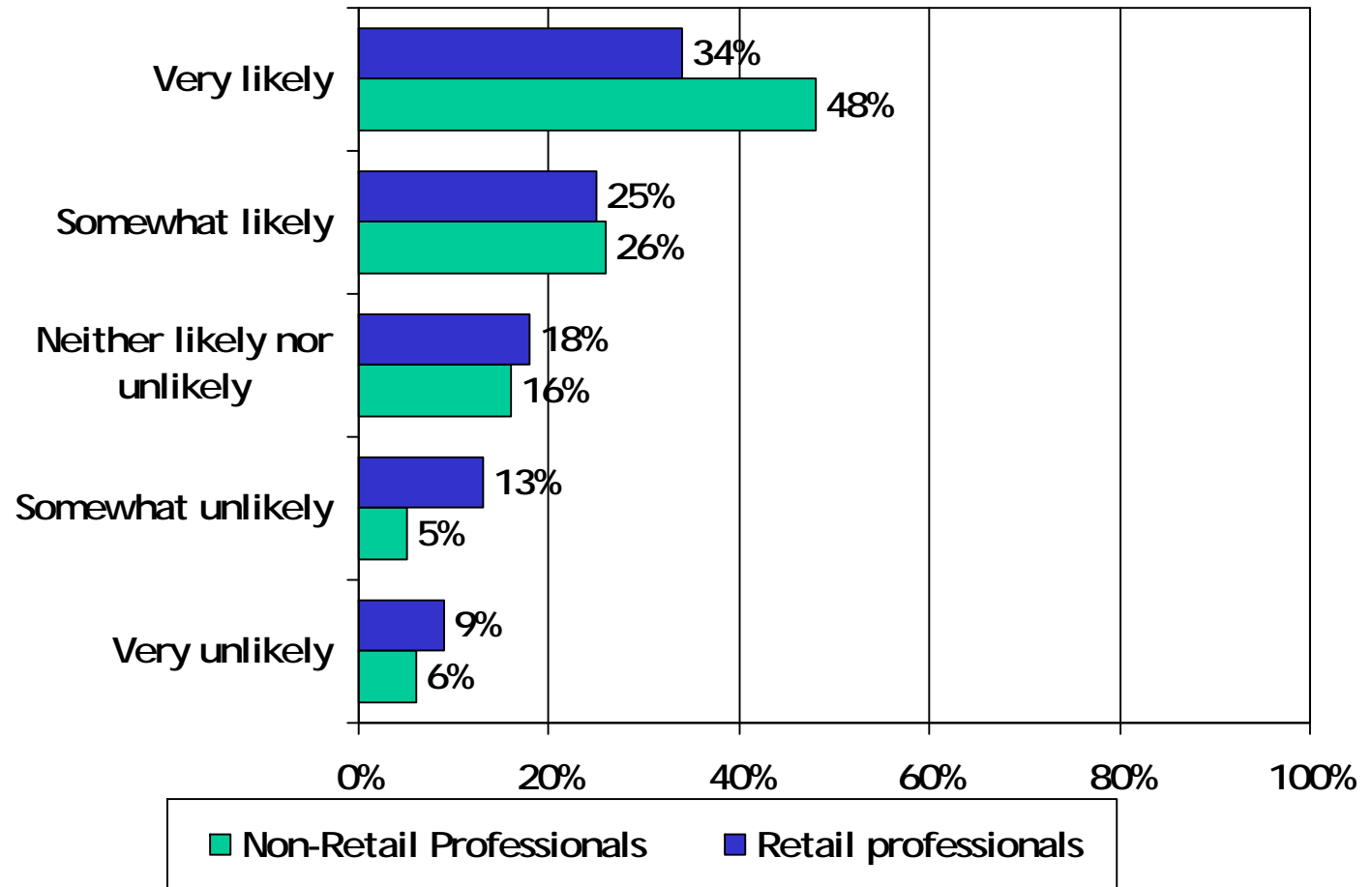
# Retail Professionals Are the Least Likely to Agree that Retail Jobs Are Only Good for Short-Term Employment—Not Long-Term Careers



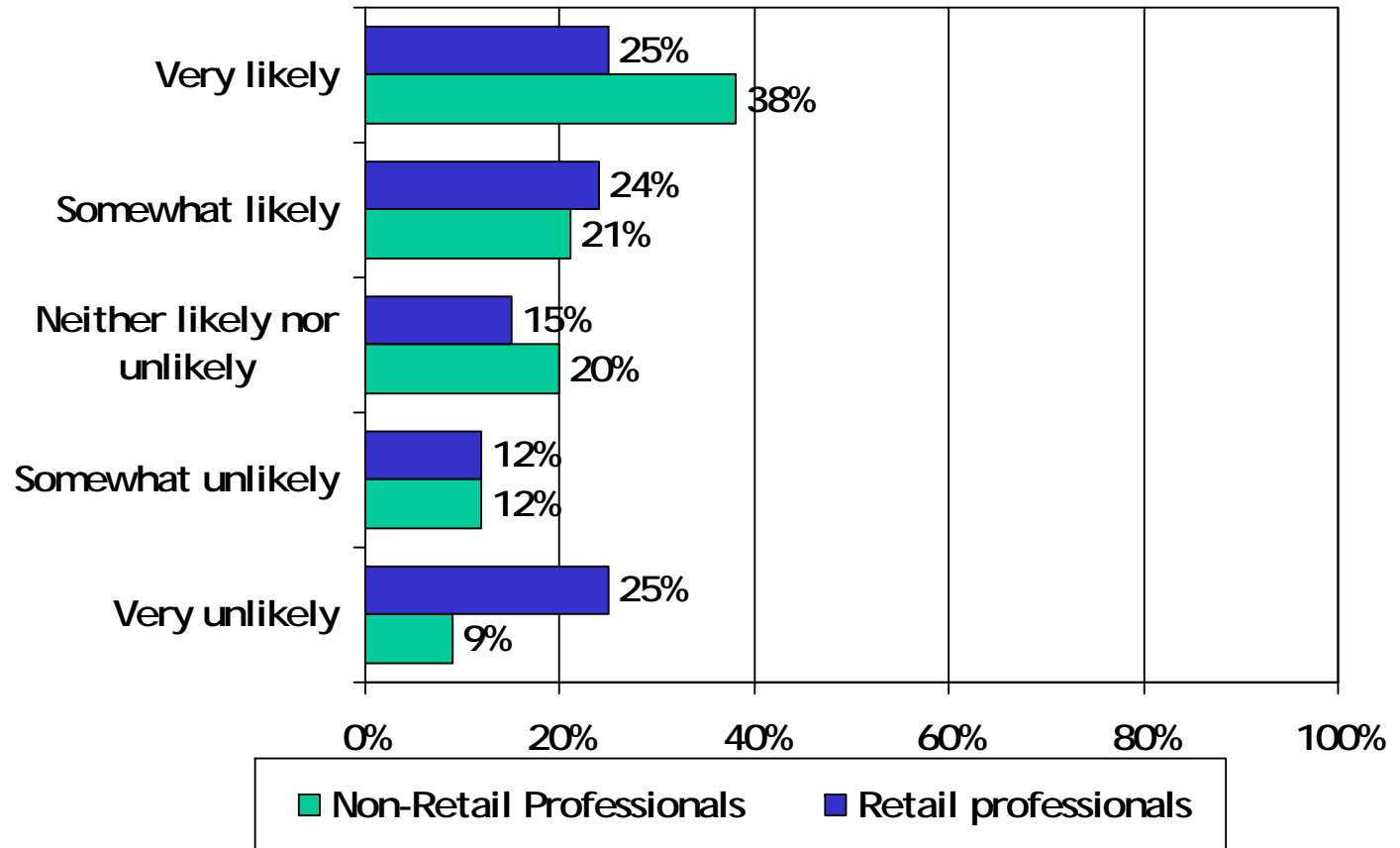
## Retail Professionals Are Equally as Likely as Non-Retail Professionals to Say That Their Current Position is Part of Their Ultimate Career Plan



# Retail Professionals Are Actually Slightly Less Likely to Say that They Will Change to a Different Employer at Some Point in Their Life



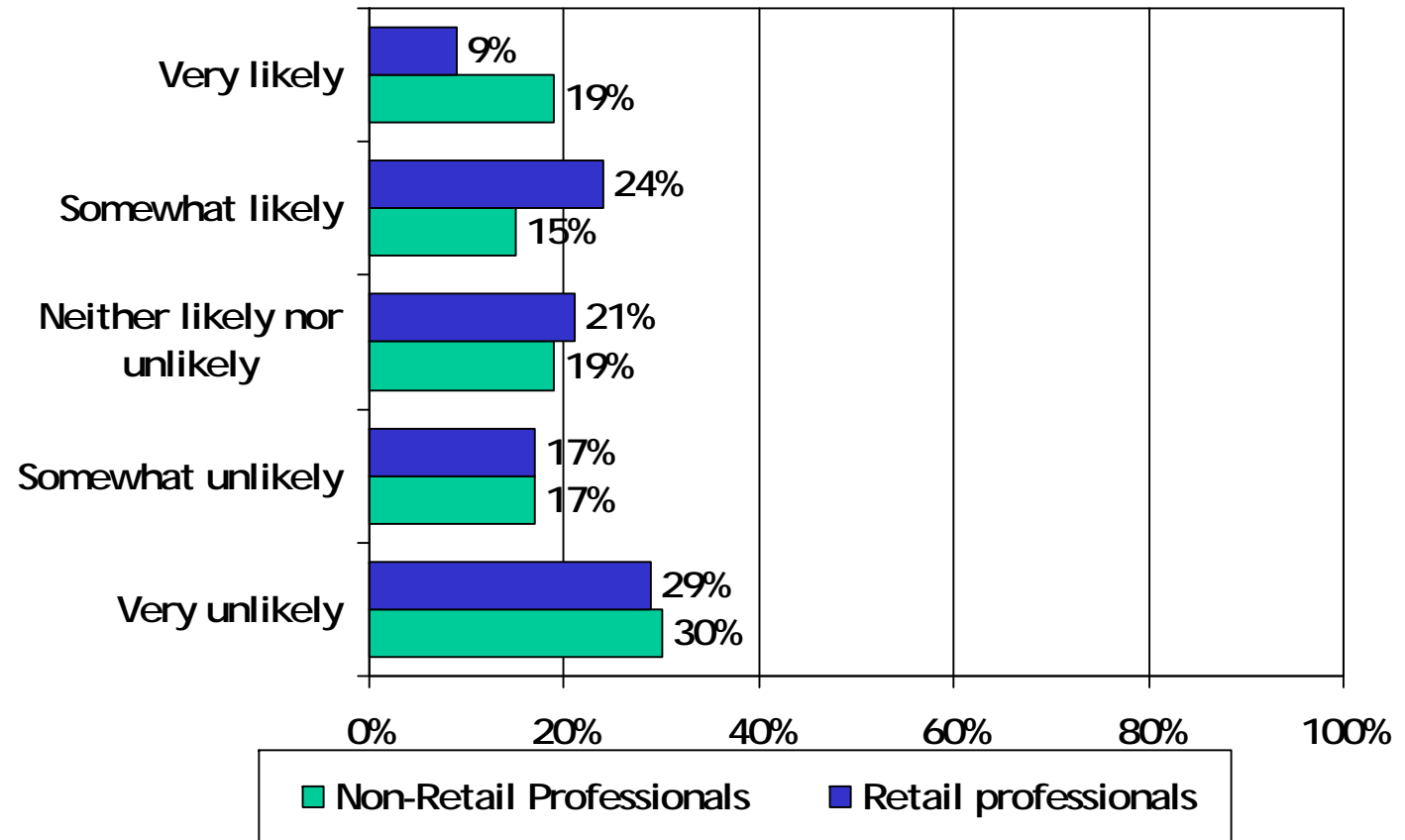
## Retail Professionals Are Also Slightly Less Likely to Say That They Will Change to a Different Job in the Next Five Years



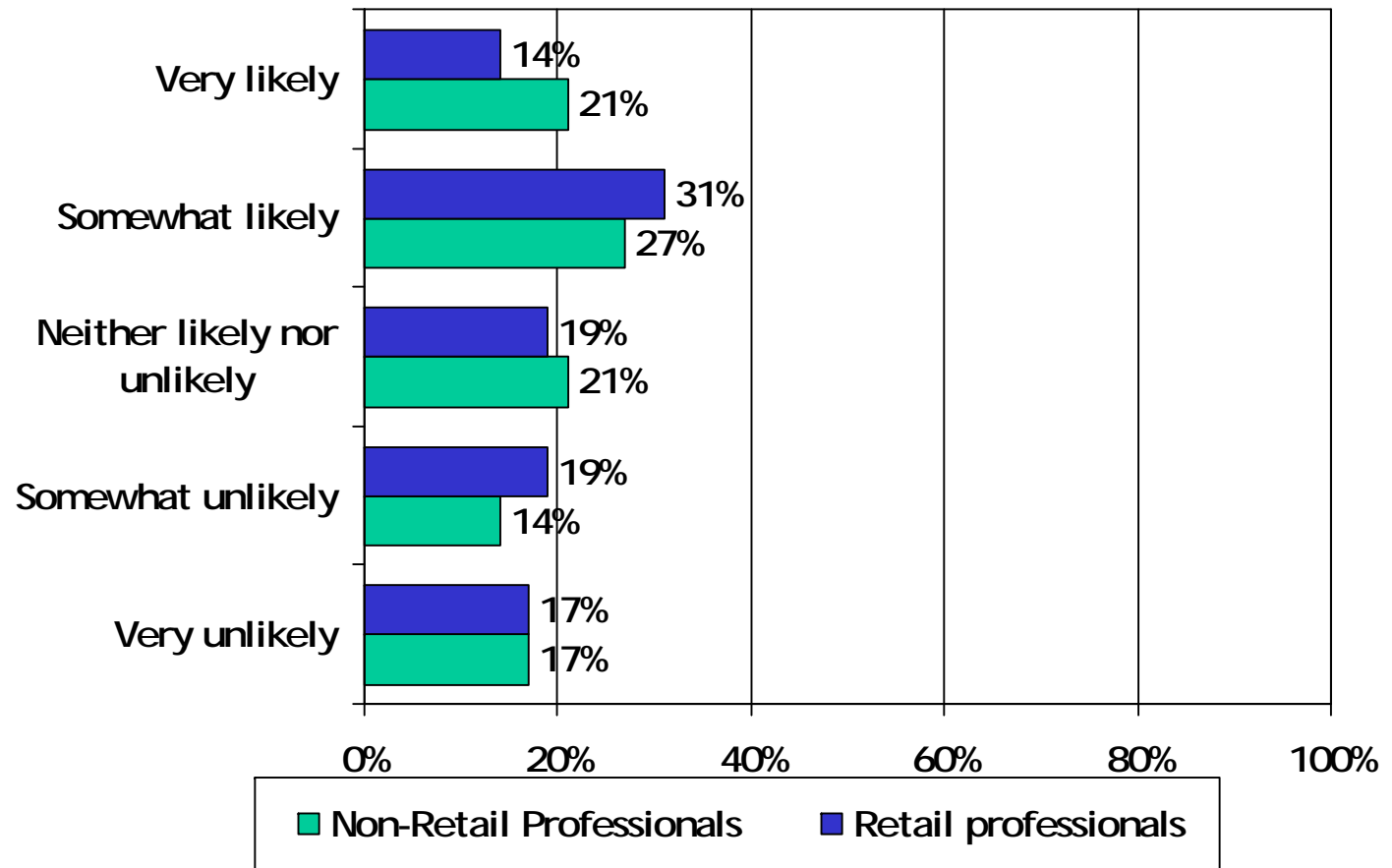
YP25: How likely do you think you are to change to a job at a different employer at some point in the next 5 years?



## Retail Professionals Are Also Less Likely to Change to a Different Industry in the Next Five Years

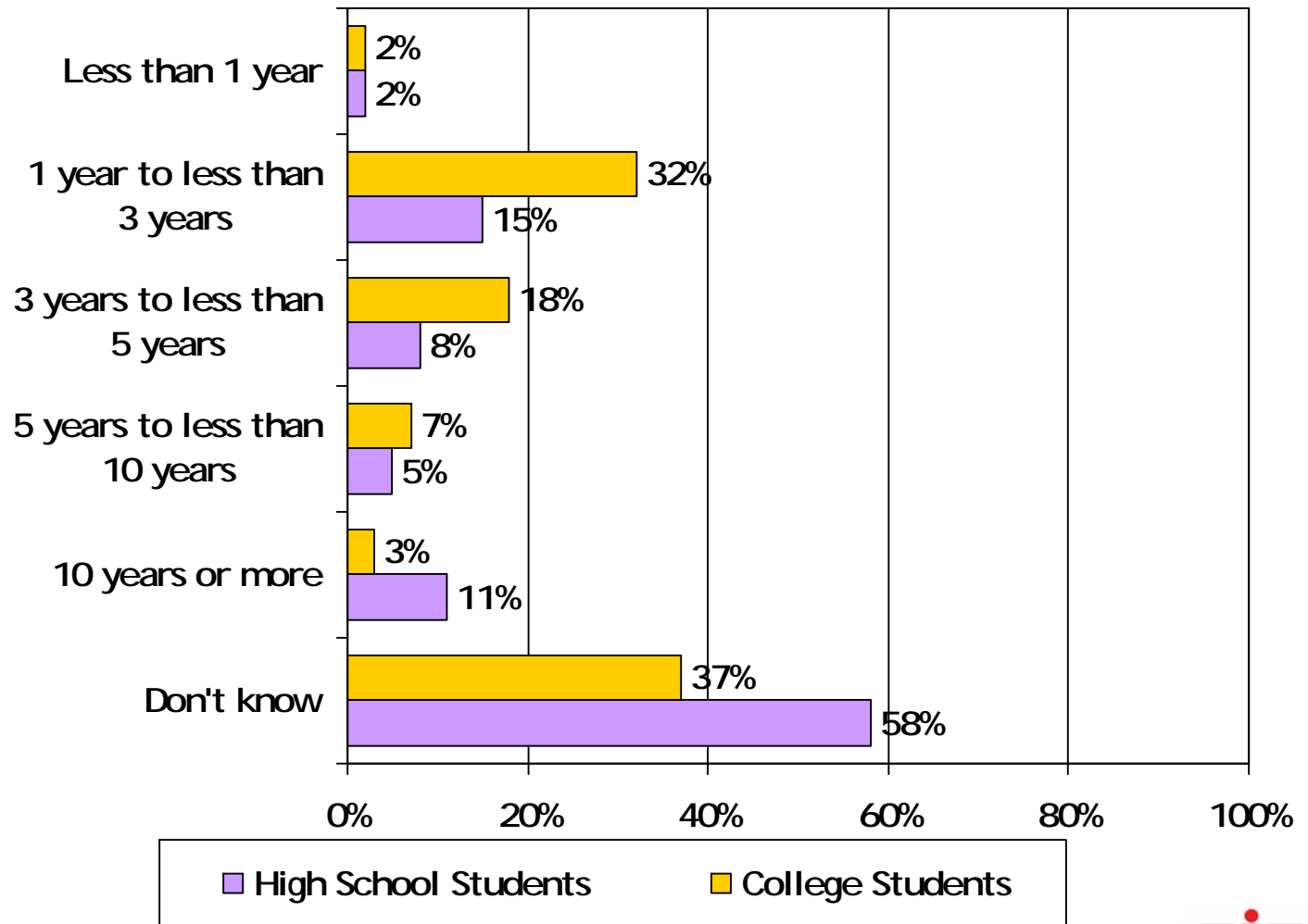


## The Difference However in Whether They Will Ever Switch to Another Industry is Smaller



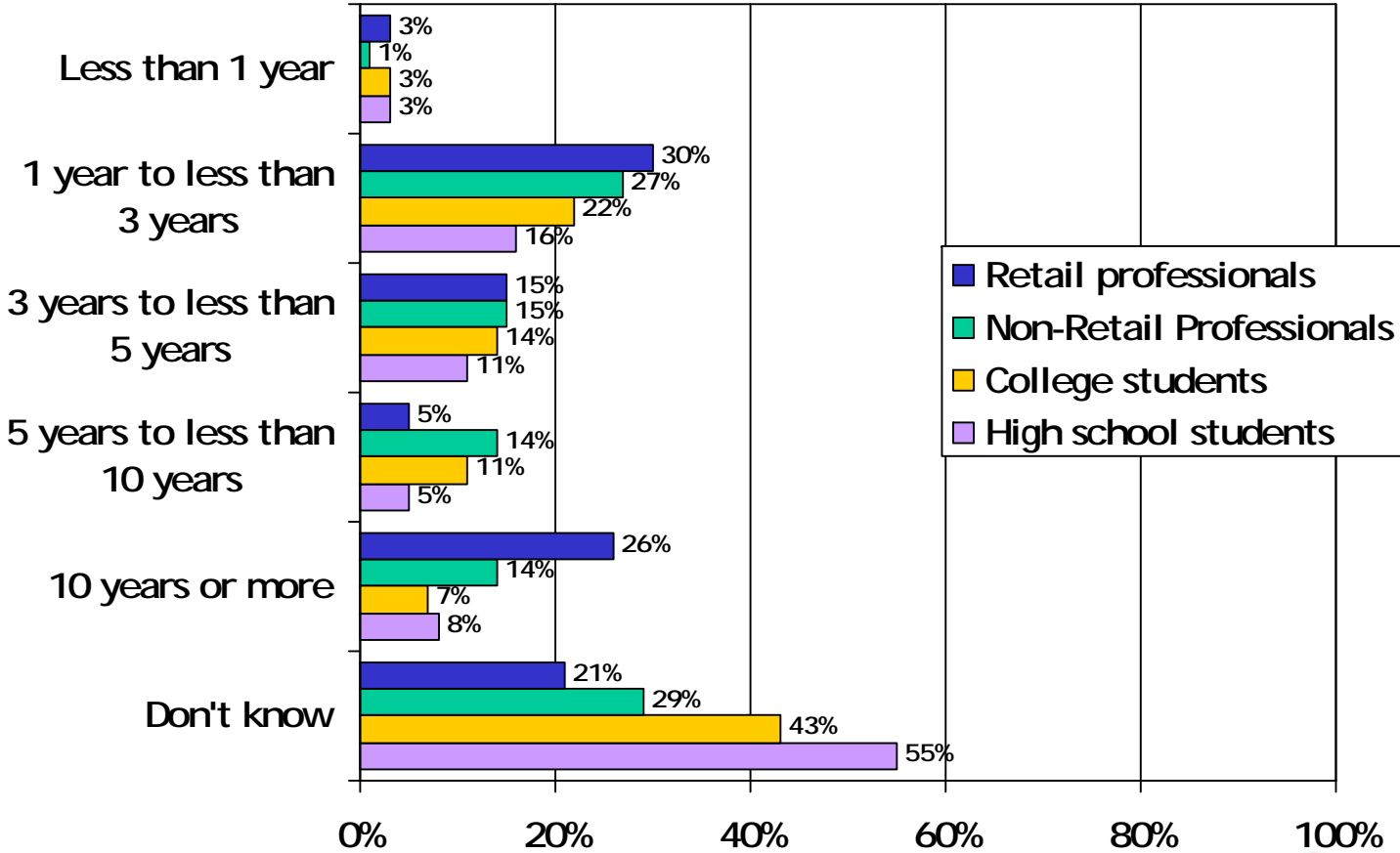
# Many Students Don't Know How Long They Want to Stay in Their First Full-Time Job; Of Those Who Do, the Most Common Response is 1 to 3 Years

One-third of non-retail professionals and half of retail professionals are currently working in their first full-time job since graduating.



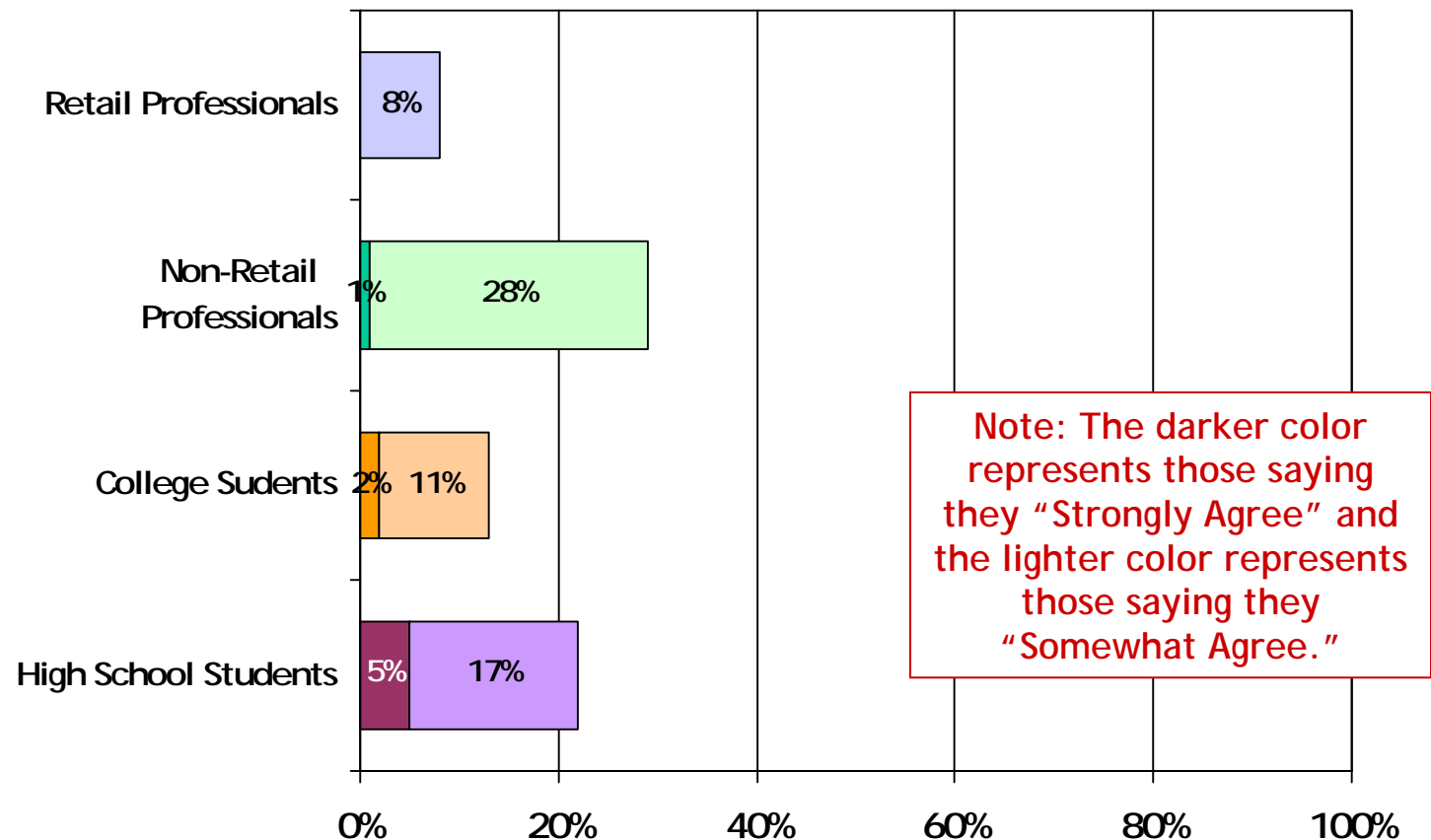
# The Amount of Time that People Want to Stay in Any One Job Varies Significantly

*Many Students Don't Know How Long They Want to Stay*



*Misperception*  
5. Retail is a  
Declining Industry

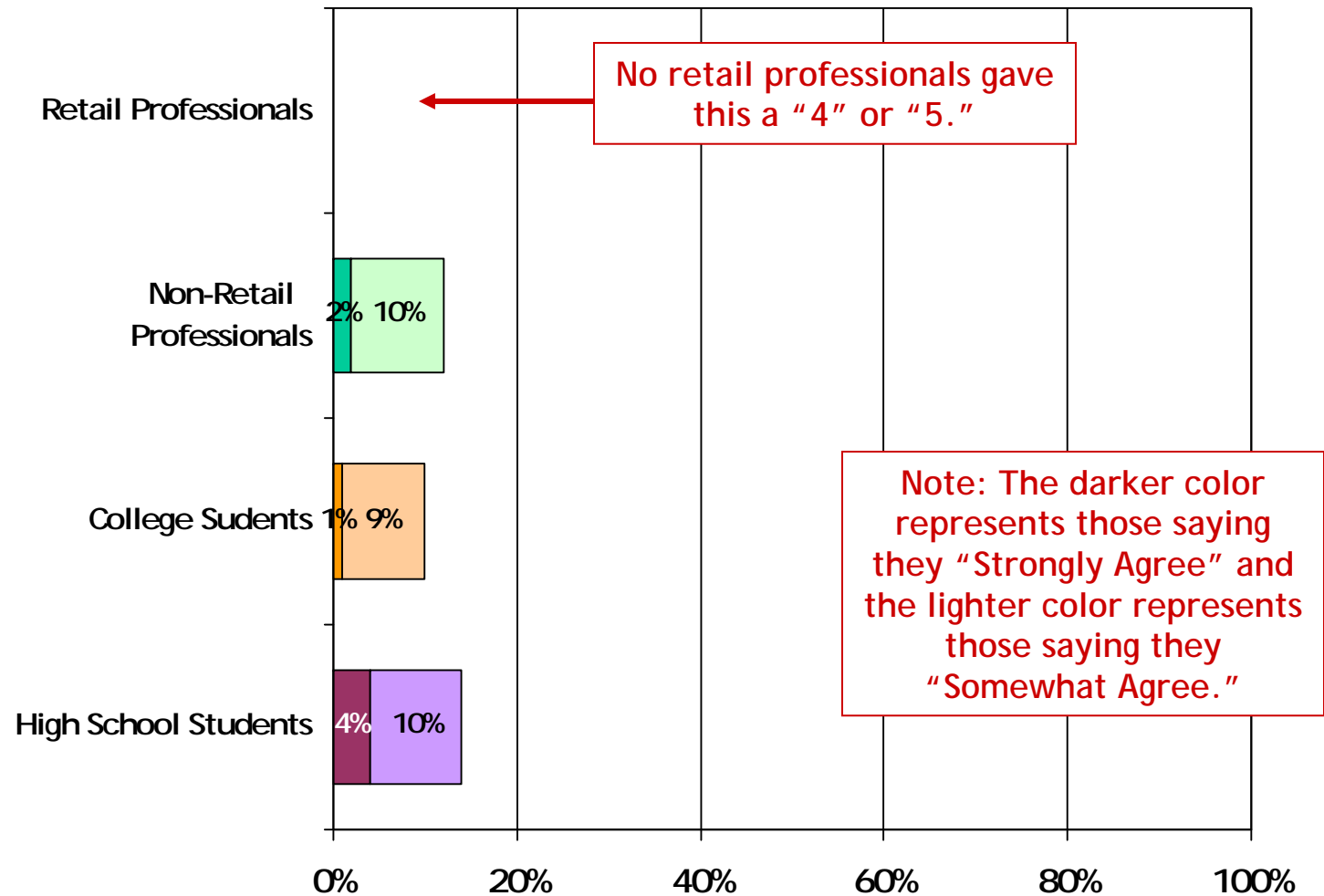
# Very Few Retail Professionals Agree that Retail is a Declining Industry Because of the Growth of E-Commerce



*Misperception*

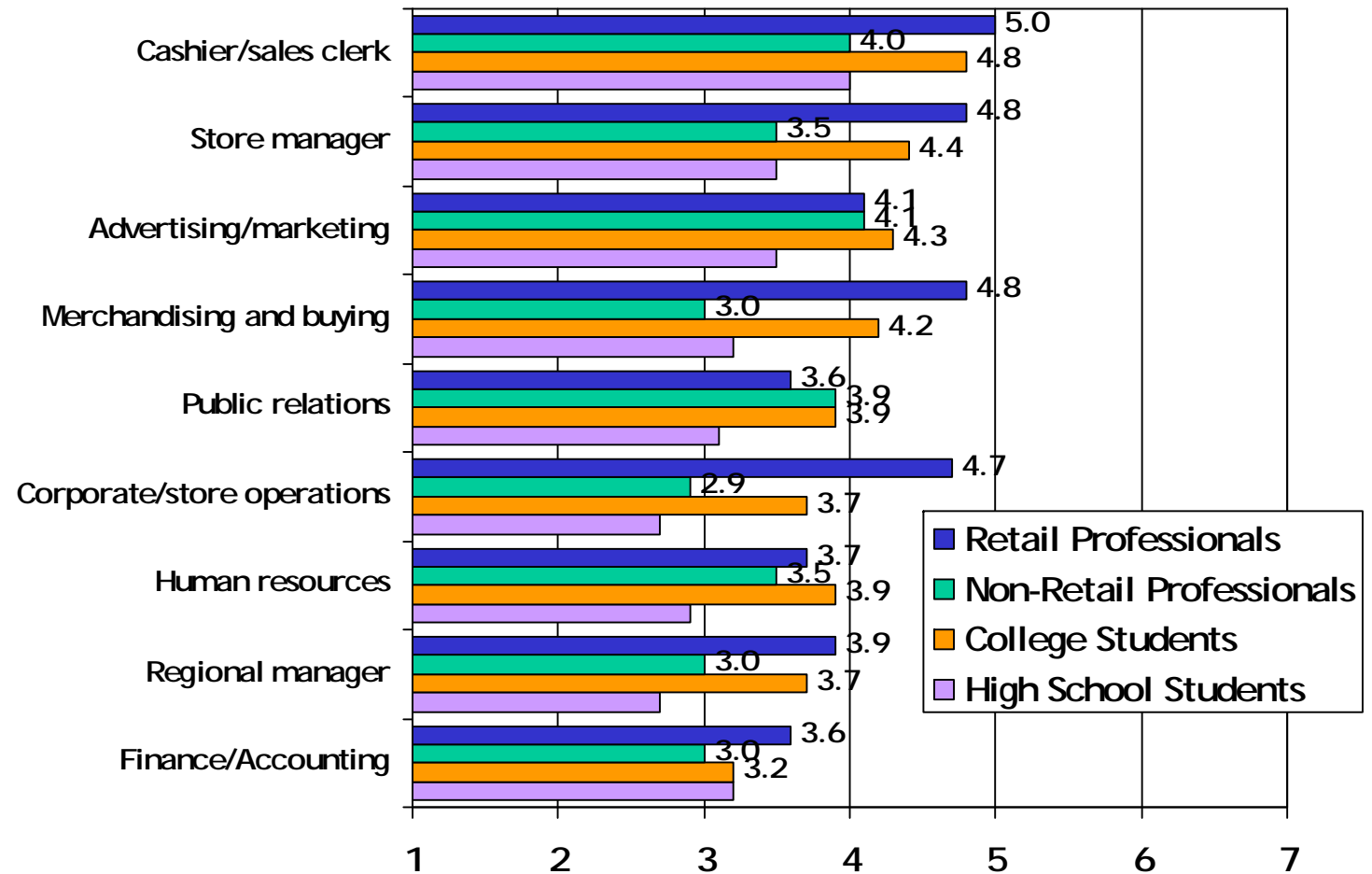
## 6. Retail Jobs Only Consist of Sales Clerk Positions

# No Retail Professionals Agreed that Retail Jobs Only Consist of Cashier and Sales Clerk Positions



# Retail Professionals and College Students Are Most Familiar with Opportunities in Retailing

*Cashier/Sales Clerk Positions Are the Most Well-Known*

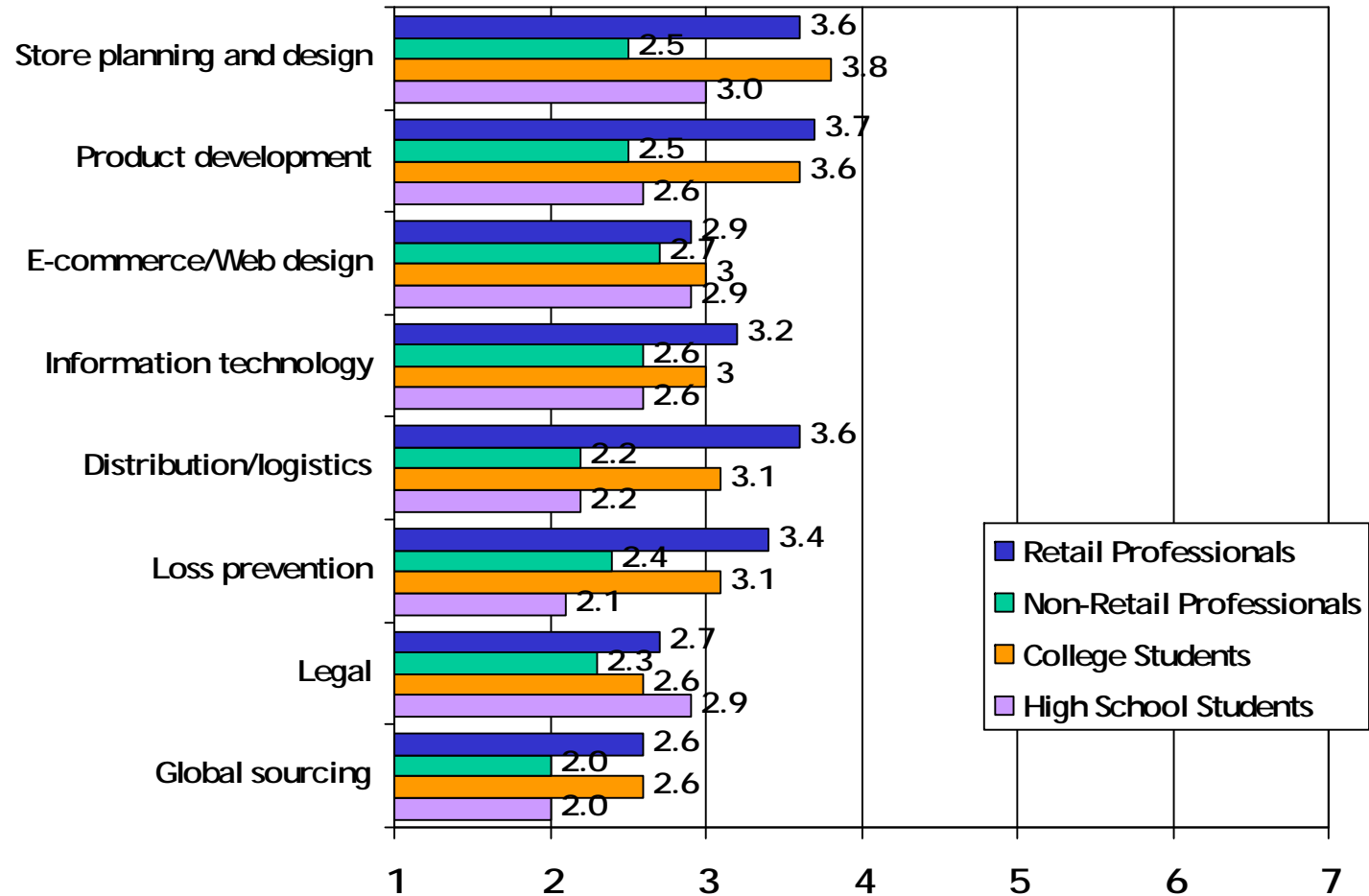


YP30: How familiar are you with opportunities for careers in the following areas of retailing?



...Continued

## Global Sourcing Opportunities Are the Least Well-Known



# Misperceptions

1. Retail jobs don't pay very well.  
*There appears to be a large misperception in this area. Even retail professionals don't think that retail careers pay well—yet they are on par with non-retail professionals.*
2. Retail positions do not provide challenging, upwardly mobile careers.  
*High school students and non-retail professionals are much more likely than college students and retail professionals to believe this. There is actually more opportunity for advancement in retail careers. However, there may be some truth to lack of making good use of skills and learning new skills.*
3. College and university degrees do not apply to retail careers.  
*Non-retail professionals tend to agree with the misperception that college degrees don't apply to retail careers. In actuality, however, almost everyone surveyed had at least some college—and grades in college were comparable across both types of professions. Furthermore, business/economic majors were the most popular for each type.*

4. Retail jobs are only good for short-term employment, not long-term careers.

*There seems to be a large misperception in this area among high school and non-retail professionals. In reality, retail professionals are equally as likely to say that their current job is part of their ultimate career plan and they are less likely to say that they will switch jobs or change careers in the next five years. Furthermore, students and young professionals have mixed feelings about how long they would like to stay in any one job, demonstrating that it may not be necessary to show that one can stay in a retail job forever.*

5. Because of the growth of e-commerce, retail is a declining industry.

*There seems to be a slight misperception among high school students and non-retail professionals in this area. Retail professionals—who should know the most about the retail industry—are the least likely to believe that the retail industry is declining.*

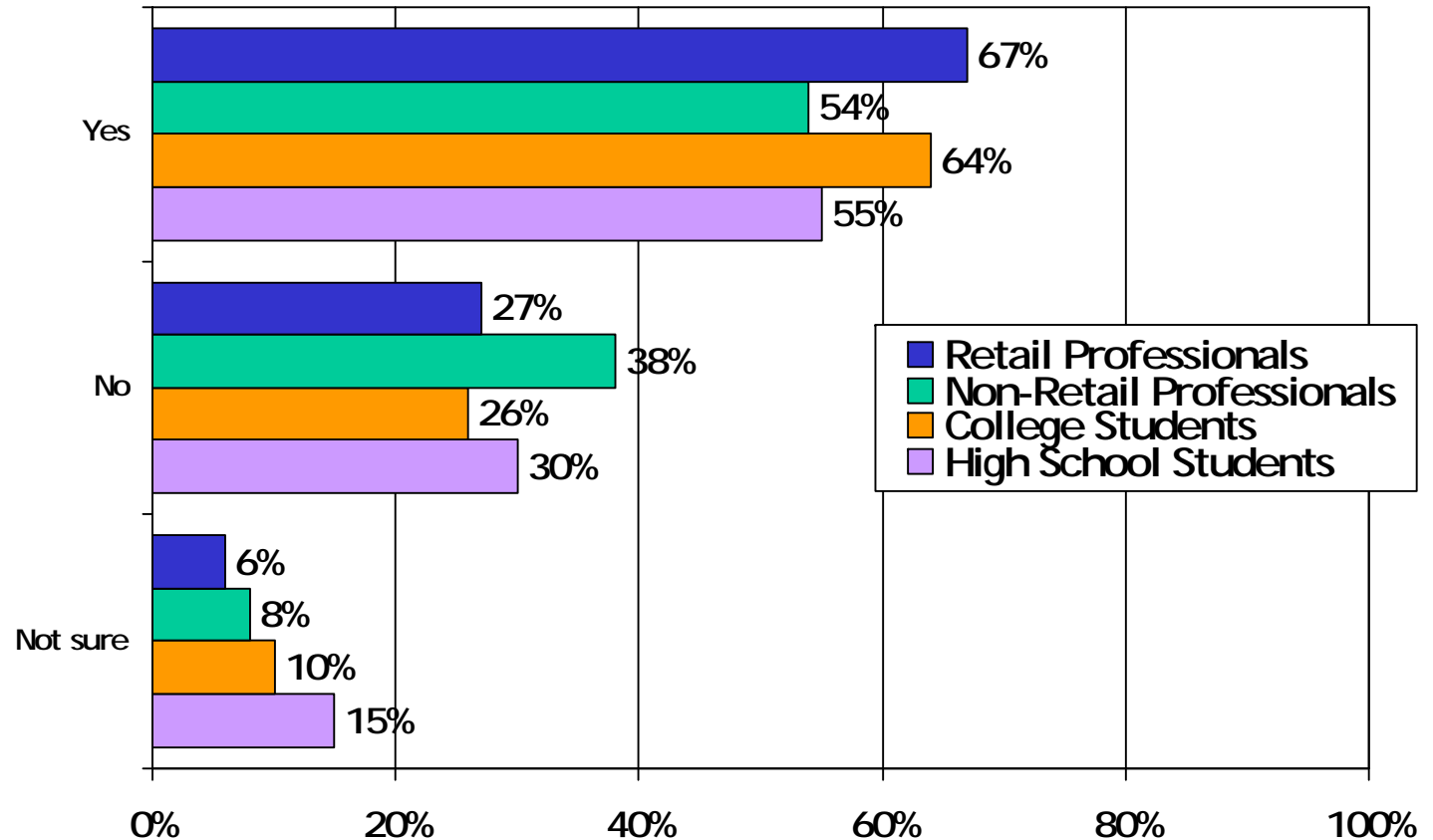
6. Retail jobs only consist of cashier and sales clerk positions.

*Endorsement of this statement is very low—particularly among current retail professionals. Whereas most people are most familiar with sales clerk opportunities, they are also at least somewhat aware of many other opportunities.*

# College Major in Retailing

Note: This question was not asked if the respondents said their major was retail.

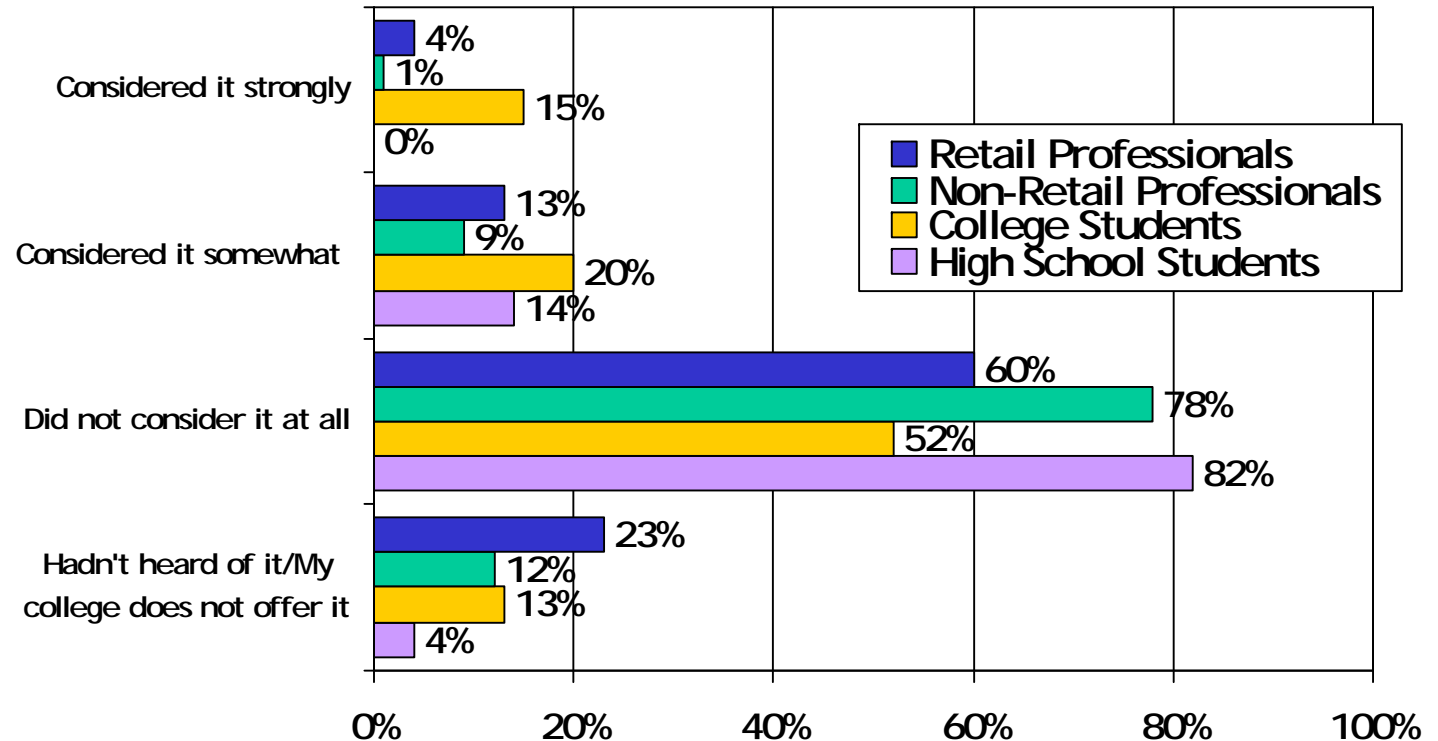
## Awareness of Retailing as a Major is Not Even Ubiquitous Among Retail Professionals



Note: This question was not asked if the respondents said their major was retail.

Of those high school students who have not selected their major, only 9% say that they are somewhat likely (and not one is very likely) to consider a major in retailing.

## Very Few—Even Retail Professionals—Considered a Major in Retail



When asked why, just "not being interested in retail" was the primary response.

HS20, YP44: How much did you consider a major in retailing?

HS21: How likely are you to consider a major in retailing?



# Most High School Students Say They Are Currently Unlikely to Consider a Major in Retailing

Half said that they are just not interested in retail and a quarter said that they are interested in another major.

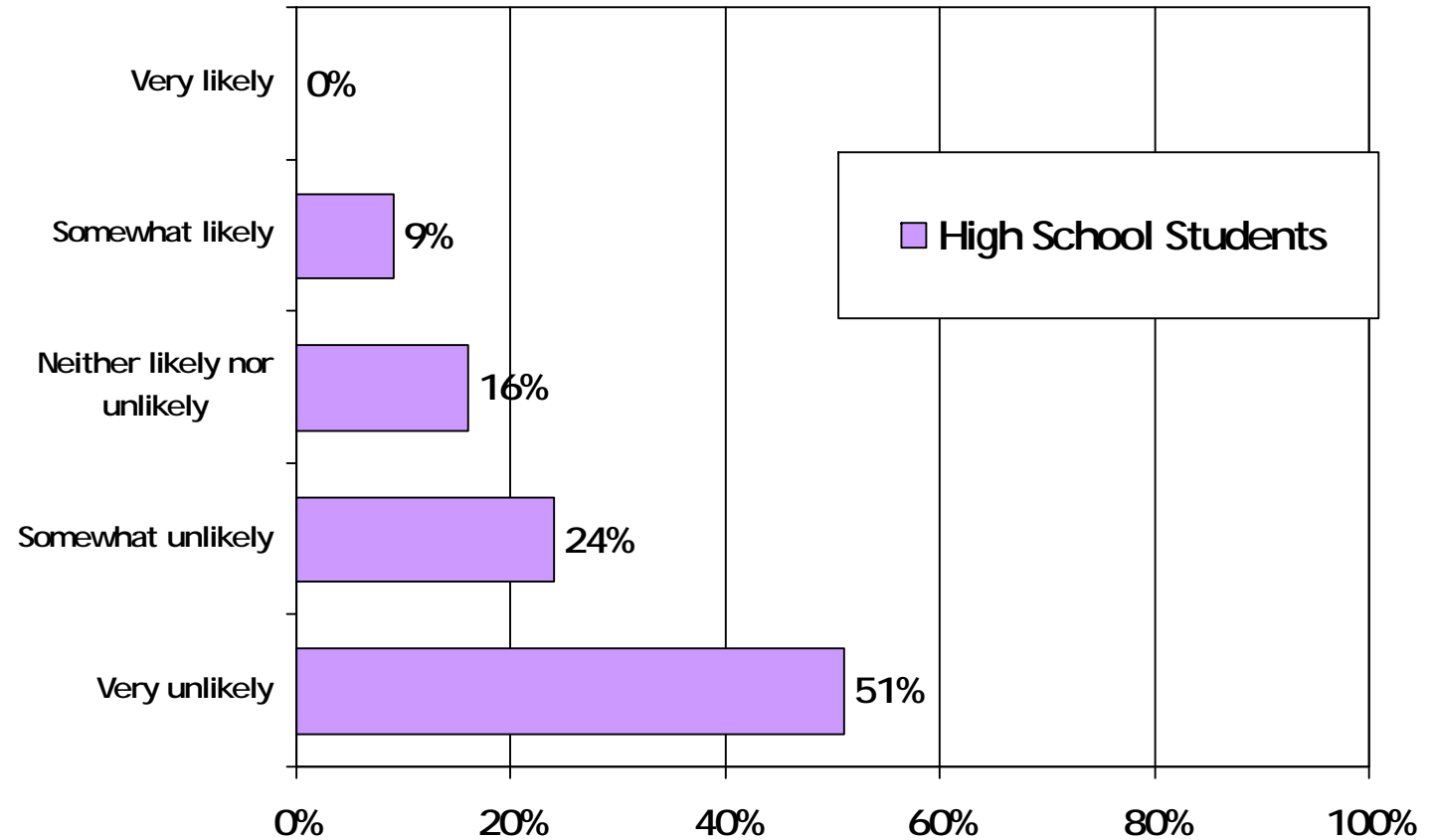
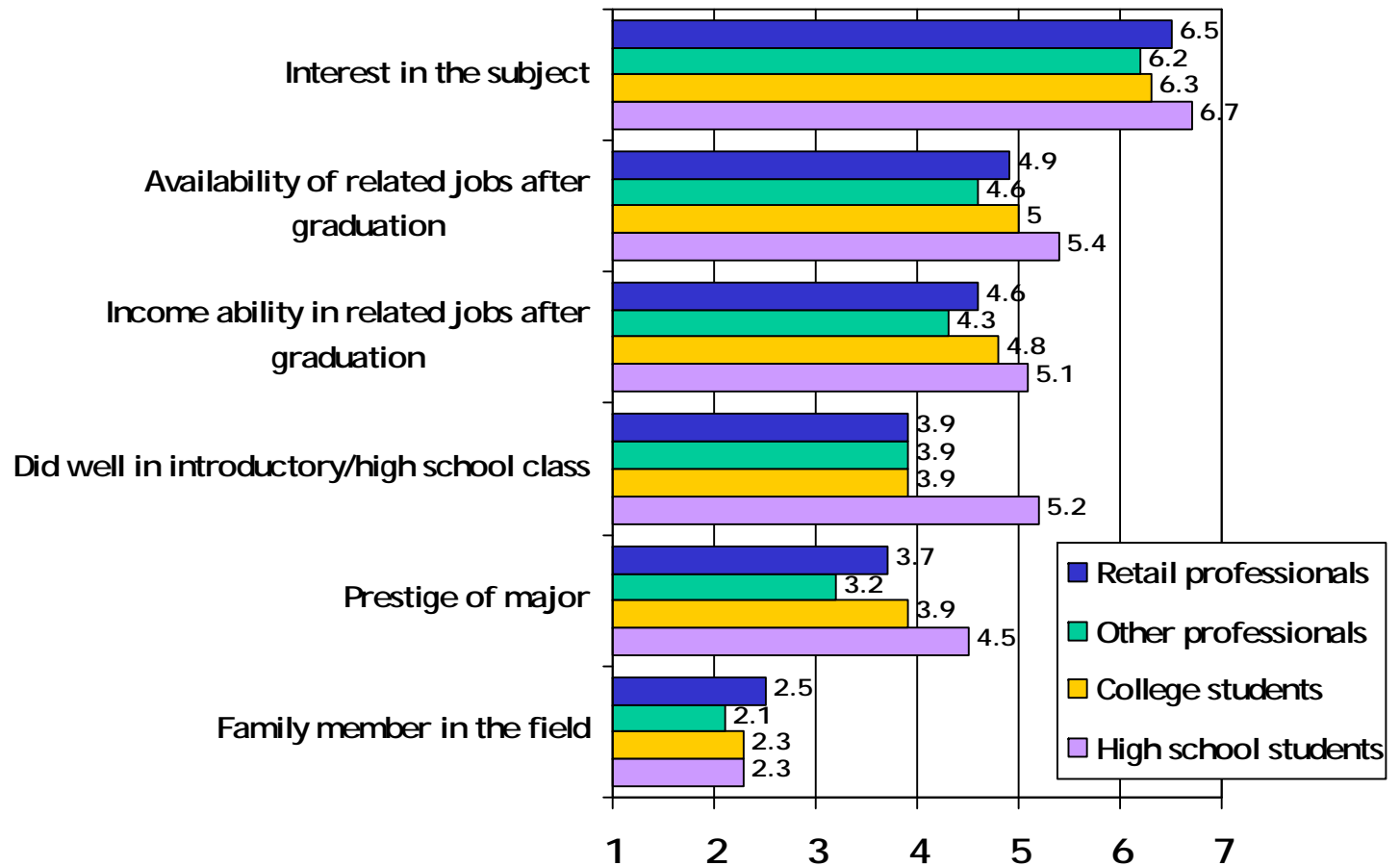


Table shows means on a 1-7 scale where 1=not at all important and 7=extremely important.

High school students who have not yet chosen a major were asked how much they thought each of these will be—their answers closely mimicked those who have already made a decision.

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## Interest in the Subject Was the Most Important Reason for Choosing a College Major



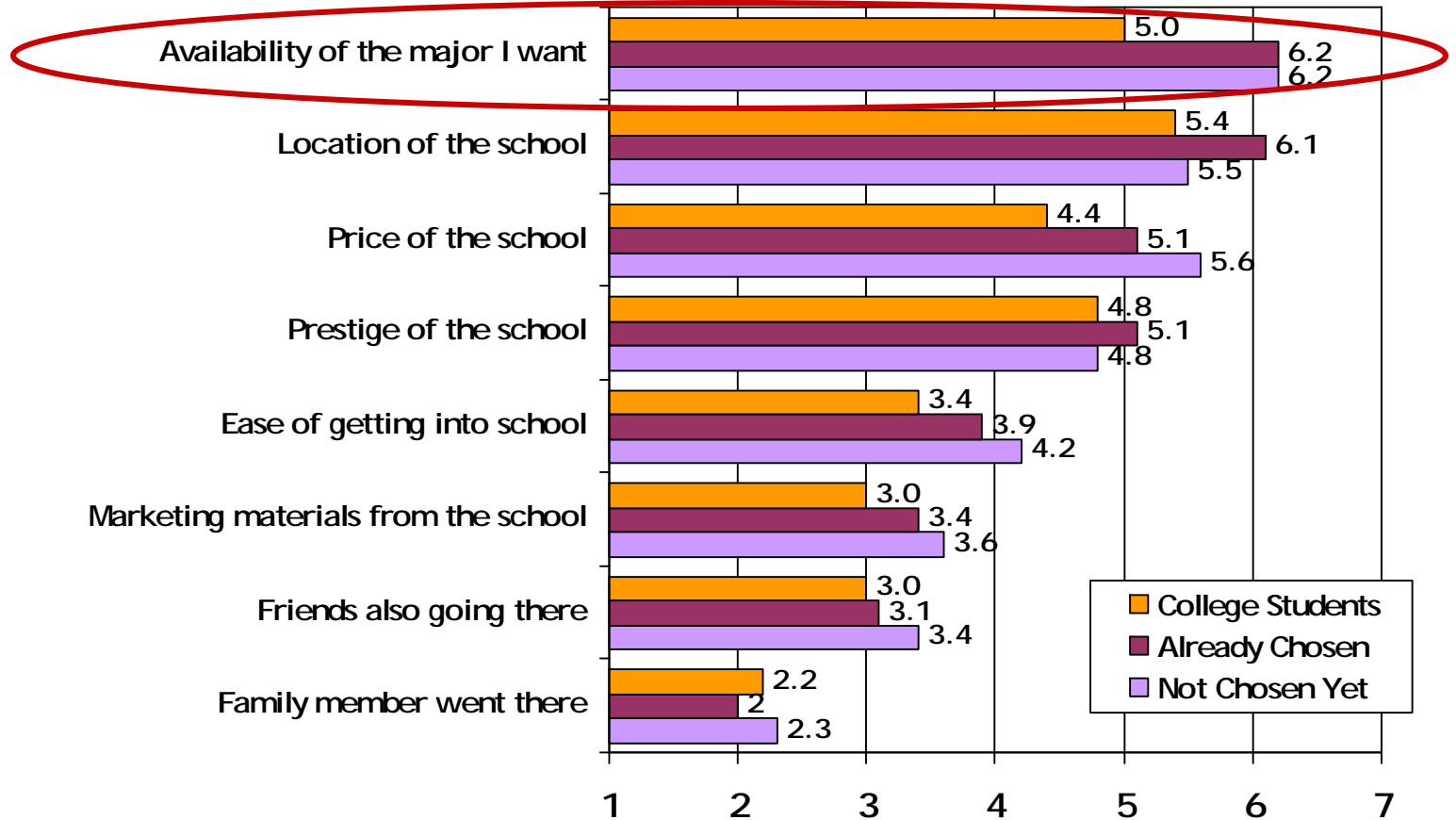
YP41: How important were each of the following when choosing a college major?



Table shows means on a 1-7 scale where 1=not at all important and 7=extremely important.

## Students May Choose a School Because of a Major

*Availability of the Major They Want is High on the List for College and High School Students—Both Those Who Have Already Made Their Decision and Those Who Have Not*



### *Key Finding:*

About half of non-retail professionals and high school students and about two-thirds of retail professionals and college students are aware that majors in retailing exist and very few considered it strongly. When asked how they chose their college major, interest in the subject received the highest ranking. Availability of jobs and income ability of jobs also received very high scores. Furthermore, availability of their desired major was at the top of the list for choosing a college—demonstrating that students do make college decisions based on their anticipated major.

### *Strategic Implication:*

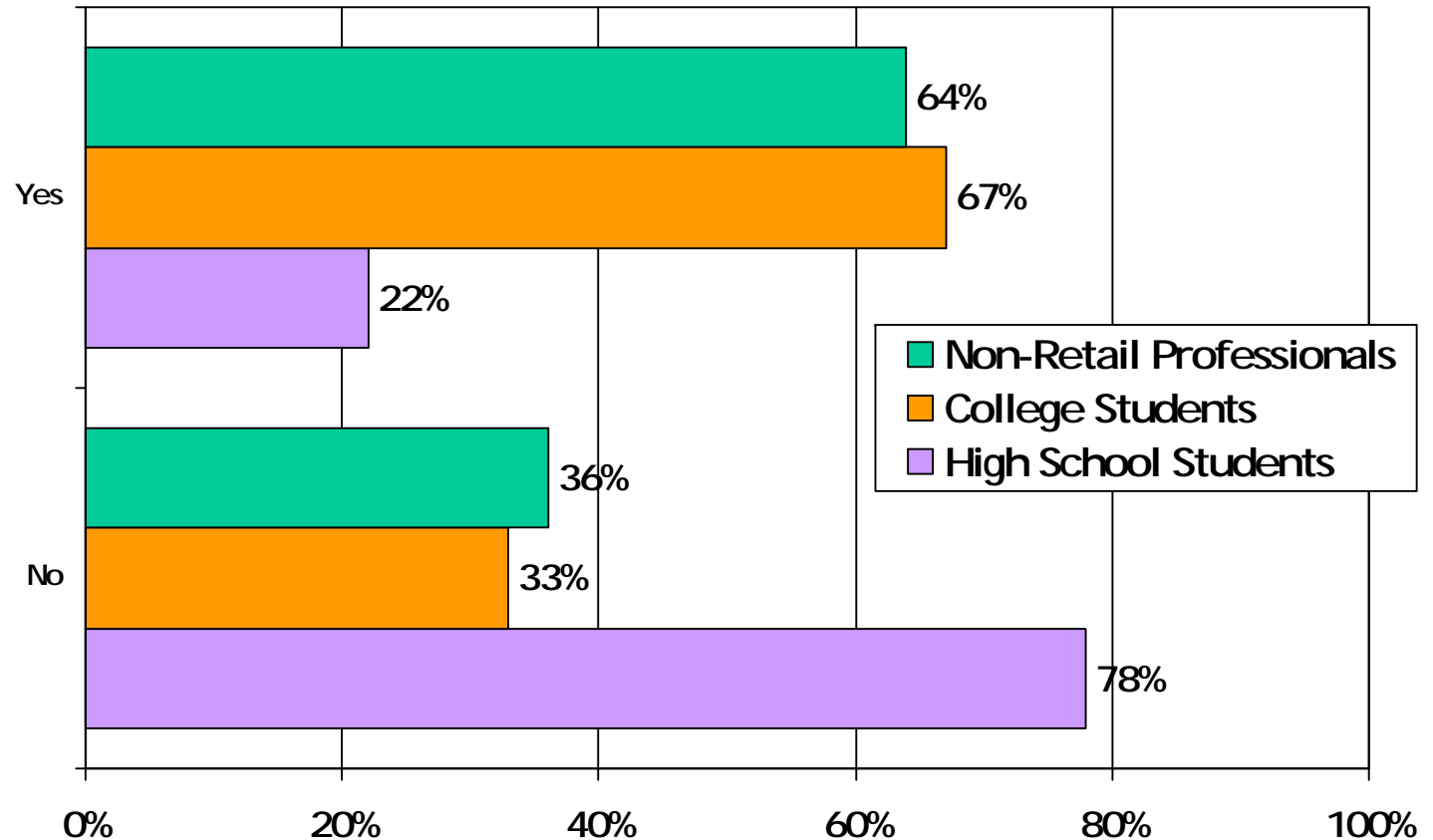
Make it a goal for awareness of a major in retailing to be ubiquitous. Support schools which offer a major in retailing and advertise these majors to students. Target high school students—who have not yet chosen their college. If you sell them on a retail major, they will select a school that offers that major. Make students interested in the subject by reminding them that there are many jobs available—which offer competitive salaries—after they graduate. Remember, however, that you can still sell a career in retail to people that did not major in retail.

# Experience with Retail

Note: This question was not asked of those respondents who currently work in the retail industry.

Furthermore, about a third have a parent who has worked in the retail industry—most of them in cashier/sales clerk or store manager positions.

## Two-thirds of Non-Retail Professionals and College Students Have Previously Worked in the Retail Industry



YP49: Have you ever worked in the retail industry?

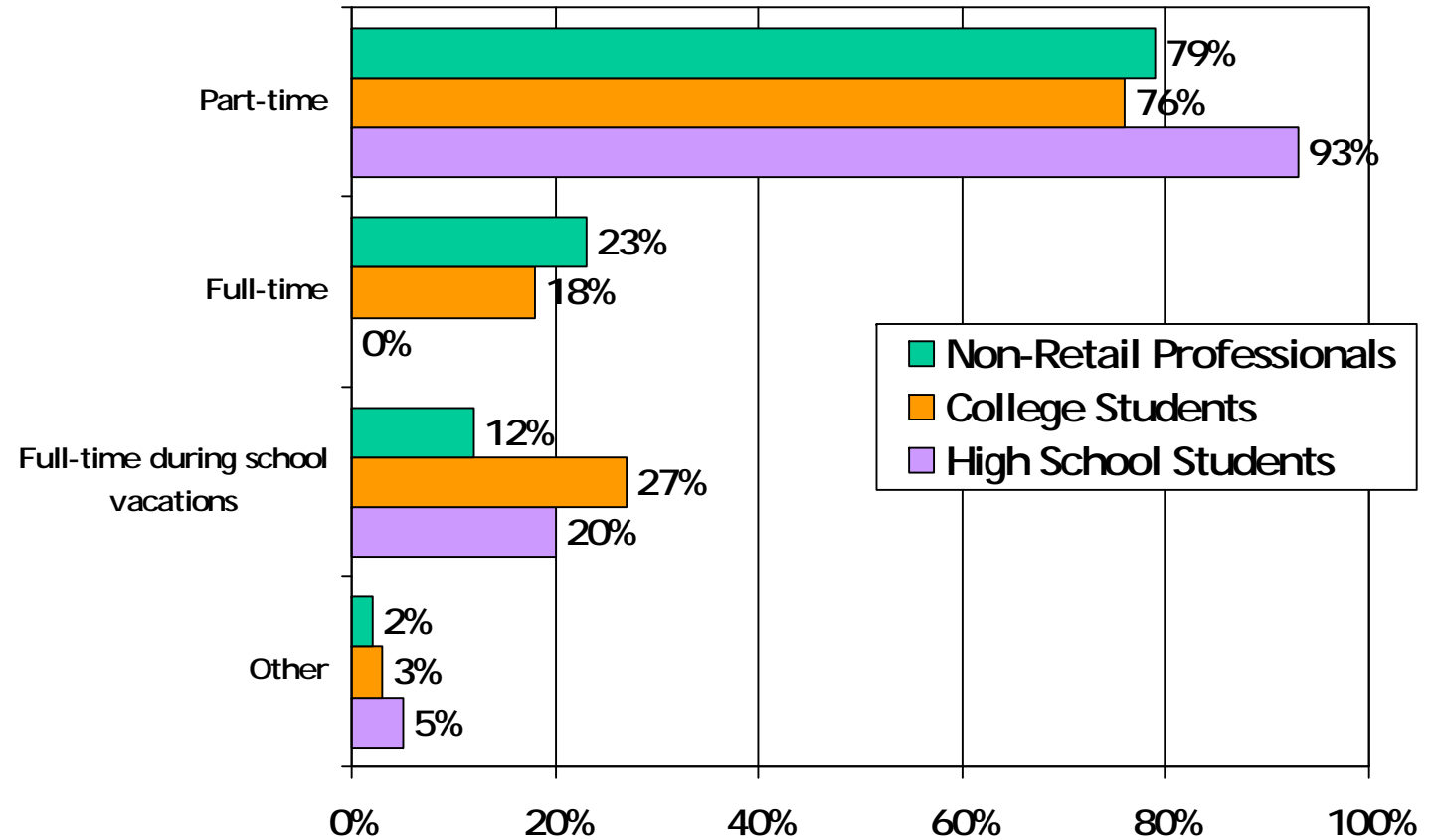
YP52: During your life, do or did either of your parents work in the retail industry?

YP53: Which best describes their position when working in retail?



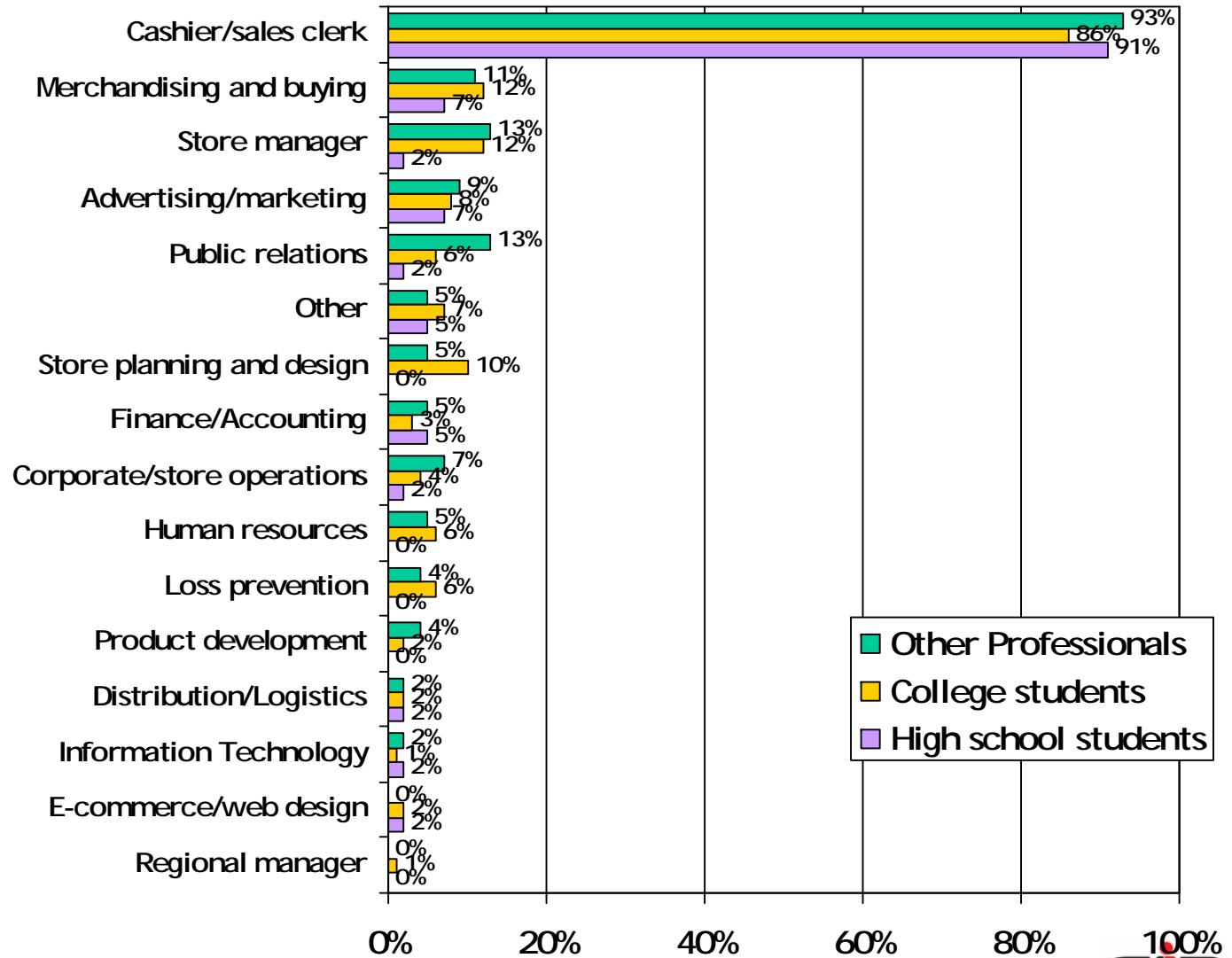
Note:  
Percentages  
total more than  
100% because  
some  
respondents  
had multiple  
experiences  
with retail jobs.

## Most Worked Part-Time



Note:  
Percentages  
total more than  
100% because  
some  
respondents  
had multiple  
experiences  
with retail jobs.

## The Vast Majority Were Cashiers/Sales Clerks

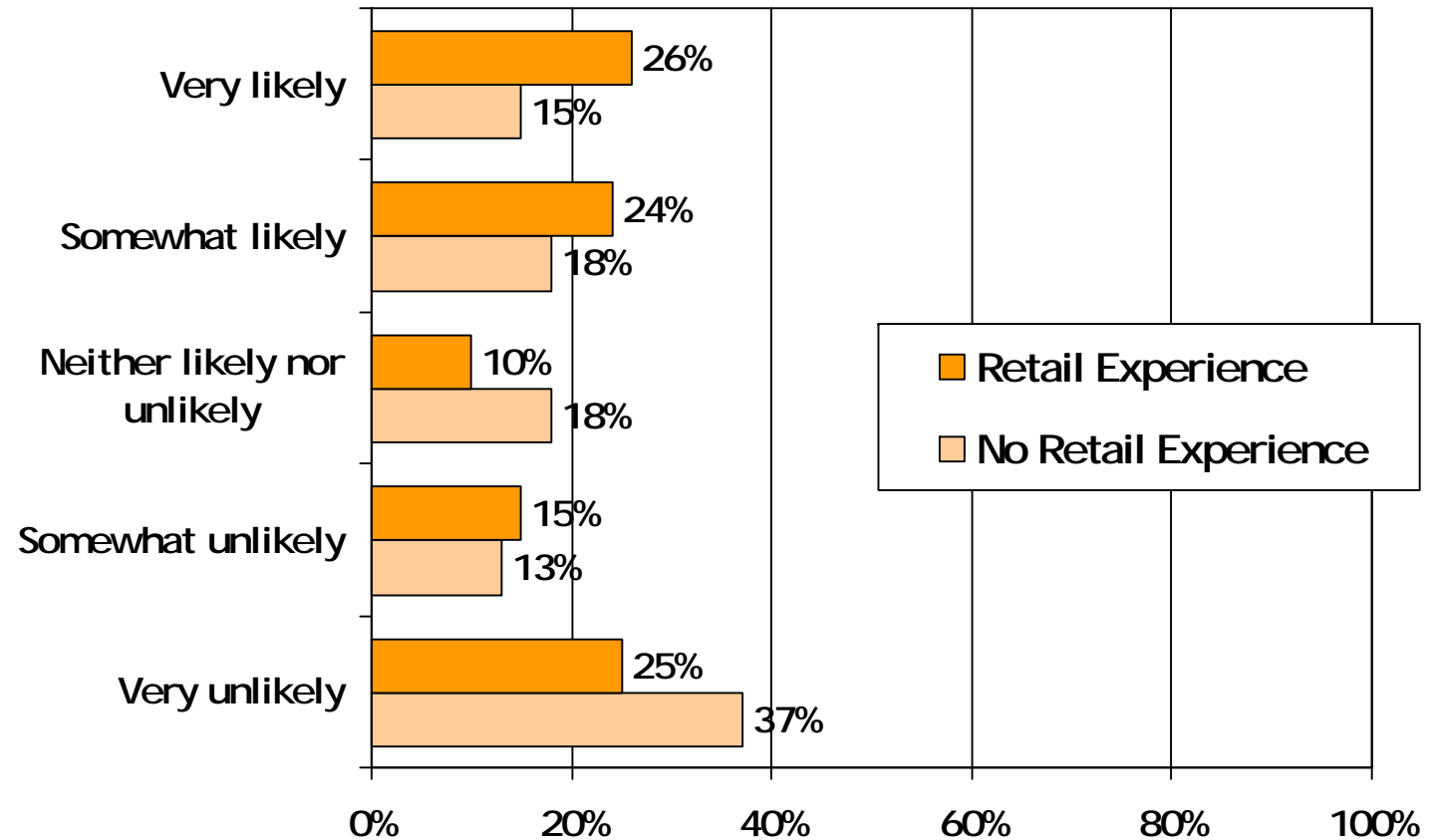


Note: This question was not asked of those respondents who currently work in the retail industry.

Experience with a retail job does not make a difference in likelihood of considering a retail career amongst high school students and non-retail professionals.

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## College Students with Retail Experience Are More Likely to Consider a Career in Retail



HS21, C30, YP28: How likely are you to consider a career in retailing?



### *Key Finding:*

About two-thirds of college students and non-retail professionals and about one-fifth of high school students have some sort of retail experience. Most worked part-time in cashier/sales clerk positions. Furthermore, about a third have a parent who worked or works in the retail industry. College students who have worked in the retail industry are more likely to say that they will consider a career in retail.

### *Strategic Implication:*

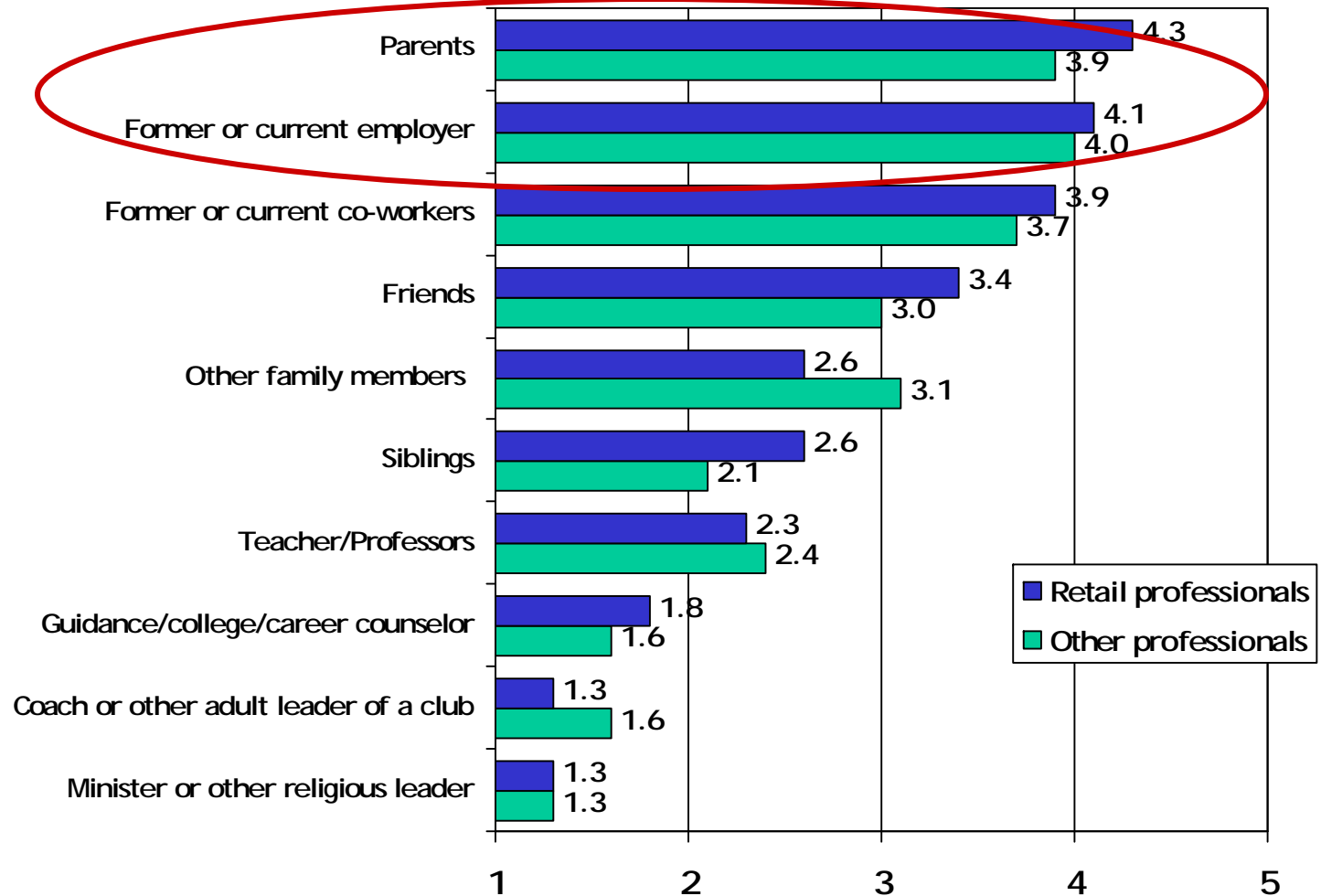
Many students work as part-time cashiers or sales clerks—use these students as an audience to sell future careers in retailing. Make their cashier experiences positive ones and show them that there are other opportunities available. Consider internship programs among student cashiers to show them about professional opportunities within the same company.

# Where to Show the Message

# *Key Influencers*

Table shows means on a 1-7 scale where 1=No influence at all and 7=Extremely large influence.

## Parents and Employers Were the Biggest Influences on Job Decisions



YP6: How much of an influence were each of the following people on your decision to take your current job?



# Likewise, When Asked About the One Single Biggest Influencer Parents and Employers Were at the Top of the List

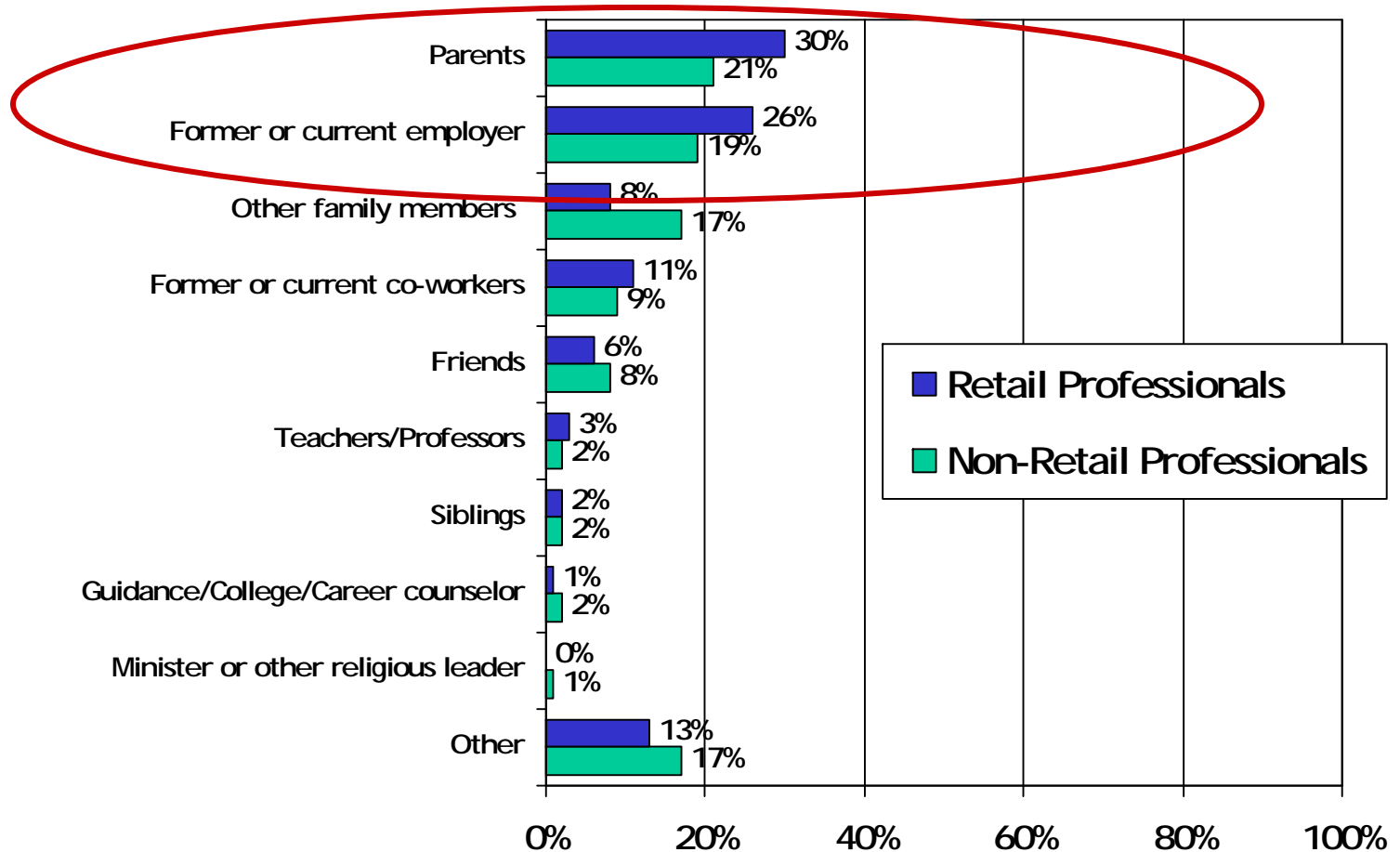


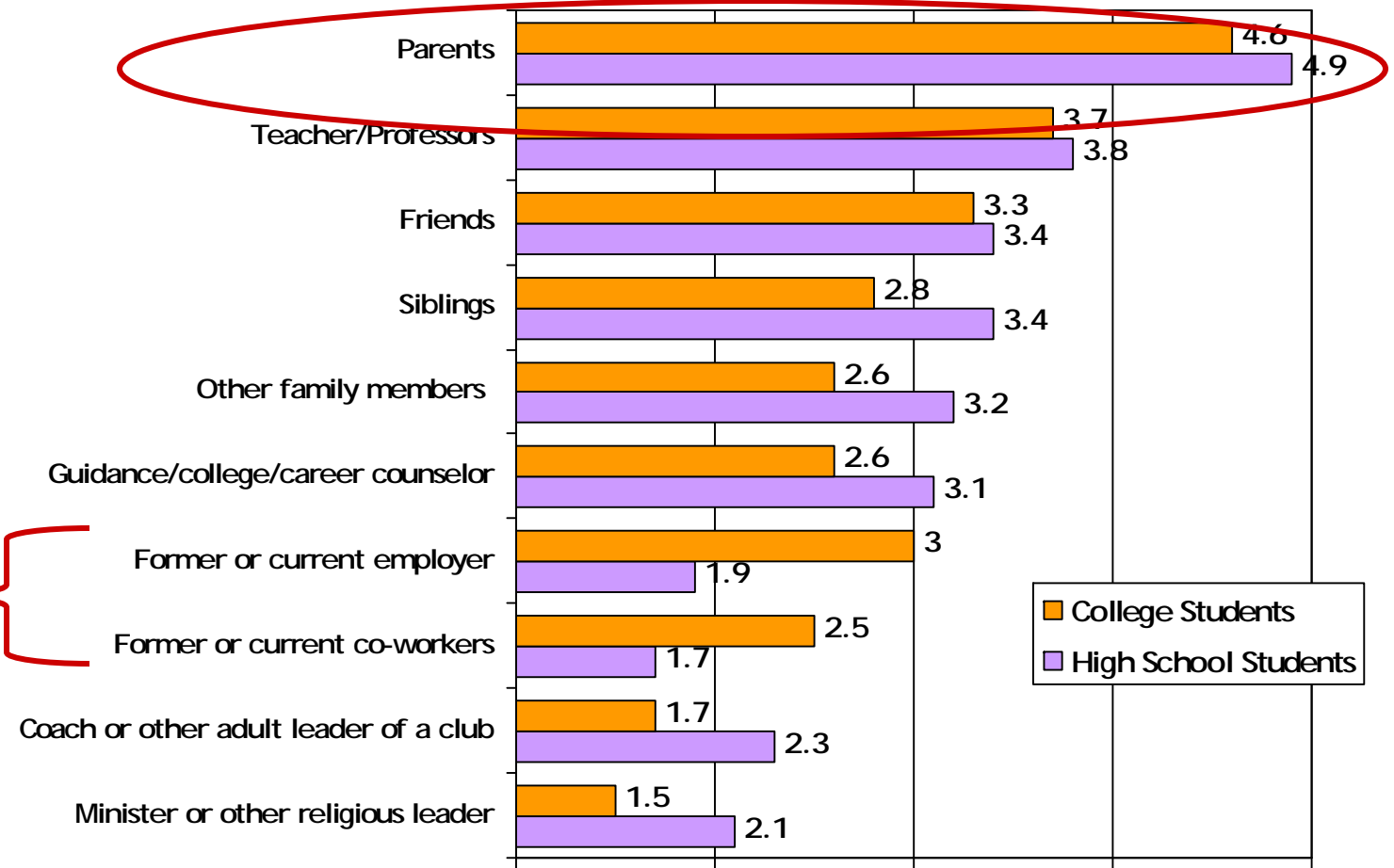
Table shows means on a 1-7 scale where 1=No influence at all and 7=Extremely large influence.

About half said that the single biggest influencer will probably be their parents.

Influence of employers and co-workers seems to increase with age. Recall, these were very high on the list of young professionals.

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## Students Predict that Parents Will Be the Biggest Influencers on Career Decisions



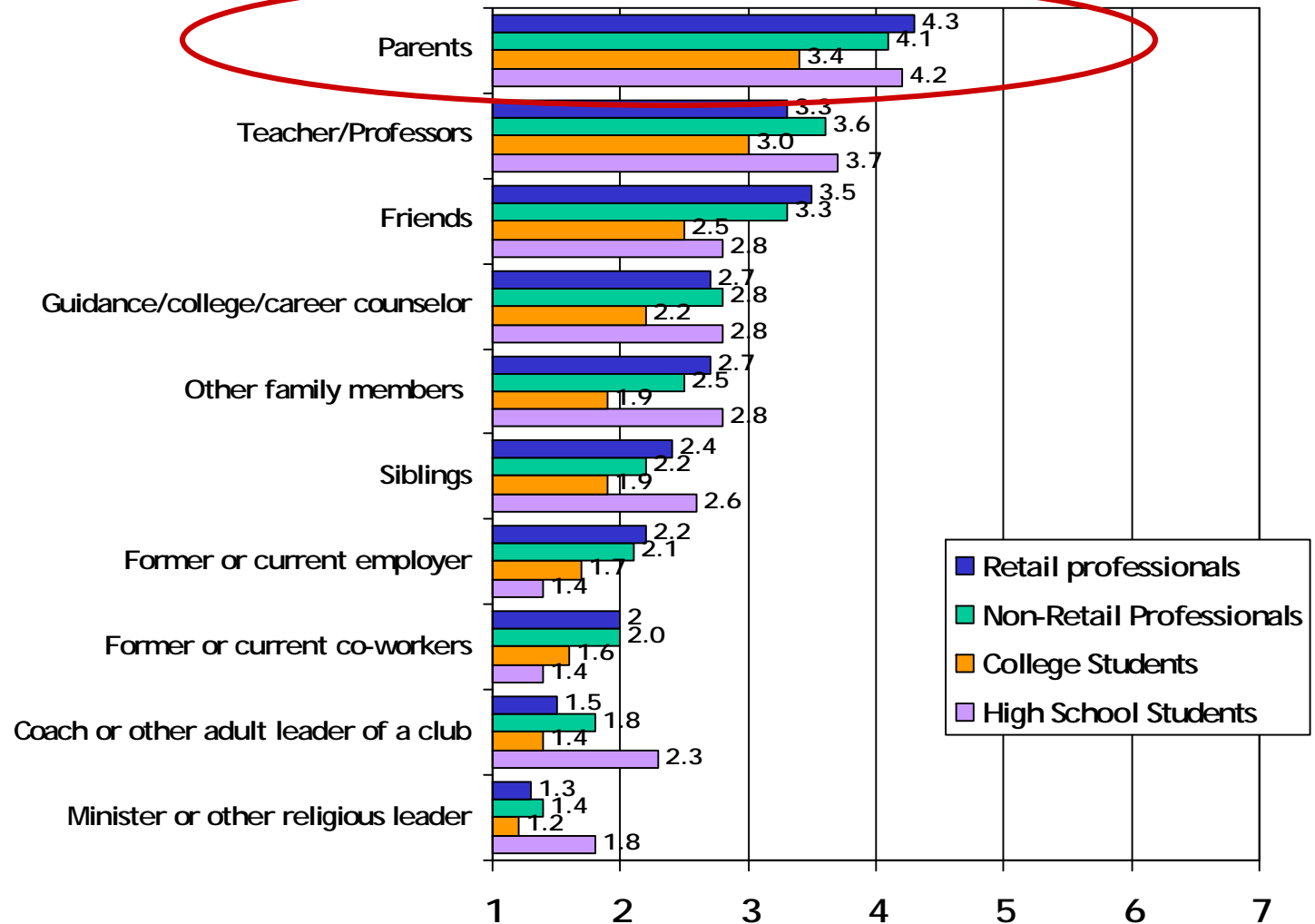
HS23: How much of an influence do you think the following people will have on your future career decisions?

HS24: If you had to choose one of the following as being the biggest influencer on your future career decisions, who would it be?



Table shows means on a 1-7 scale where 1=No influence at all and 7=Extremely large influence.

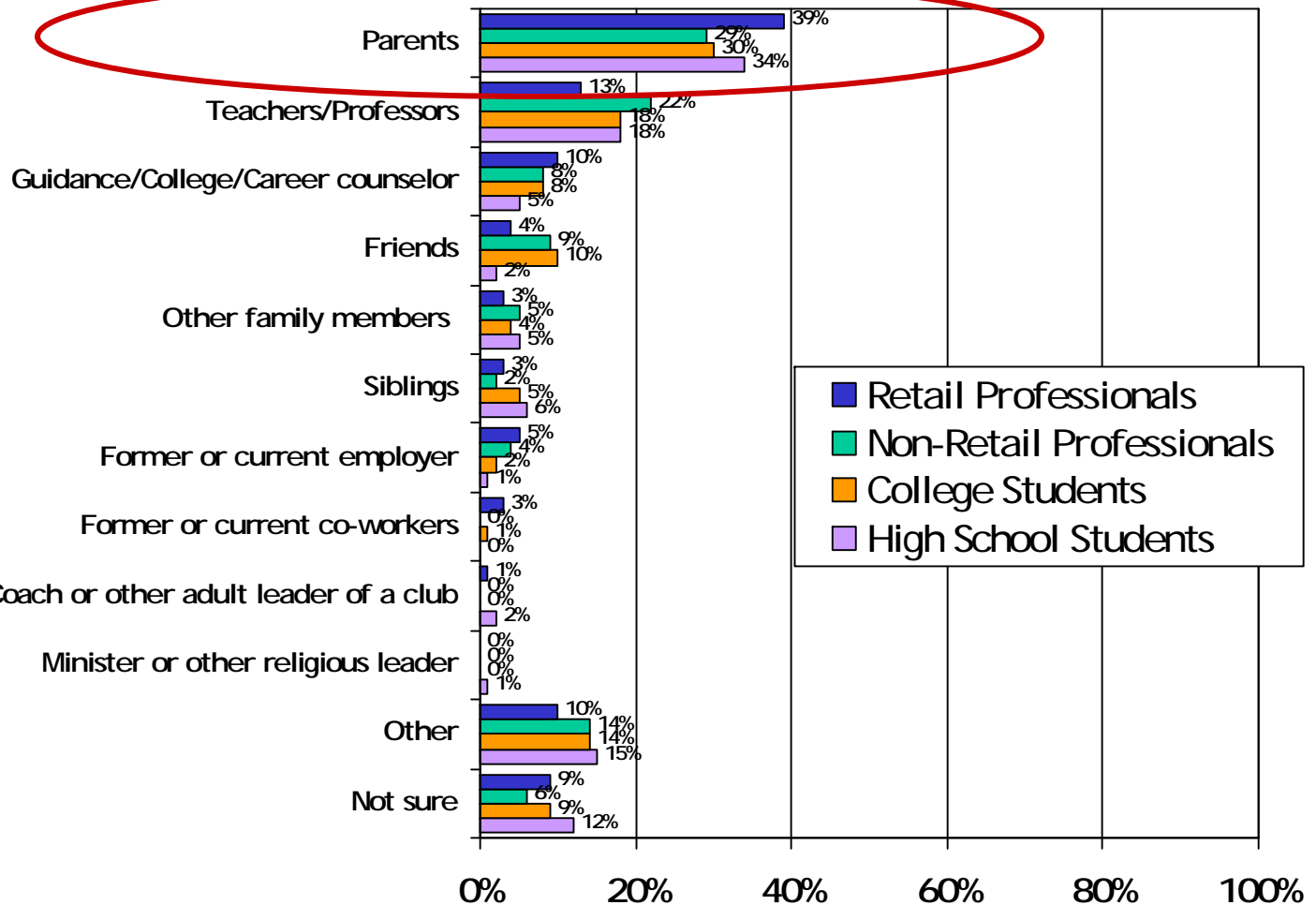
## Across the Board, Parents Were the Biggest Influencers When Choosing a College Major



HS13, C10, YP38: How much of an influence were each of the following people when choosing a college major?



# Likewise, When Asked to Report the One Single Biggest Influencer on Their College Major Decision, Parents Came out on Top



Those who had not yet chosen a major were asked to rate who they think will be their biggest influence. Their responses closely mimicked those who had already chosen a major.

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HS15, C12, YP40: If you had to choose one of the following as being the biggest influencer on your college major decision, who would it be?

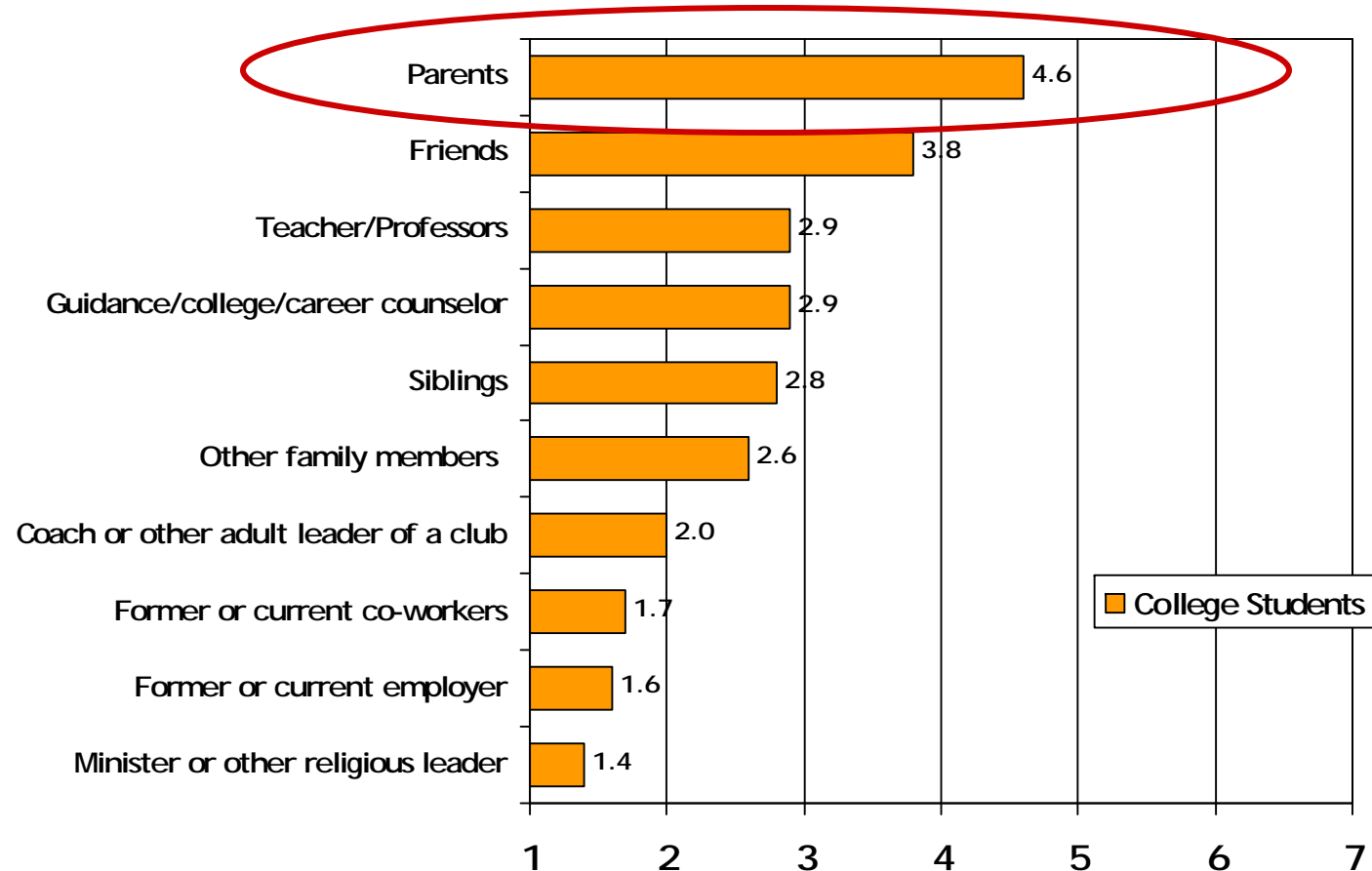


Table shows means on a 1-7 scale where 1=No influence at all and 7=Extremely large influence.

When asked who the single biggest influence is, half of the college students said their parents.

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## College Students Say that Parents Were the Number One Influencer in the College Decision Process



C5: How much of an influence were each of the following people when choosing a college?

C7: If you had to choose one of the following people as being the biggest singly influencer on your college selection decision, who would it be?

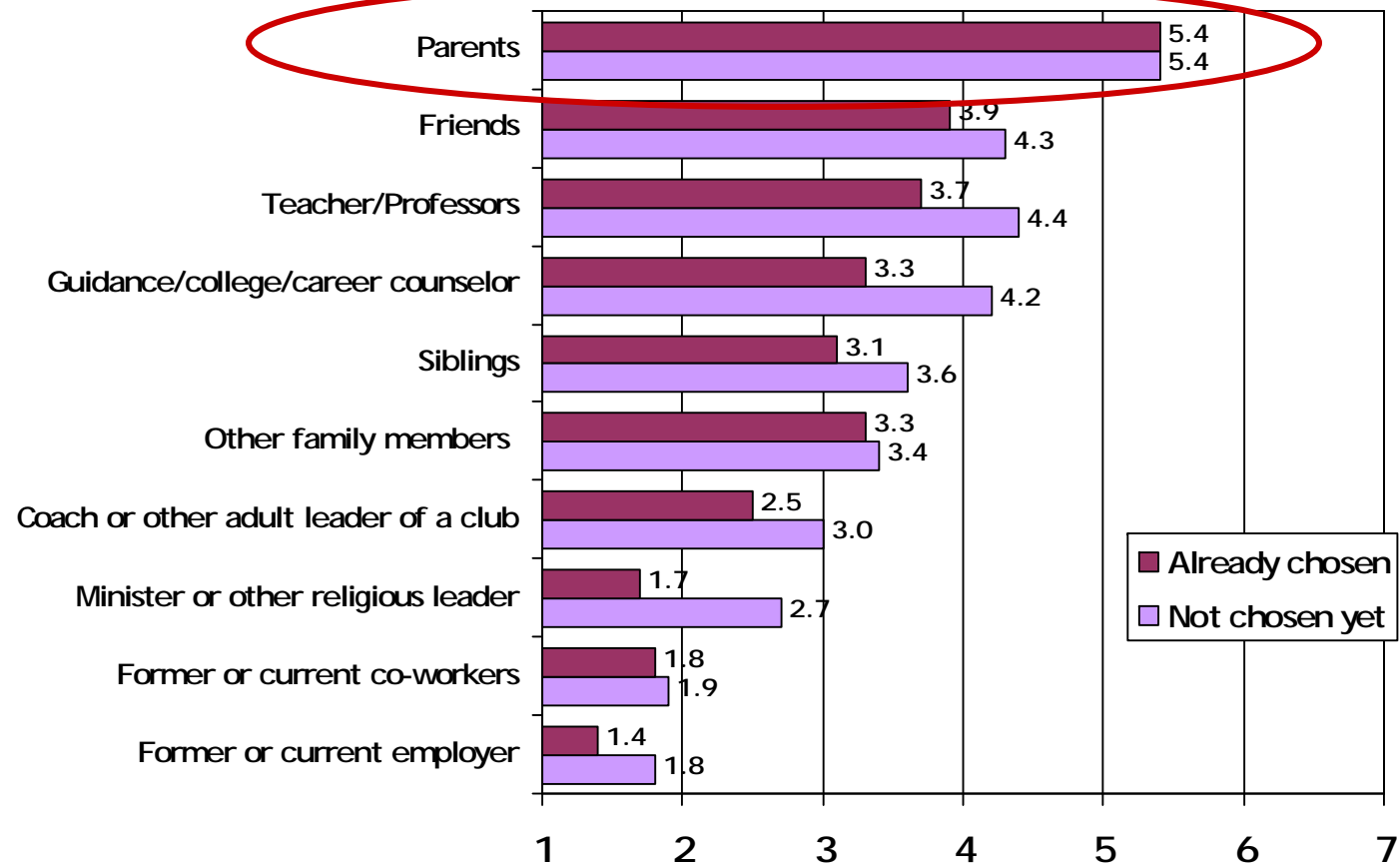


Table shows means on a 1-7 scale where 1=No influence at all and 7=Extremely large influence.

When asked who the single biggest influence is, half of both groups said their parents.

## Parents Were the Biggest Influence in High School Students' College Decisions

*Those Who Have Not Yet Made Their Decision Think that a Number of People Will Have a Bigger Role Than They Really Do*



HS8: How much of an influence were each of the following people when choosing a college? -- or - How much of an influence do you think each of the following will be when choosing a university/college?



*Key Finding:*

Parents are by far the #1 influence on young people's decisions—both regarding their career and their college (including their college major decision).

*Strategic Implication:*

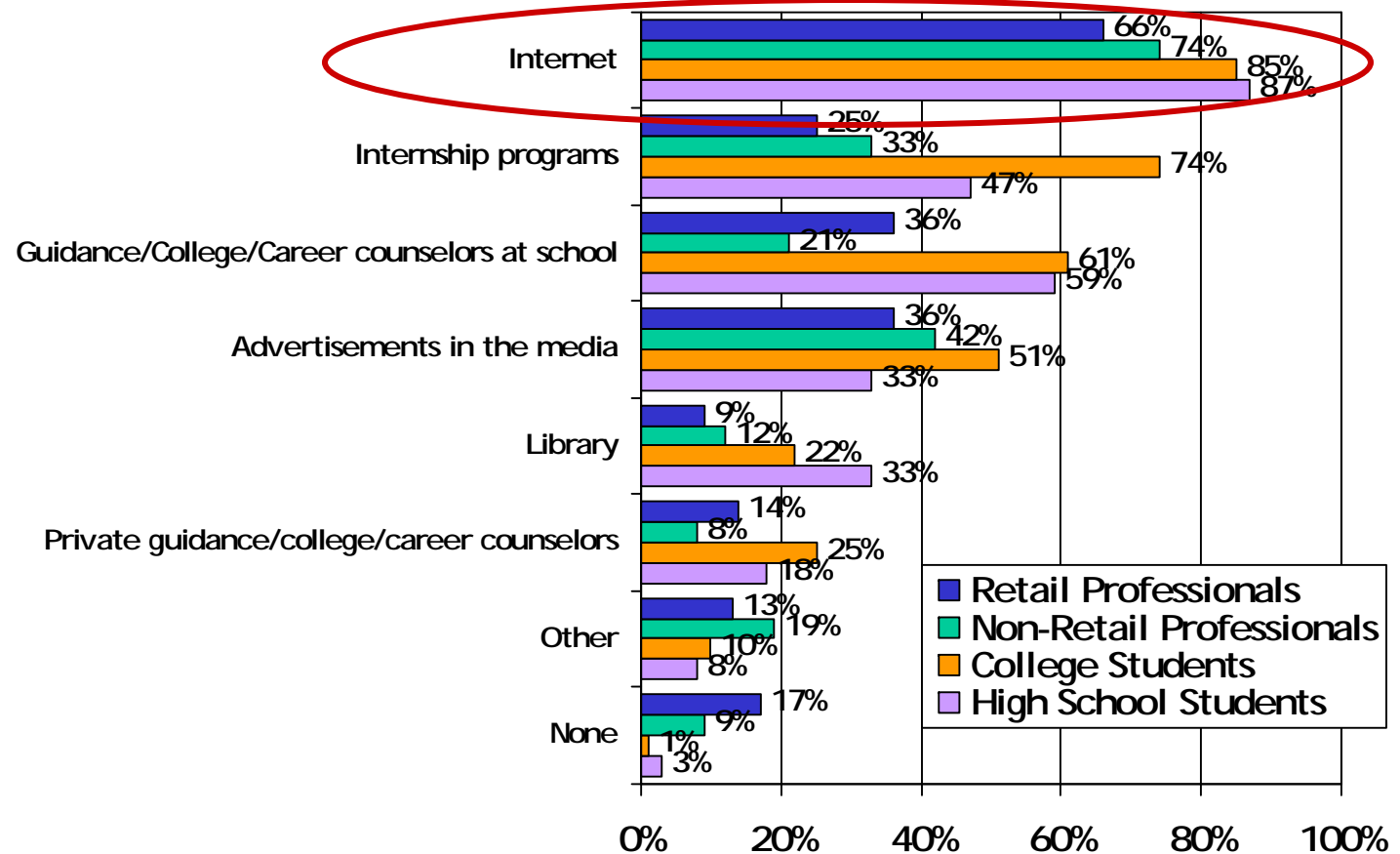
Make sure you convince parents that a career in retail would be worthwhile and beneficial to their child. Remember, you're not just selling a career in retail to a student or young professional—you're also selling their parents on that career. Consider doing a follow-up survey where you investigate what is important to parents when recommending a career for their child.

And don't underestimate the influence of others—even though parents are at the top of each list, employers and co-workers have a large influence on young professionals' decisions and teachers/professors have a large influence on students' decisions.

# *Resources Used*

Note:  
Percentages  
total more than  
100% because  
many  
respondents  
had used more  
than one  
resource.

# The Internet is The Most Used Resource for Information About Potential Careers



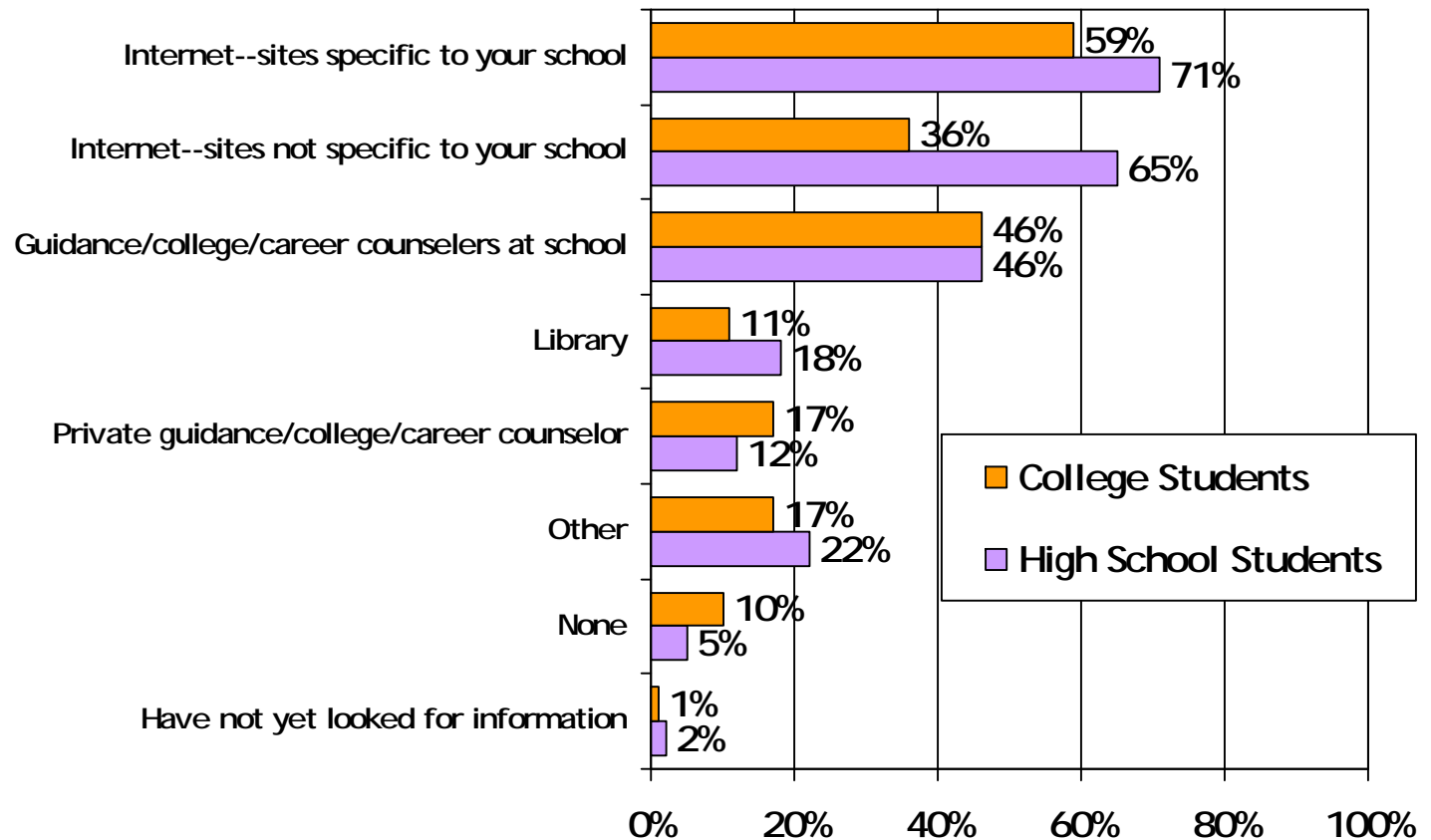
HS25, C22: Which of the following resources have you used or do you plan to use to find information about potential careers?

YP8: Which of the following resources did you use to find information about potential careers?



Note:  
 Percentages total more than 100% because many respondents had used more than one resource. This question was only asked of those who have already selected their major.

## The Internet—Specifically School Specific Sites—Is the Most Common Resource for Finding Information About College Majors



*Key Finding:*

The Internet is definitely the primary source for research among young people—both for careers and for college majors. Internship programs and counselors at school are also widely used—particularly among current students.

*Strategic Implication:*

Take advantage of the Internet to market retail careers. Continue to offer internship programs and ensure that these are positive experiences. Furthermore, speak to school counselors about encouraging students to investigate careers in retail. If you convince counselors that careers in retail are worthwhile, they can act as a surrogate sales-force for you.

As far as retail majors, many students say that they use internet sites specific to their college or university. Encourage and assist the retailing departments at key colleges and universities to make their Web sites appealing and user-friendly.

# 10 Key Take-A-Ways

# Key Take-A-Ways

## 1. Tap in to the college population.

They're already likely to consider a career in retail. Promote retail careers not just among those who are majoring in retail, but also among those who are majoring in other business fields.

## 2. Use current retail professionals for testimonials on the satisfaction of a retail career.

Satisfaction with jobs and careers in retail are extremely high—equally as so as careers in other industries. Put this message in your marketing materials and remember to showcase this with young adults. Furthermore, use testimonials to clarify misperceptions about retail careers, such as that they don't pay well, that they don't provide challenging and long-term careers, and that the industry is declining.

3. Promote competitive salaries and opportunities for advancement.

Remember, ratings are about perceptions. You do not have to increase salaries to increase one's rating of it—instead, give them evidence that salaries in the retail profession are comparable to salaries in non-retail industries. Demonstrate this with specific examples and evidence. Take advantage of the need for improvement in opportunities for advancement in non-retail careers and advertise the fact that retail professionals rate their jobs highly on this.

4. Build on formal training and mentorship programs.

This is an opportunity for improvement in both retail and non-retail professions. Improve upon this and package it as a non-salaried benefit in your advertising messages.

5. Advertise the non-salaried benefits that come along with a retail profession.

This is especially important given that young professionals are not overly satisfied with their monetary salaries.

6. Make it a goal for awareness of a major in retailing to be ubiquitous.

Support schools which offer a major in retailing and advertise these majors to students.

7. Target high school students for retail majors.

If you sell them on a retail major, they will select a school that offers that major. Make students interested in the subject by reminding them that there are many jobs available—which offer competitive salaries—after they graduate. Remember, however, that you can still sell a career in retail to people that did not major in retail.

8. Use those students working in part-time sales clerk positions as an audience to sell future careers in retailing.

Make their cashier experiences positive ones and show them that there are other opportunities available. Consider internship programs among student cashiers to show them about professional opportunities within the same company.

9. **Focus on parents.**

Make sure you convince parents that a career in retail would be worthwhile and beneficial to their child. Remember, you're not just selling a career in retail to a student or young professional—you're also selling their parents on that career. Consider doing a follow-up survey where you investigate what is important to parents when recommending a career for their child.

10. **Take advantage of the Internet, internship programs, and school counselors to market retail careers.**

Continue to offer internship programs and ensure that these are positive experiences. Furthermore, speak to school counselors about encouraging students to investigate careers in retail. If you convince counselors that careers in retail are worthwhile, they can act as a surrogate sales-force for you. As far as retail majors, many students say that they use internet sites specific to their college or university. Encourage and assist the retailing departments at key colleges and universities to make their Web sites appealing and user-friendly.

Thank You