



**HIGH POINT UNIVERSITY POLL
December 2018**

ELEMENTS	DETAILS
Population represented	C-Level Executives at U.S. companies with 5,000 or more employees.
Sample size	Respondents represented a total of 506 C-Level Executives at companies with 5,000 or more employees.
Mode of data collection	Interviews collected online. Interviews conducted in English.
Type of sample (probability/non-probability)	Nonprobability using a panel of C-Level business executives recruited and invited to this survey by Survey Sampling International
Start and end dates of data collection	December 12 – 17, 2018
Margin of sampling error for total sample	The online sampling is from a panel of respondents, so their participation does not adhere to usual assumptions associated with random selection. Therefore, it is not appropriate to assign a classical margin of sampling error for the results.
Are the data weighted?	No.
Survey sponsor and funded by	High Point University Office of Communication and Survey Research Center, High Point, NC
Survey/Data collection supplier	High Point University Survey Research Center programmed and hosted the survey. Survey Sampling International provided the sample.
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Attached is the full text of survey questions our interviewers asked. Interested parties can access results from the survey at <http://www.highpoint.edu/src> and should contact the Director of the Survey Research Center for additional information.

Survey questions: Below are questions the Survey Research Center fielded for this study. They represent the text as read by the interviewers, plus options that appeared to interviewers but were not offered to respondents (in parentheses). Percentages may not add to 100 because of rounding. Percentages less than one percent are denoted with a *

Skills taught in Universities

Of these two sets of skills, which would you rather colleges instill in recent college graduates?

	All Respondents
Technical skills such as specific software, hardware or specialized training on a specific subject	35
Life skills such as the ability to communicate, collaborate, solve problems and adapt	65
	n=505

Of these two sets of skills, which do you think colleges and universities are best instilling in recent college graduates?

	All Respondents
Technical skills such as specific software, hardware or specialized training on a specific subject	67
Life skills such as the ability to communicate, collaborate, solve problems and adapt	33
	n=504

Of these two sets of skills, which do you think colleges and universities are teaching least effectively?

	All Respondents
Technical skills such as specific software, hardware or specialized training on a specific subject	31
Life skills such as the ability to communicate, collaborate, solve problems and adapt	69
	n=506

Hiring College Grads

When you hire recent college graduates, what are the reasons they fail?

	All Respondents
Coachability	13
Emotional intelligence	29
Motivation	38
Temperament	9
Technical competence	11
	n=502

Now I'd like to ask you a series of questions about how you hire new college graduates.

When you're interviewing recent college graduates, do you think about how comfortable you would be with the candidate representing your company with clients?

	All Respondents
Yes	90
No	10
	n=505

Of these areas, where do you spend the greatest amount of time training and educating recent college graduates?

	All Respondents
Technical systems	20
Understanding company culture	19
Defining work ethic expectations	36
Incorporating a new employee into a team environment	25
	n=504

Which of these reasons would make you most hesitant about hiring a new college graduate?

	All Respondents
Lack of experience in a corporate setting	21
Lack of emotional intelligence and people skills	68
Lack of technical skills	11
	n=503

When you're interviewing a recent college graduate for a position, are they:

	All Respondents
More focused on what you will provide them	70
More focused on how they can contribute to your business	30
	n=503

Of these accomplishments, which is most important to you on a recent college graduate's resume?

	All Respondents
High GPA	10
Degree of study	13
Volunteerism	7
Studying abroad	2
Internships/work experience	53
Supervisory or leadership roles	15
	n=506

Do you think that taking a candidate out to eat reveals important aspects of their personality which could provide a sense of how they might handle themselves on the job?

	All Respondents
Yes	66
No	34
	n=505

Failure and Success

Now I'd like to ask you a series of questions about what causes new hires to fail or succeed at your organization...Of these characteristics, which are the hardest to develop in recent college graduates you hire?

	All Respondents
They are coachable	28
They are motivated	46
They work well with others	21
They have high technical capabilities	5
	n=505

Which trait is easiest to develop in an employee?

	All Respondents
Technical skills	69
Personal initiative	18
Team player	12
	n=501

What characteristic is the hardest to develop in a recent college graduate you hire?

	All Respondents
Technical skills	17
Personal initiative	59
Team player	24
	n=504

Which word or phrase in this pair most accurately describes college graduates you've hired?

	All Respondents
Timid	32
Confident	69
	n=501

Are you likely to say this phrase to a recent college graduate you hire?

"I need you to figure this problem out."

	All Respondents
Yes	71
No	29
	n=505

Regardless of job title, do you think all members of your team are responsible for sales or company's bottom line?

	All Respondents
Yes	79
No	21
	n=505

When it comes to work ethic in new college graduates which of these statements best align with your beliefs?

	All Respondents
My generation and new college grads have the same work ethic	23
My generation has a stronger work ethic than new college grads	71
New college grads have a stronger work ethic than my generation	6
	n=505

Demographics

Company Size (number of employees)

	All Respondents
2,500 to 4,999	*
5,000 to 9,999	37
10,000 to 24,999	24
25,000 or more	39
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	n= 506

Gender

	All Respondents
Male	64
Female	35
Another gender	*
	n= 506

Age (Calculated using birth year)

In what year were you born?

	All Respondents
18 - 24	4
25 - 34	19
35 - 44	24
45 - 54	24
55 - 64	21
65 and older	8
	n=506

Do you consider yourself to be of Hispanic, Latino, or Spanish origin?

	All Respondents
Yes	12
No	88
Don't know	*
	n=506

What racial or ethnic group best describes you?

	All Respondents
African-American or Black	6
White or Caucasian	83
Native American	2
Asian	6
Multiple races or other – please explain	2
Don't know	1
	n=506

Is there at least one telephone INSIDE your home that is currently working and is not a cell phone?

	All Respondents
Yes	60
No	40
	n=506

Do you have a cell phone?

	All Respondents
Yes	99
No	1
	n=506

What is the last year of schooling you have completed?

	All Respondents
1-11th grade	*
High school graduate	5
Some college	10
College graduate	37
Graduate school	48
	n=506

Are you currently enrolled at any of the following?

	All Respondents
High school	2
Trade/vocational school	1
2- year or junior college or community college	3
4- year college or university	12
Graduate school	6
Business school or professional school	6
Not enrolled in college/university but taking at least one course	4
Not currently enrolled in any of these	67
	n=506

Please indicate the correct category for your total household income

	All Respondents
25 thousand dollars or less	2
25 to 50 thousand dollars	6
50 to 75 thousand dollars	10
75 to 100 thousand dollars	16
100 to 150 thousand dollars	21
150 to 250 thousand dollars	24
More than 250 thousand dollars	17
Don't know/Prefer not to answer	5

n=506

How often do you attend worship services? Would you say never, a few times a year, a few times a month, almost every week, every week, or more than once a week?

	All Respondents
Never	27
A few times a year	31
A few times a month	13
Almost every week	8
Every week	15
More than once a week	5

n=506

In politics today, do you generally consider yourself as a Republican, a Democrat, or what?

	All Respondents
Democrat	30
Republican	39
Independent/unaffiliated	29
Other – please explain	2

n=506

How would you best describe your current relationship status?

	All Respondents
Single	24
Engaged	2
Living with significant other	7
Married	64
Widowed	3
	n=506

Just to clarify, would you describe yourself as:

	All Respondents
Single - Never married	72
Single - Separated	4
Single - divorced	24
	n=123