



NSHSS

Be Honored. Be More.

2020 CAREER INTEREST SURVEY

Discover the most current research on the preferences, attitudes, and goals of high-achieving high school and college-aged individuals in areas of education, employment, international experience, career planning, and social and civic dedication. This focused look at Generation Z offers a useful resource for employers working to engage and retain diverse talent who promise to bring distinct skills and expectations to the workforce.

*Career Motivations of
Generation Z*



NSHSS

Be Honored. Be More.

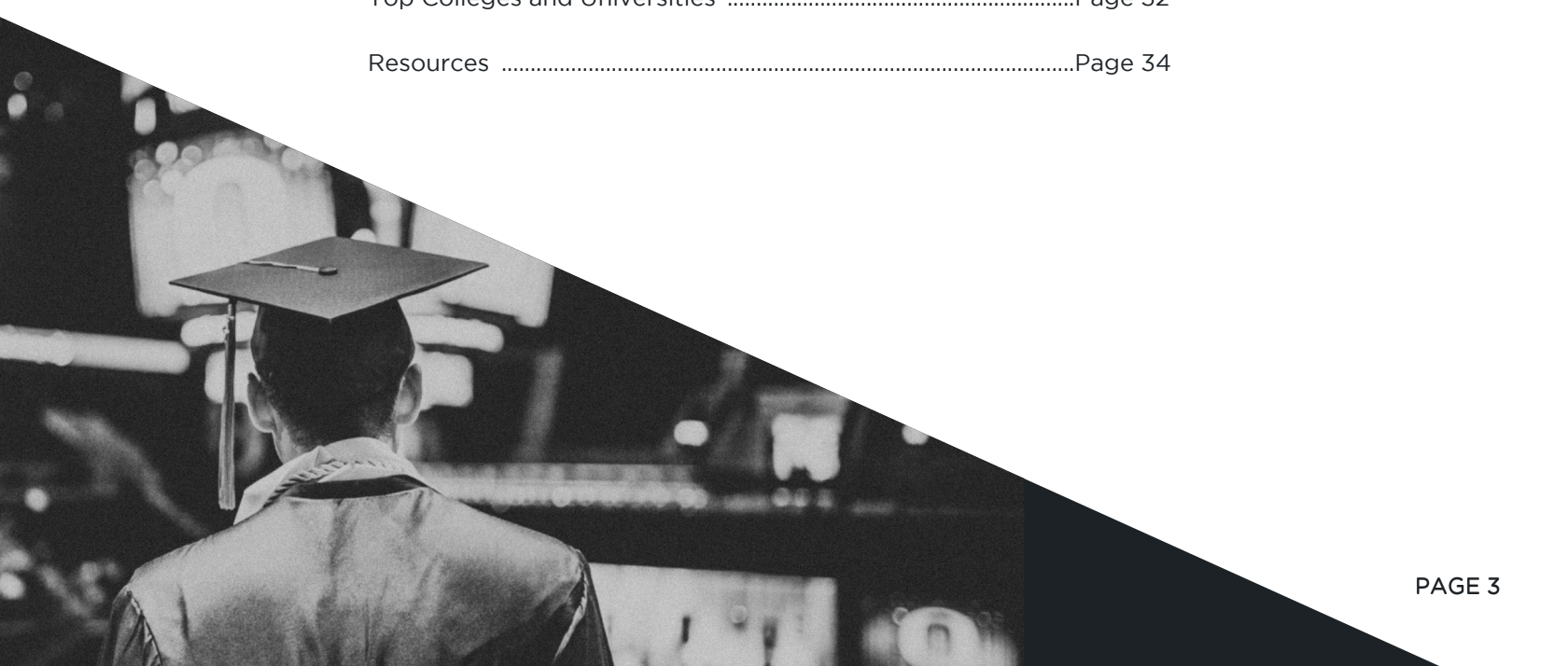
ABOUT NSHSS

The National Society of High School Scholars (NSHSS) is a distinguished academic honor society, recognizing and serving the highest-achieving diverse student scholars in more than 26,000 high schools across 170 countries. With more than 1.7 million members spanning high school to college to career, NSHSS members are academically outstanding emerging leaders in their schools, workplaces, and communities.

**NSHSS
scholars
represent the
most promising
diverse talent
for the emerging
workforce.**

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2020 NSHSS CAREER INTEREST SURVEY

The 2020 Career Interest Survey fielded at a unique point in history and captures a glimpse into how geopolitical changes are beginning to shape the opportunities and attitudes of young people.

Born after 1997, Generation Z is significantly larger than those that precede it, with more than 90 million members.^{1,2} As such, much of this generation is undergoing its own transformations—graduating high school, attending college, and starting their careers.

While Gen Z is making these transitions with a great deal of optimism and skill, their path has been equally marked by uncertainty from the Great Recession in 2007 to the current COVID-19 global pandemic.³ As an emerging work and political force, Generation Z seeks stability and has high expectations for itself, its government, and its employers.

The Career Interest Survey highlights four themes emerging from this 2020 research:



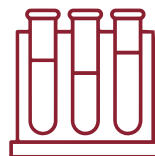
**ECONOMIC
UNCERTAINTY**



**CATALYSTS
OF CHANGE**



**LEARNING BY
DOING**



**MEDICINE &
STEM**



METHODOLOGY AND SURVEY POOL

2020 marks the 13th edition of the NSHSS Career Interest Survey. Since 2015, NSHSS has partnered with Hanover Research to produce this study. The report reveals the preferences and attitudes of the highest achieving high school students, college students, and college graduates. Together, these scholars have an average GPA of 3.72. The findings contained in this report reveal their opinions on education, career and employment aspirations, and civic involvement. As in past years, high school students make up the majority of the sample, representing 72% of the participants.

The 2020 study was conducted from March 17 to April 7 and captures the voices of more than 14,000 high school and college-aged individuals of every ethnicity at a critical time in history. While there are no questions in the survey specifically related to COVID-19 due to the timing of this study, its impact on Generation Z will likely be formative, changing the future of this cohort of NSHSS scholars for years.⁴

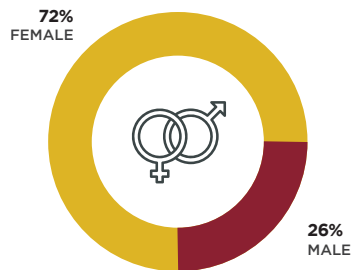
As in years past, the study yielded great geographic representation with participants representing all 50 states, the District of Columbia, U.S. military bases overseas, and U.S. territories of American Samoa, Guam, the Northern Mariana Islands, Puerto Rico, and the U.S. Virgin Islands.

Although a much higher percentage of respondents were female (72%) versus male (26%), this correlates somewhat with the gender imbalance of college enrollment. According to the Bureau of Labor Statistics, among youth ages 16 to 24 who are recent high school graduates, college enrollment is 69.8% among women and 62.0% for men. (source: <https://www.bls.gov/news.release/hsgec.nr0.htm>)

PARTICIPANT PROFILE

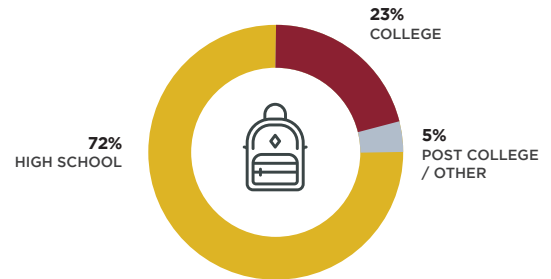
GENDER

What is your gender?



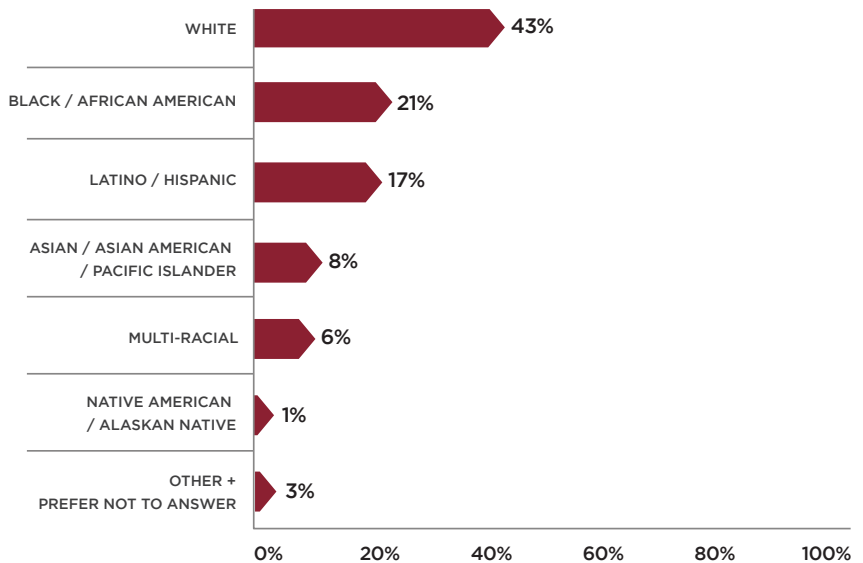
SCHOOL STAGE

Which of the following best describes your current situation?



ETHNICITY

What is your ethnicity? Please select one option that best describes your ethnicity.



GETTING TO KNOW THE NEW WORKFORCE

As the first generation born into the Internet age to enter the workforce, some are concerned that Generation Z may require a profound shift in how employers attract, hire, promote, and retain employees. However, what is clear from the 2020 Career Interest Survey is that while this generation was born into constant connectivity, their career expectations and job seeking behaviors are not drastically different from those who came before.

Despite their comfort with technology, social media, and mobile devices, this generation still craves person-to-person communication, seeking career advice from parents, peers, counselors at their schools, and personal connections. In addition, when looking for career opportunities, they rely on more traditional forms of communication—websites, email, and job fairs—rather than social media, texts or direct messages.⁵

On the job, this generation seeks experiential learning and personalized career paths.⁶ They value professional development opportunities and chances to grow their skill set on the job.





Having seen the gig-economy come alive and numerous work-from-home solutions, they have witnessed many alternative work arrangements and want the flexibility to achieve a work-life balance.

Where this generation may differ the most from others is their connection between personal values and career expectations. While they are acutely aware of the financial implications of their career choices, they also consider social justice issues like the ratio of women and people of color on the leadership team at potential employers. They also want to work for employers who they view as egalitarian, treating all employees fairly and taking social responsibility seriously.

As this generation enters the workforce, they will bring their high expectations to bear on an economic landscape still reeling from its own global challenges. With their digital acuity, dedication to advancement, and commitment to positive change, Generation Z seems poised to make its own impact, rewarding those companies and organizations that are willing to engage them in creating solutions to the world's biggest problems.

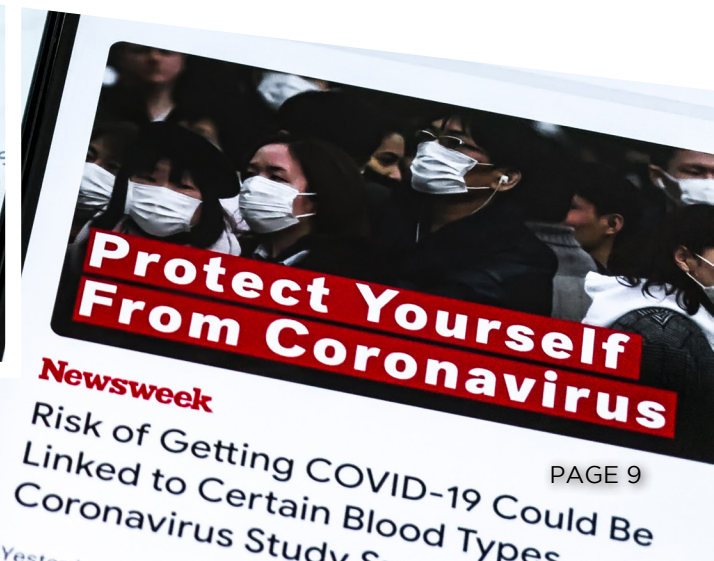
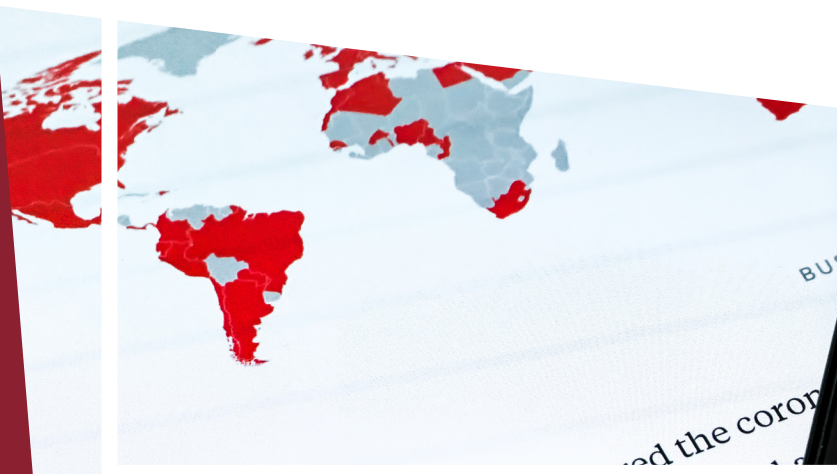
THEMES SHAPING GEN Z

The four driving themes behind Generation Z's results—economic uncertainty, catalysts for change, learning by doing, and medicine and STEM—reflect a tension between optimism and insecurity.

First, it is clear that the economic challenges of their lifetime, including the Great Recession, Student Loan Debt Crisis, and now the COVID-19 global pandemic, have shaped their view of money and finances. Unlike the more financially cavalier Millennials, Generation Z has a keen sense of responsibility when it comes to money, and this is reflected in their higher education and career choices.

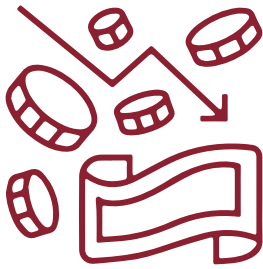
At the same time, this generation has developed a sense of empowerment that comes from seeing social movements like #MeToo, #BlackLivesMatter, and #NeverAgain rise up around them. These social issues have shaped their worldview and made them acutely aware of the injustices of the world around them. Unlike past generations, Generation Z does not separate these global challenges from their personal ambitions but rather see them as intertwined and interdependent.

Finally, Generation Z is often considered the first digitally native generation, born into technology with endless information at their fingertips. Not surprisingly, they are demanding more hands-on learning opportunities outside of the classroom and are looking to STEM-related fields for further training and careers. Coupled with their sense of social responsibility and the overwhelming needs created by the COVID-19 outbreak, this generation may tend more towards medical technology and healthcare-related fields in the future.



World Health Organization declared the coron
Wednesday because of its rapid
of the disease the vir

**Protect Yourself
From Coronavirus**
Newsweek
Risk of Getting COVID-19 Could Be
Linked to Certain Blood Types
Coronavirus Study S
PAGE 9



ECONOMIC UNCERTAINTY

Generation Z has seen wild fluctuations in the U.S.'s economic prospects from the Great Recession of 2007-2008 to the subsequent period of economic expansion and low unemployment to the arguably even greater threat from the COVID-19 global pandemic.⁷ This uncertainty shapes Generation Z's attitudes toward college selection, major/minor choices, advanced degree programs, and even job selection.⁸ High school NSHSS scholars are concerned with minimizing student loan debt with nearly two-thirds (65%) expecting to have a job while in college and 90% seeking scholarships to help fund their education. Despite their optimism about their post-collegiate job prospects (84% expect to find a job within one year of graduation), over half (56%) expect to be living at home when they begin that first job.



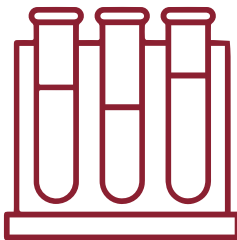
CATALYSTS FOR CHANGE

In a world overwhelmed with challenges from climate change to inequality to a global pandemic, Gen Z sees themselves as catalysts for change.⁹ Although most have not been involved in politics or activism in the past, many say they have experienced bullying/violence, racial/gender inequality, or issues related to climate change. NSHSS scholars plan to translate these experiences into action with more than three-quarters (76%) expecting to be at least somewhat involved in politics or activism in the future. In addition, almost all (91%) of those who are registered to vote are planning to do so in the 2020 Presidential elections in November, which will be this generation's first opportunity to have a major impact, making up 10% of eligible voters.¹⁰ Perhaps due to the #MeToo Movement or the wave of female politicians in the 2018 mid-term elections, activism, advocacy, and political engagement are even more likely among female NSHSS scholars.



LEARNING BY DOING

Growing up with a mobile device in hand and a sense of responsibility to solve the world's problems, it is no surprise that Generation Z is interested in hands-on learning opportunities.¹¹ Almost three-quarters (74%) have already or expect to participate in an internship where they hope to develop their skills and receive further training. In addition, most (72%) suggest that the most important consideration in a potential employer is gaining skills to advance in their career. Although the percentage of NSHSS scholars looking to enter graduate school has declined from 76% in 2018 to 62% in 2020, it is clear that this generation is interested in continuing their learning in less conventional ways.



MEDICINE & STEM

As with previous waves, STEM careers are in high demand among NSHSS scholars with four of the top six intended majors falling into a STEM field. Perhaps as a reflection of their desire to make a positive impact and the coverage of the COVID-19 global pandemic, Gen Z scholars are gravitating toward medical fields of study and careers. This year health/medicine has jumped into the top spot both for intended major (30%) and intended career (37%). In addition, hospitals now occupy the top three spots in the list of most desired employers and the CDC has surpassed the CIA as the most interesting government agency. Medical fields of study are even more desirable for women and people of color, groups which have traditionally been marginalized in STEM fields.¹²



DETAILED FINDINGS

EDUCATION WITHOUT LIMITS

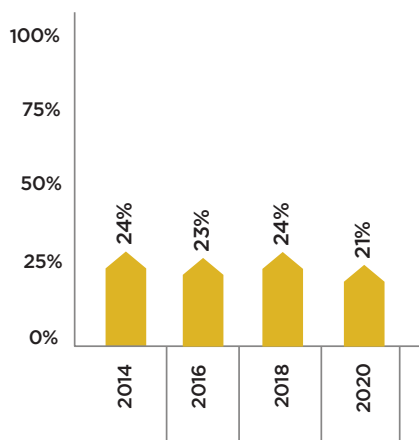
2020 survey results suggest that the trend towards increased educational attainment may be flattening out, particularly for White/Caucasian students. In total, the percentage of NSHSS scholars reporting they are the first in their families to attend college decreased from 24% to 21%. However, this percentage jumps to 3 in 10 among Native Americans (30%) and 4 in 10 among Latinos (39%).

In 2020, plans to attend graduate school have fallen sharply to 62%, down from 76% in 2018 and around 80% in 2014 and 2016. This is true across all ethnicities, although Asian Americans/Pacific Islanders (72%) and Blacks/African Americans (69%) are the most likely to show an interest in a graduate education.

Because this data was collected prior to any discernable impact of COVID-19 in the United States, this drop may be reflective of a strong economy and optimistic job prospects, but may also reflect Generation Z's growing concern with global economic uncertainty and student loan debt.¹³

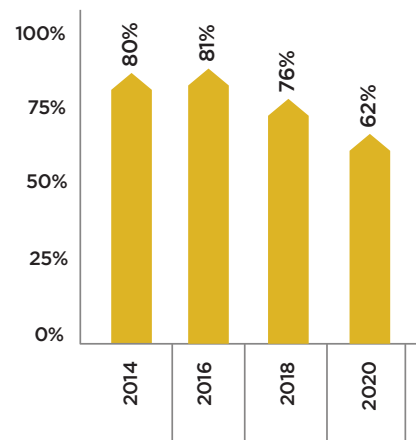
NSHSS SCHOLARS WHO ARE FIRST GENERATION ATTENDING COLLEGE

Are you (or will you be) the first in your family to attend college?



NSHSS SCHOLARS PLANNING TO ATTEND GRADUATE SCHOOL

Do you plan to attend graduate school or obtain a professional degree (e.g., M.D., J.D.)?



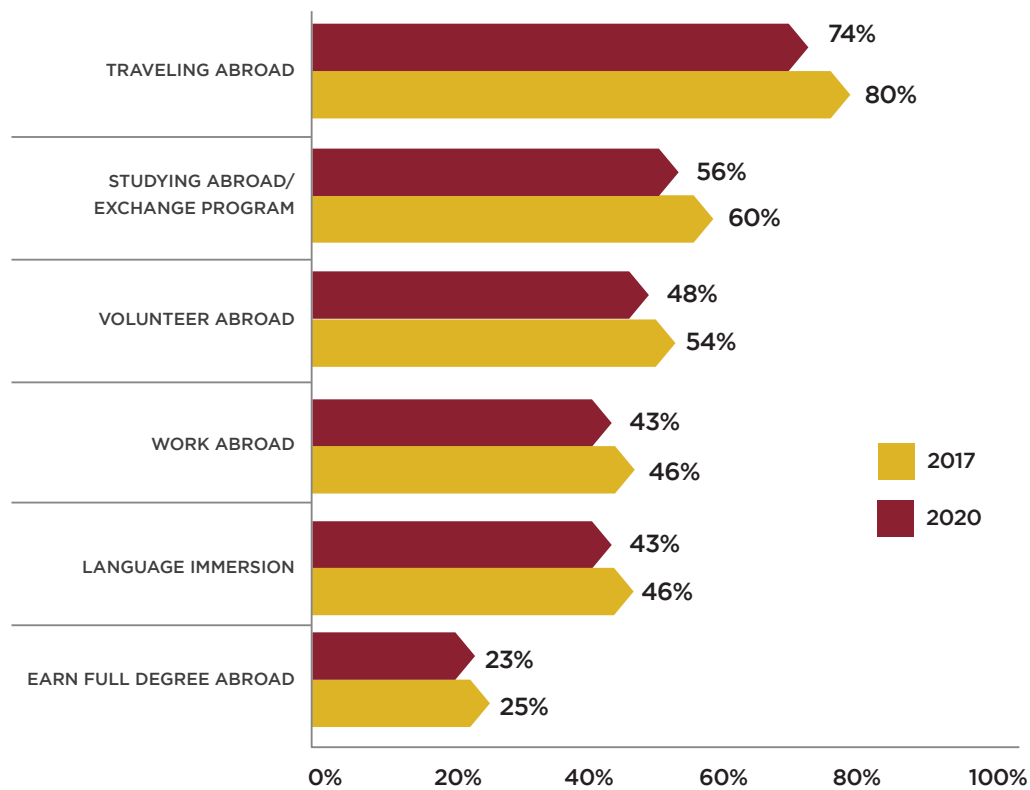
Women have greater post-secondary educational aspirations than their male counterparts. Not only are they more likely to be the first in their families to attend college (22% females vs. 17% males), they are also more likely to have plans to attend graduate school (64% vs. 55%). Data suggests that these strong aspirations translate into academic success, with women outpacing men with degrees at every level, including post-graduate.¹⁴



Cost concerns may also explain the formidable drop in interest in gaining international experiences, falling from 62% in 2018 to 57% in 2020. Of those who are interested in international experiences, traveling and studying abroad are the top two goals.

INTERNATIONAL EXPERIENCES

To what extent are you very or extremely interested in the following types of international experiences?



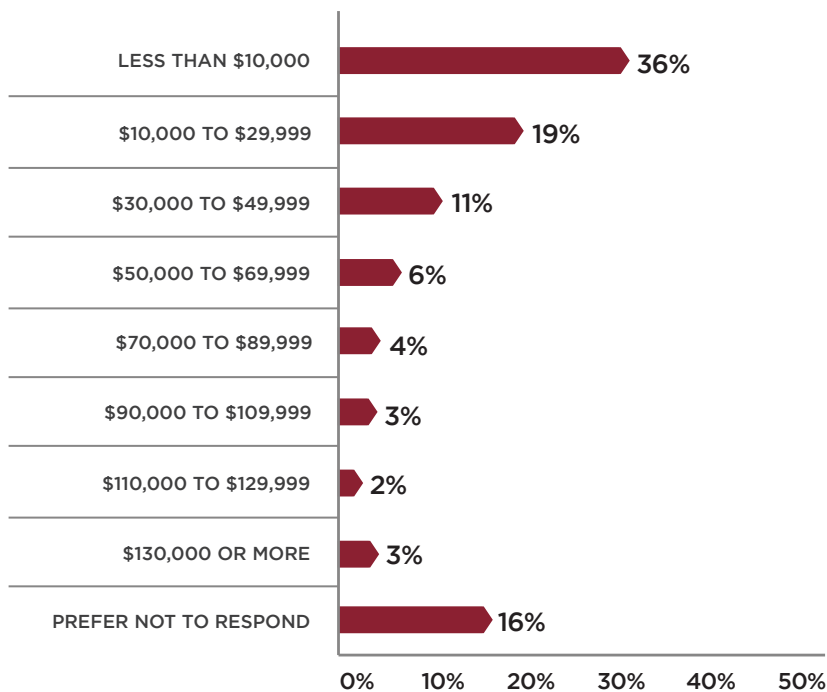


THE ECONOMICS OF EDUCATION

Much has been made of student loan debt figures in the two years since the 2018 survey. Data suggest that about two-thirds (65%) of 2018's graduating class had student loan debt averaging \$29,200.¹⁵ Overall, Generation Z appears to be acutely aware of the challenges with accruing and ultimately paying off student loan debt. Almost half (48%) expect to have more than \$10,000 in student loan debt.

EXPECTED STUDENT LOAN DEBT

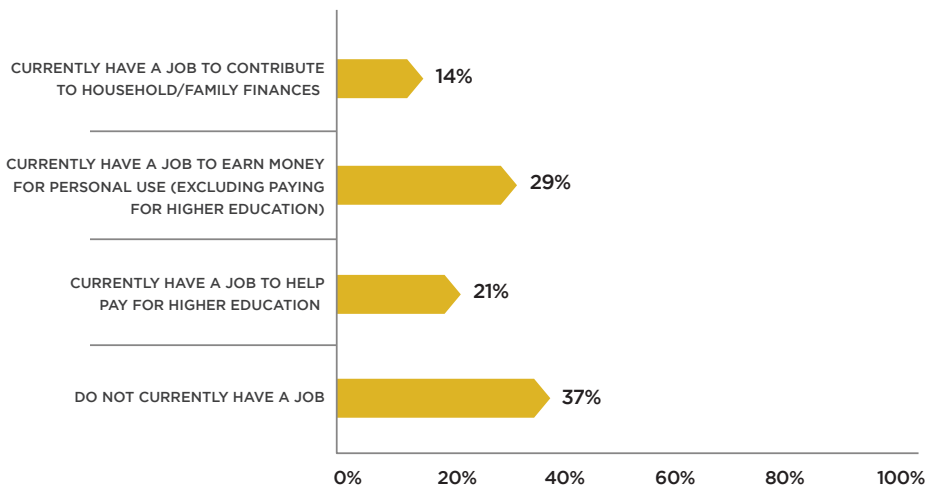
How much college debt did you or do you expect to have? If you have not begun college, how much college debt are you willing to have?



Half of NSHSS college scholars currently have a job that they use to pay for personal expenses or higher education, and nearly three-quarters (72%) of high school students expect to need a job while they are in college.

JOB STATUS AMONG CURRENT NSHSS COLLEGE SCHOLARS

*Which of the following best applies to you?
Among 2,714 college NSHSS Scholars*



JOB STATUS AMONG CURRENT NSHSS COLLEGE SCHOLARS

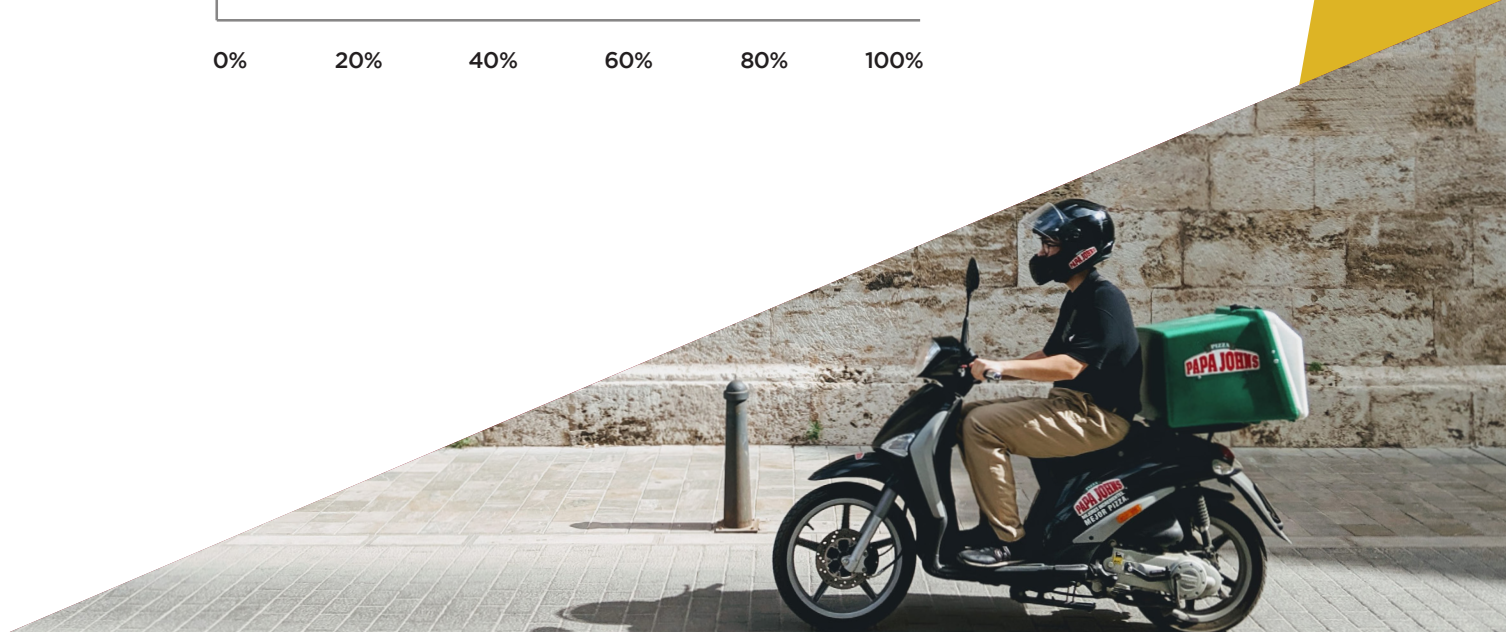
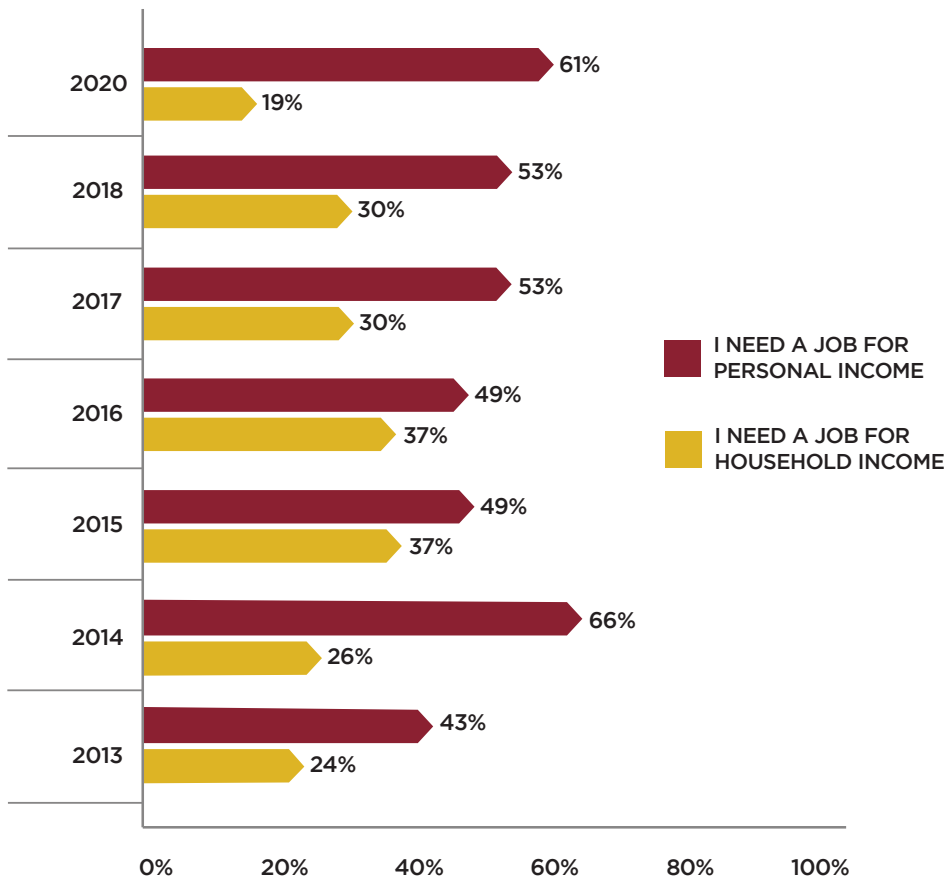
*Which of the following best applies to you?
Among 2,714 college NSHSS Scholars*



In 2020, the percentage of NSHSS scholars saying they need a job during college for their own personal income is at its highest point since 2014, up significantly from 53% in 2018 to 61% in 2020.

REASONS FOR EMPLOYMENT DURING COLLEGE YEARS

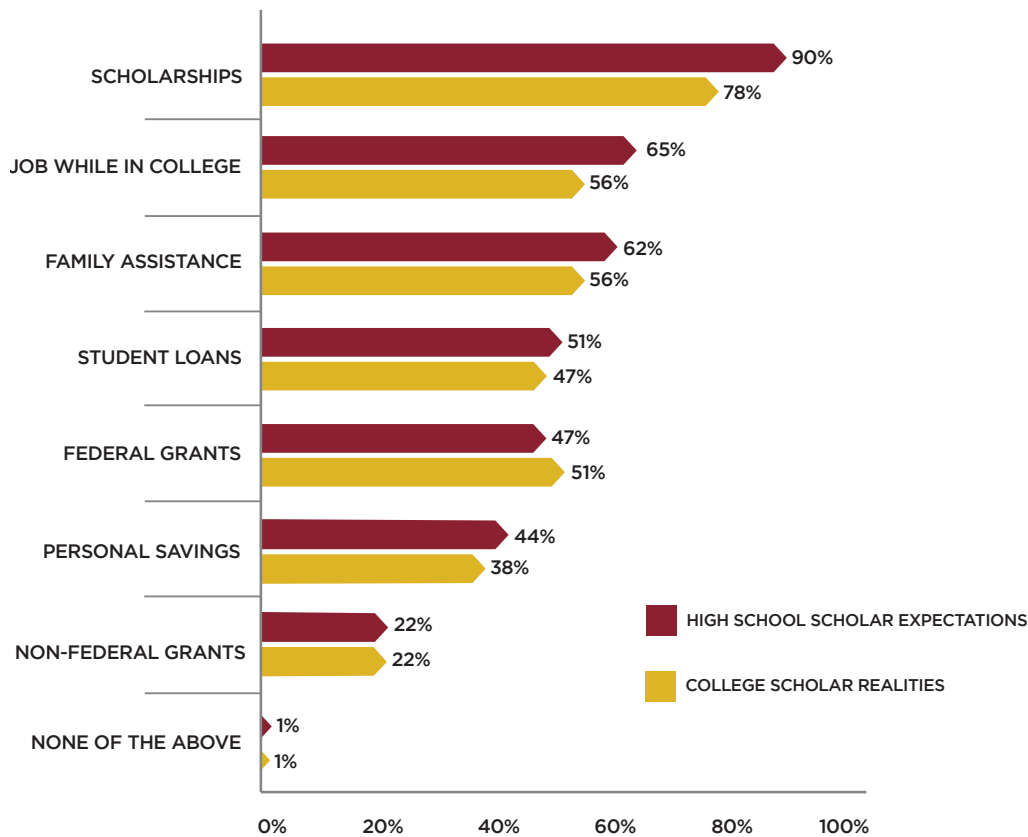
Thinking about your current needs, which of the following best applies to you?



NSHSS high school scholars remain optimistic about their college funding prospects with more than 90% planning to receive a scholarship, 65% expecting to have a job in college, and 62% hoping to receive financial assistance from their families. Unfortunately, these numbers are higher than the reality reported by NSHSS college students.

EXPECTATIONS VS REALITIES IN COLLEGE FUNDING

How did you or how do you plan to pay for higher education? Please select all that apply.



Concerns about student loan debt and the mismatch between high school students' perception of funding sources and reality may impact career choices in the future. Data suggest that the majority of students consider pay to be the number one consideration in deciding whether to take a job.¹⁶ In addition, more than half of NSHSS scholars (56%) expect to be living at home when they start their first job, and the majority of those plan to stay at home for more than a year.

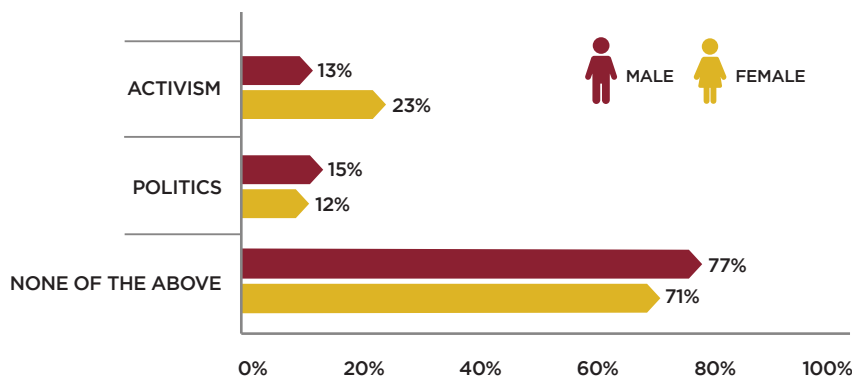
POLITICS AND PURPOSE

This generation of future leaders expect a great deal from their government but also from themselves.¹⁷ While data suggest that Gen Z see themselves as responsible for affecting social change, the majority do not see that change as requiring them to run for office themselves. In fact, interest in holding political office has declined again in 2020 with two-thirds (66%) saying they are not interested in running for political office.

The 2020 NSHSS results reflect a curious dichotomy when it comes to women’s political involvement—women are more likely than men to say they will be involved in politics, but less likely to run for political office. This data on political activity mirrors other sources that suggest Gen Z women are more likely than men to discuss politics with friends and family and to use technology (websites, online petitions, and social media) to let their voices be heard, but less likely to run for office.¹⁸

INVOLVEMENT IN POLITICS OR ACTIVISM IN THE PAST

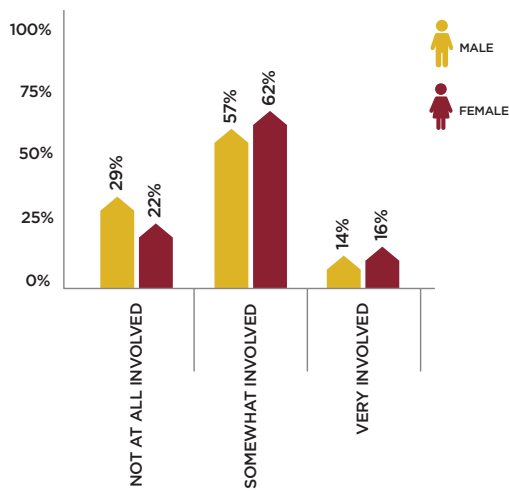
Have you been involved in politics or activism in the past? Please select all that apply.





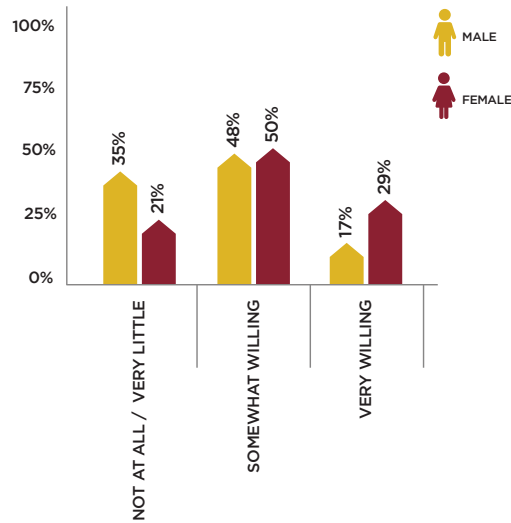
FUTURE INVOLVEMENT IN POLITICS

How involved (i.e., interest/activism) do you plan to be in politics in the coming years?



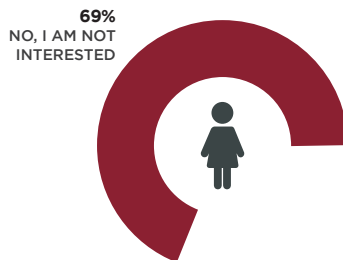
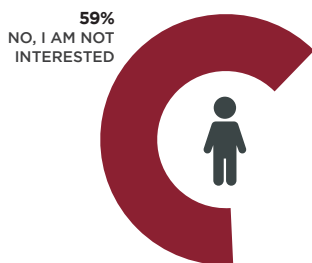
WILLINGNESS TO ADVOCATE FOR SOCIAL JUSTICE ISSUES

How willing are you to advocate for social justice issues?



INTEREST IN RUNNING FOR POLITICAL OFFICE

Would you be interested in running for political office in the future?
Please check all that apply.

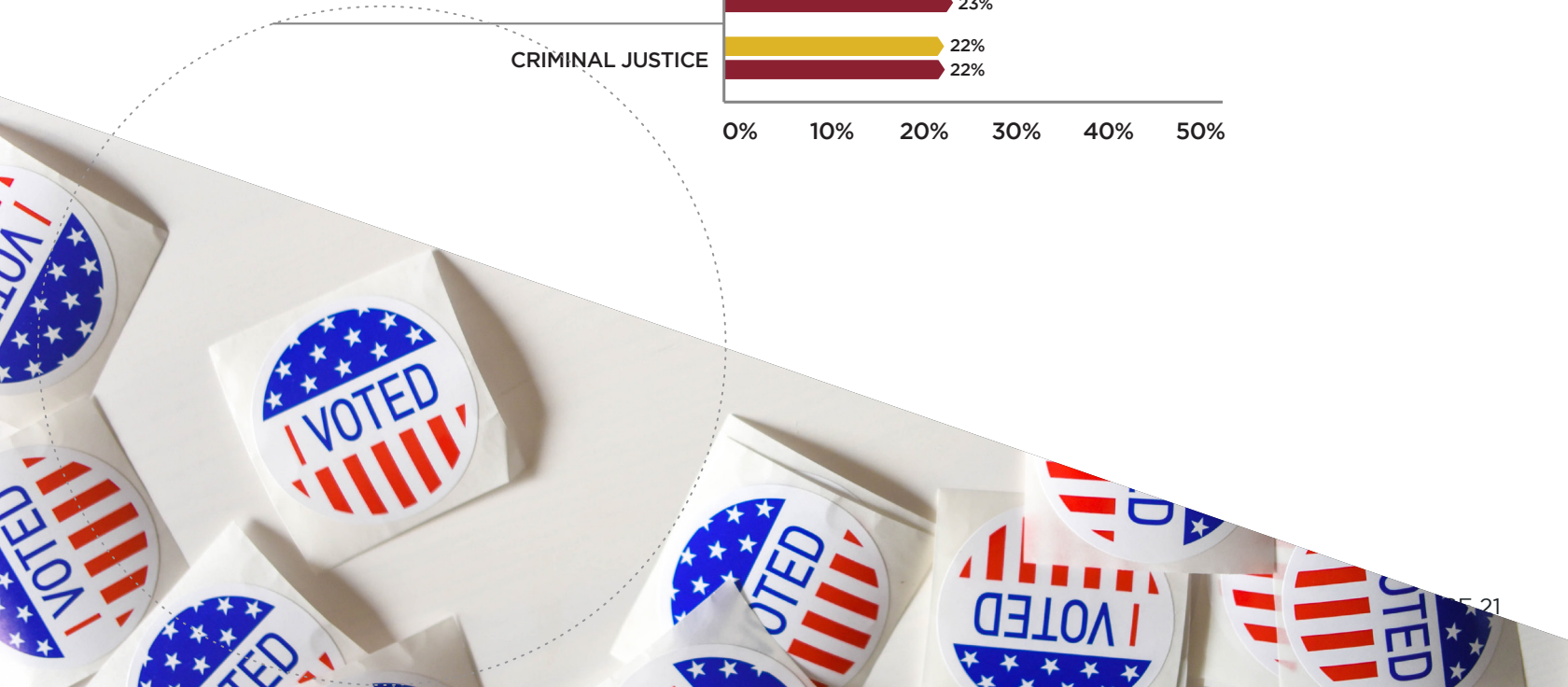
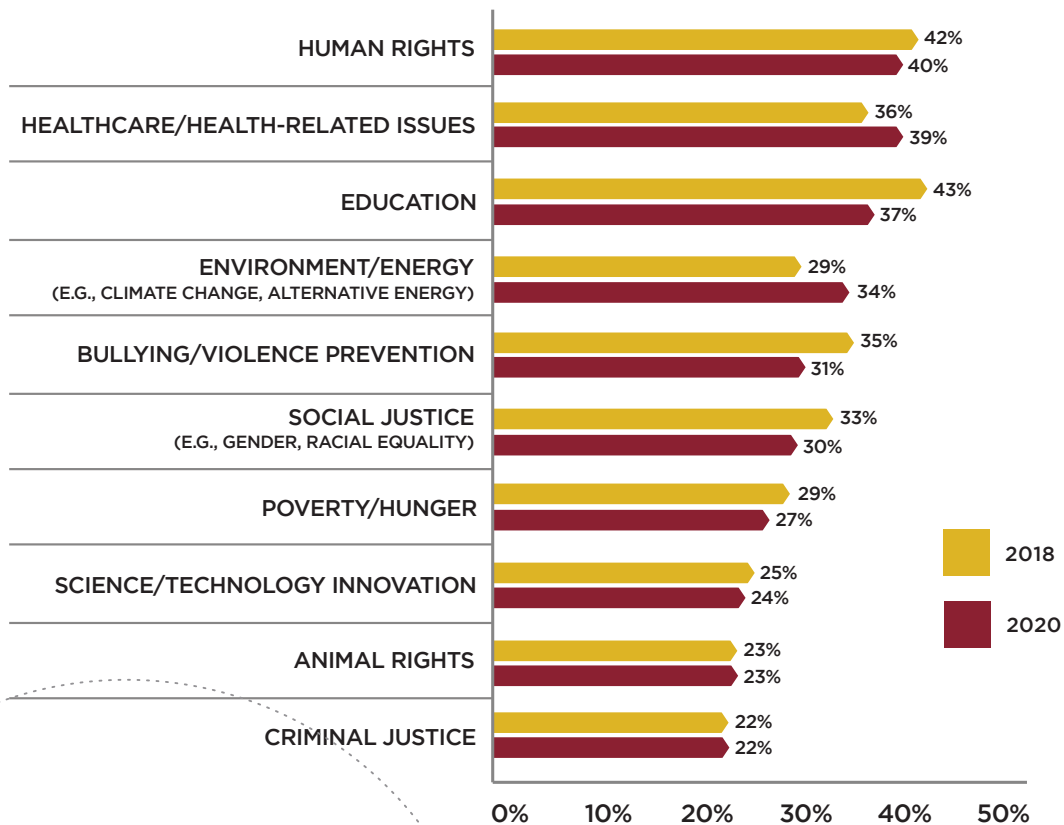


One of the primary ways that Generation Z plans to enact change is through the voting booth. Three-quarters of those who were eligible to vote in a previous election claim that they voted, and 91% of those who are registered plan to vote in the 2020 Presidential election in November.

The issues that NSHSS scholars would most like to impact have shifted slightly since 2018 with healthcare/health-related issues and environment/energy increasing in importance and education and bullying/violence prevention falling.

ISSUES TO IMPACT

What issues are you most interested in impacting in your world?

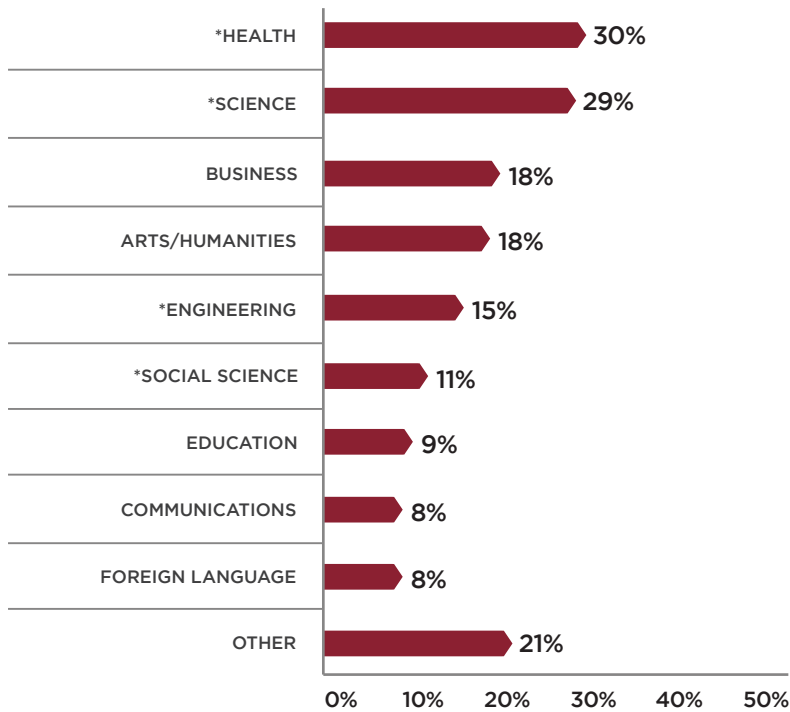


STEM CAREERS AND HEALTHCARE

STEM-related careers remain highly sought after among NSHSS scholars, reflected by their selection of STEM fields as their current or intended undergraduate majors, and their expected career paths. Consistent with 2018 data, the top three expected career paths are all STEM fields. Medicine/health-related and science careers are the top two career paths among respondents. Despite this intention, data suggests that more undergraduate degrees are conferred for business or education rather than the planned health professions.¹⁹

INTENDED OR CURRENT UNDERGRADUATE MAJORS

What is your intended or current undergraduate major(s)?



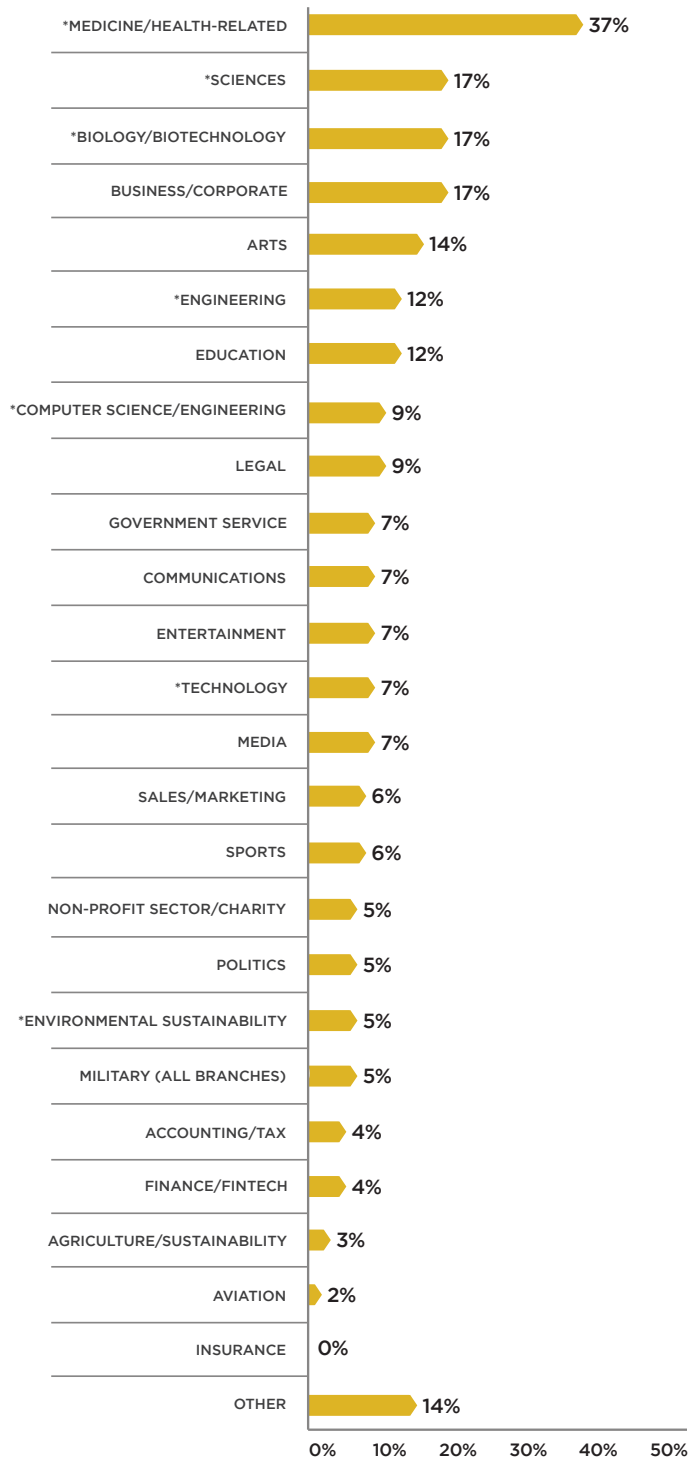
*STEM Fields





EXPECTED CAREER PATHS

In what type(s) of field do you expect to work in the future?



*STEM Fields

While most NSHSS scholars are interested in working for a large corporation or a small business, more than one-quarter (28%) would consider the government. This year, Centers for Disease Control and Prevention (CDC) has surpassed the Central Intelligence Agency as the most interesting agency.

TOP 10 GOVERNMENT AGENCIES

Which of the following government departments/agencies/offices in the United States are you interested in learning about?

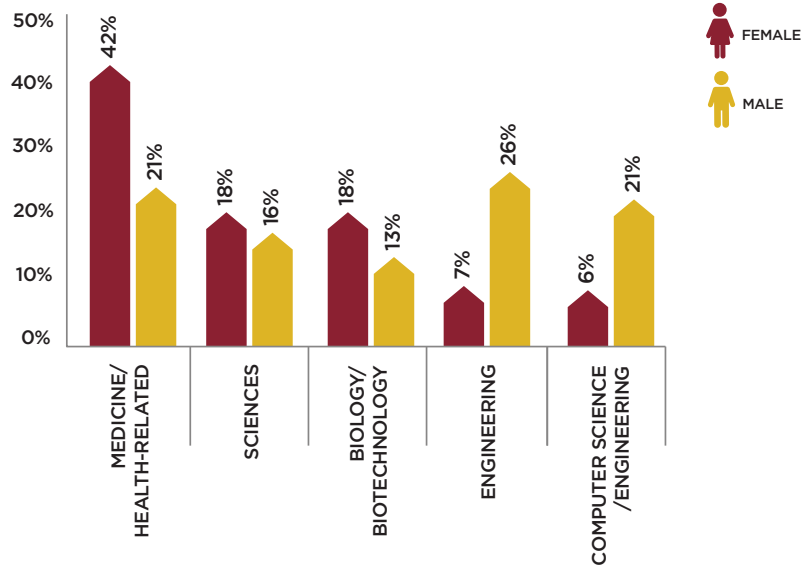
GOVERNMENT DEPARTMENT /AGENCY/OFFICE	2020	2018
CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)	33%	31%
CENTRAL INTELLIGENCE AGENCY (CIA)	29%	33%
FEDERAL BUREAU OF INVESTIGATION (FBI)	27%	30%
NATIONAL INSTITUTES OF HEALTH (NIH)	26%	29%
ENVIRONMENTAL PROTECTION AGENCY (EPA)	17%	19%
FOOD AND DRUG ADMINISTRATION (FDA)	16%	17%
STATE GOVERNMENT	12%	13%
LOCAL GOVERNMENT	12%	12%
NATIONAL SECURITY AGENCY (NSA)	11%	15%
DEFENSE INTELLIGENCE AGENCY (DIA)	10%	

GENDER AND RACIAL/ETHNIC DISPARITIES IN STEM CAREERS

Despite some progress being made, STEM careers remain divided by gender with women being more likely than men to enter the fields of Medicine, Science, and Biology but far less likely to consider Engineering or Computer Science.

TOP 5 STEM CAREER PATHS BY GENDER

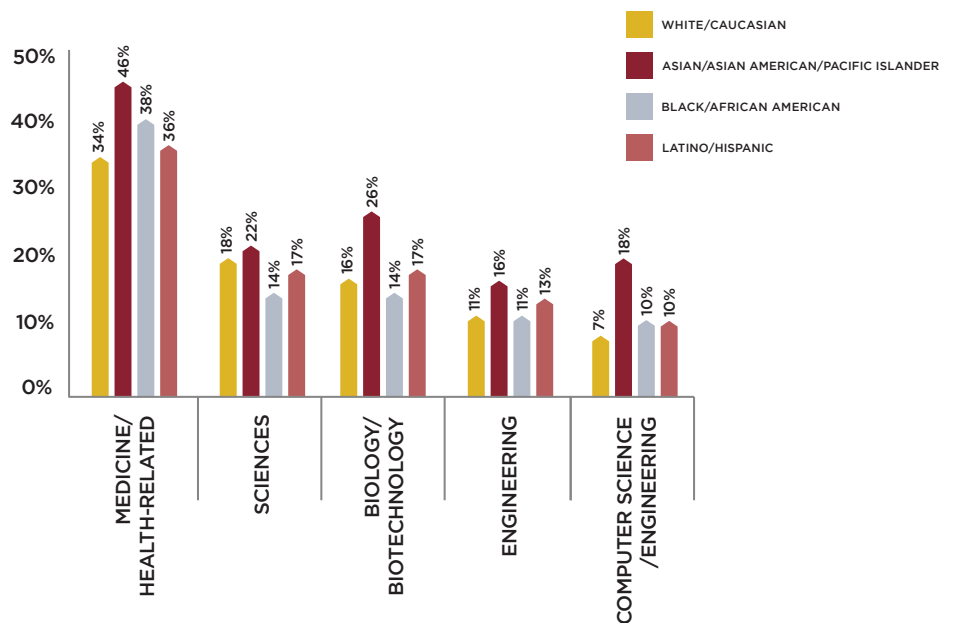
In what type(s) of field do you expect to work in the future?



For the most part, STEM careers are seen as an area of opportunity for scholars of color who are often more likely to enter the top 5 STEM fields than whites.

TOP 5 STEM CAREER PATHS BY RACE

In what type(s) of field do you expect to work in the future?



TOP EMPLOYERS OF CHOICE

Compared to 2018, scholars surveyed in 2020 show less interest in being employed by Big Tech, social-media, and beverage giants (Coca-Cola, Starbucks), and more interest in sports, governmental agencies, and entertainment organizations.

EMPLOYER RANK	2020	2018	EMPLOYER RANK	2020	2018
Local Hospital	1	3	The New York Times	26	21
St. Jude Children's Research Hospital	2	1	Teach For America	27	46
Mayo Clinic	3	13	Chick-fil-A	28	24
Walt Disney Company	4	5	Tesla Motors	29	32
Google	5	2	Lockheed Martin	30	80
FBI	6	7	Boeing	31	25
Amazon	7	4	U.S. Army	32	34
Apple, Incorporated	8	6	Major League Baseball	33	65
NASA	9	12	Atlantic Health Systems	34	22
Children's Healthcare of Atlanta	10	9	Kaiser Permanente	35	36
Central Intelligence Agency (CIA)	11	11	SONY	36	39
Microsoft	12	15	Instagram	37	23
Netflix	13	14	Blue Cross and Blue Shield	38	27
U.S. State Department	14	16	CNN	39	--
Nike	15	19	Meridian Health	40	45
Local Police Department	16	40	Lululemon	41	92
Health Care Service Corp.	17	10	Spotify	42	35
BuzzFeed	18	8	UnitedHealth Group	43	29
Universal Studios	19	20	Starbucks	44	37
SpaceX	20	18	Local Fire Department	45	104
National Basketball Association	21	41	American Airlines	46	--
National Football League	22	51	U.S. Navy	47	42
National Security Agency (NSA)	23	31	Adobe Systems	48	33
DreamWorks Animation SKG	24	17	3M	49	70
U.S. Air Force	25	26	CHG Healthcare Services	50	30



Interest in working in medicine or a health-related field now tops the list of preferred careers. Thus, it is not surprising that hospitals earn the top three spots—and four of the top 10—among desired employers. Interestingly, local hospitals took over the number one

spot from well-known St. Jude Children’s Hospital. Finally, five of the 14 newcomers to the top 100 employers are in the healthcare industry.

EMPLOYER RANK	2020	2018
Major League Soccer	51	78
Delta Air Lines	52	38
Boston Scientific	53	48
Bank of America	54	43
Novartis Pharmaceuticals Corp.	55	99
LinkedIn	56	160
L’Oreal	57	53
Abercrombie & Fitch / Hollister	58	28
WellStar Health System	59	58
Southern Ohio Medical Center	60	71
Marriott International	61	102
Mercedes Benz USA	62	83
Samsung	63	49
Bethesda Softworks	64	76
LG Corporation	65	142
Airbnb	66	54
Build-A-Bear Workshop	67	56
Forbes	68	61
E.L.F. (Eyes Lips Face)	69	47
JPMorgan Chase	70	82
Intel	71	57
Johnson & Johnson	72	62
Scripps Health	73	63
Coca-Cola Company	74	50
Ohio Health	75	60

EMPLOYER RANK	2020	2018
Whole Foods Market	76	73
U.S. Marine Corps	77	79
Memorial Sloan Kettering	78	129
Abbott	79	118
Hilton Hotels & Resorts	80	85
Medtronic	81	122
IBM Corp.	82	74
Merck & Co.	83	165
World Wide Technology, Inc.	84	109
Nordstrom	85	68
Hershey’s	86	64
Dell	87	55
General Electric (GE)	88	84
Target Corp.	89	88
Facebook	90	59
CVS Caremark	91	66
Goldman Sachs	92	100
John Deere	93	112
Aeropostale	94	67
Porsche	95	101
Genentech	96	93
Huffington Post	97	52
Wal-Mart Stores Inc.	98	77
Bayer	99	132
Ford Motor Co.	100	75

EMPLOYMENT PREFERENCES

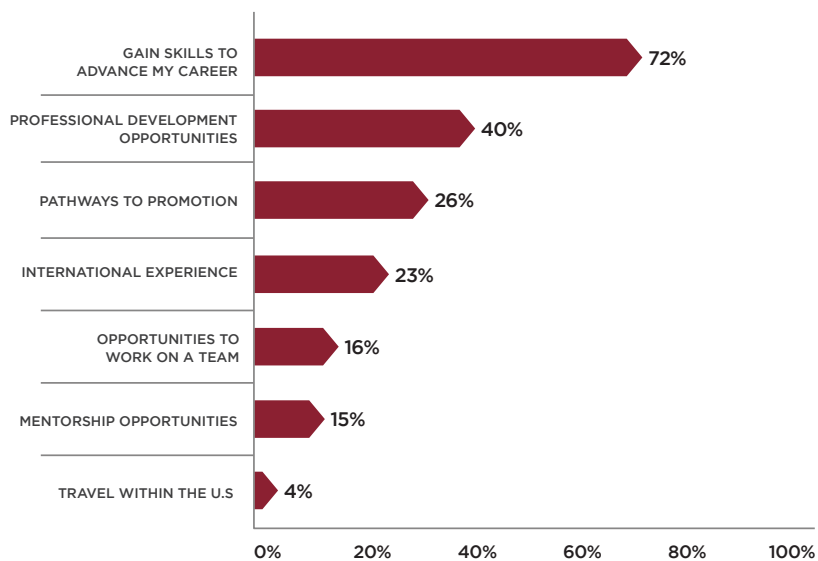
NSHSS scholars paint a clear picture of the type of employer and environment they would like to work for, and their preferences reflect their values and fears—ongoing learning, social justice, and concerns about health.

FACTORS IN CHOOSING AN EMPLOYER

Although Generation Z scholars may be less interested in attending graduate school in 2020, they are still interested in learning new skills and advancing professionally. Among opportunities they may encounter on-the-job, respondents are most interested in those that expand and develop their skill sets, and they expect employers to provide those training opportunities regularly.

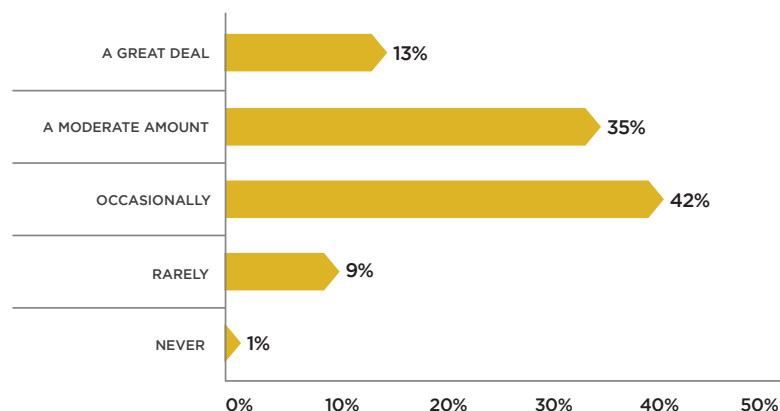
JOB-SPECIFIC OPPORTUNITIES

When considering potential employers, what is most important to you about the work experience?



EXPECTED FREQUENCY OF PROFESSIONAL DEVELOPMENT/CAREER TRAINING DURING CAREER

How often do you expect to need additional professional development/career training once you have started your career?

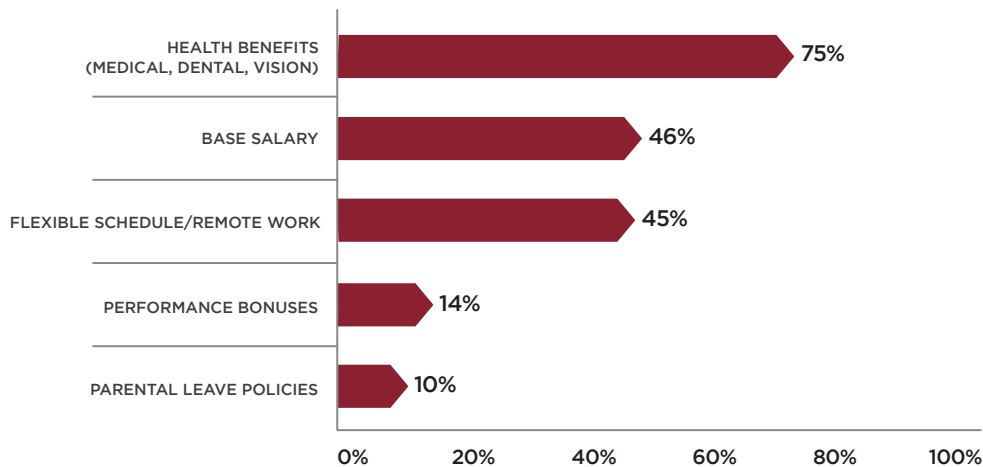


BENEFITS & COMPENSATION

In terms of benefits and compensation, Generation Z scholars value medical, dental, and vision insurance above all else, even base salary. Three in four choose these health benefits as among their top two most important, while less than half choose base salary (46%) or having a flexible work schedule (45%).

BENEFITS & COMPENSATION

When considering potential employers, what is most important to you about benefits and compensation?



EMPLOYER VALUES

Generation Z scholars want their employers to reflect their own social justice beliefs. A majority (62%) suggest it is extremely or very important to have women in leadership positions and 63% believe the same of racial diversity in leadership. In addition, fair treatment of all employees and corporate social responsibility (e.g. making a positive impact on the world) are the most important social justice concerns NSHSS scholars have with new employers.

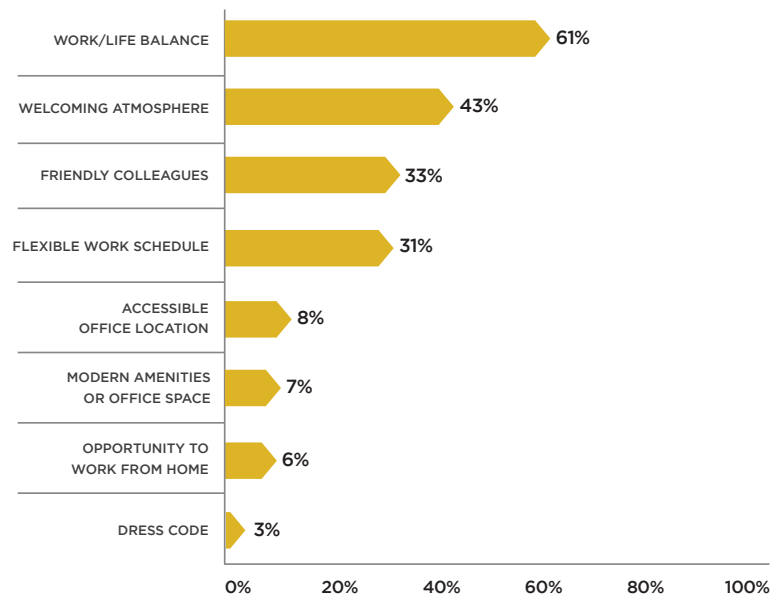


WORK ATMOSPHERE & ENVIRONMENT

Working conditions that promote a work/life balance and a positive social atmosphere are valued more than those related to physical office location and space.

WORK ATMOSPHERE & ENVIRONMENT

When considering potential employers, what is most important to you about the working conditions?





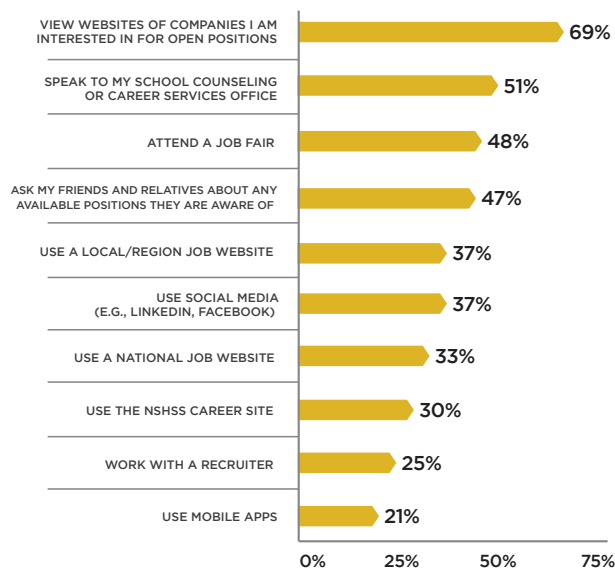
ECONOMIC EXPECTATIONS & INFLUENCES

Despite their economic concerns, most NSHSS scholars express optimism about their job prospects after college. In fact, 43% expect to land a job as soon as they graduate from college, another 30% expect to do so within six months of graduation, and only 12% expect it to take between six months and a year. In total, 84% expect to find a full-time job within a year of graduation. Most (79%) will make career decisions in consultation with their parents or guardians.

Having grown up with a cell phone in hand, it is no surprise that Generation Z relies on technology to learn about companies to work for and expect companies to communicate with them via email. It is telling that social media and mobile apps fall far below more traditional technologies and one-on-one communication when searching for job opportunities.

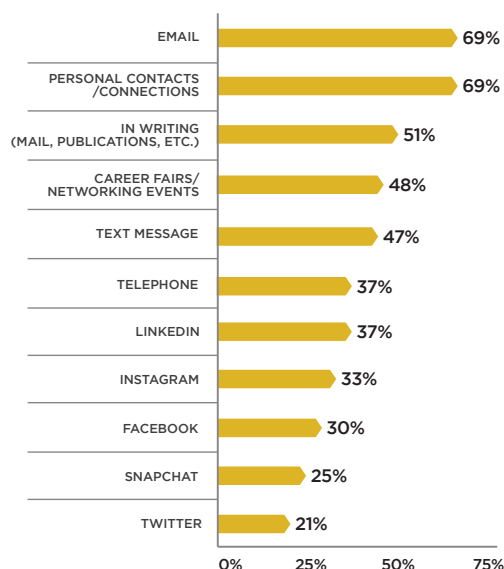
TOP 10 RESOURCES FOR JOB SEARCH

When looking for a job, which resource(s) would you use to find a company to work for?



WAYS FOR COMPANIES TO PASS ALONG INFORMATION ABOUT JOB OPPORTUNITIES

What is the best way for companies to pass along information about their job opportunities to you?



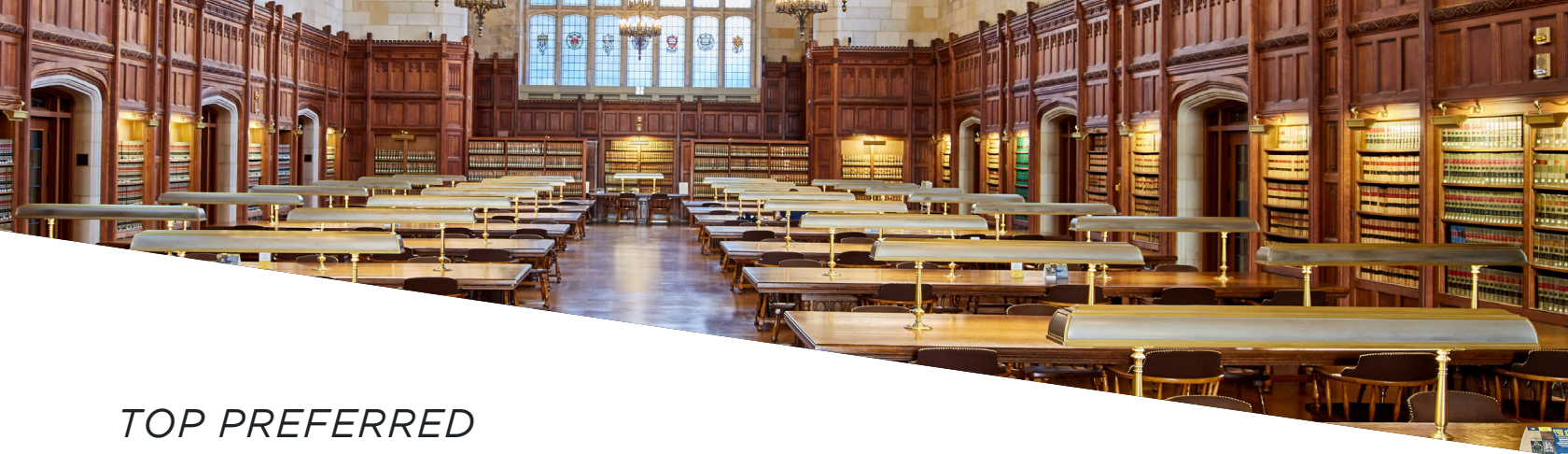


TOP PREFERRED COLLEGES & UNIVERSITIES

NSHSS scholars were also asked to share where they expect to attend college, giving them opportunity to write in up to five responses. This year's results show that larger state universities top many scholars' lists - seven of the top ten schools are state universities.

COLLEGE / UNIVERSITY	RANK
University of California - Los Angeles	1
University of Florida	2
New York University	3
Harvard University	4
Stanford University	5
Florida State University	6
University of Georgia	7
Duke University	8
University of Central Florida	9
University of Texas - Austin	10
Yale University	11
University of California - Berkeley	12
Baylor University	13
University of North Carolina - Chapel Hill	14
Texas A&M University	15
Johns Hopkins University	16
Massachusetts Institute of Technology	17
Pennsylvania State University	18
Howard University	19
Arizona State University	20
Columbia University	21
Georgia Institute of Technology	22
University of Southern California	23
University of Alabama	24
Louisiana State University	25

COLLEGE / UNIVERSITY	RANK
Georgia State University	26
Texas A&M University - College Station	27
University of Miami	28
University of Washington	29
Vanderbilt University	30
Boston University	31
University of California - San Diego	32
University of Chicago	33
University of California - Davis	34
Rice University	35
Texas Tech University	36
University of South Florida	37
University of Houston	38
University of Pennsylvania	39
Ohio State University - Columbus	40
Princeton University	41
Auburn University	42
University of Virginia	43
Purdue University	44
North Carolina A&T State University	45
Virginia Tech	46
Clemson University	47
University of South Carolina	48
University of Arizona	49
Emory University	50



TOP PREFERRED COLLEGES & UNIVERSITIES

Further, the selected schools are more geographically diverse than in years past, suggesting that the Northeast is no longer considered the supreme destination for higher education. The chart below highlights the top 100 preferred colleges and universities from the 2020 survey.

COLLEGE / UNIVERSITY	RANK
University of California - Irvine	51
Kennesaw State University	52
Spelman College	53
Florida International University	54
Cornell University	55
Savannah College of Art and Design	56
Michigan State University	57
University of Texas	58
Brown University	59
George Mason University	60
Mississippi State University	61
Florida A&M University	62
University of Kentucky	63
Northwestern University	64
University of Michigan - Ann Arbor	65
University of Oklahoma	66
North Carolina State University	67
University of Maryland - College Park	68
University of California - Santa Barbara	69
Georgetown University	70
University of Oregon	71
University of Tennessee	72
Washington State University	73
Oregon State University	74
Oklahoma State University	75

COLLEGE / UNIVERSITY	RANK
University of Colorado - Boulder	76
Florida Atlantic University	77
Embry-Riddle Aeronautical University	78
Rutgers University	79
California State University - Long Beach	80
University of Pittsburgh	81
San Diego State University	82
Indiana University - Bloomington	83
University of Illinois - Urbana Champaign	84
University of Notre Dame	85
Tulane University	86
California Polytechnic State University	87
University of Hawaii - Manoa	88
University of Texas - San Antonio	89
Northern Arizona University	90
University of North Texas	91
University of Texas - Dallas	92
George Washington University	93
Brigham Young University	94
California Institute of Technology	95
Northeastern University	96
Colorado State University	97
Syracuse University	98
Virginia Commonwealth University	99
Texas Christian University	100



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ABOUT THE NSHSS ANNUAL TOP EMPLOYERS LIST

Respondents were asked to rank their preferred companies to work for from a list created by combining the *Fortune* 100 Best Companies to Work For, *DiversityInc* Top 50 Companies for Diversity, selected companies from *Fortune's* Global 500, and popular write-in choices from prior surveys. Companies were also included this year from the lists of top innovative companies from *Fast Company*, *Fortune* and *Forbes*. Respondents were given the opportunity to select up to three companies and were also allowed to write in choices. Segmented rankings are available for further review by gender, age group, and ethnicity. To see a complete list of all 247 company rankings, please visit: www.nshss.org/lp/2020-career-interest-survey

ABOUT HANOVER RESEARCH

This report reflects work done in partnership with Hanover Research, a global research and analytics firm founded in 2003 and headquartered in Arlington, Virginia. Since 2015, NSHSS and Hanover have performed this annual in-depth survey of high-achieving high school and college-aged individuals to uncover useful insights into their academic, employment, career, and lifestyle goals.

Hanover Research is the second fastest growing market research firm in the world, recognized as a 2015 American Marketing Association Gold Top 50 Firm and Gold Global Top 50 Firm and a 2015 Washington Business Journal 50 Fastest Growing Company.



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