



INDEPENDENT THINKING™

American Road and Transportation Builders Association

Research Findings

May, 2007

Methodology

Widmeyer research conducted an online study among college students to assess their attitudes toward careers generally, and specifically in the field of transportation design and construction.

Survey was fielded from April 19-26, 2007.

801 surveys were completed.



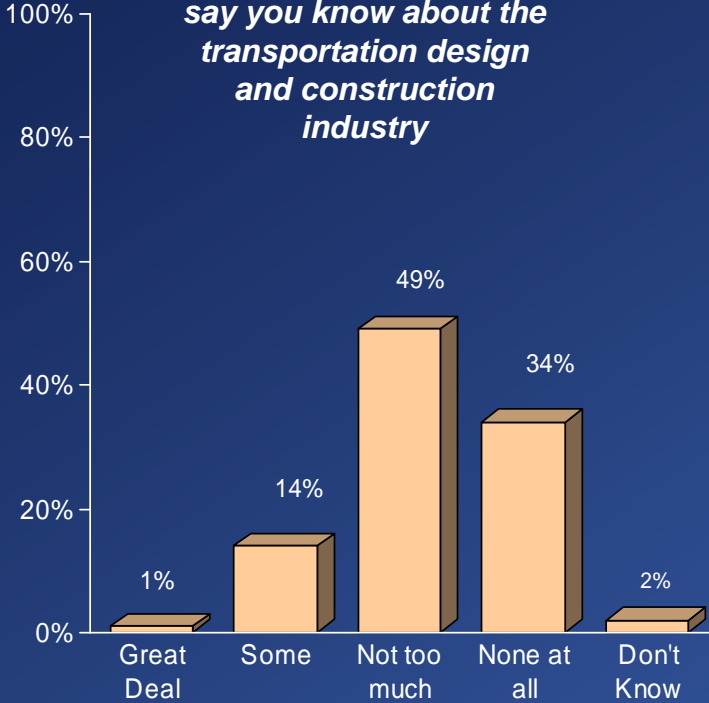
Key Findings

- 1) Students know very little about the transportation and design industry
- 2) Despite this lack of knowledge they *do* know that they're not interested in it as a career
- 3) There is serious misalignment between their career goals and their beliefs about the industry
- 4) There are strategic opportunities to enhance the industry's reputation with students

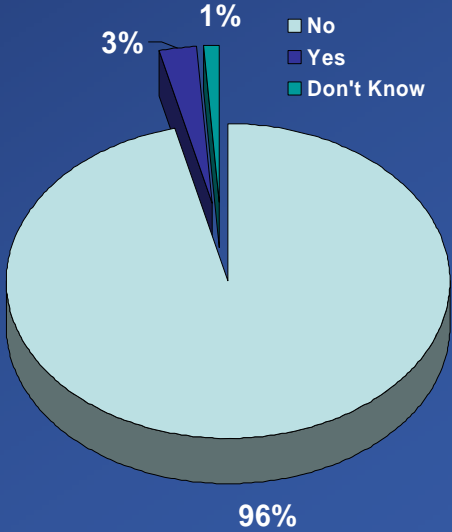


Students Know Very Little About The Transportation Design And Construction Industry

How much would you say you know about the transportation design and construction industry



Have you participated in any transportation design and construction career day events at your school or at a local job fair



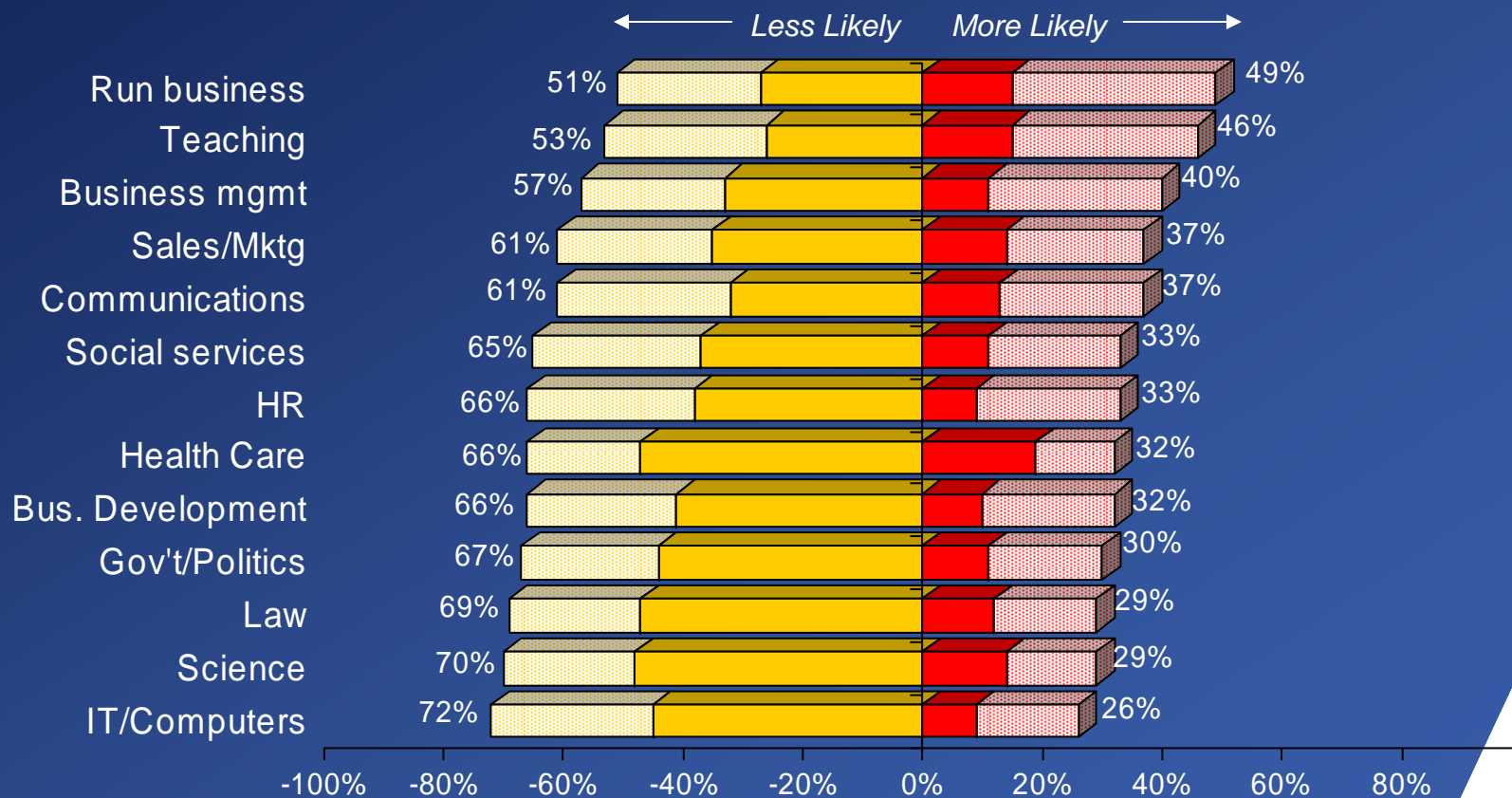
Knowledge Crosstab Based On Career Interest:

Engineering: 2% “great deal,” 34% “some”
 Business Interest: 1% “great deal,” 16% “some”



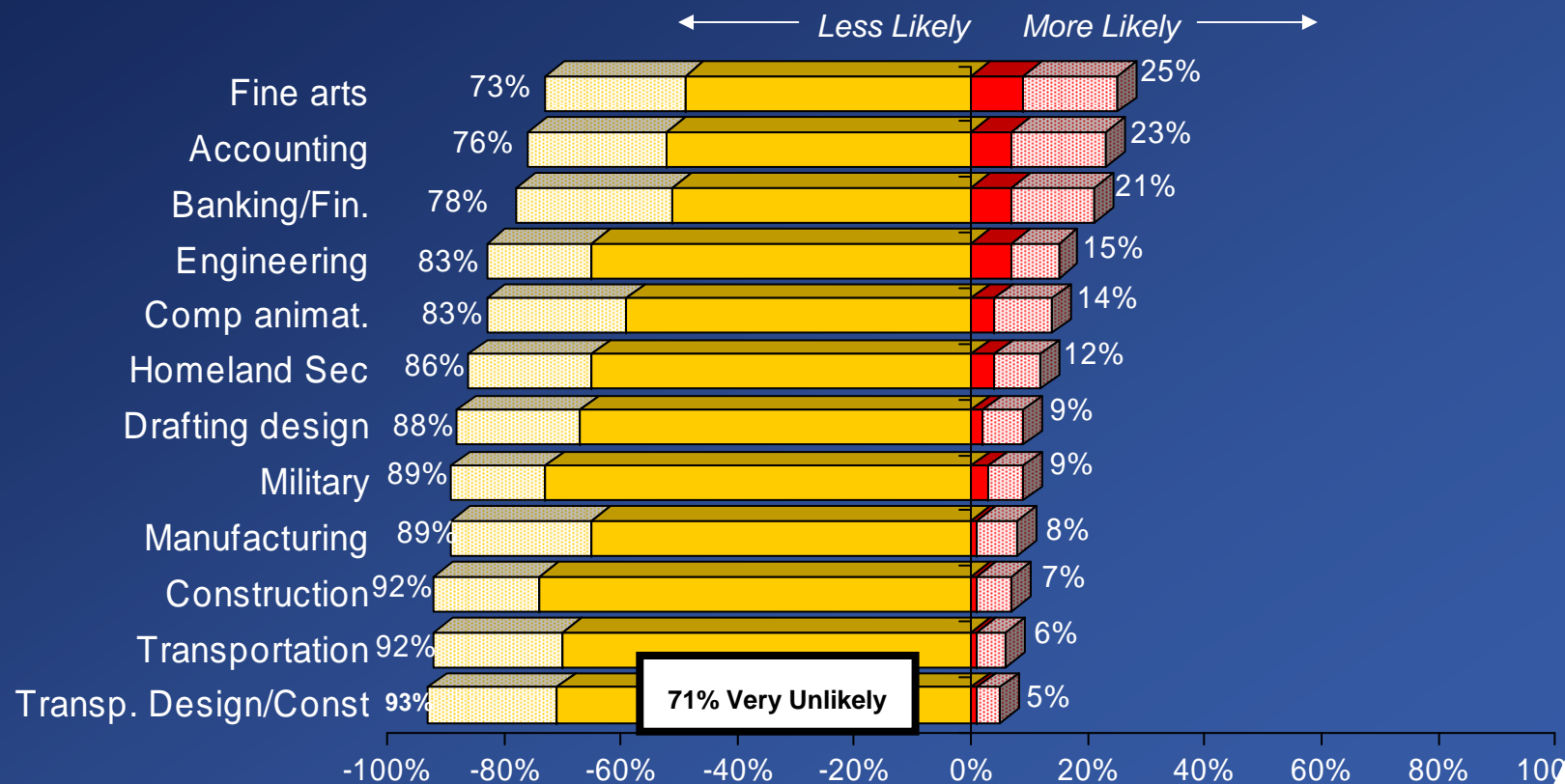
Students Are Most Likely To Pursue Careers In Business, Teaching Sales, And Communications

How likely do you think you are to pursue a career in each of the following fields?



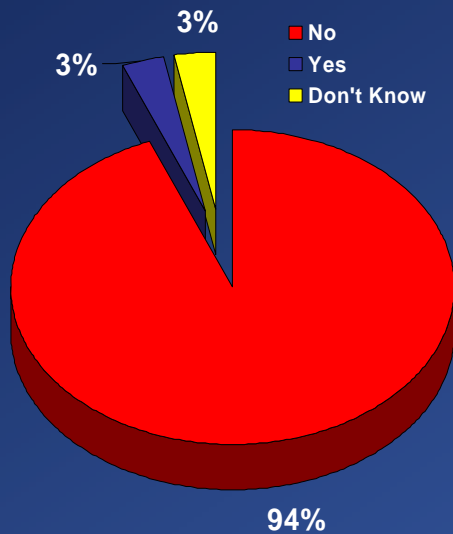
Transportation Design And Construction Is The Career They Are *Least* Likely To Pursue

How likely do you think you are to pursue a career in each of the following fields? (2nd tier)



Few Students Express Interest In The Career Or The Specific Aspects Of Transportation Design And Construction

Are you currently considering a career in the transportation design and construction industry?

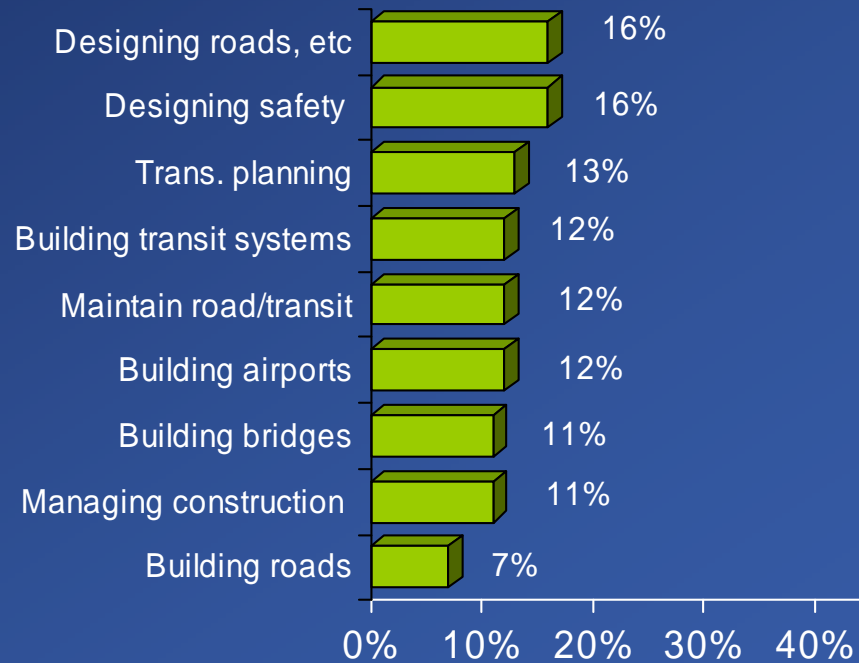


Interest Crosstab Based On Major:

Computer/Math/Engineering: 11% Yes
Business: 2% Yes

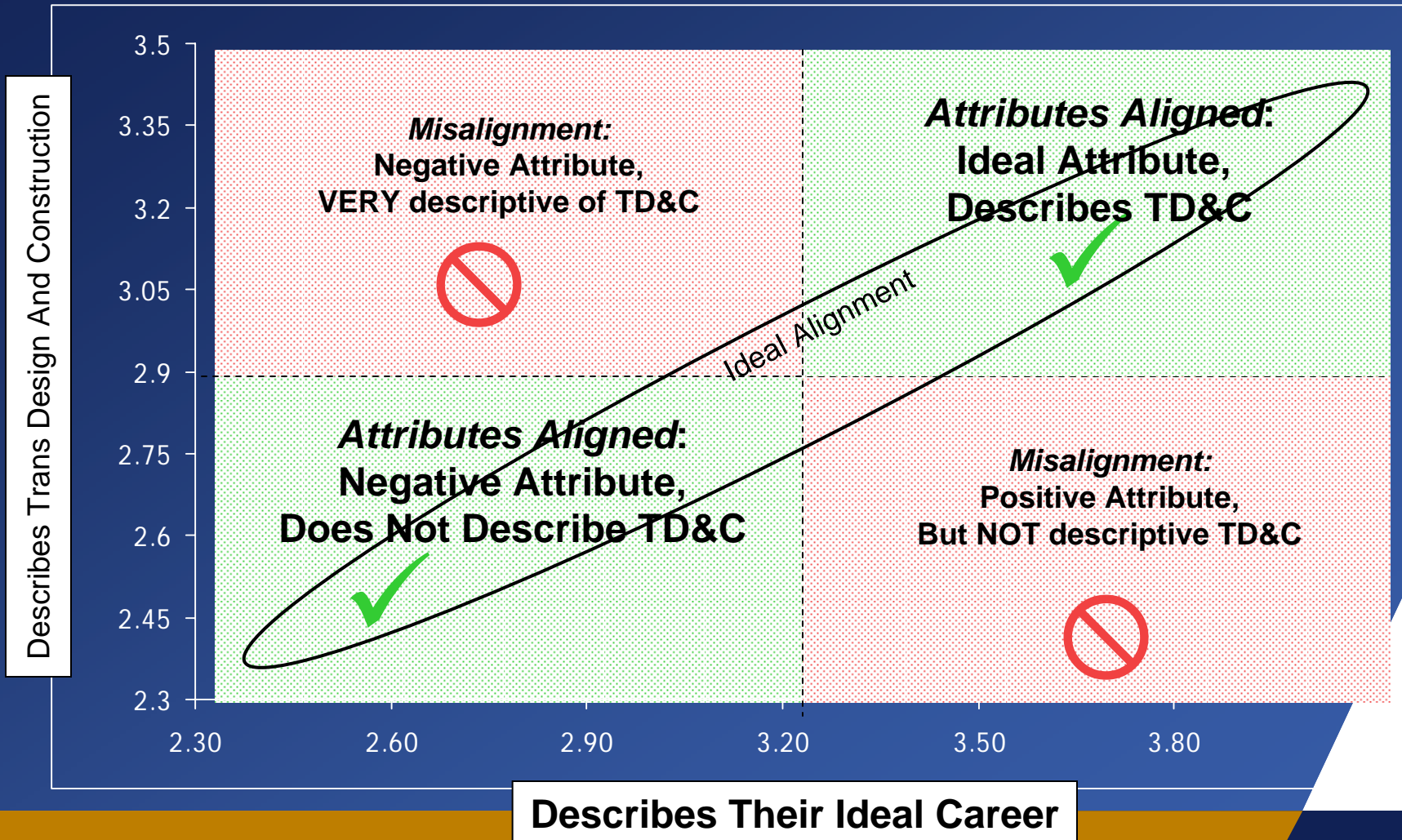
Please tell me how interesting each of the following is to you personally: is it something that interests you the most, are you very interested in it, somewhat interested in it, not too interested, or not at all interested?

Ranked by % "very interested" or "one of the most interesting"

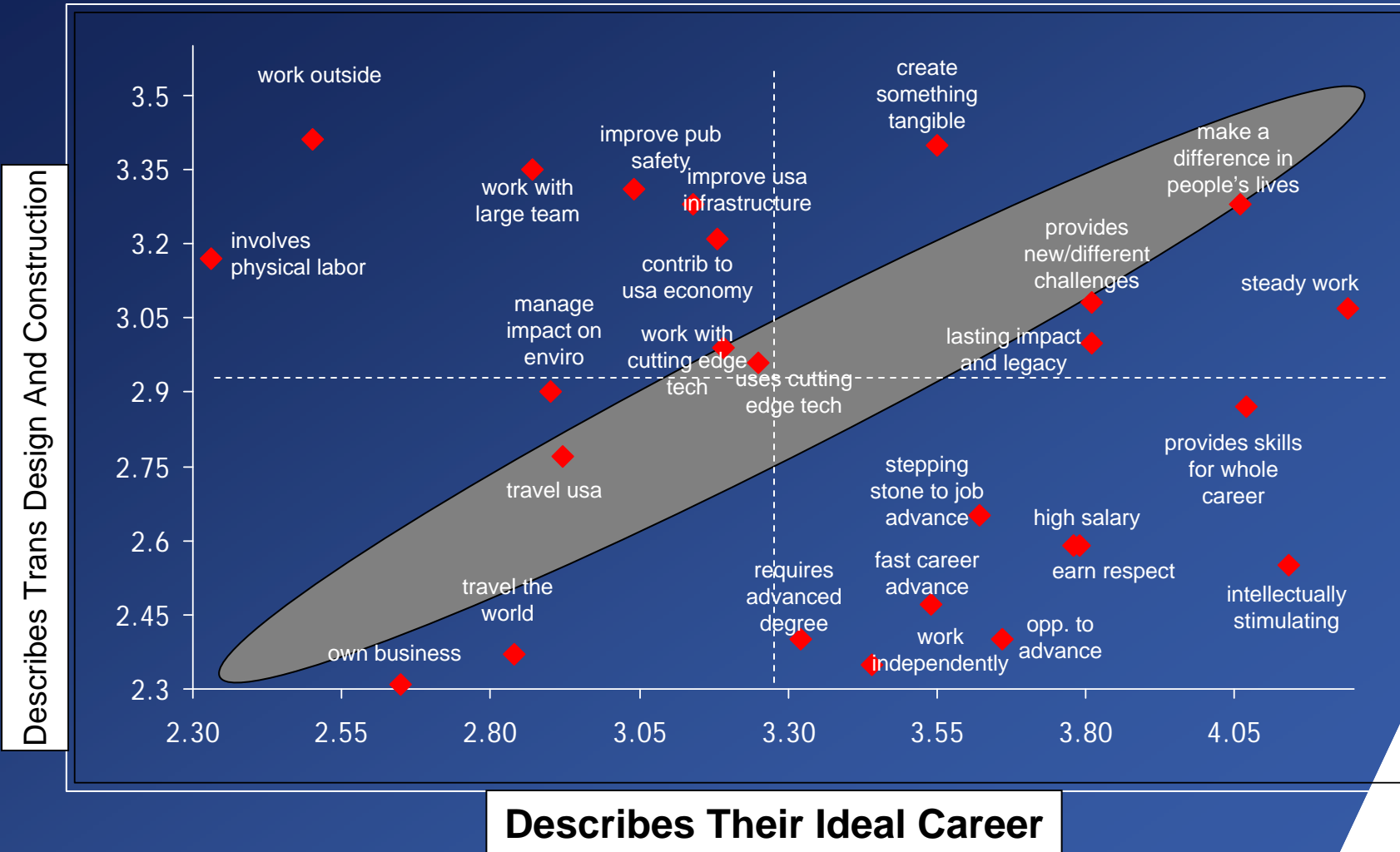


In The Best-Case Scenario, Ideal Career Attributes Would Be Descriptive Of Transportation Design And Construction

The "Ideal" Alignment Is Along The Diagonal



The Attribute Landscape Shows Dramatic Misalignment, Though There Is A Messaging Starting Point



Strategic Implications

- 1) Raise The Profile Of Careers In Transportation Design And Construction Among Students**
- 2) Focus On The Attributes That Are Aligned With Student Goals, Including:**
 - Making A Difference
 - Providing New And Different Challenges
 - Steady Work
- 3) Raise Money To Back These Efforts**

