
Exhibit 1
What factors influenced your career choice?

	Business Majors	Nonbusiness Majors
Potential Salary Amount	70%	58%
Influenced by Family or Friend	48	39
Opportunity for Advancement	40	31
Job Security	34	24
Variety of Job Tasks	33	38
Challenging Work	31	31
Flexible Work Schedule	27	33
Contribution to Society	25	40
Influenced by Teacher or Counselor	12	8