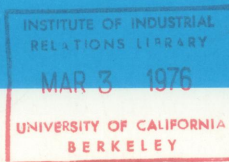
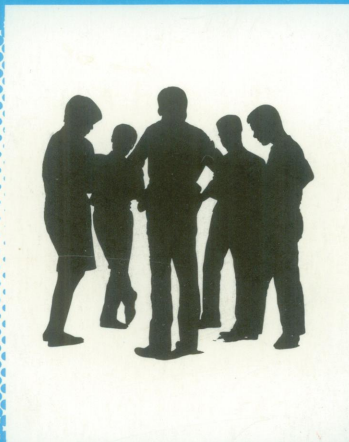


Occupation, Choice of

The Survey of Students' Employment motives

April, 1974



「Tokyo, Japan」 April 1974.



Nippon Recruit Center Co., Ltd.
Research Division

Preface

Japan sees now the epoch when young generation, called such as the "apre's guerre" generation or the "sans guerre" generation, come to leave colleges and universities, and to go into the world.

People's attitude to ward them passed from indignation, "the young in these days are no good", to lamentation, "we cannot make out what they think".

To probe into their ways of thinking, this "survey about graduates' motives of choosing a job" inquires into their various measures of judgment, centered upon occupations, from many aspects.

As this is for the first time that we made this kind of investigation, we cannot estimate the trends from it; we hope these findings to be compared to and examined closely by your notions.

We hope that this investigation would be a clue to inquire into the feeling of the young people.

**Research Division
Nippon Recruit Center**

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The Outline of Survey

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 1. Career choice after graduation
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- II. Occupational Attitude of modern graduates
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 2. About changing a job
 3. About promotion
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 5. About attitude of living
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 7. About overseas service
 8. About big companies

The object of survey:

About twenty thousands of undergraduates from all over the country who are expected to graduate at March of 1975.

Samples:

Valid answers 2146 persons. The number of samples by classes see the tables beneath.

Period of survey:

November ~ December of 1973.

Method of survey:

By mail.

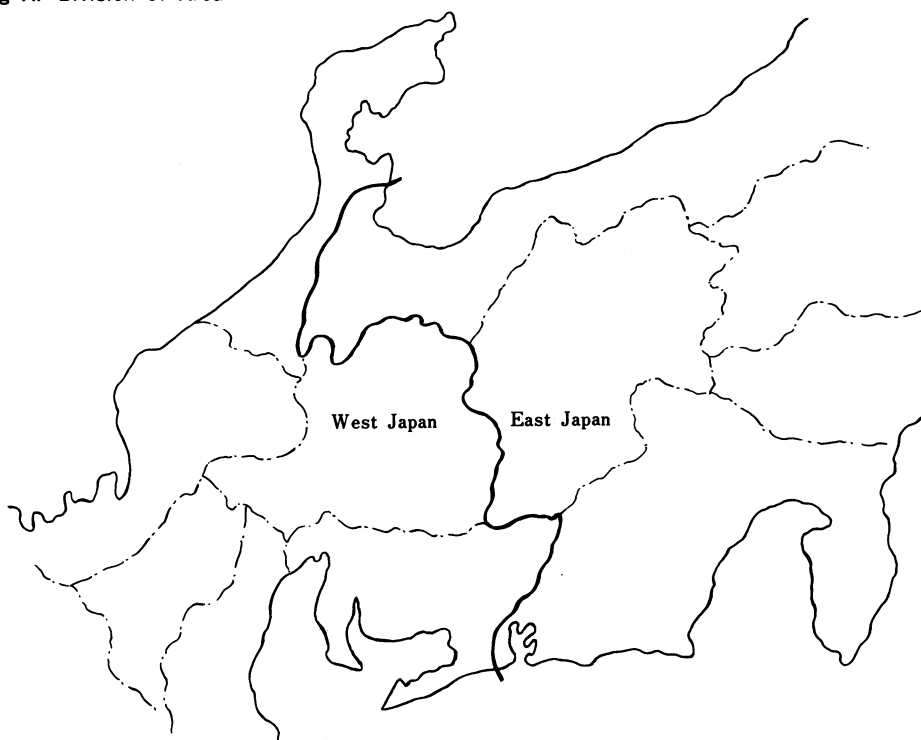
Table A. Number of samples by universities and colleges;

| | |
|------------|--|
| National: | Electricity & Communication 24, Fukui 21, Gifu 11, Hitotsubashi 36, Hokkaido 50, Kanazawa 15, Kobe 38, Kumamoto 11, Kyushu 30, Kyoto 57, Nagasaki 12, Nagoya 21, Nagoya Technology 21, Okayama 14, Osaka 51, Saitama 32, Shiga 11, Tohoku 69, Tokyo 86, Tokyo Foreign Languages 22, Tokyo Technology 14, Yamagata 33, Yamaguchi 23, Yamanashi 11, Wakayama 15, Others 79, Total 804. |
| Municipal: | Himeji 14, Osaka City 41, Osaka Prefectural 23, Tokyo Metropolitan 31, Yokohama City 24, Others 14, Total 147. |
| Private: | Aichi 40, Osaka Technology 13, Gakushuin 11, Kansai Gakuin 81, Kinki 17, Keio 213, Kogakuin 24, Shibaura Technology 37, Sophia 46, Seikei 22, Seinan-Gakuin 67, Chiba Technology 46, Chuo 88, Tokyo Economic 65, Doshisha 78, Nanzan 24, Nippon 46, Hosei 105, Saint Pole 28, Waseda 121, Others 23, Total 1195. |

Table B. The number of samples by classes..

| | Persons | National & Municipal | Private | Humanity | Science & Technology |
|------------------|---------|----------------------|---------|----------|----------------------|
| Total | 2146 | 44.3% | 55.7% | 61.9% | 38.1% |
| Tokyo & Kanagawa | 980 | 24.9 | 75.1 | 76.2 | 23.8 |
| Other East Japan | 386 | 64.8 | 35.2 | 37.0 | 63.0 |
| Osaka & Kobe | 390 | 57.7 | 42.3 | 57.0 | 42.1 |
| Other West Japan | 390 | 59.5 | 40.5 | 54.4 | 45.6 |

Fig A. Division of Area



Career Choice after graduation

The career choice after graduation that students wish at the second semester of the third year class is as following, "a postgraduate course" is 6.5 percent, "employment" (including public agencies) 69.2 percent, and "unknown" 18.2 percent.

Those who answered "unknown" could be regarded as they wavered in choice of either "a postgraduate course" or "employment", rather than as they did not yet completely made decisions of career. "A postgraduate course" is almost the same rate as usual, and the greater part of the group answered "unknown" are expected finally to prefer employment.

There is a great difference in the rates of "a postgraduate course" by the kinds of universities and faculties.

Fig. 1 Career choice

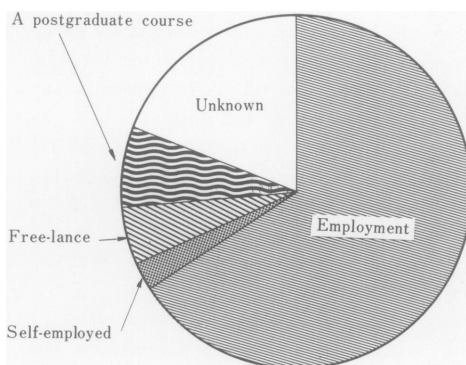


Table 1

| | Persons | Employment | Self-employed | Free-lance | A postgraduate course | Unknown | No answer |
|-----------------------|---------|------------|---------------|------------|-----------------------|---------|-----------|
| National & Municipal | 951 | 61.1 | 0.8 | 3.2 | 12.3 | 22.4 | 0.2 |
| Private | 1195 | 75.7 | 2.7 | 4.5 | 1.9 | 14.9 | 0.3 |
| Humanities | 1328 | 73.6 | 2.3 | 5.9 | 1.5 | 16.4 | 0.3 |
| Science & Engineering | 818 | 62.1 | 1.2 | 0.7 | 14.7 | 21.1 | 0.1 |
| | 2146 | 69.2 | 1.9 | 3.9 | 6.5 | 18.2 | 0.2 |

Choice of a job

The criteria of choice of a job are various; the first may give first place to a type of industry, the second may be satisfied with any companies if they have the occupations he wished to do, and the third may be attracted by "well-known companies"; no matter about occupations and work.

Here we want to inquire into the trends of graduates' choice of a job from three points; the type of industry, the type of occupation, and the names of companies.

1. More and more concentration upon the non-manufacturing.

We made graduates choose the types of industry which they wish to join among eleven types. The results are showed in fig. 2.

The trends of last two or three years hardly change in this year; as for the students of humanity departments, trading companies, finance, insurance and real estate, publishing and press occupy the greater part of popularity vote, while as for the students of science and engineering, it converges upon machinery & transportation equipment, and electrical machinery & instruments of precision.

Publishing and press, recording 48.9 per cent, rises in popularity about 10 percent more than last year. Though trading companies became the focus of social criticism as for evasion of tax and cornering since the end of last year, it did not become a handicap to them, and their popularity rate increased by more than 10 percent.

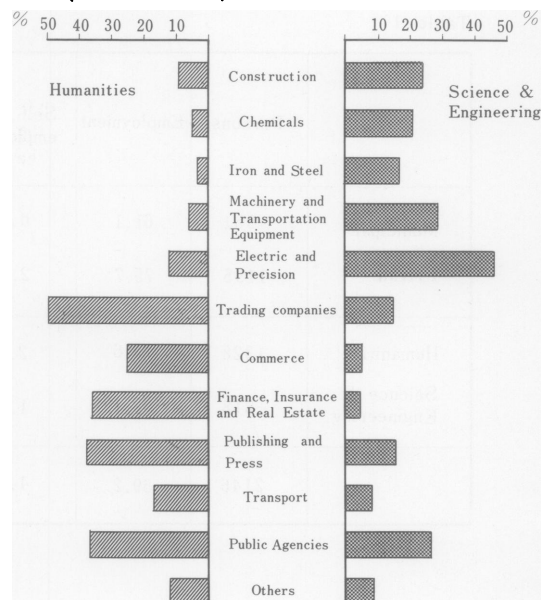
Finance and insurance keep the steady popularity every year, and in this year, it is a little higher than usual. The shaking of Japanese economy since "Oil-crisis" may a little intensity stability-oriented trend. On the contrary, manufacturing, with chemical industry as leading, becomes much unpopular (cut by half compared with last year).

Thus, as for the students of humanity departments, the types of industry desired change from manufacturing to non-manufacturing, but as for those of science and engineering, the popularity

of engineering manufactures, with electrical machinery and instruments of precision as leader, does not yet fall, though those related to chemical industry, mainly chemicals, pulp and paper, likewise show a tendency of decrease.

Noteworthy is the high popularity of public agencies, indeed it amounts to 37.2 per cent, and wins so many applicants from both humanity and science & engineering. Generally it is said that applicants for public agencies increase at the time of depression, but because this economical tendency became remarkable from the end of last year, it is impossible to explain its high popularity only from a business cycle. Its main causes are various; that students might come to be distrustful of private companies, or that they, hating a city, might want to work at the provinces. These are the points that wait for further analysis.

fig.2 Types of industry desired
(multi-answered)



2. Occupation desired

When students choose a job, many of them list as a important condition "fitness with one's personality and ability." This condition relates to occupations rather than companies, and from this tendency we can read the change of their consciousness from "joining a company" to "joining a position".

One's personality and ability are originally multifarious, and therefore the occupations desired are expected to be dispersed, but, as matters now stand, the choices of students so much center upon a few occupations.

We got the multi answers of "desire" and "not desire" about 17 occupations (table. 2).

Students of science and engineering departments choose exclusively the occupations called as "a technician", and desire neither salesman nor clerical employee. Among them the way of thinking is dominant that a technician is the most superior, and those who are compelled to become salesman or clerical employee would be regarded, it seems, as stragglers.

On the contrary, students of humanity departments have so much liking for the occupations of planning and researching, and prefer the self-completed and journalistic occupations, such as pressmen, editors, and directors. It seems to relate to the high popularity of trading companies as the types of industry that its businessmen win the second highest popularity in occupations desired.

Table.2 Occupations desired

| | Yes | | No | |
|--|------|------|------|------|
| | H. | S.E. | H | S.E. |
| Research & development | 9.0 | 85.0 | 34.2 | 2.6 |
| Field engineer | 3.9 | 58.6 | 40.5 | 9.8 |
| Sales engineer | 4.3 | 18.0 | 32.7 | 24.1 |
| System engineer | 7.5 | 58.3 | 26.3 | 5.4 |
| Programmer | 7.9 | 20.8 | 27.0 | 18.2 |
| Accounting | 20.0 | 3.2 | 26.4 | 47.2 |
| Personnel, labor, & general affairs | 38.9 | 7.0 | 12.5 | 40.8 |
| Planning & researching | 1.2 | 0.6 | 67.1 | 76.5 |
| Car salesman | 1.2 | 0.6 | 67.1 | 76.5 |
| Salesman of a department & chain store | 22.3 | 1.8 | 28.2 | 63.7 |
| Bank clerk | 30.9 | 2.3 | 30.5 | 60.1 |
| Salesman of a stock company | 16.9 | 1.5 | 27.8 | 61.2 |
| Businessman of a trading company | 44.9 | 7.1 | 17.3 | 51.6 |
| Copywriter, commercial & industrial designer | 12.8 | 9.9 | 21.6 | 29.6 |
| Newspaperman & reporter | 35.4 | 10.0 | 21.4 | 41.2 |
| Editor | 34.3 | 10.1 | 13.4 | 33.3 |
| Director | 34.4 | 15.6 | 12.7 | 26.8 |

H. =Humanity

S.E.=Science & engineering

Table.3 Occupations desired

| Humanity | Science & Engineering |
|---------------------------------------|------------------------|
| 1. Planning & researching | Research & development |
| 2. Business man of a trading company | Field engineer |
| 3. Personnel, labor & general affairs | System engineer |
| 4. Newspaperman & reporter | Planning & researching |
| 5. Director of broadcasting station | Programmer |

Table.4 Occupations undesired

| Humanity | Science & Engineering |
|------------------------------------|--|
| 1. Car salesman | Car salesman |
| 2. Field engineer | Salesman of a department & chain store |
| 3. Research & development engineer | Salesman of a stock company |
| 4. Sales engineer | Bank clerk |
| 5. Bank clerk | Businessman of a trading company |

3. Ranking of popular companies

Thirty high-ranking companies that students desire to join are indicated in table 7. Students of humanity departments prefer trading companies and the press, and those of science and engineering electrical machinery and equipment; showing a complete consistency with the types of industry desired.

This higher popularity of these companies has been unchanged for this several years. And a line-up of ten high-ranking companies hardly changed last five years, and this tendency is remarkable particularly by students of humanity, though manufacturing went back increasingly, and all of them disappeared from the list since 1974.

Table 5. Humanity departments

| graduated in March of 1974: | graduated in March of 1973: | graduated in March of 1972: | graduated in March of 1971: |
|--|--|--|--|
| Mitui & Co., Ltd. Japan Air Lines Co., Ltd. C. Itoh & Co., Ltd. Asahi Shimbun Publishing Co. Marubeni Corporation Mitsubishi Corporation Ltd. Japan Broadcasting Corporation The Tokio Marine and Fire Insurance Co., Ltd. Japan Travel Bureau Tokyo Broadcasting System Inc. | Japan Air Lines Co., Ltd. C. Itoh & Co., Ltd. Marubeni Corporation The Tokio Marine and Fire Insurance Co., Ltd. Mitsui & Co., Ltd. Mitsubishi Corporation Ltd. All Nippon Airways Co., Ltd. Asahi Shimbunsha Publishing Co. Sumitomo Shoji Kaisha, Ltd. Matsushita Electric Industrial Co., Ltd. | Japan Air Lines Co., Ltd. C. Itoh & Co., Ltd. All Nippon Airways Co., Ltd. The Tokio Marine and Fire Insurance Co., Ltd. Marubeni Corporation Mitsui & Co., Ltd. Mitsubishi Corporation Ltd. Sumitomo Shoji Kaisha, Ltd. IBM Japan Ltd. Dentsu Advertising Ltd. Asahi Shinbun Publishing Co. | Japan Air Lines Co., Ltd. The Tokio Marine and Fire Insurance Co., Ltd. Sumitomo Shoji Kaisha, Ltd. Mitsui & Co., Ltd. Mitsubishi Corporation Ltd. IBM Japan Ltd. Dentsu Advertising Ltd. Mitsui Real Estate Development Co., Ltd. Sumitomo Bank Ltd. Fujitsu Bank Ltd. |

Table 6 Science and engineering departments

| graduated in March of 1974: | graduated in March of 1973: | graduated in March of 1972: | graduated in March of 1971: |
|---|---|--|--|
| Hitachi, Ltd. Nippon Telegram & Telephone Public Corporation Tokyo Shibaura Electric Co., Ltd. Nippon Electric Co., Ltd. Sony Corporation IBM Japan Ltd. Matsushita Electric Industrial Co., Ltd. Fujitsu Ltd. Japan Air Lines Co., Ltd. Mitsubishi Heavy Industries, Ltd. | Japan Air Lines Co., Ltd. Sony Corporation IBM Japan Ltd. Ishikawajima-Harima Heavy Industries Co., Ltd. Fuji Xerox Co., Ltd. Hitachi, Ltd. Nippon Univac Kaisha, Ltd. Ricoh Company, Ltd. Takenaka Co., Ltd. | IBM Japan Ltd. Japan Air Lines Co., Ltd. Fujitsu Ltd. All Nippon Airways Co., Ltd. Hitachi, Ltd. Sony Corporation Nippon Electric Co., Ltd. Ishikawajima-Harima Heavy Industries Co., Ltd. Fuji Xerox Co., Ltd. Yokogawa Electric Works, Ltd. | IBM Japan Ltd. Mitsubishi Heavy Industries, Ltd. Asahi Chemical Industry Co., Ltd. Nippon Steel Corporation Toray Industries Inc. Nippon Telegram & Telephone Public Corporation Hitachi, Ltd. Matsushita Electric Industrial Co., Ltd. |

Table. 7 Ranking of popular companies graduated in March 1975.

Humanity Departments

Science and Engineering Departments

| Ranking | names of companies | popularity frequency | acquisitive expectation frequency | R-coefficient | Ranking | names of companies | popularity frequency | acquisitive expectation frequency | R-coefficient |
|---------|---|----------------------|-----------------------------------|---------------|---------|--|----------------------|-----------------------------------|---------------|
| 1 | Japan Air Lines Co., Ltd. | 108 | 79 | 0.38 | 1 | Hitachi, Ltd. | 96 | 14 | 0.15 |
| 2 | C. Itoh & Co., Ltd. | 161 | 29 | 0.18 | 2 | IBM Japan Ltd. | 79 | 19 | 0.24 |
| 3 | Mitsui & Co., Ltd. | 148 | 22 | 0.15 | 3 | Fujitsu Ltd. | 71 | 13 | 0.18 |
| 4 | Asahi Shimbun Publishing Co., Ltd. | 123 | 39 | 0.32 | 4 | Sony Corporation | 70 | 19 | 0.27 |
| 5 | Mitsubishi Corporation Ltd. | 118 | 22 | 0.19 | 5 | Matsushita Electric Industrial Co., Ltd. | 63 | 7 | 0.11 |
| 6 | Marubeni Corporation | 110 | 17 | 0.15 | 6 | Tokyo Shibaura Electric Co., Ltd. | 51 | 6 | 0.12 |
| 7 | The Tokio Marine and Fire Insurance Co., Ltd. | 97 | 20 | 0.21 | | Nippon Electric Co., Ltd. | 51 | 12 | 0.24 |
| 8 | Japan Broadcasting Corporation | 96 | 16 | 0.17 | 8 | Kajima Corporation | 39 | 8 | 0.21 |
| 9 | Japan Travel Bureau | 74 | 18 | 0.24 | | Nippon Telegram & Telephone Public Corporation | 39 | 9 | 0.23 |
| 10 | Dentsu Advertising Ltd. | 73 | 22 | 0.30 | 10 | Obayashi-Gumi, Ltd. | 38 | 0 | 0.00 |
| 11 | Tokyo Broadcasting System Inc. | 70 | 12 | 0.17 | 11 | Japan Air Lines Co., Ltd. | 35 | 8 | 0.23 |
| 12 | Nissho-Iwai Co., Ltd. | 65 | 12 | 0.18 | | Mitsubishi Heavy Industries Ltd. | 35 | 10 | 0.29 |
| 13 | The Fujii Bank, Ltd. | 64 | 14 | 0.22 | 13 | The Shimizu Construction Co., Ltd. | 34 | 10 | 0.29 |
| 14 | All Nippon Airways Co., Ltd. | 63 | 12 | 0.19 | 14 | Takenaka Komuten Co., Ltd. | 31 | 7 | 0.24 |
| 15 | Sony Corporation | 61 | 10 | 0.16 | 15 | Taisei Corporation Co., Ltd. | 30 | 3 | 0.10 |
| 16 | Sumitomo Shoji Kaisha, Ltd. | 58 | 11 | 0.19 | 16 | Japan Broadcasting Corporation | 28 | 9 | 0.32 |
| | The Nomura Securities Co., Ltd. | 58 | 7 | 0.12 | 17 | Nissan Motor Co., Ltd. | 27 | 3 | 0.11 |
| 18 | Isetan Company, Ltd. | 57 | 11 | 0.19 | 18 | Toyota Motor Co., Ltd. | 26 | 2 | 0.08 |
| 19 | The Mainichi Newspapers | 52 | 8 | 0.15 | | Nippon Gakki Co., Ltd. | 26 | 3 | 0.12 |
| 20 | The Bank of Tokyo Ltd. | 50 | 8 | 0.16 | | Honda Motor Co., Ltd. | 26 | 8 | 0.31 |
| 21 | The Mitsubishi Bank, Ltd. | 46 | 5 | 0.11 | 21 | Nippon Steel Corporation | 25 | 4 | 0.16 |
| 22 | Mitsukoshi, Ltd. | 44 | 3 | 0.07 | 22 | Ishikawajima-Harima Heavy Industries Co., Ltd. | 24 | 6 | 0.25 |
| 22 | The Yomiuri Shimbunsha | 40 | 8 | 0.20 | 23 | Asahi Shimbun Publishing Co. | 21 | 6 | 0.29 |
| 24 | The Sumitomo Bank, Ltd. | 37 | 7 | 0.19 | | Japanese National Railways | 21 | 6 | 0.29 |
| | Matsushita Electric Industrial Co., Ltd. | 37 | 3 | 0.08 | 25 | Toray Industries Inc. | 20 | 4 | 0.20 |
| 25 | IBM Japan Ltd | 35 | 6 | 0.17 | 26 | Kobe Steel Ltd. | 19 | 8 | 0.42 |
| 26 | The Dai-Ichi Kangyo Bank, Ltd. | 34 | 7 | 0.21 | 27 | Takeda Chemical Industries, Ltd. | 18 | 6 | 0.33 |
| 27 | The Tokai Bank, Ltd. | 32 | 6 | 0.19 | | Toyo Kogyo Co., Ltd. | 18 | 3 | 0.17 |
| 28 | Takashimaya Co., Ltd. | 31 | 6 | 0.19 | | Mitsubishi Electric Corporation | 18 | 2 | 0.11 |
| 30 | Toyo Menka Kaisha, Ltd. | 29 | 4 | 0.14 | 30 | Kawasaki Heavy Industries, Ltd. | 17 | 2 | 0.12 |

*popularity frequency : frequency of the companies (within five) that one wants to sit for an examination for employment.

acquisitive expectation frequency : frequency of the company (only one) that one wants to join among those one wants to sit for an examination for employment.

R-coefficient : $\frac{\text{acquisitive expectation frequency}}{\text{popularity frequency}}$

Important conditions in choosing a company

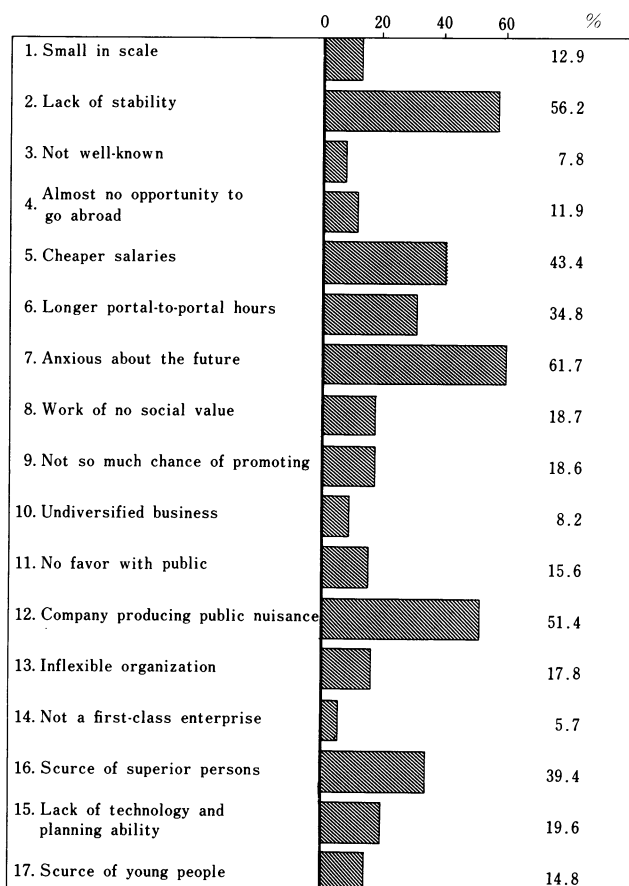
To the question, "what kinds of conditions do you attach importance to in choosing a company?", the answer, "fitness with personality and ability", has been above in ranking. But as far as considered from the ranking of popular companies, we cannot regard it as a absolute condition.

We think that there might be many other necessary conditions, and that students might prefer a company which is expected to satisfy sufficient conditions among those which satisfy the necessary conditions.

Whereas, we inquire into the conditions in choosing a company by detecting disadvantage conditions, meaning "a company undesired", for the results of multi answers about 17 items see fig. 3. According to it, the items that the greater part of students regard is more important than "personality and ability" are "great promise" (61.7 per cent), "stability" (56.2 per cent), and "company producing public nuisance" (51.4 per cent), and "salaries" (43.4 per cent), "technology and planning" (39.4 per cent) and "portal-to-portal hours" (34.8 per cent) are also regarded as important.

It is evident that students will not join the company which does not meet these necessary conditions, even if it emphasize its "fitness with applicants" ability and aptitude.

Fig. 3 Avoiding conditions in choosing employment



The occupational consciousness of current students

Free-lance or Organization

Question 1: What kind of work do you want to do in the future? Please answer your choice, apart from its possibility.

| | Total | Humanity[H] | Science & Engineering[SE] |
|--|------------|-------------|---------------------------|
| 1. Want to join a comparatively big and secure organization (a company or public agency), and to work using powers of the organization. | 48.0 | 46.2 | 50.9 |
| 2. Want to do a more unrestricted and self-controlled work, such as free-lance, not belonged to any organizations, if an average life could be maintained. | 31.5 | 37.0 | 22.7 |
| 3. Want to start a small-scaled organization and to do such work as "venture business" with those friend who have the same purpose as mine. | 19.7 | 16.3 | 25.3 |

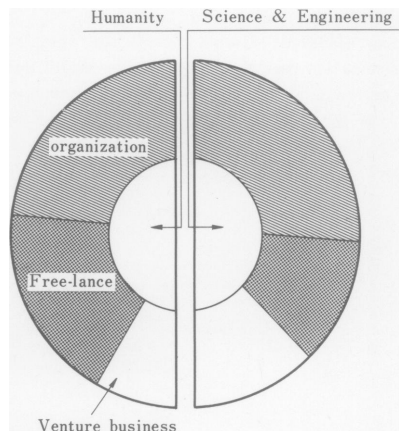
The tendency that students rejected to join a company becomes not so much intense as before, but it seems to be engrossed deeply and take root in them, not disappearing completely.

Particularly among young generation it has actually increased those who look for freedom and reject to join a organization. According to the statistics of Ministry of Education, "without occupation" amounted to 3.7 per cent of the whole graduates of colleges and universities in 1963, and it rose to 9.3% in 1972; indeed twice and a half in ten years.

In our present survey, too, the rate of free-lance-oriented, not belonged to any organizations, amounts to 31.5%, nearly a third of the whole. In the current situation when the difficulty of finding workers is expected to be more intense from now on, they think that it is easy to find work which will keep an average life. This freedom from care, it seems, make them free-lance-oriented. Those of "venture-business-oriented", too, desire "not to belong to big organizations." The fact that "free-lance-oriented" and "venture-business-oriented" amount to 51.2 per cent tells that "non-organization-oriented" has become a main tendency of current students in choosing work.

On the contrary, "want to work using powers of the organization" is 48 per cent. This answer implies more than "stability-oriented" mind. They recognize powers of organizations, and wish to give full play to their abilities through them. If the conditions of "unrestricted and self-controlled" work were satisfied, many of "free-lance-oriented" group would be interested in organizations. "Non-organization-oriented" is not a absolute condition. We must take note of the fact that about one half of the whole are "organization-oriented."

Fig. 4



About a change of employment

Question 2: How do you think about a change of employment?

| | Total | Humanity[H] | Science & Engineering[SE] |
|--|-------|-------------|---------------------------|
| 1. Once joined a company, I want to cultivate myself there and continue to work as possible until age limit. | 30.4 | 31.3 | 28.9 |
| 2. If there are any companies or occupations whose conditions are better than mine, I would like to take up another employment. | 21.5 | 19.9 | 24.2 |
| 3. I want to change my employment actively, looking for posts more promoting and making best use of my ability. | 25.2 | 23.5 | 27.9 |
| 4. After some limited periods, I want to become self-employed, using the knowledge and skills which I acquired in a company. | 22.4 | 24.7 | 18.6 |

They say that young members of late are lack of royalty to the company and their superior, and that they do not hesitate to take up another employment. Is it true?

Surely, "Until age limit" is 30.4 per cent, and the two thirds have possibility of changing employment or becoming self-employed. But the fact that they want to change employment, if there are any companies or occupations of better conditions, means that they wish to lead a better and more useful life, cultivating themselves. It should be a normal pattern of behavior that they wish to change employment, in the case that their jobs do not fit their tastes or personality. In this meaning, we can say that those group of "conditionally want to change employment" is not a "radical group" but an average and classical group.

These classical groups, "until age limit" and "conditionally want to change employment," sum up to 50 per cent. From this results we cannot estimate that the way of thinking about changing employment does not necessarily undergo so much changes.

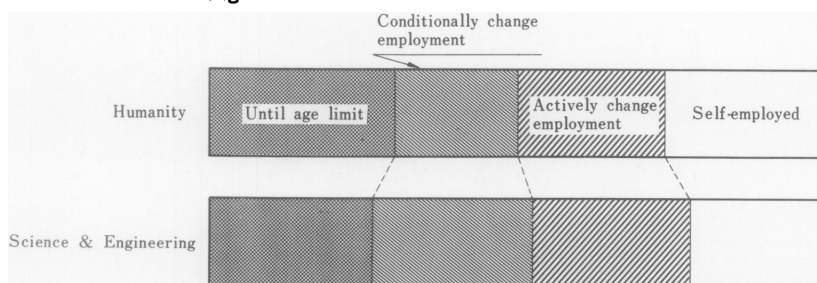
Among the students of national and municipal universities and science & engineering there are, strong tendencies of changing employment. "Conditionally want to change employment" and "actively want to change employment" sum up to 51.9 per cent by national and municipal universities, 42.6 per cent by private, 52.1 per cent by science & engineering, and 43.4 per cent by humanities.

Seeing from the type of industry desired, "until age limit" is 39.7 per cent by iron and steel, 37.1 per cent by finance, 38.5 per cent by transportation; these industries are considerably coincident with those which "organisation-oriented" want to join.

Seeing from occupations desired, "want to become self-employed" is 30.9 per cent by accounting, 31.9 per cent by copywriter, and commercial & industrial designer.

Among "organization-oriented" persons who prefer "car-salesman", there are not so many who want to work until age limit. This is a different tendency from other groups of "organization-oriented".

Fig. 5



About Promotion

Question 3: How do you think about promotion in business world?

| | Total | Humanity | Science & Engineering |
|--|-----------|----------|-----------------------|
| 1. Want to become an executive manager. |30.7 | 39.0 | 17.1 |
| 2. Want to learn specialized ability and to become a specialist. |52.6 | 41.9 | 69.9 |
| 3. Be satisfied to become a middle manager, if I can lead an average life. | 9.0 | 10.9 | 6.0 |
| 4. Only high salary, no matter of position. | 7.4 | 7.8 | 6.8 |

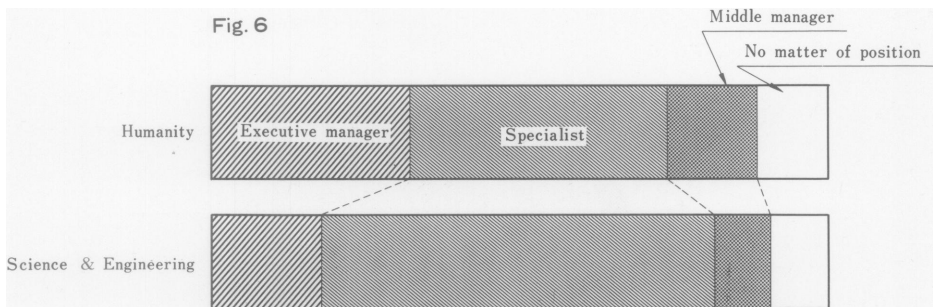
The public evaluation of "promotion" is one of those that recently underwent so much change. Many investigations show that "fame" or "standing" have been less and less valuable.

In our survey, too, "Want to become an executive manager" amounts to only 30.7 per cent. "Promotion-oriented" decreased so low level beyond conception of old "promotion-oriented" people. But, those who want to become an executive manager in this situation of anti-promotion, must have an iron will to promote in business world. "Promotion-oriented" people without an iron will, indeed, decreased in number, but the real number with a strong will to actively promote may be the same as before.

Diminution of "promotion-oriented" people goes to "specialist-oriented"; 52.6 per cent in total, 59.2 per cent by national and municipal, 69.9 per cent by science & engineering.

In the society of merits system they seem to be uncertain over possessing only management skill, and want to get some speciality.

Although they prefer specialist, they do not reject to be promoted in business world. Those who answer "Middle manager" or "no matter of position" are very scarce; 9.0 per cent and 7.4 per cent. In short, many of students only lay stress on learning speciality and becoming a specialist, and do not have a distaste for promotion in business world.



Working and Living

Question 4: There are two opinions about working and living. Which is yours?

- | | |
|--|-------|
| 1. To work is man's duty work, and you will find this world worth living in. | 42.0% |
| 2. After all, work is a mean of livelihood. You cannot find in work things worth living for. | 56.1% |

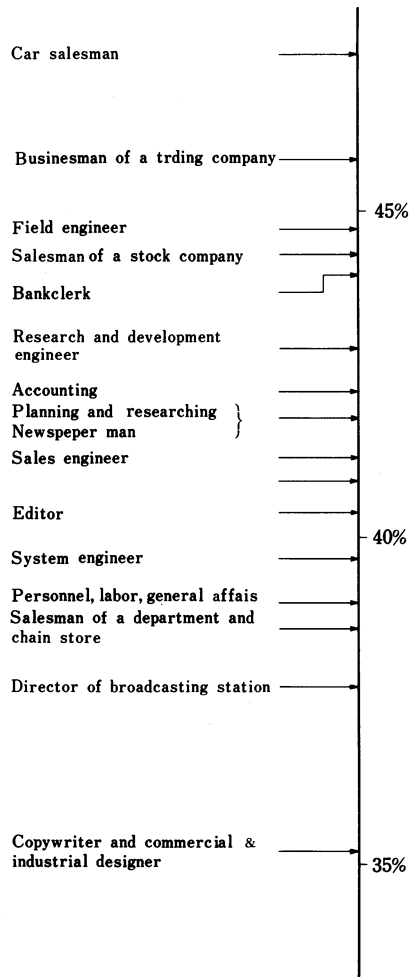
According to a survey about the consciousness of young generation, the answer ranked at the top was "want to lead a life to one's taste." It indicate that they give more importance to "private life" than to "public-centered life". What does "work" mean to them?

We provided two opposing opinions about this issue. "Work is a mean of livelihood" amounts to 56.1 per cent, exceeding the other.

The findings of this item indicate least disparity by facesheet of all the items, with only one exception, that 64.1 per cent out of those who choose copywriter and commercial & industrial designer belong to the group of "work is a mean of livelihood";

It can be generally considered that in these occupations there are more factors of creativity than any others, and that they have more worth living for. But applicants think in another way. They do not fancy their occupations to be most creative; they choose employment from other simple motives.

Fig 7 Percentage who thinks "to work is man's duty."



The attitude of life

Question 5: Which are your attitude of life?

| | Total | H. | S.E. |
|---|-------|------|------|
| 1. Lead a planned life prudently, thinking of the future. | 20.4 | 22.0 | 17.7 |
| 2. Lead a carefree life, not so much thinking of the future. | 22.1 | 22.4 | 21.6 |
| 3. Lead a careful life, no regarding the future. | 17.8 | 16.3 | 20.3 |
| 4. Lead an unplanned life, though anxious about the future. | 39.0 | 38.4 | 39.9 |

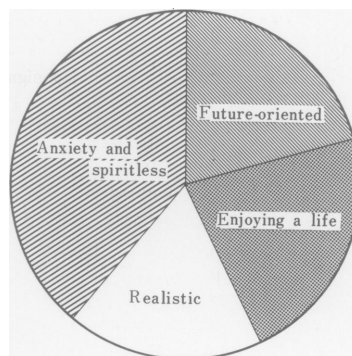
Graduating from universities that are a kind of a hothouse, students often change their way of thinking, and accordingly are sometimes compelled to change the attitude of life. From their present attitude of life we can not tell those that they will lead as businessmen. But their present attitude of life will give a clue to how they would change in the future.

The most of all the four answers is "lead an unplanned life, though anxious about the future". This attitude of life, not confined to students, seems to be in common with the most people. The second highest answer is "lead a carefree life, not so much thinking of the future." These two groups have a common tendency that they have no planned future, and that they enjoy their everyday lives. Compared with other two groups, these might be called "non-planned" groups.

In the age when absolute authority collapsed, the ways of thinking become so much different and any modes of living are permitted, people passed everyday without any aims. Those who answer "not so much thinking of the future" seem to assume a self-justifying attitude in this situation.

Of course there exist many students who lead a planned life prudently, summing up to 38.2 per cent. We know that a prudent group is on the active list. But the greater part of students in the main lead a unplanned and spiritless life with anxiety.

Fig. 8 The Attitude of lif



The place of employment

Question 6; Where do you prefer as your place of employment?

| | Total | Tokyo, Osaka | Other areas |
|--|------------|--------------|-------------|
| 1. Only big cities. | 12.8 | 16.4 | 6.4 |
| 2. Medium and smaller cities or the provinces. | 35.4 | 28.5 | 47.7 |
| 3. Big cities for the time being unknown afterthere. | 50.9 | 54.4 | 44.8 |

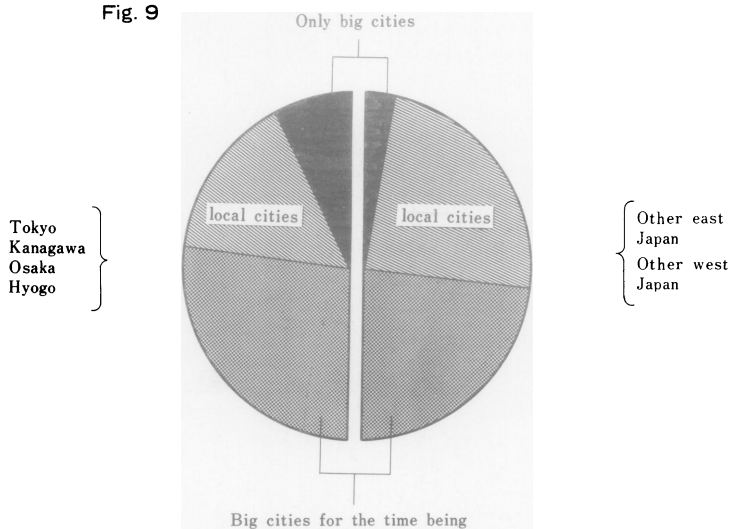
Those who prefer only big cities as the place of employment amount to only 12.8 per cent. As for students who live except in Tokyo and Osaka and its vicinity, it is less than 7 per cent.

They do not wish to live, if possible, in any big cities where the conditions of living grow more serious owing to the din and bustle of a town and air-pollution. But we cannot but live and work in the midst of these conditions. Consequently, "big cities for the time being, unknown afterthere" must to gain in number.

By occupation desired, those who wish to work in big cities are car-salesman (23.8 per cent), trademan of department store and chain store (19.0 per cent), bankclerk (16.8 per cent), and businessman of trading company (17.6 per cent). These may be called as "urban types of occupations".

Those who wish to work in the provinces are research and development engineer (41.3 per cent), plant engineer (47.1 per cent) and system engineer (39.2 per cent). These are the occupations that win high popularity from the students of science and engineering departments. They give the first place to the type of occupations, and if the occupations desired were appointed to them, they would take no notice of the place of employment. They do not think that big cities are essential conditions for choosing employment, only if the facilities were fully equipped.

Fig. 9



About working overseas

Question 7: Do you want to work overseas?

| | Total | H | S E |
|---|-------|------|------|
| 1. Want to join a Japanese company, and to work in foreign countries by either a detached service or a business trip..... | 63.9 | 61.5 | 67.8 |
| 2. Want to go abroad unaided, and to start an enterprise or join a foreign company. | 6.2 | 6.2 | 6.2 |
| 3. Have no interest in working overseas. | 29.3 | 31.6 | 25.6 |

The enthusiastic boom of late in overseas tour reflects not only the growth of leisure but also people's occupational consciousness. "To work overseas" has become one of the main motives in choosing an occupation. Indeed 63.9 percent of the whole want "to work at foreign countries by either a detached service or a business trip". This is an amazing figure, even if the world becomes smaller, and Japan becomes more internationalized.

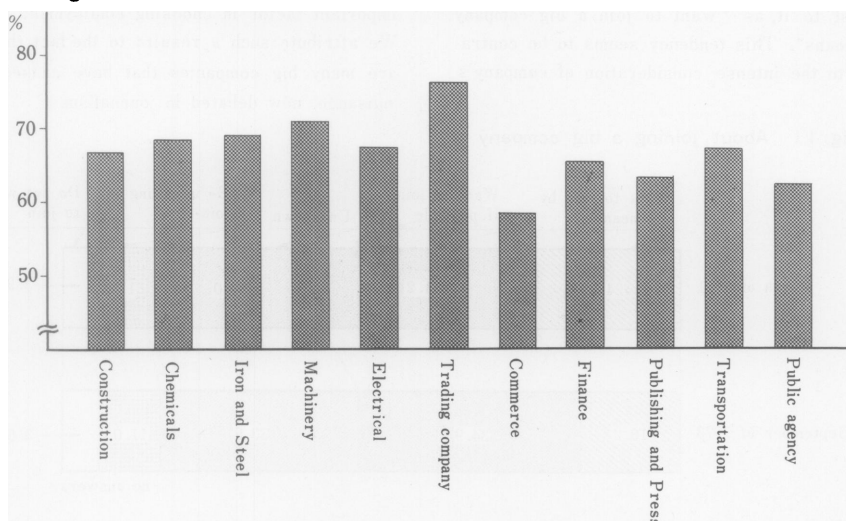
This "overseas-oriented" group increase still more among the applicants for trading companies, summing up to 76.6 per cent; this is one of many factor that explain why trading companies gain so high popularity.

Note that while to be able "to work in foreign countries" is not the major condition that they give importance to in choosing employment, the "overseas-oriented" tendency is so much strong.

They seem to think, we interpret, that such a condition is not an absolute one in choosing employment, and that nothing is so good as working overseas, if possible.

However these "overseas-oriented" people think that they have to "join a company" for the first of all. Those who want to go abroad unaided is only 6.2 per cent; most of them are confined to the applicants for copywriters and commercial & industrial designers (12.7 per cent).

Fig. 10 Persons who want to work overseas



Attachment to a big company

Question 12; How do you think about joining a big company.

| | 1973 | | 1971 | |
|------------------------------------|------|------|------|------|
| | H. | S.E. | H. | S.E. |
| 1. Want to join by all means. | 19.3 | 11.2 | 31.2 | 18.2 |
| 2. Want to join, if possible. | 33.4 | 37.3 | 30.2 | 32.2 |
| 3. Unknown. | 31.8 | 37.3 | 24.8 | 34.6 |
| 4. Be unwilling to join. | 11.1 | 10.6 | 10.6 | 11.9 |
| 5. Do not want to join. | 3.8 | 3.3 | 2.8 | 2.9 |

We surveyed about joining a big company by five grades from "want to join by all means" to "do not want to join".

"Want to join by all means" is 16.2 per cent, "want to join, if possible" 34.9 percent; these "big-company-oriented" groups sum up to about 50 per cent. Compared with the results of survey in March at 1971, "by all means" decreases by 8.1 per cent(23.4 per cent in 1971), and "if possible" increases by 3.7 per cent(31.2 per cent in 1971); "big-company-oriented" decreases by 4.4 per cent in two and a half years.

On the contrary the groups of "non-big-company-oriented", "be unwilling to join" and "do not want to join", were almost unchanged; 14.2 per cent in 1971, and 14.6 per cent in 1972.

Consequently we can say that those are on the decrease who do not reject a big company but hold fast to it, as "want to join a big company by all means". This tendency seems to be contradictory to the intense consideration of company's

"stability". But for students a "big company" often means a super-big one in Japan. They may consider themselves fortunate if they could join a company which kept equilibrium, even if not such a super-big one.

What does define their valuation about "a big company"?

We inquire into it through the difference of images between the "big-company-oriented" groups and "non-big-company-oriented" groups.

We can know the motives of "big-company-oriented" people from the items that have the strong difference of images.

The heaviest factor intensifying the "big-company-oriented" is "stability" and, on the contrary, the heaviest factors weakening it are "related to public nuisance" and "inflexibility of organization"

The problems of public nuisance are indeed an important factor in choosing employment.

We attribute such a results to the fact that, there are many big companies that have caused public nuisance, now debated in journalism.

Fig. 11 About joining a big company

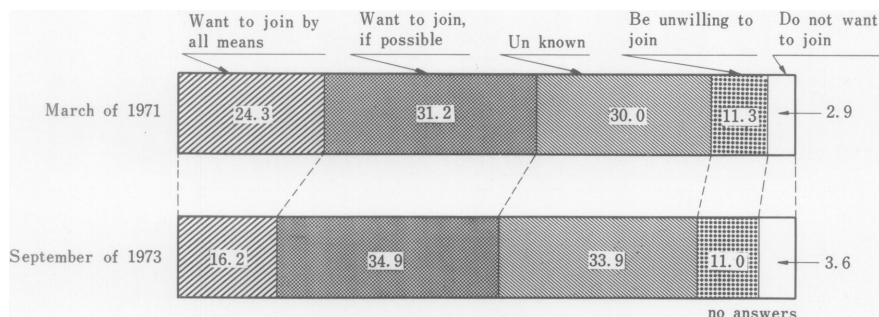
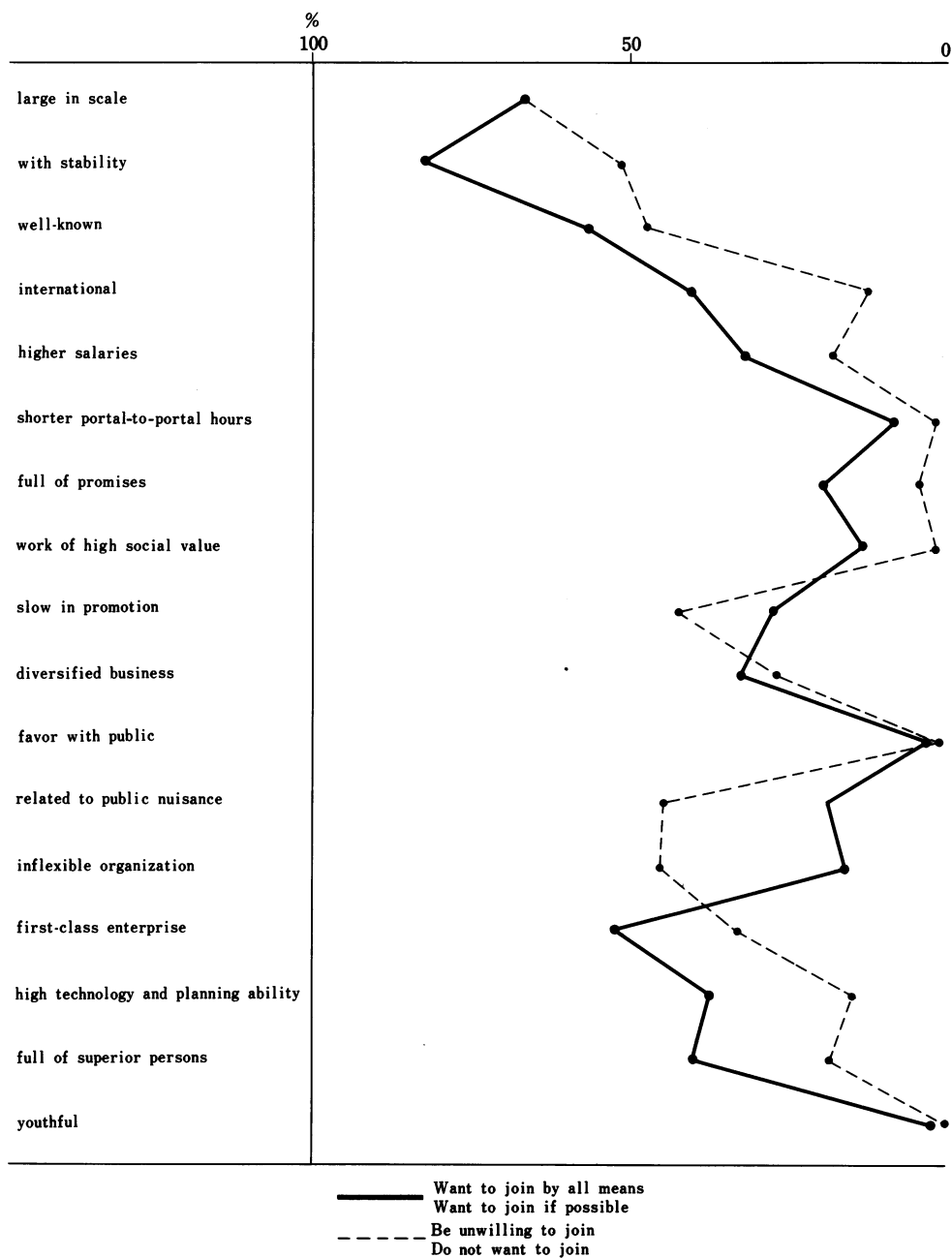


Fig. 12 Image gaps between the "big-company-oriented group and the
"non-big-company-oriented" group



Characteristics of valuation by occupations desired

Let us look at the outline of the valuation of each group by occupations desired.

A system-engineer the occupation with high popularity among the students of science and engineering departments, has no other characteristics than of "specialist-oriented", which symbolize their desires.

A bankclerk, of which many of the applicants of humanity departments find a position, has those classical characteristics such as the intensively "organization-oriented", the intention to serve until age limit, high motives for promotion, and the intensively "big-company-oriented".

The businessman of trading companies, with second highest popularity next to a bankclerk, has no such a remarkable characteristics as a bankclerk except the "overseas-oriented".

Copywriter, and commercial & industrial designer, sometimes regarded as like a outlaw, have the cool observation that work is no more than one mean of livelihood. They are considerably "independence-oriented".

A public employee is so highly "organization-oriented", and rather chooses the provinces as the place of employment.

characteristics

| | System engineer | Car salesman | Bankclerk | The businessman of trading company | Copycoriter, Commercial & Industrial Designer | Public employee |
|-------------------------|-----------------------------------|-------------------------------------|-----------------------------------|------------------------------------|---|--|
| organization-oriented | | comparatively organization-oriented | intensively organization-oriented | | intensively free-lance-oriented | very intensively organization-oriented |
| changing employment | conditionally changing employment | a little independence-oriented | completely fixed | | intensively independence-oriented | |
| promotion-oriented | intensively specialist-oriented | intensively promotion-oriented | intensively promotion-oriented | intensively promotion-oriented | | |
| work and life | | | | | work is a mean of livelihood | |
| attitude of life | | a little future-oriented | a little future-oriented | | a little enjoying life | few enjoying life |
| the place of employment | weakly big-cities-oriented | intensively big-cities-oriented | weakly province-oriented | weakly province-oriented | | intensively province-oriented |
| oversas-oriented | | intensively overseas-oriented | | intensively overseas-oriented | go abroad unaided | |
| big-company-oriented | | a little big-company-oriented | intensively big-company-oriented | a little big-company-oriented | | |

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