



ICPF National Student Survey Overview

Hi this is David Winston, president of the Winston Group, and the following is a presentation of the results of an April 17-27, 2008 survey of 1000 college students nationwide conducted for the International Corrugated Packaging Foundation.

Today's college students are looking for more than a paycheck. Our survey presented students with a variety of factors that can influence career decision making. While factors such as salary and location were important, students expressed that they are looking for more out of there career than the concrete benefits.

Students care about abstract job benefits, such as their ability to be creative in a job, as well as the versatility of the industry.

Of all of the factors presented, the most important factor in influencing students to choose a career path was their ability to be creative and pursue things that interest them. This factor was rated 8.41 out of a possible 10, far and away the top choice.

Furthermore, students find jobs that let them promote a greener world to be more attractive. The most successful message about the industry focused on its green aspects. 44% of students were more likely to



pursue a career in corrugated packaging after hearing about the green aspects of these jobs and the industry.

College students are looking for unique ways to apply their skills in the 21st century. The corrugated package and display industry provides students of diverse academic backgrounds a chance to put their skills to use toward innovation and conservation.

Unfortunately, most students have not heard of the corrugated packaging and display industry. Only 10% of students had heard of the industry, while 90% of students had not. In order to improve the baseline for student interest in careers in the corrugated packaging and display industry, more students must be aware that the careers exist.

Students are divided over whether or not they can get a job in corrugated packaging and display with their degree. 48% believe that with their degree, they could get a career in the industry. 48% do not believe this statement.

While they may be split over whether or not there is a career for them, many believe that the opportunities are available to a wide variety of students. 88% believe that students in engineering and the sciences can find a career in corrugated packaging and display.



Even more students, 92%, believe that students with degrees in fields like business and graphical design can, too.

So how does the data assist ICPF in its mission? The research identifies two opportunities. First, is the opportunity for expanding market share in the recruitment of talent. Though ICPF has worked extensively with the nation's packaging schools, the visibility of careers in corrugated packaging and display among the general student population is very low. Students don't know the jobs are there - but when we tell students what the industry has to offer, they're interested. ICPF must raise the visibility of the industry's careers among the general population. Second, the industry offers the sorts of jobs students are looking for - ones that use diverse skill sets for exciting and compelling purposes. And the industry offers exciting careers that can make a difference in further preserving our green planet. ICPF can raise the visibility of industry careers by educating families and their students about these appealing features.

The core message is one of innovation and conservation. When speaking to students, it is these two things that can make a career in corrugated packaging and display attractive and worth pursuing. It is this principle that must be at the core of messaging to students.

Careers in corrugated are for students who think outside the box.



They give students a chance to explore their interests in the workplace.

These jobs provide opportunities to promote a greener planet.

Students today value innovation and conservation. And it is these two values that must be at the core of a successful push to bring in a new workforce to the corrugated packaging and display industry.