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Q1. When applying for jobs after graduation, do you plan on researching companies before you apply to see how they are doing financially?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
Yes	54%	55%	54%	39%	58%	50%	50%
Maybe	33%	35%	32%	60%	32%	34%	35%
No	13%	10%	14%	2%	11%	16%	15%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	101%	101%	100%	100%
(Unweighted N)	(1978)	(615)	(1341)	(21)	(903)	(979)	(96)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
Yes	54%	45%	54%	54%	60%	53%	52%	56%	52%
Maybe	33%	38%	35%	34%	26%	34%	34%	32%	35%
No	13%	17%	11%	13%	14%	13%	14%	12%	13%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	101%	100%	100%	100%	100%	100%
(Unweighted N)	(1978)	(81)	(51)	(531)	(366)	(939)	(625)	(1047)	(299)

Negative Press poll
January 2020 - 2000 US college students



		Race					
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
Yes	54%	52%	58%	61%	55%	55%	35%
Maybe	33%	35%	34%	26%	28%	34%	39%
No	13%	12%	8%	14%	17%	10%	26%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	99%	100%	101%	100%	99%	100%
(Unweighted N)	(1978)	(1355)	(209)	(102)	(145)	(133)	(22)

		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
Yes	54%	56%	74%	51%	42%	55%	51%	58%	64%	47%
Maybe	33%	37%	24%	39%	31%	31%	34%	33%	30%	32%
No	13%	7%	3%	10%	27%	13%	15%	9%	6%	21%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	101%	100%	100%	99%	100%	100%	100%	100%
(Unweighted N)	(1978)	(15)	(17)	(50)	(173)	(438)	(530)	(461)	(201)	(76)

Q2. Do you plan on researching companies before you apply to see what current and former employees have to say about working there?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
Yes	76%	75%	76%	61%	80%	69%	75%
Maybe	18%	18%	17%	39%	14%	22%	21%
No	7%	6%	7%	0%	5%	9%	4%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	101%	99%	100%	100%	99%	100%	100%
(Unweighted N)	(1975)	(614)	(1338)	(22)	(902)	(977)	(96)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
Yes	76%	83%	68%	76%	75%	75%	78%	77%	65%
Maybe	18%	9%	22%	16%	19%	19%	16%	17%	24%
No	7%	8%	10%	8%	6%	6%	6%	6%	11%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	101%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1975)	(81)	(51)	(527)	(367)	(940)	(625)	(1044)	(299)

Negative Press poll

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		Race					
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
Yes	76%	76%	76%	77%	72%	84%	49%
Maybe	18%	18%	19%	20%	14%	15%	40%
No	7%	6%	5%	3%	14%	1%	11%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	101%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1975)	(1354)	(208)	(103)	(144)	(132)	(22)

		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
Yes	76%	54%	38%	68%	76%	75%	76%	78%	79%	61%
Maybe	18%	30%	52%	28%	18%	18%	16%	17%	17%	22%
No	7%	16%	10%	4%	6%	6%	8%	5%	4%	17%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	101%	100%	100%	100%	100%	99%	100%	100%	100%	100%
(Unweighted N)	(1975)	(15)	(17)	(48)	(174)	(438)	(527)	(461)	(201)	(78)

Q3. If a relevant position opened up, how likely would you be to apply for a job at WeWork?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
Very likely	6%	5%	6%	3%	5%	7%	3%
Somewhat likely	26%	23%	27%	22%	26%	27%	23%
Not too likely	39%	41%	39%	38%	40%	36%	51%
Not at all likely	29%	31%	28%	37%	29%	30%	23%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1985)	(616)	(1346)	(22)	(905)	(984)	(96)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
Very likely	6%	5%	2%	4%	9%	5%	7%	5%	5%
Somewhat likely	26%	14%	36%	25%	32%	26%	27%	27%	25%
Not too likely	39%	45%	45%	36%	35%	42%	39%	38%	41%
Not at all likely	29%	36%	17%	34%	25%	28%	27%	30%	29%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	99%	101%	101%	100%	100%	100%
(Unweighted N)	(1985)	(81)	(51)	(530)	(368)	(942)	(627)	(1048)	(302)

Negative Press poll

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		Race					
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
Very likely	6%	5%	7%	7%	7%	8%	10%
Somewhat likely	26%	24%	21%	33%	29%	23%	25%
Not too likely	39%	40%	45%	34%	38%	44%	36%
Not at all likely	29%	31%	26%	26%	26%	25%	29%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	99%	100%	100%	100%	100%
(Unweighted N)	(1985)	(1357)	(210)	(106)	(145)	(133)	(22)

		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
Very likely	6%	30%	10%	13%	4%	4%	8%	4%	5%	4%
Somewhat likely	26%	30%	40%	18%	22%	23%	30%	25%	29%	28%
Not too likely	39%	31%	39%	52%	38%	43%	35%	40%	37%	36%
Not at all likely	29%	9%	11%	17%	36%	29%	27%	30%	29%	32%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%
(Unweighted N)	(1985)	(16)	(17)	(49)	(174)	(440)	(530)	(461)	(201)	(78)

Q4. What would be your main reason for not applying?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
Other	55%	45%	56%	59%	57%	51%	52%
WeWork doesn't have jobs in my field	18%	20%	17%	16%	19%	15%	29%
I've seen negative press about WeWork's finances and/or workplace culture	13%	18%	12%	21%	10%	18%	14%
I don't want to work for a startup	8%	9%	8%	5%	7%	9%	5%
WeWork's goals don't interest me	7%	9%	6%	0%	7%	7%	0%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	101%	101%	99%	101%	100%	100%	100%
(Unweighted N)	(1375)	(435)	(923)	(16)	(644)	(660)	(71)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
Other	55%	60%	32%	56%	47%	57%	53%	55%	57%
WeWork doesn't have jobs in my field	18%	13%	33%	17%	17%	18%	20%	17%	14%
I've seen negative press about WeWork's finances and/or workplace culture	13%	11%	13%	15%	17%	11%	14%	14%	10%
I don't want to work for a startup	8%	11%	12%	6%	11%	8%	5%	9%	11%

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
WeWork’s goals don’t interest me	7%	5%	10%	5%	8%	7%	8%	5%	8%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	101%	100%	100%	99%	100%	101%	100%	100%	100%
(Unweighted N)	(1375)	(60)	(34)	(372)	(232)	(670)	(430)	(721)	(218)

		Race					
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
Other	55%	55%	50%	59%	54%	56%	50%
WeWork doesn’t have jobs in my field	18%	18%	15%	11%	19%	25%	13%
I’ve seen negative press about WeWork’s finances and/or workplace culture	13%	14%	16%	12%	9%	13%	23%
I don’t want to work for a startup	8%	7%	9%	10%	11%	3%	7%
WeWork’s goals don’t interest me	7%	6%	11%	7%	7%	3%	7%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	101%	100%	101%	99%	100%	100%	100%
(Unweighted N)	(1375)	(964)	(141)	(63)	(93)	(93)	(14)

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		Year						
	Total	2018	2019	2020	2021	2022	2023	Other
Other	55%	29%	51%	55%	57%	59%	55%	52%
WeWork doesn't have jobs in my field	18%	31%	19%	20%	17%	13%	20%	7%
I've seen negative press about WeWork's finances and/or workplace culture	13%	23%	10%	13%	13%	15%	8%	22%
I don't want to work for a startup	8%	9%	7%	8%	7%	8%	13%	3%
WeWork's goals don't interest me	7%	8%	12%	4%	6%	5%	4%	16%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	101%	100%	99%	100%	100%	100%	100%	100%
(Unweighted N)	(1375)	(35)	(127)	(317)	(349)	(335)	(131)	(55)

Q5. If a relevant position opened up, how likely would you be to apply for a job at Away?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
Very likely	4%	4%	4%	0%	3%	5%	2%
Somewhat likely	17%	16%	16%	25%	14%	20%	16%
Not too likely	42%	44%	42%	46%	45%	38%	50%
Not at all likely	38%	36%	38%	29%	38%	37%	32%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	101%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1990)	(618)	(1349)	(22)	(905)	(989)	(96)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
Very likely	4%	1%	13%	4%	4%	3%	5%	4%	3%
Somewhat likely	17%	12%	22%	16%	15%	17%	18%	17%	13%
Not too likely	42%	39%	44%	39%	44%	43%	44%	40%	44%
Not at all likely	38%	49%	21%	40%	37%	37%	33%	39%	41%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	101%	101%	100%	99%	100%	100%	100%	100%	101%
(Unweighted N)	(1990)	(81)	(51)	(533)	(368)	(943)	(628)	(1052)	(302)

Negative Press poll
January 2020 - 2000 US college students



		Race					
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
Very likely	4%	3%	4%	8%	3%	1%	4%
Somewhat likely	17%	16%	15%	14%	21%	19%	21%
Not too likely	42%	43%	40%	40%	44%	44%	29%
Not at all likely	38%	39%	41%	38%	33%	37%	45%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	101%	101%	100%	100%	101%	101%	99%
(Unweighted N)	(1990)	(1360)	(211)	(106)	(146)	(133)	(22)

		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
Very likely	4%	35%	10%	6%	3%	1%	4%	2%	11%	1%
Somewhat likely	17%	26%	24%	20%	12%	16%	17%	16%	14%	27%
Not too likely	42%	3%	38%	48%	38%	44%	42%	44%	41%	41%
Not at all likely	38%	37%	28%	26%	46%	39%	37%	39%	35%	31%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	101%	101%	100%	100%	99%	100%	100%	101%	101%	100%
(Unweighted N)	(1990)	(16)	(17)	(50)	(175)	(440)	(532)	(461)	(201)	(78)

Q6. What would be your main reason for not applying?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
Other	76%	71%	76%	88%	76%	75%	77%
Away doesn't have jobs in my field	12%	15%	12%	12%	13%	10%	15%
I don't want to work for a startup	5%	7%	5%	0%	3%	7%	6%
Away's goals don't interest me	4%	4%	4%	0%	4%	5%	2%
I've seen negative press about Away's workplace culture	3%	2%	3%	0%	3%	3%	1%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	99%	100%	100%	99%	100%	101%
(Unweighted N)	(1573)	(490)	(1066)	(17)	(739)	(754)	(80)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
Other	76%	81%	59%	78%	67%	78%	74%	78%	72%
Away doesn't have jobs in my field	12%	13%	20%	10%	17%	11%	13%	12%	11%
I don't want to work for a startup	5%	1%	10%	4%	9%	4%	5%	4%	9%
Away's goals don't interest me	4%	1%	3%	6%	4%	4%	5%	3%	5%
I've seen negative press about Away's workplace culture	3%	5%	9%	3%	4%	2%	3%	3%	2%

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	101%	101%	101%	101%	99%	100%	100%	99%
(Unweighted N)	(1573)	(66)	(37)	(417)	(292)	(755)	(487)	(830)	(251)

		Race					
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
Other	76%	75%	73%	83%	71%	80%	72%
Away doesn't have jobs in my field	12%	13%	9%	7%	13%	13%	10%
I don't want to work for a startup	5%	5%	5%	5%	6%	4%	6%
Away's goals don't interest me	4%	4%	8%	2%	6%	1%	0%
I've seen negative press about Away's workplace culture	3%	2%	5%	4%	3%	2%	11%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	99%	100%	101%	99%	100%	99%
(Unweighted N)	(1573)	(1093)	(161)	(81)	(110)	(106)	(16)

Negative Press poll

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		Year							
	Total	2017	2018	2019	2020	2021	2022	2023	Other
Other	76%	28%	71%	73%	73%	79%	80%	72%	70%
Away doesn't have jobs in my field	12%	0%	12%	10%	16%	12%	9%	16%	9%
I don't want to work for a startup	5%	32%	5%	6%	8%	4%	3%	5%	4%
Away's goals don't interest me	4%	25%	1%	10%	3%	4%	4%	4%	6%
I've seen negative press about Away's workplace culture	3%	15%	12%	2%	1%	2%	4%	3%	11%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	101%	101%	101%	101%	100%	100%	100%
(Unweighted N)	(1573)	(11)	(36)	(143)	(362)	(417)	(377)	(151)	(61)

Q7. If a relevant position opened up, how likely would you be to apply for a job at Boeing?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
Very likely	16%	21%	15%	23%	11%	24%	8%
Somewhat likely	29%	29%	29%	30%	25%	34%	24%
Not too likely	28%	26%	28%	32%	31%	24%	25%
Not at all likely	27%	25%	28%	15%	33%	18%	43%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	101%	100%	100%	100%	100%	100%
(Unweighted N)	(1990)	(618)	(1349)	(22)	(905)	(989)	(96)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
Very likely	16%	11%	19%	22%	15%	14%	13%	17%	21%
Somewhat likely	29%	23%	28%	30%	30%	28%	27%	29%	33%
Not too likely	28%	30%	32%	25%	30%	28%	33%	25%	24%
Not at all likely	27%	35%	20%	23%	25%	31%	27%	29%	22%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	99%	99%	100%	100%	101%	100%	100%	100%
(Unweighted N)	(1990)	(81)	(51)	(533)	(368)	(943)	(628)	(1052)	(302)

Negative Press poll
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		Race					
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
Very likely	16%	18%	19%	9%	12%	22%	23%
Somewhat likely	29%	29%	31%	23%	33%	24%	23%
Not too likely	28%	27%	31%	35%	26%	24%	11%
Not at all likely	27%	26%	19%	33%	30%	29%	44%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	101%	99%	101%
(Unweighted N)	(1990)	(1360)	(211)	(106)	(146)	(133)	(22)

		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
Very likely	16%	42%	15%	9%	21%	16%	16%	14%	18%	14%
Somewhat likely	29%	32%	48%	47%	31%	24%	27%	33%	24%	36%
Not too likely	28%	23%	18%	28%	26%	31%	29%	24%	27%	25%
Not at all likely	27%	3%	19%	16%	22%	28%	27%	30%	31%	24%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	99%	99%	101%	100%	99%
(Unweighted N)	(1990)	(16)	(17)	(50)	(175)	(440)	(532)	(461)	(201)	(78)

Q8. What would be your main reason for not applying?

		Financial Aid		Gender			Major				
	Total	No	Yes	Female	Male	Non Binary	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
Boeing doesn't have jobs in my field	43%	51%	41%	41%	44%	49%	51%	56%	43%	40%	42%
Other	29%	23%	30%	34%	22%	19%	39%	15%	25%	29%	31%
I've seen negative press about the safety of Boeing's planes	14%	11%	14%	13%	15%	16%	7%	6%	15%	20%	12%
Boeing's goals don't interest me	11%	12%	11%	10%	13%	13%	3%	18%	13%	7%	12%
I want to work for a younger company	3%	3%	3%	2%	6%	3%	0%	6%	4%	4%	3%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%	100%
(Unweighted N)	(1020)	(296)	(714)	(560)	(400)	(60)	(49)	(28)	(233)	(184)	(520)

		Political Leaning			Race				
	Total	Democrat	Independent	Republican	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races
Boeing doesn't have jobs in my field	43%	44%	42%	42%	46%	44%	37%	38%	37%
Other	29%	25%	31%	31%	25%	25%	30%	40%	33%
I've seen negative press about the safety of Boeing's planes	14%	16%	13%	12%	12%	15%	20%	14%	7%
Boeing's goals don't interest me	11%	11%	11%	10%	14%	7%	7%	6%	19%

		Political Leaning			Race				
	Total	Democrat	Independent	Republican	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races
I want to work for a younger company	3%	3%	3%	5%	2%	9%	5%	2%	4%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	99%	100%	100%	99%	100%	99%	100%	100%
(Unweighted N)	(1020)	(360)	(521)	(135)	(699)	(93)	(71)	(74)	(68)

		Year						
	Total	2018	2019	2020	2021	2022	2023	Other
Boeing doesn't have jobs in my field	43%	50%	40%	46%	44%	42%	32%	42%
Other	29%	21%	33%	31%	27%	30%	35%	24%
I've seen negative press about the safety of Boeing's planes	14%	15%	14%	9%	15%	16%	15%	15%
Boeing's goals don't interest me	11%	15%	12%	11%	11%	9%	15%	8%
I want to work for a younger company	3%	0%	1%	3%	3%	3%	3%	11%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	101%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1020)	(23)	(80)	(229)	(291)	(237)	(103)	(38)

Q9. If a relevant position opened up, how likely would you be to apply for a job at Uber?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
Very likely	6%	8%	6%	3%	4%	10%	1%
Somewhat likely	24%	25%	24%	6%	25%	25%	18%
Not too likely	34%	31%	34%	63%	34%	33%	42%
Not at all likely	35%	36%	35%	28%	37%	32%	39%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	99%	100%	99%	100%	100%	100%	100%
(Unweighted N)	(1988)	(618)	(1347)	(22)	(904)	(988)	(96)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
Very likely	6%	5%	6%	8%	7%	5%	7%	6%	7%
Somewhat likely	24%	35%	26%	20%	30%	24%	25%	25%	19%
Not too likely	34%	27%	36%	33%	32%	36%	33%	35%	35%
Not at all likely	35%	33%	32%	38%	32%	35%	35%	34%	39%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	99%	100%	100%	99%	101%	100%	100%	100%	100%
(Unweighted N)	(1988)	(81)	(51)	(532)	(368)	(942)	(627)	(1051)	(302)

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		Race					
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
Very likely	6%	5%	9%	8%	6%	6%	10%
Somewhat likely	24%	23%	22%	27%	26%	22%	16%
Not too likely	34%	34%	37%	36%	35%	30%	27%
Not at all likely	35%	37%	32%	29%	33%	42%	47%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	99%	99%	100%	100%	100%	100%	100%
(Unweighted N)	(1988)	(1359)	(210)	(106)	(146)	(133)	(22)

		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
Very likely	6%	33%	0%	10%	6%	5%	6%	3%	13%	7%
Somewhat likely	24%	12%	53%	32%	23%	25%	22%	26%	29%	15%
Not too likely	34%	22%	19%	28%	25%	32%	36%	36%	34%	51%
Not at all likely	35%	33%	28%	30%	47%	38%	36%	35%	24%	28%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	99%	100%	100%	100%	101%	100%	100%	100%	100%	101%
(Unweighted N)	(1988)	(16)	(17)	(49)	(175)	(440)	(531)	(461)	(201)	(78)

Q10. What would be your main reason for not applying?

		Financial Aid			Gender		
	Total	No	Yes	Other	Female	Male	Non Binary
Uber doesn't have jobs in my field	37%	36%	37%	32%	39%	34%	38%
Uber's goals don't interest me	24%	22%	24%	28%	25%	23%	16%
I've seen negative press about Uber's finances and/or workplace culture	19%	20%	18%	27%	18%	19%	26%
Other	17%	19%	16%	14%	14%	20%	17%
I don't want to work for a startup	3%	3%	4%	0%	4%	3%	2%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	99%	101%	100%	99%	99%
(Unweighted N)	(1375)	(415)	(941)	(19)	(658)	(643)	(74)

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
Uber doesn't have jobs in my field	37%	55%	35%	39%	31%	37%	40%	35%	37%
Uber's goals don't interest me	24%	8%	27%	24%	26%	24%	24%	23%	29%
I've seen negative press about Uber's finances and/or workplace culture	19%	13%	27%	18%	21%	19%	21%	20%	10%
Other	17%	24%	10%	16%	16%	18%	12%	19%	20%

		Major					Political Leaning		
	Total	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other	Democrat	Independent	Republican
I don't want to work for a startup	3%	0%	0%	4%	6%	3%	4%	3%	5%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	99%	101%	100%	101%	101%	100%	101%
(Unweighted N)	(1375)	(53)	(34)	(378)	(244)	(658)	(437)	(714)	(220)

		Race					
	Total	White	Asian	Black Or African American	Hispanic Latino	Two Or More Races	Other
Uber doesn't have jobs in my field	37%	39%	47%	32%	31%	36%	37%
Uber's goals don't interest me	24%	25%	21%	27%	18%	24%	8%
I've seen negative press about Uber's finances and/or workplace culture	19%	17%	17%	16%	27%	21%	25%
Other	17%	16%	11%	17%	22%	18%	24%
I don't want to work for a startup	3%	3%	4%	8%	3%	1%	6%
Refused	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	101%	100%	100%
(Unweighted N)	(1375)	(963)	(131)	(67)	(97)	(97)	(15)

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		Year							
	Total	2017	2018	2019	2020	2021	2022	2023	Other
Uber doesn't have jobs in my field	37%	25%	31%	40%	42%	39%	36%	25%	35%
Uber's goals don't interest me	24%	13%	15%	21%	19%	24%	26%	32%	20%
I've seen negative press about Uber's finances and/or workplace culture	19%	48%	27%	21%	18%	17%	19%	16%	30%
Other	17%	4%	14%	15%	18%	18%	16%	20%	9%
I don't want to work for a startup	3%	9%	13%	3%	3%	2%	3%	7%	5%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	99%	100%	100%	100%	100%	100%	100%	99%
(Unweighted N)	(1375)	(11)	(34)	(121)	(306)	(384)	(328)	(116)	(57)

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Survey Methodology

This survey was designed and conducted by College Pulse. Interviews were conducted in English among a sample of 2000 undergraduate students who are currently enrolled in the U.S.

The initial sample was drawn from College Pulse's Undergraduate Student Panel that includes over 240,000 verified students representing more than 800 different colleges and universities in all 50 states. Panel members are recruited by a number of methods to help ensure diversity in the panel population, including web advertising, permission-based email campaigns, and partnerships with university organizations.

To reduce the effects of any non-response bias, a post-stratification adjustment was applied based on demographic distributions from the 2017 Current Population Survey (CPS). The post-stratification weight rebalanced the sample based on the following benchmarks: age, race and ethnicity, and gender. The sample weighting was accomplished using an iterative proportional fitting (IPF) process that simultaneously balances the distributions of all variables. Weights were trimmed to prevent individual interviews from having too much influence on the final results.

The margin of error for this survey is $\pm 2.5\%$. Margins of error are typically calculated on probability-based samples and are not technically correct for non-probability online samples. We supply them here to provide a general assessment of error ranges that may be associated with the data.

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About College Pulse

College Pulse is an online survey and analytics company dedicated to understanding the attitudes, preferences, and behaviors of today's college students. College Pulse offers custom data-driven marketing and research solutions, utilizing its unique Undergraduate Student Panel that includes 240,000 undergraduate college student respondents from more than 800 four-year colleges and universities in all 50 states.

For more information, visit <https://collegepulse.com>