Employee Salaries poll
December 2019 - 2001 US college students

COLLEGE PULSE

List of Tables

Employee Salaries poll
December 2019 - 2001 US college students

COLLEGE PULSE

Q1. How confident are you in your knowledge of how salary negotiations work?

		Financial Aid			Gender			Political Leaning		
	Total	No	Yes	Other	Female	Male	Non Binary	Democrat	Independent	Republican
Very confident	4%	4%	4%	7%	1%	8%	3%	3%	3%	8%
Somewhat confident	26%	27%	26%	30%	19%	36%	19%	21%	28%	35%
Not too confident	47%	48%	47%	34%	52%	40%	52%	53%	45%	39%
Not at all confident	23%	21%	23%	29%	27%	16%	27%	23%	24%	18%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	99%	100%	101%	100%	100%	100%
(Unweighted N)	(1587)	(521)	(1046)	(20)	(661)	(855)	(71)	(507)	(820)	(257)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Very confident	4%	3%	5%	6%	4%	22%	2%	10%
Somewhat confident	26%	27%	24%	29%	24%	31%	22%	15%
Not too confident	47%	49%	47%	44%	45%	24%	51%	27%
Not at all confident	23%	21%	24%	20%	28%	24%	26%	48%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	99%	101%	101%	101%	100%
(Unweighted N)	(1587)	(1090)	(167)	(87)	(112)	(11)	(101)	(19)

Employee Salaries poll
December 2019 - 2001 US college students

COLLEGE PULSE

Q2. How confident are you in your knowledge of how employee stock options work?

		Financial Aid			Gender			Political Leaning		
	Total	No	Yes	Other	Female	Male	Non Binary	Democrat	Independent	Republican
Very confident	4%	4%	4%	5%	1%	8%	5%	3%	4%	6%
Somewhat confident	15%	17%	15%	29%	8%	25%	8%	13%	14%	27%
Not too confident	30%	34%	30%	20%	27%	35%	25%	28%	32%	28%
Not at all confident	50%	45%	51%	47%	64%	32%	63%	56%	50%	39%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	99%	100%	100%	101%	100%	100%	101%	100%	100%	100%
(Unweighted N)	(1586)	(520)	(1046)	(20)	(661)	(854)	(71)	(507)	(819)	(257)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Very confident	4%	4%	4%	2%	3%	22%	4%	9%
Somewhat confident	15%	14%	18%	14%	22%	7%	9%	11%
Not too confident	30%	30%	32%	33%	27%	43%	30%	29%
Not at all confident	50%	52%	46%	51%	48%	28%	57%	51%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	99%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1586)	(1089)	(167)	(87)	(112)	(11)	(101)	(19)

Employee Salaries poll
December 2019 - 2001 US college students

Q3. As far as you know, do any of your friends or family members with full-time jobs have employee stock options with their company?

		Financial Aid			Gender			Political Leaning		
	Total	No	Yes	Other	Female	Male	Non Binary	Democrat	Independent	Republican
Yes	25%	37%	23%	24%	21%	31%	18%	24%	23%	33%
No	29%	22%	30%	30%	25%	35%	29%	27%	31%	27%
Not sure	46%	40%	47%	46%	54%	35%	53%	49%	46%	40%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%
(Unweighted N)	(1587)	(521)	(1046)	(20)	(661)	(855)	(71)	(507)	(820)	(257)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Yes	25%	27%	32%	16%	19%	38%	34%	25%
No	29%	27%	26%	31%	39%	19%	20%	23%
Not sure	46%	46%	41%	52%	42%	43%	46%	52%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	99%	99%	100%	100%	100%	100%
(Unweighted N)	(1587)	(1090)	(167)	(87)	(112)	(11)	(101)	(19)

Employee Salaries poll
December 2019 - 2001 US college students

COLLEGE **PULSE**

Q4. When it comes to accepting a job offer after graduation, how do you feel about employee stock options?

		Financial Aid			Gender			Political Leaning		
	Total	No	Yes	Other	Female	Male	Non Binary	Democrat	Independent	Republican
I want employee stock options	32%	36%	31%	38%	23%	43%	19%	29%	32%	38%
I do not care whether I have employee stock options or not	44%	42%	45%	29%	49%	38%	46%	46%	45%	39%
I do not want employee stock options	6%	6%	6%	31%	7%	4%	6%	6%	6%	6%
My industry doesn't offer employee stock options	18%	16%	19%	1%	20%	14%	30%	19%	18%	17%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	101%	99%	99%	99%	101%	100%	101%	100%
(Unweighted N)	(1576)	(517)	(1039)	(20)	(655)	(851)	(70)	(503)	(815)	(255)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
I want employee stock options	32%	28%	37%	35%	36%	39%	37%	30%
I do not care whether I have employee stock options or not	44%	47%	44%	43%	39%	33%	42%	60%
I do not want employee stock options	6%	7%	8%	5%	3%	0%	6%	4%
My industry doesn't offer employee stock options	18%	18%	12%	17%	22%	28%	15%	5%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	101%	100%	100%	100%	100%	99%
(Unweighted N)	(1576)	(1083)	(167)	(85)	(111)	(11)	(100)	(19)

Employee Salaries poll
December 2019 - 2001 US college students

COLLEGE PULSE

Q5. If you receive full-time job offers from two private companies you want to work for after graduation, which offer are you more likely to accept if all other benefits are the same?

		Financial Aid			Gender			Political Leaning		
	Total	No	Yes	Other	Female	Male	Non Binary	Democrat	Independent	Republican
A $60,000 salary with no stock options	58%	54%	58%	79%	63%	50%	73%	59%	57%	58%
A $50,000 salary with stock options	42%	46%	42%	21%	37%	50%	27%	41%	43%	42%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1573)	(515)	(1038)	(20)	(654)	(850)	(69)	(504)	(814)	(252)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
A $60,000 salary with no stock options	58%	63%	53%	47%	55%	27%	61%	54%
A $50,000 salary with stock options	42%	37%	47%	53%	45%	73%	39%	46%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1573)	(1081)	(166)	(86)	(111)	(11)	(99)	(19)

Employee Salaries poll
December 2019 - 2001 US college students

Q6. Which of the following statements comes closest to your view on employee stock options, even if neither is exactly right?

		Financial Aid			Gender			Political Leaning		
	Total	No	Yes	Other	Female	Male	Non Binary	Democrat	Independent	Republican
When accepting a job at a startup, it's NOT worth taking a lower salary because there's a risk your stock options will be worthless	65%	60%	66%	74%	75%	50%	86%	68%	67%	50%
When accepting a job at a startup, it's worth taking a lower salary because it's possible you'll make more money from your stock options in the future	35%	40%	34%	26%	25%	50%	14%	32%	33%	50%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1569)	(511)	(1038)	(20)	(651)	(849)	(69)	(499)	(815)	(253)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
When accepting a job at a startup, it's NOT worth taking a lower salary because there's a risk your stock options will be worthless	65%	66%	62%	60%	68%	59%	72%	48%
When accepting a job at a startup, it's worth taking a lower salary because it's possible you'll make more money from your stock options in the future	35%	34%	38%	40%	32%	41%	28%	52%

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1569)	(1074)	(167)	(86)	(112)	(11)	(100)	(19)

Employee Salaries poll
December 2019 - 2001 US college students

COLLEGE PULSE

Q7. What's the BEST perk or benefit, if any, a company could offer to persuade you to take a slightly lower salary than you expected?

		Financial Aid			Gender			Political Leaning		
	Total	No	Yes	Other	Female	Male	Non Binary	Democrat	Independent	Republican
High-quality health plan	56%	51%	57%	61%	58%	52%	72%	59%	56%	47%
Stock options	4%	6%	4%	0%	3%	6%	4%	5%	4%	5%
Free lunch provided every day	7%	5%	7%	0%	6%	7%	6%	7%	6%	4%
Formal mentorship and opportunities to learn new skills	7%	7%	7%	4%	5%	9%	3%	5%	7%	11%
Extra paid vacation time	24%	28%	24%	27%	27%	22%	15%	22%	25%	27%
None of the above	2%	2%	2%	8%	2%	3%	1%	2%	2%	5%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	99%	101%	100%	101%	99%	101%	100%	100%	99%
(Unweighted N)	(1578)	(516)	(1042)	(20)	(655)	(852)	(71)	(504)	(817)	(254)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
High-quality health plan	56%	57%	51%	54%	59%	48%	49%	26%
Stock options	4%	4%	12%	3%	6%	0%	2%	0%
Free lunch provided every day	7%	5%	13%	9%	5%	24%	6%	4%
Formal mentorship and opportunities to learn new skills	7%	6%	8%	4%	7%	16%	14%	22%
Extra paid vacation time	24%	25%	15%	26%	23%	12%	29%	47%
None of the above	2%	3%	1%	3%	0%	0%	1%	2%

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	99%	100%	100%	101%	101%
(Unweighted N)	(1578)	(1082)	(167)	(87)	(112)	(11)	(100)	(19)

Survey Methodology

This survey was designed and conducted by College Pulse. Interviews were conducted in English among a sample of 2001 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 (IFP) 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 ±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.

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