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Q1. Are you looking for an internship after this academic year or for a full-time job?

	Affiliation			Financial Aid			Gender		
	Total	Affiliated	Unaffiliated	No	Yes	Other	Female	Male	Non Binary
Internship	40%	40%	34%	44%	39%	49%	39%	42%	33%
Full-Time Job	22%	24%	24%	21%	22%	15%	22%	21%	20%
I have an internship/job already	12%	13%	13%	12%	12%	11%	12%	13%	15%
Not looking	26%	23%	29%	22%	26%	25%	27%	24%	32%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	99%	99%	100%	100%	100%	100%
(Unweighted N)	(4994)	(416)	(2792)	(1602)	(3318)	(50)	(2575)	(2209)	(195)

		High School					Major				
	Total	Public	Private	Parochial	Homeschool	Other	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
Internship	40%	40%	46%	31%	31%	40%	27%	35%	43%	38%	41%
Full-Time Job	22%	22%	21%	32%	21%	15%	32%	27%	19%	23%	22%
I have an internship/job already	12%	12%	12%	16%	26%	11%	9%	13%	13%	14%	11%
Not looking	26%	26%	22%	21%	23%	34%	33%	25%	25%	24%	26%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	101%	100%	101%	100%	101%	100%	100%	99%	100%
(Unweighted N)	(4994)	(3948)	(797)	(63)	(82)	(84)	(189)	(117)	(1366)	(885)	(2366)

On Campus Events poll
December 2019 - 5001 US college students



		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Internship	40%	37%	57%	43%	43%	51%	38%	38%
Full-Time Job	22%	23%	17%	21%	21%	28%	17%	17%
I have an internship/job already	12%	13%	10%	10%	10%	2%	20%	15%
Not looking	26%	27%	16%	26%	25%	20%	25%	30%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	99%	101%	100%	100%
(Unweighted N)	(4994)	(2940)	(866)	(355)	(415)	(42)	(283)	(60)

		University									
	Total	ACC	Big 10	Big 12	Big East	Big West	CAA	California State	Ivy League	Mid American Conference	NESCAC
Internship	40%	49%	41%	34%	31%	38%	24%	40%	53%	21%	56%
Full-Time Job	22%	20%	24%	18%	65%	32%	13%	27%	21%	34%	18%
I have an internship/job already	12%	11%	13%	10%	4%	8%	55%	7%	12%	20%	4%
Not looking	26%	20%	21%	38%	0%	23%	9%	26%	13%	25%	22%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	99%	100%	100%	101%	101%	100%	99%	100%	100%
(Unweighted N)	(4994)	(324)	(249)	(193)	(13)	(140)	(15)	(268)	(263)	(97)	(85)

On Campus Events poll
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		University (ctd.)						
	Total	NEWMAC	PAC 12	Patriot League	SEC	Texas State	UAA	Other
Internship	40%	75%	33%	57%	38%	37%	60%	40%
Full-Time Job	22%	5%	25%	14%	18%	17%	18%	22%
I have an internship/job already	12%	11%	14%	13%	16%	17%	15%	12%
Not looking	26%	9%	28%	16%	28%	29%	7%	27%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	101%
(Unweighted N)	(4994)	(50)	(503)	(24)	(205)	(243)	(44)	(2632)

		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
Internship	40%	48%	16%	9%	6%	21%	54%	47%	46%	7%
Full-Time Job	22%	15%	34%	52%	51%	49%	12%	11%	12%	24%
I have an internship/job already	12%	9%	17%	26%	23%	13%	14%	11%	8%	21%
Not looking	26%	28%	33%	14%	20%	17%	21%	31%	34%	47%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	101%	100%	100%	101%	100%	100%	99%
(Unweighted N)	(4994)	(26)	(25)	(56)	(192)	(1042)	(1299)	(1188)	(1032)	(97)

Q2. How important is participation in on-campus recruiting events and activities to help you find an internship or full-time job?

		Affiliation		Financial Aid			Gender		
	Total	Affiliated	Unaffiliated	No	Yes	Other	Female	Male	Non Binary
5- Very Important	24%	17%	15%	22%	24%	31%	22%	25%	17%
4- Somewhat Important	35%	42%	34%	38%	35%	40%	36%	35%	30%
3- Neutral	25%	19%	30%	24%	26%	21%	26%	24%	29%
2- Somewhat Unimportant	10%	14%	12%	10%	10%	7%	9%	9%	14%
1- Very Unimportant	6%	7%	8%	7%	6%	1%	6%	6%	9%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	99%	99%	101%	101%	100%	99%	99%	99%
(Unweighted N)	(3802)	(319)	(2052)	(1258)	(2482)	(39)	(1914)	(1733)	(141)

		High School					Major				
	Total	Public	Private	Parochial	Homeschool	Other	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
5- Very Important	24%	23%	28%	24%	14%	33%	15%	17%	26%	24%	23%
4- Somewhat Important	35%	35%	38%	40%	34%	32%	32%	33%	36%	32%	37%
3- Neutral	25%	26%	21%	14%	21%	26%	25%	27%	23%	30%	25%
2- Somewhat Unimportant	10%	10%	9%	15%	15%	4%	15%	15%	9%	7%	10%
1- Very Unimportant	6%	6%	5%	8%	16%	5%	12%	7%	6%	7%	5%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	101%	101%	100%	100%	99%	99%	100%	100%	100%
(Unweighted N)	(3802)	(2973)	(639)	(50)	(65)	(56)	(124)	(90)	(1052)	(680)	(1803)

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		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
5- Very Important	24%	18%	34%	36%	31%	23%	18%	11%
4- Somewhat Important	35%	34%	40%	35%	38%	43%	37%	45%
3- Neutral	25%	27%	19%	23%	24%	18%	24%	24%
2- Somewhat Unimportant	10%	13%	5%	4%	3%	3%	16%	13%
1- Very Unimportant	6%	8%	2%	3%	4%	12%	5%	7%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	101%	100%	99%	100%	100%
(Unweighted N)	(3802)	(2177)	(725)	(263)	(313)	(36)	(217)	(46)

		University									
	Total	ACC	Big 10	Big 12	Big East	Big West	CAA	California State	Ivy League	Mid American Conference	NESCAC
5- Very Important	24%	33%	22%	17%	30%	25%	3%	20%	19%	15%	21%
4- Somewhat Important	35%	33%	39%	40%	37%	33%	51%	39%	33%	40%	32%
3- Neutral	25%	18%	24%	27%	29%	34%	29%	29%	25%	24%	42%
2- Somewhat Unimportant	10%	10%	10%	13%	0%	5%	16%	7%	13%	8%	4%
1- Very Unimportant	6%	6%	5%	4%	3%	4%	0%	4%	10%	12%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	101%	99%	101%	99%	99%	100%	99%	100%
(Unweighted N)	(3802)	(264)	(195)	(132)	(13)	(113)	(13)	(213)	(232)	(75)	(66)

On Campus Events poll
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		University (ctd.)						
	Total	NEWMAC	PAC 12	Patriot League	SEC	Texas State	UAA	Other
5- Very Important	24%	32%	18%	34%	21%	16%	27%	25%
4- Somewhat Important	35%	29%	34%	52%	34%	41%	30%	36%
3- Neutral	25%	17%	28%	2%	31%	29%	27%	25%
2- Somewhat Unimportant	10%	12%	9%	12%	10%	10%	8%	9%
1- Very Unimportant	6%	10%	11%	0%	4%	4%	7%	5%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	99%	100%
(Unweighted N)	(3802)	(47)	(377)	(19)	(149)	(175)	(40)	(1958)

		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
5- Very Important	24%	43%	31%	13%	20%	19%	22%	23%	33%	18%
4- Somewhat Important	35%	36%	47%	46%	21%	34%	34%	39%	40%	16%
3- Neutral	25%	22%	12%	20%	34%	28%	29%	25%	16%	33%
2- Somewhat Unimportant	10%	0%	5%	18%	10%	12%	9%	9%	6%	11%
1- Very Unimportant	6%	0%	5%	3%	16%	8%	6%	4%	4%	22%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	101%	100%	100%	101%	101%	100%	100%	99%	100%
(Unweighted N)	(3802)	(21)	(19)	(48)	(161)	(883)	(1058)	(837)	(693)	(53)

Q3. Have you attended or do you plan on attending any on-campus recruiting events?

		Affiliation		Financial Aid			Gender		
	Total	Affiliated	Unaffiliated	No	Yes	Other	Female	Male	Non Binary
Yes	43%	46%	36%	45%	42%	47%	38%	49%	29%
No, but I plan to	32%	26%	29%	30%	33%	32%	36%	27%	39%
No and I don't plan to	25%	28%	34%	26%	25%	21%	26%	24%	32%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	99%	101%	100%	100%	100%	100%	100%
(Unweighted N)	(3813)	(320)	(2062)	(1263)	(2489)	(39)	(1919)	(1740)	(141)

	High School						Major				
	Total	Public	Private	Parochial	Homeschool	Other	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
Yes	43%	41%	48%	39%	43%	38%	26%	27%	48%	43%	41%
No, but I plan to	32%	32%	32%	26%	29%	46%	37%	36%	30%	33%	33%
No and I don't plan to	25%	26%	20%	35%	28%	16%	37%	36%	23%	24%	26%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	99%	100%	100%	100%	100%	100%	99%	101%	100%	100%
(Unweighted N)	(3813)	(2981)	(642)	(50)	(66)	(56)	(125)	(90)	(1055)	(680)	(1807)

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		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Yes	43%	39%	53%	47%	45%	43%	39%	34%
No, but I plan to	32%	30%	33%	37%	36%	34%	35%	33%
No and I don't plan to	25%	31%	14%	17%	19%	23%	25%	33%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	101%	100%	100%	99%	100%
(Unweighted N)	(3813)	(2184)	(726)	(266)	(314)	(36)	(217)	(46)

		University									
	Total	ACC	Big 10	Big 12	Big East	Big West	CAA	California State	Ivy League	Mid American Conference	NESCAC
Yes	43%	52%	48%	41%	59%	34%	13%	38%	49%	28%	28%
No, but I plan to	32%	28%	22%	38%	20%	42%	32%	41%	25%	36%	58%
No and I don't plan to	25%	20%	30%	21%	21%	23%	55%	21%	26%	36%	13%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	99%
(Unweighted N)	(3813)	(265)	(197)	(132)	(13)	(113)	(13)	(213)	(232)	(75)	(67)

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		University (ctd.)						
	Total	NEWMAC	PAC 12	Patriot League	SEC	Texas State	UAA	Other
Yes	43%	47%	34%	38%	44%	47%	44%	43%
No, but I plan to	32%	30%	31%	39%	26%	22%	30%	34%
No and I don't plan to	25%	23%	35%	23%	30%	31%	26%	23%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(3813)	(47)	(378)	(19)	(149)	(178)	(40)	(1961)

		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
Yes	43%	43%	20%	36%	39%	44%	43%	42%	44%	17%
No, but I plan to	32%	37%	56%	24%	19%	24%	30%	38%	42%	31%
No and I don't plan to	25%	20%	24%	40%	42%	31%	27%	20%	14%	53%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	99%	100%	100%	100%	101%
(Unweighted N)	(3813)	(21)	(19)	(49)	(160)	(883)	(1063)	(842)	(693)	(54)

Q4. Which type of on-campus recruiting events have you attended or do you plan to attend? Select all that apply.

	Affiliation			Financial Aid			Gender		
	Total	Affiliated	Unaffiliated	No	Yes	Other	Female	Male	Non Binary
Career fairs	77%	79%	74%	77%	77%	79%	76%	79%	78%
Information sessions	55%	51%	50%	53%	55%	52%	57%	51%	54%
Broader networking events	31%	34%	27%	35%	30%	26%	32%	30%	32%
Formal company talks/lectures	27%	28%	24%	32%	26%	45%	26%	28%	27%
Informal hiring mixers with alumni	27%	31%	23%	28%	26%	36%	27%	26%	31%
Leadership meet & greets	24%	23%	18%	23%	25%	20%	27%	22%	23%
1-on-1 meeting with HR/employer representative	21%	23%	15%	22%	20%	20%	21%	21%	21%
None of the above	8%	7%	11%	7%	9%	9%	9%	7%	6%
Case competitions, stock pitches and/or similar events	7%	12%	5%	8%	7%	0%	7%	8%	5%
Other (write in comments)	2%	2%	3%	2%	2%	0%	2%	2%	5%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2825)	(220)	(1330)	(941)	(1830)	(31)	(1401)	(1313)	(97)

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		High School					Major				
	Total	Public	Private	Parochial	Homeschool	Other	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
Career fairs	77%	77%	76%	80%	82%	74%	68%	67%	83%	73%	76%
Information sessions	55%	54%	58%	62%	54%	55%	54%	54%	51%	53%	57%
Broader networking events	31%	30%	35%	29%	34%	29%	30%	41%	23%	31%	34%
Formal company talks/lectures	27%	25%	32%	42%	35%	34%	20%	29%	26%	25%	28%
Informal hiring mixers with alumni	27%	26%	32%	23%	34%	20%	39%	29%	23%	25%	29%
Leadership meet & greets	24%	24%	28%	13%	14%	20%	23%	20%	21%	23%	27%
1-on-1 meeting with HR/employer representative	21%	20%	22%	15%	34%	40%	26%	15%	21%	21%	21%
None of the above	8%	9%	7%	0%	7%	13%	13%	7%	5%	11%	9%
Case competitions, stock pitches and/or similar events	7%	7%	10%	12%	4%	6%	5%	12%	6%	12%	7%
Other (write in comments)	2%	2%	2%	1%	8%	0%	5%	2%	2%	2%	2%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2825)	(2179)	(504)	(32)	(47)	(44)	(70)	(57)	(810)	(510)	(1329)

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		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Career fairs	77%	79%	78%	73%	76%	60%	75%	76%
Information sessions	55%	54%	59%	52%	55%	44%	59%	62%
Broader networking events	31%	31%	35%	34%	28%	30%	27%	33%
Formal company talks/lectures	27%	27%	32%	27%	25%	42%	30%	41%
Informal hiring mixers with alumni	27%	26%	29%	29%	27%	12%	28%	40%
Leadership meet & greets	24%	22%	26%	34%	23%	15%	18%	23%
1-on-1 meeting with HR/employer representative	21%	19%	27%	27%	16%	15%	21%	25%
None of the above	8%	8%	6%	8%	10%	4%	10%	1%
Case competitions, stock pitches and/or similar events	7%	6%	11%	8%	8%	11%	7%	5%
Other (write in comments)	2%	2%	2%	1%	2%	3%	2%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2825)	(1491)	(629)	(217)	(247)	(26)	(157)	(34)

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		University									
	Total	ACC	Big 10	Big 12	Big West	California State	Ivy League	Mid American Conference	NESCAC	NEWMAC	PAC 12
Career fairs	77%	81%	90%	67%	77%	76%	75%	84%	74%	83%	74%
Information sessions	55%	63%	49%	53%	54%	57%	61%	48%	57%	86%	49%
Broader networking events	31%	37%	26%	24%	25%	29%	31%	24%	33%	20%	31%
Formal company talks/lectures	27%	34%	28%	27%	19%	21%	35%	13%	37%	39%	26%
Informal hiring mixers with alumni	27%	34%	20%	17%	23%	24%	29%	31%	37%	26%	26%
Leadership meet & greets	24%	26%	19%	25%	25%	26%	17%	10%	32%	14%	24%
1-on-1 meeting with HR/employer representative	21%	28%	29%	18%	22%	18%	18%	14%	22%	18%	25%
None of the above	8%	4%	6%	15%	14%	9%	7%	8%	14%	3%	10%
Case competitions, stock pitches and/or similar events	7%	9%	7%	9%	7%	8%	7%	4%	7%	3%	8%
Other (write in comments)	2%	2%	2%	2%	0%	0%	2%	2%	0%	0%	3%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2825)	(210)	(139)	(104)	(88)	(174)	(164)	(47)	(55)	(39)	(253)

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		University (ctd.)				
	Total	Patriot League	SEC	Texas State	UAA	Other
Career fairs	77%	74%	69%	76%	88%	77%
Information sessions	55%	62%	55%	43%	69%	54%
Broader networking events	31%	43%	25%	26%	42%	32%
Formal company talks/lectures	27%	11%	32%	29%	31%	25%
Informal hiring mixers with alumni	27%	24%	18%	14%	24%	28%
Leadership meet & greets	24%	39%	25%	15%	27%	26%
1-on-1 meeting with HR/employer representative	21%	29%	18%	15%	24%	20%
None of the above	8%	0%	10%	9%	1%	8%
Case competitions, stock pitches and/or similar events	7%	4%	6%	11%	8%	7%
Other (write in comments)	2%	0%	3%	2%	0%	2%
Refused	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2825)	(16)	(105)	(127)	(29)	(1483)

On Campus Events poll
 December 2019 - 5001 US college students



		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
Career fairs	77%	58%	12%	57%	79%	80%	76%	76%	80%	72%
Information sessions	55%	43%	29%	28%	47%	55%	57%	52%	58%	70%
Broader networking events	31%	8%	7%	24%	27%	33%	31%	31%	31%	45%
Formal company talks/lectures	27%	3%	15%	39%	27%	26%	28%	26%	27%	49%
Informal hiring mixers with alumni	27%	38%	11%	21%	19%	27%	26%	27%	30%	32%
Leadership meet & greets	24%	0%	25%	41%	19%	18%	23%	24%	32%	33%
1-on-1 meeting with HR/employer representative	21%	17%	20%	6%	26%	23%	21%	18%	20%	34%
None of the above	8%	14%	0%	2%	6%	6%	10%	11%	7%	0%
Case competitions, stock pitches and/or similar events	7%	4%	2%	4%	8%	6%	9%	8%	6%	6%
Other (write in comments)	2%	0%	0%	1%	6%	2%	2%	2%	0%	19%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2825)	(17)	(14)	(29)	(87)	(597)	(782)	(654)	(598)	(24)

Q5. Which type of on-campus recruiting events are the most helpful? Select all that apply.

	Total	Affiliation		Financial Aid			Gender		
		Affiliated	Unaffiliated	No	Yes	Other	Female	Male	Non Binary
Career fairs	70%	57%	65%	64%	71%	48%	72%	68%	62%
Information sessions	45%	39%	37%	42%	46%	37%	52%	38%	37%
1-on-1 meeting with HR/employer representative	37%	39%	34%	39%	36%	53%	38%	35%	44%
Informal hiring mixers with alumni	32%	37%	28%	35%	32%	34%	37%	26%	43%
Leadership meet & greets	28%	24%	22%	26%	28%	19%	33%	22%	22%
Broader networking events	26%	27%	20%	26%	26%	28%	30%	21%	28%
Formal company talks/lectures	23%	21%	19%	25%	23%	41%	26%	21%	15%
Case competitions, stock pitches and/or similar events	10%	7%	9%	11%	10%	13%	10%	10%	10%
None of the above	4%	7%	6%	3%	4%	17%	4%	5%	2%
Other (please specify)	2%	3%	3%	3%	2%	12%	2%	3%	3%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2532)	(200)	(1149)	(839)	(1647)	(25)	(1257)	(1176)	(87)

On Campus Events poll
 December 2019 - 5001 US college students



		High School					Major				
	Total	Public	Private	Parochial	Homeschool	Other	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
Career fairs	70%	71%	67%	40%	67%	78%	71%	61%	73%	67%	69%
Information sessions	45%	45%	45%	40%	41%	46%	53%	27%	40%	44%	49%
1-on-1 meeting with HR/employer representative	37%	37%	34%	27%	35%	41%	33%	39%	34%	33%	40%
Informal hiring mixers with alumni	32%	32%	35%	35%	27%	31%	32%	34%	27%	30%	36%
Leadership meet & greets	28%	28%	28%	26%	19%	28%	38%	23%	22%	27%	31%
Broader networking events	26%	26%	26%	19%	32%	33%	27%	20%	20%	23%	31%
Formal company talks/lectures	23%	23%	26%	13%	19%	29%	24%	19%	22%	18%	27%
Case competitions, stock pitches and/or similar events	10%	9%	13%	10%	2%	11%	4%	11%	8%	12%	10%
None of the above	4%	4%	4%	12%	4%	0%	9%	1%	6%	4%	3%
Other (please specify)	2%	2%	1%	15%	0%	5%	6%	1%	3%	2%	2%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2532)	(1957)	(449)	(30)	(40)	(38)	(59)	(55)	(747)	(452)	(1178)

On Campus Events poll
December 2019 - 5001 US college students



		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Career fairs	70%	67%	66%	75%	73%	77%	74%	66%
Information sessions	45%	41%	47%	53%	50%	37%	41%	53%
1-on-1 meeting with HR/employer representative	37%	35%	44%	43%	31%	54%	37%	38%
Informal hiring mixers with alumni	32%	32%	33%	35%	29%	30%	34%	42%
Leadership meet & greets	28%	24%	29%	38%	29%	19%	25%	22%
Broader networking events	26%	23%	27%	31%	29%	29%	29%	19%
Formal company talks/lectures	23%	20%	28%	26%	28%	14%	24%	27%
Case competitions, stock pitches and/or similar events	10%	8%	16%	10%	11%	26%	8%	13%
None of the above	4%	5%	4%	2%	3%	0%	6%	4%
Other (please specify)	2%	2%	2%	2%	3%	0%	2%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2532)	(1329)	(578)	(191)	(220)	(24)	(136)	(31)

On Campus Events poll

December 2019 - 5001 US college students



		University									
	Total	ACC	Big 10	Big 12	Big West	California State	Ivy League	Mid American Conference	NESCAC	NEWMAC	PAC 12
Career fairs	70%	70%	74%	69%	76%	68%	55%	76%	62%	82%	65%
Information sessions	45%	52%	45%	37%	55%	49%	46%	22%	47%	80%	41%
1-on-1 meeting with HR/employer representative	37%	30%	37%	29%	43%	36%	43%	44%	50%	23%	36%
Informal hiring mixers with alumni	32%	37%	22%	25%	33%	35%	29%	36%	28%	38%	32%
Leadership meet & greets	28%	24%	20%	26%	33%	30%	19%	16%	33%	48%	28%
Broader networking events	26%	24%	21%	23%	29%	31%	17%	20%	20%	21%	27%
Formal company talks/lectures	23%	27%	18%	21%	32%	24%	17%	18%	24%	40%	19%
Case competitions, stock pitches and/or similar events	10%	9%	7%	9%	12%	12%	11%	15%	7%	8%	12%
None of the above	4%	1%	4%	3%	4%	4%	7%	13%	4%	4%	3%
Other (please specify)	2%	2%	5%	1%	0%	0%	2%	0%	0%	0%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2532)	(188)	(118)	(88)	(78)	(156)	(151)	(41)	(44)	(35)	(227)

On Campus Events poll

December 2019 - 5001 US college students



		University (ctd.)				
	Total	Patriot League	SEC	Texas State	UAA	Other
Career fairs	70%	65%	66%	65%	73%	72%
Information sessions	45%	30%	35%	36%	60%	46%
1-on-1 meeting with HR/employer representative	37%	43%	35%	36%	55%	36%
Informal hiring mixers with alumni	32%	49%	26%	20%	31%	34%
Leadership meet & greets	28%	34%	29%	24%	34%	29%
Broader networking events	26%	14%	18%	20%	24%	29%
Formal company talks/lectures	23%	51%	22%	34%	12%	24%
Case competitions, stock pitches and/or similar events	10%	27%	9%	3%	7%	10%
None of the above	4%	0%	1%	2%	5%	5%
Other (please specify)	2%	0%	5%	3%	0%	2%
Refused	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2532)	(16)	(94)	(107)	(28)	(1347)

On Campus Events poll
 December 2019 - 5001 US college students



		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
Career fairs	70%	53%	11%	25%	63%	66%	71%	69%	79%	67%
Information sessions	45%	46%	9%	17%	44%	39%	44%	46%	56%	43%
1-on-1 meeting with HR/employer representative	37%	12%	8%	48%	31%	43%	34%	32%	39%	52%
Informal hiring mixers with alumni	32%	0%	4%	32%	32%	35%	29%	31%	36%	28%
Leadership meet & greets	28%	9%	10%	26%	27%	22%	26%	30%	35%	24%
Broader networking events	26%	31%	72%	24%	22%	21%	26%	26%	30%	14%
Formal company talks/lectures	23%	11%	2%	19%	19%	20%	22%	25%	30%	14%
Case competitions, stock pitches and/or similar events	10%	23%	2%	29%	4%	8%	9%	10%	13%	15%
None of the above	4%	0%	0%	0%	3%	6%	5%	4%	2%	3%
Other (please specify)	2%	0%	3%	2%	7%	2%	2%	3%	0%	23%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2532)	(17)	(15)	(26)	(78)	(544)	(710)	(559)	(541)	(23)

Q6. How important is it that you know about a company or be familiar with their business and types of roles available before attending their recruiting event?

	Affiliation			Financial Aid			Gender		
	Total	Affiliated	Unaffiliated	No	Yes	Other	Female	Male	Non Binary
5- Very important	43%	32%	35%	40%	44%	40%	45%	41%	45%
4- Somewhat important	40%	43%	45%	41%	40%	21%	39%	41%	33%
3- Neutral	12%	18%	14%	14%	12%	24%	12%	12%	18%
2- Somewhat unimportant	4%	6%	4%	4%	4%	8%	3%	5%	2%
1- Very unimportant	1%	1%	2%	1%	1%	8%	1%	1%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	101%	101%	100%	100%	99%
(Unweighted N)	(2619)	(210)	(1208)	(883)	(1691)	(26)	(1293)	(1224)	(93)

	Total	High School					Major				
		Public	Private	Parochial	Homeschool	Other	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
5- Very important	43%	43%	45%	29%	33%	47%	43%	46%	43%	47%	42%
4- Somewhat important	40%	40%	40%	35%	44%	30%	40%	39%	38%	35%	43%
3- Neutral	12%	12%	12%	14%	21%	21%	12%	12%	14%	13%	11%
2- Somewhat unimportant	4%	4%	2%	16%	1%	2%	5%	1%	4%	2%	4%
1- Very unimportant	1%	1%	1%	7%	0%	0%	0%	3%	1%	2%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	101%	99%	100%	100%	101%	100%	99%	100%
(Unweighted N)	(2619)	(2026)	(464)	(32)	(42)	(40)	(62)	(55)	(772)	(464)	(1225)

On Campus Events poll
 December 2019 - 5001 US college students



		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
5- Very important	43%	37%	48%	49%	54%	53%	40%	22%
4- Somewhat important	40%	44%	38%	35%	31%	39%	46%	48%
3- Neutral	12%	13%	11%	13%	10%	2%	12%	23%
2- Somewhat unimportant	4%	4%	3%	2%	3%	7%	3%	8%
1- Very unimportant	1%	1%	0%	0%	2%	0%	0%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	99%	100%	99%	100%	101%	101%	101%
(Unweighted N)	(2619)	(1387)	(591)	(200)	(224)	(25)	(139)	(33)

		University									
	Total	ACC	Big 10	Big 12	Big West	California State	Ivy League	Mid American Conference	NESCAC	NEWMAC	PAC 12
5- Very important	43%	46%	44%	47%	39%	44%	35%	31%	30%	56%	46%
4- Somewhat important	40%	40%	42%	39%	42%	39%	46%	47%	35%	27%	35%
3- Neutral	12%	11%	8%	7%	8%	9%	13%	16%	28%	15%	15%
2- Somewhat unimportant	4%	3%	4%	4%	2%	3%	6%	5%	6%	1%	2%
1- Very unimportant	1%	0%	1%	4%	9%	5%	0%	1%	0%	0%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	99%	101%	100%	100%	100%	100%	99%	99%	99%
(Unweighted N)	(2619)	(199)	(131)	(93)	(80)	(163)	(158)	(43)	(49)	(37)	(234)

On Campus Events poll

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		University (ctd.)				
	Total	Patriot League	SEC	Texas State	UAA	Other
5- Very important	43%	35%	40%	41%	35%	44%
4- Somewhat important	40%	56%	35%	43%	58%	39%
3- Neutral	12%	0%	20%	11%	7%	12%
2- Somewhat unimportant	4%	9%	3%	3%	0%	4%
1- Very unimportant	1%	0%	2%	2%	0%	1%
Refused	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2619)	(16)	(96)	(113)	(27)	(1375)

		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
5- Very important	43%	57%	63%	23%	28%	42%	47%	38%	48%	28%
4- Somewhat important	40%	16%	10%	37%	48%	42%	36%	42%	38%	61%
3- Neutral	12%	26%	22%	10%	18%	10%	13%	14%	11%	10%
2- Somewhat unimportant	4%	0%	0%	12%	6%	5%	2%	4%	3%	0%
1- Very unimportant	1%	0%	4%	17%	0%	0%	2%	1%	0%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	99%	99%	99%	100%	99%	100%	99%	100%	99%
(Unweighted N)	(2619)	(17)	(15)	(26)	(84)	(563)	(734)	(586)	(554)	(24)

Q7. What type of information or experiences do you most want from individual employers at on-campus events? Select all that apply.

	Affiliation			Financial Aid			Gender		
	Total	Affiliated	Unaffiliated	No	Yes	Other	Female	Male	Non Binary
Career opportunities	76%	69%	73%	73%	77%	68%	78%	74%	66%
Job descriptions	74%	73%	68%	69%	75%	69%	77%	71%	66%
Resume/application/interview tips	62%	55%	57%	60%	62%	66%	67%	56%	56%
Career Paths	59%	55%	56%	56%	59%	61%	60%	57%	57%
About the organization	58%	58%	55%	58%	58%	46%	60%	56%	52%
Recruiting timelines and key dates	56%	59%	57%	59%	56%	67%	58%	55%	54%
Compensation & benefit information	49%	49%	49%	46%	50%	35%	51%	47%	47%
Current employee testimonials	35%	36%	33%	32%	35%	47%	36%	33%	36%
Case study prep or portfolio review	23%	20%	20%	24%	23%	34%	26%	20%	24%
Other (write in comments)	1%	1%	2%	1%	1%	0%	1%	1%	3%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2553)	(201)	(1160)	(849)	(1660)	(24)	(1265)	(1185)	(92)

On Campus Events poll

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		High School					Major				
	Total	Public	Private	Parochial	Homeschool	Other	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
Career opportunities	76%	78%	70%	56%	74%	72%	75%	56%	76%	73%	78%
Job descriptions	74%	74%	72%	67%	90%	85%	80%	49%	72%	72%	77%
Resume/application/interview tips	62%	62%	63%	38%	56%	76%	64%	45%	62%	58%	64%
Career Paths	59%	59%	55%	43%	57%	68%	67%	49%	55%	59%	61%
About the organization	58%	58%	56%	46%	51%	67%	63%	43%	55%	55%	61%
Recruiting timelines and key dates	56%	57%	56%	63%	48%	53%	47%	45%	54%	55%	59%
Compensation & benefit information	49%	50%	41%	51%	60%	63%	57%	36%	47%	49%	52%
Current employee testimonials	35%	34%	35%	33%	39%	37%	35%	26%	35%	35%	35%
Case study prep or portfolio review	23%	23%	22%	8%	27%	32%	28%	17%	20%	24%	25%
Other (write in comments)	1%	1%	0%	4%	1%	0%	1%	0%	2%	1%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2553)	(1977)	(453)	(31)	(40)	(37)	(60)	(55)	(748)	(451)	(1198)

On Campus Events poll
 December 2019 - 5001 US college students



		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Career opportunities	76%	76%	75%	80%	73%	66%	77%	73%
Job descriptions	74%	74%	71%	76%	71%	60%	80%	75%
Resume/application/interview tips	62%	59%	67%	69%	60%	64%	66%	77%
Career Paths	59%	57%	59%	65%	56%	48%	67%	59%
About the organization	58%	57%	55%	66%	53%	45%	61%	79%
Recruiting timelines and key dates	56%	57%	59%	58%	50%	38%	63%	72%
Compensation & benefit information	49%	49%	44%	59%	43%	41%	49%	53%
Current employee testimonials	35%	34%	34%	41%	31%	30%	46%	41%
Case study prep or portfolio review	23%	20%	31%	31%	21%	20%	17%	47%
Other (write in comments)	1%	2%	1%	0%	1%	0%	0%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2553)	(1345)	(577)	(198)	(218)	(24)	(139)	(31)

On Campus Events poll

December 2019 - 5001 US college students



		University									
	Total	ACC	Big 10	Big 12	Big West	California State	Ivy League	Mid American Conference	NESCAC	NEWMAC	PAC 12
Career opportunities	76%	78%	79%	65%	85%	78%	68%	77%	75%	53%	73%
Job descriptions	74%	73%	69%	78%	81%	74%	72%	79%	74%	74%	68%
Resume/application/interview tips	62%	55%	47%	53%	66%	65%	57%	59%	67%	74%	64%
Career Paths	59%	56%	59%	62%	52%	52%	54%	59%	66%	46%	53%
About the organization	58%	61%	56%	59%	61%	56%	53%	70%	56%	69%	43%
Recruiting timelines and key dates	56%	60%	61%	52%	53%	50%	63%	60%	57%	64%	52%
Compensation & benefit information	49%	46%	54%	47%	60%	49%	43%	59%	54%	44%	51%
Current employee testimonials	35%	32%	41%	39%	33%	35%	37%	32%	51%	23%	36%
Case study prep or portfolio review	23%	16%	14%	13%	38%	29%	31%	18%	22%	20%	21%
Other (write in comments)	1%	0%	3%	2%	0%	0%	0%	1%	0%	0%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2553)	(194)	(124)	(86)	(79)	(161)	(148)	(42)	(49)	(36)	(231)

On Campus Events poll
 December 2019 - 5001 US college students



		University (ctd.)				
	Total	Patriot League	SEC	Texas State	UAA	Other
Career opportunities	76%	63%	82%	75%	93%	77%
Job descriptions	74%	75%	77%	71%	68%	75%
Resume/application/interview tips	62%	74%	62%	58%	72%	64%
Career Paths	59%	48%	62%	57%	74%	61%
About the organization	58%	50%	56%	56%	57%	60%
Recruiting timelines and key dates	56%	55%	64%	51%	73%	55%
Compensation & benefit information	49%	46%	54%	49%	51%	49%
Current employee testimonials	35%	32%	33%	21%	29%	35%
Case study prep or portfolio review	23%	40%	22%	25%	24%	24%
Other (write in comments)	1%	8%	5%	1%	0%	1%
Refused	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2553)	(14)	(94)	(104)	(27)	(1353)

On Campus Events poll

December 2019 - 5001 US college students



		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
Career opportunities	76%	19%	7%	54%	80%	79%	75%	78%	77%	79%
Job descriptions	74%	52%	7%	60%	77%	76%	74%	73%	76%	78%
Resume/application/interview tips	62%	44%	42%	57%	54%	61%	62%	60%	68%	65%
Career Paths	59%	49%	5%	44%	50%	58%	57%	61%	63%	57%
About the organization	58%	29%	9%	43%	53%	60%	56%	62%	58%	81%
Recruiting timelines and key dates	56%	38%	18%	40%	55%	64%	55%	57%	53%	60%
Compensation & benefit information	49%	26%	6%	48%	57%	52%	46%	54%	48%	38%
Current employee testimonials	35%	17%	36%	20%	40%	33%	32%	36%	38%	35%
Case study prep or portfolio review	23%	9%	18%	11%	14%	20%	21%	24%	31%	32%
Other (write in comments)	1%	0%	0%	4%	1%	1%	1%	2%	1%	21%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2553)	(17)	(15)	(25)	(79)	(555)	(716)	(561)	(546)	(22)

Q8. Which employer representative(s) would you prefer to meet and interact with at on-campus recruiting events? Select all that apply.

	Affiliation			Financial Aid			Gender		
	Total	Affiliated	Unaffiliated	No	Yes	Other	Female	Male	Non Binary
Employees who started entry-level and have progressed	67%	72%	66%	66%	67%	71%	70%	63%	64%
Alumni who are current	65%	67%	62%	67%	65%	61%	69%	61%	63%
Current interns/co-op students/entry level employees	62%	62%	57%	57%	63%	80%	67%	58%	60%
Campus Recruiter	43%	34%	40%	47%	42%	41%	45%	41%	30%
Manager/Supervisor	43%	41%	42%	40%	43%	55%	45%	41%	34%
Senior Employees	32%	26%	33%	34%	31%	39%	31%	33%	23%
Executives	26%	25%	23%	29%	25%	34%	26%	27%	16%
Other (write in comments)	1%	1%	2%	1%	1%	0%	1%	1%	4%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2538)	(198)	(1144)	(850)	(1643)	(26)	(1256)	(1182)	(90)

On Campus Events poll
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		High School					Major				
	Total	Public	Private	Parochial	Homeschool	Other	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
Employees who started entry-level and have progressed	67%	68%	64%	58%	72%	73%	74%	56%	65%	64%	70%
Alumni who are current	65%	64%	70%	60%	56%	69%	59%	64%	62%	66%	68%
Current interns/co-op students/entry level employees	62%	62%	63%	40%	65%	70%	60%	50%	60%	59%	66%
Campus Recruiter	43%	42%	48%	34%	44%	47%	47%	35%	42%	44%	43%
Manager/Supervisor	43%	44%	37%	27%	44%	42%	46%	34%	39%	42%	46%
Senior Employees	32%	32%	29%	17%	30%	48%	44%	15%	31%	31%	32%
Executives	26%	26%	25%	16%	14%	31%	30%	25%	19%	33%	27%
Other (write in comments)	1%	1%	0%	0%	0%	0%	0%	0%	1%	1%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2538)	(1964)	(449)	(31)	(42)	(37)	(59)	(55)	(749)	(449)	(1187)

On Campus Events poll
 December 2019 - 5001 US college students



		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Employees who started entry-level and have progressed	67%	68%	64%	70%	64%	49%	74%	58%
Alumni who are current	65%	65%	66%	70%	62%	50%	72%	62%
Current interns/co-op students/entry level employees	62%	60%	63%	69%	64%	36%	71%	55%
Campus Recruiter	43%	38%	54%	48%	46%	51%	43%	44%
Manager/Supervisor	43%	42%	45%	46%	41%	42%	39%	49%
Senior Employees	32%	30%	33%	36%	33%	23%	28%	22%
Executives	26%	24%	29%	31%	25%	29%	30%	33%
Other (write in comments)	1%	1%	1%	1%	2%	0%	2%	5%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2538)	(1331)	(579)	(196)	(218)	(24)	(138)	(32)

On Campus Events poll
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		University									
	Total	ACC	Big 10	Big 12	Big West	California State	Ivy League	Mid American Conference	NESCAC	NEWMAC	PAC 12
Employees who started entry-level and have progressed	67%	71%	63%	57%	72%	69%	68%	58%	75%	64%	61%
Alumni who are current	65%	68%	64%	51%	72%	67%	81%	50%	72%	90%	53%
Current interns/co-op students/entry level employees	62%	61%	59%	49%	69%	67%	47%	59%	56%	63%	60%
Campus Recruiter	43%	39%	52%	40%	60%	52%	48%	46%	48%	60%	34%
Manager/Supervisor	43%	41%	38%	46%	49%	46%	27%	45%	27%	20%	45%
Senior Employees	32%	33%	23%	36%	57%	47%	33%	24%	27%	20%	27%
Executives	26%	24%	21%	22%	30%	29%	25%	30%	26%	11%	27%
Other (write in comments)	1%	1%	2%	0%	0%	0%	0%	2%	0%	0%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2538)	(194)	(126)	(86)	(79)	(159)	(147)	(38)	(48)	(35)	(231)

On Campus Events poll
December 2019 - 5001 US college students



		University (ctd.)				
	Total	Patriot League	SEC	Texas State	UAA	Other
Employees who started entry-level and have progressed	67%	57%	59%	55%	68%	69%
Alumni who are current	65%	84%	60%	58%	87%	65%
Current interns/co-op students/entry level employees	62%	32%	60%	53%	74%	66%
Campus Recruiter	43%	69%	52%	59%	47%	40%
Manager/Supervisor	43%	13%	54%	54%	26%	45%
Senior Employees	32%	60%	26%	31%	31%	32%
Executives	26%	37%	34%	24%	3%	27%
Other (write in comments)	1%	0%	2%	4%	0%	1%
Refused	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2538)	(15)	(94)	(103)	(25)	(1346)

On Campus Events poll
 December 2019 - 5001 US college students



		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
Employees who started entry-level and have progressed	67%	50%	16%	39%	70%	71%	64%	65%	71%	86%
Alumni who are current	65%	17%	16%	46%	58%	71%	68%	64%	63%	48%
Current interns/co-op students/entry level employees	62%	51%	29%	33%	55%	55%	62%	66%	71%	72%
Campus Recruiter	43%	35%	15%	43%	41%	41%	47%	41%	44%	30%
Manager/Supervisor	43%	23%	32%	37%	48%	43%	43%	42%	43%	68%
Senior Employees	32%	16%	20%	18%	33%	28%	29%	34%	37%	43%
Executives	26%	13%	5%	26%	22%	21%	24%	28%	32%	37%
Other (write in comments)	1%	0%	5%	2%	1%	1%	1%	2%	0%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2538)	(16)	(15)	(27)	(76)	(551)	(711)	(560)	(544)	(23)

Q9. What time during the term would you prefer to attend on-campus recruiting events?

	Affiliation			Financial Aid			Gender		
	Total	Affiliated	Unaffiliated	No	Yes	Other	Female	Male	Non Binary
5- At the very beginning of the term	38%	33%	31%	35%	39%	32%	39%	38%	35%
4-	15%	22%	16%	16%	15%	20%	13%	17%	21%
3- In the middle of the term	36%	37%	40%	39%	36%	33%	38%	34%	32%
2-	4%	5%	7%	4%	5%	11%	4%	5%	9%
1- At the very end of the term	5%	4%	6%	5%	5%	4%	5%	6%	2%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	98%	101%	100%	99%	100%	100%	99%	100%	99%
(Unweighted N)	(2606)	(210)	(1196)	(872)	(1686)	(29)	(1290)	(1215)	(91)

	High School						Major				
	Total	Public	Private	Parochial	Homeschool	Other	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
5- At the very beginning of the term	38%	38%	40%	33%	25%	37%	48%	42%	39%	37%	38%
4-	15%	15%	18%	21%	16%	19%	15%	16%	16%	17%	14%
3- In the middle of the term	36%	36%	36%	37%	36%	41%	28%	32%	33%	37%	39%
2-	4%	5%	2%	3%	10%	2%	1%	6%	5%	4%	5%
1- At the very end of the term	5%	6%	3%	6%	13%	1%	6%	3%	7%	5%	5%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	98%	100%	99%	100%	100%	100%	98%	99%	100%	100%	101%
(Unweighted N)	(2606)	(2017)	(461)	(33)	(41)	(39)	(61)	(54)	(768)	(461)	(1221)

On Campus Events poll
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		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
5- At the very beginning of the term	38%	34%	48%	43%	42%	33%	44%	31%
4-	15%	17%	12%	14%	14%	12%	14%	18%
3- In the middle of the term	36%	39%	31%	36%	31%	42%	36%	41%
2-	4%	5%	4%	2%	5%	2%	3%	11%
1- At the very end of the term	5%	5%	5%	6%	7%	11%	3%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	98%	100%	100%	101%	99%	100%	100%	101%
(Unweighted N)	(2606)	(1374)	(591)	(200)	(224)	(24)	(140)	(33)

		University									
	Total	ACC	Big 10	Big 12	Big West	California State	Ivy League	Mid American Conference	NESCAC	NEWMAC	PAC 12
5- At the very beginning of the term	38%	38%	44%	33%	54%	45%	42%	35%	40%	52%	39%
4-	15%	15%	16%	19%	3%	17%	22%	11%	19%	10%	20%
3- In the middle of the term	36%	39%	29%	36%	29%	29%	30%	44%	38%	37%	37%
2-	4%	3%	4%	5%	4%	3%	1%	3%	2%	0%	2%
1- At the very end of the term	5%	6%	6%	6%	9%	6%	4%	7%	1%	1%	3%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	98%	101%	99%	99%	99%	100%	99%	100%	100%	100%	101%
(Unweighted N)	(2606)	(198)	(129)	(90)	(80)	(162)	(157)	(43)	(49)	(37)	(234)

On Campus Events poll
December 2019 - 5001 US college students



		University (ctd.)				
	Total	Patriot League	SEC	Texas State	UAA	Other
5- At the very beginning of the term	38%	30%	34%	31%	52%	37%
4-	15%	9%	14%	22%	15%	15%
3- In the middle of the term	36%	45%	34%	29%	26%	38%
2-	4%	3%	14%	11%	0%	5%
1- At the very end of the term	5%	13%	4%	7%	7%	5%
Refused	0%	0%	0%	0%	0%	0%
Total	98%	100%	100%	100%	100%	100%
(Unweighted N)	(2606)	(16)	(96)	(108)	(27)	(1371)

		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
5- At the very beginning of the term	38%	55%	10%	11%	19%	40%	41%	37%	41%	45%
4-	15%	22%	50%	20%	21%	15%	16%	14%	14%	7%
3- In the middle of the term	36%	23%	40%	53%	40%	35%	34%	38%	37%	44%
2-	4%	0%	0%	9%	11%	3%	5%	6%	2%	5%
1- At the very end of the term	5%	0%	0%	6%	10%	7%	4%	4%	6%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	98%	100%	100%	99%	101%	100%	100%	99%	100%	101%
(Unweighted N)	(2606)	(17)	(15)	(27)	(83)	(563)	(728)	(580)	(554)	(23)

Q10. What day(s) of the week would you prefer to attend on-campus recruiting events? Select all that apply.

	Total	Affiliation		Financial Aid			Gender		
		Affiliated	Unaffiliated	No	Yes	Other	Female	Male	Non Binary
Monday	43%	46%	39%	44%	42%	43%	43%	43%	32%
Tuesday	47%	52%	43%	45%	47%	52%	48%	46%	37%
Wednesday	50%	49%	49%	53%	49%	59%	51%	49%	38%
Thursday	49%	49%	49%	48%	49%	65%	51%	47%	49%
Friday	48%	45%	46%	46%	48%	70%	46%	50%	38%
Saturday	33%	26%	30%	33%	33%	48%	32%	34%	32%
Sunday	24%	19%	22%	26%	24%	20%	23%	25%	30%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2530)	(199)	(1151)	(848)	(1643)	(23)	(1260)	(1176)	(87)

	Total	High School					Major				
		Public	Private	Parochial	Homeschool	Other	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
Monday	43%	43%	43%	38%	37%	35%	53%	36%	42%	46%	41%
Tuesday	47%	46%	49%	52%	42%	51%	39%	36%	46%	52%	46%
Wednesday	50%	50%	47%	61%	44%	56%	51%	42%	48%	53%	50%
Thursday	49%	48%	50%	52%	57%	57%	46%	42%	45%	53%	50%
Friday	48%	48%	48%	44%	57%	56%	64%	33%	49%	40%	50%
Saturday	33%	33%	34%	20%	31%	35%	36%	33%	36%	22%	35%
Sunday	24%	24%	27%	9%	12%	19%	20%	25%	24%	17%	27%

		High School					Major				
	Total	Public	Private	Parochial	Homeschool	Other	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2530)	(1956)	(451)	(31)	(41)	(38)	(58)	(53)	(741)	(449)	(1196)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Monday	43%	43%	46%	41%	42%	28%	39%	28%
Tuesday	47%	49%	43%	43%	49%	23%	43%	42%
Wednesday	50%	53%	50%	47%	47%	30%	44%	49%
Thursday	49%	51%	46%	46%	48%	30%	54%	48%
Friday	48%	46%	56%	49%	46%	54%	58%	46%
Saturday	33%	32%	41%	35%	29%	39%	37%	30%
Sunday	24%	23%	34%	23%	22%	39%	29%	19%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2530)	(1333)	(574)	(197)	(213)	(25)	(138)	(33)

On Campus Events poll

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		University									
	Total	ACC	Big 10	Big 12	Big West	California State	Ivy League	Mid American Conference	NESCAC	NEWMAC	PAC 12
Monday	43%	47%	50%	48%	47%	49%	31%	33%	31%	39%	46%
Tuesday	47%	48%	46%	43%	60%	60%	35%	27%	46%	30%	50%
Wednesday	50%	48%	58%	56%	52%	52%	39%	41%	38%	39%	56%
Thursday	49%	48%	47%	52%	54%	52%	44%	29%	33%	35%	49%
Friday	48%	50%	46%	39%	45%	44%	52%	47%	40%	56%	51%
Saturday	33%	40%	23%	28%	39%	34%	37%	41%	53%	42%	30%
Sunday	24%	26%	21%	19%	20%	22%	26%	39%	42%	38%	23%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2530)	(195)	(121)	(89)	(76)	(157)	(145)	(41)	(45)	(36)	(230)

		University (ctd.)				
	Total	Patriot League	SEC	Texas State	UAA	Other
Monday	43%	58%	37%	37%	19%	44%
Tuesday	47%	51%	44%	49%	34%	48%
Wednesday	50%	69%	48%	50%	30%	51%
Thursday	49%	58%	55%	56%	29%	51%
Friday	48%	60%	40%	37%	70%	47%
Saturday	33%	47%	31%	19%	47%	33%
Sunday	24%	41%	20%	16%	47%	24%
Refused	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2530)	(16)	(96)	(105)	(26)	(1340)

On Campus Events poll
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		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
Monday	43%	80%	39%	29%	50%	46%	43%	43%	38%	25%
Tuesday	47%	46%	29%	39%	56%	48%	49%	45%	45%	24%
Wednesday	50%	30%	30%	47%	59%	51%	54%	48%	45%	52%
Thursday	49%	30%	11%	37%	58%	52%	50%	50%	47%	28%
Friday	48%	32%	3%	56%	33%	52%	50%	46%	47%	49%
Saturday	33%	27%	4%	14%	22%	30%	31%	35%	40%	42%
Sunday	24%	15%	0%	14%	9%	22%	21%	25%	33%	24%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2530)	(17)	(15)	(25)	(76)	(550)	(707)	(563)	(542)	(23)

Q11. What time(s) of day would you prefer to attend on-campus recruiting events? Select all that apply.

	Total	Affiliation		Financial Aid			Gender		
		Affiliated	Unaffiliated	No	Yes	Other	Female	Male	Non Binary
6am-9am	10%	9%	9%	10%	10%	16%	9%	12%	15%
10am-1pm	44%	47%	44%	46%	44%	61%	44%	45%	31%
1pm-3pm	62%	64%	63%	61%	62%	65%	63%	61%	54%
4pm-7pm	57%	56%	54%	61%	57%	41%	60%	54%	61%
7pm-11pm	22%	22%	16%	23%	21%	6%	22%	21%	23%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2552)	(197)	(1162)	(854)	(1655)	(26)	(1269)	(1185)	(89)

	Total	High School					Major				
		Public	Private	Parochial	Homeschool	Other	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
6am-9am	10%	10%	11%	20%	0%	24%	8%	9%	9%	12%	10%
10am-1pm	44%	45%	40%	44%	52%	45%	51%	48%	51%	39%	42%
1pm-3pm	62%	63%	60%	37%	65%	66%	71%	51%	65%	59%	61%
4pm-7pm	57%	56%	63%	54%	52%	75%	52%	46%	56%	55%	60%
7pm-11pm	22%	21%	25%	30%	21%	23%	16%	12%	18%	21%	24%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2552)	(1975)	(453)	(30)	(42)	(38)	(57)	(54)	(756)	(449)	(1199)

On Campus Events poll
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		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
6am-9am	10%	10%	12%	10%	11%	15%	10%	6%
10am-1pm	44%	42%	49%	45%	47%	52%	39%	47%
1pm-3pm	62%	60%	61%	64%	66%	52%	61%	71%
4pm-7pm	57%	60%	60%	58%	44%	56%	65%	79%
7pm-11pm	22%	23%	28%	20%	15%	27%	24%	12%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2552)	(1341)	(582)	(197)	(216)	(24)	(140)	(33)

		University									
	Total	ACC	Big 10	Big 12	Big West	California State	Ivy League	Mid American Conference	NESCAC	NEWMAC	PAC 12
6am-9am	10%	9%	15%	23%	9%	8%	16%	5%	17%	10%	11%
10am-1pm	44%	49%	52%	33%	57%	58%	31%	32%	39%	49%	53%
1pm-3pm	62%	67%	63%	51%	60%	64%	57%	45%	50%	56%	68%
4pm-7pm	57%	67%	58%	59%	54%	56%	54%	63%	58%	72%	54%
7pm-11pm	22%	26%	21%	14%	18%	19%	25%	19%	31%	27%	19%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2552)	(196)	(124)	(90)	(77)	(158)	(150)	(42)	(47)	(37)	(230)

On Campus Events poll

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		University (ctd.)				
	Total	Patriot League	SEC	Texas State	UAA	Other
6am-9am	10%	22%	12%	9%	14%	9%
10am-1pm	44%	56%	45%	54%	27%	44%
1pm-3pm	62%	62%	55%	75%	50%	63%
4pm-7pm	57%	67%	52%	39%	75%	58%
7pm-11pm	22%	37%	15%	8%	38%	22%
Refused	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2552)	(16)	(95)	(106)	(27)	(1346)

		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
6am-9am	10%	51%	31%	4%	8%	9%	10%	12%	9%	9%
10am-1pm	44%	3%	44%	32%	64%	44%	46%	43%	41%	59%
1pm-3pm	62%	38%	13%	57%	62%	63%	63%	63%	62%	54%
4pm-7pm	57%	30%	15%	36%	51%	62%	57%	57%	59%	66%
7pm-11pm	22%	12%	0%	16%	18%	24%	20%	22%	22%	23%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2552)	(17)	(14)	(25)	(76)	(551)	(711)	(569)	(551)	(23)

Q12. Where are the best places to host on-campus events? Select all that apply.

	Affiliation			Financial Aid			Gender		
	Total	Affiliated	Unaffiliated	No	Yes	Other	Female	Male	Non Binary
At the student center	58%	49%	56%	55%	58%	65%	63%	51%	50%
At the career center	50%	51%	50%	50%	50%	61%	53%	48%	37%
In a lecture hall	40%	37%	37%	38%	41%	37%	42%	37%	51%
In the gymnasium	30%	28%	32%	32%	30%	33%	27%	34%	33%
At the library	29%	22%	24%	28%	30%	21%	32%	26%	29%
At an on-campus cafe/eatery	22%	28%	19%	20%	22%	11%	24%	19%	21%
At a venue (restaurant etc.) near campus	20%	23%	20%	26%	19%	33%	19%	22%	20%
In a theater on campus	19%	16%	19%	21%	19%	20%	19%	20%	27%
At the campus bookstore	12%	8%	11%	13%	12%	4%	13%	10%	12%
At the campus tutoring center	11%	11%	12%	11%	11%	12%	11%	12%	10%
At the cafeteria	11%	8%	9%	12%	11%	7%	11%	10%	13%
Other (write in comments)	4%	5%	6%	3%	5%	11%	3%	6%	6%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2521)	(193)	(1135)	(837)	(1640)	(26)	(1260)	(1164)	(88)

On Campus Events poll
December 2019 - 5001 US college students



		High School					Major				
	Total	Public	Private	Parochial	Homeschool	Other	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
At the student center	58%	58%	56%	49%	47%	76%	72%	46%	55%	53%	61%
At the career center	50%	50%	49%	47%	43%	59%	45%	43%	47%	52%	52%
In a lecture hall	40%	39%	40%	36%	53%	62%	43%	24%	37%	40%	43%
In the gymnasium	30%	31%	28%	21%	45%	25%	17%	24%	35%	26%	31%
At the library	29%	29%	30%	23%	30%	47%	44%	25%	30%	27%	30%
At an on-campus cafe/eatery	22%	23%	20%	7%	5%	34%	28%	18%	19%	19%	25%
At a venue (restaurant etc.) near campus	20%	20%	22%	35%	13%	15%	14%	25%	19%	23%	20%
In a theater on campus	19%	20%	18%	10%	24%	17%	19%	16%	18%	17%	22%
At the campus bookstore	12%	12%	11%	5%	6%	15%	25%	12%	10%	11%	12%
At the campus tutoring center	11%	11%	14%	6%	6%	22%	16%	10%	11%	11%	11%
At the cafeteria	11%	10%	13%	9%	15%	24%	20%	8%	10%	9%	11%
Other (write in comments)	4%	5%	2%	15%	7%	7%	1%	2%	6%	4%	4%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2521)	(1955)	(446)	(30)	(40)	(36)	(60)	(54)	(739)	(446)	(1185)

On Campus Events poll
 December 2019 - 5001 US college students



		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
At the student center	58%	57%	60%	61%	55%	53%	62%	57%
At the career center	50%	48%	56%	51%	52%	59%	47%	49%
In a lecture hall	40%	40%	42%	43%	35%	42%	42%	56%
In the gymnasium	30%	31%	29%	34%	27%	10%	32%	31%
At the library	29%	28%	31%	33%	26%	40%	37%	39%
At an on-campus cafe/eatery	22%	20%	24%	25%	23%	21%	26%	14%
At a venue (restaurant etc.) near campus	20%	21%	19%	19%	17%	40%	21%	17%
In a theater on campus	19%	20%	20%	16%	21%	22%	19%	30%
At the campus bookstore	12%	10%	15%	10%	14%	22%	12%	10%
At the campus tutoring center	11%	10%	16%	13%	10%	11%	6%	13%
At the cafeteria	11%	10%	15%	10%	11%	10%	10%	8%
Other (write in comments)	4%	6%	3%	2%	4%	0%	5%	7%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2521)	(1324)	(579)	(196)	(215)	(24)	(133)	(31)

On Campus Events poll
December 2019 - 5001 US college students



		University									
	Total	ACC	Big 10	Big 12	Big West	California State	Ivy League	Mid American Conference	NESCAC	NEWMAC	PAC 12
At the student center	58%	61%	57%	50%	67%	61%	38%	68%	48%	77%	53%
At the career center	50%	60%	54%	46%	64%	58%	46%	53%	43%	38%	49%
In a lecture hall	40%	45%	36%	39%	51%	47%	43%	42%	47%	57%	37%
In the gymnasium	30%	26%	27%	31%	46%	39%	26%	21%	25%	15%	24%
At the library	29%	24%	35%	32%	33%	29%	20%	32%	34%	33%	29%
At an on-campus cafe/eatery	22%	16%	21%	20%	28%	25%	26%	10%	16%	15%	21%
At a venue (restaurant etc.) near campus	20%	25%	29%	26%	14%	15%	33%	12%	12%	8%	14%
In a theater on campus	19%	17%	28%	26%	21%	21%	16%	16%	13%	22%	17%
At the campus bookstore	12%	8%	9%	18%	15%	11%	8%	1%	13%	3%	13%
At the campus tutoring center	11%	10%	17%	9%	19%	19%	8%	6%	6%	0%	18%
At the cafeteria	11%	8%	11%	13%	12%	10%	10%	4%	18%	11%	9%
Other (write in comments)	4%	6%	2%	7%	4%	5%	4%	3%	0%	3%	6%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2521)	(196)	(121)	(85)	(76)	(156)	(140)	(41)	(49)	(36)	(229)

On Campus Events poll
December 2019 - 5001 US college students



		University (ctd.)				
	Total	Patriot League	SEC	Texas State	UAA	Other
At the student center	58%	67%	60%	46%	55%	60%
At the career center	50%	51%	56%	67%	51%	48%
In a lecture hall	40%	43%	40%	29%	33%	40%
In the gymnasium	30%	7%	21%	30%	38%	33%
At the library	29%	38%	12%	18%	36%	32%
At an on-campus cafe/eatery	22%	42%	13%	17%	26%	23%
At a venue (restaurant etc.) near campus	20%	34%	29%	18%	10%	19%
In a theater on campus	19%	27%	19%	11%	19%	20%
At the campus bookstore	12%	0%	9%	3%	4%	14%
At the campus tutoring center	11%	18%	11%	10%	18%	11%
At the cafeteria	11%	18%	7%	5%	1%	12%
Other (write in comments)	4%	0%	7%	4%	4%	4%
Refused	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2521)	(16)	(96)	(103)	(27)	(1335)

On Campus Events poll
 December 2019 - 5001 US college students



		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
At the student center	58%	19%	5%	36%	54%	59%	59%	58%	59%	51%
At the career center	50%	28%	5%	56%	52%	48%	54%	51%	49%	36%
In a lecture hall	40%	18%	2%	24%	38%	38%	38%	44%	43%	43%
In the gymnasium	30%	15%	30%	37%	40%	33%	29%	26%	31%	40%
At the library	29%	11%	2%	38%	27%	23%	25%	32%	40%	34%
At an on-campus cafe/eatery	22%	0%	9%	23%	30%	20%	21%	21%	26%	23%
At a venue (restaurant etc.) near campus	20%	23%	2%	40%	24%	22%	21%	20%	17%	13%
In a theater on campus	19%	11%	2%	23%	17%	17%	17%	19%	25%	51%
At the campus bookstore	12%	14%	32%	30%	19%	7%	9%	10%	19%	19%
At the campus tutoring center	11%	17%	29%	34%	18%	9%	10%	10%	12%	18%
At the cafeteria	11%	13%	6%	26%	11%	7%	9%	12%	15%	16%
Other (write in comments)	4%	10%	3%	13%	5%	7%	6%	3%	1%	19%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2521)	(16)	(15)	(25)	(77)	(548)	(701)	(558)	(544)	(23)

Q13. How do you prefer to hear about on-campus recruiting events? Select all that apply.

	Affiliation			Financial Aid			Gender		
	Total	Affiliated	Unaffiliated	No	Yes	Other	Female	Male	Non Binary
Email	74%	70%	71%	75%	74%	72%	77%	72%	62%
University Career Center	48%	53%	48%	48%	48%	62%	50%	46%	38%
Social Media	42%	40%	37%	39%	42%	41%	47%	35%	41%
University Publications	37%	44%	38%	38%	37%	44%	38%	36%	46%
Job Boards/Sites	31%	31%	29%	30%	31%	46%	33%	29%	25%
Friends	30%	24%	30%	33%	29%	40%	30%	29%	31%
Employer Handouts/Brochures	23%	27%	23%	22%	23%	24%	25%	20%	22%
Employer Websites	20%	23%	19%	20%	19%	39%	21%	18%	17%
Student Club Membership	19%	21%	18%	20%	19%	16%	20%	19%	11%
News Sources	13%	8%	13%	12%	13%	16%	13%	13%	15%
Family	8%	10%	7%	10%	7%	8%	7%	9%	9%
Other (write in comments)	2%	1%	3%	1%	2%	4%	1%	2%	4%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2506)	(195)	(1109)	(826)	(1635)	(26)	(1261)	(1146)	(89)

On Campus Events poll
December 2019 - 5001 US college students



		High School					Major				
	Total	Public	Private	Parochial	Homeschool	Other	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
Email	74%	75%	74%	66%	71%	54%	79%	53%	73%	73%	77%
University Career Center	48%	47%	51%	43%	36%	50%	38%	41%	47%	48%	49%
Social Media	42%	42%	40%	28%	28%	52%	60%	42%	34%	42%	45%
University Publications	37%	38%	34%	29%	31%	34%	34%	24%	32%	37%	41%
Job Boards/Sites	31%	31%	31%	19%	27%	18%	34%	35%	27%	29%	33%
Friends	30%	29%	32%	30%	40%	14%	35%	14%	31%	24%	31%
Employer Handouts/Brochures	23%	23%	22%	17%	22%	18%	19%	26%	22%	21%	24%
Employer Websites	20%	19%	22%	27%	18%	13%	18%	23%	20%	19%	20%
Student Club Membership	19%	19%	24%	29%	11%	17%	7%	31%	18%	18%	21%
News Sources	13%	13%	14%	23%	9%	12%	17%	12%	12%	14%	13%
Family	8%	8%	7%	11%	3%	4%	4%	5%	9%	5%	8%
Other (write in comments)	2%	2%	1%	4%	3%	5%	0%	0%	2%	2%	2%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2506)	(1940)	(442)	(31)	(41)	(37)	(58)	(54)	(731)	(446)	(1177)

On Campus Events poll
 December 2019 - 5001 US college students



		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Email	74%	78%	74%	71%	66%	79%	78%	67%
University Career Center	48%	47%	50%	54%	46%	38%	48%	35%
Social Media	42%	41%	42%	44%	42%	29%	43%	42%
University Publications	37%	38%	32%	38%	38%	10%	35%	40%
Job Boards/Sites	31%	30%	35%	39%	26%	19%	30%	21%
Friends	30%	30%	38%	28%	25%	25%	33%	37%
Employer Handouts/Brochures	23%	20%	30%	24%	24%	29%	23%	20%
Employer Websites	20%	19%	25%	24%	14%	26%	21%	23%
Student Club Membership	19%	19%	21%	23%	18%	15%	17%	13%
News Sources	13%	13%	16%	15%	10%	7%	10%	10%
Family	8%	8%	10%	7%	6%	2%	3%	8%
Other (write in comments)	2%	2%	2%	1%	1%	0%	2%	7%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2506)	(1301)	(580)	(196)	(218)	(24)	(136)	(32)

On Campus Events poll
December 2019 - 5001 US college students



		University									
	Total	ACC	Big 10	Big 12	Big West	California State	Ivy League	Mid American Conference	NESCAC	NEWMAC	PAC 12
Email	74%	78%	74%	62%	76%	74%	77%	72%	60%	61%	76%
University Career Center	48%	55%	47%	38%	51%	47%	49%	55%	48%	39%	40%
Social Media	42%	49%	26%	45%	41%	44%	30%	59%	41%	21%	42%
University Publications	37%	42%	33%	33%	34%	31%	32%	54%	37%	35%	33%
Job Boards/Sites	31%	42%	28%	25%	29%	25%	25%	35%	30%	19%	24%
Friends	30%	39%	29%	40%	36%	38%	33%	33%	31%	20%	29%
Employer Handouts/Brochures	23%	26%	17%	22%	28%	21%	12%	20%	21%	25%	16%
Employer Websites	20%	30%	23%	20%	11%	12%	23%	18%	32%	28%	15%
Student Club Membership	19%	18%	22%	20%	13%	18%	17%	29%	27%	8%	18%
News Sources	13%	13%	11%	15%	20%	14%	8%	6%	9%	28%	14%
Family	8%	9%	6%	15%	4%	4%	7%	0%	6%	7%	6%
Other (write in comments)	2%	1%	3%	2%	0%	0%	2%	4%	0%	0%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2506)	(193)	(117)	(83)	(76)	(156)	(146)	(40)	(49)	(35)	(227)

On Campus Events poll
December 2019 - 5001 US college students



		University (ctd.)				
	Total	Patriot League	SEC	Texas State	UAA	Other
Email	74%	54%	72%	55%	86%	75%
University Career Center	48%	43%	52%	57%	79%	47%
Social Media	42%	61%	38%	37%	50%	43%
University Publications	37%	42%	35%	48%	36%	38%
Job Boards/Sites	31%	29%	33%	38%	35%	32%
Friends	30%	41%	25%	29%	14%	28%
Employer Handouts/Brochures	23%	8%	23%	30%	25%	24%
Employer Websites	20%	19%	21%	24%	20%	18%
Student Club Membership	19%	4%	27%	20%	25%	19%
News Sources	13%	0%	5%	5%	7%	15%
Family	8%	22%	16%	6%	0%	7%
Other (write in comments)	2%	0%	3%	7%	0%	1%
Refused	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2506)	(16)	(92)	(101)	(27)	(1331)

On Campus Events poll
 December 2019 - 5001 US college students



		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
Email	74%	33%	16%	48%	70%	75%	74%	73%	79%	79%
University Career Center	48%	28%	17%	32%	68%	52%	47%	50%	42%	36%
Social Media	42%	13%	38%	31%	45%	44%	34%	44%	47%	46%
University Publications	37%	9%	8%	31%	49%	38%	34%	41%	37%	42%
Job Boards/Sites	31%	7%	9%	17%	30%	33%	32%	35%	26%	51%
Friends	30%	36%	14%	21%	26%	30%	28%	32%	31%	30%
Employer Handouts/Brochures	23%	3%	5%	8%	23%	19%	23%	25%	24%	26%
Employer Websites	20%	0%	2%	15%	14%	21%	19%	20%	19%	25%
Student Club Membership	19%	19%	32%	33%	24%	17%	16%	24%	20%	15%
News Sources	13%	15%	2%	3%	19%	12%	12%	14%	15%	17%
Family	8%	8%	4%	9%	3%	9%	4%	9%	9%	24%
Other (write in comments)	2%	0%	0%	0%	3%	1%	2%	3%	0%	14%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2506)	(17)	(14)	(23)	(75)	(542)	(700)	(554)	(544)	(22)

Q14. How important are giveaways or “company swag” at on-campus recruiting events and activities to attract you to attend?

		Affiliation		Financial Aid			Gender		
	Total	Affiliated	Unaffiliated	No	Yes	Other	Female	Male	Non Binary
5- Very important	23%	16%	16%	23%	23%	34%	26%	19%	24%
4- Somewhat important	27%	31%	26%	24%	27%	21%	30%	23%	28%
3- Neutral	22%	19%	23%	22%	22%	20%	23%	22%	18%
2- Somewhat unimportant	15%	23%	19%	14%	15%	8%	13%	17%	19%
1- Very unimportant	13%	12%	16%	16%	12%	17%	8%	19%	10%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	101%	100%	99%	99%	100%	100%	100%	99%
(Unweighted N)	(2572)	(206)	(1171)	(856)	(1671)	(27)	(1281)	(1191)	(91)

		High School					Major				
	Total	Public	Private	Parochial	Homeschool	Other	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
5- Very important	23%	23%	26%	21%	9%	29%	31%	22%	22%	24%	23%
4- Somewhat important	27%	26%	31%	25%	28%	13%	24%	40%	27%	26%	26%
3- Neutral	22%	23%	19%	28%	19%	27%	29%	15%	21%	20%	24%
2- Somewhat unimportant	15%	15%	11%	14%	23%	5%	8%	17%	15%	16%	14%
1- Very unimportant	13%	13%	12%	11%	21%	26%	9%	6%	15%	14%	12%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	99%	99%	100%	100%	101%	100%	100%	100%	99%
(Unweighted N)	(2572)	(1995)	(453)	(32)	(41)	(37)	(59)	(55)	(754)	(454)	(1210)

On Campus Events poll
 December 2019 - 5001 US college students



		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
5- Very important	23%	16%	31%	33%	31%	27%	22%	19%
4- Somewhat important	27%	26%	29%	32%	21%	37%	22%	27%
3- Neutral	22%	23%	25%	18%	23%	28%	28%	14%
2- Somewhat unimportant	15%	19%	8%	10%	11%	7%	14%	20%
1- Very unimportant	13%	16%	7%	6%	14%	0%	14%	19%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	99%	100%	99%	100%	99%
(Unweighted N)	(2572)	(1354)	(586)	(197)	(221)	(24)	(139)	(32)

		University									
	Total	ACC	Big 10	Big 12	Big West	California State	Ivy League	Mid American Conference	NESCAC	NEWMAC	PAC 12
5- Very important	23%	19%	19%	27%	29%	28%	25%	12%	22%	35%	23%
4- Somewhat important	27%	33%	16%	23%	24%	25%	23%	23%	47%	31%	28%
3- Neutral	22%	20%	20%	16%	24%	23%	16%	20%	18%	22%	23%
2- Somewhat unimportant	15%	16%	22%	13%	10%	12%	20%	29%	6%	3%	10%
1- Very unimportant	13%	12%	24%	21%	12%	12%	16%	16%	7%	9%	15%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	101%	100%	99%	100%	100%	100%	100%	100%	99%
(Unweighted N)	(2572)	(194)	(129)	(88)	(79)	(161)	(157)	(40)	(49)	(37)	(230)

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		University (ctd.)				
	Total	Patriot League	SEC	Texas State	UAA	Other
5- Very important	23%	25%	21%	20%	22%	24%
4- Somewhat important	27%	19%	19%	18%	28%	28%
3- Neutral	22%	23%	16%	22%	17%	25%
2- Somewhat unimportant	15%	15%	25%	22%	21%	13%
1- Very unimportant	13%	18%	18%	20%	12%	11%
Refused	0%	0%	0%	0%	0%	0%
Total	100%	100%	99%	102%	100%	101%
(Unweighted N)	(2572)	(15)	(94)	(106)	(27)	(1354)

		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
5- Very important	23%	48%	37%	21%	21%	17%	22%	21%	32%	19%
4- Somewhat important	27%	12%	39%	35%	22%	25%	25%	30%	29%	22%
3- Neutral	22%	13%	24%	16%	22%	21%	24%	23%	21%	32%
2- Somewhat unimportant	15%	27%	0%	7%	25%	19%	16%	13%	9%	12%
1- Very unimportant	13%	0%	0%	21%	10%	18%	13%	13%	9%	15%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2572)	(17)	(15)	(26)	(80)	(552)	(720)	(576)	(547)	(24)

Q15. What types of giveaways or “company swag” are most enticing? Select all that apply.

	Total	Affiliation		Financial Aid			Gender		
		Affiliated	Unaffiliated	No	Yes	Other	Female	Male	Non Binary
T-shirts	53%	48%	48%	47%	55%	45%	57%	50%	35%
Portable chargers	51%	49%	48%	51%	51%	56%	58%	42%	50%
Mini bluetooth speaker	48%	48%	46%	49%	48%	65%	53%	43%	52%
Bottles	42%	43%	37%	40%	43%	34%	48%	35%	38%
Earbuds/Headphones	41%	41%	40%	39%	42%	51%	44%	38%	44%
Cups/Mugs	40%	48%	36%	36%	41%	49%	48%	30%	36%
Custom totes or backpacks	39%	37%	36%	30%	40%	50%	46%	29%	41%
Outerwear	38%	42%	35%	33%	39%	46%	42%	32%	42%
USB sticks	36%	27%	36%	35%	36%	52%	38%	34%	43%
Laptop (or tablet) sleeves	36%	28%	32%	32%	37%	31%	42%	28%	32%
Notepads/Notebooks	35%	35%	32%	34%	36%	42%	40%	30%	34%
Wall chargers	35%	35%	33%	36%	35%	38%	40%	30%	32%
Reusable Straw	33%	31%	30%	28%	34%	27%	46%	16%	36%
Phone Case/Wallet	31%	28%	25%	26%	32%	44%	36%	25%	31%
Pens & pencils	30%	22%	30%	29%	30%	32%	32%	27%	35%
Stickers	30%	25%	24%	28%	30%	24%	38%	20%	30%
Hat	27%	34%	26%	23%	28%	17%	28%	27%	14%
Umbrellas	25%	30%	22%	21%	25%	43%	29%	19%	24%
Keychain	21%	21%	18%	19%	21%	20%	25%	17%	11%
Popsocket	19%	12%	17%	16%	20%	3%	25%	11%	18%

		Affiliation		Financial Aid			Gender		
	Total	Affiliated	Unaffiliated	No	Yes	Other	Female	Male	Non Binary
Fidget Spinner	9%	14%	9%	8%	10%	8%	10%	9%	4%
Other (write in comments)	4%	5%	6%	5%	4%	21%	3%	6%	8%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2438)	(193)	(1106)	(807)	(1591)	(26)	(1234)	(1112)	(86)

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		High School					Major				
	Total	Public	Private	Parochial	Homeschool	Other	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
T-shirts	53%	54%	50%	35%	34%	59%	43%	41%	55%	51%	54%
Portable chargers	51%	52%	48%	32%	53%	51%	44%	56%	50%	46%	55%
Mini bluetooth speaker	48%	48%	48%	39%	51%	49%	47%	49%	48%	46%	49%
Bottles	42%	42%	44%	25%	29%	33%	52%	37%	40%	41%	43%
Earbuds/Headphones	41%	42%	40%	35%	25%	44%	32%	45%	42%	34%	44%
Cups/Mugs	40%	40%	38%	29%	49%	44%	37%	30%	36%	38%	44%
Custom totes or backpacks	39%	40%	32%	30%	41%	48%	41%	27%	37%	35%	42%
Outerwear	38%	39%	34%	29%	34%	43%	36%	25%	38%	34%	40%
USB sticks	36%	37%	34%	29%	37%	48%	41%	30%	40%	28%	38%
Laptop (or tablet) sleeves	36%	36%	38%	20%	28%	36%	40%	41%	35%	35%	37%
Notepads/Notebooks	35%	36%	31%	21%	39%	37%	41%	31%	36%	33%	36%
Wall chargers	35%	35%	33%	40%	31%	32%	41%	45%	34%	32%	37%
Reusable Straw	33%	33%	30%	13%	37%	55%	43%	30%	27%	31%	37%
Phone Case/Wallet	31%	32%	30%	22%	11%	19%	43%	34%	30%	29%	32%
Pens & pencils	30%	31%	29%	16%	21%	34%	40%	27%	32%	27%	30%
Stickers	30%	31%	26%	13%	25%	15%	48%	32%	24%	29%	32%
Hat	27%	29%	23%	19%	16%	20%	29%	27%	27%	27%	28%
Umbrellas	25%	26%	21%	14%	16%	22%	27%	19%	26%	21%	26%
Keychain	21%	22%	19%	5%	19%	21%	39%	22%	19%	20%	22%
Popsocket	19%	20%	18%	5%	7%	24%	32%	14%	17%	22%	19%
Fidget Spinner	9%	9%	11%	6%	4%	6%	11%	9%	8%	9%	10%

		High School					Major				
	Total	Public	Private	Parochial	Homeschool	Other	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
Other (write in comments)	4%	4%	3%	15%	6%	3%	5%	2%	6%	3%	4%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2438)	(1898)	(429)	(28)	(39)	(33)	(54)	(52)	(721)	(438)	(1142)

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		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
T-shirts	53%	49%	58%	63%	57%	33%	51%	60%
Portable chargers	51%	48%	51%	59%	53%	41%	48%	49%
Mini bluetooth speaker	48%	46%	54%	54%	50%	38%	50%	32%
Bottles	42%	39%	42%	52%	43%	27%	43%	45%
Earbuds/Headphones	41%	40%	44%	48%	39%	52%	41%	37%
Cups/Mugs	40%	41%	41%	36%	41%	48%	42%	40%
Custom totes or backpacks	39%	34%	40%	50%	43%	18%	37%	44%
Outerwear	38%	34%	43%	46%	37%	46%	46%	32%
USB sticks	36%	34%	39%	36%	40%	46%	32%	40%
Laptop (or tablet) sleeves	36%	30%	43%	47%	43%	36%	27%	39%
Notepads/Notebooks	35%	33%	41%	38%	38%	35%	32%	34%
Wall chargers	35%	34%	37%	38%	36%	31%	26%	39%
Reusable Straw	33%	32%	29%	34%	38%	23%	35%	40%
Phone Case/Wallet	31%	27%	38%	39%	35%	29%	24%	44%
Pens & pencils	30%	30%	28%	35%	27%	33%	27%	25%
Stickers	30%	29%	31%	30%	32%	23%	30%	26%
Hat	27%	25%	26%	28%	34%	17%	26%	27%
Umbrellas	25%	19%	34%	36%	27%	29%	21%	18%
Keychain	21%	16%	25%	31%	24%	22%	15%	32%
Popsocket	19%	14%	22%	25%	28%	10%	13%	24%
Fidget Spinner	9%	8%	11%	11%	11%	12%	6%	10%

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Other (write in comments)	4%	5%	2%	2%	5%	0%	2%	16%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2438)	(1280)	(557)	(189)	(206)	(23)	(136)	(31)

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		University									
	Total	ACC	Big 10	Big 12	Big West	California State	Ivy League	Mid American Conference	NESCAC	NEWMAC	PAC 12
T-shirts	53%	59%	48%	42%	64%	55%	59%	56%	41%	38%	41%
Portable chargers	51%	48%	50%	52%	64%	63%	53%	36%	58%	62%	46%
Mini bluetooth speaker	48%	42%	43%	54%	64%	59%	51%	33%	43%	67%	43%
Bottles	42%	49%	36%	31%	43%	43%	45%	25%	45%	46%	38%
Earbuds/Headphones	41%	33%	42%	46%	60%	52%	50%	23%	38%	54%	36%
Cups/Mugs	40%	50%	33%	34%	45%	43%	35%	33%	35%	42%	35%
Custom totes or backpacks	39%	36%	40%	21%	57%	46%	40%	24%	30%	63%	23%
Outerwear	38%	34%	28%	33%	60%	51%	42%	38%	35%	43%	29%
USB sticks	36%	41%	33%	36%	62%	49%	30%	26%	31%	41%	40%
Laptop (or tablet) sleeves	36%	29%	41%	39%	48%	45%	34%	26%	42%	39%	39%
Notepads/Notebooks	35%	40%	23%	34%	51%	43%	29%	25%	36%	55%	33%
Wall chargers	35%	37%	32%	31%	53%	41%	36%	17%	41%	46%	29%
Reusable Straw	33%	31%	23%	29%	43%	32%	29%	23%	45%	54%	27%
Phone Case/Wallet	31%	29%	30%	25%	48%	39%	31%	14%	22%	26%	24%
Pens & pencils	30%	36%	26%	35%	28%	25%	28%	18%	27%	47%	25%
Stickers	30%	32%	22%	20%	22%	32%	26%	28%	25%	44%	28%
Hat	27%	27%	22%	21%	31%	32%	24%	9%	37%	29%	23%
Umbrellas	25%	20%	21%	25%	33%	30%	32%	19%	17%	42%	15%
Keychain	21%	25%	12%	20%	34%	26%	16%	12%	11%	19%	19%
Popsocket	19%	16%	19%	21%	25%	21%	18%	6%	22%	23%	15%
Fidget Spinner	9%	13%	8%	9%	13%	10%	7%	5%	22%	20%	7%

		University									
	Total	ACC	Big 10	Big 12	Big West	California State	Ivy League	Mid American Conference	NESCAC	NEWMAC	PAC 12
Other (write in comments)	4%	3%	2%	11%	5%	4%	2%	10%	2%	4%	6%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2438)	(190)	(115)	(86)	(73)	(149)	(143)	(40)	(44)	(33)	(219)

On Campus Events poll
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		University (ctd.)				
	Total	Patriot League	SEC	Texas State	UAA	Other
T-shirts	53%	63%	59%	57%	44%	55%
Portable chargers	51%	49%	47%	52%	44%	52%
Mini bluetooth speaker	48%	43%	45%	42%	52%	50%
Bottles	42%	38%	33%	27%	35%	45%
Earbuds/Headphones	41%	34%	43%	50%	50%	41%
Cups/Mugs	40%	35%	32%	36%	41%	42%
Custom totes or backpacks	39%	39%	24%	28%	39%	43%
Outerwear	38%	37%	31%	30%	52%	40%
USB sticks	36%	29%	32%	42%	29%	35%
Laptop (or tablet) sleeves	36%	56%	24%	27%	44%	36%
Notepads/Notebooks	35%	47%	26%	27%	40%	37%
Wall chargers	35%	41%	31%	24%	35%	36%
Reusable Straw	33%	29%	20%	25%	20%	36%
Phone Case/Wallet	31%	36%	28%	22%	36%	33%
Pens & pencils	30%	33%	24%	23%	30%	31%
Stickers	30%	10%	26%	18%	36%	32%
Hat	27%	43%	32%	35%	39%	28%
Umbrellas	25%	13%	20%	26%	24%	26%
Keychain	21%	16%	23%	23%	9%	22%
Popsocket	19%	39%	16%	18%	28%	20%
Fidget Spinner	9%	0%	2%	5%	19%	9%
Other (write in comments)	4%	0%	8%	4%	0%	4%

		University (ctd.)				
	Total	Patriot League	SEC	Texas State	UAA	Other
Refused	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2438)	(14)	(90)	(98)	(26)	(1292)

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		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
T-shirts	53%	10%	19%	27%	44%	50%	54%	54%	61%	24%
Portable chargers	51%	20%	6%	42%	31%	51%	49%	52%	57%	65%
Mini bluetooth speaker	48%	10%	3%	36%	45%	49%	45%	49%	54%	56%
Bottles	42%	3%	5%	20%	35%	39%	40%	45%	48%	57%
Earbuds/Headphones	41%	0%	3%	47%	31%	41%	42%	41%	45%	54%
Cups/Mugs	40%	0%	3%	14%	41%	38%	41%	44%	41%	51%
Custom totes or backpacks	39%	24%	12%	21%	37%	34%	37%	42%	43%	46%
Outerwear	38%	20%	3%	18%	38%	32%	39%	43%	41%	7%
USB sticks	36%	0%	12%	30%	43%	35%	35%	38%	38%	39%
Laptop (or tablet) sleeves	36%	20%	35%	35%	29%	30%	34%	37%	46%	20%
Notepads/Notebooks	35%	14%	3%	22%	21%	33%	33%	38%	42%	45%
Wall chargers	35%	17%	18%	17%	28%	33%	35%	36%	39%	47%
Reusable Straw	33%	3%	3%	18%	29%	32%	32%	33%	38%	48%
Phone Case/Wallet	31%	13%	3%	18%	30%	24%	30%	33%	40%	36%
Pens & pencils	30%	8%	16%	27%	20%	34%	26%	30%	33%	35%
Stickers	30%	0%	3%	16%	19%	23%	30%	31%	38%	18%
Hat	27%	16%	3%	27%	32%	23%	26%	28%	34%	18%
Umbrellas	25%	3%	3%	17%	19%	24%	25%	23%	28%	32%
Keychain	21%	34%	3%	12%	15%	18%	21%	22%	25%	29%
Popsocket	19%	6%	3%	9%	15%	14%	15%	21%	28%	38%
Fidget Spinner	9%	6%	0%	16%	3%	5%	9%	11%	14%	14%
Other (write in comments)	4%	0%	0%	3%	7%	5%	4%	4%	3%	13%

		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2438)	(16)	(13)	(24)	(76)	(522)	(684)	(549)	(521)	(23)

Q16. How important is free food at on-campus recruiting events and activities to attract you to attend?

		Affiliation		Financial Aid			Gender		
	Total	Affiliated	Unaffiliated	No	Yes	Other	Female	Male	Non Binary
5- Very important	36%	32%	28%	32%	37%	36%	40%	31%	45%
4- Somewhat important	29%	28%	30%	28%	30%	10%	31%	27%	24%
3- Neutral	21%	25%	24%	24%	20%	29%	19%	23%	22%
2- Somewhat unimportant	8%	10%	10%	10%	8%	17%	7%	11%	2%
1- Very unimportant	6%	5%	7%	7%	5%	8%	3%	8%	6%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	99%	101%	100%	100%	100%	100%	99%
(Unweighted N)	(2571)	(204)	(1171)	(855)	(1674)	(26)	(1283)	(1189)	(91)

		High School					Major				
	Total	Public	Private	Parochial	Homeschool	Other	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
5- Very important	36%	35%	42%	31%	31%	37%	47%	36%	33%	37%	37%
4- Somewhat important	29%	29%	32%	29%	24%	25%	29%	26%	28%	30%	30%
3- Neutral	21%	22%	17%	22%	9%	15%	13%	22%	23%	19%	21%
2- Somewhat unimportant	8%	9%	5%	13%	24%	18%	9%	11%	10%	8%	7%
1- Very unimportant	6%	6%	4%	4%	11%	5%	2%	5%	5%	6%	6%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	101%	100%	99%	99%	100%	100%	100%	99%	100%	101%
(Unweighted N)	(2571)	(1993)	(454)	(32)	(41)	(38)	(61)	(55)	(757)	(457)	(1201)

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		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
5- Very important	36%	29%	36%	52%	42%	44%	34%	35%
4- Somewhat important	29%	30%	33%	22%	30%	27%	33%	36%
3- Neutral	21%	23%	19%	18%	19%	21%	19%	11%
2- Somewhat unimportant	8%	11%	7%	4%	6%	2%	10%	5%
1- Very unimportant	6%	7%	5%	4%	2%	6%	4%	13%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	99%	100%	100%	100%
(Unweighted N)	(2571)	(1351)	(588)	(199)	(219)	(24)	(139)	(33)

		University									
	Total	ACC	Big 10	Big 12	Big West	California State	Ivy League	Mid American Conference	NESCAC	NEWMAC	PAC 12
5- Very important	36%	31%	29%	35%	45%	41%	43%	22%	43%	32%	30%
4- Somewhat important	29%	27%	32%	30%	33%	32%	22%	11%	26%	40%	36%
3- Neutral	21%	24%	26%	21%	18%	20%	17%	31%	22%	15%	24%
2- Somewhat unimportant	8%	10%	9%	6%	1%	3%	9%	24%	3%	12%	5%
1- Very unimportant	6%	8%	5%	8%	2%	4%	9%	12%	6%	1%	5%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2571)	(196)	(130)	(88)	(76)	(157)	(156)	(41)	(49)	(37)	(230)

On Campus Events poll
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		University (ctd.)				
	Total	Patriot League	SEC	Texas State	UAA	Other
5- Very important	36%	8%	35%	24%	44%	38%
4- Somewhat important	29%	47%	18%	28%	33%	30%
3- Neutral	21%	12%	27%	37%	8%	19%
2- Somewhat unimportant	8%	33%	9%	6%	11%	8%
1- Very unimportant	6%	0%	12%	6%	3%	4%
Refused	0%	0%	0%	0%	0%	0%
Total	100%	100%	101%	101%	99%	99%
(Unweighted N)	(2571)	(16)	(93)	(105)	(27)	(1353)

		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
5- Very important	36%	62%	32%	35%	33%	30%	32%	37%	46%	36%
4- Somewhat important	29%	11%	35%	31%	32%	28%	31%	30%	27%	38%
3- Neutral	21%	21%	23%	21%	12%	22%	23%	20%	20%	7%
2- Somewhat unimportant	8%	6%	8%	12%	13%	10%	9%	7%	6%	19%
1- Very unimportant	6%	0%	3%	0%	10%	9%	5%	6%	2%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	101%	99%	100%	99%	100%	100%	101%	100%
(Unweighted N)	(2571)	(17)	(15)	(26)	(81)	(555)	(720)	(573)	(546)	(24)

Q17. What are the best ways for recruiters to stay in touch with you after on-campus recruiting events? Select all that apply.

	Total	Affiliation		Financial Aid			Gender		
		Affiliated	Unaffiliated	No	Yes	Other	Female	Male	Non Binary
Email	86%	84%	83%	86%	87%	89%	89%	84%	80%
Text	39%	32%	35%	36%	39%	60%	41%	36%	37%
Phone	36%	32%	35%	36%	35%	36%	36%	36%	23%
Social Media	24%	23%	20%	19%	25%	27%	26%	20%	26%
Mail	16%	11%	14%	15%	16%	5%	17%	15%	15%
Career Services Site	13%	13%	11%	12%	13%	30%	13%	12%	14%
Employer Site	11%	13%	10%	12%	11%	17%	12%	11%	9%
Other (write in comments)	0%	0%	0%	1%	0%	0%	0%	1%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2511)	(191)	(1124)	(830)	(1639)	(27)	(1258)	(1157)	(89)

On Campus Events poll
December 2019 - 5001 US college students



		High School					Major				
	Total	Public	Private	Parochial	Homeschool	Other	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
Email	86%	86%	87%	75%	91%	91%	91%	65%	87%	83%	89%
Text	39%	40%	36%	51%	32%	26%	40%	31%	34%	34%	45%
Phone	36%	37%	32%	44%	38%	28%	19%	30%	35%	37%	37%
Social Media	24%	24%	24%	27%	28%	24%	34%	15%	19%	24%	27%
Mail	16%	15%	21%	5%	9%	15%	16%	21%	15%	16%	15%
Career Services Site	13%	13%	15%	12%	6%	19%	20%	21%	11%	15%	13%
Employer Site	11%	12%	12%	6%	5%	10%	16%	22%	10%	13%	11%
Other (write in comments)	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2511)	(1946)	(447)	(29)	(41)	(37)	(58)	(54)	(740)	(443)	(1180)

On Campus Events poll
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		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Email	86%	88%	84%	82%	87%	70%	90%	80%
Text	39%	37%	41%	44%	40%	44%	38%	39%
Phone	36%	33%	37%	41%	37%	49%	36%	31%
Social Media	24%	23%	30%	27%	20%	22%	28%	27%
Mail	16%	14%	22%	19%	15%	23%	13%	28%
Career Services Site	13%	12%	20%	14%	11%	6%	14%	14%
Employer Site	11%	10%	19%	15%	9%	6%	11%	7%
Other (write in comments)	0%	0%	0%	1%	0%	0%	1%	3%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2511)	(1313)	(575)	(197)	(216)	(24)	(138)	(32)

On Campus Events poll
December 2019 - 5001 US college students



		University									
	Total	ACC	Big 10	Big 12	Big West	California State	Ivy League	Mid American Conference	NESCAC	NEWMAC	PAC 12
Email	86%	86%	90%	75%	93%	88%	78%	90%	82%	89%	81%
Text	39%	44%	29%	43%	43%	34%	26%	30%	17%	16%	35%
Phone	36%	40%	37%	25%	38%	35%	26%	26%	22%	19%	32%
Social Media	24%	23%	29%	18%	25%	21%	15%	23%	27%	17%	19%
Mail	16%	16%	13%	23%	19%	13%	16%	16%	11%	20%	14%
Career Services Site	13%	14%	13%	25%	10%	11%	12%	9%	10%	7%	11%
Employer Site	11%	15%	16%	9%	11%	11%	11%	15%	24%	9%	12%
Other (write in comments)	0%	1%	0%	1%	0%	0%	1%	4%	0%	0%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2511)	(192)	(122)	(84)	(74)	(152)	(150)	(40)	(46)	(37)	(223)

On Campus Events poll

December 2019 - 5001 US college students



		University (ctd.)				
	Total	Patriot League	SEC	Texas State	UAA	Other
Email	86%	93%	83%	78%	91%	88%
Text	39%	37%	51%	49%	35%	42%
Phone	36%	48%	40%	40%	35%	37%
Social Media	24%	33%	31%	28%	41%	24%
Mail	16%	23%	13%	12%	11%	16%
Career Services Site	13%	3%	6%	20%	23%	13%
Employer Site	11%	15%	10%	12%	12%	10%
Other (write in comments)	0%	0%	0%	0%	0%	0%
Refused	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2511)	(15)	(93)	(99)	(27)	(1333)

On Campus Events poll
December 2019 - 5001 US college students



		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
Email	86%	71%	14%	56%	81%	89%	88%	88%	86%	83%
Text	39%	6%	26%	8%	27%	37%	38%	40%	46%	46%
Phone	36%	23%	3%	28%	35%	36%	38%	35%	35%	48%
Social Media	24%	26%	30%	23%	23%	22%	23%	22%	29%	19%
Mail	16%	10%	14%	25%	13%	15%	16%	16%	17%	19%
Career Services Site	13%	12%	30%	6%	9%	13%	13%	14%	13%	9%
Employer Site	11%	12%	0%	18%	11%	9%	12%	13%	12%	13%
Other (write in comments)	0%	0%	0%	0%	1%	1%	0%	0%	1%	8%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2511)	(16)	(13)	(24)	(73)	(544)	(707)	(557)	(543)	(23)

Q18. What types of information or outreach do you prefer to receive from employer representative(s) after on-campus recruiting events? Select all that apply.

	Affiliation			Financial Aid			Gender		
	Total	Affiliated	Unaffiliated	No	Yes	Other	Female	Male	Non Binary
Information about open jobs	69%	66%	69%	70%	69%	86%	72%	66%	73%
Recruiting timelines and key dates	58%	63%	58%	58%	59%	65%	60%	56%	56%
Feedback on resumes and applications	57%	55%	58%	60%	57%	57%	60%	54%	49%
Opportunities to meet with current employees	50%	49%	48%	50%	50%	73%	54%	46%	49%
Information about compensation and benefits	44%	35%	46%	44%	44%	55%	46%	42%	41%
Insight into company culture	44%	44%	41%	44%	44%	67%	45%	43%	34%
Recommendations for different career paths	41%	40%	38%	41%	41%	33%	42%	39%	49%
Personal stories about their experiences at the company	34%	31%	31%	33%	35%	34%	38%	30%	29%
Information about the company's mission	33%	30%	29%	31%	34%	49%	36%	31%	26%
Preview of company roadmap and goals	31%	33%	28%	29%	31%	41%	31%	30%	29%
Other (write in comments)	1%	2%	2%	1%	1%	0%	1%	1%	4%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2454)	(182)	(1087)	(815)	(1602)	(24)	(1242)	(1119)	(88)

On Campus Events poll
December 2019 - 5001 US college students



		High School					Major				
	Total	Public	Private	Parochial	Homeschool	Other	Arts Humanities	Interdisciplinary	Sciences	Social Sciences	Other
Information about open jobs	69%	70%	64%	63%	73%	79%	77%	49%	68%	64%	73%
Recruiting timelines and key dates	58%	58%	57%	69%	53%	69%	58%	46%	57%	54%	62%
Feedback on resumes and applications	57%	57%	57%	56%	50%	61%	59%	48%	57%	54%	59%
Opportunities to meet with current employees	50%	50%	48%	45%	48%	68%	52%	47%	48%	48%	53%
Information about compensation and benefits	44%	44%	43%	49%	53%	40%	43%	23%	41%	45%	47%
Insight into company culture	44%	44%	43%	68%	40%	46%	55%	37%	42%	42%	45%
Recommendations for different career paths	41%	41%	40%	38%	28%	44%	40%	29%	41%	34%	44%
Personal stories about their experiences at the company	34%	35%	30%	39%	16%	43%	33%	30%	30%	34%	37%
Information about the company's mission	33%	34%	29%	35%	26%	44%	42%	18%	32%	30%	36%
Preview of company roadmap and goals	31%	31%	31%	25%	29%	37%	15%	39%	28%	33%	32%
Other (write in comments)	1%	1%	0%	0%	5%	0%	1%	0%	1%	1%	1%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2454)	(1899)	(442)	(28)	(40)	(35)	(56)	(54)	(727)	(436)	(1148)

On Campus Events poll
December 2019 - 5001 US college students



		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Information about open jobs	69%	71%	68%	66%	68%	62%	70%	66%
Recruiting timelines and key dates	58%	60%	60%	55%	55%	54%	59%	48%
Feedback on resumes and applications	57%	58%	59%	60%	51%	55%	61%	61%
Opportunities to meet with current employees	50%	49%	53%	59%	43%	51%	52%	44%
Information about compensation and benefits	44%	45%	40%	47%	39%	50%	43%	37%
Insight into company culture	44%	44%	49%	49%	38%	24%	32%	47%
Recommendations for different career paths	41%	39%	46%	42%	43%	48%	39%	35%
Personal stories about their experiences at the company	34%	32%	38%	42%	33%	32%	25%	29%
Information about the company's mission	33%	31%	34%	40%	35%	28%	29%	35%
Preview of company roadmap and goals	31%	29%	30%	31%	36%	31%	22%	26%
Other (write in comments)	1%	1%	1%	1%	1%	0%	2%	0%
Refused	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2454)	(1278)	(565)	(195)	(210)	(24)	(136)	(31)

On Campus Events poll
December 2019 - 5001 US college students



		University									
	Total	ACC	Big 10	Big 12	Big West	California State	Ivy League	Mid American Conference	NESCAC	NEWMAC	PAC 12
Information about open jobs	69%	67%	63%	71%	78%	72%	60%	71%	63%	65%	61%
Recruiting timelines and key dates	58%	67%	63%	59%	67%	64%	62%	61%	58%	65%	53%
Feedback on resumes and applications	57%	61%	61%	49%	61%	62%	59%	65%	44%	58%	60%
Opportunities to meet with current employees	50%	53%	50%	50%	57%	56%	51%	25%	56%	52%	44%
Information about compensation and benefits	44%	48%	45%	42%	57%	45%	35%	50%	40%	45%	46%
Insight into company culture	44%	54%	48%	45%	44%	42%	44%	45%	42%	60%	40%
Recommendations for different career paths	41%	45%	44%	32%	55%	52%	33%	34%	42%	39%	39%
Personal stories about their experiences at the company	34%	34%	33%	32%	25%	30%	26%	25%	36%	26%	36%
Information about the company's mission	33%	40%	31%	25%	46%	42%	20%	26%	37%	24%	33%
Preview of company roadmap and goals	31%	32%	30%	29%	30%	26%	26%	34%	35%	20%	33%
Other (write in comments)	1%	1%	6%	0%	0%	0%	1%	2%	0%	0%	2%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2454)	(187)	(114)	(80)	(72)	(149)	(141)	(40)	(47)	(36)	(222)

On Campus Events poll

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		University (ctd.)				
	Total	Patriot League	SEC	Texas State	UAA	Other
Information about open jobs	69%	71%	71%	66%	86%	72%
Recruiting timelines and key dates	58%	81%	55%	59%	63%	56%
Feedback on resumes and applications	57%	41%	57%	59%	62%	56%
Opportunities to meet with current employees	50%	57%	58%	45%	70%	50%
Information about compensation and benefits	44%	53%	40%	45%	35%	44%
Insight into company culture	44%	48%	36%	33%	65%	43%
Recommendations for different career paths	41%	39%	35%	34%	60%	41%
Personal stories about their experiences at the company	34%	36%	35%	33%	36%	36%
Information about the company's mission	33%	51%	27%	22%	30%	35%
Preview of company roadmap and goals	31%	37%	30%	29%	43%	30%
Other (write in comments)	1%	0%	3%	1%	0%	1%
Refused	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2454)	(14)	(91)	(97)	(26)	(1310)

On Campus Events poll
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		Year (ctd.)								
	Total	2016	2017	2018	2019	2020	2021	2022	2023	Other
Information about open jobs	69%	35%	14%	39%	70%	76%	68%	70%	68%	78%
Recruiting timelines and key dates	58%	21%	15%	37%	58%	64%	58%	57%	58%	58%
Feedback on resumes and applications	57%	39%	10%	37%	61%	60%	56%	59%	57%	67%
Opportunities to meet with current employees	50%	31%	6%	11%	39%	51%	50%	52%	52%	48%
Information about compensation and benefits	44%	21%	36%	42%	46%	48%	40%	47%	42%	54%
Insight into company culture	44%	24%	21%	39%	37%	44%	42%	45%	46%	50%
Recommendations for different career paths	41%	9%	6%	26%	34%	39%	40%	39%	48%	51%
Personal stories about their experiences at the company	34%	12%	15%	16%	26%	34%	29%	37%	41%	43%
Information about the company's mission	33%	28%	8%	15%	24%	31%	32%	33%	40%	48%
Preview of company roadmap and goals	31%	23%	36%	14%	20%	29%	28%	32%	36%	44%
Other (write in comments)	1%	0%	0%	2%	1%	1%	1%	2%	0%	25%
Refused	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
(Unweighted N)	(2454)	(16)	(14)	(24)	(73)	(525)	(688)	(545)	(537)	(22)

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Survey Methodology

This survey was designed and conducted by College Pulse. Interviews were conducted in English among a sample of 5001 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 $\pm 1.6\%$. 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>

Q16. How important is free food at on-campus recruiting events and activities to attract you to attend?	75
Q17. What are the best ways for recruiters to stay in touch with you after on-campus recruiting events? Select all that apply.	78
Q18. What types of information or outreach do you prefer to receive from employer representative(s) after on-campus recruiting events? Select all that apply.	84
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