



Graduates

Fieldwork Dates: 7th - 20th May 2019

**Conducted by YouGov
On behalf of WE Communications**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 761 people aged 17-25. Fieldwork was undertaken between 7th - 15th May 2019. The survey was carried out online.

An additional sample was fielded for KWG_q1m_2 and KWG_q2_2. Total sample size was 754 people aged 17-25. Fieldwork was undertaken between 16th - 20th May 2019. The survey was carried out online.

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

WE Communications

Graduates

US_nat Sample: 7th - 15th May 2019



Total	Are you...?		Age									Region		
	Male	Female	17	18	19	20	21	22	23	24	25	Northeast	Midwest	South

KWG_q1m. Which, if any, of the following statements BEST describes your education experience? Please select all that apply.

Base: US adults 17-25	761	362	399	76	63	77	87	88	91	93	95	91	188	136	244
I plan to graduate from high school in the next two years	17%	20%	13%	87%	29%	10%	8%	8%	3%	10%	5%	3%	16%	15%	15%
I graduated high school in the past two years	18%	17%	18%	4%	32%	45%	36%	16%	7%	13%	7%	7%	14%	22%	19%
I plan to graduate from college in the next two years	23%	20%	26%	4%	27%	38%	44%	39%	20%	14%	12%	12%	26%	21%	20%
I graduated from college in the past two years	27%	28%	27%	1%	5%	6%	8%	25%	49%	51%	57%	27%	31%	29%	26%
None of these	19%	19%	20%	5%	17%	8%	13%	17%	22%	15%	22%	51%	14%	18%	25%

KWG_q2. Which of the following career fields do you plan to pursue? Please select all that apply.

Base: US adults 17-25	761	362	399	76	63	77	87	88	91	93	95	91	188	136	244
Business/Finance	17%	18%	16%	17%	19%	9%	21%	14%	22%	18%	14%	18%	21%	14%	14%
Marketing	9%	10%	9%	4%	6%	10%	6%	14%	9%	14%	9%	11%	11%	9%	9%
Science, Technology, Engineering or Math	26%	33%	21%	32%	29%	22%	30%	33%	26%	27%	18%	23%	26%	26%	28%
Liberal Arts	14%	14%	15%	11%	11%	13%	16%	16%	10%	17%	18%	15%	14%	15%	14%
Trade field (e.g. plumber, electrician, etc.)	6%	9%	3%	8%	5%	6%	6%	11%	4%	6%	4%	3%	5%	3%	9%
Other	26%	20%	32%	21%	27%	31%	23%	22%	26%	18%	37%	31%	31%	29%	20%
Don't know/not sure	16%	15%	17%	22%	22%	19%	14%	10%	14%	16%	13%	18%	11%	17%	21%

KWG_q3. Which, if any, of the following describe how you feel about finding and starting your career? Please select all that apply.

Base: US adults 17-25	761	362	399	76	63	77	87	88	91	93	95	91	188	136	244
Excited	40%	42%	38%	41%	35%	39%	29%	39%	44%	45%	48%	37%	45%	35%	39%
Hopeful	38%	36%	39%	46%	33%	36%	41%	40%	35%	34%	36%	36%	38%	39%	36%
Unsure	29%	28%	30%	30%	35%	31%	37%	26%	37%	24%	25%	20%	32%	24%	30%
Worried	29%	27%	31%	25%	25%	31%	41%	25%	30%	27%	32%	24%	34%	26%	26%
None of these	8%	8%	9%	4%	8%	10%	5%	6%	7%	10%	8%	16%	5%	10%	10%

KWG_q4. When you think about how you might use technology in your career, which, if any, of the following statements do you agree with? Please select all that apply.

Base: US adults 17-25	761	362	399	76	63	77	87	88	91	93	95	91	188	136	244
My familiarity with technology will help me collaborate more effectively than older generations do	48%	49%	47%	51%	46%	36%	47%	41%	52%	41%	56%	58%	45%	55%	45%
With technology, I can work anywhere and don't need to be in an office to be productive	42%	40%	43%	46%	40%	39%	38%	36%	37%	46%	41%	51%	41%	40%	40%
Technology will continue to change jobs in my lifetime	50%	55%	46%	57%	33%	47%	59%	40%	48%	51%	57%	56%	50%	51%	49%
Technology will allow me to create the kind of work-life balance I want	36%	38%	34%	43%	29%	29%	40%	25%	33%	41%	38%	43%	32%	38%	34%
None of these	12%	11%	13%	7%	21%	16%	9%	11%	14%	10%	11%	12%	10%	11%	14%

KWG_q5. Which, if any, of the following statements apply to you? Please select all that apply.

Base: US adults 17-25	761	362	399	76	63	77	87	88	91	93	95	91	188	136	244
I have no idea where to start when it comes to building my resume	18%	20%	17%	18%	19%	22%	28%	15%	20%	17%	15%	12%	15%	15%	17%
I don't know what type of job or career I want in life	27%	26%	28%	33%	29%	21%	26%	24%	31%	29%	23%	26%	29%	24%	23%
I don't have confidence that I know how to find a job that will support my goals	24%	22%	26%	12%	19%	27%	31%	24%	22%	24%	32%	23%	22%	23%	26%
I'm thinking about taking a year off between graduation and starting my career	15%	15%	14%	9%	10%	25%	16%	17%	18%	15%	15%	8%	16%	15%	11%
I am very confident in my employability	40%	44%	36%	47%	41%	32%	37%	47%	37%	35%	37%	47%	38%	43%	40%
None of these	14%	12%	17%	8%	17%	23%	9%	10%	16%	14%	18%	14%	16%	14%	17%

KWG_q6. Which, if either, of the following statements comes closest to your feelings about technology's effect on the current job market?

Base: US adults 17-25	761	362	399	76	63	77	87	88	91	93	95	91	188	136	244
I'm hopeful and believe technology is improving the job market and creating new opportunities for my generation	65%	66%	63%	78%	56%	53%	64%	70%	59%	73%	64%	63%	62%	69%	62%

WE Communications

Graduates

US_nat Sample: 7th - 15th May 2019



Total	Race					Education				Marital Status				
	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married

KWG_q1m. Which, if any, of the following statements BEST describes your education experience? Please select all that apply.

Base: US adults 17-25	761	182	434	72	156	99	186	274	241	60	172	8	6	3	534
I plan to graduate from high school in the next two years	17%	20%	18%	21%	15%	9%	26%	16%	7%	30%	45%	50%	50%	33%	7%
I graduated high school in the past two years	18%	16%	17%	19%	15%	23%	35%	19%	6%	3%	10%	25%	33%	33%	20%
I plan to graduate from college in the next two years	23%	23%	20%	21%	26%	30%	14%	47%	7%	3%	11%	13%	17%	-	27%
I graduated from college in the past two years	27%	25%	29%	29%	25%	22%	3%	11%	61%	47%	20%	13%	17%	-	31%
None of these	19%	19%	19%	15%	22%	22%	27%	13%	20%	22%	17%	-	-	33%	20%

KWG_q2. Which of the following career fields do you plan to pursue? Please select all that apply.

Base: US adults 17-25	761	182	434	72	156	99	186	274	241	60	172	8	6	3	534
Business/Finance	17%	18%	15%	26%	16%	20%	11%	18%	20%	18%	19%	25%	-	-	16%
Marketing	9%	10%	6%	11%	16%	12%	6%	8%	12%	15%	15%	25%	17%	-	8%
Science, Technology, Engineering or Math	26%	25%	28%	22%	19%	35%	20%	31%	24%	37%	29%	38%	33%	-	26%
Liberal Arts	14%	14%	15%	10%	15%	12%	11%	13%	16%	25%	11%	13%	33%	-	15%
Trade field (e.g. plumber, electrician, etc.)	6%	6%	5%	4%	9%	6%	10%	6%	3%	5%	12%	13%	-	33%	4%
Other	26%	29%	29%	19%	27%	16%	19%	28%	30%	25%	25%	-	-	33%	27%
Don't know/not sure	16%	14%	15%	17%	18%	18%	34%	12%	8%	12%	11%	-	17%	33%	17%

KWG_q3. Which, if any, of the following describe how you feel about finding and starting your career? Please select all that apply.

Base: US adults 17-25	761	182	434	72	156	99	186	274	241	60	172	8	6	3	534
Excited	40%	40%	41%	43%	38%	33%	27%	41%	45%	58%	51%	25%	17%	-	38%
Hopeful	38%	38%	39%	49%	35%	28%	30%	41%	39%	42%	35%	25%	67%	33%	38%
Unsure	29%	29%	31%	19%	23%	39%	34%	33%	23%	20%	24%	38%	17%	33%	31%
Worried	29%	31%	32%	22%	19%	35%	28%	31%	29%	25%	23%	13%	17%	-	32%
None of these	8%	8%	7%	3%	15%	8%	12%	6%	7%	12%	8%	-	-	33%	8%

KWG_q4. When you think about how you might use technology in your career, which, if any, of the following statements do you agree with? Please select all that apply.

Base: US adults 17-25	761	182	434	72	156	99	186	274	241	60	172	8	6	3	534
My familiarity with technology will help me collaborate more effectively than older generations do	48%	50%	52%	50%	39%	41%	37%	49%	56%	48%	44%	-	67%	33%	50%
With technology, I can work anywhere and don't need to be in an office to be productive	42%	45%	42%	42%	40%	41%	31%	44%	47%	40%	38%	75%	33%	67%	43%
Technology will continue to change jobs in my lifetime	50%	52%	58%	42%	33%	47%	37%	49%	61%	53%	48%	25%	50%	33%	52%
Technology will allow me to create the kind of work-life balance I want	36%	42%	36%	46%	29%	38%	26%	37%	41%	42%	44%	13%	50%	67%	34%
None of these	12%	12%	9%	10%	21%	14%	22%	10%	7%	12%	7%	-	-	-	14%

KWG_q5. Which, if any, of the following statements apply to you? Please select all that apply.

Base: US adults 17-25	761	182	434	72	156	99	186	274	241	60	172	8	6	3	534
I have no idea where to start when it comes to building my resume	18%	26%	16%	11%	24%	24%	23%	22%	14%	5%	18%	25%	-	-	19%
I don't know what type of job or career I want in life	27%	33%	28%	18%	24%	31%	28%	27%	25%	28%	25%	13%	17%	33%	28%
I don't have confidence that I know how to find a job that will support my goals	24%	23%	22%	32%	22%	30%	27%	25%	22%	18%	17%	63%	17%	33%	26%
I'm thinking about taking a year off between graduation and starting my career	15%	19%	14%	18%	17%	13%	15%	17%	13%	10%	13%	13%	17%	-	15%
I am very confident in my employability	40%	40%	45%	43%	29%	32%	26%	39%	48%	57%	45%	13%	50%	-	39%
None of these	14%	10%	13%	7%	22%	13%	19%	13%	13%	12%	9%	-	17%	33%	16%

KWG_q6. Which, if either, of the following statements comes closest to your feelings about technology's effect on the current job market?

Base: US adults 17-25	761	182	434	72	156	99	186	274	241	60	172	8	6	3	534
I'm hopeful and believe technology is improving the job market and creating new opportunities for my generation	65%	68%	71%	57%	51%	64%	47%	69%	74%	65%	70%	38%	100%	100%	64%

WE Communications

Graduates

US_nat Sample: 7th - 15th May 2019



Total	Domestic / civil partnership	Children under the age of 18		Income										
		Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	nosquare	MySpace	Pinterest	Tumblr

KWG_q1m. Which, if any, of the following statements BEST describes your education experience? Please select all that apply.

Base: US adults 17-25	761	38	76	-	238	160	197	166	614	397	258	207	45	257	147
I plan to graduate from high school in the next two years	17%	11%	87%	-	16%	13%	27%	9%	16%	14%	14%	17%	18%	16%	7%
I graduated high school in the past two years	18%	18%	4%	-	18%	18%	13%	22%	16%	17%	9%	20%	18%	17%	20%
I plan to graduate from college in the next two years	23%	21%	4%	-	23%	21%	22%	25%	23%	23%	20%	21%	16%	21%	29%
I graduated from college in the past two years	27%	24%	1%	-	27%	31%	30%	21%	30%	32%	43%	28%	31%	31%	31%
None of these	19%	32%	5%	-	18%	24%	10%	28%	18%	18%	19%	17%	24%	19%	17%

KWG_q2. Which of the following career fields do you plan to pursue? Please select all that apply.

Base: US adults 17-25	761	38	76	-	238	160	197	166	614	397	258	207	45	257	147
Business/Finance	17%	13%	17%	-	14%	18%	22%	13%	17%	19%	20%	21%	27%	15%	12%
Marketing	9%	5%	4%	-	11%	9%	9%	8%	10%	9%	10%	14%	18%	9%	9%
Science, Technology, Engineering or Math	26%	21%	32%	-	26%	29%	25%	25%	25%	26%	28%	29%	22%	21%	23%
Liberal Arts	14%	16%	11%	-	11%	14%	18%	15%	14%	17%	17%	17%	18%	14%	22%
Trade field (e.g. plumber, electrician, etc.)	6%	-	8%	-	6%	7%	9%	2%	5%	5%	4%	6%	9%	5%	4%
Other	26%	32%	21%	-	28%	24%	28%	23%	27%	29%	28%	23%	18%	33%	29%
Don't know/not sure	16%	24%	22%	-	17%	14%	8%	27%	15%	14%	10%	15%	22%	17%	15%

KWG_q3. Which, if any, of the following describe how you feel about finding and starting your career? Please select all that apply.

Base: US adults 17-25	761	38	76	-	238	160	197	166	614	397	258	207	45	257	147
Excited	40%	32%	41%	-	34%	46%	50%	31%	42%	42%	45%	43%	42%	41%	42%
Hopeful	38%	39%	46%	-	36%	39%	44%	31%	38%	39%	44%	42%	40%	39%	44%
Unsure	29%	21%	30%	-	29%	24%	25%	39%	30%	27%	31%	31%	18%	30%	33%
Worried	29%	24%	25%	-	27%	31%	32%	27%	29%	33%	31%	26%	22%	28%	38%
None of these	8%	16%	4%	-	9%	6%	4%	15%	6%	4%	6%	6%	11%	7%	4%

KWG_q4. When you think about how you might use technology in your career, which, if any, of the following statements do you agree with? Please select all that apply.

Base: US adults 17-25	761	38	76	-	238	160	197	166	614	397	258	207	45	257	147
My familiarity with technology will help me collaborate more effectively than older generations do	48%	45%	51%	-	46%	49%	54%	42%	49%	53%	62%	49%	42%	51%	54%
With technology, I can work anywhere and don't need to be in an office to be productive	42%	32%	46%	-	44%	48%	40%	34%	42%	44%	52%	42%	38%	47%	44%
Technology will continue to change jobs in my lifetime	50%	42%	57%	-	45%	58%	55%	44%	53%	54%	65%	52%	38%	54%	61%
Technology will allow me to create the kind of work-life balance I want	36%	24%	43%	-	29%	46%	40%	31%	38%	39%	45%	36%	40%	42%	42%
None of these	12%	16%	7%	-	8%	8%	7%	27%	10%	9%	6%	11%	18%	9%	7%

KWG_q5. Which, if any, of the following statements apply to you? Please select all that apply.

Base: US adults 17-25	761	38	76	-	238	160	197	166	614	397	258	207	45	257	147
I have no idea where to start when it comes to building my resume	18%	11%	18%	-	20%	13%	18%	22%	18%	20%	13%	20%	22%	17%	23%
I don't know what type of job or career I want in life	27%	16%	33%	-	30%	23%	26%	27%	27%	29%	31%	29%	29%	34%	36%
I don't have confidence that I know how to find a job that will support my goals	24%	16%	12%	-	26%	23%	25%	22%	24%	24%	26%	24%	27%	24%	35%
I'm thinking about taking a year off between graduation and starting my career	15%	18%	9%	-	16%	13%	18%	11%	15%	16%	12%	16%	27%	13%	18%
I am very confident in my employability	40%	42%	47%	-	34%	53%	44%	31%	43%	44%	54%	42%	36%	45%	39%
None of these	14%	24%	8%	-	14%	12%	9%	24%	12%	12%	9%	14%	16%	13%	7%

KWG_q6. Which, if either, of the following statements comes closest to your feelings about technology's effect on the current job market?

Base: US adults 17-25	761	38	76	-	238	160	197	166	614	397	258	207	45	257	147
I'm hopeful and believe technology is improving the job market and creating new opportunities for my generation	65%	47%	78%	-	61%	73%	73%	54%	68%	69%	74%	65%	67%	70%	73%

WE Communications

Graduates

US_nat Sample: 7th - 15th May 2019



Total	Social networks membership										Graduation status			
	Instagram	Snapchat	Reddit	WeChat	Qzone	Meetup	Weibo	Other	Don't know	Not applicable I am not currently a member of any social	I plan to graduate from high school in the next two years	I graduated high school in the past two years	I plan to graduate from college in the next two years	I graduated from college in the past two years

KWG_q1m. Which, if any, of the following statements BEST describes your education experience? Please select all that apply.

Base: US adults 17-25	761	477	380	125	22	4	16	9	27	8	30	126	134	174	209
I plan to graduate from high school in the next two years	17%	11%	9%	11%	27%	100%	25%	33%	11%	38%	13%	100%	-	2%	1%
I graduated high school in the past two years	18%	19%	20%	14%	27%	-	19%	33%	22%	13%	13%	-	100%	10%	1%
I plan to graduate from college in the next two years	23%	24%	25%	22%	27%	-	19%	-	30%	25%	7%	2%	13%	100%	-
I graduated from college in the past two years	27%	30%	31%	38%	27%	25%	31%	33%	22%	13%	13%	2%	1%	-	100%
None of these	19%	20%	19%	20%	-	-	13%	11%	22%	13%	57%	-	1%	1%	1%

KWG_q2. Which of the following career fields do you plan to pursue? Please select all that apply.

Base: US adults 17-25	761	477	380	125	22	4	16	9	27	8	30	126	134	174	209
Business/Finance	17%	18%	17%	18%	23%	50%	38%	44%	15%	-	13%	14%	18%	17%	21%
Marketing	9%	11%	9%	10%	14%	50%	25%	22%	11%	-	-	8%	11%	9%	11%
Science, Technology, Engineering or Math	26%	23%	26%	39%	36%	100%	38%	67%	30%	38%	27%	30%	19%	34%	29%
Liberal Arts	14%	15%	17%	14%	27%	25%	25%	33%	19%	-	7%	13%	19%	17%	14%
Trade field (e.g. plumber, electrician, etc.)	6%	5%	4%	5%	23%	25%	13%	11%	4%	-	3%	17%	10%	5%	3%
Other	26%	29%	29%	29%	14%	25%	13%	11%	33%	13%	23%	23%	19%	26%	32%
Don't know/not sure	16%	15%	14%	12%	9%	-	6%	11%	15%	50%	37%	16%	20%	6%	7%

KWG_q3. Which, if any, of the following describe how you feel about finding and starting your career? Please select all that apply.

Base: US adults 17-25	761	477	380	125	22	4	16	9	27	8	30	126	134	174	209
Excited	40%	43%	42%	38%	41%	75%	50%	56%	44%	25%	7%	41%	34%	48%	49%
Hopeful	38%	39%	40%	43%	14%	25%	38%	22%	52%	25%	40%	41%	33%	43%	38%
Unsure	29%	29%	32%	35%	36%	75%	38%	22%	37%	13%	13%	30%	40%	32%	25%
Worried	29%	29%	32%	38%	36%	50%	31%	33%	37%	13%	17%	22%	37%	36%	31%
None of these	8%	6%	6%	6%	9%	-	-	11%	7%	25%	47%	5%	2%	1%	6%

KWG_q4. When you think about how you might use technology in your career, which, if any, of the following statements do you agree with? Please select all that apply.

Base: US adults 17-25	761	477	380	125	22	4	16	9	27	8	30	126	134	174	209
My familiarity with technology will help me collaborate more effectively than older generations do	48%	47%	51%	62%	55%	75%	50%	56%	41%	25%	20%	41%	44%	55%	56%
With technology, I can work anywhere and don't need to be in an office to be productive	42%	44%	42%	52%	59%	100%	75%	44%	30%	38%	27%	42%	42%	45%	44%
Technology will continue to change jobs in my lifetime	50%	53%	56%	70%	59%	50%	38%	67%	52%	38%	17%	46%	46%	56%	54%
Technology will allow me to create the kind of work-life balance I want	36%	39%	38%	46%	45%	75%	38%	44%	41%	13%	10%	37%	35%	37%	39%
None of these	12%	11%	10%	6%	-	-	-	11%	11%	38%	57%	8%	13%	6%	6%

KWG_q5. Which, if any, of the following statements apply to you? Please select all that apply.

Base: US adults 17-25	761	477	380	125	22	4	16	9	27	8	30	126	134	174	209
I have no idea where to start when it comes to building my resume	18%	16%	17%	26%	32%	25%	38%	11%	15%	-	10%	24%	23%	24%	12%
I don't know what type of job or career I want in life	27%	28%	30%	33%	36%	50%	25%	22%	30%	13%	13%	34%	26%	24%	28%
I don't have confidence that I know how to find a job that will support my goals	24%	22%	24%	27%	36%	50%	50%	22%	15%	-	10%	20%	26%	34%	24%
I'm thinking about taking a year off between graduation and starting my career	15%	14%	16%	16%	23%	75%	31%	44%	15%	-	-	16%	24%	19%	14%
I am very confident in my employability	40%	43%	44%	45%	45%	50%	38%	56%	48%	25%	20%	37%	31%	44%	51%
None of these	14%	14%	12%	9%	-	-	-	11%	11%	63%	57%	8%	13%	7%	10%

KWG_q6. Which, if either, of the following statements comes closest to your feelings about technology's effect on the current job market?

Base: US adults 17-25	761	477	380	125	22	4	16	9	27	8	30	126	134	174	209
I'm hopeful and believe technology is improving the job market and creating new opportunities for my generation	65%	70%	67%	77%	59%	50%	50%	44%	59%	50%	30%	65%	60%	67%	76%

WE Communcations

Graduates

US_nat Sample: 7th - 15th May 2019



Total	
	None of these

KWG_q1m. Which, if any, of the following statements BEST describes your education experience? Please select all that apply.

	Base: US adults 17-25	761	148
I plan to graduate from high school in the next two years		17%	-
I graduated high school in the past two years		18%	1%
I plan to graduate from college in the next two years		23%	1%
I graduated from college in the past two years		27%	1%
None of these		19%	100%

KWG_q2. Which of the following career fields do you plan to pursue? Please select all that apply.

	Base: US adults 17-25	761	148
Business/Finance		17%	11%
Marketing		9%	9%
Science, Technology, Engineering or Math		26%	18%
Liberal Arts		14%	11%
Trade field (e.g. plumber, electrician, etc.)		6%	1%
Other		26%	27%
Don't know/not sure		16%	37%

KWG_q3. Which, if any, of the following describe how you feel about finding and starting your career? Please select all that apply.

	Base: US adults 17-25	761	148
Excited		40%	24%
Hopeful		38%	35%
Unsure		29%	24%
Worried		29%	21%
None of these		8%	27%

KWG_q4. When you think about how you might use technology in your career, which, if any, of the following statements do you agree with? Please select all that apply.

	Base: US adults 17-25	761	148
My familiarity with technology will help me collaborate more effectively than older generations do		48%	41%
With technology, I can work anywhere and don't need to be in an office to be productive		42%	37%
Technology will continue to change jobs in my lifetime		50%	47%
Technology will allow me to create the kind of work-life balance I want		36%	32%
None of these		12%	30%

KWG_q5. Which, if any, of the following statements apply to you? Please select all that apply.

	Base: US adults 17-25	761	148
I have no idea where to start when it comes to building my resume		18%	14%
I don't know what type of job or career I want in life		27%	24%
I don't have confidence that I know how to find a job that will support my goals		24%	17%
I'm thinking about taking a year off between graduation and starting my career		15%	4%
I am very confident in my employability		40%	32%
None of these		14%	34%

KWG_q6. Which, if either, of the following statements comes closest to your feelings about technology's effect on the current job market?

	Base: US adults 17-25	761	148
I'm hopeful and believe technology is improving the job market and creating new opportunities for my generation		65%	49%

WE Communications

Graduates

US_nat Sample: 7th - 15th May 2019



	Total	Are you...?		Age									Region		
		Male	Female	17	18	19	20	21	22	23	24	25	Northeast	Midwest	South
I'm anxious that technology might one day replace the job I'm pursuing	17%	20%	15%	11%	19%	19%	22%	13%	20%	18%	19%	14%	19%	18%	18%
Neither of these	18%	14%	22%	12%	25%	27%	14%	17%	21%	9%	17%	23%	20%	13%	20%
KWG_q7. To what extent do you agree or disagree with the following statement? "I believe I will do a job in my lifetime that doesn't exist yet."															
Base: US adults 17-25	761	362	399	76	63	77	87	88	91	93	95	91	188	136	244
Strongly agree	18%	25%	11%	17%	22%	10%	20%	14%	16%	31%	13%	18%	14%	18%	18%
Somewhat agree	37%	40%	34%	42%	24%	34%	38%	36%	38%	41%	37%	36%	41%	37%	37%
Somewhat disagree	33%	24%	40%	32%	44%	27%	31%	35%	40%	20%	38%	30%	30%	35%	31%
Strongly disagree	13%	11%	14%	9%	10%	29%	11%	15%	5%	8%	13%	16%	14%	11%	14%
Net: Agree	55%	65%	45%	59%	46%	44%	57%	50%	55%	72%	49%	54%	56%	54%	55%
Net: Disagree	45%	35%	55%	41%	54%	56%	43%	50%	45%	28%	51%	46%	44%	46%	45%
Please rank each of the following in order of importance to you when selecting a job.															
KWG_q8_1. Contributing to the greater good/helping others															
Base: US adults 17-25	761	362	399	76	63	77	87	88	91	93	95	91	188	136	244
1	29%	27%	31%	18%	46%	17%	26%	30%	41%	25%	34%	30%	26%	39%	26%
2	14%	12%	16%	12%	13%	19%	18%	17%	9%	10%	16%	13%	13%	9%	16%
3	23%	25%	21%	20%	19%	22%	20%	19%	21%	37%	21%	23%	25%	19%	25%
4	18%	18%	18%	18%	14%	22%	18%	17%	16%	14%	18%	21%	19%	18%	16%
5	16%	17%	15%	32%	8%	19%	17%	17%	13%	15%	12%	13%	17%	15%	17%
KWG_q8_2. The ability to be creative in my job															
Base: US adults 17-25	761	362	399	76	63	77	87	88	91	93	95	91	188	136	244
1	14%	13%	14%	22%	11%	19%	13%	14%	11%	9%	16%	10%	18%	13%	9%
2	17%	19%	15%	11%	22%	16%	17%	13%	19%	22%	17%	18%	15%	23%	11%
3	18%	17%	20%	21%	27%	16%	21%	19%	15%	14%	13%	22%	21%	16%	18%
4	29%	29%	30%	34%	21%	31%	29%	32%	31%	31%	33%	21%	30%	23%	34%
5	22%	23%	21%	12%	19%	18%	21%	23%	24%	25%	22%	30%	16%	25%	28%
KWG_q8_3. Compensation															
Base: US adults 17-25	761	362	399	76	63	77	87	88	91	93	95	91	188	136	244
1	23%	24%	21%	32%	24%	17%	23%	18%	21%	26%	18%	27%	21%	24%	23%
2	25%	24%	27%	30%	14%	25%	28%	23%	24%	30%	28%	24%	24%	18%	32%
3	21%	21%	21%	13%	19%	23%	18%	28%	24%	14%	26%	20%	23%	23%	20%
4	16%	15%	16%	11%	24%	16%	10%	14%	18%	15%	18%	16%	17%	20%	10%
5	15%	15%	16%	14%	19%	19%	21%	17%	13%	15%	9%	12%	14%	15%	16%
KWG_q8_4. Work life balance															
Base: US adults 17-25	761	362	399	76	63	77	87	88	91	93	95	91	188	136	244
1	26%	24%	27%	18%	13%	36%	29%	26%	23%	38%	24%	20%	23%	19%	33%
2	30%	31%	30%	37%	37%	23%	26%	34%	33%	26%	25%	35%	36%	31%	27%
3	23%	21%	24%	22%	25%	22%	22%	23%	21%	18%	29%	22%	19%	26%	23%
4	13%	14%	12%	13%	19%	12%	15%	9%	14%	12%	13%	14%	12%	13%	11%
5	8%	10%	6%	9%	6%	6%	8%	8%	9%	6%	8%	9%	10%	10%	6%
KWG_q8_5. Innovating/doing something that's never been done before															
Base: US adults 17-25	761	362	399	76	63	77	87	88	91	93	95	91	188	136	244
1	9%	11%	6%	9%	6%	10%	9%	13%	4%	3%	8%	13%	12%	4%	9%
2	13%	14%	12%	11%	14%	17%	10%	14%	15%	13%	10%	10%	11%	19%	14%
3	16%	16%	15%	24%	10%	17%	20%	10%	19%	17%	11%	13%	12%	15%	15%
4	24%	23%	25%	24%	22%	19%	28%	28%	21%	28%	19%	27%	22%	26%	29%
5	39%	35%	42%	33%	48%	36%	33%	35%	41%	39%	48%	36%	43%	35%	33%
KWG_q8_rc. Please rank each of the following in order of importance to you when selecting a job. (recoded)															
Base: US adults 17-25	761	362	399	76	63	77	87	88	91	93	95	91	188	136	244
Rank compensation above greater good	49%	49%	50%	37%	63%	52%	49%	53%	58%	38%	49%	47%	46%	55%	47%

WE Communcations

Graduates

US_nat Sample: 7th - 15th May 2019



	Total	Race					Education				Marital Status				
		West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married
I'm anxious that technology might one day replace the job I'm pursuing	17%	15%	14%	29%	22%	15%	22%	16%	15%	18%	17%	63%	-	-	16%
Neither of these	18%	17%	15%	14%	27%	21%	31%	15%	12%	17%	13%	-	-	-	20%
KWG_q7. To what extent do you agree or disagree with the following statement? "I believe I will do a job in my lifetime that doesn't exist yet."															
Base: US adults 17-25	761	182	434	72	156	99	186	274	241	60	172	8	6	3	534
Strongly agree	18%	21%	16%	35%	21%	11%	16%	17%	16%	35%	30%	25%	-	-	14%
Somewhat agree	37%	32%	39%	26%	33%	40%	36%	33%	44%	28%	37%	38%	67%	67%	36%
Somewhat disagree	33%	36%	33%	28%	33%	33%	35%	36%	31%	15%	23%	25%	17%	-	37%
Strongly disagree	13%	10%	12%	11%	13%	15%	13%	14%	9%	22%	9%	13%	17%	33%	13%
Net: Agree	55%	53%	55%	61%	53%	52%	52%	50%	60%	63%	67%	63%	67%	67%	50%
Net: Disagree	45%	47%	45%	39%	47%	48%	48%	50%	40%	37%	33%	38%	33%	33%	50%
Please rank each of the following in order of importance to you when selecting a job.															
KWG_q8_1. Contributing to the greater good/helping others															
Base: US adults 17-25	761	182	434	72	156	99	186	274	241	60	172	8	6	3	534
1	29%	30%	31%	38%	24%	27%	26%	28%	33%	28%	25%	38%	17%	33%	31%
2	14%	15%	13%	14%	14%	17%	13%	15%	12%	20%	15%	25%	-	33%	14%
3	23%	20%	24%	18%	21%	21%	22%	23%	25%	13%	20%	13%	17%	33%	24%
4	18%	19%	17%	19%	20%	17%	20%	16%	18%	18%	17%	-	67%	-	18%
5	16%	15%	15%	11%	21%	17%	18%	18%	12%	20%	23%	25%	-	-	14%
KWG_q8_2. The ability to be creative in my job															
Base: US adults 17-25	761	182	434	72	156	99	186	274	241	60	172	8	6	3	534
1	14%	16%	13%	18%	13%	13%	14%	15%	10%	20%	19%	-	17%	-	13%
2	17%	21%	15%	26%	19%	16%	24%	15%	16%	10%	16%	25%	33%	33%	17%
3	18%	18%	15%	18%	21%	27%	17%	20%	15%	25%	20%	25%	33%	-	17%
4	29%	29%	32%	18%	31%	24%	28%	29%	32%	20%	32%	50%	-	33%	28%
5	22%	15%	24%	19%	17%	19%	17%	21%	26%	25%	13%	-	17%	33%	25%
KWG_q8_3. Compensation															
Base: US adults 17-25	761	182	434	72	156	99	186	274	241	60	172	8	6	3	534
1	23%	23%	21%	25%	24%	29%	23%	24%	22%	22%	22%	-	33%	33%	23%
2	25%	25%	28%	25%	20%	25%	20%	26%	29%	25%	27%	25%	17%	33%	24%
3	21%	19%	23%	8%	24%	15%	22%	18%	22%	27%	17%	38%	17%	-	23%
4	16%	17%	16%	19%	15%	12%	17%	16%	15%	12%	15%	13%	17%	-	16%
5	15%	16%	13%	22%	17%	18%	19%	16%	12%	15%	19%	25%	17%	33%	14%
KWG_q8_4. Work life balance															
Base: US adults 17-25	761	182	434	72	156	99	186	274	241	60	172	8	6	3	534
1	26%	22%	26%	14%	29%	27%	29%	25%	25%	18%	22%	38%	17%	33%	27%
2	30%	30%	32%	18%	31%	29%	26%	34%	31%	25%	30%	13%	17%	-	31%
3	23%	24%	23%	32%	17%	22%	23%	22%	24%	18%	22%	25%	-	67%	22%
4	13%	18%	10%	22%	15%	17%	14%	12%	12%	22%	16%	13%	17%	-	13%
5	8%	7%	8%	14%	7%	4%	8%	7%	7%	17%	11%	13%	50%	-	7%
KWG_q8_5. Innovating/doing something that's never been done before															
Base: US adults 17-25	761	182	434	72	156	99	186	274	241	60	172	8	6	3	534
1	9%	8%	9%	6%	11%	3%	8%	8%	9%	12%	12%	25%	17%	-	7%
2	13%	9%	12%	17%	16%	12%	17%	9%	12%	20%	13%	13%	33%	-	13%
3	16%	19%	14%	24%	17%	14%	16%	17%	13%	17%	21%	-	33%	-	14%
4	24%	18%	26%	21%	19%	29%	20%	27%	22%	28%	20%	25%	-	67%	26%
5	39%	46%	39%	33%	38%	41%	39%	39%	43%	23%	34%	38%	17%	33%	39%
KWG_q8_rc. Please rank each of the following in order of importance to you when selecting a job. (recoded)															
Base: US adults 17-25	761	182	434	72	156	99	186	274	241	60	172	8	6	3	534
Rank compensation above greater good	49%	51%	50%	58%	44%	51%	50%	49%	50%	48%	47%	63%	33%	33%	51%

WE Communications Graduates

US_nat Sample: 7th - 15th May 2019



	Total	Children under the age of 18			Income										
		Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	nosquare	MySpace	Pinterest	Tumblr
I'm anxious that technology might one day replace the job I'm pursuing	17%	29%	11%	-	19%	17%	18%	14%	16%	17%	15%	17%	18%	15%	14%
Neither of these	18%	24%	12%	-	20%	11%	9%	33%	16%	14%	12%	18%	16%	16%	13%
KWG_q7. To what extent do you agree or disagree with the following statement? "I believe I will do a job in my lifetime that doesn't exist yet."															
Base: US adults 17-25	761	38	76	-	238	160	197	166	614	397	258	207	45	257	147
Strongly agree	18%	18%	17%	-	16%	18%	25%	11%	18%	20%	16%	20%	24%	15%	13%
Somewhat agree	37%	37%	42%	-	40%	33%	42%	31%	38%	38%	43%	35%	40%	33%	37%
Somewhat disagree	33%	26%	32%	-	33%	34%	25%	40%	33%	30%	31%	34%	20%	41%	35%
Strongly disagree	13%	18%	9%	-	11%	16%	8%	18%	12%	13%	10%	10%	16%	11%	14%
Net: Agree	55%	55%	59%	-	56%	50%	67%	42%	56%	58%	59%	56%	64%	49%	50%
Net: Disagree	45%	45%	41%	-	44%	50%	33%	58%	44%	42%	41%	44%	36%	51%	50%
Please rank each of the following in order of importance to you when selecting a job.															
KWG_q8_1. Contributing to the greater good/helping others															
Base: US adults 17-25	761	38	76	-	238	160	197	166	614	397	258	207	45	257	147
1	29%	32%	18%	-	22%	28%	38%	32%	28%	31%	31%	32%	33%	33%	37%
2	14%	16%	12%	-	16%	16%	12%	13%	15%	16%	12%	17%	20%	16%	14%
3	23%	18%	20%	-	26%	18%	22%	22%	23%	23%	23%	16%	24%	21%	20%
4	18%	18%	18%	-	18%	23%	13%	17%	19%	16%	19%	18%	16%	19%	20%
5	16%	16%	32%	-	18%	16%	15%	16%	15%	13%	15%	16%	7%	10%	8%
KWG_q8_2. The ability to be creative in my job															
Base: US adults 17-25	761	38	76	-	238	160	197	166	614	397	258	207	45	257	147
1	14%	8%	22%	-	15%	13%	13%	14%	13%	13%	15%	14%	11%	11%	15%
2	17%	13%	11%	-	16%	15%	19%	17%	16%	15%	14%	15%	20%	14%	14%
3	18%	21%	21%	-	19%	18%	18%	17%	19%	18%	17%	19%	11%	19%	21%
4	29%	42%	34%	-	29%	33%	28%	28%	30%	30%	31%	28%	29%	31%	27%
5	22%	16%	12%	-	21%	21%	22%	23%	22%	24%	23%	25%	29%	25%	24%
KWG_q8_3. Compensation															
Base: US adults 17-25	761	38	76	-	238	160	197	166	614	397	258	207	45	257	147
1	23%	24%	32%	-	22%	25%	25%	19%	24%	21%	21%	17%	16%	24%	22%
2	25%	37%	30%	-	25%	26%	26%	25%	25%	25%	30%	25%	27%	25%	25%
3	21%	13%	13%	-	18%	28%	17%	22%	21%	21%	24%	24%	20%	20%	21%
4	16%	16%	11%	-	16%	12%	16%	17%	16%	19%	14%	18%	20%	16%	18%
5	15%	11%	14%	-	18%	9%	15%	17%	15%	14%	11%	15%	18%	16%	14%
KWG_q8_4. Work life balance															
Base: US adults 17-25	761	38	76	-	238	160	197	166	614	397	258	207	45	257	147
1	26%	26%	18%	-	31%	29%	15%	27%	26%	23%	24%	26%	27%	24%	19%
2	30%	29%	37%	-	28%	33%	33%	28%	33%	32%	32%	29%	24%	34%	35%
3	23%	32%	22%	-	19%	24%	25%	24%	22%	24%	22%	25%	22%	25%	24%
4	13%	13%	13%	-	14%	9%	15%	14%	11%	13%	12%	12%	20%	9%	15%
5	8%	-	9%	-	8%	5%	11%	6%	8%	8%	9%	7%	7%	7%	7%
KWG_q8_5. Innovating/doing something that's never been done before															
Base: US adults 17-25	761	38	76	-	238	160	197	166	614	397	258	207	45	257	147
1	9%	11%	9%	-	11%	6%	9%	8%	9%	11%	9%	12%	13%	7%	7%
2	13%	5%	11%	-	15%	11%	10%	16%	12%	12%	13%	9%	9%	11%	13%
3	16%	16%	24%	-	17%	12%	18%	14%	15%	14%	14%	15%	22%	14%	13%
4	24%	11%	24%	-	23%	24%	27%	23%	24%	23%	23%	24%	16%	25%	20%
5	39%	58%	33%	-	35%	48%	37%	38%	40%	40%	42%	37%	40%	42%	47%
KWG_q8_rc. Please rank each of the following in order of importance to you when selecting a job. (recoded)															
Base: US adults 17-25	761	38	76	-	238	160	197	166	614	397	258	207	45	257	147
Rank compensation above greater good	49%	45%	37%	-	43%	45%	56%	55%	48%	53%	46%	54%	64%	54%	55%

WE Communications

Graduates

US_nat Sample: 7th - 15th May 2019



	Total	Social networks membership										Graduation status			
		Instagram	Snapchat	Reddit	WeChat	Qzone	Meetup	Weibo	Other	Don't know	Not applicable I am not currently a member of any social	I plan to graduate from high school in the next two years	I graduated high school in the past two years	I plan to graduate from college in the next two years	I graduated from college in the past two years
I'm anxious that technology might one day replace the job I'm pursuing	17%	13%	16%	15%	23%	25%	38%	33%	15%	-	13%	25%	20%	22%	12%
Neither of these	18%	17%	16%	8%	18%	25%	13%	22%	26%	50%	57%	10%	20%	11%	12%
KWG_q7. To what extent do you agree or disagree with the following statement? "I believe I will do a job in my lifetime that doesn't exist yet."															
Base: US adults 17-25	761	477	380	125	22	4	16	9	27	8	30	126	134	174	209
Strongly agree	18%	15%	16%	17%	23%	50%	56%	33%	11%	-	13%	27%	17%	15%	15%
Somewhat agree	37%	40%	35%	46%	45%	25%	13%	33%	37%	13%	23%	36%	41%	37%	39%
Somewhat disagree	33%	33%	34%	26%	27%	25%	19%	11%	33%	50%	27%	31%	28%	36%	34%
Strongly disagree	13%	12%	14%	11%	5%	-	13%	22%	19%	38%	37%	6%	13%	12%	11%
Net: Agree	55%	55%	51%	63%	68%	75%	69%	67%	48%	13%	37%	63%	58%	52%	55%
Net: Disagree	45%	45%	49%	37%	32%	25%	31%	33%	52%	88%	63%	37%	42%	48%	45%
Please rank each of the following in order of importance to you when selecting a job.															
KWG_q8_1. Contributing to the greater good/helping others															
Base: US adults 17-25	761	477	380	125	22	4	16	9	27	8	30	126	134	174	209
1	29%	29%	32%	30%	41%	50%	44%	33%	22%	38%	27%	26%	23%	34%	33%
2	14%	15%	17%	13%	18%	50%	13%	22%	26%	13%	10%	13%	15%	17%	15%
3	23%	23%	23%	30%	5%	-	13%	11%	4%	-	13%	17%	22%	24%	24%
4	18%	18%	16%	14%	18%	-	31%	22%	22%	25%	17%	17%	22%	10%	17%
5	16%	14%	11%	14%	18%	-	-	11%	26%	25%	33%	26%	17%	15%	11%
KWG_q8_2. The ability to be creative in my job															
Base: US adults 17-25	761	477	380	125	22	4	16	9	27	8	30	126	134	174	209
1	14%	14%	11%	5%	14%	-	-	11%	11%	13%	20%	17%	15%	12%	12%
2	17%	14%	13%	17%	18%	-	13%	33%	15%	50%	20%	16%	25%	16%	16%
3	18%	20%	19%	19%	27%	75%	44%	33%	15%	13%	17%	21%	15%	18%	14%
4	29%	28%	30%	31%	27%	-	25%	-	26%	13%	27%	29%	26%	29%	33%
5	22%	23%	27%	28%	14%	25%	19%	22%	33%	13%	17%	17%	19%	25%	25%
KWG_q8_3. Compensation															
Base: US adults 17-25	761	477	380	125	22	4	16	9	27	8	30	126	134	174	209
1	23%	23%	23%	29%	14%	25%	38%	11%	19%	13%	17%	27%	19%	23%	21%
2	25%	25%	26%	28%	36%	50%	31%	33%	22%	-	27%	25%	19%	28%	30%
3	21%	21%	21%	14%	23%	-	13%	11%	26%	50%	27%	17%	20%	18%	25%
4	16%	17%	18%	18%	9%	25%	6%	11%	33%	13%	13%	13%	21%	15%	14%
5	15%	14%	12%	10%	18%	-	13%	33%	-	25%	17%	17%	21%	16%	11%
KWG_q8_4. Work life balance															
Base: US adults 17-25	761	477	380	125	22	4	16	9	27	8	30	126	134	174	209
1	26%	25%	26%	24%	18%	25%	13%	22%	37%	25%	30%	21%	30%	24%	26%
2	30%	34%	33%	35%	18%	-	31%	-	11%	38%	23%	30%	26%	31%	30%
3	23%	21%	23%	25%	36%	25%	25%	44%	37%	-	30%	28%	22%	24%	22%
4	13%	12%	11%	10%	23%	50%	25%	33%	11%	38%	17%	13%	14%	13%	13%
5	8%	8%	7%	6%	5%	-	6%	-	4%	-	-	8%	7%	9%	10%
KWG_q8_5. Innovating/doing something that's never been done before															
Base: US adults 17-25	761	477	380	125	22	4	16	9	27	8	30	126	134	174	209
1	9%	9%	7%	13%	14%	-	6%	22%	11%	13%	7%	9%	13%	7%	8%
2	13%	12%	12%	7%	9%	-	13%	11%	26%	-	20%	16%	15%	9%	10%
3	16%	14%	14%	12%	9%	-	6%	-	19%	38%	13%	17%	20%	15%	15%
4	24%	25%	24%	27%	23%	25%	13%	33%	7%	13%	27%	26%	16%	33%	22%
5	39%	40%	43%	41%	45%	75%	63%	33%	37%	38%	33%	32%	35%	36%	45%
KWG_q8_rc. Please rank each of the following in order of importance to you when selecting a job. (recoded)															
Base: US adults 17-25	761	477	380	125	22	4	16	9	27	8	30	126	134	174	209
Rank compensation above greater good	49%	49%	51%	46%	64%	75%	50%	67%	52%	63%	43%	45%	52%	55%	49%

WE Communcations

Graduates

US_nat Sample: 7th - 15th May 2019



	Total	None of these
I'm anxious that technology might one day replace the job I'm pursuing	17%	12%
Neither of these	18%	39%

KWG_q7. To what extent do you agree or disagree with the following statement? "I believe I will do a job in my lifetime that doesn't exist yet."

Base: US adults 17-25	761	148
Strongly agree	18%	17%
Somewhat agree	37%	32%
Somewhat disagree	33%	30%
Strongly disagree	13%	21%
Net: Agree	55%	49%
Net: Disagree	45%	51%

Please rank each of the following in order of importance to you when selecting a job.

KWG_q8_1. Contributing to the greater good/helping others

Base: US adults 17-25	761	148
1	29%	30%
2	14%	10%
3	23%	21%
4	18%	22%
5	16%	17%

KWG_q8_2. The ability to be creative in my job

Base: US adults 17-25	761	148
1	14%	11%
2	17%	16%
3	18%	24%
4	29%	26%
5	22%	22%

KWG_q8_3. Compensation

Base: US adults 17-25	761	148
1	23%	24%
2	25%	24%
3	21%	23%
4	16%	13%
5	15%	16%

KWG_q8_4. Work life balance

Base: US adults 17-25	761	148
1	26%	27%
2	30%	34%
3	23%	19%
4	13%	16%
5	8%	5%

KWG_q8_5. Innovating/doing something that's never been done before

Base: US adults 17-25	761	148
1	9%	7%
2	13%	16%
3	16%	13%
4	24%	23%
5	39%	41%

KWG_q8_rc. Please rank each of the following in order of importance to you when selecting a job. (recoded)

Base: US adults 17-25	761	148
Rank compensation above greater good	49%	47%

WE Communcations

Graduates

US_nat Sample: 7th - 15th May 2019



	Total	Are you...?		Age										Region		
		Male	Female	17	18	19	20	21	22	23	24	25		Northeast	Midwest	South
Rank compensation above creativity in job	38%	38%	38%	38%	46%	43%	39%	36%	35%	35%	38%	34%		40%	40%	29%
Rank compensation above work life balance	56%	52%	59%	42%	59%	61%	54%	63%	55%	60%	55%	53%		57%	55%	55%
Rank compensation above innovating	32%	34%	31%	29%	32%	40%	36%	36%	30%	30%	31%	27%		35%	32%	32%
Rank compensation below greater good	51%	51%	50%	63%	37%	48%	51%	47%	42%	62%	51%	53%		54%	45%	53%
Rank compensation below creativity in job	62%	62%	62%	62%	54%	57%	61%	64%	65%	65%	62%	66%		60%	60%	71%
Rank compensation below work life balance	44%	48%	41%	58%	41%	39%	46%	38%	45%	40%	45%	47%		43%	45%	45%
Rank compensation below innovating	68%	66%	69%	71%	68%	60%	64%	64%	70%	70%	69%	73%		65%	68%	68%
KWG_q9. To what extent do you agree or disagree that technology allows you to be more creative in your day to day life?																
Base: US adults 17-25	761	362	399	76	63	77	87	88	91	93	95	91		188	136	244
Strongly agree	30%	35%	25%	38%	30%	30%	34%	22%	22%	38%	25%	31%		29%	29%	30%
Somewhat agree	56%	51%	61%	58%	51%	51%	49%	61%	58%	51%	67%	57%		60%	56%	55%
Somewhat disagree	10%	9%	11%	4%	11%	12%	15%	11%	14%	10%	5%	8%		8%	12%	11%
Strongly disagree	4%	4%	4%	-	8%	8%	1%	6%	5%	2%	2%	4%		4%	4%	5%
Net: Agree	86%	86%	86%	96%	81%	81%	84%	83%	80%	88%	93%	88%		88%	85%	85%
Net: Disagree	14%	14%	14%	4%	19%	19%	16%	17%	20%	12%	7%	12%		12%	15%	15%
KWG_q10. Would you rather work for a company or start your own company/be self-employed?																
Base: US adults 17-25	761	362	399	76	63	77	87	88	91	93	95	91		188	136	244
Work for a company	40%	42%	38%	43%	35%	25%	34%	38%	47%	43%	45%	45%		41%	44%	41%
Work for myself/start my own company/self-employed	38%	39%	37%	36%	38%	44%	43%	42%	31%	43%	36%	29%		38%	32%	36%
Don't know/not sure	22%	19%	25%	21%	27%	31%	23%	20%	22%	14%	19%	26%		21%	24%	22%
KWG_q1m_2. Which, if any, of the following statements BEST describes your education experience? Please select all that apply.																
Base: US adults 17-25	754	334	420	82	66	75	89	83	90	89	90	90		180	154	249
I plan to graduate from high school in the next two years	17%	19%	16%	60%	23%	13%	18%	14%	9%	13%	4%	6%		19%	19%	16%
I graduated high school in the past two years	22%	19%	25%	17%	45%	49%	25%	25%	14%	12%	11%	11%		20%	22%	25%
I plan to graduate from college in the next two years	23%	23%	23%	9%	20%	29%	40%	35%	22%	21%	16%	14%		23%	23%	18%
I graduated from college in the past two years	22%	26%	18%	1%	2%	4%	8%	10%	39%	37%	48%	37%		23%	21%	21%
None of these	20%	19%	22%	20%	12%	15%	17%	19%	17%	20%	26%	36%		21%	18%	25%
KWG_q2_2. To what extent do you agree or disagree with the following statement? "I would rather be unemployed than do a job I don't love."																
Base: US adults 17-25	754	334	420	82	66	75	89	83	90	89	90	90		180	154	249
Strongly agree	18%	24%	13%	9%	17%	13%	33%	24%	12%	18%	17%	18%		12%	21%	20%
Somewhat agree	26%	25%	27%	28%	29%	29%	17%	20%	30%	15%	36%	32%		34%	21%	24%
Somewhat disagree	34%	31%	36%	41%	35%	36%	36%	27%	40%	37%	27%	28%		33%	36%	34%
Strongly disagree	22%	20%	24%	22%	20%	21%	15%	29%	18%	30%	21%	22%		21%	21%	22%

Cell Contents (Column Percentages)

WE Communications

Graduates

US_nat Sample: 7th - 15th May 2019



	Total	Race					Education				Marital Status				
		West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married
Rank compensation above creativity in job	38%	45%	35%	44%	44%	36%	42%	41%	32%	37%	42%	50%	50%	33%	37%
Rank compensation above work life balance	56%	54%	57%	49%	59%	52%	61%	55%	54%	52%	56%	75%	33%	67%	56%
Rank compensation above innovating	32%	29%	32%	38%	34%	26%	36%	31%	30%	37%	36%	50%	50%	33%	31%
Rank compensation below greater good	51%	49%	50%	42%	56%	49%	50%	51%	50%	52%	53%	38%	67%	67%	49%
Rank compensation below creativity in job	62%	55%	65%	56%	56%	64%	58%	59%	68%	63%	58%	50%	50%	67%	63%
Rank compensation below work life balance	44%	46%	43%	51%	41%	48%	39%	45%	46%	48%	44%	25%	67%	33%	44%
Rank compensation below innovating	68%	71%	68%	63%	66%	74%	64%	69%	70%	63%	64%	50%	50%	67%	69%
KWG_q9. To what extent do you agree or disagree that technology allows you to be more creative in your day to day life?															
Base: US adults 17-25	761	182	434	72	156	99	186	274	241	60	172	8	6	3	534
Strongly agree	30%	31%	29%	43%	27%	28%	25%	32%	29%	35%	38%	50%	33%	27%	
Somewhat agree	56%	55%	60%	47%	52%	52%	52%	57%	59%	53%	55%	50%	50%	33%	57%
Somewhat disagree	10%	10%	9%	7%	13%	12%	16%	8%	8%	5%	5%	13%	-	33%	11%
Strongly disagree	4%	4%	2%	3%	8%	8%	7%	2%	3%	7%	1%	-	-	-	5%
Net: Agree	86%	86%	89%	90%	79%	80%	77%	89%	89%	88%	94%	88%	100%	67%	84%
Net: Disagree	14%	14%	11%	10%	21%	20%	23%	11%	11%	12%	6%	13%	-	33%	16%
KWG_q10. Would you rather work for a company or start your own company/be self-employed?															
Base: US adults 17-25	761	182	434	72	156	99	186	274	241	60	172	8	6	3	534
Work for a company	40%	33%	47%	43%	25%	29%	23%	41%	53%	35%	45%	25%	50%	67%	39%
Work for myself/start my own company/self-employed	38%	44%	31%	44%	49%	46%	40%	40%	32%	42%	40%	63%	33%	33%	36%
Don't know/not sure	22%	23%	22%	13%	26%	24%	37%	19%	15%	23%	15%	13%	17%	-	25%
KWG_q1m_2. Which, if any, of the following statements BEST describes your education experience? Please select all that apply.															
Base: US adults 17-25	754	167	377	86	195	96	256	246	197	55	141	8	12	6	560
I plan to graduate from high school in the next two years	17%	16%	16%	26%	16%	20%	30%	11%	12%	5%	26%	38%	25%	17%	15%
I graduated high school in the past two years	22%	20%	19%	33%	25%	20%	37%	22%	6%	13%	20%	38%	25%	33%	23%
I plan to graduate from college in the next two years	23%	31%	21%	19%	27%	25%	11%	50%	11%	5%	7%	13%	25%	-	27%
I graduated from college in the past two years	22%	22%	26%	14%	17%	20%	3%	9%	55%	47%	23%	13%	8%	17%	22%
None of these	20%	16%	22%	14%	18%	24%	23%	16%	19%	31%	25%	-	17%	33%	19%
KWG_q2_2. To what extent do you agree or disagree with the following statement? "I would rather be unemployed than do a job I don't love."															
Base: US adults 17-25	754	167	377	86	195	96	256	246	197	55	141	8	12	6	560
Strongly agree	18%	18%	17%	30%	16%	13%	20%	15%	19%	16%	43%	50%	8%	-	12%
Somewhat agree	26%	26%	25%	21%	30%	28%	32%	21%	26%	24%	26%	25%	17%	50%	26%
Somewhat disagree	34%	33%	34%	26%	32%	45%	29%	40%	32%	33%	21%	-	33%	33%	38%
Strongly disagree	22%	23%	24%	23%	22%	15%	20%	23%	22%	27%	11%	25%	42%	17%	24%

Cell Contents (Cr

WE Communications

Graduates

US_nat Sample: 7th - 15th May 2019



	Total	Domestic / civil partnership	Children under the age of 18		Income										
			Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	nosquare	MySpace	Pinterest	Tumblr
Rank compensation above creativity in job	38%	29%	38%	-	43%	32%	36%	39%	37%	38%	35%	40%	38%	36%	37%
Rank compensation above work life balance	56%	53%	42%	-	60%	56%	48%	60%	56%	56%	54%	61%	62%	58%	54%
Rank compensation above innovating	32%	26%	29%	-	38%	23%	30%	36%	31%	33%	29%	36%	33%	28%	31%
Rank compensation below greater good	51%	55%	63%	-	57%	55%	44%	45%	52%	47%	54%	46%	36%	46%	45%
Rank compensation below creativity in job	62%	71%	62%	-	57%	68%	64%	61%	63%	62%	66%	60%	62%	64%	63%
Rank compensation below work life balance	44%	47%	58%	-	40%	44%	52%	40%	44%	44%	46%	39%	38%	42%	46%
Rank compensation below innovating	68%	74%	71%	-	62%	78%	70%	64%	69%	67%	71%	64%	67%	72%	69%
KWG_q9. To what extent do you agree or disagree that technology allows you to be more creative in your day to day life?															
Base: US adults 17-25	761	38	76	-	238	160	197	166	614	397	258	207	45	257	147
Strongly agree	30%	24%	38%	-	29%	29%	39%	22%	30%	33%	30%	30%	36%	28%	33%
Somewhat agree	56%	50%	58%	-	56%	61%	53%	56%	58%	57%	60%	56%	49%	61%	58%
Somewhat disagree	10%	13%	4%	-	13%	8%	5%	13%	10%	8%	9%	11%	11%	9%	7%
Strongly disagree	4%	5%	-	-	2%	3%	3%	10%	3%	2%	1%	3%	4%	2%	2%
Net: Agree	86%	82%	96%	-	84%	89%	92%	78%	88%	90%	90%	86%	84%	89%	90%
Net: Disagree	14%	18%	4%	-	16%	11%	8%	22%	12%	10%	10%	14%	16%	11%	10%
KWG_q10. Would you rather work for a company or start your own company/be self-employed?															
Base: US adults 17-25	761	38	76	-	238	160	197	166	614	397	258	207	45	257	147
Work for a company	40%	26%	43%	-	29%	44%	52%	37%	42%	45%	50%	39%	38%	42%	50%
Work for myself/start my own company/self-employed	38%	45%	36%	-	52%	37%	30%	27%	38%	36%	33%	42%	38%	39%	25%
Don't know/not sure	22%	29%	21%	-	19%	19%	18%	36%	20%	20%	17%	20%	24%	19%	25%
KWG_q1m_2. Which, if any, of the following statements BEST describes your education experience? Please select all that apply.															
Base: US adults 17-25	754	27	2	-	263	144	182	165	570	378	197	176	36	215	140
I plan to graduate from high school in the next two years	17%	19%	100%	-	18%	10%	23%	17%	16%	15%	8%	10%	17%	16%	16%
I graduated high school in the past two years	22%	22%	-	-	22%	24%	21%	22%	20%	21%	10%	26%	33%	23%	24%
I plan to graduate from college in the next two years	23%	22%	-	-	24%	19%	23%	25%	25%	24%	21%	23%	19%	22%	24%
I graduated from college in the past two years	22%	19%	-	-	22%	27%	24%	14%	24%	29%	46%	29%	31%	25%	19%
None of these	20%	26%	-	-	18%	27%	14%	26%	19%	16%	19%	17%	6%	19%	22%
KWG_q2_2. To what extent do you agree or disagree with the following statement? "I would rather be unemployed than do a job I don't love."															
Base: US adults 17-25	754	27	2	-	263	144	182	165	570	378	197	176	36	215	140
Strongly agree	18%	19%	-	-	16%	12%	32%	11%	17%	16%	14%	15%	39%	9%	16%
Somewhat agree	26%	26%	-	-	27%	28%	21%	29%	27%	27%	23%	34%	31%	28%	24%
Somewhat disagree	34%	30%	50%	-	37%	36%	26%	36%	35%	36%	38%	35%	19%	41%	41%
Strongly disagree	22%	26%	50%	-	20%	24%	21%	24%	22%	21%	24%	17%	11%	22%	19%

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WE Communications

Graduates

US_nat Sample: 7th - 15th May 2019



	Total	Social networks membership										Graduation status			
		Instagram	Snapchat	Reddit	WeChat	Qzone	Meetup	Weibo	Other	Don't know	Not applicable I am not currently a member of any social	I plan to graduate from high school in the next two years	I graduated high school in the past two years	I plan to graduate from college in the next two years	I graduated from college in the past two years
Rank compensation above creativity in job	38%	37%	33%	28%	45%	25%	25%	56%	37%	63%	40%	40%	46%	37%	33%
Rank compensation above work life balance	56%	58%	56%	50%	45%	25%	38%	56%	59%	63%	63%	50%	63%	52%	55%
Rank compensation above innovating	32%	31%	29%	30%	27%	-	13%	44%	26%	50%	40%	33%	45%	29%	27%
Rank compensation below greater good	51%	51%	49%	54%	36%	25%	50%	33%	48%	38%	57%	55%	48%	45%	51%
Rank compensation below creativity in job	62%	63%	67%	72%	55%	75%	75%	44%	63%	38%	60%	60%	54%	63%	67%
Rank compensation below work life balance	44%	42%	44%	50%	55%	75%	63%	44%	41%	38%	37%	50%	37%	48%	45%
Rank compensation below innovating	68%	69%	71%	70%	73%	100%	88%	56%	74%	50%	60%	67%	55%	71%	73%

KWG_q9. To what extent do you agree or disagree that technology allows you to be more creative in your day to day life?

Base: US adults 17-25	761	477	380	125	22	4	16	9	27	8	30	126	134	174	209
Strongly agree	30%	29%	27%	34%	23%	50%	44%	33%	19%	-	30%	40%	25%	30%	30%
Somewhat agree	56%	58%	60%	61%	73%	50%	44%	44%	70%	63%	40%	50%	57%	56%	61%
Somewhat disagree	10%	9%	10%	5%	-	-	13%	11%	7%	13%	7%	9%	15%	10%	8%
Strongly disagree	4%	3%	3%	1%	5%	-	-	11%	4%	25%	23%	2%	3%	3%	1%
Net: Agree	86%	88%	87%	94%	95%	100%	88%	78%	89%	63%	70%	90%	82%	87%	91%
Net: Disagree	14%	12%	13%	6%	5%	-	13%	22%	11%	38%	30%	10%	18%	13%	9%

KWG_q10. Would you rather work for a company or start your own company/be self-employed?

Base: US adults 17-25	761	477	380	125	22	4	16	9	27	8	30	126	134	174	209
Work for a company	40%	39%	44%	54%	41%	50%	38%	33%	44%	-	23%	44%	28%	40%	53%
Work for myself/start my own company/self-employed	38%	40%	35%	28%	45%	50%	50%	67%	19%	25%	30%	35%	44%	43%	32%
Don't know/not sure	22%	21%	21%	18%	14%	-	13%	-	37%	75%	47%	21%	28%	17%	15%

KWG_q1m_2. Which, if any, of the following statements BEST describes your education experience? Please select all that apply.

Base: US adults 17-25	754	464	397	114	20	3	10	6	34	14	31	131	168	173	164
I plan to graduate from high school in the next two years	17%	16%	17%	14%	20%	33%	20%	33%	18%	21%	10%	100%	-	4%	-
I graduated high school in the past two years	22%	22%	21%	19%	20%	-	50%	33%	24%	14%	13%	-	100%	12%	-
I plan to graduate from college in the next two years	23%	26%	25%	23%	15%	33%	20%	17%	18%	7%	23%	5%	12%	100%	-
I graduated from college in the past two years	22%	23%	22%	32%	35%	33%	20%	17%	26%	7%	6%	-	-	-	100%
None of these	20%	17%	18%	18%	10%	-	-	-	15%	50%	55%	2%	1%	2%	2%

KWG_q2_2. To what extent do you agree or disagree with the following statement? "I would rather be unemployed than do a job I don't love."

Base: US adults 17-25	754	464	397	114	20	3	10	6	34	14	31	131	168	173	164
Strongly agree	18%	13%	11%	13%	25%	33%	60%	33%	9%	14%	16%	40%	18%	13%	11%
Somewhat agree	26%	27%	28%	26%	30%	33%	30%	17%	47%	29%	16%	21%	34%	22%	29%
Somewhat disagree	34%	38%	36%	38%	35%	33%	10%	33%	29%	36%	19%	21%	33%	42%	37%
Strongly disagree	22%	22%	25%	23%	10%	-	-	17%	15%	21%	48%	18%	15%	24%	23%

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WE Communcations
Graduates

US_nat Sample: 7th - 15th May 2019



	Total	None of these
Rank compensation above creativity in job	38%	34%
Rank compensation above work life balance	56%	57%
Rank compensation above innovating	32%	32%
Rank compensation below greater good	51%	53%
Rank compensation below creativity in job	62%	66%
Rank compensation below work life balance	44%	43%
Rank compensation below innovating	68%	68%

KWG_q9. To what extent do you agree or disagree that technology allows you to be more creative in your day to day life?

Base: US adults 17-25	761	148
Strongly agree	30%	26%
Somewhat agree	56%	53%
Somewhat disagree	10%	8%
Strongly disagree	4%	12%
Net: Agree	86%	80%
Net: Disagree	14%	20%

KWG_q10. Would you rather work for a company or start your own company/be self-employed?

Base: US adults 17-25	761	148
Work for a company	40%	28%
Work for myself/start my own company/self-employed	38%	36%
Don't know/not sure	22%	36%

KWG_q1m_2. Which, if any, of the following statements BEST describes your education experience? Please select all that apply.

Base: US adults 17-25	754	154
I plan to graduate from high school in the next two years	17%	2%
I graduated high school in the past two years	22%	1%
I plan to graduate from college in the next two years	23%	2%
I graduated from college in the past two years	22%	2%
None of these	20%	100%

KWG_q2_2. To what extent do you agree or disagree with the following statement? "I would rather be unemployed than do a job I don't love."

Base: US adults 17-25	754	154
Strongly agree	18%	14%
Somewhat agree	26%	24%
Somewhat disagree	34%	32%
Strongly disagree	22%	29%