YOUNG AMERICA'S

DREAM JOBS

Where the next generation dreams of working

by

AXIOS + generation lab

n=1,000 interviews with outgoing college students

INTRODUCTION

The backdrop: As the 'Hybrid Office' collides with 'the Great Resignation,' 'Quiet Quitting' and other professional cross-currents, we constantly debate best practices to hire and retain top talent.

The state of play: Generation Lab is launching a new platform, which allows *any* company to define their target talent pool, and ask them the questions they want to ask to figure out how to best hire them, and retain them.

So: To launch the "Young Talent IQ" data terminal, we partnered with Axios to study which companies are capturing the focus and imagination of the next generation of workers.

Based on a survey of 2,067 currently-enrolled college students, conducted on Feb. 28 to March 13, 2023.
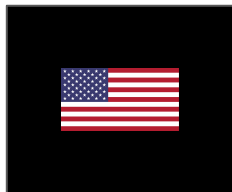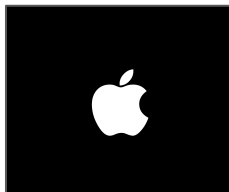
DREAM COMPANIES (OVERALL)

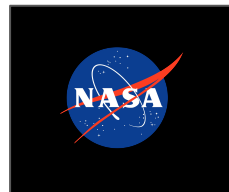"If you could work at any company, where would you work?"

#1 GOOGLE
(16%)

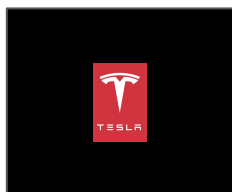**#2 FED. GOV.**
(6%)

#3 APPLE
(5%)

#4T DISNEY
(2.2%)

#4T NASA
(2.1%)

#4T AMAZON
(2%)

#7 MICROSOFT
(1.8%)

#8 TESLA
(1.6%)

#9T PFIZER
(1%)

#9T PATAGONIA
(1%)
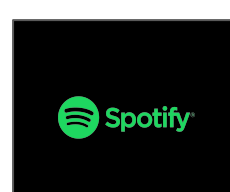
#9T SPOTIFY
(1%)

Rankings (by **RACE**)

(among **BLACK** respondents)	(among **HISPANIC** respondents)	(among **AAPI** respondents)	(among **WHITE** respondents)
GOOGLE (18%)	**GOOGLE** (19%)	**GOOGLE** (26%)	**GOOGLE** (12%)
FED. GOV. (8%)	**APPLE** (5%)	**APPLE** (7%)	**FED. GOV** (7%)
TESLA (3%)	**FED. GOV** (5%)	**FED. GOV** (5%)	**APPLE** (3%)
AMAZON (3%)	**TESLA** (4%)	**NASA** (3%)	**NASA** (2%)
NIKE (2%)	**MICROSOFT** (4%)	**PFIZER** (3%)	**AMAZON** (2%)
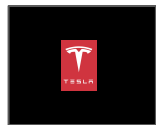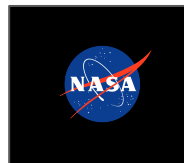
Rankings (by **GENDER**)

(among **FEMALE** respondents)

#1 GOOGLE (16%)	**#2 FEDERAL GOV.** (7%)	**#3 APPLE** (7%)	**#4T** DISNEY (2%)	**#4T** AMAZON (2%)	**#5 MICROSOFT** (1%)

(among **MALE** respondents)
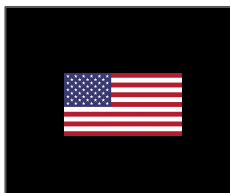
#1 GOOGLE (12%)	**#2 FEDERAL GOV.** (5.2%)	**#3 APPLE** (4.6%)	**#4 TESLA** (3%)	**#5 NASA** (2%)
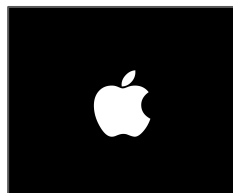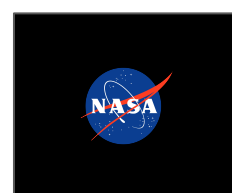
Rankings (by SKILLSET)

(among '**CODERS'**)
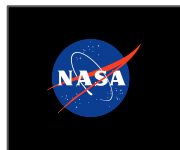
#1
GOOGLE
(33%)

#2
APPLE
(5%)

#3T
NASA
(4%)

#3T
NVIDIA
(4%)

....

(among '**FINANCE-focused'**)
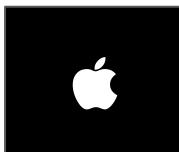
#1 GOOGLE
(16%)

#2 GOLDMAN
SACHS (9%)

#3 McKinsey &
Co. (7%)

#3 APPLE
(7%)

....

(among '**ENGINEERS'**)
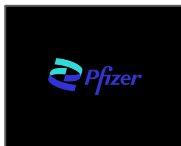
#1
GOOGLE
(10%)

#2
TESLA
(8%)

#3T FEDERAL
GOV. (6%)

#3T PFIZER
(6%)

Rankings (by **POLITICS**)

(among '**REPUBLICANS'**)

#1 GOOGLE
(10%)
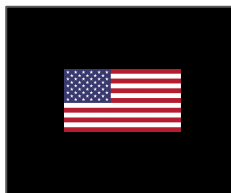
#2 FED. GOV.
(8%)

#3T APPLE
(5%)

#3T AMAZON
4%)

(among '**DEMOCRATS'**)

#1 GOOGLE
(18%)

#2 FED. GOV.
(5%)
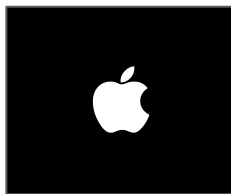
#3 APPLE
(3%)
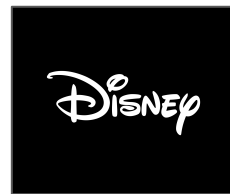
#4T DISNEY
(2%)
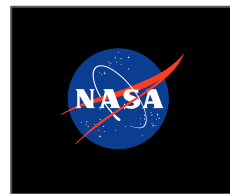
#4T NASA
(2%)

METHODOLOGY
(OVERVIEW)

This study was conducted from February 28 – March 13, 2023, from a representative sample of 1,000 currently enrolled college students.

- The margin of error is +/- 3.4 percentage points. The Generation Lab conducts polling using a

generation lab

OVERVIEW

Generation Lab conducts ongoing studies that measure the attitudes and behaviors of the American youth. With the widespread accessibility of technology and growing desires for privacy, computer and mobile devices have become a favorable method of collecting data, especially among the younger generation.1 These methods, while challenged in their reach among other demographics, have higher or as high of a reach among young people and particularly among students, compared to traditional methods. Among young people, 100% are internet users, 96% own a smartphone, and 90% use at least one social media site. In addition, web-based data collection has been shown to present a more comprehensive set of data than many other modes of data collection.3 Generation Lab's approach is guided by the aforementioned findings and relies on innovative methods to efficiently collect data nationwide, reduce costs, and minimize different forms of error.

OUR FRAME

Generation Lab generates samples that reflect the broader student demographic from a variety of perspectives. Our proprietary non-opt-in higher education frame, the largest commercially available one yet, is built from a database of every college and university in the United States in order to conduct high-volume, customizable studies on various segments of the student population. To build our frame, we first randomized the list of every college and university in the United States, eliminating biases in school selection. We obtain this compilation of colleges and universities from the Department of Education College Scorecard, which includes

"all active Integrated Postsecondary Education Data System (IPEDS) institutions that participate in Title IV programs (either by disbursing aid or through deferments) and that are not solely administrative offices."4 This list of colleges and universities includes (but is not limited to) community colleges, trade schools, historically black colleges and universities (HBCUs), and women's colleges. Then we go through the randomized list and seek student contacts at each school. We utilize a variety of proprietary methods to find the contact of the students. Although our approach does not yield a probability sample, the final frame used in our research closely resembles a probability-based panel of individuals enrolled in colleges or universities in the United States. This is the most comprehensive commercial frame available, which includes over 1.5 million students and growing. In an overwhelming majority of the campuses in our panel, we have successfully procured a full frame, and in the rest, we have a randomized partial frame. This panel includes students from public, private not-for-profit, 2-year, and 4-year schools from all around the country. We conduct periodic benchmarking studies to compare our panel's quality with population-level statistics and other high-quality governmental and commercial surveys.

FIELDING THE STUDY

We verify student status using email addresses and include additional screening in our questionnaires. We employ a stratified random method of sampling and leverage a wealth of data available on the composition of colleges and universities. Studies are deployed and sent out to the students who satisfy the qualification of our intended population. Throughout the process, we utilize a variety of features to ensure the integrity of the data that we collect, including protocols preventing multiple responses and flagging invalid inputs. An honorarium is given to the sampled respondents who complete each study.

Weighting and Analysis

After fielding the study, Generation Lab weights the results based on characteristics that need to be readjusted to more closely match the population. Typically, this involves weighting by gender, race, type of higher education institution, and voting behavior using population statistics from the Department of Education and the Census Bureau. Our goal is to make the distribution of the characteristics of the sample match that of the target population by implementing post-stratification calibrated weighting. This involves determining population proportions from population data sources within each stratum and calculating the post-stratification adjustment factors using iterative proportional fitting. After applying weights, we analyze results for each item using a variety of measures, including mean and standard deviation, in order to study the opinions and viewpoints of individuals enrolled at colleges or universities in the United States. In addition, we delve deeper into the results by segmenting each item by respondent characteristics (i.e., breakdown of each result across different demographics). Our statistical analysis also consists of studying specific response trends and patterns across various waves or iterations of similar studies.

ABOUT GENERATION LAB

The Generation Lab is a polling and research firm studying young people and the trends that shape their world.

- We translate youth views and behavior for media, academia, businesses, government, and the American public. Whether through a one-day snapshot poll, or a multi-year longitudinal study, we pursue youth truth for our clients and the American public.

OUR **TOOLS**

LATEST **DATA**

GET **IN TOUCH**