

2004 Teens and Entrepreneurship

Executive Summary

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Notes on Methodology

Students from 47 JA area offices across the country participated in the 2004 JA Interprise Poll™ focusing on Entrepreneurship. This is the third Interprise Poll™ on this topic. A total of 401 students participated in the survey. Some of the students who responded are not involved in JA programs.

Because the respondents were not randomly selected, the survey results cannot be presented as a scientific cross-section of American students between the ages of 13 and 18+. However, the ethnic/racial mix of respondents is fairly close to the distribution of the U.S. population by ethnic origin and race. This proximity indicates that the responses and attitudes provided in the results may be a broad indicator of student perceptions and preferences nationally. Throughout the report, segmentations were prepared by gender and age to provide further insights to the survey results.

Survey Highlights

Detailed results of the 2004 JA Interprise Poll focusing on “Entrepreneurs” can be found in the Survey Results section that follows.

- ✓ Overwhelmingly, teens find the idea of starting their own business alluring. But this dream of being a future entrepreneur is anchored in the reality of challenges and risks, preparation necessary to be successful, and tradeoffs between working for others and being self-employed. Sixty-four percent of teens indicated that they would like to start their own business someday, while 26% replied in the negative. A bit more than 10% indicated that starting their own businesses was not possible given their career choices.
- ✓ Teen enthusiasm for starting a business includes an appreciation of marketplace rigors. Students are keenly aware of the challenges involved with starting a business. Less than 12% of teens perceive the effort would be “very easy” or “easy,” while 41% believe that starting a business would be “somewhat challenging.”
- ✓ What types of businesses would teens target for their entrepreneurial pursuits? The most popular areas for initiating a business are “professional service” (28%) and retail (24%). Restaurant or food-related businesses, the most common source of employment for teens, garner only about 15% of the responses.
- ✓ As a factor contributing to the ultimate success of an entrepreneur, a college education was endorsed overwhelmingly by 88% of students. Only 5% believe a college education would not help in starting a business and 7% were undecided.
- ✓ What are teen perceptions regarding motivations for starting a business? Teens cite “have a great idea/want to see it in action” most frequently (37%), followed by “to earn more than they could working for someone else” (30%). “Independence (not willing to work for others)” follows closely with 29%.
- ✓ In selecting the best resources to learn about starting a business, teens overwhelmingly indicate that hands-on experience is the most valuable tool. Almost half (48.9%) think that “working in the same industry” is an optimal means to learn a business. The Internet was a distant second with 16%, followed by “government sources or non-profit organization” (13%).
- ✓ In reviewing a sample of ingredients for business success, students selected “hard work and determination” (38%) nearly twice as often as the second most popular selection “leadership and management skills” with 20%.
- ✓ In terms of owning a business or working for a company, students perceive that “working for a company” offers more job security than “owning your own business” by 39% to 34%. More than a quarter (27%) indicated “unsure.” However, slightly more than 80% of students believe there is greater job satisfaction in owning a business than in working for a company.
- ✓ When asked about the usefulness and benefits of labor unions, the majority of teens (55%) indicated they don’t know enough about the issue to have an opinion. The remaining respondents are twice as likely to believe that “labor unions do mostly good” (33%) while only 13% perceive that “unions are harmful to business”.

- ✓ Perhaps reflecting the soft job market when the survey was conducted in early spring, more than half (54%) of teens cite “unemployment” as the greatest challenge facing the U.S. economy. The federal budget deficit is the second most frequently mentioned challenge (15%).
- ✓ Nearly 84% of students think they will be better off financially than their parents. For those who anticipate their income will exceed that of their parents, selection of higher-paying career choices is the primary reason.

SURVEY RESULTS

Entrepreneurship 2004

Respondent Demographic Characteristics

Who are the 401 students whose responses are included in these survey results? Responses from female and male students are nearly evenly distributed, (48.6% male and 51.4% female). The age ranges represent students in seventh through twelfth grade. Students 17 years and older, who are most likely to have a career orientation, comprise nearly 73% of responses.

A. Gender

Gender	Frequency	Percent
Male	195	48.6
Female	206	51.4
Total	401	100.0
<i>No response</i>	---	---

B. Age

Age Range	Frequency	Percent
13-14	23	5.7
15-16	87	21.7
17	138	34.4
18 or older	153	38.2
Total	401	100.0
<i>No response</i>	---	---

C. Race or Ethnic Origin

Ethnic Origin	Frequency	Percent
Asian/Pacific Islands	13	3.2
Black/African American	48	12.0
Hispanic/Latino	56	14.0
Mixed Race	19	4.7
Native American	1	0.3
White	259	64.6
Other	5	1.2
Total	401	100.0
<i>No response</i>	---	---

Ease of Starting a Business

Question: How easy do you believe it is to start a business today?

Students are keenly aware of the challenges involved with starting a business. Only 11.9% of teens perceive this effort would be “very easy” or “easy,” while 40.8% believe starting a business would be “somewhat challenging.” A more somber assessment is provided by 45.5% of students who indicate that initiating a business would be “difficult, but possible.” Only 1.8% of respondents believe that starting a business today would be “almost impossible.”

Male teens are more than twice as likely as their female counterparts to indicate that starting a business today would be “very easy” or “easy” (16.2% vs. 8.0% respectively).

Response	Frequency	Percent
Very easy	7	1.8
Easy	39	10.1
Somewhat challenging	157	40.8
Difficult but possible	175	45.5
Almost impossible	7	1.8
Total	385	100.0
<i>No response</i>	<i>16</i>	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Very easy	4	2.2	3	1.5
Easy	26	14.0	13	6.5
Somewhat challenging	72	38.7	85	42.7
Difficult but possible	81	43.5	94	47.3
Almost impossible	3	1.6	4	2.0
Total	186	100.0	199	100.0
<i>No response</i>	<i>9</i>		<i>7</i>	

Desire to Start a Business

Question: Would you like to start your own business someday?

About 64% of teens indicate they would like to start their own businesses someday, while 26% replied in the negative. Ten percent responded that starting their own businesses would not be possible given their career choices. Male students are more likely to respond affirmatively to starting their own businesses (71.5%) compared to female teens (56.1%).

Does having a family member or close relative who owns a business influence a teen’s desire to start a business? Nearly three-quarters (73.8%) of teens who indicated family ownership of a business, desire to become an entrepreneur, compared to only half (50.0%) of students without a business owner in the family.

Response	Frequency	Percent
Yes	244	63.5
No	100	26.1
Not possible, given my career choice	40	10.4
Total	384	100.0
<i>No response</i>	17	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Yes	133	71.5	111	56.1
No	36	19.4	64	32.3
Not possible, given my career choice	17	9.1	23	11.6
Total	186	100.0	198	100.0
<i>No response</i>	9		8	

Segmentation by Whether Family Member or Close Relative Owns a Business

Response	Frequency Yes	Percent Yes	Frequency No	Percent No
Yes	158	73.8	80	50.0
No	38	17.8	59	36.9
Not possible, given my career choice	18	8.4	21	13.1
Total	214	100.0	160	100.0
<i>No response</i>	---		1	

Question: Does anyone in your family or a close relative own their own business?

Response	Frequency	Percent
Yes	214	57.1
No	161	42.9
Total	375	100.0
<i>No response</i>	26	

Business Preferences

Question: If yes, what kind of business would you most like to start?

<p>Choices:</p> <p>Professional service (accountant, lawyer, insurance agent, health care, etc.)</p> <p>Retail business (clothes, electronics, pet store, etc.)</p> <p>Restaurant or food-related business</p> <p>Trade service (plumber, auto mechanic, landscaping, etc.)</p> <p>E-commerce or Internet-based business</p> <p>Other, Please Specify</p>
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The most popular areas for initiating a business are “professional service” (27.5%) and retail (24.2%). Restaurant or food-related businesses, the most common source of employment for teens, garner only about 15% of the responses. “E-commerce or internet-based business” receive the lowest response at 7%.

The “other” category for business preference (14.5%) is diverse and includes pursuits such as crime scene investigator, recording industry technician, and wedding planner.

Female students are more likely than males (31.0% to 24.3%) to select “professional service,” as the preferred area for starting a business. After “professional service,” “trade service” is the second most popular choice of male teens (20.0%). Female teens’ first business preference is “retail business” (31.8%).

Response	Frequency	Percent
Professional service	74	27.5
Retail business	65	24.2
Restaurant or food-related	41	15.2
Trade service	30	11.2
E-commerce or Internet-based	20	7.4
Other, please specify	39	14.5
Total	269	100.0
<i>No response</i>	132	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Professional service	34	24.3	40	31.0
Retail business	24	17.1	41	31.8
Restaurant or food-related	25	17.9	16	12.4
Trade service	28	20.0	2	1.6
E-commerce or Internet-based	9	6.4	11	8.5
Other, please specify	20	14.3	19	14.7
Total	140	100.0	129	100.0
<i>No response</i>	55		77	

Importance of College Education in Starting a Business

Question: Would a college education help you to succeed in starting and growing your own business?

The importance of a college education as a success factor in starting a business is endorsed overwhelmingly by 87.7% of students. Only 5.0% believe a college education would not help in starting a business and 7.3% are undecided.

This perception that college education is important for aspiring entrepreneurs is consistently affirmed regardless of gender or age.

Response	Frequency	Percent
Yes	334	87.7
No	19	5.0
Not sure	28	7.3
Total	381	100.0
<i>No response</i>	20	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Yes	155	84.3	179	90.8
No	12	6.5	7	3.6
Not sure	17	9.2	11	5.6
Total	184	100.0	197	100.0
<i>No response</i>	11		9	

Age Ranges	13-14	15-16	17	18 +
Yes	100.0	78.8	90.5	89.4
No	--	8.3	5.1	3.3
Not sure	--	12.9	4.4	7.3
Total	100.0	100.0	100.0	100.0
<i>No response</i>	13	2	2	3

Motivation for Starting a Business

Question: Why do you believe people start their own business?

Teens believe the greatest motivator for starting a business is to “have a great idea/want to see it in action” (37.2%) followed by “to earn more than they could working for someone else” (29.8%). Male students are more likely to identify this money factor (34.3%) than female students (25.7%).

Response	Frequency	Percent
Have a great idea/want to see it in action	140	37.2
To earn more than they could working for someone else	112	29.8
Independence (not willing to work for others)	107	28.5
Unable to find the type of job they want	17	4.5
Total	376	100.0
<i>No response</i>	25	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Have a great idea/want to see it in action	63	34.8	77	39.5
To earn more than they could working for someone else	62	34.3	50	25.7
Independence (not willing to work for others)	50	27.6	57	29.2
Unable to find the type of job they want	6	3.3	11	5.6
Total	181	100.0	195	100.0
<i>No response</i>	14		11	

Reasons For Not Starting a Business

Question: What do you believe is the most likely explanation for people who do NOT start a business?

Students surmise that “not enough money to get business started” (42.7%) and “fear of failure” (31.6%) are the two primary reasons why people do not start their own businesses. “Government obstacles” is the factor identified the least often (5.0%).

Female students are more likely to attribute reluctance in starting a business to lack of start-up funds than male teens by 49.2% to 35.9%. Male students ascribe “fear of failure” as a motivation not to start a business much more frequently than female students (35.4% to 28.0% respectively).

Response	Frequency	Percent
Not enough money to get business started	161	42.7
Fear of failure	119	31.6
Not enough information on how to start it	45	11.9
Government obstacles (taxes, red tape, etc.)	19	5.0
Other, please specify	33	8.8
Total	377	100.0
<i>No response</i>	24	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Not enough money to get business started	66	35.9	95	49.2
Fear of failure	65	35.4	54	28.0
Not enough information on how to start it	24	13.0	21	10.9
Government obstacles (taxes, red tape, etc.)	10	5.4	9	4.7
Other, please specify	19	10.3	14	7.2
Total	184	100.0	193	100.0
<i>No response</i>	11		13	

Learning about Starting a Business

Question: What do you believe is the best resource to learn how to start a business?

In selecting the best resources to learn about starting a business, teens overwhelmingly indicated that hands-on experience is the most valuable tool. Almost half (48.9%) think that “working in the same industry” is an optimal means to learn a business. The Internet is a distant second with 16.0%, followed by “government sources or non-profit organization” (12.6%).

Female students are twice as likely as their male counterparts (16.6% to 8.3%) to identify “government sources or non-profit organization” as a good resource to learn about starting a business.

Response	Frequency	Percent
Working in same industry first	183	48.9
Internet	60	16.0
Government sources or non-profit organization	47	12.6
Books or magazines	36	9.6
Friend or family member	31	8.3
Other, please specify	17	4.6
Total	374	100.0
<i>No response</i>	27	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Working in same industry first	86	47.5	97	50.2
Internet	34	18.8	26	13.5
Friend or family member	19	10.5	12	6.2
Government sources or non-profit organization	15	8.3	32	16.6
Books or magazines	15	8.3	21	10.9
Other, please specify	12	6.6	5	2.6
Total	181	100.0	193	100.0
<i>No response</i>	14		13	

Ingredients for Business Success

Question: Of all the following ingredients for business success, which one is the most important?

In reviewing a sample of ingredients for business success, students select “hard work and determination” almost twice as often (37.6%) as the second most popular choice “leadership and management skills” with 19.8%.

Although teens believe that lack of capital is a primary reason why individuals don’t start their own business, only 15.9% indicate that it is the most important ingredient for business success.

Response	Frequency	Percent
Hard work and determination	142	37.6
Good product(s) or service(s) offered	62	16.4
Capital (money)	60	15.9
Leadership and management skills	75	19.8
Good location for the business	10	2.6
Other, please specify	29	7.7
Total	378	100.0
<i>No response</i>	23	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Hard work and determination	61	33.5	81	41.3
Good product(s) or service(s) offered	31	17.0	31	15.8
Capital (money)	37	20.4	23	11.7
Leadership and management skills	32	17.6	43	21.9
Good location for the business	5	2.7	5	2.6
Other, please specify	16	8.8	13	6.7
Total	182	100.0	196	100.0
<i>No response</i>	13		10	

Perception of Comparative Job Security

Question: Do you think there is more job security owning your own business or working for a company?

In terms of owning a business or working for a company, students perceive that working for a company offers more job security by 39.3% to 34.2%, with more than a quarter (26.5%) indicating “unsure.” However, preferences are markedly different by gender. Female students narrowly believe that owning a business promotes greater job security than working for a company, (33.7% to 32.1%). Male students’ responses provide a 12% margin for this question, favoring a company employee’s security (47.0%) to the employment protection of owning a business (34.8%).

Response	Frequency	Percent
Owning your own business	129	34.2
Working for a company	148	39.3
Not sure	100	26.5
Total	377	100.0
<i>No response</i>	24	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Owning your own business	63	34.8	66	33.7
Working for a company	85	47.0	63	32.1
Not sure	33	18.2	67	34.2
Total	181	100.0	196	100.0
<i>No response</i>	14		10	

Perception of Comparative Job Satisfaction

Question: Do you think there is greater job satisfaction owning your own business or working for a company?

Slightly more than 80% (80.9%) of students polled believe that there is greater job satisfaction owning a business rather than working for a company. Female students are more than twice as likely as males (17.3% to 8.4%) to be unsure about which employment alternative offers the greatest satisfaction.

Response	Frequency	Percent
Owning your own business	304	80.9
Working for a company	23	6.1
Not sure	49	13.0
Total	376	100.0
<i>No response</i>	25	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Owning your own business	152	84.9	152	77.2
Working for a company	12	6.7	11	5.5
Not sure	15	8.4	34	17.3
Total	179	100.0	197	100.0
<i>No response</i>	16		9	

Labor Unions and Business

Question: Business has had a long and successful (or difficult, depending on your point of view) relationship with labor unions. Some people think labor unions still help protect the rights of the working class, while others think labor unions have outlived their usefulness. What do you think?

When asked about the usefulness and benefits of labor unions, the majority of teens (54.6%) didn't know enough about the issue to have an opinion. This percentage is similar to the 2003 I-Poll, when 52.8% of students offered no opinion. The remaining respondents are twice as likely to believe that "labor unions do mostly good" (32.7%) while only 12.7% think "unions are harmful to business".

Gender has a significant difference on attitude. About 65% of female teens (64.8%) have "no opinion" compared to 43.7% of male students. Only 8.2% of female students think that "labor unions are harmful to business," compared to 17.5% of males. However, compared to female students, males are more inclined to believe that "labor unions do mostly good" (38.8% to 27.0%). The large "no opinion" response tends to make meaningful comparisons between genders difficult. Teens 18-and-older (39.3%) offer the most favorable view of unions.

In this year's I-Poll, students were asked whether a family member or close relative was a union member. The 31% of students who were part of, or related to someone in a union household, had a much more positive view of unions than students without a union-affiliated relative. Nearly half (48.7%) think "labor unions do mostly good," compared to only 27.3% with no union relatives. Interestingly, over 40% of students who have a union member in their families, offer "no opinion" about the value of unions to the economy.

Why do more than half the students have not know enough about this issue to have an opinion about labor unions? Perhaps the decline in union members as a percentage of the work force has decreased awareness of unions as union households have declined. Another factor contributing to the "no opinion" response might be that in recent years large union contract negotiations have proceeded relatively smoothly, without the long and highly visible work stoppages of the past.

Response	Frequency	Percent
Labor unions do mostly good	124	32.7
Labor unions are harmful to business	48	12.7
I don't know enough about the issue to have an opinion	207	54.6
Total	379	100.0
<i>No response</i>	22	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Labor unions do mostly good	71	38.8	53	27.0
Labor unions are harmful to business	32	17.5	16	8.2
I don't know enough about the issue to have an opinion	80	43.7	127	64.8
Total	183	100.0	196	100.0
<i>No response</i>	12		10	

Age Ranges	13-14	15-16	17	18 +
Labor unions do mostly good	25.0	26.2	29.9	39.3
Labor unions are harmful to business	---	14.3	11.7	13.3
I don't know enough about the issue to have an opinion.	75.0	59.5	58.4	47.4
Total	100.0	100.0	100.0	100.0
Responses	8	84	137	150
<i>No response</i>	15	3	1	3

Question: Is anyone in your family or close relative a member of a union?

Response	Frequency	Percent
Yes	112	31.0
No	249	69.0
Total	361	100.0
<i>No response</i>	40	

Segmentation: Attitudes toward unions based on union membership of a family member or a close relative

Response	Frequency Union-related	Percent Union-related	Frequency Non-union related	Percent Non-union related
Labor unions do mostly good	54	48.7	68	27.3
Labor unions are harmful to business	11	9.9	35	14.1
I don't know enough about the issue to have an opinion	46	41.4	146	58.6
Total	111	100.0	249	100.0
<i>No response</i>	1		0	

Challenges Facing the U.S. Economy

Question: What's the greatest challenge facing the U.S. economy?

Perhaps reflecting the soft job market when the survey was conducted in early spring, more than half (54%) of teens cite “unemployment” as the greatest challenge facing the U.S. economy. The federal budget deficit is the second most frequently mentioned challenge (15.3%) to the economy. Female teens are much more likely (18.8%) to cite the deficit than are males (11.7%).

Response	Frequency	Percent
The federal budget deficit	57	15.3
Global competition	32	8.6
Rising health care costs	35	9.4
Trust in corporations	23	6.2
Unemployment	200	53.8
Other, Please Specify	25	6.7
Total	372	100.0
<i>No response</i>	29	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
The federal budget deficit	21	11.7	36	18.8
Global competition	21	11.7	11	5.7
Rising health care costs	19	10.5	16	8.3
Trust in corporations	11	6.1	12	6.3
Unemployment	94	52.2	106	55.2
Other, Please Specify	14	7.8	11	5.7
Total	180	100.0	192	100.0
<i>No response</i>	15		14	

Generational Affluence

Question: *Do you think that you will be financially better off than your parents?*

Nearly 84% of students think they will be better off financially than their parents. For those who anticipate that their income will exceed that of their parents, selection of higher-paying career choices is the primary reason (51.0%) followed by “plan to invest and save more” (28.4%).

Of the 16% of students who believe they would not be financially better off than their parents, a lower-paid career choice is the most frequently cited rationale. Lack of access to education to obtain their ideal job is cited as the second most frequently provided choice (15.7%).

Response	Frequency	Percent
Yes	315	83.8
No	61	16.2
Total	376	100.0
<i>No response</i>	25	

Reasons for “yes” response

Response	Frequency	Percent
Your career choice is higher paid than that of your parents	156	51.0
Jobs of the future will pay more	55	18.0
You plan to invest and save more	87	28.4
You plan to work longer hours	8	2.6
Total	306	100.0
<i>No response</i>	9	

Reasons for “no” response

Response	Frequency	Percent
Your career choice will not pay as much as your parents	35	68.6
Global competition and technology will result in less job security	6	11.8
Lack of access (money, time, etc.) to education required for ideal career choice	8	15.7
Your future job could be outsourced overseas	2	3.9
Total	51	100.0
<i>No response</i>	10	

Appendix

Three JA locations provided 30 or more responses to the 2004 JA Interprise Poll™ on Summer Jobs. Responses from these areas are segmented below for each of the major questions that were posed. No analysis of different response patterns is provided because the limited response size for most locations does not allow for comparisons.

	Responses	Percent of all students surveyed (401)
Orlando, FL	89	22.2
Georgia	81	20.2
Quad Cities, IL	93	23.2
TOTAL	263	65.6

Percent Distribution of Responses by Gender

Response	Orlando, FL	Georgia	Quad Cities, IL.
Male	59.6	38.3	49.5
Female	40.4	61.7	50.5
Total	100.0	100.0	100.0
Total Responses	89	81	93

Percent Distribution of Responses by Age

Response	Orlando, FL	Georgia	Quad Cities, IL.
13-14	---	1.2	---
15-16	25.9	30.9	9.6
17	30.3	28.4	45.2
18 or older	43.8	39.5	45.2
Total	100.0	100.0	100.0
Total Responses	89	81	93

Percent Distribution of Responses by Race/Ethnic Origin

Response	Orlando, FL	Georgia	Quad Cities, IL.
Asian/Pacific Islands	5.6	2.5	3.2
Black/African American	19.2	21.0	---
Hispanic/Latino	6.7	38.3	2.2
Mixed Race	3.4	4.9	4.3
Native American	---	---	---
White	62.9	30.7	90.3
Other	2.2	2.5	---
Total	100.0	100.0	100.0
Total Responses	89	81	93

Percent Distribution of Responses for Ease of Starting a Business

Response	Orlando, FL	Georgia	Quad Cities, IL.
Very easy	---	2.5	1.1
Easy	12.4	7.6	5.4
Somewhat challenging	43.8	35.4	40.2
Difficult but possible	42.7	50.7	52.2
Almost impossible	1.1	3.8	1.1
Total	100.0	100.0	100.0
Total Responses	89	79	92

Percent Distribution of Responses for Desire to Start a Business

Response	Orlando, FL	Georgia	Quad Cities, IL.
Yes	66.3	75.9	60.4
No	18.0	12.7	27.5
Not possible	15.7	11.4	12.1
Total	100.0	100.0	100.0
Total Responses	89	79	91

Percent Distribution of Responses for Business Preferences

Response	Orlando, FL	Georgia	Quad Cities, IL.
Professional service	25.4	33.9	21.5
Retail business	23.7	28.8	21.5
Restaurant or food-related	13.6	5.1	24.7
Trade service	8.5	11.9	15.4
E-commerce or internet-based	5.1	8.5	7.7
Other, please specify	23.7	11.8	9.2
Total	100.0	100.0	100.0
Total Responses	59	59	65

Percent Distribution of Responses for Importance of College Education in Starting a Business

Response	Orlando, FL	Georgia	Quad Cities, IL.
Yes	91.0	78.5	95.6
No	3.4	6.3	1.1
Not sure	5.6	15.2	3.3
Total	100.0	100.0	100.0
Total Responses	89	79	92

Percent Distribution of Responses for Motivations for Starting a Business

Response	Orlando, FL	Georgia	Quad Cities, IL.
Independence (not willing to work for others)	33.0	30.8	28.5
Have a great idea/want to see it in action	39.7	26.9	44.0
To earn more than they could working for someone else	25.0	41.0	24.2
Unable to find the type of job they want	2.3	1.3	3.3
Total	100.0	100.0	100.0
Total Responses	88	78	91

Percent Distribution of Responses for Reasons for Not Starting a Business

Response	Orlando, FL	Georgia	Quad Cities, IL.
Not enough money to get business started	42.7	48.1	48.9
Fear of failure	29.2	28.5	29.4
Not enough information on how to start it	12.4	13.0	9.8
Government obstacles (taxes, red tape, etc.)	2.2	6.5	5.4
Other, please specify	13.5	3.9	6.5
Total	100.0	100.0	100.0
Total Responses	89	77	92

Percent Distribution of Responses for Learning about Starting a Business

Response	Orlando, FL	Georgia	Quad Cities, IL.
Government sources or non-profit organization	7.0	23.1	9.8
Internet	11.6	19.2	12.0
Friend or family member	10.5	6.4	4.3
Books or magazines	5.8	10.3	9.8
Other, please specify	5.8	2.6	3.3
Working in same industry first	59.3	38.4	60.8
Total	100.0	100.0	100.0
Total Responses	86	78	92

Percent Distribution of Responses for Ingredients for Business Success

Response	Orlando, FL	Georgia	Quad Cities, IL.
Hard work and determination	46.1	38.5	40.7
Good product(s) or service(s) offered	13.5	15.4	14.3
Capital (money)	21.3	20.5	9.9
Leadership and management skills	11.2	19.2	25.2
Good location for the business	3.4	6.4	3.3
Other, please specify	4.5	---	6.6
Total	100.0	100.0	100.0
Total Responses	89	78	91

Percent Distribution of Responses for Perception of Comparative Job Security

Response	Orlando, FL	Georgia	Quad Cities, IL.
Own business	33.0	43.0	23.3
Work for a company	46.6	27.8	44.5
Not sure	20.4	29.2	32.2
Total	100.0	100.0	100.0
Total Responses	88	79	90

Percent Distribution of Responses for Perception of Comparative Job Satisfaction

Response	Orlando, FL	Georgia	Quad Cities, IL.
Own business	88.6	82.3	81.1
Work for a company	4.5	7.6	3.3
Not sure	6.9	10.1	15.6
Total	100.0	100.0	100.0
Total Responses	88	79	90

Percent Distribution of Responses for Labor Unions and Business

Response	Orlando, FL	Georgia	Quad Cities, IL.
Mostly good	31.8	25.3	37.0
Harmful to business	10.2	12.7	14.1
No opinion	58.0	62.0	48.9
Total	100.0	100.0	100.0
Total Responses	88	79	92

Is anyone in your family or close relative a member of a union?

Response	Orlando, FL	Georgia	Quad Cities, IL.
Yes	22.8	19.7	39.8
No	77.2	80.3	60.2
Total	100.0	100.0	100.0
Total Responses	79	76	88

Does anyone in your family or a close relative own their own business?

Response	Orlando, FL	Georgia	Quad Cities, IL.
Yes	71.3	64.1	50.5
No	28.7	35.9	49.5
Total	100.0	100.0	100.0
Total Responses	87	78	91

What's the greatest challenge facing the U.S. economy?

Response	Orlando, FL	Georgia	Quad Cities, IL.
The federal budget deficit	20.5	12.0	14.1
Global competition	6.8	6.7	7.6
Rising health care costs	9.1	8.0	12.0
Trust in corporations	4.5	6.7	2.2
Unemployment	53.4	64.0	51.1
Other, Please Specify	5.7	2.6	13.0
Total	100.0	100.0	100.0
Total Responses	88	75	92

Do you think that you will be financially better off than your parents?

Response	Orlando, FL	Georgia	Quad Cities, IL.
Yes	92.0	83.1	80.4
No	8.0	16.9	19.6
Total	100.0	100.0	100.0
Total Responses	88	77	92

Reasons for “yes” response

Response	Orlando, FL	Georgia	Quad Cities, IL.
Your career choice is higher paid than that of your parents	55.3	58.1	44.0
Jobs of the future will pay more	17.1	11.3	21.3
You plan to invest and save more	26.3	30.6	34.7
You plan to work longer hours	1.3	---	
Total	100.0	100.0	100.0
Total Responses	76	62	75

Reasons for “no” response

Response	Orlando, FL	Georgia	Quad Cities, IL.
Your career choice will not pay as much as your parents	57.1	58.3	93.3
Global competition and technology will result in less job security	14.3	16.7	6.7
Lack of access (money, time, etc.) to education required for ideal career choice	14.3	16.7	---
Your future job could be outsourced overseas	14.3	8.3	--
Total	100.0	100.0	100.0
Total Responses	7	12	15