

JA Worldwide

**2005 Interprise™ Poll on
Teens and Entrepreneurship**

JA Interprise Poll

29th in the series

September 13, 2005

Contents

Notes on Methodology	1
Survey Highlights	2
SURVEY RESULTS	
Respondent Demographics	3
Ease of Starting a Business	4
Desire to Start a Business	5
Business Preferences	7
Importance of College Education in Starting a Business	8
Motivation for Starting a Business	9
Reasons for Not Starting a Business	10
Learning about Starting a Business	11
Ingredients for Business Success	12
Perception of Comparative Job Security	13
Perception of Comparative Job Satisfaction	14
Labor Unions and Business	15
Challenges Facing the U.S. Economy	17
Generational Affluence	18
APPENDIX (Local area segmentations)	19

Notes on Methodology

Students from 120 JA area offices across the country participated in the 2005 JA Interprise Poll™ focusing on Entrepreneurship. This is the fourth Interprise Poll™ on this topic. A total of 1,155 students participated in the survey. About half the students responding were 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 2005 JA Interprise Poll™ focusing on “Entrepreneurs” can be found in the Survey Results section that follows.

Teens’ exuberance for starting their own businesses remains high, with 68.6% desiring to become entrepreneurs. This enthusiasm is firmly anchored in the knowledge that obstacles to success are numerous. Only 10.3% of student respondents believe that starting a business would be “easy” or “very easy.” The remainder indicated that this process would involve varying degrees of difficulty.

What kind of businesses would teens like to start? “Professional services”- such as an accountant, lawyer, and insurance agent - was the top category selected (27.2%), followed closely by “retail business” (25.8%). In contrast to past years, more than a quarter of teens (25.3%) selected the “other” category and specified diverse interests from entertainment to fashion design.

When asked if college would assist them to start and grow a business, 93.2% indicated it was important for success. As a complement to formal education, 50.1% of teens identified “working in the same industry first” as the most critical resource to learn about a business. For the fourth consecutive year, “hard work and determination” (35.2%) dwarfed other factors as the most important ingredient for business success.

Students appreciate the perils as well as the perks of self-employment. When asked to examine tradeoffs between owning a business and working for a company, 84.7% of teens think there is greater job satisfaction in owning a business. However, when the issue of job security arises, students narrowly favor company employment (38.1%) to self-employment (36.0%).

In projecting future earning power, 83.9% of teens indicated they would be financially better off than their parents. The primary reason offered was that their career choice would be a higher paid vocation than their parents’ job(s).

Teens were asked to indicate whether they thought labor unions did mostly good, or were harmful, to business. For the third consecutive year, over half responding teens (54.0% in this 2005 Interprise Poll) indicated that they did not know enough about the issue to have an opinion. Only 12.8% believe unions were harmful to business, while 33.2% agree that labor unions do mostly good.

In other survey questions, 46.0% of teens believe the greatest motivator to start a business is “having a great idea and wanting to see it in action.” Conversely, students think the most likely reason people don’t start a business is “not enough money to get started” (33.5%) and “fear of failure” (32.5%).

Teens perceive that the greatest challenge facing the U.S. economy is “unemployment” (42.3%) followed by the “federal budget deficit” (20.0%).

SURVEY RESULTS

Entrepreneurship 2005

Respondent Demographic Characteristics

Who are the 1,155 students whose responses are included in the survey results? Responses from female students outnumber male responses by 57.5% to 42.5%. The age ranges represent students in seventh through twelfth grade. Students 17 years and older, who are most likely to be contemplating career choices, comprise 50.5% of responses.

A. Gender

	Frequency	Percent
Male	491	42.5
Female	664	57.5
Total	1,155	100.0
<i>No response</i>	<i>0</i>	

B. Age

Age Range	Frequency	Percent
13-14	221	19.1
15-16	351	30.4
17	314	27.2
18 or older	269	23.3
Total	1,155	100.0
<i>No response</i>	<i>0</i>	

C. Race or Ethnic Origin

Ethnic Origin	Frequency	Percent
Asian/Pacific Islands	60	5.2
Black/African American	170	14.7
Hispanic/Latino	155	13.4
Mixed Race	53	4.6
Native American	23	2.0
White	677	58.6
Other	17	1.5
Total	1,155	100.0
<i>No response</i>	<i>0</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 10.3% of teens perceive this effort would be “very easy” or “easy,” while 42.9% believe starting a business would be “somewhat challenging.” A more somber assessment is provided by 45.5% of students who indicated that initiating a business would be “difficult, but possible.” Only 1.3% of respondents believe that starting a business today would be “almost impossible.”

Male teens were nearly twice as likely as their female counterparts to indicate that starting a business today would be “very easy” or “easy” (14.1% vs. 7.5% respectively).

Response	Frequency	Percent
Very easy	31	2.7
Easy	87	7.6
Somewhat challenging	491	42.9
Difficult but possible	520	45.5
Almost impossible	15	1.3
Total	1,144	100.0
<i>No response</i>	11	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Very easy	20	4.1	11	1.7
Easy	49	10.0	38	5.8
Somewhat challenging	212	43.4	279	42.5
Difficult but possible	199	40.8	321	48.9
Almost impossible	8	1.6	7	1.1
Total	488	100.0	656	100.0
<i>No response</i>	3		8	

Desire to Start a Business

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

Starting their own businesses someday appeals to 68.6% of teens, while 20.8% replied in the negative. Because of their expected career choices, 10.6% percent responded that starting their own businesses would not be possible. Male teens are a bit more inclined to start a business (72.1%) than their female counterparts (66.0%).

Does having a family member or close relative who owns a business influence a teen’s desire to start a business? Students with family who own businesses show a higher preference for becoming entrepreneurs (72.0%) compared to 63.3% of students whose family or relatives are not self-employed.

Response	Frequency	Percent
Yes	784	68.6
No	238	20.8
Not possible, given my career choice	121	10.6
Total	1,143	100.0
<i>No response</i>	12	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Yes	352	72.1	432	66.0
No	87	17.9	151	23.0
Not possible, given my career choice	49	10.0	72	11.0
Total	488	100.0	655	100.0
<i>No response</i>	3		9	

Segmentation by Whether Family Member or Close Relative Owns a Business

Response	Own Business	Percent	Don't Own Business	Percent
Yes	476	72.0	293	63.3
No	125	18.9	110	23.7
Not possible, given my career choice	60	9.1	60	13.0
Total	661	100.0	463	100.0
<i>No response</i>	3		3	

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

Response	Frequency	Percent
Yes	664	58.8
No	466	41.2
Total	1,130	100.0
<i>No response</i>	25	

Business Preferences

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

Choices:

Professional service (accountant, lawyer, insurance agent, health care, etc.)

Retail business (clothes, electronics, pet store, etc.)

Restaurant or food-related business

Trade service (plumber, auto mechanic, landscaping, etc.)

E-commerce or Internet-based business

Other, Please Specify

The most popular areas for initiating a business are “professional service” (27.2%) and “retail business” (25.8%), These findings are very similar to the 2004 I-Poll results both in ranking and the percentage preferred. “Restaurant or food-related business,” the most common source of employment for teens, garnered only 11.1% of the responses. “E-commerce or internet-based business” received the lowest response at 4.3%.

The “other” category for business preference (25.3%) is diverse and includes pursuits such as fashion design, careers in entertainment, and social services.

For the third consecutive year, female students are more likely than males (31.5% to 21.9%) to select “professional service,” as the preferred area for starting a business. It is the top preference of female teens, followed by retail (23.8%). For males, “retail business” is the top preference (28.2%) followed by “professional service” (21.9%).

Response	Frequency	Percent
Professional service	213	27.2
Retail business	202	25.8
Restaurant or food-related	87	11.1
Trade service	49	6.3
E-commerce or Internet-based	34	4.3
Other, please specify	198	25.3
Total	783	100.0
<i>No response</i>	1	

* Includes only those teens indicating they would like to start their own business someday

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Professional service	77	21.9	136	31.5
Retail business	99	28.2	103	23.8
Restaurant or food-related	34	9.7	53	12.3
Trade service	33	9.4	16	3.7
E-commerce or Internet-based	22	6.3	12	2.8
Other, please specify	86	24.5	112	25.9
Total	351	100.0	432	100.0
<i>No response</i>	1		--	

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 their own business is overwhelmingly endorsed by 93.2% of students, higher than in the 2003 and 2004 Interprise Polls. Only 2.6% believe a college education would not help them in starting a business and 4.2% are undecided.

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

Response	Frequency	Percent
Yes	1,062	93.2
No	29	2.6
Not sure	48	4.2
Total	1,139	100.0
<i>No response</i>	16	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Yes	451	92.4	611	93.9
No	17	3.5	12	1.8
Not sure	20	4.1	28	4.3
Total	488	100.0	651	100.0
<i>No response</i>	3		13	

Age Ranges	13-14	15-16	17	18 +
Yes	91.8	91.9	96.1	92.8
No	4.6	2.3	1.0	3.0
Not sure	3.6	5.8	2.9	4.2
Total	100.0	100.0	100.0	100.0

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” (46.0%) followed by “independence (not willing to work for others)” at 28.5%. Only 3.3% of teens think that the inability to find desired employment is a reason people start their own business.

Response	Frequency	Percent
Have a great idea/want to see it in action	517	46.0
Independence (not willing to work for others)	321	28.5
To earn more than they could working for someone else	250	22.2
Unable to find the type of job they want	37	3.3
Total	1,125	100.0
<i>No response</i>	<i>30</i>	

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 perceive that lack of capital and confidence are the chief reasons that inhibit new business creation. The factor “not enough money to get business started” (33.5%) barely eclipses “fear of failure” (32.5%) as the primary reason cited for people not starting their own businesses. “Government obstacles” is the factor identified least often (4.9%).

Response	Frequency	Percent
Not enough money to get business started	380	33.5
Fear of failure	369	32.5
Satisfied with existing opportunities	172	15.2
Not enough information on how to start it	112	9.8
Government obstacles (taxes, red tape, etc.)	56	4.9
Other, please specify	46	4.1
Total	1,135	100.0
<i>No response</i>	20	

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. Half (50.1%) think that “working in the same industry” is an optimal means to learn a business. Female teens were more likely than their male colleagues to select this option by 53.6% to 45.4%. The Internet is a distant second with 13.9%, followed closely by “government sources or non-profit organization” (13.8%).

Although post-secondary education was not one of the five specific choices provided to students, 5.9% indicated through their “other, please specify” choice that this was an important resource for aspiring entrepreneurs.

Response	Frequency	Percent
Working in same industry first	571	50.1
Internet	158	13.9
Government sources or non-profit organization	157	13.8
Friend or family member	84	7.3
College or other educational institution	67	5.9
Other, please specify	58	5.1
Books or magazines	45	3.9
Total	1,140	100.0
<i>No response</i>	15	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Working in same industry first	220	45.4	351	53.6
Internet	89	18.4	69	10.5
Government sources or non-profit organization	53	10.9	104	15.9
Friend or family member	44	9.1	40	6.1
Other, please specify	29	6.0	29	4.4
College or other educational institution	28	5.7	39	6.0
Books or magazines	22	4.5	23	3.5
Total	485	100.0	655	100.0
<i>No response</i>	6		9	

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, “hard work and determination” remains the top pick (35.2%) for the fourth year. The second most popular choice “leadership and management skills” followed with 23.1%. “Having a good business plan” was the third most frequently identified factor (17.7%).

Although percentages differ, the order of the three most important ingredients for business success was identical for female and male teens.

Response	Frequency	Percent
Hard work and determination	399	35.2
Leadership and management skills	262	23.1
Having a good business plan	202	17.7
Capital (money)	132	11.6
Good product(s) or service(s) offered	105	9.3
Other, please specify	35	3.1
Total	1,135	100
<i>No response</i>	20	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Hard work and determination	155	32.2	244	37.4
Leadership and management skills	109	22.6	153	23.4
Having a good business plan	85	17.6	117	17.9
Capital (money)	72	14.9	60	9.2
Good product(s) or service(s) offered	40	8.3	65	10.0
Other, please specify	21	4.4	14	2.1
Total	482	100.0	653	100.0
<i>No response</i>	9		11	

Perception of Comparative Job Security

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

For the second consecutive year, students perceive that working for a company offers slightly more job security than being self-employed. Company employment (38.1%) barely surpasses self-employment (36.0%) as the preferred alternative for job security. More than a quarter of students (25.9%) were unsure of the best choice.

Preferences are rather similar by gender. By a thin margin, female students believe that working for a company promotes greater job security than owning a business, (36.5% to 35.0%). Male students also favor a company's job security (40.2%) compared to the employment stability of owning a business (37.5%).

Response	Frequency	Percent
Working for a company	433	38.1
Owning your own business	410	36.0
Not sure	294	25.9
Total	1,137	100.0
<i>No response</i>	18	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Working for a company	195	40.2	238	36.5
Owning your own business	182	37.5	228	35.0
Not sure	108	22.3	186	28.5
Total	485	100.0	652	100.0
<i>No response</i>	<i>6</i>		<i>12</i>	

Perception of Comparative Job Satisfaction

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

While the verdict is almost evenly split on job security preferences, teens overwhelmingly believe that owning your own business provides a more enjoyable experience (84.7%) than working for a company (5.2%). “Not sure” responses total 10.1%. Response patterns are similar among genders with 85.1% of females and 84.2% of males favoring life as an entrepreneur to achieve greater career enjoyment.

Response	Frequency	Percent
Owning your own business	967	84.7
Working for a company	59	5.2
Not sure	116	10.1
Total	1,142	100.0
<i>No response</i>	13	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Owning your own business	409	84.2	558	85.1
Working for a company	32	6.5	27	4.1
Not sure	45	9.3	71	10.8
Total	486	100.0	656	100.0
<i>No response</i>	5		8	

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 (54.0%) didn't know enough about the issue to have an opinion. This percentage is similar to the 2003 and 2004 Interprise Polls, when slightly more than half the students offered no opinion. The remaining respondents are twice as likely to believe that "labor unions do mostly good" (33.2%), while only 12.8% think "unions are harmful to business."

Gender division marks a significant difference in attitude. Of female teens (61.3%) have "no opinion" compared to 44.0% of male students. Only 9.0% of female students think that "labor unions are harmful to business," compared to 18.0% of males, results that nearly mirror the 2004 I-Poll results. However, compared to female students, males are more inclined to believe that "labor unions do mostly good" (38.0% to 29.7%). The large "no opinion" response tends to make meaningful comparisons between genders difficult. Teens 18-and-older (37.4%) offer the most favorable view of unions when results are segmented by age.

Students were asked whether a family member or close relative was a union member. The 32.4% of students who are part of, or related to someone in a union household, have a much more positive view of unions than students without a union-affiliated relative. Nearly half (47.0%) think "labor unions do mostly good," compared to only 27.9% with no union relatives. Interestingly, 39.2% of teens with a union member in their families, offered "no opinion" about unions' value to the economy.

Why do more than half the students 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	377	33.2
Labor unions are harmful to business	146	12.8
I don't know enough about the issue to have an opinion	613	54.0
Total	1,136	100.0
<i>No response</i>	<i>19</i>	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Labor unions do mostly good	183	38.0	194	29.7
Labor unions are harmful to business	87	18.0	59	9.0
I don't know enough about the issue to have an opinion	212	44.0	401	61.3
Total	482	100.0	654	100.0
<i>No response</i>	9		10	

Age Ranges	13-14	15-16	17	18 +
Labor unions do mostly good	28.1	30.1	36.6	37.4
Labor unions are harmful to business	10.6	13.3	11.7	15.5
I don't know enough about the issue to have an opinion.	61.3	56.6	51.7	47.1
Total	100.0	100.0	100.0	100.0

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

Response	Frequency	Percent
Yes	357	32.4
No	744	67.6
Total	1,101	100.0
<i>No response</i>	54	

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	167	47.0	206	27.9
Labor unions are harmful to business	49	13.8	96	13.0
I don't know enough about the issue to have an opinion	139	39.2	437	59.1
Total	355	100.0	739	100.0
<i>No response</i>	2		5	

** responses do not include students who did not indicate whether a family member was in the union and who did not provide a response to attitudes about unions.*

Challenges Facing the U.S. Economy

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

By more than a 2 to 1 margin, students overwhelmingly perceive “unemployment” (42.3%) as the greatest challenge facing the U.S. economy compared to the second most frequent selection, the “federal budget deficit” (20.0%). In the 2004 Interprise Poll, 54% of teens listed “unemployment” as the greatest challenge. The gradual economic recovery may be a factor for “unemployment” lessening as the perceived primary challenge.

Female students were more likely to cite “unemployment” than males (46.2% and 37.1% respectively). Males mentioned “global competition”(12.7%) more often than female teens (6.7%).

Response	Frequency	Percent
Unemployment	479	42.3
The federal budget deficit	226	20.0
Rising health care costs	185	16.3
Global competition	105	9.3
Other, Please Specify	84	7.4
Trust in corporations	53	4.7
Total	1,132	100.0
<i>No response</i>	23	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Unemployment	178	37.1	301	46.2
The federal budget deficit	102	21.3	124	19.0
Rising health care costs	69	14.4	116	17.8
Global competition	61	12.7	44	6.7
Other, Please Specify	44	9.1	40	6.2
Trust in corporations	26	5.4	27	4.1
Total	480	100.0	652	100.0
<i>No response</i>	11		12	

Generational Affluence

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

An overwhelming percent of students (83.9%) think they will be better off financially than their parents, a figure nearly identical to last year’s response. For those who anticipate that their income will exceed that of their parents, selection of higher-paying career choices is the primary reason (44.1%) followed by a “plan to invest and save more” (27.4%). “More skills than your parents” follows closely with 25.7%.

Of the 16.1% of students who believe they would not be financially better off than their parents, a lower-paid career choice is the most frequently cited reason (58.4%). Lack of access to education to obtain their ideal job is the second most frequently cited choice (20.2%).

Response	Frequency	Percent
Yes	954	83.9
No	183	16.1
Total	1,137	100.0
<i>No response</i>	<i>18</i>	

Reasons for “yes” response

Response	Frequency	Percent
Your career choice is higher paid than that of your parents	420	44.1
You plan to invest and save more	261	27.4
More skills than your parents	245	25.7
You plan to work longer hours	27	2.8
Total	953	100.0
<i>No response</i>	<i>1</i>	

** Includes only those students who answered “yes” that they would be better off financially than their parents.*

Reasons for “no” response

Response	Frequency	Percent
Your career choice will not pay as much as your parents	101	58.4
Lack of access (money, time, etc.) to education required for ideal career choice	35	20.2
Global competition and technology will result in less job security	24	13.9
Your future job could be outsourced overseas	13	7.5
Total	173	100.0
<i>No response</i>	<i>10</i>	

Appendix

Five JA locations provided 80 or more responses to the 2005 JA Interprise Poll™ on Entrepreneurship. 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 (1,155)
Bakersfield, CA	112	9.7
Minnesota	85	7.4
New Mexico	106	9.2
Quad Cities, IL	83	7.2
Wisconsin	178	15.4
TOTAL	564	48.9

Percent Distribution of Responses by Gender

Response	National	Bakersfield CA	Minnesota	New Mexico	Quad Cities IL	Wisconsin
Male	42.5	57.1	55.3	42.5	57.8	53.4
Female	57.5	42.9	44.7	57.5	42.2	46.6
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		112	85	106	83	178

Percent Distribution of Responses by Age

Response	National	Bakersfield CA	Minnesota	New Mexico	Quad Cities IL	Wisconsin
13-14	19.1	63.4	2.4	3.8	---	28.7
15-16	30.4	34.8	2.4	34.9	12.0	45.5
17	27.2	0.9	45.9	33.0	42.2	20.2
18 or older	23.3	0.9	49.3	28.3	45.8	5.6
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		112	85	106	83	178

Percent Distribution of Responses by Race/Ethnic Origin

Response	National	Bakersfield CA	Minnesota	New Mexico	Quad Cities IL	Wisconsin
Asian/Pacific Islands	5.2	4.5	11.8	0.9	1.2	---
Black/African American	14.7	---	9.4	1.9	---	1.1
Hispanic/Latino	13.4	12.5	4.7	63.2	3.6	2.2
Mixed Race	4.6	13.4	3.5	8.5	1.2	2.9
Native American	2.0	2.7	---	13.2	---	---
White	58.6	63.3	65.9	12.3	94.0	92.7
Other	1.5	3.6	4.7	---	---	1.1
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		112	85	106	83	178

Percent Distribution of Responses for Ease of Starting a Business

Response	National	Bakersfield CA	Minnesota	New Mexico	Quad Cities IL	Wisconsin
Very easy	2.7	2.7	3.6	1.9	---	2.2
Easy	7.6	9.0	11.9	3.8	4.9	12.4
Somewhat challenging	42.9	35.1	39.3	44.2	50.6	50.0
Difficult but possible	45.5	51.4	45.2	48.1	42.0	35.4
Almost impossible	1.3	1.8	---	2.0	2.5	---
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		111	84	104	81	178

Percent Distribution of Responses for Desire to Start a Business

Response	National	Bakersfield CA	Minnesota	New Mexico	Quad Cities IL	Wisconsin
Yes	68.6	73.2	60.7	64.1	47.6	70.8
No	20.8	18.8	31.0	23.3	39.0	21.3
Not possible	10.6	8.0	8.3	12.6	13.4	7.9
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		112	84	103	82	178

Percent Distribution of Responses for Business Preferences
(Includes only those who indicated they wanted to start their own business)

Response	National	Bakersfield CA	Minn.	New Mexico	Quad Cities IL	Wisc.
Professional service	27.2	20.4	32.1	22.2	23.4	12.7
Retail business	25.8	22.6	21.4	29.2	34.0	40.1
Restaurant or food-related	11.1	11.8	5.4	8.3	8.5	12.7
Trade service	6.3	2.2	12.5	9.7	12.8	5.6
E-commerce or internet-based	4.3	---	5.4	2.8	4.3	2.8
Other, please specify	25.3	43.0	23.2	27.8	17.0	26.1
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		93	56	72	47	142

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

Response	National	Bakersfield CA	Minnesota	New Mexico	Quad Cities IL	Wisconsin
Yes	93.2	95.5	91.7	93.2	95.1	91.0
No	2.6	0.9	3.6	1.9	3.7	2.8
Not sure	4.2	3.6	4.7	4.9	1.2	6.2
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses	1,139	111	84	103	82	178

Percent Distribution of Responses for Motivations for Starting a Business

Response	National	Bakersfield CA	Minn.	New Mexico	Quad Cities IL	Wisc.
Have a great idea/want to see it in action	46.0	42.6	37.3	35.0	34.6	53.1
Independence (not willing to work for others)	28.5	22.2	31.3	32.0	35.8	21.7
To earn more than they could working for someone else	22.2	27.8	28.9	31.0	28.4	22.3
Unable to find the type of job they want	3.3	7.4	2.4	2.0	1.2	2.9
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		108	83	100	81	175

Percent Distribution of Responses for Reasons for Not Starting a Business

Response	Nat'l	Bakersfield CA	Minn.	New Mexico	Quad Cities IL	Wisc.
Not enough money to get business started	33.5	37.0	32.1	32.7	37.0	33.0
Fear of failure	32.5	26.8	25.0	37.5	32.1	36.9
Satisfied with current job	15.2	17.6	14.4	12.5	17.3	18.7
Not enough information on how to start it	9.8	6.5	19.0	8.7	6.2	5.7
Government obstacles (taxes, red tape, etc.)	4.9	6.5	1.2	7.6	2.5	3.4
Other, please specify	4.1	5.6	8.3	1.0	4.9	2.3
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		108	84	104	81	176

Percent Distribution of Responses for Learning about Starting a Business

Response	Nat'l	Bakersfield CA	Minn.	New Mexico	Quad Cities IL	Wisc.
Working in same industry first	50.1	39.3	60.7	50.0	65.4	50.3
Internet	13.9	14.3	8.3	13.5	8.6	15.8
Government sources or non-profit organization	13.8	9.8	6.0	17.3	9.9	11.3
Friend or family member	7.3	13.4	9.5	6.7	4.9	6.2
College or other educational institution	5.9	8.0	7.1	5.8	6.3	6.8
Other, please specify	5.1	9.8	6.0	2.9	3.7	4.5
Books or magazines	3.9	5.4	2.4	3.8	1.2	5.1
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		112	84	104	81	177

Percent Distribution of Responses for Ingredients for Business Success

Response	Nat'l	Bakersfield CA	Minn.	New Mexico	Quad Cities IL	Wisc.
Hard work and determination	35.2	48.2	30.1	29.8	25.9	37.9
Leadership and management skills	23.1	20.0	25.3	28.8	27.2	19.2
Business plan	17.7	9.1	15.7	19.3	16.0	15.8
Capital (money)	11.6	8.2	14.5	14.4	19.8	15.8
Good product(s) or service(s) offered	9.3	12.7	9.6	6.7	9.9	9.0
Other, please specify	3.1	1.8	4.8	1.0	1.2	2.3
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		110	83	104	81	177

Percent Distribution of Responses for Perception of Comparative Job Security

Response	National	Bakersfield CA	Minnesota	New Mexico	Quad Cities IL	Wisconsin
Work for a company	38.1	30.4	43.9	39.8	43.9	49.7
Own business	36.0	44.6	32.9	29.1	28.0	31.6
Not sure	25.9	25.0	23.2	31.1	28.1	18.7
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		112	82	103	82	177

Percent Distribution of Responses for Perception of Comparative Job Satisfaction

Response	National	Bakersfield CA	Minnesota	New Mexico	Quad Cities IL	Wisconsin
Own business	84.7	76.6	84.5	72.1	86.6	91.5
Work for a company	5.2	8.1	4.8	11.5	2.4	2.3
Not sure	10.1	15.3	10.7	16.4	11.0	6.2
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		111	84	104	82	177

Percent Distribution of Responses for Labor Unions and Business

Response	National	Bakersfield CA	Minnesota	New Mexico	Quad Cities IL	Wisconsin
Mostly good	33.2	28.2	39.3	32.7	35.8	39.2
Harmful to business	12.8	13.6	10.7	10.6	18.5	15.9
No opinion	54.0	58.2	50.0	56.7	45.7	44.9
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		110	84	104	81	176

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

Response	National	Bakersfield CA	Minnesota	New Mexico	Quad Cities IL	Wisconsin
Yes	32.4	36.4	40.7	25.3	46.3	26.9
No	67.6	63.6	59.3	74.7	53.7	73.1
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		99	81	99	80	175

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

Response	National	Bakersfield CA	Minnesota	New Mexico	Quad Cities IL	Wisconsin
Yes	58.8	64.5	49.4	57.7	53.7	59.9
No	41.2	35.5	50.6	42.3	46.3	40.1
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		110	83	104	80	177

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

Response	National	Bakersfield CA	Minn.	New Mexico	Quad Cities IL	Wisc.
Unemployment	42.3	47.2	42.2	49.0	33.3	39.9
The federal budget deficit	20.0	24.1	13.3	12.5	27.2	22.5
Rising health care costs	16.3	17.6	21.7	14.4	13.6	18.0
Global competition	9.3	1.9	8.4	16.3	9.9	6.2
Other, Please Specify	7.4	3.6	9.6	4.9	11.1	6.7
Trust in corporations	4.7	5.6	4.8	2.9	4.9	6.7
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		108	83	104	81	178

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

Response	National	Bakersfield CA	Minnesota	New Mexico	Quad Cities IL	Wisconsin
Yes	83.9	81.1	85.5	94.2	81.7	78.4
No	16.1	18.9	14.5	5.8	18.3	21.6
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		111	83	104	82	176

Reasons for "yes" response

Includes only those respondents who answered "yes"

Response	Nat'l	Bakersfield CA	Minn.	New Mexico	Quad Cities IL	Wisconsin
Your career choice is higher paid than that of your parents	44.1	38.9	52.1	50.0	49.3	46.4
You plan to invest and save more	27.4	40.0	18.3	19.4	20.9	30.4
You will have more skills	25.7	14.4	26.8	26.5	29.9	21.7
You plan to work longer hours	2.8	6.7	2.8	4.1	---	1.4
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		90	71	98	67	138

Reasons for “no” response
Includes only those respondents who answered “no”

Response	National	Bakersfield CA	Minn.	New Mexico	Quad Cities IL	Wisc.
Your career choice will not pay as much as your parents	58.4	55.6	66.7	50.0	71.4	63.9
Lack of access (money, time, etc.) to education required for ideal career choice	20.2	33.3	---	16.7	21.4	25.0
Global competition and technology will result in less job security	13.9	5.6	8.3	16.7	7.1	11.1
Your future job could be outsourced overseas	7.5	5.6	25.0	16.7	---	---
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		18	12	6	14	36