



Junior Achievement[®]

**JA Worldwide[™]
2006 Interprise Poll on
Teens and Entrepreneurship**

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Notes on Methodology

Students from 120 JA locations across the country participated in the 2006 JA Interprise Poll™ focusing on entrepreneurship. This is the fifth time this survey has been conducted, and 1,474 students voluntarily participated in this I-Poll. The survey was administered in January and February of 2006, and many participants were involved in JA programs.

Because the respondents were not randomly selected, the survey results cannot be represented as a scientific cross-section of American students between the ages of 13 and 18+. However, the ethnic/racial mix of respondents approximates the national distribution of the U.S. population by ethnic origin and race, indicating that the responses and attitudes provided in the results may be a broad indicator of student perceptions and preferences nationally.

Throughout the report, results are often segmented by gender, age, or race/ethnic origin to provide further insights to the survey results. Not all ethnic/racial designations were used because the few responses in some ethnic groups/races were not enough for meaningful analysis.

Survey Highlights

Detailed results of the 2006 JA Interprise Poll™ focusing on “Entrepreneurs” can be found in the Survey Results section that follows.

Acknowledging that hard work and determination, a college education, and hands-on experience are all important to succeed as an entrepreneur, teens find the idea of starting their own business very appealing. Of the 1,474 teens responding to the 2006 JA Interprise Poll on Entrepreneurship, 70.9% indicated that they would like to be self-employed at some point in their lives. Male students are more inclined to consider starting a business (77.0%) than female respondents (65.6%).

Teens with family members or close relatives owning a business are more likely to seek self-employment (77.8%) compared to only 64.0% of students with no self-employed family members or relatives.

Although more than 70% of teens express a desire to become self-employed, most appreciate the challenges that this process entails. Only 8.0% of teens thought that starting their own business would be “very easy” or “easy.”

What kind of businesses would teens like to start? “Professional services” - such as an accountant, lawyer, and insurance agent - was the top category selected (32.4%), followed by “retail business” (26.3%).

Teens think that hands-on experience is the best means to learn about a business that they wish to pursue. “Working in the same industry first” was selected by 49.5% of teens as the top resource for finding out how to start a business. The Internet was a distant second with 15.3%.

In reviewing a list of ingredients for business success, students selected “hard work and determination” as their top pick (33.4%) for the fifth year. “Leadership and management skills” followed with 25.1%.

Students are divided on where they can derive the most job security. Self-employment was cited by 36.5% as offering the most security, barely surpassing company employment with 35.1%. The remaining teens (28.4%) indicated a “not sure” on this question.

When asked to select the greatest challenge to the U.S. economy, 40.5% teens selected “unemployment” as their top concern. “Federal budget deficit” was the second most frequently mentioned issue at 17.2%. “Global competition” climbed to 16.6% from just 9.3% in the 2005 Poll.

An overwhelming percent of students (85.6%) 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 (42.4%), followed by “plan to invest and save more” (29.1%).

SURVEY RESULTS

Entrepreneurship 2006

Respondent Demographic Characteristics

Who are the 1,474 students who responded to the survey? Slightly more female students participated than males (52.8% to 47.2%, respectively). The age ranges are representative of students in seventh through twelfth grades, with students 17-and-older comprising over 50% of responses. The ethnic or racial mix of participating teens approximates the overall ethnic mix in the U.S.

A. Gender

	Frequency	Percent
Male	696	47.2
Female	778	52.8
Total	1,474	100.0
<i>No response</i>	<i>0</i>	

B. Age

Age Range	Frequency	Percent
13-14	300	20.4
15-16	429	29.1
17	408	27.7
18 or older	337	22.8
Total	1,474	100.0
<i>No response</i>	<i>0</i>	

C. Race or Ethnic Origin

Ethnic Origin	Frequency	Percent
Asian/Pacific Islands	103	7.0
Black/African American	219	14.9
Hispanic/Latino	155	10.5
Mixed Race	84	5.7
Native American	25	1.7
White	872	59.2
Other	16	1.0
Total	1,474	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 8.0% of teens perceive this effort would be “very easy” or “easy,” while 42.8% believe starting a business would be “somewhat challenging.” A more somber assessment is provided by 47.9% 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 twice as likely as their female counterparts to indicate that starting a business today would be “very easy” or “easy” (11.2% vs. 5.1% respectively).

Response	Frequency	Percent
Very easy	26	1.8
Easy	90	6.2
Somewhat challenging	623	42.8
Difficult, but possible	697	47.9
Almost impossible	19	1.3
Total	1,455	100.0
<i>No response</i>	19	

Due to rounding, percentages may not add to 100%.

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Very easy	20	2.9	6	0.8
Easy	57	8.3	33	4.3
Somewhat challenging	310	45.3	313	40.6
Difficult but possible	289	42.3	408	52.9
Almost impossible	8	1.2	11	1.4
Total	684	100.0	771	100.0
<i>No response</i>	12		7	

Due to rounding, percentages may not add to 100%.

Desire to Start a Business

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

Starting their own businesses someday appeals to 70.9% of teens, while 20.2% replied in the negative. Because of their expected career choices, 8.9% responded that starting their own businesses would not be possible. Male teens are more inclined to start a business (77.0%) than their female counterparts (65.6%).

Does having a family member or close relative who owns a business influence a teen’s desire to start a business? Students with family or close relatives who own businesses show a higher preference for becoming entrepreneurs (77.8%) compared to 64.0% of students whose family or relatives are not self-employed.

Response	Frequency	Percent
Yes	1,030	70.9
No	293	20.2
Not possible, given my career choice	129	8.9
Total	1,452	100.0
<i>No response</i>	22	

Due to rounding, percentages may not add to 100%.

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Yes	525	77.0	505	65.6
No	109	16.0	184	23.9
Not possible, given my career choice	48	7.0	81	10.5
Total	682	100.0	770	100.0
<i>No response</i>	14		8	

Due to rounding, percentages may not add to 100%.

Segmentation by Whether Family Member or Close Relative Owns a Business

Response	Own Business	Percent	Don't Own Business	Percent
Yes	548	77.8	469	64.0
No	110	15.6	182	24.8
Not possible, given my career choice	46	6.5	82	11.2
Total	704	100.0	733	100.0
<i>No response</i>	5		5	

Due to rounding, percentages may not add to 100%.

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

Response	Frequency	Percent
Yes	709	49.0
No	738	51.0
Total	1,447	100.0
<i>No response</i>	27	

Due to rounding, percentages may not add to 100%.

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” (32.4%) and “retail business” (26.3%). These rankings are identical to the 2004 and 2005 I-Polls. “Restaurant or food-related business,” the most common source of employment for teens, garnered only 10.9% of the responses. “E-commerce or internet-based business” received the lowest response at 5.4%. The “other” category for business preference (19.3%) is diverse, including pursuits such as crime scene investigator, recording studio operator, and real estate broker.

For the fourth consecutive year, female students are more likely than males (39.7% to 25.4%) to select “professional service” as the preferred area for starting a business. This is the top preference for both genders. “Retail business” is the second-most-popular preference for male (24.8%) and female teens (27.8%). Male teens are nearly four times as likely to select an e-commerce or Internet-based business (8.4%) than their female colleagues (2.2%).

Response	Frequency	Percent
Professional service	333	32.4
Retail business	270	26.3
Restaurant or food-related	112	10.9
Trade service	60	5.8
E-commerce or Internet-based	55	5.4
Other, please specify	198	19.3
Total	1,028	100.0
<i>No response</i>	2	

** Includes only those teens indicating they would like to start their own business someday
Due to rounding, percentages may not add to 100%.*

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Professional service	133	25.4	200	39.7
Retail business	130	24.8	140	27.8
Restaurant or food-related	58	11.1	54	10.7
Trade service	51	9.7	9	1.8
E-commerce or Internet-based	44	8.4	11	2.2
Other, please specify	108	20.6	90	17.9
Total	524	100.0	504	100.0
<i>No response</i>	1		1	

Due to rounding, percentages may not add to 100%.

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 overwhelmingly endorsed by 95.1% of students, a higher percentage than any previous Interprise Poll on Entrepreneurship. Only 2.2% believe a college education would not help them in starting a business and 2.7% are undecided.

Response	Frequency	Percent
Yes	978	95.1
No	23	2.2
Not sure	27	2.7
Total	1,028	100.0
<i>No response</i>	2	

** Includes only those teens indicating they would like to start their own business someday
Due to rounding, percentages may not add to 100%.*

** Total respondents also provided a 95.1% “yes” response to this question.

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” (48.2%) followed by “to earn more than they could working for someone else,” selected by 25.6%. Only 2.3% 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	691	48.2
To earn more than they could working for someone else	368	25.6
Independence (not willing to work for others)	343	23.9
Unable to find the type of job they want	33	2.3
Total	1,435	100.0
<i>No response</i>	39	

Due to rounding, percentages may not add to 100%.

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” (36.7%) surpassed “fear of failure” (29.1%) as the primary reason cited for people not starting their own businesses. “Government obstacles” is the factor identified least often (5.8%).

Response	Frequency	Percent
Not enough money to get business started	535	36.7
Fear of failure	423	29.1
Satisfied with existing opportunities	225	15.5
Not enough information on how to start it	138	9.5
Government obstacles (taxes, red tape, etc.)	85	5.8
Other, please specify	50	3.4
Total	1,456	100.0
<i>No response</i>	18	

Due to rounding, percentages may not add to 100%.

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. About half (49.5%) think that “working in the same industry first” is an optimal means to learn a business with male and female students providing similar responses. The Internet is a distant second with 15.3%, and more male teens are likely to select this option (18.8%) than females (12.2%).

Response	Frequency	Percent
Working in same industry first	718	49.5
Internet	222	15.3
Government sources or non-profit organization	210	14.5
Friend or family member	106	7.3
Books or magazines	71	4.9
College or other educational institution	59	4.1
Other, please specify	49	3.4
Experts in the career field	15	1.0
Total	1,450	100.0
<i>No response</i>	24	

Due to rounding, percentages may not add to 100%.

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Working in same industry first	329	48.3	389	50.6
Internet	128	18.8	94	12.2
Government sources or non-profit organization	90	13.2	120	15.6
Friend or family member	55	8.1	51	6.6
Books or magazines	36	5.3	35	4.6
Other, please specify	18	2.6	31	4.0
College or other educational institution	17	2.5	42	5.5
Experts in the career field	8	1.2	7	0.9
Total	681	100.0	769	100.0
<i>No response</i>	15		9	

Due to rounding, percentages may not add to 100%.

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 (33.4%) for the fifth year. The second-most-popular choice “leadership and management skills,” follows with 25.1%. “Having a good business plan” was the third-most-frequently identified factor (18.9%).

Although percentages differ slightly, 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	486	33.4
Leadership and management skills	364	25.1
Having a good business plan	274	18.9
Capital (money)	157	10.8
Good product(s) or service(s) offered	131	9.0
Other, please specify	41	2.8
Total	1,453	100.0
<i>No response</i>	<i>21</i>	

Due to rounding, percentages may not add to 100%.

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Hard work and determination	215	31.4	271	35.2
Leadership and management skills	175	25.6	189	24.6
Having a good business plan	120	17.5	154	20.0
Capital (money)	92	13.5	65	8.5
Good product(s) or service(s) offered	63	9.2	68	8.8
Other, please specify	19	2.8	22	2.9
Total	684	100.0	769	100.0
<i>No response</i>	<i>12</i>		<i>9</i>	

Due to rounding, percentages may not add to 100%.

Perception of Comparative Job Security

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

Self-employment (36.5%) barely surpasses company employment (35.1%) as the preferred alternative for job security for the first time since the 2003 I-Poll. More than a quarter of students (28.4%) were unsure of the best choice.

Preferences are rather similar by gender. By a thin margin, female students believe that self-employment promotes greater job security than working for a company (34.2 to 33.3%). Male students also narrowly favor the security of self-employment (38.9%) compared to the employment stability of working for a company (37.2%).

Response	Frequency	Percent
Owning your own business	527	36.5
Working for a company	508	35.1
Not sure	411	28.4
Total	1,446	100.0
<i>No response</i>	28	

Due to rounding, percentages may not add to 100%.

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Owning your own business	264	38.9	263	34.2
Working for a company	252	37.2	256	33.3
Not sure	162	23.9	249	32.4
Total	678	100.0	768	100.0
<i>No response</i>	18		10	

Due to rounding, percentages may not add to 100%.

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 (83.8%) than working for a company (5.0%). “Not sure” responses total 11.2%. Both genders overwhelmingly agree that self-employment brings greater satisfaction, with 81.8% of females and 86.0% of males favoring life as an entrepreneur in order to achieve greater career enjoyment.

Response	Frequency	Percent
Owning your own business	1,218	83.8
Working for a company	73	5.0
Not sure	163	11.2
Total	1,454	100.0
<i>No response</i>	20	

Due to rounding, percentages may not add to 100%.

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Owning your own business	588	86.0	630	81.8
Working for a company	37	5.4	36	4.7
Not sure	59	8.6	104	13.5
Total	684	100.0	770	100.0
<i>No response</i>	12		8	

Due to rounding, percentages may not add to 100%.

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” (40.5%) as the greatest challenge facing the U.S. economy. The second-most frequent selection, “federal budget deficit” trails far behind at 17.2%. “Global competition” followed closely with 16.6%, increasing from only 9.3% in the 2005 I-Poll.

Female and male students cite “unemployment” in roughly the same proportions (41.1% and 39.7% respectively). However, male teens mentioned “global competition” more often (20.9%) than female teens (12.8%).

Response	Frequency	Percent
Unemployment	585	40.5
The federal budget deficit	249	17.2
Global competition	240	16.6
Rising health care costs	215	14.9
Other, Please Specify	80	5.5
Trust in corporations	77	5.3
Total	1,446	100.0
<i>No response</i>	28	

Due to rounding, percentages may not add to 100%.

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Unemployment	270	39.7	315	41.1
The federal budget deficit	121	17.8	128	16.7
Global competition	142	20.9	98	12.8
Rising health care costs	77	11.3	138	18.0
Other, Please Specify	35	5.1	45	5.9
Trust in corporations	35	5.1	42	5.5
Total	680	100.0	766	100.0
<i>No response</i>	16		12	

Due to rounding, percentages may not add to 100%.

Generational Affluence

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

An overwhelming percent of students (85.6%) 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 (42.4%) followed by “plan to invest and save more” (29.1%). “More skills than your parents” follows closely with 26.0%.

Of the 14.4% of students who believe they would not be better off than their parents, “career choice will not pay as much as your parents was cited by 52.9%. “Global competition and technology” is the second-most frequent reason provided (23.0%).

Response	Frequency	Percent
Yes	1,244	85.6
No	209	14.4
Total	1,453	100.0
<i>No response</i>	21	

Due to rounding, percentages may not add to 100%.

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Yes	601	88.1	643	83.4
No	81	11.9	128	16.6
Total	682	100.0	771	100.0
<i>No response</i>	14		7	

Reasons for “yes” response

Response	Frequency	Percent
Your career choice is higher paid than that of your parents	527	42.4
You plan to invest and save more	361	29.1
More skills than your parents	323	26.0
You plan to work longer hours	31	2.5
Total	1,242	100.0
<i>No response</i>	2	

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

Due to rounding, percentages may not add to 100%.

Reasons for “no” response

Response	Frequency	Percent
Your career choice will not pay as much as your parents	108	52.9
Global competition and technology will result in less job security	47	23.0
Lack of access (money, time, etc.) to education required for ideal career choice	34	16.7
Your future job could be outsourced overseas	15	7.4
Total	204	100.0
<i>No response</i>	5	

** Includes only those students who answered “no” to being better off financially than their parents.*

Due to rounding, percentages may not add to 100%.

Appendix

Five JA locations provided 80 or more responses to this 2006 JA Interprise Poll™. Responses from these areas are segmented below for each of the major questions that were posed.

	Responses	Percent of all students surveyed (1,474)
Canton, OH	132	9.0
Fort Worth, TX	83	5.6
Georgia	105	7.1
Los Angeles, CA	80	5.4
Quad Cities, IL	142	9.6
	542	36.6

Percent Distribution of Responses by Gender

Response	National	Canton	Fort Worth	Georgia	Los Angeles	Quad Cities
Male	47.2	53.8	50.6	50.5	62.5	47.2
Female	52.8	46.2	49.4	49.5	37.5	52.8
Total	100.0					
Total Responses		132	83	105	80	142

Due to rounding, percentages may not add to 100%.

Percent Distribution of Responses by Age

Response	National	Canton	Fort Worth	Georgia	Los Angeles	Quad Cities
13-14	20.4	15.2	1.2	44.8	16.3	39.4
15-16	29.1	53.8	---	16.2	65.0	9.8
17	27.7	24.2	32.5	23.8	15.0	25.4
18 or older	22.8	6.8	66.3	15.2	3.7	25.4
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		132	83	105	80	142

Due to rounding, percentages may not add to 100%.

Percent Distribution of Responses by Race/Ethnic Origin

Response	National	Canton	Fort Worth	Georgia	Los Angeles	Quad Cities
Asian/Pacific Islands	7.0	---	3.6	12.4	10.0	---
Black/African American	14.9	6.1	12.0	21.9	11.3	0.7
Hispanic/Latino	10.5	3.0	10.8	7.6	35.0	4.9
Mixed Race	5.7	2.3	12.0	4.8	6.3	3.5
Native American	1.7	0.8	1.2	---	---	---
White	59.2	87.1	60.4	51.4	33.7	89.4
Other	1.0	0.7	---	1.9	3.7	1.5
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		132	83	105	80	142

Due to rounding, percentages may not add to 100%.

Percent Distribution of Responses for Ease of Starting a Business

Response	National	Canton	Fort Worth	Georgia	Los Angeles	Quad Cities
Very easy	1.8	0.8	2.4	3.8	---	0.7
Easy	6.2	6.3	9.8	6.7	3.8	5.7
Somewhat challenging	42.8	32.8	41.5	53.3	48.7	39.7
Difficult but possible	47.9	59.4	45.1	36.2	46.2	50.4
Almost impossible	1.3	0.8	1.2	---	1.3	3.5
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		128	82	105	78	141

Due to rounding, percentages may not add to 100%.

Percent Distribution of Responses for Desire to Start a Business

Response	National	Canton	Fort Worth	Georgia	Los Angeles	Quad Cities
Yes	70.9	54.3	64.2	74.8	76.9	62.9
No	20.2	37.0	25.9	15.5	12.8	25.0
Not possible	8.9	8.7	9.9	9.7	10.3	12.1
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		127	81	103	78	140

Due to rounding, percentages may not add to 100%.

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

Response	National	Canton	Fort Worth	Georgia	Los Angeles	Quad Cities
Professional service	32.4	27.5	34.6	30.3	25.0	26.1
Retail business	26.3	27.5	25.0	27.6	23.3	29.5
Restaurant or food-related	10.9	14.5	5.8	5.3	16.7	11.4
Trade service	5.8	10.1	17.3	1.3	5.0	8.0
E-commerce or internet-based	5.4	2.9	1.9	9.2	8.3	1.1
Other, please specify	19.3	17.4	15.4	26.3	21.7	23.9
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		69	52	76	60	88

Due to rounding, percentages may not add to 100%.

Percent Distribution of Responses for Importance of College Education in Starting a Business
(Includes only those who indicated they wanted to start their own business)

Response	National	Canton	Fort Worth	Georgia	Los Angeles	Quad Cities
Yes	95.1	92.8	98.1	89.5	98.3	94.3
No	2.2	2.9	1.9	5.3	1.7	---
Not sure	2.7	4.3	---	5.3	---	5.7
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		69	52	76	60	88

Due to rounding, percentages may not add to 100%.

Percent Distribution of Responses for Motivations for Starting a Business

Response	National	Canton	Fort Worth	Georgia	Los Angeles	Quad Cities
Have a great idea/want to see it in action	48.2	46.0	47.6	44.4	48.1	52.5
To earn more than they could working for someone else	25.6	29.0	31.7	32.3	29.9	24.8
Independence (not willing to work for others)	23.9	21.8	18.3	22.2	15.6	21.3
Unable to find the type of job they want	2.3	3.2	2.4	1.0	6.5	1.4
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		124	82	99	77	141

Due to rounding, percentages may not add to 100%.

Percent Distribution of Responses for Reasons for Not Starting a Business

Response	Nat'l	Canton	Fort Worth	Georgia	Los Angeles	Quad Cities
Not enough money to get business started	36.7	47.2	40.2	32.7	37.2	30.0
Fear of failure	29.1	26.0	26.8	36.5	35.9	29.3
Satisfied with current job	15.5	15.7	24.4	13.5	5.1	20.0
Not enough information on how to start it	9.5	6.3	4.9	8.7	12.8	5.7
Government obstacles (taxes, red tape, etc.)	5.8	2.4	2.4	5.8	5.1	10.0
Other, please specify	3.4	2.4	1.2	2.9	3.8	5.0
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		127	82	104	78	140

Due to rounding, percentages may not add to 100%.

Percent Distribution of Responses for Learning about Starting a Business

Response	Nat'l	Canton	Fort Worth	Georgia	Los Angeles	Quad Cities
Working in same industry first	49.5	55.6	49.4	41.7	55.1	51.1
Internet	15.3	13.5	17.3	21.4	15.4	10.6
Government sources or non-profit organization	14.5	13.5	21.0	7.8	12.8	14.9
Books or magazines	4.9	5.6	2.5	5.8	3.8	5.0
Friend or family member	7.3	7.1	4.9	14.6	7.7	9.2
Other, please specify	3.4	3.2	1.2	5.8	2.6	3.5
College or other educational institution	4.1	0.8	3.7	2.9	1.3	4.3
Experts in the field	1.0	0.8	---	---	1.3	1.4
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		126	81	103	78	141

Due to rounding, percentages may not add to 100%.

Percent Distribution of Responses for Ingredients for Business Success

Response	Nat'l	Canton	Fort Worth	Georgia	Los Angeles	Quad Cities
Hard work and determination	33.4	35.4	23.8	24.3	44.3	37.9
Leadership and management skills	25.1	18.9	30.0	30.1	17.7	29.3
Business plan	18.9	18.1	11.3	20.4	16.5	12.9
Capital (money)	10.8	19.7	20.0	8.7	11.4	7.1
Good product(s) or service(s) offered	9.0	6.3	13.8	14.6	6.3	7.1
Other, please specify	2.8	1.6	1.3	1.9	3.8	5.7
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		127	80	103	79	140

Due to rounding, percentages may not add to 100%.

Percent Distribution of Responses for Perception of Comparative Job Security

Response	National	Canton	Fort Worth	Georgia	Los Angeles	Quad Cities
Own business	36.4	38.9	30.9	31.7	45.5	35.7
Work for a company	35.1	32.5	35.8	27.9	36.4	27.9
Not sure	28.4	28.6	33.3	40.4	18.2	36.4
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		126	81	104	77	140

Due to rounding, percentages may not add to 100%.

Percent Distribution of Responses for Perception of Comparative Job Satisfaction

Response	National	Canton	Fort Worth	Georgia	Los Angeles	Quad Cities
Own business	83.8	80.2	80.5	81.0	80.8	80.0
Work for a company	5.0	5.6	8.5	3.8	7.7	8.6
Not sure	11.2	14.3	11.0	15.2	11.5	11.4
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		126	82	105	78	140

Due to rounding, percentages may not add to 100%.

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

Response	National	Canton	Fort Worth	Georgia	Los Angeles	Quad Cities
Unemployment	40.5	51.2	40.7	48.5	44.7	49.3
The federal budget deficit	17.2	11.2	21.0	13.9	15.8	10.0
Rising health care costs	14.9	9.6	16.0	10.9	17.1	18.6
Global competition	16.6	20.8	14.8	12.9	14.5	14.3
Other, Please Specify	5.5	4.8	6.2	6.9	2.6	4.3
Trust in corporations	5.3	2.4	1.2	6.9	5.3	3.6
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		125	81	101	76	140

Due to rounding, percentages may not add to 100%.

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

Response	National	Canton	Fort Worth	Georgia	Los Angeles	Quad Cities
Yes	85.6	82.0	86.4	85.3	91.0	72.3
No	14.4	18.0	13.6	14.7	9.0	27.7
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		128	81	102	78	141

Due to rounding, percentages may not add to 100%.

Reasons for "yes" response

Includes only those respondents who answered "yes"

Response	Nat'l	Canton	Fort Worth	Georgia	Los Angeles	Quad Cities
Your career choice is higher paid than that of your parents	42.4	57.1	51.4	35.6	45.1	44.1
You plan to invest and save more	29.1	21.9	34.3	32.2	22.5	27.5
You will have more skills	26.0	20.0	12.9	31.0	25.4	24.5
You plan to work longer hours	2.5	1.0	1.4	1.1	7.0	3.9
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		105	70	87	71	102

Due to rounding, percentages may not add to 100%.

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

Response	National	Canton	Fort Worth	Georgia	Los Angeles	Quad Cities
Your career choice will not pay as much as your parents	52.9	47.8	63.6	50.0	28.6	60.5
Lack of access (money, time, etc.) to education required for ideal career choice	16.7	17.4	18.2	21.4	28.6	10.5
Global competition and technology will result in less job security	23.0	21.7	18.2	14.3	28.6	21.1
Your future job could be outsourced overseas	7.4	13.0	---	14.3	14.3	7.9
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Responses		23	11	15	23	39

Due to rounding, percentages may not add to 100%.