



Junior Achievement's 2009

Teens and Entrepreneurship Survey

Executive summary

What does the world of work look like to a teenager? How can they effectively navigate the changing career landscape when the jobs they may ultimately hold don't even exist yet? How do kids perceive their futures and pursue their dreams and how should we best prepare them?

Junior Achievement took the entrepreneurial pulse of American teens with its 2009 “Teens and Entrepreneurship” Poll. The poll gauges teen interest in business ownership, their opinions about the role of entrepreneurship training in our education system and when it should be taught.

The results of the poll indicate that an overwhelming majority of U.S. teens—**92 percent** of those surveyed—believe that entrepreneurial skills should be taught

in college or earlier. The survey defined entrepreneurial skills as “taking the initiative and assuming risk to create value for the company or business, either as an owner of your own business or in your place of work.”

The survey also found that **51 percent** of teens would like to start their own businesses someday.

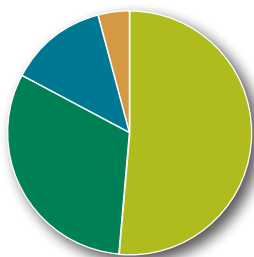
However, perhaps reflecting the current challenging economic climate, **88 percent** felt it would be “difficult but possible” or “somewhat challenging” to do so.

In addition, nearly half of the survey participants—**46 percent**—felt that “during grades K-12” was the best time to learn entrepreneurial essentials.



Teens want to live the “American Dream”

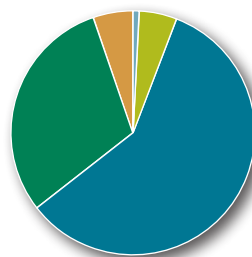
Would you like to start your own business someday?



Teens say...

- Yes: 51%
- No: 31%
- Not possible, given my career choice: 13%
- Don't Know: 4%

How easy do you believe it is to start a business today? Is it...



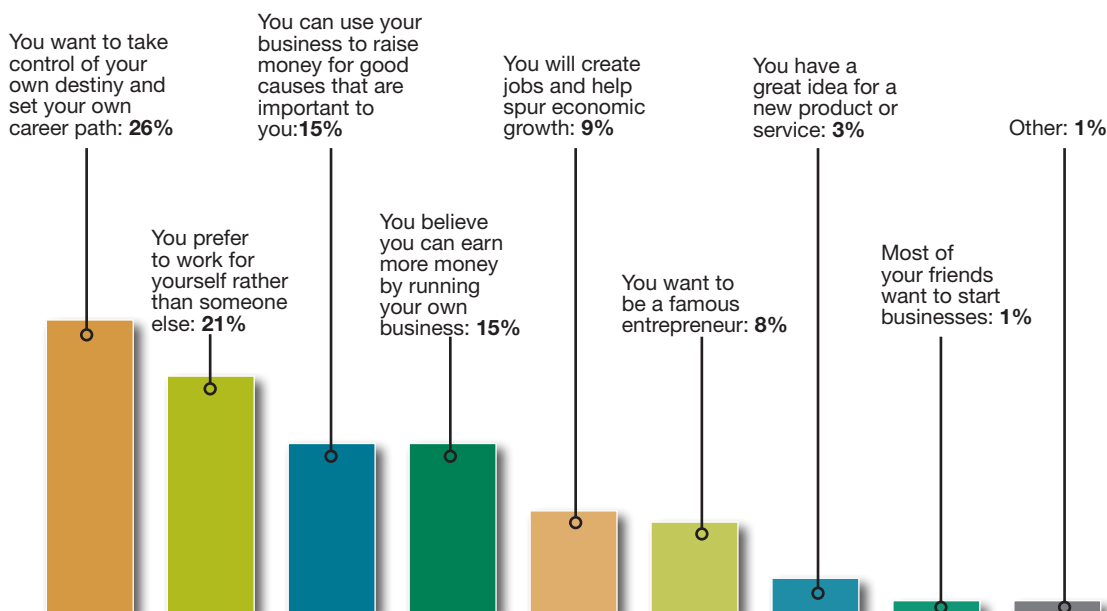
Teens say...

- Difficult but possible: 58%
- Somewhat challenging: 30%
- Almost impossible: 5%
- Easy: 5%
- Very easy: 1%



Why are teens interested in entrepreneurship?

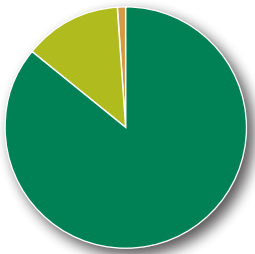
Which one of the following reasons best describes why you want to start your own business?





When do teens want to learn entrepreneurship?

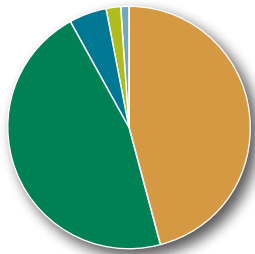
Entrepreneurship should be taught in school



Teens say they...

- Agree: **86%**
- Disagree: **13%**
- Don't Know: **1%**

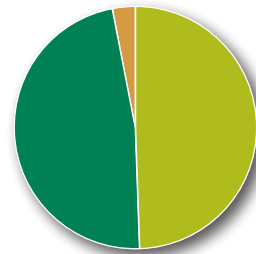
What is the best time to learn to be entrepreneurial?



Teens say...

- During grades K-12: **46%**
- During college or post-secondary school: **46%**
- When employees first enter the workforce: **5%**
- It cannot be learned, you must be born with it: **2%**
- Don't Know: **1%**

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

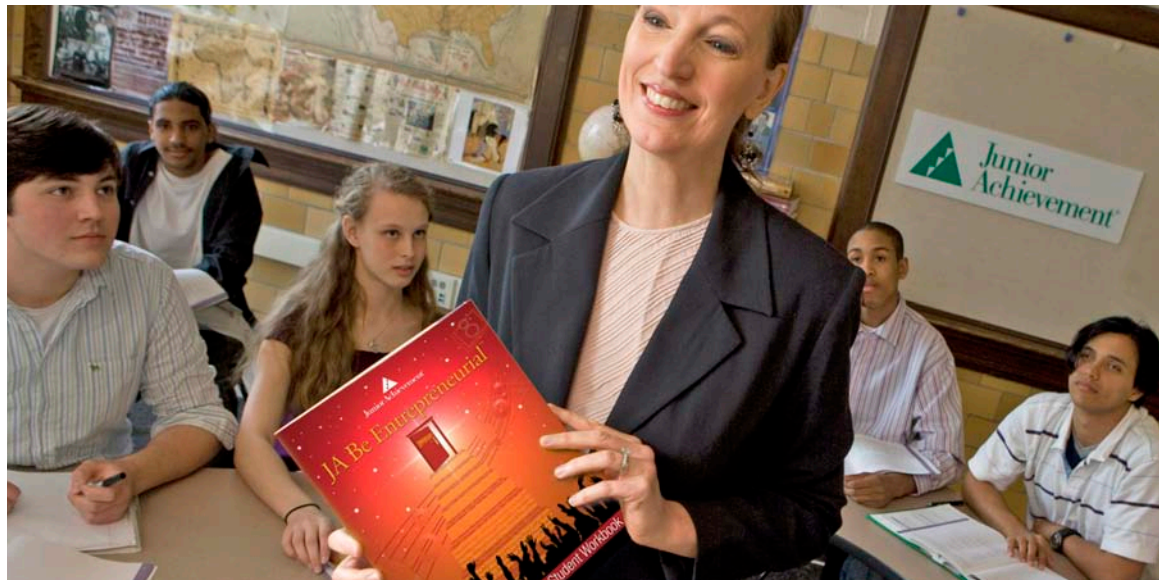


Teens say...

- Working for a company: **49%**
- Owning my own business: **47%**
- Don't Know: **3%**

Numbers may not total 100 percent, due to rounding.

Conclusion



These findings underscore the need for more widespread entrepreneurship education in schools, so that students are better equipped with skills such as leadership, problem solving and critical thinking, which increasingly are seen as keys to success in today's global, knowledge-based economy.

Junior Achievement has unveiled its newest program, *JA Be Entrepreneurial*[™], in which high school students start and run their own business ventures through hands-on activities with the support of a classroom volunteer.

Junior Achievement has always been in the business of entrepreneurship education. This research shows that there is a strong demand among teens for our programs.

Survey Methodology

This is the seventh year that Junior Achievement has conducted the “Teens and Entrepreneurship” poll, which attempts to gauge teens’ attitudes around business ownership. The survey was conducted by Opinion Research Corporation from August 20-24, 2009, and surveyed 1,000 U.S. teens ages 12-17 by telephone. The survey’s margin of error is +/- 3.2 percent.