



Kids and Careers 2001
America's Future Workforce Speaks Out

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JA Interprise Poll™
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Executive Summary of the *Interprise Poll*™ on Kids and Careers 2001

INTRODUCTION

"Making informed career decisions requires reliable information about opportunities in the future."
Occupational Outlook, Bureau of Labor Statistics, April 19, 2000

By 2008 the youth labor force, ages 16 to 24, is expected to increase its share of the labor force to 16 percent, growing more rapidly than the overall labor force for the first time in 25 years, according to the U.S. Department of Labor. In fact, the U.S. economy will create more than 20 million new jobs within seven years.

Put simply, job opportunities will be plentiful over the next decade. But how informed are today's students on the career options of a not-too-distant America?

The next generation of workers sits in late elementary, middle school, and high school classrooms. What do they consider to be the ideal job and why? How confident are today's students that they will attain their ideal job? And on what basis do they choose their future careers?

In the face of a slowing economy, what do they think about their future employment?

We know that education is essential in getting a high paying job. In fact, all but a few of the highest paying occupations require a college degree. Do students fully comprehend this?

These questions and many more were posed to students nationwide as part of the second annual Kids and Careers poll. The original Kids and Careers poll was conducted in January 2000. This year, more than 800 students in eight cities nationwide participated in the survey. This document contains the findings of the latest survey, administered in classrooms by Junior Achievement volunteers in December 2000. The survey is part of an ongoing series on teen views of economic issues entitled the *JA Interprise Poll*.™

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All across the United States, there's a quiet, educational transformation underway. Centered around real-world knowledge and exposure, this "revolution" aims to equip students with the tools irrefutably demanded by tomorrow's workplace. Youth apprenticeship and cooperative education initiatives are flourishing. Career academies have never been more popular. Career "tracks" now start as early as middle school.

The movement has some history. In 1994, the U.S. Department of Education and the U.S. Department of Labor began what is commonly known as the School-to-Work movement. The federally funded, yet locally driven programs offer students contextual, applied, and focused learning – sometimes on the job. Created by an act of Congress, the National Skills Standard Board has also stepped into the issue, re-issuing its *Common Framework for Skill Standards* in 2000. The board compares the education of a child without skills standards to "building a house without a blueprint." The articulation of these standards has prompted businesses, schools, and other organizations to form voluntary partnerships, and it has caused students to think more than ever about their future places in the workforce.

One example of a voluntary partnership is the Groundhog Job Shadow Coalition. Started in 1997, the coalition is made up of America's Promise, the American Society of Association Executives, Junior Achievement, and School-to-Work offices. Monster.com has also signed on as a primary corporate sponsor. The coalition saw its Groundhog Job Shadow Day event last year attract approximately 1 million student participants, and expects to top that number in 2001.

Workplace education is coming into its own at the state level too. Many states have developed core content standards to move students toward workplace readiness. When coupled with School-to-Work initiatives from the federal government, they make powerful points about where K-12 education is going. It's what education has traditionally done - shown students worlds they didn't know existed.

Aside from its future benefits, how do these initiatives and programs affect students in the short term? It gives them a white-hot focus on careers and the world of work. According to the School-to-Work Learning and Information Center, two-thirds of high school students want to get work experience while in school. Three in four teen workers say their jobs are not preparing them for the careers they want. So it's no surprise that 85 percent of working students say they are learning while working. A *JA Interprise Poll™* taken last year on summer jobs revealed that nearly nine of out ten American teens had firm plans to work over their summer "vacations."

The latest *JA Interprise Poll™*

Junior Achievement's latest *JA Interprise Poll™*, Kid and Careers 2001, surveyed a cross-section of 834 students in the United States. Respondents were from nine cities, including Atlanta; Flagstaff, Arizona; Louisville, Kentucky; Midland, Michigan; San Francisco; Santa Rosa, California; Seattle; Quad Cities; and San Jose, California.

IN BRIEF...

For the second year in a row, the profession of "doctor," long considered to be one of society's most prestigious and lucrative careers, was the top job of choice (according to 11.9 percent of student respondents). A close second was "businessperson" (9.1 percent), followed by "computer / Internet professional" at 7.8 percent (projected to be the fastest growing profession, "computer engineer" is expected to grow by 108 percent until 2008, according to the U.S. Bureau of Labor Statistics), and "teacher" (7.1 percent). Today's students still maintain the idealism of youth, however, pointing to "entertainer" as the fifth most popular career choice (6.8 percent), followed by "athlete" (5.5 percent). "Athlete" fell from its place as the second most popular career choice (9.1 percent) in the original Kids and Careers *JA Interprise Poll™*, conducted in late 1999.

According to the 2001 survey results, students are realistic about the level of education required to attain some of their "ideal jobs." A full 73 percent of students said that a graduate degree (35.2 percent) or four-year college degree (37.7 percent) would be necessary to one day have their ideal job.

Students are also confident of their future earning power. One quarter of students (25.7 percent) believe they will earn between \$35,000 and \$74,999 by age 40 (approximately the years 2023 to 2030 for this age group). Slightly more than 18 percent of students believe they will earn between \$75,000 and \$99,000 by the time they reach age 40; another 17.4 percent believe they will make between \$100,000 to \$249,000. Only 13.1 percent of students believe they will earn \$1 million by age 40, compared to 15.3 percent of student respondents living in the hyperactive economy of late 1999.

However much they might make, students will be looking for fun on the job. When asked on what basis they chose their ideal job, the most popular answer was that it seemed "fun and exciting" (29.6 percent). Other top answers were "money" (27.9 percent), "interesting" (17.4 percent), and "to help others" (9.7 percent). They also seem to want an active life outside of the workplace. The next generation of workers places a higher value on lifestyle and family (59.7 percent) than on money (40.9 percent).

Not surprisingly, the Internet continues to play an increasing role among teens. In fact, more students chose the Internet as a source of information about careers (21.3 percent) than any other source, including parents (19.2 percent), guidance counselors (11.7 percent), or teachers (7.1 percent). A large number of students said "job shadowing" (16.7 percent) was the best source of career information, making it the second most popular resource for career information. Thirty-five percent of the students surveyed said they had been through a job shadowing experience. Of those students, nearly 37 percent said job shadowing introduced them to career choices, and another 22 percent said it showed them how school work relates to the working world.

Nationwide workforce readiness movements are largely viewed as important catalysts for the recent creation of national job shadowing programs, most of which are run by voluntary partnerships among government agencies, schools, not-for-profit organizations, and businesses. One such program is Groundhog Job Shadow Day. Now in its fourth year, more than one million youth will "shadow" an adult mentor in their community beginning Friday, February 2, 2001. The Groundhog Job Shadow Day Coalition is made up of America's Promise, the American Society of Association Executives, Junior Achievement Inc., and School-to-Work offices. Monster.com is this year's official sponsor, and The News. Corp. is the co-sponsor.

[Demographic Information and Ideal Job](#)

[Confidence Levels and Ideal Job Selection Criteria](#)

[Preferred Career Information Sources and Impact of Job Shadow Experiences](#)

[Job Priorities and Earnings Expectations](#)

About the Poll

The Kids and Careers 2001 *JA Interprise Poll*[™] was conducted in December 2000 by Junior Achievement in Atlanta; Flagstaff, Arizona; Louisville, Kentucky; Midland, Michigan; San Francisco; San Jose; Santa Rosa, California; Seattle; and the Quad Cities. For results based on the total sample of students nationwide, the margin of sampling error is +/- 3.4%. The survey is part of an ongoing series of surveys on students' views of economic issues.

For more information, contact Edwin Bodensiek at (719) 540-6297 or ebodensiek@ja.org.

About Junior Achievement

Junior Achievement is the world's largest and fastest-growing organization dedicated to educating young people about business, economics and free enterprise. Through age-appropriate curricula, JA programs begin at the elementary school level, teaching children how they can impact the world around them as individuals, workers and consumers. JA programs continue through the middle and high school grades, preparing students for additional key economic and workforce issues they will face in the future. Today JA reaches nearly four million students through 158 offices nationwide and more than one million students in 108 countries worldwide. For more information, visit www.ja.org.

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DEMOGRAPHIC INFORMATION AND IDEAL JOB

[Executive Summary](#)

[Confidence Levels and Ideal Job Selection Criteria](#)

[Preferred Career Information Sources and Impact of Job Shadow Experiences](#)

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A total of 374 respondents identified themselves as male (46%), while 445 respondents (54%) identified themselves as female. Fourteen students did not respond to this question.

A breakdown of student respondents, by location and gender, follows.

RESULTS, by LOCATION and GENDER					
	Male	Percent	Female	Percent	Totals
Atlanta, GA	36	52.9%	32	47.1%	68
Flagstaff, AZ	45	41.7%	63	58.3%	108
Louisville, KY	35	37.2%	59	62.8%	94
Midland, MI	25	54.3%	21	45.7%	46
San Francisco, CA	51	43.6%	66	56.4%	117
Santa Rosa, CA	51	45.1%	62	54.9%	113
Seattle, WA	56	49.1%	58	50.9%	114
Quad Cities	56	53.8%	48	46.2%	104
San Jose, CA	20	35.7%	36	64.3%	56
Totals	375	45.7%	445	54.3%	820

Seventy-six students (9.3%) identified themselves between the ages of 11 and 12, 278 students were ages 13 to 14 (34.1%), 123 students (15.1%) were ages 15-16, 225 students were age 17 (at 27.6%), and 114 students were age 18 (14%). The following is a breakdown of student ages by location.

By AGE	11 to 12	Percent	13-14	Percent	15-16	Percent	17	Percent	18+	Percent	Totals
Atlanta, GA					11	15.9%	39	56.5%	19	27.5%	69
Flagstaff, AZ	8	7.4%	98	90.7%	1	0.9%	1	0.9%			108
Louisville, KY	1	1.1%			42	45.2%	41	44.1%	9	9.7%	93
Midland, MI			4	8.5%	32	68.1%	8	17.0%	3	6.4%	47
San Francisco, CA	66	56.9%	14	12.1%	2	1.7%	32	27.6%	2	1.7%	116
Santa Rosa, CA					23	20.5%	59	52.7%	30	26.8%	112
Seattle, WA			6	5.3%	11	9.7%	45	39.8%	51	45.1%	113
Quad Cities			102	100.0%							102
San Jose, CA	1	1.8%	54	96.4%	1	1.8%					56
Totals	76	9.3%	278	34.1%	123	15.1%	225	27.6%	114	14.0%	816

Of 806 students who identified themselves according to race, 50 students were black (6%), 71 students were Hispanic (9%), 110 students were of Asian or Pacific Island descent (14%), 14 students were Native American (2%), 515 were white (64%), and 46 students were mixed race (6 percent).

The following table demonstrates the number of students in each city by race.

by RACE	Asian / Pacific Islands	Percent	Black /African American	Percent	Hispanic / Latino	Percent	Native American	Percent	White	Percent	Mixed Race	Percent	Totals
Atlanta, GA	4	6.2%	11	16.9%	2	3.1%			47	72.3%	1	1.5%	65
Flagstaff, AZ	1	0.9%	3	2.8%	15	14.0%	11	10.3%	65	60.7%	12	11.2%	107
Louisville, KY			21	22.8%	1	1.1%			67	72.8%	3	3.3%	92
Midland, MI					4	8.5%			43	91.5%			47
San Francisco, CA	76	63.9%	10	8.4%	19	16.0%	2	1.7%	11	9.2%	1	0.8%	119
Santa Rosa, CA	1	0.9%	3	2.7%	10	8.9%	1	0.9%	95	84.8%	2	1.8%	112
Seattle, WA	3	2.8%	1	0.9%	3	2.8%			87	79.8%	15	13.8%	109
Quad Cities	3	3.0%	1	1.0%	2	2.0%			90	90.0%	4	4.0%	100
San Jose, CA	22	40.0%			15	27.3%			10	18.2%	8	14.5%	55
Totals	110	13.6%	50		71	8.8%	14	1.7%	515	63.9%	46		806

NOTE: This executive summary makes frequent mention of a nationwide poll of the same name conducted in early 2000. The Kids and Careers Poll of 2000 had 1,302 respondents. Similarly, last year's poll featured slightly more female respondents (53.3%), than male (46.7%). The average respondent age was 15. The Kids and Careers Poll of 2000 was conducted in a similar fashion to the new poll: in the classrooms of America by Junior Achievement volunteers.

What is Your Ideal Job?

"Doctor" and "Teacher" remain popular; "Athlete" falls dramatically

Following demographic questions, the first actual survey question posed to each student solicited his or her idea of the ideal job. When asked what the ideal job was during the Kids and Careers Poll of 2000, the most popular answer was "doctor" (at 9.7%). In 2001, the answer of "doctor" was again the most popular answer, ranking slightly higher (11.9%).

Nearly one out of 10 students (9.1%) surveyed listed "businessperson or executive" as the ideal job, making it the second most popular answer. (This answer may or may not have been slightly influenced by the presence of a Junior Achievement volunteer—typically a businessperson—administering the survey, or, in some cases, simply maintaining an educational presence in the classroom at some point during the students' semester.) Last year, "businessperson" ranked as the third most popular answer (with 7.7% of respondents).

In spite of the recent slowdown in the tech sector, 2000 saw substantial growth in this part of the economy. Students have likely taken notice. Rising from the sixth most popular answer (at 5.51%) in 2000 to third most popular answer (7.8%), was that of "computer / Internet professional."

This year's fourth most popular answer of "teacher" (7.1%) edged out that of "entertainer" (6.8%). Last year, "teacher" was also ranked as the fourth most popular answer (at 7.7%). The closest cluster of answers to "entertainer" last year was that of "musician," which ranked as the ninth most popular answer (3.59%).

In 2000 the answer of "athlete" was the second most popular ideal job (9.1%). In 2001, "athlete" was only listed by 5.5% of students as the ideal job, making it the sixth most popular answer.

Long gone are the days when doctors and lawyers seemed to be at the top of everyone's lists. While doctor continues to be ranked in the top spot, the profession of lawyer was listed as the fifth most popular answer (6.9%) in 2000. It dropped to the seventh most popular profession of choice in 2001, with merely 4% of students calling it the ideal job.

The remaining answers included "vet" (4% in 2001; 5.1% in 2000), "scientist" (0.9% in 2001; 4.34% in 2000), "nurse" (2.1% in 2001; 3.34% in 2000), and "other" (41.4% of respondents). The "other" category allowed for a fill-in-the-blank feature, and included answers such as law enforcement officer, engineer, architect, dentist, accountant, graphic designer, physical therapist, mechanic, beautician, pilot, and military personnel. No significant trends were uncovered in the "other" category.

We may have more female doctors in the future, according to survey results. Nearly eight of ten students (79.3 percent) who pointed to "doctor" as the ideal job were female. The most popular job among male respondents was "computer / Internet professional" (77.4 percent).

The following table demonstrates ideal job answers by location of respondent.

by Ideal Job	Doctor	Percent	Business person or Executive	Percent	Athlete	Percent	Teacher	Percent	Lawyer	Percent	Computer / Internet professional	Percent	Entertainer	Percent	Vet	Percent	Scientist	Percent	Nurse	Percent	Other, Please Specify	Percent	Totals
Atlanta, GA	3	4.8%	8	12.7%	4	6.3%	2	3.2%	5	7.9%	6	9.5%	11	17.5%	2	3.2%			1	1.6%	21	33.3%	63
Flagstaff, AZ	20	18.5%	4	3.7%	16	14.8%	5	4.6%	6	5.6%	8	7.4%	11	10.2%	2	1.9%			2	1.9%	34	31.5%	108
Louisville, KY	8	8.7%	19	20.7%	3	3.3%	6	6.5%	5	5.4%	8	8.7%	2	2.2%	1	1.1%			6	6.5%	34	37.0%	92
Midland, MI	1	2.3%	6	13.6%	3	6.8%	3	6.8%	2	4.5%	3	6.8%	5	11.4%	2	4.5%			1	2.3%	18	40.9%	44
San Francisco, CA	21	16.8%	4	3.2%	2	1.6%	10	8.0%	4	3.2%	15	12.0%	3	2.4%	1	0.8%			1	0.8%	64	51.2%	125
Santa Rosa, CA	8	7.0%	8	7.0%	4	3.5%	11	9.6%	2	1.8%	6	5.3%	11	9.6%			3	2.6%	1	0.9%	60	52.6%	114
Seattle, WA	11	10.5%	13	12.4%	3	2.9%	7	6.7%			11	10.5%	6	5.7%	4	3.8%			4	3.8%	46	43.8%	105
Quad Cities	12	11.9%	2	2.0%	6	5.9%	13	12.9%	8	7.9%	4	4.0%	3	3.0%	12	11.9%	2	2.0%	1	1.0%	38	37.6%	101
San Jose, CA	12	22.2%	9	16.7%	3	5.6%					2	3.7%	3	5.6%	4	7.4%	2	3.7%			19	35.2%	54
Totals	96	11.9%	73	9.1%	44	5.5%	57	7.1%	32	4.0%	63	7.8%	55	6.8%	28	3.5%	7	0.9%	17	2.1%	334	41.4%	806

[More](#) 

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CONFIDENCE LEVELS AND IDEAL JOB SELECTION CRITERIA

[Executive Summary](#)

[Demographic Information and Ideal Job](#)

[Preferred Career Information Sources and Impact of Job Shadow Experiences](#)

[Job Priorities and Earnings Expectations](#)

Do You Think You Will Ever Have Your Ideal Job?

Confidence level high among students

Despite a slowing economy, student confidence of one day attaining their ideal job remains high. When asked if they will ever attain their ideal job, the majority of students (59.4 percent combined) said they would "definitely" (18.3 percent) get their ideal job or were "pretty sure" they would do so (41.1 percent). This figure is a statistically insignificant change from the 59.75 percent of students who responded to the same question in a similar way last year.

Slightly more than a third of this year's respondents said getting their ideal job someday was a "maybe" (34.7 percent), while less than 6 percent said it was "not likely."

The following table shows student responses by location.

Will you ever have your ideal job?	"Definitely"	Percent	"Pretty sure"	Percent	"Maybe"	Percent	"Not likely"	Percent	"Never"	Percent	Totals
Atlanta, GA	9	13.4%	30	44.8%	22	32.8%	5	7.5%	1	1.5%	67
Flagstaff, AZ	11	10.1%	49	45.0%	40	36.7%	8	7.3%	1	0.9%	109
Louisville, KY	18	19.1%	49	52.1%	24	25.5%	3	3.2%			94
Midland, MI	13	28.9%	14	31.1%	16	35.6%	2	4.4%			45
San Francisco, CA	12	10.3%	41	35.3%	56	48.3%	7	6.0%			116
Santa Rosa, CA	34	30.1%	43	38.1%	27	23.9%	8	7.1%	1	0.9%	113
Seattle, WA	27	24.5%	37	33.6%	40	36.4%	4	3.6%	2	1.8%	110
Quad Cities	13	12.7%	48	47.1%	37	36.3%	4	3.9%			102
San Jose, CA	12	21.4%	23	41.1%	20	35.7%	1	1.8%			56
Totals	149	18.3%	334	41.1%	282	34.7%	42	5.2%	5	0.6%	812

The following table shows little difference in student confidence by gender.

Confidence of getting ideal job, by GENDER	Male	Percent	Female	Percent	Totals
Definitely	72	49.3%	74	50.7%	146
Pretty sure	136	41.1%	195	58.9%	331
Maybe	130	47.3%	145	52.7%	275
Not likely	26	61.9%	16	38.1%	42
Never	4	80.0%	1	20.0%	5
Totals	368	46.1%	431	53.9%	799

The following table shows student confidence by age. Younger students appear less confident, while students who are 17 or 18 years of age seem very confident.

Confidence of ideal job, by AGE	Definitely	Percent	Pretty sure	Percent	Maybe	Percent	Not likely	Percent	Never	Percent	Totals
11 to 12	7	10.0%	21	30.0%	38	54.3%	4	5.7%			70
13-14	35	12.8%	122	44.5%	101	36.9%	15	5.5%	1	0.4%	274
15-16	21	17.4%	53	43.8%	39	32.2%	7	5.8%	1	0.8%	121
17	60	27.4%	84	38.4%	64	29.2%	9	4.1%	2	0.9%	219
18+	24	21.8%	45	40.9%	34	30.9%	6	5.5%	1	0.9%	110
Totals	147	18.5%	325	40.9%	276	34.8%	41	5.2%	5	0.6%	794

The following table shows student confidence by race. Black students indicate the most confidence, although this is extrapolated from a small sample

size in proportion to the general population. White students seem second most confident, followed by those of mixed race.

Confidence of ideal job (by RACE)	Definitely	Percent	Pretty sure	Percent	Maybe	Percent	Not likely	Percent	Never	Percent	Totals
Asian / Pacific Islands	11	10.7%	34	33.0%	49	47.6%	8	7.8%	1	1.0%	103
Black /African American	14	28.0%	22	44.0%	14	28.0%					50
Hispanic / Latino	12	16.9%	28	39.4%	30	42.3%	1	1.4%			71
Native American	1	7.1%	8	57.1%	4	28.6%	1	7.1%			14
White	100	19.9%	216	42.9%	156	31.0%	28	5.6%	3	0.6%	503
Mixed Race	8	17.8%	15	33.3%	19	42.2%	3	6.7%			45
Totals	146	18.6%	323	41.1%	272	34.6%	41	5.2%	4	0.5%	786

What level of education do you think you need for your ideal job?

While as ambitious as ever, students seem realistic about the educational requirements often necessary to achieve career success. Slightly more than seven out of 10 respondents believe that a four-year college degree or graduate degree is necessary to attain their ideal job. The following table shows student responses by location.

by Level of Education Believed Necessary	Some high school	Percent	High school diploma	Percent	Some college	Percent	2-year college degree	Percent	4-year college degree	Percent	Graduate degree	Totals	
Atlanta, GA	3	4.4%	2	2.9%	1	1.5%	2	2.9%	34	50.0%	26	38.2%	68
Flagstaff, AZ	3	2.8%	8	7.3%	14	12.8%	13	11.9%	28	25.7%	43	39.4%	109
Louisville, KY	1	1.1%	8	8.7%	8	8.7%	10	10.9%	42	45.7%	23	25.0%	92
Midland, MI	1	2.2%	1	2.2%	5	10.9%	2	4.3%	18	39.1%	19	41.3%	46
San Francisco, CA	9	7.8%	28	24.1%	2	1.7%	15	12.9%	26	22.4%	36	31.0%	116
Santa Rosa, CA	1	0.9%	11	9.8%	2	1.8%	7	6.3%	55	49.1%	36	32.1%	112
Seattle, WA	3	2.7%	7	6.3%	9	8.0%	18	16.1%	42	37.5%	33	29.5%	112
Quad Cities	2	2.0%	6	5.9%	4	4.0%	9	8.9%	39	38.6%	41	40.6%	101
San Jose, CA					2	3.6%	3	5.4%	22	39.3%	29	51.8%	56
Totals	23	2.8%	71	8.7%	47	5.8%	79	9.7%	306	37.7%	286	35.2%	812

Why would you choose a particular job?

Students will be looking for fun on the job. When asked on what basis they chose their ideal job, the most popular answer was that it seemed "fun and exciting" (29.6 percent). Other top answers were "money" (27.9 percent), "interesting" (17.4 percent), and "to help others" (9.7 percent). They also seem to want an active life outside of the workplace. The next generation of workers places a higher value on lifestyle and family (59.7 percent) than on money (40.9 percent).

The following table shows why students would choose their ideal job, by location.

On what basis would you choose your ideal job?	Money	Percent	Make my own schedule	Percent	Help others	Percent	Fun / exciting	Percent	Security / financial stability	Percent	Flexibility / freedom	Percent	Interesting	Percent	Follow in my parents' footsteps	Percent	Other, Please Specify	Percent	Total
Atlanta, GA	18	26.1%	1	1.4%	2	2.9%	22	31.9%	6	8.7%	1	1.4%	16	23.2%	1	1.4%	2	2.9%	69
Flagstaff, AZ	14	12.8%	1	0.9%	15	13.8%	45	41.3%	2	1.8%			25	22.9%	1	0.9%	6	5.5%	109
Louisville, KY	26	28.6%	1	1.1%	11	12.1%	24	26.4%	8	8.8%			18	19.8%	2	2.2%	1	1.1%	91
Midland, MI	9	19.1%			4	8.5%	15	31.9%	1	2.1%			8	17.0%			10	21.3%	47
San Francisco, CA	84	68.9%	1	0.8%	2	1.6%	16	13.1%	2	1.6%	1	0.8%	13	10.7%	1	0.8%	2	1.6%	122
Santa Rosa, CA	25	21.9%	5	4.4%	8	7.0%	40	35.1%	5	4.4%	4	3.5%	18	15.8%	1	0.9%	8	7.0%	114
Seattle, WA	31	27.4%	1	0.9%	14	12.4%	29	25.7%	12	10.6%	2	1.8%	16	14.2%	1	0.9%	7	6.2%	113
Quad Cities	14	13.7%	3	2.9%	16	15.7%	36	35.3%	4	3.9%	2	2.0%	20	19.6%	3	2.9%	4	3.9%	102
San Jose, CA	8	14.5%	2	3.6%	8	14.5%	16	29.1%			3	5.5%	9	16.4%	1	1.8%	8	14.5%	55
Totals	229	27.9%	15	1.8%	80	9.7%	243	29.6%	40	4.9%	13		143	17.4%	11	1.3%	48	5.8%	822
							100					12.5%					799		

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Kids and Careers 2001
America's Future Workforce Speaks Out

**PREFERRED CAREER INFORMATION SOURCES
AND IMPACT OF JOB SHADOW EXPERIENCES**

[Executive Summary](#)

[Demographic Information and Ideal Job](#)

[Confidence Levels and Ideal Job Selection Criteria](#)

[Job Priorities and Earnings Expectations](#)

Where would you go to find out about different career options?

When 79 percent of America's youth goes online at least one hour per day (according to the second annual Internet study by AOL/Roper Starch, last updated April 11, 2000), it is no surprise that teens also might turn to the Internet as the number one choice for career information.

More students chose the Internet as a source of information about careers (21.3 percent) than any other source, including parents (19.2 percent), guidance counselors (11.7 percent), or teachers (7.1 percent). A large number of students said "job shadowing" (16.7 percent) was the best source of career information, making it the second most popular resource for career information. Thirty-five percent of the students surveyed said they had been through a job shadowing experience.

The following table shows a breakdown of answers by location.

Who would you most likely ask for career info?	Parent	Percent	Teacher	Percent	Counselor	Percent	Friends	Percent	Mentors	Percent	Internet	Percent	Job Shadowing	Percent	Radio	Percent	TV	Percent	Print (magazines/newspapers)	Percent	Other, Please Specify	Percent	Totals
Atlanta, GA	11	16.2%	3	4.4%	8	11.8%	9	13.2%	3	4.4%	22	32.4%	6	8.8%					2	2.9%	4	5.9%	68
Flagstaff, AZ	17	15.6%	4	3.7%	6	5.5%	8	7.3%	2	1.8%	18	16.5%	32	29.4%	1	0.9%	5	4.6%	6	5.5%	10	9.2%	109
Louisville, KY	11	11.8%	9	9.7%	8	8.6%	6	6.5%	3	3.2%	27	29.0%	20	21.5%			2	2.2%	6	6.5%	1	1.1%	93
Midland, MI	8	17.0%	1	2.1%	11	23.4%	3	6.4%	1	2.1%	12	25.5%	3	6.4%					1	2.1%	7	14.9%	47
San Francisco, CA	60	50.0%	6	5.0%	4	3.3%	15	12.5%	2	1.7%	5	4.2%	18	15.0%			2	1.7%	7	5.8%	1	0.8%	120
Santa Rosa, CA	12	10.6%	12	10.6%	23	20.4%	8	7.1%	5	4.4%	21	18.6%	16	14.2%			1	0.9%	4	3.5%	11	9.7%	113
Seattle, WA	11	9.6%	9	7.9%	24	21.1%	5	4.4%	4	3.5%	30	26.3%	12	10.5%			1	0.9%	3	2.6%	15	13.2%	114
Quad Cities	19	18.4%	8	7.8%	7	6.8%	3	2.9%	3	2.9%	27	26.2%	23	22.3%			1	1.0%	8	7.8%	4	3.9%	103
San Jose, CA	9	16.4%	6	10.9%	5	9.1%	3	5.5%	4	7.3%	13	23.6%	7	12.7%			1	1.8%	6	10.9%	1	1.8%	55
Totals	158	19.2%	58	7.1%	96	11.7%	60	7.3%	27	3.3%	175	21.3%	137	16.7%	1	0.1%	13	1.6%	43	5.2%	54	6.6%	822

Interestingly enough, there is no difference whatsoever between males and females when it comes to going to the Internet for career information. Female students are almost twice as likely to ask a guidance counselor or teacher for career information or pay attention to TV for such information than are males. Male students are slightly more likely to go to friends for career information, as demonstrated by the following table.

By GENDER, where would you go to find out about career options?	Male	Percent	Female	Percent	Totals
Parent	73	48.0%	79	52.0%	152
Teacher	21	36.8%	36	63.2%	57
Counselor	35	36.8%	60	63.2%	95
Friends	31	53.4%	27	46.6%	58
Mentors	11	40.7%	16	59.3%	27
Internet	87	50.0%	87	50.0%	174
Job Shadowing	61	44.9%	75	55.1%	136
Radio	1	100.0%			1
TV	4	33.3%	8	66.7%	12
Print (magazines/newspapers)	16	37.2%	27	62.8%	43
Other, Please Specify	30	55.6%	24	44.4%	54
Totals	370	45.7%	439	54.3%	809

Younger students (ages 11-14) are more likely to go to their parents for career information than their older counterparts, although 17- year-old students (23.8 percent) also say they go to their parents. Teachers also ranked highly across all age groups. Guidance counselors ranked highly among 17- and 18- year-old students.

The data also shows us that students age 13-14 are much more likely to look to a job shadowing experience or mentor for career information. This is in keeping with the nature of many job shadow programs nationwide, which are often targeted at the middle grades level.

The following table shows preferred career information sources by age.

Where would you best find out about career options?	11 to 12	Percent	13-14	Percent	15-16	Percent	17	Percent	18+	Percent	Totals
Parent	35	23.2%	47	31.1%	20	13.2%	36	23.8%	13	8.6%	151
Teacher	3	5.2%	19	32.8%	11	19.0%	13	22.4%	12	20.7%	58
Counselor	2	2.1%	18	18.9%	22	23.2%	34	35.8%	19	20.0%	95
Friends	5	8.5%	16	27.1%	5	8.5%	23	39.0%	10	16.9%	59
Mentors	2	7.4%	8	29.6%	3	11.1%	6	22.2%	8	29.6%	27
Internet	4	2.3%	62	35.8%	28	16.2%	53	30.6%	26	15.0%	173
Job Shadowing	11	8.3%	65	48.9%	16	12.0%	30	22.6%	11	8.3%	133
Radio			1	100.0%							1
TV	3	23.1%	6	46.2%			3	23.1%	1	7.7%	13
Print (magazines/newspapers)	6	14.3%	20	47.6%	6	14.3%	7	16.7%	3	7.1%	42
Other, Please Specify	2	3.8%	12	23.1%	10	19.2%	17	32.7%	11	21.2%	52
Totals	73	9.1%	274	34.1%	121	15.0%	222	27.6%	114	14.2%	804

Students who have participated in a job shadow program are less likely to rely on friends or print media for career information than students who have not participated in such a program. The following table shows preferred career information sources, broken down by job shadow participants.

Where students who have job shadowed go for career info.	Yes, I have job shadowed	Percent	No, I have not	Percent	Totals
Parent	53	35.1%	98	64.9%	151
Teacher	20	34.5%	38	65.5%	58
Counselor	28	29.5%	67	70.5%	95
Friends	22	37.3%	37	62.7%	59
Mentors	13	48.1%	14	51.9%	27
Internet	59	33.9%	115	66.1%	174
Job Shadowing	61	45.2%	74	54.8%	135
Radio	1	100.0%			1
TV	2	15.4%	11	84.6%	13
Print (magazines/newspapers)	12	27.9%	31	72.1%	43
Other, Please Specify	17	32.1%	36	67.9%	53
Totals	288	35.6%	521	64.4%	809

Have you ever had a job shadowing experience?

Slightly more than a third (35 percent) of respondents reported having had a job shadow experience. The following table breaks down the number of participating students by location.

Ever had a job shadow experience?	Yes	Percent	No	Percent	Totals
Atlanta, GA	22	32.4%	46	67.6%	68
Flagstaff, AZ	49	45.0%	60	55.0%	109
Louisville, KY	20	21.3%	74	78.7%	94
Midland, MI	16	34.0%	31	66.0%	47
San Francisco, CA	50	43.9%	64	56.1%	114
Santa Rosa, CA	61	53.0%	54	47.0%	115
Seattle, WA	26	22.8%	88	77.2%	114
Quad Cities	25	23.8%	80	76.2%	105
San Jose, CA	22	40.0%	33	60.0%	55
Totals	291	35.4%	530	64.6%	821

If so, which of the following did the experience provide?

The following table displays what students who have participated in a job shadow program or event say it provided them. Thirty-six percent of students who have job shadowed say that it introduced them to career choices, while 21.9 percent of respondents say it "showed me how school work relates to the working world." The following table displays all of the answers, correlated by location.

If so, what did the experience provide?	Introduced me to career choices	Percent	Showed me how school work relates to the working world	Percent	Got me excited about working in the future	Percent	Was my first time in an office	Percent	Provided me a mentor and positive role model	Percent	Totals
Atlanta, GA	14	35.9%	10	25.6%	6	15.4%	2	5.1%	7	17.9%	39
Flagstaff, AZ	16	19.8%	19	23.5%	26	32.1%	5	6.2%	15	18.5%	81
Louisville, KY	12	31.6%	8	21.1%	6	15.8%	4	10.5%	8	21.1%	38
Midland, MI	13	81.3%	1	6.3%	2	12.5%					16
San Francisco, CA	32	60.4%	14	26.4%	6	11.3%	1	1.9%			53
Santa Rosa, CA	43	41.7%	17	16.5%	21	20.4%	5	4.9%	17	16.5%	103
Seattle, WA	17	33.3%	13	25.5%	8	15.7%	2	3.9%	11	21.6%	51
Quad Cities	10	25.6%	10	25.6%	9	23.1%	5	12.8%	5	12.8%	39
San Jose, CA	10	27.8%	8	22.2%	6	16.7%	6	16.7%	6	16.7%	36
Totals	167	36.6%	100	21.9%	90	19.7%	30	6.6%	69	15.1%	456

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Kids and Careers 2001
America's Future Workforce Speaks Out

JOB PRIORITIES AND EARNINGS EXPECTATIONS

[Executive Summary](#)

[Demographic Information and Ideal Job](#)

[Confidence Levels and Ideal Job Selection Criteria](#)

[Preferred Career Information Sources and Impact of Job Shadow Experiences](#)

Do you want a job that gives you...more time but less money, or more money but less time?

Lifestyle is seemingly important to the next generation of workers. Sixty percent of students prefer a job that gives them more time and less money. The following chart breaks down respondent answers by location.

Do you want a job that gives you ...	More time, less money	Percent	More money, less time	Percent	Totals
Atlanta, GA	41	62.1%	25	37.9%	66
Flagstaff, AZ	50	48.5%	53	51.5%	103
Louisville, KY	56	61.5%	35	38.5%	91
Midland, MI	33	73.3%	12	26.7%	45
San Francisco, CA	62	52.1%	57	47.9%	119
Santa Rosa, CA	70	64.8%	38	35.2%	108
Seattle, WA	61	59.2%	42	40.8%	103
Quad Cities	61	61.0%	39	39.0%	100
San Jose, CA	37	68.5%	17	31.5%	54
Totals	471	59.7%	318	40.3%	789

According to survey results, females prefer a job that gives them more time but less money than do male students by a slight margin. The following table shows preferences by gender.

by GENDER...	Male	Percent	Female	Percent	Totals
More time, less money?	201	42.9%	267	57.1%	468
More money, less time?	150	48.7%	158	51.3%	308
Totals	351	45.2%	425	54.8%	776

Students who have "job shadowed" have experienced first-hand what it's like on the job (if but for a day in many cases). Student responses were therefore examined between those who have been through a job shadow day and those who have not cross tabulated against which kind of job they prefer. Did their experience make an impact on whether they prefer more money or more time?

The following table shows little difference in preference between the two groups.

Do students who have "job shadowed" want jobs with ...	Yes, I have job shadowed	Percent	No, I have not	Percent	Totals
More time, less money?	165	35.6%	298	64.4%	463
More money, less time?	110	35.1%	203	64.9%	313
Totals	275	35.4%	501	64.6%	776

How much money do you expect to earn per year by age 40?

Students are confident of their future earning power. One quarter of students (25.7 percent) believe they will earn between \$35,000 and \$74,999 by age 40 (approximately the years 2023 to 2030 for this age group). Slightly more than 18 percent of students believe they will earn between \$75,000 and \$99,000 by the time they reach age 40; another 17.4 percent believe they will make between \$100,000 to \$249,000. Only 13.1 percent of students believe they will earn \$1 million by age 40, compared to 15.3 percent of student respondents living in the hyperactive economy of late 1999.

The following table shows expected earning power by age 40, broken down by location. There appears to be a loose correlation between student answers and the cost of living in that student's particular city of residence. Students in San Francisco, for example, are most likely to expect to earn more than a million dollars by age 40, followed by students in Santa Rosa.

How much will you earn by age 40?	Less than \$25,000	Percent	\$25,000 - \$34,999	Percent	\$35,000 - \$49,999	Percent	\$50,000 - \$74,999	Percent	\$75,000 - \$99,999	Percent	\$100,000 - \$249,999	Percent	\$250,000 - \$499,999	Percent	\$500,000 - \$999,999	Percent	\$1 million or more	Percent	Totals
Atlanta, GA	1	1.5%	1	1.5%	3	4.5%	12	17.9%	13	19.4%	25	37.3%	5	7.5%	1	1.5%	6	9.0%	67
Flagstaff, AZ	1	0.9%	9	8.3%	7	6.5%	14	13.0%	23	21.3%	14	13.0%	11	10.2%	16	14.8%	13	12.0%	108
Louisville, KY	2	2.1%	10	10.6%	12	12.8%	17	18.1%	20	21.3%	14	14.9%	3	3.2%	7	7.4%	9	9.6%	94
Midland, MI			2	4.5%	2	4.5%	10	22.7%	9	20.5%	5	11.4%	6	13.6%	2	4.5%	8	18.2%	44
San Francisco, CA	6	5.0%	10	8.3%	5	4.1%	17	14.0%	12	9.9%	10	8.3%	12	9.9%	22	18.2%	27	22.3%	121
Santa Rosa, CA	2	1.8%	6	5.3%	12	10.5%	19	16.7%	25	21.9%	21	18.4%	9	7.9%	5	4.4%	15	13.2%	114
Seattle, WA			7	6.3%	17	15.2%	21	18.8%	29	25.9%	21	18.8%	8	7.1%	1	0.9%	8	7.1%	112
Quad Cities	2	1.9%	11	10.7%	17	16.5%	18	17.5%	11	10.7%	21	20.4%	7	6.8%	4	3.9%	12	11.7%	103
San Jose, CA			2	3.7%	2	3.7%	5	9.3%	8	14.8%	11	20.4%	9	16.7%	8	14.8%	9	16.7%	54
Totals	14	1.7%	58	7.1%	77	9.4%	133	16.3%	150	18.4%	142	17.4%	70	8.6%	66	8.1%	107	13.1%	817

Male students are twice as likely as females to believe they will earn \$1 million by age 40. Conversely, females are more than five times as likely to believe they will earn less than \$25,000 per year by age 40, and twice as likely as male students to believe they will earn between \$25,000 and \$34,999. However, more female students than males believe they will earn between \$250,000 to \$999,000 by age 40. The following table shows all responses to this question, broken down by gender.

Earning expectation by age 40, by GENDER	Male	Percent	Female	Percent	Totals
Less than \$25,000	2	15.4%	11	84.6%	13
\$25,000-\$34,999	19	32.8%	39	67.2%	58
\$35,000-\$49,999	21	27.3%	56	72.7%	77
\$50,000-\$74,999	56	42.4%	76	57.6%	132
\$75,000-\$99,999	63	42.3%	86	57.7%	149
\$100,000-\$249,999	78	55.7%	62	44.3%	140
\$250,000-\$499,999	33	47.1%	37	52.9%	70
\$500,000-\$999,999	28	43.8%	36	56.3%	64
\$1 million or more	70	68.6%	32	31.4%	102
Totals	370	46.0%	435	54.0%	805

The following table breaks down earnings expectations by the age of 40 by age of student.

(by AGE) How much will you earn by 40?	Less than \$25,000	Percent	\$25,000 - \$34,999	Percent	\$35,000 - \$49,999	Percent	\$50,000 - \$74,999	Percent	\$75,000 - \$99,999	Percent	\$100,000 - \$249,999	Percent	\$250,000 - \$499,999	Percent	\$500,000 - \$999,999	Percent	\$1 million or more	Percent	Totals
11 to 12	3	4.1%	6	8.1%	4	5.4%	11	14.9%	8	10.8%	7	9.5%	6	8.1%	13	17.6%	16	21.6%	74
13-14	3	1.1%	22	8.1%	30	11.0%	40	14.7%	43	15.8%	46	16.9%	28	10.3%	27	9.9%	33	12.1%	272
15-16	1	0.8%	5	4.2%	13	10.9%	21	17.6%	30	25.2%	23	19.3%	8	6.7%	5	4.2%	13	10.9%	119
17	7	3.1%	19	8.5%	16	7.2%	43	19.3%	41	18.4%	40	17.9%	16	7.2%	13	5.8%	28	12.6%	223
18+			6	5.4%	14	12.6%	16	14.4%	24	21.6%	25	22.5%	10	9.0%	6	5.4%	10	9.0%	111
Totals	14	1.8%	58	7.3%	77	9.6%	131	16.4%	146	18.3%	141	17.6%	68	8.5%	64	8.0%	100	12.5%	799

Executive Summary

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