

2002 Kids and Careers Poll

Executive Summary

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Executive Summary

2002 Kids and Careers

These students may be young, but they are great in number. And in another decade or so, nearly all of them will be solidly in the American workforce. What kinds of jobs do they seek? How confident are they that their ideal jobs are attainable? How much money do today's students expect to make by age 40? These questions and more were recently put to members of Generation Y, or, the Millennial Generation.

According to AmericanDemographics.com, 34 percent of Generation Y members are currently between the ages of 12 and 17. This core, sub-group of Generation Y numbers 24 million, itself larger than the immediately preceding generation commonly known as Generation X. The 2002 Junior Achievement Interprise Poll on Kids and Careers™ focused on this core group of “tweens” and teens, with all respondents between the ages of 12-18.

Introduction

There may not be a shortage of doctors for some time, according to the results of *the 2002 JA Interprise Poll™ on Kids and Careers*. According to a poll of 1,559 middle and high school students nationwide, teens choose “doctor” as their ideal career for the third time.

Originally started in 1999, the results of the first-ever poll were released in early 2000. Since then, the future of “business people” also seems to have stayed strong in the minds of young people. The profession of a “business person” has once again been ranked second only to “doctor” with nearly 9 percent of students claiming to want to work in the business world or own a business some day. By comparison, last year 9.1 percent of students said the same thing, while data released in 2000 (as part of the first of three polls on the subject so far) revealed that only 7.7 percent of teens wanted a business career. The profession was ranked third that year, behind “professional athlete,” which has since fallen to third place.

These tidbits and much more about teen confidence in their ability to one day land their ideal job, assumed levels of education required for their ideal job, and future earnings expectations are contained in this report.

Survey Results

The 2002 JA Interprise Poll on Kids and Careers™ asked teens the following questions:

- **Do you think you will ever have your ideal job?**
- **What level of education do you think you need for your ideal job?**
- **Would you rather have a career that gives you ...more money or more time for family and fun?**
- **How much money do you expect to earn by age 40?**

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%).

Results to all questions follow in this report.

Teens on Their Ideal Job

“Doctor” Ranks First for Third Straight Year; Other Results Confirm Ongoing Trends

Long gone are the days when “doctor” and “lawyer” seemed to be at the top of everyone’s list of desired occupations. When it comes to today’s teens, the jobs of choice are “doctor” or “business person.” While doctor ranked in the number one spot for the third year in a row in the *JA Interprise Poll™* series, the profession of lawyer has once more lost some of its appeal in the minds of young people.

Lawyer Locked Out of Top Five Career Choices

During the first *JA Interprise Poll™* on this topic (conducted in 2000), Junior Achievement learned that “lawyer” was the fifth most popular career choice – with nearly 7 percent of students wanting to become an attorney. The desirability of the profession took a drop when the 2001 poll results were compiled: It was the seventh most popular profession of choice last year - with just 4 percent of students said they wanted to be a lawyer. While making a slight comeback as part of the 2002 results (5.3 percent of students now say they want to become a lawyer), it now ranks as only the sixth most popular profession among teens.

Teens and the Lure of Super-Stardom in Sports

What about a “job” as a sports superstar or professional athlete? Once again this year, too many teens than there are actual opportunities see the world of professional sports as their ticket to success. In 2000 the answer of “athlete” was the second most popular ideal job (9.1 percent). Not any more. For the second time in the short, three-year history of the *JA Interprise Poll™* on this topic, more students chose a career as “business person” (including students who would like to some day become a business owner), than those choosing “athlete” (8.9 percent vs. 7.5 percent, respectively). By comparison, last year, “athlete” was seemingly less popular, with just 5.5 percent of students naming it as their ideal job, making it the sixth most popular answer.

Teacher Fourth Most Popular Career Choice for Third Year in a Row

Some things never change. The profession of “teacher” has again captured the number four spot of most popular career choices among teens. The career choice was also ranked number four in the original *JA Interprise Poll™* on this topic in 2000.

Many Teens Still Have Their Sights Set on Hollywood

The notion of working as an “entertainer” took a dramatic jump forward in the minds of some teens from 2000 (compiled using 1999 data) to 2001 (compiled using 2000 data). In 2000, “entertainer” was the twelfth most popular career choice (with 2.76 percent of respondents saying so). One year later, nearly seven percent of teens said they most wanted to be an “entertainer” – making it the fifth most popular career choice. And this year? The career choice is once again the fifth most popular career choice, with 6.1 percent of all respondents pegging it as their ideal job.

The category of “entertainer” included responses such as actor, actress, dancer, drummer, filmmaker, guitar player, singer, and WWF wrestler, among others.

The New Economy Burst. But Has Teen Interest in Computer-Related Jobs?

In a word, no. Slightly more than five percent of all teens say they want to work in the computer field some day, making it tied for “lawyer” as the sixth most popular answer. Still, interest has slightly dropped from last year, when “computer- or Internet-related job” was the third most popular answer (according to 7.8 percent of respondents). This year, only 5.3 percent of students say the same thing. This is back in line with the level of interest seen in 2000, when 5.5 percent of teens said it was their ideal career – which ranked it as the sixth most popular answer.

A listing of teenagers’ top 25 career choices follows on the next page.

Top 25 Career Choices by Teens (Current Data)

Rank by Popularity	Career	No. of Responses	Percentage of All Responses
1	Doctor	142	9.70%
2	Businessperson	130	8.90%
3	Athlete	109	7.50%
4	Teacher	97	6.60%
5	Entertainer	89	6.10%
6*	Computer Field	77	5.30%
6*	Lawyer	77	5.30%
8*	Engineer	46	3.20%
8*	Scientist	46	3.20%
10	Vet	40	2.70%
11	Law Enforcement	34	2.30%
12*	Architect	29	1.98%
12*	Journalist	29	1.98%
14	Artist	28	1.98%
15	Nurse	20	1.40%
16	Cosmetologist	19	1.30%
17*	Accountant	18	1.20%
17*	Military	18	1.20%
19	Psychologist	17	1.20%
20	Pilot	12	0.80%
21	Electrician	10	0.70%
22	Physical therapist	9	0.50%
23	Chef	8	0.50%
24	Dentist	7	0.40%
24	Photographer	7	0.40%
25**	OTHER	318	22.00%
	Total No.	1436	

*tied

**For a complete list of individual responses, see table entitled Raw Data later in this report.

**Top 25 Career Choices by Teens, as Listed in Original *JA Interprise Poll™* on Kids and Careers
(Released in 2000)**

1.	Doctor	117	9.77%
2.	Athlete	109	9.11%
3.	Businessman	93	7.77%
4.	Teacher	93	7.77%
5.	Lawyer	73	6.99%
6.	Computers	66	5.51%
7.	Veterinarian	61	5.10%
8.	Scientist	52	4.34%
9.	Musician	43	3.59%
10.	Nurse	40	3.34%
11.	Law enforcement	35	2.92%
12.	Psychiatrist	33	2.76%
12.	Entertainer	33	2.76%
14.	Engineer	32	2.67%
15.	Graphic designer	21	1.75%
16.	Physical therapist	18	1.50%
17.	Beautician	17	1.42%
17.	Childcare	17	1.42%
19.	Dentist	16	1.34%
19.	Military	16	1.34%
19.	Accountant	16	1.34%
19.	Architect	16	1.34%
23.	Media	12	1.00%
23.	Social worker	12	1.00%
25.	Pilot	11	0.92%

Teen Confidence in Securing Ideal Job is Sky High

The poll also measured students' confidence in their own ability to someday land the job they consider "ideal." When asked, "Do you think you will ever have your ideal job," two thirds of teen respondents said "definitely" or "pretty sure." Students in San Antonio seemed most optimistic about their future (with 43.5 percent of students answering "definitely"), while students in Ft. Wayne, Indiana seemed least inclined to answer "definitely" (19.32 percent of students there said so). Conversely, more students in Ft. Wayne, Indiana (5.7 percent) said the prospects of getting their ideal job was "not likely" than anywhere else, followed closely by students in Wisconsin (5.2 percent), then Lancaster, Pennsylvania (4 percent).

"Do you think you will ever have your ideal job?"	Definitely	Percent	Pretty sure	Percent	Maybe	Percent	Not likely	Percent	Never	Percent	Totals
Atlanta, GA	55	29.26%	68	36.17%	61	32.45%	3	1.60%	1	0.53%	188
Baltimore, MD	36	31.58%	42	36.84%	34	29.82%	1	0.88%	1	0.88%	114
Detroit, MI	56	35.67%	51	32.48%	44	28.03%	5	3.18%	1	0.64%	157
Kingsport, TN	31	24.60%	54	42.86%	38	30.16%	2	1.59%	1	0.79%	126
Ft. Wayne, IN	17	19.32%	41	46.59%	24	27.27%	5	5.68%	1	1.14%	88
Lancaster, PA	24	24.24%	31	31.31%	39	39.39%	4	4.04%	1	1.01%	99
Midland, MI	24	30.77%	33	42.31%	20	25.64%	1	1.28%	0	0.00%	78
Reading, PA	23	21.30%	51	47.22%	32	29.63%	2	1.85%	0	0.00%	108
San Antonio, TX	30	43.48%	23	33.33%	14	20.29%	2	2.90%	0	0.00%	69
San Diego, CA	30	28.04%	37	34.58%	39	36.45%	1	0.93%	0	0.00%	107
Stamford, CT	31	22.96%	46	34.07%	52	38.52%	6	4.44%	0	0.00%	135
Wisconsin (state-wide sample)	24	25.00%	34	35.42%	31	32.29%	5	5.21%	2	2.08%	96
St. Louis	13	38.24%	17	50.00%	4	11.76%	0	0.00%	0	0.00%	34
Columbia, SC	46	38.98%	32	27.12%	38	32.20%	1	0.85%	1	0.85%	118
Totals	440	29.00%	560	36.91%	470	30.98%	38	2.50%	9	0.59%	1517

Teen Confidence in Securing Ideal Job – By Gender

Broken down by gender, girls are slightly more likely to feel increased levels of confidence about securing their ideal job. 68 percent (515 of 753 female respondents to this question) said they would “definitely” someday have their ideal job or were “pretty sure” they would, compared to only 63 percent of boys (474 of 748 boys) who said the same.

Four percent of boys said their ideal job was “not likely” or would “never” happen, compared to two percent of girls who said the same.

"Do you think you will ever have your ideal job?"	Male	Percent	Female	Percent	Totals
Definitely	215	49.20%	222	50.80%	437
Pretty sure	259	46.92%	293	53.08%	552
Maybe	244	52.25%	223	47.75%	467
Not likely	24	64.86%	13	35.14%	37
Never	6	75.00%	2	25.00%	8
Totals	748	49.83%	753	50.17%	1501

Teen Confidence in Securing Ideal Job – By Race/Ethnicity

Black students are much more likely to believe they will “definitely” have their ideal job (40.3 percent said so), while white students are least likely to believe the same. However, when compared having included student responses of “pretty sure,” two out of three students both black and white are optimistic about their futures. Hispanic students are slightly more likely to believe they will “definitely” have their ideal jobs or are “pretty sure” they will, with nearly 71 percent of students in this category marking either answer.

"Do you think you will ever have your ideal job?"	Definitely	Percent	Pretty sure	Percent	Maybe	Percent	Not likely	Percent	Never	Percent	Totals
Asian/Pacific Islands	13	24.07%	18	33.33%	22	40.74%	1	1.85%	0	0.00%	54
Hispanic/Latino	36	31.86%	44	38.94%	29	25.66%	3	2.65%	1	0.88%	113
White	283	27.00%	405	38.65%	322	30.73%	32	3.05%	6	0.57%	1048
Black/African American	75	40.32%	49	26.34%	60	32.26%	0	0.00%	2	1.08%	186
Native American	0	0.00%	5	83.33%	1	16.67%	0	0.00%	0	0.00%	6
Mixed Race	27	31.76%	34	40.00%	23	27.06%	1	1.18%	0	0.00%	85
Totals	434	29.09%	555	37.20%	457	30.63%	37	2.48%	9	0.60%	1492

Teen Confidence in Securing Ideal Job – By Age

There appears to be a relationship between optimism for the future and age. Younger students, for example, are less likely to believe they will “definitely” have their ideal job. Poll results indicate that as students age and acquire more knowledge about the world of work, they seem to believe that their chances of acquiring an ideal job improves.

A full three out of four students ages 18 or more believes they will “definitely” have their ideal job or are “pretty sure” they will. Seventeen-year-olds aren’t too far behind, with 71 percent of this age group believing the same thing. The level of optimism is tempered somewhat in the next oldest age group, 15- to 16-year olds. Still, among this age group exactly two out of three students believe they will “definitely” have their ideal job or are “pretty sure” they will.

"Do you think you will ever have your ideal job?"	Definitely	Percent	Pretty sure	Percent	Maybe	Percent	Not likely	Percent	Never	Totals
12 or under	77	27.02%	100	35.09%	100	35.09%	6	2.11%	2	285
13 to 14	104	25.68%	148	36.54%	141	34.81%	11	2.72%	1	405
15 to 16	107	30.84%	122	35.16%	109	31.41%	8	2.31%	1	347
17	127	32.65%	150	38.56%	101	25.96%	8	2.06%	3	389
18+	24	30.00%	36	45.00%	15	18.75%	3	3.75%	2	80
Totals	439	29.15%	556	36.92%	466	30.94%	36	2.39%	9	1506

Teen Beliefs in Level of Education Required for Ideal Career

With the possible exceptions of “athlete” and “entertainer,” eight of the top ten career choices made by teens require at least a four-year college degree or specialized training (such as a computer professional). In several cases, such as “doctor,” “teacher,” “lawyer,” and “scientist,” the top career choices will require graduate training. Fortunately, today’s students seem to have little illusion about what kind of education will be required to attain their ideal job. In fact, 77.2 percent of all students believe that a four-year college degree or a graduate degree will be required. Nearly every student respondent in San Antonio thought so (97 percent), while students in Detroit were least likely to think so (67.2 percent).

What level of education do you think you need for your ideal job?	Some high school	Percent	High School diploma	Percent	Some college	Percent	2-year college degree	Percent	4-year college degree	Percent	Graduate degree	Percent	Totals
Atlanta, GA	4	2.25%	10	5.62%	8	4.49%	28	15.73%	72	40.45%	56	31.46%	178
Baltimore, MD	1	0.90%	6	5.41%	6	5.41%	12	10.81%	61	54.95%	25	22.52%	111
Detroit, MI	2	1.28%	16	10.26%	15	9.62%	18	11.54%	55	35.26%	50	32.05%	156
Kingsport, TN	2	1.63%	13	10.57%	11	8.94%	15	12.20%	63	51.22%	19	15.45%	123
Ft. Wayne, IN	2	2.25%	5	5.62%	6	6.74%	6	6.74%	43	48.31%	27	30.34%	89
Lancaster, PA	3	3.13%	10	10.42%	4	4.17%	13	13.54%	46	47.92%	20	20.83%	96
Midland, MI	1	1.28%	0	0.00%	1	1.28%	2	2.56%	35	44.87%	39	50.00%	78
Reading, PA	3	2.97%	1	0.99%	10	9.90%	3	2.97%	39	38.61%	45	44.55%	101
San Antonio, TX	0	0.00%	1	1.45%	0	0.00%	1	1.45%	29	42.03%	38	55.07%	69
San Diego, CA	4	3.77%	4	3.77%	6	5.66%	7	6.60%	55	51.89%	30	28.30%	106
Stamford, CT	2	1.52%	1	0.76%	7	5.30%	6	4.55%	66	50.00%	50	37.88%	132
Wisconsin (state-wide sample)	3	3.09%	8	8.25%	11	11.34%	14	14.43%	50	51.55%	11	11.34%	97
St. Louis	2	5.56%	0	0.00%	3	8.33%	0	0.00%	20	55.56%	11	30.56%	36
Columbia, SC	2	1.72%	5	4.31%	2	1.72%	13	11.21%	59	50.86%	35	30.17%	116
Totals	31	2.08%	80	5.38%	90	6.05%	138	9.27%	693	46.57%	456	30.65%	1488

Girls Slightly More Likely to Believe Higher Education is Necessary

Regardless of gender, only 7.5 percent of students believe their ideal career is possible with a high school diploma or just “some high school.” However, boys are slightly less likely to believe that a four-year college degree or graduate degree will be required for their ideal career than do girls (74.7 percent).

What level of education do you think you need for your ideal job?	Some high school	Percent	High School diploma	Percent	Some college	Percent	2-year college degree	Percent	4-year college degree	Percent	Graduate degree	Percent	Totals
Male	18	2.47%	48	6.58%	49	6.71%	70	9.59%	333	45.62%	212	29.04%	730
Female	13	1.75%	32	4.31%	41	5.52%	64	8.61%	351	47.24%	242	32.57%	743
Totals	31	2.10%	80	5.43%	90	6.11%	134	9.10%	684	46.44%	454	30.82%	1473

Teen-age Earnings Expectations by Age 40; Students in Atlanta Think They Will Make the Most

Nearly one out of three student respondents believe they will earn less than \$75,000 per year by age 40. Another 37.4 percent of teens believe they will earn between \$75,000 and \$250,000 per year by age 40. Thirty-one percent of students believe they will earn more than \$250,000 per year by age 40, however, less than half of that number believe they will earn at least \$1 million per year (14.1 percent).

The data indicates that teen-age earnings expectations by age 40 are slightly up from last year. 2002 data reveal that 14.1 percent of all teens believe that they will earn at least \$1 million by age 40. In 2001, only 13.1 percent of students believed they would earn \$1 million by age 40, compared to 15.3 percent of student respondents living in the hyperactive economy of late 1999.

The slight upward trend is noticeable in the number of students who believe they will earn between \$75,000 and \$99,999 by age 40. In 2001, 18 percent of students thought they would make between \$75,000 and \$99,999 in a few decades. Now 20.6 percent of students believe the same. The percentage of students who believe they will earn between \$100,000 and \$249,999 was unchanged from last year.

Students in Atlanta were by far the most likely to believe they will make at least \$1 million by age 40 (24.1 percent), followed by students in Stamford, Conn. (19.9 percent). Slightly more than one-third of students in Atlanta believe they will earn at least \$500,000 by age 40 (35.3 percent), compared to almost one-third of students in Stamford, Conn. who believe the same (31.3 percent).

On the other (earnings) end of things, students in San Antonio were *least* likely to believe they would earn at least \$1 million by age 40, while students in Kingsport, Tenn. were least likely to believe they will earn at least \$500,000 by age 40.

A full listing of earnings expectations by age 40, broken down by location of respondent, follows on the next page.

How much money do you expect to earn by age 40?	Less than \$25,000	%	\$25,000 to \$34,999	%	\$35,000 to \$49,999	%	\$50,000 to \$74,999	%	\$75,000 to \$99,999	%	\$100,000 to \$249,000	%	\$250,000 to \$499,000	%	\$500,000 to \$999,999	%	\$1 million or more	%	Totals
Atlanta, GA	5	2.67%	12	6.42%	16	8.56%	22	11.76%	27	14.44%	24	12.83%	15	8.02%	21	11.23%	45	24.06%	187
Baltimore, MD	1	0.91%	6	5.45%	7	6.36%	14	12.73%	26	23.64%	21	19.09%	5	4.55%	12	10.91%	18	16.36%	110
Detroit, MI	5	3.21%	9	5.77%	15	9.62%	17	10.90%	23	14.74%	17	10.90%	21	13.46%	23	14.74%	26	16.67%	156
Kingsport, TN	3	2.50%	12	10.00%	25	20.83%	28	23.33%	26	21.67%	10	8.33%	7	5.83%	1	0.83%	8	6.67%	120
Ft. Wayne, IN	0	0.00%	3	3.53%	8	9.41%	22	25.88%	24	28.24%	14	16.47%	3	3.53%	4	4.71%	7	8.24%	85
Lancaster, PA	2	2.02%	13	13.13%	14	14.14%	26	26.26%	16	16.16%	11	11.11%	3	3.03%	6	6.06%	8	8.08%	99
Midland, MI	0	0.00%	3	3.85%	5	6.41%	8	10.26%	16	20.51%	16	20.51%	12	15.38%	5	6.41%	13	16.67%	78
Reading, PA	0	0.00%	8	7.41%	14	12.96%	7	6.48%	24	22.22%	22	20.37%	14	12.96%	5	4.63%	14	12.96%	108
San Antonio, TX	0	0.00%	2	2.94%	1	1.47%	7	10.29%	21	30.88%	26	38.24%	4	5.88%	5	7.35%	2	2.94%	68
San Diego, CA	1	0.96%	3	2.88%	6	5.77%	13	12.50%	32	30.77%	12	11.54%	8	7.69%	15	14.42%	14	13.46%	104
Stamford, CT	1	0.76%	2	1.53%	7	5.34%	15	11.45%	25	19.08%	30	22.90%	10	7.63%	15	11.45%	26	19.85%	131
Wisconsin (state-wide sample)	4	4.12%	9	9.28%	16	16.49%	15	15.46%	16	16.49%	13	13.40%	5	5.15%	7	7.22%	12	12.37%	97
St. Louis	0	0.00%	1	2.86%	1	2.86%	3	8.57%	7	20.00%	12	34.29%	2	5.71%	5	14.29%	4	11.43%	35
Columbia, SC	3	2.63%	5	4.39%	13	11.40%	14	12.28%	24	21.05%	23	20.18%	6	5.26%	12	10.53%	14	12.28%	114
Totals	25	1.68%	88	5.90%	148	9.92%	211	14.14%	307	20.58%	251	16.82%	115	7.71%	136	9.12%	211	14.14%	1492

An “Earnings Expectations Gap” Exists: Boys Nearly Twice as Likely to Think They Will Make At Least \$1 Million by Age 40

Not only do women make less than men for similar work performed, but, according to survey results, today’s teens perceive the same will apply to them two or three decades from now. This “earnings expectations gap” is startling for its stark contrasts. Consider: Nearly two out of three boys think they will make at least \$1 million by age 40, while slightly more than one of out of three girls believe the same. At the same time, nearly a quarter of girls (24 percent) believe they will make less than \$50,000 per year by age 40, while only 11.3 percent of boys think so.

How much money do you expect to earn by age 40?	Male	Percent	Female	Percent	Totals
Less than \$25,000	10	40.00%	15	60.00%	25
\$25,000 to \$34,999	22	25.00%	66	75.00%	88
\$35,000 to \$49,999	52	35.62%	94	64.38%	146
\$50,000 to \$74,999	97	46.19%	113	53.81%	210
\$75,000 to \$99,999	145	48.17%	156	51.83%	301
\$100,000 to \$249,000	148	59.68%	100	40.32%	248
\$250,000 to \$499,000	60	53.10%	53	46.90%	113
\$500,00 to \$999,999	74	54.81%	61	45.19%	135
\$1 million or more	137	65.55%	72	34.45%	209
Totals	745	50.51%	730	49.49%	1475

Would Teens Rather Have a Career That Gives Them Money or Time?

No matter which type of career various teens prefer, survey results indicate that most teens have one thing in common: the desire to have a job that allows them to spend more time for “fun” or with family. In fact, 62 percent of teens say such job qualities are more important than making money. Broken down by gender, girls were more likely than boys to prefer a job that allows them to have more time for family and fun, as shown below.

Would you rather have a career that gives you	Male	Percent	Female	Percent	Totals
More time for family and fun, but less money?	409	45.55%	489	54.45%	898
More money, but less time for family and fun?	310	55.56%	248	44.44%	558
Totals	719	49.38%	737	50.62%	1456

RAW DATA: "What is Your Ideal Career?"

Actual Response to "What is your ideal career?"			
Architect	Artist	graphic designer	Athlete (basketball)
Architect	Artist	Graphic designer	Athlete (football player)
architect	artist	Graphic Designer	Athlete (pro soccer player)
Architect	Artist	graphic designer	Athlete (Sports career)
architect	Artist/ Writer	graphic designer	Athlete (Sports or Architecture)
Architect	Artist/Commercial	graphic technology	Athlete (Sports Player)
Architect	Cartoonist or Lawyer	Athlete	athlete or athletic trainer
architect	cartoonist/animat or	Athlete	athletic trainer
Architect	cartoonist/animat or	Athlete	Ball Player
Architect	Clothing Designer	athlete	Baseball
architect	Clothing Designer	athlete	Baseball
Architect	Famous Artist	Athlete	Baseball Player
architect	Fashion Design & Mfg	Athlete	Baseball Player
architect	Fashion Designer	Athlete	Baseball Player
architect	fashion designer	Athlete	Baseball player
architect	fashion designer	Athlete	Baseball player
Architect	Fashion Designer	Athlete	Basketball player
Architect	Fashion Designer / Model	Athlete	Basketball Player
Architect	Fashion designer or lawyer	Athlete	Basketball Player
Architect	Fashion Designer, Actress	Athlete	basketball player
architect	Fashion Illustrator	Athlete	Basketball Player (NBA Star)
Architect, Engineering	Graphic artist	Athlete - Sports Industry	Basketball, Car technician
architecture	Graphic Design	Athlete (baseball)	
Artist			

B-Ball player
Football
Football player
Football Player
Football Player
football player
Football Player
football player
Football, basketball, baseball, golf, lawyer
Hockey Player
hockey player
Minor League Baseball Player
MLB Baseball Player (Braves or Yankees)
NBA
NBA
NBA
NBA Basketball Player, Lawyer, Etc.
NBA Star or Electronics
NFL
NFL
NFL Player
NFL Player
NFL Pro

NFL, Acting, Owing/ Having my own talk show
NFL, Doctor, Teacher
NFL/ Artist
NHL Hockey Player
PGA Tour Player
Play a Professional Sport
Play in the NBA
Play in the NFL or Engineer in Technology
Playing Basketball
Playing football in the NFL
Pro Athlete
Pro Athlete
pro athlete or engineer
Pro Baseball Player
Pro Baseball Player
Pro Biker
Pro BMX rider
Pro bowler
Pro Football
Pro Football

Player
pro football player
Pro Football Player
Pro Golfer
Pro Hockey Player
Pro Hockey Player
Pro Hockey Player
Pro Hockey Player
Pro Softball Player
pro sports or sales
Professional Spts Player with a backup job
Professional Athlete
Professional Baseball Player
Professional Basketball or football player
professional basketball player
Professional basketball player
Professional Football (NFL)
Professional Hockey Player - Architect

professional hunter
Professional Motor Cross Racer
Professional Tennis Player
Professional Baseball Player
soccer
Soccer Player
Soccer player or pastor
Anything in business
anything in the golf business itself (pro hopefully)
anything with lots of money
buainess
Business
Business
Business
Business
Business
Business
Business
Business

business
business
business
business (entrepreneur)
Business (President of a Major Corporation)
Business / Law
Business / Stocks
business and computers
Business executive
Business man
Business man, Pro Basketball Playre
Business Management
business management
Business Management
business management
Business management and/or accounting

Business management or accounting
business manager
Business Manager, VP
business marketing
business owner
Business owner
Business owner
Business owner
Business owner
Business owner
Business owner
Business owner
Business owner (have my own auto shop)
Business owner (own a restaurant)
Business owner (own a watch company)
Business owner (own clothing and make-up line)
Business owner (owner of my own

magazines)
business person
business sales
business salesman
Business, Marketing, Broadcast
businessman
Businessman
Businessman
Businessman
businessman
Businessman
Businessman (Tae-kwondo school owner)
Businessperson
Businessperson (CEO of major company)
CEO
ceo
CEO
CEO of a Fortune 500 Company

CEO of a large company
CEO of Large Company
CEO of my own Company
CEO of own Record Company
Company Manager
Enterprisior
entrepreneur
entrepreneur
entrepreneur
Executive - Business / Finance Law
Global Trade
Head of Marketing Sales
High paid office job where I am the boss
Hotel management
hotel manager or owner
hotel/restaurant management
Human Resource Manager

Human Resources
I want to open my own business
International Business
international business/communications
International Relations Business
international sales rep
internet related
Investment Banking
Investment Banking
investment broker or teacher
Investor
Major Business Owner if not President
My own business
Own a bar/campground
own a bike shop
Own a business
Own a restaurant

own art gallery
Own Business
Own business
Own Construction Company
own fashion company
Own Motor Shop
Own my Dad's business
Own my own business
Own my own business
Own my own business
Own my own company
Own my own restaurant
own roofing business
Owner of a business
Owning a chain of office buildings
Owning a ranch and becoming a movie star
Owning a teen magazine

owning anime shop or anime voice over artist
Owning my own business
Owning my own business
owning my own custom & kit car shop
Owning my own gym, being an Athletic Trainer
Owning my own line of clothes and cosmetics retail/sales
Sales and Computer Work sales associate
Sales/ Advertising Design/ Business
Salesman
Small business owner
sports agent
sports agent
sports agent
Starting my own business

stock broker
Stock Broker, Sports Industry
Stockbroker
Successful Businessman
chef
chef
Chef
chef
Chef
Chef
chef
chef or teacher
Cisco Networking CCNA
Computer Analyst
Computer Analyst / Engineer
Computer Animator
computer animator
Computer animator
computer animator
Computer designing
computer electrician
Computer

Engineer
Computer Engineer
Computer Engineer
Computer Engineer
computer engineer
Computer Engineering
Computer graphic designer
Computer Graphic Designer or Video Designer
Computer Graphics Design, Architect
Computer Magazine Journalist
Computer Network Administrator
Computer networker
Computer networking
Computer networking technician
Computer Programmer

computer programmer
computer programmer
Computer Programmer or Baseball Pitcher
computer programmer
computer programmer
Computer programmer
Computer programmer
computer programmer
Computer Programmer / Lawyer
computer programmer/delivery nurse
Computer Programming / Nursing
computer science
Computer Science
computer science
Computer Science
computer specialist

computer stuff
computer systems analyst
Computer Systems Analyst
Computer Systems Analyst
Computer Systems Engineer
computer tech
computer technician
Computer technician
Computer worker
Computer/Software/Video Games Animation Company
Computers
Computers
computers
computers
Computers
Computer Animator
Fixing and making computers
Game Debugger/and Science Expert

Game Designer / Programmer
Gamer
Information systems
Information Technology
Network Engineer/ Business Owner
Network Security Consulting
programmer
tech
Technical engineer
Video Game Designer
Video Game Designer
video game designer
video game designer
Video Game Designer
video game designer/producer for Nintendo
Video Game Programmer
Video Game Tester
Video Producer

Web page designer
web page designer
Cosmetologist
cosmetologist
cosmetologist
Cosmetologist
Cosmetologist
Dentist
Dentist
Dentist
Dentist
Dentist
Dentist/Ped
Baby doctor
Be a Doctor
Being a Doctor
Being a Pediatrician
Dermatologist
Dermatologist
Doctor
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Doctor
doctor
Doctor
Doctor
doctor - neonatologist
Doctor (heart surgeon)
Doctor (pediatrician)
Doctor (Trauma Surgeon in the ER)
Doctor (trauma surgeon)
Doctor / Pediatrician

Doctor / Psychologist
doctor in field of physical medicine
Doctor or Athlete
doctor or pilot
Doctor or Teacher
Doctor practicing Sports Medicine
Doctor/ RN
doctor/architect
Family physician
forensic pathologist
gynococlgist
Medical Doctor
Medicine
medicine
Medicine
Medicine
Medicine/Science
OBGYN
Obsetrician / Gynecologist
optometrist
optometrist
Optometrist
optometrist
oral surgeon
Orthodontist
Orthodontist

orthodontist
Pediatrician
Pediatrician
Pediatrician
Pediatrician
Pediatrician
Pediatrician
pediatrician
pediatrician
Pediatrician
Pediatrician
Pediatrician
Pediatrician
Pediatrician
pediatrician
pediatrician
Pediatrician / Athletic Trainer
Pediatrician doctor
Pediatrician or Computer Programming
Pediatrician or pharmacist
pediatrician or teacher
Pediatrician or Teacher
pediatricion
Pediatritian
Pediatrition

Pediatrition, Podiatrist, or Dermatologist
physician
Plastic surgeon
Plastic surgeon
psychiatrist
Psychiatrist
Psychiatrist
Psychiatrist
Psychiatrist
Psychiatrist
psychiatrist
Shrink
sports medicine
Sports medicine
sports medicine
sports medicine/athletic training
sports/medicine
Surgeon
surgeon
electrician
electrician
electrician
electrician
electrician
electrician
electrician or lawyer

Electronics
Electronics
Electronics
aeronautic engineer
aeronautical engineer
aeronautical engineer
Aerospace engineer
Biomedical Engineer
Chemical Engineer
chemical engineer
chemical engineer
chemical engineer
chemical engineer
Chemical Engineer, Doctor, Plastic Surgeon
civil engineer
Civil engineer
elec engineer
electrical engineering
Engineer
engineer
Engineer
Engineer

Engineer
Engineer
Engineer
engineer
engineer
engineer
Engineer
engineer
engineer
Engineer
Engineer
Engineer
Engineer
engineer
engineer
Engineer at Ford
Engineer for Ford or John Deere
Engineer, Nurse or Doctor
Engineer, RN, Athlete
Engineering
engineering
engineering
Engineering
Engineering
Engineering
engineering or custom rod shop

Engineering, Aerospace and Computers
Mechanical Engineer
acting
Acting / Teaching
Actor
Actor
Actor
Actor / Engineer
Actor or Advertising
Actor or Teacher
Actor, babysitter or an office assistant
Actress
Actress
Actress
Actress
actress
actress
actress
Actress
Actress
Actress / Business
Actress / Dancer
Actress / Music
Actress or Comedian

actress or drama teacher
Actress, Designer, Architect
Actress/Singer
Actress/Singer
Dance Choreographer
Dance Choreographer for Celebrities
Dancer
Dancing, Olympics, Basketball
drummer
entertainer
entertainer
entertainer dancer
entertainment business
entertainment-all kinds (artist/designer)
Famous Actress or Lawyer
Film maker
film maker
film making
filmmaking
Guitar

guitar player
guitar player in a band
Guitarist
guitarist in a rock band
Male Model
Movie Producer
muse
Music
Music Producer
Music Producer, Clothing Designer
music, photography, helicopters
music/law
Musician
Musician
musician
musician
Musician
Musician
Performing arts
Performing Arts Teacher / Dancer
Professional Dancer
Professional Drummer
Promoter/Sales--WWF
Radio Personality

Recording/ Performing Artist
rockstar
Singer
Singer
Singer
Singer
Singer
singer
Singer
Singer
Singer / Songwriter
Singer or pediatrician
Singer, Chef
Singer, Pediatrician
singer/actress
singer/dance choreographer/actress
Singer/dancer
Singing
Singing or Acting
Skateboarder/Truck Driver/Drummer
Someone famous! Maybe a singer
vocal performer

WWF Professional Wrestler
Broadcast field broadcaster
broadcasting
broadcasting/acting
broadcasting/production
Director of news crew
Editor or Journalist
ESPN Sports Center Anchor
ESPN Sprts Anchor
food critic
journalism
journalism
journalism
journalist
Journalist
journalist
journalist
Journalist (TV anchorwoman)
Journalist / Psychiatrist
Journalist or Editor

magazine writer / editor
News Broadcaster
news reporter
News Reporter or Behind the Scenes Communications
News reporter, Teacher or Banking Person
photographic journalist
sports broadcasting
Sports Broadcasting
writer/journalist
Cop or mechanic
Criminal Investigator with the FBI
Criminal justice
criminal justice administrative
Criminal Justice FBI
criminal psychology
CSI investigator
FBI

FBI Computer Expert Programer
FBI Investigator (Private)
Federal Bureau Investigation Agent
forensic detective
forensic psychologist
Forensic psychologist
homicide detective
K9 Officer
Law Enforcement
Law Enforcement
Law enforcement
Law Enforcement (police officer)
Law Enforcement (U.S. Marshal)
Law Enforcement (US Marshal)
Police
police
Police Officer
police officer

Police Officer
police officer
police officer
police officer
Police officer
police officer (forensics)
police officer or US History teacher
police officer, lawyer, private detective
Policeman
Attorney
Being an Entertainment Lawyer
corporate lawyer
corpote lawyer
criminal law
criminal lawyer
Entertainment Lawyer
Law
law
law
Law
Law/Criminal Justice

nursing
Nursing
Nursing
Nursing
nursing
nursing
nursing
nursing & health care (pediatrician)
Nursing Assistant
Photographer
photographer
photographer
Photographer
photographer
photographer
Photographer at National Geographic
physical therapist
physical therapist
physical therapist
Physical therapist
physical therapist
physical therapist
physical therapy
physical therapy
physical trainer

Airline Pilot
Airline Pilot
Commercial / Private Pilot
Commercial Airline Pilot
pilot
pilot
Pilot
Pilot
Pilot
Pilot
Pilot
pilot
Pilot, Astronaut, business man
Child Psychologist
Child Psychologist
Child psychologist/lawyer/english teacher
Psychological Profiler
psychologist
Psychologist
Psychologist
psychologist
psychologist
psychologist
psychologist
psychologist
psychologist
psychologist

Psychologist, Doctor
psychology
Psychology
Psychologist / Psychiatrist
Psychology or Cosmetology
Something with psychology
Animal Biologist
Animal science, Wildlife Manager
Archaeologist
Archeologist
Archeologist
Astronomer
Astronomer
Astronomer/Professional Tennis Player
Biology
Botanist, plant physiologist, something w/biology
Chemist
Chemist
Forensic Science
Forensic Scientist
Geneticist
genetics
Geologist

Heptology
Marine Biologist
Marine Biologist
Marine Biologist
Marine biologist
Marine biologist
Marine Biologist
Marine biologist
marine biologist
marine biologist
Marine Biologist, Cop, Lawyer
Marine Biology
Marine Biology
marine biology
Medical researcher
microbiologist
Nuclear Physicist
Nuclear Physicist
Oceanographer
Pathology
pathology
Scientist
Scientist
Scientist
Scientist or teacher
scientist, biologist or FBI Agent
Scientist, Geology, Biology,

Teacher/Lawyer
teacher/school counselor
teaching
teaching
Teaching
teaching
Teaching
teaching
Teaching
teaching
Teaching
Teaching /Computer technology
equine or zoo vet
Vet
Vet
Vet
Vet
vet
vet
vet
Vet
vet
vet
vet
Vet
vet
vet
vet

vet
Vet
Vet
Vet
vet
vet
vet
Vet , Fashion designer
Vet or a Doctor
Vet or Lawyer
vet or photographer
Vet or Teach Art or Teach Dance
vet/teacher/florist
Veterinarian
Veterinarian
Veterinarian
Veterinarian
Veterinarian
Veterinarian
Veterinarian
veterinarian
veterinarian
Veterinary / Singer-Songwriter / Model / Actress
Wildlife
Veterinarian

OTHER RESPONSES - Not Categorized
advertising
Advertising
Advertising or owning my own business
advertising/public relations
Agent
Airline Stewardess
Airport Worker
Ambassador of good will UNICEFF
Animal Hospital
Anything dealing with drama
anything with pets
arena league football/ police officer
Author
Author
auto body technician

Auto Collision & Service
Auto Mechanic
Auto Technician
automotive tech
Babysitting
babysitting/lawn care
Barber
Barnes and Noble management
beautician
Beautician
Being a Nurse
Being an Electrical Engineer or Baseball Player
Being in the Pre-Medical field
blacksmith
body shop repair
bouncer
Braiding hair
building houses
car designer
Carpenter
Carpet Cleaning Man
child advocacy
Child Care
Child care

Coach (strength and conditioning)
coach of a professional team
Coaching College Baseball
Commercial Photographer
cook
Counselor
Critical care nurse practitioner
Daycare Person
Dealing with art or kids
Dental assistant
Dental Assistant
Dental Hygienist
dental hygienist or marine biologist
Designer of some sort
Designing / Pet care / Doc
Developer
Dietitian
dietitian
Diplomat
Director
director of music
documentary film maker

dog care
Doing something that I love
don't know
don't know
don't know
don't know
don't know
don't know
don't know
don't know
Don't know yet
Don't know yet
driver
drum instructor
EMT
EMT or contractor
Equestrian Trainer
Excavation business
fashion merchandiser
fashion merchandising
Fashion Model
fire fighter
fire fighter
Firefighter
FireFighter (San Diego FD)
Firefighting
Forester

funeral director
Game warden
Going to play Football
hair dresser
hair dresser
Hair salon
Hair salon
Hairdresser
Hairstyling
Hairstylist
hairstylist/physical therapist
Harley mechanic
health professional
Heavy machine operator
Helicopter Pilot
high school guidance counselor
Horse Trainer
Hospital worker
I want to be a poet for children
I want to be a singer
I want to be a stock trader
I want to be a Therapist

I want to work with animals
I'd like to be in politics
Illustrator
Industrial Design
interior decorating
Interior Decorator
interior decorator
Interior Decorator or Computer Engineer
Interior decorator or manicure artist
interior design
Interior Designer
interior designer
Interior Designer
Interior designer/decorator
Interior designing
jewelry/clothing designer
Job I'm passionate about and makes a lot of money
Lab technician
Lab Technician or Seal
landscape artist
Landscaping
Landscaping

Language Arts Teacher
large animal vet, equine specialist
legal secretary
legal secretary
LockSmith
Magic
Make enough money to pay the bills
Make my money box
Make-up and hair
making society better
Making things
Manager of a Department Store
Market Management
Marketing Management
Massage Therapy
Math/Science
Mechanic
Mechanic
Mechanic (tune import cars)
mechanic or vet
Mechanical Architect
medical

Medical
medical
Medical / Dental
Medical Assistant or Vet
Medical Field
medical lab tech
Medical Practice
Medical secretary
Medical--Ultra Sound
Meteorologist
Meterologist
Millionaire
Millionaire
Minister / Lawyer
ministry
Missionary
Missionary
mjsic/movie producer
Model
model
Model
Modeling
Mom & Interior Decorator
Mortician
Mortician
Mortician
Mortitioner or Beauty School

Mother or Teacher
motorcross champion
Motorcycle Industry
motorcycle technician
n/a
Newspaper route
not sure
not sure
not sure yet
Novelist
NRA Associated career
Occupational Therapy
Office Assistant
Office Assistant or Cosmetology
office job, technical support
office manager in medical field
office work
Old Car Checker
opening a strip club
outside
Painter or EMT
Paralegal or investigator for a

lawyer
Paralegal, criminal law
Pastor
person who creates things
pharmacist
pharmacist
politician
Politician
politician
preaching/ministry
President of the USA
president of western sahara
principal
Private info
Professional photographer
Public relations
radiologist
radiologist, lawyer, surgeon, journalist, actress
ranch hand
rapper / fashion designer
Real estate
Real Estate
Real Estate

real estate management
Receptionist
record label PR director
Recreational therapist
Referee for NBA
Registered Nurse
Retail
roller coaster designer
Run track for the USA
School Counselor , College Admissions Officer
secondary ed./ interior designer
Secretary
secretary
secretary
Secretary
Secretary/legal assistant
Sign Language Teacher
small animal vet/fresh water biologist
Social Services
Social work

Social Worker
social worker
social worker
Social Worker
Social Worker or Computer Analysts
something at a bar
something dealing with animals & outdoors
Something Fun
Something fun / exciting
something fun/interesting
Something Hands On
Something I enjoy and makes good money
Something I enjoy and makes more money
something I like
something I love to do
something I'm good at that's easy
Something interesting well

paying with kids
Something that easy
something that helps people & animals
Something that makes a lot of money
something w/no physical labor, pays alot
Speech Pathologist
statistician
steady job with good money
stock car racing
Stockbroker
Superhero
superintendent
Supervisor at Ford, Lawncare business on the side
Swat Team or Private Investigator
Tattoo & body piercing
Tattoo artist
Taxidermy
Telecommunicati

ons
Theater Actress / Child
Psychologist / Dancer
Therapist/radiation technologist
To work in an office with a computer and all!
To work with my hands
Tradesman
Trainer of top equestrian athletes
Translator -- French and English
translator
translator
Travel
Travel Agent
Traveling or physical activities
Truck Driver
truck driver
truck driver
truck driver/computers
Undecided
unknown
Unsure

Unsure
Unsure
vocational rehabilitation counselor
waitress or a secretary
Wedding Planner or Teacher
welder or mechanic
who knows
wildlife
Work at Bethel (ww hq for Jehovah's Witnesses)
work for GM
work on cars
work with disabled
Work With Kids
Worker at base central at NASA
working
working somewhere that I want to
Writer
Writer / Comedian
Writer, Artist, Teacher, Doctor,

Computer-person
Writing plots for video games
x-ray technician
zookeeper

Demographic Information

Responses by Location and Gender

Responses by Gender	Male	Percent	Female	Percent	Totals
Atlanta, GA	101	54.89%	83	45.11%	184
Baltimore, MD	49	42.24%	67	57.76%	116
Detroit, MI	93	56.71%	71	43.29%	164
Kingsport, TN	56	44.44%	70	55.56%	126
Ft. Wayne, IN	47	52.81%	42	47.19%	89
Lancaster, PA	46	46.46%	53	53.54%	99
Midland, MI	45	55.56%	36	44.44%	81
Reading, PA	42	39.25%	65	60.75%	107
San Antonio, TX	24	34.78%	45	65.22%	69
San Diego, CA	53	48.62%	56	51.38%	109
Stamford, CT	74	54.01%	63	45.99%	137
Wisconsin (state-wide sample)	55	55.56%	44	44.44%	99
St. Louis	25	69.44%	11	30.56%	36
Columbia, SC	58	48.33%	62	51.67%	120
Totals	768	50.00%	768	50.00%	1536

Responses by Location and Age

Responses by Age	12 or under	Percent	13 to 14	Percent	15 to 16	Percent	17	Percent	18+	Percent	Totals
Atlanta, GA	127	68.28%	6	3.23%	13	6.99%	35	18.82%	5	2.69%	186
Baltimore, MD	4	3.45%	56	48.28%	28	24.14%	26	22.41%	2	1.72%	116
Detroit, MI	44	26.83%	11	6.71%	102	62.20%	6	3.66%	1	0.61%	164
Kingsport, TN	2	1.56%	12	9.38%	44	34.38%	58	45.31%	12	9.38%	128
Ft. Wayne, IN	7	7.95%	28	31.82%	0	0.00%	34	38.64%	19	21.59%	88
Lancaster, PA	14	14.29%	37	37.76%	20	20.41%	22	22.45%	5	5.10%	98
Midland, MI	0	0.00%	39	48.15%	34	41.98%	7	8.64%	1	1.23%	81
Reading, PA	19	17.43%	75	68.81%	6	5.50%	5	4.59%	4	3.67%	109
San Antonio, TX	0	0.00%	0	0.00%	1	1.45%	60	86.96%	8	11.59%	69
San Diego, CA	8	7.34%	38	34.86%	4	3.67%	53	48.62%	6	5.50%	109
Stamford, CT	3	2.19%	53	38.69%	45	32.85%	31	22.63%	5	3.65%	137
Wisconsin (state-wide sample)	9	9.09%	37	37.37%	15	15.15%	34	34.34%	4	4.04%	99
St. Louis	16	43.24%	1	2.70%	7	18.92%	8	21.62%	5	13.51%	37
Columbia, SC	40	33.33%	23	19.17%	39	32.50%	14	11.67%	4	3.33%	120
Totals	293	19.01%	416	27.00%	358	23.23%	393	25.50%	81	5.26%	1541

Responses by Location and Race/Ethnicity

Responses by Race / Ethnicity	Asian/Pacific Islands	Percent	Hispanic/Latino	Percent	White	Percent	Black/African American	Percent	Native American	Percent	Mixed Race	Percent	Totals
Atlanta, GA	17	8.99%	5	2.65%	93	49.21%	61	32.28%	1	0.53%	12	6.35%	189
Baltimore, MD	1	0.88%	1	0.88%	48	42.11%	52	45.61%	1	0.88%	11	9.65%	114
Detroit, MI	3	1.86%	4	2.48%	145	90.06%	0	0.00%	0	0.00%	9	5.59%	161
Kingsport, TN	0	0.00%	1	0.79%	124	97.64%	2	1.57%	0	0.00%	0	0.00%	127
Ft. Wayne, IN	1	1.12%	2	2.25%	81	91.01%	0	0.00%	1	1.12%	4	4.49%	89
Lancaster, PA	2	2.04%	1	1.02%	92	93.88%	0	0.00%	0	0.00%	3	3.06%	98
Midland, MI	4	5.06%	4	5.06%	66	83.54%	1	1.27%	1	1.27%	3	3.80%	79
Reading, PA	0	0.00%	1	0.92%	106	97.25%	1	0.92%	0	0.00%	1	0.92%	109
San Antonio, TX	1	1.45%	51	73.91%	9	13.04%	2	2.90%	0	0.00%	6	8.70%	69
San Diego, CA	13	12.26%	16	15.09%	49	46.23%	9	8.49%	0	0.00%	19	17.92%	106
Stamford, CT	4	2.96%	22	16.30%	80	59.26%	21	15.56%	0	0.00%	8	5.93%	135
Wisconsin (state-wide sample)	7	7.22%	1	1.03%	70	72.16%	10	10.31%	2	2.06%	7	7.22%	97
St. Louis	0	0.00%	2	5.41%	34	91.89%	0	0.00%	0	0.00%	1	2.70%	37
Columbia, SC	3	2.54%	3	2.54%	78	66.10%	31	26.27%	0	0.00%	3	2.54%	118
Totals	56	3.66%	114	7.46%	1075	70.35%	190	12.43%	6	0.39%	87	5.69%	1528

About the *JA Interprise Poll*™

The *2002 JA Interprise Poll* on Kids and Careers was conducted in October 2001 by Junior Achievement in the classrooms of Atlanta, Baltimore, Columbia, S.C., Detroit, Kingsport, Tenn., Ft. Wayne, Ind., Lancaster, Pa., Midland, Mich., Reading, Pa., San Antonio, San Diego, St. Louis, Stamford, Conn., and various cities throughout Wisconsin. A total of 1,559 students participated. Based on the total sample of middle grades and high school students nationwide, the margin of sampling error is +/- 2.5 percentage points. The survey is part of an ongoing series of surveys on students' views of economic issues.

To read the executive summary of the survey, visit www.ja.org/interprise/execsummary.html. 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 more than four million students through 156 offices nationwide and nearly two million students in 112 countries worldwide. For more information, visit www.ja.org.