

Kids and Careers 2003

Executive Summary

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Notes on Methodology

Students from 127 JA locations across the country participated in the 2003 JA Interprise Poll™ focusing on Kids and Careers. This is the fourth time this survey has been conducted, and 1,183 students voluntarily participated in the Poll. The survey was administered in October and November of 2002, and most participants were involved in JA programs.

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

When identifying an ideal career, students were not provided with a finite number of career choices. Instead, this “open-ended” approach to responses allowed participating teens to enter a career choice using their own words and descriptions. These choices were then grouped into categories, with some discretion necessary. For example, “medical field” was categorized as “doctor,” because the respondent gave no more detail.

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

Survey Highlights

Despite accounting scandals that threatened to erode public trust of major corporations, an unemployment rate that reached 6%, and an economy slow to recover from recession, teens participating in the 2003 JA Interprise Poll™ selected “businessperson” as their “ideal career” choice. “Doctor,” which had held the top ranking since the Poll was introduced three years ago was narrowly edged out by teens wanting to open restaurants, own clubs, and rise to CEO of America’s largest corporations. Not surprisingly, 70% of teens surveyed wanted to own their own business at some time in their life. Based on gender and race/ethnic origin, students had distinct preferences for an ideal career.

However, the effect of a stagnant economy was not lost on students. Expectations for teens’ annual salary by age 40 were the lowest since the Poll’s inception. Perhaps a healthy dose of realism, rather than pessimism, tempered expectations for substantial six-figure salaries and beyond. Students are still highly optimistic about obtaining their ideal career with over one-third of respondents providing a confident “definitely” response to reaching that goal.

Teens realized that education is key to succeeding in their desired profession. Nearly three-quarters of respondents indicated that a four-year college degree or graduate education was essential to obtaining a career that they characterized as ideal.

Although parents may influence the direction of their children’s job aspirations, few teens wanted to follow the career path of either parent. Those students who did wish to pursue a parent’s career tended to be gender biased; male teens wanted to follow their father’s occupation while female students were much more likely to show interest in their mother’s vocation.

The 1,183 students who participated in the online survey were asked the following questions:

- ✓ What is your ideal career?
- ✓ Do you think you will ever have your ideal job?
- ✓ What level of education do you think you need for your ideal job?
- ✓ Where would you find out about different career options? (*Eight options provided*)
- ✓ Do you think your parents spend too much time at work?
- ✓ Do you want to follow in the career path of your mother or father?
- ✓ Would you rather have a career that gives you ...
 - More time for family and fun but less money?*
 - More money, but less time for family and fun?*
- ✓ How much money do you expect to earn per year by age 40?

Detailed results of the 2003 JA Interprise Poll™ focusing on “Kids and Careers” can be found in the Survey Results section that follows.

SURVEY RESULTS

2003 Kids and Careers

Respondent Demographic Characteristics

Who were the 1,183 students responding to the survey? Responses were slightly tilted to female teens by a 52% to 48% margin. The age ranges are representative of students in seventh through twelfth grade, with students 17 and older comprising nearly 42% of responses. The ethnic or racial mix of participating teens approximates the overall ethnic mix in the U.S.

A. Gender

	Frequency	Percent
Male	554	47.7
Female	608	52.3
Total	1,162	100.0
<i>No response</i>	<i>21</i>	

B. Age

Age Range	Frequency	Percent
13-14	364	31.1
15-16	318	27.1
17	307	26.2
18 or older	183	15.6
Total	1,172	100.0
<i>No response</i>	<i>11</i>	

C. Race or Ethnic Origin

Ethnic Origin	Frequency	Percent
Asian/Pacific Islands	67	5.7
Black/African American	139	11.8
Hispanic/Latino	153	13.0
Mixed Race	37	3.2
Native American	2	0.2
White	732	62.4
Other	43	3.7
Total	1,173	100.0
<i>No response</i>	<i>10</i>	

Teens on Their Ideal Career

Question: “What is your ideal career?”

For the first time since the initial release of the JA Interprise Poll™ in 2000, the career of “businessperson” narrowly eclipsed “doctor” as the most popular ideal career choice of teen respondents. The career aspirations identified by students in this category were diverse and included owning a small business, business management, and serving as CEO of a major corporation. A gender split existed in the selection of top-rated careers, with female teens favoring “doctor” and male students preferring “businessperson.”

“Teacher” was tied with “lawyer” as the third most desired career, with the legal profession making a comeback from its sixth place performance in the 2002 Poll. “Teacher” has remained a consistent top four choice for teens since the inception of the Interprise Poll. Having a career as a teacher is a more popular choice among white students compared to other ethnic/racial groups.

The largest drop in ideal career was “athlete” dropping to sixth place, the lowest ranking for this lucrative profession in the Poll’s history. The choice of “athlete” was almost exclusively male, with only six female teens making this selection. Nearly 11% of black teens responding to the survey picked “athlete” as their ideal career, a far larger percent than the other three largest ethnic/racial groups participating in the Poll.

“Entertainer” rounded out the top five ideal careers, with a larger percentage of teen females than teen males setting their sights on Broadway, Hollywood, or concert halls throughout the world. The specific choices in this category included directors, animators, dancers, and producers. Aspiring rock stars surpassed the number of would-be opera singers.

A career in law enforcement climbed in the rankings to the eighth most popular choice from its position in the 2002 Poll as the 11th selection. The category was aided by a number of teens specifically mentioning “crime scene investigator” or “crime lab technician.” Not coincidentally, two shows dealing with this subject are among the top-rated series this television season.

Despite the woes of technology firms in the recent past, the “computer field” remains entrenched as the seventh most popular ideal career, not much different from its sixth place finish in prior years. Male teens are five times more likely than their female counterparts to choose “computer field” as their ideal career. Among male respondents 9.7% selected this career compared to only 1.8% of female respondents.

Top 25 Career Choices by Teens in the JA Interprise Poll™

Rank	Career	Frequency	Percent
1	Businessperson	118	10.4
2	Doctor***	113	10.0
3*	Teacher	74	6.5
3*	Lawyer	74	6.5
5	Entertainer	70	6.2
6	Athlete	68	6.0
7	Computer Field	65	5.7
8	Law enforcement	36	3.2
9	Fashion and design	35	3.1
10	Trades	30	2.7
11*	Scientist	27	2.4
11*	Journalist	27	2.4
13*	Nurse	25	2.2
13*	Accountant	25	2.2
15*	Engineer	22	1.9
15*	Social service	22	1.9
17	Marketing	18	1.6
18	Military	17	1.5
19	Psychologist	16	1.4
20*	Veterinarian	15	1.3
20*	Architect	15	1.3
22	Cosmetologist	14	1.2
23	Chef	13	1.1
24*	Physical therapist	12	1.1
24*	Photographer	12	1.1
	Other**	168	14.8
	Total	1,131	100.0
	No response	52	

*Indicates a tie.

**Other responses can be found in the Appendix section of the report.

***Includes six dentists

“Fashion and design” was given its own category this year, rather than including this career preferences in the broad category of “artist.”

Gender Comparison of Top “Ideal Jobs”

If teens follow through on their pursuit of an ideal job, medical and law schools will have a greater percentage of female than male enrollees; 11.5% of female teens perceive “doctor” as their ideal job, with only 7.4% of male students selecting that occupation. Female students are more likely to select law as a preferred career - 7.9%, compared to 4.5% of male students.

Male teens overwhelmingly preferred two careers compared to their female classmates. Perhaps recognizing the contrast in economic reward for professional sports, 10.8% of male teens selected “athlete” compared to only 1.0% of females. The computer field was mentioned as the ideal job by 9.7% of male teens compared to only 1.8% of female teens. Male teens were also more likely to select a career as a businessperson (11.6%) compared to their female colleagues (8.2%). Which of the top job choices had a disproportionately higher interest for females? A career in teaching appealed to 9.5% of teen women, compared to only 2.7% of male teens.

Response	Male Ideal Career (frequency selected)	Percent of all Males Selecting this Career	Female Ideal Career (frequency selected)	Percent of all Females Selecting this Career
Businessperson	64	11.6	50	8.2
Doctor	41	7.4	70	11.5
Teacher	15	2.7	58	9.5
Lawyer	25	4.5	48	7.9
Entertainment	28	5.1	42	6.9
Athlete	60	10.8	6	1.0
Computer Field	54	9.7	11	1.8

Not all respondents provided a gender selection, so total of male and female responses will not always equal the number of students who selected an ideal job.

Top “Ideal Job” Selected by Ethnic Group or Race*

Response	Asian #	Asian %	Black #	Black %	Hispanic #	Hispanic %	White #	White %
Businessperson	10	14.9	15	10.8	12	7.8	74	10.1
Doctor	11	16.4	17	12.2	21	13.7	53	7.2
Teacher	1	1.5	4	2.9	4	2.6	60	8.2
Lawyer	2	3.0	16	11.5	20	13.1	35	4.8
Entertainment	2	3.0	7	5.0	8	5.2	47	6.4
Athlete	1	1.5	15	10.8	7	4.6	43	5.9
Computer Field	3	4.5	9	6.5	10	6.5	41	5.6

*“Asian” – Asian/Pacific Islands; “Black” – Black/African American; “Hispanic” – Hispanic/Latino

Ethnic and racial identification played a role in the selection of ideal jobs. Asian students selected doctor (16.4%) and businessperson (14.9%) at a higher percentage than any other ethnic groups. Among Asian teens only, these two professions were also their top selections for an ideal career. Compared to other ethnic or racial groups, black students were most likely to pick a career in professional sports (10.8%), although doctor (12.2%) and lawyer (11.5%) were their top choices. Hispanics showed the highest preference for the legal profession (13.1%), compared to other ethnic or racial groups. The top career selection among Hispanic teens was doctor (13.7%). The percent of white teens that indicated teacher as the ideal career (8.2%) was more than double, and sometimes triple, the preference of other ethnic groups. Businessperson (10.1%) was their most frequent selection.

Confidence in Finding the Ideal Job

Question: “Do you think you will ever have your ideal job?”

When asked if they would ever have their ideal job, 71% of students surveyed answered “definitely” or “pretty sure.” This data from the 2003 poll represents a consistently upward trend from survey results in 2001 and 2002 when 59% and 66% of students respectively, provided a similar response.

When “definitely” and “pretty sure” responses were combined, gender responses for finding the ideal job were virtually identical. However, female respondents were more likely to answer “definitely” (37.5%) compared to their male counterparts (32.4%). Male teens were more pessimistic about their future career with a combined 6.1% responding “not likely” or “never” finding their ideal job, while only 2.8% of females provided this dismal outlook.

Response	Frequency	Percent
Definitely	409	35.0
Pretty sure	419	35.9
Maybe	289	24.8
Not likely	41	3.5
Never	9	0.8
Total	1,167	100.0
<i>No response</i>	16	

Segmentation of Finding the Ideal Career by Gender

	MALE		FEMALE	
	Frequency	Percent	Frequency	Percent
Definitely	177	32.4	225	37.5
Pretty sure	212	38.8	201	33.5
Maybe	125	22.9	157	26.2
Not likely	26	4.8	15	2.5
Never	7	1.3	2	0.3
Total	547	100.0	600	100.0
<i>No response</i>	7		8	

As in past surveys, the youngest group of students surveyed is less optimistic in finding their ideal job compared to the oldest group of students. Only 31.8% of students age 13-14 believe they will “definitely” find their ideal job compared to 46.7% of respondents 18 years of age or older. Exactly 75% of students aged 18 or older were “definitely” or “pretty sure” of having their ideal job at some time in their career. In the 2002 Interprise Poll the response for that age group was identical. However, results in the 2001 Poll showed that only 62% of students 18 years of age or older provided the same level of optimism.

Age Ranges	13-14	15-16	17	18 +
Definitely	31.8	34.0	33.0	46.7
Pretty sure	35.7	38.8	37.9	28.3
Maybe	29.2	24.0	22.9	20.0
Not likely	2.5	2.9	5.2	3.9
Never	0.8	0.3	1.0	1.1
Total	100.0	100.0	100.0	100.0
Responses	359	312	306	180
No response	5	6	1	3

In terms of race or ethnic origin, black students were far more likely than any other ethnic group or race to indicate that they would “definitely” have their ideal job, with 50% providing that response compared to 33% of whites and Hispanic students, and 29% of Asian students. That optimism has increased since the 2002 Poll when 40.3% of black students provided the same response. *(In the 2001 Poll 28% of blacks answered “definitely,” but only 50 black students were included in the sample, which makes comparisons difficult.)*

The same confidence shown by black teens in their ability to obtain the ideal job, was also evident in MetLife’s “The American Teacher 2002.” This comprehensive annual study of teacher and student perceptions on a variety of issues, asked students “How successful are you as a person?” The percent of black students responding “extremely/very successful” was 73%, compared to 64% for white students, and 53% for Hispanic students.

Expectation of Finding the Ideal Job by Ethnic Group/Race

Response	Asian/Pacific Islands	Black/African American	Hispanic/Latino	White
Definitely	29.2	50.0	32.7	33.0
Pretty sure	26.2	33.3	31.4	39.0
Maybe	36.9	15.2	32.7	23.2
Not likely	6.2	1.5	2.6	4.1
Never	1.5	---	.7	.7
Total	100.0	100.0	100.0	100.0
Responses	65	132	153	728
No response	2	7	---	4

Education and Career Attainment

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

In the 2001, 2002, and 2003 JA Interprise Polls, the percent of students who believe that a four-year college or graduate degree is required for their ideal job exceeded 72%. In the 2001 Poll the figure was 72.9%, swelling to 77.2% in 2002, and remaining at the high level of 74.1% in the most recent 2003 JA Interprise Poll. In fact, if students selecting “other” and providing no detail as to the type of education are excluded, 76.4% of students in the 2003 Poll realize the importance of a four-year college or graduate degree to reach their career expectations.

Response	Frequency	Percent
Some high school	24	2.1
High School diploma	68	5.8
Some college	66	5.6
2-year college degree	109	9.3
4-year college degree	455	38.9
Graduate degree	411	35.2
Other	36	3.1
Total	1,169	100.0
<i>No response</i>	14	

When comparisons by gender are made, more female students (77.5%) than male students (70.4%) believe that a four-year college degree or graduate degree is essential to obtaining their ideal job. This is a slightly higher gender spread than was evident in the 2002 survey. Gender differences in ideal career selection will influence the education level selected.

Response	Male Frequency	Male Percent		Female Frequency	Female Percent
Some high school	13	2.4		9	1.5
High School diploma	40	7.4		26	4.3
Some college	37	6.8		29	4.8
2-year college degree	54	9.9		54	8.9
4-year college degree	208	38.2		239	39.5
Graduate degree	175	32.2		230	38.0
Other	17	3.1		18	3.0
Total	544	100.0		605	100.0
<i>No response</i>	10			3	

Parents...and Kids and Careers

Question: Do you think your parents spend too much time at work?

Fewer than 30% of teens believe that their parents spend too much time at work. The difference in perception between male and female respondents is not statistically significant.

Response	Frequency	Percent	Male Frequency	Male Percent	Female Frequency	Female Percent
Yes	345	29.8	152	28.3	184	30.7
No	813	70.2	386	71.7	415	69.3
Total	1,158	100.0	538	100.0	599	100.0
<i>No response</i>	25		16		9	

Question: Do you want to follow in the career path of your mother or father?

Research has shown that the political views of parents are a major influence on their children’s viewpoints as they begin participating in the public policy process. According to the 2003 Interprise Poll, this relationship does not extend to career choices. More than 76% of teens indicated that they did not wish to follow the career paths of either parent.

When the results were segmented by gender, female teens were more likely to indicate “neither” (78.9%) compared to their male counterparts (73.4%). Male teens were six times more likely to prefer the career path of their father to their mother (17.1% vs. 2.8%), while female students who indicated that they would follow the career path of a parent, were twice as likely to prefer their mother’s career (9.8%) to their father’s career (4.9%).

Response	Frequency	Percent
Mother	75	6.6
Father	121	10.6
Neither	875	76.4
Both	74	6.5
Total	1,145	100.0
<i>No response</i>	38	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Mother	15	2.8	58	9.8
Father	91	17.1	29	4.9
Neither	390	73.4	468	78.9
Both	35	6.6	38	6.4
Total	531	100.0	593	100.0
<i>No response</i>	23		15	

Balancing Career and Personal Time

Question: Would you rather have a career that gives you...

More time for family and fun but less money?

More money, but less time for family and fun?

When examining the inevitable tradeoff between time and money in career selection, teens overwhelmingly selected family and fun, over money. Nearly 65% of teens opted for “More time for family and fun, but less money” compared to “More money, but less time for family and fun.” Male respondents were slightly more likely to select money (38.6%) than female teens (31.6%) These results are very similar to sentiments expressed in the 2001 and 2002 survey.

Response	Total Frequency	Total Percent	Male Frequency	Male Percent	Female Frequency	Female Percent
More time, less money	746	64.8	329	61.4	407	68.4
More money, less time	405	35.2	207	38.6	188	31.6
Total	1,151	100.0	536	100.0	595	100.0
<i>No response</i>	32		18		13	

Expectations about Future Earnings Power

Question: How much money do you expect to earn per year by the age of 40?

Did the recession, a 6% unemployment rate, and a falling stock market temper the optimism of teens in regard to their future earnings capability? In this 2003 Interprise Poll, only 9.1% of responding teens expect to be millionaires by the time they reach 40 years of age, significantly down from 14.1% in the 2002 Poll, 13.1% in the 2001 Poll, and 15% in the 1999 Poll.

Teen expectations for the next highest salary range, \$500,000 - \$999,999, also showed a dip in comparison with prior Polls. In 2001, 8.1% of students believed they would earn between \$500,000 - \$1 million and the figure in the 2002 Poll climbed to 9.1%. In the latest Poll, the percent of teens anticipating that salary range fell to 6.7%.

Response	Frequency	Percent
Less than \$25,000	17	1.5
\$25,000 - \$34,999	67	5.8
\$35,000 - \$49,999	142	12.2
\$50,000 - \$74,999	235	20.2
\$75,000 - \$99,999	187	16.1
\$100,000 - \$249,999	201	17.3
\$250,000 - \$499,999	129	11.1
\$500,000 - \$999,999	78	6.7
\$1,000,000 +	106	9.1
Total	1,162	100.0
<i>No response</i>	21	

In what occupations were the prospective millionaires concentrated? Not surprisingly, 30.8% of teens aspiring to be professional athletes thought that they would earn at least a million dollars by the age of 40. Of students planning a career as a businessperson, 13.6% anticipated becoming millionaires, and 18.8% of teens aspiring to careers in the entertainment industry anticipated earning seven figures by the time they were 40.

The only top-seven profession selected with no expectations of earning millions was “teacher,” although it was tied for the third most popular profession selected. Despite the past success of Silicon Valley in generating young millionaires, only 1.6% of teens selecting “computer field” as the ideal job thought that they would earn \$1 million or more by age 40.

Millionaires by Most Frequent Occupations Selected

Response	Ideal Career (frequency selected)	Percent Who Expect to earn \$1 million +
Businessperson	118	13.6%
Doctor	113	4.5
Teacher	74	---
Lawyer	74	6.9
Entertainment	70	18.8
Athlete	68	30.8
Computer Field	65	1.6

Gender Expectations of Salary by Occupation

To determine if there was a gender gap between male and female anticipation of future salary, the top seven career choices were analyzed by gender and salary expectations. In all top job choices where there were enough responses for comparisons (athlete excluded), male expectations to earn \$250,000 or more exceeded female expectations. In the career choice of businessperson, male teens were nearly twice as likely (42.2% vs. 22.0%) to anticipate earnings of \$250,000 or more by the age of 40 than their female counterparts did. The gap in earnings expectations between genders may be a result of female teens having a more realistic view about compensation levels in the marketplace.

Response	Percent of All Males Selecting this Career	Percent Who Expect to Earn \$250,000 +		Percent of All Females Selecting this Career	Percent Who Expect to Earn \$250,000 +
Businessperson	11.6	42.2		8.2	22.0
Doctor	7.4	47.5		11.5	37.7
Teacher	2.7	6.7		9.5	7.1
Lawyer	4.5	47.8		7.9	37.5
Entertainment	5.1	49.9		6.9	29.3
Athlete	10.8	54.4		1.0	*
Computer Field	9.7	22.2		1.8	10.0

* *Not enough responses for a comparison.*

Students' Desire to Be Self-Employed

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

Male students were much more likely to indicate a preference for owning a business at some point (78.9% to 61.2%) than female teens. Black students had a greater preference for owning their own business (83.7%) and white students showed the lowest preference at 65.9%. Interestingly, research recently released from a study financed by the Ewing Marion Kauffman Foundation and the National Science Foundation found that black men ages 25-35 with graduate school experience were the most active segment of the population when it comes to starting a new business. Overall, blacks are 50% more likely than whites to start a business, according to the study.

Response	Frequency	Percent	Male Frequency	Male Percent	Female Frequency	Female Percent
Yes	813	70.0	426	78.9	368	61.2
No	349	30.0	114	21.1	233	38.8
Total	1,162	100.0	540	100.0	601	100.0
<i>No response</i>	21		14		7	

Segmentation by Racial/Ethnic Group

Response	Asian/Pacific Islands	Black/African American	Hispanic/Latino	White
Yes	75.8	83.7	78.7	65.9
No	24.2	16.3	21.3	34.1
Total	100.0	100.0	100.0	100.0
<i>Responses</i>	66	135	150	722
<i>No response</i>	1	4	3	10

Sources to Learn About Career Options

Question: Where would you go to find out about different career options?
(Respondents could check all applicable responses)

Students were asked to select different sources they would access for information on career choices. “Teachers/Counselor” was selected by 71.4% of students and the Internet was a choice of 66.1% of students. Different media sources were chosen by less than 40% of teens.

Response	Frequency	Percent*
Teacher/Counselor	816	71.4
Internet	755	66.1
Parent	661	57.8
Friends	492	43.0
Print Media	439	38.4
Job shadowing	438	38.3
Radio/TV	345	30.2
Mentors	332	29.0
TOTAL	4,278	100.0%

*Percent based on 1,143 respondents

Because of multiple responses, percentages add to greater than 100%.

Appendix

Four JA locations provided more than 75 responses to the 2003 JA Interprise Poll.™ Responses from these areas are segmented below for each of the major questions that were posed.

	Responses	Percent of all students surveyed (1,183)
Canton, Ohio	125	10.6
Dallas, TX	95	8.0
Orlando, FL	87	7.4
Reading, PA	94	7.9
TOTAL	401	33.9%

Percent Distribution of Responses for the Most Frequently Mentioned “Ideal Career”

Response	Canton, Ohio	Dallas, TX	Orlando, FL	Reading, PA
Businessperson	5.6	9.5	5.7	5.3
Doctor	7.2	11.6	10.3	9.6
Teacher	6.4	3.2	5.7	2.1
Lawyer	6.4	8.4	6.9	13.8
Entertainment	7.2	6.3	6.9	7.4
Athlete	12.8	9.5	8.0	8.5
Computer Field	5.6	5.3	9.2	4.3
Other	48.8	46.3	47.1	48.9
Responses for Top Seven Careers	64	51	46	48
Total Responses	125	95	87	94

Percent Distribution of Responses for Confidence in Finding the Ideal Job

Response	Canton, Ohio	Dallas, TX	Orlando, FL	Reading, PA
Definitely	33.1	33.0	41.4	37.4
Pretty sure	35.5	24.5	33.3	35.2
Maybe	25.6	39.4	24.1	24.2
Not likely	1.7	3.2	---	3.3
Never	4.1	--	1.1	---
Total	100.0	100.0	100.0	100.0
Total Responses	121	94	87	91

Percent Distribution of Responses for Education Needed for the Ideal Job

Response	Canton, Ohio	Dallas, TX	Orlando, FL	Reading, PA
Some high school	3.4	2.1	2.3	4.3
High School diploma	11.9	9.5	4.7	10.8
Some college	11.9	2.1	---	7.5
2-year college degree	11.9	4.2	8.1	10.8
4-year college degree	37.3	41.1	29.1	34.4
Graduate degree	19.5	40.0	51.2	28.0
Other	4.2	1.1	4.7	4.3
Total	100.0	100.0	100.0	100.0
Total Responses	118	95	86	93

**Percent Distribution of Responses for Perception
That Parents Spend Too Much Time at Work**

Response	Canton, Ohio	Dallas, TX	Orlando, FL	Reading, PA
Yes	31.0	36.2	32.2	24.7
No	69.0	63.8	67.8	75.3
Total	100.0	100.0	100.0	100.0
Total Responses	113	94	87	93

Percent Distribution of Responses for Following a Parent's Career Path

Response	Canton, Ohio	Dallas, TX	Orlando, FL	Reading, PA
Mother	7.2	9.9	5.7	4.4
Father	12.6	8.8	9.2	14.3
Neither	75.7	75.8	79.3	73.6
Both	4.5	5.5	5.7	7.7
Total	100.0	100.0	100.0	100.0
Total Responses	111	91	87	91

Percent Distribution of Responses for Balancing Career and Personal Time

Response	Canton, Ohio	Dallas, TX	Orlando, FL	Reading, PA
More time, less money	62.8	55.9	65.1	52.8
More money, less time	37.2	44.1	34.9	47.2
Total	100.0	100.0	100.0	100.0
Total Responses	113	93	86	89

Percent Distribution of Responses for Salary Expectations at Age 40

Response	Canton, Ohio	Dallas, TX	Orlando, FL	Reading, PA
Less than \$25,000	1.7	3.2	---	3.2
\$25,000 - \$34,999	5.1	4.3	8.0	8.5
\$35,000 - \$49,999	11.1	11.7	11.5	13.8
\$50,000 - \$74,999	17.9	17.0	16.1	14.9
\$75,000 - \$99,999	17.1	20.2	17.2	12.8
\$100,000 - \$249,999	16.2	19.1	19.5	11.7
\$250,000 - \$499,999	11.1	11.7	11.5	17.0
\$500,000 - \$999,999	6.8	4.3	6.9	7.4
\$1,000,000 +	12.8	8.5	9.2	10.6
Total	100.0	100.0	100.0	100.0
Total Responses	117	94	87	94

Percent Distribution of Responses for Desire to Be Self-Employed

Response	Canton, Ohio	Dallas, TX	Orlando, FL	Reading, PA
Yes	61.2	71.3	59.8	77.7
No	38.8	28.7	40.2	22.3
Total	100.0	100.0	100.0	100.0
Total Responses	116	94	87	94

Percent Distribution of Responses for Sources to Learn About Career Options

Response	Canton, Ohio	Dallas, TX	Orlando, FL	Reading, PA
Teacher/Counselor	67.2	62.9	67.1	72.8
Internet	49.1	57.3	77.6	64.1
Parent	60.3	50.6	61.2	51.1
Friends	44.8	37.1	49.4	35.9
Radio/TV	32.8	25.8	36.5	38.0
Mentors	20.7	24.7	25.9	17.4
Print	30.2	21.3	42.4	44.6
Job shadowing	47.4	12.4	45.9	23.9
TOTAL RESPONSES	116	89	85	92

Students were able to provide multiple responses so percentages add to greater than 100%.

Verbatim Preferences for the Ideal Career

Businessperson	Doctor
A CEO of a multimillion dollar company	a doctor
Chief Executive Officer	Anesthesiology
(SAB) Small Business Owner	Be a doctor
anything in business	becoming a doctor mastering id medicine
banker,dentist	cardiology
become a business man	Denstist
Being A Business	Dental
Buisness Associate	dentist
buisness woman	dentist
business	DENTIST
business	Dermatologist w/ own office
business	Dermatologist
business	Doctor
business	docter
Business	docter
Business	Doctor
BUSINESS	doctor
business executive	doctor
business executive	doctor
Business Executive	doctor
business man	doctor
business man	doctor
Business Man	doctor
business management	doctor
Business Management	doctor
business management (entreprenuers hip)	doctor
business management and adminstration	doctor
business management, becoming a corporate lawyer	doctor
business marketing	doctor
business owner	doctor
business owner	doctor
business owner	doctor
Business owner	doctor
Business owner	Doctor
Business owner	Doctor
Business owner	Doctor
Business Owner	Doctor
Business Owner, Entrepreneur	Doctor
business person	Doctor
Business/Finance	Doctor
businessman	Doctor
businness career	Doctor
Business Owner or Teacher	Doctor
bussiness managment	Doctor
CEO - Best Buy inc.	DOCTOR
CEO	DOCTOR
CEO of a big company	Doctor (Surgeon)
CEO of my own Music Producing Company	doctor/vetenerian
CLUB OWNER	DOCTOR/VETENERIAN
Coffee Shop Owner/Computer programmer	doctos

entrapeneur	doctor
entrepreneur	Epidemiologist
Entrepreneurship	Family Physician
Entrepreuner (own my own business)	I want to be a doctor.
entrepueuer	medical
Executive Managment	Medical
general manager of a hotel	Medical doctor
hotel management	medical field
hotel management	medical field
Hotel Management	Medical Field
Hotel Manager	medical school
Independent Business Owner	medicine
international business	medicine
International Business	medicine or business
International Business(Spain)	neuro psychology- dr.
investment banker	Obstattrion/Gynocologist
Investment Banker	Obstattrion/Gynocologist
Investment Banker/ Lawyer	obstetrician
Investment Banking	Obstetrician
Manager / Owner of Mechanic and Electrical Shop	obstrician
Managing/CEO of a technology corporation	orothopedic surgeon
my own business put up a flower shop	Orthodontist
open a business or fly planes	Paediatrician
own a business	Pedetrison
own a health spa and resort,	pediatrician
Own a small accounting firm	pediatrician
own company /welder/sales and marketing	Pediatrician
Own my own business	Pediatrician
OWN MY OWN BUSINESS	PEDIATRICIAN
own my own day spa	pediatrician or general doctor
owner of a business	pedtrionist
Owner of an Inn	psychiatrist
Owner of Business	physicayatrist
Owning a business that teaches people about money	physician
Owning a Hotel that is really neat	Physician
owning a huge company such as mtv	Physician
Owning a resturaunt or a dance club.	Physician
owning a skateboard shop	Physician complemented with Music and Art Therapy
owning a sporting goods store	Plastic Surgeon
owning a sporting goods store	Plastic Surgeon
owning a store	Podiatrist
Owning my own buisness!!!	Psychatrist
Owning my own business designing computer games.	psychiatrist
owning my own sporting good store	psychiatrist
president of a business or a lawyer	psychiatrist
president of a company	psychiatrist
priopriator owner	Psychiatrist
restaraunt owner	Psychiatrist
restaurant owner	psychiatry
restruant owner	sports medicine
resturant owner	sports medicine
retial store owner	Sports Medicine
selling goods	surgeon
shopkeeper	surgeon

small buisness owner	Surgeon
somthing in business	To be a Dentist
start my own business	To be a doctor.
Successful Bussiness Woman	To be able to help others in medical field
to be a business woman!	to become a Doctor
To be a profotional international businessman.	To Become A Gynecologist.
to becom e my own movie &record producing ceo	to become a pediatician
to open my own specialty clothing boutique	to become a pediatrician
To own a business	To work as a Urologist and have a Angus herd
to own a reataurant	
to own my own chain of 5 star hotels	Lawyer
To start my own business	
to work at the top of a big corporation	A lawyer, network engineer or an Anesthesiologist
Ultimately, CEO or CFO of a large corporation	Attorney
	Attorney
Teacher	Corporate Law
	COrporate Lawyer
a teacher	criminal lawyer
A Teacher and a Volleyball coach	Divorce Law
art tacher	I want to be a lawyer or a pathologist
Band Director(music education)	judge
being a math teacher	judge
being a special education teacher	law
being a teacher	law
being a teacher	law
dance teacher	Law
Early Childhood Education	lawer
Early Childhood Education teacher	lawer
education	Lawyer-CEO of a fortune 500 corperation/Thesbian
Education	lawyer
elementary education	lawyer
elementary education	lawyer
Elementary education in city schools	lawyer
elementary school teacher	lawyer
Elementary School Teacher	lawyer
English Professor	lawyer
High School coach	lawyer
History Professor	lawyer
history teacher	lawyer
I want to be a teacher for mentally handicaped	lawyer
I would like to be a teacher.	lawyer
Kindergarten Teacher	lawyer
Middle School Teacher	lawyer
Music Education	lawyer
music teacher	lawyer
Pre-K, or second grade teacher	lawyer
professer of pop culture	lawyer
school teacher	lawyer
Special Education Teacher	lawyer
sports medicine education	Lawyer
TACHER	Lawyer

teacher	Lawyer
teacher	Lawyer
teacher	Lawyer
teacher	Lawyer
teacher	Lawyer
teacher	Lawyer
teacher	Lawyer
teacher	Lawyer
teacher	Lawyer
teacher	Lawyer
Teacher	Lawyer
Teacher	Lawyer
Teacher	Lawyer
Teacher	Lawyer
Teacher	Lawyer
Teacher	LAWYER
Teacher	Lawyer or CEO
Teacher	lawyer or doctor
Teacher	Lawyer or Doctor
Teacher	Lawyer or Law Enforcement Agent
teacher or housewife	lawyer, p.t., doctor
teaching	Lawyer/Political Official
teaching	Laywer
teaching	Laywer or Heart Surgeon
teaching	to be a lawyer
teaching	To be a lawyer.
teaching	to become a lawer
Teaching (m usic)	to become a lawer
teaching elementary school	to become a lawyer
teaher aide	to become a lawyer
to be a director of Christian Education	to become a lawyer
to be a elementry school teacher	to graduate and to become a lawyer
To be a High school art teacher	to hecome a lawyer
To Be a Teacher	
To be an artist or art teacher	Athlete
to become a elementary school teacher (3rd grade)	
to become a teacher	A professional sports career.
a job teaching or performing music	athlete
	athlete
Entertainer	Athlete
Professional Hip Hop Dancer	Baseball General Manager or Sport Reporter
film/photo-documentarian	baseball player
Movie Star	Baseball player or Offensive Coordinator
exotic dancer	basketball player
professsional rapper	Basketball player
a punk rock drummer	Basketball player
a singer	basketball, football or a docter
acting	FBI/Basketball player
actor	football
Actress/detective/pediactric	football
Advertisement or becoming a movie writer	football
An actress/model	football
animator	football player
any kind of dancing	football player
anything in performing arts	football player

BE A PROFESIONAL ACTREE	Going to the NBA or the NFL.
Be in a professional orchestra	I want to be a basketball player
being an actor in a movie i wrote.	NBA Basketball player
cartoonest	NBA(National Basketball Association)
Cartoonist/ Art teacher	NFL Superstar, and actor
clarinet performer	play foot ball
counselor or a dancer	Play in the NBA
dance coriographer	Play professional basketball
Dancing	play sports
Designer	playing football
director	Playing In MLB.
director	playing major league baseball
Disc Jockey	pro-basketball player or an OBGYN
Doing The Voices Of Cartoon Characters	pro basketball player
editor of fashion mag or film editor, director	pro football player
Film Director/Editor or Business	pro football player
glamorous actress/model/singer	pro hockey player
I want to be an R&B singer,I love musical art	Pro Hockey Player
Lead singer of a band	Professional Football player
movie director	professional athlete
Movie producer	Professional Athlete
movie star	Professional Athlete
Movie star	Professional Baseball or Football player
Movie Star	professional baseball player
Music	Professional Bowler
Music	professional football player
music business	professional football player
Music Performance Major	professional golfer
musician	professional Hockey
My ideal career is animation	Professional Hockey
My ideal career is being a Dancer	professional soccer player
My ideal career is being a Dancer	professional soccer player
Opera Singer	Professional Soccer Player
perform on Broadway	professional sports
performing arts- music	professional athlete
Record Company Executive	Race car driver
rock star	race car driving
Rock Star	Something involving sports.
Rock Star	sports
Rock Star	sports agent
Rock Star	sports agent
rockstar	sports medicine/athletic trainer
rockstar	Sports Research Analyst
Rockstar	TO BE A BASKETBALL PLAYER
Singer & Pediatric Nurse	To be a basketball player in the WNBA
Singer or Hairstylist	To become a wrestler for the WWE.
singer/actress	To become am N.B.A. player
singer/dancer	To play professional sports or to design games
singing or a teacher	woman's national basketball association
singing/acting	
Something in theatre	Computer field
Special Effects Coordinator	
to be a singer or act	Comp tech, Comp Diag
To major in T.V. Production	computer art
to sing	computer art
Comedian	Computer Consultant

Law enforcement	Computer Consultant/ webmaster/ programmer/ tech.
	Computer Design
a police officer and a teacher	Computer engineer
cop	Computer Engineer
cop	computer engineering
Cop	computer engineer
Crime Lab Assistant	Computer Game Designer / Tester
crime scene investigator	computer game programming
crime scene investigator	Computer Graphics Designer
Crime Scene Investigator	computer integ
Crime Scene Investigator	computer prgrammer
FBI	computer programmer
FBI	computer programmer
FBI Agent	Computer programmer
FBI Agent	Computer Programer
FBI/Basketball	Computer Programer
Forensic Scientist	computer programing
Forensic Scientist	Computer Programing Major
Frensic Sienctist	Computer Programmer -- Masseur
I want to be a crime investigator	computer programmer
i whant to be on the swat team	computer programmer
I would like to be an FBI agent	computer programmer
investegator	computer programmer
investigator	computer programmer
law enforcement	computer programmer
Law enforcement	computer programmer
Law Enforcement	Computer Programmer
marine officer	Computer Programmer
Mortition, or Detective	Computer Programmer
police	Computer Programmer
Police	Computer Programmer.
police officer	computer programming
probation officer	Computer repair
probation or parole officer	Computer Science
Royal Canadian Mounted Police	Computer Software Designer
something in criminal justice	Computer Specialist
To be a police officer	computer speshilist
U.S. Marshall	computer system technology
	Computer Systems Analyst
Fashion/Design	Computer Technican
	Computer Technician
Decorater	computer technology
deizener	computer technology
Fashion Designer	Computer Technology
Fashion Designer/Model	computer telecommunications
fashion designing	computers
fashion desinging	game programming(console)
fashion desinging	I want to pogram the computers
FASHION INDUSTRY/BUSINESS / DESIGNER	I want to pogram the computers
Fashion Merchandising	IT
graphic desginer	Microsoft Certified Systems Engineer
Graphic Design Artist	PC Motherboard Engineer
graphic design at a record label	Starting software design company
graphic designer	Technology
graphic designer	technology w/ computers
Graphic Designer	to design computer software
Graphic Designer	video game developer

Graphic Designer	web design
I want to be a fashion designer	web design
Interior Decorating	Working with computers and people
interior decorator	any thing dealing with computers
Interior Decorator	
INTERIOR DESIGN	Engineer
interior designer	Engineer
interior designer	Aerospace engineer
interior designer	An engineer of some sort.
Interior Designer	Civil Engineer
Interior Designer	engineer
lighting designer on broadway NY	engineer
model	engineer
Model	engineering
Model	engineering
model/doctor	engineering
Modeling	Engineering
to be a business eoman in fashion design	engineering design
to be a fashion desiner or open a bar	Engineering major
	Machanical Engineer
Trades	Mechanical Engineer
	Mechanical Engineer
Auto Body Repairer	mechic. eng.
auto mechanic	nasa engineer
auto mechanic	Robotic Engineering
Auto Mechanic	software engineering
auto mechanics	structural engineering
auto mehanics	robotic engineer
auto mehanics or archcology	
automotive customizer	Science
aviation	
Brick laying	Chemical Engineer
carpenter	Animal Geneticist
CARPENTER	
construction	Animal Specialist
electician	astromoner
electrician	astronaut
Electrical Engineer	Astronomer
Electrical Engineering	biologist
electrician	Chemist
electronics	Geneticist
machanic	marine biologist
Master Mechanic	marine biologist
mechanic	marine biologist
mechanic	Marine Biologist
mechanic	marine biologist/zoologist
mechanic	Marine Biology
Mechanic	Marine Biology or Forensics
Small engin repair Tech.	Mathematician
Small Engine Repair	meteorologist
welder	meteorologist
	Metorology
Journalist	Molecular Physist
	My ideal career is microbiology.
	roket scientist
a journalist	Science
A Journalist	Science
Author	theoretical physics
Author/Musician	To become a Marine Biologist.

being a writer	Zooligist
Broadcast Journalist	
Broadcasting	Veterinarian
Communications - Journalism	
journalist	I want to be a Vet
journalist	to be a vet
journalist	vet
Journalist or Photographer	vet/sketch artist
magazine journalist	Vetanarian
mass communications	vetenerian
Media	veterinarian
Media Center Specialist	veterinarian
news anchor	veterinarian
Radio/Television Broadcasting	Veterinarian
Radio/TV Broadcaster	Veterinarian
White House New Correspondent	Veterinary Doctor
Working on the radio or television	Veterinary Medicine
write poetry and books	veterniarian
writer	Vetrinarian
writer and college/personal coach	
Writer/ Storm Chaser/ Fireman	
writing	Architect
Writing poetry and working to preserve nature.	
	architech
Accountant	architect
	architect
accountant	architect
accountant	Architect
accountant	Architect
Accountant	Architect
Accountant	Architect/Engineer
Accountant	architecture
Accountant	architecture
Accountant	architecture
Accountant or Finance	Architecture
accountent	Architecture
accounting	arcitect
accounting	I want to be an architect.
Accounting	
Accounting	Cosmetologist
Accounting /with international views	
Accounting and International Marketing	cosmetologist
Accounting or some type of Business career	cosmetologist
accouting	Cosmetologist
an accountant	cosmotology
An accountant, WNBA,	cosmotologist
banking (Accountant)	Cosmotology
business accountant or management	doing cosmotology
business accounting	doing hair/make up
CPA	famous hair dresser
Financial Accountant	hair dresser
Actuary	hair dresser
	To own a beauty salon with my friend Stefania
Nurse	
a nurse	Artist

a public health nurse	
nurse	camercial art
nurse	car design engineer
nurse	Commercial Artist
nurse	commercial arts
nurse	Free Lance Photographer/Artist
Nurse	My ideal careers would be law or The Arts
Nurse or a lawyer	something in art
Nurse Practioner	artist
nursing	Artist
Nursing	
Nursing	Military
Nursing	
Nursing	to be in the army
pediatric nurse	to become a general
Pediatric nurse	go into the military
Registered Nurse	Marine
Registered Nurse	Military
Registered Nurse	Navagation Navy Pilot
Registered Nurse	Naval Officer
RN	Naval Pilot
i want to become a nurse/doctor	navy seal
Medical Assistant	Tec in the Air Force
	To serve in the army
Psychologist	U.S.A Air Force
	United Coas t Guard
to become a psycologist	United States Marine
Bachelor of Arts with major in Psychology	work in the airforce as a pilot
Clinical psychologist	
I think my ideal job would be to be a Physcologist	Therapist
Phycology	
Physcologist	masso therapist
Pshycologist	athletic trainer
pshycology	Be a prefesional massage lady
psychologist	Occupational Therapist
psychologist	Occupational Therapist or Teacher
Psychologist	phyiscal therapist
Psychologist	Physical Therapist
Psychologist or Psychiatrist	Physical Therapist
Psychology	Respiratory Therapy
psycologist	Something in the medical field
	To be something that involves the medical feild
Pilot	working with animals or people who are sick.
	Working with Children or maybe the medical field
I want to be an airline pilot.	
N.A.S.A. test pilot	Chef
pilot	
Pilot	a chef or teaching a computer help class
Pilot	chef
Pilot	chef
pliot	Chef
	Chef
	Chef
	Chef
	Chef/owner of a resturant

	Cheff
	Cheif
Photographer	Culinary arts
	Executive Chef
extrem photographer	to be cooker
Photo Journalist	
photographer	
photographer	a community helper
Photographer	be able to provide assistance to society
Photographer	child care
Photographer	Child Care
Photographer	help work with teens /teacher
Photographer	Helping other people
Photographer	Helping other people
taking pictures	International humanitarian worker/official
photagrapper/cosmetoligist	Marriage and Family Theripist
	MINISTER
	Minister of music
	missionary
	Social Work
	social worker
Marketing	social worker
	Social Worker
advertising	Social Worker
Advertising Account Executive	Social Worker/Accountant
Advertising Executive	Social Worker/Accountant
advertising manager	To help children in many different ways.
An Acoount Executive	To work with peolpe that need help with polems
Business Management/ Marketing	work for development bank w/undeveloped communities
chief executive of a marketing or advertisment co.	
I want to be a marketing manager at a local busine	Firefighter
Marketing	
Marketing & Financing	becoming a Firefighter
Marketing /Advertising /Finance Associate	firefighter
Marketing and Advertising Manager	firefighter
marketing consultant	firefighter
Marketing Executive	Firefighter
marketing, entrepreneurial, or international busin	firefighter, emt
Media Marketing	firefighting
	Other
one in advertising/ public relations	
Vice President of Marketing	BE AN BUILDER
Agriculture	business administrative?management
Agronomy	byer for a dept. store
cattle ranching	Hospitality
cattle ranching	management
Audiology	manager
healthcare	Manager
medical finance	motorcycle shop
pharmacist	self-employed
pharmacist	Stock Broker
pharmacy	Stock Broker

pharmicist, technical engineer, law practice	Stock Broker
Pharmisist	travel and hospitality
	traveling for business
	Working amoung many people in a larger corperation
Other	a job at which i am good at and enjoy doing
	A job in which I have fun and make a lot of money
Human Resources, Benefits director	A working environment that is educational and fun
I dont know??	Able to understand International Business
industrial design	
international relations	Air Traffic Control
JA REP	air trafic controller
jigolo	an international Economist
landscaping	animals caretaker
landscaping	Anything with Animals
liberal arts/communications	Archaeologist
Life	baby care or sewing
Life guard	Bar Tender
<i>Deleted</i>	be happy enjoying whatever i might do
matco distributor	deleted
mcdonalds	boss
mecanhine	Car Modification specialist
millionaire	Christian Ministry
N.S.A analyst	college
n/a	
No Work Free Money!	custudain
not sure	day care
not sure	do not know
Not sure	doesnt really matter as long as i get paid good
not sure yet	don't know
One in which I can travel, meet people, and make \$	don't know
Paralegal	Don't Know Just Yet
Pastor	dont know
Pharmaceutical sales rep	<i>Deleted</i>
politician	Egyptologist
Politician	<i>Deleted</i>
politician/national senator	financial consulting
Politics	Foreign Service Officer
popo	garbage man
president	Harley Teqnition or machanic
President of the United States of America	
President of the USA	
professional shopper	roller coaster designer
pyrotechnic	roller coaster designer
Real Estate	running my own clinic
Real Estate Agent	sales
real state	same
Refrigeration	secretary
Relastate broker	Service Oriented
renting out homes	sign laungage intuputer
	skateboarder
	Something that I like doing and get paid good

undecided	Something that paying god money and involves math
undecided	something where I can be very creative
undecided	Something with Law
undecided	student
Undecided	super sayian
upholstery	that you work hard for and are happy with
Wildlife Conservationist	to be playmate of the year
WILDLIFE/ FORESTRY	to make a lot of money
work for Pixar	to work at an airport
Work for the Government	Training
something in child development	translator of classic languages
working with children	Truck Driver/ Oil Drilling.
	A housewife
working with the integumentary system	mother
xxx	stay at home wife
youth minister	
youth minister	
Counselor	