

# **Kids and Careers 2004**

## **Executive Summary**

**Presented by  
Junior Achievement Inc.**

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***JA Interprise Poll***

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Series**

\*Note: This report makes reference to previous *JA Interprise Poll* results. Poll results are posted in the Research Center on [www.ja.org](http://www.ja.org) (under Student Center).

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## **Notes on Methodology**

Students from 60 JA locations across the country participated in the 2004 JA Interprise Poll™ focusing on Kids and Careers. This is the fifth time this survey has been conducted, and 1,000 students voluntarily participated in the Poll. The survey was administered in October and November of 2003, 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.

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

For the second consecutive year, students selected “businessperson” as their ideal career (12.8%) with the choice of “doctor” (6.5%) following a distant second. Last year’s 2003 Interprise Poll marked the first year that doctor had not been the first choice since the Poll’s inception in 2000. Career aspirations identified by students in the business category were diverse and included owning a small business, managing within a company, and serving as CEO of a major corporation.

In past Interprise Polls, top career preferences have remained fairly consistent from year to year. Perceived career opportunities within the computer field propelled this occupational choice from seventh place in the 2003 Poll to a tie for fourth place. A career as a programmer has always been a popular choice among students. This year, additional students became enamored with opportunities to develop computer graphics, design video games, and create computer animation.

Gender continues to be a determinant of both occupational choices and earnings expectations. Female teens were much more likely to select professions in law, medicine and education than their male classmates. As a result, female students perceived that they would need a higher level of education to obtain their ideal career compared to male teens. Only 62% of male teens believed that they needed a four-year college degree or higher to achieve their career goals compared with 74% of female students.

These results reflect what BusinessWeek referred to as “The New Gender Gap,” in its May 26, 2003 cover story. According to the article, women earned 57% of all BA degrees and 58% of all master’s degrees in the U.S., with those percentages expected to climb in the next decade. A poll of high school seniors indicated that girls also dominate participation in extracurricular activities such as student government, academic clubs, and involvement with the school yearbook and newspaper.

Boys preferred careers in the computer field and professional sports at a much higher percentage than female students did. In general, boys anticipated higher earnings potential than girls, even within similar career fields.

Students were asked to choose between two career alternatives; one gave them more time for family and fun, but less money, while an alternative career path provided more money, but less time for family and fun. Fifty-six percent of students opted for a career that provided more leisure time, which represented a drop from the previous year when 65% of students indicated a similar preference.

Salary expectations by the age of 40 continued to decline since the inception of the Poll in 2000. This year, only 8.1% of responding teens expected to earn a million dollars by the age of 40, down from 9.1% in the 2003 Poll, 14.1% in the 2002 Poll, and 13.1% in the 2001 Poll. Teens aspiring to be professional athletes and entertainers were most likely to perceive themselves as future millionaires.

Parental influence may dictate the selection of toothpaste and political party affiliation, but not career choice. Nearly 79% of teens indicated that they would not follow in the career path of either parent. Male students were eight times more likely to prefer the career path of their father than their mother’s career path, while female students were only slightly more inclined to follow their mother’s career path.

Nearly 70% of students indicated that they would like to own their own business someday, which is nearly identical to last year's response. There was an increase among female teens aspiring to be entrepreneurs later in life.

Students selected "teacher/counselor" as their first choice to learn about different career options. The Internet was the next most frequently cited source, followed by job shadowing.

The 1,000 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 2004 JA Interprise Poll™ focusing on "Kids and Careers" can be found in the Survey Results section that follows.

# SURVEY RESULTS

## 2004 Kids and Careers

### Respondent Demographic Characteristics

Who were the 1,000 students responding to the survey? Responses were tilted to male teens by a 53% to 47% margin. The age ranges are representative of students in seventh through twelfth grade, with students 17 and older comprising over 49% of responses. The ethnic or racial mix of participating teens approximates the overall ethnic mix in the U.S.

#### A. Gender

	Frequency	Percent
Male	512	52.8
Female	458	47.2
<b>Total</b>	<b>970</b>	<b>100.0</b>
<i>No response</i>	30	

#### B. Age

Age Range	Frequency	Percent
13-14	116	11.8
15-16	384	39.1
17	297	30.3
18 or older	184	18.8
<b>Total</b>	<b>981</b>	<b>100.0</b>
<i>No response</i>	19	

#### C. Race or Ethnic Origin

Ethnic Origin	Frequency	Percent
Asian/Pacific Islands	52	5.2
Black/African American	104	10.5
Hispanic/Latino	141	14.2
Mixed Race	54	5.5
Native American	4	0.4
White	633	63.8
Other	4	0.4
<b>Total</b>	<b>992</b>	<b>100.0</b>
<i>No response</i>	8	

## Teens on Their Ideal Career

### **Question: “What is your ideal career?”**

For the second time since the initial release of the JA Interprise Poll™ in 2000, the career of “businessperson” exceeded “doctor” as the most popular ideal career choice of teen respondents. In last year’s 2003 Poll, businessperson narrowly eclipsed doctor as a preferred occupation. In the 2004 Poll, the choice of businessperson was selected by 12.8% of teens, far ahead of the 6.5% who selected the profession of doctor as their ideal career.

Career aspirations identified by students seeking a business career were diverse and included owning a small business, managing within a company, and serving as CEO of a major corporation.

“Teacher” was the third most desired career, remaining a consistent top four choice for teens since the inception of the Interprise Poll. Female teens are nearly five times more likely to indicate teaching as an ideal career, compared to their male counterparts.

The computer field rose from seventh place in last year’s Poll to a fourth place tie with lawyer as the most frequently cited ideal career. Male teens were four times more likely to express interest in computer-related occupations than female respondents. Designing video games and using computers for graphic design and animation were career choices that helped propel the computer field into fourth place.

A career as a professional athlete remained in a tie for sixth place, a similar ranking to last year. The choice of “athlete” was almost exclusively male, with only four female teens making this selection. “Entertainer” tied with professional athlete as the sixth most popular career choice. There was not a significant difference between the percentage of teen males and females selecting this occupational direction. Some specific choices in this category included directors, comedians, dancers, musicians, and lyricists.

The biggest rise in occupational preference was “nurse” which climbed from the 13<sup>th</sup> most popular selection last year to 8<sup>th</sup> place in the 2004 Poll. No male students identified this occupation as their ideal career.

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

Rank	Career	Frequency	Percent
1	Businessperson	115	12.8
2	Doctor	58	6.5
3	Teacher	48	5.4
4*	Computer field	44	4.9
4*	Lawyer	44	4.9
6*	Entertainer	42	4.7
6*	Pro athlete	42	4.7
8	Nurse	35	3.9
9	Law enforcement	32	3.6
10	Fashion and design	31	3.5
11	Engineer	30	3.3
12	Mechanic	25	2.8
13	Science-related	20	2.2
14	Journalist	19	2.1
15*	Architect	16	1.8
15*	Medical technician	16	1.8
15*	Trades	16	1.8
18*	Chef	15	1.7
18*	Cosmetologist	15	1.7
18*	Marketing	15	1.7
18*	Psychologist	15	1.7
22*	Accountant	14	1.6
22*	Military	14	1.6
22*	Social service	14	1.6
22*	Veterinarian	14	1.6
26	Commercial pilot	11	1.2
27	Construction	10	1.1
28*	Firefighter	9	1.0
28*	Physical therapist	9	1.0
30*	Dentist	7	0.8
30*	Pharmacist	7	0.8
30*	Sports related (not athlete)	7	0.8
33	CSI/Forensics	5	0.6
34	Artist	4	0.4
35*	Hospitality	3	0.3
35*	Photographer	3	0.3
	Other**	73	8.1
	<b>Total</b>	<b>897</b>	<b>100.0</b>
	No response	103	

\*Indicates a tie.

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

### 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; 8.3% of female teens perceive “doctor” as their ideal job, with only 3.9% of male students selecting that occupation. Female students are more likely to select law as a preferred career - 7.0%, compared to 2.0% of male students.

Male teens overwhelmingly preferred two careers compared to their female classmates. Perhaps recognizing the contrast in economic reward for professional sports, 7.2% of male teens selected “athlete” compared to less than one percent of females. The computer field was mentioned as the ideal job by 6.8% of male teens compared to only 1.7% of female teens. Male teens were also more likely to select a career as a businessperson (12.9%) compared to their female colleagues (10.3%). Which of the top job choices had a disproportionately higher interest for females? A career in teaching appealed to 7.9% of teen women, compared to only 1.6% 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	66	12.9	47	10.3
Doctor	20	3.9	38	8.3
Teacher	8	1.6	36	7.9
Computer field	35	6.8	8	1.7
Lawyer	10	2.0	32	7.0
Entertainment	23	4.5	19	4.1
Pro athlete	37	7.2	4	0.9

*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	12	23.1	9	8.7	17	12.1	71	11.2
Doctor	4	7.7	10	9.6	16	11.3	28	4.4
Teacher	--	---	6	5.8	2	1.4	38	6.0
Computer field	4	7.7	4	3.8	11	7.8	24	3.8
Lawyer	1	1.9	7	6.7	8	5.7	25	3.9
Entertainment	2	3.8	5	4.8	2	1.4	22	3.5
Pro athlete	--	---	6	5.8	6	4.3	26	4.1

\*“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 businessperson (23.1%) at a higher percentage than any other ethnic groups. Compared to other ethnic or racial groups, black students were most likely to pick a career in professional sports (5.8%), although doctor (9.6%) and businessperson (8.7%) were their top choices. Hispanics showed the highest preference for a career as a doctor (11.3%), compared to other ethnic or racial groups. Businessperson (11.2%) was the most popular career selection for white students.

## 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, 69.2% of students surveyed answered “definitely” or “pretty sure,” compared to 70.9% responding affirmatively in the 2003 poll. The 2004 poll continues a higher trend of optimism compared to 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 favored female respondents by 71% to 67%. However, male teens were slightly more likely to answer “definitely” (33.0%) compared to their female counterparts (32.1%).

Response	Frequency	Percent
Definitely	320	32.5
Pretty sure	361	36.7
Maybe	266	27.1
Not likely	29	3.0
Never	7	0.7
<b>Total</b>	<b>983</b>	<b>100.0</b>
<i>No response</i>	17	

### Segmentation of Finding the Ideal Career by Gender

	MALE		FEMALE	
	Frequency	Percent	Frequency	Percent
Definitely	167	33.0	145	32.1
Pretty sure	174	34.4	177	39.1
Maybe	143	28.2	117	25.9
Not likely	18	3.6	10	2.2
Never	4	0.8	3	0.7
<b>Total</b>	<b>506</b>	<b>100.0</b>	<b>452</b>	<b>100.0</b>
<i>No response</i>	6		6	

As in past surveys, the youngest group of students surveyed is less optimistic about finding their ideal job compared to the oldest group of students. Only 27.0% of students age 13-14 believe they will “definitely” find their ideal job compared to 37.0% of respondents 18 years of age or older. Nearly 72% of students aged 18 or older were “definitely” or “pretty sure” of having their ideal job at some time in their career.

Age Ranges	13-14	15-16	17	18 +
Definitely	27.0	26.7	39.0	37.0
Pretty sure	36.5	40.2	33.9	34.8
Maybe	33.0	29.9	22.7	24.3
Not likely	2.6	2.6	3.7	2.8
Never	0.9	0.6	0.7	1.1
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Responses	115	378	295	181
<i>No response</i>	1	6	2	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 42.7% providing that response compared to 33.3% of Hispanic students, 31.2% of white teens, and 28.8% of Asian students.

#### Expectation of Finding the Ideal Job by Ethnic Group/Race

Response	Asian/Pacific Islands	Black/African American	Hispanic/Latino	White
Definitely	28.8	42.7	33.3	31.2
Pretty sure	42.3	38.8	29.1	36.6
Maybe	23.1	17.5	36.2	27.7
Not likely	1.9	--	0.7	4.2
Never	3.9	1.0	0.7	0.3
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Responses	52	103	138	625
<i>No response</i>	--	1	3	8

## 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 2002 Poll that percentage swelled to 77.2% and remained at a high level of 74.1% in the 2003 JA Interprise Poll. This year, the percentage of students who thought they needed a four-year college degree or higher dipped to 67.1%, with a clear demarcation between male and female teens.

Only 61.5% of male teens believed a four-year or graduate degree was necessary for them to obtain their career goals compared to 73.9% of female students, a gap of more than 12%. In the 2003 Poll, that gender gap was just 7% with more female students (77.5%) than male students (70.4%) believing that a four-year college degree or graduate degree is essential to obtaining their ideal job.

Response	Frequency	Percent
Some high school	21	2.1
High School diploma	59	6.0
Some college	54	5.5
2-year college degree	147	14.9
4-year college degree	401	40.6
Graduate degree	262	26.5
Other	44	4.4
<b>Total</b>	<b>988</b>	<b>100.0</b>
<i>No response</i>	12	

Gender differences in ideal career selection will influence the education level selected. In this year's Kids and Careers Poll, female students selected the careers of doctor, teacher, and lawyer at a higher frequency than their male counterparts.

Response	Male Frequency	Male Percent	Female Frequency	Female Percent
Some high school	18	3.5	1	0.2
High School diploma	37	7.3	20	4.4
Some college	39	7.7	15	3.3
2-year college degree	80	15.7	61	13.4
4-year college degree	202	39.8	189	41.6
Graduate degree	110	21.7	147	32.3
Other	22	4.3	22	4.8
<b>Total</b>	<b>508</b>	<b>100.0</b>	<b>455</b>	<b>100.0</b>
<i>No response</i>	4		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 was not significant.

Response	Frequency	Percent	Male Frequency	Male Percent	Female Frequency	Female Percent
Yes	291	29.7	141	28.1	144	31.9
No	688	70.3	361	71.9	308	68.1
<b>Total</b>	<b>979</b>	<b>100.0</b>	502	100.0	452	100.0
<i>No response</i>	21		10		6	

### **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 2004 Interprise Poll, this relationship does not extend to career choices. More than 78% 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” (82.5%) compared to their male counterparts (76.1%). Male teens were eight times more likely to prefer the career path of their father to their mother’s career path (16.9% vs. 2.1%). Female students who indicated that they would follow the career path of a parent, were only slightly more likely to prefer their mother’s career (6.3%) to their father’s career (5.4%).

Response	Frequency	Percent
Mother	39	4.1
Father	111	11.5
Neither	757	78.8
Both	54	5.6
<b>Total</b>	<b>961</b>	<b>100.0</b>
<i>No response</i>	39	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Mother	10	2.1	28	6.3
Father	83	16.9	24	5.4
Neither	373	76.1	368	82.5
Both	24	4.9	26	5.8
<b>Total</b>	<b>490</b>	<b>100.0</b>	<b>446</b>	<b>100.0</b>
<i>No response</i>	22		12	

## 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 preferred family and fun rather than earning more money. Over 56% 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 more likely to select money (47.7%) than female teens (38.9%). In contrast to results of prior I-Polls asking a similar question, a higher percentage of teens preferred a career offering more money compared to a job providing greater free time.

Response	Total Frequency	Total Percent	Male Frequency	Male Percent	Female Frequency	Female Percent
More time, less money	553	56.4	263	52.3	276	61.1
More money, less time	427	43.6	240	47.7	176	38.9
<b>Total</b>	<b>980</b>	<b>100.0</b>	<b>503</b>	<b>100.0</b>	<b>452</b>	<b>100.0</b>
<i>No response</i>	20		9		6	

## Expectations about Future Earnings Power

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

Did the economic slowdown, an unemployment rate stuck at 6%, and the trend for technical jobs to be outsourced overseas temper the optimism of teens in regard to their future earnings capability? In this 2004 Interprise Poll, 8.1% of responding teens expected to be millionaires by the time they reach 40 years of age. This percentage is down from 9.1% in the 2003 Poll, 14.1% in the 2002 Poll, and 13.1% in the 2001 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. The figure in the 2002 Poll climbed to 9.1%, and dropped to 6.7% last year. In the 2004 Poll, only 3.9% of teens anticipated a salary range of \$500,000 - \$1 million.

Response	Frequency	Percent
Less than \$25,000	8	0.8
\$25,000 - \$34,999	45	4.6
\$35,000 - \$49,999	123	12.5
\$50,000 - \$74,999	206	20.9
\$75,000 - \$99,999	192	19.4
\$100,000 - \$249,999	187	18.9
\$250,000 - \$499,999	108	10.9
\$500,000 - \$999,999	39	3.9
\$1,000,000 +	80	8.1
<b>Total</b>	<b>988</b>	<b>100.0</b>
<i>No response</i>	12	

In what occupations were the prospective millionaires concentrated? Not surprisingly, 35.7% 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, 7.0% anticipated becoming millionaires, just over half the percentage (13.6%) from last year. Similar to last year's Poll, 19.0% 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. The number of teens anticipating that they would earn \$1 million or more by age 40 entering the computer field, soared from 1.6% in the 2003 poll to 13.6% in the most recent Poll.

#### Millionaires by Most Frequent Occupations Selected

Response	Ideal Career (frequency selected)	Percent Who Expect to Earn \$1 million +
Businessperson	115	7.0
Doctor	58	6.9
Teacher	48	0.0
Computer Field	44	13.6
Lawyer	44	9.1
Entertainment	42	19.0
Pro athlete	42	35.7

### 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 top job choices where there were enough responses for comparisons (athlete excluded), male expectations to earn \$250,000 or more generally exceeded female expectations.

In the career choice of businessperson, male teens were more than twice as likely (37.9% vs. 17.0%) to anticipate earnings of \$250,000 or more by the age of 40 than their female counterparts did. Although only 5% of male students selected “lawyer” as an ideal career, 60% thought they would be earning \$250,000 or more by age 40. Only 31.3% of teen girls believed they would earn \$250,000 or more in the legal profession, although they were more than three times as likely (17.4%) to select law as an ideal career. 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	12.9	37.9		10.5	17.0
Doctor	3.9	40.0		8.1	34.2
Teacher	1.6	0.0		7.9	2.8
Computer field	6.8	17.1		1.7	50.0
Lawyer	2.0	60.0		7.0	31.3
Entertainment	4.5	27.3		4.1	36.8

*“Athlete” deleted because of inadequate female responses to allow comparisons*

## Students' Desire to Be Self-Employed

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

Male students were more likely to indicate a preference for owning a business at some point (73.4% to 66.0%) than female teens. This percentage has narrowed from a 78.9% (male) and a 61.2% (female) gap last year. Black students had a greater preference for owning their own business (83.3%) and white students showed the lowest preference at 64.1%. Last year's I-Poll also showed black students the most inclined to own a business, and white students showing the least interest.

Response	Frequency	Percent	Male Frequency	Male Percent	Female Frequency	Female Percent
Yes	689	69.8	373	73.4	299	66.0
No	298	30.2	135	26.6	154	34.0
<b>Total</b>	<b>987</b>	<b>100.0</b>	<b>508</b>	<b>100.0</b>	<b>453</b>	<b>100.0</b>
<i>No response</i>	13		4		5	

### Segmentation by Racial/Ethnic Group

Response	Asian/Pacific Islands	Black/African American	Hispanic/Latino	White
Yes	82.0	83.3	76.3	64.1
No	18.0	16.7	23.7	35.9
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<i>Responses</i>	50	102	139	630
<i>No response</i>	2	2	2	3

## Sources to Learn About Career Options

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

Students were asked to select a single source they would access for information on career choices. “Teachers/Counselor” was selected by 33.5% of students and the Internet was a choice of 19.2%. Job shadowing was the third most popular selection indicated by 14.5% of students

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Teacher/Counselor	323	33.5
Internet	185	19.2
Job shadowing	140	14.5
Parent	115	11.9
Friends	86	8.9
Mentors	44	4.6
Radio/TV	37	3.8
Print media	35	3.6
<b>TOTAL</b>	<b>965</b>	<b>100.0%</b>
<i>No Response</i>	35	

# Appendix

Eight JA locations provided 65 or more responses to the 2004 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 (1,000)
<b>Akron</b>	85	8.5
<b>Bakersfield</b>	96	9.6
<b>Chicago</b>	79	7.9
<b>Denver</b>	118	11.8
<b>Georgia</b>	91	9.1
<b>Lafayette</b>	65	6.5
<b>Minneapolis</b>	80	8.0
<b>Quad Cities</b>	98	9.8
<b>TOTAL</b>	<b>712</b>	<b>71.2%</b>

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

Response	Akron	Bakersfield	Chicago	Denver	Georgia	Lafayette	Minnesota	Quad Cities
Business	14.1	6.3	7.6	6.8	5.5	13.8	20.0	5.1
Doctor	5.9	13.5	5.1	9.3	6.6	1.5	5.0	4.1
Teacher	8.2	6.3	8.9	1.7	4.4	3.1	1.3	8.2
Computer	4.7	5.2	11.4	2.5	5.5	3.1	2.5	2.0
Lawyer	2.4	7.3	7.6	4.2	1.1	6.2	2.5	3.1
Entertainment	2.4	3.1	5.1	4.2	6.6	1.5	6.3	4.1
Pro athlete	3.5	6.3	5.1	8.5	4.4	1.5	11.3	1.0
Other	58.8	52.1	49.2	62.8	65.9	69.3	51.0	72.4
<b>Resp. for Top 7 Careers</b>	<b>35</b>	<b>46</b>	<b>40</b>	<b>44</b>	<b>31</b>	<b>20</b>	<b>39</b>	<b>27</b>
<b>Total Responses</b>	<b>85</b>	<b>96</b>	<b>79</b>	<b>118</b>	<b>91</b>	<b>65</b>	<b>80</b>	<b>98</b>

## Percent Distribution of Responses for Confidence in Finding the Ideal Job

Response	Akron	Bakersfield	Chicago	Denver	Georgia	Lafayette	Minnesota	Quad Cities
Definitely	28.5	28.4	48.7	19.8	35.2	32.8	26.6	37.8
Pretty sure	35.7	41.1	30.8	34.5	37.5	40.6	36.7	35.7
Maybe	29.8	27.3	15.3	42.3	27.3	25.0	29.1	23.4
Not likely	6.0	3.2	2.6	3.4	--	--	7.6	3.1
Never	--	--	2.6	--	--	1.6	--	--
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Total Responses</b>	<b>84</b>	<b>95</b>	<b>78</b>	<b>116</b>	<b>88</b>	<b>64</b>	<b>79</b>	<b>98</b>

### Percent Distribution of Responses for Education Needed for the Ideal Job

Response	Akron	Bakers-field	Chicago	Denver	Georgia	Lafayette	Minne-sota	Quad Cities
Some H. S.	1.2	4.3	2.5	3.4	2.2	--	--	2.0
H. S. diploma	7.1	5.3	3.8	2.5	13.4	12.3	2.6	2.0
Some college	3.6	6.4	5.1	6.8	6.7	4.6	5.1	6.1
2-year college	8.3	11.7	19.0	14.4	26.7	26.2	17.9	10.2
4-year college	53.6	34.0	38.0	39.0	32.2	32.3	44.9	42.9
Grad. degree	21.4	29.8	29.1	31.4	14.4	21.5	29.5	34.8
Other	4.8	8.5	2.5	2.5	4.4	3.1	--	2.0
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Total Responses</b>	84	94	79	118	90	65	78	98

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

Response	Akron	Bakers-field	Chicago	Denver	Georgia	Lafayette	Minne-sota	Quad Cities
Yes	29.8	32.6	35.4	35.9	33.0	20.0	32.1	21.6
No	70.2	67.4	64.6	64.1	67.0	80.0	67.9	78.4
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Total Responses</b>	84	95	79	117	88	65	78	97

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

Response	Akron	Bakers-field	Chicago	Denver	Georgia	Lafayette	Minne-sota	Quad Cities
Mother	4.8	6.4	3.9	1.8	5.8	3.1	1.3	2.1
Father	20.2	12.8	7.9	13.3	3.5	10.9	9.3	13.5
Neither	71.4	69.1	80.3	76.1	83.7	82.9	85.5	83.3
Both	3.6	11.7	7.9	8.8	7.0	3.1	3.9	1.1
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Total Responses</b>	84	94	76	113	86	64	76	96

### Percent Distribution of Responses for Balancing Career and Personal Time

Response	Akron	Bakers-field	Chicago	Denver	Georgia	Lafayette	Minne-sota	Quad Cities
More time	59.0	66.7	51.3	53.4	46.6	56.9	53.2	68.4
More money	41.0	33.3	48.7	46.6	53.4	43.1	46.8	31.6
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Total Responses</b>	83	93	78	116	88	65	79	98

### Percent Distribution of Responses for Salary Expectations at Age 40

Response	Akron	Bakers-field	Chicago	Denver	Georgia	Lafayette	Minne-sota	Quad Cities
< \$25,000	2.4	--	--	0.8	--	1.5	--	1.0
> \$25,000	2.4	4.1	6.4	4.2	4.5	4.6	2.5	2.0
> \$35,000	17.1	9.5	10.3	10.2	13.4	21.5	5.0	11.2
> \$50,000	26.8	15.8	16.7	21.2	23.6	23.1	21.2	24.5
> \$75,000	19.6	21.1	19.3	20.4	11.2	23.1	12.5	32.7
> \$100,000	13.5	21.1	14.1	16.1	16.9	13.8	26.3	20.4
> \$250,000	8.5	13.7	17.9	13.6	16.9	--	11.2	3.1
> \$500,000	2.4	6.3	3.8	4.2	3.4	3.1	7.5	2.0
\$1,000,000 +	7.3	8.4	11.5	9.3	10.1	9.3	13.8	3.1
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Total Responses</b>	82	95	78	118	89	65	80	98

### Percent Distribution of Responses for Desire to Be Self-Employed

Response	Akron	Bakers-field	Chicago	Denver	Georgia	Lafayette	Minne-sota	Quad Cities
Yes	76.2	63.5	72.2	75.9	65.9	60.3	77.5	49.0
No	23.8	36.5	27.8	24.1	34.1	39.7	22.5	51.0
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Total Responses</b>	84	96	79	116	88	63	80	98

### Percent Distribution of Responses for Sources to Learn About Career Options

Response	Akron	Bakers-field	Chicago	Denver	Georgia	Lafayette	Minne-sota	Quad Cities
Teacher	41.7	28.0	50.0	40.4	36.9	27.0	22.8	19.4
Internet	10.7	22.5	18.4	10.5	20.2	27.0	27.8	23.5
Parent	10.7	23.7	7.9	21.1	3.6	11.1	7.6	10.2
Friends	9.5	6.5	6.6	6.1	8.3	11.1	12.7	10.2
Print media	4.8	--	6.6	0.9	6.0	1.6	3.8	2.0
Job shadow	14.3	12.8	3.9	7.9	15.4	17.4	19.0	23.5
Radio/TV	3.6	2.2	1.3	7.0	6.0	1.6	2.5	8.2
Mentors	4.8	4.3	5.3	6.1	3.6	3.2	3.8	3.0
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Total Responses</b>	84	93	76	114	84	63	79	98

## Verbatim Preferences for the Ideal Career

business	lawyer	SOCIAL WORK
Mortgage and Insurance loan sales	lawyer	Personal Life Coach
to own my own hair/nail salon	lawyer	Sociologist
to own my own business	Lawyer	To become a juvenile probation officer
owning my own beauty salon	a lawyer or a pro-athlete	child care
BANK MANAGER	lawyer	Missionary
Owning Business	Lawyer	Missionary
store owner	Lawyer	sociology
Business	lawyer	Social Worker
Business manager	Being a Judge	Working with children or cosmetology
CFO	Lawyer	working in a daycare center
entrepreneur	lawyer	working with kids
entrepreneur	lawyer	children care
international business	lawyer	working with kids
business	lawyer	
business management	lawyer	Advertising
own my own business	lawyer	advertising manager
Sales	A lawyer	advertising/promotions for a record label
CEO	LAWYER , COMUNICATION	Advertising
own business	lawyer	ADVERTISING MAJOR
Selling Insurance	Lawyer	ADVERTISING MAJOR
Real Estate	lawyer/ attorney	marketing
Salesperson	Lawyer or Law Enforcement officer	Advertising Executive
owning my own hair salon/barbershop	Corp lawyer	Advertising or graphic design agent
to own my own business	A lawyer or some thing that as to do with the law	MARKETING
Business Administration	lawyer	entertainment marketing
Business Advertiser	Lawyer	Marketing
successful business man	I would like to work in the legal field.	advertisement
business	Civil Rights Attorney	ADVERTISING DESIGN
business	business law	Market Research Analyst
own a business	lawyer	
OWNING MY OWN MEGA BUSINESS	lawyer/attorney	fighter pilot
business owner	Lawyer/Attorney	military
business administration	To become a lawyer	air force
own my business	Lawyer	Be Marines

a clothing store manager	To be a lawyer.	Fighter Pilot
Something in business	a lawyer or something that is in that field	military then scuba
owning my own salon	lawyer	Military
Business Management	Attorney	Special Forces Soldier in the Marine Corp.
International business	attorney	U.S. Army Reserves
Business or Working for the city.	lawyer, or a owner of my own business	marines
business management	lawyer	cost guard
business management	lawyer	Special Operations Officer
Real Estate	TO BE A LAWYER	Military (Marines)
Business		military
Family Business	Animator	
Run and own a successful business	Animation Artist	psychologist
Business Owner	Film/Television soundtrack engineer	psychologist
Entrepreneur	Dancer	Psychology
business	Music Professional	child psychologist
Business Executive	music ministry and business	child psychologist
entrepreneur	animator	psychologist
Owning my own business	Singing	To be a physiologist
owning my own excavating company	Musician	Psychologist
business administration	producer and director	adolescent psychologist/ writer
business	Actress	psychologist
own my own business/ be a VP of a company	To be in a successful hard rock band	criminal psychologist
Something in Food and or Business	Musician, Actor ,Producer	psychologist
business	lyricist	Child Psychologist
CEO of big corporation	lyricist	Developmental Psychologist
business administration	music producer	Psychology
Owning my own Business	To produce movies and other things	
entrepreneur	Acting or Teaching	to be a vet
Own a Business	act	Veterinarian
business	dancer	Vet.
Entrepreneur	rocker	veterinarian
business owner	Dancer	veterinarian
management	To work at a T. V. studio.	vet
restaurant management	musician	Veterinary Technician
entrepreneur	be in a singer in a band	veterinarian
Entrepreneur	music industry	veterinarian
Business	Professional Musician	veterinarian
Businessman	Observational Comedian	becoming a vet
rich business man	Country/Western	Veterinarian

	Singer/Guitar Player	
Business Owner	musician	Veterinarian
CEO	musician	Veterinary technician
Entrepreneur	to be a rock star	
business	Movie Director	architect
own my own paintball store	A theatre actress	Architect
Business ownership	actress	Interior Architect
To own my own company	Singer	To be an architect
insurance agent	I want to be a dancer	architect
banking or related	movie animator	architect
salesperson for John Deere	acting/modeling	Architectural Engineer
sales	professional dancer	architecture
I want to be a Salesman for a major company	Singer	architecture
Used Car Salesman/Stock Broker	Music Business	An architect
Car Salesman		architecture
stock broker	football player	Architecture
Financial Planning	pro baseball player	Architect
BUSINESS ADMINISTRATION OR/AND ECONOMICS	Sports	Architect
owning my own business	being a basketball player and attending college	Architect
owner and manager of my own sports pub	NBA player	architectural design
business	NBA	
Retail Buyer	Football Player	Hairstylist or professional sports player
Business Management	NFL	hair stylist
Business and Management	NBA	cosmetologist/lawyer
Owning a successful business.	NBA basketball player	Being a stylist.
to own my own bakery shop here in Somerset	pro golfer	Cosmetology
business management	Playing basketball for the NBA.	cosmetologist
BUSINESS PROFESSIONAL	Playing basketball for the NBA.	CHOREOGRAPHY/COSMATOLOGY
I want to own a business.	athlete manager	Cosmetologist
Business owner	pro golf player	Cosmetologist
to own my own business and clothing for plus size	Basketball Player in the WNBA	Cosmetologist
business management	professional slamball player	Cosmetologist
business owner	Major League Baseball	to be a cosmetologist
restaurant owner/chef	playing sports	Cosmetology
Business Manager	football player / lawyer	Cosmetologist
Business	Professional Football/ Baseball player	hair stylist
Own my own salon and spa	professional golfer	
	professional mx racer or	chef

	freestyle rider	
Real Estate Agent	baseball player	pro chef
sales or retail marketing	Professional Athlete	Master Chef at WDW resort
Commercial Real-estate agent	baseball player	Chef, food preparation worker!
stockbroker	athlete	Culinary arts
Financial Planning	pro sports	chef
	professional skater on TV or magazines	Chef
Doctor	pro snowboarder	to become a chef
I would like to be a children's doctor.	Athlete	Culinary artists (chef)
pediatrician	Basketball Player	to be a chef
doctor	ball player	to be a cook
An career in medicine	Professional Sports or Doctor	Chef
sports psychiatrist	great athlete	chef
Medical Examiner	professional hockey player	Gourmet Chef
doctor	professional foot ball	
To become a OBGYN	sports athlete	massage therapist
To be a pediatrician	professional athlete	massage therapy
obstetrician	professional athlete	PHYSICAL THERAPY
My ideal career is to become a doctor.	hockey player	Physical Therapist
pediatrics	Pro athlete	Massage Therapy
doctor, journalist		Physical Therapy
surgeon	computer animation	physical therapist
a doctor	computer programmer	Physical Therapist
To become a doctor	Computer Programming	massage therapist
Doctor	computers	
Doctor	Computer engineer	to be come a photographer
MD	Computer Engineering	photographer
Doctor	Computer Graphics	photography/ body piercing/ ups driver
doctor	Computer Programmer or Dentist	Hospitality Manager
Pediatrics	Computer programming	Hotel and Restaurant management
medical doctor	game graphic designing	a job in the travel and hospitality business
Pediatrician	computer graphics designer	
Doctor	web designer	commercial airline pilot
Doctor	Web Page Designer	Pilot
doctor	computer web designer	A pilot
Doctor	computer technician	pilot
Pediatrician	My ideal career is to be a computer technologist.	Aircraft Pilot
doctor	computer programmer	Pilot
Doctor	COMPUTER TECHNOLOGY	Aircraft (pilot)

Orthopedic Surgeon	computer science or obstetrician	Commercial Airline Pilot
doctor	Work in computer graphics	pilot
pediatrician	video game tester	Animal Behavior consultant
Doctor	computer programmer	Pilot
Doctor	video game developer	
ophthamologist	software developer	ARTIST OF SOME KIND
anesthesiologist	computer engineer	artist
Doctor	Videogame Designer	artist
pediatrician	a video game designer	artist
medical field	Video Game Magazine Reviewer	
medicine	Computer Programmer	dentistry
Pediatrician	computer networking/security	Dentist
radiologist	work with electronics such as computers	Dentist
doctor	programming computers or designing games for comps	dentist
Doctor	Software Programmer	Children's Dentist
medical maybe, math teacher	Computer Programmer	dentist
Doctor	Computer Specialist	orthodontist
pediatrician	Computer Engineer/Programmer	crime scene investigator
To be a pediatrician	computer/game designer	
Psychiatrist	Anything with computers	Criminal Profiler
Pediatrician	3D Animator/Game Designer	crime scene investigator
Psychiatrist	Computer Engineer	CSI worker, or a lawyer
A doctor or something to do with biology	Web Design	Criminal Profiler for the FBI
a doctor	computer programmer	
pediatrician	computer programmer	fire fighter
doctor	Computer Programming	Firefighter
teacher or eye doctor		Professional Firefighter
teacher	cop	professional firefighter
EARLY CHILDHOOD EDUCATION	something in law enforcement	firefighter
Math Teacher	cop	Firefighter
TEACHER	police officer	firefighter
Teaching	FBI agent	to become a firefighter
dance teacher/coach	correctional lieutenant	Fire Fighter
teacher/artist	911 dispatching	
E.S.O.L teacher	State Trooper	Auto mechanic
TEACHER	law enforcement (secret service agent or FBI)	auto mechanic
College Professor	law enforcement (secret service or FBI)	Auto Mechanic
Teaching	law enforcement (secret	Auto Mechanic

	service or FBI)	
History Teacher	detective	diesel mechanic
Teacher	Police Officer	auto body technician
teaching	LAW ENFORCEMENT	auto body technician
Teacher/Child Psychologist	S.W.A.T team	Mechanic
Teacher	Correctional Lieutenant	auto mechanics, chef
Math Professor	cop	air plain mechanic
HIGH SCHOOL SCIENCE TEACHER	Chicago Police Officer	Mechanic
Teacher	FBI agent	Auto Mechanic
elementary teacher	Police Officer	diesel truck repair/ or construction equipment rep
teaching	cop	Automotive Repair
a teacher	police officer	heavy equipment mechanic
a teacher	Police Patrol Officer	auto customizing
a teacher	Detective	Mechanic
teaching	Chief of police	auto mechanic
teacher	Illinois State Trooper	mechanic or construction
teaching	Law Enforcement	auto
High School Biology Teacher	Police Officer	DIESEL MECHANIC
teaching	Private Investigation	Mechanic
elementary school teacher	Police officer	diesel mechanic
teacher	Police Officer	Auto mechanic
teacher	something in the law field	AUTOMOTIVE REPAIR
Teacher		
a high school art teacher	Fashion Designer	contractor
I want to be an Elementary Teacher	Graphic Designer	general contractor
early childhood education	fashion designer	remodeler
Elementary School Teacher	Graphic Designer	Running heavy equipment
kindergarten teacher	interior design	construction
music teacher or kindergarten teacher	graphic design	construction
Elementary Teacher/Administration	graphic designer	construction
elementary school teacher	Interior Design/ Architecture	construction
Secondary Teacher (math)	fashion design	heavy machine operator
an art teacher or anything with graphic design	graphic designer	construction manager
teacher	Graphic Designer	
Choir Teacher	fashion consultant	Respiratory Therapist
English Teacher	fashion design/entrepreneur	X - ray technician
Teaching	Graphic Designer	Medical Asst.
	Interior Designer	Dental Assistant
writer	Graphic Design	sports medicine
TV & Radio broadcast or Entrepreneur	commercial design	Parapsychology
News Anchor	Commercial Design	Trainer for a Professional Sports

		Team
author	Graphic Arts Designer	Radiological Technician
Writer	designer	sonograms
mass media	interior designer	X-ray Tech.
mass media	a fun high paying job in fashion	MRI Radiology Technologist
Novelist	graphic design	dental hygienist
Journalist	graphic designer	X-ray technician
Journalism	fashion design	phlebotomy
broadcasting	fashion design	medical assistant
NEWS CASTER	model and fashion designer	Audiologist
journalist for a magazine	Interior Designer	
writing/journalism	interior decorator	pharmacist
Novelist/Poet/Literature Professor	interior design and decorating	pharmacist
TV Broadcaster	Fashion design	Pharmacist
News anchor on channel one		Pharmacist
Journalist and Graphic Designer	Marine Mammologist	pharmacist, surgeon, x-ray technician
International Journalist	scientist	pharmacist
	SCIENCE RELATED/RESEARCH	PHARMACY
nurse	Marine Biologist	
Nursing (RN)	I want to be an Agronomist.	Soccer and engineering
RN	forensic science	Collegiate Track and Field Coach
LPN	forensic scientist	athletic trainer/ sports medicine or TV broadcast
RN	journalist	Sports General Manager
Nurse	METEOROLOGY	Sports Agent
I want to become a nurse	METEOROLOGY	pro-angler
pediatric nursing	BEING AN INVENTER	To be an athletic trainer
nurse	zoologist	
baby nurse	physicist	welding
nurse	Nuclear Physicist	funeral director
nursing	zoologist	consulting
nurse	astronaut	
nursing	Geneticist	be a DJ
Become a RN	Zoologist	Landscaping
Nurse	forensic science	office manager
Oncology Nurse	Forensic Science	Human Resources
Registered Nurse		Desktop Publisher
Registered Nurse	woodworking	mortician
Nursing or Massage Therapy	mechanic	cashier
nurse	electrician	To be the first black president
pediatric nurse	Carpenter	To go to college and work
Registered Nurse	machinist	barber
Nurse specialized in Anesthetics	carpenter	bounty hunter
Being a Nurse	electrician	flight attendant
Nursing	woodworking, or	forestry

	architecture	
Pediatric nurse	machinist	Court Secretary
R.N.	machining	department of Treasury
Register Nurse	Electrician	game development
being a registered nurse	wood working	Something in music
nursing	a carpenter	Hunting
neo natal nursing	a carpenter	buffer
nursing	machinist	game warden
to be a nurse or surgeon or singer or actress	carpentry	Steel Worker
nurse	technical engineer	Moto crosser
	engineering/aviation/law enforcement	BOUNTY HUNTER
Accounting or Computer Programmer	electrical engineer	Forensic Studies/ Business Management
Accounting	Biomedical Engineer	I want be a DJ
Accountant	electrical engineer	DJ
Accountant	electrical engineer	welder
Accountant	Engineer for the government	big game hunter
mechanical engineering	Engineer	garbage man
Forensic Accountant With CPA Certification	Engineering/Astronomer Pro Football Player	Historian
Accountant	Civil Engineer	Funeral Director
Accountant	Accountant	skateboarding
Accountant	drafting engineer	car designer
ACCOUNTANT	Engineering	something with art and video games
Accountant	Electrical Engineer	Audio Production work in a Studio or computers
accountant	Structural Engineer	Being my own boss
accounting	electrical and computer engineering	Mechanical Technician
	Electrical engineer	Professional bass fisherman
	Engineer	game warden
	engineer	farmer
	Nuclear Engineer	horse trainer
	Robotics Engineer	Medical Secretary
	chemical engineer	to be a tattoo artist
	car engineer	consultant who travels
	Aerospace Engineer	buyer
	engineering	Working as a secretary in an office.
	engineering	Dietitian
	Engineering	Being the head of an office.
	Aeronautical Engineering	communications
	engineer	to be a car pinstriper
	An enhanced missile tech.	Barber
		To work with animals or people

		Animal Trainer
		Office manager
		Office manager
		work with people and in a building
		Animal Caretaker
		landscaping
		paralegal
		house wife
		Housewife