

# 2005 Kids and Careers

## Executive Summary

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## **Notes on Methodology**

Students from 80 JA locations across the country participated in the 2005 JA Interprise Poll™ focusing on Kids and Careers. This is the sixth time this survey has been conducted, and 1,065 students voluntarily participated in the Poll. The survey was administered in October and November of 2004, 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. Because most respondents were participating in a JA curriculum, there may be some bias toward selecting business-related careers.

Throughout the report, results are often segmented 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

Teens are the most optimistic about finding their ideal job since this “Kids and Careers” Interprise Poll™ began in 2000, and salary expectations are at their highest level since the 2003 I-Poll.

For the third consecutive year, teens’ most popular career choice is business-related. Whether owning a barbershop, grocery store, or serving as CEO for a multi-national corporation, 9.7% of students chose some flavor of “businessperson” as their ideal career. Becoming a “doctor” or “teacher” (both 6.2%) are tied for the second most popular career choice.

In many cases, occupational choices and earnings expectations are driven by gender. Nearly five times as many female students (9.4%) indicate that becoming some type of “doctor” is their ideal career compared to only 1.9% of males who provide that preference. By somewhat smaller, but still impressive margins, female students express a greater interest than their male counterparts in becoming a “teacher” (7.2% to 4.1%) and “lawyer” (5.3% to 3.1%).

Two years ago, salary expectations for male teens in the 2003 Poll exceeded female expectations for the careers of “businessperson,” “doctor,” “entertainment,” and “computer field.” For these four career fields in the 2005 Poll, gender-based earnings margins narrowed, disappeared, or reversed.

More male than female teens perceive their ideal careers to be in professional athletics (7.8% to 0.4%), computer-related positions (7.4% to 2.1%), and business (10.9% to 7.5%).

Given sharp distinctions in career preferences, it is not surprising that 81.2% of female students indicate a need for at least a four-year college degree for their ideal career, compared to only 73.2% of male teens. These results reflect what *BusinessWeek* referred to as “The New Gender Gap,” in its May 26, 2003 cover story.

According to the article, women earn 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. None of the top three male career preferences in this year’s I-Poll requires a college degree.

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. Although 59.2% of students preferred more leisure time, there was a distinct gender preference. By more than a 10-point margin, female teens (64.6%) prefer more leisure time than male teens (53.8%).

After a decline in their salary expectations by age 40, student optimism grew slightly in the 2005 I-Poll. This year, 10.4% of responding teens expect to earn \$1 million by the age of 40, compared to 8.1% in 2004, and 9.1% in the 2003 Poll. Teens aspiring to be professional athletes and entertainers are most likely to perceive themselves as future millionaires.

Parental influence may dictate the selection of toothpaste and political party affiliation, but not career choice. More than three-quarters (75.8%) of teens indicate that they would not follow in

the career path of either parent. Male students are much more likely to prefer the career path of their father than their mother's career path, while female students are slightly more inclined to follow their mother's career path.

Owning their own business appeals to 68.4% of students. Male students are much more inclined to be entrepreneurs (74.1%) than their female classmates (62.9%). Among ethnic groups, black students indicate a greater preference for owning their own business (79.1%) and white students show the lowest preference at 63.5%.

Students selected "teacher/counselor" (35.0%) as their first choice to learn about different career options. The "Internet" (16.9%) was the next most frequently cited source, followed by "job shadowing" (14.3%).

The 1,065 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 are you most likely to learn 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 2005 JA Interprise Poll™ focusing on "Kids and Careers" can be found in the Survey Results section that follows.

# SURVEY RESULTS

## 2005 Kids and Careers

### Respondent Demographic Characteristics

Who are the 1,065 students responding to the survey? Slightly more female students participated than males (50.8% to 49.2% respectively). The age ranges are representative of students in seventh through twelfth grade, with students 17-and-older comprising over 52% of responses. The ethnic or racial mix of participating teens approximates the overall ethnic mix in the U.S.

#### A. Gender

	Frequency	Percent
Male	513	49.2
Female	530	50.8
<b>Total</b>	<b>1043</b>	<b>100.0</b>
<i>No response</i>	<i>22</i>	

#### B. Age

Age Range	Frequency	Percent
13-14	193	18.6
15-16	301	29.0
17	398	38.3
18 or older	146	14.1
<b>Total</b>	<b>1038</b>	<b>100.0</b>
<i>No response</i>	<i>27</i>	

#### C. Race or Ethnic Origin

Ethnic Origin	Frequency	Percent
Asian/Pacific Islands	92	8.7
Black/African American	117	11.0
Hispanic/Latino	142	13.4
Mixed Race	41	3.9
Native American	22	2.1
White	619	58.4
Other	27	2.5
<b>Total</b>	<b>1060</b>	<b>100.0</b>
<i>No response</i>	<i>5</i>	

## Teens on Their Ideal Career

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

For the third time since the initial release of the JA Interprise Poll™ in 2000, the career of “businessperson” exceeds “doctor” as the most popular ideal career choice of teen respondents. In the 2003 Poll, “businessperson” narrowly eclipsed “doctor” as a preferred occupation. But in these past two years, students have shown a decided preference for a career in business, rather than medicine. In the 2005 Poll, 9.7% of teens selected “businessperson,” far ahead of the 6.2% who chose “doctor” as their ideal career.

Career aspirations identified by students seeking a business career are diverse and include owning a barbershop, grocery store, and serving as CEO of an international corporation.

“Teacher” is tied with “doctor” as the second most desired career, remaining a consistent top-four choice for teens since the inception of the Interprise Poll. Female teens (7.2%) are more likely than males (4.1%) to indicate teaching as an ideal career, although the gap is narrowing.

A career as an “entertainer” rose from sixth in last year’s Poll to fourth this year, appealing to 5.3% of both male and female respondents. Acting, directing, singing, producing, and performing in a band are aspirations that populate this career category. Many students show an interest in working on animated films.

Computers remain a consistent top-five choice of students since the inception of the Interprise Poll. As an ideal career, male students (7.4%) are more than three times as likely to select “computer field” than their female classmates. (2.1%)

“Lawyer” resides in sixth place, a career preferred by 5.3% of female teens, compared to only 3.1% of males.

“Professional athlete” is the Poll’s seventh most frequently cited ideal career. Among teen boys it’s the second most popular ideal career (7.8%), but is barely on the radar of female teens (0.4%).

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

Rank	Career	Frequency	Percent
1	Businessperson	96	9.7
2*	Doctor	61	6.2
2*	Teacher	61	6.2
4	Entertainer	56	5.7
5	Computer field	49	5.0
6	Lawyer	47	4.8
7	Pro athlete	43	4.4
8	Fashion and design	38	3.8
9	Engineer	36	3.6
10	Nurse	34	3.4
11*	Journalist	27	2.7
11*	Science-related	27	2.7
13	Marketing	23	2.3
14	Medical technician	22	2.2
15	Veterinarian	21	2.1
16	Physical therapist	20	2.0
17*	Architect	19	1.9
17*	Psychologist	19	1.9
19	Sports-related (not athlete)	18	1.8
20	Law enforcement	16	1.6
21*	Mechanic	15	1.5
21*	Cosmetologist	15	1.5
23*	Trades	14	1.4
23*	CSI/Forensics	14	1.4
25*	Accountant	12	1.2
25*	Military	12	1.2
25*	Dentist	12	1.2
28*	Chef	11	1.1
28*	Social service	11	1.1
30*	Artist	9	0.9
30*	Management	9	0.9
32*	Commercial pilot	8	0.8
32*	Firefighter	8	0.8
32*	Pharmacist	8	0.8
32*	Politician	8	0.8
36	Construction	7	0.7
37	Photographer	5	0.5
	Other**	77	7.8
	<b>Total</b>	<b>988</b>	
	<i>No response or "don't know"</i>	<i>77</i>	

*\*Indicates a tie.*

## Gender Comparison of Top “Ideal Jobs”

The gap between male and female students selecting “doctor” as an ideal career has grown into a chasm. Only 1.9% of male teens wish to pursue a medical degree compared to 9.4% of females. For women students, being a doctor is their top career choice. Since the 2003 I-Poll, female interest in becoming a doctor has remained high, but male interest in this career is quickly waning.

In addition to “professional athlete,” the “computer field” remains an overwhelming preference of males (7.4%) compared to their female colleagues (2.1%).

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	56	10.9	40	7.5
Doctor	10	1.9	50	9.4
Teacher	21	4.1	38	7.2
Entertainment	27	5.3	28	5.3
Computer field	38	7.4	11	2.1
Lawyer	16	3.1	28	5.3
Pro athlete	40	7.8	2	0.4

*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	9	9.8%	12	10.3%	16	17.0%	53	8.6%
Doctor	7	7.6	7	6.0	8	8.5	30	4.8
Teacher	---	--	5	4.3	2	2.1	48	7.8
Entertainment	2	2.2	4	3.4	6	6.4	38	6.1
Computer field	6	6.5	13	11.1	6	6.4	22	3.6
Lawyer	3	3.3	11	9.4	7	7.4	21	3.4
Pro athlete	3	3.3	7	6.0	3	3.2	25	4.0

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

Ethnic and racial identification seems to play a role in the selection of ideal jobs. Hispanic/Latino students are nearly twice as likely to be aspiring businesspersons as white students. Compared to other ethnic or racial groups, black students are most likely to pick a career in professional sports (6.0%), although computer field (11.1%) and businessperson (10.3%) are their top choices. A greater percentage of white students (7.8%) want to pursue a teaching career compared to other ethnic groups.

## 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, 72.1% of students surveyed answered “definitely” or “pretty sure,” the highest positive response since this question was posed in the 2000 Poll. Confidence levels for finding desired employment have risen four consecutive years.

When “definitely” and “pretty sure” responses are combined, gender differences for finding the ideal job are less than a percentage point apart. Female teens (72.6%) are only slightly more optimistic than male teens (71.5%) in finding their ideal job.

Response	Frequency	Percent
Definitely	350	33.1
Pretty sure	412	39.0
Maybe	265	25.1
Not likely	24	2.2
Never	6	0.6
<b>Total</b>	<b>1057</b>	<b>100.0</b>
<i>No response</i>	8	

### Segmentation of Finding the Ideal Career by Gender

	MALE		FEMALE	
	Frequency	Percent	Frequency	Percent
Definitely	169	33.4	173	32.7
Pretty sure	193	38.1	211	39.9
Maybe	125	24.7	134	25.3
Not likely	15	3.0	9	1.7
Never	4	0.8	2	0.4
<b>Total</b>	<b>506</b>	<b>100.0</b>	<b>529</b>	<b>100.0</b>
<i>No response</i>	7		1	

As in past surveys, the youngest group of students surveyed is the least optimistic about finding their ideal job. Only 25.1% of students age 13-14 believe they will “definitely” find their ideal job. The percentage of students responding “definitely” increases with age, until dropping for students 18-and-older. Perhaps because of work experience, these older students are more aware of job market realities.

Age Ranges	13-14	15-16	17	18 +
Definitely	25.1	31.5	38.5	32.2
Pretty sure	40.3	39.9	39.2	37.0
Maybe	31.5	26.9	19.0	26.7
Not likely	2.6	1.7	2.3	3.4
Never	0.5	---	1.0	0.7
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Responses	191	298	395	146
<i>No response</i>	2	3	3	0

In terms of race or ethnic origin, black students are far more likely than any other ethnic group or race to indicate that they would “definitely” have their ideal job, with 44.7% providing that response compared to 37.3% of Hispanic students, 31.2% of white teens, and 24.2% of Asian students.

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

Response	Asian/Pacific Islands	Black/African American	Hispanic/Latino	White
Definitely	24.2	44.7	37.3	31.2
Pretty sure	44.0	31.6	38.0	39.0
Maybe	28.5	19.3	24.7	26.5
Not likely	2.2	1.8	---	3.1
Never	1.1	2.6	---	0.2
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Responses	91	114	142	615
<i>No response</i>	1	3	--	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 believed that a four-year college or graduate degree is required for their ideal job exceeded 72%. In last year's I-Poll 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. This year, the overall percentage climbed to over 77.3%, although a gender gap remains.

Only 73.2% of male teens believe a four-year or graduate degree is necessary for them to obtain their career goals compared to 81.2% of female students - a gap of 8.0%.

Response	Frequency	Percent
Some high school	27	2.6
High School diploma	60	5.7
2-year college degree	123	11.6
4-year college degree	456	43.1
Graduate degree	361	34.2
Other	30	2.8
<b>Total</b>	<b>1057</b>	<b>100.0</b>
<i>No response</i>	8	

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	17	3.3		10	1.9
High School diploma	37	7.3		22	4.2
2-year college degree	60	11.9		61	11.6
4-year college degree	240	47.2		207	39.3
Graduate degree	132	26.0		221	41.9
Other	22	4.3		6	1.1
<b>Total</b>	<b>508</b>	<b>100.0</b>		<b>527</b>	<b>100.0</b>
<i>No response</i>	5			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 less than 2%.

Response	Frequency	Percent	Male Frequency	Male Percent	Female Frequency	Female Percent
Yes	288	27.4	137	27.0	150	28.7
No	764	72.6	370	73.0	373	71.3
<b>Total</b>	<b>1052</b>	<b>100.0</b>	<b>507</b>	<b>100.0</b>	<b>523</b>	<b>100.0</b>
<i>No response</i>	13		6		7	

### **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 2005 Interprise Poll, this relationship does not extend to career choices. More than 75% of teens indicate that they do not wish to follow the career paths of either parent, a level consistent with past surveys when this question is posed.

When the results are segmented by gender, female teens are more likely to indicate "neither" (79.2%) compared to their male counterparts (72.4%). Male teens are nearly five-times more likely to prefer the career path of their father to their mother's career path (14.7% vs. 3.0%). Female students who indicated that they would follow the career path of a parent are more likely to prefer their mother's career (7.6%) to their father's career (4.8%).

Response	Frequency	Percent
Mother	58	5.5
Father	101	9.6
Both	95	9.1
Neither	794	75.8
<b>Total</b>	<b>1048</b>	<b>100.0</b>
<i>No response</i>	17	

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Mother	15	3.0	40	7.6
Father	74	14.7	25	4.8
Both	50	9.9	44	8.4
Neither	364	72.4	414	79.2
<b>Total</b>	<b>503</b>	<b>100.0</b>	<b>523</b>	<b>100.0</b>
<i>No response</i>	10		7	

## 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 prefer family and fun rather than earning more money. Over 59% 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 the money priority (46.2%) than female teens (35.4%).

Response	Total Frequency	Total Percent	Male Frequency	Male Percent	Female Frequency	Female Percent
More money, less time	430	40.8	234	46.2	186	35.4
More time, less money	623	59.2	272	53.8	339	64.6
<b>Total</b>	<b>1053</b>	<b>100.0</b>	<b>506</b>	<b>100.0</b>	<b>525</b>	<b>100.0</b>
<i>No response</i>	12		7		5	

## Expectations about Future Earnings Power

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

Perhaps a slowly improving economy is making students more optimistic about their future earnings potential. The percentage of students expecting to earn \$1 million or more annually by the time they reach 40, climbed to 10.4%, the highest figure since the 2002 I-Poll.

The percentage of students anticipating an annual income of \$250,000 or more is also at its highest level since the 2002 Poll. Male students are more than three times as likely (16.4%) to project earned income of \$1 million or more than female teens (4.8%).

Response	Frequency	Percent	Male	Female
Less than \$35,000	20	1.9	1.8	2.1
\$35,000 - \$49,999	87	8.2	5.9	10.7
\$50,000 - \$74,999	251	23.7	25.2	22.7
\$75,000 - \$99,999	208	19.7	16.8	22.5
\$100,000 - \$249,999	196	18.6	19.0	17.9
\$250,000 - \$499,999	122	11.6	9.8	12.8
\$500,000 - \$999,999	63	6.0	5.1	6.5
\$1,000,000 +	110	10.4	16.4	4.8
<b>Total</b>	<b>1057</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<i>No response</i>	<i>8</i>			

In what occupations are the prospective millionaires concentrated? Not surprisingly, 51.2% of teens aspiring to be professional athletes think that they will earn at least \$1 million by the age of 40. The career field with the next highest percentage of millionaires is the entertainment industry where nearly one of four (23.6%) teens anticipate a seven-figure income by the time they are 40.

Of students planning a career as a businessperson, 13.7% anticipate becoming millionaires. The only top-seven profession selected with no expectations of earning millions was “teacher,” although it is tied for the second most popular profession selected. More than 10% of teens (10.2%) selecting the computer field think they will 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	96	13.7
Doctor	61	8.5
Teacher	61	---
Entertainment	56	23.6
Computer Field	49	10.2
Lawyer	47	2.1
Pro athlete	43	51.2

## Gender Expectations of Salary by Occupation

To determine if there is a gender gap between male and female anticipation of future salary, the top 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 exceed female expectations.

In the career choice of “businessperson,” male teens are more likely than females (41.9% vs. 30.0%) to anticipate earnings of \$250,000 or more by the age of 40. Although only 3% of male students selected “lawyer” as an ideal career, 56.3% think they will be earning \$250,000 or more by age 40. Only half as many teen girls believe they will earn \$250,000 or more in the legal profession (28.5%), although they are more likely (5.3%) to select law as an ideal career.

Excluding “professional athlete,” the entertainment industry is the career with the largest percentage of high-income earners. An identical percentage of males and females selected that career (5.3%) and an identical percentage (48.1%) anticipate earning \$250,000 or more by the time they are 40.

The gap in earnings expectations between genders (though narrowing) may be a result of female teens having a more realistic view about overall 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	10.9	41.9		7.5	30.0
Doctor	1.9	40.0		9.4	37.5
Teacher	4.1	---		7.2	7.9
Entertainment	5.3	48.1		5.3	48.1
Computer field	7.4	29.0		2.1	36.4
Lawyer	3.1	56.3		5.3	28.5

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

Salary expectations for male teens in the 2003 Poll exceeded female expectations for the careers of “businessperson,” “doctor,” “entertainment,” and “computer field.” In the 2005 Poll for these four career fields, those margins narrowed, disappeared, or reversed.

### Percent of Students by Occupation Expecting to Earn \$250,000 or More by Age 40

Response	Male			Female	
	2003 Poll	2005 Poll		2003 Poll	2005 Poll
Businessperson	42.2	41.9		22.0	30.0
Doctor	47.5	40.0		37.7	37.5
Teacher	6.7	---		7.1	7.9
Entertainment	49.9	48.1		29.3	48.1
Computer field	22.2	29.0		10.0	36.4
Lawyer	47.8	56.3		37.5	28.5

## Students' Desire to Be Self-Employed

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

Becoming an entrepreneur appeals to 68.4% of students. Male students are more likely than females to indicate a preference for owning a business at some point (74.1% to 62.9%). Black students indicate a greater preference for owning their own business (79.1%) and white students show the lowest preference at 63.5%. This is the third consecutive year that white students have shown the least desire, and black students the most desire, to own their own business someday.

Response	Frequency	Percent	Male Frequency	Male Percent	Female Frequency	Female Percent
Yes	722	68.4	378	74.1	329	62.9
No	333	31.6	132	25.9	194	37.1
<b>Total</b>	<b>1055</b>	<b>100.0</b>	<b>510</b>	<b>100.0</b>	<b>523</b>	<b>100.0</b>
<i>No response</i>	10		3		7	

### Segmentation by Racial/Ethnic Group

Response	Asian/Pacific Islands	Black/African American	Hispanic/Latino	White
Yes	75.8	79.1	70.2	63.5
No	24.2	20.9	29.8	36.5
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<i>Responses</i>	91	115	141	614
<i>No response</i>	1	2	1	5

## Sources to Learn About Career Options

**Question:** Where are you most likely to learn about different career options?

Students were asked to select a single source they would access for information on career choices. “Teacher/Counselor” was selected by 35.0% of students and “Internet” was the choice of 16.9%. “Job shadowing” is the third most popular selection indicated by 14.3%. This preference ranking for career information is identical to the 2004 I-Poll results.

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Teacher/Counselor	368	35.0
Internet	177	16.9
Job shadowing	150	14.3
Parent	134	12.8
Mentors	72	6.9
Friends	68	6.4
Radio/TV	42	4.0
Print media	39	3.7
<b>TOTAL</b>	<b>1050</b>	<b>100.0</b>
<i>No Response</i>	15	

# Appendix

Six JA locations provided 65 or more responses to the 2005 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 (1,065)
<b>Akron (OH)</b>	128	12.0
<b>Denver, CO</b>	68	6.5
<b>Georgia</b>	148	13.9
<b>Minnesota</b>	124	11.6
<b>New Mexico</b>	126	11.8
<b>Quad Cities (IA-IL)</b>	140	13.1
	734	68.9

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

Response	Akron	Denver	Georgia	Minnesota	New Mexico	Quad Cities
Business	14.1	2.9	4.1	12.1	6.3	5.7
Doctor	3.9	7.4	6.7	6.5	6.3	2.9
Teacher	7.8	5.9	4.1	2.4	1.6	9.3
Entertainment	2.3	8.8	8.1	2.5	2.4	5.7
Computer	0.8	5.9	5.4	5.6	5.6	2.1
Lawyer	0.8	8.8	6.1	3.2	4.8	2.9
Pro athlete	2.3	2.9	16.2	4.8	--	0.7
<i>“Other” or no response</i>	68.0	57.4	49.3	62.9	73.0	70.7
<b>Resp. for Top 7 Careers</b>	<b>41</b>	<b>29</b>	<b>75</b>	<b>46</b>	<b>34</b>	<b>41</b>
<b>Total Area Responses</b>	128	68	148	124	126	140

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

Response	Akron	Denver	Georgia	Minnesota	New Mexico	Quad Cities
Definitely	32.5	25.0	27.9	29.3	36.5	32.9
Pretty sure	41.3	47.1	36.7	39.0	42.1	36.4
Maybe	21.4	26.4	29.9	28.4	21.4	27.1
Not likely	4.0	--	3.4	3.3	---	3.6
Never	0.8	1.5	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>Total Responses</b>	126	68	147	123	126	140

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

Response	Akron	Denver	Georgia	Minnesota	New Mexico	Quad Cities
Some H. S.	3.9	---	3.4	4.0	2.4	1.4
H. S. diploma	3.1	6.0	6.8	8.1	8.7	5.0
2-year degree	7.1	20.9	7.5	17.7	20.6	7.2
4-year college	45.8	44.7	40.1	50.1	39.7	47.5
Grad. degree	34.6	23.9	40.8	17.7	27.0	36.0
Other	5.5	4.5	1.4	2.4	1.6	2.9
<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>Total Responses</b>	127	67	147	124	126	140

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

Response	Akron	Denver	Georgia	Minnesota	New Mexico	Quad Cities
Yes	27.3	29.2	33.3	30.9	28.8	18.6
No	72.7	70.8	66.7	69.1	71.2	81.4
<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>Total Responses</b>	128	65	147	123	125	140

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

Response	Akron	Denver	Georgia	Minnesota	New Mexico	Quad Cities
Mother	1.6	3.0	7.5	5.7	5.7	5.1
Father	12.5	4.5	11.6	9.8	7.3	13.0
Both	8.6	13.7	13.6	13.0	10.6	2.9
Neither	77.3	78.8	67.3	71.5	76.4	79.0
<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>Total Responses</b>	128	66	147	123	123	138

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

Response	Akron	Denver	Georgia	Minnesota	New Mexico	Quad Cities
More time	48.4	48.5	39.7	48.0	45.2	36.4
More money	51.6	51.5	60.3	52.0	54.8	63.6
<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>Total Responses</b>	126	68	146	123	126	140

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

Response	Akron	Denver	Georgia	Minnesota	New Mexico	Quad Cities
Less than \$35,000	---	---	2.7	1.6	3.2	---
\$35,000 - \$49,999	4.7	10.3	5.4	7.3	12.0	10.7
\$50,000 - \$74,999	18.0	32.4	13.5	23.4	32.8	30.7
\$75,000 - \$99,999	27.3	20.6	10.8	23.4	17.6	25.7
\$100,000 - \$249,999	23.4	13.2	22.4	14.5	18.4	15.7
\$250,000 - \$499,999	15.6	5.9	15.5	15.3	6.4	5.7
\$500,000 - \$999,999	1.6	8.8	11.5	4.0	3.2	3.6
\$1,000,000 +	9.4	8.8	18.2	10.5	6.4	7.9
<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>Total Responses</b>	128	68	148	124	125	140

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

Response	Akron	Denver	Georgia	Minnesota	New Mexico	Quad Cities
Yes	68.7	60.3	65.5	83.9	68.8	45.3
No	31.3	39.7	34.5	16.1	31.2	54.7
<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>Total Responses</b>	128	68	148	124	125	139

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

Response	Akron	Denver	Georgia	Minnesota	New Mexico	Quad Cities
Teacher	35.4	27.7	30.1	39.3	36.0	38.6
Internet	22.8	12.3	11.0	8.2	20.0	21.4
Job shadow	12.6	20.0	5.5	20.4	9.6	19.3
Parent	5.5	10.8	26.7	13.1	8.8	10.0
Mentors	8.7	9.2	4.8	6.6	6.4	0.7
Friends	7.9	7.7	9.6	6.6	11.2	4.3
Radio/TV	2.4	9.2	8.9	3.3	3.2	2.1
Print media	4.7	3.1	3.4	2.5	4.8	3.6
<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>Total Responses</b>	127	65	146	122	125	140