

2006 Kids and Careers

Executive Summary

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Notes on Methodology

Students from 97 JA locations across the country participated in the 2006 JA Interprise Poll™ focusing on Kids and Careers. This is the seventh time this survey has been conducted, and 858 responses were used in this Poll. (*Total valid responses were 1,118, but 260 responses were eliminated from one JA area office because the magnitude of these responses would have skewed the results*). The survey was administered in October and November of 2005, and many participants were involved in JA programs.

JA local offices requested participation from area students. Because the respondents were not randomly selected, there is no margin of error for this report. 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 many respondents were participating in a JA curriculum, there may be some bias toward selecting business-related careers.

To provide further insights to the survey, results are often segmented by gender, age, or race/ethnic origin. 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 fourth consecutive year, teens' most popular career choice is business-related. Whether developing a resort, owning a restaurant, or serving as CEO for global corporation, 8.7% of students chose some flavor of "businessperson" as their ideal career. Becoming a "teacher" (7.0%) was the second most popular selection. The education field has consistently ranked as a top five choice, but never as high as second. Though some students expressed a desire to become college professors, elementary education was a magnet for most prospective educators.

Since the first Kids and Careers I-Poll in 2000, the top ten career selections have remained fairly constant. The major change in the past four years involves gender. "Doctor" and "lawyer," the two popular selections that require advanced degrees, were overwhelming chosen by female students. In the 2006 Poll, more females than males choose to be doctors (9.1% to 3.1% respectively), and practice law (5.5% to 2.1%).

The nationally recognized gender gap in student achievement is reflected in this year's results. Female teens are drawn to careers that require more education, and are more confident than males that they can obtain their ideal careers. In the past, male salary expectations for most of the popular jobs exceeded earnings anticipated by female teens. In this year's I-Poll, the highest earnings expectations for frequently cited careers are split fairly evenly among the genders.

Only 62.8% of male teens believe a four-year or advanced degree is necessary for them to obtain their career goals, compared to 79.3% of female students, a gap of 16.5%. This result is not surprising, given that many male career preferences don't require post-secondary education.

Males are much more likely than females to consider careers related to the computer field (10.9% to 1.9%) and professional sports (10.4% to 1.2%), neither of which requires a college degree. Engineering, which does require college, is male-dominated (7.3% to 1.0%).

To compare earnings expectations by gender, anticipated income was segmented by most popular careers beginning in the 2003 Poll. That year, the percentage of male teens who anticipated earning \$250,000 or more by the age of 40, easily exceeded female expectations for all but the teaching career. In subsequent I-Polls, that gap began to gradually, but consistently, narrow.

The 2006 I-Poll results indicate that parity in earnings expectations has now been reached in top job choices where there were enough responses for comparisons (athlete and engineer excluded). Female expectations to earn \$250,000 or more were higher for businessperson (44.1% vs. 38.9%), doctor (63.2 vs. 41.7%), and teacher (9.5 vs. 7.1%). Male students still held higher expectations of salary for entertainment (42.1% vs. 38.5%), the computer field (38.1% vs. 25.0%), and lawyer (37.5% vs. 34.8%).

Female students are more confident than males in obtaining their ideal job. In the 2006 I-Poll, 78.2% of female teens were "definitely" or "pretty sure" they would obtain their ideal job, compared to 65.5% of male teens.

In other survey areas, students selected "teacher/counselor" (31.9%) as their first choice to learn about different career options. The "Internet" (21.0%) was the next most frequently cited source, followed by "parent" (13.1%) and job shadowing" (12.6%).

Students were also 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 61.9% of students prefer more leisure time, there was a distinct gender preference. By nearly a 14-point margin, female teens (68.5%) prefer more leisure time than male teens (54.8%).

Parents influence teen career choice, but in a distinctly negative manner. More than three-quarters (76.8%) of teens indicated that they would *not* follow in the career path of either parent. Those students who are inclined to follow a parent's career path show a strong gender preference. Male students are much more likely to prefer their fathers' career path while female students are inclined to be attracted to their mothers' vocation.

The 858 students whose responses were included in this 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 enjoy their jobs?
- ✓ 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 2006 JA Interprise Poll™ focusing on “Kids and Careers” can be found in the Survey Results section that follows.

SURVEY RESULTS

2006 Kids and Careers

Respondent Demographic Characteristics

Who are the 858 students responding to the survey? Slightly more female students participated than males (51.7% to 48.3% respectively). The age ranges are representative of students in seventh through twelfth grades. Students 17-and-older, who are closest in age to making career choices, comprise 37.2% of responses. The ethnic or racial mix of participating teens approximates the overall ethnic mix in the U.S.

A. Gender

	Frequency	Percent
Male	414	48.3
Female	444	51.7
Total	858	100.0

B. Age

Age Range	Frequency	Percent
13-14	291	33.9
15-16	248	28.9
17	217	25.3
18 or older	102	11.9
Total	858	100.0

C. Race or Ethnic Origin

Ethnic Origin	Frequency	Percent
Asian/Pacific Islands	27	3.1
Black/African American	116	13.5
Hispanic/Latino	143	16.7
Mixed Race	52	6.1
Native American	12	1.4
White	497	57.9
Other	11	1.3
Total	858	100.0

Teens on Their Ideal Career

Question: “What is your ideal career?”

For the fourth consecutive year, the career of businessperson is the most popular ideal career choice of teen respondents. Among hundreds of ideal careers identified by teens, 8.7% indicated a wide range of business-related fields ranging from restaurant ownership to resort development. Regardless of gender or ethnic origin, a career in business was a consistent top three selection.

The occupation of teacher (7.0%) eclipsed doctor as the second most popular career selection. This is the highest ranking for the teaching profession since the inception of the Interprise Poll. Female students are nearly three times as likely to select a teaching career compared to their male counterparts.

Doctor and the computer field are tied for third most frequent selection (6.2%) followed by entertainer and professional athlete tied at fourth (5.6%). Engineer climbed to seventh place (4.0%). A career as a lawyer slipped to the eighth most popular choice (3.9%).

Top Career Choices by Teens in the JA Interprise Poll™

Rank	Career	Frequency	Percent
1	Businessperson	70	8.7
2	Teacher	56	7.0
3*	Doctor	50	6.2
3*	Computer field	50	6.2
5*	Entertainer	45	5.6
5*	Pro athlete	45	5.6
7	Engineer	32	4.0
8	Lawyer	31	3.9
9	Nurse	30	3.7
10	Law enforcement	25	3.1
11*	Fashion and design	22	2.7
11*	Science-related	22	2.7
13	Mechanic	20	2.5
14	Journalist	19	2.4
15*	Sports-related (not athlete)	18	2.2
15*	Accountant	18	2.2
17	Trades	17	2.1
18*	Chef	16	2.0
18*	Photographer	16	2.0
20*	Veterinarian	15	1.9
20*	Cosmetologist	15	1.9
22	Psychologist	14	1.7
23*	Physical therapist	12	1.5
23*	Architect	12	1.5
23*	Military	12	1.5
26	Marketing	10	1.2
27	Artist	9	1.1
28*	CSI/Forensics	8	1.0
28*	Dentist	8	1.0
28*	Social service	8	1.0
31*	Commercial pilot	5	0.6
31*	Firefighter	5	0.6
33	Real estate	4	0.5
34*	Management	3	0.4
34*	Politician	3	0.4
36*	Medical technician	2	0.2
36*	Pharmacist	2	0.2
	Other	53	6.6
	Total	802	100.0
	<i>No response or "don't know"</i>	56	

**Indicates a tie.*

Gender Comparison of Top “Ideal Jobs”

There is more disparity than consensus in gender preferences for careers. Male and female students show similar inclinations for entering the business field (9.4% to 8.1% respectively) as well as becoming professional entertainers. Female teens show a slightly higher preference (6.2%) to appear on stage, screen, or to provide technical support than their male counterparts (4.9%).

But females show a much higher preference than males for two of the professions that required advanced degrees: doctor (9.1% to 3.1%) and lawyer (5.5% to 2.1%). For occupations requiring a four-year degree, females are also more likely to desire a teaching career (10.0% to 3.6%), while males overwhelmingly gravitate toward engineering interests (7.3% to 1.0%).

Computer occupations and professional athletics are two other career choices that remain male-dominated. Male teens show a keener interest in computing careers such as technicians and game designers (10.9%) than females (1.9%). Professional athletics ranging from major sports to skateboarding, attract about nine times the percentage of males as females (10.4% to 1.2%).

Response	Male Ideal Career <i>(frequency selected)</i>	Percent of all Males Selecting this Career		Female Ideal Career <i>(frequency selected)</i>	Percent of all Females Selecting this Career
Businessperson	36	9.4		34	8.1
Teacher	14	3.6		42	10.0
Doctor	12	3.1		38	9.1
Computer	42	10.9		8	1.9
Entertainer	19	4.9		26	6.2
Pro athlete	40	10.4		5	1.2
Engineer	28	7.3		4	1.0
Lawyer	8	2.1		23	5.5
Total for top 8 careers	199	51.8		180	43.1
<i>All other selections</i>	<i>185</i>	<i>48.2</i>		<i>238</i>	<i>56.9</i>
Total selections	384	100.0		418	100.0

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

Response	Asian #	Asian %	Black #	Black %	Hispanic #	Hispanic %	White#	White %
Businessperson	7	30.4	15	14.4	11	8.0	35	7.5
Teacher	1	4.3	4	3.8	8	5.8	40	8.5
Doctor	3	13.0	14	13.5	8	5.8	22	4.7
Computer field	---	---	6	5.8	11	8.0	28	6.0
Entertainment	2	8.7	8	7.7	8	5.8	20	4.3
Athlete	---	---	8	7.7	4	2.9	28	6.0
Engineer	1	4.3	5	4.8	4	2.9	19	4.1
Lawyer	1	4.3	9	8.7	5	3.6	13	2.8
<i>Other careers</i>		35.0		33.6		57.2		56.1

*“Asian” – Asian/Pacific Islands;(23 responses) “Black” – Black/African American;(104 responses) “Hispanic” – Hispanic/Latino (137 responses) “White” (468 responses)

Ethnic and racial identification seems to play a role in the selection of ideal jobs. Compared to other ethnic or racial groups, black students are most likely to pick a career in professional sports (7.7%), although businessperson (14.4%) and doctor (13.5%) are this group’s top choices. A greater percentage of white students (8.5%) 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, 72.0% of students surveyed answered “definitely” or “pretty sure,” the second highest positive response since this question was posed in the 2000 I-Poll.

When “definitely” and “pretty sure” responses are combined, female teens (78.2%) are much more optimistic than male teens (65.5%) in finding their ideal job.

Response	Frequency	Percent
Definitely	314	36.6
Pretty sure	304	35.4
Maybe	212	24.7
Not likely	27	3.2
Never	1	0.1
Total	858	100.0

Segmentation of Finding the Ideal Career by Gender

MALE

FEMALE

	Frequency	Percent		Frequency	Percent
Definitely	125	30.2		189	42.6
Pretty sure	146	35.3		158	35.6
Maybe	127	30.6		85	19.1
Not likely	16	3.9		11	2.5
Never	---	---		1	0.2
Total	414	100.0%		444	100.0%

Reflecting similar results of prior I-Polls, black students remain far more likely than any other ethnic group or race to indicate that they would “definitely” have their ideal job, with 50.0% providing that response, compared to 38.5% of Hispanic students, 34.0% of white teens, and 29.6% of Asian students.

Expectation of Finding the Ideal Job by Ethnic Group/Race

Response	Asian/Pacific Islands	Black/African American	Hispanic/Latino	White
Definitely	29.6	50.0	38.5	34.0
Pretty sure	25.9	32.8	30.7	38.6
Maybe	40.8	14.6	29.4	23.7
Not likely	3.7	2.6	1.4	3.5
Never	---	---	---	0.2
Total	100.0	100.0	100.0	100.0

Education and Career Attainment

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

In this year’s I-Poll, 71.3% of teens believe that a four-year college degree or advanced degree is necessary for their ideal job. Almost ten percent see no need for any educational requirements beyond high school. The “other” types of education identified include training in the military or law enforcement.

Only 62.8% of male teens believe a four-year or advanced degree is necessary to obtain their career goals compared to 79.3% of female students, a gap of 16.5%. This result is not surprising, given that many male career preferences don’t require post-secondary education. In this year’s Kids and Careers I-Poll, female students selected the careers of doctor, teacher, and lawyer at a higher frequency than their male counterparts.

Response	Frequency	Percent
Some high school	17	2.0
High School diploma	68	7.9
2-year college degree	114	13.3
4-year college degree	332	38.7
Advanced degree	280	32.6
Other	47	5.5
Total	858	100.0

Response	Male Frequency	Male Percent	Female Frequency	Female Percent
Some high school	10	2.4	7	1.6
High School diploma	47	11.4	21	4.6
2-year college degree	68	16.4	46	10.4
4-year college degree	154	37.2	178	40.1
Advanced degree	106	25.6	174	39.2
<i>Other*</i>	29	7.0	18	4.1
Total	414	100.0	444	100.0

The “other” category includes military, law enforcement, and vocational training.

Parents...and Kids and Careers

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 2006 Interprise Poll, this relationship does not extend to career choices. More than three-quarters (76.8%) of teens indicated that they do not wish to follow the career paths of either parent, a level consistent with past surveys where this question was posed. But perception of parents’ job satisfaction does not appear to be a factor in shunning parents’ occupations. Nearly 70% of teens think their parents enjoy their jobs.

When the results are segmented by gender, female teens were more likely to indicate they would follow the career path of “neither” parent (79.1%) compared to their male counterparts (74.4%). Male teens are nearly five-times more likely to prefer the career path of their fathers to their mothers’ career path (14.0% vs. 2.9%). Female students who indicated that they would follow the career path of a parent are more likely to prefer their mothers’ career (9.9%) to their fathers’ career (5.2%).

Response	Frequency	Percent
Mother	56	6.5
Father	81	9.4
Both	62	7.3
Neither	659	76.8
Total	858	100.0

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Mother	12	2.9	44	9.9
Father	58	14.0	23	5.2
Both	36	8.7	26	5.8
Neither	308	74.4	351	79.1
Total	414	100.0	444	100.0

Question: Do you think your parents enjoy their jobs?

Response	Frequency	Percent
Yes	598	69.7
No	260	30.3
Total	858	100.0

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 60% of teens (61.9%) 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 (45.2%) than female teens (31.5%).

Response	Total Frequency	Total Percent	Male Frequency	Male Percent		Female Frequency	Female Percent
More time, less money	531	61.9	227	54.8		304	68.5
More money, less time	327	38.1	187	45.2		140	31.5
Total	858	100.0	414	100.0		444	100.0

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 are 40, reached 10.3%, a figure nearly identical to last year's I-Poll results.

More than a quarter of students (27.7%) anticipate an annual income of \$250,000 or more by age 40, with gender expectations rather close. However, male students are more than twice as likely (14.6%) to project earned income of \$1 million or more than female teens (6.3%).

Response	Frequency	Percent		Male	Female
Less than \$35,000	22	2.6		2.4	2.7
\$35,000 - \$49,999	79	9.2		8.7	9.7
\$50,000 - \$74,999	159	18.5		15.0	21.8
\$75,000 - \$99,999	180	21.0		21.7	20.3
\$100,000 - \$249,999	180	21.0		23.4	18.7
\$250,000 - \$499,999	104	12.0		9.9	14.2
\$500,000 - \$999,999	46	5.4		4.3	6.3
\$1,000,000 +	88	10.3		14.6	6.3
Total	858	100.0		100.0	100.0

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 are analyzed by gender and salary expectations. The trend in past I-Polls has been that males' higher salary expectations were gradually, but consistently narrowing.

The 2006 I-Poll results indicate that parity in earnings expectations has now been reached. In top job choices where there were enough responses for comparisons (athlete and engineer excluded), female expectations to earn \$250,000 or more were higher for businessperson (44.1% vs. 38.9%), doctor (63.2 vs. 41.7%), and teacher (9.5 vs. 7.1%). Male students held higher expectations of salary for entertainment (42.1% vs. 38.5%), the computer field (38.1% vs. 25.0%), and lawyer (37.5% vs. 34.8%).

Response	Percent of All Males Selecting this Career	Percent Who Selected Career and Expect to Earn \$250,000 +		Percent of All Females Selecting this Career	Percent Who Selected Career and Expect to Earn \$250,000 +
Businessperson	9.4	38.9		8.1	44.1
Teacher	3.6	7.1		10.0	9.5
Doctor	3.1	41.7		9.1	63.2
Computer field	10.9	38.1		1.9	25.0
Entertainment	4.9	42.1		6.2	38.5
Pro athlete	10.4	55.0		1.2	*
Engineer	7.3	35.7		1.0	*
Lawyer	2.1	37.5		5.5	34.8
<i>Other</i>	<i>48.2%</i>			<i>56.9%</i>	

* no percentages shown because there were five or fewer responses for these careers

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 31.9% of students and “Internet” was the choice of 21.0%. “Parent” is the third most popular selection indicated by 13.1%, and followed closely by “job shadowing” (12.6%).

Response	Frequency	Percent
Teacher/Counselor	274	31.9
Internet	180	21.0
Parent	112	13.1
Job shadowing	108	12.6
Mentors	66	7.7
Friends	63	7.3
Radio/TV	33	3.8
Print media	22	2.6
TOTAL	858	100.0

Appendix

Five JA area offices provided 50 or more responses to the 2006 JA Interprise Poll.™ Responses from these areas are segmented below for each of the major questions that were posed.

	Responses
Denver, CO	380*
Grand Rapids, MI	52
New Mexico	114
Quad Cities (IA-IL)	54
Reading, PA	85

**Because of the large number of surveys received from Denver, only 120 were used in the national results to avoid skewing the data. However, all 380 responses are provided in this area office summary.*

Percent Distribution of Responses by Gender

Response	National	Denver CO	Grand Rapids MI	New Mexico	Quad Cities (IA-IL)	Reading PA
Male	48.3	47.9	61.5	62.3	63.0	64.7
Female	51.7	52.1	38.5	37.7	37.0	35.3
Total	100.0	100.0	100.0	100.0	100.0	100.0

** The responses from area offices not included above were 40.4% male and 59.6% female*

Percent Distribution of Responses by Age

Response	National	Denver CO	Grand Rapids MI	New Mexico	Quad Cities (IA-IL)	Reading PA
13-14	33.9	23.2	---	79.8	20.3	62.4
15-16	28.9	45.0	34.6	7.0	27.8	24.7
17	25.3	23.6	40.4	10.6	38.9	9.4
18 or older	11.9	8.2	25.0	2.6	13.0	3.5
Total	100.0	100.0	100.0	100.0	100.0	100.0

Percent Distribution of Responses by Race/Ethnic Origin

Response	National	Denver CO	Grand Rapids MI	New Mexico	Quad Cities (IA-IL)	Reading PA
Asian/Pacific Islands	3.1	3.7	1.9	3.5	---	1.2
Black/African American	13.5	11.8	5.8	3.5	---	3.5
Hispanic/Latino	16.7	30.5	28.8	27.2	3.7	10.6
Mixed Race	6.1	7.1	3.9	15.8	1.8	4.7
Native American	1.4	1.6	---	7.0	---	1.2
White	57.9	44.5	57.7	41.2	92.6	78.8
Other	1.3	0.8	1.9	1.8	1.9	---
Total	100.0	100.0	100.0	100.0	100.0	100.0

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

Response	National	Denver CO	Grand Rapids MI	New Mexico	Quad Cities (IA-IL)	Reading PA
Businessperson	8.7	6.7	10.4	5.5	4.3	6.1
Teacher	7.0	4.3	2.1	3.7	8.5	8.5
Doctor	6.2	4.8	2.1	4.6	--	4.9
Computer field	6.2	2.4	10.4	4.6	6.4	4.9
Entertainment	5.6	5.1	4.2	11.0	6.4	6.1
Pro athlete	5.6	5.1	---	6.4	14.9	6.1
Engineer	4.0	4.0	6.3	2.8	4.3	1.2
Lawyer	3.9	5.9	2.1	3.7	2.1	1.2
<i>“Other” or no response</i>	52.8	<i>61.7</i>	<i>62.5</i>	<i>57.8</i>	<i>53.2</i>	<i>61.0</i>

Percent Distribution of Responses for Confidence in Finding the Ideal Job

Response	National	Denver CO	Grand Rapids MI	New Mexico	Quad Cities (IA-IL)	Reading PA
Definitely	36.6	30.0	40.4	32.5	31.5	20.0
Pretty sure	35.4	39.7	34.6	35.1	27.8	41.2
Maybe	24.7	27.6	19.2	31.6	33.3	34.1
Not likely	3.2	1.3	5.8	0.9	7.4	4.7
Never	0.1	1.3	---	---	---	---
Total	100.0	100.0	100.0	100.0	100.0	100.0

Percent Distribution of Responses for Education Needed for the Ideal Job

Response	National	Denver CO	Grand Rapids MI	New Mexico	Quad Cities (IA-IL)	Reading PA
Some H. S.	2.0	4.2	3.8	1.8	1.9	1.2
H. S. diploma	7.9	7.9	11.5	13.2	5.6	15.3
2-year degree	13.3	15.5	25.0	13.2	7.3	16.5
4-year college	38.7	38.9	46.2	28.0	55.6	34.1
Adv. degree	32.6	28.2	11.6	38.5	18.5	20.0
Other	5.5	5.3	1.9	5.3	11.1	12.9
Total	100.0	100.0	100.0	100.0	100.0	100.0

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

Response	National	Denver CO	Grand Rapids MI	New Mexico	Quad Cities (IA-IL)	Reading PA
Mother	6.5	5.8	5.8	3.4	1.9	4.7
Father	9.4	8.2	5.8	13.2	7.4	14.1
Both	7.3	10.5	3.8	12.3	3.7	4.7
Neither	76.8	75.5	84.6	71.1	87.0	76.5
Total	100.0	100.0	100.0	100.0	100.0	100.0

Percent Distribution of Responses for Whether Parents' Enjoy Jobs

Response	National	Denver CO	Grand Rapids MI	New Mexico	Quad Cities (IA-IL)	Reading PA
Yes	69.7	63.9	69.2	71.9	63.0	68.2
No	30.3	36.1	30.8	28.1	37.0	31.8
Total	100.0	100.0	100.0	100.0	100.0	100.0

Percent Distribution of Responses for Balancing Career and Personal Time

Response	National	Denver CO	Grand Rapids MI	New Mexico	Quad Cities (IA-IL)	Reading PA
More time	61.9	56.1	65.4	55.3	59.3	63.5
More money	38.1	43.9	34.6	44.7	40.7	36.5
Total	100.0	100.0	100.0	100.0	100.0	100.0

Percent Distribution of Responses for Salary Expectations at Age 40

Response	National	Denver CO	Grand Rapids MI	New Mexico	Quad Cities (IA-IL)	Reading PA
Less than \$35,000	2.6	1.6	---	2.6	7.4	5.9
\$35,000 - \$49,999	9.2	12.4	11.5	10.5	5.6	7.1
\$50,000 - \$74,999	18.5	19.2	34.6	14.0	22.2	11.8
\$75,000 - \$99,999	21.0	17.4	13.5	18.4	24.1	28.2
\$100,000 - \$249,999	21.0	18.2	28.8	29.8	27.7	18.8
\$250,000 - \$499,999	12.0	13.2	9.7	13.2	---	11.8
\$500,000 - \$999,999	5.4	6.6	1.9	3.5	---	2.4
\$1,000,000 +	10.3	11.6	---	7.9	13.0	14.0
Total	100.0	100.0	100.0	100.0	100.0	100.0

Percent Distribution of Responses for Sources to Learn About Career Options

Response	National	Denver CO	Grand Rapids MI	New Mexico	Quad Cities (IA-IL)	Reading PA
Teacher/Counselor	31.9	41.1	30.8	21.1	22.2	29.4
Internet	21.0	20.8	28.8	10.5	20.4	20.0
Parent	13.1	7.6	3.9	19.3	14.8	17.6
Job shadowing	12.6	11.3	19.2	7.9	20.4	8.2
Mentors	7.7	7.4	3.9	11.4	5.6	5.9
Friends	7.3	6.6	7.7	13.2	9.2	10.6
Radio/TV	3.8	2.9	1.9	9.6	5.5	5.9
Print media	2.6	2.3	3.8	7.0	1.9	2.4
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0