

Junior Achievement/ING

# 2010 Kids and Careers Survey



# Executive summary

The 2010 Junior Achievement / ING “Kids and Careers” Survey sought to assess teens’ perspectives on the workplace: their level of confidence in getting their “dream job,” what tools they feel they need to succeed in the workplace, and their opinions about the recession’s effects on their job prospects.

In contrast with other studies gauging adult job satisfaction—which currently is at its lowest levels in more than twenty years—teens remain confident in their abilities to get their ideal jobs.

Perhaps not surprisingly, teens feel that belief in themselves and good grades will take them a long way towards successful careers. However, they are looking to the education system to provide them with the tools to help position them for success, such as job shadowing programs. And, teens want to understand how what they’re learning now in school will help them in their careers.



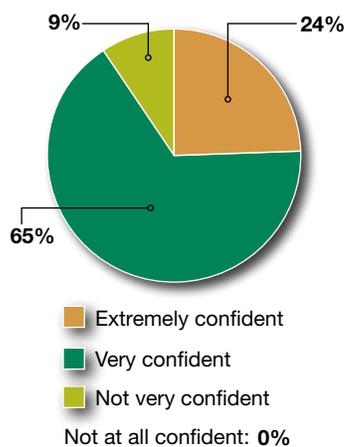


# Teens are optimistic they'll land that perfect job, but would sacrifice salary to make a difference

Teens entering the workforce today face one of the worst recessions in decades but remain optimistic about their future careers. In fact, ninety percent of teens are confident they will one day have their ideal job, according to the 2010 Junior Achievement / ING Kids and Careers Survey.

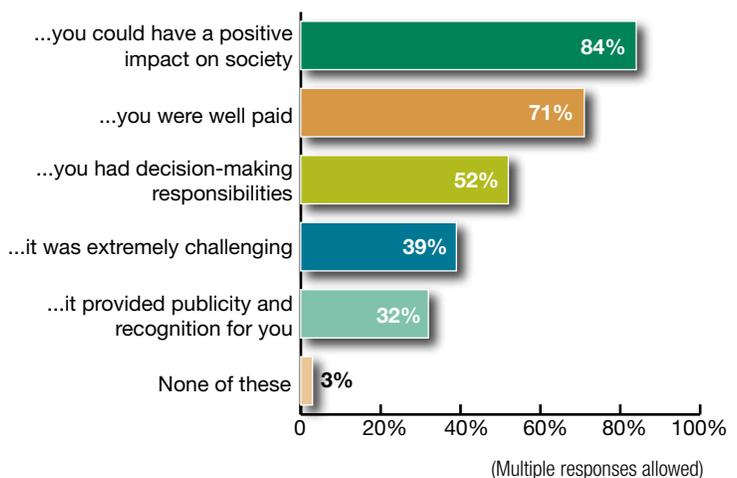
The 2010 Kids and Careers Survey found that an overwhelming majority of teens—**84 percent**—said they'd forego getting that perfect job for the opportunity to make a difference in the world. When asked to identify which factors would motivate them to sacrifice getting the ideal job, more teens chose "having a positive impact on society" than "being well paid," "having decision-making responsibilities," having a job that was "extremely challenging," and a job that provided "publicity and recognition."

How confident are you that you'll have your ideal job one day?



(Percentages may not total 100 due to rounding)

Which, if any, of the following describe you? You would settle for a less-than-ideal job if...

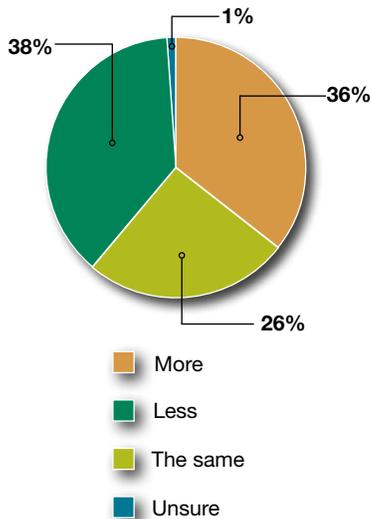




## The recession's effects still linger in teens' minds

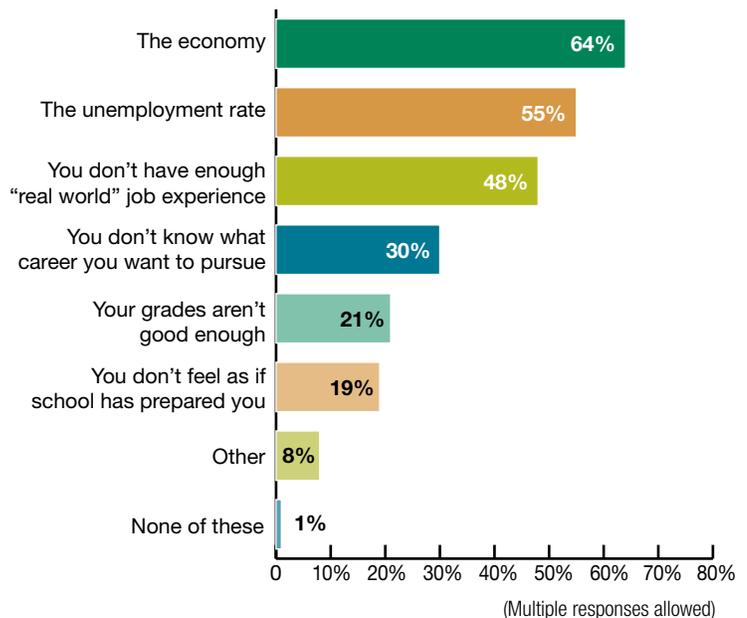
While the economic climate has improved over the past year, nearly three-quarters—**74 percent**—of teens responding to the JA-ING survey are more worried, or as worried, now about their future job prospects compared to a year ago. Of those teens who said they were more worried now about their job prospects, **64 percent** said they were anxious about the economy, and over half—**55 percent**—cited the unemployment rate as the most troubling issues.

Are you more worried, less worried or the same about your future job prospects now, than you were a year ago?



(Percentages may not total 100 due to rounding)

Which, if any, of the following are reasons why you might feel more worried about your future job prospects now than you felt a year ago?

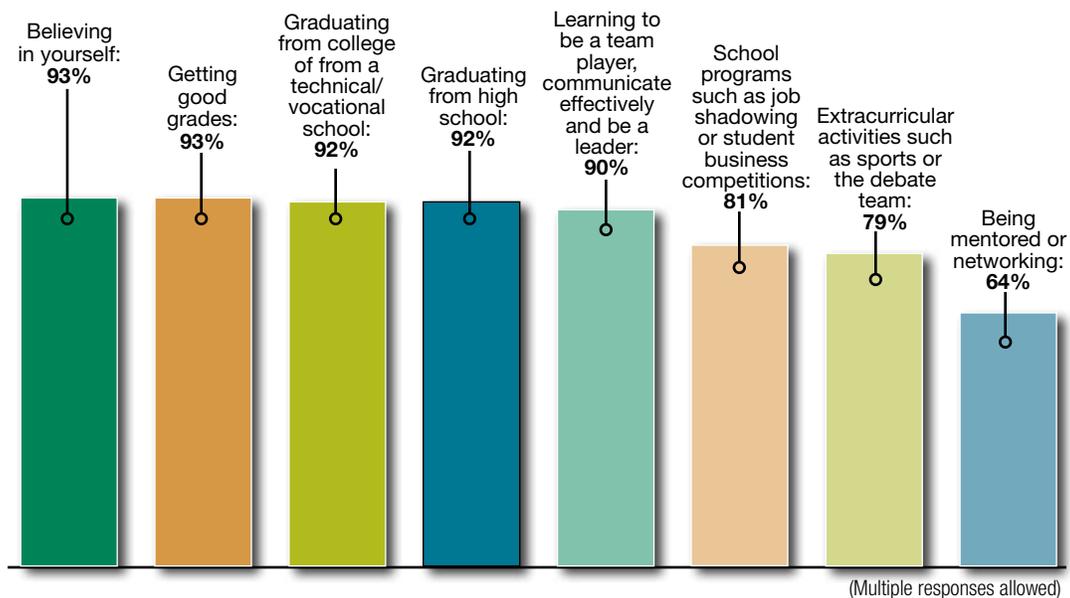




## Teens believe confidence, good grades and work-readiness programs are key to success

When asked about the most important factors in getting a good job, nearly all teens polled ranked “believing in yourself” (**93 percent**) and “getting good grades” (**93 percent**). Additionally, **83 percent** believe work-readiness programs, if offered by schools, would prepare them for a successful career.

Which, if any, of the following are very important in helping you to get a good job?



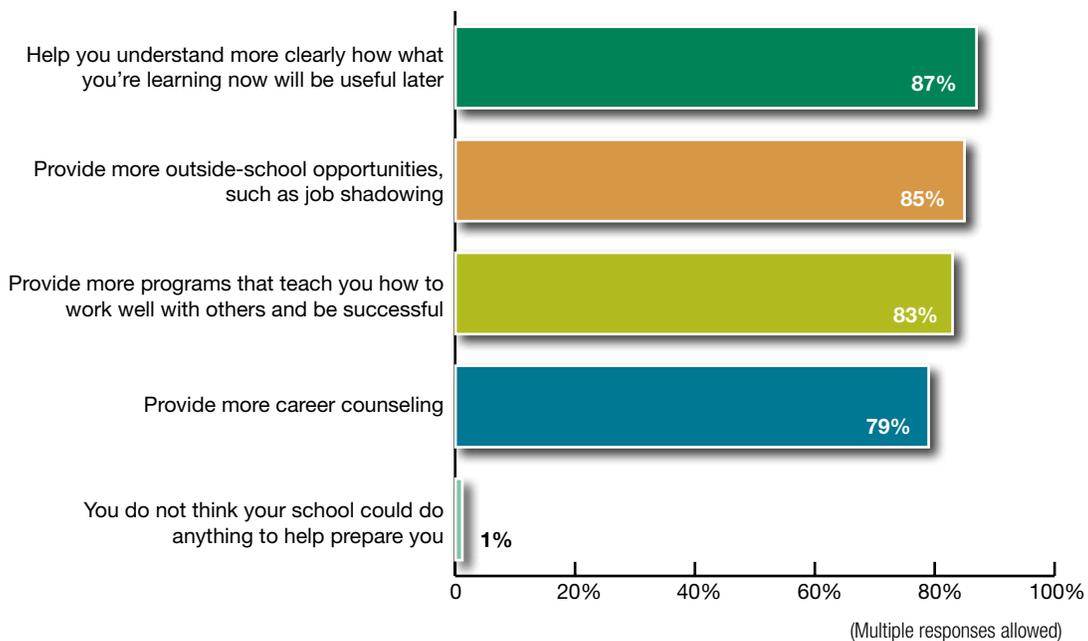


# Work-readiness programs provide mentoring and real-world experience

Junior Achievement provides resources and programs which connect the educational experience provided by schools to the demands of the workplace, such as job shadowing and career counseling, which enable students to formulate their goals and succeed professionally.

*JA Job Shadow* is a proven-effective program that helps students learn hands-on about the world of work. The program provides engaging, academically enriching and experiential learning sessions in work-readiness education and career perspectives. JA also provides virtual Job Shadow experiences free of charge, where students can view more than 130 different job-specific videos to help them discover their career path.

What, if anything, can your school do to help prepare you for a successful career?



“Teens’ optimism and energy are inspiring. As they look toward career paths, positive attitudes ultimately could help to end this economic slump. Teens are telling us they want to channel this energy and invest in their future careers. Junior Achievement programs help channel that energy into meaningful action by helping kids become more confident, by providing them with positive career role models and with the tools to be successful in the workplace, such as leadership and teamwork skills.”

*Jack E. Kosakowski, president of Junior Achievement USA*

“From an employer’s perspective, programs such as *JA Job Shadow* are key to creating a well-prepared workforce, because they provide a multi-faceted approach to teaching career skills. Job shadowing gives students the foundational tools to build a successful career, such as critical-thinking and leadership skills. It also provides important positive role models in the classroom volunteer who delivers the curriculum and the mentor whom the students shadow in the workplace. So, the students are given the opportunity to contextualize what they learn from the *JA Job Shadow* program and see the relevance of those concepts in a real-life situation.”

*Rhonda Mims, president, ING Foundation*

# Survey Methodology

The Junior Achievement-ING Kids and Careers Poll was conducted by Opinion Research Corporation from December 10-13, 2009, and surveyed 750 U.S. boys and girls ages 12-17 by telephone. The survey's margin of error is +/- 3.4 percent.

Junior Achievement is the world's largest organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, Junior Achievement provides in-school and after-school programs for students which focus on three key content areas: work readiness, entrepreneurship, and financial literacy. Today, 130 individual area operations reach more than four million students in the United States, with an additional 5.7 million students served by operations in 125 other countries worldwide. For more information, visit [www.ja.org](http://www.ja.org).

Junior Achievement thanks ING for its support of the 2010 Kids and Careers Survey.

