

**JA Worldwide®**

**Interprise Poll  
On  
Teens and Entrepreneurship**

**November 6, 2007**



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## **Notes on Methodology**

Students from 103 JA locations across the country participated in the 2007 JA Interprise Poll™ focusing on Entrepreneurship. This is the sixth time this survey has been conducted, and 818 students voluntarily participated in this I-Poll. The Poll was administered between March and April of 2007.

JA local area offices requested participation from area students, many of whom were not involved in JA programs. Because the respondents were not randomly selected, no margin of error for this report can be calculated. The survey results cannot be represented as a scientific cross-section of American students between the ages of 13 and 18+.

## Survey Highlights

*Detailed results of the 2007 JA Interprise Poll™ focusing on “Entrepreneurship” can be found in the Survey Results section that follows.*

Two-thirds (66.9%) of teens indicated they would like to start their own business someday. One major factor in this choice might be perceived job fulfillment. When asked what employment alternative would offer the most satisfaction, 79.6% indicated “owning your own business” while only 9.6% preferred “working for a company.” The remainder were unsure.

Although self-employment was the overwhelming choice for job satisfaction, the issue of job security generated a different response pattern. Students were nearly evenly split over which alternative would provide the most security, with 37.2% indicating “working for a company,” while 35.9% preferred “owning your own business” as the means to optimize employment stability.

Teens are fully aware of the marketplace challenges that face entrepreneurs. Only 11.4% of teens believed that starting a business would be “easy” or “very easy.” In contrast 44.1% indicated that starting a business would be “difficult, but possible.”

How much education do teens believe would be beneficial in starting a business? A large majority (81.1%) indicated that a 4-year college degree or graduate school would assist them in their entrepreneurial endeavors.

When teens were asked why they would want to start their own business, the two most frequently cited motivations were “to earn more money (34.4%) and “I don’t want to work for someone else” (20.6%). “I have a great product or service idea” (18.6%) was the third most frequently mentioned factor.

Teens perceive that the two major reasons for *not* starting a business are “fear of failure” (35.7%) and “not enough money to get the business started (27.4%).

What is the best resource for learning how to start a business? More than half of teens believed that “working in the same industry first” (53.9%) would be most beneficial. After hands-on experience, the resource perceived to be next most valuable was “vocational or technical school” (18.5%).

For the sixth consecutive year, teens indicated that “hard work and determination” (32.0%) were the most important ingredients for business success, followed by “business and management skills (24.4%)

An overwhelming share of students (88.2%) believe they will be better off financially than their parents. Teens perceive that factors most contributing to their increased wealth are that their “career choice is higher paid” (34.5%) and that they will have “more skills” (32.6%) than their parents.

# SURVEY RESULTS

## Entrepreneurship 2007

### Respondent Demographic Characteristics

Who are the 818 students who responded to the survey? More female students participated than males (59.8% to 40.2%, respectively). The age ranges are representative of students in seventh through twelfth grades, with students 17-and-older comprising 41.8% of responses.

#### A. Gender

	Frequency	Percent
Male	329	40.2
Female	489	59.8
<b>Total</b>	<b>818</b>	<b>100.0</b>
<i>No response</i>	<i>0</i>	

#### B. Age

Age Range	Frequency	Percent
13-14	244	29.8
15-16	232	28.4
17	196	24.0
18 or older	146	17.8
<b>Total</b>	<b>818</b>	<b>100.0</b>
<i>No response</i>	<i>0</i>	

#### C. Race or Ethnic Origin

Ethnic Origin	Frequency	Percent
Asian/Pacific Islands	140	17.1
Black/African American	183	22.4
Hispanic/Latino	80	9.8
Mixed Race	38	4.6
Native American	6	0.7
White	358	43.8
Other	13	1.6
<b>Total</b>	<b>818</b>	<b>100.0</b>
<i>No response</i>	<i>0</i>	

*Due to rounding, percentages may not add to 100%.*

## Ease of Starting a Business

*Question: How easy do you believe it is to start a business today?*

Students are keenly aware of the challenges involved with starting a business. Only 11.4% of teens perceive this effort would be “very easy” or “easy,” while 43.4% believe starting a business would be “somewhat challenging.” A more somber assessment is provided by 44.1% of students who indicated that initiating a business would be “difficult, but possible.” Only 1.1% of respondents believe that starting a business today would be “almost impossible.”

Male teens are almost twice as likely as their female counterparts to indicate that starting a business today would be “very easy” or “easy” (15.9% vs. 8.3% respectively).

Response	Frequency	Percent
Very easy	20	2.5
Easy	72	8.9
Somewhat challenging	352	43.4
Difficult, but possible	358	44.1
Almost impossible	9	1.1
<b>Total</b>	<b>811</b>	<b>100.0</b>
<i>No response</i>	7	

*Due to rounding, percentages may not add to 100%.*

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Very easy	12	3.7	8	1.7
Easy	40	12.2	32	6.6
Somewhat challenging	148	45.3	204	42.1
Difficult but possible	126	38.5	232	47.9
Almost impossible	1	0.3	8	1.7
<b>Total</b>	<b>327</b>	<b>100.0</b>	<b>484</b>	<b>100.0</b>
<i>No response</i>	2		5	

*Due to rounding, percentages may not add to 100%.*

## Desire to Start a Business

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

Starting their own businesses someday appeals to 66.9% of teens, while 22.3% replied in the negative. Because of their expected career choices, 10.8% responded that starting their own businesses would not be possible. Male teens are more inclined to start a business (72.9%) than their female counterparts (62.9%).

Does having a family member or close relative who owns a business influence a teen’s desire to start a business? Students with family or close relatives who own businesses show a higher preference for becoming entrepreneurs (72.4%) compared to 62.3% of students whose family or relatives are not self-employed.

Response	Frequency	Percent
Yes	544	66.9
No	181	22.3
Not possible, given my career choice	88	10.8
<b>Total</b>	<b>813</b>	<b>100.0</b>
<i>No response</i>	5	

*Due to rounding, percentages may not add to 100%.*

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Yes	239	72.9	305	62.9
No	58	17.7	123	25.4
Not possible, given my career choice	31	9.5	57	11.8
<b>Total</b>	<b>328</b>	<b>100.0</b>	<b>485</b>	<b>100.0</b>
<i>No response</i>	1		4	

*Due to rounding, percentages may not add to 100%.*

### Segmentation by Whether Family Member or Close Relative Owns a Business

Response	Own Business	Percent	Don't Own Business	Percent
Yes	291	72.4	246	62.3
No	74	18.4	99	25.1
Not possible, given my career choice	37	9.2	50	12.7
<b>Total</b>	<b>402</b>	<b>100.0</b>	<b>395</b>	<b>100.0</b>
<i>No response</i>	---		---	

*Due to rounding, percentages may not add to 100%.*

*Question: Does anyone in your family or a close relative own their own business?*

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Yes	402	50.4
No	395	49.6
<b>Total</b>	<b>797</b>	<b>100.0</b>
<i>No response</i>	21	

*Due to rounding, percentages may not add to 100%.*



## Importance of Education in Starting a Business

*Question: What type of education do you think would help you start a successful business?*

A large majority of teens (81.1%) indicate that a four-year college degree or graduate school would assist them in creating a successful business. “Learning on the job” followed distantly at 7.3%, trailed by “vocational/technical school” with 5.1%.

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Vocational/technical school	41	5.1
2-year college degree	32	4.0
4-year college degree	328	40.6
Graduate school	327	40.5
Learning on the job	59	7.3
Other	20	2.5
<b>Total</b>	<b>807</b>	<b>100.0</b>
<i>No response</i>	<i>11</i>	

*Due to rounding, percentages may not add to 100%.*

## Motivation for Starting a Business

*Question: Why would you want to start your own business?*

Teens' greatest motivation for starting a business is to "earn more money" (34.4%) followed by "I don't want to work for someone else" with 20.6%. "I have a great product or service idea" was the third most frequently mentioned factor for starting a business with 18.6%.

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Earn more money	270	34.4
I don't want to work for someone else	162	20.6
I have a great product or service idea	146	18.6
Other	100	12.7
I want to be like Bill Gates or Donald Trump	80	10.2
Out of economic necessity	27	3.4
<b>Total</b>	<b>785</b>	<b>100.0</b>
<i>No response</i>	33	

*Due to rounding, percentages may not add to 100%.*

## Reasons For Not Starting a Business

**Question:** *What do you believe is the most likely explanation for people who do NOT start a business?*

According to students, lack of confidence and inadequate start-up capital are the chief reasons that inhibit new business creation. The factor “fear of failure” (35.7%) surpassed “not enough money to get business started” (27.4%) as the primary reason cited for people not starting their own businesses. “Satisfied with current job opportunities” was cited by 15.1% of teens.

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Fear of failure	287	35.7
Not enough money to get the business started	220	27.4
Satisfied with current job opportunities	121	15.1
Not enough information on how to start it	101	12.6
They don't have a great product or service idea	37	4.6
Other	37	4.6
<b>Total</b>	<b>803</b>	<b>100.0</b>
<i>No response</i>	15	

*Due to rounding, percentages may not add to 100%.*

## Learning about Starting a Business

*Question: What do you believe is the best resource to learn how to start a business?*

In selecting the best resources to learn about starting a business, teens overwhelmingly indicated that hands-on experience is the most valuable tool. More than half (53.9%) think that “working in the same industry first” is an optimal means to learn about a business. Female teens (57.2%) were more likely than male teens (49.1%) to select this resource. “Vocational or technical school” (18.5%) was the second most frequently cited resource, followed by the Internet with 13.7%.

Response	Frequency	Percent
Working in the same industry first	434	53.9
A vocational or technical school	149	18.5
Internet	110	13.7
Friend or family member	53	6.6
Other	33	4.1
How-to books or magazines	26	3.2
<b>Total</b>	<b>805</b>	<b>100.0</b>
<i>No response</i>	13	

*Due to rounding, percentages may not add to 100%.*

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Working in the same industry first	159	49.1	275	57.2
A vocational or technical school	65	20.1	84	17.5
Internet	57	17.6	53	11.0
Friend or family member	23	7.1	30	6.2
Other	8	2.5	25	5.2
How-to books or magazines	12	3.7	14	2.9
<b>Total</b>	<b>324</b>	<b>100.0</b>	<b>481</b>	<b>100.0</b>
<i>No response</i>	5		8	

*Due to rounding, percentages may not add to 100%.*

## Ingredients for Business Success

*Question: Of all the following ingredients for business success, which one is the most important?*

In reviewing a sample of ingredients for business success, “hard work and determination” remains the top pick (32.0%) for the sixth consecutive year. The second-most-popular choice “business and management skills,” follows with 24.4%. “Having a good business plan” was the third-most-frequently identified factor (19.5%) for business success.

Although percentages differ somewhat, the order of the most important ingredients for business success was identical for female and male teens.

Response	Frequency	Percent
Hard work and determination	258	32.0
Business and management skills	197	24.4
Having a good business plan	157	19.5
Good product(s) or service(s) offered	90	11.2
Capital (money)	81	10.0
Other	23	2.9
<b>Total</b>	<b>806</b>	<b>100.0</b>
<i>No response</i>	<i>12</i>	

*Due to rounding, percentages may not add to 100%.*

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Hard work and determination	92	28.6	166	34.3
Business and management skills	77	23.9	120	24.8
Having a good business plan	64	19.9	93	19.2
Good product(s) or service(s) offered	43	13.4	47	9.7
Capital (money)	39	12.1	42	8.7
Other	7	2.2	16	3.3
<b>Total</b>	<b>322</b>	<b>100.0</b>	<b>484</b>	<b>100.0</b>
<i>No response</i>	<i>7</i>		<i>5</i>	

*Due to rounding, percentages may not add to 100%.*

## Perception of Comparative Job Security

***Question: Do you think there is more job security owning your own business or working for a company?***

“Working for a company” (37.2%) barely surpasses “owning your own business” (35.9%) as the career choice that would provide the most job security. More than a quarter of students (26.9%) were unsure of the best choice.

Preferences diverge when the results are segmented by gender. By more than a ten-point margin, more male teens (42.6%) than female teens (31.5%) believe that self-employment promotes greater job security than working for a company.

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Owning your own business	290	35.9
Working for a company	300	37.2
Not sure	217	26.9
<b>Total</b>	<b>807</b>	<b>100.0</b>
<i>No response</i>	11	

*Due to rounding, percentages may not add to 100%.*

<b>Response</b>	<b>Frequency Male</b>	<b>Percent Male</b>	<b>Frequency Female</b>	<b>Percent Female</b>
Owning your own business	138	42.6	152	31.5
Working for a company	117	36.1	183	37.9
Not sure	69	21.3	148	30.6
<b>Total</b>	<b>324</b>	<b>100.0</b>	<b>483</b>	<b>100.0</b>
<i>No response</i>	5		6	

*Due to rounding, percentages may not add to 100%.*

## Perception of Comparative Job Satisfaction

**Question: Do you think there is greater job satisfaction owning your own business or working for a company?**

As in past I-Polls on this issue, teens overwhelmingly believe that greater job satisfaction can be found through owning a business (79.6%) rather than working for others (9.6%). “Not sure” responses total 10.8%. Male teens (82.4%) are somewhat more inclined to view self-employment as a better path for job satisfaction than female students (77.7%).

Response	Frequency	Percent
Owning your own business	644	79.6
Working for a company	78	9.6
Not sure	87	10.8
<b>Total</b>	<b>809</b>	<b>100.0</b>
<i>No response</i>	9	

*Due to rounding, percentages may not add to 100%.*

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Owning your own business	267	82.4	377	77.7
Working for a company	27	8.3	51	10.5
Not sure	30	9.3	57	11.8
<b>Total</b>	<b>324</b>	<b>100.0</b>	<b>485</b>	<b>100.0</b>
<i>No response</i>	5		4	

*Due to rounding, percentages may not add to 100%.*

## Challenges Facing the U.S. Economy

*Question: What’s the greatest challenge facing the U.S. economy?*

As in past I-Polls, teens perceived that “unemployment” (34.4%) was the greatest challenge to the U.S. economy followed by the federal budget deficit (24.5%). Global competition was the third-most-frequently cited challenge.

Many challenges were cited with approximately the same frequency regardless of gender. Exceptions were “rising health care costs” which 14.5% of female teens indicated as the top challenge compared to only 10.5% of male teens. “Trust in corporations” was cited by 9.0% of males and only 4.8% of females.

Response	Frequency	Percent
Unemployment	278	34.4
The federal budget deficit	198	24.5
Global competition	131	16.2
Rising health care costs	104	12.9
Trust in corporations	52	6.4
Other	45	5.6
<b>Total</b>	<b>808</b>	<b>100.0</b>
<i>No response</i>	<i>10</i>	

*Due to rounding, percentages may not add to 100%.*

Response	Frequency Male	Percent Male	Frequency Female	Percent Female
Unemployment	112	34.6	166	34.3
The federal budget deficit	82	25.3	116	24.0
Global competition	54	16.7	77	15.9
Rising health care costs	34	10.5	70	14.5
Trust in corporations	29	9.0	23	4.8
Other	13	4.0	32	6.6
<b>Total</b>	<b>324</b>	<b>100.0</b>	<b>484</b>	<b>100.0</b>
<i>No response</i>	<i>5</i>		<i>5</i>	

*Due to rounding, percentages may not add to 100%.*



## Generational Affluence

**Question:** *Do you think that you will be financially better off than your parents?*

An overwhelming majority of students (88.2%) think they will be better off financially than their parents. For those who anticipate that their income will exceed that of their parents, selection of higher-paying career choices is the primary reason (34.4%) followed closely by “more skills than your parents” (32.6%). “Plan to invest and save more” follows closely with 29.5%.

Of the 11.8% of students who believe they would not be better off than their parents, “career choice will not pay as much as your parents” was cited by 48.9%. “Global competition and technology” is the second-most frequent reason provided (23.4%).

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Yes	713	88.2
No	95	11.8
<b>Total</b>	<b>808</b>	<b>100.0</b>
<i>No response</i>	<i>10</i>	

*Due to rounding, percentages may not add to 100%.*

<b>Response</b>	<b>Frequency Male</b>	<b>Percent Male</b>	<b>Frequency Female</b>	<b>Percent Female</b>
Yes	296	90.8	417	86.5
No	30	9.2	65	13.5
<b>Total</b>	<b>326</b>	<b>100.0</b>	<b>482</b>	<b>100.0</b>
<i>No response</i>	<i>3</i>		<i>7</i>	

**Reasons for “yes” response\***

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Your career choice is higher paid than that of your parents	245	34.5
You will have more skills than your parents	232	32.6
You plan to invest and save more	210	29.5
You plan to work longer hours	24	3.4
<b>Total</b>	<b>711</b>	<b>100.0</b>
<i>No response</i>	2	

*\* Includes only those students who answered “yes” that they would be better off financially than their parents.*

*Due to rounding, percentages may not add to 100%.*

**Reasons for “no” response\*\***

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Your career choice will not pay as much as your parents	46	48.9
Global competition and technology will result in less job security	22	23.4
Lack of access (money, time, etc.) to education required for ideal career choice	16	17.0
Your future job could be outsourced overseas	10	10.6
<b>Total</b>	<b>94</b>	<b>100.0</b>
<i>No response</i>	1	

*\*\* Includes only those students who answered “no” to being better off financially than their parents.*

*Due to rounding, percentages may not add to 100%.*

# Appendix

Four JA locations provided 50 or more responses to this 2007 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 (818)
Cedar Rapids	80	9.8
Georgia	111	13.6
Minnesota	58	7.1
New York City	165	20.2
<b>TOTAL</b>	<b>414</b>	<b>50.7</b>

## Percent Distribution of Responses by Gender

Response	National	Cedar Rapids	Georgia	Minnesota	New York City
Male	<b>40.2</b>	42.5	45.9	53.4	27.3
Female	<b>59.8</b>	57.5	54.1	46.6	72.7
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Total Responses</b>		80	111	58	165

## Percent Distribution of Responses by Age

Response	National	Cedar Rapids	Georgia	Minnesota	New York City
13-14	<b>29.8</b>	98.8	11.7	34.5	3.0
15-16	<b>28.4</b>	1.3	35.1	31.0	40.0
17	<b>24.0</b>	---	28.8	20.7	37.0
18 or older	<b>17.8</b>	---	24.3	13.8	20.0
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Total Responses</b>		80	111	58	165

*Due to rounding, percentages may not add to 100%.*

**Percent Distribution of Responses by Race/Ethnic Origin**

Response	National	Cedar Rapids	Georgia	Minnesota	New York City
Asian/Pacific Islands	17.1	1.3	6.3	12.1	52.1
Black/African American	22.4	2.5	24.3	12.1	18.8
Hispanic/Latino	9.8	1.3	20.7	3.4	4.8
Mixed Race	4.6	1.3	5.4	13.8	4.2
Native American	0.7	---	---	6.9	0.6
White	43.8	92.5	41.4	51.7	15.2
Other	1.6	1.3	1.8	---	4.2
<b>Total</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>		80	111	58	165

*Due to rounding, percentages may not add to 100%.*

**Percent Distribution of Responses for Ease of Starting a Business**

Response	National	Cedar Rapids	Georgia	Minnesota	New York City
Very easy	2.5	---	1.8	---	0.6
Easy	8.9	8.8	13.5	13.8	6.1
Somewhat challenging	43.4	43.8	41.4	39.7	40.0
Difficult but possible	44.1	45.0	39.6	46.6	53.3
Almost impossible	1.1	2.5	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>Total Responses</b>		80	111	58	165

*Due to rounding, percentages may not add to 100%.*

**Percent Distribution of Responses for Desire to Start a Business**

Response	National	Cedar Rapids	Georgia	Minnesota	New York City
Yes	66.9	65.0	64.9	67.2	53.7
No	22.3	31.3	27.0	29.3	28.7
Not possible	10.8	3.8	8.1	3.4	17.7
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Total Responses</b>		80	111	58	164

*Due to rounding, percentages may not add to 100%.*

## Percent Distribution of Responses for Type of Education Needed to Start a Business

Response	National	Cedar Rapids	Georgia	Minnesota	New York City
Vocational/technical school	5.1	3.8	14.8	3.4	0.6
2-year college degree	4.0	---	5.6	6.9	0.6
4-year college degree	40.6	56.3	31.5	56.9	24.2
Graduate school	40.5	31.3	38.9	29.3	63.6
Learning on the job	7.3	2.5	6.5	3.4	9.7
Other	2.5	6.3	2.8	---	1.2
<b>Total</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>		80	108	58	165

*Due to rounding, percentages may not add to 100%.*

## Percent Distribution of Responses for Motivations for Starting a Business

Response	National	Cedar Rapids	Georgia	Minnesota	New York City
Earn more money	34.4	35.0	42.2	36.4	31.4
I don't want to work for someone else	20.6	20.0	22.0	14.5	22.4
I have a great product or service idea	18.6	12.5	13.8	34.5	14.7
Other	12.7	13.8	12.8	7.3	13.5
I want to be like Bill Gates or Donald Trump	10.2	15.0	6.4	5.5	14.7
Out of economic necessity	3.4	3.8	2.8	1.8	3.2
<b>Total</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>		80	109	55	156

*Due to rounding, percentages may not add to 100%.*

**Percent Distribution of Responses for Reasons for Not Starting a Business**

<b>Response</b>	<b>Nat'l</b>	<b>Cedar Rapids</b>	<b>Georgia</b>	<b>Minnesota</b>	<b>New York City</b>
Fear of failure	<b>35.7</b>	36.3	37.3	38.6	34.4
Not enough money to get the business started	<b>27.4</b>	27.5	34.5	29.8	27.6
Satisfied with current job opportunities	<b>15.1</b>	20.0	7.3	10.5	19.0
Not enough information on how to start it	<b>12.6</b>	8.8	11.8	10.5	14.1
The don't have a great product or service idea	<b>4.6</b>	2.5	2.7	3.5	1.8
Other	<b>4.6</b>	5.0	6.4	7.0	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>Total Responses</b>		<b>80</b>	<b>110</b>	<b>57</b>	<b>163</b>

*Due to rounding, percentages may not add to 100%.*

**Percent Distribution of Responses for Learning about Starting a Business**

<b>Response</b>	<b>Nat'l</b>	<b>Cedar Rapids</b>	<b>Georgia</b>	<b>Minnesota</b>	<b>New York City</b>
Working in the same industry first	<b>53.9</b>	42.3	46.8	42.1	73.3
A vocational or technical school	<b>18.5</b>	19.2	19.3	24.6	9.7
Internet	<b>13.7</b>	19.2	14.7	21.1	7.9
Friend or family member	<b>6.6</b>	6.4	12.8	7.0	3.6
Other	<b>4.1</b>	9.0	4.6	1.8	3.0
How-to books or magazines	<b>3.2</b>	3.8	1.8	3.5	2.4
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Total Responses</b>		<b>78</b>	<b>109</b>	<b>57</b>	<b>165</b>

*Due to rounding, percentages may not add to 100%.*

**Percent Distribution of Responses for Ingredients for Business Success**

<b>Response</b>	<b>Nat'l</b>	<b>Cedar Rapids</b>	<b>Georgia</b>	<b>Minnesota</b>	<b>New York City</b>
Hard work and determination	<b>32.0</b>	38.0	35.1	21.1	29.1
Business and management skills	<b>24.4</b>	16.5	23.4	29.8	29.7
Having a good business plan	<b>19.5</b>	13.9	18.9	21.1	17.0
Good product(s) or service(s) offered	<b>11.2</b>	7.6	13.5	10.5	11.5
Capital (money)	<b>10.0</b>	21.5	7.2	8.8	8.5
Other	<b>2.9</b>	2.5	1.8	8.8	4.2
	<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>79</b>	<b>111</b>	<b>57</b>	<b>165</b>

*Due to rounding, percentages may not add to 100%.*

**Percent Distribution of Responses for Perception of Comparative Job Security**

<b>Response</b>	<b>National</b>	<b>Cedar Rapids</b>	<b>Georgia</b>	<b>Minnesota</b>	<b>New York City</b>
Own business	<b>35.9</b>	34.2	36.9	32.8	28.7
Work for a company	<b>37.2</b>	30.4	39.6	32.8	44.5
Not sure	<b>26.9</b>	35.4	23.4	34.5	26.8
<b>Total</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>79</b>	<b>111</b>	<b>58</b>	<b>164</b>

*Due to rounding, percentages may not add to 100%.*

**Percent Distribution of Responses for Perception of Comparative Job Satisfaction**

<b>Response</b>	<b>National</b>	<b>Cedar Rapids</b>	<b>Georgia</b>	<b>Minnesota</b>	<b>New York City</b>
Own business	<b>79.6</b>	74.7	79.3	77.6	77.0
Work for a company	<b>9.6</b>	10.1	12.6	12.1	10.9
Not sure	<b>10.8</b>	15.2	8.1	10.3	12.1
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Total Responses</b>		<b>79</b>	<b>111</b>	<b>58</b>	<b>165</b>

*Due to rounding, percentages may not add to 100%.*

**Percent Distribution of Responses for Greatest Challenge Facing the U.S. Economy**

Response	National	Cedar Rapids	Georgia	Minnesota	New York City
Unemployment	<b>34.4</b>	31.3	40.4	41.4	23.9
The federal budget deficit	<b>24.5</b>	21.3	17.4	29.3	31.9
Global competition	<b>16.2</b>	15.0	17.4	8.6	23.3
Rising health care costs	<b>12.9</b>	15.0	11.0	12.1	11.0
Trust in corporations	<b>6.4</b>	7.5	10.1	6.9	4.3
Other	<b>5.6</b>	10.0	3.7	1.7	5.5
<b>Total</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>80</b>	<b>109</b>	<b>58</b>	<b>163</b>

*Due to rounding, percentages may not add to 100%.*

**Percent Distribution of Responses for “Do you think you will be financially better off than your parents?”**

Response	National	Cedar Rapids	Georgia	Minnesota	New York City
Yes	<b>88.2</b>	76.3	87.4	86.2	92.6
No	<b>11.8</b>	23.8	12.6	13.8	7.4
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Total Responses</b>		<b>80</b>	<b>111</b>	<b>58</b>	<b>163</b>

*Due to rounding, percentages may not add to 100%.*

**Reasons for “yes” response**  
*Includes only those respondents who answered “yes”*

Response	Nat'l	Cedar Rapids	Georgia	Minnesota	New York City
Your career choice is higher paid than that of your parents	<b>34.5</b>	60.7	28.9	34.7	31.1
You will have more skills than your parents	<b>32.6</b>	23.0	34.0	22.4	48.3
You plan to invest and save more	<b>29.5</b>	16.4	35.1	32.7	19.9
You plan to work longer hours	<b>3.4</b>	---	2.1	10.2	0.7
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Total Responses</b>		<b>61</b>	<b>97</b>	<b>49</b>	<b>151</b>

*Due to rounding, percentages may not add to 100%.*



**Reasons for “no” response**  
*Includes only those respondents who answered “no”*

**Too few responses from each area office to be meaningful**

Response	National	Canton	Fort Worth	Georgia	Los Angeles
Your career choice is higher paid than that of your parents					
You plan to work longer hours					
You will have more skills than your parents					
You plan to invest and save more					
<b>Total</b>					
<b>Total Responses</b>					

*Due to rounding, percentages may not add to 100%.*