



JA Teens and Entrepreneurship Survey

2017 Executive Summary



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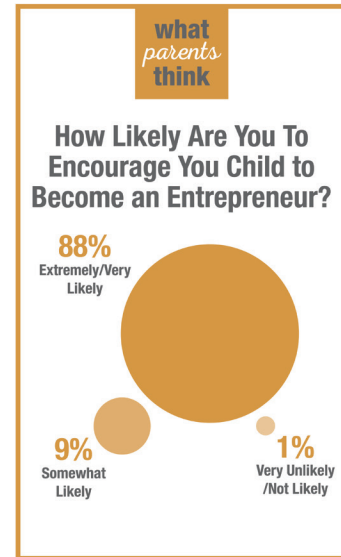
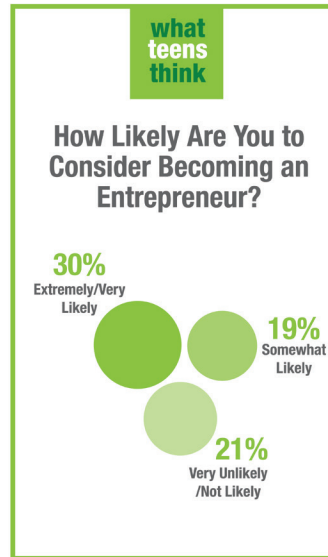


Introduction

In October 2017, Junior Achievement USA and EY joined to survey parents and teens about their opinions regarding entrepreneurship. The survey was conducted by ORC International, with more than 1,000 teens and 1,000 parents of teens participating. The following is a summary of those findings.

Differing Perspectives of Business Ownership

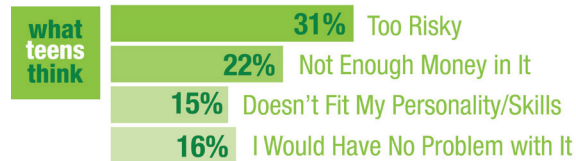
Findings from the survey shows that nearly nine-in-ten parents (88%) would be extremely or very likely to support their teen's interest in becoming an entrepreneur as an adult, but less than one-in-three teens (30%) demonstrate that same level of enthusiasm for starting a business.



Risk Versus Reward

For teens, the greatest concerns for starting a business include it being “too risky” (31%) and “not enough money in it” (22%). Only 16 percent of teens indicate they have no concerns about trying. Conversely, 53 percent of parents have no concerns about their teen starting a business as an adult. Those citing concerns focused on it being “too risky” (27%) and there being “not enough money in it” (9%). One might conclude that today’s young people are risk-averse when it comes to business because they grew up in the shadow of the 2008 Financial Crisis.

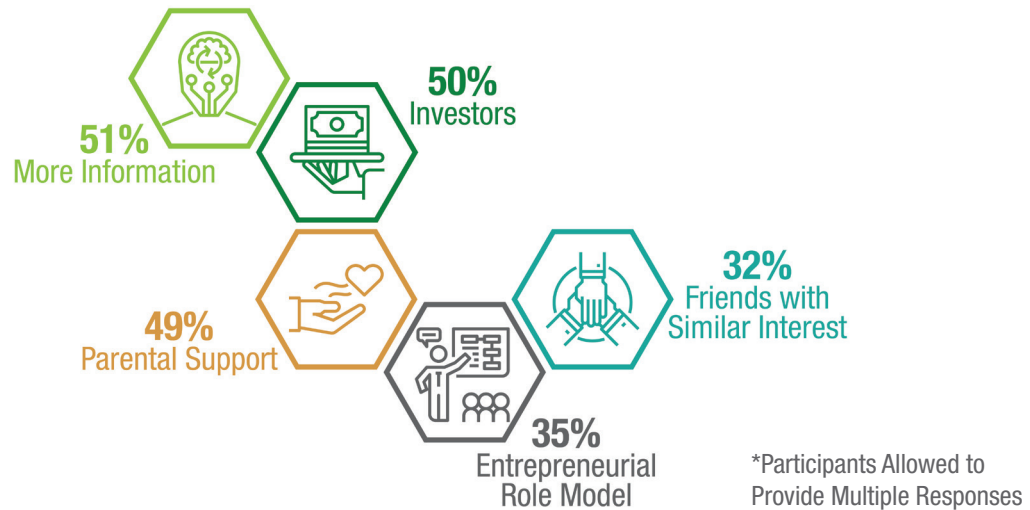
What is Your Greatest Concern about Starting a Business?



What is Your Greatest Concern about Your Child Starting a Business?



What Would You Need to Consider Becoming an Entrepreneur?*



Teens and Entrepreneurship

When asked what teens would need in order to consider becoming an entrepreneur, about half said they would need “more information on what it takes to be successful” (51%), “investors” (50%) and “support from parents” (49%). About a third said they would need “a role model who is a business owner” (35%) and “friends with a similar interest” (32%).

Methodology

The Junior Achievement Surveys were conducted by ORC International was conducted among 1,005 American teens between 13-17 and 1,007 parents of teens between October 3rd through October 8th of 2017, using online surveys and polls. Respondents for these surveys are selected from amongst those who have volunteered to participate in online surveys and polls. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated. All sample surveys and polls may be subject to multiple sources of error, including, but not limited to sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options.