

**The Career Institute for Education and Workforce Development
Attitudes on Careers and Career Decision-Making
National Study Fall 2001**

[FREQUENCY REPORT of SURVEY RESPONSES 809 SAMPLE – ERROR ±3.5%]

Intro

Hello, this is (NAME) from EPIC _ MRA, a Michigan-based survey research firm. We're conducting a national survey of young people to get their opinions about education, employment, and career planning activities. We are not trying to sell anything, and no one will be called again for participating in this survey. The phone number of your household was randomly selected, and if there is a young person who is a junior or senior in high school, I'd like to take just a few minutes to include the opinions of your household.

=====

Is there someone living in the household, who is a junior or senior in high school, with whom I may speak?

100% If Yes [ASK] "May I please speak to that person." [IF NOT HOME, ASK] "Is there a time later tonight they might be available?" Call back time: _____

[WHEN NEW PERSON COMES TO PHONE, RESTATE INTRO THEN GO TO Q. 01]

__01. Are you currently enrolled as a junior in high school, a senior in high school, something else or no longer a student?

47% A junior
53% A senior

__02. Which of the following comes closest to describing what you expect to do after graduation from high school? Will you... **[READ AND ROTATE 1 THROUGH 4]**

65% Enroll in a 4-year college or university
24% Enroll in a 2-year community college, or technical trade school or program
5% Work full or part time, but not attend school after high school
1% Neither work nor attend school
3% **[DO NOT READ, BUT CODE IF VOLUNTEERED]** Enroll in a 4-year college or university and also work
2% **[DO NOT READ, BUT CODE IF VOLUNTEERED]** Enroll in a 2-year college or trade school and also work

__03. Have you made any kind of decision yet about what type of career or job you would like to pursue after high school?

72% Yes, has made a decision _____ **ASK Q. 04**
22% No, has not made a decision _____ **GO TO Q. 06**
6% Undecided/don't know/Unsure _____ **GO TO Q. 06**

__04. What career or job have you decided to pursue? [WRITE COMMENT AS STATED]

21%	Medical	2%	Cosmetology	1%	Forestry
9%	Education	2%	Dental	1%	Graphic design
7%	Computers	2%	Electronics	1%	Marketing
7%	Legal	2%	Journalism, writer	1%	Massage therapist
5%	Business	2%	Law enforcement, firefighting	1%	Ministry, social work
4%	Engineering	2%	Music, dance	1%	Other
4%	Military	2%	Professional sports	1%	Pharmacy
4%	Science	1%	Architecture	1%	Photography
3%	Automotive	1%	Chef, restaurant owner	1%	Politics
3%	Finance, accounting	1%	Child care	1%	Theater
3%	Vet, animals	1%	Farming, agriculture	1%	Welding
2%	Art	1%	Fashion/interior design		

[ASK Q. 05 IF RESPONDENT CHOSE A CAREER OR JOB IN Q. 04]

__05. What is the main reason why you chose that career or job? [WRITE COMMENT AS STATED — THEN GO TO Q. 9]

33%	Something I like	3%	Work with animals
14%	Always been interested	2%	Family business
10%	Want to help people	2%	Fun
9%	Something I'm good at	2%	Interaction with people
6%	Work with kids	1%	Authority and respect
5%	Parents influence	1%	Good career path to start
3%	Good field for a job	1%	The travel
3%	Good money	1%	Undecided/don't know/refused
3%	Personal growth		

__06. Is there any specific career or job that you think you might be interested in?

52%	Yes, is interested in a career or job area	_____	ASK Q. 07
25%	No, is not interested in a career of job area	_____	GO TO Q. 10
23%	Undecided/don't know/unsure	_____	GO TO Q. 10

__07. What career or job area would you say you are most interested in pursuing? [WRITE COMMENT AS STATED — IF NONE MENTIONED, GO TO Q. 10]

23%	Medical	3%	Fashion/interior design	2%	Forestry
13%	Education	3%	Law enforcement, firefighting	2%	Military
7%	Art	3%	Music, dance	1%	Electronics
7%	Computers	3%	Photography	1%	Graphic design
7%	Legal	3%	Vet, animals	1%	Ministry, social work
5%	Science	2%	Architecture	1%	Professional sports
4%	Journalism, writer	2%	Cosmetologist	1%	Theater, drama
3%	Automotive	2%	Farming, agriculture	1%	Welding
3%	Business	2%	Finance, accounting		

[ASK Q. 08 IF RESPONDENT CHOSE A CAREER OR JOB IN Q. 07]

__08. What is the main reason why you chose that career or job? [WRITE COMMENT AS STATED]

- 32% Something I like
- 14% Want to help people
- 10% Something I'm good at
- 8% Always been interested
- 6% Good money
- 3% Work with animals
- 2% Family business
- 2% Fun
- 2% Good career path to start
- 2% Work with kids
- 1% Interaction with people
- 1% The travel
- 14% Undecided/don't know/refused

__09. Is there another career or job area that is a second choice you might consider? [WRITE COMMENT AS STATED]

- | | | | | | |
|-----|-------------------------------|----|-----------------------|-----|------------------------------|
| 15% | Medical | 2% | Architecture | 1% | Chef, restaurant owner |
| 9% | Education | 2% | Child care | 1% | Communications |
| 6% | Computers | 2% | Construction | 1% | Cosmetologist |
| 4% | Law enforcement, firefighting | 2% | Marketing | 1% | Electronics |
| 4% | Legal | 2% | Military | 1% | Fashion/interior design |
| 4% | Science | 2% | Ministry, social work | 1% | Pharmacy |
| 3% | Business | 2% | Politics | 1% | Photography |
| 3% | Engineering | 2% | Theater, drama | 1% | Professional sports |
| 3% | Finance, accounting | 2% | Vet, animals | 1% | Other |
| 3% | Journalism, writer | 1% | Art | 12% | Undecided/don't know/refused |
| 3% | Music, dance | 1% | Automotive | | |

__10. Would you say that one or both of your parents have been primarily responsible for helping you plan for a career or job, or, would you say that a counselor or teacher in high school has been primarily responsible for providing career- and job-planning assistance? [IF PARENT, FOLLOW-UP BY ASKING] Which parent would you say has been most influential, your [ROTATE] mother or father?

- 14% Parent (mother) has been primarily responsible
- 10% Parent (father) has been primarily responsible
- 54% Parent – both parents equally (*volunteered*)
- 10% Counselors or teachers were primarily responsible for career and job planning
- 7% Other (*volunteered*)
- 5% Undecided/don't know

__11. Would you say that there is a particular person in high school who has been a mentor or has been especially helpful in advising you on career or job options, or options to further your education past high school? **[IF YES, ASK]** Is that person a counselor, a teacher, an administrator, or some other person associated with school? **[CODE ALL RESPONSES MENTIONED AND/OR WRITE IN UNDER OTHER]**

26% Yes, a school teacher
 21% Yes, a school counselor
 1% Yes, a school administrator
 2% Yes, some other person with the school
[16 respondents]
 50% *Coach*
 38% *Friends*
 6% *Pastor*
 6% *Security guard*
 50% No one
 1% Undecided/don't know

__12. Is there a particular person NOT associated with your school who has served as a mentor or been especially helpful in advising you on career or job options, or options to further your education past high school? **[IF YES, ASK]** Is that person an employer, a mentor at your job or co-op position, a person associated with scouts or community youth groups, a relative, a respected neighbor or family friend, or someone else you like and respect? **[CODE ALL RESPONSES MENTIONED AND/OR WRITE IN UNDER OTHER]**

24% Yes, a relative
 13% Yes, a respected neighbor or family friend
 4% Yes, an employer
 3% Yes, a person associated with scouts or community youth groups
 2% Yes, a mentor at a job or co-op position
 8% Yes, some other person liked and respected
[62 respondents]
 18% *Coach*
 18% *Friends*
 13% *Pastor*
 11% *Social worker*
 8% *College mentor*
 8% *Doctor*
 8% *Other*
 6% *Aunt, uncle*
 3% *My boss*
 3% *Security guard*
 3% *Sibling*
 45% No one
 1% Undecided/don't know

__13. Thinking about any discussions you have had with one or both parents about careers or jobs, how much time have you spent over the past few months discussing career or job options, — less than an hour, about an hour, one to three hours, more than three hours, or not at all?

11%	Less than an hour	
14%	About an hour	
24%	One to three hours	
30%	More than three hours	
18%	Not at all -----	GO TO Q.20
3%	Undecided/don't know -----	GO TO Q.20

What are the top three or four career or job related areas that you remember discussing with one or both parents over the past couple of years? **[WRITE COMMENT AS STATED FOR UP TO FOUR AREAS BELOW]**

__14 - __17 First, Second, Third & Fourth areas:

	<u>1st area:</u>	<u>2nd area:</u>	<u>3rd area:</u>	<u>4th area:</u>
Medical	20%	19%	20%	12%
Education	9%	11%	6%	7%
Business	6%	5%	6%	7%
Computers	6%	5%	5%	4%
Legal	6%	6%	5%	4%
Engineering	3%	3%	--	5%
Finance, accounting	3%	3%	1%	3%
Military	3%	3%	3%	--
Science	3%	4%	5%	8%
Vet, animals	3%	3%	3%	1%
Architecture	2%	3%	1%	1%
Art	2%	3%	1%	1%
Automotive	2%	2%	1%	3%
Construction	2%	1%	2%	--
Journalism, writer	2%	1%	3%	7%
Law enforcement, firefighting	2%	4%	2%	8%
Music, dance	2%	3%	3%	7%
Pharmacy	2%	1%	1%	
Professional sports	2%	1%	2%	1%
Theater, drama	2%	2%	2%	3%
Chef, restaurant owner	1%	1%	2%	--
Child care	1%	1%	1%	--
Cosmetologist	1%		--	--
Dental	1%	1%	1%	1%
Electronics	1%	1%	3%	3%
Farming, agriculture	1%		1%	--
Fashion/interior design	1%	1%	3%	--
Graphic design	1%	1%	1%	--
Marketing	1%	1%	2%	--
Ministry, social work	1%	2%	--	3%
Photography	1%	1%	--	3%
Clerical	--	1%	2%	1%
Communications	--	1%		1%
Forestry	--		1%	1%
Massage therapy	--	1%	--	3%
Pilot, airline steward	--	1%	1%	--
Plumber	--		--	--
Politics	--	1%	1%	4%
Real estate	--	--	1%	--
Other	1%	--	--	--
Undecided/don't know/refused	4%	5	10%	--

CUMULATIVE PERCENTAGES -- Qs 14 - 17

<i>Medical</i>	71	<i>Politics</i>	6
<i>Education</i>	33	<i>Professional sports</i>	6
<i>Business</i>	24	<i>Fashion/interior design</i>	5
<i>Computers</i>	24	<i>Photography</i>	5
<i>Legal</i>	24	<i>Chef, restaurant owner</i>	4
<i>Science</i>	20	<i>Clerical</i>	4
<i>Law enforcement, firefighting</i>	16	<i>Construction</i>	4
<i>Music, dance</i>	15	<i>Dental</i>	4
<i>Journalism, writer</i>	13	<i>Marketing</i>	4
<i>Engineering</i>	11	<i>Massage therapy</i>	4
<i>Finance, accounting</i>	10	<i>Pharmacy</i>	4
<i>Vet, animals</i>	10	<i>Child care</i>	3
<i>Military</i>	9	<i>Graphic design</i>	3
<i>Theater, drama</i>	9	<i>Communications</i>	2
<i>Automotive</i>	8	<i>Farming, agriculture</i>	2
<i>Electronics</i>	8	<i>Forestry</i>	2
<i>Architecture</i>	7	<i>Pilot, airline steward</i>	2
<i>Art</i>	7	<i>Cosmetologist</i>	1
<i>Ministry, social work</i>	6	<i>Real estate</i>	1
<i>Other</i>	1		
<i>Undecided/don't know/refused</i>	19		

__18. Is there one career or job area that your parents advised you to either pursue or at least consider more than any other? **[WRITE COMMENT AS STATED]**

24%	Medical	2%	Graphic design
11%	Education	2%	Marketing
8%	Legal	2%	Pharmacy
7%	Computers	2%	Science
6%	Business	1%	Chef, restaurant owner
6%	Engineering	1%	Construction
4%	Finance, accounting	1%	Electronics
4%	Journalism, writer	1%	Farming, agriculture
4%	Law enforcement, firefighting	1%	Music, dance
3%	Military	1%	Politics
2%	Architecture	1%	Theater, drama
2%	Automotive	1%	Vet, animals
2%	Dental	1%	Undecided/don't know/refused

__19. Is there one career or job area that your parents advised you NOT to pursue or consider?
[WRITE COMMENT AS STATED]

14%	Military	2%	Counseling
10%	Law enforcement, firefighting	2%	Factory
8%	Art	2%	Finance
8%	Professional sports	2%	Liberal arts
7%	Fast food	2%	Ministry
6%	Theater, drama	2%	Modeling
5%	Legal	2%	Science
5%	Medical	2%	Vet, animals
4%	Construction	1%	Computers
4%	Education	1%	Cosmetology
4%	Music, dance	1%	Electronics
2%	Airline industry	1%	Hotel/motel
2%	Child care	2%	Other
2%	Clerical		

__20. How much do you think your grades in school influence the type of career or job you can consider — completely, a lot, a little, or not at all?

43%	Completely influence careers or jobs	
34%	Influence a lot	77% Total COMPLETELY/A LOT
16%	Influence a little	
5%	Not at all	21% Total LITTLE/NOT
2%	Undecided/don't know	

__21. Do you agree or disagree that low grades eliminate many careers you can consider? **[IF AGREE/DISAGREE]** Would that be strongly or somewhat?

63%	Strongly agree	
20%	Somewhat agree	83% Total AGREE
11%	Somewhat disagree	
5%	Strongly disagree	16% Total DISAGREE
1%	Undecided/don't know	

__22. Generally speaking, how important do you think college prep courses are in preparing students to get a good job — very important, somewhat important, only a little important or not important at all?

60%	Very important	
27%	Somewhat important	87% Total IMPORTANT
7%	Only a little important	
4%	Not important at all	11% Total UNIMPORTANT
2%	Undecided/don't know	

Of the following list of specific courses that fit in the category of college prep, how important do you think each is in preparing students to get a good job — very important, somewhat important, only a little important, or not important at all?

[ROTATE Qs 23 TO 30]

	IMPORTANT			UNIMPORTANT			undec
	<i>very</i>	<i>somewhat</i>	Total	<i>little</i>	<i>not</i>	Total	
_23 Communications including reading and writing	79%	18%	97%	2%	--%	2%	1%
_24 Economics and business management	48%	36%	84%	12%	4%	15%	1%
_25 Three years of English	66%	21%	87%	8%	4%	12%	1%
26 Literature	40%	34%	74%	16%	9%	25%	1%
_27 Three years of math, including such courses as algebra and geometry	66%	22%	88%	7%	5%	12%	--%
_28 Two years of science, including such courses as chemistry and biology	49%	30%	79%	12%	9%	21%	--%
_29 Social studies including geography and history	41%	39%	80%	15%	4%	19%	1%
_30 Two years of foreign languages	37%	28%	65%	16%	17%	33%	2%

__31. How much have your parents, family, school counselors, teachers or someone else talked to your about your likes, dislikes, talents, abilities, strengths, weaknesses, hobbies and interests as a way of determining your goals for continuing your education or employability skills — a lot, some, only a little, or not at all?

54%	A lot	79% Total A LOT/SOME
25%	Some	
15%	Only a little	20% Total LITTLE/NOT
5%	Not at all	
1%	Undecided/don't know	

__32. How much has your high-school staff helped students with career planning? Would you say it helped a great deal, a fair amount, somewhat, not very much, or not at all?

31%	A great deal	63% Total GREAT DEAL/FAIR AMOUNT
32%	A fair amount	
16%	Somewhat	17% Total NOT MUCH/NOT AT ALL
11%	Not very much	
6%	Not at all	
3%	Undecided/don't know	
1%	Refused	

__33. Can you think of anything your high school is doing to help you explore different employment opportunities, careers or jobs? **PROBE** "Anything else?" [**WRITE COMMENTS**]

20%	No	3%	Testing
14%	Career classes	3%	Work experience
9%	Career counselor	1%	Clubs
8%	Career day	1%	College advisors
7%	Job fair	1%	College trips
6%	Career center	1%	Job shadow
5%	Career speakers	1%	Résumé help
5%	College night	1%	ROP program
3%	Brochures, flyers	4%	Undecided/don't know/refused
3%	Internships, apprenticeship		

__33a. Thinking about the skills you can offer employers if you were to enter the job market today, would you consider yourself to be very employable, somewhat employable, only slightly employable, or not employable at all?

42%	Very employable	81% Total VERY/SOMEWHAT
39%	Somewhat employable	
7%	Only slightly employable	10% Total SLIGHTLY/NOT
3%	Not employable at all	
9%	Undecided/Don't know - SKIP Q. 33b	

__33b. Why do you feel this way? [**WRITE COMMENT AS STATED**]

14%	Already employed	8%	Not enough skill
14%	Hard working, dependable	5%	Not much experience
13%	Many skills	3%	Need to finish school
6%	Good grades	3%	Not ready to work
6%	Quick learner	2%	Need college
3%	I'm responsible	1%	Just decent grades
3%	Past work experience	1%	Low level jobs
3%	Work well with others	1%	Not motivated
2%	Computer skill	1%	Young
2%	Many interests	7%	Undecided/don't know/refused
1%	Family business		
1%	I just do		

Now I would like to read a list of several career areas or job pathways that you might have discussed with your parents. For each career area or job pathway I read, please tell me if you recall discussing each area with one or both parents?

[READ AND ROTATE Qs 34 TO 39]

		Discussed	Not Discussed	undec
_34	Health care careers, such as medicine, dentistry, and nursing pharmacy, sports medicine, veterinary, medical records, pharmaceuticals, and medical devices	56%	44%	--%
_35	Arts and communications careers, such as advertising, architecture, creative writing, fine arts, journalism, graphic design, foreign languages, performing arts and public relations	48%	51%	1%
_36	Professional and public service careers, such as child and family care, law enforcement, economics, political and social systems, government, the military, education, law and legal studies, and social services	59%	40%	1%
_37	Manufacturing, technology and engineering careers, such as automotive technology, construction trades, drafting and design, electrical occupations, machine tool, mechanic and repair, plastics mold, tool and die, and welding	40%	59%	1%
_38	Business and hospitality careers, such as accounting, finance, tourism, marketing, sales, information systems, business, ownership, administrative support and business management	44%	55%	1%
_39	Natural sciences and resources careers, such as agriculture, earth science, engineering, environmental, fisheries, forestry, geophysics, horticulture, and wildlife management	27%	71%	2%
_40	Physical science careers, such as chemistry, biotechnology, microbiology, materials science, physics and chemical processing	29%	70%	1%

Now I would like to ask you a different question about the same list of job areas. Please tell me if one or both parents have been very encouraging, somewhat encouraging, only a little encouraging or not encouraging at all to consider each job or career area?

[ROTATE Qs 41 TO 47]

		ENCOURAGING			UNENCOURAGING			
		<i>very</i>	<i>somewhat</i>	Total	<i>little</i>	<i>not</i>	Total	undec
_41	Health care careers, such as medicine, dentistry, nursing, pharmacy, sports medicine, veterinary, medical records, pharmaceuticals and medical devices	40%	15%	55%	12%	28%	40%	5%
_42	Arts and communications careers, such as advertising, architecture, creative writing, fine arts, journalism, graphic design, foreign languages, performing arts and public relations	27%	16%	43%	13%	38%	51%	6%
_43	Professional and public service careers, such as child and family care, law enforcement, economics, political and social systems, government, the military, education, law and legal studies, and social services	35%	21%	56%	12%	26%	38%	6%
_44	Manufacturing, technology and engineering careers, such as automotive technology, construction trades, drafting and design, electrical occupations, machine tool, mechanic and repair, plastics mold, tool and die, and welding	21%	15%	36%	10%	47%	57%	7%
_45	Business and hospitality careers, such as accounting, finance, tourism, marketing, sales, information systems, business, ownership, administrative support and business management	22%	17%	39%	17%	37%	54%	7%
_46	Natural sciences and resources careers, such as agriculture, earth science, engineering, environmental, fisheries, forestry, geophysics, horticulture, and wildlife management	14%	12%	26%	12%	53%	65%	9%
_47	Physical science careers, such as chemistry, biotechnology, microbiology, materials science, physics and chemical processing	21%	12%	33%	10%	48%	58%	9%

__48. Did your high school have a program that provided you with any information or instruction on how to look for and get a job; such as teaching you what to expect in a job interview, how to write a resume, or how to conduct a job search?

- 73% Yes, provided a program, information or instructions
- 23% No, did not provide a program, information or instructions
- 4% Undecided/don't know
- % Refused

__49. How would you rate the information and instruction you have received from your school about employment opportunities — excellent, pretty good, only fair or poor?

- 21% Excellent
- 49% Pretty good **70% Total POSITIVE**
- 14% Only fair
- 7% Poor **21% Total NEGATIVE**
- 9% Undecided/don't know

__50. How satisfied are you with the job your high school has done preparing you for the world of work — are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

- 32% Very satisfied ----- **ASK Q. 51**
- 42% Somewhat satisfied -- **ASK Q. 51** **74% Total SATISFIED**
- 7% Somewhat dissatisfied - **GO TO Q. 52**
- 5% Very dissatisfied ----- **GO TO Q. 52** **12% Total DISSATISFIED**
- 14% Undecided/don't know ----- **GO TO Q. 53**

__51. What is the main reason you are satisfied? [**WRITE COMMENT, THEN GO TO Q.53**]

- | | | | |
|-----|-----------------------------|----|------------------------------|
| 13% | Good education | 3% | They could do more |
| 12% | Very helpful | 2% | Career day |
| 9% | Teachers care | 2% | Give much support |
| 8% | Teach job skills | 2% | Job fairs |
| 7% | Lots of information | 1% | I feel confident |
| 7% | They prepare you | 1% | Know hw to do a job search |
| 6% | Career planning, counselors | 1% | Need to finish high school |
| 6% | Many opportunities | 1% | Teach responsibility |
| 6% | Résumé help | 1% | Visits to work sites |
| 5% | Mock interviews | 5% | Undecided/don't know/refused |

__52. What is the main reason you are dissatisfied? **[WRITE COMMENT]**

- 27% No help at all
- 18% Could have done more
- 17% Lack of information
- 12% Not enough practical learning
- 8% I'm not prepared
- 7% No encouragement from teachers
- 4% Just push you toward 4-year college
- 4% Not challenging enough
- 2% No follow through
- 1% Need more computer skills

__53. Based on the kind of career or job you are interested in, do you think you will need a four-year college education or more, a two- or three-year education or training program, or do you think that education past high school is not really necessary for the career or job you want?

- 73% A four-year or more college or university education needed
- 19% A two- or three-year education or training program needed
- 4% No post high school education needed
- 4% Undecided/don't know

__54. Which of the following levels of wages do you expect to earn in your first job? **[READ 1 TO 8 BELOW]**

- 5% \$5 per hour or about \$10,000 per year
- 12% \$7.50 per hour or about \$15,000 per year
- 17% \$10 per hour or about \$20,000 per year
- 13% \$15 per hour or about \$30,000 per year
- 13% \$20 per hour or about \$40,000 per year
- 10% \$25 per hour or about \$50,000 per year
- 9% \$30 per hour or about \$60,000 per year
- 10% More than \$30 per hour or about \$60,000 per year
- 11% Undecided/don't know

__55. Quality of life can be measured by the amount of free time and extra money people have to do the things they enjoy doing. Based on the type of career or job you plan to pursue, which of the following best describes the quality of life you expect? Do you plan to... **[READ 1 TO 5 BELOW]**

- 35% Have plenty of extra money and free time to enjoy it
- 27% Have plenty of money, but work hard to earn it, with less free time
- 5% Have lots of free time by working fewer hours, but only have some extra money
- 28% Have adequate money and free time to do some of the things you enjoy
- 3% Or have just enough free time and money to get by
- 2% Undecided/don't know

__56. How much do you think the careers or occupations of your parents or other family members has influenced your choice about what kind of career or job to pursue — a lot, some, only a little or not at all?

38%	A lot	
26%	Some	64% Total A LOT/SOME
15%	Only a little	
20%	Not at all	35% Total LITTLE/NOT
1%	Undecided/don't know	

__57. What do you think is more important as an influence on the kind of careers or jobs students pursue — the influence of society on the kind of careers or jobs that are most desirable or socially acceptable, or the influence of employers on the kind of careers or jobs that are most needed in the workplace?

36%	The influence of society
17%	The influence of employers
37%	Both equally (<i>volunteered</i>)
10%	Undecided/don't know

__58. Do you think that you need a quality education to get a good job, or, do you want a quality education for self-fulfillment?

48%	Needs a quality education for a good job
14%	Wants a quality education for self-fulfillment
35%	Need a good education for both equally (<i>volunteered</i>)
3%	Undecided/don't know

What are the top three or four career or job related areas where you believe there are the greatest opportunities for students? **[WRITE COMMENT FOR UP TO 4 AREAS BELOW]**

__59 - __62 First, Second, Third & Fourth areas:

	<u>1st area:</u>	<u>2nd area:</u>	<u>3rd area:</u>	<u>4th area:</u>
Computers	26%	15%	XX%	XX%
Medical	21%	24%	XX%	XX%
Education	8%	11%	XX%	XX%
Business	6%	6%	XX%	XX%
Legal	4%	7%	XX%	XX%
Engineering	3%	3%	XX%	XX%
Military	3%	2%	XX%	XX%
Chef, restaurant owner	2%	1%	XX%	XX%
Architecture	1%	1%	XX%	XX%
Automotive	1%	2%	XX%	XX%
Clerical	1%	--%	XX%	XX%
Communications	1%	2%	XX%	XX%
Construction	1%	2%	XX%	XX%
Cosmetologist	1%	--%	XX%	XX%
Finance, accounting	1%	2%	XX%	XX%
Law enforcement, firefighting	1%	2%	XX%	XX%
Marketing	1%	3%	XX%	XX%
Music, dance	1%	--%	XX%	XX%
Professional sports	1%	--%	XX%	XX%
Science	1%	3%	XX%	XX%
Art	--%	--%	XX%	XX%
Child care	--%	--%	XX%	XX%
Dental	--%	--%	XX%	XX%
Electronics	--%	1%	XX%	XX%
Farming, agriculture	--%	--%	XX%	XX%
Fashion/interior design	--%	--%	XX%	XX%
Forestry	--%	--%	XX%	XX%
Graphic design	--%	--%	XX%	XX%
Journalism, writer	--%	--%	XX%	XX%
Massage therapy	--%	--%	XX%	XX%
Ministry, social work	--%	1%	XX%	XX%
Pharmacy	--%	--%	XX%	XX%
Photography	--%	--%	XX%	XX%
Pilot, airline steward	--%	--%	XX%	XX%
Plumber	--%	--%	XX%	XX%
Politics	--%	1%	XX%	XX%
Real estate	--%	--%	XX%	XX%
Theater, drama	--%	--%	XX%	XX%
Vet, animals	--%	--%	XX%	XX%
Other	1%	1%	XX%	XX%
Undecided/don't know/refused	12%	5%	XX%	XX%

CUMULATIVE PERCENTAGES -- Qs 59 - 62

<i>Medical</i>	45	<i>Engineering</i>	3
<i>Computers</i>	41	<i>Finance, accounting</i>	3
<i>Education</i>	19	<i>Law enforcement, firefighting</i>	3
<i>Business</i>	12	<i>Architecture</i>	2
<i>Legal</i>	11	<i>Clerical</i>	1
<i>Military</i>	5	<i>Cosmetologist</i>	1
<i>Marketing</i>	4	<i>Electronics</i>	1
<i>Science</i>	4	<i>Ministry, social work</i>	1
<i>Automotive</i>	3	<i>Music, dance</i>	1
<i>Chef, restaurant owner</i>	3	<i>Politics</i>	1
<i>Communications</i>	3	<i>Professional sports</i>	1
<i>Other</i>	2		
<i>Undecided/don't know/refused</i>	17		

__63. When you decide to go looking for a job, which of the following sources of assistance or job information will be the first place you will look? [**READ 1-5 BELOW – ROTATE 1-4**]

- 19% By talking to friends
- 22% Reading the classified ads
- 33% Searching the Internet
- 17% Seeking assistance from employment agencies
- 7% Someplace else (**Please explain**): _____
- 2% Undecided/Don't know

__64. Which one would be the second place? [**DROP ITEM MENTIONED IN Q. 63 -- READ REMAINING ITEMS IN 1-5 BELOW**]

- 18% By talking to friends
- 22% Reading the classified ads
- 21% Searching the Internet
- 27% Seeking assistance from employment agencies
- 3% Someplace else (**Please explain**): _____
- 9% Undecided/Don't know

[ROTATE Qs 65 TO 67]

__65. How important do you think group or peer pressure is as an influence on your decisions about what type of careers or jobs to pursue — very important, somewhat important, somewhat unimportant or very unimportant?

- 20% Very important
 - 32% Somewhat important
 - 18% Somewhat unimportant
 - 29% Very unimportant
 - 1% Undecided/don't know
- 52% Total IMPORTANT**
- 47% Total UNIMPORTANT**

__66. How important do you think that pay and benefits are as an influence in your decisions about what type of careers or jobs to pursue — very important, somewhat important, somewhat unimportant or very unimportant?

56%	Very important	
36%	Somewhat important	92% Total IMPORTANT
5%	Somewhat unimportant	
2%	Very unimportant	7% Total UNIMPORTANT
1%	Undecided/don't know	

__67. How important do you think having enough free time for family and recreational pursuits are as an influence in your decisions about what type of careers or jobs to pursue — very important, somewhat important, somewhat unimportant or very unimportant?

60%	Very important	
34%	Somewhat important	94% Total IMPORTANT
4%	Somewhat unimportant	
1%	Very unimportant	5% Total UNIMPORTANT
1%	Undecided/don't know	

Now I would like to read a list of employer benefits. After I read the list, please tell me how you would rank it from most to least important? **[READ & ROTATE – CODE RANKING]**

		<u>1st</u>	<u>2nd</u>	<u>3rd</u>	<u>4th</u>	<u>5th</u>	<u>6th</u>
_68	Health insurance	44%	29%	12%	7%	5%	3%
_69	Dental insurance	12%	21%	28%	22%	10%	7%
_70	Vacation time	13%	13%	21%	18%	19%	16%
_71	Family leave time	23%	12%	15%	18%	20%	12%
_72	A retirement plan	29%	19%	13%	10%	16%	13%
_73	The location of the company	18%	14%	13%	13%	14%	28%

Now I am going to read several statements to you. For each one that I read, please tell me if you agree or disagree with each statement.

[ROTATE Qs 74 TO 82]

		AGREE			DISAGREE			undec
		<i>strongly</i>	<i>somewhat</i>	Total	<i>somewhat</i>	<i>strongly</i>	Total	
_74	The best jobs and careers require at least a four-year college education	46%	22%	68%	21%	10%	31%	1%
_75	Although new factories are clean, more modern, and have the latest technology, not many young people want to work in factories because most of them are still dirty and poorly lit	18%	26%	44%	35%	17%	52%	4%
_76	There are plenty of good paying high-tech jobs available that only require two or three years of job training and pay as much as \$40,000 to \$80,000 per year	33%	39%	72%	16%	6%	22%	6%
_77	Even though jobs in the health care industry pay well and offer good benefits, mergers and lay-offs in the health care industry make the future of health care jobs less secure than other jobs	18%	22%	40%	20%	30%	50%	10%
_78	There is a sense of embarrassment among many young people associated with vocational job training programs that make them less attractive than four-year college degrees	18%	23%	41%	23%	33%	56%	3%
_79	Having training in the use of high-technology equipment and computers in the field they re most interested in pursuing is important today if students are going to have a chance at getting a good paying job	50%	39%	89%	7%	2%	9%	2%
_80	Working in a job that requires only two years of vocational training is becoming more acceptable and has much of the same prestige as jobs and careers you get after completing a four-year college degree	24%	39%	63%	17%	16%	33%	4%
81	Students won't work in computer jobs because they are fearful they will be viewed negatively	6%	10%	16%	20%	60%	80%	4%

		AGREE			DISAGREE			
		<i>strongly</i>	<i>somewhat</i>	Total	<i>somewhat</i>	<i>strongly</i>	Total	undec
_82	Pursuing tech careers in such areas as computers, manufacturing or health care may provide high paying jobs, but it can also limit the kind of professional careers students can seek in the future.	20%	25%	45%	25%	24%	49%	6%

__83. Should people be educated for a specific job, or, should they be educated to be able to pursue careers in a variety of job areas?

- 20% A specific job
- 72% A variety of job areas
- 8% Undecided/don't know

__84. What are the chances you would consider a career in manufacturing if a company hired you for an apprenticeship program, paid for your schooling, and also paid you while you worked? Would you definitely consider a manufacturing career, probably consider it, probably not consider it or definitely not consider a manufacturing career?

- 23% Definitely consider it
- 49% Probably consider it **72% Total CONSIDER**
- 12% Probably NOT consider it
- 13% Definitely NOT consider it **25% Total NOT CONSIDER**
- 3% Undecided/don't know

On another topic...

__85. What are the chances you would consider joining a branch of the military -- would you definitely consider joining the military, probably consider it, probably not consider it or definitely not consider it?

- 8% Definitely consider it ----- **ASK Q. 86**
- 18% Probably consider it ----- **ASK Q. 86** **26% Total CONSIDER**
- 19% Probably NOT consider it --- **GO TO Q. 87**
- 51% Definitely NOT consider it -- **GO TO Q. 87** **70% Total NOT CONSIDER**
- 1% Already joined (**VOLUNTEERED**) **ASKQ. 86**
- 3% Undecided/don't know -----**GO TO Q. 87**

__86. How much of an influence did the September 11th attack by terrorists on the World Trade Center and the Pentagon have on your decision to join or consider joining the military – a very direct influence, a significant influence, a minor influence, or not an influence at all?

24%	A very direct influence	
19%	A significant influence	43% Total DIRECT/SIGNIFICANT
25%	A minor influence	
32%	Not an influence at all	57% Total MINOR/NOT
--%	Undecided/Don't know	

Finally, I would like to ask you a few questions about yourself, for statistical purposes only.

__87. What is your age? [**WRITE COMMENT BELOW**]

3%	14-15 years
32%	16 years
45%	17 years
20%	20 years

__88. What is your race - are you White, African American, Hispanic, Asian, Arab, mixed-race or some other race?

73%	White
12%	African American/Black
7%	Hispanic (Puerto Rican, Mexican-American etc.)
3%	Asian
--%	Arab
2%	Mixed race
2%	Other
1%	Don't know/Refused

__89. What is your overall high school grade point average? [**WRITE COMMENT BELOW**]
 _____ GPA

Mean: 3.324
 Median: 3.300

__90. Would you please tell me into which of the following categories your total yearly household income falls — including everyone in the household? Please stop me when I get to the category that applies to you? (**READ LIST – 1 to 7**)

1%	Under \$15,000
5%	\$15,000 to \$30,000
6%	\$30,000 to \$45,000
8%	\$45,000 to \$60,000
7%	\$60,000 to \$75,000
6%	\$75,000 to \$100,000
9%	Over \$100,000
58%	Refused

__91. Sex of respondent (**BY OBSERVATION ONLY**)

50%	Male
50%	Female

THANK RESPONDENT FOR HIS OR HER TIME AND TERMINATE