



August 2020

# Junior Achievement Alumni Experience

Report by Ipsos for Junior Achievement USA

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## Introduction

A new survey of 1,002 Junior Achievement alumni conducted by Ipsos on behalf of Junior Achievement USA – an organization that aims to develop work-place readiness, entrepreneurship and financial literacy skills in students through volunteer-led talks, exercises, and programs – finds that the Junior Achievement (JA) program had a strong impact on JA alumni’s professional and personal development into adulthood and the working-world. Half of JA alumni (53%) report having started or partnered in their own business venture and about half who had a volunteer in their program say ended up working in the same field as their JA volunteer (51%). Two-thirds of JA alumni report they support the program as adults (66%) through volunteering time on boards or in classrooms, donating money, or working directly with JA staff.

## Junior Achievement Alumni Business Owners

Half of JA alumni have started or owned a business in at least one point in time in their lives (53%) according to survey results. One-third report they owned or started one business (35%) and 18% say they owned or started multiple businesses. About three-quarters of JA alumni business owners say their businesses are still operating today (72%). This is far higher than the nationwide average - according to the U.S. Census, just 6% of Americans are self-employed<sup>1</sup>. Those who are both JA alumni business owners and who report that they worked in the same field as their JA volunteer are more likely to say their business is still operation (82%) than the other JA entrepreneurs. Over half report having small to mid-size businesses that had 50 or fewer employees (63%), while 38% said they owned larger businesses with 51 employees or more.

- Men and women JA alumni are equally likely to say they have started or partnered in multiple businesses. This makes women who are JA alumni slightly more likely than the national population to own a business. In 2017, 39% of all U.S. firms were owned by women<sup>2</sup>.
- Younger JA alumni are more likely to say they have started multiple businesses (23%) than those ages 35-54 (15%) and those ages 55+ (13%).
- JA alumni from the South are more likely to say they have started one business (41%) compared to one-third of those in the Northeast (30%), Midwest (31%) and West (31%).
- Hispanic (60%), Black (52%) and white (51%) JA alumni are equally likely to say they have started one or more businesses during their careers. Black and Hispanic JA Alumni are more likely than the national population to own their own businesses. In 2017, 2% of businesses were owned by Black Americans and 6% of businesses were owned by Hispanic Americans<sup>3</sup>.

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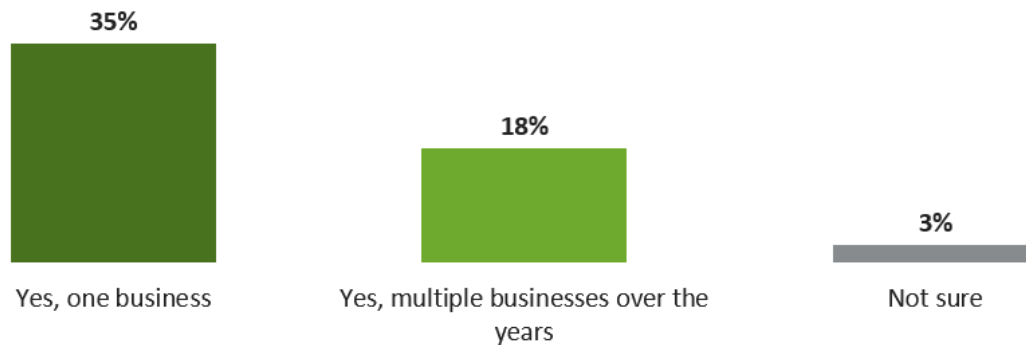
<sup>1</sup> United States Census Bureau (2018). American Community Survey. *Selected Economic Characteristics*. Retrieved from [https://data.census.gov/cedsci/table?q=Employment%20and%20Labor%20Force%20Status&tid=ACSDP1Y2018.DP03&vintage=2018&layer=VT\\_2018\\_040\\_00\\_PY\\_D1&cid=DP03\\_0001E&t=Employment%20and%20Labor%20Force%20Status](https://data.census.gov/cedsci/table?q=Employment%20and%20Labor%20Force%20Status&tid=ACSDP1Y2018.DP03&vintage=2018&layer=VT_2018_040_00_PY_D1&cid=DP03_0001E&t=Employment%20and%20Labor%20Force%20Status)

<sup>2</sup> American Express (2018). *The 2018 State of Women-Owned Business Report*. [https://about.americanexpress.com/files/doc\\_library/file/2018-state-of-women-owned-businesses-report.pdf](https://about.americanexpress.com/files/doc_library/file/2018-state-of-women-owned-businesses-report.pdf)

<sup>3</sup> United States Census Bureau (2018). Annual Business Survey (ABS). *Company Summary*. Retrieved from <https://data.census.gov/cedsci/table?tid=ABSCS2017.AB1700CSA01&hidePreview=true>

ALL JUNIOR ACHIEVEMENT ALUMNI  
**JA Alumni Business Owners**

**Have you ever started or owned a business (either individually or as a partner)?**



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### Impact on Future Decisions

About 4 in 5 JA alumni report that the JA program played a somewhat important or very important role in their decision to pursue further education (79%), their professional development (79%), and their personal development (78%). Fifty-one percent (51%) of JA alumni have college degrees, much higher than that nationwide average of 33%<sup>1</sup>. Eighty-five percent (85%) of JA alumni say the JA program played an important role in fostering the belief that they could achieve their goals, and 83% say it also played an important role in boosting their confidence in new situations. Three-quarters say it played an important role in their career path (75%). Those who ended up in working in the same field as their JA volunteer are even more likely to say that the JA program played an important role in their career path (88%), their confidence (90%), the belief they could achieve their goals (92%), their professional development (88%), their personal development (87%) and their decision to pursue further education (88%).

- Black JA Alumni (58%) are more likely to say that the JA program was instrumental in their decision to pursue further education than their white (45%) counterparts. About half of Hispanics (51%) report that the program played an important role in their decision to further their education.

<sup>1</sup> United States Census Bureau (2018). American Community Survey. *Educational Attainment*. Retrieved from <https://data.census.gov/cedsci/all?q=educational%20attainment&hidePreview=false&tid=ACST1Y2018.S1501&t=Educational%20Attainment&vintage=2018>

- Black JA Alumni (60%) are also more likely than their Hispanic (45%) and white (49%) peers to say the JA program gave them confidence in new situations.
- Women and men JA alumni are equally likely to say the JA program played an important role in their decision to pursue further education, personal development, helping them believe they could achieve their goals, and giving them confidence in new situations. While strong majorities of both men and women report that the program played an important role in their professional development (82% and 74% respectively) and their career path (78% and 69% respectively), men were more likely to say the program was important in shaping those aspects of their lives.

ALL JUNIOR ACHIEVEMENT ALUMNI

## JA Alumni Educational Attainment

### Attained a Bachelor's Degree or Higher

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ALL JUNIOR ACHIEVEMENT ALUMNI  
**Junior Achievement Impact**

**How important of a role did Junior Achievement play in...?**

*% Very Important + Somewhat Important*



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**Socio-economic Background of Respondents**

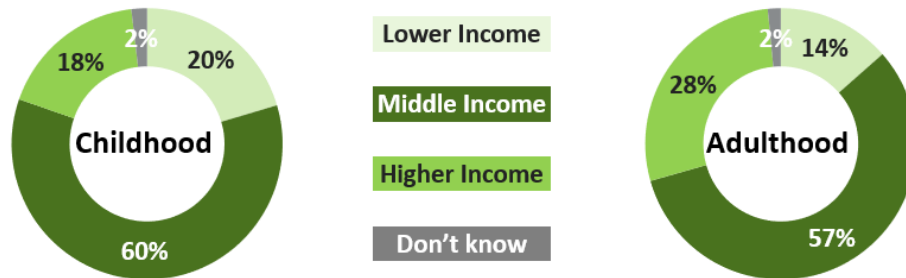
Looking back on their childhood, JA alumni are most likely to say their household income would be characterized as middle income (60%), while 20% say they were from lower income households and 18% say they were from higher income households. Now as adults, most JA alumni report their household income as middle income (57%), but fewer would characterize their household income as lower income (14%), and more report they are currently in higher income households (28%). JA alumni who report going on to own or partner in a business are more likely to say they are higher income (33%) as adults, and 22% characterized their childhood household income as higher income. Those who say they worked in the same field as their JA volunteer report something similar: one-third say they are higher income as adults (34%), compared to 21% who describe their childhood household as higher income.

ALL JUNIOR ACHIEVEMENT ALUMNI

## Junior Achievement Impact

How would you characterize your household income as a child?

How would you characterize your household income as an adult?



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## Junior Achievement Program Participation

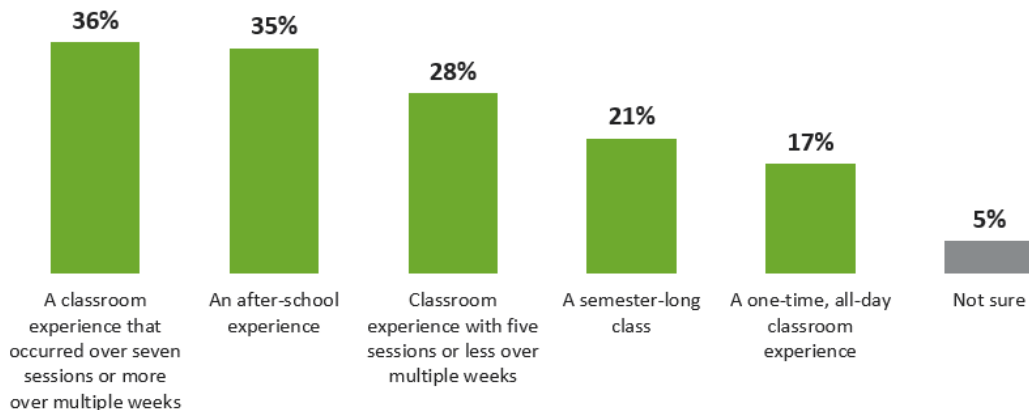
According to the survey response rate, it may be concluded that approximately 16% of the adult American population has participated in a JA program at least one time from kindergarten through 12<sup>th</sup> grade. Most JA alumni report they participated in high school (52%), but 41% say they took the program in middle school, and a quarter say they were involved in elementary school (26%). The most common type of JA experiences include: a classroom experience that occurred over seven sessions or more over multiple weeks (36%), after school experiences (35%), and a classroom experience with five sessions or less over multiple weeks (28%). About 1 in 5 JA alumni say they took a semester long class (21%) or had a one-time, all-day classroom experience (17%). About half report that a volunteer from JA came to their class and taught them about money, jobs, or business (44%). One-third of JA alumni report that they were given a life-scenario and had to manage money (34%), started a student-run business where they sold a product or service (33%), or they participated in a “Job-Shadow” where they visited local businesses or shadowed professionals for a day in their local community (31%). About a quarter report that they competed as managers of a business in a computer simulation (26%), and 18% say they went to a facility where they ran a town for the day.

- The survey response rate indicates JA alumni are more likely to be from the Midwest (19%) or the South (17%) than from the Northeast (13%) and West (15%).
- The survey response rate indicates that JA alumni are more likely to be men (20%) than women (13%).
- The survey response rate shows that JA alumni are more likely to be Black (21%) or Hispanic (25%) than white (13%). Racial and ethnic minority JA alumni are equally likely as white JA alumni to have participated in the program at any time during their education, but most participated in high school (51% of whites, 56% of Blacks, and 53% of Hispanics participated in high school).
- JA alumni men are more likely to say they had a semester long class (24%) than JA alumni women (18%).
- Younger JA alumni (those ages 18-34) are more likely to say they experienced a one-time, all day classroom experience (24%) than their counterparts ages 35-54 (14%) and those ages 55+ (9%). Older JA alumni are more likely to say they had an after-school experience (45%), compared to those ages 35-54 (35%) and those ages 18-34 (30%).

ALL JUNIOR ACHIEVEMENT ALUMNI

### Junior Achievement Experience

Which of the following most accurately describes your Junior Achievement experience?  
(Please select all that apply)



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### Overall experience

Nearly 9 in 10 JA alumni say they somewhat or strongly agree that the JA program was a great experience overall (88%). A similar number agree it exposed them to new ways of thinking (87% somewhat or strongly agree). Many JA alumni agree that the program broadened their horizons (83% somewhat or strongly agree), that it made them think of new work opportunities or career paths (81% somewhat or strongly agree).

agree), and that it motivated them to succeed professionally (82% somewhat or strongly). Those who say they pursued a career in the same field as their JA volunteer were more likely to agree that the JA program made them think of new career opportunities (89% somewhat or strongly agree) and that it motivated them to succeed in their professional life (89% somewhat or strongly agree).

- All demographic groups of JA alumni report they somewhat or strongly agree the JA program was a great experience, exposed them to new ways of thinking, broadened their horizons, showed them new work or career opportunities, and motivated them to succeed and to learn.

ALL JUNIOR ACHIEVEMENT ALUMNI

## Junior Achievement Impact

**How much do you agree or disagree with the following statements about the Junior Achievement program?**

*% Strongly Agree + Somewhat agree*



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## Influence of JA program in Adulthood

Eighty-nine percent (89%) of JA alumni report that they were positively influenced by the JA program. About half report the program had a positive impact on their work ethic (45%) and how they manage money (45%). Two in five note that it impacted their career choices (38%), and one-third say it impacted their education choices (34%) and their perceptions of business leaders in the community (34%). Half of JA alumni who report they ended up working in the same field as their JA volunteer note that the program positively influenced their career choices (52%), their work ethic (53%), their education choices (48%), and how they manage money (62%).

- Men and women JA alumni are equally likely to say they were positively impacted in some way by the JA program (92% of men and 87% of women).

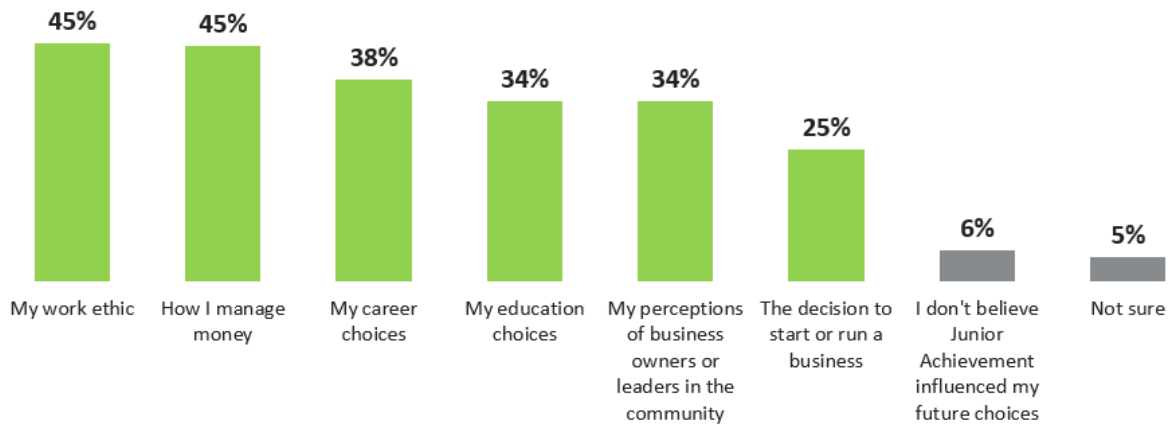


- Those JA alumni who went on to pursue a college degree report that the JA program positively influenced their education choices (40%) compared to 28% of those who did not pursue a college degree.
- Black (96%) and Hispanic (95%) JA Alumni are equally like to say the that JA Program positively impacted their future choices and perceptions as their white counterparts (93%).

ALL JUNIOR ACHIEVEMENT ALUMNI

## Junior Achievement Long Term Impact

Please tell us if any of the following things were positively influenced in some way by your Junior Achievement experience. (Please select all that apply)



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## Impact of Volunteers within JA Program on JA Alumni

Of those JA alumni who said a JA volunteer came to their class to teach them about money or business, a majority remember the concepts that volunteer taught them (63%). This is especially true of JA alumni who report they work or have worked in the same field as their JA volunteer (77%). Of the JA alumni who say they went on to own or partner in a business, 65% say they remember the concepts the JA volunteer taught them. JA alumni who say they ended up working in the same field as their JA volunteer are more likely to say they remember the specific details of the volunteer experience. About half say they remember the volunteer’s career or job title (48%) compared to 36% of JA alumni, and a similar number remember the name of the company or organization the JA volunteer worked for (47%), compared to 33% of JA alumni. A quarter remember the JA volunteer’s name (24%) compared to 19% of JA alumni.

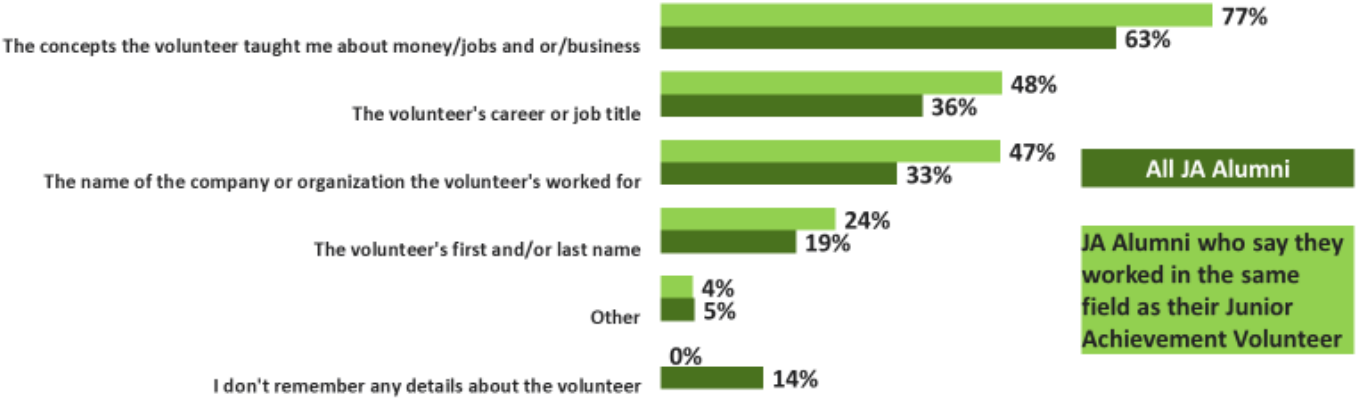
- As part of their JA experience, men and women JA alumni are equally likely to have had similar experiences of running a business, running a town for a day, being challenged with a life-scenario and managing money, “Job Shadowing”, and having a volunteer come to speak with their class. However, men were more likely to say their class competed as managers of a business in a computer simulation (29%) than women (22%).

- Those JA alumni who are ages 55+ are more likely to say they started a student-run business (50%) than the JA alumni ages 18-34 (23%) and ages 35-54 (34%).
- Men and women JA alumni are equally likely to say they worked in the same field as their JA volunteer. Interestingly, those JA alumni ages 18-34 are more likely than those ages 35-54 to say they worked in the same field as their JA volunteer (59% and 45% respectively).

ALL JUNIOR ACHIEVEMENT ALUMNI

Junior Achievement Volunteer Experience

Which of the following most accurately describes your Junior Achievement experience?  
(Please select all that apply)



For full results, please refer to the full topline results.

## Topline Results

As you may know, Junior Achievement programs (JA) are a kindergarten through 12th grade program that aims to develop work-place readiness, entrepreneurship, and financial literacy skills to students through volunteer-led talks, exercises and programs. When you were in school (kindergarten-12th grade), were you ever involved in the Junior Achievement program as a student or participant?

	All Respondents	Multiple Junior Achievement Experiences	Report working in the same field as their JA Volunteer	Business owners
Yes, I am a Junior Achievement alumnus (former student or participant)	16%	100%	100%	100%
No, I am not a Junior Achievement alumnus (former student or participant)	70%	-	-	-
Not sure	13%	-	-	-
Total Respondents	7332	835	167	495

When did you participate in Junior Achievement programs? (Please select all that apply).

	All Respondents	Multiple Junior Achievement Experiences	Report working in the same field as their JA Volunteer	Business owners
Elementary School	26%	27%	25%	23%
Middle School	41%	43%	42%	39%
High School	52%	54%	61%	54%
Not sure	4%	2%	4%	3%
Total Respondents	1,002	835	167	495

How many times did you have a Junior Achievement class or experience over the course of your K-12 education?

	All Respondents	Multiple Junior Achievement Experiences	Report working in the same field as their JA Volunteer	Business owners
1 time	7%	-	3%	6%
2 times	14%	16%	13%	14%
3 times	20%	23%	24%	22%
4 times	15%	17%	18%	16%
5 times	10%	11%	11%	11%
More than 5 times	28%	32%	30%	25%
Not sure	7%	-	*	6%
Total Respondents	1,002	835	167	495

**Which of the following most accurately describes your Junior Achievement experience?  
(Please select all that apply)**

	All Respondents	Multiple Junior Achievement Experiences	Report working in the same field as their JA Volunteer	Business owners
A classroom experience that occurred over seven sessions or more over multiple weeks	36%	39%	46%	38%
An after-school experience	35%	36%	49%	33%
Classroom experience with five sessions or less over multiple weeks	28%	30%	35%	30%
A semester-long class	21%	23%	28%	22%
A one-time, all-day classroom experience	17%	17%	25%	18%
Not sure	5%	2%	1%	2%
Total Respondents	1,002	835	167	495

**Please tell us what your Junior Achievement experience was like. Did you participate in any of the following?  
(Please select all that apply)**

	All Respondents	Multiple Junior Achievement Experiences	Report working in the same field as their JA Volunteer	Business owners
A volunteer from Junior Achievement came to our class and taught us about money, jobs and/or business	44%	47%	100%	43%
We were given a life-scenario and had to manage money	34%	36%	40%	36%
Started a student-run business where we sold a product or service	33%	34%	31%	33%
Participated in a "Job Shadow" where we visited local businesses and shadowed professionals for the day	31%	34%	37%	34%
Our class competed as managers of a business in a computer simulation	26%	28%	34%	30%
Went to a facility where we ran a town for the day	18%	20%	22%	19%
Other	4%	4%	2%	2%
Not sure	4%	2%	-	2%
Total Respondents	1,002	835	167	495

You mentioned you had a Junior Achievement volunteer visit your school. What do you remember about this experience? (Please select all that apply)

	All Respondents	Multiple Junior Achievement Experiences	Report working in the same field as their JA Volunteer	Business owners
The concepts the volunteer taught me about money/jobs and or/business	63%	65%	77%	65%
The volunteer's career or job title	36%	38%	48%	37%
The name of the company or organization the volunteer's worked for	33%	36%	47%	36%
The volunteer's first and/or last name	19%	19%	24%	17%
Other	5%	5%	4%	4%
I don't remember any details about the volunteer	14%	12%	-	11%
I did not have a Junior Achievement volunteer	1%	1%	-	1%
Total Respondents	427	377	167	207

Do you now, or have you ever, worked in a career or job similar to that of the one your Junior Achievement volunteer had?

	All Respondents	Multiple Junior Achievement Experiences	Report working in the same field as their JA Volunteer	Business owners
Yes	51%	54%	100%	63%
No	43%	42%	-	33%
Not Sure	5%	5%	-	5%
Total Respondents	347	317	167	175

Please tell us if any of the following things were positively influenced in some way by your Junior Achievement experience. (Please select all that apply)

	All Respondents	Multiple Junior Achievement Experiences	Report working in the same field as their JA Volunteer	Business owners
My work ethic	45%	47%	53%	42%
How I manage money	45%	46%	62%	42%
My career choices	38%	41%	52%	39%
My education choices	34%	36%	48%	32%
My perceptions of business owners or leaders in the community	34%	36%	44%	38%
The decision to start or run a business	25%	26%	36%	34%
I don't believe Junior Achievement influenced my future choices	6%	5%	1%	4%
Not sure	5%	3%	*	2%
Total Respondents	1,002	835	167	495

**How important of a role did Junior Achievement play in...?**

		All Respondents	Multiple Junior Achievement Experiences	Report working in the same field as their JA Volunteer	Business owners
Your decision to pursue further education	Very important	47%	51%	62%	51%
	Somewhat important	32%	32%	27%	31%
	Not very important	12%	11%	6%	10%
	Not at all important	6%	4%	2%	6%
	Don't know/Not applicable	3%	2%	4%	2%
	Total Respondents	1,002	835	167	495
Your personal development	Very important	46%	50%	61%	51%
	Somewhat important	32%	31%	26%	30%
	Not very important	13%	12%	5%	12%
	Not at all important	5%	5%	5%	5%
	Don't know/Not applicable	3%	2%	2%	2%
	Total Respondents	1,002	835	167	495
Your professional development	Very important	46%	50%	67%	49%
	Somewhat important	33%	32%	21%	33%
	Not very important	12%	11%	9%	12%
	Not at all important	6%	4%	2%	5%
	Don't know/Not applicable	3%	2%	1%	1%
	Total Respondents	1,002	835	167	495
Your belief that you can achieve goals	Very important	55%	58%	70%	58%
	Somewhat important	31%	29%	22%	28%
	Not very important	8%	7%	5%	8%
	Not at all important	4%	4%	2%	4%
	Don't know/Not applicable	2%	1%	1%	2%
	Total Respondents	1,002	835	167	495
Your confidence in new situations	Very important	49%	52%	64%	51%
	Somewhat important	34%	33%	27%	33%
	Not very important	10%	9%	8%	10%
	Not at all important	4%	3%	*	4%
	Don't know/Not applicable	3%	2%	2%	2%
	Total Respondents	1,002	835	167	495
Your career path	Very important	41%	44%	61%	46%
	Somewhat important	34%	34%	28%	34%
	Not very important	14%	12%	5%	11%

Not at all important	8%	7%	3%	6%
Don't know/Not applicable	4%	3%	3%	3%
Total Respondents	1,002	835	167	495

**Summary**  
**How important of a role did Junior Achievement play in...?**

		All Respondents	Multiple Junior Achievement Experiences	Report working in the same field as their JA Volunteer	Business owners
Your decision to pursue further education	Important (total)	79%	82%	88%	82%
	Not important (total)	18%	15%	8%	16%
Your personal development	Important (total)	78%	81%	87%	81%
	Not important (total)	18%	17%	11%	18%
Your professional development	Important (total)	79%	82%	88%	82%
	Not important (total)	18%	15%	11%	17%
Your belief that you can achieve goals	Important (total)	85%	88%	92%	86%
	Not important (total)	12%	11%	7%	12%
Your confidence in new situations	Important (total)	83%	86%	90%	84%
	Not important (total)	14%	13%	8%	13%
Your career path	Important (total)	75%	78%	88%	80%
	Not important (total)	21%	19%	8%	17%

**How much do you agree or disagree with the following statements about the Junior Achievement program?**

		All Respondents	Multiple Junior Achievement Experiences	Report working in the same field as their JA Volunteer	Business owners
It was a great experience overall	Strongly agree	58%	61%	68%	59%
	Somewhat agree	30%	29%	22%	30%
	Somewhat disagree	7%	6%	7%	6%
	Strongly disagree	2%	2%	2%	3%
	Don't know	3%	1%	1%	2%
	Total Respondents	1,002	835	167	495
It exposed me to different ways of thinking	Strongly agree	50%	53%	60%	53%
	Somewhat agree	37%	35%	27%	33%
	Somewhat disagree	7%	7%	9%	7%
	Strongly disagree	4%	4%	4%	6%
	Don't know	2%	1%	-	1%
	Total Respondents	1,002	835	167	495

How much do you agree or disagree with the following statements about the Junior Achievement program?

		All Respondents	Multiple Junior Achievement Experiences	Report working in the same field as their JA Volunteer	Business owners
It widened my horizons	Strongly agree	45%	47%	57%	48%
	Somewhat agree	38%	38%	31%	37%
	Somewhat disagree	10%	8%	9%	7%
	Strongly disagree	4%	4%	2%	5%
	Don't know	3%	2%	1%	2%
	Total Respondents	1,002	835	167	495
It made me think of new work opportunities or career paths	Strongly agree	44%	47%	63%	48%
	Somewhat agree	37%	37%	27%	35%
	Somewhat disagree	11%	10%	7%	9%
	Strongly disagree	4%	4%	2%	6%
	Don't know	3%	2%	1%	2%
	Total Respondents	1,002	835	167	495
It motivated me to succeed in my professional life	Strongly agree	46%	50%	55%	50%
	Somewhat agree	35%	33%	34%	34%
	Somewhat disagree	9%	10%	7%	8%
	Strongly disagree	5%	5%	3%	6%
	Don't know	3%	2%	-	2%
	Total Respondents	1,002	835	167	495
It motivated me to learn	Strongly agree	50%	54%	61%	54%
	Somewhat agree	34%	31%	28%	28%
	Somewhat disagree	8%	8%	4%	10%
	Strongly disagree	5%	4%	5%	5%
	Don't know	3%	2%	2%	2%
	Total Respondents	1,002	835	167	495



**Summary**

**How much do you agree or disagree with the following statements about the Junior Achievement program?**

		All Respondents	Multiple Junior Achievement Experiences	Report working in the same field as their JA Volunteer	Business owners
It was a great experience overall	Agree (total)	88%	90%	90%	89%
	Disagree (total)	9%	9%	9%	9%
It exposed me to different ways of thinking	Agree (total)	87%	88%	87%	86%
	Disagree (total)	11%	11%	13%	13%
It widened my horizons	Agree (total)	83%	85%	88%	86%
	Disagree (total)	14%	13%	11%	12%
It made me think of new work opportunities or career paths	Agree (total)	81%	83%	89%	83%
	Disagree (total)	16%	15%	10%	15%
It motivated me to succeed in my professional life	Agree (total)	82%	84%	89%	84%
	Disagree (total)	15%	14%	11%	14%
It motivated me to learn	Agree (total)	84%	86%	89%	83%
	Disagree (total)	13%	12%	9%	15%

**How would you characterize your household income as a child?**

	All Respondents	Multiple Junior Achievement Experiences	Report working in the same field as their JA Volunteer	Business owners
Lower income	20%	19%	18%	18%
Middle income	60%	60%	61%	59%
Higher income	18%	19%	21%	22%
Not Sure	2%	2%	*	1%
Total Respondents	1,002	835	167	495

**How would you characterize your current household income as an adult?**

	All Respondents	Multiple Junior Achievement Experiences	Report working in the same field as their JA Volunteer	Business owners
Lower income	14%	12%	8%	11%
Middle income	57%	59%	58%	55%
Higher income	28%	28%	34%	33%
Not Sure	2%	1%	1%	1%
Total Respondents	1,002	835	167	495

**Have you ever started or owned a business (either individually or as a partner)?**

	All Respondents	Multiple Junior Achievement Experiences	Report working in the same field as their JA Volunteer	Business owners
Yes, one business	35%	35%	43%	66%
Yes, multiple businesses over the years	18%	19%	22%	34%
No	45%	44%	35%	-
Not sure	3%	2%	*	-
Total Respondents	1,002	835	167	495

**Is the business you owned or started still operating today? If you started multiple businesses, consider the business you feel to be most successful.**

	All Respondents	Multiple Junior Achievement Experiences	Report working in the same field as their JA Volunteer	Business owners
Yes, it is	72%	74%	82%	72%
No, it is not	27%	25%	18%	27%
Not sure	2%	1%	-	2%
Total Respondents	495	420	107	495

How many people does it or did it employ (on average)? Your best guess is fine. If you started multiple businesses, consider the business you feel to be most successful.

	All Respondents	Multiple Junior Achievement Experiences	Report working in the same field as their JA Volunteer	Business owners
Just me	16%	12%	13%	16%
2 to 5	20%	18%	18%	20%
6 to 10	10%	11%	5%	10%
11 to 20	10%	10%	8%	10%
21 to 50	7%	7%	11%	7%
51 to 100	12%	13%	9%	12%
101 to 500	14%	15%	19%	14%
501 to 1,000	9%	9%	14%	9%
1,001 or more	3%	4%	2%	3%
Total Respondents	495	420	107	495

Please share the average annual revenue of this business. Your best guess is fine. If you started multiple businesses, consider the business you feel to be most successful.

	All Respondents	Multiple Junior Achievement Experiences	Report working in the same field as their JA Volunteer	Business owners
Less than \$100,000	24%	22%	21%	24%
\$101,000 to \$250,000	12%	12%	10%	12%
\$251,000 to \$500,000	8%	8%	9%	8%
\$501,000 to \$999,999	14%	15%	12%	14%
\$1 million to \$2.49 million	12%	12%	13%	12%
\$2.5 million to \$4.9 million	8%	9%	10%	8%
\$5 million to \$9.9 million	8%	8%	8%	8%
\$10 million to \$24.9 million	7%	8%	8%	7%
\$25 million to \$49.9 million	2%	2%	4%	2%
\$50 million or more	1%	1%	2%	1%
Not sure	2%	2%	-	2%
Prefer not to answer	2%	2%	2%	2%
Total Respondents	495	420	107	495

**Have you supported Junior Achievement as an adult in any of the following ways?**

	All Respondents	Multiple Junior Achievement Experiences	Report working in the same field as their JA Volunteer	Business owners
As a volunteer	26%	28%	38%	27%
As an educator	15%	15%	21%	19%
As a donor	18%	19%	30%	21%
As a board member	11%	12%	17%	17%
As a Junior Achievement staff member	16%	18%	25%	22%
Other	4%	4%	5%	5%
I have not supported Junior Achievement as an adult	34%	30%	12%	22%
Total Respondents	1,002	835	167	495

**What is your current credit score (sometimes called a FICO score)? Your best guess is fine.**

	All Respondents	Multiple Junior Achievement Experiences	Report working in the same field as their JA Volunteer	Business owners
300-579	7%	7%	8%	7%
580-669	15%	15%	11%	14%
670-739	22%	23%	24%	24%
740-799	27%	28%	29%	30%
800-850	20%	19%	25%	20%
Not sure	6%	5%	3%	4%
Prefer not to answer	3%	3%	*	2%
Total Respondents	1,002	835	167	495

## Methodology

These are some of the findings of an Ipsos poll conducted between February 26 and March 2, 2020 on behalf of Junior Achievement. For this survey, a sample of roughly 7,332 adults ages 18+, including 1,002 Junior Achievement alumnus, from the continental U.S. Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of +/- 1.2 percentage points for all respondents and +/- 3.5 percentage points for Junior Achievement alumnus. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,002 DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

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## About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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