



# Junior Achievement®

## Teens See Hard Work As A Key To Success

(NAPS)—If a recent survey is any indication, young people still believe the business of America is business and hard work is a key to success.

Those are just two of the findings from an ongoing research effort designed to examine young people's opinions on a range of topics. The survey was conducted by the world's largest organization dedicated to educating young people about business, economics and free enterprise.

Of the 600 students surveyed, 78 percent said they want to own their own business. When asked what their motivation was for starting their own business, independence was the top reason cited.

While they expressed this goal, the students surveyed were not naive about the risks and challenges faced by business owners. According to 39 percent of survey respondents, "fear of failure" was the number one reason that kept most people from starting their own business.

Students also cited "not enough money" (28 percent) and "lack of drive" (14 percent) as other reasons people did not start their own business.

When asked what they thought was the most important ingredient for success in business, 35 percent said hard work and determination. This was followed by the ability to offer a good product (18 percent) and having access to enough capital (17 percent).

When asked what sources they would turn to for information about starting a business, 31 percent pointed to the Internet, while 23 percent said they would ask government sources for help. The



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study also revealed that more minority students (87 percent) than white students (71 percent) were interested in starting their own business.

Called the *Interprise Poll™ on Entrepreneurship*, the survey was conducted in November, 2000 by Junior Achievement.

Also known as JA, Junior Achievement reaches nearly four million students through a network of 158 offices nationwide.

For more information on JA or a copy of the survey results, call 1-800 THE NEW JA (1-800-843-6395) or write JA National Headquarters, One Education Way, Colorado Springs, CO 80906. You can also visit the JA Web site at [www.ja.org](http://www.ja.org) or contact the nearest Junior Achievement office.