

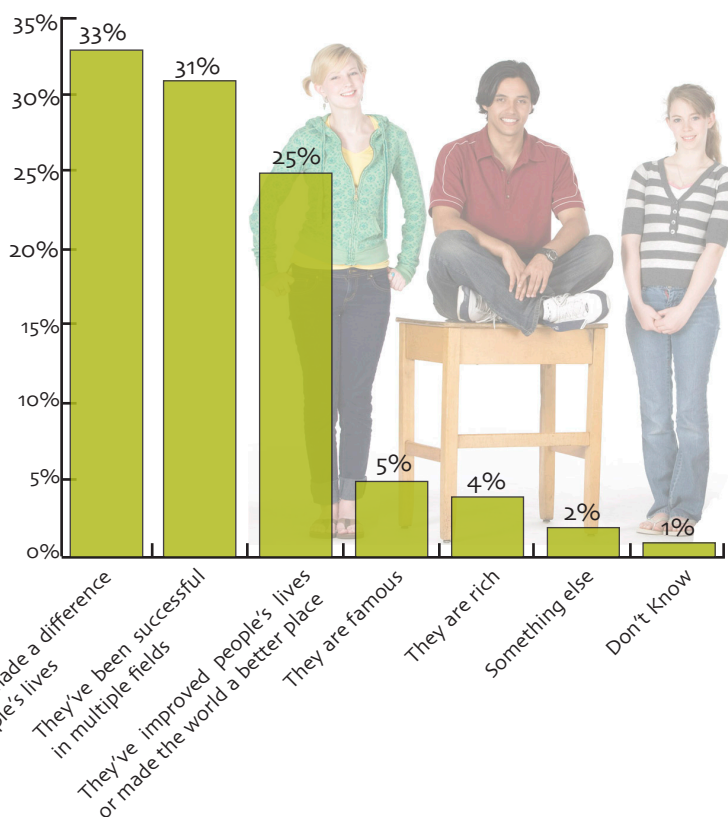
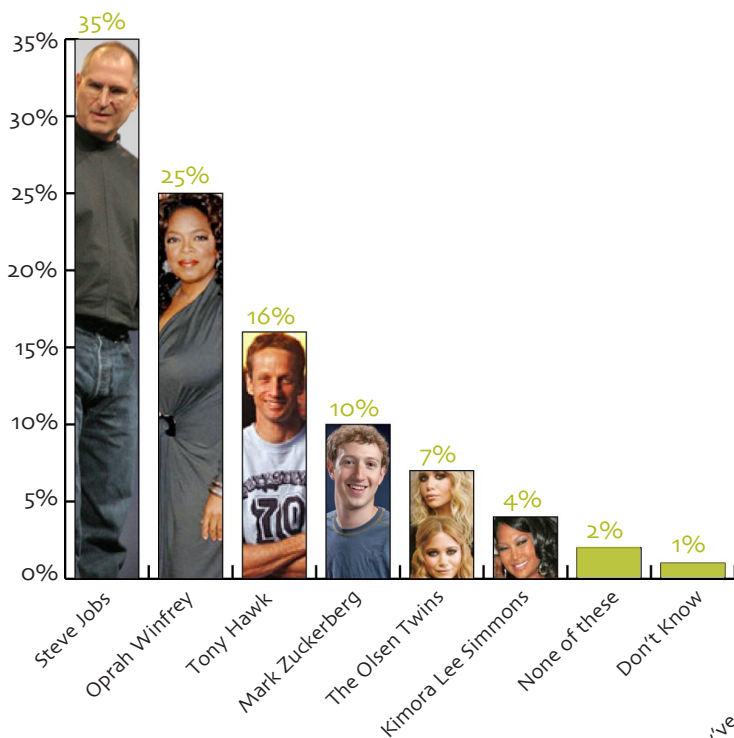
Steve Jobs bigger than Oprah!

More than ever, being a celebrity means being a brand. The fabulous and famous increasingly are entrepreneurs, marketing products to their adoring fan base. Junior Achievement recently asked teens to select the well-known entrepreneur they most admired, from a list provided.

Surprisingly, more teens selected Apple co-founder Steve Jobs, a mogul whose legendary business acumen is as well-known as his product line. Is his popularity among teens due to the ubiquity of Apple products, or can they see beyond the glitz and glamour of celebrity and appreciate the talent and tenacity needed to build a business empire from the ground up?

Many leaders and celebrities have been successful starting their own businesses. Which of the following entrepreneurs do you admire MOST?

Thinking about the successful leader or celebrity that we just discussed, what's the quality you most admire about this entrepreneur?



Teens have spoken! By their responses, teens seem to admire innovation coupled with making a difference, and are less impressed with the trappings of wealth and fame. Teens are interested in entrepreneurship; Junior Achievement's newest program, *JA Be Entrepreneurial™*, has the tools they need to start successful businesses. Visit www.ja.org/programs for more information.

Junior Achievement's 2009 "Teens and Entrepreneurship" Survey. This is the seventh year that Junior Achievement has conducted the "Teens and Entrepreneurship" poll, which attempts to gauge teens' attitudes around business ownership. The survey was conducted by Opinion Research Corporation from August 20-24, 2009, and surveyed 1,000 U.S. teens ages 12-17 by telephone. The survey's margin of error is +/- 3.2 percent.



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