



The DeBruce Foundation – Parents Online Frequency Questionnaire

September 23-October 2, 2021

300 Respondents with children age 16-24 in the Kansas City, St. Louis, Louisville, Nashville, Des Moines, Indianapolis, Minneapolis, and Wichita media markets.

Q.6 Do you have children ages 16 to 24?

	Total
Yes.....	100
No.....	-
(ref:KIDS)	

Q.7 How old is your child? Select all that apply.

	Total
16.....	31
17.....	32
18.....	15
19.....	8
20.....	13
21.....	7
22.....	7
23.....	8
24.....	13
16-17	62
18-24	55
(ref:KIDSAGE)	

Q.8 Is your child aged 16 to 24 currently living in the same household with you?

	Total
Yes.....	87
No.....	13
(ref:LIVEWITH)	

Q.9 Is your child still a student?

	Total
Yes, high school student.....	58
Yes, career/technical training student	2
Yes, 2-year community college student	5
Yes, 4-year college student	18
Yes, post graduate student	2
No, not a student	15
Not sure	-
Total Student.....	85
Yes Post High School.....	27
(ref:STUDENT)	

[36 Respondents]

Q.10 (IF CHILD NOT A STUDENT) What is the last year of schooling that your 16-24 year old child has completed?

	Total
1 - 11th grade.....	6
High School graduate	37
Non-college post H.S.	10
Some college	21
College graduate	26
Post-graduate school	-
(Don't know/Refused)	-
(ref:KIDEDUC)	

[174 Respondents]

Q.11 (IF CHILD IS HIGH SCHOOL STUDENT) What grade is your child currently in this school year?

	Total
9th grade.....	4
10th grade.....	16
11th grade.....	39
12th grade.....	40
Not sure	-
(ref:HSGRADE)	

[194 Respondents]

Q.12 (IF CHILD IS HIGH SCHOOL, TECHNICAL, OR TWO-YEAR COLLEGE STUDENT) Does your child plan on attending a 4-year college or university?

	Total
Yes.....	70
No.....	7
Not sure	23
(ref:CLLGPLAN)	

[4yr Respondents]

Q.13 (IF CHILD IS 4 YEAR COLLEGE STUDENT) How many years of college has your child completed?

	Total
None.....	24
1 year	33
2 years.....	18
3 years.....	17
4 years.....	7
More than 4 years.....	2
(ref:CLLGYEAR)	

Q.14 Has your child ever worked in a job, either full-time or part-time for money?

	Total
Yes.....	79
No.....	21
Not sure	-
(ref:EMPLOY2)	

[236 Respondents]

Q.15 (IF CHILD WORKED) In their current or previous job, did your child:

	Total
Work from home full time	7
Work in person full time.....	79
Work both from home and in person a few days a week.....	14
Not sure	-
(ref:PREVREM)	

Q.16 In the past year and half, has your child lost a job or had their hours cut due to COVID-19?

	Total
Yes, lost job	9
Yes, had hours cut	17
Yes, both	8
No, neither	66
Total Yes	34
(ref:LOSTJOB)	

Q.17 And in the past year and half, have you personally lost a job or had your hours cut due to COVID-19?

	Total
Yes, lost job	13
Yes, had hours cut	15
Yes, both	7
No, neither	65
Total Yes	35
(ref:LOSTPJOB)	

Q.18 When it comes to careers, check the one that best describes your child now.

	Total
My child hasn't thought about which career they want and doesn't want to yet.	11
My child would like to know more about potential careers but hasn't spent time thinking about it.	11
My child spends some time thinking about the type of career they want but hasn't decided.....	39
My child knows which career they want.	39
Not thought yet.....	22
Think about/Know	78
(ref:CAREER1)	

Q.19 At this point, how much have you talked to your child about their potential career or occupation?

	Total
A lot.....	51
A little.....	45
Not much	3
Not at all.....	0
Not sure	-
A lot/A little.....	96
Total Not.....	4
(ref:CARTALK)	

[11 Respondents]

Q.20 (IF NOT MUCH OR NOT AT ALL IN CARTALK) Why would you say you have not really discussed potential careers or occupations with your child? You may check all that apply.

	Total
It is hard to get young people to talk about anything today.	35
The topic has not come up in our discussions yet.....	26
My child prefers to have these discussions with counselors or mentors.....	22
This is a difficult topic for my child to discuss.	9
My child is still too young to be having serious talks about careers.	7
My child prefers to have these discussions with their other parent.....	-
Another reason	10
(ref:NOTALK)	

Q.21 Regardless of where they are now in terms of deciding on their career, how confident are you that your child will ultimately be able to achieve their career goals and find an occupation that suits them?

	Total
Very confident.....	57
Somewhat confident.....	35
Not very confident	7
Not confident at all	1
Not sure	-
Total Confident	92
Total Not Confident.....	8
(ref:CAREER5)	

Q.22 When it comes to knowing the things my child needs to be doing to prepare for a career:

	Total
I have no idea.....	4
I have a little bit of an idea.....	18
I have a pretty good idea.....	47
I have a very clear idea.....	31
No idea/Little	22
Pretty good/Very good	78
(ref:CARPREP)	

Q.23 To the best of your knowledge, which of the following steps has your child taken to help decide on a career or occupation? You may select as many as apply.

	Total
Talked to their parents.....	59
Talked to teachers at school	42
Figured out what qualifications/training/education they need	40
Talked to their friends.....	39
Researched careers online	39
Talked to guidance counselors at school	37
Researched how much they would earn in a career	37
Taken a career aptitude test where they learned about their interests and what they might be good at in a career	33
Talked to people who work in careers that interest them	32
Taken career themed courses in school.....	30
Researched the cost of additional education and training they need for a particular career	30
Researched the demand for a particular career	29
Made a list of potential occupations for them	24
Made a list of their strengths and interests	21
Applied for/taken jobs in chosen career	18
Applied for/accepted internships.....	17
Joined a professional organization/association in a field that interests them	9
None.....	2
Not sure	6
(ref:STEPSTKN)	

[150 Respondents]

Q.24 (SPLIT A) How much has the COVID-19 pandemic changed your child/children's approach to their current or future job/career:

	Total
It has changed their approach completely.....	9
It has changed their approach some.....	28
It has changed their approach just a little.....	12
It has not changed their approach at all.....	44
Not sure	7
Completely/Some.....	37
Little/Not	56

(ref:COVID1)

Q.25 Thinking about the career or jobs your child is considering, please indicate how important each of the following factors are to them as they make this decision:

	Very Imp	Smwt Imp	A Little Imp	Not at All	Not Sure	Very/ Smwt	Total Not
32 Doing something they enjoy.....	74	20	3	1	3	94	4
27 Job security.....	56	31	7	1	4	87	9
25 Salary or wages.....	55	32	7	2	3	87	10
26 Health care benefits	53	28	11	2	6	81	13
33 Work-life balance	52	30	9	2	7	82	11
39 A job or industry that is in-demand.....	45	33	13	4	6	77	17
34 Working for employers that reflect their values	44	36	10	4	6	79	14
38 Level of training or education required.....	42	39	10	4	5	81	14
29 Professional development opportunities	42	35	11	4	8	77	15
37 Location.....	40	30	17	8	5	71	25
40 A job that is not vulnerable to economic disruption	37	33	17	3	10	71	20
35 Regular or predictable hours	35	37	15	5	8	72	20
28 Paid leave policies	32	34	15	9	11	66	23
36 Flexible or non-traditional hours.....	23	32	20	12	13	55	32
31 Ability to work remotely at least some of the time	21	22	19	25	14	43	43
30 Ability to work remotely full time..... (ref:JOBFACTO)	21	18	15	34	12	39	49

[150 Respondents]

Q.41 (SPLIT B) How much has the COVID-19 pandemic changed your child/children's approach to their current or future job/career:

	Total
It has changed their approach completely.....	17
It has changed their approach some.....	27
It has changed their approach just a little.....	13
It has not changed their approach at all.....	32
Not sure	10
Completely/Some.....	45
Little/Not at all	45
(ref:COVID2)	

Q.42 Please indicate whether you agree or disagree with each of the following statements:

	Strng Agree	Smwt Agree	Nei ther	Smwt Dis agree	Strng Dis agree	Not Sure	Total Agree	Total Dis agree	Agree - Dis
44 I think more companies should adopt flexible work from home policies after the COVID-19 pandemic.....	34	34	22	3	2	4	69	5	63
41 My child is very confident that their career path is the right one for them.....	31	33	20	7	3	6	64	10	54
45 (IF PUNCH 5 IN STUDENT) There are currently a lot of jobs and job postings available to people like my child.....	31	28	16	10	6	8	60	17	43
48 I believe that K-12 school has equipped my child with the right skills for future employment.	24	35	19	14	6	2	58	20	38
49 My child's high school curriculum adequately covers/covered soft skills like communication and interpersonal skills.....	23	37	24	10	3	3	60	13	47
50 My child's high school gives/gave students good career advice.	22	33	26	8	6	5	56	14	42

	Strng Agree	Smwt Agree	Nei ther	Smwt Dis agree	Strng Dis agree	Not Sure	Total Agree	Total Dis agree	Agree - Dis
42 I am worried the COVID-19 pandemic will impact my child's career prospects for years to come.....	17	31	24	13	12	4	48	25	23
47 It is tougher for my child to get a job these days than it was for me at their age.	15	27	22	17	16	4	42	32	10
46 (IF PUNCH 5 IN STUDENT) Even though there are a lot of jobs available, there are few jobs available that my child is currently qualified for.	14	23	22	19	17	5	37	36	1
43 I am worried about the current job market for my child and think they are more likely to accept a role even if it does not fit exactly what they want. (ref:WORKBAT)	12	34	26	14	10	5	45	24	22

Q.52 Below is a description of a career aptitude test called the Agile Work Profiler and the Career Exploration Tools that go with it. Please use the highlighter tool to highlight any words or phrases that stand out to you in a positive way.

The Agile Work Profiler will help you identify your work strengths and passions. This test helps people understand themselves and then connects them to careers that value what they have to contribute. Knowing your strengths and passions makes it easier to find work you enjoy and excel at doing. It also makes it faster to make career changes.

The economy is constantly changing. Recent studies show that 65 percent of children starting elementary school today will end up in jobs that do not yet exist. The COVID-19 pandemic has also caused some people to rethink their careers or what kind of job they want. The Agile Work Profiler does not limit people by matching them to a few specific jobs that might not exist in the future but helps them discover a set of skills that can be used for many different occupations across multiple industries. The test only takes 10 minutes to complete. You can take this test on your phone, tablet, or laptop computer.

When you're done, you'll get your top three Agilities out of a total number of ten. Agilities are groupings of work activities represented in all careers in the economy. Once you know your Agilities, you can use the Career Exploration Tools to see what jobs fit your strengths and passions, learn how much training or education they require, and compare things like average wages or the skills needed for different jobs. You can feature your Agilities on your resume or profile and in interviews to help companies and clients find someone just like you. They can also guide you on how to keep developing yourself in your current situation.

(ref:AWPCET)

Q.53 Assuming your child is still interested in deciding on a career or occupation, how likely are you to recommend the career aptitude test described on the last screen to your child or children?

	Total
Very likely	33
Somewhat likely	53
Not very likely.....	11
Not at all likely.....	3
Not sure	-
Total Likely	86
Total Not Lkely	14

(ref:AWPLKLY)

Q.54 And how likely are you to recommend the aptitude test to your child or children if you were charged a small fee?

	Total
Very likely	20
Somewhat likely	47
Not very likely.....	23
Not at all likely.....	10
Not sure	-
Total Likely	67
Total Not Likely.....	33

(ref:AWPPAY)

Q.55 Here are some statements people have made about the Agile Work Profiler. For each statement, please indicate whether you find it a very appealing, somewhat appealing, not very appealing, or not at all appealing statement about the Agile Work Profiler.

	Very	Smwt	Not Very	Not at All	Not Sure	Very/ Smwt	Total Not
56 The Agile Work Profiler connects people's talents and desires with careers that value what they have to contribute.....	46	45	6	3	-	91	9
55 The Agile Work Profiler helps people discover themselves in terms of their skills and talents.	44	46	7	3	-	90	10
57 The Agile Work Profiler gives people the tools they need to find jobs available in their area.	44	46	6	3	-	90	10
59 Because the economy is constantly changing, the Agile Work Profiler does not limit people by matching them to a few specific jobs that might not exist in the future but helps them discover a set of skills that can be used for many different occupations.	42	46	9	3	1	88	12
60 The Agile Work Profiler lets you discover what makes you valuable in a career marketplace.	41	47	9	2	-	89	11
58 The Agile Work Profiler focuses on skills, agilities, and desires, rather than specific jobs.....	40	50	7	3	-	90	10
54 Unlike other career aptitude tests which focus mainly on skills and aptitudes, the Agile Work Profiler also focuses on passions and what people want to do. (ref:AWPBATT)	37	50	11	2	-	87	13

Q.62 At the conclusion of the Agile Work Profiler, the test can take your child to some specific tools where they can further explore their career options. Please rate each item on a scale from 0 to 10, where 0 means it is not at all important to you and 10 means it is extremely important when it comes to helping your child figure out their career choice and how to achieve their goals.

	Mean	% 10	% 8-10	% 6-10	% 0-5
64 Explore the career they are most interested in.....	7.9	35	70	85	15
73 Learn about the qualifications, training, and/or education required to be prepared for a particular career	7.7	30	66	82	18
66 Learn how to write and update a resume	7.5	29	63	78	22
67 Work on professional skills like communication.....	7.5	25	61	83	17
62 Learn how much careers pay	7.4	25	59	80	20
65 Learn how to talk about themselves with a recruiter.....	7.4	25	59	78	22
70 Learn what careers are in demand locally.....	7.2	25	56	77	23
63 Learn how much preparation is typically required for certain careers.....	7.4	24	60	80	20
72 Get or keep a more uplifting mindset about their career goals.....	7.0	24	50	75	25
71 Learn what careers are in demand nationally	7.1	21	56	74	26
61 Get direction on which career skills to build next	7.3	21	52	80	20
69 Explore other careers they do not know about that might be a good option for them	7.3	20	57	81	19
76 Get information on careers that are stable and less vulnerable to economic disruption	7.1	20	53	78	22
68 Work on networking skills	7.3	19	58	78	22
75 Get information on careers that allow them to work from home	5.8	14	29	55	45
74 Discover volunteering opportunities that can help sharpen their skills	6.5	13	41	68	32

(ref:TOOLS2)

Q.78 Generally speaking, in the last month, how often have you read the news in print or online?

	Total
At least once a day	45
Every couple days.....	28
Once a week.....	12
Less than once a week	8
Never.....	7
Not sure	-
Weekly or more.....	85
Less than weekly	15
(ref:NEWSPPER)	

Q.79 What is your race?

	Total
White	83
Black.....	10
Hispanic.....	5
Asian.....	2
Other.....	1
Prefer not to say.....	-
(ref:RACE)	

Q.81 What is your current marital status?

	Total
Married	63
Living with partner	7
Single.....	13
Separated/Divorced	15
Widowed.....	3
(Don't know/Refused)	-
(ref:MARITAL)	

Q.82 What is the last year of schooling that you have completed?

	Total
1 - 11th grade.....	3
High School graduate	14
Non-college post H.S.....	2
Some college.....	25
College graduate	34
Post-graduate school	22
(Don't know/Refused)	-
(ref:EDUC)	

[208 Respondents]

Q.83 (IF MARRIED OR LIVING WITH PARTNER) And what is the last year of schooling that your spouse or partner has completed?

	Total
1 - 11th grade.....	6
High School graduate	13
Non-college post H.S.....	2
Some college	19
College graduate	30
Post-graduate school	30
(Don't know/Refused)	-
(ref:EDUCPART)	

Q.84 Are you currently:

	Total
Employed full time	64
Employed part time.....	10
Unemployed, looking for work.....	6
Unemployed, not looking for work	0
Retired.....	8
Homemaker	8
Student.....	1
Other.....	1
Not sure	-
Permanently disabled.....	2
Total Employed	74
Total Unemployed	7
(ref:EMPLOY)	

[223 Respondents]

Q.85 (IF EMPLOYED) What kind of work do you do?

	Total
Management.....	11
Teacher, instructor, librarian.....	10
Business/Finance support	8
Maintenance, installation, repair	7
Health care professional	7
Construction, extraction	6
Production, machine operation, transportation	5
Office, administrative, legal support	5
Sales and related occupations.....	5
Health care support occupations	4
Computer programmer, coder, software developer, web developer	3
Engineer	3
Food preparation and serving	3
Community and social services occupations	3
Government administration.....	3
Life, physical, social science occupations	2
Legal professional.....	2
Personal care.....	1
Protective service occupations, military	1
Hospitality	1
Entertainment, music, arts, and design.....	1
Farming, fishing, forestry	0
Writer, editor, journalist, media.....	-
Other.....	8
Not sure	0
Total Science	19
Total Manual.....	18
Management.....	11
Teach/instruct/librarian	10
Office/admin/legal supp	9
Business/Finance supp	8
Total Service.....	5
Sales and related	5
Other	16
Not sure	0

(ref:WORKTYPE)

Q.86 Do you own or rent a home?

	Total
Own.....	74
Rent.....	26
Not sure	-
(ref:RENTOWN)	

Q.87 Would you consider your family:

	Total
Working class	32
Lower middle class	25
Upper middle class.....	39
Upper class.....	4
Not sure	-
Total Lower	57
Total Upper	43
(ref:SCIOECON)	

Q.88 How many children do you have?

	Total
0	-
1-2	63
3-5	36
6 or more	1
(Don't know/Refused)	-
Mean.....	2.4
(ref:KIDS)	

Q.4 In what year were you born?

	Total
18 - 24	-
25 - 29	-
30 - 34	3
35 - 39	7
40 - 44	25
45 - 49	20
50 - 54	18
55 - 59	16
60 - 64	6
65 and over	5
(No answer).....	-
(ref:AGE)	

Q.5 What is your gender?

	Total
Male	49
Female.....	51
Something else/Non-binary	-
(ref:GENDER)	